amazonadvertising

Bulk operations for sponsored ads user guide



Bulk operations allows advertisers and agencies to create, manage, and optimize multiple campaigns at scale, saving time and minimizing manual effort. Bulksheets is a spreadsheet-based tool that enables bulk operations sponsored ads campaigns. Advertisers and agencies can download their sponsored ads metrics in a bulksheet, make edits, and upload.

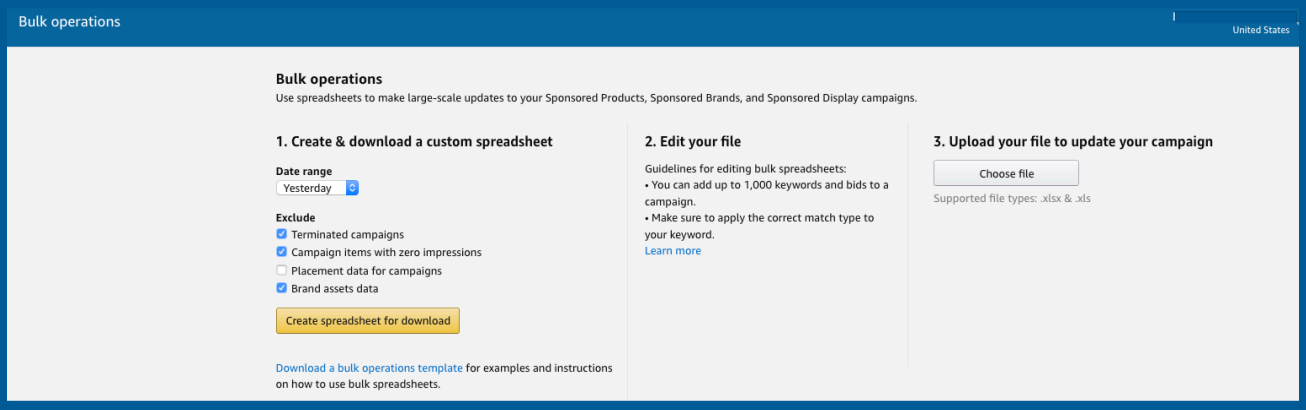
Why use bulk operations?

- Save time with the ability to simultaneously add or remove hundreds of keywords on product attribute targets and adjust bids and budget at scale
- Deliver results by downloading performance metrics against respective campaigns and optimizing them at scale
- Reduce latency with the ability to work offline by editing your bulksheet locally

Getting started with bulk operations

Determining whether bulk operations is the right option for you is dependent on the amount of campaigns you manage. If you are creating a campaign for the first time or modifying a small number of campaigns, campaign manager in the advertising console is a good option. However, bulksheets is a more efficient option to manage scaled changes across a large number of campaigns, ad groups, ads, keywords, and product attribute targets, helping you save time and effort.

To access the bulk operations tool for sellers, navigate to “Advertising” on the top navigation menu in Seller Central. You’ll be directed to the advertising console, where you can select “Bulk operations” in the side navigation menu. For vendors, select “Bulk operations” in the side navigation menu within the advertising console.



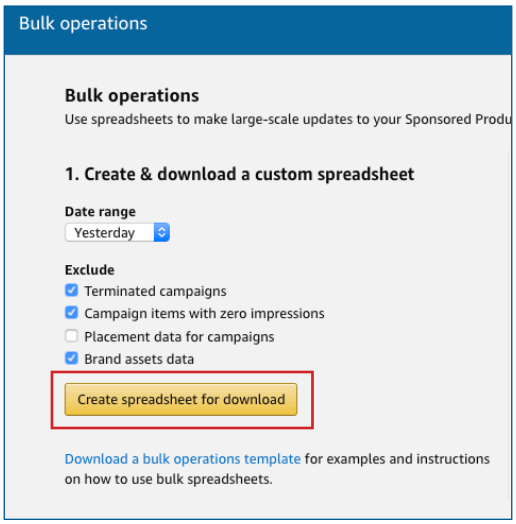
Get started in the advertising console »

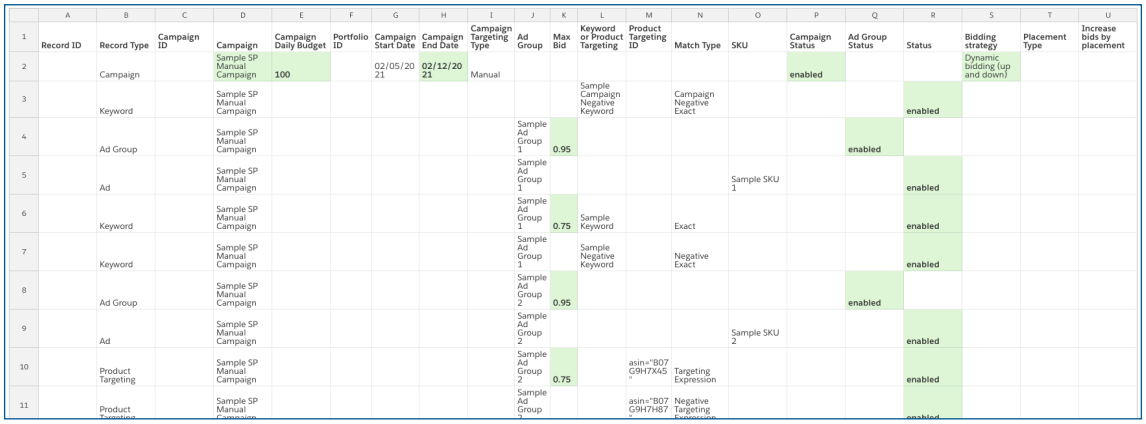
Managing campaigns

You can create or manage campaigns by downloading a bulksheet template or sponsored ads metrics in a bulksheet in a spreadsheet file (.xlsx or .xls).

A. Creating a new bulksheet

Click “Download a bulk operations template” to download your bulksheet template. Open the downloaded .xlsx file and edit the rows in the tab titled *Sample create new <Sponsored Ad Type> campaign* to create a new campaign.





	Record ID	Record Type	Campaign ID	Campaign	Campaign Daily Budget	Portfolio ID	Campaign Start Date	Campaign End Date	Campaign Targeting Type	Ad Group	Max Bid	Keyword or Product Targeting	Product Targeting ID	Match Type	SKU	Campaign Status	Ad Group Status	Status	Bidding strategy	Placement Type	Increase bids by placement
2		Campaign		Sample SP Manual Campaign	100		02/05/2021	02/12/2021	Manual							enabled			Dynamic bidding (up and down)		
3		Keyword		Sample SP Manual Campaign								Sample Campaign Negative Keyword		Campaign Negative Exact				enabled			
4		Ad Group		Sample SP Manual Campaign						Sample Ad Group 1	0.95						enabled				
5		Ad		Sample SP Manual Campaign						Sample Ad Group 1					Sample SKU 1			enabled			
6		Keyword		Sample SP Manual Campaign						Sample Ad Group 1	0.75	Sample Keyword		Exact				enabled			
7		Keyword		Sample SP Manual Campaign						Sample Ad Group 1		Sample Negative Keyword		Negative Exact				enabled			
8		Ad Group		Sample SP Manual Campaign						Sample Ad Group 2	0.95						enabled				
9		Ad		Sample SP Manual Campaign						Sample Ad Group 2					Sample SKU 2			enabled			
10		Product Targeting		Sample SP Manual Campaign						Sample Ad Group 2	0.75		asin="B07G9H7X45"	Targeting Expression				enabled			
11		Product Targeting		Sample SP Manual Campaign						Sample Ad Group 2			asin="B07G9H7H87"	Negative Targeting Expression				enabled			

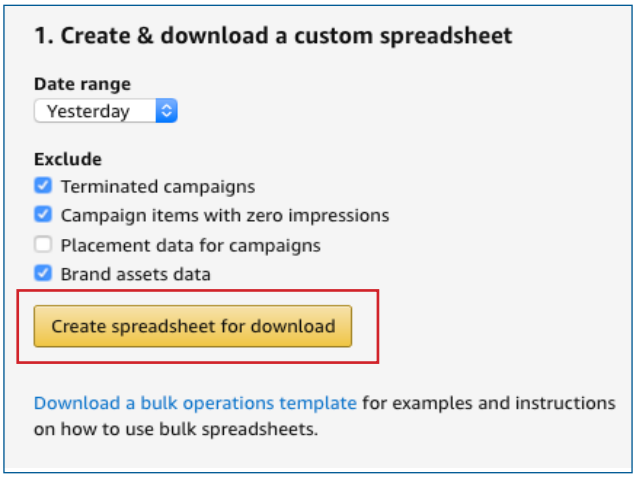
Pro Tip:

For ease of use, delete all tabs in the bulksheet except the one that corresponds to the sponsored ads campaign type you would like to create. For example, if you want to create a Sponsored Products campaign, you can delete all tabs in the template except *Instructions, Attribute Definitions*[1] , and *Sample create new SP campaign*. Use this template to create new rows that correspond to the Record Type, as shown in the template above.

1. SD Attribute definitions tab in case of Sponsored Display ads

B. Using an existing bulksheet

You can also download existing campaigns into a bulksheet. Doing so will enable you to either update your existing campaigns or create new campaigns. To download your existing campaigns, visit the *Create & download a custom spreadsheet* section in the *Bulk operations* tab.



Pro Tip:

If you are interested in editing campaigns that are currently live, exclude *terminated campaigns*. Excluding terminated campaigns also expedites the bulksheet download. If you are downloading a bulksheet to only manage Sponsored Products ads, exclude *brand assets data* as Sponsored Products do not need it.

You can use the following filter settings for the downloaded ad entities in a bulksheet:

I. *Date range*
Only entities with non-zero impressions in that date range will be downloaded to the bulksheet file. Entities that are not eligible to receive impressions, for example Sponsored Brands Draft campaigns, will be downloaded irrespective of the selected date range.

