

Advertising SOP: How to Set Up Ad Campaigns on Seller Central

08/27/2024 2:12 pm CDT

How to Set Up Ad Campaigns on Seller Central



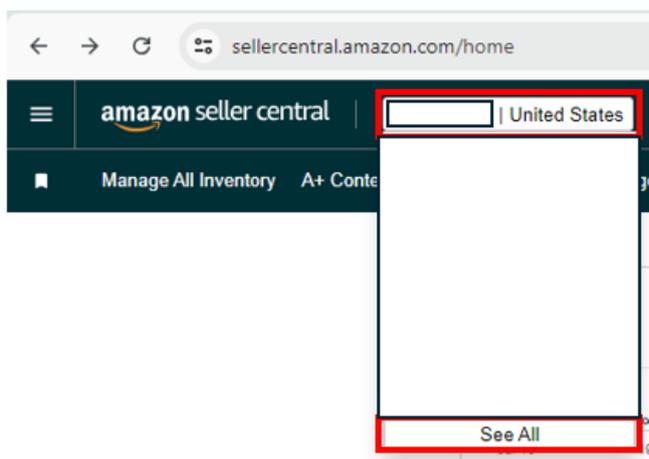
Who this is for? This SOP is intended for Amazon sellers who have registered on the Seller Central platform and are looking to set up ad campaigns to promote their products. The audience should have a basic understanding of how the Seller Central platform works and should be familiar with the product they want to advertise. Additionally, the audience should have an understanding of basic digital marketing concepts, such as keywords and targeting.



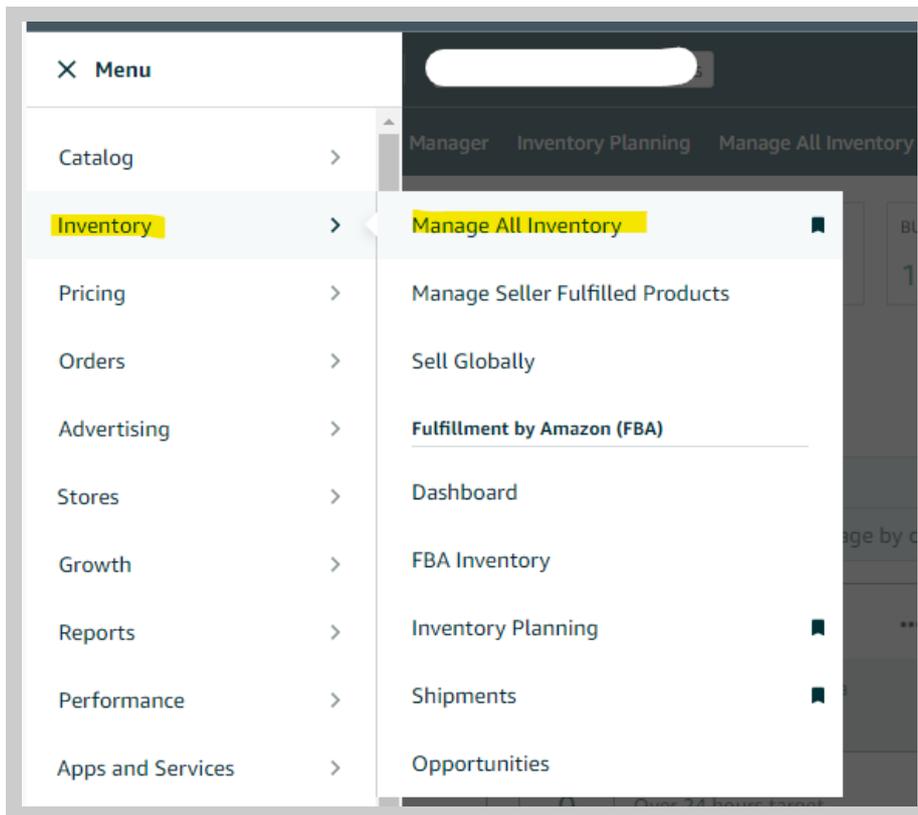
Objective: The objective of this Standard Operating Procedure (SOP) is to provide step-by-step instructions for setting up ad campaigns on Seller Central, a platform for Amazon sellers to manage their online business. The purpose of this SOP is to help Amazon sellers effectively promote their products and increase their sales by using the advertising features available on Seller Central.

Step-by-Step Instructions

1. **Log in to Seller Central.** Go to the marketplace switcher and choose the account where you will set up the ad campaign



2. Go to **Manage All Inventory** to see what products they currently have. This will help you create ad groups depending on the product.



3. Create a Google Sheet where you can separate and sort products

***Note: Segment the products if they have the same category but different kinds (example below). A product with multiple sizes is the same product (e.g. packs, size) and a bunch of products that have the same traits such as sauce or jam could all have a generic ad group with generic keywords. It is also recommended that you create different tabs for different ad campaigns you will have to create (e.g. Manual, Competitor, Brand)*

Keyword Research - Jewelry

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

100% \$ % .0 .00 123 Arial 10 B I U A

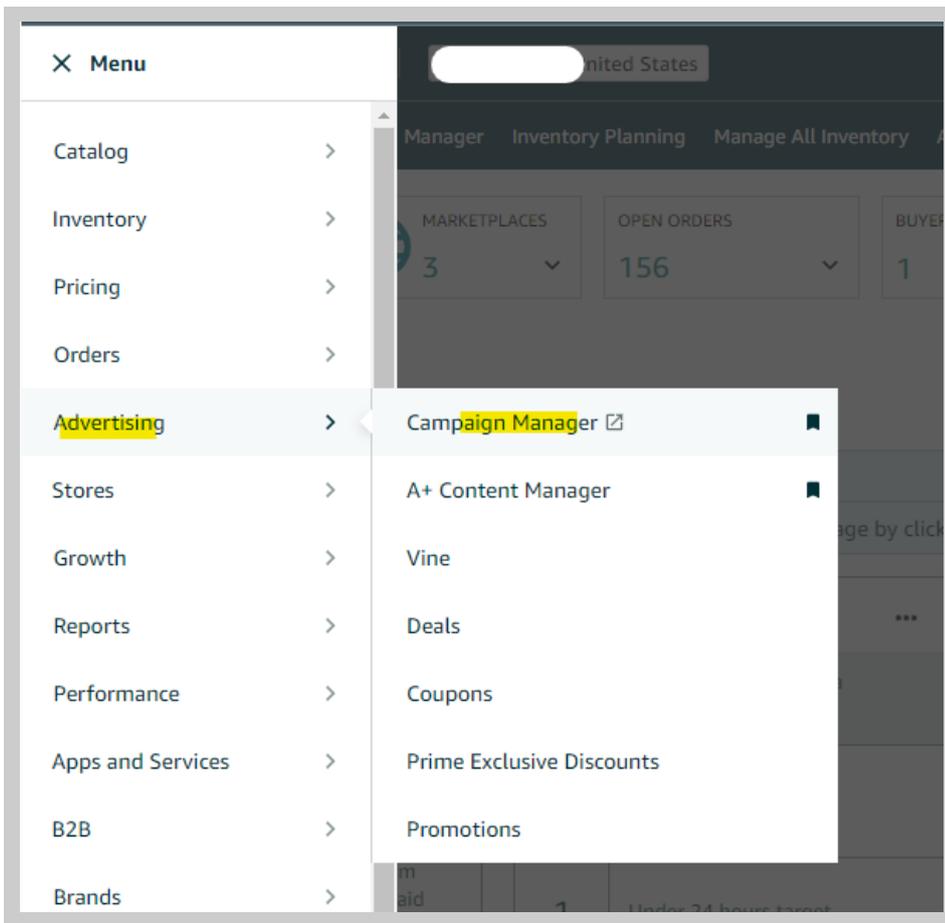
	A	B	C	D	E	F	G	H	I
1	Band Rings	Horseshoe Ring	Locket Rings	Twisted/Cross	Serpent Rings	Adjustable Ring	Necklaces	Earrings	Bracelets
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									
12									
13									
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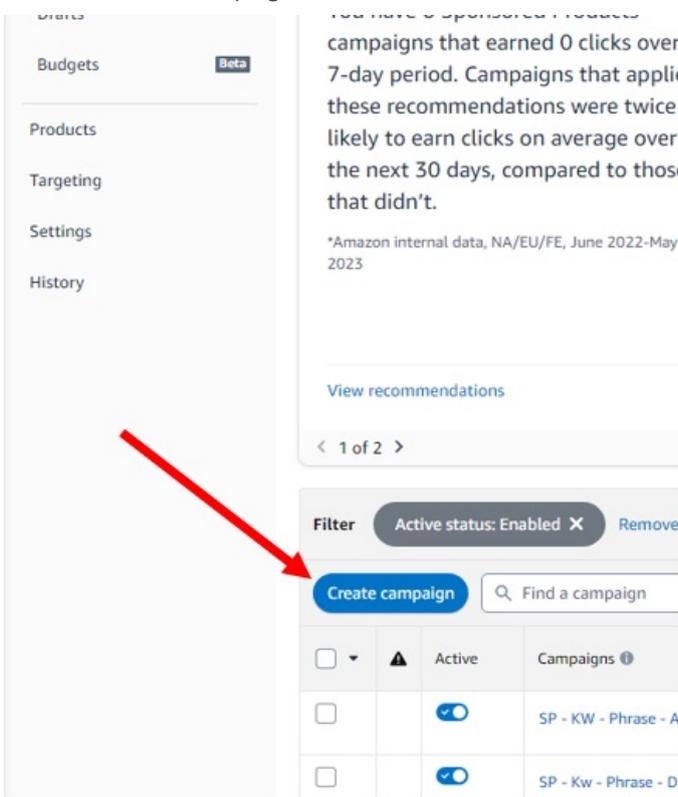
You will notice that there are different types of rings here. It's segmented that way to ensure that the target keyword is accurate to the product.

