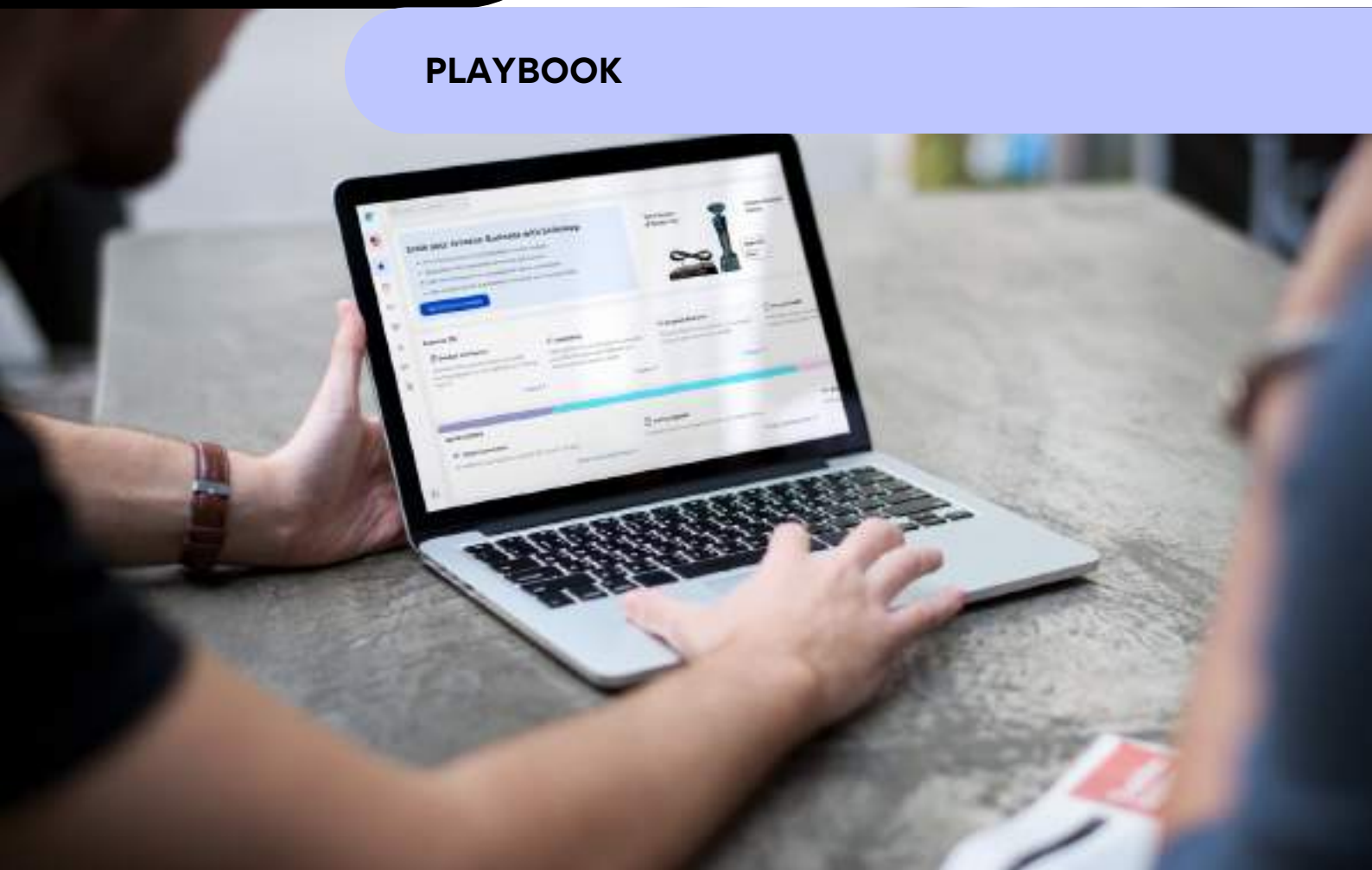
AMAZON CAMPAIGN STRUCTURING

The Ultimate Guide to Mastering Amazon Sponsored Products: Insider Strategies for Campaign Success

