

How to Boost Revenue Potential by Optimizing your Amazon PPC Campaigns

A Standard Operating Procedure

September 2023

Overview

What is this SOP all about?

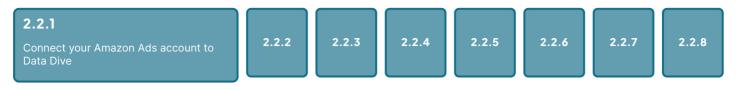
Unlocking the full potential of your Amazon PPC campaigns is not just about spending money; it's about strategically investing it. Effective campaign optimization can be the key to outperforming your competition and boosting your revenue. This SOP serves as your comprehensive guide to simplifying the 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?







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.



	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
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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.

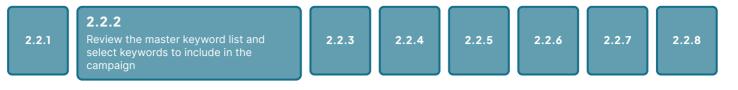
The Master Keyword List results will be used by Data Dive's **PPC Campaign Builder** tools (i.e. PPC Keywords, PPC Campaigns, and PPC Campaigns for Launch) to group keywords into root categories. This simplifies the process of identifying highly relevant and converting keywords that will help you achieve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

- 1. Go to the **PPC Keywords** tab on the left navigation panel.
- 2. 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.
- 3. 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.

V Niche Pipeline		t MKL	Reset							
Ar Rank Radar BETA			List of Keywords and ASINs			Normalized Keywords			SSION	
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	III 1	0	dog bed	072.462	502.3		1,234,886			
Master Keyword List	iii 2		dog beds for large dogs	632,732	30%	dog bed large dog	636,495			
Outlier Keywords			dog beds for medium dogs	336,690	47%	dog bed medium dog	343,965		-	
Residue Keywords		ā	dog beds	256.384	53%					
Deep Dive		ō	large dog bed	226,979	43%	large dog bed	226,979			
	III 6	ō	dog beds for small dogs	151,247	47%	dog bed small dog	159,291		-	
Normalizer	:= 7		dog beds & furniture	85,854	57%	dog bed furniture	86,104			
Roots	:= 8		dog beds for large dogs clearance	65,256	50%	dog bed large dog clearan	65,256		-	
Al Product Brief BETA	III 9		extra large dog bed	40,937	43%	extra large dog bed	40,937			
	i≣ 10		pet bed	38,375	47%	pet bed	48,042		-	
Zaunch	III 11		big dog bed	19,191	43%	big dog bed	22,808	-	-	
Listing Builder BETA	⊞ 12		camas para perros	13,232	43%	cama para perro	13,232			
PPC Keywords	⊞ 13		dog beds for medium dogs was	10,911	50%	dog bed medium dog was	11,161			
	i≣ 14 i≣ 15		bed for dogs pet beds	9,806 9,667	57% 43%	bed dog	13,631			
PPC Campaigns	III 15 III 16		dog mattress	9,667	43%	dog mattress	8,779			
PPC Campaigns for Launch	1000 0000									
Niche Tracker					43%			100		
PPC Campaigns for Launch Monitoring Niche Tracker	i≣ 17 i≣ 18 i≣ 19 i≣ 20		giant dog bed pet beds for large dogs clearance pet beds for medium dogs dog beds clearance	8,021 7,854 7,736 7,290	57% 43% 47%	giant dog bed pet bed large dog clearance pet bed medium dog dog bed clearance	8,021 7,854 8,236 9,164	-		







4. 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.

