How to create a Sponsored Display campaign with bulk operations

amazon advertising

What's on this guide?

This guide is intended to walk you through how to create a Sponsored Display campaign using bulk operations. Bulk operations allow advertisers to create, manage, and optimize their campaigns in bulk and at scale, helping to save time and manual effort.

Before you begin

Make sure you have an active seller or vendor account with bulk operations activated. For sellers, bulk operations is automatically available once you have an active Sponsored Brands, Sponsored Products, or Sponsored Display campaign. For vendors, there is an extra step to activate Bulk Operations which will be displayed upon accessing the page.
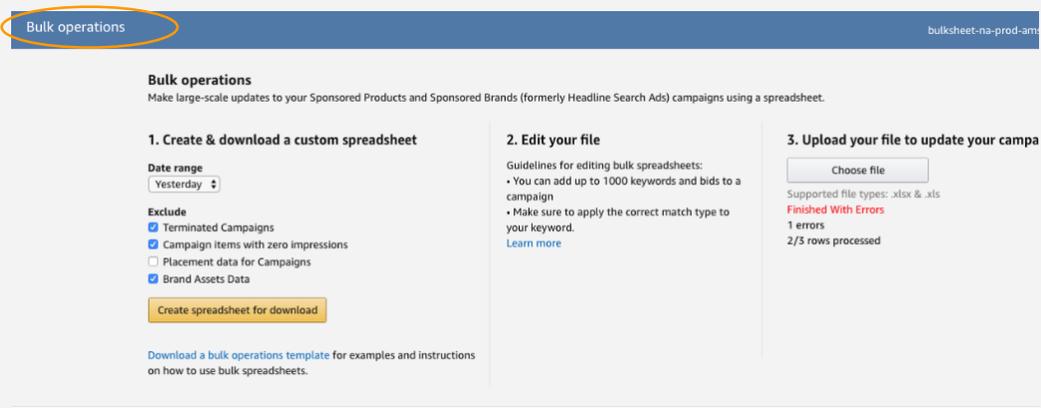
Navigating to the bulk operations tab

Sellers
On the top menu, navigate to Advertising → Campaign Manager. Next, select bulk operations
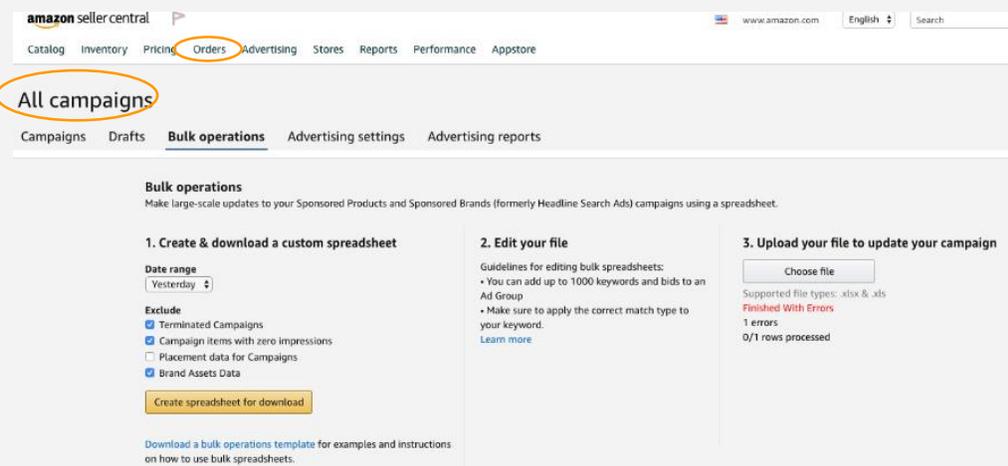
Vendors
On the side navigation menu, select bulk operations.

Step 1: Get a bulk sheet

After navigating to bulk operations, you can use a template or existing bulk sheet.

Using Template

If you do not have a prior bulk sheet, you can use the link Download a bulk operations template. Open the .xlsx file and, for ease of use, delete all tabs in the Bulksheet except *Instructions*, *SD Attribute definitions*, and *Sample create new SD campaign* tabs. Edit the new rows in the *Sample create new Sponsored Display campaign* tab to create a new Sponsored Display campaign.

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	Placement Type
	Campaign		Radios	100	10/10/2020		Auto	Views (CPC)		2		enabled			All
	AdGroup		Radios					Views (CPC)	Radios new launch	1			enabled		
	Ad		Radios					Views (CPC)	Radios new launch		SKU012345			enabled	

Using Existing Bulk sheet

Alternatively, you can download your existing campaigns and use that bulk sheet as well. To download your existing campaigns, simply go through the instructions in the *bulk operations* tab. Select the date range and click Create spreadsheet for download button. When downloading a spreadsheet, there is nothing that needs to be checked or unchecked that's specific to Sponsored Display. Open the .xlsx file to the *Sponsored Display Campaign* tab. Use a new row to create a new Sponsored Display campaign.