II. *Exclude (checkboxes)*

a. Terminated campaigns: By default, terminated campaigns are excluded, i.e. this checkbox is selected. If the checkbox is checked, all terminated campaigns will be excluded from the downloaded bulksheet. This includes campaigns that have ended, have been stopped or deleted, or have been rejected (in the case of Sponsored Brands).

b. Campaign items with zero impressions: By default, campaign items with zero impressions are excluded, i.e. this checkbox is selected. This means that campaigns with zero impressions will not be included in the downloaded bulksheet unless a user unchecks the box. As a result, the bulksheet will only include campaigns with one or more impressions with the exception of entities that will never have impressions (such as Sponsored Brands drafts, which are always included).

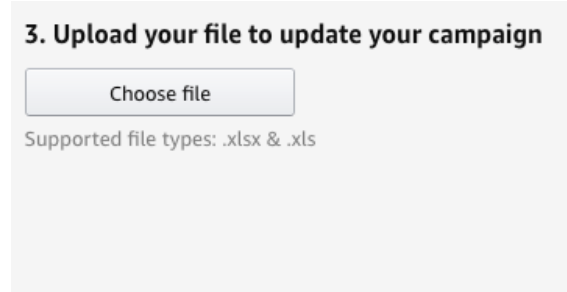
c. Placement data for campaigns: By default, placement data for campaigns is included, i.e. this checkbox is not selected. As a result, the downloaded report will include placement data. This means Sponsored Products and Sponsored Brands campaigns that have placement type attributes such as all, top of shopping results, product detail page, and other placements will be downloaded in the bulksheet along with the respective performance metrics.

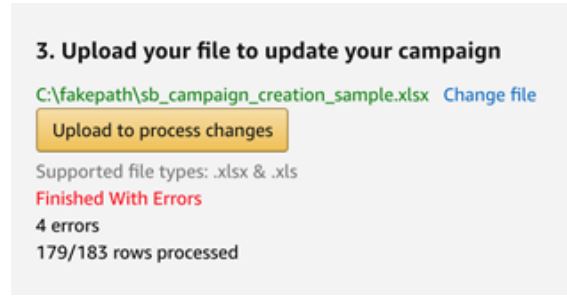
d. Brand assets data: By default, brand asset information is excluded, i.e. this checkbox is selected. If unchecked, a brand assets data tab will appear in the downloaded bulksheet. This is a read-only directory featuring all rich media that has been uploaded to the asset library, including the brand logo, images, and videos.

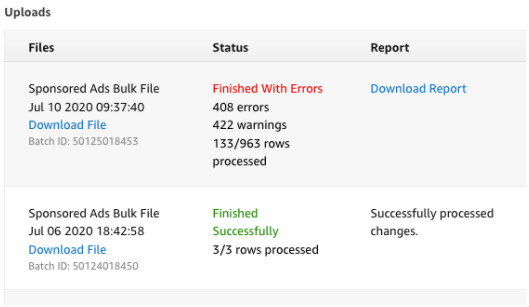
C. Uploading a bulksheet

Once your bulksheet is ready, navigate back to “Bulk operations” in the advertising console. Click “Choose file” and select the appropriate bulksheet from the location where you saved it. Supported file types are .xlsx and .xls. Click “Upload to process changes” to upload your bulksheet.

The amount of time required to upload varies based on the number of rows your bulksheet includes. Once uploaded, the appropriate status will appear in the “Status” column, letting you know whether the information uploaded successfully or not. Review any errors or warnings before you try re-uploading the bulksheet. To access an error report, click “Download Report” in the “Report” column.







Note:

Once the upload process is complete, the system may take a few additional minutes to reflect the changes from your bulksheet in the *campaigns* tab in the Ads Console side navigation menu. You may need to periodically refresh the *bulk operations* tab once the upload is complete, as it does not self-refresh.

Pro Tip:

To reduce processing time, ensure the bulksheet you are submitting contains only the rows you wish to update. In your spreadsheet, you can delete rows that do not contain updates and save your changes before uploading the file.

D. Measuring campaign performance with bulksheets

You can also use bulksheets to measure campaign performance at scale. The downloaded bulksheet includes various performance metrics including impressions, clicks, spend, orders, total units, sales, and advertising cost of sales (ACOS).

P	Q	R	S	T	U	V	W	X	Y
Campaign Status	Ad Group Status	Status	Impressions	Clicks	Spend	Orders	Total Units	Sales	ACoS
archived			0	0	0.00	0	0	0.00	0.00%
			0	0	0.00	0	0	0.00	0.00%
			0	0	0.00	0	0	0.00	0.00%
			0	0	0.00	0	0	0.00	0.00%
archived	archived		0	0	0.00	0	0	0.00	0.00%
archived	archived	archived	0	0	0.00	0	0	0.00	0.00%

Here are a few tips to consider when using bulksheets to measure campaign performance:

- Use spreadsheet for analysis: Use spreadsheet functions to analyze the metrics quickly and identify campaigns that need optimization.
- Download bulksheets periodically for comprehensive metrics: Download bulksheets regularly to view metrics and learn how your campaigns are performing over the long term. Only campaigns that have had impressions in the last 60 days can be downloaded. As a result, it is important to download bulksheets routinely to get insight into long-term trends, like year-over-year performance or performance between different holiday seasons over the years.

Managing sponsored ads campaigns with bulksheets

Each Sponsored Products campaign is a collection of nested ad entities such as a campaign, ad groups, keywords, Ads etc. To create an entity at any level, creating its parent entity correctly is a prerequisite. Lack of this knowledge is a source of common confusion, often resulting in errors when trying to create and manage campaigns via Bulksheets. Hence, it is important to understand the relationship between different entity types for an ad product before creating those entities using Bulksheets.

For example, see diagram 1 in the following section. If a bulksheets user trying to create a new ad group and new ads for a Sponsored Products campaign describes attributes for the ad group incorrectly, the ads associated with that ad group will automatically fail.

The following sections provide information specific to the various sponsored ads products that can be created and managed using bulksheets.

1. Managing Sponsored Products campaigns with bulksheets

The following **diagram** shows the entity types and their relationships for Sponsored Product campaigns.

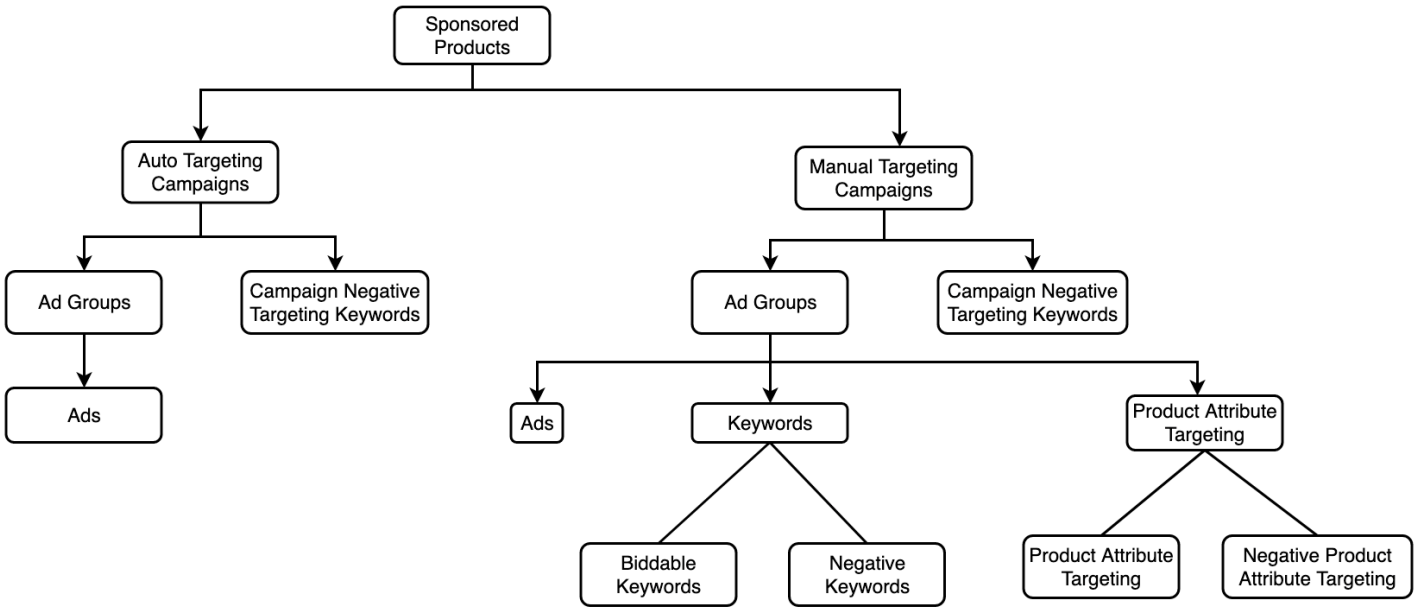


Diagram 1 - Entity Relationships-Sponsored Products

As shown above, there are two types of Sponsored Products (SP) campaigns, which can be created and managed via bulksheets:

a) Auto targeting campaigns
b) Manual targeting campaigns

Note that Sponsored Products draft is not supported in bulksheets.

