

Amazon PPC Decision Matrix

Complete Campaign Management Framework

- Evidence-based strategies
- Standardized processes
- Actionable guidelines



Optimize Amazon PPC Campaigns with Our Decision Matrix

Our Amazon PPC Decision Matrix offers a robust campaign management framework, designed for clarity and ease of use:



Build on Evidence

- Grounds strategies in robust, evidence-based principles.
- Covers campaign structure through bid optimization.
- Integrates industry benchmarks and credible sources.



Define Clear Decision Paths

- Addresses logical gaps in campaign scenarios.
- Provides detailed decision paths for diverse situations.
- Includes "if this fails" contingency routes.



Standardize Operations

- Standardizes processes across all team members.
- Assigns clear tools and execution guidelines.
- Fosters consistent and effective PPC management.

Essential Global PPC Rules & Formulas

These core formulas simplify and standardize all PPC decisions.



Calculate Your CPC Ceiling



Calculate maximum bid thresholds to meet ACoS targets and optimize profitability.

- **Price:** Average selling price.
- **Target ACoS:** Desired Ad Cost of Sale (e.g., 20%).
- **Conversion Rate (CVR):** Historical conversion rate (e.g., 10%).

Contingency:

- If Conversion Rate fluctuates significantly, re-evaluate it weekly or bi-weekly.
- If bids at CPC_max yield poor performance, review keyword relevance, product page quality, or the competitive landscape.



Optimize Bid Adjustments

- If ACoS is within $\pm 10\%$ of target, adjust bids by $\pm 5\text{--}10\%$.
- If ACoS is $>\pm 20\%$ from target, adjust bids by $\pm 10\text{--}25\%$.

These guidelines ensure gradual optimization, balancing responsiveness and stability.

Contingency:

- If ACoS consistently fails after several weeks of adjustments, consider broader campaign restructuring, product profitability analysis, or adjusting the target ACoS.
- If aggressive bid cuts are necessary, confirm the keyword is not a crucial traffic driver.



Harvest High-Performing Keywords

Move keywords from Research to Exact campaigns when:

**Clicks ≥ 20 in 14 days AND
Conversion Rate \geq Account
median Conversion Rate $\times 0.8$ OR
 ≥ 1 conversion**

This rule efficiently transitions promising keywords from broad "Research" to controlled "Exact Match" campaigns.

- **Clicks $\geq 20/14$ days:** Ensures sufficient data points.
- **Conversion Rate \geq Median
Conversion Rate $\times 0.8$:** Confirms conversion efficiency.
- **≥ 1 conversion:** Signals direct purchase intent.

Contingency:

- If a keyword meets click criteria but has zero conversions or very low Conversion Rate, add it as a negative keyword in research campaigns to prevent wasted spend.

Standardize Naming Conventions

Implement this critical best practice for efficient Amazon PPC account management.

Standard: [BRAND]_[COUNTRY]_[STAGE]_[TYPE]_[MATCH]_[THEME]_[YYYYMM]

Example: NOVA_US_PERF_SP_EXACT_COOLER_202509

Key Benefits

- Simplifies reporting and analysis
- Streamlines auditing processes
- Facilitates automation efforts
- Ensures scalability across teams and campaigns

Handling Exceptions

- If a tag element (e.g., [THEME]) is not applicable or requires more detail, use "GENERIC" or "MISC." as a placeholder.
- Clearly define all exceptions in team Standard Operating Procedures (SOPs).

PPC Management Stages

Four core stages guide PPC management, providing a structured, evidence-based approach to campaigns:



Launch (L)

Index new ASINs/markets and discover opportunities.

- **Focus:** Conduct broad keyword research and validate the market.

Contingency: If initial validation reveals poor product-market fit or unexpected audience behavior, re-evaluate target keywords and ad copy before significant investment.



Optimize (O)

Achieve stable delivery and improve efficiency.

- **Focus:** Fine-tune campaigns for better Ad Cost of Sale (ACoS) and performance using data-driven insights.

Contingency: If campaigns consistently miss ACoS targets after multiple optimization cycles, consider restructuring ad groups or bid strategies.



Scale (S)

Drive profitable growth and capture market share.

- **Focus:** Expand successful campaigns and increase market presence based on proven performance.

Contingency: If diminishing returns or rising ACoS occur during scaling, revert to a controlled optimization phase to identify bottlenecks before further expansion.



Maintain (M)

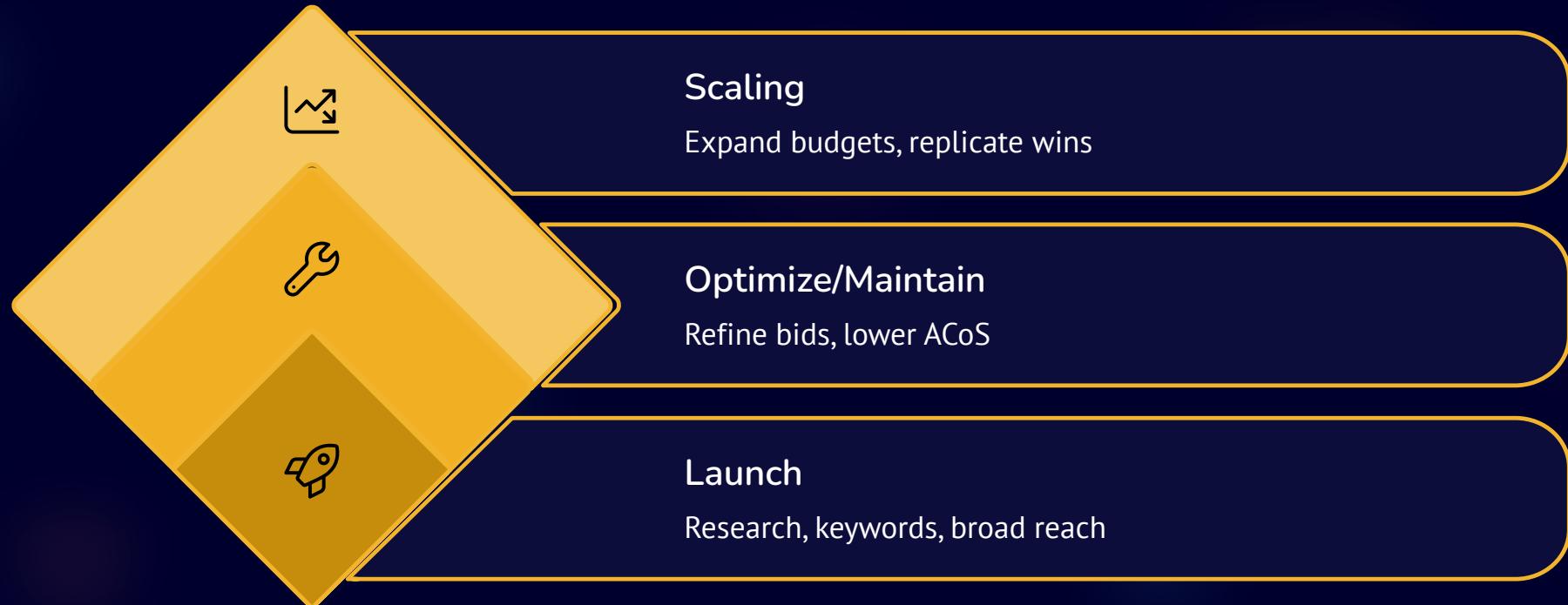
Protect rank and stabilize Total Ad Cost of Sale (TACOS).

