Advertising SOP: Find Overoptimized, Underoptimized, or Wasted Spend Targets Using Bulk

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Finding OverOptimized, UnderOptimized, and Non-Converting Targets with High Ad Spent Using Bulk File

> **Who is this for?**
> Amazon Sellers and other stakeholders who want to find targets that are Overoptimized, Underoptimized and Non-Converting Targets with high Ad spent using the Bulk File.

> **Objective:**
> To provide a step-by-step guide on how to easily find targets that are over-bidding, under-bidding, and non-converting for Optimization.

Procedure

Step 1:

Download a bulk file for a date range that you choose - preferably 30 days of data.

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 30 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 file

Guidelines for editing bulk spreadsheets:
• You can add up to 1,000 keywords and bids to an ad group.
• Make sure to apply the correct match type to your keyword.
Learn more about creating and editing files in the bulksheets video tutorials

Bulk spreadsheet history

Step 2:

Open and apply the Macro filter (CTRL + SHIFT + Q) If you haven't utilized the macro yet, please refer to the Advertising SOP for Excel Macro Usage: Streamlining Bulk File Filtering and Bulk Optimizations.

Step 3:

Targets are now sorted by ACOS and wasted ad spend. We also have new columns here: Min, Max, and Bidding Strategy. For Min and Max: These columns calculate the minimum/lowest and maximum/highest values of the two data points, CPC and Current Bid.