Manny Competitor Brand

4. Next, go to Advertising > Campaign Manager



5. Select Create Campaign



6. Choose Sponsored Products

Choose your campaign type

View drafts

The screenshot shows four campaign type cards. Each card has a header, a representative image, a brief description, a 'Continue' button, and a 'Highlights' dropdown. The 'Continue' button for 'Sponsored Products' is highlighted with a red rectangular box. A red arrow points from the 'Continue' button of the 'Sponsored Display' card towards the 'Continue' button of the 'Sponsored Products' card.

For proper naming conventions for your campaign, go [here](#).

Important note: The placement of each item in the "Create Campaign" page will be different depending on updates from Amazon, but, the steps will essentially be the same.

7. Create Campaign name, set Daily budget to how much the seller budget is and choose Manual Targeting

***Note: You will usually have to create 4 different campaigns (Manual, Brand, Competitor, and Automatic -- for Automatic campaigns, instead of choosing Manual Targeting, you will choose Automatic). For the Daily budget, if the seller hasn't provided it yet, put \$10)*

Create campaign

Settings

Campaign name ⁱ

Manual - (MAG)

Start ⁱ

Feb 19, 2019

End ⁱ

No end date

Choosing no end date means your campaign will run longer, and a longer timeframe can give you better insights on search terms and keyword performance to further optimize your campaign.

Daily budget ⁱ

\$ 5.00

Most campaigns with a budget over \$30.00 run throughout the day.

Targeting

Automatic targeting

Amazon will target keywords and products that are similar to the product in your ad. [Learn more](#)

Use the search term report to see which keywords triggered your ads. This can inform future advertising decisions.

Manual targeting

Choose keywords or products to target shopper searches and set custom bids. [Learn more](#)

Use this strategy when you know which keywords deliver the most value for your business.

I. Creating Manual Campaign:

1. Create an Ad Group, set group name according to the product

Create an ad group

An ad group is a group of ads sharing the same set of keywords and products. Consider grouping products that fall within the same category and price point range. You will create your first ad group now. You can edit your campaign after launch to create additional ad groups in campaign manager. [Learn more](#)

Settings

Ad group name ⓘ

Earrings



****If you already have a campaign and you are just adding an Ad Group, go to All Campaigns > choose the campaign where you need to create an Ad Group, then click on Create ad group**

All campaigns > Campaign: Manual - (MAG)

Manual - (MAG) SPONSORED PRODUCTS

Ad groups

Placements

Negative keywords

Campaign settings

Advertising reports

Create ad group

Create an ad group

Filter by ▾

Spend ⓘ

\$0.83 TOTAL



Sales ⓘ

\$0.00 TOTAL



ACOS ⓘ

— AVERAGE

4

3

2

2. Add the corresponding products

****Note: Use the search bar and look for the corresponding product/s, then add it.**

Products ⓘ

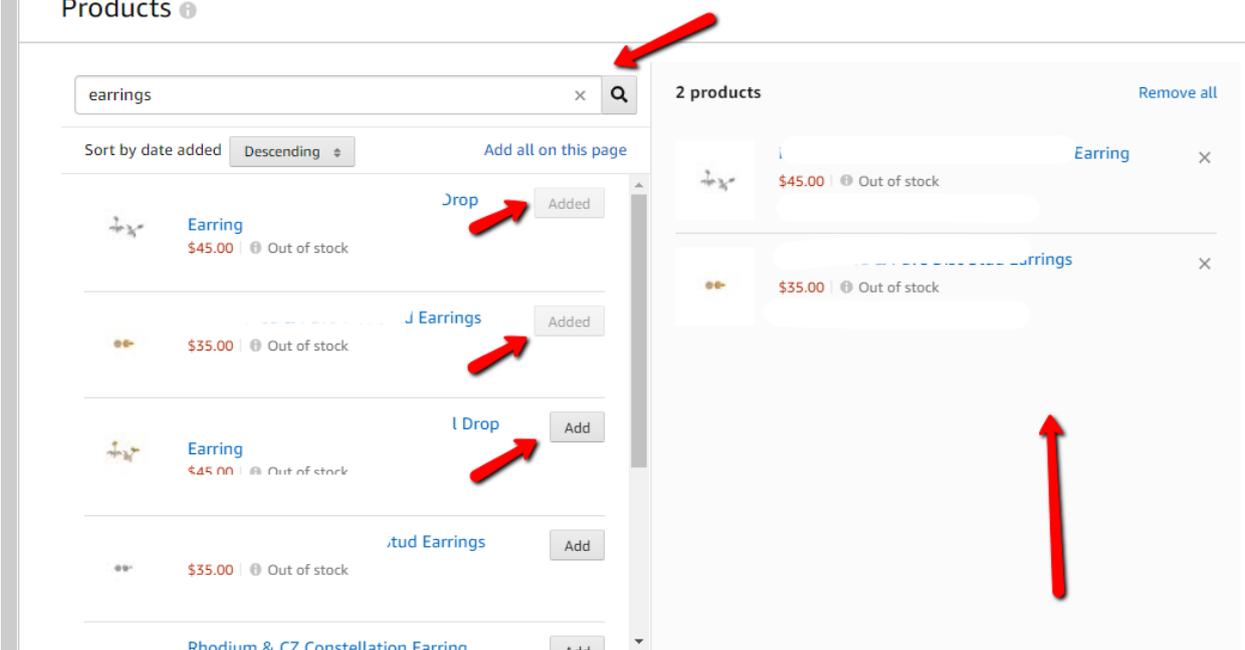
earrings x 🔍

Sort by date added Descending ▾ Add all on this page

	Earring \$45.00 ⓘ Out of stock	Drop	Added
	J Earrings \$35.00 ⓘ Out of stock		Added
	Earring \$45.00 ⓘ Out of stock	Drop	Add
	stud Earrings \$35.00 ⓘ Out of stock		Add
	Rhodium & C7 Constellation Earring		Add

2 products Remove all

	Earring \$45.00 ⓘ Out of stock	X
	Earrings \$35.00 ⓘ Out of stock	X



3. Set Bidding Strategy - Fixed Bids only

Bidding ⓘ

Campaign bidding strategy ⓘ BETA

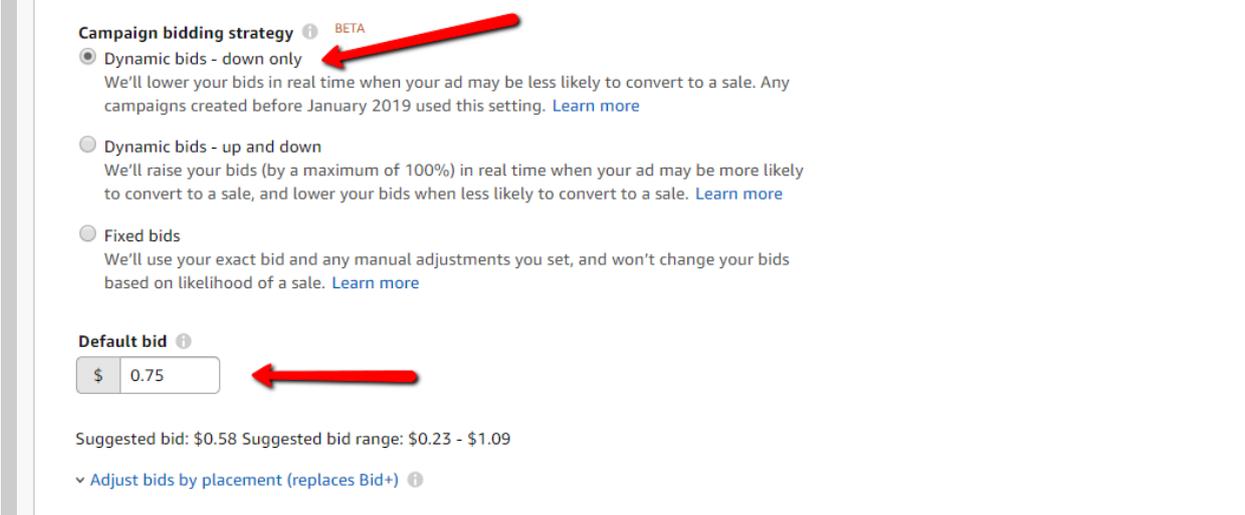
- Dynamic bids - down only**
We'll lower your bids in real time when your ad may be less likely to convert to a sale. Any campaigns created before January 2019 used this setting. [Learn more](#)
- Dynamic bids - up and down**
We'll raise your bids (by a maximum of 100%) in real time when your ad may be more likely to convert to a sale, and lower your bids when less likely to convert to a sale. [Learn more](#)
- Fixed bids**
We'll use your exact bid and any manual adjustments you set, and won't change your bids based on likelihood of a sale. [Learn more](#)

Default bid ⓘ

\$ 0.75

Suggested bid: \$0.58 Suggested bid range: \$0.23 - \$1.09

▼ [Adjust bids by placement \(replaces Bid+\)](#) ⓘ



4. Choose Keyword Targeting

Targeting ?

You can add multiple ad groups to your campaign, but you can choose only one targeting type per ad group.

- Keyword targeting** 
Choose keywords to help your products appear in shopper searches. [Learn more](#)
- Product targeting** BETA
Choose specific products, categories, brands, or other product features to target your ads. [Learn more](#)

Use this strategy when you know the search terms that customers use to search products similar to yours.

