Advertising SOP for Excel Macro Usage: Streamlining Bulk File Filtering and Bulk Optimizations

08/27/2024 2:44 pm CDT

Advertising SOP for Excel Macro Usage:

Streamlining Bulk File Filtering and Bulk Optimizations

Who is this for?

This SOP is intended for anyone managing advertising campaigns.

Objective:

The objective of this SOP is to guide users through a series of steps to enhance their Amazon advertising workflow. Specifically, it aims to automate the process of filtering, sorting, and adding new columns to a bulk file containing data related to Sponsored Products (SP), Sponsored Brands (SB), and Sponsored Display (SD) campaigns. The provided macros facilitate these tasks, ensuring efficiency and accuracy in campaign management.

Note: Your bulk file should include SB and SD data or else our Macro will not work.

Bulk operations
Use spreadsheets to make large-scale updates to your Sponsored Products, Spons...

1. Create & download a custom spreadsheet

Date range for performance metrics ⓘ

📅 Date range 7 days

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 ⓘ
☐ Sponsored Products Search term data ⓘ

Create spreadsheet for download

Visit the Bulksheets Portal for examples and instructions on how to use bulk spreadsheets. Download a bulk operations template to start creating a new bulk spreadsheet.

2. Edit yo...

Guidelines...
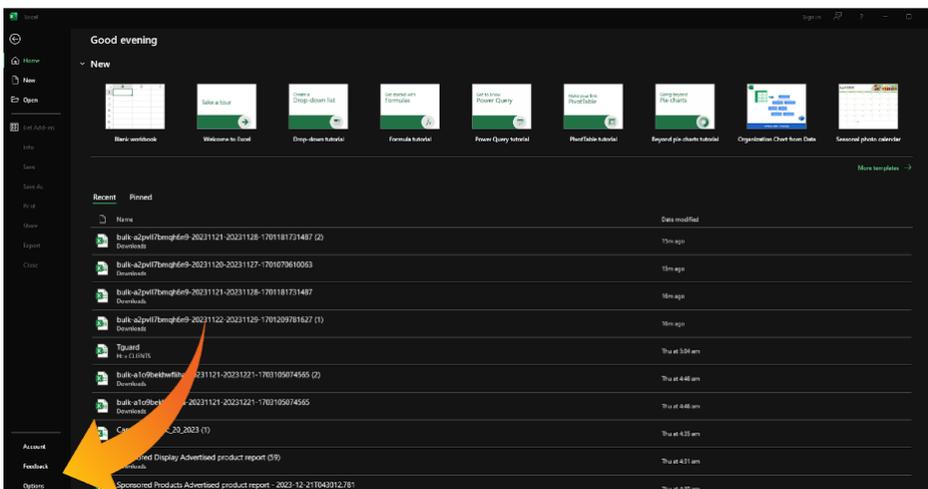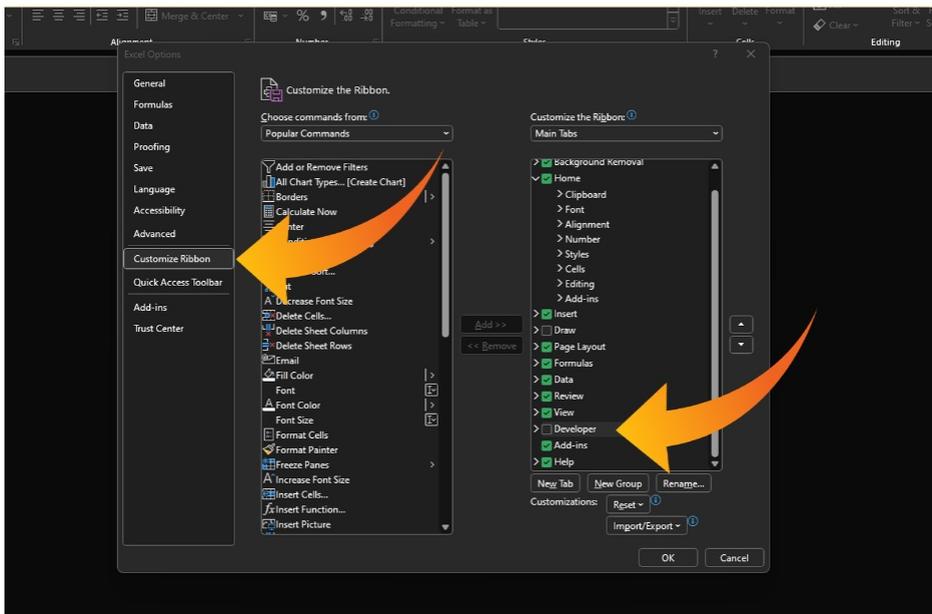• You can a...
group.
• Make sure...
keyword.
Learn mor...
bulksheets...