	Bid	Keyword	Match T	Bidding	Placeme	Percent	Product	Resolv	Impres	Clicks	Click-t	Spend	Sales	Orders	Units	Conve	ACOS	CPC	ROAS	New	Min	Max	Old	Strat
42	0.45						close-mat	close-ma	123819	772	0.62%	621.47	427.37	3	3	0.00%	######	0.81	0.69		0.45	0.81	0.45	Dynamic bids - down only
40	0.73						close-mat	close-ma	127227	574	0.45%	486.28	614.00	8	8	1.00%	79.20%	0.85	1.26		0.73	0.85	0.73	Dynamic bids - down only
40	0.27						loose-mat	loose-ma	28380	200	0.70%	79.26	106.88	1	1	0.00%	74.16%	0.40	1.35		0.27	0.40	0.27	Dynamic bids - down only
41	0.66						close-mat	close-ma	181153	734	0.41%	570.65	944.38	13	13	2.00%	60.43%	0.78	1.65		0.66	0.78	0.66	Dynamic bids - down only
56	0.47	+for +gloc	Broad						30194	159	0.53%	86.91	149.18	2	2	1.00%	58.26%	0.55	1.72		0.47	0.55	0.47	Dynamic bids - down only
75	1.92	alien gear	Exact						83698	700	0.84%	737.14	######	19	19	3.00%	45.27%	1.05	2.21		1.05	1.92	1.92	Dynamic bids - down only
78	0.44	duty holst	Phrase						35183	334	0.95%	150.88	334.39	4	4	1.00%	45.12%	0.45	2.22		0.44	0.45	0.44	Dynamic bids - down only
53	0.23	+for +gloc	Broad						7189	88	1.22%	22.88	51.69	1	1	1.00%	44.26%	0.26	2.26		0.23	0.26	0.23	Dynamic bids - down only
40	0.71						close-mat	close-ma	34130	187	0.55%	118.20	287.47	4	4	2.00%	41.12%	0.63	2.43		0.63	0.71	0.71	Dynamic bids - down only
53	1.12	+p320 +hc	Broad						1185	39	3.29%	44.81	120.69	1	1	3.00%	37.13%	1.15	2.69		1.12	1.15	1.12	Dynamic bids - down only
75	0.80	crossbree	Exact						5735	35	0.61%	26.23	74.59	1	1	3.00%	35.17%	0.75	2.84		0.75	0.80	0.8	Dynamic bids - down only
75	1.16	alien gear	Phrase						31812	157	0.49%	150.08	488.56	7	7	4.00%	30.72%	0.96	3.26		0.96	1.16	1.16	Dynamic bids - down only
75	0.44	iwb holste	Phrase						79290	743	0.94%	360.95	######	18	18	2.00%	29.78%	0.49	3.36		0.44	0.49	0.44	Dynamic bids - down only
75	0.49	aliens hol:	Exact						1535	53	3.45%	39.58	133.24	1	1	2.00%	29.71%	0.75	3.37		0.49	0.75	0.49	Dynamic bids - down only
62	0.31						substitute	substitut	41813	703	1.68%	183.55	645.65	6	6	1.00%	28.43%	0.26	3.52		0.26	0.31	0.31	Dynamic bids - down only
75	0.63	1911 hols	Exact						17657	31	0.18%	17.33	63.40	1	1	3.00%	27.33%	0.56	3.66		0.56	0.63	0.63	Dynamic bids - down only
53	0.34	+glock +1!	Broad						19642	251	1.28%	79.37	293.07	3	3	1.00%	27.08%	0.32	3.69		0.32	0.34	0.34	Dynamic bids - down only
75	0.89	alien gear:	Exact						3758	98	2.61%	77.69	299.23	2	2	2.00%	25.96%	0.79	3.85		0.79	0.89	0.89	Dynamic bids - down only
75	0.58	springfielc	Exact						21316	43	0.20%	25.78	115.09	2	2	5.00%	22.40%	0.60	4.46		0.58	0.60	0.58	Dynamic bids - down only
75	1.10						category=	category	115104	508	0.44%	478.21	######	32	33	6.00%	19.14%	0.94	5.22		0.94	1.10	1.1	Dynamic bids - down only
75	0.44						category=	category	25536	184	0.72%	70.10	402.78	6	6	3.00%	17.40%	0.38	5.75		0.38	0.44	0.44	Dynamic bids - down only
75	0.33	alien holst	Phrase						3402	51	1.50%	25.33	146.88	2	2	4.00%	17.25%	0.50	5.80		0.33	0.50	0.33	Dynamic bids - down only
75	0.74	hellcat hol	Exact						4955	16	0.32%	9.64	63.40	1	1	6.00%	15.21%	0.60	6.58		0.60	0.74	0.74	Dynamic bids - down only
56	0.68	+appendix	Broad						6952	58	0.83%	34.65	259.67	4	4	7.00%	13.34%	0.60	7.49		0.60	0.68	0.68	Dynamic bids - down only
53	0.79	+springfiel	Broad						277	8	2.89%	5.60	51.69	1	1	12.00%	10.83%	0.70	9.23		0.70	0.79	0.79	Dynamic bids - down only
41	0.36						loose-mat	loose-ma	29897	234	0.78%	66.49	619.94	8	8	3.00%	10.73%	0.28	9.32		0.28	0.36	0.36	Dynamic bids - down only
75	0.34						asin-expar	asin-exp	5302	49	0.92%	12.33	120.69	1	1	2.00%	10.22%	0.25	9.79		0.25	0.34	0.34	Dynamic bids - down only
75	0.51	holster sig	Phrase						5479	28	0.51%	10.94	113.25	1	1	4.00%	9.66%	0.39	10.35		0.39	0.51	0.51	Dynamic bids - down only
42	0.18						substitute	substitut	25698	99	0.39%	16.39	205.99	1	1	1.00%	7.96%	0.17	12.57		0.17	0.18	0.18	Dynamic bids - down only
78	0.40	g19 holste	Exact						831	30	3.61%	9.11	120.69	1	1	3.00%	7.55%	0.30	13.25		0.30	0.40	0.4	Dynamic bids - down only
75	0.28						asin-expar	asin-exp	6314	118	1.87%	22.40	348.13	3	3	3.00%	6.43%	0.19	15.54		0.19	0.28	0.28	Dynamic bids - down only
75	0.75	shapeshift	Phrase						206	7	3.40%	4.53	90.85	1	1	14.00%	4.99%	0.65	20.06		0.65	0.75	0.75	Dynamic bids - down only
56	0.60	+springfiel	Broad						1434	12	0.84%	6.20	149.18	2	2	17.00%	4.16%	0.52	24.06		0.52	0.60	0.6	Dynamic bids - down only
40	0.31						loose-mat	loose-ma	14334	101	0.70%	56.17	0.00	0	0	0.00%	0.00%	0.56	0.00		0.31	0.56	0.31	Dynamic bids - down only
75	0.61						asin-expar	asin-exp	14900	62	0.42%	45.95	0.00	0	0	0.00%	0.00%	0.74	0.00		0.61	0.74	0.61	Dynamic bids - down only
62	0.40						close-mat	close-ma	6662	87	1.31%	28.64	0.00	0	0	0.00%	0.00%	0.33	0.00		0.33	0.40	0.4	Dynamic bids - down only
75	0.09						asin-expar	asin-exp	4291	140	3.26%	25.44	0.00	0	0	0.00%	0.00%	0.18	0.00		0.09	0.18	0.09	Dynamic bids - down only
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		0.26	0.31	0.31	Dynamic bids - down only
75	0.37	iwb holste	Exact						1490	12	0.81%	4.19	0.00	0	0	0.00%	0.00%	0.35	0.00		0.35	0.37	0.37	Dynamic bids - down only
75	0.40	springfielc	Phrase						1131	10	0.88%	3.75	0.00	0	0	0.00%	0.00%	0.38	0.00		0.38	0.40	0.4	Dynamic bids - down only