Use this strategy to help shoppers find your product when browsing detail pages and categories or searching products on Amazon.

5. Select the Top 5 Suggested Keywords. Set the Custom Bid to the calculated bid using the formula: average price / (1 / expected conversion rate) * target ACOS. Make sure that each match type is selected.

Keyword targeting ?

Related ? Enter list Upload file

Bid ? Custom bid 

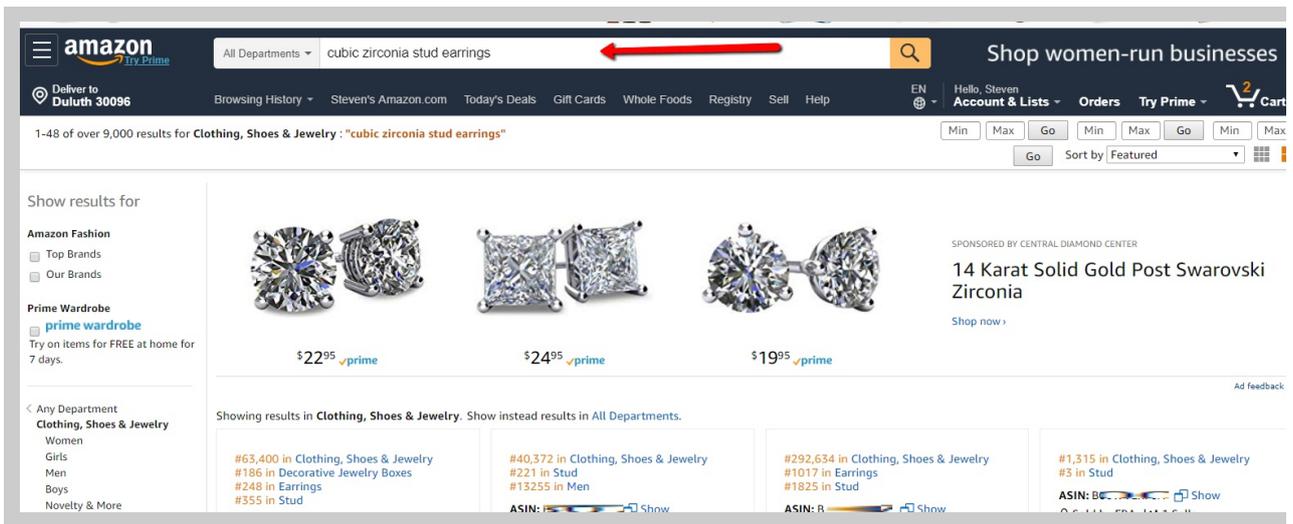
Filter by ? Broad Phrase Exact

Keywords	Match type ?	Sugg. bid ?	Add all
slant tweezers professional	Broad	\$0.97 - \$2.87	Added
	Phrase	\$0.83 - \$1.42	Added
	Exact	\$0.83 - \$1.42	Added
precision slant tweezers	Broad	\$0.46 - \$1.76	Added
	Phrase	\$0.42 - \$1.64	Added
	Exact	\$0.53 - \$2.19	Added
german made tweezers	Broad	\$0.57 - \$1.02	Added
	Phrase	\$0.53 - \$0.72	Added
	Exact	\$0.47 - \$0.72	Added
regine slant tip tweezer	Broad	\$0.43 - \$1.14	Add

Keywords	Match type ?	Sugg. bid ?	Apply All	Bid ?
german made tweezers	Exact	\$0.57 \$0.47 - \$0.72	\$ 0.60	X
german made tweezers	Phrase	\$0.61 \$0.53 - \$0.72	\$ 0.60	X
german made tweezers	Broad	\$0.72 \$0.57 - \$1.02	\$ 0.60	X
precision slant tweezers	Exact	\$1.09 \$0.53 - \$2.19	\$ 0.60	X
precision slant tweezers	Phrase	\$0.82 \$0.42 - \$1.64	\$ 0.60	X
precision slant tweezers	Broad	\$0.88 \$0.46 - \$1.76	\$ 0.60	X
slant tweezers professional	Exact	\$1.42 \$0.83 - \$1.42	\$ 0.60	X
slant tweezers professional	Phrase	\$1.42 \$0.83 - \$1.42	\$ 0.60	X
slant tweezers professional	Broad	\$1.43 \$0.97 - \$2.87	\$ 0.60	X

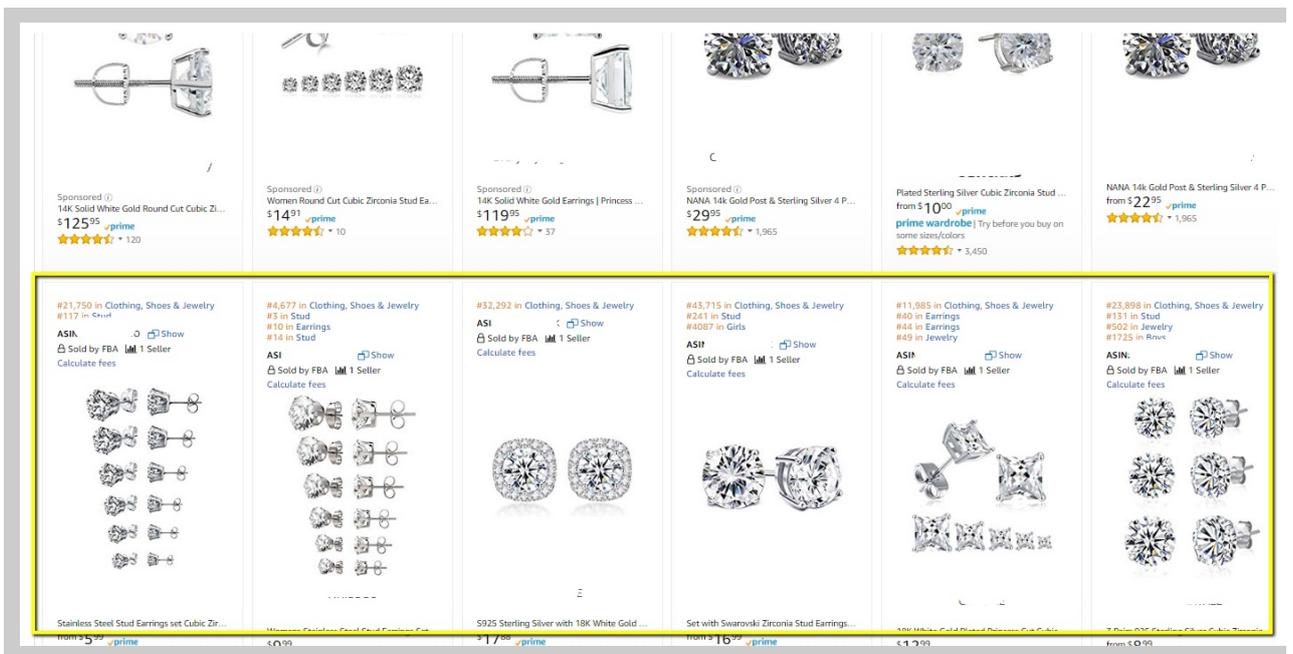
6. Go to Amazon and search for the same kind of product you are creating the keywords for

****Note: Make sure you enter the same type of material they use (e.g., band rings gold plated)**



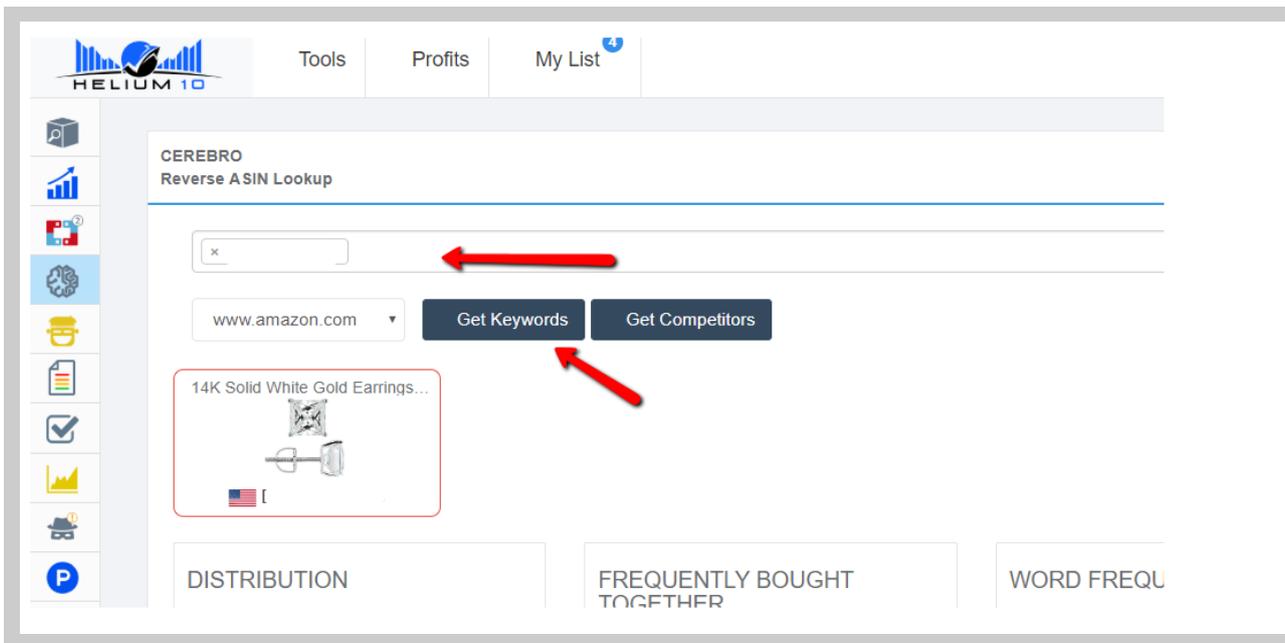
7. Choose at least 2-3 products that are related to the product we are going to advertise

