

579%

+YOY GROWTH

SCALE WITHOUT SACRIFICE

**\$323K to \$2.2M in
12 Months. TACoS
Never Moved.**

This beauty brand was scaling fast on Amazon but couldn't break through peak season without watching efficiency collapse. Canopy Management's Amazon specialists needed to get them through Black Friday and Cyber Monday at volume and hold 10% TACoS while doing it.

A high-growth beauty brand managing multiple hero SKUs on Amazon

This brand sells premium body care products across several categories, with their Body Oil, Body Butter, and Serum driving the majority of revenue. They'd built strong organic rankings on key products, but the account was generating modest revenue when Canopy Management's team took over.

The brand came into the partnership with one goal: get through peak season without sacrificing the margin they'd worked to build. Canopy's Amazon specialists needed to deliver growth and efficiency at the same time.

Core Product Line

Body Oil

Primary hero SKU, category rank #2 at peak

Body Butter

Second hero SKU, BSR #6 during BFCM

HA Serum

~\$323K

MONTHLY
REVENUE AT
START OF PEAK
SEASON (NOV
2024 BASELINE)

\$2.2M

MONTHLY REVENUE
BY NOVEMBER 2025

\$36M

2026 ANNUAL
REVENUE TARGET
SET AT
CONTRACT
RENEWAL

+\$3K/mo

RETAINER INCREASE
AT 12-MONTH
RENEWAL

02 THE PROBLEM

Scaling into peak season without watching efficiency collapse

The brand had never run a full peak season at scale. The risk was real and predictable: push hard on spend, watch TACoS creep, and come out of November with headline revenue numbers and a margin problem underneath them.

Getting to \$2M in a month is a different challenge than getting to \$300K. When volume spikes 4x in 72 hours, campaign structures that work at normal volume often break. Budgets exhaust early. Bid strategies stop functioning as designed. ACoS climbs while the team is still celebrating the top-line number.

"We want to go from \$300K to \$2M in a month. And we want to do it without TACoS blowing up."

THE CORE TENSION

- Brand defense and conquest spend were running from the same budget, with no separation between their roles or efficiency targets
- No DSP layer meant high-intent shoppers who had visited listings were leaving without a path back. This was exactly the kind of missed opportunity Canopy Management's programmatic experts specialize in capturing
- Peak season requires a different architecture than everyday management, and that architecture has to be in place before the traffic arrives

03 THE SOLUTION

Build the right campaign architecture before the season starts

1

Separated brand defense from conquest

Canopy's PPC architects protected existing keyword rankings with dedicated brand campaigns and their own budget. Conquest campaigns ran against separate targets. Neither could cannibalize the other during spend spikes.

23.9x

DSP Video ROAS
Retargeting off-
Amazon

5¢

DSP Detail Page View
Rate
Cost per product
view

2

Layered DSP video retargeting

The programmatic team retargeted high-intent shoppers who visited product detail pages via off-Amazon DSP video. This layer ran at 23.9x ROAS with a 5-cent detail page view rate.

5x

Sponsored Brands
Video ROAS
Non-brand targeting

2.4%

Sponsored Brands
Video CTR
Non-brand audience

3

Launched Sponsored Brands Video for new customer acquisition

Canopy's video ad specialists targeted non-brand keywords through video format, producing a 5x ROAS and 2.4% CTR. This captured demand from shoppers who had never encountered the brand before.

4

Set per-layer efficiency floors that volume couldn't override

The account management team gave each campaign layer its own TACoS target. Budget scaled only where performance held. The aggregate result: 10% TACoS across the entire T12 event window.

The work that keeps efficiency

BFCM efficient happens in September. Canopy Management's campaign architects restructured the account before the event window opened, separating each spend layer by role and giving each one its own efficiency floor. When volume spiked, the structure held.

04 THE RESULTS

Records fell on back-to-back days. Efficiency held throughout.

