



Case Study: Product Certification, Day 0–90

A product in the hair care and styling category. Same images, same copy, same price — one single signal was changed. And after that, the ad budget.

Amazon Germany

Certified 01/2026

90 days observed

Absolute figures anonymized

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+515 %

UNITS SOLD

47 → 289 units per month

−86 %

AD SPEND

Index 100 → 14

356 → 66

BEST SELLERS RANK

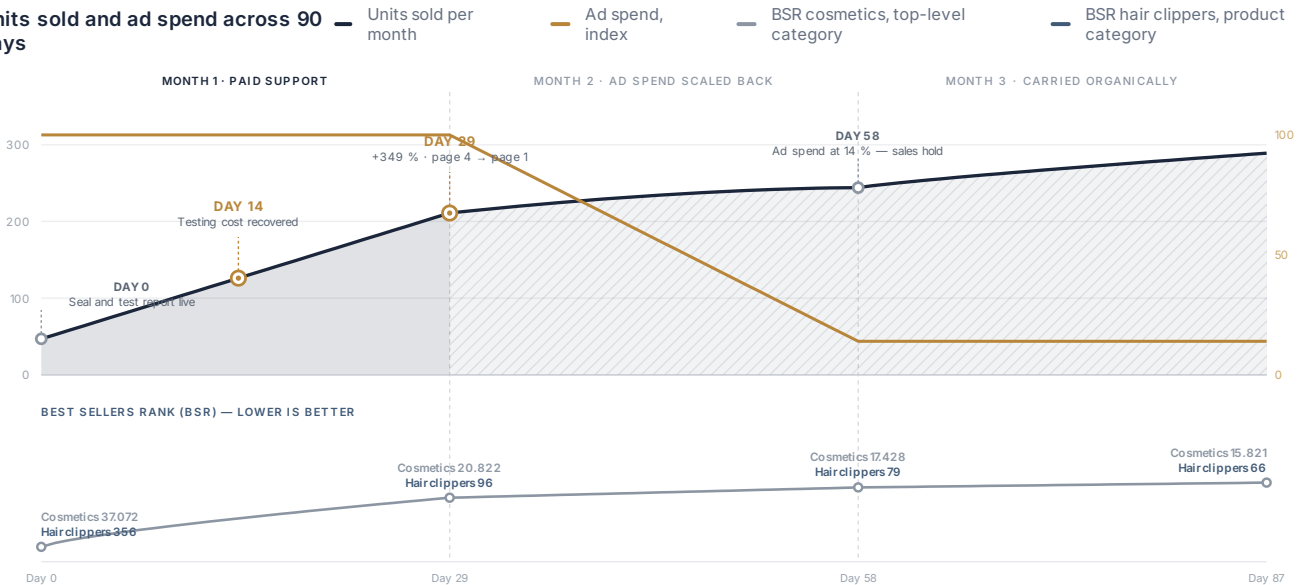
Hair clippers, product category

14 → 10 %

RETURN RATE

per 100 units sold

Units sold and ad spend across 90 days



THE STRATEGIC DECISION

Scaling back was not a cost-cutting measure but a ranking test. Sales bought through Sponsored Products hold the Best Sellers Rank only while the budget runs. They build no organic sales velocity that carries on its own — the rank stays rented, and TACoS rises with every step of growth.

From day 29 onwards, the test report, the seal and the independent mention provided a ranking signal that did not come from the seller's own ad account. The budget was scaled back under control to measure how much of the volume was carried organically. Sales grew more slowly — but they grew, and the BSR kept improving as ad pressure fell.

Month 1 · Day 0–29

Seal and test report live

- Sales 47 → 211 units/month, ad spend unchanged
- BSR cosmetics 37,072 → 20,822 (top-level)
- BSR hair clippers 356 → 96
- Listing position: page 4 → page 1

Month 2 · Day 30–58

Ad spend scaled back under control

- Ad spend reduced linearly to 14 % of the initial value
- Sales 244 units/month, velocity slows, no drop
- Test report cited as a source in AI answers
- BSR cosmetics 17,428 · hair clippers 79

Month 3 · Day 59–87

Rank holds without ad pressure

- Ad spend constant at 14 %
- Sales 289 units/month
- BSR cosmetics 15,821 · hair clippers 66
- Return rate 10 %

Effect, method and limitations

01 COMPARABILITY

Constants kept in the offer

To make the effect of certification assessable, the relevant elements of the offer were left untouched. The development therefore traces back to two interventions: the certification and the later budget adjustment.

Product images, title, bullet points	unchanged
Selling price	constant across 90 days
Campaign structure	unchanged until day 29
Assortment	no new variants

02 BEST SELLERS RANK

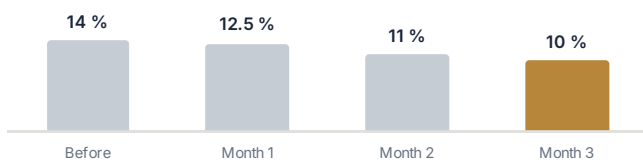
Rank development on both category levels

POINT IN TIME	COSMETICS top-level category	HAIR CLIPPERS product category
Before certification	37,072	356
End of month 1	20,822	96
End of month 2	17,428	79
End of month 3	15,821	66

03 RETURN RATE

From 14 to 10 percent

Growing sales do not usually lower the return rate. Here it fell in parallel — four percentage points, roughly a third fewer returns per unit sold. The test report states what the product delivers and where its limits are, before the purchase; mistaken expectations fall away.



DATA NOTE Results of a single client project. Absolute ad spend figures anonymized, relative development documented and verifiable.

04 CHANNELS

Four channels, one source

The test report is the only source about the product that the seller does not control. That is precisely why it counts where the seller's own listing does not.

Marketplace

External assessment inside the listing, visible before the click.

Search engines

Indexed article and link as an independent mention.

AI answers

A citable source when systems have to substantiate a recommendation.

Retail

Assessment report as a document for listing negotiations.

05 METHOD

What was measured

The basis is the seller's sales figures and the publicly visible Best Sellers Ranks. The period covers 90 days from the seal award in January 2026.

Ad spend is reported as an index only; the initial value equals 100. Between the documented reference points the curves are interpolated.

06 LIMITATIONS

What these figures do not show

01 No isolated cause

Marketplaces move daily. Seasonal effects cannot be ruled out entirely.

02 No forecast

Three months is a short observation period.

03 No transfer to individual figures

A second product in the same category may respond differently.

04 No statement about the grade

The outcome of the assessment was not predetermined and was not subject to any agreement.

NEXT STEP

Request a quote

Submit the key details of your product through the pre-qualification form and receive a quote within 24 hours.

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