		MKL	Reset										
Niche Pipeline	mpor	MIKL	Reset										
							[A IMPRES	SION		EXACT	A P	HRASE
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Product Scorecard			9	v .	7	V	v	9	7	v	9	7	
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	III 2		dog beds for large dogs	632,732	50%	dog bed large dog	636,495						
Outlier Keywords	III 3		dog beds for medium dogs	336,690	47%	dog bed medium dog	343,965						
Residue Keywords	10 A		dog beds	256,384	53%								
Deep Dive	III 5		large dog bed	226,979	43%	large dog bed	226,979						
	III 6		dog beds for small dogs	151,247	47%	dog bed small dog	159,291						
Normalizer	· 7		dog beds & furniture	85,854	57%	dog bed furniture	86,104		240	-	-	(*)	
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	III 10		pet bed	38,375	47%	pet bed	48,042	1.00	1000			878	
2 Launch	III 11		big dog bed	19,191	43%	big dog bed	22,808		1.00	-			
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	III 13		dog beds for medium dogs was	10,911	50%	dog bed medium dog was	11,161						
PPC Keywords	H 14		bed for dogs	9,806	57%	bed dog	13,631						
PPC Campaigns	111 15		pet beds	9,667	43%								
PPC Campaigns for Launch	HH 16		dog mattress	8,779	47%	dog mattress	8,779						
	::: 17		giant dog bed	8,021	57%	giant dog bed	8,021						_
Monitoring	iii 18		pet beds for large dogs clearance	7,854	43%	pet bed large dog clearance	7,854						
Niche Tracker	::: 19		pet beds for medium dogs	7,736	47%	pet bed medium dog	8,236						
	iii 20		dog beds clearance	7,290	43%	dog bed clearance	9,164	121	120	27		128	
PROFITS	== 21		washable dog beds for large dogs	6,658	50%	washable dog bed large dog	6,908		100			100	
	III 22		doggy bed	6,511	43%	doggy bed	9,140	-	0.00		•	()	
	III 23		dog bed for small dogs	6,294	43%								_

5. 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.

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Product Scorecard			7	7	7	V		V	7	V	7	7	
Master Keyword List		0	dog bed	972,463	50%	dog bed	1,234,886					dog bed	1
	= 2		dog beds for large dogs	632,732	50%	dog bed large dog	636,495					dog bed large dog	1.2
Outlier Keywords		Ū.	dog beds for medium dogs	336,690	47%	dog bed medium dog	343,965					dog bed medium dog	
Residue Keywords			dog beds	256,384	53%							10, 31, 10, 10, 10, 10, 10, 10, 10, 10, 10, 1	
Deep Dive		ō	large dog bed	226,979	43%	large dog bed	226,979					large dog bed	
	III 6	ō	dog beds for small dogs	151,247	47%	dog bed small dog	159,291		ō	ō		dog bed small dog	
Normalizer	III 7	ō	dog beds & furniture	85,854	57%	dog bed furniture	86,104		ō	ō	ō	dog bed furniture	
Roots	III 8		dog beds for large dogs clearance	65,256	50%	dog bed large dog clearan	65,256		ō	ō	ō	dog bed large dog clearance	
Al Product Brief	III 9	ō	extra large dog bed	40,937	43%	extra large dog bed	40,937		ā	ō	ō	extra large dog bed	
	un 10		pet bed	38,375	47%	pet bed	48,042					pet bed	
Launch		ā	big dog bed	19,191	43%	big dog bed	22,808		ñ	ñ		big dog bed	
	III 12	ō	camas para perros	13,232	43%	cama para perro	13,232					cama para perro	0
Listing Builder	III 13	õ	dog beds for medium dogs was	10,911	50%	dog bed medium dog was	11,161		0			dog bed medium dog was	
PPC Keywords		ō	bed for dogs	9,806	57%	bed dog	13,631					bed dog	
PPC Campaigns		ā	pet beds	9,667	43%								
PPC Campaigns for Launch	III 16	ō	dog mattress	8,779	47%	dog mattress	8,779				0	dog mattress	
PPC campaigns for caulion		ā	giant dog bed	8,021	57%	giant dog bed	8,021		Ū.			giant dog bed	
Monitoring	III 18	ō	pet beds for large dogs clearance	7,854	43%	pet bed large dog clearance	7,854					pet bed large dog clearance	
and a second		ā	pet beds for medium dogs	7,736	47%	pet bed medium dog	8,236					pet bed medium dog	
Niche Tracker	III 20	0	dog beds clearance	7,290	43%	dog bed clearance	9,164					dog bed clearance	
PROFITS		ō	washable dog beds for large dogs	6,658	50%	washable dog bed large dog	6,908					washable dog bed large dog	
		ñ	doggy bed	6,511	43%	doggy bed	9,140				ñ.	doggy bed	1