580%

YOY REVENUE
GROWTH
NOVEMBER 2025

4x

BLACK FRIDAY VS.
DAILY AVERAGE

4.28x

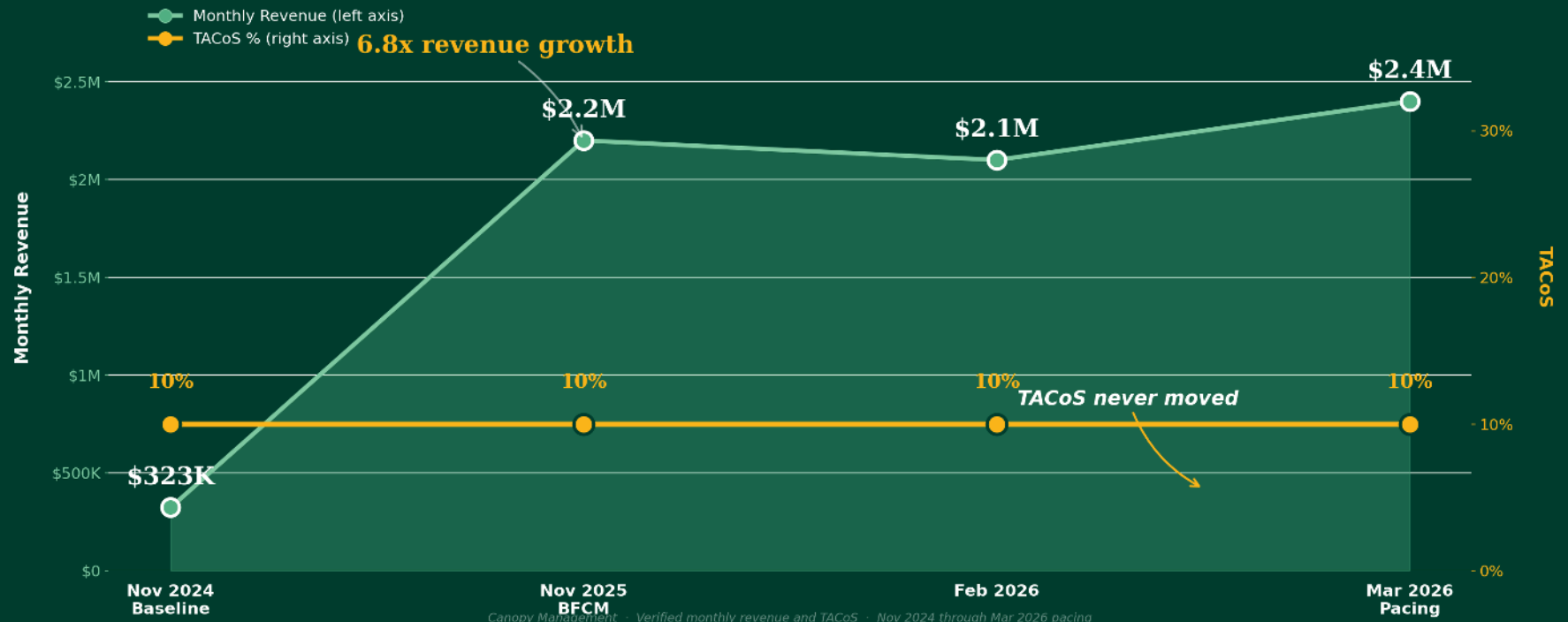
CYBER MONDAY
VS.
DAILY AVERAGE

10%

TACOS THROUGH
ENTIRE T12
WINDOW

Revenue Grew 6.8x. TACoS Stayed at 10%.

Monthly revenue and efficiency across four verified milestones



From \$323K to \$2.2M in Twelve Months

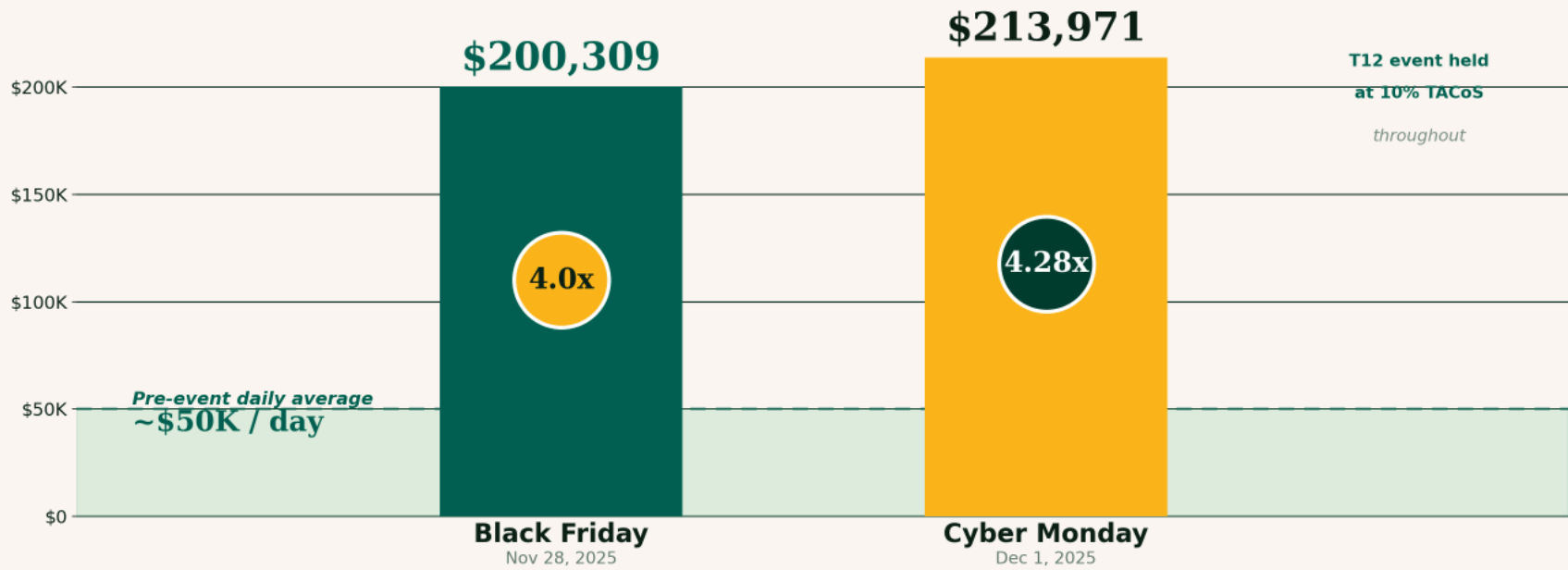
Monthly Amazon revenue · Nov 2024 baseline vs. Nov 2025 BFCM peak



