

Advertising SOP: Sponsored Product Targeting Report

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Sponsored Product Targeting Report



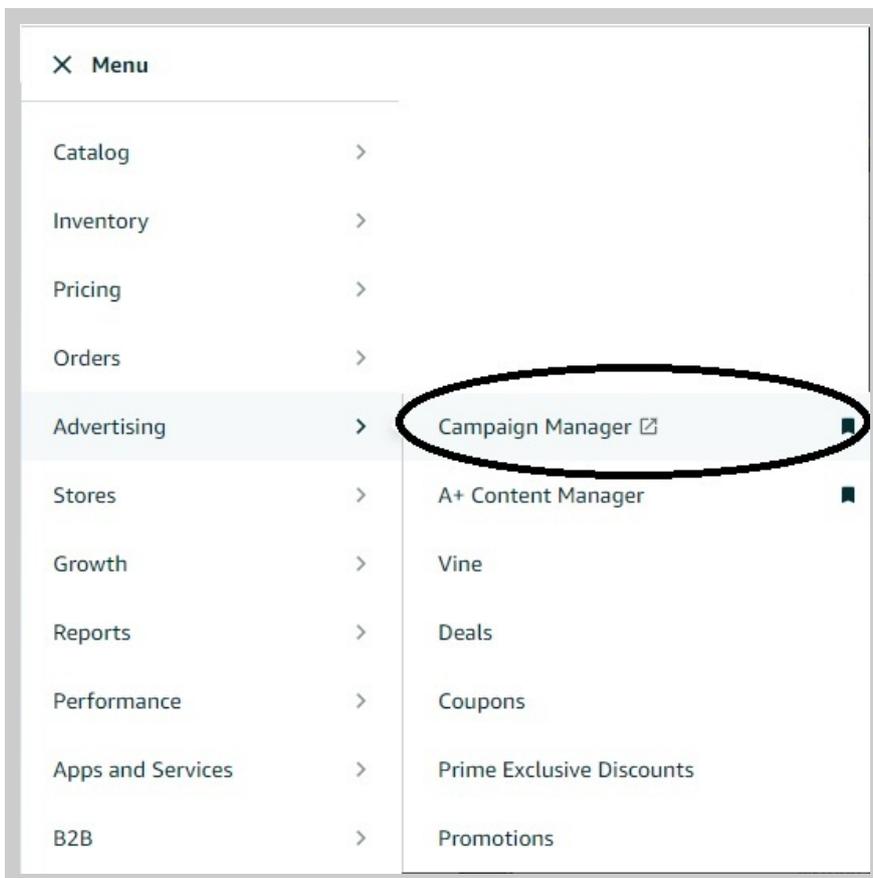
Who is this for: This SOP is intended for marketers, advertising specialists, and e-commerce professionals who are responsible for managing and optimizing advertising campaigns for products on Amazon. By following this SOP, these individuals can gain a better understanding of how to leverage Sponsored Product Targeting Reports to improve their advertising strategies and drive more sales for their products.



Objective: To provide a step-by-step guide for generating a Sponsored Product Targeting Report.

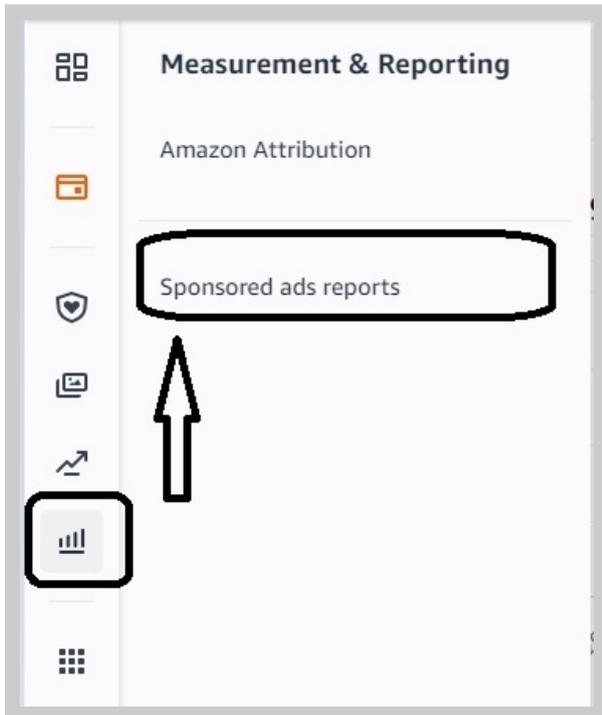
STEPS:

Step 1: Access the Campaign Manager



Step 2: Click on the "Measurement & Reporting" icon from the left side of the page and then select "Sponsored ads

reports".

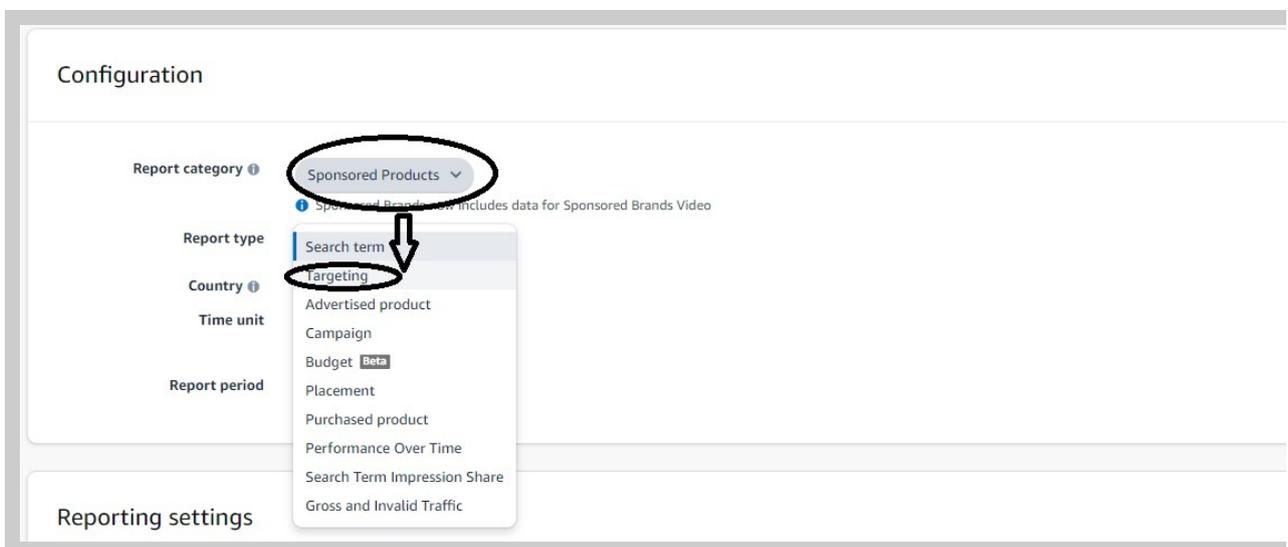


Step 3: Click on the "Create report" button.



Step 4: Choose the following options in the report settings:

- Campaign type: Sponsored Products
- Report type: Targeting
- Time unit: Select the appropriate time frame for the report.
- Reporting period: Choose the date range for the report.



Label your report and schedule the time of delivery. It's recommended to schedule monthly recurring reports for

regular updates on converting keywords in campaigns.

Step 5: Click the "Run report" button.

The report will now be generated and can be downloaded as a CSV file. The Sponsored Products Targeting Report will provide detailed information about the targeting methods used in your campaigns, including the keywords, ASINs, and product categories that have triggered your ads. This data can help you optimize your campaigns and adjust your targeting strategy to improve performance.