- **Focus:** Implement defensive strategies to maintain market position and profitability.

Contingency: If market position erodes despite maintenance efforts, a strategic re-launch or significant campaign overhaul (e.g., refreshing creative, expanding keyword types) may be necessary.

Optimize Campaign Structures: Decision Matrix

This decision matrix outlines campaign structures based on product stage and ranking phase, incorporating best practices and contingencies.



This framework requires continuous monitoring of ACoS and sales metrics to inform stage transitions. The PPC Lead owns tool phase settings in Adbrew/Xnurta. Regularly review campaign performance and adapt strategies as needed.

Campaign Budget Allocation Guidelines

Optimize performance and mitigate risk through budget allocation based on product stage:

Launch Research (40-60%)

- Initiate SP research campaigns for new listings.
- Prioritize broad discovery to quickly identify high-potential keywords.
- Align with industry best practices for new product introductions.

If: Research campaigns yield low impression share or irrelevant search terms.

Then: Refine negative keywords, adjust match types, or explore alternative discovery campaigns (e.g., product targeting).

Launch Performance (20-30%)

- Implement exact match campaigns for proven keywords.
- Focus on converting high-intent keywords.
- Optimize initial sales velocity and maximize ROI.

If: Performance campaigns underperform (low ACoS, low conversion rate).

Then: Analyze bid adjustments, ad copy relevance, and product listing quality before scaling back or pausing.

Brand Defense (10-20%)

- Protect brand and listing visibility.
- Safeguard brand equity and ensure discoverability.
- Apply as a core principle for mature market advertising.

If: Aggressive competitor targeting or significant sales erosion on branded terms occurs.

Then: Temporarily increase defense budget and monitor competitor ASINs for counter-strategies (e.g., SD product targeting).

Mature Allocation Guidelines



Performance

50–70% of budget



Research

10–20% of budget



Defense

10–20% of budget



Brand/SBV

10–20% of budget

These percentages reflect a balanced approach for sustained growth and profitability in established markets.

If: Overall sales or ACoS targets are not met for a mature product.

Then: Reassess budget distribution, potentially reallocating from performance to research for new growth opportunities or increasing defense to counter competitive pressures.

Ranking Push Window Strategy

Duration

7–21 days maximum

Budget

Requires pre-approved budget

Automation

Reverts to O/M phase automatically after period

This short, intensive period boosts product rank post-launch or during seasonal peaks without sustaining high costs indefinitely.

If: Ranking goals are not achieved within the 21-day window or budget is exhausted.

Then: Evaluate chosen keywords, bids, and listing optimization. Avoid extending without a revised strategy and re-approval to prevent budget overruns with diminishing returns.

Campaign Structure SOP: Step-by-Step Guide

Follow these clear, step-by-step instructions to build campaigns that optimize performance and minimize risk:



1. Ensure Listing Readiness

- Verify images, title, bullet points, A+, customer reviews, and price.
- Confirm sufficient inventory levels before launch.
- **Crucial:** High-quality listings drive conversion rates.

If: Key elements (e.g., images, inventory) are missing.

Then: Pause launch; address deficiencies to avoid wasted ad spend.

2. Launch Research Campaigns

- Establish Auto + Broad/Phrase campaigns by theme for keyword discovery.
- **Allocate:** 20-30% of your initial budget.
- Monitor Search Term Reports daily for 7-14 days.

If: Keyword discovery is slow or yields irrelevant terms.

Then: Refine targeting or adjust bids to improve search term quality.

3. Structure Performance Campaigns

- Set up empty Exact Match campaign structures on day zero.
- This ensures scalability for future keyword harvesting.
- Begin harvesting keywords after 7-14 days of research data, focusing on high relevance and conversion rate.

If: Harvested keywords perform poorly.

Then: Re-evaluate keyword relevance and bid strategy, or revert to research.



4. Establish Brand Defense

- Launch Sponsored Product (SP) and Sponsored Brands (SB) headline campaigns for branded keyword protection.
- Defend against competitors and safeguard organic ranking.
- **Allocate:** 10-20% of your total budget, depending on competitive intensity.

If: Competitors aggressively bid on your brand terms.

Then: Increase bids or expand defensive keyword sets to maintain share of voice.

5. Integrate Sponsored Display (SD) Product Targeting

- Implement SD for Product Detail Page (PDP) defense.
- This strategic move reclaims visibility and prevents customer diversion.
- **Trigger:** Competitors heavily target your Product Detail Pages (PDPs).

If: SD campaigns fail to counter competitor ads effectively.

