

How to Boost Revenue Potential by Optimizing your Amazon PPC Campaigns

A Standard Operating Procedure

September 2023

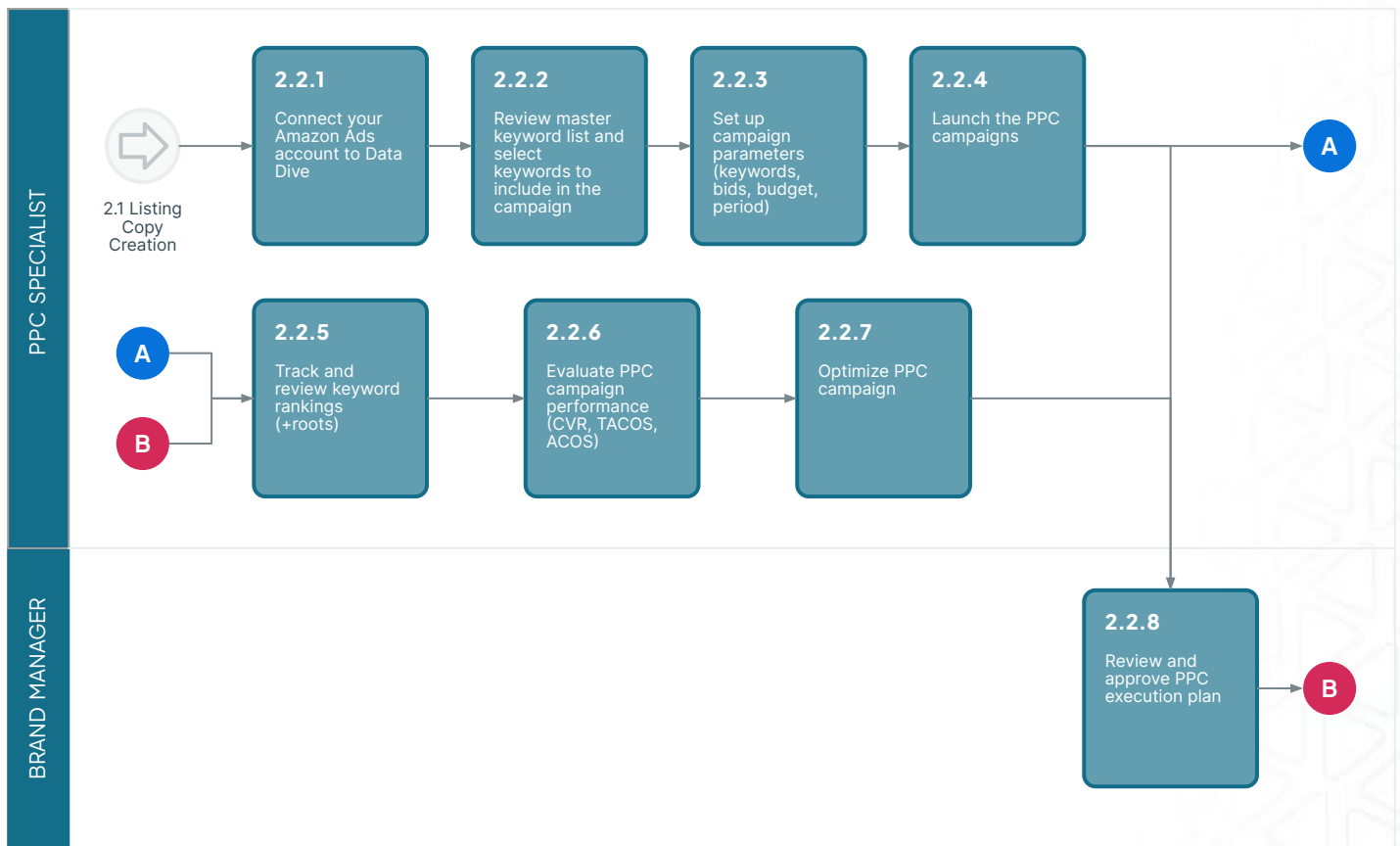
Overview

What is this SOP all about?

Unlocking the full potential of your Amazon PPC campaigns is not just about spending money; it's about strategically investing it. Effective campaign optimization can be the key to outperforming your competition and boosting your revenue. This SOP serves as your comprehensive guide to simplifying the continuous process of optimizing your Amazon PPC campaigns, from learning how to do keyword research to target high-converting keywords to understanding how to use bid management strategies to control costs and maximize ROI.

Process Map

What is the flow of this process and who do I interact with?



2.2.1

Connect your Amazon Ads account to Data Dive

2.2.2

2.2.3

2.2.4

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2.2.8

Connect your Amazon Ads account to Data Dive

Performed by	Frequency	Estimated task completion time
PPC Specialist	Once only	2 mins

To streamline PPC campaign creation, connect your Amazon Ads account to Data Dive. This will let you automatically push your campaigns to Amazon without leaving your Data Dive app.

Read Data Dive's [module](#) to learn the step-by-step instructions with screenshots.

[Go back to Process Maps](#)

- 2.2.1
- 2.2.2 Review the master keyword list and select keywords to include in the campaign
- 2.2.3
- 2.2.4
- 2.2.5
- 2.2.6
- 2.2.7
- 2.2.8

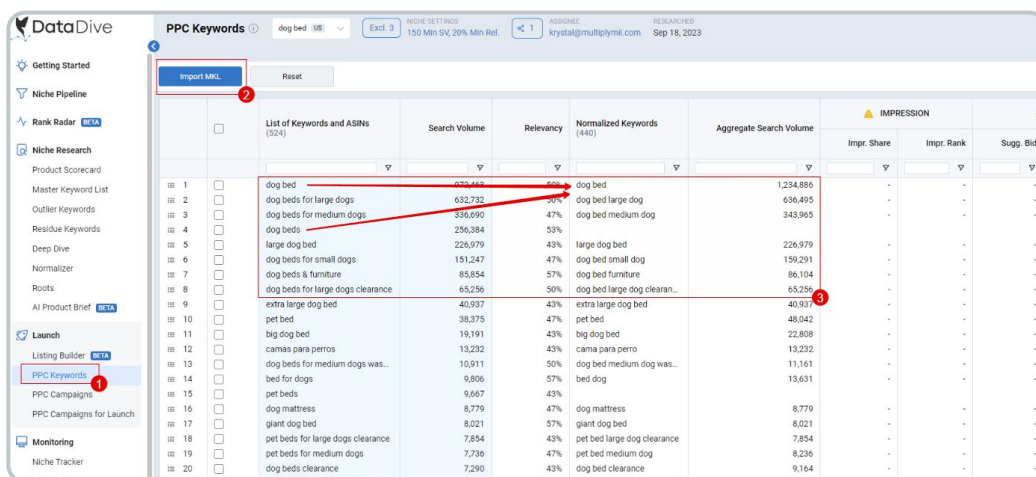
Review the master keyword list and select keywords to include in the campaign

Performed by	Frequency	Estimated task completion time
PPC Specialist	Launch; Optimization	5 mins

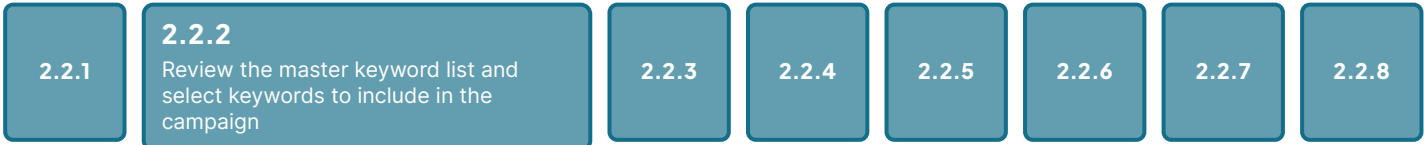
This section of the SOP assumes you've already created and cleaned up your Master Keyword List (MKL). Read our SOP on **2.1 Listing Writing** to learn the step-by-step procedures.

