

# Advertising SOP: Bulk Negation Tool

08/27/2024 1:39 pm CDT

## Bulk Negation Tool



**Who is this for?** Individuals who want to save time and increase efficiency by doing bulk negations.



**Objective:** This SOP aims to provide a step-by-step guide on how to generate a Bulk File ready for upload for Customer Search Terms to be negated based on the parameters that you can set (Clicks, Spending, and Orders)

### Bulk Negation Tool: File

- Download:
  - Generate a Sponsored Products Search Term Report (Chosen date range)
  - Bulk File (Any date range)

Cancel Run report

Configuration

Report category  Sponsored Brands now includes data for Sponsored Brands Video

Report type

Time unit  Summary  Daily

Report period

## Bulk operations

Use spreadsheets to make large-scale updates to your Sponsored Products, Sponsored Brands, and Sponsored Display campaigns.

- Use the new spreadsheet format that supports Sponsored Display and other new sponsored ads features
  - Use the legacy spreadsheet format
- [Click here for the user guide for spreadsheet formats](#)

### 1. Create & download a custom spreadsheet

Date range for performance metrics ⓘ

Date range Yesterday

#### Include

- Terminated campaigns
- Campaign items with zero impressions
- Placement data for campaigns
- Brand assets data ⓘ
- Sponsored Products data
- Sponsored Brands data
- Sponsored Display data
- Guidance for Sponsored Products **Beta** ⓘ

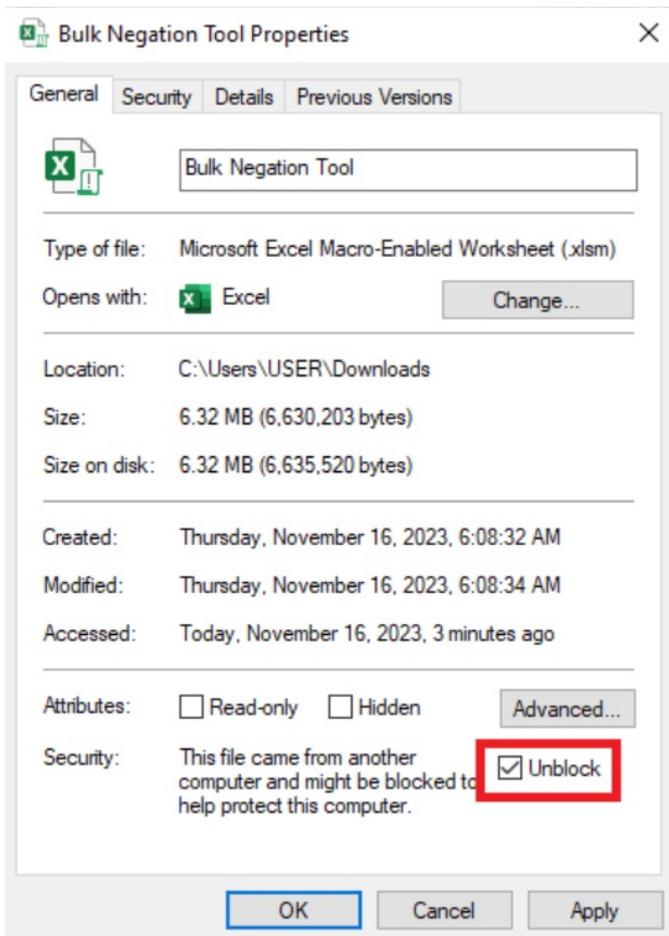
### 2. Edit your file

Guidelines for editing bulk spreadsheets:

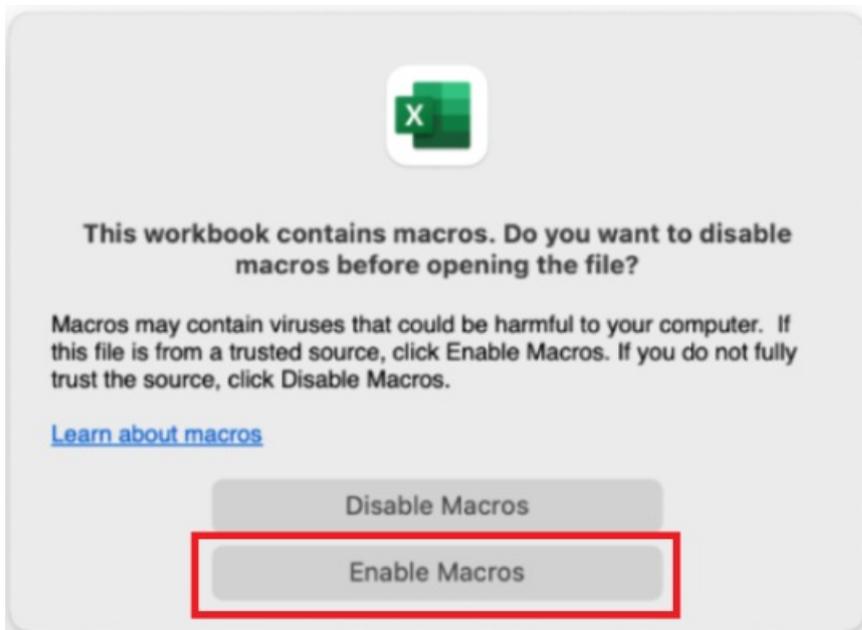
- You can add up to 1,000 keywords and bids to an ad group.
- Make sure to apply the correct match type to your keyword.