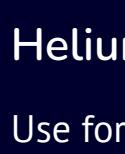
Then: Optimize creative assets, adjust bids, or explore alternative targeting strategies.

Keyword & Targeting: Decision Matrix

Optimize campaigns with data-driven keyword and targeting decisions, best practices, and contingency planning:

1. Select Keyword Sources

Choose the right tools for comprehensive and effective keyword discovery:



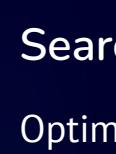
Helium 10 (Broad)

Use for initial brainstorming and broad keyword discovery. Uncover a wide range of potential keywords.



Data Dive (Deep)

Conduct in-depth competitor analysis. Identify niche, high-potential terms for targeted strategies.



Search Term Report (Insights)

Optimize post-launch. Reveal actual customer search terms and refine intent-based targeting.

These tools support a funnel approach, moving from broad exploration to focused optimization.

2. Define Intent Tiers

Align keyword intent with bid strategy to maximize ROI and campaign efficiency:



Core / High-Intent

Strategy: Exact Match

- Achieve highest relevance and precision bidding.
- Focus on direct conversion.



Mid / Related

Strategy: Broad/Phrase Match

- Aid in new keyword discovery.
- Offer broader reach to capture related searches.



Long-tail / Low Volume

Strategy: Auto/Low Bids

- Cost-effectively test new terms.
- Uncover new, emerging search patterns.

3. Implement Keyword Harvesting

Efficiently move performing keywords from discovery to exact match campaigns:

1

Auto (Xnurta)

Automate harvesting after 14 days of data. Ensure statistically significant decisions for data-driven harvesting.

Contingency: If auto-harvesting yields irrelevant terms, refine automation rules or switch to manual review.

2

Rule-Based (Adbrew)

Apply for strict control over harvesting criteria, such as specific ACoS thresholds or performance metrics.

Contingency: If rules are too restrictive or loose, adjust parameters to balance control and discovery.

3

Manual Weekly

Use as a fallback for unique or complex cases. Provides granular control and human insight.

Contingency: If manual harvesting becomes time-consuming, simplify criteria or explore partial automation for routine tasks.

4. Execute Negation Strategy

Prevent wasted ad spend and refine targeting by excluding irrelevant searches:

Keyword Negatives

- Exclude irrelevant search terms to prevent wasted spend.
- Ensure ads appear for relevant audiences.

Contingency: If a keyword consistently underperforms, pause it or re-evaluate product fit.

ASIN Negatives

- Defend against specific competitor PDPs or offensive tactics.
- Prevent ads from appearing on competitor product pages.

Contingency: If ASIN negatives block relevant placements, review and refine the excluded ASINs list.

Campaign Pause

- Implement if a relevant campaign consistently underperforms.
- Indicates potential issues with listing optimization or offer.

Contingency: Before pausing, re-evaluate campaign structure, bid strategy, and product listing for underlying issues.

5. Plan for Contingencies

Proactive solutions for common keyword and targeting challenges:

Problem: Keyword research fails

Solution: Broaden Helium 10 scope and analyze competitor listings for hidden opportunities. Explore tangential categories.

Problem: High-intent terms underperform

Solution: Review product listing optimization (images, copy, price). Ensure a strong, competitive offer. A/B test variations.

Problem: Harvesting yields poor keywords

Solution: Refine campaign structure, adjust negative match types, or increase manual review frequency. Re-evaluate source campaign targeting.

Team Responsibilities

Research Specialist

Sources all keywords.

PPC Specialist

Manages keyword harvesting.

PPC Analyst

Oversees weekly negation and performance review.

Keyword Management Quick Rules

Implement these rules in ClickUp for consistent, data-driven campaign optimization:



Promote to Exact Match

When: Clicks $\geq 20/14d$ AND (conversion rate $\geq 0.8 \times \text{median}$ OR ≥ 1 sale)

Rationale:

- Ensures sufficient data for confident promotion.
- Aligns with common PPC testing principles.
- Identifies keywords with high conversion potential.

Contingency:

- **If:** Exact match underperforms (Advertising Cost of Sale $> 1.5 \times \text{target}$ after 50 clicks)
- **Then:** Demote to Phrase/Broad or pause.



Negative Keyword

When: ≥ 15 clicks / 0 sales OR Advertising Cost of Sale $> 2 \times \text{target}$ with poor click-through rate ($< 0.5 \times \text{account median click-through rate}$)

Rationale:

- Removes irrelevant or inefficient terms.
- Prevents wasted ad spend.
- Clearly defines "poor click-through rate" for immediate action.

Contingency:

- **If:** Keyword was negatively matched in error or intent shifts
- **Then:** Re-evaluate and potentially re-introduce as Broad/Phrase with lower bids.



Negative ASIN

When: Competitor Product Detail Page (PDP) converts $< 0.5 \times \text{account conversion rate}$ after 25+ clicks

Rationale:

- Blocks competitor products that consume clicks without converting.
- Based on internal conversion benchmarks.

Contingency:

- **If:** A previously negated ASIN significantly improves market position
- **Then:** Consider re-testing with a small, targeted campaign.



Optimize Long-tail Keywords

When: Reduce bids by 15-20% if click-through rate $\geq \text{account median}$ but no conversions yet (after 30-40 clicks, or 2 weeks of data)

Rationale:

- Maintains visibility for high-intent long-tail terms.
- Conserves budget while balancing traffic quality and conversion potential.

Contingency:

- **If:** Long-tail term continues high clicks/good click-through rate but no conversions (60+ clicks) at reduced bids
- **Then:** Consider pausing or moving to a low-bid auto campaign for further harvesting.

Weekly Targeting SOP

Weekly keyword management process, using industry benchmarks and contingency plans:



Export Search Query Reports

- Pull Search Query Reports (SQRs) from all active campaigns.
- **Data Window:** 7 days for high-volume campaigns; 14 days for moderate-traffic campaigns.
- Require a minimum of 20 clicks per keyword for statistical significance.
- Ensure recent data and sufficient volume for actionable insights.

