

Why Creative Changes Can Reduce Advertising Waste



An Amazon seller can spend thousands of dollars bringing shoppers to a listing and still lose sales because the product images do not explain the offer. In our **Ecommerce Growth Service** work at SpectrumBPO, we have found that creative review deserves attention when traffic is relevant but conversion remains weak.

An illustrative home fitness client had an 89% ACoS on a product with a reasonable number of clicks. The seller's first request was to reduce PPC spending.

Our team took a different approach.

The PPC manager confirmed that several search terms were relevant. The creative team then reviewed the image sequence from the perspective of someone seeing the product for the first time.

The main image showed the product clearly, but the following images repeated similar views. There was no simple demonstration of use, no clear size reference, and limited explanation of the features that separated the product from alternatives.

The team rebuilt the visual sequence using [High-quality Amazon product images](#) as part of the listing work.

After the changes were implemented, the PPC team watched conversion behavior and sales from the relevant campaigns.

The illustrative account moved from 89% ACoS toward 22%.

The case does not suggest that images alone caused the full change. Advertising settings, traffic quality, product content, and offer conditions were reviewed at the same time.

Our team has found that shoppers make quick judgments on marketplace pages. If an image leaves a basic question unanswered, the shopper may leave before reading the rest of the listing.

For that reason, creative work should explain the product rather than simply make the page look attractive.