

Five Amazon accounts on the Daniks.AI autopilot

Each case is one client account. Every figure comes from that account's own Amazon Ads data, the same data its Robot vs Human dashboard shows. Client names, brands and products are withheld.

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| 1 | US · Specialty gifts | 2.75× the ad sales at the same ACoS (20.5% → 20.2%), clicks 23% cheaper |
| 2 | UK · Health & household | ACoS 29.9% → 22.0%, with 57% more ad sales |
| 3 | US & Canada · Tools & home improvement | CPC -21% and ad orders +22% in the first six weeks; Canada ad sales 3.6× |
| 4 | US · Everyday accessories | AI campaigns beat the brand's own on ACoS in 8 of 8 months |
| 5 | US · Grocery & gourmet food | AI campaigns beat the brand's own on ACoS in 12 of 12 months |

WHAT CLIENTS TYPICALLY SEE

Across all **48 client marketplaces** with at least three months on Daniks and ad data from the month before (connected October 2025 – July 2026), the third month compared with the 30 days before the AI started:

-2.7 pts

median ACoS change · ACoS fell in 27, rose in 21

+14%

median ad sales change · ad sales rose in 31 of 48

The five accounts in this document were picked because the AI clearly worked there, so they did better than typical. Your results depend on your account, category and target ACoS.

How to read the numbers

 **Robot** Campaigns the Daniks AI creates and manages.

 **Human** Every other campaign on the same account, run by the seller or their agency.

ACoS Ad spend ÷ ad sales. Lower is better at the same sales.

CPC Cost per click: ad spend ÷ clicks.

Before / After The account's own campaigns before Daniks was connected, against the months after.

Ad sales & orders As attributed by Amazon Ads, in the marketplace's currency.

2.75× the ad sales, at the same ACoS

Specialty gifts The AI runs the whole ad account

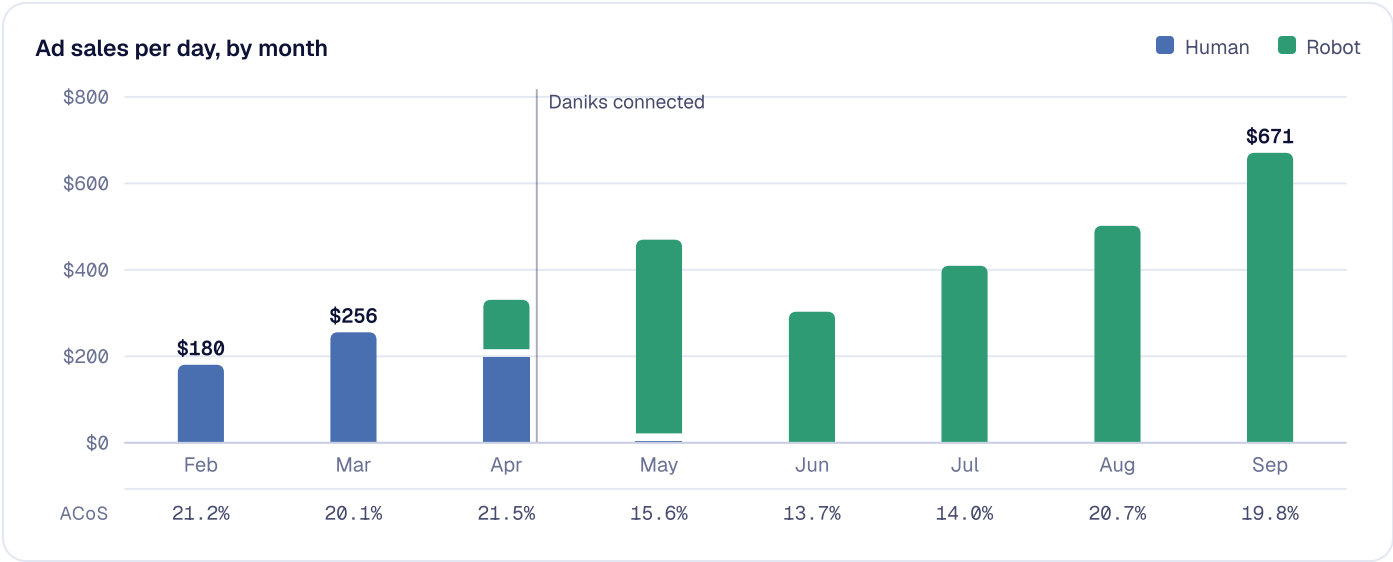
STARTING POINT

The brand ran its own campaigns at about 20% ACoS, spending around \$1,300 a month and selling about \$6,500 a month through ads.

WHAT CHANGED

Daniks connected at the end of April and built AI campaigns across the catalog. The brand wound its own campaigns down in May; since June every ad on the account is an AI campaign. The AI kept ACoS where the brand had it and bought far more clicks with the budget, at a lower price per click.

