

CASE STUDY

good morning snore solution

by **MPowrx**

Good Morning Snore Solution

From Creative Refresh to Efficient Scale on Amazon

Premium A+ & new listing images + optimized PPC + JoinBrands influencer push delivered efficient growth with a balanced sales mix and strong profitability signals.

Client Overview

Good Morning Snore Solution (**GMSS**) specializes in **tongue-retention devices** that help adults reduce snoring safely and effectively. GMSS engaged **Big Internet Seller Services (BIE)** to modernize the PDP experience and build a paid/organic engine that could scale without eroding margins.

Services Used

- Premium A+ Content (**end-to-end strategy, copy, UX layout**)
- Listing images (**hero, benefit stacks, comparison**)
- Amazon PPC (**SP/SB/SD structuring, optimization**)
- **JoinBrands influencer/UGC** campaign for social proof & upper-funnel demand.

Challenges (*Before*)

- **Aging PDP + creative gaps** limited conversion on mobile and international traffic.
- **Rising CPCs (> \$1 avg.)** increased pressure on ACOS.
- **Traffic volatility:** daily sessions tapered from >250 in earlier months to ~130 later.
- **Category competitiveness:** needed stronger brand defense plus efficient non-branded.

Strategy & Execution

1) Conversion foundation (**content & creative**)

- Shipped Premium A+ with clear problem/solution framing, before/after credibility, FAQs, and comparison to alternatives.
- Rebuilt image stack (**clean hero; lifestyle benefit tiles; how-it-works; risk-reversal elements**).

2) Full-funnel PPC structure

- Broke out SP exact/core, SP research (broad/phrase), and category/competitor conquering.
- We will introduce SB headline & SB Video for non-branded discovery; SD retargeting for recapture.
- Daily PPC optimisation for better control of the running campaigns.

3) Demand & trust accelerators

- Deployed JoinBrands influencers/UGC for credible demos and reviews-adjacent content to feed SBV and PDP.

4) Hygiene & control

- Monitored Buy Box (98.67%) and inventory to prevent revenue leakage; standardized search-term mining cadence.

Results (*Campaign Period Totals & Averages*)

Sales & Mix

- Trackable PPC Sales: \$146,403
- Total Units Sold: 3,780 (**PPC 1,638 | Organic 1,902**) → ~50/50 mix (**PPC 49.7% | Organic 50.3%**)

Efficiency

- PPC ROAS: 3.15 | Average ACOS: 32.37%
- Average TACoS: 15.14% (**healthy contribution to total sales margin**)
- Avg CPC: \$1.25 (**managed despite competitive pressure**)

