

Advertising SOP: PPC FAQs To Enrich Your Amazon Advertising Knowledge

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PPC FAQs To Enrich Your Amazon Advertising Knowledge

1. There are several instances of the same keywords in each of our PPC campaigns. Could this result in rival bids wasting our money or have other unfavorable effects? What would be the most effective way forward?

Answer: Safe for the same keywords to be on multiple campaigns. No impact. The most effective way forward is ELIMINATION - But before doing so, check if is on the same match type, check the settings of campaign. Maybe the other keywords are targeting other placement or it has a different strategy.

2. Is it advisable to have several Amazon PPC campaigns with the same keywords?

Answer: Duplicating keywords across multiple Amazon PPC campaigns can be advisable for strategic reasons like varied goals, audience targeting, and ad testing. However, careful budget management, avoiding internal competition, and consistent negative keyword control are vital to prevent overspending and maintain campaign effectiveness. Regular monitoring is key to successful management.

3. What can be a strategic approach for using the same keywords on multiple Amazon PPC campaigns?

Answer: Using the same keywords in multiple Amazon PPC campaigns is strategic for efficiency and control. Here's how it can be safe:

Targeting Objectives:

- Run campaigns for product awareness, sales promotion, or brand building.
- Tailor goals to different buyer's journey stages.

Budget Allocation:

- Effectively allocate budgets with separate campaigns.
- Control spending on key performing keywords.

Customized Ads:

- Tailor ad copy and creatives to diverse campaign goals.
- Craft personalized messages for specific audiences.

Bid Management:

- Independently manage bids for optimized performance.
- Adjust bids to maximize ROI based on unique goals.

Analytics and Reporting:

- Simplify analytics with dedicated campaigns for specific objectives.
- Gain insights into keyword performance and make data-driven decisions.

Enhanced Targeting:

- Utilize different targeting options in separate campaigns.
- Test and refine strategies for effectiveness.

Avoiding Cannibalization:

- Prevent keyword cannibalization through careful campaign structuring.
- Ensure campaigns complement, not compete for the same audience.

Monitoring and Optimization:

- Regularly monitor and analyze campaign performance.
- Adjust strategies based on data for continual optimization.

4. Are search term reports from the last 60 days, the year prior, or even three years or more, still relevant and helpful for Amazon products? Is it possible to identify long-tail keywords using these older reports?

Answer: More recent data is preferred. Volumes change month to month. On Search Term Report, you have to use the longest timeframe which will be 65 days. You cannot select any date beyond 65 days.

5. Aside from volumes changing every month, what are other reasons why a more recent search terms report is preferred when gathering long-tail keywords for Amazon ad campaigns?

Answer: Aside from the fluctuation in search volumes, there are several reasons why a more recent search term report is preferred when gathering long-tail keywords for Amazon ad campaigns:

- Market Trends:
 - Recent reports capture current market trends and consumer preferences, ensuring your keywords align with the latest demands.
- Product Relevance:
 - Product relevance can shift over time. Recent data helps identify keywords that are currently relevant to your product.
- Competitor Landscape:
 - The competitive landscape on Amazon can change rapidly. Recent data provides insights into keywords that competitors may be targeting.
- Algorithm Changes:
 - Amazon's search algorithm evolves, impacting keyword relevance and performance. Recent data

reflects the most up-to-date algorithmic considerations.

- Seasonal Changes:
 - Certain keywords may be more relevant during specific seasons or events. Recent data helps identify seasonal patterns and adjust strategies accordingly.
- Customer Behavior Shifts:
 - Consumer behavior evolves, and recent reports provide insights into how customers are currently searching for and engaging with products.
- Ad Platform Updates:
 - Changes in Amazon's advertising platform, features, or policies can influence keyword effectiveness. Recent data helps align your strategy with the latest platform dynamics.
- New Product Launches:
 - Introduction of new products in your category can impact keyword performance. Recent data helps you adapt to changes in the competitive landscape.
- Dynamic Pricing:
 - Pricing strategies may affect customer search patterns. Recent data considers the current pricing dynamics in your product category.
- Advertising Trends:
 - PPC advertising trends can shift, and recent reports help you stay current with effective advertising strategies and messaging.

Sales and Spend:

In order to isolate or boost a specific keyword, we have to also check the Sales and Spend (which KW is bleeding/performing)

6. How frequently should I generate search terms reports to obtain long-tail keywords for my PPC ads?

Answer: Ads should be a frequent and regular activity, but the exact frequency can vary depending on several factors like the volume of your sales, the competitiveness of your product categories, and the dynamics of consumer behavior in your market. Typically, for Amazon PPC, the following guidelines can be considered:

- Weekly Reports: This is often recommended for most sellers, especially if you're in a competitive category or launching new products. Weekly reports help you quickly identify emerging trends and adjust your bids and keywords accordingly.
- Monthly Reports: For very stable markets or if your campaign is not a major driver of your sales, monthly reports could be adequate. However, be cautious as this frequency might not be responsive enough to changing market trends.

It's also important to note that the Amazon marketplace can be quite dynamic, and consumer search behaviors can shift rapidly due to various factors like seasonality, market trends, and competitor actions. Hence, staying on top of these changes with regular search term reports is crucial for the success of your PPC campaigns.

7. Are there software tools for analyzing search terms reports from Amazon?

Answer: Some tools you may check out to determine if they have the capability are:

- Helium 10: Known for its comprehensive suite of tools, Helium 10 includes features for keyword research, search term analysis, and listing optimization. It can analyze search term reports to identify profitable keywords and track performance over time. - this is the current tool MAG uses.
- Jungle Scout: While primarily a product research tool, Jungle Scout also offers features for analyzing Amazon PPC campaigns, including search term reports.
- Sellics: This tool is designed specifically for Amazon sellers and includes a robust PPC manager that can analyze search term reports, suggest keywords, and automate bid adjustments.
- Viral Launch: Offers a keyword research tool that can be used to analyze historical search term data and optimize Amazon PPC campaigns.
- Ad Badger: This tool focuses exclusively on Amazon PPC and offers features for automating the management of your campaigns, including analysis of search terms.
- Teikametrics: This platform uses AI to optimize Amazon PPC campaigns and can analyze search term reports to improve keyword strategies.

8. How often should I review and refine our PPC advertising strategy? Is doing this recommended once a day, twice a day, or at some other interval? And am I right to leave the past two days out of this analysis?

Answer: Reviewing and refining PPC strategy should be done at least twice a week during check in. This will help identify new campaigns launched if performing or just simply bleeding. You should also not leave any days during analysis as it might have acquire sales or additional days during those time.

9. What are some best practices on the frequency of checks and adjustments of Amazon PPC campaigns?

Answer:

- High Budget/Competitive: Check daily, adjust as needed.
- Moderate Budget: Check 2-3 times a week, adjust based on data.
- Negations: Check weekly/biweekly, exclude last 2 days for accurate analysis.
- Bid Optimization: Check 2-3 times a week, adjust based on data.

Remember: *Regular monitoring + strategic adjustments = optimal PPC performance.*
