Quick Start Guide - Amazon PPC Optimizer

⚡ Get Running in 5 Minutes

Step 1: Install Python (if needed)

Download from [python.org](https://www.python.org/downloads/) (https://www.python.org/downloads/) - Check "Add to PATH"

Step 2: Run Setup

```
setup.bat
```

Step 3: Edit config.json

Replace these values:
- `profile_id` : Your Amazon Ads profile ID
- `client_id` : Your API client ID
- `client_secret` : Your API client secret
- `refresh_token` : Your refresh token

Step 4: Test

```
run_optimizer_dryrun.bat
```

Step 5: Run Live

```
run_optimizer.bat
```

🎯 Key Settings to Adjust

In `config.json` :

- **target_acos**: 0.45 = 45% (adjust based on your margins)
- **peak_hours**: [9-20] = 9am-8pm (adjust for your customer behavior)
- **min_bid / max_bid**: Bid range limits

📊 Check Results

- **Logs**: `logs/` directory
- **Audit Trail**: `audit/` directory
- **Dashboard**: Open `PPC_Dashboard.html`

🔄 Automate

Use Windows Task Scheduler to run `run_optimizer.bat` every 2 hours.

💡 Pro Tips

1. Start with dry-run mode for 1-2 days

2. Monitor closely for the first week

3. Adjust ACOS thresholds based on your products

4. Enable dayparting for 15-30% ROAS improvement

5. Review audit logs daily initially

That's it! You're optimizing! 🚀