



"Mike is amazing. The account is more efficient year over year."

Dan | Outdoor recreation brand
Client feedback, October 2026

AMAZON ADS MANAGEMENT

More sales. Less ad spend.

Higher total sales with lower ad spend.

ACOS 40.86% to 17.44%

TACOS 25.76% to 11.24%

February 2025 baseline compared with September 2026.

22.5%

more total sales

19.7%

less ad spend

38.9%

higher ROAS

February through September 2026 compared with the same months in 2025.



Where the account started.

February 2025 was the final full month before Mike took over in March 2025.

FEBRUARY 2025

\$35,259.12

Total sales



■ Ad sales

\$22,229.86

■ Reported organic sales

\$13,029.26

THE STARTING METRICS

Ad spend **\$9,082.43**

ACOS **40.86%**

TACOS **25.76%**

ROAS **2.45**

Ad attributed orders **803**

BY SEPTEMBER 2026

Latest complete month

\$61,186.82

Total sales

\$6,879.63

Ad spend

ACOS and TACOS improvements follow on page 3.



02 / ADVERTISING EFFICIENCY

Less revenue spent on advertising.

ACOS and TACOS both fell by more than half from the February 2025 baseline to September 2026.

ACOS

Ad spend as a share of ad sales

FEBRUARY 2025

SEPTEMBER 2026

40.86% → **17.44%**

57.3% lower ACOS

Ad spend fell from \$40.86 to \$17.44 per \$100 in ad sales.

TACOS

Ad spend as a share of total sales

FEBRUARY 2025

SEPTEMBER 2026

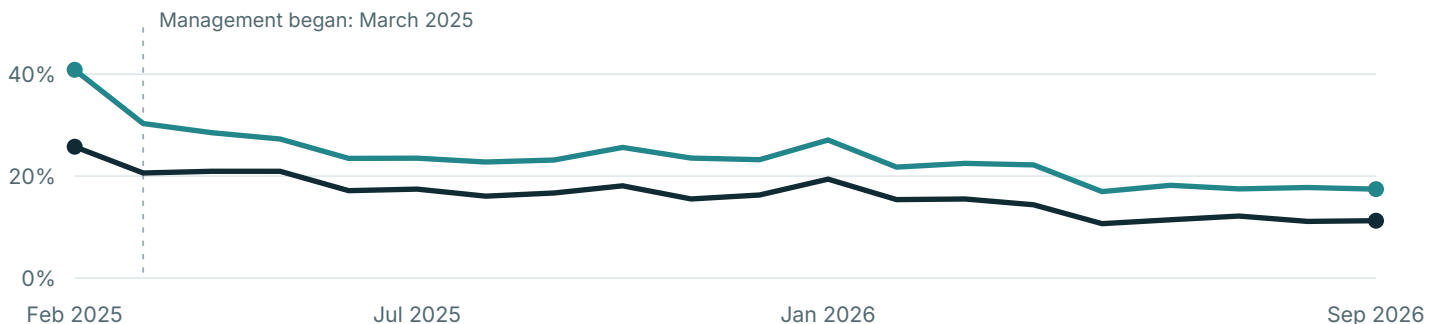
25.76% → **11.24%**

56.4% lower TACOS

Ad spend fell from \$25.76 to \$11.24 per \$100 in total sales.

Monthly ACOS and TACOS

— ACOS — TACOS



Why this matters

A smaller share of sales revenue goes to advertising. More remains for product costs, Amazon fees, operating expenses, and potential profit.

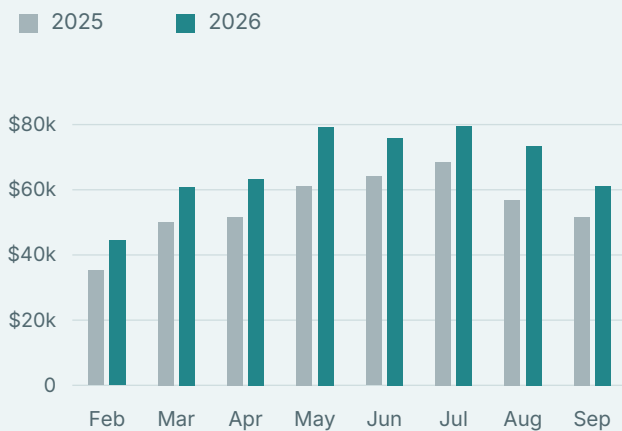


03 / THE RESULTS

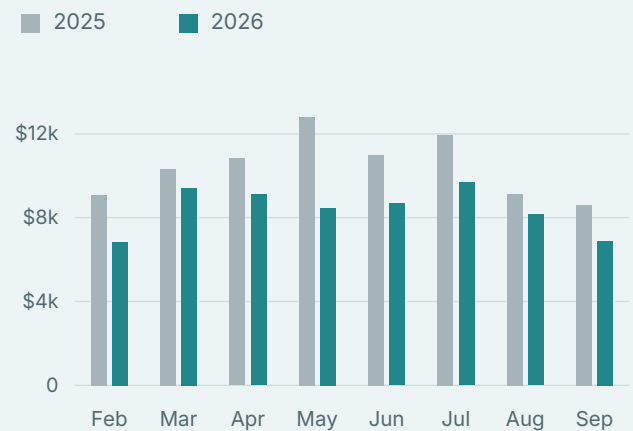
Eight months. Consistent improvement.