MONTHLY AVERAGES	BEFORE · FEB-MAR 2026	AFTER · AUG-SEP 2026	CHANGE
Ad sales per month	\$6,487	\$17,834	2.75×
Ad orders per month	302	744	2.46×
Clicks per month	2,374	8,353	3.5×
Ad spend per month	\$1,333	\$3,594	2.7×
ACoS	20.5%	20.2%	flat
Cost per click	\$0.56	\$0.43	-23%



Whole store, year over year. All Amazon orders on the marketplace grew 19% year over year in Feb–Mar (1,796 → 2,141), before Daniks, and 107% in Aug–Sep (1,229 → 2,538), after. Ads are one driver among several, so we show this for context rather than as a result of the ads alone.

ACoS from 30% to 22%, with 57% more ad sales

Health & household Target ACoS 25%

STARTING POINT

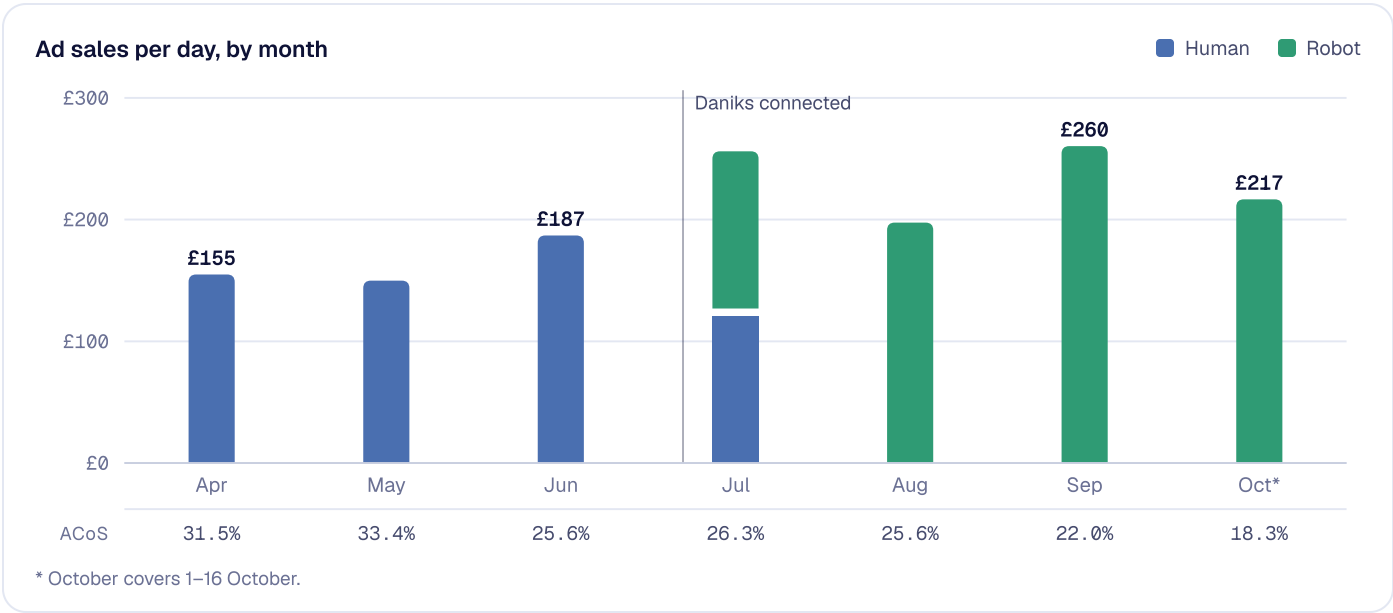
From April to June the brand's own campaigns ran at 26–33% ACoS, above the 25% it wanted, paying about £0.94 a click.

WHAT CHANGED

Daniks connected in early July. Both sets of campaigns ran side by side for about two weeks, then the brand switched its own off; the AI has run the account alone since August. ACoS went under the 25% target in September and kept falling in October.

	BEFORE · APR-JUN 2026 AVG	AFTER · SEP 2026	CHANGE
Ad sales per month	£4,968	£7,810	+57%
Ad orders per month	260	348	+34%
Clicks per month	1,581	2,252	+42%
Ad spend per month	£1,484	£1,715	+16%
ACoS	29.9%	22.0%	-7.9 pts
Cost per click	£0.94	£0.76	-19%

1–16 October: ACoS 18.3%, cost per click £0.72.



Cheaper clicks in six weeks, Canada ad sales 3.6x

Tools & home improvement Target ACoS 15% US, 12% Canada

STARTING POINT

A manufacturer with steady US ads: about 22% ACoS at \$1.11 a click over the summer. Canada barely advertised, with about CA\$44 of ad sales a day.

WHAT CHANGED

Daniks took over on 1 September and the brand phased its own campaigns out during the month. From mid-September the AI ran about 90% of the spend. The "after" window starts there and leaves out Prime Big Deal Days (6–7 October), which would flatter the result.