[Learn more](#)

- **Activate Bulk Negation Tool.xlsm Macro**
  - For Windows: Right click > Properties > Check "Unblock" > Click OK



- For Mac: Open the file > Enable Macros



- Open the files:
  - The Bulk Negation Tool.xlsm
  - The Search term report.xlsx

- The Bulk File.xlsx
- **Paste the files**
  - The SP Search term report to STR-Dump sheet
  - The SB Search term report to STR-Dump-SB sheet
  - The Bulk File to Bulk-Dump sheet

- **On Negation sheet, set:**

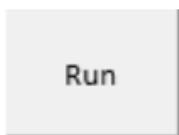
- Orders
- Spend
- Clicks
- ACOS

- **Sample settings:**

Orders:	Spend:	Clicks:	ACOS:	Orders:	Spend:	Clicks:	ACOS:
Less than or equal to	Greater than or equal to	Greater than or equal to	Greater than or equal to	Less than or equal to	Greater than or equal to	Greater than or equal to	Greater than or equal to
0	20	20		1	0	0	100%

- **Note:** Make sure we consider the product price relation to the ad spend when setting this up
  - Ex: if product price is \$50 and ACOS goal 40%, the approx. input should be \$25 and more

- **Click the Run button**



For SP

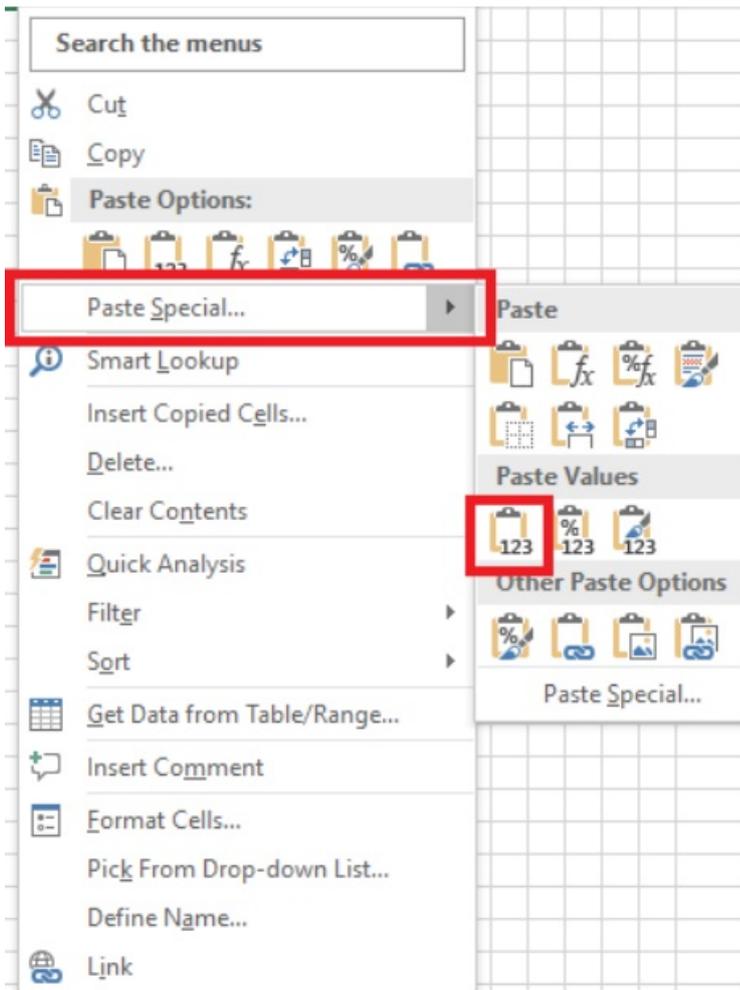


For SB

- **Validate the Results, next is Copy then Paste to Negation sheet:**

- Campaign Name
- Adgroup Name
- Customer Search Term

- Choose between Exact or PhraseNegative match types
  - Filter Negative type column to KW to easily fill out Negative match type column
  - PT must be blank on Negative match type column
- Copy the Data from SP sheet then paste on a different excel as values
  - SP - Column A to AH
  - SB - Column A to Y



- Save the new Excel and upload it to Bulk operations

**amazonads** Sponsored ads Bulk operations

United States

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- Guidance for Sponsored Products [Data](#) @

[Create spreadsheet for download](#)

#### 2. Edit your file

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- You can add up to 1,000 keywords and bids to an ad group.
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[Learn more](#)

#### 3. Upload your file to update your campaigns

[Choose file](#)

Supported file types: .xlsx & .xls

You are using the new spreadsheet format, please use the new spreadsheet downloaded from step 1 or from the BulkSheets portal. Please see the [BulkSheets Migration Guide](#) for more info.

- **Others**

- **Clear ALL**

- This will clear these sheets:
- STR-Dump
- STR-Dump-SB
- Bulk-Dump
- Results
- Negation

- **Optional Clear**

- This will clear the same sheets but there will be a pop-up asking to clear each sheet or not