Canopy Management · Verified monthly revenue

Black Friday and Cyber Monday Each Ran 4x Daily Average

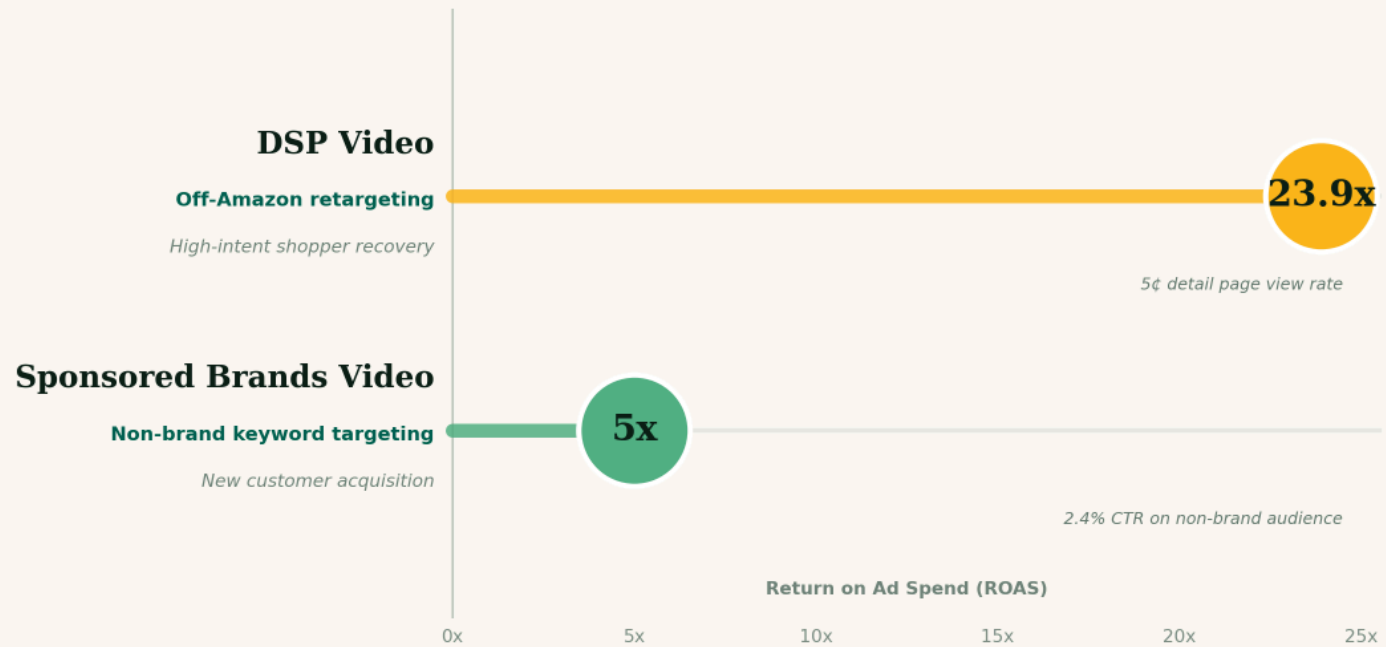
Back-to-back record days during the T12 event window



Canopy Management · Verified BFCM 2025 daily revenue

DSP Retargeting Delivered 4.8x the ROAS of Sponsored Brands

Layered ad architecture — each tier had its own efficiency floor



Canopy Management · Verified Saltair ad layer performance · BFCM 2025

\$78K

Subscribe and Save record month

March 2026, recurring revenue base built during the engagement

#2

Body Oil Category Rank

Category-level ranking during BFCM event window

#4

Body Oil Best Seller Rank

Overall BSR held through peak traffic and spend

"We never expected to hit \$200K in a single day. Then we beat it the next day. The efficiency held through all of it."

BEAUTY BRAND PARTNER

\$3.3B

Partner Revenue
Generated

84%

Avg. YoY Profit Increase
for Canopy Partners

99.1%

Partner
Retention Rate

Inc. 500

Three Consecutive Years
2022 · 2023 · 2024

Efficiency in Q4 is built in Q3

The accounts that hold TACoS through peak season aren't the ones being managed most aggressively during the event. They're the ones whose campaign architecture was rebuilt before the traffic arrived. Brand defense separated from conquest. DSP layered on top. Each spend tier operating against its own efficiency target. Budget scaling only where performance holds. This is what Canopy Management's strategists call structure.

See What Your Account Can Do

Canopy's Partners Achieve an
Average 84% Profit Increase!

[Get Your Free Audit](#)

canopymanagement.com

Results achieved by Canopy Management. Individual partner results will vary.