

Question	Answer
What is CPC?	<p>CPC is the cost per click, or how much it costs you each time someone clicks on your ad. The CPC will vary depending on how popular the keyword is.</p> <p>Calculation: total cost of clicks / total number of clicks = cost per click.</p>
What is ACoS?	<p>ACoS (Average Cost of Sales) compares the amount spent on campaigns to the amount earned, helping to determine the cost-efficiency of your campaigns...</p> <p>Calculation: ACoS = (Ad Spend / Ad Revenue) * 100 (percentage)</p>
What is Target ACoS?	<p>Target ACoS is the desired Average Cost of Sales for an ad. A high-performing ad typically has an ACoS of 15-20%. In publishing, an ACoS below 70% generally indicates profitability. The average ACoS on Amazon is around 30%.</p>
What is CTR?	<p>CTR (Click Through Rate) indicates how relevant your ads are by showing the percentage of shoppers who clicked on your ad after seeing it...</p> <p>Calculation: CTR = (Clicks / Impressions) * 100</p>
Why is CTR important?	<p>CTR reflects ad relevance. A low CTR may suggest that your ads are targeting the wrong keywords or products.</p>
What is CVR?	<p>CVR (Conversion Rate) shows the percentage of shoppers who clicked on your ad and then made a purchase. It is a key metric for ad performance...</p> <p>Calculation: CR = (Orders / Clicks) * 100</p>
What does "Clicks" refer to?	<p>Clicks refer to the number of times someone has clicked on your ads.</p>
What does "Sales" mean in Amazon Advertising?	<p>Sales refer to the dollar value of the sales generated by your ad. This is the retail value, not the profit.</p>
What is "Spend" in the context of Amazon ads?	<p>Spend is the total amount you have spent on an ad during a given time frame.</p>
What does "Orders" mean in Amazon ads?	<p>Orders are the number of orders attributed to your ad campaign.</p>
What is a "Daily Budget"?	<p>A Daily Budget specifies how much you are comfortable spending each day on your ad campaign. It averages out over the month.</p>
What are the different Targeting Types in Amazon ads?	<p>Manual Targeting: Choose your own keywords and set individual bids.</p> <p>Automatic Targeting: Amazon matches your ads with similar keywords and products automatically.</p>
What is a Default Bid?	<p>A Default Bid is the maximum cost-per-click (CPC) you are willing to pay when someone clicks on an ad from a given ad group.</p>
What are Ad Groups?	<p>Ad Groups are groups of ads that share the same set of keywords and products, managed within campaigns to oversee audience targeting, bids/CPC, and delivery options.</p>

What is a Search Term in Amazon ads?	A Search Term is a word or phrase entered by potential customers into Amazon's search engine when looking for a product. Relevant search terms increase the likelihood of your products being found.
What is Match Type, and what are its categories?	<p>Match Type refers to how keywords are matched to customer search terms.</p> <p>Broad Match: Your ad may show up for misspellings or related searches.</p> <p>Phrase Match: Your ad shows up if the search includes your key phrase in the specified order.</p> <p>Exact Match: Your ad shows up only if the search is an exact match for your key phrase.</p>
When do I use the three keyword match types on Amazon ads?	Amazon offers three keyword match types for ads: exact match, phrase match, and broad match. Exact match is the most specific, targeting precise keywords. Phrase match is less specific, allowing for variations of a keyword. Broad match is the default setting, reaching the widest audience but potentially leading to higher costs and less precise targeting.
What is Broad Match in Amazon ads?	Broad match is the most inclusive Amazon keyword match type, covering variations like misspellings, plurals, acronyms, and abbreviations. It helps reach a wider audience but may result in lower conversion rates.
What is Phrase Match in Amazon ads?	Phrase match is popular among advertisers as it targets phrases rather than single words, making it ideal for long-tail keywords and improving ad performance. It allows ads to appear for variations like "watch band" or "watch strap." Adding synonyms to your keyword list, such as "band," "strap," "bracelet," and "jewelry," ensures your ad appears for relevant searches.
What is Exact Match in Amazon ads?	Exact match is one of Amazon's keyword-matching options, allowing advertisers to target specific keywords. Ads will display exact keywords like "watch" or "watches." While Amazon doesn't allow bidding on multiple keywords within a single campaign, you can either bid separately for each keyword or group related keywords into one campaign with a combined bid. For example, you can set up separate campaigns for "watch" and "wristwatch," or combine them into one campaign with a higher bid.
Are there additional match types in Amazon ads that we should be aware of?	Complementary – It shows your ad to shoppers searching for items that complement your products. For example, if you sell women's clothes, it might show your ads to those looking for accessories like handbags.
What are Keywords in Amazon ads?	Keywords are the words or phrases that you choose to target your ads to Amazon shoppers. These keywords can be related to the products you sell, the topics of your ads, or anything else that you think Amazon shoppers might search for.
What are some Ways to Increase Book Sales on Amazon?	To sell more books on Amazon, focus on two main strategies: choosing the right keywords and accumulating reviews. Use long string keywords related to your book's content to improve visibility. More reviews will boost your book's ranking on Amazon, making it more noticeable to potential buyers.
How to create keyword strings?	Now that you understand Amazon's ranking system, let's discuss creating keyword strings for your book. Keyword strings are more effective than individual words and can be placed in your title, subtitle, book description, and Amazon author central page. Avoid "keyword stuffing" by placing keywords strategically and ensuring they flow naturally.
How do I find the correct keywords?	To find the right keywords, visit the Kindle store on Amazon and enter a keyword string related to your book. Check which books rank highest and examine their titles and descriptions. This will help you identify competitive keywords for your own book.

