Common ways to use automated rules

Automated rules can help you manage multiple ads running at the same time. Think about the items you frequently check up on and the subsequent actions you take in Ads Console. When you create Automated in Drona, they automatically check your keywords, campaigns and ad groups and system takes actions without your manual intervention.

For example, ask yourself:

- Do you pause a low-performing keyword when it hits a specific metric?
- Do you increase your budgets if campaigns are performing well?
- Do you increase your budgets if your total daily spend gets exhausted and campaigns run out of budget?
- Do you increase your budget based on ACOS or ROAS?
- Do you extend campaign end date which you created for an event?

While automated rules may cut down on the time needed to manage your ads, you should still monitor the overall performance of your ads to make sure they meet your marketing goals.

Create a rule in 4 steps

When you create an automated rule, you choose the advertiser and break the repetitive task into 3 steps

- The active keywords, campaign, ad groups you want the rule to affect
- The criteria that triggers the rule- **CONDITION**
- The action your rule takes on the ad – **ACTION**
- Preview the result and execute

Automated rules can help you manage multiple ads running at the same time.
To get started, think about the tasks you perform frequently in your Amazon Ads account and write down the steps you take. Then structure your rules to have these actions performed automatically for you.

Rules Cheat Sheet

This document provides several examples of popular rules. You can use your personal performance goals and expertise about your advertiser to choose specific metrics and actions that make sense for you. Once you've created rules, make sure to monitor their performance frequently and refine them to get the desired results.

1. Stop losses on keywords which are not performing

Create Rule - To execute rule which picks all kws across campaigns with low ACOS or orders and changes decreases bids them.

Create Keyword Rule for ACOS control in 5 Simple steps:

Step 1: Go to Automated Rules menu> Click on Create a Rule and select Type of Rule: **Keyword.**
Add rule **name,** select **advertiser(s)** and the **campaigns**

Step 2: Add **conditions** like "If ACOS >=X% & Orders < Y using data select from "Last Week or last month".

Step 3: Add **Action** like "Decrease Bid by Z% and save the rule. Go back to the dashboard.

Step 4: Select "**Preview**" operation on the rule and review changes which system will make when you execute.

Step 5: Execute the rule.

2. Avoid out of budget scenario daily for good performing campaigns

Budget utilization variable allows user to check % of daily budget consumed and apply est. budget increase for performance campaigns. E.g. If 100% budget is consumed mid-day, you would essentially need 2X old daily budget for those campaigns. So, daily budget should be increased by 100%. This will ask system to surface all the campaigns which are going to go out of budget and have consumed 75% of the daily budget currently.

Create Rule- To reduce downtime on out of budget (OOB) campaigns by adding incremental daily budget at once for good performing campaigns.

Create campaign rule for finding all campaigns where Daily Budget is exhausted in 5 steps:

Step 1: Got to Automated Rules Menu > Click on Create a Rule and select type of Rule: **Campaign.**

Add Rule Name, select advertiser(s) and select all campaigns.

Step 2-: Add Condition 'If 'Budget Utilization' >=75% and 'ACOS' < X%'

using data select from "Today" or "Yesterday".

Step 3: Add action like **Increase** 'Daily budget' by Y% up to Rs. ZZZ. Save the rule. Go back to the dashboard.

Step 4: Select "**Preview**" Operation on the rule and review changes before system will execute.

Step 5: **Execute** the rule.

Rule 3- To reduce ACOS by controlling low/non-performing keywords.

3. Increase bids for specific keywords during event or particular days

Create Rule - To execute rule which picks all kws containing "abc" across all advertiser campaigns and changes(incr/decr) bids or pauses them.

Create campaign rule for finding all keywords containing "abc" and increase its bids in 5 steps:

Step 1: Got to Automated Rules Menu > Click on Create a Rule and select type of Rule: **Keyword.**

Add Rule Name, select advertiser(s) and select all campaigns.

Step 2-: Add Condition 'If 'Name' contains "abc"

using data select from "Yesterday" or "Last week"

Step 3: Add action like **Increase** 'bid' by Y% up to Rs. ZZZ. Save the rule. Go back to the dashboard.

Step 4: Select "**Preview**" Operation on the rule and review changes before system will execute.

Step 5: **Execute** the rule.

4. Know breakup of daily budgets across all campaigns of a selected advertiser

Create Rule - Distribution of all campaign daily budgets can help AMs plan campaign wise spends beforehand across non-event vs event days.

Create campaign rule for finding daily budget for an advertiser 5 steps:

Step 1: Got to Automated Rules Menu > Click on Create a Rule and select type of Rule: **Campaign.**

Add Rule Name, select advertiser(s) and select all campaigns.

Step 2-: Add Condition 'If 'Spend>=1 Rs.

using data select from "Today" or "Yesterday".

Step 3: Add action like **Increase** 'Daily budget' by 0%. Save the rule. Go back to the dashboard.

Step 4: Select "**Preview**" Operation on the rule and review changes before system will execute.

Step 5: **Execute** the rule.