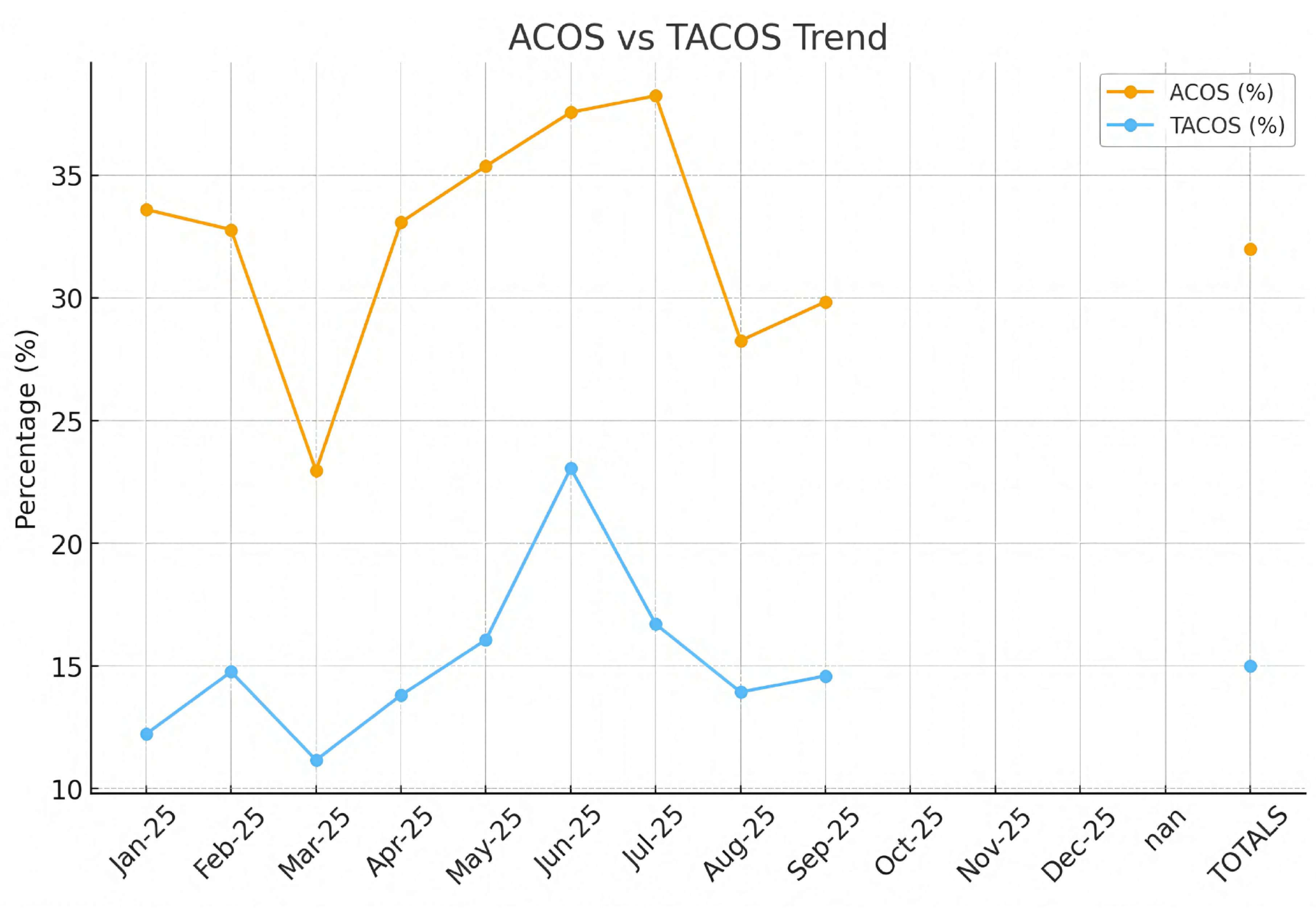
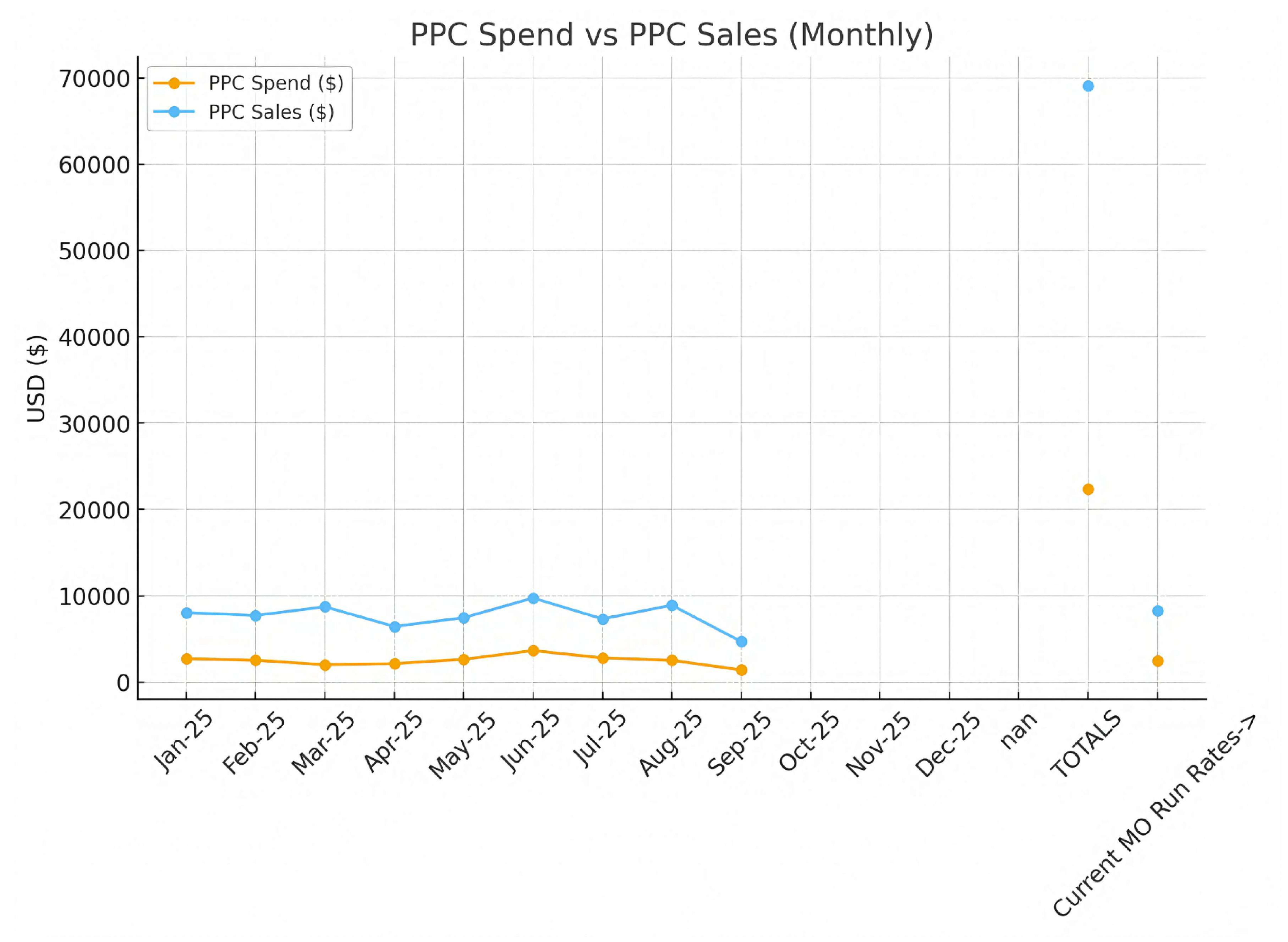
Traffic & Conversion