1.1 Creating Sponsored Products campaigns

As mentioned in the Getting started section, a Sponsored Products campaign can be created by either downloading a bulksheet template or downloading a bulksheet containing existing campaign information and editing it. Regardless of which approach you choose, take the following steps to create Sponsored Products campaigns successfully.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1	Record ID	Record Type	Campaign ID	Campaign	Campaign Daily Budget	Portfolio ID	Campaign Start Date	Campaign End Date	Campaign Targeting Type	Ad Group	Max Bid	Keyword or Product Targeting	Product Targeting ID	Match Type	SKU	Campaign Status	Ad Group Status	Status	Bidding strategy	Placement Type	Increase bids by placement
2		Campaign		Sample SP Manual Campaign	100		02/05/2021	02/12/2021	Manual							enabled			Dynamic bidding (up and down)		
3		Keyword		Sample SP Manual Campaign								Sample Campaign Negative Keyword		Campaign Negative Exact				enabled			
4		Ad Group		Sample SP Manual Campaign						Sample Ad Group 1	0.95						enabled				
5		Ad		Sample SP Manual Campaign						Sample Ad Group 1					Sample SKU 1			enabled			
6		Keyword		Sample SP Manual Campaign						Sample Ad Group 1	0.75	Sample Keyword		Exact				enabled			
7		Keyword		Sample SP Manual Campaign						Sample Ad Group 1		Sample Negative Keyword		Negative Exact				enabled			
8		Ad Group		Sample SP Manual Campaign						Sample Ad Group 2	0.95						enabled				
9		Ad		Sample SP Manual Campaign						Sample Ad Group 2					Sample SKU 2			enabled			
10		Product Targeting		Sample SP Manual Campaign						Sample Ad Group 2	0.75		asin="B07G9H7X45"	Targeting Expression				enabled			
11		Product Targeting		Sample SP Manual Campaign						Sample Ad Group 2			asin="B07G9H787"	Negative Targeting Expression				enabled			
12		Campaign By Placement		Sample SP Manual Campaign																Top of search (page 1)	100%
13		Campaign By Placement		Sample SP Manual Campaign																Product pages	200%

Step 1: Fill in the required fields for campaigns

Add your campaign into the spreadsheet by entering the following information.

a. **Record Type:** [*Enter "Campaign"*]
b. **Campaign:** [*Enter a campaign name*]
c. **Campaign Daily Budget:** [*Enter a daily budget*]
d. **Campaign Start Date:** [*Enter a start date*]
e. **Campaign End Date:** [*Enter an end date or leave it blank to run the campaign continuously*]
f. **Campaign Targeting Type:** [*Enter "Manual" or "Auto"*]
g. **Campaign Status:** [*Enter "Enabled", "Paused", or "Archived"*]
h. **Bidding Strategy:** [*Enter "Fixed Bids", "Dynamic bidding (up and down)", or "Dynamic bidding (down only)"*].

For reference, see the following table for information on all the fields for the record type "Campaign":

S. No.	Field	Description	Required Field	Value	Mutable
1	Record ID	Record ID should be left blank when creating the entity. Since the entity does not exist when creating it, no Record ID is available for the entity. When updating an entity, this is a required field. See your downloaded Bulksheet for available Record IDs.	Required for updates only	Blank - for create Record ID - for update	No
2	Record Type	Enter "*Campaign*"	Required	"*Campaign*"	No
3	Campaign ID	Campaign ID should be left blank when creating the campaign. Since the campaign does not exist when creating, no Campaign ID is present for this campaign. When updating a campaign, this is a required field. See your downloaded Bulksheet for available Campaign IDs.	Required for updates only	Blank - for create Campaign ID - for update	No
4	Campaign	A unique case-sensitive name for your campaign	Required	Enter a unique case-sensitive name for your campaign	Yes
5	Campaign Daily Budget	A daily budget	Required	See the sub-section "General Information on Sponsored Products - Campaign Budget" for allowed values based on your region	Yes
6	Portfolio ID	If you have an existing portfolio in your account, you can optionally associate the campaign being created to a particular portfolio by adding the Portfolio ID for that campaign here. See your downloaded Bulksheet for available Portfolio IDs.	Optional	Enter a portfolio ID	Yes
7	Campaign Start Date	Enter campaign start date in "mm/dd/yyyy" format. Start date cannot be in the past.	Required	Enter a start date in "mm/dd/yyyy" format	Yes
8	Campaign End Date	Optionally enter campaign end date in "mm/dd/yyyy" format. End date should be after start date. If left blank, campaign will run indefinitely.	Optional	Enter an end date in "mm/dd/yyyy" format	Yes
9	Campaign Targeting Type	Allowed values are "Auto" for Automatic targeting campaigns and "Manual" for manual targeting campaigns.	Required	Enter "*Manual*" or "*Auto*"	No
10	Campaign Status	Enter "*Enabled*", "*Paused*", or "*Archived*" to create the campaign with the respective status.	Required	Enter "*Enabled*", "*Paused*", or "*Archived*"	Yes

S. No.	Field	Description	Required Field	Value	Mutable
11	Bidding Strategy	Advertisers can now select from three Sponsored Products campaign bidding strategies. These strategies are designed to offer advertisers more control and help improve performance. When advertisers select one of the two available "dynamic bidding" options as their campaign bidding strategy Amazon will adjust their bids in real time, based on the likelihood of conversion. When advertisers select "fixed bids" as their campaign bidding strategy Amazon will use their exact bids for all eligible opportunities, and will not adjust bids based on likelihood of a conversion.	Required	Enter "Fixed Bids", "Dynamic bidding (up and down)", or "Dynamic bidding (down only)". See the sub-section "General Information on Sponsored Products – Dynamic Bidding Strategy" for details on each strategy.	No

Step 2: Fill in the required fields for **ad group**

Add your ad group into the spreadsheet by entering the following information below in the next blank row of the spreadsheet for each reference column. All columns not listed below should be left as is.

a. **Record Type:** *[Enter "Ad Group"]*
b. **Campaign:** [*Enter the identical campaign name from the row above (case sensitive)*]
c. **Ad Group:** [*Enter an ad group name*]
d. **Max Bid:** [*Enter your max bid (applies regardless of automatic or manual campaign)*]
e. **Ad Group Status:** [*Enter "Enabled" or "Paused"*]

For reference, see the following table for information on all the fields for the record type "Ad Group":

S. No.	Field	Description	Required Field	Value	Mutable
1	Record ID	Record ID should be left blank when creating the entity. Since the entity does not exist when creating it, no Record ID is available for the entity. When updating an entity, this is a required field. See your downloaded Bulksheet for available Record IDs.	Required for updates only	Blank - for create Record ID - for update	No
2	Record Type	Enter "*Ad Group*"	Required	"*Ad Group*"	No
3	Campaign ID	The ID of the campaign to which this Ad Group belongs. If the campaign associated with this Ad Group already exists, then add the Campaign ID from your downloaded Bulksheet here, or leave it blank if you are creating this Ad Group along with a Campaign that doesn't exist yet.	Required if the campaign already exists	Blank – If campaign doesn't exist Campaign ID - If the campaign exists	No
4	Campaign	The name of the campaign to which this Ad Group belongs.	Required	Enter the identical campaign name from the row above (case sensitive) if this Ad Group is being created for that campaign	No

S. No.	Field	Description	Required Field	Value	Mutable
5	Ad Group	A unique case-sensitive name for your Ad Group	Required	Enter an Ad Group name	No
6	Max Bid	Ad group level max bid for your ads	Required	See the sub-section "General Information on Sponsored Products – Bid Limits" for allowed values in your region	Yes
7	Ad Group Status	Enter *"Enabled"*, *"Paused"*, or *"Archived"* to create the Ad Group with the respective status.	Required	Enter *"Enabled"*, *"Paused"*, or *"Archived"*	Yes

Step 3: Fill in the required fields for **keywords**

Note:
This step is required for manually-targeted campaigns only. For campaigns with campaign targeting type "Auto", the only keywords that can be created are campaign level negative keywords. For campaigns using auto targeting, you can either skip this step or use it for creating campaign level negative keywords.

For manually targeted campaigns, add your keywords into the spreadsheet by entering the information below in the next blank row of the spreadsheet.

a. **Record Type:** *[Enter "Keyword"]*
b. **Campaign:** [*Enter the identical campaign name from the above (case sensitive)*]
c. **Ad Group:** [*Enter the identical ad group name from above (case sensitive)*]
d. **Max Bid:** [*Enter your max bid for this keyword. If left blank, the ad group max bid will apply*]
e. **Keyword or Product Targeting:** [*Enter the keyword you want to bid on*]
f. **Match Type:** *[Enter the match type for the keyword]*
g. **Status:** [*Enter "Enabled" or "Paused"*]

For reference, see the following table for information on all the fields for the record type "Keyword":

S. No.	Field	Description	Required Field	Value	Mutable
1	Record ID	Record ID should be left blank when creating the entity. Since the entity does not exist when creating it, no Record ID is available for the entity. When updating an entity, this is a required field. See your downloaded Bulksheet for available Record IDs.	Required for updates only	Blank - for create Record ID - for update	No
2	Record Type	Enter "*Keyword*".	Required	"*Keyword*"	No
3	Campaign ID	The ID of the campaign to which this keyword belongs. If the campaign associated with this keyword already exists, then add the Campaign ID from your downloaded Bulksheet here, or leave it blank if you are creating this Ad along with a Campaign that does not exist yet.	Required if the campaign already exists	Blank – If campaign doesn't exist Campaign ID - If the campaign exists	No
4	Campaign	The name of the campaign to which this keyword belongs.	Required	Enter the identical campaign name from the row above (case sensitive) if this keyword is being created for that campaign	No
5	Ad Group	For all other keywords except Campaign Negative Targeting Keyword: The name of the Ad Group to which this keyword belongs. For Campaign Negative Targeting Keyword: Leave blank, because the keyword is at a campaign level and is not associated with an Ad Group.	Required, except for Campaign Negative Targeting Keyword	For all keywords except campaign level negative targeting keyword, enter the Ad Group with which you want to associate this Keyword. Enter the identical Ad Group from the row above (case sensitive) if this keyword is being created for that Ad Group. For campaign level negative targeting keyword, leave blank	No
6	Max Bid	For Biddable Keywords: Keyword specific max bid For Negative Keywords: Leave blank, because negative keywords are not biddable.	Required for biddable keywords only	See the sub-section "General Information on Sponsored Products – Bid Limits" for allowed values in your region	Yes
7	Keyword or Product Targeting	The text of your keyword.	Required	Enter the keyword you want to bid on or the negative keyword you want to create	No