Step 4:

Looking for High/Low ACOS targets.

- Arrange it based on the bidding strategy (in our example above, I opted for down only bidding first)

For Down Only: If looking for high ACOS targets, check if your MIN matches your current bid. That means your Max indicates your CPC, helping you decide if the bids are acceptable or if a further reduction is necessary. If your MIN is your CPC, then you have to pull the ACOS down.

If looking for low ACOS targets, confirm if your MAX aligns with your current bid. That means your Min signifies your CPC, assisting you in assessing whether the bids are satisfactory or if additional bid enhancement is required. If your MAX is your CPC, your current bid is low so you have to bid higher than your MAX.

For Up and Down: Seeking unoptimized Up and Down targets differs, as the Up and Down bidding strategy enables Amazon to increase your bid by up to 300%. Your adjustment is limited to the current bid, as the bid is multiplied, potentially raising your CPC beyond the current bid amount.

For Fixed bids: Bids and average CPC should align, unless you've recently optimized your bids. Adjustments to bids here should be kept minimal, typically around 3 to 5 cents. If there's a significant difference between CPC and current bids, it indicates that bid adjustments have been made.

Note: Please double check those campaigns with placement bid adjustment either manually or in bulk(after your bulk optimizations). Placement bid adjustments can increase your bids by up to 900%.

h T	Bidding	Placement	Percent	Product	Resolv	Impres	Clicks	Click-th	Spend	Sales	Orders	Units	Conver	ACOS	CPC	ROAS
	Fixed bid	Placement Top	100.00			3051	100	3.28%	38.25	203.92	16	19	16.00%	18.76%	0.38	5.
	Fixed bid	Placement Top	100.00			5216	74	1.42%	80.64	58.37	6	6	8.00%	138.15%	1.09	0.
	Fixed bid	Placement Product Page	30.00			295597	344	0.12%	211.14	170.88	15	16	4.00%	123.56%	0.61	0.
	Dynamic b	Placement Top	25.00			2974	153	5.14%	89.32	417.98	30	36	20.00%	21.37%	0.58	4.
	Dynamic b	Placement Top	25.00			175	6	3.43%	6.21	9.78	1	1	17.00%	63.50%	1.04	1.
	Dynamic b	Placement Top	25.00			369	15	4.07%	11.56	53.10	5	5	33.00%	21.77%	0.77	4.
	Dynamic b	Placement Rest Of Search	20.00			44123	502	1.14%	187.31	1057.32	82	90	16.00%	17.72%	0.37	5.
	Dynamic b	Placement Top	10.00			78	0	0.00%	0.00	0.00	0	0	0.00%	0.00%	0.00	0.
	Fixed bid	Placement Rest Of Search	0.00			39367	320	0.81%	62.30	351.64	33	33	10.00%	17.72%	0.19	5.