****Note: Choose only the ones ranking organic and not sponsored**



8. Go to Helium10, enter the ASIN of the products you checked (one at a time) and click on Get Keywords

****Note: It will show you the keywords that this product is being ranked for and then we can just go through the keywords and take the ones that we think will do well on the product we are working on**



9. Scroll down to the keywords result, filter it by Search Volume

#	Phrase	Cerebro IQ Score	Search Volume	Sponsored ASINs	Competing Products	CPR 8-Day Giveaway
1	x earrings Amazon's Choice	1,427	142,661	616	>100,000	1,66
2	x box Amazon's Choice	41	40,857	681	>1,000,000	99
3	x stud earrings Amazon's Choice	103	20,681	496	>200,000	60
4	x mens earrings Amazon's Choice	476	19,056	357	>40,000	47
5	x earrings for men Amazon's Choice	357	17,825	348	>50,000	44
6	x swarovski earrings Amazon's Choice	224	13,466	0	>60,000	35
7	x men earrings Amazon's Choice	233	11,645	347	>50,000	31
8	x cubic zirconia stud earrings Amazon's Choice	184	9,220	333	>50,000	25

10. Find Keywords that are relevant to the product, have a high volume, and have a high organic ranking. High organic rankings tell us that this particular keyword converts well for this product.

#	Phrase	Cerebro IQ Score	Search Volume	Sponsored ASINs	Competing Products	CPR 8-Day Giveaways	Match Type	Amazon Recommended Rank	Sponsored Rank	Organic Rank
1	x earrings for women <small>Amazon's Choice</small>	5,579	334,715	484	>60,000	2,720	⓪	-	-	-
2	x hoop earrings for women <small>Amazon's Choice</small>	8,913	89,131	78	>10,000	1,192	⓪	-	-	-
3	x stud earrings for women <small>Amazon's Choice</small>	3,225	64,509	438	>20,000	944	⓪	-	-	-
4	x hoop earrings <small>Amazon's Choice</small>	4,786	47,856	465	>10,000	776	⓪	-	-	-
5	x dangle earrings <small>Amazon's Choice</small>	3,116	31,163	326	>10,000	608	⓪	-	-	-
6	x pearl earrings for women <small>Amazon's Choice</small>	5,191	31,146	229	>6,000	608	⓪	-	-	11
7	x womens overallis	3,115	31,146	518	>10,000	608	⓪	-	-	21
8	x jewelry for women <small>Amazon's Choice</small>	311	31,132	481	>100,000	672	⓪	-	-	-

11. Copy and paste the Top 5 keywords into the “Enter List” section back in the campaign creator. Make sure each of the match types is selected. Use the same calculated bid for the “Custom Bid”.

Keyword targeting

Related **Enter list** Upload file

Bid Custom bid \$ 0.60

Match type Broad Phrase Exact

earrings for women
hoop earrings for women
dangle earrings
jewelry for women

Add keywords

9 added Remove all

Keywords	Match type	Sugg. bid	Bid
german made tweezers	Exact	\$0.57 \$0.47 - \$0.72	\$ 0.60
german made tweezers	Phrase	\$0.61 \$0.53 - \$0.72	\$ 0.60
german made tweezers	Broad	\$0.72 \$0.57 - \$1.02	\$ 0.60
precision slant tweezers	Exact	\$1.09 \$0.53 - \$2.19	\$ 0.60
precision slant tweezers	Phrase	\$0.82 \$0.42 - \$1.64	\$ 0.60
precision slant tweezers	Broad	\$0.88 \$0.46 - \$1.76	\$ 0.60
slant tweezers professional	Exact	\$1.42 \$0.83 - \$1.42	\$ 0.60
slant tweezers professional	Phrase	\$1.42 \$0.83 - \$1.42	\$ 0.60
slant tweezers professional	Broad	\$1.43 \$0.97 - \$2.87	\$ 0.60

**Note: Browse through the keywords and make sure that there’s nothing too high on the bids (e.g., higher than \$3)

86 keywords added

Keyword	Match type ⓘ	Suggested bid ⓘ	Apply all	Keyword bid ⓘ	Remove all
sterling silver earrings	Broad	\$0.62 ⓘ \$0.42-\$0.81	Apply	\$ 0.62	Remove
stud earrings	Broad	\$0.67 ⓘ \$0.44-\$0.90	Apply	\$ 0.67	Remove
silver earrings	Broad	\$0.58 ⓘ \$0.40-\$0.76	Apply	\$ 0.58	Remove
cubic zirconia stud earrings	Broad	\$0.77 ⓘ \$0.57-\$1.04	Apply	\$ 0.77	Remove
sterling silver stud earrings	Broad	\$0.70 ⓘ \$0.52-\$0.96	Apply	\$ 0.70	Remove
silver stud earrings	Broad	\$0.71 ⓘ \$0.54-\$0.90	Apply	\$ 0.71	Remove
cz stud earrings	Broad	\$0.70 ⓘ \$0.51-\$1.00	Apply	\$ 0.70	Remove
screw back earrings	Broad	\$0.56 ⓘ \$0.38-\$0.78	Apply	\$ 0.56	Remove

12. Put the brand name on the Negative Keywords for Automatic and Manual campaigns, add it and click on Launch Campaign/Create Ad Group

Optional: Negative keywords ⓘ

Match type ⓘ
Negative phrase ▾

Brand Nme

You may add up to 1000 negative keywords.

Add keywords

No keywords added

Keyword	Match type ⓘ	Remove all
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[back to campaign selection](#) Cancel Launch campaign

II. Creating Competitor Campaign:

1. Follow Steps 1-4 on creating Manual campaign
2. Go to Amazon and search for similar products using the most search keyword you found. Once loaded, use Junglescout to show all
3. Add Headings (Format > Paragraph styles) and they will appear in your table of contents.
4. With the same product, then downloaded the CSV file

Amazon
Deliver to Duluth 30096

Search: All cubic zirconia stud earrings

Jungle Scout PRO EXTENSION

1-36 of over 9,000 results for

Show results for

Amazon Fashion
 Top Brands
 Our Brands

Prime Wardrobe
 prime wardrobe
 Try on items for FREE at home for 7 days.

< Any Department
Clothing, Shoes & Jewelry
 Women
 Girls
 Men
 Boys
 Novelty & More
 Shoe, Jewelry & Watch
 Accessories
 Baby
 Costumes & Accessories

Refine by
 Amazon Prime

Average Monthly Sales		Average Sales Rank		Average Price		Average Reviews		Opportunity Score					
605		130,163		\$26.83		332		4 High Demand with high competition					
#	Add	Product Name	Brand	Price	Category	Rank	Mo. Sales	D. Sales	Revenue	Reviews	Rating	Seller	LQS
1	+	White Gold Round C...		\$115.95	Clothing, S...	#60,569	256	< 5	\$29,683	120	4.5	FBA	8
2	+	Women Round Cut C...		\$					\$2,356	10	4.5	FBA	—/—
3	+	White Gold Earrings ...		\$					\$7,485	37	4	FBA	8
4	+	White Gold Plate...		\$					\$1,022	18	4.5	FBA	6
5	+	Studs Plated Sterlin...		\$					\$49,710	3452	4.5	AMZ	5
6	+	Post & Sterling Sil...		\$					\$91,407	1967	4.5	FBA	7
7	+	Stainless Steel Stud Ea...		\$					\$2,769	126	4	FBA	4
8	+	Stainless Steel...		\$					\$10,290	467	4	FBA	4
9	+	Sterling Silver with ...		\$					\$4,917	112	4.5	FBA	6
10	+	Swarovski Zirconi...		\$					\$3,988	35	4	FBA	5
11	+	Plated Princess C...		\$					\$7,495	33	4.5	FBA	6
12	+	Gold Plated CZ Stud...		\$					\$23,744	228	4.5	FBA	5
13	+	AME™ 18K Gold Plat...		\$22.99	Clothing, S...	#7,602	799	27	\$18,369	914	4.5	FBA	—/—
14	+	Sterling Silver Cubic Z...		\$9.99	Clothing, S...	#25,608	223	9	\$2,228	8	4.5	FBA	6
15	+	Gold Plated Stainl...		\$11.99	Clothing, S...	#14,321	525	16	\$6,295	182	4	FBA	5

Extract Next Page -

Showing results 1 - 48

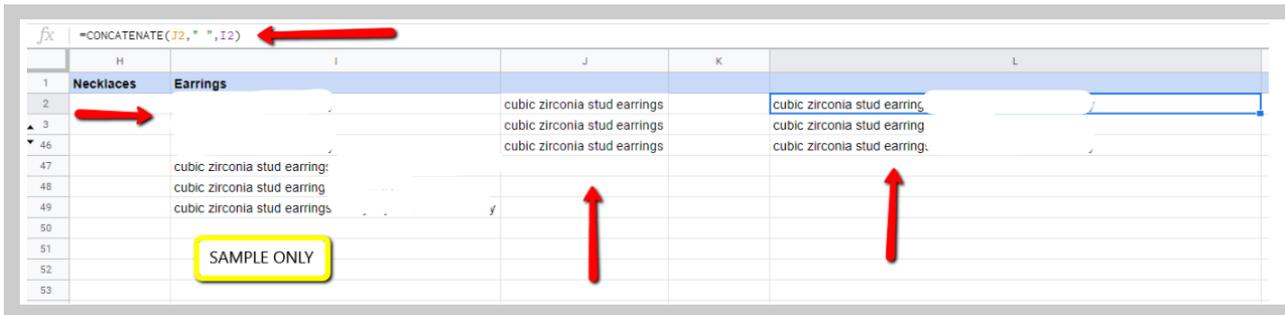
5. Open the downloaded file. Copy all the brand names and paste it on the sheet

