

Proposal for COCOMO

eSeller World



COCOMO

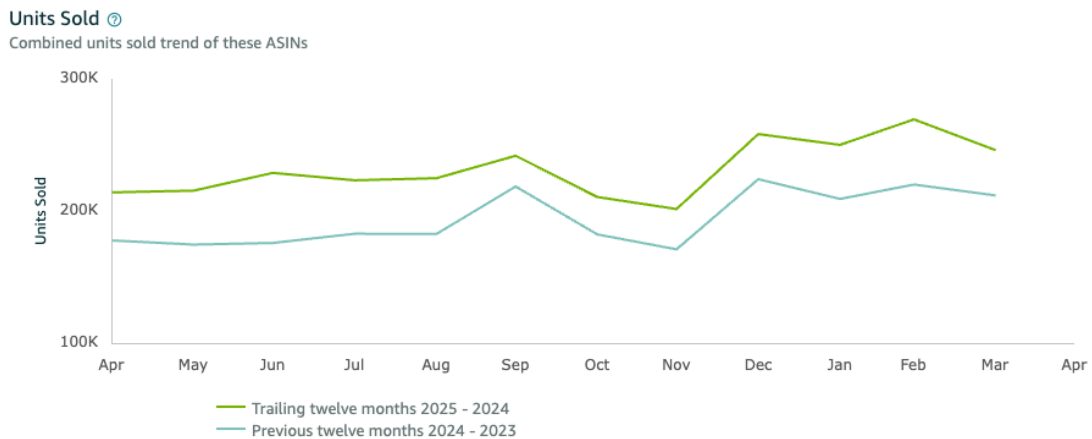
Amazon Account Management Audit

Brand Introduction

COCOMO was founded by three friends with a shared mission: to create a health-focused snack brand made only with clean, transparent ingredients.

The brand's journey on Amazon began with the launch of its **Peanut Butter Jar** in March 2024. In 2025, COCOMO expanded its product line by introducing **Coconut Peanut Butter Powder**. Currently, the revenue distribution between these two core products stands at **80:20**, while the **organic-to-PPC sales ratio** is approximately **1:2**.

Based on current market demand and insights from Amazon Seller Central's market guidelines, there is substantial potential for COCOMO to grow as a standout brand in its category.



This image has been captured from amazon seller central market guidelines section

We've conducted a thorough analysis of the account and product performance from all key perspectives. As a next step, we'll begin with a **SWOT Analysis**, followed by a deep dive into actionable improvement areas to unlock growth opportunities.

Let's dive in.

The Audit

SWOT Analysis

Strength

- Unique product formulation combining organic peanuts & coconut
- Health-focused (organic, vegan-friendly, gluten-free, high protein)
- Multiple convenient formats (14-serving tubs, single-serve pouches, jars)
- Strong customer ratings (4.6 / 5 ⭐ average on 16 oz spread)
- Premium positioning with "TSA-Friendly" travel claim for on-the-go use

Opportunity

- Growing demand for plant-based, clean-label snacking
- Introduce a Subscribe & Save option to secure recurring revenue
- Bundle SKUs (e.g., Original + Chocolate powders or pouches + powder packs) to boost AOV
- Expand into brick-and-mortar specialty retailers (health-food stores, fitness boutiques)
- Launch new flavor extensions (e.g., cinnamon spice, vanilla, unsweetened) to broaden appeal

Weakness

- Higher price point (~\$15 for 16 oz spread) compared to commodity nut butters
- Limited brand awareness as a newer entrant (since early 2024)
- Niche audience targeting (vegan/gluten-free/protein-seeking)
- Smaller review base on powder SKUs & pouches (< 100) reduces trust signals

Threat

- Intense competition from well-known & emerging nut-butter brands on Amazon
- Commodity price volatility (peanuts & coconut) may squeeze margins or force price increases
- Risk of copycat products offering similar "coconut-peanut" formulations at lower prices
- Shifting consumer trends away from high-fat spreads or toward entirely new snack fads

Monthly Sales Trend

Month	B2B	Non-B2B	PPC	Spend	ACoS	Total ACoS
March	\$525	\$33,814	\$16,056	\$11,970	74.55%	34.85%
April	\$546	\$31,766	\$12,909	\$10,077	78.06%	31.18%
May	\$540	\$28,794	\$11,271	\$8,720	77.37%	38.42%

Observation:

- Month-over-month growth is flat—let's step up our marketing game.
- May shouldn't dip since demand is steady—identify and fix what's holding us back.
- ACoS is hovering around 35%—we need to tighten bids and cut that to under 30%.
- Prime Day is around the corner—prepare big deals now to boost visibility and rank.