Contingency:

- **If** reports fail to export or show incomplete data:
 - a. Manually retry export.
 - b. Alert the campaign manager to investigate API issues.



Optimize Keyword Performance

- **Promote to Exact Match:**
 - **When:** Conversion rate $\geq 0.8 \times$ median OR ≥ 1 sale (after 20+ clicks).
 - **Action:** Tag for promotion to Exact match keywords in relevant ad groups.
 - **Benefit:** Improve quality score and bid efficiency.
- **Negative Keywords:**
 - **When:** ≥ 15 clicks with 0 sales OR ACoS $> 2x$ target.
 - **Action:** Tag for addition to negative keyword lists.
 - **Benefit:** Prevent budget waste and improve profitability.

Contingency:

- **If** high clicks yield zero conversions (beyond negation):
 - Investigate landing page experience or ad copy misalignment. Test landing page optimizations before full negation.
- **If** a keyword is a "spender without sales" (high impressions, low CTR):
 - Ensure proper negation across relevant match types, as this signals poor targeting.
- **If** tagging errors or mistaken negation occur:
 - Review performance daily and immediately reverse changes if a negative impact is detected.



Refresh Clusters and Adapt

- **Frequency:** Update keyword clusters monthly.
- **Tool:** Use a dedicated tool like Data Dive.
- **Purpose:** Analyze market drift, identify emerging trends, shifts in user intent, and competitive changes.
- **Indicators:** Look for significant changes (e.g., 10%+ shift in search volume for core terms or new high-volume queries).
- This best practice supports dynamic markets where search behavior evolves quickly.

Contingency:

- **If** Data Dive is unavailable or provides inconclusive results:
 - Conduct manual market analysis using competitor research and trending Google searches.
- **If** cluster refresh leads to an unexpected performance drop:
 - a. Conduct root cause analysis for bid cannibalization or misaligned ad copy.
 - b. Be prepared to revert to previous cluster structures or iterate quickly with bi-weekly reviews.

Bidding & Placement Decision Matrix

This matrix guides bid adjustments based on 14-day performance, reflecting agile optimization best practices:

Capitalize on Profitable Terms

- Metrics:** ACoS \leq Target -10%, Click-Through Rate (CTR) \geq Median, Conversion Rate (CVR) \geq Median
- Action:** Increase bid by 10–20%.
- Rationale:** Scale campaigns by capitalizing on proven profitability.
- Contingency:** If ACoS rises above target after a bid increase, re-evaluate keyword intent or market saturation.

Boost Visibility for Underperforming Terms

- Metrics:** ACoS not applicable, Click-Through Rate (CTR) \leq Median, Conversion Rate (CVR) \geq Median
- Action:** Increase bid by 10–15% to boost visibility.
- Rationale:** Increase impression share for high-converting terms.
- Contingency:** If Conversion Rate (CVR) drops significantly or ACoS exceeds acceptable levels, refine match type or add negative keywords.

Optimize Expensive, Converting Terms

- Metrics:** ACoS \geq Target +10–20%, Click-Through Rate (CTR) \geq Median, Conversion Rate (CVR) \geq Median
- Action:** Reduce bid by 10–20%.
- Rationale:** Optimize for efficiency without losing sales volume.
- Contingency:** If bid reduction severely impacts traffic or total conversions, re-evaluate target ACoS or explore ad copy optimizations.

Eliminate Poor Relevance (High Spend, Low Conversion)

- Metrics:** ACoS \geq Target +20%, Click-Through Rate (CTR) \leq Median, Conversion Rate (CVR) \leq Median
- Action:** Pause or negate.
- Rationale:** Eliminate wasteful spend and improve campaign quality score.
- Contingency:** Monitor search terms for unintended negation; consider phrase match negatives first.

Maintain Stable Performance

- Metrics:** ACoS within $\pm 10\%$ Target, Click-Through Rate (CTR) \approx Median, Conversion Rate (CVR) \approx Median
- Action:** Hold (0% change).
- Rationale:** Maintain consistent performance.
- Contingency:** Re-evaluate after 30–45 days or if market conditions significantly change (e.g., competitor activity, seasonal shifts).

Stop High Spend, No Sales (High Priority)

- Metrics:** ACoS $>$ Target (no sales), Click-Through Rate (CTR) not applicable, Conversion Rate (CVR) not applicable
- Action:** Pause or negate.
- Rationale:** Prevent budget drain and address severe irrelevance or broken conversion paths.
- Contingency:** Prioritize negating or pausing to free up budget immediately.

Investigate Low Spend, High ACoS

- Metrics:** ACoS $>$ Target +20%, Click-Through Rate (CTR) \geq Median, Conversion Rate (CVR) Low
- Action:** Investigate or reduce bid by 10-30% (or pause).
- Rationale:** Address inefficiency related to ad relevance, landing page, or competition.
- Contingency:** If issues persist, reduce bid to minimal levels or pause to focus on promising terms.

Placement Multipliers

Top-of-Search Placement Strategy

- Conditions:** High-intent exact match, Click-Through Rate (CTR) \geq median, CPC $<$ CPC_max.
- Action:** Test a 20–60% multiplier.

- Best Practice:** Capture high-value traffic without overbidding.

Product Page Placement Strategy

- Conditions:** Cross-sell or defense SKUs.
- Action:** Test a 10–40% multiplier.

- Best Practice:** Leverage lower but valuable intent for related products.

Placement Multiplier Contingency

Continual A/B testing ensures these rules adapt to evolving market dynamics and audience behavior. (Source: "Advanced PPC Strategies" by Search Engine Journal, 2023).



If ACoS increases or conversions do not improve...



Then scale back multipliers...
by 5% to 10% increments.



And re-evaluate...
after 7 days.

Dynamic Bidding Strategies

Select bidding modes based on campaign type and stage, following Amazon PPC best practices:

Down-Only Bidding

- Use for launch or research campaigns.
- Controls costs during initial data gathering.
- Mitigates risk; prevents bid increases.

Contingency:

- **If:** Conversion remains low after 30 days,
- **Then:** Re-evaluate keyword relevance, product appeal, or listing optimization before increasing bids.