PLAYBOOK



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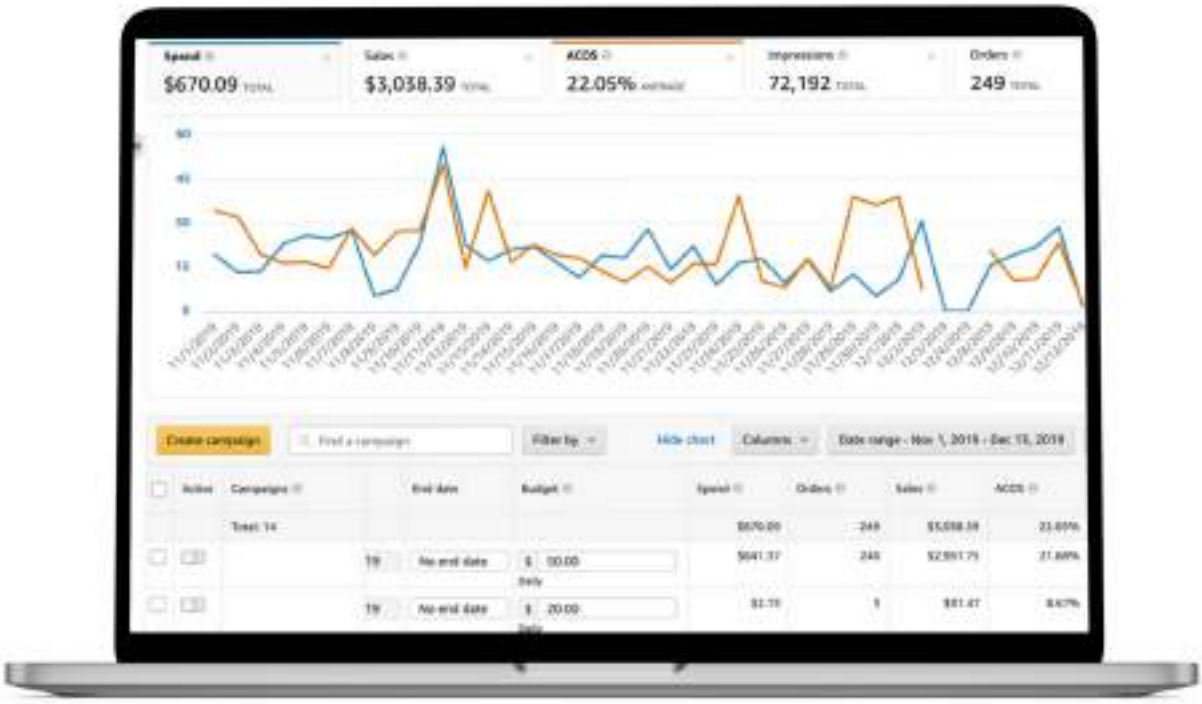
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INTRODUCTION

Amazon campaigns are a part of Amazon Advertising, a native Pay-Per-Click (PPC) system that allows sellers to promote their products on the ecommerce platform.

With these campaigns, sellers can create personalized ads for their products, boost visibility, and reach millions of potential customers.

In this playbook, we'll deep dive into how these campaigns are set up and how you can use and set up effective Sponsored Product campaigns. We'll specifically cover the essential steps and strategies to maximize your advertising impact on Amazon.

WHAT ARE CAMPAIGNS?

An Amazon campaign is essentially a group of advertisements that are organized by their advertising targets, budgets, and dates. It can be created for a specific line of products, a specific timeframe, or a specific advertising strategy.

Amazon Advertising offers various strategies to impact customers, such as placing campaigns in specific locations or segmenting by audiences. Additionally, by grouping ads in a campaign, advertisers can more easily manage and analyze their advertising performance on the platform.

AMAZON CAMPAIGNS



These campaigns operate on an auction system: sellers bid on keywords, and the highest bidder get's to display their ad to potential customers. This system enhances product visibility, and you only pay when a shopper clicks on your ad, hence the term Pay-Per-Click (PPC). You can easily manage your Amazon PPC campaigns and improve ad performance using Amazon Seller Central.

Amazon ad campaigns are powerful tools for boosting brand awareness, engaging relevant shoppers, and driving sales.

By aligning your campaigns with your broader business objectives and continually optimizing, you can ensure your advertising efforts are both effective and efficient.

CAMPAIGN TYPES



SPONSORED PRODUCT

Sponsored Product ads appear within search results pages and on product detail pages, blending seamlessly into the shopping experience. According to a 2023 survey, sponsored products accounted for 78% of global ad spending on Amazon.