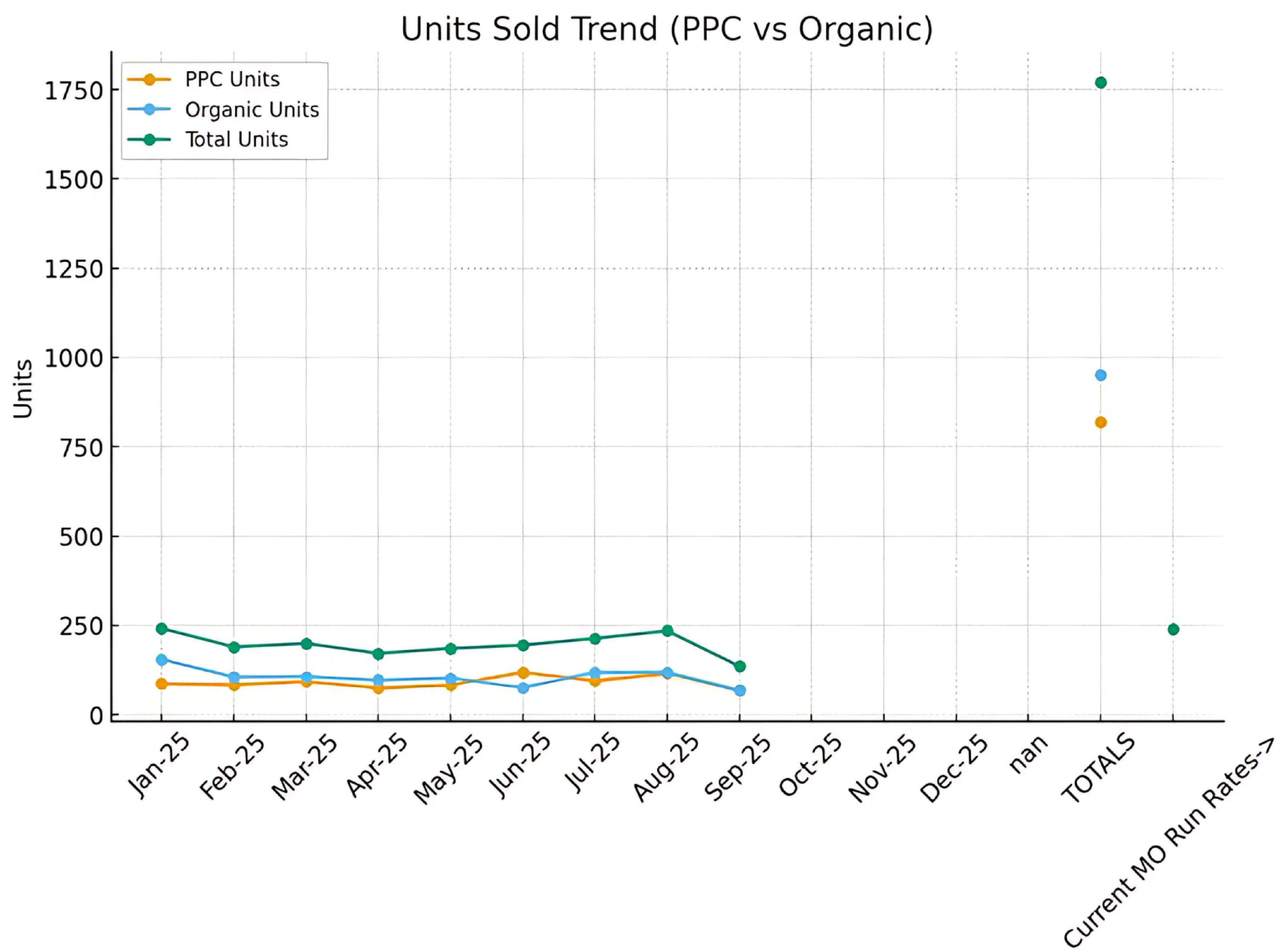
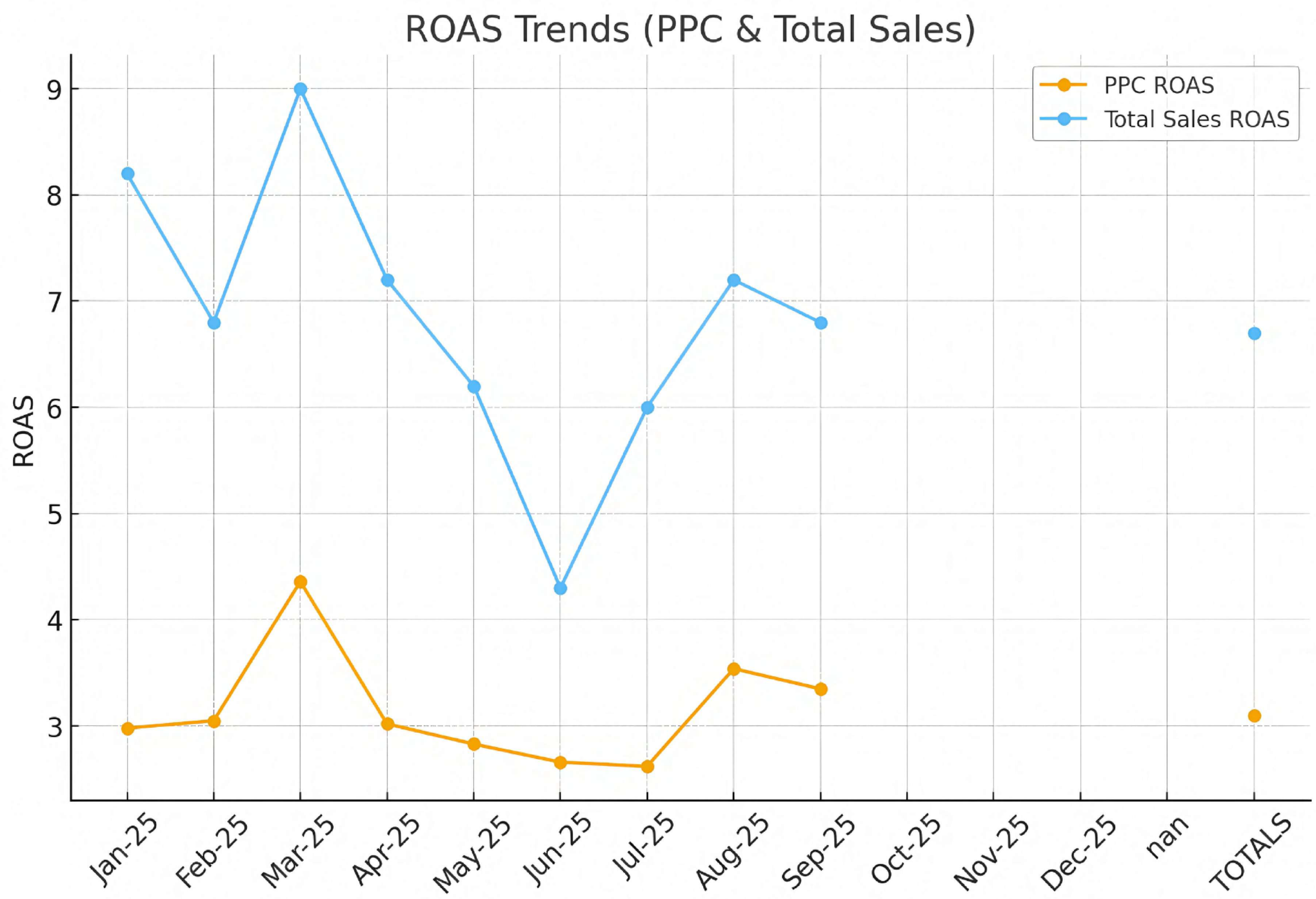
- Total Sessions: 81,697
- Implied overall CVR ≈ 4.6% (**3,780 units / 81,697 sessions**)