2.2.7

2.2.1

2.2.2



2.2.5

2.2.6

2.2.8

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

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

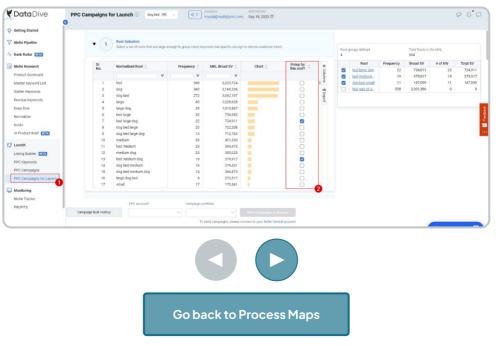
1. Go to the PPC Campaigns for Launch tab on the left navigation panel. This tool automatically groups the keywords into keyword roots. By doing so, you optimize the campaigns by removing overlaps (i.e. keywords that are essentially the same).

Note: Amazon's algorithm credits your listing with attribution/guality 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 •

2.2.3

- dog beds for large dogs •
- dog bed for small dogs
- 2. 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.









- 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.

Cata Dive	PPC Campaigns for Launch 🕕	dog bed US 🗸 <	1 Assionee krystal@n	RESEARCHED ultiplymil.com Sep 18, 2023 0						¢ ¢ ¢
☆ Getting Started										
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小 Rank Radar ®≣™					4	groups denned		364	the MIGL	
Niche Research	General Parameters					Root	Frequency	Broad SV	# of KW	Total SV
Product Scorecard	SKU*	Campaign start date*		Ad group default bid*		bed large dog	22	724,911	22	724,911
Master Keyword List		09/25/2023	8	\$1		bed medium dog bed small	19 11	379,917 167,099	19 11	379,917 167,099
Outlier Keywords	Bidding strategy*	Keyword max bid*				Not part of a	358	2,001,386	0	0
Residue Keywords	Dynamic bidding (down only)	\$1.5								
Deep Dive	Campaign name template*		3							
Normalizer	Dog Bed SKU AD TYPE	MATCH TYPE START DATE								
AI Product Brief	ROOT GROUP		90	Example: Dog Bed [SKU] SP Exac 230925 [Root]						
2 Launch	Group Keywords into Campaigns			4						
Listing Builder	Don't combine krts whose SV ratio									
PPC Keywords	is more than*	Max keywords per campaig	n-							
PPC Campaigns	-	5	6							
PPC Campaigns for Launch	Campaign Budget		-							
Monitoring	Option 1			Option 2 Currently Applied						
Niche Tracker	Total daily budget for all the can	npaigns* But no less than (per car	npaign)*	Campaign Daily budget*						
PROFITS	PPC acco	unt* Campa	ign portfolio							
	Campaign Bulk History	~		Send Campaigns to Amazon						
			To send camp	aigns, please connect to your Seller Central account						
?) Help Center	Rebuild all Reset settings Generate B	ulk Sheet Legacy Format ()							2 Get Sta	rted 🛛 🕗







 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.

	Dynamic bidding (down only) V \$1.5						
Niche Pipeline	Campaign name template*						
🖓 Rank Radar 📧	Dog Bed [SkU] AD TYPE MATCHTYPE START DATE ROOT GROUP Q O * Example: Dog Bed [SkU] SP Exac 230925 [Root]	Root 4	groups defined		Total Roots in 1 364	the MKL	
Niche Research			Root	Frequency	Broad SV	# of KW	Total SV
Product Scorecard	Group Keywords into Campaigns		bed large dog	22	724,911	22	724,911
Master Keyword List	Don't combine krts whose SV ratio		bed medium dog bed small	19	379,917 167,099	19 11	379,917 167,099
conserver a server a	is more than" Max keywords per campaign"		Not part of a	358	2.001.386	0	0
Outlier Keywords	5 5						
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Deep Dive	Campaign Budget						
Normalizer	Option 1 Option 2 Currently Applied						
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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 (**Q**).