SPONSORED BRAND

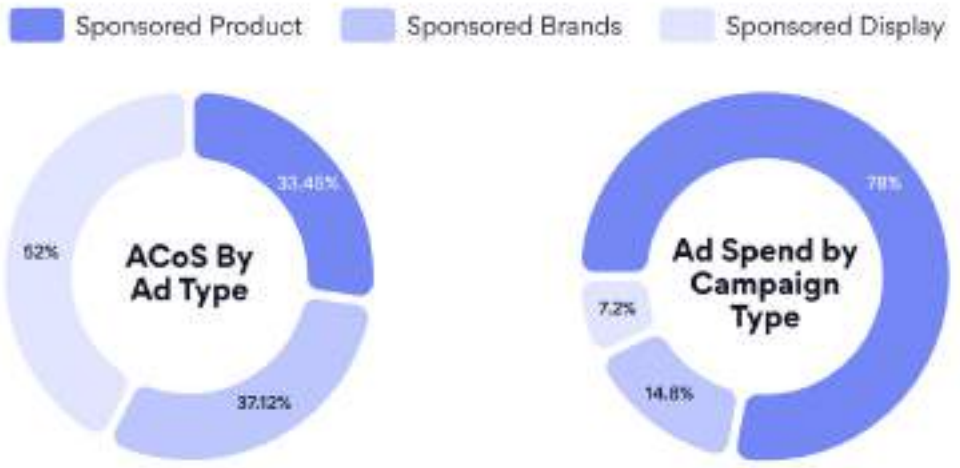
Sponsored Brand ads are also displayed prominently at the top of search results pages, featuring a custom headline, brand logo, product detail page, and up to three products.

SPONSORED DISPLAY

Sponsored Display Ads are a type of advertising campaign on Amazon that allows advertisers to display ads in various formats and placements, including banner ads on the search results page, product detail pages, and off-platform.

SPONSORED PRODUCT ADS CAMPAIGNS

Given that sponsored product ad campaigns offer the highest ROI, we'll delve deeply into the specifics of setting up SP campaigns for optimal success.



ADVERTISERS CAN USE AMAZON SPONSORED ADS TO TARGET SPECIFIC KEYWORDS OR PRODUCTS AND PROMOTE INDIVIDUAL ITEMS.

Professional sellers, vendors, and KDP authors are eligible to use Amazon Sponsored Product Ads, provided they have an active, compliant Amazon account.

To run ads, sellers must be able to ship to the country where the ads are displayed and must have a valid payment method on file. Additionally, the advertised product must be in stock and listed in the Buy Box.

It's important to note that used or refurbished products, as well as certain categories like adult products, are not eligible for promotion through these ads.

SPONSORED PRODUCT CAMPAIGNS

TYPES OF SPONSORED PRODUCT ADS

MANUAL CAMPAIGNS

In manual campaigns, sellers bid on specific keywords, which they believe are relevant to their product. This type of campaign requires more effort and knowledge of keyword research, but it allows for more control over the targeting and bidding strategy.

AUTOMATIC CAMPAIGNS

In automatic campaigns, Amazon's algorithms automatically target relevant keywords and search terms based on the product listing. This type of campaign is easier to set up, but it may result in less control over targeting and bidding.

Amazon Campaign Types	Auto	Manual
Add Targets	✗	✓
Set Bids By Target	✗	✓
Keyword control	✗	✓
Negative Targets	✓	✗

SPONSORED PRODUCT CAMPAIGNS

BENEFITS OF SP CAMPAIGNS

A well-s tructured Sponsored Products campaign on Amazon offers several specific benefits that can enhance the effectiveness of your advertising efforts:

COST PER CLICK OPTIMIZATION

Structuring your campaign effectively can help you optimize your cost per click (CPC) by setting up dedicated campaigns for specific keywords or products. This enables better budget management and ensures that your budget allocation is optimized to support your business goals and maximize ROI.

ROI IMPROVEMENT

By aligning your campaign with your business objectives, you can ensure that keywords, ad messages, and landing pages are optimized to drive conversions and meet your sales targets. This targeted approach can improve the relevance of your ads and increase their effectiveness, leading to a higher ROI.

