

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

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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, Sponsored Brands, and Sponsored Display campaigns.

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 your spreadsheet

Guidelines

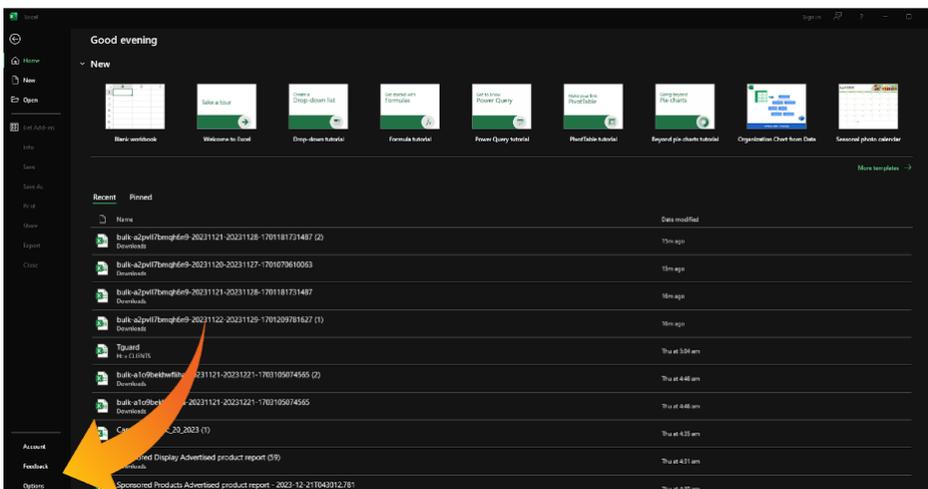
- You can add or remove columns.
- Make sure you use the correct keyword.

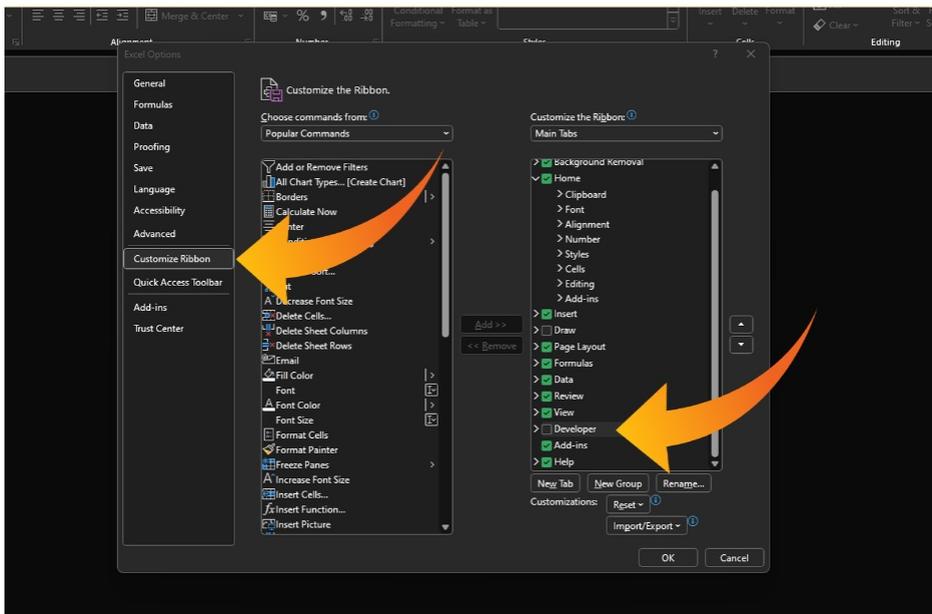
[Learn more about bulk operations spreadsheets](#)

Procedure:

1. Enabling the Developer Option in Excel

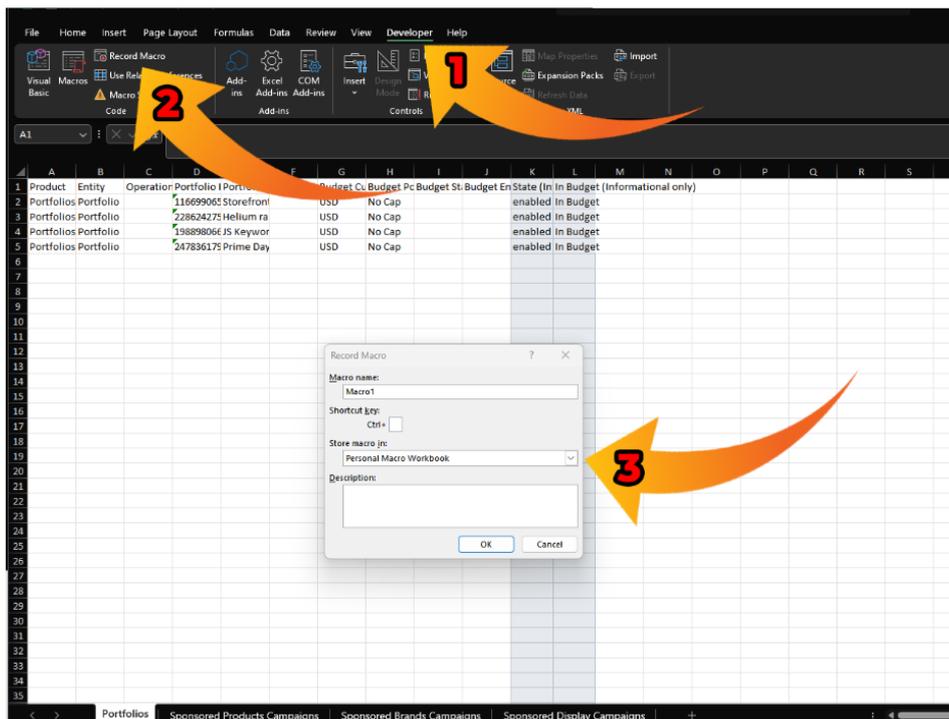
- Open Excel.
- Navigate to 'Options' > 'Customize Ribbon' > 'Main Tabs'.
- Check the box beside 'Developer'.
- Click 'OK'.





2. Recording a Dummy Macro

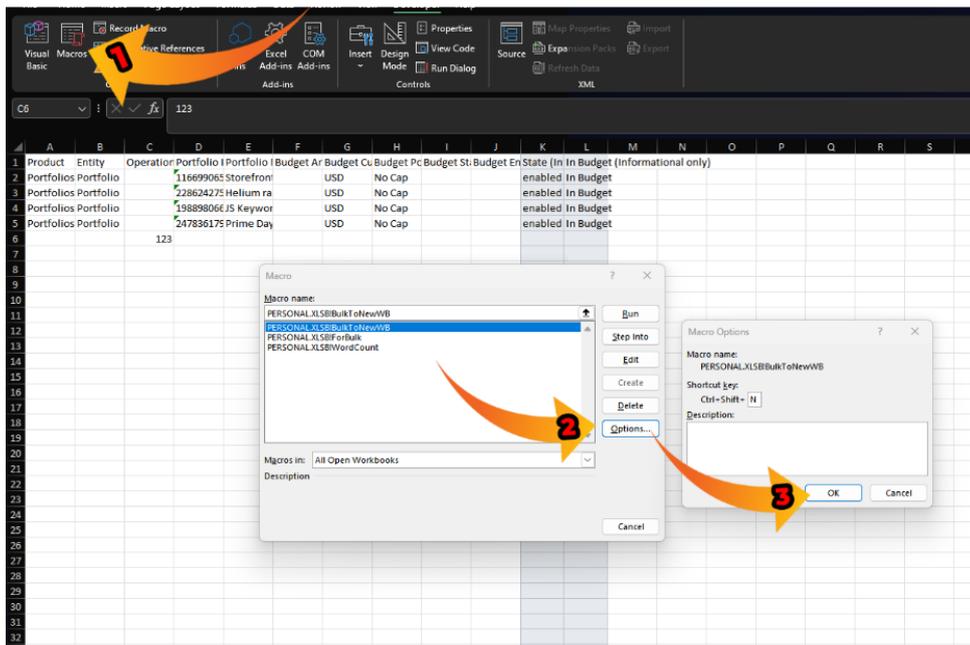
- Open the bulk file and enable editing.
- Go to the 'Developer' tab and click 'Record Macro'.
- Store the macro in the 'PERSONAL MACRO WORKBOOK'.
- Type random text in one cell and press 'Stop Recording'.
- This creates a dummy module folder in Excel.