The Master Keyword List results will be used by Data Dive's **PPC Campaign Builder** tools (i.e. PPC Keywords, PPC Campaigns, and PPC Campaigns for Launch) to group keywords into root categories. This simplifies the process of identifying highly relevant and converting keywords that will help you achieve organic ranking fast as you prepare for launch. Read Data Dive's module on [Ranking Juice](#) to learn more about Amazon's ranking algorithm and how it works.

- Go to the **PPC Keywords** tab on the left navigation panel.
- Once it loads, click the **Import MKL** button. It will automatically populate the keywords, its monthly search volume, and relevancy so make sure your MKL only includes relevant keywords.
- Normalize the keywords so the singular, plural, and conjunction forms are aggregated (e.g. dog bed, dog beds, a dog bed). Data Dive does this step automatically.



Go back to Process Maps



- Scroll to the right columns to see the **Impressions** and **Suggested Bids** for the different match types of campaigns. Note that the data will **only** appear after you have connected your Amazon Seller Central and Ads account.

	List of Keywords and ASINs (324)	Search Volume	Relevancy	Normalized Keywords (440)	Aggregate Search Volume	IMPRESSION			EXACT		PHRASE
						Impr. Share	Impr. Rank	Sugg. Bid	Sugg. Bid Range	Sugg. Bid	Sugg. Bid
1	dog bed	972,463	50%	dog bed	1,234,886	-	-	-	-	-	-
2	dog beds for large dogs	632,732	50%	dog bed large dog	636,495	-	-	-	-	-	-
3	dog beds for medium dogs	336,690	47%	dog bed medium dog	343,965	-	-	-	-	-	-
4	dog beds	256,384	53%	dog bed	-	-	-	-	-	-	-
5	large dog bed	226,979	43%	large dog bed	226,979	-	-	-	-	-	-
6	dog beds for small dogs	151,247	47%	dog bed small dog	159,291	-	-	-	-	-	-
7	dog beds & furniture	85,854	57%	dog bed furniture	86,104	-	-	-	-	-	-
8	dog beds for large dogs clearance	65,236	50%	dog bed large dog clearan...	65,236	-	-	-	-	-	-
9	extra large dog bed	40,937	43%	extra large dog bed	40,937	-	-	-	-	-	-
10	pet bed	38,375	47%	pet bed	48,042	-	-	-	-	-	-
11	big dog bed	19,191	43%	big dog bed	22,808	-	-	-	-	-	-
12	camas para perros	13,232	43%	camas para perro	13,232	-	-	-	-	-	-
13	dog beds for medium dogs was...	10,911	50%	dog bed medium dog was...	11,161	-	-	-	-	-	-
14	bed for dogs	9,806	57%	bed dog	13,631	-	-	-	-	-	-
15	pet beds	9,667	43%	pet bed	-	-	-	-	-	-	-
16	dog mattress	8,779	47%	dog mattress	8,779	-	-	-	-	-	-
17	giant dog bed	8,021	57%	giant dog bed	8,021	-	-	-	-	-	-
18	pet beds for large dogs clearance	7,854	43%	pet bed large dog clearance	7,854	-	-	-	-	-	-
19	pet beds for medium dogs	7,736	47%	pet bed medium dog	8,236	-	-	-	-	-	-
20	dog beds clearance	7,290	43%	dog bed clearance	9,164	-	-	-	-	-	-
21	washable dog beds for large dogs	6,658	50%	washable dog bed large dog	6,608	-	-	-	-	-	-
22	doggy bed	6,511	43%	doggy bed	9,140	-	-	-	-	-	-
23	dog bed for small dogs	6,294	43%	dog bed small dog	-	-	-	-	-	-	-
24	don bed medium	4,471	43%	don bed medium	-	-	-	-	-	-	-

- Select keywords to include in your campaigns. Data Dive's algorithm automatically suggests which keywords to include in your campaigns based on relevancy and search volume. Tweak them as needed by checking/unchecking the boxes.

	List of Keywords and ASINs (324)	Search Volume	Relevancy	Normalized Keywords (440)	Aggregate Search Volume	Include in campaign?				EXACT campaign Keywords (410)
						EXACT	PHRASE	BROAD	PRODUCT	
1	dog bed	972,463	50%	dog bed	1,234,886	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	dog bed
2	dog beds for large dogs	632,732	50%	dog bed large dog	636,495	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	dog bed large dog
3	dog beds for medium dogs	336,690	47%	dog bed medium dog	343,965	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	dog bed medium dog
4	dog beds	256,384	53%	dog bed	-	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	dog bed
5	large dog bed	226,979	43%	large dog bed	226,979	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	large dog bed
6	dog beds for small dogs	151,247	47%	dog bed small dog	159,291	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	dog bed small dog
7	dog beds & furniture	85,854	57%	dog bed furniture	86,104	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	dog bed furniture
8	dog beds for large dogs clearance	65,236	50%	dog bed large dog clearan...	65,236	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	dog bed large dog clearance
9	extra large dog bed	40,937	43%	extra large dog bed	40,937	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	extra large dog bed
10	pet bed	38,375	47%	pet bed	48,042	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	pet bed
11	big dog bed	19,191	43%	big dog bed	22,808	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	big dog bed
12	camas para perros	13,232	43%	camas para perro	13,232	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	camas para perro
13	dog beds for medium dogs was...	10,911	50%	dog bed medium dog was...	11,161	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	dog bed medium dog was...
14	bed for dogs	9,806	57%	bed dog	13,631	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	bed dog
15	pet beds	9,667	43%	pet bed	-	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	pet bed
16	dog mattress	8,779	47%	dog mattress	8,779	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	dog mattress
17	giant dog bed	8,021	57%	giant dog bed	8,021	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	giant dog bed
18	pet beds for large dogs clearance	7,854	43%	pet bed large dog clearance	7,854	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	pet bed large dog clearance
19	pet beds for medium dogs	7,736	47%	pet bed medium dog	8,236	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	pet bed medium dog
20	dog beds clearance	7,290	43%	dog bed clearance	9,164	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	dog bed clearance
21	washable dog beds for large dogs	6,658	50%	washable dog bed large dog	6,608	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	washable dog bed large dog
22	doggy bed	6,511	43%	doggy bed	9,140	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	doggy bed
23	dog bed for small dogs	6,294	43%	dog bed small dog	-	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	dog bed small dog
24	don bed medium	4,471	43%	don bed medium	-	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	don bed medium



Go back to Process Maps

- 2.2.1
- 2.2.2
- 2.2.3
Set up campaign parameters (keywords, bids, budget, period)
- 2.2.4
- 2.2.5
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- 2.2.7
- 2.2.8

Set up campaign parameters (keywords, bids, budget, period)

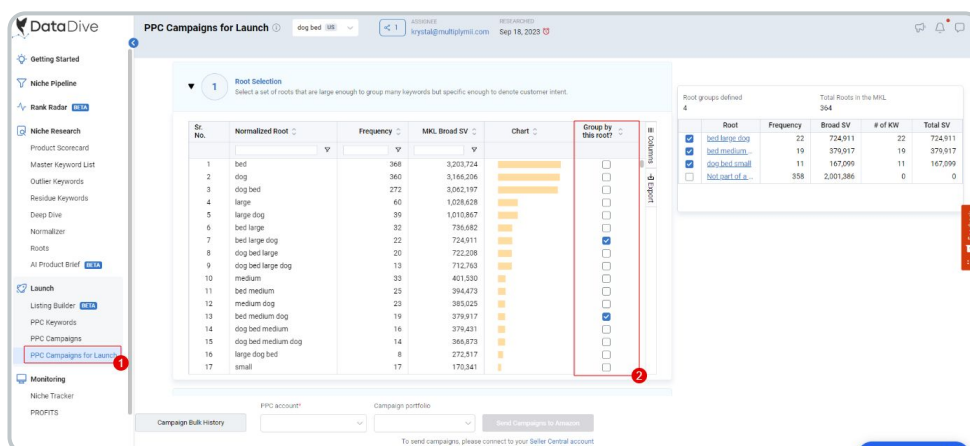
Performed by	Frequency	Estimated task completion time
PPC Specialist	Launch; Optimization	5 mins

- Go to the **PPC Campaigns for Launch** tab on the left navigation panel. This tool automatically groups the keywords into keyword roots. By doing so, you optimize the campaigns by removing overlaps (i.e. keywords that are essentially the same).

