

## Spectrum BPO's Amazon PPC Experts Help You Save Money and Get Better Traffic

Running successful Amazon ads isn't just about getting clicks—it's about **getting the right traffic without draining your budget**. Many sellers make the mistake of overspending on broad keywords, under-optimizing their listings, or relying on outdated ad strategies. If you're tired of burning cash on underperforming ads and want expert guidance to boost conversions, it's time to work with real [amazon marketing experts](#) who can transform your account.

That's where **SpectrumBPO**, an ecommerce growth agency based in **Richardson, Texas**, steps in. Their **Amazon PPC experts** are focused on one thing: delivering cost-effective, high-converting traffic. And they've done it over and over for sellers across multiple categories.

Let's explore a case study that demonstrates how SpectrumBPO turned a low-performing ad account into a profit-generating machine.

### Case Study: Cutting Ad Costs and Boosting Conversions

**Client:** A beauty and skincare brand

**Location:** Los Angeles, California

**Problem:** High ad spend with low return, low organic visibility

**Goal:** Lower ACoS, increase ROAS, and bring in more qualified traffic

#### The Challenge

The client came to SpectrumBPO with frustration. Despite spending thousands each month on Amazon PPC, they weren't seeing results. Their ACoS hovered around 55%, and their ads were attracting irrelevant clicks—people who weren't even their target customers. They were also struggling to rank organically because their campaigns lacked structure and keyword strategy.

#### How SpectrumBPO Stepped In

SpectrumBPO's **amazon marketing experts** ran a complete audit of the client's ad account. Here's what they found:

- Campaigns were targeting too many broad-match keywords
- No negative keywords were in use
- Ad placements were inconsistent
- Product listings were not optimized for conversion

SpectrumBPO redesigned the entire strategy. They segmented the campaigns by product type, focused on exact and phrase-match targeting, added high-volume search terms relevant to the

buyer intent, and layered in negative keywords to stop budget leaks. By working with an experienced [ecommerce agency](#) like SpectrumBPO, the client didn't just see short-term gains. They built a foundation for sustainable, profitable growth.

They also collaborated with the listing team to enhance titles, bullet points, and images—making sure that once the right traffic landed, the listings would convert.

### Results After 90 Days

- **ACoS dropped from 55% to 22%**
- **Total ad spend reduced by 40%**
- **ROAS improved by 3.5x**
- **Organic sessions increased by 60%**

This wasn't just about cutting costs. It was about using PPC **intelligently**—getting better traffic, improving the buyer journey, and maximizing every dollar spent.

### Why SpectrumBPO Stands Out in Richardson

SpectrumBPO isn't just another agency offering cookie-cutter PPC plans. Based in **Richardson, Texas**, they specialize in **customized Amazon growth strategies**. Their PPC team works alongside listing optimization experts, designers, and brand managers to deliver a full-funnel solution.

Their goal is simple: **help sellers spend less and earn more**—not just through better ads, but through better strategy.

### Final Thoughts

Amazon PPC is complex, but it doesn't have to be costly. With the right team behind you—like the specialists at SpectrumBPO—you can drive better traffic, increase conversions, and finally see the ROI your products deserve.

If you're ready to scale, SpectrumBPO's **Amazon PPC experts** in Richardson are ready to help.

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