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)



6. Testing the Macro

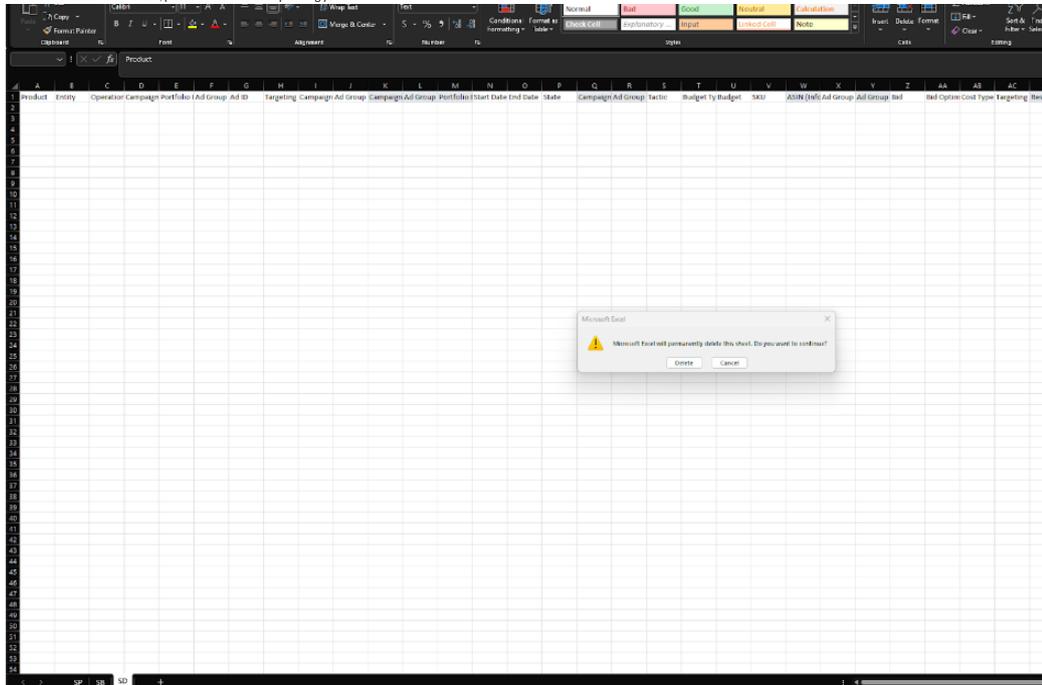
- Reopen the bulk file and test the shortcut key 'CTRL + Shift + Q'.
- The macro will filter targets, sort data, and add new columns for bid to CPC conversion and bidding strategy.