****Note: You may remove duplicates although it doesn't matter when you copy it the ad campaign -- make sure to remove all the N/A**

#	Product Name	Brand	Price	Category	Rank	Mo. Sales	D. Sales
1	Export date: 2/19/2019 Export time: 18:44						
2	Search Term: cubic zirconia stud earrings						
3	Average Sales: 625						
4	Average Sales Rank: 62,319						
5	Average Price: \$30.35						
6	Average Reviews: 333						
8							
9	1	Everday Elegance Jewelry	\$125.95	Clothing, S...	63,400	255	< 5
10	2		\$14.91	Clothing, S...	40,372	154	
11	3	Center	\$29.95	Clothing, S...	1,315	2,700	
12	4	Jewelry	\$116.95	Clothing, S...	300,303	64	< 5
13	5	N.A.		Clothing, S...	828	4,964	
14	6	Center	\$29.95	Clothing, S...	1,315	3,049	
15	7		\$8.99	Clothing, S...	21,750	311	
16	8		\$9.99	Clothing, S...	4,677	1,030	
17	9	E	\$17.88	Clothing, S...	32,292	274	
18	10		\$18.99	Clothing, S...	43,715	210	
19	11		\$12.99	Clothing, S...	11,985	573	
20	12		\$22.99	Clothing, S...	7,225	800	
21	13		\$9.99	Clothing, S...	23,898	227	
22	14		\$14.99	Clothing, S...	3,016	1,585	
23	15		\$11.99	Clothing, S...	14,775	524	
24	16		\$11.99	Clothing, S...	7,111	975	
25	17		\$9.99	Clothing, S...	24,129	300	
26	18		\$115.95	Clothing, S...	63,400	256	< 5
27	19		\$20.99	Clothing, S...	25,305	456	
28	20		\$9.99	Clothing, S...	21,569	285	
29	21	F	\$17.99	Clothing, S...	12,313	549	

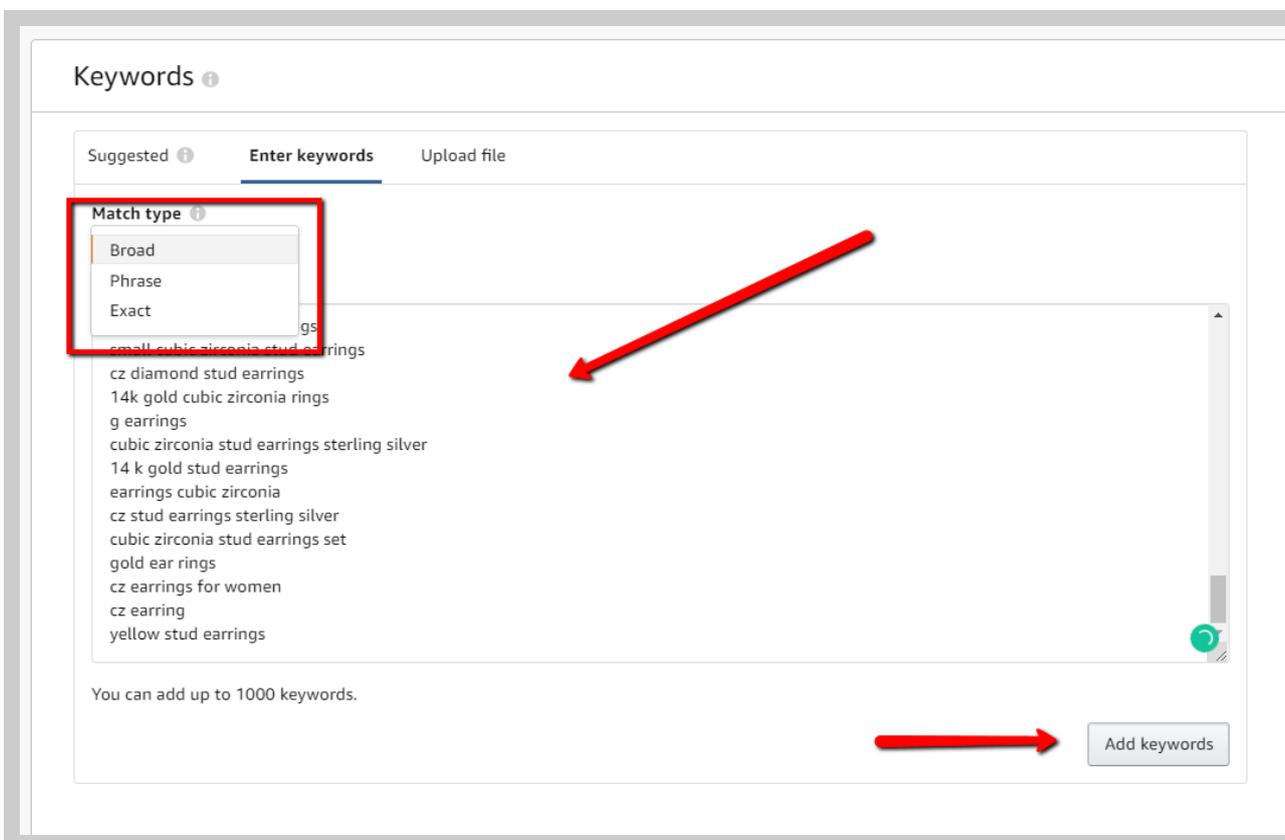
6. On the sheet, add the best keyword to the brand names

****Note: Use the concatenate function to make it easier**



7. Copy and paste it to the Keywords section

****Note: Make sure to add all the keywords on Broad, Phrase, and Exact (one at a time)**



8. Apply suggested bid

****Note: Browse through the keywords and make sure that there's nothing too high on the bids (e.g., higher than \$3)**

86 keywords added

Keyword	Match type ⓘ	Suggested bid ⓘ	Apply all	Keyword bid ⓘ	Remove all
sterling silver earrings	Broad	\$0.62 ⓘ \$0.42-\$0.81	Apply	\$ 0.62	Remove
stud earrings	Broad	\$0.67 ⓘ \$0.44-\$0.90	Apply	\$ 0.67	Remove
silver earrings	Broad	\$0.58 ⓘ \$0.40-\$0.76	Apply	\$ 0.58	Remove
cubic zirconia stud earrings	Broad	\$0.77 ⓘ \$0.57-\$1.04	Apply	\$ 0.77	Remove
sterling silver stud earrings	Broad	\$0.70 ⓘ \$0.52-\$0.96	Apply	\$ 0.70	Remove
silver stud earrings	Broad	\$0.71 ⓘ \$0.54-\$0.90	Apply	\$ 0.71	Remove
cz stud earrings	Broad	\$0.70 ⓘ \$0.51-\$1.00	Apply	\$ 0.70	Remove
screw back earrings	Broad	\$0.56 ⓘ \$0.38-\$0.78	Apply	\$ 0.56	Remove

9. No need to put anything on Negative Keywords and click on Launch Campaign/Create Ad Group

Optional: Negative keywords ⓘ

Match type ⓘ

Negative phrase ▾

Enter keywords separated by a new line.

You may add up to 1000 negative keywords.

Add keywords

No keywords added

Keyword	Match type ⓘ	Remove all
---------	--------------	------------

[Back to campaign selection](#)  [Create ad group](#)

III. Creating Brand Campaign:

1. Create an ad group and name it "ALL"

Create an ad group

An ad group is a group of ads sharing the same set of keywords and products. Consider grouping products that fall within the same category and price point range. You will create your first ad group now. You can edit your campaign after launch to create additional ad groups in campaign manager. [Learn more](#)

Settings

Ad group name ⓘ

All 

2. Add all the products

Products ⓘ

Search by product name, ASIN, or SKU

Sort by date added **Descending** [Add all on this page](#)

50 products [Remove all](#)

	Love Me Ring Size 7 \$40.00 In stock ASIN: B0777777 SKU: GH55	Added Add variations		Band Size 7 \$30.00 In stock ASIN: B0777777 SKU: GH5	X
	Band Size 7 \$30.00 In stock ASIN: B0777777 SKU: GH56	Added Add variations		Size 7 \$30.00 In stock ASIN: B0777777 SKU: GH56	X
	Classic Pavé Band Size 7 \$30.00 In stock ASIN: B0777777 SKU: GH54	Added Add variations		Disc Adjustable Ring Size 7 \$45.00 In stock ASIN: B0777777 SKU: GH54	X
	Chain Liked Disc Adjustable	Added		Adjustable Ring Size 7 \$45.00 In stock ASIN: B0777777 SKU: GH52	X

1-50 of 78 results

3. Set Bidding Strategy - Fixed Bids only

Bidding ⓘ

Campaign bidding strategy ⓘ BETA

Dynamic bids - down only 
We'll lower your bids in real time when your ad may be less likely to convert to a sale. Any campaigns created before January 2019 used this setting. [Learn more](#)

Dynamic bids - up and down
We'll raise your bids (by a maximum of 100%) in real time when your ad may be more likely to convert to a sale, and lower your bids when less likely to convert to a sale. [Learn more](#)

Fixed bids
We'll use your exact bid and any manual adjustments you set, and won't change your bids based on likelihood of a sale. [Learn more](#)

Default bid ⓘ

\$ 0.75 

Suggested bid: \$0.58 Suggested bid range: \$0.23 - \$1.09

▼ [Adjust bids by placement \(replaces Bid+\)](#) ⓘ

4. Choose Keyword Targeting

Targeting

You can add multiple ad groups to your campaign, but you can choose only one targeting type per ad group.