How to get more sales using keywords?	<p>Keep in mind that Amazon's algorithms and trends are always evolving, so it's important to review and update your keywords periodically. We suggest doing this every three months.</p> <p>Additionally, make sure to visit your Author Central page. There are various sections where you can insert keywords to enhance your book's visibility to potential customers.</p> <p>The information you provide on your Author Central page will also be displayed when someone clicks on your book, just below the book section. This highlights the importance of carefully selecting your keywords for this page.</p>
What Should the Price of My Amazon Book Be?	<p>If you're considering pricing in terms of sales, the optimal range on Amazon is between \$3 and \$6. Review the prices of similar books on Amazon and set your price accordingly.</p> <p>If you have multiple books for sale, it's a good strategy to offer one of them for free. This can help you build a larger audience who can sample your work. If they enjoy it, they may be more likely to purchase your other books.</p>
How can negative keywords be used to your advantage?	Negative keywords can be used to refine and target your ads more effectively, ensuring they reach the right audience. This can lead to higher conversion rates and more efficient use of your advertising budget.
How do negative keywords help in being specific?	Negative keywords help in making the advertisement more specific to the needs of the individual. For instance, they prevent laptop owners from seeing ads for desktop computers, ensuring the ad is relevant to the user.
How do negative keywords improve clickthrough rates?	By ensuring ads do not trigger irrelevant queries, negative keywords help prevent uninterested users from clicking on the ad. This means the ad is more likely to be clicked by someone who is genuinely interested, improving the clickthrough rate.
How do negative keywords save money?	Negative keywords save money by reducing the number of irrelevant ad clicks. This means businesses spend less on ads that are unlikely to result in a sale, focusing their budget on more promising leads.
How do negative keywords optimize campaign performance?	They make campaigns more efficient by ensuring ads are better targeted and require less correction. This results in lower costs and higher effectiveness, allowing the campaign to work more smoothly.
How do negative keywords boost conversion rates?	By targeting ads to the right audience, negative keywords increase the likelihood that viewers will be interested in the product, thereby improving the ratio of traffic to sales and boosting conversion rates.
What is the effective way to use negative keywords?	To use negative keywords effectively, avoid list stuffing, regularly check existing negatives, use them strategically, and gather enough data to inform your decisions.
What is list stuffing?	List stuffing is the process of adding too many unnecessary negative keywords into an ad, which can overwhelm the core message and muddle the targeted search criteria.
Why should you avoid list stuffing?	Avoiding list stuffing ensures that your ad reaches the intended audience without overwhelming the core message, making your advertising more effective.
Why is it important to check existing negative keywords?	Regularly checking existing negative keywords ensures that you are not unintentionally blocking potential customers from reaching your business, thus maintaining potential revenue streams.

