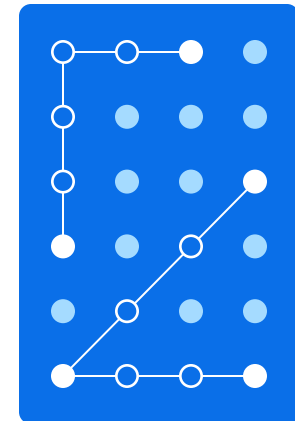


 Adtomic by **Helium 10**

Nature's Pure Edge Leverages Adtomic for Greater PPC Net Profits & Lower Ad Spend, ACoS & TACoS



Initially operating exclusively on Amazon, Nature's Pure Edge expanded to additional e-commerce platforms, which ultimately posed new challenges that **required expert tools to drive growth.**



→ naturespureedge.com

ABOUT NATURE'S PURE EDGE

Nature's Pure Edge, originally founded by Justin Weiss and Silvina Niccum as a Hawaiian jewelry business, later evolved into a venture dedicated to serving the pet products industry.

Fueled by a commitment to crafting natural and high-quality products, the company is passionate about providing pets with the love they deserve, so they can enjoy happy and healthy lives. While the business initially operated on Amazon exclusively, citing its market-leading accessibility, Nature's Pure Edge ultimately expanded to other e-commerce platforms like Chewy and Walmart to drive growth. However, this expansion posed challenges—ranging from time constraints to the deficiency of expert tools for navigating the complexities of the e-commerce industry.

Ready to elevate your advertising strategy? **Leverage the power of Adtomic.**

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THE CHALLENGE

Working full-time jobs alongside managing Nature's Pure Edge, the owners often didn't have the time or resources to fully understand the intricacies of their operations and prioritize growth.

The team was usually totally consumed with distribution. Unsurprisingly, their ad spend began to spiral out of control and they solicited professional help. The small company explored various tools, collaborated with industry coaches, and engaged agencies to address these challenges, but it wasn't until they discovered Helium 10 that the pieces started falling into place.

THEIR STRATEGY

Nature's Pure Edge previously managed their PPC efforts themselves, surprisingly enjoying better results on their own than with the agents and coaches they worked with in the past.

However, Adtomic adoption marked a pivotal moment for the company. As part of onboarding to Adtomic, Nature's Pure Edge was assigned a customer success manager, who helped streamline and organize their campaigns. Working closely with this manager and a dedicated customer success team allowed the company to witness the entire process step-by-step, educating the owners on what crucial business decisions they needed to make. In particular, the Adtomic customer success manager recommended a holistic approach, which involved reducing ad spend, optimizing ACOS, and investing in keyword research and optimization.

It wasn't until the team discovered Helium 10 that the pieces started falling into place



With a majority of their focus on distribution, the team's **ad spend began to spiral out of control**



Leveraging professional help, various tools, and industry coaches **proved unsuccessful**



Adoption of Adtomic and **the assignment of a customer success manager** marked a pivotal moment for the company

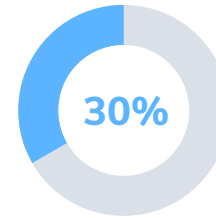


With help, the team took a holistic approach, **reducing ad spend, optimizing ACoS and investing in Keyword Research and Optimization**

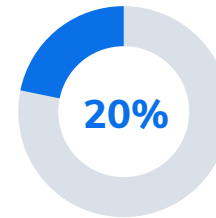
THE RESULTS

Leveraging Adtomic and implementing the customer success manager's strategic recommendations drove transformative profitability gains and time management efficiencies for the company.

Their ad spend and ACoS decreased by 21% and 30% respectively, while their TACoS improved by 18-20% and net profits soared. The positive business impact wasn't confined to financial gains either; the company's experience with Adtomic and the Helium 10 team helped them substantially grow their PPC skillsets. Helium 10's holistic approach, including industry expertise provided from a dedicated customer success manager, empowered Nature's Pure Edge to successfully navigate the complexities of PPC management. Their partnership with Adtomic not only drove bottom-line business growth for the company, but also contributed significantly to their evolving e-commerce proficiency, especially in the realm of PPC.



Advertising Cost of Sales (ACoS) decreased



Total Advertising Cost of Sale (TACoS) improved

Ready to **elevate your advertising strategy** with Adtomic?

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