



New Year's Campaign Health Check

Perform a New Year's campaign health check to sustain your holiday success in 2018.

December 25th doesn't mean the end of seasonal sales. According to Deloitte, over half of surveyed shoppers will complete the majority of their shopping in December and January¹. January is also a time when many shoppers use the gift cards they've received. It's important to build on the momentum of your holiday campaigns to capture additional sales in the New Year.

Audit your retail pages.

First, check your product detail pages. Do they have accurate, descriptive titles? High-quality images? Relevant and useful product information? Remember that shoppers who click on your ad will be taken to your product detail page, and a strong product detail page can help convert the click into a sale.

Clean up your campaigns.

Rather than creating new campaigns in January, edit your campaigns that are active or scheduled. Keep monitoring and optimizing your ad campaigns in 2018. Set aside time to watch tutorials in Seller University on [sorting in Campaign Manager](#), using [Bulk Operations](#), and [understanding your metrics](#).

Adjust your scheduling.

Run your campaigns with no end date so your products stay top of mind well into the New Year. Set yourself up for a successful 2018 with an always-on Sponsored Products campaign using automatic targeting, which will help ensure your search term strategy aligns with shopping trends. [Adjust your scheduling in Campaign Manager](#).

Monitor your performance.

Seller Central's Advertising Reports tab provides you with several detailed reports to track how your ads are performing, such as which search terms resulted in clicks and sales. Check these at least once a week to make sure your campaigns are on target. Identify top-performing products and keywords from your holiday campaigns so you know where to focus your resources in the New Year. [Learn how to view and download your reports with this video](#).

Refine your keyword strategy.

Learn about the different keyword match types in this [Seller University video](#), and see how you can use each type to strengthen your ad campaigns. As you monitor your campaign reports, you may find that some search terms are leading to high clicks but low sales. Add them as negative keywords to your Sponsored Products campaigns, so shoppers won't see your ad when they search for those terms.

Test your messaging.

If you are eligible for Headline Search Ads², now is a great time to review all of the copy and content in your active ads. Test multiple aspects of your Headline Search Ad campaigns:

- ASINs: Experiment with the ASINs you show in your Headline Search Ad if you want to increase click-through rate.
- Images: Try different images of logos in your Headline Search Ads to improve click-through rate.
- Headlines: Test a New Year's message against more evergreen copy to see if seasonality impacts your click-through rate.

Multiply your impact.

Make your ads do more. Use them to promote seasonal deals, or drive to an Amazon Store—a free, branded, multi-page experience—from your Headline Search Ad². These features help drive sales, awareness, and loyalty, so it's smart to take advantage of them. [Click here to create an Amazon store](#).

Not an active advertiser? [Register now](#). Already registered? [Create and optimize your campaigns](#).

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