

CASE STUDY



Hodgins Harvest

From “spore-to-sale” storytelling to paid demand that lifts the whole catalog

PPC + PDP optimization + JoinBrands creators delivered additive growth with a healthy **TACoS of 16.03%**, **~65% organic sales share**, and stable control of the **Buy Box (~98%)** across Jun–Sep '25.



Organic Cordyceps



Organic Reishi



Organic Lion's Mane

Client Overview



Hodgins Harvest is a certified organic mushroom farm in New York, founded by Aaron Hodgins Davis in 2018. The brand manages every step **from spore to sale in the USA**, offering:

- **Grow kits** (lion's mane, pink oyster)
- **Dual-extracted tinctures** from 100% fruiting bodies (no grains/fillers)
- **Gourmet foods** (e.g., organic risotto kits)
- **USDA Certified Organic** across the line after a full rebuild post-2023 fire

Engagement scope: Amazon **PPC**, **listing optimization**, and a **JoinBrands influencer** program to drive credible education and consideration.

Challenges (Before)



- **Education hurdle:** Functional mushroom shoppers compare “fruiting bodies vs grains,” extraction methods, and USA origin—PDPs needed sharper proof.
- **Volatile competition:** **CPCs spiked to ~\$2.48 in Aug**, pushing **ACOS >50%** on several skus.
- **Traffic swings:** Sessions climbed into August (~4.5k) but **dipped in Sep (~2.0k)**, risking momentum.

- **Assortment split:** Kits vs tinctures require different keyword universes and creatives; prior campaigns mixed intents.

Strategy & Execution



Conversion foundation (PDP & images)

- Rewrote titles/bullets for **fruiting-body**, **dual-extraction**, **USDA Organic**, **USA-grown** proof.
- Built image stack with “**How it’s made**” explainer, **benefit/usage** tiles, and **kit vs tincture** pathing to reduce comparison friction.
- Added FAQs tackling **grains vs fruiting bodies**, potency, and sourcing.



Full-funnel PPC architecture

- Split portfolios by **Use-Case (Focus/Energy/Immunity)** and **Form (Tincture / Grow Kit)**.
- **SP exact** to protect proven terms; **SP research (broad/phrase)** to discover; **SB headline/SBV** for non-branded discovery; **SD views-remarketing** to recapture.
- Daily PPC optimisation for better control of the running campaigns.



Creator flywheel ([JoinBrands](#))

- Activated micro-creators for short demos & unboxings (grow-kit joy; tincture ritual).
- Best assets repurposed into **SBV** and PDP galleries to improve **CTR and dwell**.



Hygiene & control

- **Buy Box monitoring (~98%)** and in-stock tracking so ad dollars flowed to owned offers.
- Query mining into listing copy to keep organic relevance rising.

Results (Jun 1 – Sep 30, 2025)



Revenue & Mix

- **Trackable PPC Sales: \$23,253.54** on **\$10,683.30** spend → **PPC ROAS 2.18 (ACOS 45.94%)**
- **Total Units: 2,218** (PPC **715** | Organic **1,503**)
- **Sales Mix:** PPC ≈ **34.9%** of sales / **32.2%** of units → ads are **additive**, not over-reliant



Profitability & Efficiency

- **TACoS: 16.03%** (healthy contribution to total margin)
- **Average CPC: \$1.91** (Jun ~\$1.61 → Aug ~\$2.48 → Sep ~\$1.86)
- **Total Sales ROAS (avg): 6.24**



Traffic & Conversion

- **Total Sessions: 14,547** (Avg daily **135**)
- **Unit Session % (est.): ~15.25%**
- **AOV (est.): ~\$30.05**