Getting Started									
Niche Pipeline	Review the campaigns Review the campaigns, fine-tune budget, keyword placement and generate the bulk up	load file.							
r Rank Radar 📖				Root g	roups defined		Total Roots in t 364	the MIKL	
Niche Research		selected for launch Average budget	t per campaign		Root	Frequency	Broad SV	# of KW	Total SV
Product Scorecard	16 52 3,284,521 1,271,92	27 (39%) \$30.00			bed large dog	22	724,911	22	724,911
Master Keyword List	At a CPC these campaigns will get =1,500 At a CVR	these campaigns will get -	150		bed medium dog bed small	19	379,917	19	379,917 167,099
Outlier Keywords	of si clicks/day of	10% sales/day	150	ŏ	Not part of a	358	2,001,386	0	07,099
Residue Keywords									
Deep Dive	Expand all Collapse all		word						
Deep Dive									
Normalizer									
Normalizer	bed large dog Keywords included: 22 Total SV of this root group; 724,9	11 Total campaign budget of this root	group: \$210						
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Roots Al Product Brief DETA	Reyword SV 🔺 Sug		Daily Budget						
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Roots Al Product Brief (1997A) 7 Launch Listing Builder (1997A)	Reymond Str Association Str Association Dog Red [SNU] SP Enec 230925 bed large dog 1 656.495 4 III dog bed large dog 636.495 - - -		Daily Budget \$30.00						
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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.

💭 Launch			le dog bed small dog			250 -						
Listing Builder		Dog Bed DE	B001 SP Exac 230925 dog l	bed small 4		500			\$3	0.00		
PPC Keywords		II dog bed sm	nall size dog washable			250 -	1		- 0	Ð		
,						250 -				0		
PPC Campaigns		II dog bed sn	nall washable			250 -				9		
PPC Campaigns for Laun	ch											
Monitoring												
-												
Niche Tracker			PPC account*	Ca	mpaign portfolio							
PROFITS									-			
	Campa	aign Bulk History		~		~	Send Camp					
					To send can	mpaigns, pleas	e connect to your	Seller Central acco	unt			
					Go to link down	load the file as Exc	el and upload it via the 8	Bulk Operations Portal to	create your cam	aiona		
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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.

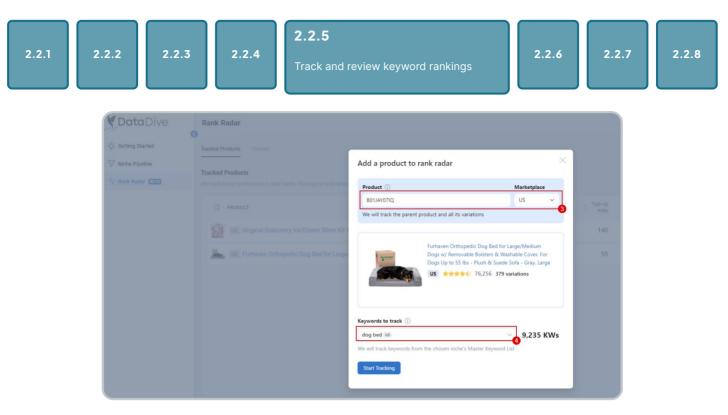
X Data Dive	Rank Radar								40 ⁰ , 0
·☆- Getting Started	Tracked Products Paused							+ Add a pro	duct to rank radar
V Niche Pipeline	Tracked Products We track these products on a daily basis. The organic and sponsored ranks are typically upon	lated at 12 am PST (GM	T-8)						
	Q PRODUCT	© PRODUCT VARIATIONS	↓ TRACKED KWS	C TOP-10 SV	C TOP-10 KWs	0 TOP-50 SV	C TOP-50 KWS	C T30d SALES	
	US Original Stationery Ice Cream Slime Kit for Girls, Amazing Ice	2	499	157,993	140	718,534	305		
	Log Furhaven Orthopedic Dog Bed for Large/Medium Dogs w/ Re	378	494	67,290	95	2,777,541	359		
									Feedback

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









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?