S. No.	Field	Description	Required Field	Value	Mutable
8	Match Type	Biddable Keywords: The match type used to match the keyword to search query Negative Keywords: Ads don't show on search queries that contain the exact phrase for "Negative Exact" or "Campaign Negative Exact", or close variations for "Negative Phrase" or "Campaign Negative Phrase".	Required	For biddable keywords: Enter "Phrase", "Exact", or "Broad" For campaign level negative keywords: Enter "Campaign Negative Exact" or "Campaign Negative Phrase" For ad group level negative keywords: Enter "Negative Exact" or "Negative Phrase"	No
9	Status	Advertiser-specified state of the keyword. For all other keywords except Campaign Negative Targeting Keyword: "Enabled", "Paused", or "Archived" For Campaign Negative Targeting Keyword: "enabled" or "deleted"	Required	Enter "Enabled", "Paused", or "Archived" for all other keywords except Campaign Negative Targeting Keyword. Enter "enabled" or "deleted" for Campaign Negative Targeting Keyword	Yes

Step 4: Fill in the required fields for **ads**

Add your ad information to the spreadsheet by entering the following information:

a. **Record Type:** *[Enter "Ad"]*
b. **Campaign:** [*Enter the identical campaign name from the above (case sensitive)*]
c. **Ad Group:** [*Enter the identical ad group name from above (case sensitive)*]
d. **ASIN or SKU:** [*Enter the SKU (sellers) or the ASIN (vendors) for the product being advertised*]
e. **Status:** [*Enter "Enabled" or "Paused"*]

For reference, see the following table for information on all the fields for the record type "Ad":

S. No.	Field	Description	Required Field	Value	Mutable
1	Record ID	Record ID should be left blank when creating the entity. Since the entity does not exist when creating it, no Record ID is available for the entity. When updating an entity, this is a required field. See your downloaded Bulksheet for available Record IDs.	Required for updates only	Blank – for create Record ID – for update	No

S. No.	Field	Description	Required Field	Value	Mutable
2	Record Type	Enter *"Ad"*	Required	*"Ad"*	No
3	Campaign ID	The ID of the campaign to which this keyword belongs. If the campaign associated with this Ad already exists, then add the Campaign ID from your downloaded Bulksheet here, or leave it blank if you are creating this Ad along with a Campaign that does not exist yet.	Required if the campaign already exists	Blank – If campaign doesn't exist Campaign ID - If the campaign exists	No
4	Campaign	The name of the campaign to which this Ad belongs (case sensitive).	Required	If this Ad is being created for the campaign created above, enter the identical campaign name from the row above (case sensitive)	No
5	Ad Group	The name of the Ad Group to which this Ad belongs (case sensitive).	Required	Enter the identical Ad Group from the row above (case sensitive) if this Ad is being created for that Ad Group	No
6	SKU/ASIN	The SKU or ASIN for the listed product to be advertised. Sellers use SKU, while vendors use ASIN.	Required	SKU or ASIN	No
7	Status	Advertiser-specified state of the product ad.	Required	Enter *"Enabled"*, *"Paused"*, or *"Archived"*.	Yes

Step 5: Fill in the fields for campaign placement bid adjustment

Controls can be optionally enabled to adjust bid based on the placement location. Add your campaign placement bid adjustment information to the spreadsheet by entering the following information:

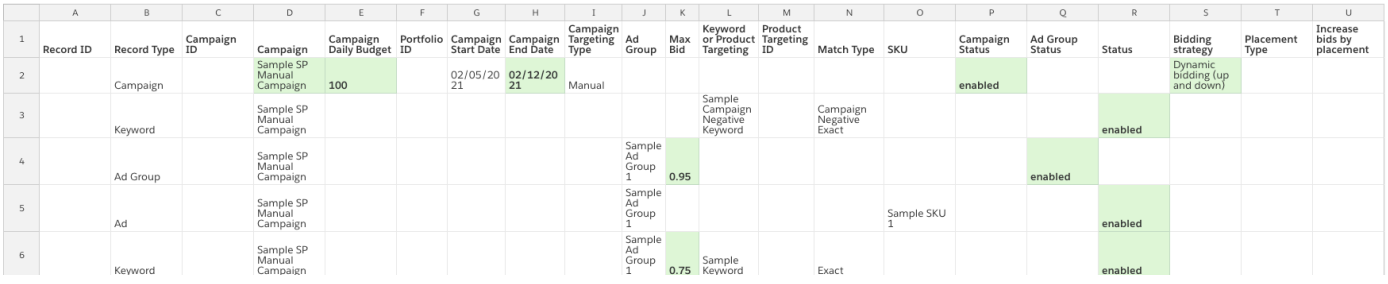
a. **Record Type:** *[Enter "Campaign By Placement"]*
b. **Campaign:** [*Enter the identical campaign name from the above (case sensitive)*]
c. **Placement Type:** [*Enter "Top of search (page 1)" or "Product Pages"*]
d. **Increase Bids By Placement:** Bids increase in range of "0%" to "900%" for the corresponding placement type

For reference, see the following table for information on all the fields for the record type "Ad":

For reference, see the following table for information on all the fields for the record type "**Campaign By Placement**":

S. No.	Field	Description	Required Field	Value	Mutable
1	Record ID	Record ID should be left blank when creating the entity. Since the entity does not exist when creating it, no Record ID is available for the entity. When updating an entity, this is a required field. See your downloaded Bulksheet for available Record IDs.	Required for updates only	Blank - for create Record ID - for update	No
2	Record Type	Enter "*Campaign By Placement*"	Required	"*Campaign By Placement*"	No
3	Campaign ID	The ID of the campaign to which this keyword belongs. If the campaign associated with this Ad already exists, then add the Campaign ID from your downloaded Bulksheet here, or leave it blank if you are creating this Ad along with a Campaign that does not exist yet.	Required if the campaign already exists	Blank – If campaign doesn't exist Campaign ID - If the campaign exists	No
4	Campaign	The name of the campaign to which this placement bid adjustment belongs (case sensitive).	Required	If this placement bid adjustment is entered for the campaign created above, enter the identical campaign name from the row above (case sensitive)	No
5	Placement Type	Controls can be enabled to adjust bid based on the placement location. Specify a location where you want to use bid controls.	Required	Allowed values are "Top of search (page 1)" and "Product Pages"	No
6	Increase Bids By Placement	The percentage value set is the percentage of the original bid for which you want to have your bid adjustment increased. For example, a 50% adjustment on a $1.00 bid would increase the bid to $1.50 for the opportunity to win a specified placement.	Required	Bids increase in range of "0%" to "900%" for the corresponding placement type	Yes

Step 6: Save the spreadsheet to your local hard drive



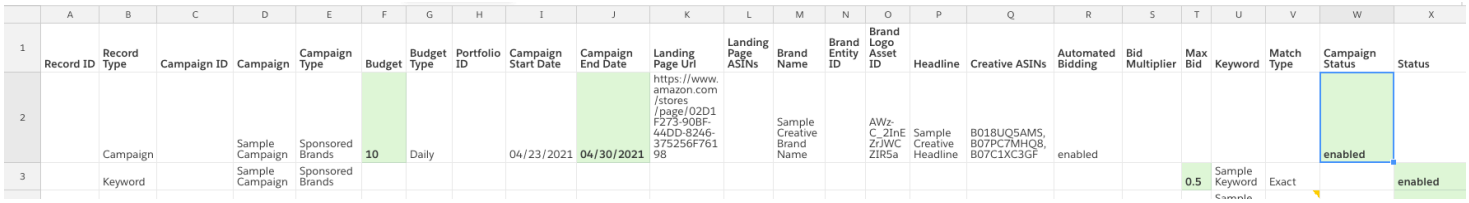
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1	Record ID	Record Type	Campaign ID	Campaign	Campaign Daily Budget	Portfolio ID	Campaign Start Date	Campaign End Date	Campaign Targeting Type	Ad Group	Max Bid	Keyword or Product Targeting	Product Targeting ID	Match Type	SKU	Campaign Status	Ad Group Status	Status	Bidding strategy	Placement Type	Increase bids by placement
2		Campaign		Sample SP Manual Campaign	100		02/05/2021	02/12/2021	Manual							enabled			Dynamic bidding (up and down)		
3		Keyword		Sample SP Manual Campaign								Sample Campaign Negative Keyword		Campaign Negative Exact				enabled			
4		Ad Group		Sample SP Manual Campaign						Sample Ad Group 1	0.95						enabled				
5		Ad		Sample SP Manual Campaign						Sample Ad Group 1					Sample SKU 1			enabled			
6		Keyword		Sample SP Manual Campaign						Sample Ad Group 1	0.75	Sample Keyword		Exact				enabled			

Step 7: Upload your spreadsheet

After entering the appropriate information, upload your bulksheet to make your bulk changes go live. To upload your spreadsheet, follow the steps to upload described above.

1.2. Adding products to an existing Sponsored Products campaign

Follow the below steps to add additional products to your existing Sponsored Products campaigns using Bulksheets.