Control

- Buy Box: 98.67% (**near-perfect revenue capture**)

KPI Visualized:





Key Moves That Drove the Wins

- **Premium A+ + refreshed images** lifted PDP clarity and trust, supporting stable CVR while CPCs climbed.
- **Non-branded expansion** via SB/SBV and SP research widened reach without over-reliance on branded.
- **Tight negatives & placement tuning** contained ACOS even as competition intensified.
- **Influencer UGC** created scroll-stopping assets for SBV and PDP, improving click-through and consideration.
- **Buy Box vigilance** ensured media efficiency translated directly into revenue.

What's Next (*Scale Plan*)

- **Session rebuild:** add Sponsored Brands Store spotlight + category “**Top of Search**” day-parted pushes to re-attain >200 avg daily sessions.
- **Creative testing:** Manage Your Experiments on main image + A+ module variants; rotate 2–3 SBV hooks.
- **CPC containment:** graduate strong exact terms to placement-capped portfolios; keep research in tighter harvest groups.
- **Geo & catalog:** expand winning structures to top international locales; test bundles/variations where policy permits.

Client Testimonial

“BIE worked on our Amazon presence, content, ads, and creator assets, so we could grow efficiently without chasing vanity metrics.”

— Nancy Markley, Good Morning Snore Solution

Data Appendix:

- **Total PPC Spend:** \$47,239
- **Trackable PPC Sales:** \$146,403 | PPC ROAS: 3.15 | ACOS: 32.37%
- **TACoS:** 15.14% | Total Sales ROAS (avg): 6.84
- **Units:** PPC 1,638 | Organic 1,902 | Total: 3,780
- **Avg CPC:** \$1.25 | Buy Box: 98.67%
- **Sessions:** 81,697 | Avg Daily Sessions: 138