How should you use negative keywords strategically?	Use specific sets of negative keywords for different products or business lines, create specific ad groups for different campaigns, and maintain simplicity and effectiveness to prevent confusion.
What are Negative Keywords in Amazon ads?	Negative keywords are words that you don't want to show up in your results. For example, if you're selling a fiction romance book, you might not want to show up when someone searches for "guide to romance" as they are most likely looking for non-fiction books.
How do you go about selecting keywords?	Conducting keyword research helps lower ACOS by ensuring your ads reach the relevant audience. The objective is to connect with the right people, not just to generate the most clicks. Therefore, carefully select and invest time in finding the best keywords.
What is the importance of relevance in keyword selection?	Relevance is crucial because targeting terms that match the genre and interests of the intended audience leads to easier sales conversions. Without relevant targeting, advertisements are less likely to generate sales.
Why is search volume important in keyword selection?	Search volume is important because you need to target keywords that are actively being searched on Amazon. A benchmark of 300 searches per month is ideal, but even 150 searches per month is acceptable, considering that traffic for books is estimated to be 5-10% of total Amazon traffic.
How does competition affect keyword selection?	High competition for a keyword results in a higher Cost per Click (CPC), leading to increased ACOS. With Amazon search result pages having only 6-12 slots for sponsored ads, it becomes challenging to secure these positions.
Why is trend analysis necessary in keyword selection?	Trend analysis is essential to ensure that ads are targeting relevant and trending terms according to the season or event.
What are some tips for selecting effective keywords?	To select effective keywords for your book, start by identifying its main themes and subjects. Use keyword research tools like Google Keyword Planner, Publisher Rocket, KDPilot, Amazon's keyword tool, or JungleScout to find additional high-search-volume keywords. Incorporate long-tail keywords to target specific audiences with less competition. Optimize your book's title, subtitle, cover, and description with these keywords. Focus on reaching the right audience rather than maximizing clicks, and choose your keywords carefully.
Where to Discover Keywords for Amazon Ads	Tools for keyword research include Publisher Rocket, KDPilot, JungleScout, Helium 10 (price varies by module), Google Keywords Planner, Google Trends, and Amazon.
How to find keywords using Amazon?	One way of finding keywords is by manually typing into Amazon's search box and seeing what Amazon suggests. For instance, if you were to type in "online business," Amazon's autocomplete feature will provide a list of related search terms that users frequently search for. These suggestions might include phrases like "online business ideas," "online business books," "online business courses," and "online business startup guide." These suggested keywords can give you valuable insights into what potential customers are searching for, helping you to refine your keyword strategy and target relevant, high-traffic terms for your ads.

What is a good way to find keywords through competitor research on Amazon?	Scout out the competition by visiting the Kindle Bestseller list to find relevant categories for your book. Drill down into these categories to see the top 100 books and gather keyword ideas from their titles, subtitles, product descriptions, and reviews.
How can you use the Kindle Bestseller list for keyword research?	Go to the Kindle Bestseller list, select the most relevant categories for your book, and drill down to see the top 100 books in those categories. For example, for an "online business models" book, navigate to "Business & Money," then "Entrepreneurship & Small Business," and further into "starting a business."
What can you learn from the product pages of top-selling books?	You can gather keyword ideas from the title, subtitle, product descriptions, and reviews of top-selling books.
What is the "Also Boughts" section on Amazon?	The "Also Boughts" section on a product page shows which products customers purchased after buying your book.
Why is the "Also Boughts" section valuable?	It reveals buyer patterns and shows which products Amazon deems relevant to yours, helping you select relevant keywords.
How can the "Also Boughts" section help with keyword selection?	By analyzing the products listed, you can identify relevant keywords that align with customer purchasing behavior and Amazon's relevance algorithms.
What insights can you gain from the "Also Boughts" section?	You can gain insights into buyer patterns and discover products that are considered relevant to your book, aiding in keyword selection
Where can you find similar authors to target on Amazon?	You can find similar authors on Amazon's author page by clicking on the "Follow the Author" section under the book cover on the product page.
How do you access an author's page on Amazon?	Click on the author's name in the "Follow the Author" section under the book cover on the product page.
What can you find on an author's page that is useful for keyword research?	On an author's page, you can find author keywords under the "Customers Also Bought Items By" section.