PPC Data

KPI	March	April	May
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SP	Sales	\$11,080	\$8,705	\$7,110
	ACoS	78.42%	79.04%	80.33%
	PPC Sales %	69	67.43	63.08
	Active Campaign	124	140	170
SD	Sales	\$1,812	\$1,227	\$1,038
	ACoS	78.86%	101.09%	97.01%
	PPC Sales %	11.28%	9.50%	9.20%
	Active Campaign	4	8	7
SB	Sales	\$3,164	\$2,977	\$3,123
	ACoS	58.54%	65.72%	64.10%
	PPC Sales %	19.70%	23.06%	27.70%
	Active Campaign	5	8	6


Observation:

- Sponsored Product sales are declining—too many campaigns for too few products is spreading our efforts thin.
- Sponsored Display usually gains traction over time; let's shift focus there to boost sales.
- Sponsored Brand campaigns struggle with ACoS control, but with ongoing tweaks and time, performance can improve.
- Our brand and product are established—Sponsored Product ACoS shouldn't be this high, so we need to scale more efficiently.

Amazon SEO

Product Listing

Missing information on the "Coconut Peanut Powder". It does have lot of negative impact on the Amazon SEO.

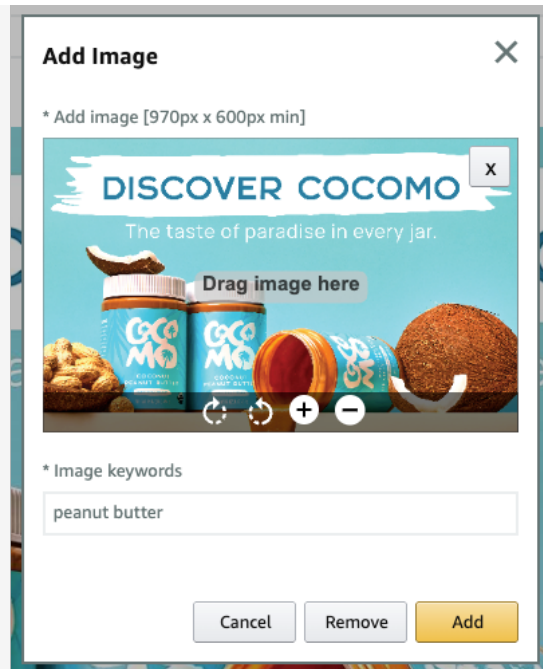
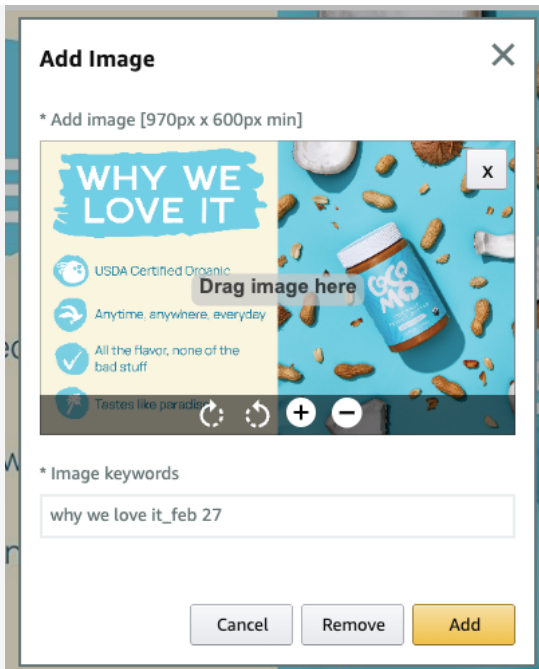
Generic Keyword 

[Add More](#)

