

SOP-1001: PPC Launch and Optimization

Nurise Listing Optimization

Purpose

Provide a comprehensive guide for launching and optimizing Amazon PPC (Pay-Per-Click) campaigns. This SOP covers campaign structure, bid management, keyword optimization, and ongoing performance improvement to maximize ranking and profitability.

When to Use

- Launching PPC for a new product
- Optimizing existing underperforming campaigns
- Restructuring campaign strategy
- Conducting regular PPC audits

Prerequisites

- ☐ Listing live and Buy Box active
- ☐ Keyword research complete (SOP-201/202)
- ☐ Competitor ASINs identified
- ☐ PPC budget established
- ☐ Understanding of target ACOS

Part 1: PPC Fundamentals

Key Metrics

| Metric | Definition | Target |
|--------|-----------------------------------|-----------------|
| ACOS | Ad Cost of Sales (Spend/Sales) | 15-30% (mature) |
| TACOS | Total ACOS (Ad Spend/Total Sales) | 8-15% |
| CTR | Click-Through Rate | >0.3% |
| CVR | Conversion Rate | >10% |
| CPC | Cost Per Click | Varies by niche |

Campaign Types

| Type | Best Use Case |
|--------------------|---|
| Sponsored Products | Direct keyword/product targeting, ranking |
| Sponsored Brands | Brand awareness, storefront traffic |
| Sponsored Display | Retargeting, off-Amazon reach |

Priority Focus: 80% of budget should go to Sponsored Products for ranking.

Part 2: Campaign Structure

Objective-Based Structure

Organize campaigns by goal:

PPC CAMPAIGN STRUCTURE

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1. RANKING CAMPAIGNS (60% of budget)
 - └─ Goal: Gain and defend keyword rankings
2. PROFITABILITY CAMPAIGNS (30% of budget)
 - └─ Goal: Incremental sales at target ACOS
3. DISCOVERY CAMPAIGNS (10% of budget)
 - └─ Goal: Find new converting keywords

Campaign Naming Convention

[Product] - [Type] - [Match/Target] - [Objective]

Examples:

- HotTubFilter - SP - Exact - Ranking
- HotTubFilter - SP - Auto - Discovery
- HotTubFilter - SP - ASIN - Competitor

Part 3: Launch Campaign Setup

Campaign 1: Product Targeting (Day Zero)

Purpose: Index new product to competitor keywords

Settings:

| Setting | Value |
|------------------|----------------------------------|
| Campaign Name | [Product] - SP - ASIN - Indexing |
| Campaign Type | Sponsored Products |
| Targeting | Manual - Product Targeting |
| Daily Budget | \$20-30 |
| Bidding Strategy | Dynamic bids - down only |

Selecting Targets:

1. Identify top 25+ competitors
2. Focus on competitors with:
 - High review count (1,000+)
 - Good BSR (top 10-20 in category)

- Similar product type
- Active Buy Box

Creating Ad Groups:

Ad Group: Top Competitors

- └ ASIN 1: B08XXXXXX (Top seller)
- └ ASIN 2: B07XXXXXX (2nd best)
- └ ASIN 3: B09XXXXXX (3rd best)
- └ ... (up to 25 ASINs)

Bid: \$0.50 – \$1.00 per click

Optimization Rules:

| Condition | Action |
|----------------------|---------------------------|
| 12+ clicks, 0 orders | Pause target |
| 1+ order | Keep target, evaluate CPC |
| High ACOS (>50%) | Lower bid by 25% |
| Low impressions | Increase bid by 25% |

Campaign 2: Exact Match Keywords

Purpose: Target high-intent, researched keywords

Settings:

| Setting | Value |
|------------------|----------------------------------|
| Campaign Name | [Product] - SP - Exact - Ranking |
| Campaign Type | Sponsored Products |
| Targeting | Manual - Keyword Targeting |
| Match Type | Exact |
| Daily Budget | \$30-50 |
| Bidding Strategy | Dynamic bids - up and down |

Keyword Selection Criteria:

- Search volume: 25+ monthly searches
- Relevance: Directly matches product
- From keyword research (SOP-201/202)
- Grouped by root word

Ad Group Structure:

Campaign: HotTubFilter – SP – Exact – Ranking

Ad Group: type vi filter

- └ type vi hot tub filter [exact]
- └ type vi filter cartridge [exact]
- └ type vi replacement filter [exact]