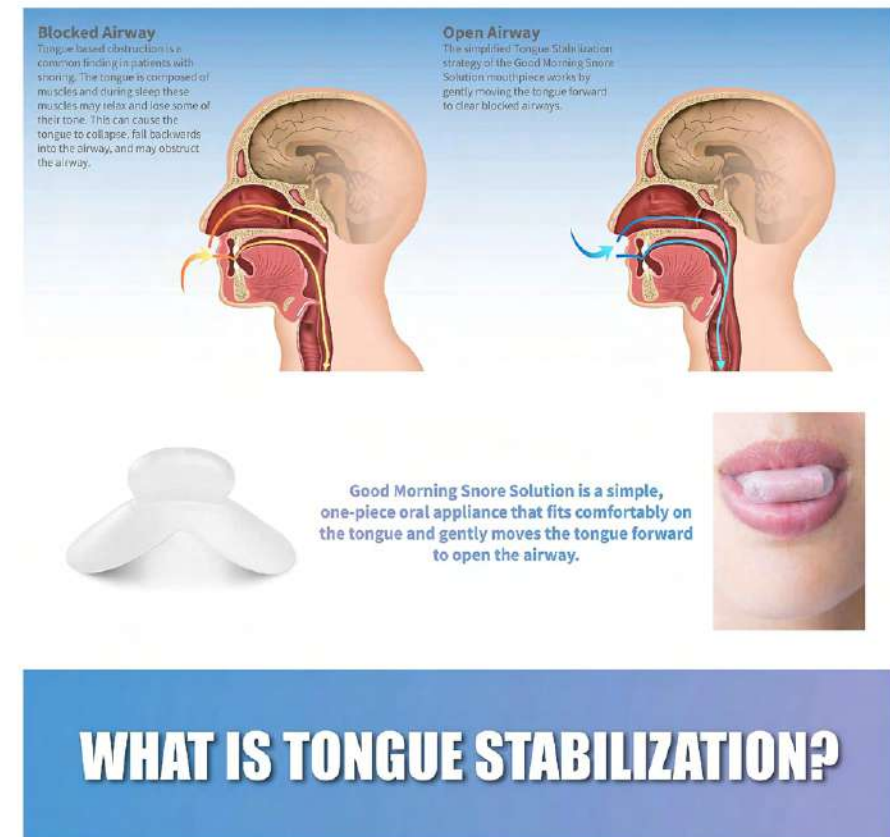
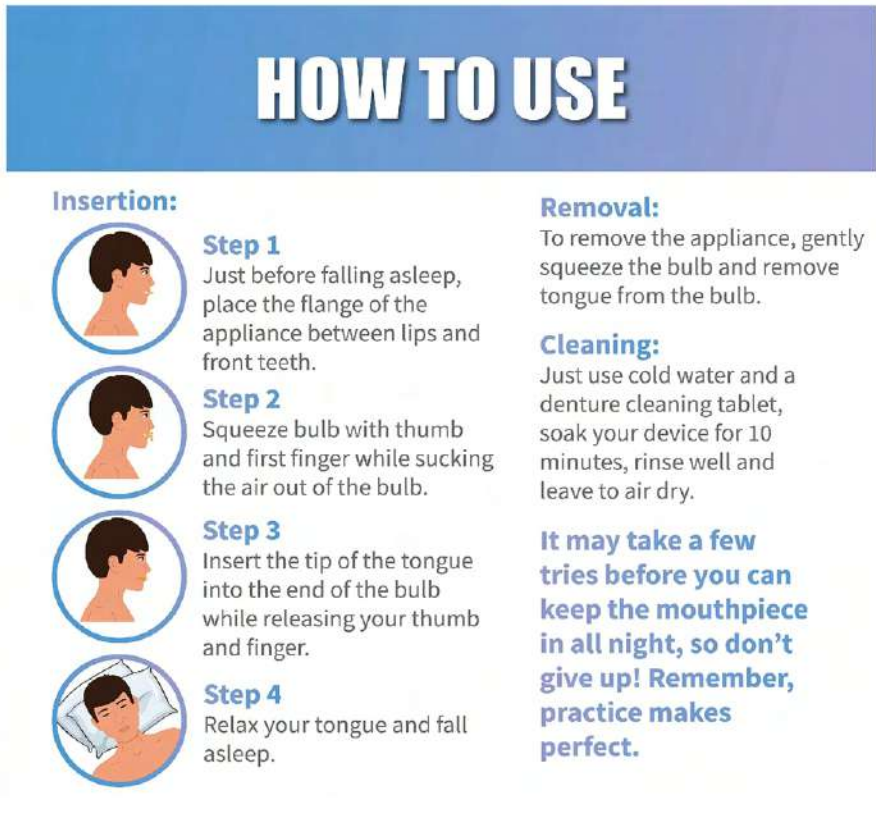
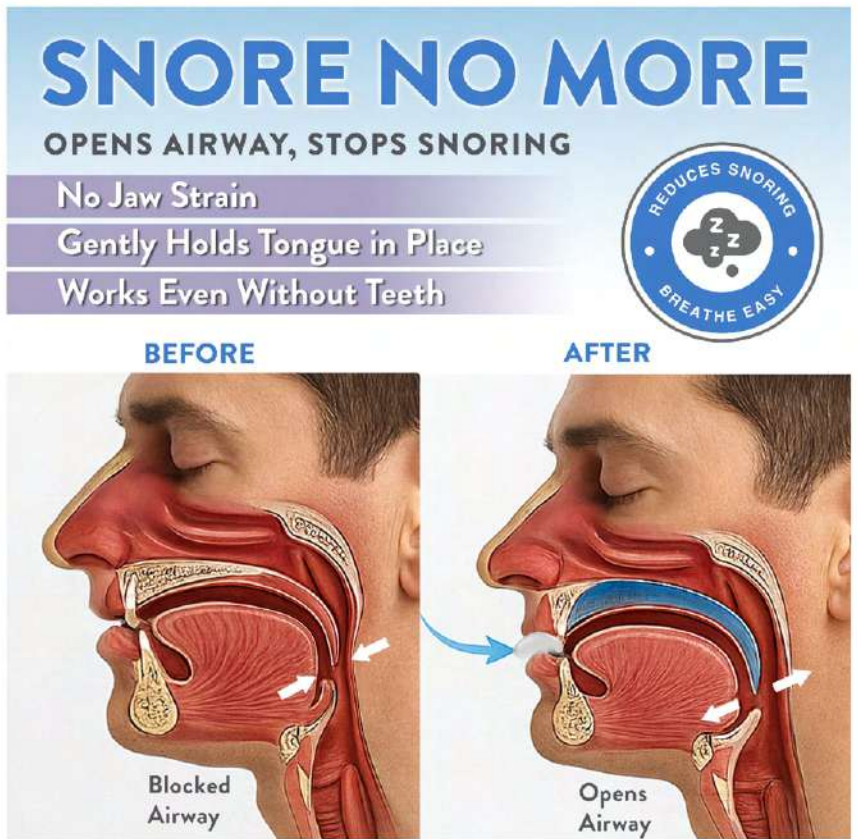
Listing Image

Blue

Before Optimization



After Optimization



How does Good Morning Snore Solution (GMSS) tsd anti snoring device compared to other mouthpieces on the market?



Listing Image

Yellow

Before Optimization

good morning snore solution

GET A GOOD NIGHT'S SLEEP ONCE AND FOR ALL

HUFFPOST AMERICAN HEALTH JOURNAL BUSTLE VICE

Better Sleep, Better You

good morning snore solution

good morning snore solution

Happiness is sleeping without Snoring

good morning snore solution

HOW TO USE

Insertion:

Step 1
Just before falling asleep, place the flange of the appliance between lips and front teeth.

Step 2
Squeeze bulb with thumb and first finger while sucking the air out of the bulb.

Step 3
Insert the tip of the tongue into the end of the bulb while releasing your thumb and finger.

Step 4
Relax your tongue and fall asleep.

Removal:

To remove the appliance, gently squeeze the bulb and remove tongue from the bulb.

Cleaning:

Just use cold water and a denture cleaning tablet, soak your device for 10 minutes, rinse well and leave to air dry.

It may take a few tries before you can keep the mouthpiece in all night, so don't give up! Remember, practice makes perfect.

good morning snore solution

FOR YOUNG ADULTS

No Jaw Strain
No Hassle
SLEEP BETTER FROM NIGHT ONE

MPowrX

SNORE NO MORE

OPENS AIRWAY, STOPS SNORING

No Jaw Strain
Gently Holds Tongue in Place
Works Even Without Teeth

BEFORE

Blocked Airway

AFTER

Opens Airway

SNORING ENDS HERE

No Jaw Pressure

Dentures & Braces - Safe

Doctor Created

73% snored less with Good Morning Snore Solution (Dort & Brant, Sleep Breath, 2008)

OTC OVER THE COUNTER

STAYS ON ALL NIGHT

HOW DOES TONGUE STABILIZATION WORK TO REDUCE SNORING?