Generic Keyword ?	Example: Water sport shoes; Derek Rose; Electric; Wi-Fi; Banana
	Add More
Number of Items ?	Example: 5
Size ?	Example: Extra Large
Part Number ?	Example: RIV001
Serving Recommendation ?	Example: 2 tbsp, 1 bottle
Is the Item Heat Sensitive? ?	<input type="radio"/> Yes <input type="radio"/> No
Temperature Rating ?	Example: Ambient: Room Temperature, Chilled: 33 to 38 degrees
Flavor ?	Chocolate (14 Servings) Chocolate (14 Servings)
Ingredients ?	Example: Dark Chocolate
	Add More
Each Unit Count ?	1.0 1
Allergen Information ?	Example: Abalone, Abalone Free

A+ Content

We've spotted duplicate and irrelevant keywords in our A+ Content. To align with Amazon's A10 algorithm, it's crucial to include targeted "image keywords."



Plan of Action

Organic SEO

1. Add Missing Content

We'll fill in any missing search terms and details in both the product listings and A+ content. Including these keywords and formats should boost our organic ranking.

Generic Keyword ? [Add More](#)

2. Manage Experiments

Though the current copy is well optimized, we plan to run A/B tests on titles and images to see what drives higher engagement.

Note: We're currently receiving some traffic from external ads. To accurately track our organic performance, please share any promotions running outside of Amazon.

Active Experiments	0	Total Experiments	6	<input type="checkbox"/> Show active experiments only	Create a New Experiment
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Conversion Optimization

1. CTA Image Hack:

Competitors often tweak three elements to boost click-through rate—titles, images, and prices. While pricing adjustments aren't always an option, we can optimize images and titles through A/B testing against the competition.

		Search Funnel - Impressions	Search Funnel - Clicks	Search Funnel - Cart Adds	Search Funnel - Purchases	ASIN Title			
Cocomo Coconut Peanut Butter Spread, 16 oz - Organic Peanut Butter, Na...	B0CW57Y569 Grocery	1,987,418	\$15.00	20,243	1.02%	5,803	1,781	\$25,248.99	8.8%
Cocomo Coconut Peanut Butter Powder, Original - Organic, Vegan, Glute...	B0DQZQ3343 Grocery	124,637	\$15.00	787	0.63%	167	32	\$479.97	4.07%
Cocomo Coconut Peanut Butter Powder, Chocolate - Organic, Vegan, Glut...	B0DQZWXTKL Grocery	58,405	\$15.00	395	0.68%	82	23	\$337.98	5.82%
Cocomo Coconut Peanut Butter, Organic Peanut Butter, Natural, Gluten F...	B0D7279476 Grocery	42,765	\$27.00	332	0.78%	77	39	\$1,046.40	11.75%
Cocomo Coconut Peanut Butter Single Serve Pouch, 10 Count - Organic, ...	B0DY1ZG8TY Grocery	43	\$15.00	5	11.63%	1	0	\$0.00	0%

Above it the data of brand search traffic of first quarter, but we can keep checking this to improve our SEO Game.

2. Upgrade A+ Content

We noticed your A+ Content qualifies for Amazon's invite-only Premium A+ program, which is limited to select sellers.

Premium A+ lets you add sliders, videos, and more modules to showcase your product. According to Amazon data, it can boost conversions by 15–20%.

Select the type of A+ content you want to create:

Enhanced Product Description

Basic

- Create up to 5 modules of enhanced content to highlight the features of your products

Create Basic A+

Premium

- Upgrade to 7 modules including video capability, larger images, and interactive experiences.

Create Premium A+

Advertisement & Marketing

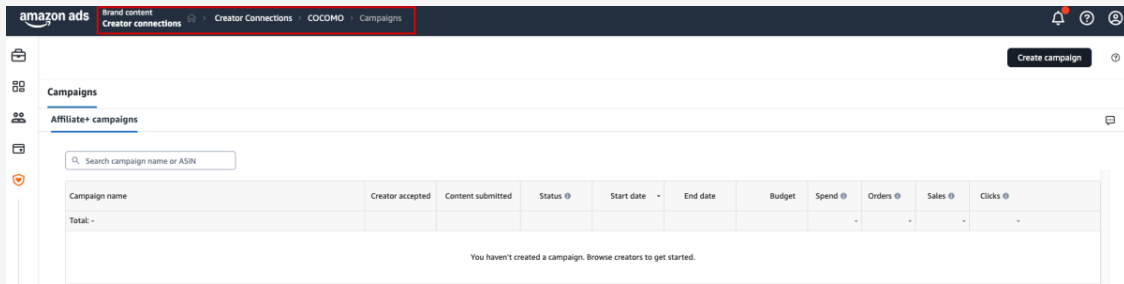
Creators Connect

We're eligible for Amazon's new "Creators Connect" program, which isn't open to everyone yet. Here's how it works:

- **Set a Budget & Bonus Percentage:** Decide how much you want to allocate for creator commissions and what percentage bonus they'll earn per sale.

