How Viking Drinkware Brand Scaled: $22K → $206K / Month Reducing TaCoS from 13% to 10.7%

Viking drinkware brand (Viking Drinkware) on Amazon USA.

Four months of structured scaling — not just bigger budgets.

The Real Problem

Structural Gaps

- Portfolio scattered; no category segmentation or performance isolation

- No hero SKU strategy or business-impact driven allocation

- Budget driven by volume, not ROI

Advertising Gaps

- No cohort segmentation (Brand/Generic/Competitor) or keyword intent classification

- Mixed-intent keywords in same campaigns causing budget leakage

- Missing Discovery→Scaling→Defence structure

Conversion Gaps

- CTR/CVR inconsistent; no traffic source or offer attribution

- Promotions misaligned with demand spikes and inventory levels
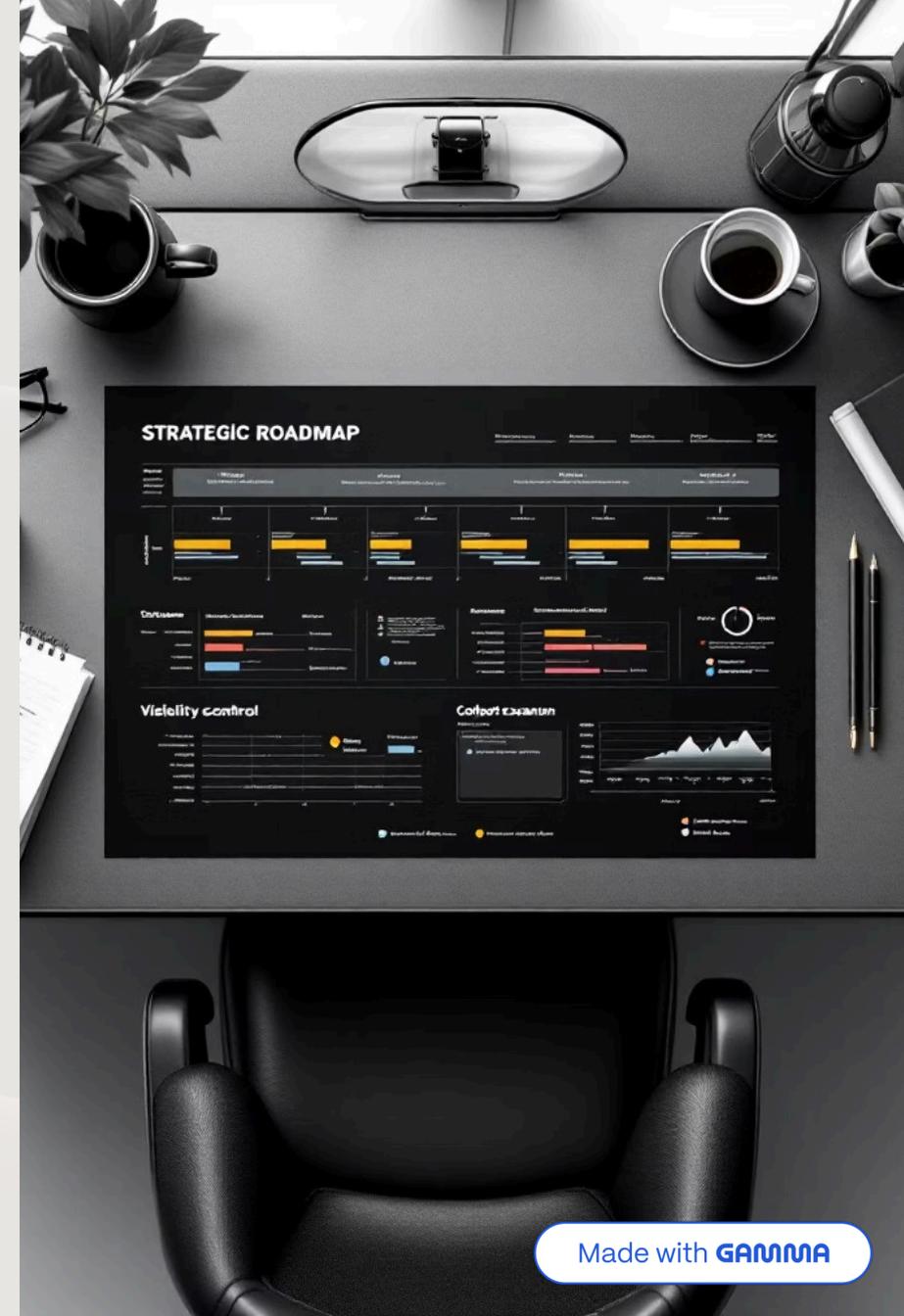
The Core Insight