2.2.2	2.2.3 2.	2.4	2.2.5 Track and	l revie	w keyword rankings	2.2.6	2.2.7
Data Dive	Rank Radar 👗 Furhaven Orthoped	ic Dog Bed for Large (U	s v Niche setting dog bed 150 Min SV	20% Min Rel.			₽ <mark>0</mark> ₫. ם
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	dog beds for medium dogs	336,690	2023-09-23 10.5		31 14 15 26 13		
	O dog beds	256,384	2023-09-24 7.8	53%	70 45 21 6 19 16		
	O large dog bed	226,979	2023-09-23 6.9	43%	59 101+ 101+ 101+ 69		
	dog beds for small dogs	151,247	2023-09-24 4.6	i% 47%	101+ 101+ 101+ 101+ 86		
	🗌 🔿 dog beds & furniture	85,854	2023-09-21 2.6	% 57%	101+		back
	dog beds for large dogs c	65,256	2023-09-23 2.0	\$ 50%	44 69 101+ 45 68		Ĩ.∎
	extra large dog bed	40,937	2023-09-24 1.3	1% 43%	46 18 30 35 30		20
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	bed for dogs	9,806	2023-09-24 0.3		24 101+ 49 37 101+		
	O pet beds	9,667	2023-09-24 0.3		101+ 101+ 101+ 101+ 101+		
	dog mattress	8,779	2023-09-24 0.3		101+ 101+ 101+ 82 73 92		
	giant dog bed	8,021	2023-09-23 0.2		57 101+ 17 5 2		
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	pet beds for medium dogs	7,736	2023-09-24 0.2		101+ 101+ 101+ 101+		
(2) Your Account	dog beds clearance	7,290	2023-09-24 0.2		54 51 101+ 101+ 34 101+		
krystal@multiplymli.com	washable dog beds for lar	6,658	2023-09-24 0.2		21 20 9 11 7		2 Get Started
Log out	doggy bed	6,511	2023-09-24 0.2		101+ 77 77 76 96 101+ 101+ 101+ 101+ 101+ 101+		2 Get Started
y7.5.13 (v7.5.13)		6.294	2023-09-24 0.2	5. 43%			

4. 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.

DataDive	Rank Rac	dar 📥 Furhaven Orthope	dic Dog Bed for Large @	us 👻 dog bed	150 Min SV, 20%	Min Rel.										5	ŌŌ.
Getting Started	Overview	Heatmap Q	×	+ Add filters	Roots (i)	_							Organ	nic () Impr. Ranks () Org vs IR	(i) 9 (days Sep 17 - Sep 25	5, 2023 🔻
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		dog beds for medium dogs	336,690	2023-09-23	10.3%	47%											
		dog beds	256,384	2023-09-24	7.8%	53%											
	0 0	large dog bed	226,979	2023-09-23	6.9%	43%											
		dog beds for small dogs	151,247	2023-09-24	4.6%	47%											
		dog beds & furniture	85,854	2023-09-21	2.6%	57%											
		dog beds for large dogs c	65,256	2023-09-23	2.0%	50%											
		extra large dog bed	40,937	2023-09-24	1.3%	43%											
		pet bed	38,375	2023-09-24	1.2%	47%											
	0 0	big dog bed	19,191	2023-09-24	0.6%	43%											
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		dog beds for medium do	10,911	2023-09-23	0.3%	50%											
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		pet beds	9,667	2023-09-24	0.3%	43%											
		dog mattress	8,779	2023-09-24	0.3%	47%											
		giant dog bed	8,021	2023-09-23	0.2%	57%											
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Help Center		pet beds for medium dogs	7,736	2023-09-24	0.2%	47%											
Your Account		dog beds clearance	7,290	2023-09-24	0.2%	43%											
krystal@multiplymil.com		washable dog beds for lar	6,658	2023-09-24	0.2%	50%									~	2 <u></u>	-
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(7.5.13 (v7.5.13)		dog hed for small dogs	6.294	2023-09-24	0.2%	43%											









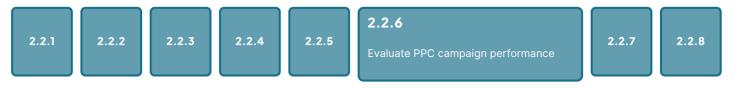
5. On the **Heatmap** tab, click the **Organic vs. Impression** View to understand how changes in your organic rankings affect impression ranks, and vice versa. Note that for each keyword row, the organic ranking appears on top while the impression ranking appears below.