Up & Down Bidding

- Use for performance or Single Keyword Ad Groups (SKAGs).
- Requires stable conversion patterns and met initial Advertising Cost of Sale (ACoS) targets.
- Optimizes bids dynamically for maximum efficiency and scale.

Contingency:

- **If:** ACoS or Key Performance Indicators (KPIs) significantly decline after switching,
- **Then:** Revert to 'Down-Only' or manual control for 7-14 days to diagnose issues.

Twice-Weekly Bidding Standard Operating Procedure (SOP)

01

1. Pull Performance Data

Gather 14-day pivot data by Keyword (KW) including:

- Impressions (Impr)
- Click-Through Rate (CTR)
- Cost Per Click (CPC)
- Spend
- Orders
- Conversion Rate (CVR)
- Advertising Cost of Sale (ACoS)

A 14-day window balances data recency and statistical significance.

02

2. Compute Maximum CPC

Calculate the profitability ceiling for each keyword:

$$\text{Price} \times \text{Target ACoS} \times \text{Conversion Rate}$$

This prevents overspending beyond a sustainable ACoS.

03

3. Apply Bid Matrix Actions

Implement adjustments based on the "Bidding & Placement Decision Matrix" (from the previous card).

- Document the change percentage.
- Record the rationale for each adjustment.

This ensures auditability and supports continuous learning.

04

4. Review Multiplier Tests

Retain only tests that yield a net-positive impact on ACoS and overall campaign profitability.

Contingency for Bid Adjustments:

- **If:** A bid increase does not improve visibility or conversions within 7 days,
- **Then:** Consider a strategic pause or further keyword refinement.
- **If:** A bid reduction significantly loses impressions without ACoS improvement,
- **Then:** Re-evaluate the target ACoS or explore alternative keyword variations.

Budget & Pacing Decision Matrix

This matrix guides budget and pacing decisions based on performance signals, leveraging industry best practices and contingency planning.

	
<h3>Optimize Daily Caps</h3> <ul style="list-style-type: none">Signals: Healthy inventory, profit meets or exceeds target, maintaining or growing rank.Action: Increase budget by 10–30%.<ul style="list-style-type: none">Increase gradually to prevent system instability.Contingency: If Advertising Cost of Sale (ACoS) spikes, revert to the previous budget and re-evaluate the bid strategy.	<h3>Address Overspend</h3> <ul style="list-style-type: none">Signals: Healthy inventory, profit below target, maintaining rank.Action: Reduce budget by 10–25%.<ul style="list-style-type: none">Adjust reduction based on overspend severity; align ACoS target with product margins.Contingency: If sales drop significantly without ACoS improvement, investigate campaign structure or product competitiveness.
	
<h3>Initiate Rank Push</h3> <ul style="list-style-type: none">Signals: Healthy inventory, approved profit, aiming to grow rank.Action: Launch rank-push campaign.<ul style="list-style-type: none">Timeframe: 7–21 days (for new product launches or competitive periods).Contingency: If the desired rank is not achieved, analyze competitor activity and consider an extended push or alternative strategy.	<h3>Manage Out-of-Stock Risk</h3> <ul style="list-style-type: none">Signals: Low inventory.Action: Implement a budget throttle cut of 30–70%.<ul style="list-style-type: none">Adjust based on out-of-stock severity and projected restock date, prioritizing stock preservation.Contingency: If inventory unexpectedly recovers, gradually increase the budget while monitoring sell-through rates.
	
<h3>Adapt to Seasonal Shifts</h3> <ul style="list-style-type: none">Signals: Healthy inventory, profit meets or exceeds target, growing rank.Action: Reallocate budget.<ul style="list-style-type: none">Shift budget from research to performance or brand campaigns, guided by historical data and market trends (e.g., Q4 holidays).Contingency: If new seasonal trends underperform, quickly reallocate funds to proven campaigns or explore new opportunities.	<h3>Improve Underperforming Campaigns</h3> <ul style="list-style-type: none">Signals: Healthy inventory, profit too early to determine, low impressions or clicks, requiring improved visibility.Action: Increase bids, expand keywords/targets, and review ad copy.<ul style="list-style-type: none">Focus on data acquisition for new or struggling campaigns.Contingency: If performance does not improve within 14–21 days, pause the campaign or pivot to a different product or strategy.

Daily Pacing Standard Operating Procedure

- Monitor out-of-budget times; aim for 16–20 hours of daily coverage on high-performing campaigns (Google's recommended optimal coverage).
- Shift budget from non-converting research campaigns to proven exact match or Single Keyword Ad Group (SKAG) campaigns, based on historical conversion data.
- Pre-approve rank-push budgets with defined end dates and rollback plans, ensuring clear exit criteria and efficient resource allocation for contingencies.

Listing Readiness Decision Matrix

Review listing component criteria before ad scaling to ensure optimal performance and buyer confidence:

<p>1</p> <h3>Images</h3> <p>Criteria: At least 7 distinct, zoomable images and 1 video.</p> <ul style="list-style-type: none">• Action if Fail: Add high-quality media (lifestyle, infographic, comparison). Explore GIFs if video is unavailable.• Note: Improves engagement and reduces returns (e-commerce best practice).	<p>2</p> <h3>Title/Bullets</h3> <p>Criteria: Naturally integrate 3–5 core keywords (avoid stuffing) and highlight clear benefits.</p> <ul style="list-style-type: none">• Action if Fail: Rewrite using Helium 10/Jungle Scout insights, focusing on natural integration and customer search intent.• Note: Essential for organic ranking and user relevance.
<p>3</p> <h3>A+ Content / Brand Story</h3> <p>Criteria: Existing, keyword-relevant, and visually engaging content.</p> <ul style="list-style-type: none">• Action if Fail: Prioritize building compelling A+ Content/Brand Story modules; then resume rank push. Consider professional design support.• Note: Increases conversion by ~10% (Amazon benchmark), enhances brand messaging and trust.	<p>4</p> <h3>Reviews/Rating</h3> <p>Criteria: Achieve an average of $\geq 3.9 \star$ and 20+ reviews.</p> <ul style="list-style-type: none">• Action if Fail: Implement robust review generation. Address negative feedback and improve the product. Do not scale ads until criteria are met.• Note: These are minimum thresholds for buyer trust and social proof. Low ratings deter purchases.
<p>5</p> <h3>Price/Promotion</h3> <p>Criteria: Competitive pricing against top 5 competitors; active promotions.</p> <ul style="list-style-type: none">• Action if Fail: Adjust price/coupon/promotion strategy for market competitiveness. Test price elasticity. Re-evaluate sourcing/COGS if consistently uncompetitive.• Note: Dynamic pricing ensures viability. Offers drive initial velocity.	<p>6</p> <h3>Inventory</h3> <p>Criteria: Maintain ≥ 30 days cover (based on forecasted sales).</p> <ul style="list-style-type: none">• Action if Fail (Less than 15 days): Immediately reduce budgets by 50-70% to prevent Out of Stock (OOS).• Action if Fail (15-29 days): Prioritize expedited replenishment and monitor daily; prepare for budget reduction if stock does not improve.• Note: Critical buffer against stock-outs, which damage rank and sales history, based on operational risk management.

Pre-Scale Check Standard Operating Procedure

<p> Check Keywords Conduct a thorough Helium 10/Jungle Scout index check for all core keywords.</p>	<p> Verify Competitive Pricing Verify pricing against market standards.</p>	<p> Confirm Inventory Levels Ensure sufficient inventory (aim for 45+ days cover if possible).</p>
<p> Approve Rank-Push Secure final approval for rank-push windows, including specific dates, allocated budget, and clear performance targets.</p>	<p> Establish Rollback Plan Establish clear rollback plans if criteria fall below thresholds during the push.</p>	

Align Ad Strategy with SEO Ranking Phases

Align advertising strategy with SEO ranking to maximize efficiency and impact:

Phase 1: Initial Indexing (7-14 Days)

Ad Strategy: Launch broad discovery campaigns (auto, broad match) with low bids to gather data.

Rationale:

- Help Amazon understand your product and its keywords.
- Collect data for future optimization without overspending.

Contingency:

- **If indexing fails or slows:** Review listing for suppressed status or common errors (e.g., missing brand, category).
- **Action:** Use Search Term Isolation (Helium 10) to identify issues. Halt ad spend until basic indexing is confirmed.

Phase 3: Maintenance (Ongoing)

Ad Strategy: Focus on efficiency (ACoS targets), maintain defense campaigns, and optimize negative keywords systematically.

Rationale:

- Maintain profitability and protect market share.
- Optimize campaigns for lower ACoS (e.g., target 15-25%).
- Prune underperforming keywords and bids.

Contingency:

- **If rank slips or efficiency drops:** Strategically increase bids on core keywords; analyze search term reports for negative keyword opportunities.
- **Action:** Revisit the "Listing Readiness Decision Matrix" for deficiencies. A slight, temporary "mini-push" may be needed for specific keywords.



Phase 2: Rank Push (Timeboxed)

Ad Strategy: Employ aggressive bids on exact match and Single Keyword Ad Groups (SKAGs), utilize Sponsored Brands Video (SBV), and activate Product Detail Page (PDP) defense.

Rationale:

- Rapidly improve organic keyword ranking for target terms.
- Leverage PPC to inform and accelerate organic rank.
- Implement timeboxed pushes (e.g., 2-4 weeks) with daily monitoring to prevent overspending.

Contingency:

- **If rank does not improve:** Re-evaluate target keywords (competitiveness, relevance), listing conversion rate, and pricing.
- **Action:** Adjust daily budgets and bid caps immediately if performance drops below ACoS targets or inventory risk increases.

Phase 4: Scale (Profit-Driven Expansion)

Ad Strategy: Expand profitably into new relevant keywords, product categories, and potentially new markets.

Rationale:

- Drive sustainable growth with data insights.
- Identify profitable opportunities from existing campaigns.
- Protect established rank to avoid eroding performance.

Contingency:

- **If scaling hurts profitability or rank:** Immediately pause or reduce spend on underperforming expansion campaigns.
- **Action:** Re-evaluate expansion targets and strategies. Prioritize stability of core campaigns over aggressive growth if ACoS deteriorates or existing rank is jeopardized.

Optimize Ad Types & Creative Strategy

Align ad types with campaign objectives and creative strategies:

Objective	Primary Ad Type	Contingency Ad Type
Direct Sales (High-Intent)	Sponsored Products (Exact/SKAG)	Sponsored Products (Broad/Phrase, if exact has low impressions)
Brand Awareness	Sponsored Brands Video	Sponsored Brands Product Collection (if video assets unavailable)
Listing Defense	Sponsored Display Product Targeting (own ASINs)	Sponsored Products (branded keywords)
Cross-Sell / Upsell	Sponsored Display Product Targeting (complementary ASINs)	Sponsored Brands Store Spotlight (to category landing page)
Retargeting	Sponsored Display Views Remarketing (7-30 day lookback)	DSP (for broader audience segmentation & frequency capping)
Market Share Gain	DSP + Sponsored Products/Sponsored Brands (multichannel approach)	Sponsored Brands Video (competitive targeting)

Creative Best Practices & Benchmarks by Objective

Direct Sales (High-Intent)

- Creative:** Ensure image #1 aligns with keyword intent.
- Benchmark:** Aim for >0.5% Click-Through Rate (CTR) for Exact Sponsored Products.
- Contingency:** If performance drops, review keyword relevancy, bid strategy, and product detail page conversion rate.

Brand Awareness

- Creative:** Use a 15–30 second video with a benefit-first hook.
- Benchmark:** Target a Video Completion Rate (VCR) >15-20%.
- Contingency:** If VCR is low, test different video intros/hooks or transition to static image ads.

Listing Defense

- Creative:** Target your own ASINs & variants. Emphasize unique selling propositions.
- Benchmark:** Achieve high impression share on your product pages.
- Contingency:** If impression share is low, increase bids on competitor product pages or branded terms to protect market share.