DATA-DRIVEN DECISION MAKING

With a structured campaign, you can easily track the performance of different elements, such as keywords, ad groups, and products. This data-driven approach helps in identifying successful tactics, optimizing campaigns, and maximizing the return on your advertising investment

AUTOMATED SOLUTIONS

A well-structured campaign is scalable over time, making it easier to implement automated solutions. This can help you save time and resources while ensuring that your campaigns are optimized for better performance.

ADS CAMPAIGN STRUCTURE

An Amazon campaign is structured in a hierarchical format, consisting of a campaign containing Ad Groups, which in turn contain Targets, allowing for efficient management and optimization of advertising efforts on Amazon. Think of it as a folder, a subfolder, and a file on a computer. Here's a breakdown of each component:

1

CAMPAIGN

A campaign is the highest level of organization in Amazon's advertising structure. It represents a specific advertising strategy or objective. For example, you might create a campaign for a product launch, a seasonal promotion, or a brand awareness initiative. Within a campaign, you can have multiple ad groups and targets.

2

AD GROUP

An ad group is a subdivision of a campaign. It contains a set of ads that share a common theme or targeting strategy. For example, you might create an ad group for a specific product category or a group of related keywords. Within an ad group, you can have multiple targets.

3

TARGET

A target is the lowest level of organization in Amazon's advertising structure. It represents a specific keyword, product, or audience that you want to target with your ads. For example, you might create a target for a specific keyword, a group of related keywords, or a product category. Within a target, you can have multiple ads.

AD GROUPS



An Ad Group in Amazon Sponsored Ads PPC is a subdivision within a campaign that contains ads and keywords that are related to each other. It is a group of ads that share the same set of keywords and products, and it allows for targeted audience targeting, bidding, and delivery options.

Ad Groups are used to improve bidding strategy, relevancy, and overall targeting capabilities by grouping products that fall in the same category. Each ad group can have different objectives based on the advantages offered by each match type.

Note: Amazon recommends creating ad groups with products that are related to each other, and the ecommerce giant also recommends using 35-60 keywords per ad group, depending on the match type.

However, SellerApp recommends only using 20 targets per ad group. Read our section on targeting best practices as to why limiting an ad group to 20 targets is critical to your Amazon PPC success.

KEYWORD MATCH TYPES

Keyword match types in Amazon Sponsored Ads PPC are a set of targeting options that advertisers can use to determine how closely they want their target keywords to match the search terms used by shoppers. There are three main types of keyword match types: broad match, phrase match, and exact match.

BROAD MATCH TYPE

Broad match type allows for a wider range of search terms that are loosely related to the keywords used, including synonyms, misspellings, related searches, and relevant keyword variations. This type of match can help discover new keywords and improve ad visibility, but it may also result in irrelevant clicks and higher spending.

PHRASE MATCH TYPE

Phrase match type is more targeted than broad match, requiring that the search query includes the keyword phrase in a specific order, but it can also contain words before or after. This type of match balances reach and relevancy, allowing for the discovery of new keyword variations and control over match variations.

EXACT MATCH TYPE

Exact match type is the most refined targeting option, where the ad will only be displayed when a buyer searches for the exact keywords. This type of match is highly precise and targeted, providing control over ad spend and protection for brand terms, but it may also limit reach and result in higher competition.

TARGET WITHIN AD GROUPS

Both keyword and product targeting have their advantages and disadvantages, and the best approach will depend on your specific campaign goals and target audience. It's important to carefully consider your targeting options and adjust your campaigns as needed to ensure maximum effectiveness.

Targets within ad groups in Amazon Sponsored Ads PPC refers to the specific keywords, or products that advertisers choose to focus their advertising efforts on. These targets are used to define where and when the ads will be displayed to potential customers.

Fundamentally, targets can be categorized into two main targeting options: keyword targeting and product targeting.

KEYWORD TARGETING

Keyword targeting involves using specific keywords to target customers who are searching for products similar to yours. This method allows you to reach a wider audience and potentially attract new customers who may not have otherwise found your product. Keyword targeting is best used for campaigns where you want to increase visibility and drive traffic to your product listing.

PRODUCT TARGETING

Product targeting, on the other hand, involves targeting specific ASINs of products that are similar to yours. This method allows you to target customers who are already interested in products similar to yours and may be more likely to make a purchase.

BEST PRACTICES FOR SP CAMPAIGNS

TARGETING

Consider a scenario where you set up a campaign with a $10 budget targeting 50 keywords in one ad group at a CPC of $0.5. Typically, your budget would predominantly cover only 20 of those keywords.