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
1	Record ID	Record Type	Campaign ID	Campaign	Campaign Type	Budget	Budget Type	Portfolio ID	Campaign Start Date	Campaign End Date	Landing Page Url	Landing Page ASINs	Brand Name	Brand Entity ID	Brand Logo Asset ID	Headline	Creative ASINs	Automated Bidding	Bid Multiplier	Max Bid	Keyword	Match Type	Campaign Status	Status
2		Campaign		Sample Campaign	Sponsored Brands	10	Daily		04/23/2021	04/30/2021	https://www.amazon.com/stores/page/02D1F273-90BF-44DD-8246-375256F76198		Sample Creative Brand Name		AWz-C_2InEZrJWCZIR5a	Sample Creative Headline	B018UQ5AMS, B07PC7MHQ8, B07C1XC3GF	enabled					enabled	
3		Keyword		Sample Campaign	Sponsored Brands															0.5	Sample Keyword	Exact		enabled	

Step 1: Use the filter settings to locate the appropriate Sponsored Products campaign and download your bulksheet

Step 2: Create a new ad group if needed

Add a new ad group for your products by entering the information below in the next blank row of the spreadsheet for each referenced column. You can refer the table in the above section “Creating Sponsored Products campaigns” with details on row type “Ad Group” to fill the information.

a. **Record Type:** *[Enter “Ad Group”]*
b. **Campaign ID:** [*Enter the ID of the campaign to which this ad group belongs*]
c. **Campaign:** [*Enter the identical campaign name from the row above (case sensitive)*]
d. **Ad Group:** [*Make the Ad Group name the same as the one for the Campaign column*]
e. **Max Bid:** [*Enter your max bid (applies regardless of automatic or manual campaign)*]
f. **Ad Group Status:** [*Enter “Enabled” or “Paused”*]

Step 3: Add additional products

To add products to an existing ad group or campaign, find that ad group or campaign in the bulksheet and enter the information below in a new row of the spreadsheet for each referenced column. You can refer the table in the above section “Creating Sponsored Products campaigns” with details on row type “Ad” to fill the information.

a. **Record Type:** [*Enter “Ad”*]
b. **Campaign ID:** [*Enter the ID of the campaign to which this ad group belongs*]
c. **Campaign:** [*Enter the identical campaign name from above (case sensitive)*]
d. **Ad Group:** [*Enter the identical ad group name from above (case sensitive)*]
e. **ASIN or SKU:** [*Enter the SKU (sellers) or the ASIN (vendors) for the product being advertised*]
f. **Status:** [*Enter “Enabled” or “Paused”*]

Step 4: Save the bulksheet to your local hard drive

Step 5: Upload your bulksheet

1.3 Updating bids across multiple Sponsored Products campaigns

Update bids for Sponsored Products ad groups or keywords in bulk using a downloaded bulksheet. Follow the below steps for this purpose.

a. Use the filter settings in spreadsheet to locate the appropriate Sponsored Products campaign in your downloaded bulksheet
b. Filter the Record Type column to either “Ad Group” or “Keyword” (whichever you want to update)
c. Edit the information in the Max Bid column for entries you want to change
d. Save the spreadsheet to your local hard drive
e. Upload your spreadsheet

1.4. Adding campaign level negative keywords to existing campaigns

Add negative keywords to campaigns or ad groups to prevent your ads from displaying when a search term matches your negative keywords by following the below steps in a downloaded bulksheet. You can refer to the table in the above section “Creating Sponsored Products campaigns” with details on row type “Keyword” to fill in the information.

Step 1. Create a filter to locate the campaign in which you want to add negative keywords. Negative keywords can be added to both automatic and manual targeting campaigns.

Step 2. Enter one negative keyword per blank row, providing the following information:

a. **Record Type:** Enter “Keyword”
b. **Campaign ID:** [Enter the ID of the campaign to which this keyword belongs]
c. **Campaign Name:** [Enter the identical campaign name from above (case sensitive)]
d. **Keyword or Product Targeting:** [Enter the keyword you don’t want to bid on]
e. **Match Type:** [Enter “Campaign Negative Exact” or “Campaign Negative Phrase”]
f. **Status:** [Enter “enabled”]

Step 3. Save the spreadsheet to your local hard drive.

Step 4. Upload your spreadsheet.

Pro Tip:

To reduce processing time, delete rows that do not contain updates and save your changes before you upload the file. Deleted rows will not be changed when you upload the file.

1.5. General Information on Sponsored Products

1.5.1. Campaign Budget

Currency	Min Budget	Max Budget
GBP	1	1,000,000
USD	1	1,000,000
CAD	1	1,000,000
EUR	1	1,000,000
CNY	1	21,000,000
JPY	100	21,000,000
INR	500	21,000,000
AED	4	3,700,000
MXN	1	21,000,000
AUD	1.4	1,500,000

1.5.2. Dynamic Bidding Strategy

Bid Strategy	Description	Dynamic Increase	Dynamic Decrease
Fixed Bids	Uses your exact bid and any placement adjustments you set, and is not subject to dynamic bidding.	0	0
Dynamic bidding (up and down)	Increases or decreases your bids in real time by a maximum of 100%. With this setting bids increase when your ad is more likely to convert to a sale, and bids decrease when less likely to convert to a sale.	100	-100
Dynamic bidding (down only)	Lowers your bids in real time when your ad may be less likely to convert to a sale. Campaigns created before the release of the bidding controls feature used this setting by default.	0	-100

1.5.3. Bid Limits

Currency	Ad Group Min Bid	Ad Group Max Bid	Keyword Min Bid	Keyword Max Bid
GBP	0.02	1000	0.02	1000
USD	0.02	1000	0.02	1000
CAD	0.02	1000	0.02	1000
EUR	0.02	1000	0.02	1000
CNY	0.1	1000	0.1	1000
JPY	2	100000	2	100000
INR	1	5000	1	5000
AED	0.24	3670	0.24	3670
MXN	0.1	20000	0.1	20000
AUD	0.1	1410	0.1	1410

2. Managing Sponsored Brands campaigns with Bulksheets

The following diagram shows the entity type and their relationships for Sponsored Brands campaigns.

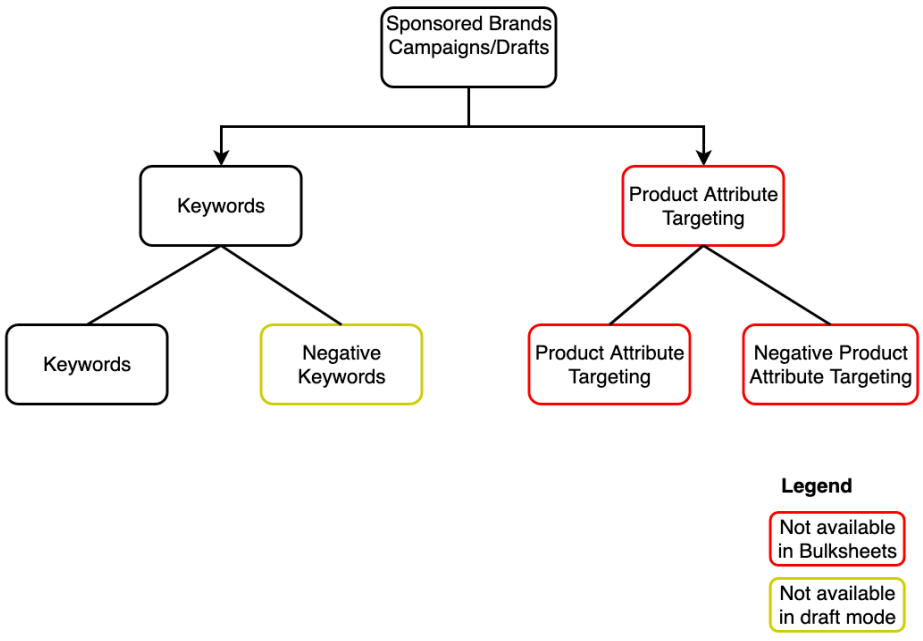


Diagram 2 - Entity Relationships-Sponsored Brands

As shown on previous page:

• Bulksheets supports creation and update of both Sponsored Brands campaigns and Sponsored Brands draft campaigns. The latter allows advertisers to create shell campaigns while they continue to fill in the details.
• Product attribute targeting for Sponsored Brands is not supported in Bulksheets
• Negative keyword for Sponsored Brands draft is not supported in Bulksheets

2.1 Creating Sponsored Brands campaigns

Sponsored Brands campaigns can be created by either downloading a bulksheet template or downloading a bulksheet containing existing campaign information and editing it. In either of these two ways, the following steps are required to create Sponsored Brands campaigns successfully.

Pro Tip:
When creating Sponsored Brands campaigns, make sure you have a brand logo saved in the asset library. If you don't, you can upload one in the store settings tab for Stores on Amazon or the creative section of the Sponsored Brands campaign builder.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
1	Record ID	Record Type	Campaign ID	Campaign	Campaign Type	Budget	Budget Type	Portfolio ID	Campaign Start Date	Campaign End Date	Landing Page Url	Landing Page ASINs	Brand Name	Brand Entity ID	Brand Logo Asset ID	Headline	Creative ASINs	Automated Bidding	Bid Multiplier	Max Bid	Keyword	Match Type	Campaign Status	Status
2		Campaign		Sample Campaign	Sponsored Brands	10	Daily		04/23/2021	04/30/2021	https://www.amazon.com/stores/page/02D1F273-90BF-44DD-8246-375256F76198		Sample Creative Brand Name		AWz-C_2InEZrJWCZIR5a	Sample Creative Headline	B018UQ5AMS, B07PC7MHQ8, B07C1XC3GF	enabled					enabled	
3		Keyword		Sample Campaign	Sponsored Brands															0.5	Sample Keyword	Exact			enabled
4		Keyword		Sample Campaign	Sponsored Brands																Sample Negative Keyword	Negative Exact			enabled

Step 1: Fill in the required fields for Campaigns

Add your Sponsored Brands campaigns to the bulksheet by entering the following information.

a. **Record Type:** *[Enter "Campaign"]*
b. **Campaign:** [*Enter a campaign name*]
c. **Campaign Type:** Leave this cell blank, unless you are creating a Sponsored Brands draft. In this case enter "Sponsored Brands Draft". This is discussed in more detail in the next section.
d. **Budget:** [*Enter a daily or lifetime budget*]
e. **Campaign Start Date:** [*Enter a start date*]
f. **Campaign End Date:** [*Enter an end date or leave it blank to run the campaign continuously*]

