

Amazon AMS Management | Client Results

A snapshot of what brands achieved after moving their Amazon Advertising (Sponsored Products, Brands, Display and DSP) programme to SW Cybernetics.

Rs 180 Cr+

AMS spend managed

4.7x

Avg client ROAS

38%

Avg ACoS reduction

500+

Brands scaled

Featured case studies

BEAUTY & PERSONAL CARE

AMAZON INDIA

Premium haircare brand scales to Rs 2.4 Cr/mo ad-attributed revenue

Challenge: ACoS stuck at 42% with flat sales despite a Rs 18L/mo AMS budget.

What we did

- Rebuilt structure into SP exact / SP auto / SB video / SD retargeting
- Day-parting and top-of-search placement bid modifiers
- Weekly search-term harvesting and negative sweeps

42% -> 19%

ACoS

2.4x -> 5.3x

ROAS

+312% in 6 mo

Ad revenue

HOME & KITCHEN

AMAZON INDIA

Appliance brand wins category BSR #1 on 4 hero SKUs

Challenge: Losing share of voice to a Chinese competitor on high-intent keywords.

What we did

- SB Video takeover on top 25 category keywords
- DSP retargeting from 30-day product-page viewers
- Brand Store rebuilt with dedicated category shelves

18% -> 47%

Share of voice

Top 3 -> #1

Organic rank

14% -> 8.6%

TACoS

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HEALTH & NUTRITION

AMAZON INDIA

Nutraceutical brand cuts wasted spend by Rs 6.2L/month

Challenge: 60%+ of ad spend flowing to irrelevant search terms and out-of-stock ASINs.

What we did

- Inventory-linked bid pausing on low-stock ASINs
- 4,200+ term negative keyword library from 90-day data
- Sponsored Display product targeting on competitor ASINs

-Rs 6.2L/mo

Wasted spend

6.1% -> 11.4%

Conv. rate

3.1x -> 6.8x

ROAS

FASHION & APPAREL

AMAZON INDIA

Ethnic wear label 4x's Prime Day revenue year-on-year

Challenge: Prime Day 2024 revenue plateaued; needed a repeatable event playbook.

What we did

- T-14 to T+3 event calendar with tiered bid escalation
- SB video + Brand Store spotlight 3 weeks pre-event
- DSP audiences seeded 30 days before Prime Day

4.1x YoY

Event revenue

38% -> 61%

New-to-brand

7.2x

Peak ROAS

CONSUMER ELECTRONICS

AMAZON INDIA

Audio brand launches new SKU to Rs 85L in first 60 days

Challenge: Zero reviews, zero organic rank on a brand-new hero SKU at launch.

What we did

- Vine + SP Auto ramp during first 21 days
- SB Video + SD audience targeting from week 4
- AMC-informed lookalike audiences activated via DSP

Rs 85L

60-day revenue

0 -> 340

Reviews

Page 1 by D45

Organic rank

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BABY & KIDS

AMAZON INDIA

Baby-care brand scales AMS spend 3.5x while holding TACoS

Challenge: Growth capped because every spend increase pushed TACoS above 12%.

What we did

- SP + SB portfolio rebalanced with category-level TACoS ceilings
- Sponsored Display retargeting on cart-abandoners
- Weekly incrementality reviews on brand-defense

3.5x scale

Ad spend

held at 9.8%

TACoS

+184% in 5 mo

Revenue

HEALTH & NUTRITION

AMAZON USA

US supplement brand reaches \$1.1M/mo AMS-driven revenue

Challenge: Expanding from IN to US with no ratings velocity and weak organic rank.

What we did

- US-specific keyword harvest + Vine enrollment
- SB Video creative rebuilt for US audience
- DSP prospecting with in-market audiences

\$0 -> \$1.1M

Monthly revenue

4.9x steady

ROAS

Top 20

Category rank

HOME & KITCHEN

AMAZON UAE

Kitchenware brand becomes Amazon.ae category leader

Challenge: Fragmented UAE demand across Arabic and English search intents.

What we did

- Bilingual (AR/EN) keyword clusters with dedicated campaigns
- SB headline creatives localized per emirate
- Placement bid modifiers by device and daypart

+276%

AMS revenue

31% -> 16%

ACoS

#1 in category

SOV

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Want your brand on the next results sheet?

Book a free Amazon AMS audit and we will show you the wasted spend, keyword gaps and quick-win campaigns in your account within 48 hours.

Book on the website: swcybernetics.in/services/amazon-ams-management

Email: contact@swcybernetics.in

Call / WhatsApp: **+91 93544 59066 / +91 93108 99066**

Metrics reflect anonymised client outcomes across the SW Cybernetics AMS portfolio. Individual results vary by category, listing quality and budget.