Our device gently holds your tongue forward using mild suction.

Keeping your airway open to stop snoring comfortably.

No bulky equipment or complicated setups required.

LET'S END SNORING TODAY

FEATURE	OURS	OTHERS
No Jaw Pain	✓	✗
Use Without Teeth	✓	✗
Instant Fit-No Molding	✓	✗
FDA Cleared	✓	✗
No Boil or Bite	✓	✗
No Jaw Displacement	✓	✗
Holds Tongue	✓	✗

SNORE-FREE SLEEP, MADE EASY

NO MORE ANNOYED PARTNERS COVERING EARS!

At Home

For All Adults

good morning snore solution

Blocked Airway

Open Airway

Good Morning Snore Solution is a simple, one-piece oral appliance that fits comfortably on the tongue and gently moves the tongue forward to open the airway.

WHAT IS TONGUE STABILIZATION?

Not All Anti-Snoring Devices Are Created Equal...

		BRAND B
Holds tongue	✓	✗
No boil & bite process	✓	✗
No jaw displacement	✓	✗
Multiple size options	✓	✗
Edentate friendly	✓	✓

How does Good Morning Snore Solution (GMSS) tsd anti snoring device compared to other mouthpieces on the market?

JUST 5 SECONDS TO WEAR

Place between lips & teeth/gums

Squeeze the bulb to remove air

Insert the tip of the tongue

RINSE. STORE. REUSE NIGHTLY

Removal:

To remove the appliance, gently squeeze the bulb and remove tongue from the bulb.

Cleaning:

Just use cold water and a denture cleaning tablet, soak your device for 10 minutes, rinse well and leave to air dry.

FEELS ODD AT FIRST? THAT'S NORMAL

ONLY A FEW NIGHTS TO ADJUST TO THE FEELING, THEN IT BECOMES YOUR GO-TO SLEEP SOLUTION

PICK YOUR SIZE

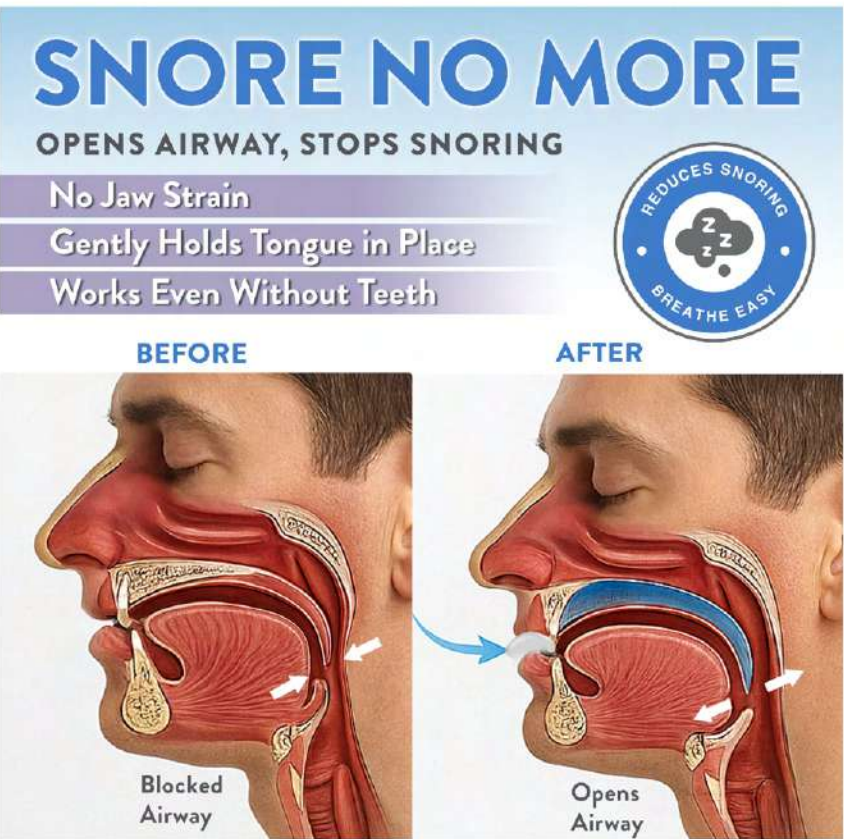
Easy Fit #1 (Adult Size)

Easy Fit #2 (For Smaller Mouths)

Listing Image

Box

Before Optimization



HOW TO USE

Insertion:

Step 1
Just before falling asleep, place the flange of the appliance between lips and front teeth.

Step 2
Squeeze bulb with thumb and first finger while sucking the air out of the bulb.

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Step 4
Relax your tongue and fall asleep.

Removal:
To remove the appliance, gently squeeze the bulb and remove tongue from the bulb.

Cleaning:
Just use cold water and a denture cleaning tablet, soak your device for 10 minutes, rinse well and leave to air dry.

It may take a few tries before you can keep the mouthpiece in all night, so don't give up! Remember, practice makes perfect.



LET'S END SNORING TODAY

FEATURE	OURS	OTHERS
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No Jaw Displacement	✓	✗
Holds Tongue	✓	✗



Blocked Airway
When an adult sleeps, the tongue can fall back and block the airway, causing snoring or sleep apnea. The tongue is held forward by the Good Morning Snore Solution, keeping the airway open.

Open Airway
The tongue is held forward by the Good Morning Snore Solution, keeping the airway open. This prevents the tongue from falling back and blocking the airway, which causes snoring or sleep apnea.

