

Optimization tips for your Amazon Marketing Services campaigns



Optimization tips for newly launched Sponsored Products

- Advertise as many ASINS from your portfolio to maximize sales
- Always set higher campaign Daily Budget to show your ads for longer duration
- No End Date campaigns are highly recommended
- Use Broad match and Suggested Bid on most keywords for higher visibility. Use Exact match and higher bids for most relevant keywords
- After running automatic campaigns for 3-4 weeks, select best performing keywords from the Search Term Report and add these to manual campaigns
- Keep running a combination of automatic & manual campaigns – automatic to help discover new keywords, manual to target keywords with higher bids
- Use negative keywords to control your advertising cost by preventing ads from showing for irrelevant keywords
- Filter performance metrics by dates upto 60 days prior to analyse your advertising campaigns with more control on an account or campaign level

Optimizing your Headline Search Ads campaigns

- Always set higher campaign Daily Budget to show your ads for longer duration
- No End Date campaigns are highly recommended
- Use Broad match and Suggested Bid on most keywords for higher visibility. Use Exact match and higher bids for most relevant keywords
- Use Broad keyword match type to give your ads higher traffic exposure
- Filter performance metrics by dates upto 60 days prior to analyse your advertising campaigns with more control on an account or campaign level



Optimizing your Product Display Ads campaigns

- Always set higher campaign Daily Budget to show your ads for longer duration
- No End Date campaigns are highly recommended
- Use brand-specific, category-specific and competitor keywords for greater ad exposure
- Use in-category and cross-category keywords for upselling and cross-selling opportunities
- Create a combination of brand-category-competitor keywords with match types – broad, phrase and exact and monitor those that deliver best results

Optimizing your Amazon store

- Create a brand store to leverage on prime real estate on Amazon for your brand
- Use the unique brand store url link for your campaigns across other channels also
- To optimize your Amazon store's performance access the insights dashboard
- Leverage store analytics to see traffic visits and views from different sources and accordingly fine tune your media mix across different channels