Procedure:

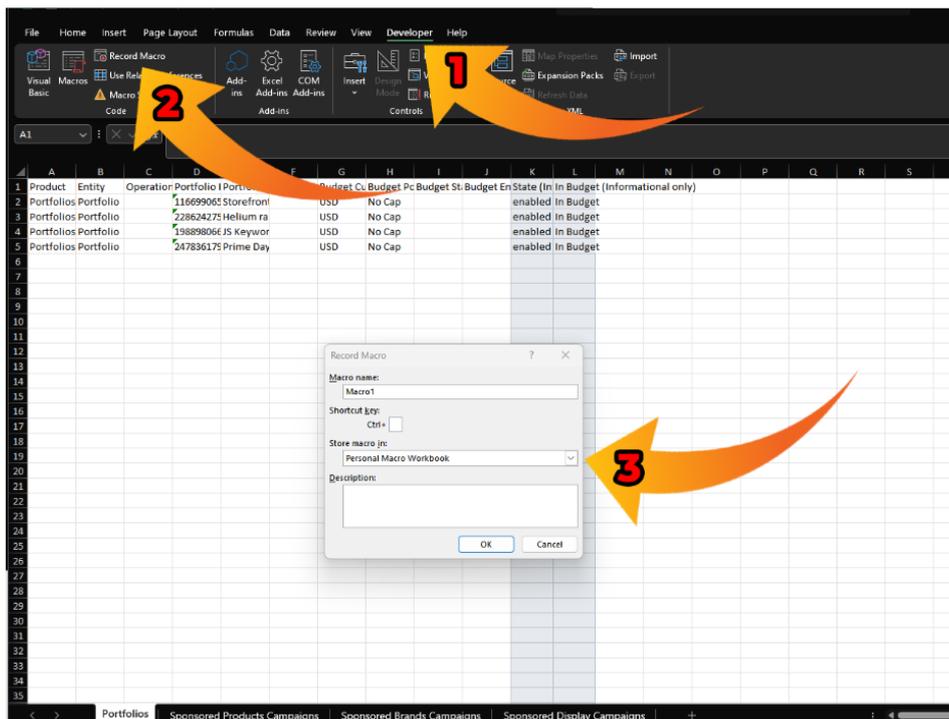1. Enabling the Developer Option in Excel