Ad Group: bestway filter

- └ bestway hot tub filter [exact]
- └ bestway saluspa filter [exact]
- └ bestway spa filter cartridge [exact]

Ad Group: saluspa filter

- └ saluspa filter type vi [exact]
- └ saluspa replacement filter [exact]
- └ saluspa hot tub filter pack [exact]

Bid Strategy:

| Suggested Bid | Your Starting Bid |
|---------------|-------------------|
| \$0.50 | \$0.75 - \$1.00 |
| \$1.00 | \$1.50 - \$2.00 |
| \$1.50 | \$2.25 - \$3.00 |

Start 1.5x-2x suggested bid to ensure impressions during launch.

Campaign 3: Auto Campaign (Discovery)

Purpose: Find new converting search terms

Settings:

| Setting | Value |
|------------------|-----------------------------------|
| Campaign Name | [Product] - SP - Auto - Discovery |
| Campaign Type | Sponsored Products |
| Targeting | Automatic |
| Daily Budget | \$15-20 |
| Bidding Strategy | Dynamic bids - down only |

Auto Campaign Match Types:

| Match Type | What It Targets | Priority |
|-------------|----------------------|----------|
| Close Match | Similar keywords | HIGH |
| Loose Match | Related keywords | MEDIUM |
| Substitutes | Alternative products | LOW |

| | | |
|-------------|-----------------|-----|
| Complements | Paired products | LOW |
|-------------|-----------------|-----|

Recommended Settings:

- Enable: Close Match (primary discovery)
- Consider disabling: Complements (often irrelevant)

Campaign 4: Phrase Match (Optional)

Purpose: Capture keyword variations

Settings:

| Setting | Value |
|---------------|-------------------------------------|
| Campaign Name | [Product] - SP - Phrase - Expansion |
| Campaign Type | Sponsored Products |
| Targeting | Manual - Keyword Targeting |
| Match Type | Phrase |
| Daily Budget | \$15-25 |

When to Use:

- After exact campaigns are running well
- To capture long-tail variations
- Testing keyword expansion

Negative Keyword Setup: Add exact match keywords as negatives in phrase campaigns:

Phrase Campaign Negatives:

- "type vi hot tub filter" [exact negative]
- "bestway saluspa filter" [exact negative]

This prevents phrase from competing with exact campaigns.

Part 4: Bid Management

Waterfall Bidding Strategy

Prioritize spending on highest-value match types:

```
BID WATERFALL
=====
Exact Match:    $2.00 (highest priority)
  ↓
Phrase Match:   $1.50 (medium priority)
  ↓
Broad Match:    $1.00 (lower priority)
  ↓
Auto Campaign:  $0.75 (discovery only)
```

Placement Modifiers

Increase bids for better placements:

| Placement | Modifier | When to Use |
|----------------|---------------|--------------------------|
| Top of Search | +25% to +100% | High-converting keywords |
| Product Pages | +0% to +25% | Competitor targeting |
| Rest of Search | Base bid | Default |

How to Set:

1. Go to Campaign Settings
 2. Find "Adjust bids by placement"
 3. Set percentage increase
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Part 5: Optimization Schedule

Daily Tasks (5 minutes)

- ☐ Check spend vs. budget
- ☐ Review any keywords with high spend, low sales
- ☐ Ensure campaigns are active

Days 4-6: First Optimization

Product Targeting:

| Condition | Action |
|-------------------------|------------------|
| 12+ clicks, 0 orders | Pause target |
| Converting at >50% ACOS | Lower bid 25% |
| Converting at <30% ACOS | Increase bid 15% |

Exact Match:

| Condition | Action |
|------------------------------|------------------------|
| Keyword at target ACOS | Maintain bid |
| 20+ clicks, 0 orders | Lower bid 30% or pause |
| Converting below target ACOS | Increase bid 10% |

Weekly Optimization (Days 7+)

Search Term Analysis:

1. Go to **Advertising** → **Campaign Manager**
2. Select date range (last 7 days)
3. Download **Search Term Report**

4. Analyze:

| Search Term Status | Action |
|----------------------------|-------------------------|
| Converting, not in exact | Add to exact campaign |
| High spend, no conversions | Add as negative keyword |
| Irrelevant | Add as negative |

Search Term Isolation Process:

Found in Auto Campaign: "type vi filter for lay z spa" (converting)

Step 1: Add to Exact Campaign

Step 2: Add as exact negative in Auto Campaign

Step 3: Monitor performance in Exact Campaign

Monthly Audit

Full Campaign Review:

- ☐ Overall ACOS trending toward target?
- ☐ Budget allocation correct across campaigns?
- ☐ Keyword coverage complete?
- ☐ Competitor ASINs still relevant?
- ☐ Any new opportunities from search terms?