#	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	
251	Ad type	Ad id	Bid	Keywords	Match	Listing	Placement	Product	Message	Impressions	Clicks	Click %	Spends	Sales	Orders	Units	Conversion	ACOS	CPA	ROAS	New	Min	Max	CPG	Start	End	Day	Day		
252	0.45	0.45	0.45	116699065	Storefront			close-mat	close-mat	123130	772	0.62%	621.47	423.37	3	0	0.00%	145.42%	6.11	0.69	0.45	0.11	0.45	0.11	0.45	Dynamic bids	down only			
253	0.40	0.73		228624275	Helium ra			close-mat	close-mat	127227	574	0.45%	488.28	614.00	8	8	1.00%	73.20%	6.85	1.26	0.73	0.85	0.73	0.85	0.73	Dynamic bids	down only			
254	0.40	0.27		198898066	JS Keywor			close-mat	close-mat	28860	209	0.70%	76.26	106.88	1	1	0.00%	74.10%	6.40	1.45	0.27	0.40	0.27	0.40	0.27	Dynamic bids	down only			
255	0.41	0.48		247836175	Prime Day			close-mat	close-mat	181153	734	0.41%	570.69	944.38	13	13	2.00%	69.43%	6.78	1.65	0.48	0.78	0.48	0.78	0.48	Dynamic bids	down only			
256	0.36	0.47	4for	4for	4for	4for	4for	close-mat	close-mat	30134	129	0.43%	86.91	149.13	2	2	1.00%	36.26%	6.55	1.72	0.47	0.55	0.47	0.55	0.47	Dynamic bids	down only			
257	0.32	1.92	allens gear	Exact				close-mat	close-mat	83998	709	0.84%	737.14	1028.21	19	19	3.00%	43.27%	1.05	2.21	1.92	1.92	1.92	1.92	1.92	Dynamic bids	down only			
258	0.78	0.48	4for	4for	4for	4for	4for	close-mat	close-mat	151193	334	0.22%	198.68	334.39	4	4	1.00%	61.13%	6.65	2.22	0.48	0.45	0.48	0.45	0.48	Dynamic bids	down only			
259	0.23	0.40	4for	4for	4for	4for	4for	close-mat	close-mat	7189	88	1.22%	22.88	31.69	1	1	1.00%	44.26%	6.26	2.26	0.23	0.26	0.23	0.26	0.23	Dynamic bids	down only			
260	0.40	0.71						close-mat	close-mat	14116	187	0.55%	118.20	187.47	4	4	2.00%	41.12%	6.63	2.43	0.43	0.71	0.43	0.71	0.43	Dynamic bids	down only			
261	0.32	1.12	4for	4for	4for	4for	4for	close-mat	close-mat	1185	39	3.25%	46.61	123.69	1	1	1.00%	31.11%	1.15	2.69	1.12	1.15	1.12	1.15	1.12	Dynamic bids	down only			
262	0.75	0.40	crocodile	Exact				close-mat	close-mat	5795	85	0.61%	36.23	74.59	1	1	3.00%	51.17%	6.75	2.84	0.75	0.80	0.75	0.80	0.75	Dynamic bids	down only			
263	0.75	1.18	allens gear	Phrase				close-mat	close-mat	18182	157	0.80%	156.08	488.58	7	7	4.00%	30.72%	6.96	3.26	0.96	1.16	1.16	1.16	1.16	1.16	Dynamic bids	down only		
264	0.75	0.48	allens gear	Phrase				close-mat	close-mat	76750	741	0.91%	380.95	1212.25	38	38	2.00%	29.26%	6.99	3.36	0.48	0.49	0.48	0.49	0.48	Dynamic bids	down only			
265	0.75	0.48	allens gear	Exact				close-mat	close-mat	1535	53	3.40%	35.58	133.34	1	1	2.00%	29.71%	6.75	3.37	0.49	0.75	0.49	0.75	0.49	Dynamic bids	down only			
266	0.82	0.31						close-mat	close-mat	41813	701	1.68%	183.55	695.65	6	6	1.00%	28.43%	6.26	3.52	0.26	0.31	0.26	0.31	0.26	Dynamic bids	down only			
267	0.75	0.48	allens gear	Exact				close-mat	close-mat	17607	31	0.18%	37.28	61.40	1	1	3.00%	37.33%	6.56	3.68	0.58	0.65	0.58	0.65	0.58	Dynamic bids	down only			
268	0.53	0.24	4for	4for	4for	4for	4for	close-mat	close-mat	15942	251	1.28%	75.37	293.07	3	3	1.00%	27.80%	6.32	2.69	0.32	0.34	0.32	0.34	0.32	Dynamic bids	down only			
269	0.75	0.48	allens gear	Exact				close-mat	close-mat	3758	98	2.61%	77.69	299.21	2	2	2.00%	25.86%	6.79	3.63	0.79	0.89	0.79	0.89	0.79	Dynamic bids	down only			
270	0.75	0.38	spring	Exact				close-mat	close-mat	23388	41	0.20%	25.78	115.09	2	2	3.00%	22.40%	6.60	4.48	0.58	0.68	0.58	0.68	0.58	Dynamic bids	down only			
271	0.75	1.10						close-mat	close-mat	115504	508	0.44%	478.21	2497.86	32	32	6.00%	15.14%	6.94	5.22	0.94	1.10	0.94	1.10	0.94	Dynamic bids	down only			
272	0.75	0.44						close-mat	close-mat	25516	184	0.72%	61.10	402.78	6	6	3.00%	17.80%	6.38	3.75	0.38	0.45	0.38	0.45	0.38	Dynamic bids	down only			
273	0.75	0.38	allens gear	Phrase				close-mat	close-mat	3402	51	1.50%	25.33	146.88	2	2	4.00%	17.21%	6.50	5.80	0.33	0.56	0.33	0.56	0.33	Dynamic bids	down only			
274	0.75	0.74	allens gear	Exact				close-mat	close-mat	4955	36	0.37%	5.68	61.40	1	1	6.00%	15.41%	6.60	6.58	0.60	0.74	0.60	0.74	0.60	Dynamic bids	down only			
275	0.36	0.48	4for	4for	4for	4for	4for	close-mat	close-mat	4952	56	0.81%	46.80	293.67	4	4	7.00%	13.34%	6.60	7.49	0.60	0.68	0.60	0.68	0.60	Dynamic bids	down only			