Can you find keywords on your own author page?	Yes, if you have some sales history, you can find keywords on your own author page and product page.
How do you edit your budget?	You can adjust the monthly budget for any of your advertisements through either your Dashboard or the My Books page.
How do you edit your budget from the Dashboard?	Head to your Dashboard, find the book you want to edit in the Your Books section, select the Edit Budget button, enter your new max Monthly Budget, click Set Budget, and your new budget will be live.
How do you edit your budget from your 'My Books' page?	Head to your My Books page, find the book you want to edit in the table, click the three dots on the right-hand side, select Edit Budget, enter your new max Monthly Budget, click Set Budget, and your new budget will be live.
How can you pause or enable your ads?	You can pause or enable your ads from either your Dashboard or your My Books page.
How can you check if a campaign is active or paused?	You can see the status of a campaign from both the dashboard and your My Books page.
Where can you find the status of your ads on the dashboard?	On your dashboard, there is a bubble in the top left corner of each book stating the status.
Where can you find the status of your ads on your My Books page?	In your My Books page, there is a column stating the status for each book.
Can all ads be paused or enabled?	Only ads created in Publishing Performance can be paused or enabled.
How do you pause an ad from the Dashboard?	Head to your Dashboard, find the book you want to edit in the Your Books section, select the Pause Campaign button, confirm by selecting "Yes, pause it!" and your campaign will be paused.
How do you pause an ad from your My Books page?	Head to My Books, find the book you want to pause in the table, click the three dots at the end of the table, select Pause Campaign, click Yes, pause it!, and your ad will be paused.

How do you re-enable a paused ad?	Head to My Books, find the book you want to re-enable in the table, click the three dots at the end of the table, select Enable Campaign, click Yes, enable it!, and your ad will be enabled.
How do you add a new keyword?	To add a new keyword, go to the My Books tab, find the book you want to add a new keyword for, press the three dots on the right-hand side, click Add Keyword from the menu, enter your new keywords and select the match type, add more keywords by clicking Add Keyword, and once finished, click Save Changes; our AI automatically assigns bids.
How do you edit keywords and targets?	To edit keywords and targets, click on your book to navigate through to see all of the targets, search for the target or select it from the list, click the three dots next to the target you want to edit, and then click Edit Target; you can change the state of the target to Enabled, Pause it to temporarily disable, or Archive it to completely stop targeting that keyword, adjust bids for your keywords as needed, and once you're done, click Save Changes.
How do you choose your budget?	Your marketing objectives will determine which budget strategy you should choose.
What are the budget recommendations for an aggressive strategy?	Use this strategy when quick sales are needed. The goal is to maximize sales in the shortest amount of time. However, this approach is not sustainable in the long term due to high costs. After reaching the desired sales, it is advisable to switch to a moderate or balanced strategy. The recommended monthly budget is \$500 – \$1000, and the daily budget is \$16-\$33.
What are the budget recommendations for a conservative strategy?	Use this strategy when the budget is very limited. It focuses on achieving the lowest-cost sales possible but cannot be scaled due to the budget constraints. The recommended monthly budget is \$50-\$100, and the daily budget is \$1.60-\$3.30.
What are the budget recommendations for a moderate/balanced strategy?	Employ this strategy when you need a balanced approach, combining aggressive sales targeting with maintaining low bids. The recommended monthly budget is \$150 – \$500, and the daily budget is \$5-\$16.
How does your marketing objective affect your budget?	Your budget will depend on your marketing objectives. For instance, if you are selling a \$5000 course and the book is a lead magnet for the course, the monthly budget can be up to \$2000 since ROI is calculated based on course sales rather than book sales and ad expenditure.
What should you consider if you are selling a fiction book that is the first in a series?	If you are selling a fiction book that is the first in a series, you can expect to have a higher ACOS. You should consider the increased sales of the author and the series as a whole when calculating ROI.

How can researching targeted keywords help in selecting your daily budget?	Researching targeted keywords helps in selecting your daily budget by considering the cost per click (CPC) for the keywords you're targeting, as well as your overall marketing goals.
What is the first step in researching your targeted keywords?	The first step is to determine your target audience and the keywords you want to target.
Which tool is recommended for researching the average CPC for your chosen keywords?	Tools like JungleScout are recommended for researching the average CPC for your chosen keywords.
How do you calculate the number of clicks you can afford per day?	Calculate the number of clicks you can afford per day based on your budget by dividing your daily budget by the average CPC of your targeted keywords.
How should you set your daily budget?	Set your daily budget at a level that allows you to meet your marketing goals while staying within your overall budget.
How do you update your payment details?	To change your default payment method, you will first need to add a new card before you can delete your existing one. Please note that this process is for updating your payment method for your Publishing Performance Subscription. If you need to update the card your advertising costs are charged to, you will need to do this directly in Amazon Advertising.
How do you add a new card?	Head to the Billing page, scroll down to the Payment Method section, click Add New Method, enter your card details and click Save, and then click OK when you receive a confirmation message that your card has been added successfully.
How do you change your default payment method?	Once you have added your new card, you can set it as your new default method by clicking the "Set as default" button on the card. You will be asked to confirm the change; click "Set as default." You will then receive a confirmation message that your new card has been set as your default payment method; click OK.
How do you delete a payment method?	Once you have set a new card as your default payment method, you can delete your old one by clicking the trash can icon in the top right-hand corner of the card. You will be asked to confirm the deletion; click Delete. You will then receive a confirmation message saying your card was deleted successfully; click OK.