Most brands:

Increase budget → Hope revenue follows.

Scalable brands:

Structure → Visibility control → Cohort expansion → Then budget scale.

We increased clarity before spend.

Step 1 — Portfolio Architecture

Category-level portfolios

- Segmented by product category with isolated metrics (CTR, CVR, ROAS, ACoS)

- Clear spend visibility and prevents budget cannibalization

Prioritisation

- Business-importance driven allocation; identified high-ROI categories

- Established hero SKU strategy with dedicated budget tiers

Step 2 — Cohort-Based Spend

Brand Cohort

- Protect branded impression share and maximize high-intent conversion quality
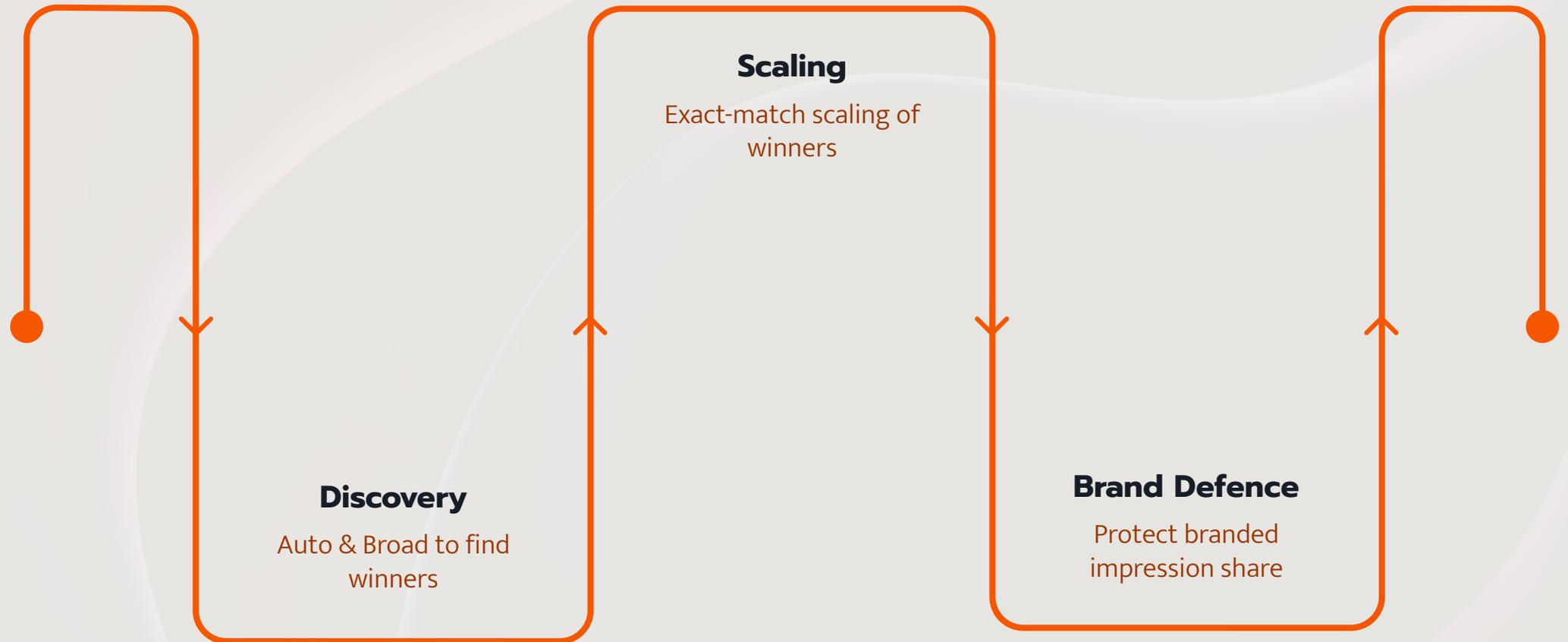- Defend against competitor bidding on brand terms