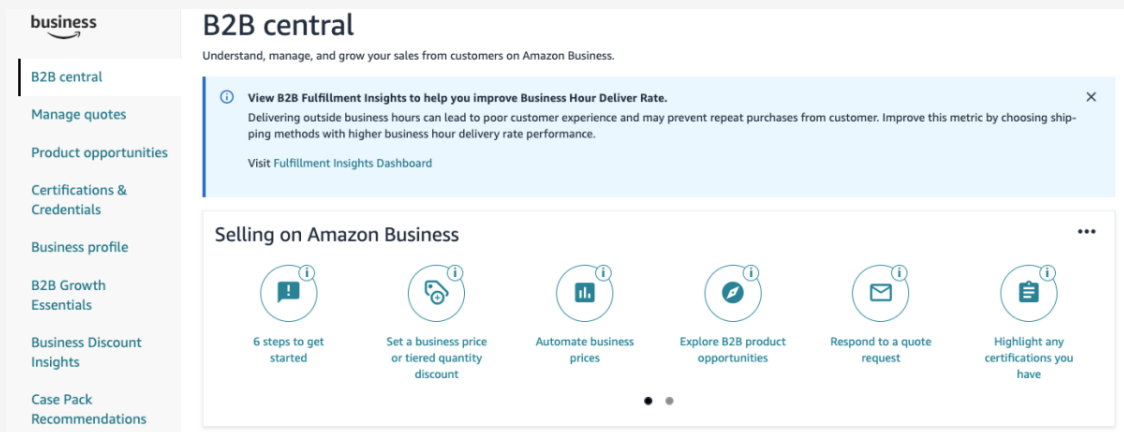
- **Share Your Product Link:** Creators will promote this link on their platforms or social media.
- **Pay Only on Sales:** When someone buys through the link, the creator earns the commission you've defined, which comes out of your budget.

We've run this for several major brands and consistently seen 10–15% of their sales driven through Creator Connect.



B2B Central

As noted in earlier data, our B2B sales are strong—good products tend to attract larger buyers and drive more B2B orders. Given our current conversion rate, we'll set up B2B Central for you so that business buyers can purchase directly and request quotes for bulk or oversized orders.



Brand Store Optimization

We've reviewed all the data in the Brand Store and see a conversion rate of 11%. By aligning with Amazon's optimization guidelines—enhancing visuals, improving navigation, and refining content—we can significantly increase the likelihood of driving more sales.

COCOMO See live Store See insights Edit Brand Store

Store Insight 30-day overview	Sales [📈] YOY \$1.2K —	Visits [📈] YOY 574 +9.47K%	Bounce rate [📈] YOY 20% +17.6%	Dwell time [📈] YOY 45s +37.7%	Last updated [📈] 7 weeks ago
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Brand Store quality rating: Medium ⓘ
You have 10 incomplete recommendations. Take action to boost sales by up to 34%.
[Explore recommendations](#)

Brand Store quality rating: Medium ⓘ 30-DAY OVERVIEW
[Explore recommendations to improve Brand Store quality](#)

Traffic			Sales			Store engagement	
Visitors [📈]	Views per visitor [📈]	New to Store visitors [📈]	Sales [📈]	Orders [📈]	Units sold [📈]	Avg. dwell time [📈]	Avg. bounce rate [📈]
<u>484</u>	1.23	392	\$1,197.00	66	<u>71</u>	45s	20%

This will be the right step to improve and build the brand. More details can be found [here](#)

Amazon PPC

The brand currently runs a large number of campaigns, which makes it time-consuming to audit each one individually. After reviewing everything and noting the gaps, it's clear we have too many campaigns for such a small product catalog. By consolidating and optimizing these campaigns, we'll be in a much stronger position.