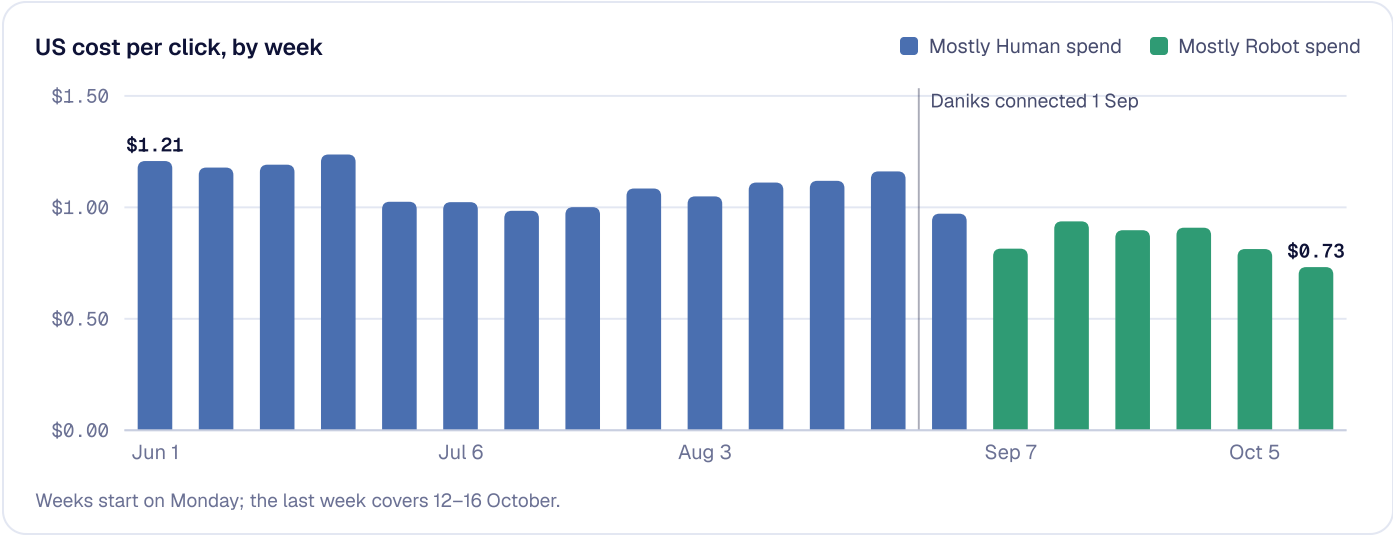
United States

	JUN-AUG	15 SEP-16 OCT	CHANGE
Ad sales per day	\$862	\$957	+11%
Ad orders per day	13.3	16.2	+22%
ACoS	22.1%	19.4%	-2.7 pts
Cost per click	\$1.11	\$0.88	-21%

Canada

	JUN-AUG	15 SEP-16 OCT	CHANGE
Ad sales per day	CA\$44	CA\$158	3.6x
Ad orders per day	0.4	2.3	6x
ACoS	13.5%	14.4%	+0.9 pts
Cost per click	CA\$0.68	CA\$0.46	-32%

US, 1–16 October without the two deal days: ACoS 15.9% against the 15% target. Canada store orders in September: 80, against 42 a month over the summer.



Same account, same months: Robot vs Human

In these two accounts the brand kept its own campaigns running next to the AI's, for the same products in the same auctions. The dashboard splits the two every day, so the comparison needs no before/after. The gap row is Robot ACoS minus Human ACoS for the month.



What the AI does on an account

1. **Connect.** Seller Central, Vendor Central or KDP, plus Amazon Ads. Pick the marketplaces.
2. **Set a target ACoS** for each marketplace, and per product where it should differ.
3. **It builds the campaigns** for each product: automatic, keyword, product targeting and Sponsored Display. Search terms that convert become keywords; competitor products become targets.
4. **Every night it re-prices every bid** from that keyword's or target's own conversion data against the target, adds negatives for search terms that waste spend, and adjusts placement and audience bids.
5. **Stock and switches are respected.** Out-of-stock products drop to minimum bids; switching a product or a country off pauses its AI campaigns within a minute.
6. **Your campaigns stay yours.** The AI only manages the campaigns it creates, and the Robot vs Human dashboard shows the two side by side on every account.

For consultants and agencies

- All client accounts under one login, with logins for your team.
- White-label: run it on your own domain, under your own brand.
- A Robot vs Human dashboard for every client, the one these case studies were read from.
- Connect Claude or another AI assistant through MCP to query accounts and change targets in plain language.

Try it on one of your accounts. 14-day free trial; the dashboard shows the AI against your own campaigns from the first week.

daniks.ai

NOTES ON THE DATA

Figures come from Amazon Ads reports imported daily into each client's Daniks dashboard, through 16 October 2026. Ad sales and orders are Amazon-attributed; store orders (Cases 1 and 3) are all orders on the marketplace from the Seller Central orders feed, cancellations excluded. "Before" covers every campaign the account ran before Daniks was connected; "After" covers the months after, when the AI ran most or all of the spend. Amounts are in each marketplace's currency. The typical result covers every client marketplace connected between October 2025 and July 2026 with at least three months on Daniks and at least 20 days of ad data in the 30 days before; it compares days 61–90 after the first AI campaign with those 30 days, across all campaigns on the account, and includes clients who have since left. The five cases are selected client accounts, shared with names withheld.