Generic Cohort

- Scale exact-match winners from discovery; tap broad demand systematically
- Separate from brand to prevent budget waste

Competitor Cohort

- Capture competitor traffic with clear intent and messaging
- Isolate spend for ROI attribution

Step 3 — 3-Layer PPC Framework

Scaling

Exact-match scaling of winners

Discovery

Auto & Broad to find winners

Brand Defence

Protect branded impression share

Each campaign has a role: discover high-potential terms, scale exact winners, and defend branded impression share to avoid cannibalisation.

Step 4 — CTR & CVR Multiplier

Promotions

Timely deals, coupons and event-specific promotions.

- Timely deal calendars aligned with seasonal spikes and events (Prime Day, Black Friday)
- Coupon strategy: percentage off, BOGO, free shipping thresholds

Inventory Alignment

Discounts matched to stock to avoid lost opportunities.

- Discounts matched to stock levels; promotional calendar synced with forecasts
- Budget ramp-up before peak periods prevents stockouts and wasted spend

Outcome

Higher CTR, stronger CVR, better competitive performance during peaks.

- Higher CTR via promotional badges; stronger CVR from offer-inventory matching
- Better competitive performance during peaks with reduced wasted spend

Step 5 — Seasonal Scale Advantage

Drinkware has seasonal spikes. We forecasted demand, planned inventory and deal calendars, and ramped budgets ahead of peaks — securing visibility before competitors.

1	2	3

Event Forecasting

- Analyze historical demand patterns for seasonal peaks (Q4, summer, holidays)
- Predict traffic volume and conversion rate changes by event

Inventory Planning

- Allocate stock based on forecasted demand; sync deal calendars with supply chain

Budget Ramp-Up

- Increase daily budget 2-4 weeks before peaks to secure visibility before competitors
- Allocate to high-performing cohorts (Brand, Generic, Competitor) at lower CPCs