Pro Tip:
You can start your campaign immediately, or set a start date in the future, and then run your campaign continuously (no end date). You can pause a campaign at any time and start it up again later. When a campaign reaches its end date, it will be archived. Archived campaigns cannot be reinstated, so to make changes, you would need to create a new one.

g. **Budget Type:** [*Enter "daily" or "lifetime" to specify budget type*]
h. **Landing Page URL:** [*Enter landing page URL here*]
Your options include a URL to a Store on Amazon, a simple landing page on Amazon, or a custom landing page. If you decide to use a Stores URL, the products you advertise in your Sponsored Brands campaign must be available in the Store.

i. **Landing Page ASINs:** If your landing page URL directs to a simple landing page on Amazon - [*Enter landing page ASINs here*]. Otherwise, leave this cell blank. You must feature at least three products (but no more than 100).
j. **Ad Creative Details:** Provide the following information in the below columns.

i. **Brand Name:** [*Enter Brand Name*]
ii. **Brand Entity ID:** [*Enter Brand Entity ID*]; this is a required field only for Sellers while creating Sponsored Brands Drafts and is not required for vendors.
iii. **Brand Logo Asset ID:** [*Enter Asset ID corresponding to the brand's logo from the catalog*]
iv. **Headline:** [*Enter headline text, which will appear in the Sponsored Brands ad copy*]
This copy should reflect your brand's message, with a maximum length of 50 characters for all countries except Japan. In Japan, the maximum length of headline copy for a Sponsored Brands campaign is 35 characters.
v. **Creative ASINs:** Specify up to 3 ASINs (separated by a comma) to show in the creative.

k. **Automated Bidding:** [*Enter "Off" or "On"*]
"Off" will prevent Amazon from automatically optimizing bids for placements other than top of shopping results; "On" will allow Amazon to automatically optimize bids for all placements.
l. **Bid Multiplier:** [*Enter a setting between between -99.00% to +99.99%*]
If Automated Bidding is "Off", you can set a Bid Multiplier for placements other than top of shopping results. The -/+ and % signs are required for this field. When Automated Bidding value is "On", Bid Multiplier should be empty or "+0.00%"/"-0.00%".
m. **Campaign Status:** Enter *"Enabled"* or *"Paused"*

For reference, see the following table for information on all the fields for the Record Type "Campaign" for a Sponsored Brands campaign:

S. No.	Field	Description	Required Field	Value	Mutable
1	Record ID	Record ID should be left blank when creating the entity. Since the entity does not exist when creating it, no Record ID is available for the entity. When updating an entity, this is a required field. See your downloaded Bulksheet for available Record IDs.	Required for updates only	Blank – for create Record ID – for update	No
2	Record Type	Enter "*Campaign*"	Required	"*Campaign*"	No
3	Campaign ID	Campaign ID should be left blank when creating the campaign. Since the campaign does not exist when creating, no Campaign ID is present for this campaign. When updating a campaign, this is a required field. See your downloaded Bulksheet for available Campaign IDs.	Required for updates only	Blank – for create Campaign ID – for update	No
4	Campaign	A unique case-sensitive name for your campaign.	Required	Enter a unique case-sensitive name for your campaign. Maximum length - 128 characters	No
5	Campaign Type	Sponsored Brands: When using a Bulksheets to create and submit a Sponsored Brands campaign for review, use *"Sponsored Brands"*. Sponsored Brands Draft: When creating a draft of a Sponsored Brands campaign to which you would like to continue making edits before submitting, use *"Sponsored Brands Draft"*.	Required	Enter *"Sponsored Brands"* or *"Sponsored Brands Draft"*	Yes (when submitting a Draft campaign)

S. No.	Field	Description	Required Field	Value	Mutable
6	Budget	A daily or lifetime budget.	Required	See the sub-section "General Information on Sponsored Brands – Campaign Budget" below for allowed values based on your region.	Yes
7	Budget Type	Budget Type can be Daily or Lifetime. For the lifetime budget type, startDate and endDate must be specified.	Required	Enter *"Daily"* or *"Lifetime"*	No
8	Portfolio ID	If you have an existing Portfolio in your account, you can optionally associate the campaign being created to a particular portfolio by adding the Portfolio ID for that campaign here. See your downloaded Bulksheet for available Portfolio IDs.	Optional	Enter a Portfolio ID	Yes
9	Campaign Start Date	Enter campaign start date in *"mm/dd/yyyy"* format. Start date cannot be in past.	Required	Enter a start date in *"mm/dd/yyyy"* format	No
10	Campaign End Date	Optionally enter campaign end date in *"mm/dd/yyyy"* format. End date should be after start date. If left blank, campaign will run indefinitely. When a campaign reaches its end date, it will be archived. Archived campaigns cannot be reinstated, so to make changes, you would need to create a new one.	Optional	Enter an end date in *"mm/dd/yyyy"* format	Yes
11	Landing Page URL	The landing page is where shoppers are directed after they interact with your ad. Your options include a URL to a Store on Amazon or a simple landing page on Amazon. If you decide to use a Store on Amazon URL, the products you advertise in your Sponsored Brands campaign (i.e. ASINs used in the field "Creative ASINs") must be available in the Store.	Required for submitting for review (Optional for Sponsored Brands Draft)	A URL to either a Store on Amazon or a simple landing page.	No

S. No.	Field	Description	Required Field	Value	Mutable
12	Landing Page ASINs	If your Landing Page URL directs to a simple landing page on Amazon, provide a comma separated list of 3-100 ASINs in your brand for which a landing page will be automatically created. Note that this field will be blank if the Landing Page URL directs to a Store on Amazon.	Required, if Landing Page URL directs to a simple landing page on Amazon. Otherwise leave it blank. (Optional for Sponsored Brands Draft)	A comma separated list of 3-100 ASINs	This field can be updated when the campaign is in a draft state, but can't be updated while the campaign is in moderation or once it's been approved. If the campaign is rejected for any reason, it returns to a draft state.
13	Brand Name	The name of your brand. Note that for Sponsored Brands drafts, the Branding information (Brand Name, Brand Entity ID, Brand Logo Asset ID, Headline and Creative ASINs columns) is optional. However, if this information is added to the bulksheet, the landing page details are required.	Required for submitting for review (Optional for Sponsored Brands Draft)	Maximum length is 30 characters	No
14	Brand Entity ID	The brand entity identifier. This is a required field only for Sellers while creating Sponsored Brands Drafts and is not required for vendors.[2]	Required for Sponsored Brands Draft, before sending the campaign for review. Optional for Sponsored Brands[3]	Enter Brand Entity ID	No

S. No.	Field	Description	Required Field	Value	Mutable
15	Brand Logo Asset ID	This is the creative for your brand logo used in the Sponsored Ads campaign. When creating Sponsored Brands campaigns via Bulksheets, make sure you have a brand logo saved in the asset library. If you don't, you can upload one in the Store Settings tab of a Store on Amazon or the creative section of the Sponsored Brands campaign builder. Brand Logo Asset ID is basically the "Record ID" of the Record Type "Brand Asset" and Media type "Brand logo" in the Brand Asset Data (Read-only) tab in the bulksheet downloaded from the Bulk operations page in Ads Console. To make sure Brand Asset Data (Read-only) tab is generated in the downloaded bulksheet, un-select the checkbox "Brand assets data" in the "Create & download a custom spreadsheet" section of the Bulk operations page during bulksheet creation.	Required for submitting for review (Optional for Sponsored Brands Draft)	Enter Brand Logo Asset ID as explained in the description	No
16	Headline	The campaign headline. The headline text will appear in the Sponsored Brands ad copy.	Required for submitting for review (Optional for Sponsored Brands Draft)	Maximum length of the string is 50 characters for all marketplaces other than Japan, which has a maximum length of 35 characters	No
17	Creative ASINs	The ASINs that will be shown in the creative (up to 3).	Optional	Comma separated list of up to three ASINs	No
18	Automated Bidding	By using automated bidding, you allow Amazon to optimize your bids for placements other than top of search. The keyword bids you provide apply to top of search and are used as a maximum starting point for other placements. Amazon may then decrease your bids for other placements based on your observed conversion rate for those placements.	Required for submitting for review (Optional for Sponsored Brands Draft)	Allowed options are *"enabled"* or *"disabled"*	Yes

S. No.	Field	Description	Required Field	Value	Mutable
19	Bid Multiplier	Instead of choosing the Automated Bidding option for placements other than top of search, advertisers can set a custom bid adjustment for these placements. For example, a -40% Bid Multiplier on a $5.00 bid will become $3.00. When Automated Bidding is "enabled", Bid Multiplier should be empty or "+0.00%"/"-0.00%".	Required if automated bidding is disabled. (Optional for Sponsored Brands Draft)	Empty if automated bidding is enabled. Otherwise, specify bidding multiplier in range of -99.00% to +99.00%. The "-", "+" and "%" signs are required for this field.	Yes
20	Campaign Status	Enter *"Enabled", "Paused", "Draft"* or *"Archived"* to create the campaign with the respective status.	Required	Enter *"Enabled", "Paused", "Draft"* or *"Archived"*	Yes

2. This is because for vendors, Entity ID is equivalent to Brand Entity ID, as they own a single brand.
3. Bulksheets logic looks up Brand Entity ID corresponding to a Brand Logo Asset ID when creating a Sponsored Brands campaign. This is possible b ecause Brand Logo Asset ID is required when creating a Sponsored Brands campaign. However, for Sponsored Brands Draft, Brand Logo Asset ID is not required, and as a result, in order for Bulksheets to ensure the supplied ASINs actually belong to the brand, the Bulksheets user must provide the Brand Entity ID.

Step 2: Fill in the required fields from **Keywords**

For Sponsored Brands campaigns, keywords and negative keywords can be defined at the campaign level. Note that negative keywords are not supported in Bulksheets for Sponsored Brands Draft campaigns and Product Targeting for Sponsored Brands is not supported in bulksheets.