- Open Excel.
- Navigate to 'Options' > 'Customize Ribbon' > 'Main Tabs'.
- Check the box beside 'Developer'.
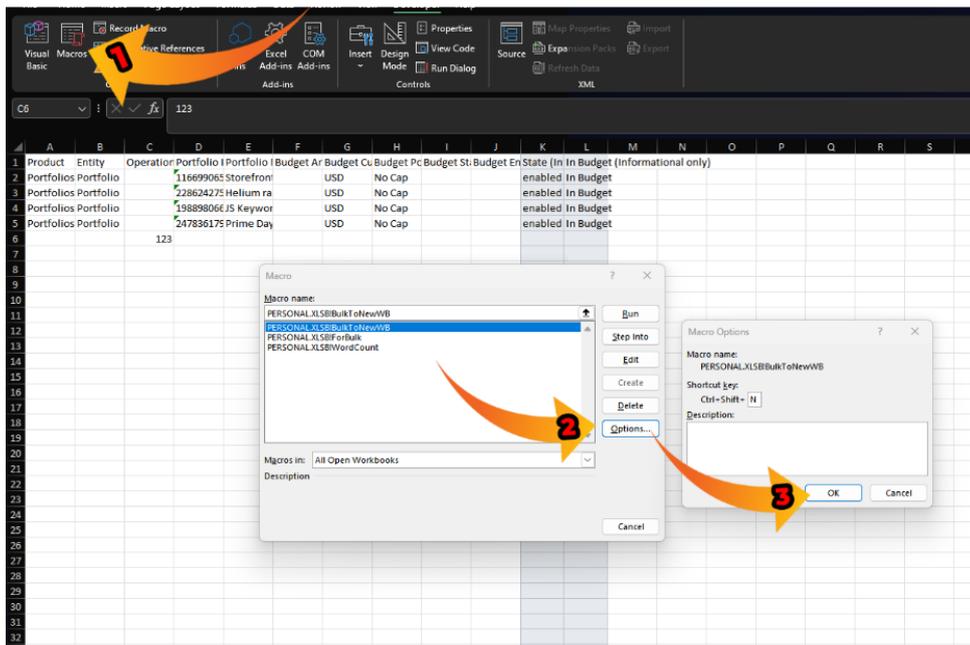- Click 'OK'.

2. Recording a Dummy Macro

- Open the bulk file and enable editing.
- Go to the 'Developer' tab and click 'Record Macro'.
- Store the macro in the 'PERSONAL MACRO WORKBOOK'.
- Type random text in one cell and press 'Stop Recording'.
- This creates a dummy module folder in Excel.

3. Deleting Dummy Macro Code

- Click the 'VISUAL BASIC' tab.
- Open 'VBA Project (PERSONAL)', then open 'Module 1'.
- Delete the dummy macro code.

  (In this example, it's in module 2 because I already have a Macro in Module 1.)

4. Inserting Custom Macro Code

▶
OPTION 1: Copy and paste the code below into the module

▶
OPTION 2: Download module

5. Saving and Setting Shortcut Keys

- Press 'Ctrl + S' to save and close the Visual Basic UI.
- Open 'MACROS' and set shortcut keys for each macro:
  - For Bulk To New WB: 'Ctrl + Shift + N'
  - For Bulk Filter: 'Ctrl + Shift + Q'
  - For Word Count: 'Ctrl + Shift + W'
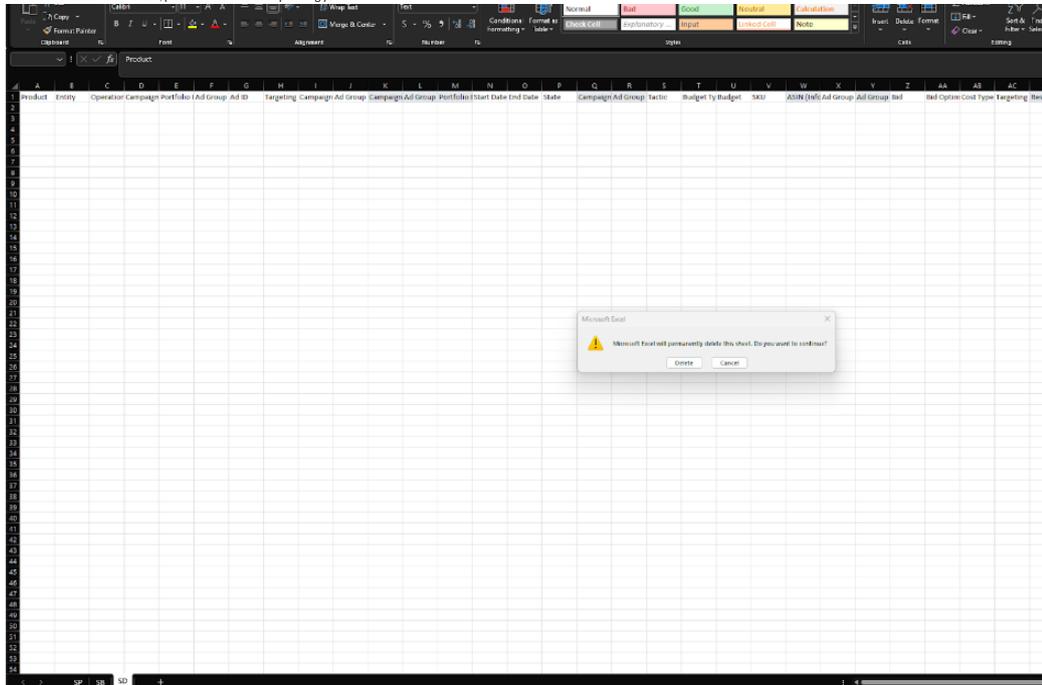- Save and close the bulk file.