This imbalance means you might miss out on discovering potentially successful keywords among the remaining 30, as they receive little to no funding without a budget increase. Essentially, the initial 20 keywords would monopolize the click share. Most importantly, since all 50 compete for that budget, the 20 with lower conversion potential may succeed in winning those placements.

Therefore, SellerApp recommends limiting each ad group to approximately 20 targets to prevent cannibalization and ensuring a more equitable distribution of clicks. By targeting just 20 keywords, for instance, each with a cost per click (CPC) of $0.5, you can allocate your campaign budget evenly across these keywords.

This strategy ensures each keyword has an equal opportunity to perform, helping you gauge their effectiveness more accurately.

GROUPING ASINS

For Amazon Sponsored Ads campaigns, SellerApp advises creating separate campaigns for each ASIN, with four campaigns for Automatic, Manual - Keyword Targeting, Manual - Product Targeting, and Brand Loop. However, if grouping ASINs is required, ensure consistent CPC and price ranges, similar reviews and ratings, and avoid mixing new and established products.

Also, maintain relevant search terms and monitor campaigns to optimize performance. By following these best practices, you can structure your campaigns effectively, leading to optimal performance and efficient management.

NOMENCLATURE

Nomenclature in Amazon Sponsored Ads campaigns is crucial for efficient ad management and clear identification of campaign objectives.

A well-structured campaign name should ideally have the following structure: Campaign Type (SP, SB, or SD) - Name of the Product - Automatic or Manual - Targeting Type (KW or ASIN) - Match Type (All for All 3 or specific). You can further add the date or start bid.

This structure allows for easy searching, filtering, and optimization of campaigns, saving time and improving ad performance. Consistency in naming conventions also ensures a well-organized ad account, making it easier for stakeholders to navigate and understand the different campaigns.

SELLERAPP'S RECOMMENDED STRUCTURE

As mentioned earlier, a well-structured Amazon Sponsored Products campaign can provide several specific benefits, including improved CPC and ROI, better ad ranking, competitive advantage, data-driven decision-making, precise targeting, automated solutions, bid management, bid adjustment, and competitive analysis

In order to set up a good campaign structure, you should note that one campaign should have one ad group. Most importantly, each ASIN you promote should essentially have 4 campaigns: 1 Auto and 3 Manual.

Here's SellerApp's recommended structure for SP campaigns:



AUTOMATIC & MANUAL CAMPAIGNS

AUTOMATIC CAMPAIGN

Always start by setting up an Automatic Campaign, which leverages Amazon's algorithm to identify the best-performing targets for you. This campaign is easy to set up and helps uncover valuable keywords for future efforts.

Automatic campaigns provide limited targeting control, which can lead to bidding on irrelevant keywords or products. This can negatively impact profitability, To mitigate this, it's advisable to transfer high-performing search terms as keywords in manual campaigns for enhanced control and optimization.

MANUAL CAMPAIGN

Manual campaigns offer greater control over targeting and optimization than automatic campaigns. With manual campaigns, you can specifically target audiences, separately optimize high and low-converting keywords, and potentially achieve a higher return on ad spend (ROAS) through a focused approach.

However, manual campaigns demand more effort in keyword research, bid management, and continuous optimization to maintain effectiveness and prevent wasting ad spend on non-converting keywords or targets.

OUR RECOMMENDED SP STRUCTURE

KEYWORD TARGETING

BROAD AD GROUP

Run broad match-type campaigns in Amazon PPC to discover new keywords and search terms, saving time on keyword research, and increasing visibility.

They differ from automatic campaigns as they allow for more control over targeting and can be optimized for relevance to avoid irrelevant traffic and lower conversion rates.

PHRASE AD GROUP

Using phrase match keyword campaigns, you can use a more targeted approach compared to broad match, as it pairs your product with search terms that contain your exact keyword target in a specific order.

By matching your product with more relevant terms, this strategy can lead to higher efficiency in your campaigns.

EXACT AD GROUP

In an exact match type campaign for Amazon PPC, you focus on targeting highly specific keywords that have demonstrated a track record of converting effectively.

Use the high-converting keywords you've identified from your automatic/broad/phrase campaigns regularly and transfer them to your exact match sponsored product campaigns.

