

Fictional Campaign DataSet

Campaign Name	Spend (₹)	Sales (₹)	ACOS (%)	ROAS	CTR (%)	CVR (%)
Brand-Core-Shoes	30,000	1,50,000	20%	5	0.7	12%
Top-Boots-Test	20,000	50,000	40%	2.5	0.45	8%
Generic-Footwear-Auto	25,000	30,000	83%	1.2	0.2	2%
Brand-Running-New	15,000	70,000	21%	4.7	0.6	10%
Clearance-Casuals	10,000	15,000	66%	1.5	0.25	4%

Classification Criteria (Editable Based On niche/industry/category)

Metric	Hero	Challenger	Zombie
ACOS (Advertising Cost of Sale)	< 25%	25–40%	> 40%
ROAS (Return on Ad Spend)	> 4x	2x–4x	< 2x
CTR (Click Through Rate)	> 0.5%	0.3–0.5%	< 0.3%
CVR (Conversion Rate)	> 10%	5–10%	< 5%
Spend	Scales with results	Medium	High with low return

BBTC Audit Table

Campaign Name	Classification	Bid	Budget	Targeting	Creative	Comments
Brand-Core-Shoes	Hero	Bids aligned with high-intent branded keywords	Adequate budget to scale	Precise branded targeting, strong negatives	Strong images, reviews, titles	Scale further with Sponsored Brands
Top-Boots-Test	Challenger	Slightly underbid on top keywords	Budget may be limiting impressions	Manual targeting in place but lacks negative keywords	Basic creative, no A+	Raise bids on winning terms, improve content
Generic-Footwear-Auto	Zombie	Bidding on broad, low-intent terms	Wasting budget	Auto targeting too wide	Poor images, no branding	Pause. Rebuild as manual with ASIN targeting
Brand-Running-New	Hero	Competitive bids on mid/high-intent terms	Good budget-to-ROI ratio	Strong branded and generic mix	A+ content active	Consider adding Sponsored Display
Clearance-Casuals	Zombie	Overbidding for low-demand products	Inefficient spend	Irrelevant product pairing in ad group	Outdated images	Sunset or retarget only with deep discounts

Campaign Maturity Curve Map

Campaign Name	Stage	Justification	Next Step
Brand-Core-Shoes	Scale	High ROAS (5.0), low ACOS (20%), strong CTR (0.7%) and CVR (12%)	Increase budget, expand keyword targeting, and explore new ad placements.
Top-Boots-Test	Optimize	Moderate ROAS (2.5), ACOS at 40%, CTR at 0.45%, CVR at 8%	Refine targeting, adjust bids, and test new creatives to improve performance.
Generic-Footwear-Auto	Learn	Low ROAS (1.2), high ACOS (83%), poor CTR (0.2%) and CVR (2%)	Analyze data to identify underperforming elements and gather insights.
Brand-Running-New	Scale	Strong ROAS (4.7), low ACOS (21%), good CTR (0.6%) and CVR (10%)	Allocate more budget and expand successful strategies to similar products.
Clearance-Casuals	Defend	ROAS at 1.5, high ACOS (66%), low CTR (0.25%) and CVR (4%)	Protect market share by focusing on high-performing segments and reducing spend on underperforming areas.



Strategic Memo: Scale, Fix, or Kill

Campaign Name	Action	Next Steps	Justification
Brand-Core-Shoes	Scale	Increase budget allocation, expand keyword targeting, and explore new ad placements to capitalize on success.	Exceptional performance with high ROAS (5.0), low ACOS (20%), strong CTR (0.7%), and CVR (12%).
Brand-Running-New	Scale	Allocate more budget and replicate successful strategies to similar products.	Strong metrics with ROAS (4.7), ACOS (21%), CTR (0.6%) and CVR (10%).
Top-Boots-T-est	Fix	Refine targeting, adjust bids, and test new creatives to improve performance.	Moderate performance with ROAS (2.5), ACOS (40%), CTR (0.45%), and CVR (8%).
Generic-Footwear-Auto	Kill	Pause the campaign to prevent further budget waste and reassess the strategy, possibly shifting to manual targeting.	Underperforming with low ROAS (1.2), high ACOS (83%), poor CTR (0.2%), and CVR (2%).
Clearance-Casuals	Kill	Evaluate the viability of this campaign. If it's not contributing to overall goals, consider discontinuing it.	Inefficient spend with ROAS (1.5), high ACOS (66%), low CTR (0.25%), and CVR (4%).

Data Confidence Model Summary

Step	Key Checks	Insights & Actions
Source	- Data from Amazon Ads Manager- Metrics: Spend, Sales, ACOS, ROAS, CTR, CVR	- Confirmed raw, unprocessed data- Documented extraction process for traceability
Clean	- Checked for anomalies, nulls, outliers	- No missing values- Flagged high ACOS (83%) in "Generic-Footwear-Auto" for further review
Validate	- Cross-verified metrics against benchmarks and historical data	- High ACOS aligns with low ROAS and CTR in "Generic-Footwear-Auto", indicating consistent underperformance
Visualize	- Created bar charts and scatter plots to identify patterns	- "Brand-Core-Shoes" and "Brand-Running-New" show efficient performance- "Generic-Footwear-Auto" highlights inefficiency
Narrate	- Synthesized data insights into a coherent narrative for stakeholders	- Recommended scaling top performers- Suggested reevaluation of underperforming campaigns

Prompt 1: Campaign Classification & BBTC Audit

Objective:Classify campaigns as Hero, Challenger, or Zombie, and perform a BBTC (Bid, Budget, Targeting, Creative) audit.

Prompt:"As an Amazon Ads consultant, analyze the provided campaign data. For each campaign, classify it as Hero, Challenger, or Zombie based on performance metrics. Then, perform a BBTC audit by evaluating:- Bid: Is it aligned with shopper intent?- Budget: Does it empower or restrict performance?- Targeting: Are the right audiences being reached?- Creative: Is the ad content compelling and effective?Provide a structured table summarizing your findings and recommendations."

Prompt 2: Campaign Maturity Curve Assessment

Objective:Determine the maturity stage of each campaign and provide strategic recommendations.

Prompt:"Given the campaign performance data, assess the maturity stage of each campaign using the following stages:- Learn: Gathering initial data.- Optimize: Refining based on insights.- Scale: Expanding successful strategies.- Defend: Maintaining market position.For each campaign, identify its current stage, justify your assessment with key metrics, and recommend next steps to enhance performance."

Prompt 3: Data Confidence Evaluation

Objective:Assess the reliability of the campaign data to ensure informed decision-making.

Prompt:"Evaluate the provided campaign data using the Data Confidence Model:- Source: Is the data raw or processed?- Clean: Are there anomalies, nulls, or outliers?- Validate: Does the data align with expected trends?- Visualize: Can patterns be clearly identified?- Narrate: Can the data tell a coherent story?Provide a concise summary highlighting any data integrity issues and their potential impact on campaign analysis."

THANK

YOU