6. Testing the Macro

- Reopen the bulk file and test the shortcut key 'CTRL + Shift + Q'.
- The macro will filter targets, sort data, and add new columns for bid to CPC computation and bidding strategy.

7. Preparing Data for New Workbook

- After setting new bids, filter the 'New Bid' column to remove blanks.
- Use the macro 'CTRL + SHIFT + N' to transfer filtered data to a new workbook.

	Sales	Order	Units	Conve	ACOS	CPC	ROAS	New	Min	Max	Old	Strat
47	427.37	3	3	0.00%	145.42%	0.81	0.69	0.81	0.45	0.81	0.45	Dynamic bids - down only
28	614.00	8	8	1.00%	79.20%	0.85	1.26	0.85	0.73	0.85	0.73	Dynamic bids - down only
26	106.88	1	1	0.00%	74.16%	0.40	1.35	0.40	0.27	0.40	0.27	Dynamic bids - down only
65	944.38	13	13	2.00%	60.43%	0.78	1.65	0.78	0.66	0.78	0.66	Dynamic bids - down only
51	145.18	2	2	1.00%	58.26%	0.55	1.72	0.55	0.47	0.55	0.47	Dynamic bids - down only
14	1628.21	19	19	3.00%	45.27%	1.05	2.21	1.92	1.05	1.92	1.92	Dynamic bids - down only
88	334.39	4	4	1.00%	45.12%	0.45	2.22	0.45	0.44	0.45	0.44	Dynamic bids - down only
88	51.69	1	1	1.00%	44.26%	0.26	2.26	0.26	0.23	0.26	0.23	Dynamic bids - down only
20	287.47	4	4	2.00%	41.12%	0.63	2.43	0.71	0.63	0.71	0.71	Dynamic bids - down only
81	120.69	1	1	3.00%	37.13%	1.15	2.69	1.15	1.12	1.15	1.12	Dynamic bids - down only
23	74.59	1	1	3.00%	35.17%	0.75	2.84		0.75	0.80	0.8	Dynamic bids - down only
08	488.56	7	7	4.00%	30.72%	0.96	3.26		0.96	1.16	1.16	Dynamic bids - down only
95	1212.25	18	18	2.00%	29.78%	0.49	3.36		0.44	0.49	0.44	Dynamic bids - down only
58	133.24	1	1	2.00%	29.71%	0.75	3.37		0.49	0.75	0.49	Dynamic bids - down only
55	645.65	6	6	1.00%	28.43%	0.26	3.52	0.31	0.26	0.31	0.31	Dynamic bids - down only
33	63.40	1	1	3.00%	27.33%	0.56	3.66	0.63	0.56	0.63	0.63	Dynamic bids - down only
37	293.07	3	3	1.00%	27.08%	0.32	3.69	0.34	0.32	0.34	0.34	Dynamic bids - down only
69	299.23	2	2	2.00%	25.96%	0.79	3.85	0.89	0.79	0.89	0.89	Dynamic bids - down only
78	115.09	2	2	5.00%	22.40%	0.60	4.46	0.60	0.58	0.60	0.58	Dynamic bids - down only
21	2497.86	32	33	6.00%	19.14%	0.94	5.22	1.10	0.94	1.10	1.1	Dynamic bids - down only
10	402.78	6	6	3.00%	17.40%	0.38	5.75	0.44	0.38	0.44	0.44	Dynamic bids - down only
33	146.88	2	2	4.00%	17.25%	0.50	5.80	0.50	0.33	0.50	0.33	Dynamic bids - down only
64	63.40	1	1	6.00%	15.21%	0.60	6.58	0.74	0.60	0.74	0.74	Dynamic bids - down only
65	259.67	4	4	7.00%	13.34%	0.60	7.49	0.68	0.60	0.68	0.68	Dynamic bids - down only
