

Proposal for Oh Norman!

Written by eSeller World



OH NORMAN!

Amazon Account Management Audit

Brand Introduction

Oh Norman! is a mission-driven pet wellness brand founded in 2023 by Kaley Cuoco, Katie Hunt, Bilal Mekkaoui, and Ryan Nelson. Based in New York City, the brand offers eco-friendly, clean, and vet-approved dog products—including supplements, grooming items, treats, and accessories—designed to improve canine health and happiness.

The brand's journey on Amazon began with the launch in June 2024. Till June 2025, OH NORMAN! expanded its product range. Currently, the revenue distribution between Dog Treat & Shampoo, two core products stands at **70:30**, while the **organic-to-PPC sales ratio** is approximately **3:2**.

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

- Celebrity Influence (Kaley Cuoco)
- High-Quality and Vet-Approved Products
- Strong Brand Story and Cause-Driven Marketing
- Robust Early Amazon Performance

Opportunity

- Expansion to Additional Categories on Amazon
- Enhanced Brand Content (A+ Content Keywords)
- Strategic Use of Amazon Advertising (PPC, Sponsored Brands, Sponsored Display)
- Seasonal and Themed Promotions

Weakness

- High Competition Market
- Mixed Customer Reviews
- Lack of Optimization on Amazon PPC
- Uncontrol Spend

Threat

- Highly Competitive Pet Supplement Category
- Dependence on Amazon Marketplace Dynamics
- Reputation Management (Negative Reviews)

Monthly Sales Trend

Month	B2B	Non-B2B	PPC	Spend	ACoS	Total ACoS
March	\$212	\$58,731	\$25,740	\$29,694	115.36%	50.55%
April	\$256	\$40,707	\$18,699	\$22,883	122.37%	56.21%
May	\$515	\$57,203	\$22,135	\$27,548	124.46%	48.15%

Observation:

- Month-over-month growth is flat—let's step up our marketing game.
- April shouldn't dip since demand is steady—identify and fix what's holding us back.
- TACoS is hovering around 50%—we need to tighten bids and cut that to under 25%.
- Prime Day is around the corner—prepare big deals now to boost visibility and rank.

PPC Data

Intent Type	Sales	Spend	ACoS	Clicks	Orders	CVR
Sponsored Product	\$21,768.31	\$27,003.53	124.05%	7262	1169	16.10%
Sponsored Brand	\$2,278.83	\$2,336.74	102.54%	864	76	8.80%
Sponsored Display	\$654.66	\$941.69	143.84%	848	33	3.89%

Auto	\$1,762.61	\$2,380.73	135.07%	983	116	11.80%
Manual	\$22,939.19	\$27,901.23	121.63%	7991	1162	14.54%
Broad Keywords	\$2,901.76	\$3,766.37	129.80%	1370	130	9.49%
Phrase Keywords	\$3,612.42	\$8,500.94	235.33%	1351	245	18.13%
Exact Keywords	\$6,148.42	\$10,844.66	176.38%	2238	367	16.40%
Product Targets	\$7,343.1	\$4,208.83	57.32%	1319	311	23.58%

Data of last 30 Days

Observation:

- PPC campaigns are not well-structured. Results in ineffective optimisations and control over the spends.
- Defensive and Self ASIN campaigns are the only ones running under 30% ACoS.
- Only 10% spend on Sponsored Brand and Sponsored Display campaigns. This limits the product and brand awareness.
- Currently there are 161 active campaign. The campaigns are running on a very high ACoS (avg. 118%).

Immediate action points to improve the ACoS:

- Pause the campaigns running on higher ACoS
- Optimise the keywords/targets based on CVR
- Re-structure campaigns to target ads more effectively.
- Negative targeting in all the campaigns.
- Create SP and SD brand defence campaigns to improve cross-selling and cover more positions on our detail page.
- Create audience retargeting SD campaign to reach high-intent customers.