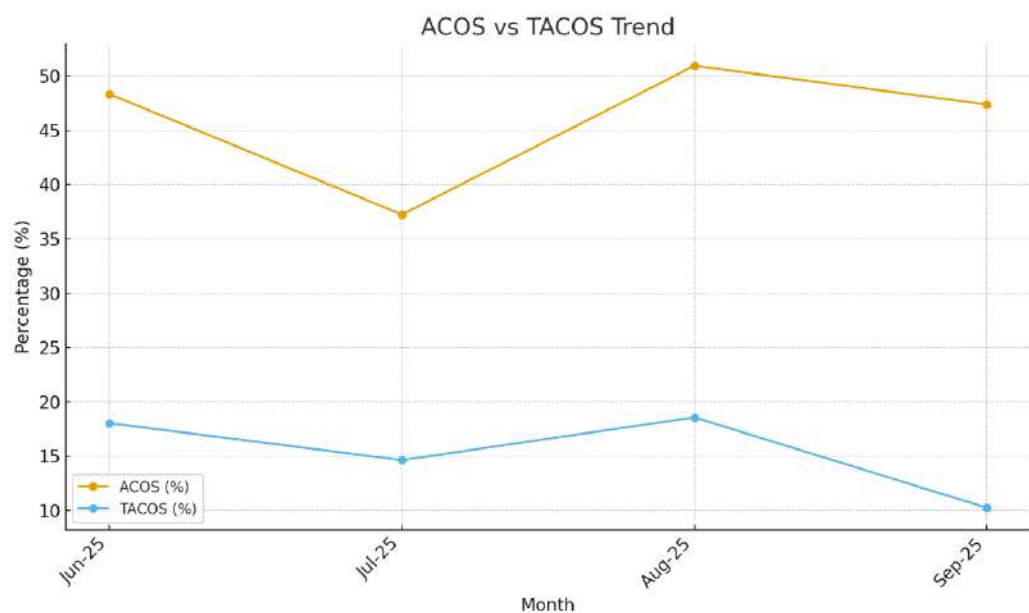
Control

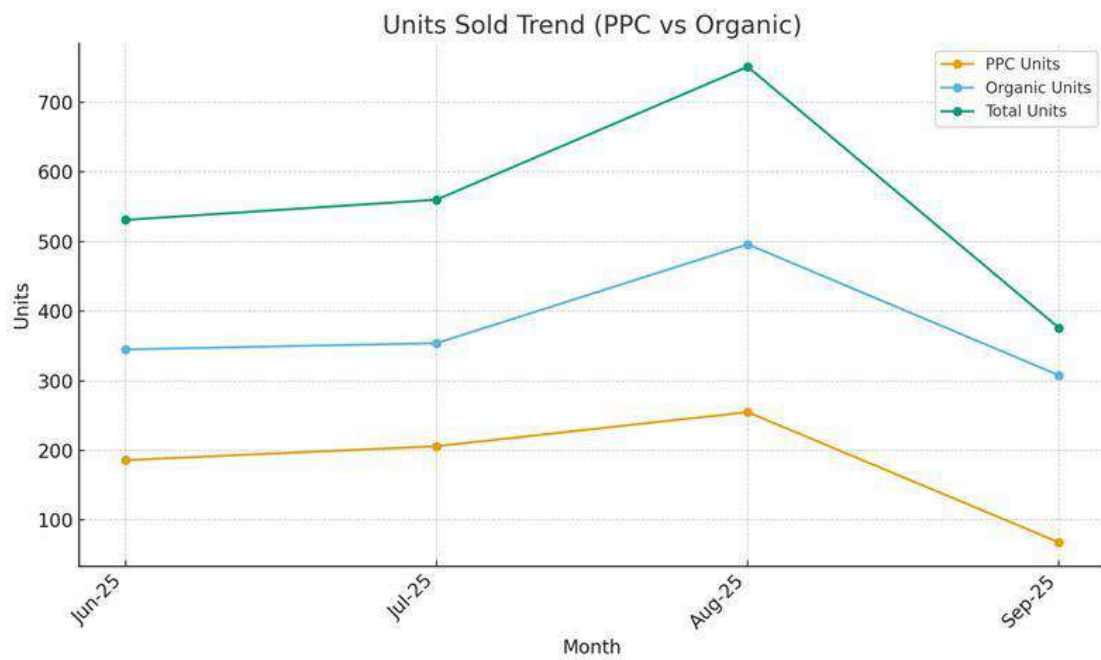
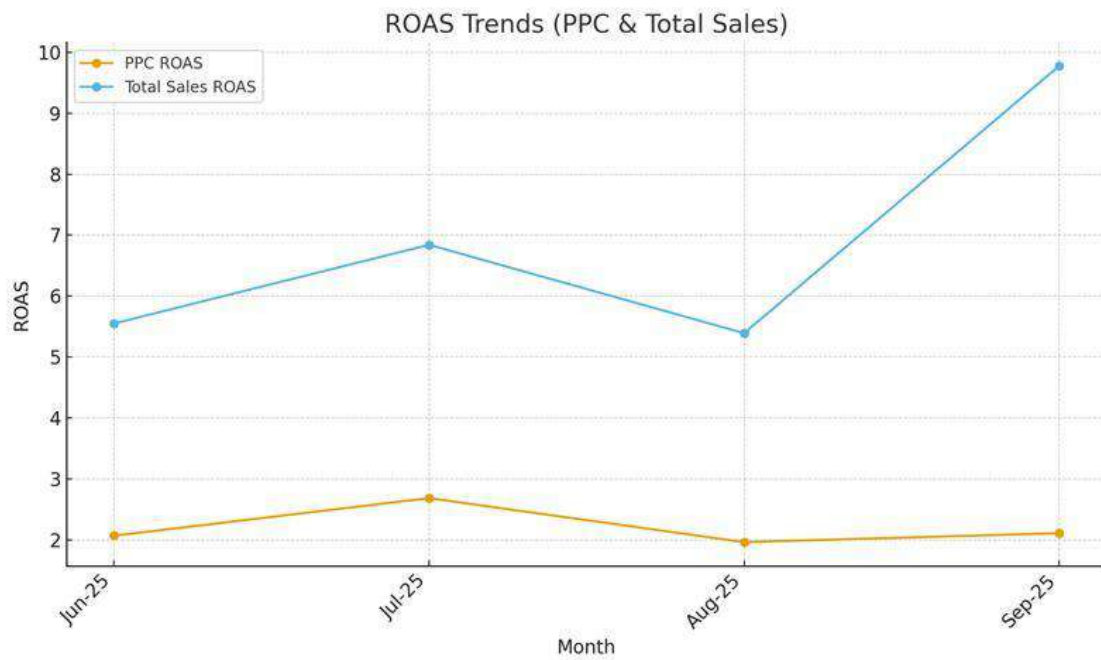
- **Buy Box: ~98%** (minimizes revenue leakage and stabilizes CVR)
Place your four charts in a “Performance Highlights” strip:

1. PPC Spend vs Sales

- 2. ACOS vs TACoS
- 3. ROAS trends (PPC vs Total)
- 4. Units Sold (PPC vs Organic)

KPI Visualized:





What Moved the Needle



- **Proof-rich PDPs** (USDA, fruiting body, dual extraction, USA-grown) reduced comparison friction—especially for tinctures.
- **Non-branded discovery** via SB/SBV expanded reach while **SP exact** defended core terms.
- **Creator UGC** supplied authentic demos that improved **SBV CTR** and gave PDPs social validation.
- **CPC management** (negatives, day-parting, placement caps) absorbed August's auction spike and normalized costs in September.

Risks We Managed



- August auction spike: contained through tighter research groups and pausing long-tail bleeders.
- Assortment intent clash: separated kit vs tincture keywords/creatives to keep CVR healthy.
- Inventory/BB risk: near-perfect Buy Box coverage preserved ad efficiency.

What's Next (Scale Plan)



1. **Session rebuild** to 5–6k/mo with **category SB headline**, **Store spotlight**, and **top-of-search** boosts, rotating 2–3 SBV hooks.
2. **MYE experiments**: main-image vs ingredient-close-up; A+ module ordering; FAQ vs comparison positioning.
3. **CPC containment**: graduate profitable exacts into **placement-capped** portfolios; keep research budgets tight with weekly n-gram audits.
4. **ASIN expansion**: replicate the playbook to top variations (strengths/flavors), then to kits with seasonal messaging (gifting, fall cooking).
5. **Review velocity**: route JoinBrands creators to **Vine-eligible** ASINs; encourage Q&A seeding on PDP.

Testimonial (placeholder)



“BIE translated our ‘grown on our farm’ story into Amazon outcomes—content that educates, ads that scale, and creator videos that customers actually watch.”

— **Aaron Hodgins Davis**, Hodgins Harvest

Data Appendix



- **Spend:** \$10,683.30 | **PPC Sales:** \$23,253.54 | **ROAS:** 2.18 | **ACOS:** 45.94%
- **TACoS:** 16.03% | **Total Sales ROAS:** 6.24
- **Units:** PPC 715 | Organic 1,503 | **Total:** 2,218
- **Avg CPC:** \$1.91 | **Buy Box:** ~98%
- **Sessions:** 14,547 | **Avg Daily Sessions:** 135