60	51.69	1	1	12.00%	10.83%	0.70	9.23	0.79	0.70	0.79	0.79	Dynamic bids - down only
49	619.94	8	8	3.00%	10.73%	0.28	9.32	0.36	0.28	0.36	0.36	Dynamic bids - down only
33	120.69	1	1	2.00%	10.22%	0.25	9.79	0.34	0.25	0.34	0.34	Dynamic bids - down only
94	113.25	1	1	4.00%	9.66%	0.39	10.35	0.51	0.39	0.51	0.51	Dynamic bids - down only
39	205.99	1	1	1.00%	7.96%	0.17	12.57	0.18	0.17	0.18	0.18	Dynamic bids - down only
11	120.69	1	1	3.00%	7.55%	0.30	13.25	0.40	0.30	0.40	0.4	Dynamic bids - down only
40	348.13	3	3	3.00%	6.43%	0.19	15.54	0.28	0.19	0.28	0.28	Dynamic bids - down only
53	90.85	1	1	14.00%	4.99%	0.65	20.06	0.75	0.65	0.75	0.75	Dynamic bids - down only
20	149.18	2	2	17.00%	4.16%	0.52	24.06	0.60	0.52	0.60	0.6	Dynamic bids - down only
17	0.00	0	0	0.00%	0.00%	0.56	0.00		0.31	0.56	0.31	Dynamic bids - down only
95	0.00	0	0	0.00%	0.00%	0.74	0.00		0.61	0.74	0.61	Dynamic bids - down only
64	0.00	0	0	0.00%	0.00%	0.33	0.00		0.33	0.40	0.4	Dynamic bids - down only
44	0.00	0	0	0.00%	0.00%	0.18	0.00		0.09	0.18	0.09	Dynamic bids - down only
60	0.00	0	0	0.00%	0.00%	0.84	0.00		0.71	0.84	0.71	Dynamic bids - down only
71	0.00	0	0	0.00%	0.00%	0.21	0.00		0.14	0.21	0.14	Dynamic bids - down only
47	0.00	0	0	0.00%	0.00%	0.53	0.00		0.53	0.62	0.62	Dynamic bids - down only
84	0.00	0	0	0.00%	0.00%	0.21	0.00		0.21	0.22	0.22	Dynamic bids - down only
77	0.00	0	0	0.00%	0.00%	0.75	0.00	0.75	0.69	0.75	0.69	Dynamic bids - down only
99	0.00	0	0	0.00%	0.00%	0.22	0.00	0.22	0.18	0.22	0.18	Dynamic bids - down only
84	0.00	0	0	0.00%	0.00%	0.73	0.00	0.73	0.63	0.73	0.63	Dynamic bids - down only
79	0.00	0	0	0.00%	0.00%	0.21	0.00	0.21	0.21	0.21	0.21	Dynamic bids - down only
55	0.00	0	0	0.00%	0.00%	0.25	0.00	0.25	0.25	0.25	0.25	Dynamic bids - down only
47	0.00	0	0	0.00%	0.00%	0.15	0.00	0.16	0.15	0.16	0.16	Dynamic bids - down only
45	0.00	0	0	0.00%	0.00%	0.39	0.00	0.40	0.39	0.40	0.4	Dynamic bids - down only
39	0.00	0	0	0.00%	0.00%	0.41	0.00	0.41	0.33	0.41	0.33	Dynamic bids - down only
34	0.00	0	0	0.00%	0.00%	1.34	0.00	1.34	1.30	1.34	1.3	Dynamic bids - down only
12	0.00	0	0	0.00%	0.00%	0.26	0.00	0.31	0.26	0.31	0.31	Dynamic bids - down only
04	0.00	0	0	0.00%	0.00%	0.56	0.00	0.56	0.52	0.56	0.52	Dynamic bids - down only
89	0.00	0	0	0.00%	0.00%	0.15	0.00	0.15	0.15	0.15	0.15	Dynamic bids - down only

This will transfer the filtered data from bulk to a new workbook and automatically add "update" to the operations column.

