

Advertising SOP: Bulk Operations - Bid Adjustment

08/27/2024 2:00 pm CDT

Bulk Operations - Bid Adjustment



Who is this for? Individuals are responsible for managing and optimizing advertising campaigns using bulk operations bid adjustments, including advertising managers, digital marketers, or other professionals involved in online advertising campaigns.



Objective: To provide guidelines for bulk operations bid adjustments in an advertising campaign to ensure consistency and efficiency.

Notes:

There is a **two-day attribution window**. When downloading bulk operations, **exclude the last two days from the data** as this data is still being processed by Amazon and may not be accurate. For example, when downloading a 30-day bulk file, download Jan 23 to Feb 23 (assuming today is February 25).

After selecting a date range from two days ago, exclude the following from the bulk file by check-marking the box:

Exclude:

- Terminated Campaigns
- Placement Data for Campaigns
- Brand Assets Data

1. Click on Create a Spreadsheet for download. This may take a few minutes, depending on the size of the file (usually up to a maximum of 30 minutes).
2. Once the bulk file is downloaded, rename the file using our current naming conventions: Name of the account, beginning, and end date as well as today's date.
3. Before making any changes, download the bulk upload file and keep it as a backup

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 @

Today
Yesterday
7 days
14 days
30 days
60 days

Guidelines for editing bulk spreadsheets:

ad bids to an ad type to your

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.

Bulk spreadsheet history
Below are the most recent bulk files requested. Up to 20 reports will be stored at a time.

Downloads		Uploads	
Files	Report	Files	Report
Bulk File Apr 07 2023 09:30:29 Status: Success Batch ID: [yellow triangle]	Download	Sponsored Ads Bulk File Mar 16 2023 22:34:24 Download file Batch ID: 596700019432	Finished Successfully 467 / 467 rows processed Successfully processed changes.
Bulk File Mar 31 2023 07:21:23	Download		

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Date range for performance metrics @

[Customize](#) Mar 15, 2023 - Apr 14, 2023

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 [Batch ID]

[Create spreadsheet for download](#) [File requested](#)

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](#)

3. Upload your file to update your campaigns

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Files	Report	Files	Report
Bulk File Apr 14 2023 11:50:51 Status: In Progress Batch ID: 379123389	Creating your spreadsheet... It may take up to 15 minutes to create your file.	Sponsored Ads Bulk File Mar 16 2023 22:34:24 Download file Batch ID: 596700019432	Finished Successfully 467 / 467 rows processed Successfully processed changes.
Bulk File Apr 07 2023 09:30:29 Status: Success	Download	Sponsored Ads Bulk File	Finished Successfully Successfully processed.

Preparing the Spreadsheet - Sponsored Products Sheet and Sponsored Brands

- Convert to number by clicking on the yellow triangle when selecting the following columns (S to Y): Impressions, Clicks, Spending, Orders, Total Units, Sales, ACos. Originally, it is stored as text. We need these columns to be numbered so we can use them for calculations.
- After the ACOS column, add **3 new columns** namely: **CPC** (Cost Per Click), **% Change**, and **New Bid**.
- Filter** the 'Status', Ad Group status, and Campaign Status to show only 'enabled'. Remember to remove all 'blanks'
- Filter the 'Max Bid' column to remove all 'blanks' and convert to a number using the yellow triangle.

5. Review the target ACOS for the account.
6. Download both a 30/60 day bulk operations report and a 7-day bulk report for the best optimization

Optimizing the Bids

1. Filter the ACOS column in descending order (Largest to Smallest). Highlight or color High ACOS targets, as needed. The targets that are close to the target ACOS can pass and should not be touched.
2. Fill out the CPC column, which is spend divided by clicks. Convert this into currency.
3. In the % column, calculate the ratio between 'Max Bid' divided by CPC. Convert this into currency.
4. Convert the 'New Bid' Column into currency.
5. Fill the Excel formulas down (for the CPC, % Change, and New Bid) and analyze the data.
6. Reduce the bids according to the target ACOS. For example, you may want to reduce the bid of targets that are way above their target ACOS by 50%. This can be done by multiplying CPC by 0.5 in the 'New Bid' column. You should reduce the targets by a lower percentage as the targets come closer to their target ACOS (e.g., by 30%).
7. If a target is below target ACOS, you may consider increasing the bid instead. This can be done by multiplying the CPC by 1.20 (e.g. increasing by 20%).
8. Think about the changes you make - you may choose to reduce, increase or leave the bids as is based on your analysis and target ACOS of the account. You are the expert and this is a tool to assist you. Do not forget to do contextual analysis.