Note: Amazon’s algorithm credits your listing with attribution/quality score by grouping the keywords based on relevancy. For example, if customers search for ‘dog bed’, Amazon rewards you with an attribution score for its related keywords such as:

- dog beds
- dog bed for large dogs
- dog beds for large dogs
- dog bed for small dogs

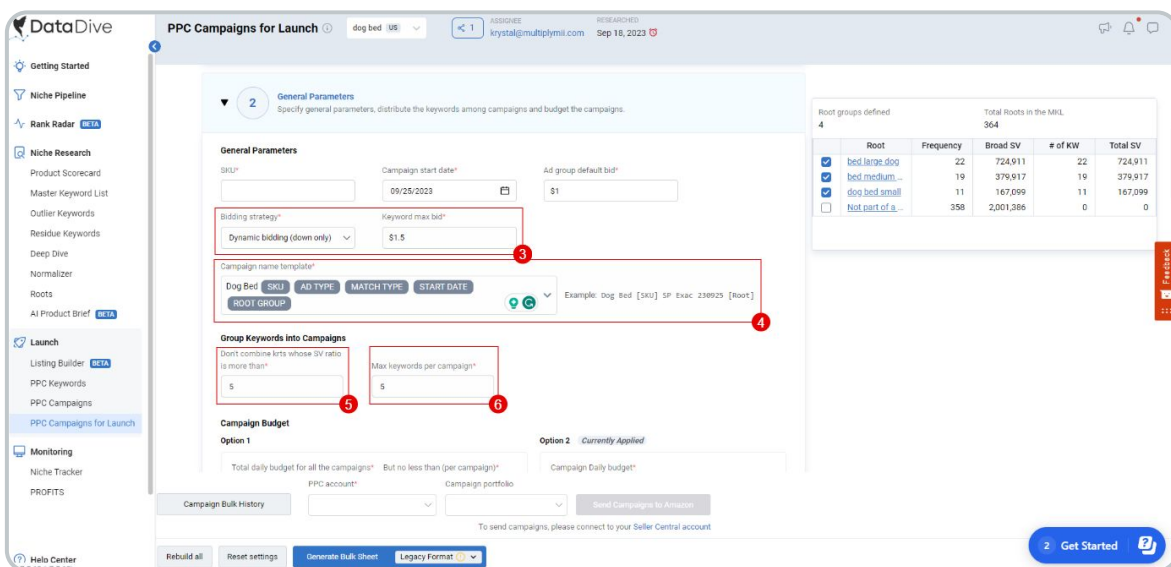
- Select **roots** that will become the basis for the grouping of your PPC campaigns. At the launch phase, it is recommended to go a layer below the root keyword with the highest Broad SV (in our example, the root keyword is ‘dog bed’) because it might include low-performing KWs or those that are too broad to get high conversions.



Go back to Process Maps

- 2.2.1
- 2.2.2
- 2.2.3**
Set up campaign parameters (keywords, bids, budget, period)
- 2.2.4
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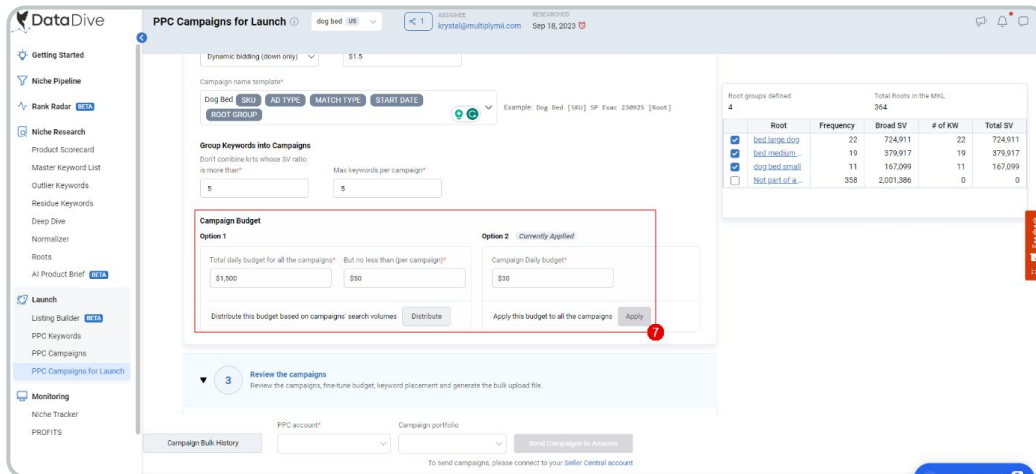
3. Set your bidding strategy. At the launch phase, it is recommended to bid aggressively to maximize the honeymoon phase. With this, select **Dynamic Bidding (down only)** as your bidding strategy and bid at 1.5x as your max bid so that Amazon will only lower your bids if your campaign is not performing well.
4. Set your campaign name. Data Dive devised a naming convention that is easier to manage by your team. It includes the SKU, ad type, match type, start date, and root group.
5. Customize how you want keywords to be grouped by inputting a ratio in the **Group Keywords into Campaigns** fields. For example, if you input 5, it means KWs with 50,000 SV won't be grouped together with KWs with less than 10,000 SV (i.e. 50,000 / 5).
6. Set the maximum number of KWs per campaign. Keep it between 5-8 to easily navigate and isolate their performance.



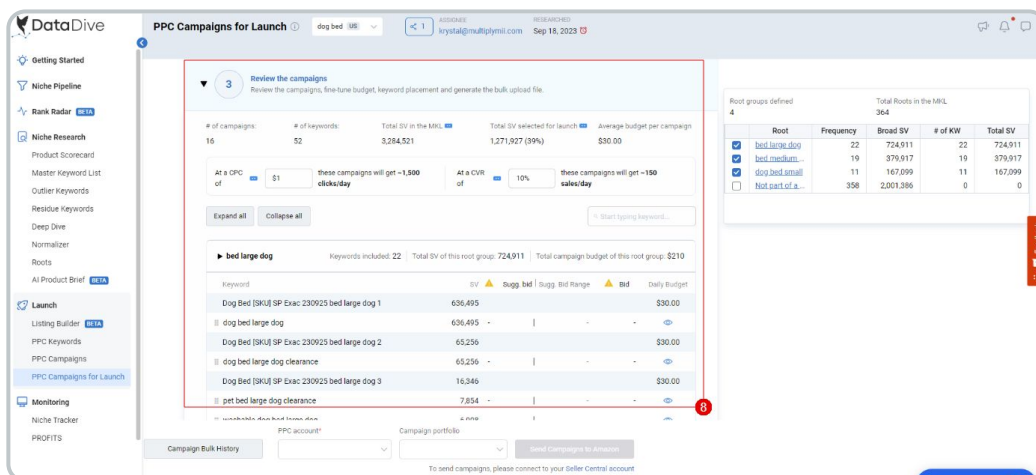
Go back to Process Maps

- 2.2.1
- 2.2.2
- 2.2.3
Set up campaign parameters (keywords, bids, budget, period)
- 2.2.4
- 2.2.5
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7. Set your campaign budget. If you are only running campaigns for one root group, then select Option 1 which provides a dynamic budget based on the campaigns' search volume. Otherwise, select Option 2 which applies a fixed budget to all the campaigns.