Good Morning Snore Solution is a simple, one-piece oral appliance that fits comfortably on the tongue and gently moves the tongue forward to open the airway.

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Premiun A+ images

Snore Free Sleep, Made Simple.

Stop snoring and wake up refreshed.

good morning
snore solution

Dentist Designed Anti Snore Fix

Tongue Retaining Device – TRD

73% snore less with Good Morning Snore Solution

*Dort L, Brant R. A randomized, controlled, crossover study of a non customized tongue retaining device for sleep disordered breathing. Sleep Breath. 2008 Nov 12 (4): 369-373

Gentle, Jaw-free Snore Solution

Opens your airway without clenching or grinding.

Fits Most

No molds or mouth reshaping, ready to use from day one.

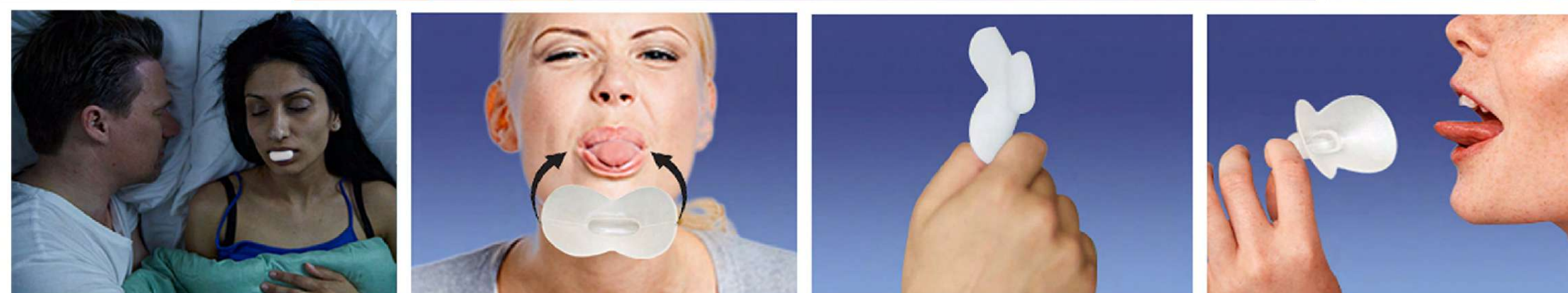
Travel Friendly

Compact and easy to pack for restful sleep anywhere.

An easy solution for uneasy nights

Clinically Engineered for Maximum Comfort Without Jaw Pressure

1. NO JAW DISPLACEMENT
2. DENTURE FRIENDLY
3. ONE SIZE FITS MOST
4. SOFT & COMFORTABLE
5. TRAVEL FRIENDLY



Quiet Nights, Fresh Mornings

Gently holds your tongue forward to keep airways clear and reduce snoring, no bulky devices needed.




The diagram shows a sagittal cross-section of a human head. A pink, tongue-retaining device is shown in the mouth, holding the tongue forward. Labels with dashed lines point to the 'Clear Airway', 'Snoring Device', and 'Tongue'. A purple circle highlights the tongue's position, and a white arrow indicates the direction of tongue movement.

A photograph of an older man with a grey beard, wearing a grey t-shirt, lying on a bed with his arms behind his head, smiling. The background is a solid blue color. To the right of the man, there is a white text box with a blue border containing the text 'Restful Nights, No Jaw Strain' and a smaller white text box below it with the text 'Works without pushing your jaw or shifting your bite, so you wake up tension-free.'


Gentle for your mouth


Soft, BPA free, safe material
comfortable, non invasive, and
easy to clean.



An advertisement for the 30-Night Satisfaction Claim. The background is a solid blue color. On the left, the text "Feel the Difference" is written in a white, sans-serif font. To the right of this text is a light blue rectangular box with rounded corners. Inside this box, the text "Comfortable and effective relief within just a few nights of adjustment — try it risk-free with our 30-night satisfaction claim." is written in a smaller, white, sans-serif font. To the right of the text box is a photograph of an elderly couple sitting up in bed. The woman is on the left, wearing a white long-sleeved shirt, and the man is on the right, wearing a grey t-shirt. Both are smiling and looking towards the camera. The woman's right arm is raised, and the man's left hand is on his head. The bed has white pillows and a light-colored blanket. The overall tone is positive and reassuring.

Brand Story





Discover our snoring solutions

**FEELS ODD AT FIRST?
THAT'S NORMAL**

ONLY A FEW NIGHTS TO ADJUST TO THE FEELING,
THEN IT BECOMES YOUR GO-TO SLEEP SOLUTION


PICK YOUR SIZE

Easy Fit #1
(Adult Size)

Easy Fit #2
(For Smaller Mouths)


Trusted Science, Real Relief

We combine clinical research with real-world practicality to create safe, effective wellness solutions that truly improve lives.



About Us

We believe in wellness through science. Founded by healthcare innovators, we bring doctor-developed, clinically proven solutions, like the Good Morning Snore Solution, to the world - simple, safe, and effective. Better sleep starts here.



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1-48 of 289 results for "good morning snore solution"

Sort by: Featured

Eligible for Free Shipping

< Clear

Free Shipping by Amazon

Get FREE Shipping on eligible orders shipped by Amazon

Customer Reviews

★★★★☆ & Up

Price

\$16 – \$70+



Up to \$40

\$40 to \$70

\$70 & above

Deals & Discounts

All Discounts

Today's Deals

Brands

☐ ZQuiet

Seller

☐ 21st Tech

☐ SmartGuard Rx Inc.

