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
=====================
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

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