8. Review the auto-generated PPC campaigns by Data Dive, including the keywords targeted per campaign and the suggested bids based on your bidding strategy and budgets. Manually update them as needed by clicking on/off the eye icon (👁️).



Go back to Process Maps

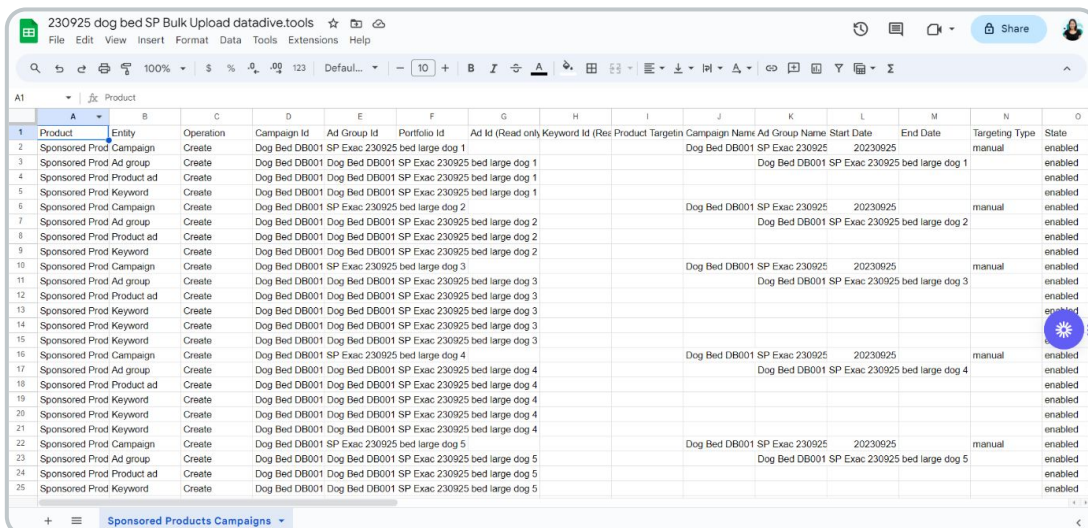
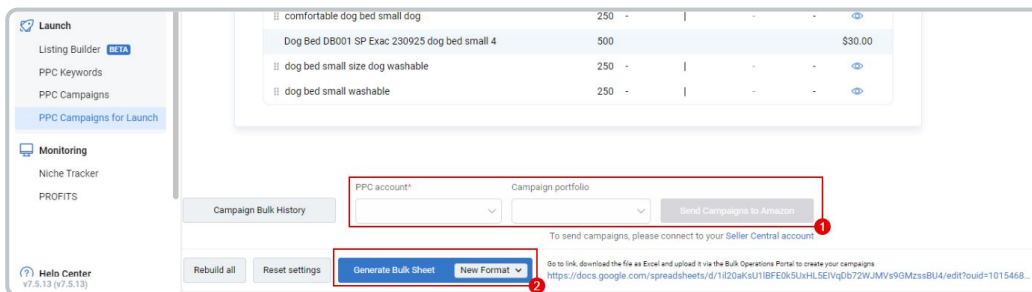
2.2.1	2.2.2	2.2.3	2.2.4 Launch the PPC campaign	2.2.5	2.2.6	2.2.7	2.2.8
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Launch the PPC campaign

Performed by	Frequency	Estimated task completion time
PPC Specialist	Launch; Optimization	2 mins

On the **PPC Campaign for Launch** tab, you can either push the PPC Campaigns to your Amazon Ads account directly or Generate a Bulk Sheet that you will upload to Amazon afterward. Note that it may take up to 30 minutes to one hour to get the ad live on Amazon.

1. If directly pushing the campaigns, click the **Send Campaigns to Amazon button**. You can select your PPC Account and Campaign Portfolio from the dropdowns.
2. If downloading an editable sheet, click the **Generate Bulk Sheet** button. Since Amazon will drop the support of the Legacy Format, use the New Format instead. See the sample screenshot below of the file you will get.



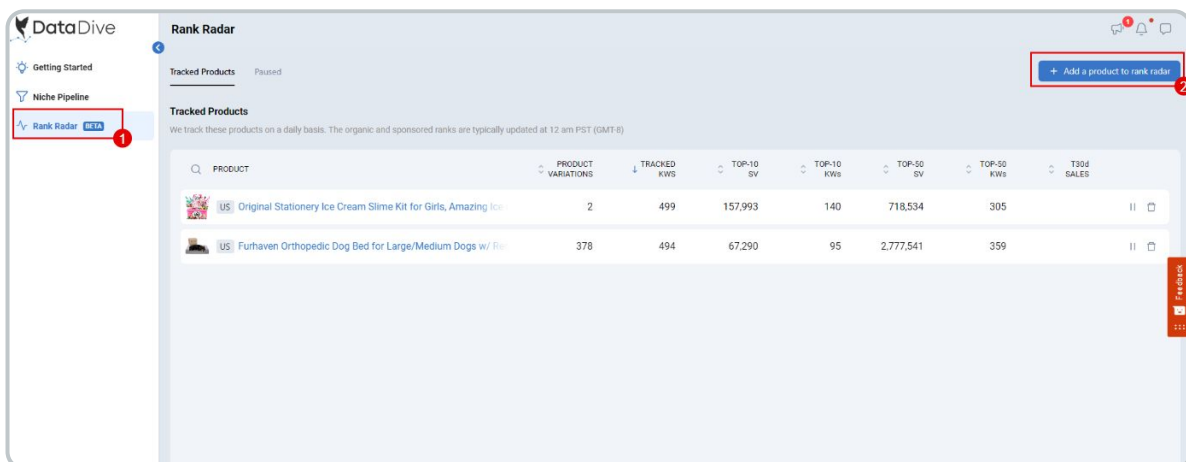
Go back to Process Maps

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- 2.2.5
Track and review keyword rankings
- 2.2.6
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Track and review keyword rankings

Performed by	Frequency	Estimated task completion time
PPC Specialist	Launch; Optimization	5 mins

- I. Track your ASIN's keyword rankings via Data Dive's **Rank Radar**. This tool empowers you to closely monitor and track the rankings of your products on Amazon, providing you with invaluable insights into your keyword performance on a daily basis.
 1. On your Data Dive app, go to **Rank Radar** from the left navigation panel.
 2. Click the **+ Add a product to rank radar** button at the top rightmost screen.

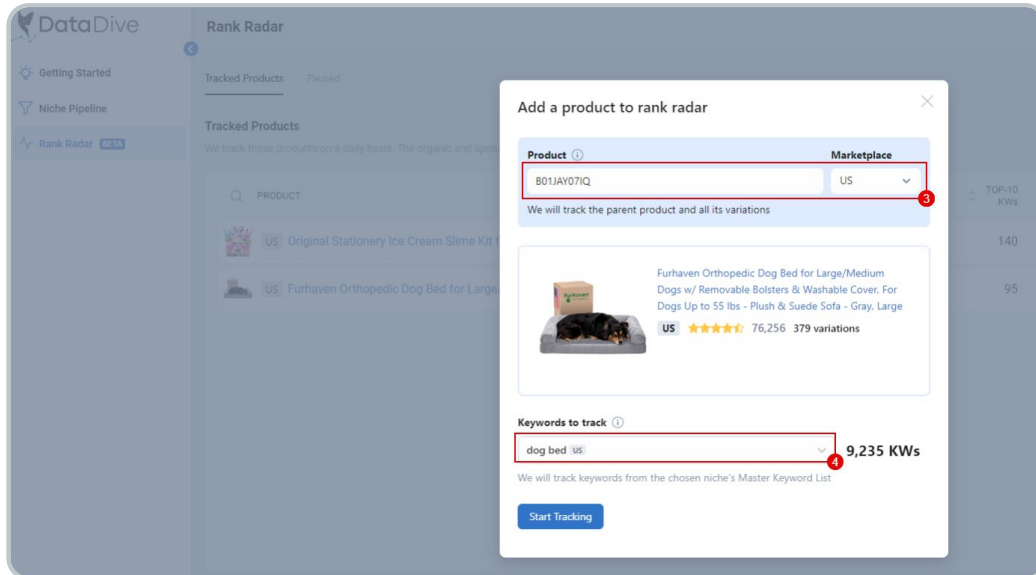


3. Input the **parent ASIN** and **marketplace**.
4. Select the niche dive you want to track in the **Keywords to track** drop-down.