8 of 8 months: higher total sales and lower ad spend. This compares February through September 2026 with the same months in 2025.

Total sales by month



Ad spend by month



THE COMPLETE COMPARISON

February through September in each year

Account metric	2025	2026	Change
Total sales	\$439,334.65	\$538,074.52	+22.5%
Ad sales	\$316,154.51	\$352,643.85	+11.5%
Reported organic sales	\$123,180.14	\$185,430.67	+50.5%
Ad spend	\$83,711.69	\$67,207.30	19.7% lower
ROAS	3.78	5.25	+38.9%
ACOS	26.48%	19.06%	7.42 pp lower
TACOS	19.05%	12.49%	6.56 pp lower

pp = percentage points. Rates use aggregate amounts for the complete comparison period.

Reported organic sales = total sales minus ad sales. Data notes appear on page 6.



04 / THE MANAGEMENT APPROACH

Give proven searches more focused control.

Northwest Coast Digital uses Search Term Isolation to connect campaign decisions with evidence. Each account receives a plan based on its products and goals.

1. Inspect the account.

Mike reviews sales, ad spend, targeting, and campaign structure to set priorities.

2. Find converting searches.

Auto and Broad campaigns identify customer searches and product targets that generate orders.

3. Separate proven targets.

Exact campaigns give converting searches direct bid control. Product campaigns organize targets by product.

4. Reduce inefficient spend.

Mike reviews bids and exclusions against conversion data, relevance, and account goals.

5. Adjust budgets with evidence.

Budget decisions consider performance, stock levels, product priorities, and seasonal demand.

6. Measure the full result.

Reports connect ad sales and ad spend with total sales, ACOS, ROAS, and TACOS.

SELECTED MONTH

May 2026

Compared with May 2025

29.6%

more total sales

34.0%

less ad spend

5.90

ROAS

More ad sales per dollar spent.

The eight month comparison returned \$5.25 in ad sales for each \$1 in ad spend.



Your account. Mike's attention.

Mike Plunkett builds the campaigns and makes the advertising decisions. You work with the person who manages your account.



SELLER SINCE 2017

Practical Amazon experience



MBA, CSULB

Business and technical background



DIRECT MANAGEMENT

One accountable strategist

Start with a free audit.

Your free audit reviews your Amazon listing and ads. The findings identify account changes that deserve attention first.

1. Request your free audit.

The Northwest Coast Digital website includes an audit request form.

2. Share your products and goals.

Your product details and advertising priorities guide the review.

3. Review the recommended changes.

Mike explains the findings and the proposed management scope.

Get your free audit

Free Amazon Listing + Ads Audit

No purchase required.

DATA AND SOURCES

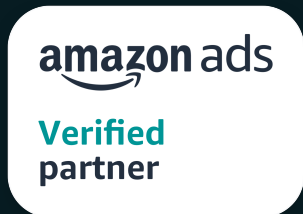
Sources: supplied 2025 monthly totals and the 2026 account workbook exported October 21, 2026. Baseline comparison: February 2025 versus September 2026. Annual comparison: February through September in each year. Rates use aggregate amounts. All amounts are in USD. ACOS = ad spend ÷ ad sales. ROAS = ad sales ÷ ad spend. TACOS = ad spend ÷ total sales. Client quote: October 20, 2026.



06 / CREDENTIALS AND EXPERIENCE

Experience you can verify.

Platform credentials, seller experience, and established client relationships.



Amazon Ads

Upwork

100% Job Success

Top Rated

Fiverr

Vetted Pro

Top Rated

EXPERIENCE IN NUMBERS

9+

Years of Amazon
ads experience

\$260K+

Monthly ad spend
under management

\$3.12M+

Annual ad spend
under management

100K+

Units personally sold
across marketplaces

BRANDS WE'VE WORKED WITH

STELLA&DOT

IceBeanie™

Ever
CLEANICAL™ SKINCARE

Dermisa®
ENLIGHTENED SKINCARE

Credentials, management scale, and brand portfolio: Northwest Coast Digital, October 2026.



What clients say.

Feedback on account performance, practical advice, and the working relationship.

"a fantastic partner in managing and growing our Amazon presence."

Dan | Outdoor recreation brand | October 2026

Highlights from Dan's feedback

- **Amazon partnership**
Support for account management and brand growth.
- **Better efficiency**
Account efficiency improved year over year.
- **Practical guidance**
Generous consulting time and useful recommendations.
- **Working relationship**
Dan enjoyed working with Mike.

MORE CLIENT REVIEWS

"helped us grow our brand from an idea into an eventual exit."

Upwork client | Upwork

[Review source](#)

"It's rare to find such reliability and excellence in this field."

barnwalls | Fiverr

[Review source](#)

"His strategic thinking and professionalism shines through, delivering work with exceptional data depth."

vvvoonn | Fiverr

[Review source](#)

Selected excerpts. Published reviews: northwestcoastdigital.com/testimonials/