

HOME & KITCHEN // PREMIUM COOKWARE & CULINARY TOOLS

Scaling an Amazon Home & Kitchen Catalog to +320% Revenue at 3× Ad Budget With Lower ACoS

CLIENT ACCOUNT	ENGAGEMENT TERM	PRIMARY IMPACT	CATEGORY BSR
Artisanal Cookware & Living	6 Months	+320% Revenue Growth at 3× Budget	#4200

+320% TOP-LINE REVENUE SCALE \$68k to \$285.6k/mo	23.0% ENDING BLENDED ACOS Down from 38.0% (" 39.5%)	#310 BEST SELLER RANK (BSR) Top 1% of Kitchen category	74% ORGANIC REVENUE SHARE Driven by top-rank momentum
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01 / THE BASELINE REALITY & AUDIT FINDINGS

Artisanal Cookware & Living creates premium multi-ply stainless steel cookware. Despite superior craftsmanship, their growth had plateaued at \$68,000/mo. Their ACoS sat at 38%, which made aggressive ad scaling impossible without running into heavy losses.

Home & Kitchen is characterized by massive search volumes and intense price competition from cheap overseas copycats. Artisanal Cookware was losing high-intent buyers to \$30 non-stick pans because their ads were displaying on generic terms without establishing premium differentiation.

Furthermore, their ad campaigns were starved of budget by mid-afternoon. Because Amazon ad budgets were spread equally across 28 SKUs, their two hero revenue drivers frequently ran out of budget while slow-moving SKUs consumed capital without delivering sales.

Competitors were also aggressively advertising directly on Artisanal Cookware's product detail pages, stealing 19% of their potential buyers right at the point of sale.

CRITICAL PERFORMANCE LEAKS IDENTIFIED IN INITIAL AUDIT:

- Equal budget allocation across 28 SKUs starved the top 2 revenue-generating hero products
- Vulnerability to competitor ASIN conquesting on product pages, causing 19% cart leakage
- Generic cookware keyword bidding failed to communicate tri-ply stainless steel value proposition
- Low organic keyword visibility: rank was trapped on page 2 and page 3 for 90% of relevant terms

02 / STRATEGIC ARCHITECTURE & RE-ENGINEERING

The 80/20 Hero SKU Dominance & Defensive Wall

We applied strict 80/20 portfolio analysis. We identified the 2 hero SKUs responsible for 78% of organic sales and built a dedicated "Hero SKU Escalation Engine" around them.

We reallocated 75% of total ad budget to these 2 SKUs and deployed defensive Product Attribute Targeting (PAT) to ring-fence their product detail pages with their own matching accessories (lids, silicone handles, cleaner).

Simultaneously, we initiated conquest campaigns targeting competing cookware listings that had 3.8 stars or lower, highlighting Artisanal's lifetime warranty and stainless steel non-toxic durability in Sponsored Brands Video ads.

THE 4 CORE CAMPAIGN PILLARS DEPLOYED:

01	Hero SKU Budget Concentration Reallocated 75% of account budget to the top 2 revenue generators, unlocking enough velocity to break into the category Top 50 BSR.
02	Product Page Defense Barrier Purchased 100% of Sponsored Products carousel slots on their own listings, eliminating competitor theft and boosting multi-unit basket size by 31%.
03	Conquering Vulnerable Competitors Targeted high-traffic competitor listings plagued by negative reviews regarding warping and coating peeling, achieving a 24.6% CVR.
04	Sponsored Brands Custom Video Ads Produced 15-second high-def cooking videos demonstrating sear marks and easy deglazing, lifting click-through rates by 220%.

SEQUENCED IMPLEMENTATION TIMELINE:

MONTH 1	Catalog Triaging & Defense	Restructured catalog into Hero, Supporting, and Liquidation tiers. Ring-fenced product pages with defensive PAT.
MONTH 2-3	Hero SKU Velocity Push	Scaled exact match and video ads on hero cookware sets. Daily orders grew from 28 to 92 units.
MONTH 4-6	Organic Rank Domination	Hero skillet reached #1 organic rank for 8 major culinary keywords. Organic sales surpassed \$150k/mo.

03 / VERIFIABLE AUDIT RESULTS: BEFORE VS. AFTER

All data verified from Amazon Advertising API and Amazon Seller Central telemetry reports.

Performance Metric	Initial Baseline	Optimized Final	Net Delta / Movement
Monthly Revenue	\$68,000	\$285,600	+320.0%
Monthly Ad Spend	\$13,260	\$29,130	+119.7%
Ad-Attributed Sales	\$34,900	\$126,600	+262.8%
Organic Sales	\$33,100	\$159,000	+380.4%
ACoS	38.0%	23.0%	" 39.5%
TACoS	19.5%	10.2%	" 47.7%
ROAS	2.63×	4.35×	+65.4%
Category BSR	#4,200	#310	Top 1%

VERIFIED BRAND PARTNER TESTIMONIAL

"Fatten Media taught us that you cannot treat every SKU equally on Amazon. By focusing our ad spend on our hero pans and building defensive walls, our revenue grew 320% while our ACoS dropped by 15 points. Our brand is now a fixture on Page 1."

— Julian HendersoManaging Director, Artisanal Cookware & Living)

KEY CATEGORY TAKEAWAYS:

- Concentrating budget on your top 20% hero SKUs creates organic velocity that pulls the rest of your catalog along.
- Defending your own detail page real estate is the highest-ROI ad spend you will ever deploy.
- Video ads showing product performance in real culinary scenarios out-convert static images by more than 2 to 1.

AUDIT CERTIFICATION SEAL

FATTEN MEDIA
VERIFIED CASE DOSSIER

Date: October 2026
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