

## Wolf Tactical - A Success Story

How Mayan Helped Wolf Tactical Achieve Over 100% YoY Growth in April 22

Case studies



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**Tim Wu**

Founder & CEO of Wolf Tactical

**“Prior to Mayan, I worked with another PPC agency.** And the problem with them was that they increased my budget without letting me know. And there was very little communication. After a couple of months, results were declining. So that's when I found Mayan. Ever since I signed on with Mayan, **I can communicate with them at any time**, and I just feel very **comfortable** and **very safe.**”

## Executive Summary

Wolf Tactical has been selling on Amazon since 2016, building their brand into a multi-million dollar business. Wolf Tactical partnered with Mayan at the end of October 2021 after underwhelming experiences with two well-known Amazon Ad solutions providers. With Mayan, they've seen significant increases in ROAS & Gross Sales, including **over 100% YoY growth in April 2022**.

## Since Wolf Tactical began with Mayan...

98.6%

Higher Sales

61.6%

Increase in  
ROAS

116.3%

Increase in  
Ad Sales

**Over 100%** YOY sales growth  
for April 2022

## Results

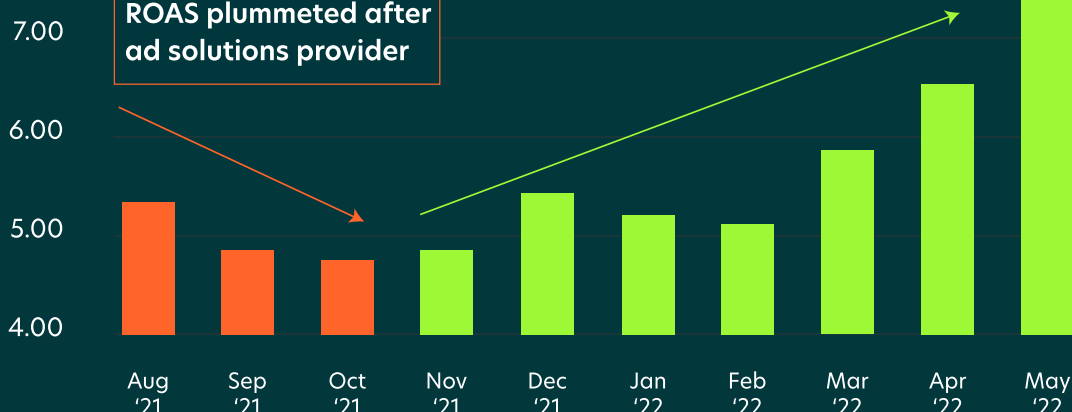
Mayan was able to increase Wolf Tactical's ad sales and ROAS, resulting in **multiple months of record total sales**.

Wolf Tactical had a difficult time working with other ad solutions providers. After switching to Mayan end of October 2021, **Wolf Tactical's ROAS had a 61.6% increase**.

### Return on Ad Spend (ROAS) of Wolf Tactical

before and after Mayan

ROAS plummeted after ad solutions provider



Growth with Mayan

7.66 ROAS, 61.6% increase!

## Challenges

**Wolf Tactical was unhappy with ad solutions providers after seeing a sharp decrease in ROAS** as well as receiving poor communication from their Account Managers.

When Wolf Tactical had worked with our competitors, Mayan found that bids for certain high-volume keywords had increased by over 100% in just a few months, leading to wasted ad spend and lower returns.

With other ad solutions providers, Wolf Tactical didn't feel that their Account Manager fully understood or appreciated their products. With one ad solutions provider that Wolf Tactical had worked with, they were assigned an Account Manager in a completely different time zone. Communication with them was limited, where it would take up to 3 days to respond to email requests.



## How Mayan Helped

Mayan's technology and experts identified ways to more efficiently allocate ad spend.

First, our system identified unnecessary bid increases that Wolf Tactical's account **had been experiencing using other Amazon Ad providers' services**, driving their ROAS down sharply.

We identified the optimal bid for each keyword to **ensure sufficient traffic is being driven while keeping CPC down**. Mayan's reporting technology also provided TACoS by parent ASIN to analyze advertising results at the product level.

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