How do you cancel your subscription?	You can cancel your subscription at any time.
How do you cancel your subscription?	To cancel your subscription, head to the Billing page, click Cancel Subscription in the Subscription Plan section, and when asked to confirm the cancellation, click Cancel Subscription if you are sure.
How do you reactivate your subscription?	You can reactivate your subscription at any time by heading to app.publishingperformance.com
How to change my password?	To change your password, head to your profile page by clicking your name in the top right-hand corner and selecting "My Profile," scroll down to the "Change Password" section, enter your new password in both the "Password" and "Confirm Password" fields, and then click "Update Password."
How to change my address?	To update your address, head to your profile page by clicking your name in the top right-hand corner and selecting "My Profile," enter your new address details in the Profile section, and then click "Save."
What are the prerequisites to use Publishing Performance?	To use Publishing Performance, you must have both a KDP account and an Amazon Advertising Account.
How long does it take for my existing Amazon advertisements to show up?	It can take up to 36 hours for your existing advertisements from Amazon Advertising to appear in Publishing Performance after you first sign up.
How do I advertise my first book?	To advertise your first book, click the Add New Book button on your dashboard and follow the three simple steps. Detailed guides and a video walkthrough are available for further assistance
How long does it take to see results from my ads?	The timeframe for seeing results can vary, but many users notice improvements within a few days. Our AI optimizes your ads, and it is recommended to allow up to 2 weeks to see noticeable results.
Where can I find detailed reports on my ad performance?	Detailed reports can be accessed through the My Books page, and you can learn more about reporting from the guide available.
How can I get support?	Comprehensive customer support is available by clicking the Get Help button in the bottom right corner and selecting Get More Help. Enter details about your request and include screenshots if possible. You can also

	email support@publishingperformance.com directly.
Important reminders.	Please avoid advertising the same book simultaneously on both Amazon Advertising and Publishing Performance, as this could significantly harm your results.
What should I expect in the first month of using Publishing Performance?	In the first month, expect a higher ACOS than your target, low sales, gradually increasing impressions, and likely not spending the full budget. This phase focuses on the AI understanding your book and gathering data to refine future strategies.
Why is the first month called the Learning Phase?	The first month is called the Learning Phase because the AI is collecting data to understand the unique aspects of your book and identify effective strategies. This methodical approach improves data quality and minimizes wasted spending.
What changes can I expect in the second month?	In the second month, expect a decrease in ACOS as targeting improves, increased sales at a better ad cost, and higher budget utilization. The AI begins to refine strategies based on collected data.
Why does the AI perform better in the second month?	By the second month, the AI has enough data to identify high-performing keywords and new effective targets, leading to improved campaign efficiency and better results.
What should I expect in the third month?	In the third month, expect a steady increase in sales and a decrease or stabilization in ACOS. The AI continues to refine strategies to boost book sales and optimize campaigns.
Why is the third month called Gaining Confidence?	The third month is called Gaining Confidence because the AI has honed in on the best approaches to boost sales and optimize ACOS, leading to more consistent performance.
What happens from the fourth month onward?	From the fourth month onward, the AI continuously optimizes campaigns based on accumulated data, improving sales and ACOS where possible.
What should I do once I achieve my desired ACOS?	Once you achieve your desired ACOS, consider increasing your budget to take full advantage of optimized campaigns and high-performing keywords identified by the AI
What if my ACOS is still higher than expected after	If ACOS is still higher than expected, review your Amazon listing for improvement opportunities, such as

several months?	the book cover, description, and author profile.
What is the key to long-term success with Publishing Performance?	The key to long-term success is setting realistic expectations, understanding the phased approach of the AI, and being patient. Trust in the process as the AI transforms your book advertising into a finely tuned engine for sales growth.