Cross-Sell / Upsell

- Creative:** Use "bundle" or "complete the set" copy.
- Benchmark:** Expect Return on Ad Spend (ROAS) similar to direct sales campaigns.
- Contingency:** If ROAS is low, refine product pairings, ensure strong product synergy, or target broader categories.

Retargeting

- Creative:** Leverage dynamic creative if possible. Highlight urgency or special offers.
- Benchmark:** Target >0.8% CTR and strong conversion rates due to a warm audience.
- Contingency:** If CTR or conversion is low, segment audiences more granularly (e.g., add to cart vs. view product) or refresh ad creative frequently.

Market Share Gain

- Creative:** Highlight differentiation versus competitors. Utilize Amazon Marketing Cloud (AMC) audiences for precise targeting, if available.
- Benchmark:** Measure growth in non-branded search terms.
- Contingency:** If growth stalls, re-evaluate competitor analysis, value proposition, or expand keyword targeting to adjacent categories.

Creative Testing Standard Operating Procedure (SOP)

01

Creative Variants

Develop 2-3 variants (headline, video hook, key image) based on industry best practices for continuous optimization.

02

Rotation Cycle

Rotate creatives every 14-21 days (a common testing cycle) to combat creative fatigue.

03

Identify Winners

Retain the winner if it achieves a statistically significant uplift (e.g., $\geq 10\%$ improvement) in key metrics like CTR or ROAS.

04

Keyword Alignment

Map creative closely to keyword intent (e.g., "injury relief" vs. "food cooling") to ensure relevancy.

Contingency: Creative Test Failure

- Issue:** No clear winner or uplift.

- Action:** Re-evaluate the core message, target audience, or consider a more radical creative departure.

- Guidance:** Consult A/B testing best practices for statistical significance.

Campaign Performance Triage Guide

A symptom-based troubleshooting guide for campaign optimization:

Low Click-Through Rate (CTR), Stable Conversion Rate

- **Cause:** Low ad relevance or creative fatigue. The ad message is not compelling or relevant.
- **First Action:**
 - Add negative keywords to refine targeting.
 - Refresh ad titles and hero images.
- **Best Practice:** Refresh creatives every 2-4 weeks to prevent fatigue.
- **If Fails:**
 - Conduct a Top-of-Search placement test.
 - A/B test ad copy for specific audience segments.

Low Conversion Rate, High Click-Through Rate

- **Cause:** Product detail page (PDP) or pricing issues. The landing experience or offer is problematic.
- **First Action:**
 - Optimize product listing or pricing.
 - Actively solicit and manage product reviews.
- **Benchmark:** Aim for 4.0+ star average rating.
- **If Fails:**
 - Reduce bid by 10–20%.
 - A/B test pricing strategies.

High Cost Per Click (CPC), Stable Impressions

- **Cause:** Increased auction pressure from competitors.
- **First Action:**
 - Reduce bid by 10–15%.
 - Shift focus to long-tail keywords.
- **Consider:** Analyze average CPC trends over 30 days.
- **If Fails:**
 - Implement a Dayparting test.

Spike in Advertising Cost of Sales (ACoS)

- **Cause:** Excessive bidding or keyword creep. Inefficient spending on non-profitable keywords.
- **First Action:**
 - Add negative keywords to exclude non-performing terms.
 - Reduce bids on keywords/campaigns overspending.
- **Threshold:** Prioritize ACoS exceeding X% of product margin.
- **If Fails:**
 - Pause the worst 10% of keywords/targets by ACoS.
 - Review broad match targeting settings.

No Ad Delivery

- **Cause:** Bid is too low or budget is insufficient. Ads are not competitive.
- **First Action:**
 - Increase bid by 15–25%.
 - Increase Top-of-Search placement bid by 20%.
- **Ensure:** Daily budget is not exhausted prematurely.
- **If Fails:**
 - Add broad/phrase match feeder campaigns.
 - Review ad group structure.

Spend Skewed to Branded Terms

- **Cause:** Brand leakage or cannibalization. Overspending on branded terms.
- **First Action:**
 - Split branded and non-branded campaigns.
 - Adjust bids for branded terms.
- **Source:** Use separate branded campaigns for clearer ROI tracking.
- **If Fails:**
 - Implement a cap on branded spend or impressions.

Weekly Triage Standard Operating Procedure

→ Identify and Negate Losing Keywords

Sort keywords by spend without sales. Negate or pause any keyword that has spent over 1% of the campaign budget without a conversion in the last 7 days.

→ Uncover Upside Opportunities

Sort keywords by high return on ad spend (ROAS) and low impressions. Incrementally increase bids by 5-10% and monitor performance for 72 hours.

→ Review Top Performers

Analyze the top 10 spending and top 10 converting keywords to ensure continuous optimization. This proactive approach prevents minor issues from escalating and aligns with agile campaign management.

Dayparting, Geo & Audience Controls

Guidelines for optimizing campaign performance with advanced controls:

		
<h2>Dayparting</h2> <ul style="list-style-type: none">When to Use:<ul style="list-style-type: none">Significant spend waste during low conversion rate hours (e.g., >20% conversion rate drop).Operational or warehouse limitations.Budget efficiency is a priority.Strategy:<ul style="list-style-type: none">Phase 1: Off (for data collection).Optimization/Maintenance phase: Initiate testing (with sufficient conversion data).Contingency:<ul style="list-style-type: none">If no significant Return on Ad Spend improvement: Then segment by device or audience alongside dayparting.	<h2>Geo-Targeting</h2> <ul style="list-style-type: none">When to Use:<ul style="list-style-type: none">Pronounced regional Cost Per Click/Conversion Rate variance (e.g., >25% difference).Localized market conditions or competitor activity.Businesses with physical locations or localized offerings.Strategy:<ul style="list-style-type: none">First, mirror bid adjustments from top-performing regions.Start with broad targeting to gather data, then refine.Contingency:<ul style="list-style-type: none">If mirroring fails: Then conduct granular competitive analysis or test geo-specific ad copy/offers.	<h2>Audiences</h2> <ul style="list-style-type: none">When to Use:<ul style="list-style-type: none">Sufficient traffic for remarketing pools (e.g., >1,000 unique visitors/month).Re-engaging users with prior interest.Strategy:<ul style="list-style-type: none">Target "Views 14d" for general remarketing.Exclude "Purchasers 30–90d" (aligns with repurchase cycles).Contingency:<ul style="list-style-type: none">If remarketing conversion rate is stagnant: Then segment audiences further (e.g., by time spent on site) or refresh creative/offers.For high-ticket items/long sales cycles: Then extend exclusion window to 180 days.