- Keyword targeting** 
Choose keywords to help your products appear in shopper searches. [Learn more](#)
- Product targeting** BETA
Choose specific products, categories, brands, or other product features to target your ads. [Learn more](#)

Use this strategy when you know the search terms that customers use to search products similar to yours.

Use this strategy to help shoppers find your product when browsing detail pages and categories or searching products on Amazon.

5. Add the brand name and different variations of it on the Keywords section

Keywords

Suggested  **Enter keywords** Upload file

Match type 

Broad
Phrase
Exact

Jena Hunter
J Hunter
JH Hunter
Jeena Hunter
Jena Hunter
Jenna Hunter
Jena Hunter



You can add up to 1000 keywords.

 Add keywords

6. Apply suggested bid

****Note: Browse through the keywords and make sure that there's nothing too high on the bids (e.g., higher than \$3)**

86 keywords added

Keyword	Match type ⓘ	Suggested bid ⓘ	Apply all	Keyword bid ⓘ	Remove all
sterling silver earrings	Broad	\$0.62 ⓘ \$0.42-\$0.81	Apply	\$ 0.62	Remove
stud earrings	Broad	\$0.67 ⓘ \$0.44-\$0.90	Apply	\$ 0.67	Remove
silver earrings	Broad	\$0.58 ⓘ \$0.40-\$0.76	Apply	\$ 0.58	Remove
cubic zirconia stud earrings	Broad	\$0.77 ⓘ \$0.57-\$1.04	Apply	\$ 0.77	Remove
sterling silver stud earrings	Broad	\$0.70 ⓘ \$0.52-\$0.96	Apply	\$ 0.70	Remove
silver stud earrings	Broad	\$0.71 ⓘ \$0.54-\$0.90	Apply	\$ 0.71	Remove
cz stud earrings	Broad	\$0.70 ⓘ \$0.51-\$1.00	Apply	\$ 0.70	Remove
screw back earrings	Broad	\$0.56 ⓘ \$0.38-\$0.78	Apply	\$ 0.56	Remove

7. No need to put anything on Negative Keywords and click on Launch Campaign/Create Ad Group

Optional: Negative keywords ⓘ

Match type ⓘ

Negative phrase ▾

Enter keywords separated by a new line.

You may add up to 1000 negative keywords.

Add keywords

No keywords added

Keyword	Match type ⓘ	Remove all
---------	--------------	------------

[Back to campaign selection](#)  [Create ad group](#)

IV. Creating Automatic Campaign:

1. Create Campaign name, set Daily budget to how much the seller budget is and choose Automatic Targeting

****Note: For the Daily budget, if the seller hasn't provided it yet, put \$5)**

Create campaign

Settings

Campaign name ⓘ

Automatic -- (MAG)

Start ⓘ

Feb 19, 2019

End ⓘ

No end date

Choosing no end date means your campaign will run longer, and a longer timeframe can give you better insights on search terms and keyword performance to further optimize your campaign.

Daily budget ⓘ

\$ 5.00

Most campaigns with a budget over \$30.00 run throughout the day.

Targeting

Automatic targeting

Amazon will target keywords and products that are similar to the product in your ad. [Learn more](#)

Use the search term report to see which keywords triggered your ads. This can inform future advertising decisions.

Manual targeting

Choose keywords or products to target shopper searches and set custom bids. [Learn more](#)

Use this strategy when you know which keywords deliver the most value for your business.

2. Add the corresponding products

****Note: Use the search bar and look for the corresponding product/s, then add it.**

Products ⓘ

earrings

x



2 products

[Remove all](#)

Sort by date added

Descending

[Add all on this page](#)

[Earring](#) [Add](#)

\$45.00 ⓘ Out of stock

ASIN: B01L1K1K1K | SKU: G11111

[Earring](#) [Add](#)

\$35.00 ⓘ Out of stock

ASIN: B01L1K1K1K | SKU: G11111

[Earring](#) [Add](#)

\$45.00 ⓘ Out of stock

ASIN: B01L1K1K1K | SKU: G11111

[Earring](#) [Add](#)

\$35.00 ⓘ Out of stock

ASIN: B01L1K1K1K | SKU: G11111

[Earring](#) [Add](#)

\$45.00 ⓘ Out of stock

ASIN: B01L1K1K1K | SKU: G11111

[Earring](#) [Add](#)

\$45.00 ⓘ Out of stock

ASIN: B01L1K1K1K | SKU: G11111

[Earring](#) [Add](#)

\$35.00 ⓘ Out of stock

ASIN: B01L1K1K1K | SKU: G11111

3. Set Bidding Strategy - Fixed Bids only

Bidding ⓘ

Campaign bidding strategy ⓘ BETA

- Dynamic bids - down only** 
We'll lower your bids in real time when your ad may be less likely to convert to a sale. Any campaigns created before January 2019 used this setting. [Learn more](#)
- Dynamic bids - up and down**
We'll raise your bids (by a maximum of 100%) in real time when your ad may be more likely to convert to a sale, and lower your bids when less likely to convert to a sale. [Learn more](#)
- Fixed bids**
We'll use your exact bid and any manual adjustments you set, and won't change your bids based on likelihood of a sale. [Learn more](#)

Default bid ⓘ

\$ 0.75 

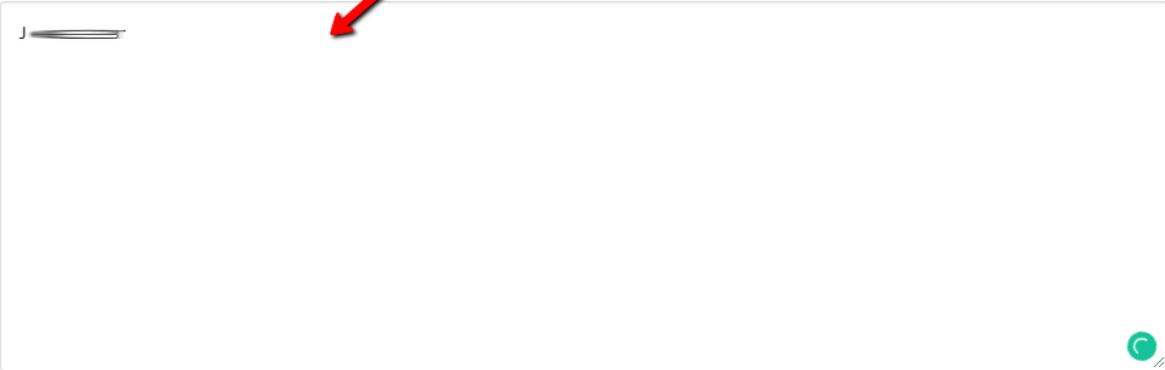
Suggested bid: \$0.58 Suggested bid range: \$0.23 - \$1.09

▼ [Adjust bids by placement \(replaces Bid+\)](#) ⓘ

4. Put the brand name on the Negative Keywords, add it and click on Launch Campaign/Create Ad Group

Optional: Negative keywords ?

Match type ?
 Negative phrase ▼

J 

You may add up to 1000 negative keywords.

[Add keywords](#)

No keywords added

Keyword	Match type ?	Remove all

[back to campaign selection](#) [cancel](#) [Launch campaign](#)

V. Create custom image headline ad using asset from sellers

1. Create Campaign name "Display - Offensive", set Daily budget to \$10.

Create campaign

Settings

Campaign name ?
 Campaign - 4/28/2020 22:33:53 🗑️

Portfolio ?
 No Portfolio ▼

Start ? **End** ?
 Apr 28, 2020 🗑️ No end date 🗑️

Budget ?
 \$ Daily ▼

Brand ?
 Regine Switzerland

Create portfolios to organize campaigns, set budget caps, and track performance.

Choosing no end date means your campaign will run longer, and a longer timeframe can give you better insights on search terms and keyword performance to further optimize your campaign.

Most campaigns with a budget over \$30.00 run throughout the day.

2. Select Product Collection and New Product list page.

Ad format

Product collection



Promote multiple products from a landing page of your choice.

Video Beta



Feature a single product with an autoplaying video.

Landing page

Amazon Store (including subpages)

New product list page 

3. Select the three Top Selling Products

Products

Search Enter list Upload

Search by product name, or ASIN Regine Switzerland

Add all on this page

	Regine Switzerland Slant Tip Tweezers 100% Handmade	Added
	★★★★★ (208) \$39.00 In stock	Add variations
ASIN: E	1G	
	Regine Switzerland Genuine Diamond Tip Tweezers 100%	Added
	★★★★★ (79) \$54.00 In stock	Add variations
ASIN: B	RC	
	Regine Switzerland Tweezers	Added
	100% Handmade World's Best	Add variations
	★★★★★ (11) \$69.00 In stock	
ASIN: B	RC	
	Regine Switzerland Splinter Tweezers 100% Handmade	Add
	★★★★★ (65) \$39.00 In stock	Add variations
ASIN: B	3	

3 products Export | Remove all

	Regine Switzerland Slant Tip Tweezers 100% Handmade Stainless Steel Professional	
	★★★★★ (208) \$39.00 In stock	
ASIN: BC	4G	
	Regine Switzerland Genuine Diamond Tip Tweezers 100% Handmade Stainless Steel	
	★★★★★ (79) \$54.00 In stock	
ASIN: B	RC	
	Regine Switzerland Tweezers 100% Handmade World's Best Tweezers (Combo	
	★★★★★ (11) \$69.00 In stock	
ASIN: B	RC	

Preview your product list page

4. Add the brand logo, Brand name, headline, then check the Custom Image section and click on Add Image.

Creative

Brand name and logo



Brand Name
Characters remaining: 12

[Edit logo](#)

Headline ⓘ

Your Headline Here
Characters remaining: 50

Custom Image Beta

Include a custom image in supported placements

[Add image](#)

Products ⓘ

Change or reorder products below.