The Results

$206K
Monthly Revenue
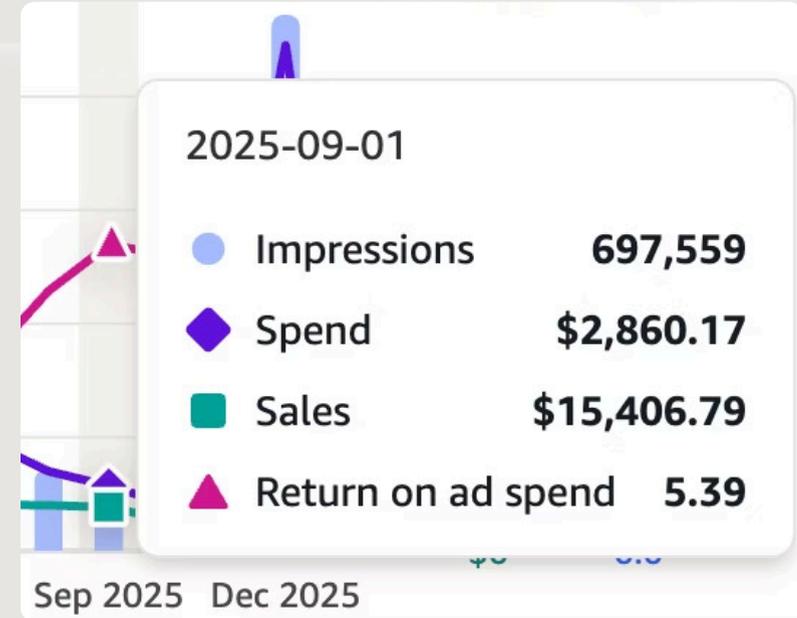Grew from $22,035 to $206,486 per month.
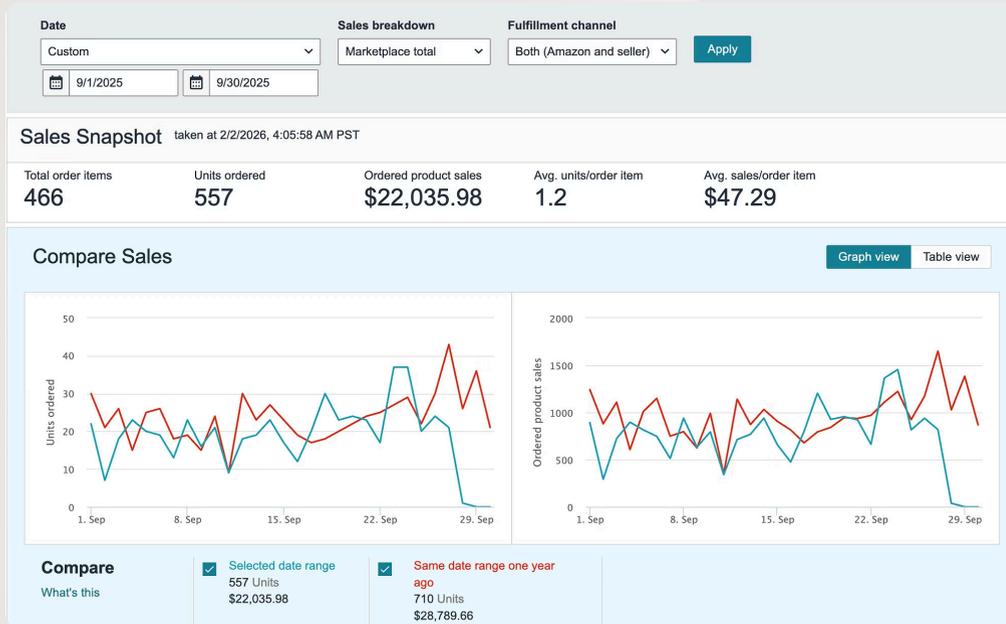
~9X
Scale
Approximately 9× growth in four months.