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Track and review keyword rankings
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Once done, the ASIN will be added to your Rank Radar and you can track daily organic keyword rank, impression ranks, and other PPC-related metrics as long as your Amazon account is connected to Data Dive.

- II. Analyze the performance of your organic keyword ranking and impressions from PPC campaigns. During the launch phase, it is recommended to review on a daily basis and at the same time look at aggregated performance from a set period (e.g. Day 1-5, Day 10-15, Day 15-20, etc.).
 1. Click the **Heatmap** tab.
 2. Click the **Organic** View to see the daily organic keyword ranking in a gradient color scheme where green is the highest (i.e. within page 1) and red is the lowest (i.e. rank 101+).
 3. Sort the table from highest to lowest search volume. Which of these keywords are producing increased ranking and the opposite? What can be done to optimize them?



Go back to Process Maps

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2.2.3

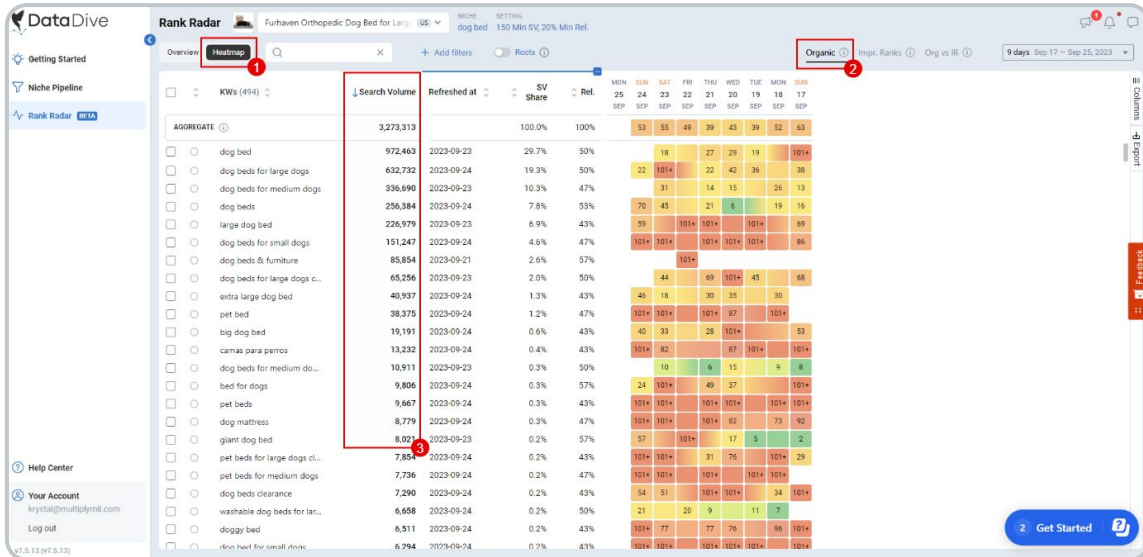
2.2.4

2.2.5
Track and review keyword rankings

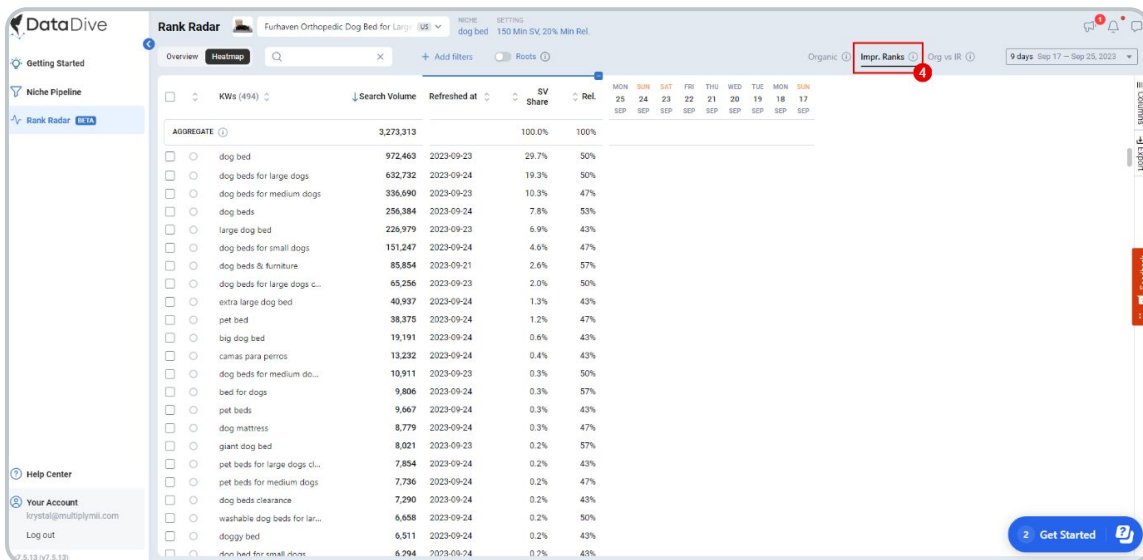
2.2.6

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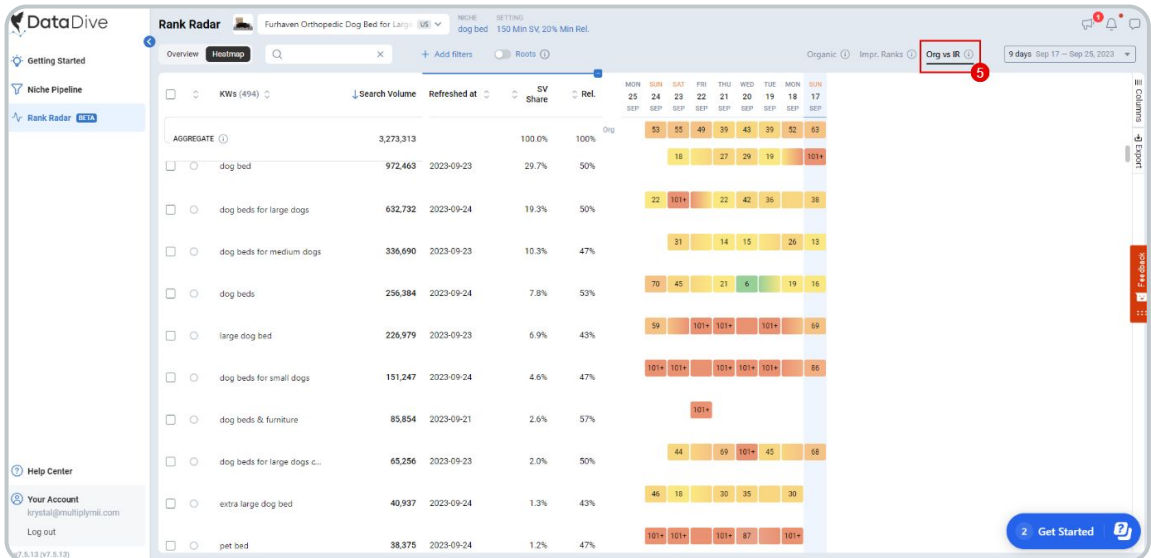
- On the **Heatmap** tab, click the **Impression Ranks** View to see the numeric rank of your account-wide impression share relative to all the other advertisers generating impressions on the same keyword.