Note: If there's a blank workbook, please delete it before uploading your bulk.

8. Final Steps

- In the new workbook, copy and paste the new bid into the 'BID' column. Delete any blank workbook before uploading your bulk.
- Save the file. It is now ready for upload.

oup Bid	Keyword	Match Typ	Bidding St	Placemen	Percentag	Product T	Resolved	Impressio	Clicks		Click-thro	Spend	Sales	Orders	Units	Conversio	ACOS	CPC	ROAS	New	M
0.42	0.81						close-mat	close-mat	123819	772	0.62%	621.47	427.37	3	3	0.00%	145.42%	0.81	0.69	0.81	
0.40	0.85						close-mat	close-mat	127227	574	0.45%	486.28	614.00	8	8	1.00%	79.20%	0.85	1.26	0.85	
0.40	0.40						loose-mat	loose-mat	28380	200	0.70%	79.26	106.88	1	1	0.00%	74.16%	0.40	1.35	0.40	
0.41	0.78						close-mat	close-mat	181153	734	0.41%	570.65	944.38	13	13	2.00%	60.43%	0.78	1.65	0.78	
0.56	0.55	+for +gloc	Broad						30194	159	0.53%	86.91	149.18	2	2	1.00%	58.26%	0.55	1.72	0.55	
0.75	1.92	alien gear	Exact						83698	700	0.84%	737.14	1628.21	19	19	3.00%	45.27%	1.05	2.21	1.92	
0.78	0.45	duty holst	Phrase						35183	334	0.95%	150.88	334.39	4	4	1.00%	45.12%	0.45	2.22	0.45	
0.53	0.26	+for +gloc	Broad						7189	88	1.22%	22.88	51.69	1	1	1.00%	44.26%	0.26	2.26	0.26	
0.40	0.71						close-mat	close-mat	34130	187	0.55%	118.20	287.47	4	4	2.00%	41.12%	0.63	2.43	0.71	
0.53	1.15	+p320 +ho	Broad						1185	39	3.29%	44.81	120.69	1	1	3.00%	37.13%	1.15	2.69	1.15	
0.62	0.31						substitute	substitute	41813	703	1.68%	183.55	645.65	6	6	1.00%	28.43%	0.26	3.52	0.31	
0.75	0.63	1911 holst	Exact						17657	31	0.18%	17.33	63.40	1	1	3.00%	27.33%	0.56	3.66	0.63	
0.53	0.34	+glock +15	Broad						19642	251	1.28%	79.37	293.07	3	3	1.00%	27.08%	0.32	3.69	0.34	
0.75	0.89	alien gear	Exact						3758	98	2.61%	77.69	299.23	2	2	2.00%	25.96%	0.79	3.85	0.89	
0.75	0.60	springfiel	Exact						21316	43	0.20%	25.78	115.09	2	2	5.00%	22.40%	0.60	4.46	0.60	
0.75	1.10						category=	category=	115104	508	0.44%	478.21	2497.86	32	33	6.00%	19.14%	0.94	5.22	1.10	
0.75	0.44						category=	category=	25536	184	0.72%	70.10	402.78	6	6	3.00%	17.40%	0.38	5.75	0.44	
0.75	0.50	alien hols	Phrase						3402	51	1.50%	25.33	146.88	2	2	4.00%	17.25%	0.50	5.80	0.50	
0.75	0.74	hellcat ho	Exact						4955	16	0.32%	9.64	63.40	1	1	6.00%	15.21%	0.60	6.58	0.74	
0.56	0.68	+appendi	Broad						6952	58	0.83%	34.65	259.67	4	4	7.00%	13.34%	0.60	7.49	0.68	
0.53	0.79	+springfie	Broad						277	8	2.89%	5.60	51.69	1	1	12.00%	10.83%	0.70	9.23	0.79	
0.41	0.36						loose-mat	loose-mat	29897	234	0.78%	66.49	619.94	8	8	3.00%	10.73%	0.28	9.32	0.36	
