

Case Study: Scaling a Global KDP Business to \$135K in Revenue

Role: KDP Publisher & Marketing Strategist

Duration: 2019 – 2023

Tools: Amazon KDP, AMS (Amazon Ads), Canva, Publisher Rocket, Kindlepreneur, Helium10, Adobe Acrobat, Google Sheets

Challenge

Launched with zero publishing experience and no brand recognition in a saturated self-publishing market. The goal: create a profitable, data-driven KDP business through optimized product launches, paid media strategy, and long-tail keyword targeting.

Strategy

- Conducted deep niche research using Publisher Rocket and Amazon BSR data to identify low-competition, high-demand segments (e.g., planners, educational workbooks).
- Designed 100% original, high-value print content using Canva and Illustrator.
- Invested \$18.5K in Amazon Ads, focusing on iterative A/B testing to scale top-performing SKUs and retire underperforming ones.
- Applied conversion rate optimization across metadata, titles, covers, and pricing.
- Expanded globally across 14 countries including the UK, Germany, Canada, and Japan.

Key Results

Revenue & ROI Performance

- **Generated \$134,759.87 in total revenue**, including \$73,066.07 in tracked ad sales and \$61,693.80 in global KDP royalties.
- Achieved an **average CPC of \$0.19** with over **5,536 total orders** attributed to ads alone.
- Reached a peak sales month of **\$7,800+ in January 2022**, following an aggressive Q4 ad spend and seasonal product ramp-up.

Ad Spend Efficiency

- Invested **\$18,572.80** in paid media and maintained a cost-efficient model by optimizing ads quarterly.
- **Q4 2021 and Q4 2022** produced the strongest returns, driven by gift season campaigns and optimized product placements.

Global Royalties

- **U.S. market** accounted for **\$50,628.16** in royalties alone.
- Top international markets: UK (\$3,910.21), Germany (\$3,421.77), and Canada (\$2,289.69).
- Expanded reach to non-English speaking markets including Japan, Poland, and India—diversifying revenue streams and establishing global brand visibility.

Conclusion

Through disciplined ad optimization, keyword strategy, and international expansion, I scaled a zero-revenue KDP business to over **\$134K in earnings** across four years. Leveraging data, seasonality, and creative testing, this operation became a reliable source of passive and active income, with consistent monthly payouts and high ad efficiency.