Brand Name:

People searching for a brand name are already determined to buy our product. No need to advertise products. You are currently wasting money on that.

amazon Deliver to Amar Phoenix 85085 All cocomo peanut butter

Eligible for Free Shipping
 Free Shipping by Amazon
 Get FREE Shipping on eligible orders shipped by Amazon

Delivery Day
 Get It Today
 Get it by Tomorrow

Customer Reviews
 ★★★★★ & Up

Brands
 Earth Balance
 MARANATHA

All Top Brands
 Top Brands

SNAP EBT
 SNAP EBT Eligible

Form
 Creamy
 Paste
 Crunchy
 Bar
 Chunky

Price
 \$2 - \$62+


Up to \$15
 \$15 to \$20
 \$20 & above

Deals & Discounts
 All Discounts

Food Type
 Organic
 Low-Carb
 Non-GMO

Seller
 Amazon.com
 AmazonFresh
[See more](#)


Subscription Options
 Subscribe & Save Eligible




Cocomo Coconut Peanut Butter Spread, 16 oz - Organic Peanut Butter, Natural, Gluten Free, Vegan, Hig...
 4.6 ★★★★★ (305)

Shop Cocomo


Results
 Check each product page for other buying options.




COCOMO
 Coconut Peanut Butter Spread, 16 oz - Organic Peanut Butter, Natural, Gluten Free, Vegan, Hig...
 Peanut Butter Spread
 4.6 ★★★★★ (305)
 1K+ bought multiple times
 \$15⁰⁰ (\$0.89/ounce)
 \$14.25 with Subscribe & Save discount
 Prime members get FREE delivery Today 5 PM - 10 PM on eligible orders
 Or Non-members get FREE delivery Sat, Jun 7 on \$35 of items shipped by Amazon
 Organic content ✓
 Add to cart



COCOMO
 Coconut Peanut Butter, Organic Peanut Butter, Natural, Gluten Free, Vegan, No Seed Oils, High...
 Peanut Butter Spread
 4.6 ★★★★★ (305)
 400+ bought multiple times
 \$27⁰⁰ (\$0.84/ounce)
 \$25.65 with Subscribe & Save discount
 Prime members get FREE delivery Today 5 PM - 10 PM
 Or Non-members get FREE delivery Sat, Jun 7 on \$35 of items shipped by Amazon
 Organic content ✓
 Add to cart



David
 High Protein Bars No Sugar - Sugar Free Protein Bars, Low Carb, Gluten Free - 28g of Protein, 150 Calori...
 Variety Pack
 4.0 ★★★★★ (2.1K)
 10K+ bought multiple times
 \$25⁰⁰ (\$4.17/count)
 FREE delivery Jun 5 - 6
 Add to cart



Grandy Organics
 Peanut Butter Coconola Granola, Gluten Free, Grain Free, Peanut Butter Granola with 5g Plant Bas...
 Peanut Butter 9 Ounce (Pack of 6)
 4.8 ★★★★★ (35)
 100+ bought multiple times
 \$56⁴⁹ (\$1.05/ounce)
 \$53.67 with Subscribe & Save discount
 Prime members get FREE delivery Tomorrow, Jun 3
 Or Non-members get FREE delivery Sat, Jun 7
 Organic content ✓
 Small Business ✓
 Add to cart

Negative Targeting

I reviewed our top-spending, highest-revenue campaign and applied the general rule: any keyword that gets more than eight clicks without a sale should be added as a negative. The keywords listed below have already accumulated **100 clicks** each without converting, yet they're not currently negated. Until we add them to our negative keyword list, we'll keep bleeding ad spend on non-converting traffic.

Customer search term	Keywords	Match type	Clicks	Spend	Orders	Sales	ACOS
organic peanut butter	organic peanut butter	Exact	270	\$266.27	28	\$468.00	56.90%
natural peanut butter	natural peanut butter	Exact	144	\$145.26	16	\$276.00	52.63%
peanut butter	peanut butter	Exact	102	\$98.85	7	\$129.00	76.63%
low calorie peanut butter	peanut butter	Phrase	100	\$59.18	-	-	-
coconut butter	coconut butter	Exact	61	\$49.59	5	\$87.00	57.00%
sugar free peanut butter	peanut butter	Phrase	58	\$41.21	3	\$45.00	91.58%
natural peanut butter no sugar	natural peanut butter	Phrase	36	\$34.30	3	\$45.00	76.22%

Yet they're not currently negated. Until we add them to our negative keyword list, we'll keep bleeding ad spend on non-converting traffic.

