

Advertising SOP: Best Practices on Campaign Segmentation

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Best Practices on Campaign Segmentation



Who is this for? This SOP is intended for small business owners, entrepreneurs, and marketing professionals looking to enhance their advertising strategies through effective campaign segmentation.



Objective: The aim of this SOP is to present a concise set of best practices for segmenting advertising campaigns, helping users to deliver targeted and personalized ads that improve campaign performance and ROI. The guide will cover key segmentation aspects, such as demographic, geographic, behavioral, and psychographic factors, along with practical tips for leveraging data and analytics.

Best Practices

1. Determine How Many Campaigns Are Needed
 - a. Utilize [THIS SOP](#) to determine which campaigns exist, and which will need to be created.
2. Organize your Campaigns.
3. Suggested Keyword targets per campaign
 - a. Broad : 5 - 10 targets that are 1 - 2 words in Length that are HIGHLY RELEVANT
 - b. Phrase : 5 - 10 targets
 - c. Exact : 10 - 15 targets that are 3 - 5 words in Length that are needed to RANK organically
4. Never Segment by ASINS to start
5. Category Targeting
 - a. Always refine
 - i. New Product with Low reviews = 3 Stars and Under no price limit

- ii. Long-Standing Product = 4 Stars and Below with Min Price set to \$2 under what the product price is.

6. Campaign Allocation

- a. Sponsored Products: **60%** of your campaigns
 - b. Sponsored Brands: **25%** of your campaigns
 - c. Sponsored Display: **15%** of your campaigns
- For you to check your existing campaigns and determine opportunities you may use this [Campaign Checklist Template](#).

Sample Screen shot :

- Sponsored Products Campaign Checklist

		ASIN 1	ASIN 2	ASIN 3	ASIN 4	ASIN 5	ASIN 6	ASIN 7	ASIN 8	ASIN 9	ASIN 10
AUTO											
	Close	<input type="checkbox"/>									
	Loose	<input type="checkbox"/>									
	Substitute	<input type="checkbox"/>									
	Compliments	<input type="checkbox"/>									
KEYWORDS											
Generic Keywords											
	Gold Panning	<input type="checkbox"/>									
	Broad Mod	<input type="checkbox"/>									
	Broad	<input type="checkbox"/>									
	Phrase	<input type="checkbox"/>									
	Exact	<input type="checkbox"/>									
Competitor Branded Keywords											
	Exact	<input type="checkbox"/>									
	Phrase	<input type="checkbox"/>									
	Broad	<input type="checkbox"/>									
Self Branded Keywords											
	Exact	<input type="checkbox"/>									
	Broad	<input type="checkbox"/>									
PRODUCT TARGETING											
Competitor ASIN											
	ASIN Exact	<input type="checkbox"/>									
	ASIN Expanded	<input type="checkbox"/>									
Self ASIN											
	ASIN Exact	<input type="checkbox"/>									
	ASIN Expanded	<input type="checkbox"/>									
Category											
	Category	<input type="checkbox"/>									

- Sponsored Brands Campaign Checklist