See more

FSA or HSA Eligible

☐ FSA or HSA Eligible

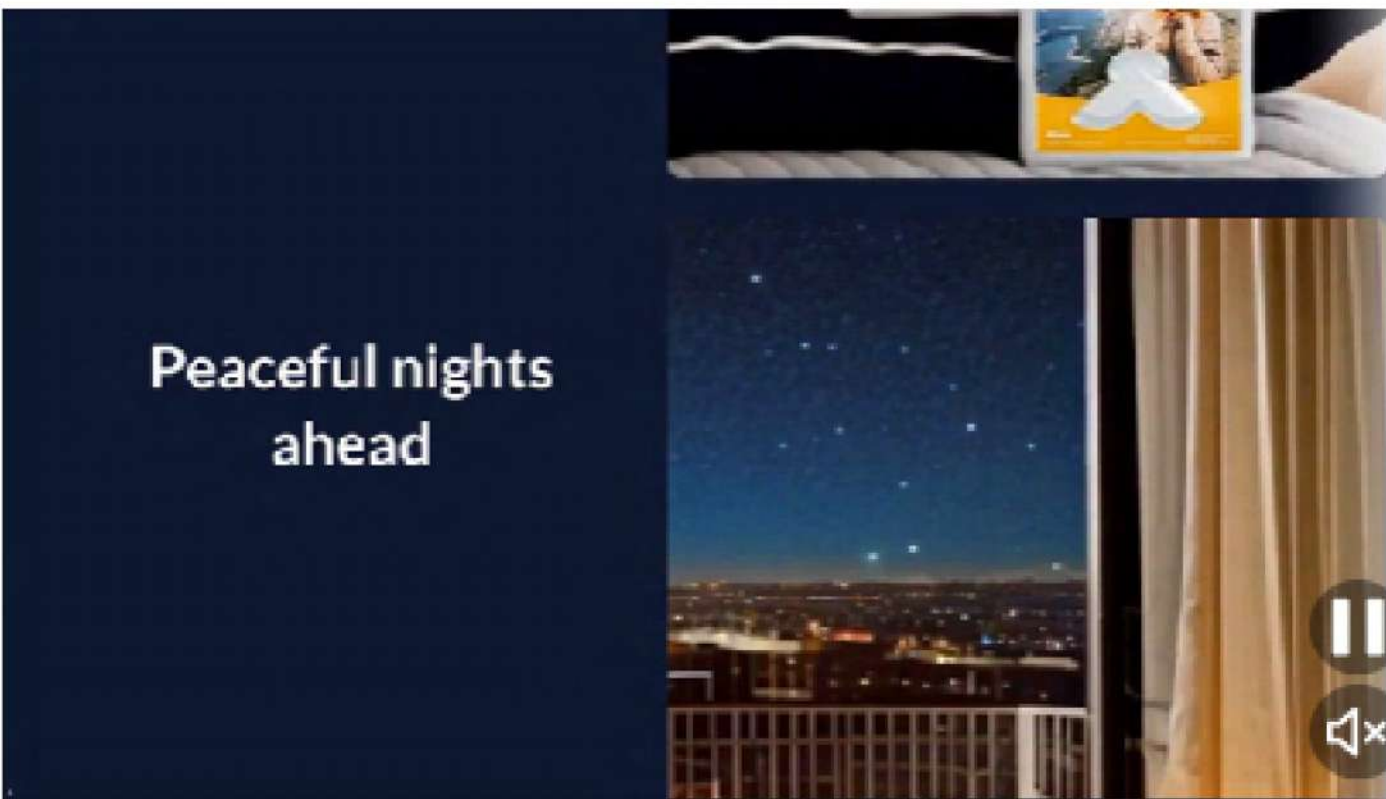
Subscribe & Save

☐ Subscribe & Save Eligible



Better Sleep, Better Day

Shop Good Morning Snore Solution



Good Morning Snore Solution Original Mout...
3.0 ★★★★★ 284
Rank: **ORG: 1** **SP: -**

Niche Dive + Add to Tray

Good Morning Snore Solution Mouthpiece...
Rank: **ORG: 2** **SP: -**

Niche Dive + Add to Tray

Good Morning Snore Solution Mouth Guard...
3.0 ★★★★★ 284
Rank: **ORG: 3** **SP: -**

Niche Dive + Add to Tray

Results

Check each product page for other buying options.

Previously viewed


Good Morning Snore Solution Original Mouth Guard Anti Snoring

Keyword

Sponsored Ranking

Organic Ranking

Organic and Sponsored ranking

Position	Product	Tracked Keywords	Number of Competitors	# of Organic Keywords in Top 10	# of Organic Keywords in Top 50	# of Sponsored Keywords in Top 10	# of Sponsored Keywords in Top 50
71	 Good Morning Snore Solution Original Mouth Guard Anti Snoring Devices for Men... B0924ZTRBN	19	+ Add	6 6 ↑ (3,272 SV)	9 — (24,850 SV)	3 — (1,704 SV)	3 — (1,704 SV)

Keywords Competitors Suggested Keywords Heat Map Ads

19 Keywords					Translate: None		Customize	Export Data...	Edit Keyw
			Keyword Phrase	Search Volume	Competing Products	Organic Rank	Sponsored Rank	Keyword Sales	
<input type="checkbox"/>	14		tongue retaining device	1,108	437	1 (—)	>96 (—)	15	
<input type="checkbox"/>	17		tongue stabilizing device	611	83	1 (—)	2 (—)	22	
<input type="checkbox"/>	19		good morning snore soluti ABA #2	678	131	1 (—)	1 (—)	21	
<input type="checkbox"/>	12		snoring tongue holder	339	88	3 (—)	>96 (—)	6	
<input type="checkbox"/>	16		tongue snore device	121	270	3 (—)	>96 (—)	2	
<input type="checkbox"/>	13		tongue retainer	415	>630	4 (—)	3 (—)	6	
<input type="checkbox"/>	8		snoring	6,121	>3,000	1 (—)	>96 (—)	232	