Ad group: Ad Group 1
 Status: Delivering

Ads
 Add negative keywords: Find a negative keyword

Targeting
 Keyword
 Negative targeting

Search terms
 cocomo

Ad group settings
 History

Go to page 1 1 - 1 of 1 result Results per page: 50

Overall, the campaigns haven't been optimized properly and need significant work. However, I can **promise** that within the first eight weeks, we'll achieve a **substantial reduction in ACoS**.

A plan of action to increase sales and profitability

We are going to follow the below strategy for our new PPC management.

| *Our Plan*

We plan to structure the campaigns and revamp them as needed.

- Sponsored Products:
 - 1 Automatic Campaign - 4 Ad Groups (Based on Each Targeting)
 - 5 Manual Campaign - 1 Ad Group Each (3 Keyword Targeting, 2 Product Targeting)
- Sponsored Display:
 - 1 Campaign for each product
- Sponsored Brands: Multiple campaigns as needed.

| *Optimization Strategy*

- Harvested Keyword Campaigns: Harvest the converting keywords and create a separate campaign with those keywords to keep generating Conversions and improving Keyword Ranks. The same strategy will be applied to ASIN targeting (Product Targeting) as well. Increase
- Discoverability: Target more keywords by conducting Independent Keyword Research using some of the best tools available such as Helium 10, JungleScout, Merchantwords, Zonguru, SellerLabs
- Sponsored Brand campaigns: Using the top-performing products and effective Brand Improvement Strategies in the Sponsored Brand Campaigns, we can improve Brand Awareness and increase the number of new-to-brand customers.
- Display Ad Campaigns: To advertise products outside Amazon and to retarget the audience and improve the number of repeat purchases

| *Marketing Budget*

We would recommend a total PPC budget of \$8000-\$10,000/mo.

This budget includes the following campaigning:

1. Sponsored Product
2. Sponsored Brand
3. Sponsored Display



Your Investment

Strategy

Our pricing is set in a way that it won't actually cost you fortune. Our guarantee makes sure that if it doesn't work then you can cancel.

Our strategy for this is two-fold:

1. We don't work with the client when we don't feel confident in bringing results.
2. Our end goal is always to help you get more sales and profit, so our costs don't bother you.

Our Guarantee to You

**'Peace of mind?'
It's on us.**

**The best guarantee in the
world.**

Like with any business purchase, there's always a certain amount of risk attached when it comes to success.

We want to completely remove that risk from you and place it on ourselves.

So, if we don't do what we say we're going to do... **you can cancel contract anytime.**



Let's Get Started

If you would like to join us and become a client then we'd be delighted to have you.

Next Steps

1. Sign below by typing your name and hitting 'Sign Proposal'
2. We'll arrange the initial interview where we'll gather all the details we need.
3. We'll be in touch with your invoice details and will set up billing

We're ready to go, are you?

Terms & Condition

We've streamlined our Terms & Conditions so prospects can review them in

under a minute. This isn't just for show—we take great pride in our work and want to be completely transparent with every future client.

Cooperation

We agree to give our best efforts to provide the services detailed above. You agree to help us achieve this by providing the necessary information and cooperating with us throughout the process.

Payment Agreement

You agree to pay our invoice upfront. eSeller World reserves the right to withhold services from COCOMO until the overdue payment is made.

Cancellations

COCOMO is entitled to cancel any plans or works in progress, but agrees to pay eSeller World for all expenses and costs incurred before cancellation. Any additional expenses over \$300 should require COCOMO's approval. Expenses and costs include, but are not limited to, completed tasks, initiated advertising campaigns, non-refundable third-party fees, and contractual obligations undertaken on behalf of COCOMO. eSeller World agrees to minimize such expenses and costs to the best of its ability.

Termination

This agreement will begin on the date and continue until either party terminates it, with no less than 5 days' notice in writing. Either party may terminate this agreement immediately by providing written notice in the case of the other party being insolvent or receiving an insolvency petition if a trustee or other similar agent is appointed regarding any business or property of the other party if the other party assigns for the benefit of creditors, or if eSeller World materially breaches the payment terms defined in this agreement.