Step 5:

Let's now move on to examining potential wasted ad spend. Filter out targets with zero orders and review the bids to ensure they are lower than the average CPC.

Establish criteria for identifying wasted ad spend, commonly done by taking the lowest product price and dividing it by 60%. For instance, if the product price is $19.99, the calculation would be $19.99 * 0.60 = $11.99. This becomes the initial benchmark for bid reduction. Alternatively, you can begin with a straightforward approach, such as starting with $5 or $10 for wasted ad spend. If the wasted ad spend is pretty huge, you can consider pausing it.

luct	Resolv	Impres	Clicks	Click-th	Spend	Sales	Orders	Units	Conver	ACOS	CPC	ROAS	New	Min	Max	Old	Strat
e-mat	loose-ma	14334	101	0.70%	56.17	0.00	0	0	0.00%	0.00%	0.56	0.00		0.31	0.56	0.31	Dynamic
expar	asin-expa	14900	62	0.42%	45.95	0.00	0	0	0.00%	0.00%	0.74	0.00		0.61	0.74	0.61	Dynamic
e-mat	close-ma	6662	87	1.31%	28.64	0.00	0	0	0.00%	0.00%	0.33	0.00		0.33	0.40	0.4	Dynamic
expar	asin-expa	4291	140	3.26%	25.44	0.00	0	0	0.00%	0.00%	0.18	0.00		0.09	0.18	0.09	Dynamic
		1370	20	1.46%	5.12	0.00	0	0	0.00%	0.00%	0.26	0.00		0.26	0.31	0.31	Dynamic
		1490	12	0.81%	4.19	0.00	0	0	0.00%	0.00%	0.35	0.00		0.35	0.37	0.37	Dynamic
		1131	10	0.88%	3.75	0.00	0	0	0.00%	0.00%	0.38	0.00		0.38	0.40	0.4	Dynamic

In the screenshot above you will see that I have already adjusted my Current Bid lower than my CPC in order to reduce the ad spending on these targets that are overspending and not getting any sales.

Step 6:

Once you're done with your bid adjustments, remove the blank cells on your "new bid" column. Press Ctrl + shift + N so your filtered workbook will get transferred to a new workbook. This macro will also automatically put "update" under the operation column.

Step 7:

Now, all you have to do is copy the bids from the "new bid" column and paste that to the bid column.

