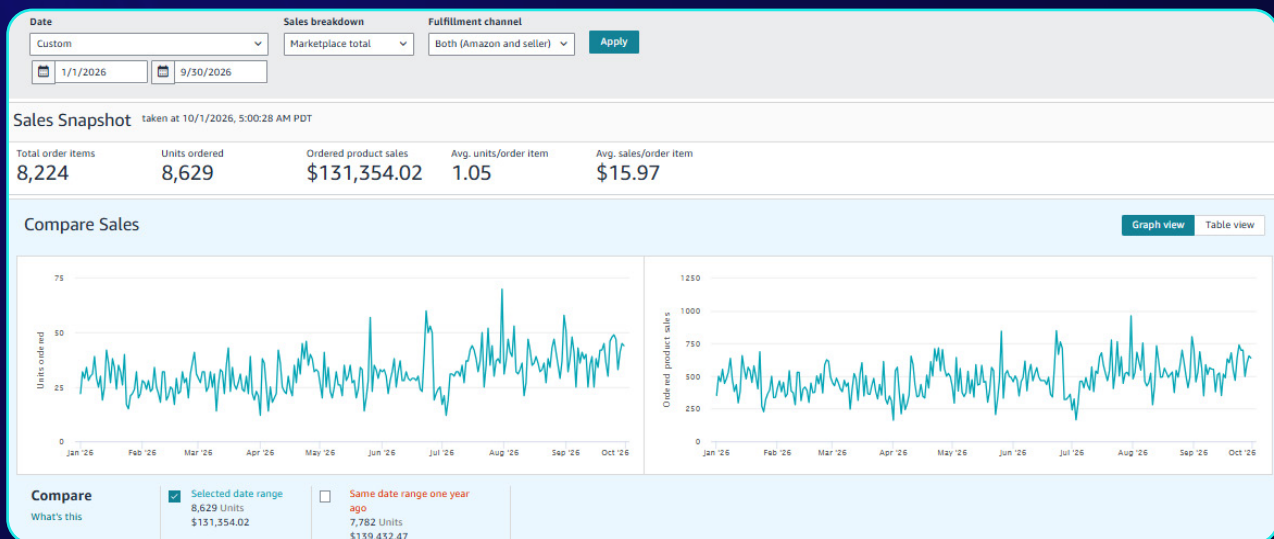




\$131,354 in Amazon Sales: Nursing Tools' Listing, Advertising, and Storefront Overhaul



Introduction:

Nursing Tools offers medical scissors and accessories for healthcare professionals, including Hummingbird 4-in-1 Trauma Shears and nursing organizers. **Marketing Sprout** worked across the brand's Amazon presence, updating product listings, redesigning the storefront, and completely restructuring its PPC campaigns. We also reviewed the product range to determine which products should receive advertising support and which should be discontinued. From January through September 2026, the brand **recorded \$131,354.02** in ordered product sales and **8,629 units** ordered. This case study outlines our work alongside the brand's performance during that reporting period.

Challenges We Faced

Strengthening Product Listings

The listings needed clearer product information and a stronger presentation of the features that matter to healthcare professionals. Our work focused on helping shoppers understand the products and evaluate their suitability.

Rebuilding the Advertising Structure

The existing PPC setup required a complete restructure. We needed to introduce new campaigns and make deliberate decisions about which products to advertise.

Prioritizing the Right Products

Advertising decisions needed to account for individual product performance. Reviewing the range helped us identify products worth supporting and those that should be discontinued.

Creating a Consistent Brand Experience

The storefront and individual listings needed to work together, giving shoppers a consistent presentation as they moved from browsing the brand to evaluating a product..

Strategies and Implementation

Product Listing Updates

We updated the product listings to communicate their features and practical uses more clearly. For the flagship Hummingbird 4-in-1 Trauma Shears, the detail page presents the product's multiple functions, compact design, and available variations.