Improved
Visibility & Efficiency
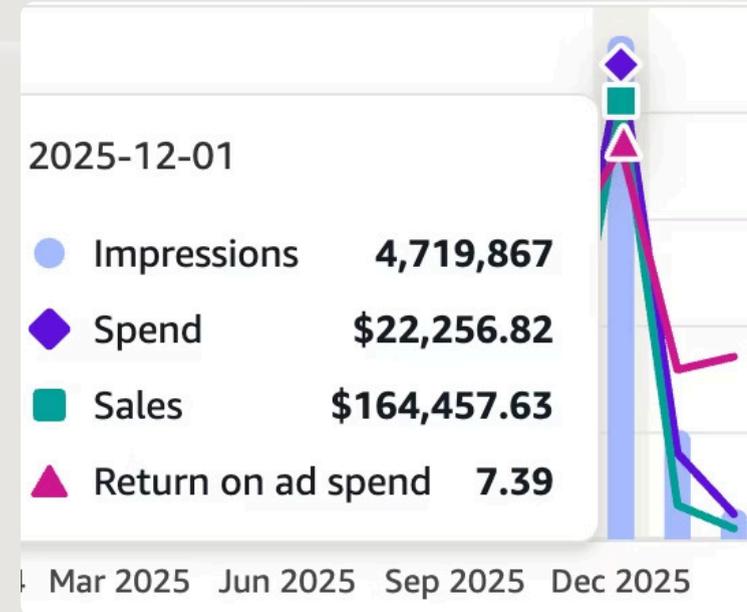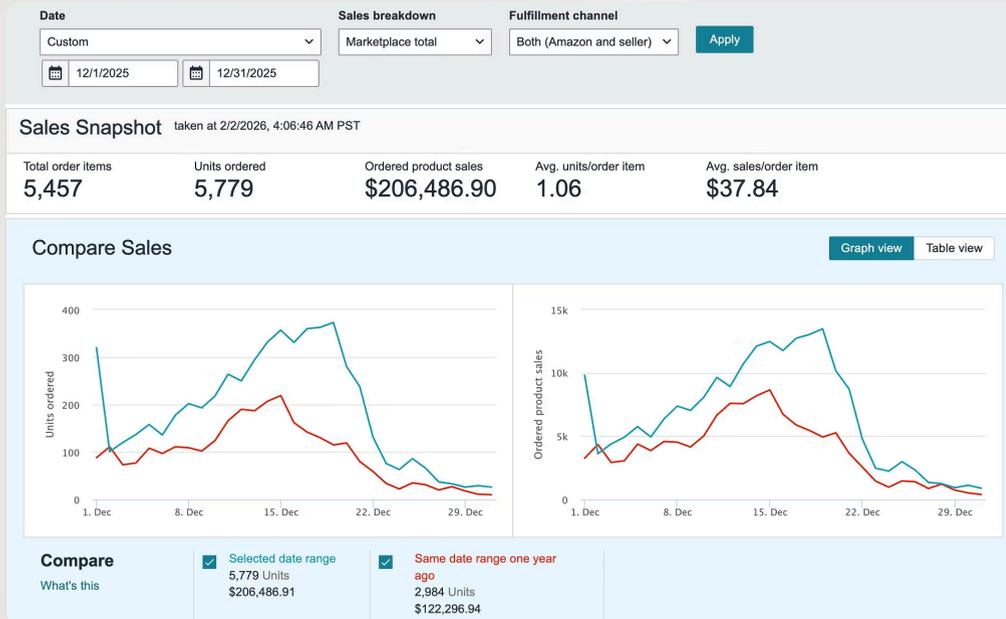Stronger generic positioning, competitor conquest, better spend distribution and reduced wasted spend.

Data: Before

TaCoS: 13%

Data: After

TaCoS: 10.7%

Sales dashboard panel

Date
Custom
12/1/2025 12/31/2025

Sales breakdown
Marketplace total

Fulfillment channel
Both (Amazon and seller)

Apply

Sales Snapshot taken at 2/2/2026, 4:06:46 AM PST

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
5,457	5,779	$206,486.90	1.06	$37.84

Compare Sales Graph view Table view

Compare
What's this

☑ Selected date range
5,779 Units
$206,486.91

☑ Same date range one year ago
2,984 Units
$122,296.94

Ad performance panel

2025-12-01

● Impressions	4,719,867
◆ Spend	$22,256.82
■ Sales	$164,457.63
▲ Return on ad spend	7.39

Mar 2025   Jun 2025   Sep 2025   Dec 2025

Why This Worked

Portfolio Control

- Category-level structure with isolated metrics (CTR, CVR, ROAS, ACoS)
- Data-driven reallocation; eliminates cross-category cannibalization

Cohort Demand Capture

- Intent-driven segmentation (Brand/Generic/Competitor) with separate bid strategies
- Prevents budget leakage; clear ROI attribution per cohort

PPC Framework

- Discovery (Auto+Broad) → Scaling (Exact match) → Brand Defence (impression share)
- Eliminates overlap and cannibalisation between layers

Promotions & Forecasting

- Deals synced with traffic peaks and inventory; event-based calendars
- Budget allocation timed to demand forecasts, not reactive

Viking Drinkware became structurally scalable — growth driven by clarity and control, not chaos.

Looking to scale your brand in the similar manner?

Please fill this form and talk to our experts:
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