	A	B	C	D	E	F	G	H	I	J	K
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
2	61752718(	Campaign	61752718635379	Test sd campaign1111	100.00	10/10/2020		Auto	Views (CPC)		
3	13287234(	Campaign	132872340585203	Test sd campaign-postgress	10.00	12/10/2019		Auto	Views (CPC)		
4	26672872!	Campaign	266728725886564	SD Test Campaign	10.00	01/28/2019		Auto	Views (CPC)		
5											
6											

Step 2: Edit your Campaign file with fields

Open the template or bulk sheet that you downloaded. If you've downloaded a template, simply go to the tab labeled sample create new Sponsored Display campaign.

Please note, Ad Group is required for both sellers and vendors in Bulksheets but is only available in the UI for sellers at this time.

Fill in the required fields for Campaigns

1. Record Type : Enter "Campaign".
2. Campaign: This name is used to identify the campaign.
3. Campaign Daily Budget: The overall daily budget for the campaign.
4. Campaign start date: The start date of your campaign. If left blank, this will be automatically set to the date of processing. If set in the past, the date will also be automatically updated to the date of processing.
5. Campaign end date (optional): The end date of your campaign if applicable. If there is no end date, simply leave this field blank.
6. Campaign targeting type: All audience Views campaigns will be – *Auto*.
7. Campaign tactic: All audience Views campaigns will be – *Views (CPC)*.
8. Max Bid: The maximum you are willing to pay for a click.
9. Campaign Status: "Enabled" to begin running.
10. Placement Type: Advertisers can use this new column to identify campaign. performance on different placements positions. This is a read only field as Sponsored Display views currently only shows up on one placement type - Offsite. Add value, **"All"**. (optional)

Fill in the required fields for Ad Group

1. Record Type : Enter "Ad Group".
2. Campaign: This name is used to identify the campaign.
3. Campaign Tactic: All audience Views campaigns will be – *Views (CPC)*.
4. Ad Group: This name is used to identify the Ad Group.
5. Max Bid: 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.
6. Ad Group Status: Your Ad Group Status can be enabled or paused.

Fill in the required fields for Ads

1. Record Type : Enter "Ad".
2. Campaign: This name is used to identify the campaign.
3. Ad Group: This name is used to identify the Ad Group.
4. Campaign Tactic: All audience Views campaigns will be – *Views (CPC)*.
5. ASIN or SKU: Product to advertise. Sellers will use SKU and Vendors will use ASIN.
6. Status: Your Ad Status can be enabled or paused.

Step 3: Submit Sponsored Display campaign bulk sheet

Once you have filled in the required fields in the previous section, you can save your bulk sheet as a .xlsx file. If you're creating a new Sponsored Display campaign, you can delete unused tabs in the bulk sheet. Submit only the tab that you are updating. Delete other templates or example tabs before saving and uploading.

When you're ready to upload, navigate back to bulk operations. Click the *choose file* button and select the bulk sheet in the location that you saved. After you have selected it, click the button *Upload to process changes*.

3. Upload your file to update your campaign

Choose file

Supported file types: .xlsx & .xls
Finished With Errors
4 errors
179/183 rows processed

3. Upload your file to update your campaign

C:\fakepath\sb_campaign_creation_sample.xlsx   Change file

Upload to process changes

Supported file types: .xlsx & .xls
Finished With Errors
4 errors
179/183 rows processed

Depending on the number of rows in the bulk sheet, it can take some time to complete. Once complete, a status will populate under *uploads* with information on whether the upload succeeded or not and if not, what the warnings or errors were. Review errors and warnings before you upload again. To access an error report, click *Download Report*. Note: You need to periodically refresh the *bulk tools tab* as it does not self refresh.

Uploads

Files	Status	Report
Sponsored Ads Bulk File Oct 23 2019 13:59:33 Feed: Download Batch ID: 50020018192	Finished With Errors 4 errors 179/183 rows processed	Download Report
Sponsored Ads Bulk File Oct 21 2019 16:29:22 Feed: Download Batch ID: 50019018190	Failed to process	Failed to process. No changes were made.
Sponsored Ads Bulk File Oct 21 2019 15:12:25 Feed: Download Batch ID: 50018018190	Finished Successfully 2/2 rows processed	Successfully processed changes.