Possible Order of Optimizations:

Filter the bulk file and filter for the following:

- High ACOS (based on target ACOS) - Reduce the bids
- Low ACOS (based on target ACOS) - Increase the bids
- 20 Clicks No Sale - Reduce the bids or pause as needed.
- Increase the bid of low impressions (less than 70 clicks in 7 days). Only increase the bids by 2 to 5 cents using the 7-day bulk file.

Uploading the File

1. Write an update in the operation columns before uploading the file
2. Once the desired bid changes are complete, copy the data into a new file and paste it.
3. Now save the new file and name it as follows: Brand SP Bulk Upload High ACOS-2022-02-25
4. Copy the new bids and paste them into the 'Max Bid' column. Save the file.
5. Ensure you are in the correct account and upload the file. Once the upload is complete, you will see 'successfully completed' in green with the exact number of rows completed.

- If errors occur, review and correct them using the report attached from Amazon
- Double-check your bulk upload by manually going into one of the campaigns.

	Product	Entity	Operation	Campaign Id	Ad Group Id	Portfolio Id	Ad Id (Read Only)	Keyword Id (Read Only)	Product Target Id	Campaign Name	Ad Group Name
1	Sponsored Pi	Keyword	update	1000000000	1000000000			1000000000			
2	Sponsored Pi	Keyword	update	1000000000	1000000000			1000000000			
3	Sponsored Pi	Keyword	update	1000000000	1000000000			1000000000			
4	Sponsored Pi	Keyword	update	1000000000	1000000000			1000000000			
5	Sponsored Pi	Product Target	update	1000000000	1000000000			1000000000	1000000000		
6	Sponsored Pi	Keyword	update	1000000000	1000000000			1000000000			
7	Sponsored Pi	Keyword	update	1000000000	1000000000			1000000000			
8	Sponsored Pi	Keyword	update	1000000000	1000000000			1000000000			
9	Sponsored Pi	Product Target	update	1000000000	1000000000			1000000000	1000000000		
10	Sponsored Pi	Product Target	update	1000000000	1000000000			1000000000	1000000000		
11	Sponsored Pi	Keyword	update	1000000000	1000000000			1000000000			
12	Sponsored Pi	Keyword	update	1000000000	1000000000			1000000000			
13	Sponsored Pi	Product Target	update	1000000000	1000000000			1000000000	1000000000		
14	Sponsored Pi	Product Target	update	1000000000	1000000000			1000000000	1000000000		
15	Sponsored Pi	Keyword	update	1000000000	1000000000			1000000000			
16	Sponsored Pi	Product Target	update	1000000000	1000000000			1000000000	1000000000		
17	Sponsored Pi	Keyword	update	1000000000	1000000000			1000000000			
18	Sponsored Pi	Keyword	update	1000000000	1000000000			1000000000			
19	Sponsored Pi	Keyword	update	1000000000	1000000000			1000000000			
20	Sponsored Pi	Keyword	update	1000000000	1000000000			1000000000			
21	Sponsored Pi	Keyword	update	1000000000	1000000000			1000000000			
22	Sponsored Pi	Keyword	update	1000000000	1000000000			1000000000			
23	Sponsored Pi	Keyword	update	1000000000	1000000000			1000000000			
24	Sponsored Pi	Product Target	update	1000000000	1000000000			1000000000	1000000000		
25	Sponsored Pi	Product Target	update	1000000000	1000000000			1000000000	1000000000		

United States

Bulk operations

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- Create & download a custom spreadsheet**

Date range for performance metrics

Date range Yesterday

Include

 - Terminated campaigns
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 - Placement data for campaigns
 - Brand assets data
 - Sponsored Products data
 - Sponsored Brands data
 - Sponsored Display data
 - Guidance for Sponsored Products

[Create spreadsheet for download](#)

Visit the [Bulkspreadsheets Portal](#) for examples and instructions on how to use bulk spreadsheets. [Download a bulk operations template](#) to start creating a new bulk spreadsheet.
- Edit your file**

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Bulk File Apr 07 2023 09:30:29 Status: Success	Download	Sponsored Ads Bulk File	Finished Successfully	Successfully processed

Weekly Check-in

After the 'New Bid Column' has the following fields in each column:

1. Target
 2. Select the keyword/target cell
 3. Describe the action (reduced, increased bid)
 4. On Campaign (select campaign name cell)
 5. In the final cell, use the & sign and put the data in the cells together to create the check-in
 6. It should look similar to this: Target 'back pain' reduced bid on campaign SP-KW-Broad Phrase Exact by 10%.
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