The listing combines product imagery, packaging visuals, feature information, and video content to support the shopper's purchase decision

Industrial & Scientific > Professional Medical Supplies > Instruments & Surgical Tools > Scissors & Shears

Nursing Tools Hummingbird 4-in-1 Trauma Shears – Compact Medical Scissors for Nurses, Stainless Steel Pocket EMT Shears with Oxygen Key & IV Clamp (Hibiscus Pink)

Visit the Nursingtools Store

4.8 ★★★★★ (5,504) | Search this page

Amazon's Choice

200+ bought in past month

\$12.99 [Price history](#)

FREE Returns ▼

Style: **pink**

pink \$12.99	Glittered Pink \$12.99	Glow in the dark \$12.99	black \$12.99	blue \$12.99	purple \$12.99
black + purple \$25.99					

- ✓ **Durable nursing tools:** Our new innovated small bandage scissors with unbreakable handles guarantee a lifetime warranty, we design cutting edge mini scissors for nurses and for medical professionals, we are proud to offer high quality first aid nursing scissors that save time and space!
- ✓ **The 4 in 1 limited edition design:** Our serrated medical safety scissors are perfect for nurses, EMTs, and medics. Equipped with four handy tools which are ideal for daily use. Designed to save you time and make care a breeze. These trauma scissors are your new best friend in healthcare, making your routines smoother and more efficient.
- ✓ **Cut smoothly & easily:** Cut safely with pinpoint precision through bandages, clothing, and much more with our medical small scissors for nurses. Our bandage scissors for nurses are built to last, will not get bent, fastened together securely so they will not fall apart, and the blades open/close smoothly.
- ✓ **Premium materials:** Experience superior quality in our medical shears nurse travel scissors which are TSA approved. Crafted with high grade Japanese 420J2 stainless steel blades and are coated in durable Titanium gold. This EMT shears are easy to clean, will not fade or rub off, and are designed for lasting excellence.
- ✓ **Compact and lightweight:** Our ultralight, durable EMT medical scissors for nurses work like magic for any bedside task! Compact and easy to handle, these small medical nurse scissors effortlessly slip into your hands or pocket. Trust these versatile small medical scissors for wound care in any healthcare setting.

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\$12.99 [Price history](#)

FREE delivery Tuesday, October 6 on orders shipped by Amazon over \$35

Or **Prime members** get **FREE delivery Tomorrow 1 PM - 6 PM** on eligible orders. [Join Prime](#)

[Deliver to New York 10001](#)

In Stock

Quantity: 1 ▼

Add to cart

Buy Now

Sold by **nursingtools**
Returns **FREE 30-day refund/replacement**
Gift options **Available at checkout**
[See more](#)

[Add to Auto Buy](#)

[Add to List](#)

Amazon Storefront Redesign

We redesigned the storefront using the brand's pink, black, and white visual identity. The updated header brings together the shears and nursing organizers, while category navigation gives shoppers direct access to different parts of the range.

Lifestyle banners introduce the products in a healthcare setting, and dedicated product sections give the Hummingbird shears greater visibility within the store.

Tools for Healthcare Professionals
NursingTools.COM



NursingTools

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HOME

4 IN 1 TRAUMA SHEARS

FANNY PACKS

SHOP ALL

Search all NURSINGTOOLS

You might also like



Nursing Tools Hummingbird 4-in-1 Trauma Shears – Medical Shears for Nurses...

★★★★★ 3,304

\$12⁹⁹

prime

Get it by Tuesday, October 6

Add to Cart



Nursing Tools Hummingbird 4-in-1 Trauma Shears – Compact Medical Scissors for...

★★★★★ 3,304

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Get it by Tuesday, October 6

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Nursing Tools Hummingbird 4-in-1 Trauma Shears – 4-in-1 Medical Scissors for Nur...