DataDive	Rank Radar 👗 Furhaven Orthop	edic Dog Bed for Large (us 👻 dog bed	150 Min SV, 20%	Min Rel.										_	ମ	Δ. C
- Getting Started	Overview Heatmap Q	×	+ Add filters	C Roots (i)									Organic (Impr. Ranks Org vs IF	10	9 days Sep 17 - Sep 25,	2023 🔻
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	AGGREGATE (i)	3,273,313		100.0%	100%		~						101+				a 1 5
	O dog bed	972,463	2023-09-23	29.7%	50%			18	27	29	14		101+				201
	dog beds for large dogs	632,732	2023-09-24	19.3%	50%		22	101+	22	42	36		38				
	dog beds for medium dogs	336,690	2023-09-23	10.3%	47%		1	31	14	15		26	13				
	dog beds	256,384	2023-09-24	7.8%	53%		70	45	21	6		19	16				
	large dog bed	226,979	2023-09-23	6.9%	43%		59	1	01+ 101+	•	101+		69				
	dog beds for small dogs	151,247	2023-09-24	4.6%	47%		101+	101+	101+	101+	101+		86				
	dog beds & furniture	85,854	2023-09-21	2.6%	57%			1	D1+								
7 Help Center	dog beds for large dogs c	65,256	2023-09-23	2.0%	50%		1	44	69	101+	45		68				
Your Account krystal@multiplymii.com	O extra large dog bed	40,937	2023-09-24	1.3%	43%		46	18	30	35		30					
Log out	O pet bed	38,375	2023-09-24	1.2%	47%		101+	101+	101+	87		101+				2 Get Started	2









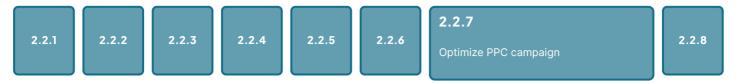
Evaluate PPC campaign performance

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







Optimize PPC campaign

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

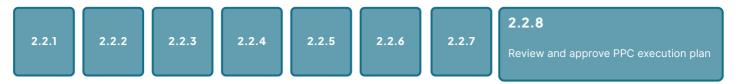
Diversify and Scale - This strategy means separating your campaign into multiple campaigns based on performance and then increasing the budgets for the high-performing campaigns.

- 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

<u>**Combine and Isolate**</u> - 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.







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.





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.





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.

V DataDive	Space Management
- Getting Started	Organization Subscriptions Amazon Team Spaces Logs
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小 Rank Radar (8ETA	🔹 escala, Krysta 💽
	Arts and Crafts
	Home and Garden XX
	School Supplies 43
	Toys and Games 👪
Help Center	
Your Account krystal@multiplymii.com	
Log out	
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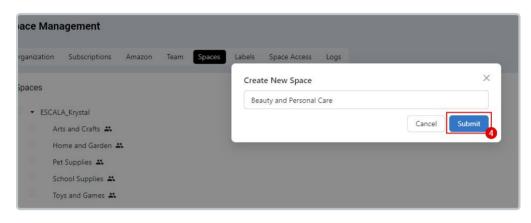




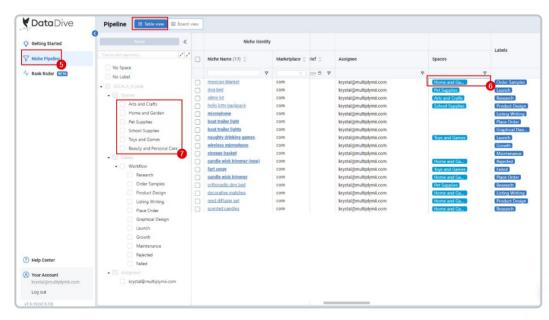
Metrics Reporting and Workflow Management

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.









Metrics Reporting and Workflow Management

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

8. 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.

Data Dive	Pipeline Table view Board view
-Ö- Getting Started	Search Q Label 10 V Saved filters V Include unassigned
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√r Rank Radar 🖽	V Arts and Crafts Iniche
	sline kit ● Afts and Crafts Research Ø (k krystal@multiplymii.com ● V Home and Garden Onders scented candles ● Home and Garden Onder Samples Ø Freed diffuser set Home and Garden Order Samples Ø Home and Garden Home and Garden krystal@multiplymii.com (k krystal@multiplymii.com (k krystal@multiplymii.com (k krystal@multiplymii.com v Pet Supplies 2 nobes • • • •
	orthopedic dog bed Pet Supples Research O R krystal@multiplymi.com







Metrics Reporting and Workflow Management

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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.