Go back to Process Maps

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Track and review keyword rankings
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5. On the **Heatmap** tab, click the **Organic vs. Impression** View to understand how changes in your organic rankings affect impression ranks, and vice versa. Note that for each keyword row, the organic ranking appears on top while the impression ranking appears below.



Go back to Process Maps

2.2.1	2.2.2	2.2.3	2.2.4	2.2.5	2.2.6 Evaluate PPC campaign performance	2.2.7	2.2.8
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Evaluate PPC campaign performance

Performed by	Frequency	Estimated task completion time
PPC Specialist	Launch; Optimization	10 mins

1. Analyze the campaign performance to isolate high-performing keywords vs. low-performing. Leverage Amazon's **Search Term Report** to gather data.
2. Evaluate and analyze the following metrics:
 - a. Organic keyword ranks
 - b. Impression ranks
 - c. TACOS (Total Advertising Cost of Sales)
 - d. Profit margins
 - e. Organic vs PPC sales

Go back to Process Maps

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Optimize PPC campaign

Performed by	Frequency	Estimated task completion time
PPC Specialist	Launch; Optimization	5 mins

Diversify and Scale - This strategy means separating your campaign into multiple campaigns based on performance and then increasing the budgets for the high-performing campaigns.

1. Add more match types for the winning keywords, including broad, phrase, and negative match-type campaigns.
 - **Broad targeting for 'dog bed'** - Every single KW that has 'dog' and 'bed' in it will be targeted. Super broad reaching. Make sure the KWs do not overlap with your other campaigns by using negative phrases or negative exact KWs.
 - **Phrase targeting for 'dog bed'** - Similar to broad targeting but the keywords should be in order, e.g. dog bed for medium dogs, large dog bed, etc.
 - **Negative targeting for 'dog bed'** - Helpful in making sure there are no overlaps. For example, if you're running a broad campaign on 'dog bed' and you want Amazon to show up only for KWs that are either out of order (e.g. bed dog) or spaced apart (i.e. have words in between them such as dog large bed), then add the negative phrase 'dog bed'.

2. Revisit and redistribute your bids.
 - **Exact** - Bid most aggressively as you know how relevant the KWs you are bidding on
 - **Phrase** - 2nd most aggressive to hit longer tail keywords
 - **Broad** - Least aggressive as this is only for any other related KWs that are not picked up in phrase campaigns

Combine and Isolate - This strategy means combining new closely-related KWs under the same root campaign, then isolating which sub-roots are performing well and not after 2-3 weeks. Do this once you're already winning on the prioritized roots at the start of the Launch phase and have an extra budget to explore more root campaigns. Then, proceed to Diversify and Scale strategy on an iterative process based on your campaign's performance.

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- Review and approve PPC execution plan

Review and approve PPC execution plan

Performed by	Frequency	Estimated task completion time
Brand Manager	Launch; Optimization	5 mins

1. Review the PPC execution plan of the PPC Specialist to provide an extra layer of control and oversight before launching or optimizing paid ads on your listings.
2. Look into the following criteria:
 - a. **Impact on organic ranks** - If the KW rankings are already as high as they can go but have KWs that are not impacting KW ranks, then aim to increase the CVR of the listing by revisiting your listing copy, images, and price. Then, when you are already at the stage where (1) all foundational KWs are already high-performing and (2) you have a healthy CVR, you can start attacking broader KWs to aim for Best Sellers Rank (BSR).
 - b. **Profitability of the campaigns** - There are KWs that may not be considered foundational and may not convert well individually, but impact your TACOS positively. In this case, keep running the ads as these campaigns will help you be more profitable at the bottom line.
3. Revisit your overall campaign objective to see how you are faring.
 - a. **At Launch** - Uncap your budget for ads as you need to get a lot of actions into your listings to maximize the honeymoon phase.
 - b. **At Growth** - Understand which roots are performing, and segment them into sub-roots to control bids (i.e. bid more aggressively on high-performing KWs).
 - c. **At Maintenance** - Optimize campaigns to maintain sales (i.e. bids can now be lowered, broader KWs can be targeted) to get profitability higher.

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Appendix

Use Case

How is this relevant to me?

Implementing effective Amazon PPC campaign management isn't just about spending your advertising budget; it's about strategically investing it to achieve a competitive advantage and increase your revenue. While there's no one-size-fits-all approach to dominating Amazon's advertising landscape, you can harness the power of data-driven strategies to stand out, optimize your campaigns, and outperform your competitors.

Two pivotal factors that set successful Amazon advertisers apart are (1) their ability to **target the right keywords efficiently** and (2) the **effectiveness of their ad campaigns**. Your campaign's performance in terms of keyword targeting directly influences your ad's visibility, impacting click-through rates and conversions. Once potential customers interact with your ads, every element, from ad copy and pricing to bidding strategy, plays a crucial role in their decision to click and convert.

This SOP will be your guide to simplifying the complex process of optimizing your Amazon PPC campaigns, empowering you to **attract potential customers, drive actions into your listings** (i.e. clicks, add-to-carts, conversions), and **boost your revenue potential**. Embrace the opportunity to excel in Amazon advertising, and witness your business thrive in this dynamic digital marketplace.

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Appendix B

Metrics Reporting and Workflow Management

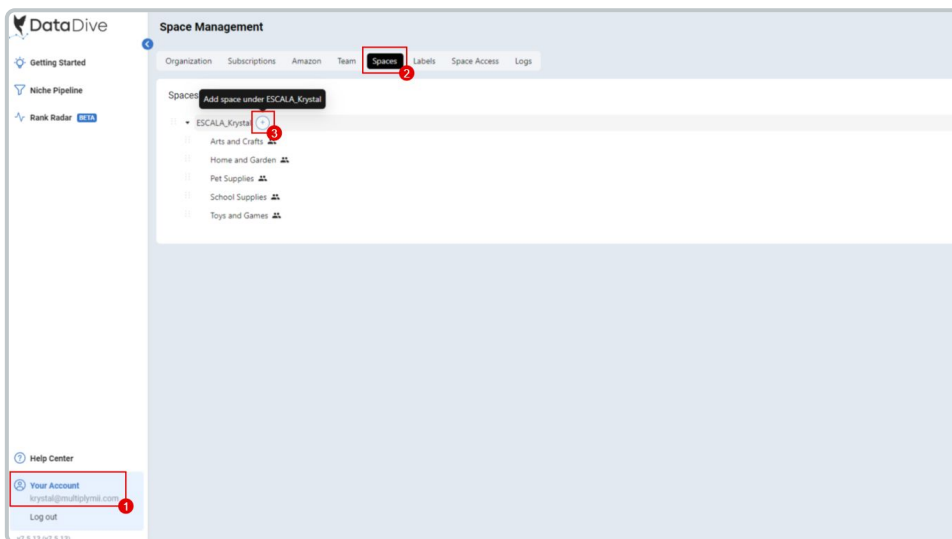
Streamline your performance evaluation, team task management, and decision-making processes for enhanced efficiency and productivity.

Data Dive's Enterprise features empower you to manage your workflows and resources in one place. Read this SOP to learn more.

NICHE PIPELINE

1.0 Organizing research data into groups - Whether you are a multi-branded seller or sells in multiple product categories, you can now organize research data into groups to remove clutter.

1. Click **Your Account** in the left navigation menu to open the settings.
2. Navigate to the **Spaces** tab to customize your account's categorization.
3. Click the + icon to create a new space.