OUR RECOMMENDED SP STRUCTURE

PRODUCT TARGETING

Product targeting in Amazon PPC allows you to target specific products, categories, or brands, increasing your visibility on competitor product pages and capturing audiences in the discovery phase of the buyer's journey. You can even steal market share!

This approach can help you promote new products, offer alternatives to competitors' products, and boost traditional keyword search campaigns, leading to increased sales and business growth.

PRODUCT/ASIN TARGETING

Run this campaign to target competitors' ASINs that have already proven to convert. This targeted strategy can lead to higher conversion rates and more effective ad spend allocation, making product ad campaigns a valuable tool for maximizing the efficiency and effectiveness of Amazon PPC efforts.

CATEGORY TARGETING

This type of targeting displays your ads on product detail pages and search results pages for a specific category, helping you reach a broader audience within that category. By adding multiple category targets with different price and rating refinements, you can strategically target competitors.

BRAND LOOP

The "Brand Loop" strategy is designed to safeguard your market share and prevent competitors from running ads on your products. By implementing a Brand Loop campaign, you can strategically target your own brand's ASINs on Amazon, ensuring that your products are prominently featured and defended against competitor advertising efforts.

This defensive approach helps maintain your brand's visibility, protect your market position, and enhance your overall sales performance by focusing on promoting your products against your own listings rather than allowing competitors to target them.

80/20 RULE

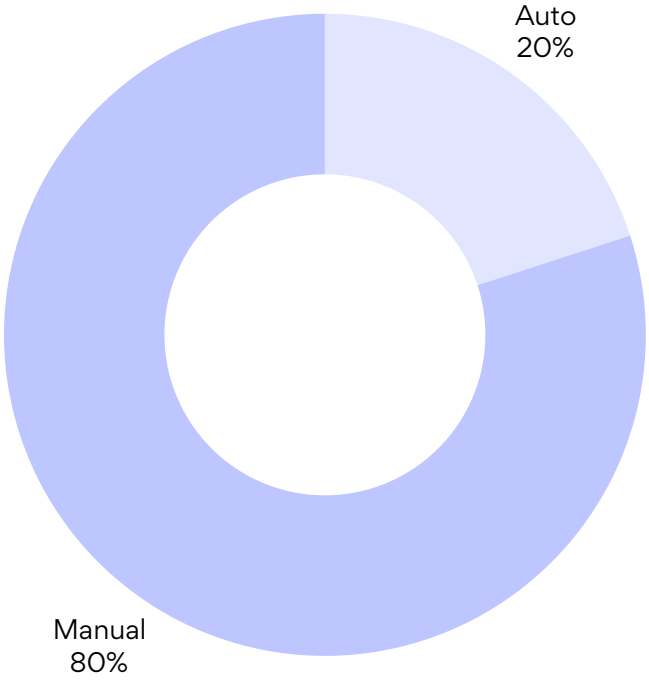
Many sellers don't fully take advantage of the different Amazon campaign types, often relying solely on either manual or automatic campaigns. SellerApp recommends an 80-20 split between manual and automatic campaigns for optimal advertising effectiveness.

80%

This strategic split allows sellers to harness the breadth of automatic targeting while fine-tuning their approach with manual oversight. The result is more effective campaigns, better-targeted keywords, and improved return on ad spend (ROAS) on Amazon.

20%

Automatic campaigns use the seller's product information to target relevant keywords and products, uncovering new opportunities. These findings can then be refined in manual campaigns, where sellers have more control over targeting and bids.



KEY TAKEAWAYS

1 **Recommended Campaign Structure**

2 **80/20 Split for Optimal Results**

Boost Your Amazon PPC Campaigns with SellerApp Advertising

SellerApp Advertising is the ultimate solution for Amazon PPC automation and scaling. Our advanced technology, extensive resources, and expert support empower you to optimize your campaigns, reach your target audience, and maximize your sales.

Join the thousands of Amazon sellers who have already boosted their sales and revenue with SellerApp Advertising. **Schedule a demo call** and see the results for yourself!

With SellerApp Advertising, you can:

- Automate and scale your Amazon PPC campaigns with ease
- Access expert support from our team of Amazon PPC specialists
- Optimize your campaigns with advanced analytics and reporting tools
- Target your audience with precision using advanced keyword research and targeting capabilities
- Stay ahead of the competition with real-time data and insights

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