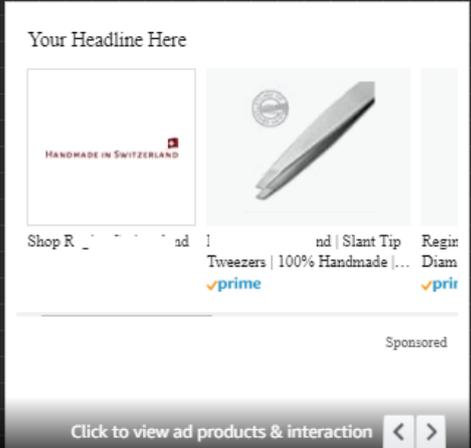
1 2 3



Shop R... | Slant Tip...
★★★★☆ 208

Ad preview Top of search: Mobile ad < > 1 of 7 ⓘ

Where will my ad show



Click to view ad products & interaction < >

5. Upload the custom image by selecting the Choose a File button. The image specs are below.

Creative

< Done

Ad preview Top of search: Mobile ad < > 1 of 7 ⓘ

Where will my ad show?

Edit custom image

Upload a new image Choose from assets

Choose a file ←

Requirements for approval

- No individual product images [Learn more](#) ⓘ
- No logo [Learn more](#) ⓘ
- No text or graphics covering the primary image
- Dimensions are at least 1200 × 628 px
- File size is smaller than 5MB
- File format is PNG, JPEG, or GIF

< Done

6. Select Product targeting, set the default bid to between \$0.15-\$0.25 and select the applicable category by clicking Target. Then finish by clicking on Submit for Review.

Targeting ?

Keyword targeting
Choose keywords to help your products appear in shopper searches. [Learn more](#)

Product targeting
Choose specific products, categories, brands, or other product features to target your ads. [Learn more](#)

Use this strategy when you know the search terms that customers use to search products similar to yours.

Use this strategy to reach shoppers who browse or search products in a set of categories or brands.

Product targeting and bids ?

Default bid ?

\$ 0.15

Automated bidding ?

Allow Amazon to automatically optimize bids for placements other than top of search.

Categories ? Individual Products ?

Suggested Search

1 suggestion Target all

/Beauty & Personal Care/Shaving & Hair Removal Products/Women's Shaving & Hair Removal Products/Hair Removal Tweezers Target [Refine](#)

Hair Removal Tweezers

VI. Create Offensive Category Display campaign

1. Select Sponsored Display Campaign

Choose your campaign type

Sponsored Products



Promote products to shoppers actively searching with related keywords or viewing similar products on Amazon.

[Continue](#)

Sponsored Brands



Help shoppers discover your brand and products on Amazon with rich, engaging creatives.

[Continue](#)

Sponsored Display Beta



Grow your business by reaching relevant audiences on and off Amazon.

[Continue](#)

2. Name the campaign “Category Display Campaign”, set the daily budget to \$10, and name thread group “Top Products”.

Create campaign

Settings

Campaign name ⓘ
Campaign - 4/28/2020 22:49:58 ⓘ

Start ⓘ **End** ⓘ
Apr 28, 2020 No end date

Daily budget ⓘ
\$ 10.00

Choosing no end date ensures your ads are always active, so you don't miss out on impressions or clicks.

Most campaigns with a budget over \$100.00 run throughout the day.

Create an ad group

An ad group is a group of ads sharing the same set of products. You will create your first ad group now. You can edit your campaign after launch to create additional ad groups in the campaign manager. [Learn more](#)

Settings

Ad group name ⓘ
Example: Seasonal Products

3. Choose Product Targeting and select the top three selling products.

Targeting

Audiences
Choose which audiences you want to see your ads.

Product targeting **New**
Choose specific products or categories to target your ads.

Details

- Placement: On Amazon
- Bids: per click (CPC)
- Creative customization: No

Products to advertise

Search by product name, ASIN, or SKU

Sort by date added Descending

Add all on this page

	F 11 Point Tip 100% Handmade Professional Precision ★★★★★ (208) \$39.00 In stock ASIN: B0777SE4CM5 SKU: RE	Added
	C 11 Point Tip 100% Handmade Professional Precision ★★★★★ (79) \$54.00 In stock ASIN: B0777SE4CM5 SKU: 15-	Added
	R 11 Point Tip 100% Handmade World's Best Tweezers ★★★★★ (11) \$69.00 In stock ASIN: B0777SE4CM5 SKU: GX-	Added
	R 11 Point Tip 100% Handmade World's Best Tweezers \$0.00 No stock information ASIN: B0777SE4CM5 SKU: WB	Ineligible

3 products

Remove all

	F 11 Point Tip 100% Handmade Professional Precision ★★★★★ (208) \$39.00 In stock ASIN: B0777SE4CM5 SKU: RE	X
	C 11 Point Tip 100% Handmade Professional Precision ★★★★★ (79) \$54.00 In stock ASIN: B0777SE4CM5 SKU: 15-	X
	R 11 Point Tip 100% Handmade World's Best Tweezers ★★★★★ (11) \$69.00 In stock ASIN: B0777SE4CM5 SKU: GX-	X

4. Set the bid to \$0.15 and select the applicable category. Then finish by clicking Launch Campaign.

Bidding

Dynamic bids - down only

We'll lower your bids in real time when your ad may be less likely to convert to a sale. [Learn more](#)

Bid
\$ 0.15 per click (CPC)

Products to target

Categories Individual Products

Suggested Search

1 suggestion

Target all

/Beauty & Personal Care/Shaving & Hair Removal Products/Women's Shaving & Hair Removal Products/Hair Removal Tweezers

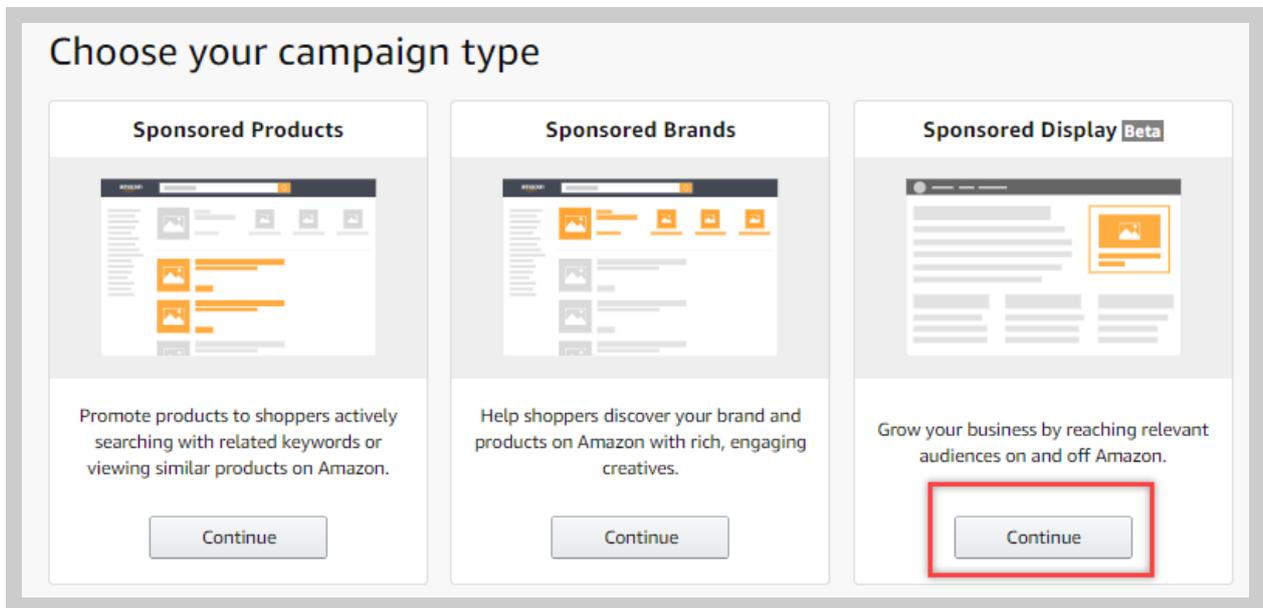
Hair Removal Tweezers

Target

Refine

VII. Create Defensive display campaign

1. Select Sponsored Display Campaign



Choose your campaign type

Sponsored Products

Promote products to shoppers actively searching with related keywords or viewing similar products on Amazon.

Continue

Sponsored Brands

Help shoppers discover your brand and products on Amazon with rich, engaging creatives.