276	0.32	0.79	spring	Exact				close-mat	close-mat	277	8	2.89%	5.06	31.69	1	1	12.00%	10.92%	6.70	9.23	0.70	0.79	0.70	0.79	0.70	Dynamic bids	down only			
277	0.41	0.36						close-mat	close-mat	70977	281	0.39%	66.49	619.94	8	8	3.00%	30.70%	6.28	9.37	0.26	0.36	0.26	0.36	0.26	Dynamic bids	down only			
278	0.75	0.34						close-mat	close-mat	5902	49	0.82%	12.13	129.69	1	1	2.00%	30.22%	6.25	9.79	0.25	0.34	0.25	0.34	0.25	Dynamic bids	down only			
279	0.75	0.31	allens gear	Phrase				close-mat	close-mat	5479	28	0.51%	10.94	113.25	1	1	4.00%	5.96%	6.29	10.25	0.29	0.31	0.29	0.31	0.29	Dynamic bids	down only			
280	0.42	0.19						close-mat	close-mat	26968	99	0.36%	36.19	205.99	1	1	1.00%	7.80%	6.17	32.57	0.17	0.18	0.17	0.18	0.17	Dynamic bids	down only			
281	0.78	0.40	4for	4for	4for	4for	4for	close-mat	close-mat	811	39	3.61%	9.11	120.69	1	1	3.00%	7.55%	6.30	32.25	0.30	0.40	0.30	0.40	0.30	Dynamic bids	down only			
282	0.75	0.28						close-mat	close-mat	6314	114	1.67%	22.40	146.13	3	3	3.00%	6.67%	6.19	15.54	0.19	0.28	0.19	0.28	0.19	Dynamic bids	down only			
283	0.75	0.75	4for	4for	4for	4for	4for	close-mat	close-mat	706	7	0.80%	6.91	90.85	1	1	14.00%	4.99%	6.60	20.08	0.60	0.75	0.60	0.75	0.60	Dynamic bids	down only			
284	0.56	0.60	spring	Exact				close-mat	close-mat	1434	12	0.84%	6.20	149.12	2	2	17.00%	4.16%	6.52	24.06	0.52	0.60	0.52	0.60	0.52	Dynamic bids	down only			
285	0.40	0.11						close-mat	close-mat	14114	101	0.70%	36.17	0.00	0	0	0.00%	0.00%	6.56	0.00	0.11	0.56	0.11	0.56	0.11	Dynamic bids	down only			
286	0.75	0.41						close-mat	close-mat	18000	62	0.42%	48.96	0.00	0	0	0.00%	0.00%	6.18	0.00	0.41	0.96	0.41	0.96	0.41	Dynamic bids	down only			
287	0.62	0.40						close-mat	close-mat	6662	87	1.31%	28.64	0.00	0	0	0.00%	0.00%	6.33	0.00	0.40	0.60	0.40	0.60	0.40	Dynamic bids	down only			
288	0.75	0.09						close-mat	close-mat	4291	149	3.26%	25.44	0.00	0	0	0.00%	0.00%	6.18	0.00	0.09	0.10	0.09	0.10	0.09	Dynamic bids	down only			
289	0.32	0.71	4for	4for	4for	4for	4for	close-mat	close-mat	649	15	2.31%	32.60	0.00	0	0	0.00%	0.00%	6.14	0.00	0.71	0.84	0.71	0.84	0.71	Dynamic bids	down only			
290	0.75	0.14	holder	Exact				close-mat	close-mat	6676	52	0.78%	30.71	0.00	0	0	0.00%	0.00%	6.21	0.00	0.14	0.21	0.14	0.21	0.14	Dynamic bids	down only			
291	0.75	0.42						close-mat	close-mat	877	36	2.53%	6.47	0.00	0	0	0.00%	0.00%	6.53	0.00	0.42	0.62	0.42	0.62	0.42	Dynamic bids	down only			
292	0.75	0.22						close-mat	close-mat	1770	12	0.67%	6.84	0.00	0	0	0.00%	0.00%	6.21	0.00	0.22	0.22	0.22	0.22	0.22	Dynamic bids	down only			
293	0.53	0.48	4for	4for	4for	4for	4for	close-mat	close-mat	129	4	2.40%	6.77	0.00	0	0	0.00%	0.00%	6.75	0.00	0.48	0.55	0.48	0.55	0.48	Dynamic bids	down only			
294	0.75	0.18						close-mat	close-mat	2862	27	1.10%	5.99	0.00	0	0	0.00%	0.00%	6.22	0.00	0.18	0.22	0.18	0.22	0.18	Dynamic bids	down only			
295	0.75	0.41	allens gear	Exact				close-mat	close-mat	304	8	2.61%	5.88																	

AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA
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	
91	149.18	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	
27	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.

Group	Bid	Keyword	Match Type	Bidding Strategy	Placement	Percentage	Product Type	Resolved	Impressions	Clicks	Click-through	Spend	Sales	Orders	Units	Conversion	ACOS	CPC	ROAS	New
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	+append	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	+springfiel	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 sig	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	20.61	0.75
0.56	0.60	+springfiel	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	allengear	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	+append	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, Sponsored Brands, and Sponsored Display campaigns.

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 [Bulkspreadsheets 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 your spreadsheet

Guidelines

- You can add a group.
- Make sure you use the correct keyword.

[Learn more about bulkspreadsheets](#)

- 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.