Add your keyword to the Bulksheet by entering the following information.
a. **Record Type:** *[Enter "Keyword"]*
b. **Campaign:** [*Enter the identical campaign name from the row above (case sensitive)*]
c. **Max Bid:** [*Enter your max bid*]
d. **Keyword:** [*Enter the keyword you want to bid on*]
e. **Match Type:** [*Enter the match type for the keyword ('broad', 'phrase' or 'exact')*]

For reference, see the following table for information on all the fields for the Record Type "Keyword" for a Sponsored Brands campaign:

S. No.	Field	Description	Required Field	Value	Mutable
1	Record ID	Record ID should be left blank when creating the entity. Since the entity does not exist when creating it, no Record ID is available for the entity. When updating an entity, this is a required field. See your downloaded Bulksheet for available Record IDs.	Required for updates only	Blank – for create Record ID – for update	No

S. No.	Field	Description	Required Field	Value	Mutable
2	Record Type	Enter *"Keyword"*	Required	*"Keyword"*	No
3	Campaign ID	The ID of the campaign to which this keyword belongs. If the campaign associated with this keyword already exists, then add the Campaign ID from your downloaded Bulksheet here, or leave it blank if you are creating this Ad along with a Campaign that does not exist yet.	Required if the campaign already exists	Blank – If campaign doesn't exist Campaign ID - If the campaign exists	No
4	Campaign	The name of the campaign to which this keyword belongs.	Required	Enter the identical campaign name from the row above (case sensitive) if this keyword is being created for that campaign	No
5	Max Bid	For Biddable Keywords: Keyword specific max bid For Negative Keywords: Leave blank, because negative keywords are not biddable.	Required for biddable keywords only	See the sub-section "General Information on Sponsored Brands – Bid Limits" for allowed values in your region	Yes
6	Keyword	The text of your keyword	Required	Enter the keyword you want to bid on or the negative keyword you want to create	No
7	Match Type	Biddable Keywords: The match type used to match the keyword to search query Negative Keywords: Ads don't show on search queries that contain the exact phrase for *"Negative Exact"* or *"Negative Phrase"*	Required	For biddable keywords: Enter *"Phrase", "Exact", or "Broad"* For negative keywords: Enter *"Negative Exact" or "Negative Phrase"*	No
8	Status	Advertiser-specified state of the keyword.	Required	Enter *"Enabled", "Paused", or "Archived"* for all other keywords except Campaign Negative Targeting Keyword.	Yes

Step 3: Save the spreadsheet to your local hard drive

Step 4: Upload your spreadsheet using the steps described above

2.2 Creating Sponsored Brands Draft campaigns

Sponsored Brands campaigns can be created as drafts. This allows advertisers to create shell campaigns while they continue to fill in the details. Bulksheets supports the creation and update of Sponsored Brands draft campaigns. Similar to other campaign types, Sponsored Brands draft campaigns can be created by either downloading a new bulksheet template or downloading a bulksheet containing existing campaign information and editing it. In either of these two ways, follow the below steps to create Sponsored Brands Drafts campaigns successfully.

Step 1: Fill in the required fields for campaigns

Add your Sponsored Brands Draft campaign to the bulksheet by entering the following information. All columns not listed below should be left blank in this row. You can refer the table in the above section "Creating Sponsored Brands campaigns" with details on Row Type "Campaign" to fill the information.

a. **Record Type:** [*Enter "Campaign"*]
b. **Campaign:** [*Enter a campaign name*]
c. **Campaign Type:** [*Enter "Sponsored Brands Draft"*]
d. **Budget:** [*Enter a daily or lifetime budget*]
e. **Campaign Start Date:** [*Enter a start date*]
f. **Campaign End Date:** [*Enter an end date or leave it blank to run the campaign continuously*]
g. **Budget Type:** [*Enter "daily" or "lifetime" to specify budget type*]
h. **Brand Entity ID:** [*Enter Brand Entity ID*]; Sponsored Brands Draft campaigns can be created without entering this field but this field is required when submitting the campaign for review.
i. **Campaign Status:** [*Enter "Draft"*]

Step 2: Save the spreadsheet to your local hard drive

Step 3: Upload your bulksheet using the steps described above

Pro Tip:

Not that the Brand Logo Asset ID column and creative and landing page details are optional for Sponsored Brands draft campaigns. However, if the headline or creative are added to the bulksheet, please add details on the landing page as well.

2.3 General Information on Sponsored Brands

2.3.1. Campaign Budget

Currency	Min Daily Budget	Max Daily Budget	Min Lifetime Budget	Max Lifetime Budget
GBP	1	1,000,000	100	20,000,000
USD	1	1,000,000	100	20,000,000
CAD	1	1,000,000	100	20,000,000
EUR	1	1,000,000	100	20,000,000
CNY	1	21,000,000	100	200,000,000
JPY	100	21,000,000	10,000	2,000,000,000
INR	100	21,000,000	5,000	200,000,000
AED	4	3,700,000	367	74,000,000
MXN	1	21,000,000	100	200,000,000
AUD	1.4	1,500,000	141	28,000,000

2.3.2. Bid Limits

Currency	AdGroup Min Bid	AdGroup Max Bid	Keyword Min Bid	Keyword Max Bid	Min Bid Multiplier	Max Bid Multiplier
GBP	0.1	31	0.1	31	-99	99.99
USD	0.1	49	0.1	49	-99	99.99
CAD	0.1	49	0.1	49	-99	99.99
EUR	0.1	39	0.1	39	-99	99.99
CNY	1	50	1	50	-99	99.99
JPY	10	7,760	10	7,760	-99	99.99
INR	2	500	2	500	-99	99.99

Currency	AdGroup Min Bid	AdGroup Max Bid	Keyword Min Bid	Keyword Max Bid	Min Bid Multiplier	Max Bid Multiplier
AED	0.4	184	0.4	184	-99	99.99
MXN	0.1	20,000	0.1	20,000	-99	99.99
AUD	0.1	70	0.1	70	-99	99.99

3. Managing Sponsored Display (beta) campaigns with Bulksheets

Sponsored Display (beta) is only available in the US. The following **diagram** shows the entity types and their relationships for Sponsored Display campaigns.

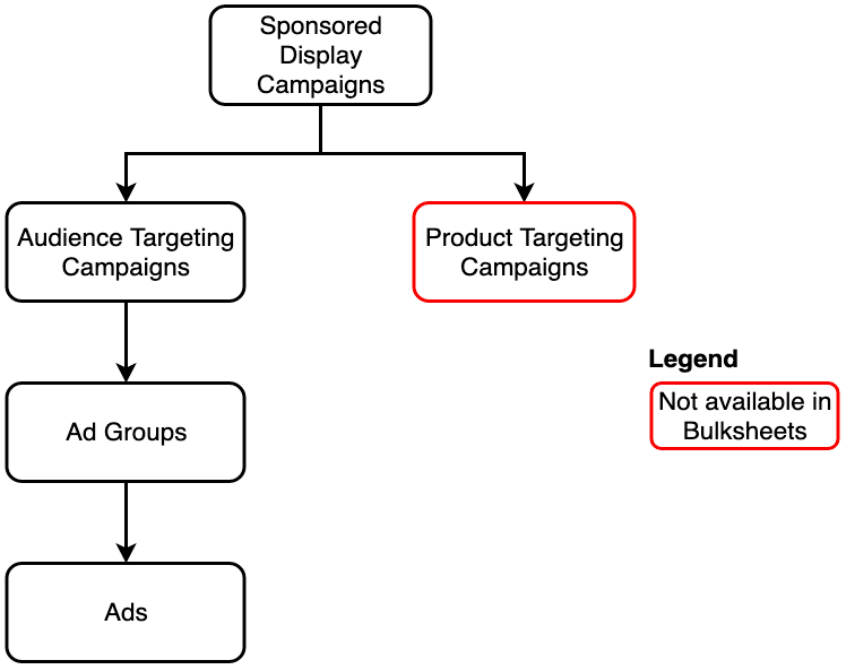


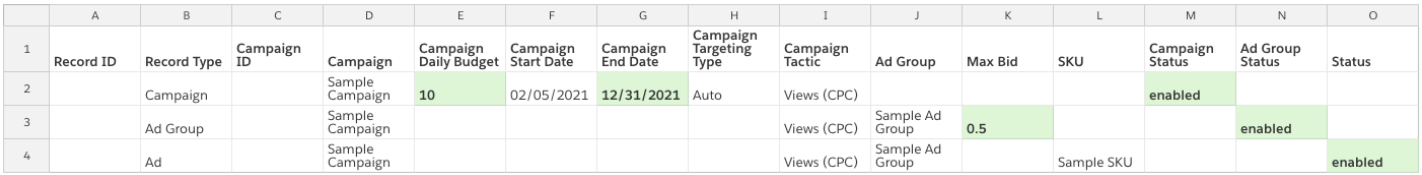
Diagram 3 - Entity Relationships - Sponsored Display

Note:

- Bulksheet only supports 'Views (CPC)' tactic
- Sponsored Display draft is not supported in bulksheets

3.1 Creating Sponsored Display campaigns

Sponsored Display campaigns can be created by either downloading a new bulksheet template or downloading a bulksheet containing existing campaign information and editing it.



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	Record ID	Record Type	Campaign ID	Campaign	Campaign Daily Budget	Campaign Start Date	Campaign End Date	Campaign Targeting Type	Campaign Tactic	Ad Group	Max Bid	SKU	Campaign Status	Ad Group Status	Status
2		Campaign		Sample Campaign	10	02/05/2021	12/31/2021	Auto	Views (CPC)				enabled		
3		Ad Group		Sample Campaign					Views (CPC)	Sample Ad Group	0.5			enabled	
4		Ad		Sample Campaign					Views (CPC)	Sample Ad Group		Sample SKU			enabled

Follow the below steps to use bulksheets to create Sponsored Display campaigns successfully. Note that value for the Ad Group column is required for both sellers and vendors in bulksheets but is only available in the UI for sellers. This will have no impact on your campaign.