Dayparting Test SOP

01

Identify Low Conversion Rate Hours

Utilize historical conversion data, typically 2-4 hours before peak conversion times.

02

Apply Bid Reduction

Reduce bids by -20% to -30% during identified hours (recommended by platforms like Google Ads).

03

Track & Evaluate

Monitor Return on Ad Spend (ROAS)/Advertising Cost of Sales (ACoS) delta over two weeks.

04

Decision Point

- If overall campaign efficiency shows a net positive impact:
Then keep changes.
- If impact is negative or neutral:
Then revert changes and investigate creative relevance or offer competitiveness.

Campaign Governance: Roles, Accountability & Cadence

Clear roles and structured meetings drive effective campaign management, fostering accountability and performance through industry best practices.

Research & Insights

- **Responsible:** Research Analyst – Identifies opportunities, keyword gaps, and competitive insights.
- **Accountable:** PPC Lead – Validates research and integrates it into strategic planning.

Decisions: PPC Lead approves research scope. Critical strategic shifts require Department Head consultation.

Campaign Build & Setup

- **Responsible:** PPC Specialist – Creates campaigns, ad groups, and ads based on approved strategy.
- **Accountable:** PPC Lead – Ensures build quality, best practice adherence, and strategic alignment.

Decisions: PPC Lead authorizes campaign launches. Quality issues escalate to PPC Lead for review.

Bid & Negative Management

- **Responsible:** PPC Specialist – Implements bid adjustments and adds negative keywords based on data.
- **Accountable:** PPC Lead – Owns bid strategy effectiveness and negative keyword accuracy.

Decisions: PPC Lead sets management rules. Significant performance deviations require PPC Lead intervention.

Budgeting & Pacing

- **Responsible:** PPC Lead – Manages daily budget allocation, pacing, and expenditure tracking.
- **Accountable:** Department Head – Accountable for budget adherence, financial forecasting, and strategic investments.

Decisions: Department Head approves plans. Pacing issues or overruns escalate for corrective action and re-forecasting.

Cadence: A consistent meeting and review schedule ensures agile response and continuous optimization:



Daily Review

- Monitor pacing and identify anomalies.
- **Goal:** Prevent budget waste and missed opportunities.



Mid-Week Optimization (Tuesday/Friday)

- Review bids, multipliers, and negative keywords.
- **Goal:** Proactively optimize performance based on data trends.



Weekly Reporting

- Harvest new keyword opportunities.
- Restructure campaigns (if needed) and provide detailed reports.
- **Goal:** Drive growth, maintain account hygiene, and inform stakeholders.



Monthly Audit

- Conduct full account audit and plan creative refreshes.
- Perform tool health checks.
- **Goal:** Ensure long-term strategic alignment and operational excellence.



Quarterly Strategy Review

- Update standard operating procedures (SOPs), refresh training, and review the strategic roadmap.
- **Goal:** Adapt to market changes, enhance capabilities, and refine strategy.
- **If:** Initial strategies fail to meet objectives,
- **Then:** Conduct comprehensive re-evaluation and pivot.

Tools & Implementation Strategy



Helium 10: Keyword & Listing Optimization

Use for broad keyword identification (Magnet/Cerebro), index checks, and listing alignment.

- **Best Practice:** Identify high-volume, low-competition keywords (top 20% based on long-tail effectiveness reports).



Adbrew: Rule-Based Automation

Implement rule-based harvesting, bid rules, strict campaign templates, and brand splits.

- **Key Thresholds:** Automate rules such as "pause keyword if ACOS > X% for 7 days" or "increase bid if impression share < Y%" (thresholds vary by category based on profitability margin).



Data Dive: Granular Market Insights

Analyze keyword clusters for depth, map user intent, and identify market gaps.

- **Strategic Impact:** Provides granular data for Single Keyword Ad Group (SKAG) strategies and underserved niches, reducing wasted ad spend.



Xnurta: AI-Powered Optimization

Apply AI bid adjustments, placement tests, pacing, and promotion rules within established guardrails.

- **Contingency Plan:** If AI adjustments cause performance dips (e.g., ACOS increases by 15% over 3 days), revert to Adbrew's rule-based bidding and analyze Xnurta's logs for anomalies.

Hybrid Approach & Best Practices



Adbrew: Enforce Foundational Rules

- Ensures structural compliance.
- Prevents major campaign errors.

Prevent Collisions

- Assign one account owner.
- Ensures accountability and prevents tool conflicts.

If Collision Occurs:

Immediately pause all automated rules. Manually review recent changes. Systematically re-enable tools, starting with structural ones (Adbrew).

Xnurta: Optimize Bidding Within Guardrails

- Optimizes bids and placements.
- Operates within defined limits for peak efficiency.

Maintain a Changelog

- Keep a simple changelog per account (date, change, reason, result).
- Provides crucial supporting evidence for performance reviews.
- Builds client trust.

If Changelog Is Insufficient:

Escalate issues to a senior specialist for a comprehensive audit. Focus on unexpected systemic shifts, not isolated fluctuations.

Calibrate Thresholds

- Use "if/then" matrices for strategic responses.
- Calibrate conversion rate (CVR) and cost-per-click (CPC) thresholds after 4–6 weeks of data.
- Reference industry benchmarks (e.g., WordStream's Google Ads).

If Calibration Fails:

Review keyword intent, ad copy relevance, and landing page experience. Tool settings may not be the primary issue.



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