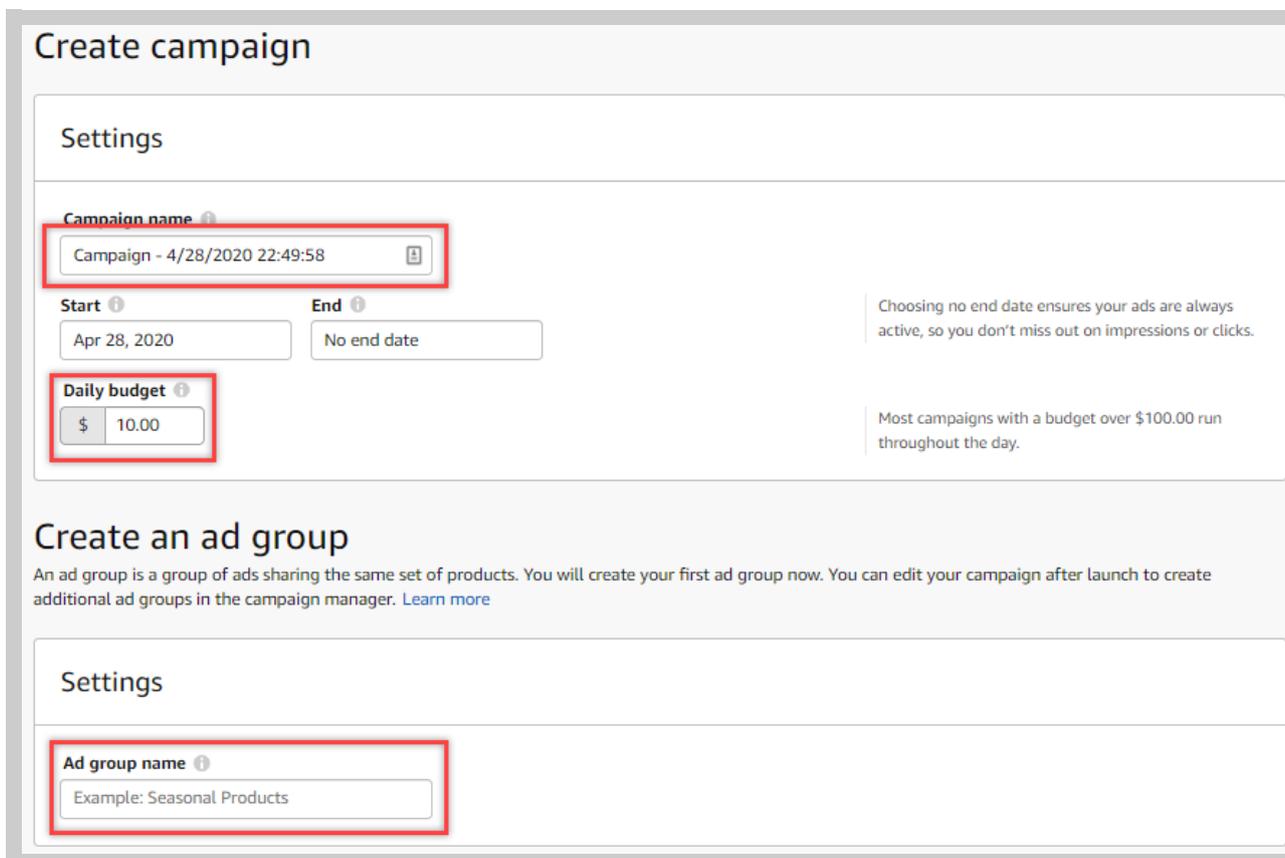
Continue

Sponsored Display Beta

Grow your business by reaching relevant audiences on and off Amazon.

Continue

2. Name the campaign "Defensive Display Campaign", set the daily budget to \$10, and name thread group "All Products".



Create campaign

Settings

Campaign name ⓘ

Campaign - 4/28/2020 22:49:58 ⓘ

Start ⓘ **End** ⓘ

Apr 28, 2020 No end date

Daily budget ⓘ

\$ 10.00

Choosing no end date ensures your ads are always active, so you don't miss out on impressions or clicks.

Most campaigns with a budget over \$100.00 run throughout the day.

Create an ad group

An ad group is a group of ads sharing the same set of products. You will create your first ad group now. You can edit your campaign after launch to create additional ad groups in the campaign manager. [Learn more](#)

Settings

Ad group name ⓘ

Example: Seasonal Products

3. Select Product Targeting then click Add all on this page (make sure you click this on all pages to select all product in

the catalog).

The screenshot shows the Amazon Advertising interface. At the top, the 'Targeting' section has two options: 'Audiences' (unselected) and 'Product targeting' (selected and highlighted with a red box). The 'Product targeting' option includes a 'New' badge and the instruction 'Choose specific products or categories to target your ads.' To the right, the 'Details' section lists: Placement: On Amazon, Bids: per click (CPC), and Creative customization: No.

Below the targeting section is the 'Products to advertise' section. It features a search bar with the placeholder 'Search by product name, ASIN, or SKU'. Below the search bar, there is a 'Sort by date added' dropdown set to 'Descending' and a red-bordered button labeled 'Add all on this page'. The main area displays a list of products. On the left, four products are shown, each with a small image, title, star rating, price, and stock status. On the right, a larger panel titled '35 products' is highlighted with a red box, showing a scrollable list of the same products with more details, including ASIN, IG, and SKU numbers. Each product entry in this panel includes a small image, a title, a star rating with the number of reviews, the price, and the stock status.

4. Set the bid to \$0.15 and click on Individual products and Enter List. In the box, add each of the ASIN from the catalog. Then finish by clicking Launch Campaign.

Bidding

Dynamic bids - down only

We'll lower your bids in real time when your ad may be less likely to convert to a sale. [Learn more](#)

Bid ⓘ

\$

0.15

per click (CPC)

Products to target ⓘ

Categories ⓘ

Individual Products ⓘ

Suggested ⓘ

Search

Enter list

Enter ASINs separated by a comma, space or new line.

Target

VIII. Create Defensive Campaign

1. Select Sponsored Products campaign.

Choose your campaign type

Sponsored Products



Promote products to shoppers actively searching with related keywords or viewing similar products on Amazon.

Continue

Sponsored Brands



Help shoppers discover your brand and products on Amazon with rich, engaging creatives.

Continue

Sponsored Display **Beta**



Grow your business by reaching relevant audiences on and off Amazon.

Continue

2. Create Campaign name "Defensive - SP", set Daily budget to \$10. Click on Manual Targeting.

Create campaign

Settings

Campaign name ⓘ

Campaign - 4/28/2020 23:08:27 ⓘ

Portfolio ⓘ

No Portfolio ▾

Start ⓘ

Apr 28, 2020

End ⓘ

No end date

Daily budget ⓘ

\$ 10.00

Targeting

Automatic targeting

Amazon will target keywords and products that are similar to the product in your ad. [Learn more](#)

Manual targeting

Choose keywords or products to target shopper searches and set custom bids. [Learn more](#)

Create portfolios to organize campaigns, set budget caps, and track performance.

Choosing no end date means your campaign will run longer, and a longer timeframe can give you better insights on search terms and keyword performance to further optimize your campaign.

Most campaigns with a budget over \$30.00 run throughout the day.

Use the search term report to see which keywords triggered your ads. This can inform future advertising decisions.

Use this strategy when you know which keywords deliver the most value for your business.

3. Select Fixed Bids

Campaign bidding strategy ⓘ

Dynamic bids - down only

We'll lower your bids in real time when your ad may be less likely to convert to a sale. Any campaigns created before January 2019 used this setting. [Learn more](#)

Dynamic bids - up and down

We'll raise your bids (by a maximum of 100%) in real time when your ad may be more likely to convert to a sale, and lower your bids when less likely to convert to a sale. [Learn more](#)

Fixed bids

We'll use your exact bid and any manual adjustments you set, and won't change your bids based on likelihood of a sale. [Learn more](#)

▾ Adjust bids by placement (replaces Bid+) ⓘ

4. Name the ad group All Products and click on Add all on this page (make sure you click this on all pages to select all product in the catalog).

Create an ad group

An ad group is a group of ads sharing the same set of keywords and products. Consider grouping products that fall within the same category and You can edit your campaign after launch to create additional ad groups in campaign manager. [Learn more](#)

Settings

Ad group name ⓘ

Ad group 1

Products ⓘ

Search Enter list Upload

Search by product name, ASIN, or SKU

Sort by date added

Descending

Add all on this page



R

Twee:

★★★★☆ (208) | \$39.00 | In stock

ASIN: B0... | SKU: RE-F

Add

Add variations ⓘ



R...

Diamond tweezers | 100%

★★★★☆ (79) | \$54.00 | In stock

ASIN: B... | SKU: 15-i

Add

Add variations ⓘ



R...

Handmade | tweezers

★★★★☆ (11) | \$69.00 | In stock

ASIN: B07... | SKU: C...

Add

Add variations ⓘ



R...

Handmade | W... zers

\$0.00 | No stock information

Ineligible

0 products

Add products

5. Set the bid to \$0.15 and click on Individual products and Enter List. In the box, add each of the ASIN from the catalog. Then finish by clicking Launch Campaign.

Targeting

You can add multiple ad groups to your campaign, but you can choose only one targeting type per ad group.

- Keyword targeting
Choose keywords to help your products appear in shopper searches. [Learn more](#)
- Product targeting
Choose specific products, categories, brands, or other product features to target your ads. [Learn more](#)

Use this strategy when you know the search terms that customers use to search products similar to yours.

Use this strategy to help shoppers find your product when browsing detail pages and categories or searching products on Amazon.

Product targeting

Default bid

\$ 0.15

Categories 

Individual Products 

Suggested  Search **Enter list** Upload

Enter ASINs separated by a comma, space or new line.

Target