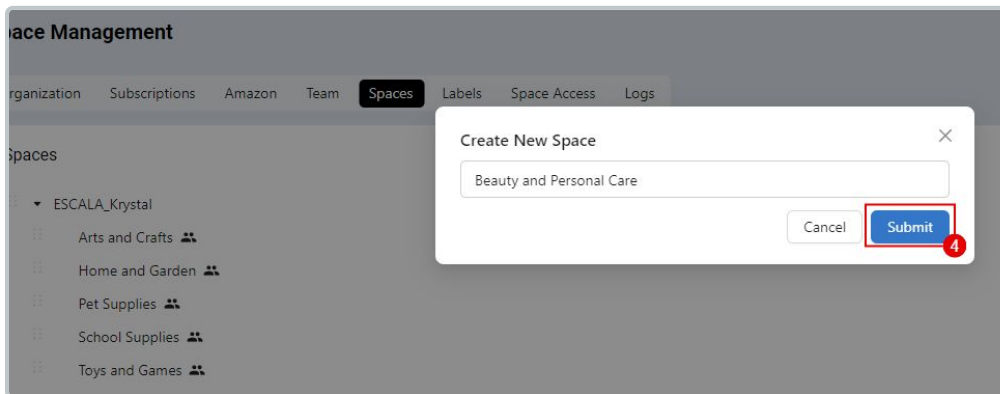
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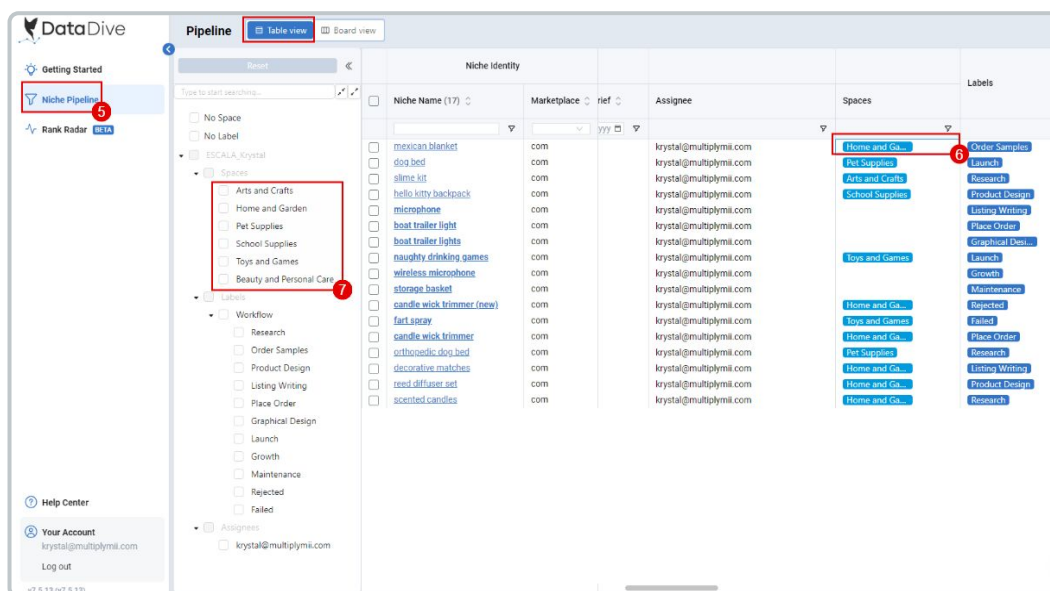
Metrics Reporting and Workflow Management

Streamline your performance evaluation, team task management, and decision-making processes for enhanced efficiency and productivity.

4. Type in the space name and click **Submit**.



5. Go to the **Niche Pipeline** dashboard from the left navigation menu.
6. In the **Table View**, scroll to the right and input the Space field for your product to where it belongs.
7. Customize which Spaces you want to show up on your screen.



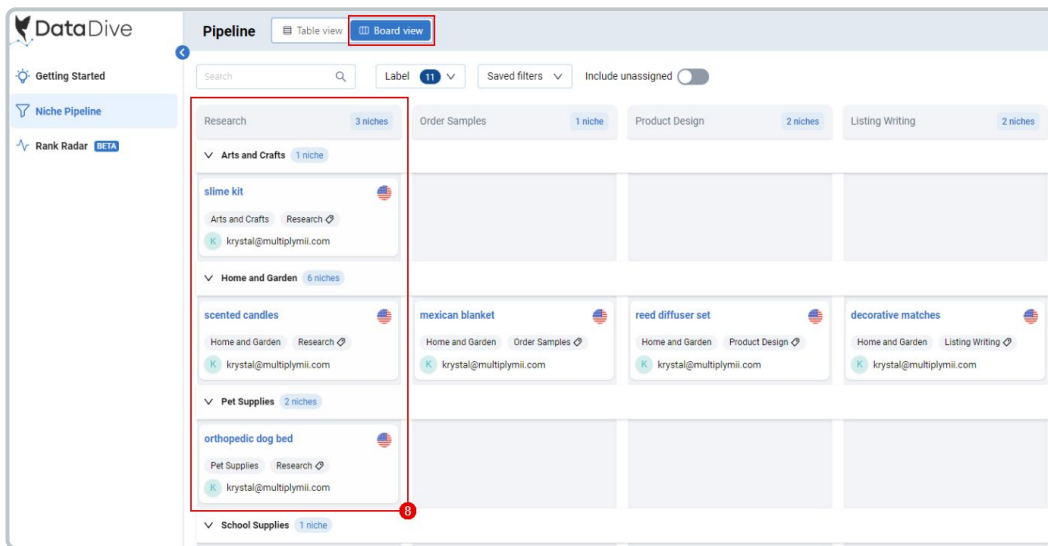
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- In the **Board View**, you will see your products in X and Y axis. The X (row) represents the category of the product, while the Y (column) represents the workflow.



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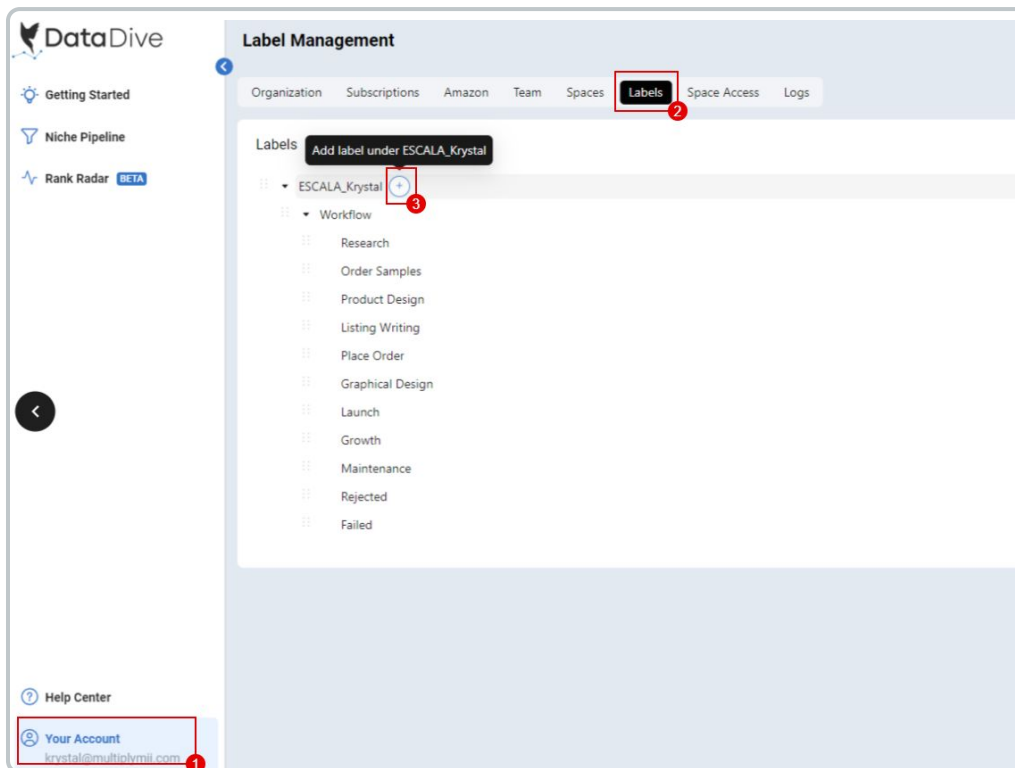
Streamline your performance evaluation, team task management, and decision-making processes for enhanced efficiency and productivity.