Image: State of the pipeline Criganization Subscriptions Amazon Team Spaces Liggs Image: Anakon Team Space Access Liggs
✓ Niche Pipeline Labels Add isbel under ESCALA_Krystal ✓ Rank Radar IIII ESCALA_Krystal IIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIII
⑦ Help Center
(S) Your Account





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 label name and click **Submit.**

Listing Writing		
	Cancel	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.

DataDive	Pipeline 🔲 Table view 🕮 Board	view							
Getting Started	Reset «		Niche Identity						
7 Niche Pipeline	Type to start searching	0	Niche Name (17)	Marketplace 🔾	Score 🗘	Product Brief	Assignee	Spaces	Labels
Rank Radar (IIII)	No Space No Label No Label Space Arts and Crafts Arts and Crafts Arts and Crafts Crafts School Supplies School Supplies School Supplies Toys and Games Supty and Petronal Care Uotel Research Order Samples Product Design Listing Writing Place Order Graphical Design Listing Growth Growth		mexican blanket dog bed sime kit hello kitty backbacks microphone bast trailler lights bast trailler lights marghty diriking games wireless microphone storage backet candle wick trimmer (new) fart, storay candle wick trimmer (new) fart, storay candle wick trimmer arthopedic dog bed decorative matches reed diffuser set scented candles	Com com com com com com com com com com c		ттойddyуур В 7 N/A N/A N/A N/A N/A N/A N/A N/A N/A N/A	Vystal@muttplymi.com krystal@muttplymi.com krystal@muttp	Fore and Ga. Pet Supplies School Supplies Toys and Games Home and Ga. Toys and Games Home and Ga. Pet Supplies Home and Ga. Pet Supplies Home and Ga. Home and Ga. Home and Ga. Home and Ga.	(rder Samples Launch) Research Product Design Listog Winfing) Flace Order Graphical Deal Launch Growth Mantenance Pagentes) Flates (flates (flates) Flates) Flates (flates) Flates) Flates (flates) Fl
Help Center	Maintenance Rejected Failed								
) Your Account krystal@multiplymil.com Log out	Assignces Krystal@multiplymii.com								2 Get Started



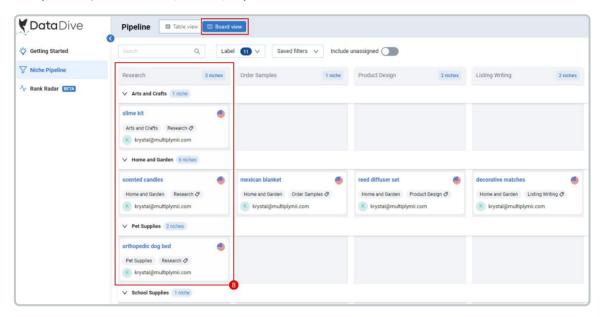




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8. In the **Board View**, you will see your products in X and Y axis. The X (row) represents the category of the product, while the Y (column) represents the workflow.







Metrics Reporting and Workflow Management

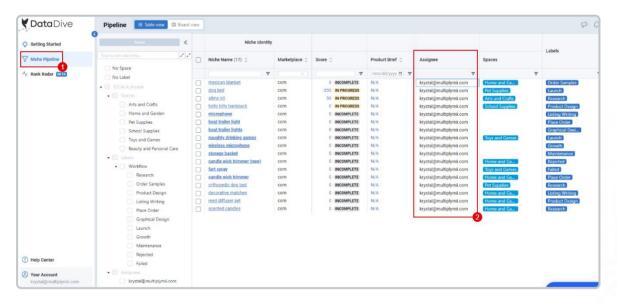
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NICHE PIPELINE

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.









Metrics Reporting and Workflow Management

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

X DataDive	Pipeline 🗐 Table view 🔟 Board view
·Ų́- Getting Started	Search Q Label 11 V Saved filters V Include unassigned
√ Niche Pipeline	Research 3 niches Order Samples C slime kit
-√ Rank Radar BETA	✓ Arts and Crafts 1 niche Spaces Arts and C X ✓
	slime kit Labels Research X V
	Arts and Crafts Research Ø Assignee Krystal@multiplymii.com
	V Home and Garden 6 niches
	scented candles 🔮 mexican blanket 😝 recu unrusci sci 😝 uccurativi