Step 1: Fill in the required fields for campaigns

a. **Record Type:** *[Enter "Campaign"]*
b. **Campaign:** [*Enter a campaign name (case sensitive)*]
c. **Campaign Daily Budget:** [*Enter a daily budget*]
d. **Campaign Start Date:** [*Enter a start date*]
e. **Campaign End Date:** [*Enter an end date or leave it blank to run the campaign continuously*]
f. **Campaign Targeting Type:** All audiences views campaigns will be Auto.
g. **Campaign Tactic:** All audiences campaigns will be Views (CPC).
h. **Campaign Status:** [*Enter "Enabled" or "Paused"*]

For reference, see the following table for information on all the fields for the Record Type "Campaign" for a Sponsored Display campaign:

S. No.	Field	Description	Required Field	Value	Mutable
1	Record ID	Record ID should be left blank when creating the entity. Since the entity does not exist when creating it, no Record ID is available for the entity. When updating an entity, this is a required field. See your downloaded Bulksheet for available Record IDs.	Required for updates only	Blank – for create Record ID – for update	No
2	Record Type	Enter "*Campaign*"	Required	"*Campaign*"	No
3	Campaign ID	Campaign ID should be left blank when creating the campaign. Since the campaign does not exist when creating, no Campaign ID is present for this campaign. When updating a campaign, this is a required field. See your downloaded Bulksheet for available Campaign IDs.	Required for updates only	Blank – for create Campaign ID – for update	No

S. No.	Field	Description	Required Field	Value	Mutable
4	Campaign	A unique case-sensitive name for your campaign	Required	Enter a unique case-sensitive name for your campaign	Yes
5	Campaign Daily Budget	A daily budget	Required	See the sub-section "General Information on Sponsored Products – Campaign Budget" for allowed values based on your region	Yes
6	Campaign Start Date	Enter campaign start date in *"mm/dd/yyyy"* format. Start date cannot be in past.	Required	Enter a start date in *"mm/dd/yyyy"* format	Yes
7	Campaign End Date	Optionally enter campaign end date in *"mm/dd/yyyy"* format. End date should be after start date. If left blank, campaign will run indefinitely.	Optional	Enter an end date in *"mm/dd/yyyy"* format	Yes
8	Campaign Targeting Type	All audiences views campaigns are "Auto".	Required	*"Auto"*	No
9	Campaign Tactic	The advertising tactic associated with the campaign. Bulksheets supports only the targeting type Audiences. The campaign is shown to shoppers who showed interest in related categories. Bulksheet only supports audiences views tactic. All audiences views campaigns are "Views (CPC)".	Required	*"Views (CPC)"*	
10	Campaign Status	Enter *"Enabled", "Paused", or "Archived"* to create the campaign with the respective status.	Required	Enter *"Enabled", "Paused", or "Archived"*	Yes

Step 2: Fill in the required fields for **ad group**

a. **Record Type:** *[Enter "Ad Group"]*
b. **Campaign:** [*Enter the identical campaign name from the row above (case sensitive)*]
c. **Campaign Tactic:** All audiences Views campaigns will be Views (CPC).
d. **Ad Group:** [*Enter the ad group name*]
e. **Max Bid:** [*Enter the maximum you are willing to pay for a click*]. For Sponsored Display Views campaign, it is set at an ad group level.
f. **Ad Group Status:** [*Enter "Enabled" or "Paused"*]

For reference, see the following table for information on all the fields for the Record Type "Ad Group" for a Sponsored Display campaign:

S. No.	Field	Description	Required Field	Value	Mutable
1	Record ID	Record ID should be left blank when creating the entity. Since the entity does not exist when creating it, no Record ID is available for the entity. When updating an entity, this is a required field. See your downloaded Bulksheet for available Record IDs.	Required for updates only	Blank – for create Record ID – for update	No
2	Record Type	Enter *"Ad Group"*	Required	*"Ad Group"*	No
3	Campaign ID	The ID of the campaign to which this Ad Group belongs. If the campaign associated with this Ad Group already exists, then add the Campaign ID from your downloaded Bulksheet here, or leave it blank if you are creating this Ad Group along with a Campaign that doesn't exist yet.	Required if the campaign already exists	Blank – If campaign doesn't exist Campaign ID - If the campaign exists	No
4	Campaign	The name of the campaign to which this Ad Group belongs.	Required	Enter the identical campaign name from the row above (case sensitive) if this Ad Group is being created for that campaign	No
5	Campaign Tactic	The advertising tactic associated with the campaign. Bulksheets supports only the targeting type Audiences. The campaign is shown to shoppers who showed interest in related categories. Bulksheet only supports audiences views tactic. All audiences views campaigns are "Views (CPC)".	Required	*"Views (CPC)"*	No
6	Ad Group	A unique case-sensitive name for your Ad Group	Required	Enter an Ad Group name	No
7	Max Bid	Ad group level max bid for your ads. For Sponsored Display Views campaign, it is set at an ad group level. If no bid is entered at an ad group level, they will have the same bid as entered at a campaign level.	Required	See the sub-section "General Information on Sponsored Brands" for allowed values.	Yes

S. No.	Field	Description	Required Field	Value	Mutable
8	Ad Group Status	Enter *"Enabled", "Paused", or "Archived"* to create the Ad Group with the respective status.	Required	Enter *"Enabled", "Paused", or "Archived".*	Yes

Step 3: Fill in the required fields for **ads**

a. **Record Type:** *[Enter "Ad"]*
b. **Campaign:** [*Enter the identical campaign name from the row above (case sensitive)*]
c. **Ad Group:** [*Enter the identical ad group name from the row above*]
d. **Campaign Tactic:** All audiences views campaigns will be views (CPC).
e. **ASIN or SKU:** [*Enter the SKU (sellers) or the ASIN (vendors) for the product being advertised*]
f. **Status:** [*Enter "Enabled" or "Paused"*]

For reference, see the following table for information on all the fields for the record type "Ad" for a Sponsored Display campaign:

S. No.	Field	Description	Required Field	Value	Mutable
1	Record ID	Record ID should be left blank when creating the entity. Since the entity does not exist when creating it, no Record ID is available for the entity. When updating an entity, this is a required field. See your downloaded Bulksheet for available Record IDs.	Required for updates only	Blank – for create Record ID – for update	No
2	Record Type	Enter "*Ad*"	Required	"*Ad*"	No
3	Campaign ID	The ID of the campaign to which this keyword belongs. If the campaign associated with this Ad already exists, then add the Campaign ID from your downloaded Bulksheet here, or leave it blank if you are creating this Ad along with a Campaign that does not exist yet.	Required if the campaign already exists	Blank – If campaign doesn't exist Campaign ID - If the campaign exists	No
4	Campaign	The name of the campaign to which this Ad belongs (case sensitive).	Required	If this Ad is being created for the campaign created above, enter the identical campaign name from the row above (case sensitive)	No
5	Campaign Tactic	The advertising tactic associated with the campaign. Bulksheets supports only the targeting type Audiences. The campaign is shown to shoppers who showed interest in related categories. Bulksheet only supports audiences views tactic. All audiences views campaigns are "Views (CPC)".	Required	*"Views (CPC)"*	No

S. No.	Field	Description	Required Field	Value	Mutable
6	Ad Group	The name of the Ad Group to which this Ad belongs (case sensitive).	Required	Enter the identical Ad Group from the row above (case sensitive) if this Ad is being created for that Ad Group.	No
7	SKU/ASIN	The SKU or ASIN for the listed product to be advertised. Sellers use SKU, while vendors use ASIN.	Required	SKU or ASIN	No
8	Status	Advertiser-specified state of the product ad.	Required	Enter *"Enabled", "Paused", or "Archived".*	Yes

Step 4: Upload your Sponsored Display campaign bulksheet using the steps described above

3.2 Adding products to an existing Sponsored Display campaign

Follow the below steps in your downloaded bulksheet to add additional ads to your existing Sponsored Display campaign.

Step 1: Create a spreadsheet filter to locate the campaign where you want to add products

Step 2: Fill in the required fields for Ad Group

You can refer the table in the above section "Creating Sponsored Display campaigns" with details on row type "Ad Group" to fill the information.

a. **Record Type:** [*Enter "Ad Group"*]
b. **Campaign:** [*Enter the identical campaign name from the row above (case sensitive)*]
c. **Campaign Tactic:** All audiences views campaigns will be views (CPC).
d. **Ad Group:** [*Enter the ad group name*]
e. **Max Bid:** [*Enter the maximum you are willing to pay for a click*]. For Sponsored Display views campaign, it is set at an ad group level. If no bid is entered at an ad group level, they will have the same bid as entered at a campaign level.
f. **Ad Group Status:** [*Enter "Enabled" or "Paused"*]

Step 3: Fill in the required fields for ads

You can refer the table in the above section "Creating Sponsored Display campaigns" with details on Row Type "Ad" to fill the information.

a. **Record Type:** [*Enter "Ad"*]
b. **Campaign:** [*Enter the identical campaign name from the row above (case sensitive)*]
c. **Ad Group:** [*Enter the identical ad group name from the row above*]
d. **Campaign Tactic:** All audiences Views campaigns will be Views (CPC).
e. **ASIN or SKU:** [*Enter the SKU (sellers) or the ASIN (vendors) for the product being advertised*]
f. **Status:** [*Enter "Enabled" or "Paused"*]

Step 4: Upload your Sponsored Display campaign bulksheet using the steps described above

3.3 General Information on Sponsored Display (beta)

3.3.1 Campaign Budget

Currency	Min Daily Budget	Max Daily Budget
USD	1	1,000,000

3.3.2 Bid Limits

Currency	Ad Group Min Budget	Ad Group Max Bid	Placement Min Bid	Placement Max Bid
USD	0.02	1000	0	900