0.75	0.34						asin-expa	asin-expa	5302	49	0.92%	12.33	120.69	1	1	2.00%	10.22%	0.25	9.79	0.34	
0.75	0.51	holster si	Phrase						5479	28	0.51%	10.94	113.25	1	1	4.00%	9.66%	0.39	10.35	0.51	
0.42	0.18						substitute	substitute	25698	99	0.39%	16.39	205.99	1	1	1.00%	7.96%	0.17	12.57	0.18	
0.78	0.40	g19 holste	Exact						831	30	3.61%	9.11	120.69	1	1	3.00%	7.55%	0.30	13.25	0.40	
0.75	0.28						asin-expa	asin-expa	6314	118	1.87%	22.40	348.13	3	3	3.00%	6.43%	0.19	15.54	0.28	
0.75	0.75	shapeshif	Phrase						206	7	3.40%	4.53	90.85	1	1	14.00%	4.99%	0.65	20.06	0.75	
0.56	0.60	+springfie	Broad						1434	12	0.84%	6.20	149.18	2	2	17.00%	4.16%	0.52	24.06	0.60	
0.53	0.75	+walther -	Broad						329	9	2.74%	6.77	0.00	0	0	0.00%	0.00%	0.75	0.00	0.75	
0.75	0.22						asin-expa	asin-expa	2462	27	1.10%	5.99	0.00	0	0	0.00%	0.00%	0.22	0.00	0.22	
0.75	0.73	alienware	Exact						304	8	2.63%	5.84	0.00	0	0	0.00%	0.00%	0.73	0.00	0.73	
0.75	0.21						asin-expa	asin-expa	1585	28	1.77%	5.79	0.00	0	0	0.00%	0.00%	0.21	0.00	0.21	
0.75	0.25						asin-expa	asin-expa	2301	22	0.96%	5.55	0.00	0	0	0.00%	0.00%	0.25	0.00	0.25	
0.41	0.16						substitute	substitute	16558	37	0.22%	5.47	0.00	0	0	0.00%	0.00%	0.15	0.00	0.16	
0.75	0.40	gun holste	Exact						1579	14	0.89%	5.45	0.00	0	0	0.00%	0.00%	0.39	0.00	0.40	
0.56	0.41	+p365 +ho	Broad						1001	13	1.30%	5.39	0.00	0	0	0.00%	0.00%	0.41	0.00	0.41	
0.75	1.34	aliengear	Exact						176	4	2.27%	5.34	0.00	0	0	0.00%	0.00%	1.34	0.00	1.34	
0.78	0.31	glock 19 g	Exact						1370	20	1.46%	5.12	0.00	0	0	0.00%	0.00%	0.26	0.00	0.31	
0.56	0.56	+appendi	Broad						147	9	6.12%	5.04	0.00	0	0	0.00%	0.00%	0.56	0.00	0.56	
0.42	0.15						loose-mat	loose-mat	3106	33	1.06%	4.89	0.00	0	0	0.00%	0.00%	0.15	0.00	0.15	

NOTE:

- Ensure that your bulk file incorporates SB and SD data; otherwise, our Macro will not function correctly.

Bulk operations
Use spreadsheets to make large-scale updates to your Sponsored Products, Sponso

1. Create & download a custom spreadsheet

Date range for performance metrics ⓘ

📅 Date range 7 days

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 ⓘ
- ☐ Sponsored Products Search term data ⓘ

Create spreadsheet for download

Visit the Bulksheets Portal for examples and instructions on how to use bulk spreadsheets. Download a bulk operations template to start creating a new bulk spreadsheet.

2. Edit yo

Guidelines
• You can ac
group.
• Make sure
keyword.
Learn mor
bulksheets

- Ensure the bulk file is not renamed from its default name for the code to apply correctly.
- Delete any blank workbook before uploading your bulk.