

Tab 1

Amazon PPC Search Term Analyzer - AI Specialist Instructions

Overview

The goal of this project is to develop an Amazon PPC Search Term Analyzer tool that will analyze Amazon Sponsored Product search term reports. The tool will segregate data into multiple sets based on specific performance criteria and provide an in-depth analysis in Excel or CSV format. Additionally, the tool will allow the generation of bulk files for Amazon's bulk operation system to negate inefficient search terms that are wasting ad spend.

Core Functions and Requirements:

Function 1: Segregating Data into Categories

The tool should automatically segregate the provided Amazon Sponsored Product search term report into the following categories, based on the updated criteria and KPIs. The AI specialist should ensure that the tool can handle and adapt to new criteria based on user input.

1) Wasted Adspend:

- **Criteria:** Higher number of clicks but 0 orders.
- **Key Metrics:**
 - **Clicks:** High
 - **Orders:** 0
- **Actionable Insights:** These terms are wasting ad spend. The tool should flag these terms for negation (set bid to \$0).

2) Inefficient Adspend:

- **Criteria:** High ACoS (Advertising Cost of Sale).
- **Key Metrics:**

- **ACoS:** High
- **Orders:** Low or moderate
- **Actionable Insights:** These terms are generating sales but at an inefficient cost. The tool should flag these terms for potential optimization.

3) Scaling Opportunity (Exact Targets with Low Traction but Good CVR):

- **Criteria:** Any exact match search term with low clicks but a good CVR (Conversion Rate).
- **Key Metrics:**
 - **Match Type:** Exact
 - **Clicks:** Low
 - **CVR:** High
 - **Orders:** Custom (add this as a variable based on user needs)
- **Actionable Insights:** These terms show strong conversion potential but need more traffic. The tool should flag these terms for potential scaling.

4) Harvesting Opportunity (Terms Not Targeted Yet with Good Orders):

- **Criteria:** Any search term that has not been targeted in either match type yet, with a certain number of orders.
- **Key Metrics:**
 - **Orders:** Present and more than 2
 - **Match Type:** Not previously targeted
- **Actionable Insights:** These terms have shown good order generation but have not been targeted in the current campaign setup. The tool should flag these terms for potential harvesting.

Function 2: Detailed Analysis and Data Segregation

The tool will provide detailed analysis in the form of an Excel or CSV file. The data should be divided into separate sheets based on the four categories above:

- **Wasted Adspend:** Data related to high-click, zero-order terms.
- **Inefficient Adspend:** Data related to high ACoS terms.
- **Scaling Opportunity:** Data related to exact match terms with low impressions/clicks but high CVR.
- **Harvesting Opportunity:** Data related to terms that are not yet targeted but show good orders.

Each sheet should include:

- **Search Term**
- **Impressions**
- **Clicks**
- **Orders**
- **ACoS**
- **CVR**
- **Impression Share** (Remove this)

Additionally, a summary sheet should be included that aggregates data from all the sets for a quick overview of performance.

Function 3: Bulk File Generation for Amazon

For the **Wasted Adspend** category, the tool will generate a bulk file similar to Amazon's Sponsored Product bulk operation file format. The bulk file should be created with updated values (e.g., negating the bids for wasted search terms).

Specific Steps:

1. **Identify Wasted Search Terms:** Based on the search term report, identify terms that have high clicks but 0 orders.
2. **Update Bulk File:** Generate a file in the same format as Amazon's bulk operations.
 - The file will contain updated values for the terms identified in the Wasted Adspend category.

- **Action:** Negate these terms (set the bid to \$0) to stop wasting ad spend.
3. **Export in CSV Format:** The generated file will be downloadable in CSV format for easy upload to Amazon's bulk operation system.
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Additional Requirements for the AI Specialist:

- **Customization of Criteria:** The tool should allow the user to easily add new criteria for segregating data. This could be based on additional KPIs or custom parameters as needed.
 - **Data Processing:** Ensure that the tool can handle large data sets without performance issues. The tool should process and categorize thousands of search terms efficiently.
 - **Data Validation:** Implement checks to ensure the data is accurate and consistent across all the categories. For example, ensuring that search terms are properly classified according to their respective KPIs.
 - **User Interface:** If applicable, create an easy-to-use interface that allows users to upload their Amazon Sponsored Product search term reports and receive results in the form of categorized data and bulk operation files.
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Final Deliverables:

1. **Search Term Analyzer Tool:**
 - Analyzes the Amazon Sponsored Product search term report and segregates data into predefined categories based on user-specified criteria.
 - Can handle additional criteria added by the user.
 - Outputs categorized data in Excel/CSV format with separate sheets for each category.
2. **Bulk File Generation for Wasted Adspend:**
 - Generates a bulk file for negating wasted search terms based on updated data from the search term report.

- The file should be in the format required for Amazon bulk operations.

3. **Documentation:**

- Clear documentation for the AI specialist to guide future updates or tweaks in the analyzer tool.
- Instructions for adding custom criteria, updating data formats, and handling bulk file generation.

By following these instructions, the AI specialist will be able to create a fully functional Amazon PPC Search Term Analyzer that efficiently segments search term data, provides actionable insights, and generates bulk operation files for optimized ad spend management.

Spreadsheets and Report

[Sponsored Product Search Term Report - Downloaded through Amazon Bulk](#) (report from amazon)

[Negation File - Search Terms](#) (shows pattern how we want the file to be generated, exact columns)

Sample sheet links