Part 6: Advanced Strategies

Single Keyword Campaigns (SKC)

For top-performing keywords, create dedicated campaigns:

When to Use SKC:

- Keyword has >\$100/month spend
- ACOS below target
- Want granular control

SKC Structure:

```
Campaign: HotTubFilter - SKC - type vi hot tub filter
├─ Ad Group: Main
│   └─ Keyword: type vi hot tub filter [exact]
├─ Daily Budget: $20-30
├─ Bidding: Fixed or Dynamic - Up and Down
└─ Placement Modifier: Top of Search +50%
```

Dayparting (Advanced)

Schedule ads during peak conversion hours:

Amazon Peak Hours (generally):

- Morning: 8 AM - 10 AM
- Lunch: 12 PM - 2 PM
- Evening: 7 PM - 10 PM

Implementation:

- Use third-party tools (Helium 10, Perpetua)
- Or manually adjust budgets by time

Sponsored Brand Videos

Best For:

- Brand awareness
- Demonstrating product use
- Standing out in search results

Video Requirements:

- 6-45 seconds
- 1920x1080 resolution minimum
- No contact information
- Auto-play without sound

Part 7: Troubleshooting

Low Impressions

| Cause | Solution |
|--------------------|---------------------------|
| Bids too low | Increase bids by 50-100% |
| Budget depleted | Increase daily budget |
| Suppressed listing | Check listing health |
| Low relevance | Improve keyword targeting |

High ACOS

| Cause | Solution |
|----------------------|------------------------------------|
| Broad targeting | Focus on exact match |
| Poor conversion rate | Improve listing (SOP-301) |
| Wrong audience | Review search terms, add negatives |
| Competitive niche | Accept higher ACOS or reduce spend |

No Conversions

| Cause | Solution |
|---------------|---------------------------|
| Pricing issue | Check competitive pricing |

| | |
|--------------------|----------------------------|
| Poor reviews | Focus on review generation |
| Bad images | Update main image |
| Irrelevant traffic | Add negative keywords |

Part 8: Key Performance Benchmarks

Launch Phase (Days 1-30)

| Metric | Acceptable | Target |
|-------------|----------------|------------|
| ACOS | 50-80% | 40-50% |
| CVR | 5-10% | 10%+ |
| Impressions | Growing weekly | Consistent |

Growth Phase (Days 31-90)

| Metric | Acceptable | Target |
|-----------|------------|--------|
| ACOS | 30-50% | 25-35% |
| CVR | 10-15% | 15%+ |
| Organic % | 30-50% | 40%+ |

Mature Phase (90+ Days)

| Metric | Acceptable | Target |
|-----------|------------|--------|
| ACOS | 20-35% | 15-25% |
| TACOS | 10-15% | 8-12% |
| Organic % | 50%+ | 60%+ |

Success Criteria

Week 1:

- ☐ All launch campaigns active
- ☐ Impressions increasing daily
- ☐ Initial sales velocity established
- ☐ No budget caps hit prematurely

Week 2:

- ☐ First optimization complete
- ☐ Poor performers paused
- ☐ ACOS trending downward

- ☐ Search term report analyzed

Month 1:

- ☐ Campaign structure refined
- ☐ Target ACOS achievable
- ☐ Organic sales increasing
- ☐ Negative keyword list built

Related SOPs

- Previous: [SOP-901: Launch Day Procedures](#)
- Listing: [SOP-302: Keyword Optimization](#)
- Tracking: [SOP-401: Rank Radar Setup](#)
- Next: [SOP-1101: Ensuring Amazon Indexes Keywords](#)

Time Estimate: 2-3 hours initial setup, 30 min/week ongoing **Difficulty:** Advanced **Last Updated:** 2026-01-23

Nurise Listing Optimization SOP v1.0