

How a stalled **\$5M** supplement brand started winning again.

A year of flat sales. Then three findings, three changes, and a way of working they could actually see.

6 → 15%

SHARE ON TOP CATEGORY SEARCHES

300+

INCREMENTAL NEW CUSTOMERS EVERY MONTH

+7%

SALES GROWTH, AFTER A YEAR FLAT

CAUZ AI

THE SITUATION

Everything looked fine. The number wasn't moving.

HPI sells wellness supplements on Amazon, about \$5M a year. Their core niche is mature and shrinking — not a category with tailwinds. Sales had been flat for a full year.

Their agency was competent. Campaigns were running. Monthly reports arrived on time, full of charts. Everything looked professional. But nobody could answer the one question HPI actually cared about: why wasn't the number moving? And in a shrinking niche, how much longer before flat sales turned into declining sales?

That's where Cauz came in. Cauz manages Amazon ads the way an agency does: direct relationship with the brand, but with AI agents handling the account work. Here's what Cauz did in the last 90 days.

What Cauz found in week one.

Cauz audited the account in the first week. Three things surfaced.

01 Most ad money was spent on customers who already knew HPI.

A majority of spend was hitting branded search (people typing their brand by name). Those customers were going to buy anyway. The ads weren't driving those sales, just taking credit for them.

02 On the searches where new customers discover brands, HPI was invisible.

Competitors were winning the high-volume category terms: the searches that bring in new buyers. HPI's ads weren't showing up, and their organic rank was in the bottom half of page one.

03 Sponsored Brands was winning new customers. But it looked inefficient, so it never got scaled.

Sponsored Brands is the ad type built to reach new customers. New customers cost more than repeat ones, so these ads tend to run at lower ROAS. HPI's agency saw this as underperformance and held spend flat. Optimizing for ROAS was quietly limiting growth.

Cauz found these gaps because it was measuring the business, not just the ads.

The numbers are growing. You understand why. That's what Cauz focuses on.

What Cauz changed.

Cauz ran many experiments over 90 days. Three moves stood out.

- **Cut branded search spend 28%.** Purchase share rose. Ad reports looked worse, but the business didn't.
- **Shifted budget to category terms where the brand was invisible.** These ads ran at a loss. Organic ranking gains more than paid for it: bottom half of the page to top 5 on a key term.
- **Separated new-customer tracking from returning.** On blended ROAS, Sponsored Brands looked like a loss. On split tracking, it looked like a scalable growth channel.

WHAT HAPPENED

90 days in.

| | | | |
|---|---|--|-----------------------------------|
| 6 → 15% SHARE ON TOP CATEGORY SEARCHES (2.5X) | 300+ INCREMENTAL NEW CUSTOMERS EVERY MONTH, VIA SPONSORED BRANDS | +7% SALES GROWTH, AFTER A YEAR FLAT | ~10% TACOS, HELD STEADY |
|---|---|--|-----------------------------------|

What HPI sees every week.

Most Amazon agencies send a monthly PDF. Cauz shows HPI the work as it happens: every active experiment and every decision, live. When an experiment hits a guardrail, it stops and the conclusion gets written down. Not a summary. Not a dashboard. Work in progress, visible.

ACTIVE EXPERIMENT · WEEK 4

● ON TRACK

OBJECTIVE

Cut spend on a branded search term without losing purchase share on it.

GUARDRAILS (SET BEFORE WE STARTED)

Keep share above 92%. If it drops below for two weeks, we stop.

TODAY

Share: 96.8% (up from the 94% baseline). Spend: down 28%, saving \$1.5k/month. Still room to cut further.

LATEST DECISION · APR 16

Scaled down further. Share at its highest yet, well above the guardrail — safe to keep cutting.

NEXT

See what Cauz would find in your account.

Share read-only access to your Amazon Ads account. Within 48 hours, you'll get back a one-pager: three things Cauz would change, and why. It's free, yours to keep whether you work with Cauz or not.

If you can also share Seller Central access, Cauz will pull Brand Analytics and total sales into the analysis. Sharper context, sharper recommendations.

Just reach out when you're ready: greg@cauz.ai

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