★★★★★ 3,304

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Get it by Tuesday, October 6

Add to Cart

Scroll to explore more in the store

Tools for Healthcare Professionals

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RELIABLE TOOLS





Tools for Healthcare Professionals

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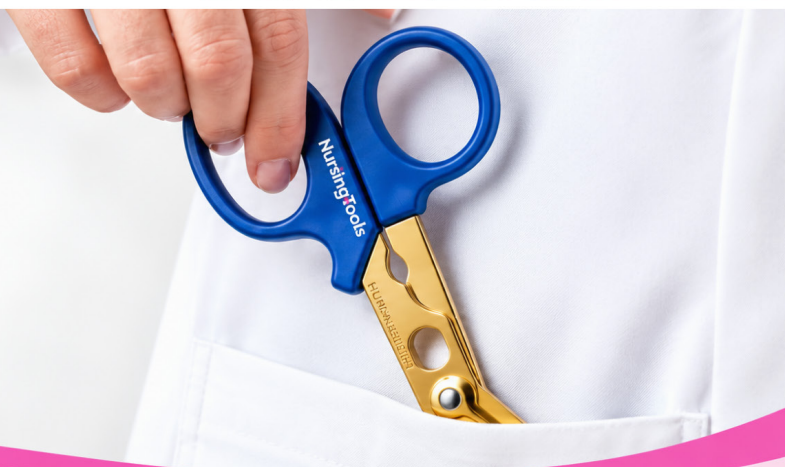
RELIABLE TOOLS FOR EVERY SHIFT

Medical scissors & nurse organizers

Shop Nursing Essentials



HUMMINGBIRD 4-IN-1 MEDICAL SCISSORS



ANODIZED TITANIUM
COATED GOLD BLADES



LIFETIME WARRANTY



LIGHTWEIGHT &
POCKET-FRIENDLY

Nursing Tools Hummingbird 4-in-1 Trauma Shears – Compact Medical Scissors for Nurses, Stainless Steel Pocket EMT Shears with Oxygen Key & IV...

4.8 ⭐⭐⭐⭐⭐ 3,304

To buy, select a style:

Style (7):

Select a style



PKR 3,597⁹¹

- ✓ Durable nursing tools: Our new innovated small bandage scissors with unbreakable handles guarantee a lifetime warranty, we design cutting edge mini scissors for nurses and for medical professionals, we are proud to offer high quality first aid nursing scissors that save time

✓ Show more

See all details



Advertising Strategy

1. Complete PPC Restructuring

We rebuilt the PPC structure to support a more deliberate approach to campaign management and product promotion.

2. New Campaign Development

We introduced new campaigns as part of the revised structure, creating additional opportunities to reach relevant shoppers and evaluate advertising performance.

3. Product Selection for Advertising

We reviewed which products should receive advertising support instead of allocating spend across the range without clear priorities. Product selection became a central part of the advertising strategy.

4. Product Discontinuation Decisions

Alongside campaign changes, we evaluated which products should be discontinued. This connected advertising decisions with the broader direction of the product range.

Advertising Performance

From January 1 through September 30, 2026, the advertising console recorded:

Metric	Result
Advertising spend	\$16,370.12
Ad-attributed sales	\$38,592.48
Ad-attributed purchases	2,468
ACOS	42.42%
ROAS	2.36

Advertising generated approximately **\$2.36** in attributed sales for every \$1 spent. Advertising spend represented approximately **12.46%** of total ordered product sales during the same period.



Results

The January–September 2026 reporting period recorded:

- **\$131,354.02** in ordered product sales.
- **8,629** units ordered across 8,224 order items.
- **\$38,592.48** in ad-attributed sales.
- **42.42%** ACOS across the period.

Compared with the same period in the previous year, units ordered increased by **10.88%**.

Our work covered the listing experience, storefront presentation, campaign structure, and product prioritization, giving the brand a coordinated approach to its Amazon operations.

Conclusion

Marketing Sprout's work with Nursing Tools extended across both customer-facing content and advertising management. We updated listings, redesigned the storefront, rebuilt the **PPC structure**, introduced new campaigns, and reviewed which products deserved continued investment. Together, these changes aligned product presentation and advertising priorities, with the reported sales and advertising figures providing a baseline for evaluating future performance.