Deep dive into the following campaigns to control budget loss:

- SP - Pumpkin Treats - B0D2FLRF56 - SKC Own ASIN B0D2FLRF56 - [VCLM]
- SP - Waterless Shampoo - B0DDRM3NBK - SKC *Dog Dry Shampoo* Exact - [VCLM] - TOS
- SP - Beef Jerky Treats - B0D2DR1BXD - SKC *soft dog treats* Phrase- [VCLM] - ROS
- SP - Waterless Shampoo - B0DDRM3NBK - SKC *dry shampoo dogs* Exact I [VCLM]
- SP - Pumpkin Treats - B0D2FLRF56 - Auto Loose Match - [VCLM]
- SP - Beef Jerky Treats - B0D2DR1BXD -SKC *dog treats for small dogs* Exact RS - [VCLM]
- SP - Pumpkin Treats - B0D2FLRF56 - SKC - *pumpkin dog treats* Phrase

Amazon SEO

Product Listing

Missing information on the low-performing product Detail Page. It does have a lot of negative impact on the Amazon SEO.

Generic Keyword ⓘ Example: Water sport shoes; Derek Rose; Electric; Wi-Fi; Banana
Add More

*** Product Description** ⓘ Comfortable finger pocket Dual-sided: textured for scrubbing, smooth for polishing
Comfortable finger pocket Dual-sided: textured for scrubbing, smooth for polishing

*** Bullet Point** ⓘ Comfortable finger pocket Dual-sided: textured for scrubbing, smooth for polishing
Comfortable finger pocket Dual-sided: textured for scrubbing, smooth for polishing
Add More

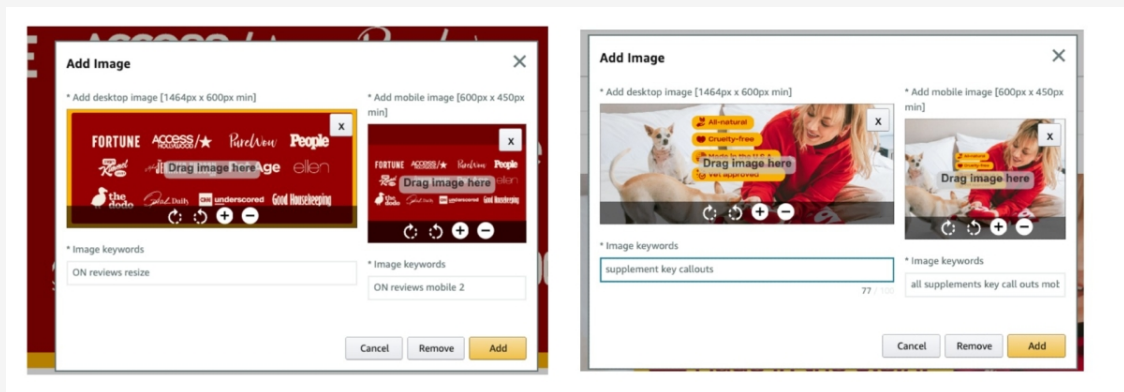
Generic Keyword ⓘ Example: Water sport shoes; Derek Rose; Electric; Wi-Fi; Banana

Number of Items ⓘ 1

Item Package Quantity ⓘ 1
Example: 1

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."co



Plan of Action

Before we move into the action plan, we conducted research on the top 5 best-selling products in the category. We analyzed their sales momentum and compared our current performance metrics against key market

benchmarks. Our findings revealed that we are currently missing out on several high-performing keywords that are driving significant sales for competitors. Addressing these keyword gaps will be our first priority.

Check report [here](#)

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
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Show active experiments only [Create a New Experiment](#) ▼

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.

2. Category Check:

Some categories are not right, there might be chances we are missing a big chunk of traffic. But it's risky as well because these are top performing ASINs. We would like to try that but before that we will do risk analysis.

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 \$18,000-\$25,000/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?