Data Dive's Enterprise features empower you to manage your workflows and resources in one place. Read this SOP to learn more.

NICHE PIPELINE

2.0 Managing product pipeline into workflows - No more guesswork on the status of each product. Organize them into workflows to make the linear process and goal-setting easier to manage.

1. Click **Your Account** in the left navigation menu to open the settings.
2. Navigate to the **Labels** tab to customize your account's categorization.
3. Click the + icon to create a new label. By default, Data Dive loaded an 9-step workflow from Research to Maintenance, with additional labels for ideas that are Rejected and Failed.



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4. Type in the label name and click **Submit**.

5. Go to the **Niche Pipeline** dashboard from the left navigation menu.
6. In the **Table View**, scroll to the right and input the Label field for your product to where it belongs.
7. Customize which Labels you want to show up on your screen.



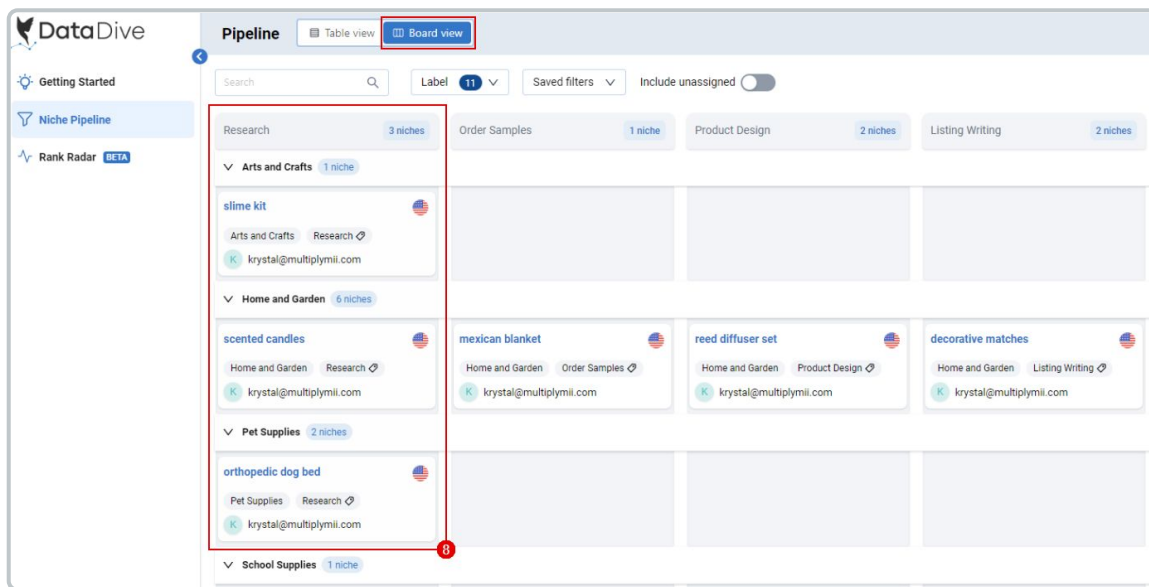
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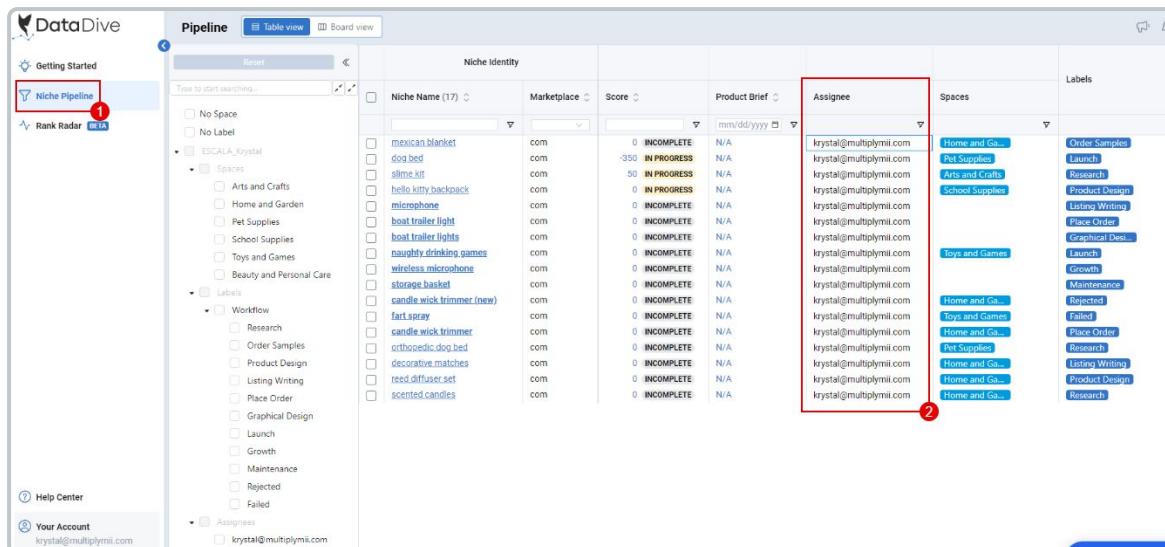
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NICHE PIPELINE

3.0 Assigning products to your team members

1. Go to the **Niche Pipeline** dashboard from the left navigation menu.
2. In the **Table View**, scroll to the right and input the Assignee field for the product. The Assignee will be notified in their Data Dive account.



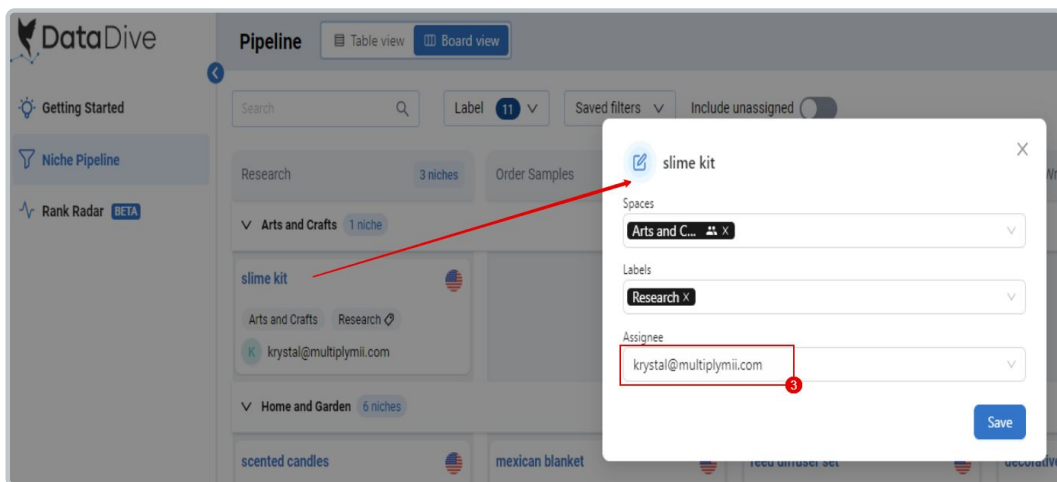
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- Alternatively, assign the products via the **Board View** by clicking on a product card and populating the fields.



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