Bid	Keyword 1	Match Typ	Bidding St	Placement	Percentage	Product Ta	Resolved F	Impressio	Clicks	Click-throu	Spend	Sales	Orders	Units	Conversio	ACOS	CPC	ROAS	New	Min	Max
1.00						close-matc	close-matc	123819	772	0.62%	621.47	427.37	3	3	0.00%	145.42%	0.81	0.69	1	0.45	0.81
1.00						close-matc	close-matc	127227	574	0.45%	486.28	614.00	8	8	1.00%	79.20%	0.85	1.26	1	0.73	0.85
1.00						loose-matc	loose-matc	28380	200	0.70%	79.26	106.88	1	1	0.00%	74.16%	0.40	1.35	1	0.27	0.40
1.00						close-matc	close-matc	181153	734	0.41%	570.65	944.38	13	13	2.00%	60.43%	0.78	1.65	1	0.66	0.78
1.00	+for +glocl	Broad						30194	159	0.53%	86.91	149.18	2	2	1.00%	58.26%	0.55	1.72	1	0.47	0.55
1.00	alien gear	Exact						83698	700	0.84%	737.14	1628.21	19	19	3.00%	45.27%	1.05	2.21	1	1.05	1.92
1.00	duty holste	Phrase						35183	334	0.95%	150.88	334.39	4	4	1.00%	45.12%	0.45	2.22	1	0.44	0.45
1.00	+for +glocl	Broad						7189	88	1.22%	22.88	51.69	1	1	1.00%	44.26%	0.26	2.26	1	0.23	0.26
1.00						close-matc	close-matc	34130	187	0.55%	118.20	287.47	4	4	2.00%	41.12%	0.63	2.43	1	0.63	0.71
1.00	+p320 +hc	Broad						1185	39	3.29%	44.81	120.69	1	1	3.00%	37.13%	1.15	2.69	1	1.12	1.15
1.00	crossbree	Exact						5735	35	0.61%	26.23	74.59	1	1	3.00%	35.17%	0.75	2.84	1	0.75	0.80
1.00	alien gear	Phrase						31812	157	0.49%	150.08	488.56	7	7	4.00%	30.72%	0.96	3.26	1	0.96	1.16
1.00	iwb holste	Phrase						79290	743	0.94%	360.95	1212.25	18	18	2.00%	29.78%	0.49	3.36	1	0.44	0.49
1.00	aliens hols	Exact						1535	53	3.45%	39.58	133.24	1	1	2.00%	29.71%	0.75	3.37	1	0.49	0.75
1.00						substitute:	substitute:	41813	703	1.68%	183.55	645.65	6	6	1.00%	28.43%	0.26	3.52	1	0.26	0.31
1.00	1911 holst	Exact						17657	31	0.18%	17.33	63.40	1	1	3.00%	27.33%	0.56	3.66	1	0.56	0.63
1.00	+glock +19	Broad						19642	251	1.28%	79.37	293.07	3	3	1.00%	27.08%	0.32	3.69	1	0.32	0.34
1.00	alien gears	Exact						3758	98	2.61%	77.69	299.23	2	2	2.00%	25.96%	0.79	3.85	1	0.79	0.89
1.00	springfield	Exact						21316	43	0.20%	25.78	115.09	2	2	5.00%	22.40%	0.60	4.46	1	0.58	0.60
1.00						category='	category='	115104	508	0.44%	478.21	2497.86	32	33	6.00%	19.14%	0.94	5.22	1	0.94	1.10
1.00						category='	category='	25536	184	0.72%	70.10	402.78	6	6	3.00%	17.40%	0.38	5.75	1	0.38	0.44
1.00	alien holst	Phrase						3402	51	1.50%	25.33	146.88	2	2	4.00%	17.25%	0.50	5.80	1	0.33	0.50
1.00	hellcat hol	Exact						4955	16	0.32%	9.64	63.40	1	1	6.00%	15.21%	0.60	6.58	1	0.60	0.74
1.00	+appendix	Broad						6952	58	0.83%	34.65	259.67	4	4	7.00%	13.34%	0.60	7.49	1	0.60	0.68
1.00	+springfiel	Broad						277	8	2.89%	5.60	51.69	1	1	12.00%	10.83%	0.70	9.23	1	0.70	0.79
1.00						loose-matc	loose-matc	29897	234	0.78%	66.49	619.94	8	8	3.00%	10.73%	0.28	9.32	1	0.28	0.36
1.00						asin-expan	asin-expan	5302	49	0.92%	12.33	120.69	1	1	2.00%	10.22%	0.25	9.79	1	0.25	0.34
1.00	holster sig	Phrase						5479	28	0.51%	10.94	113.25	1	1	4.00%	9.66%	0.39	10.35	1	0.39	0.51
1.00						substitute:	substitute:	25698	99	0.39%	16.39	205.99	1	1	1.00%	7.96%	0.17	12.57	1	0.17	0.18
1.00	g19 holste	Exact						831	30	3.61%	9.11	120.69	1	1	3.00%	7.55%	0.30	13.25	1	0.30	0.40
1.00						asin-expan	asin-expan	6314	118	1.87%	22.40	348.13	3	3	3.00%	6.43%	0.19	15.54	1	0.19	0.28
1.00	shapeshift	Phrase						206	7	3.40%	4.53	90.85	1	1	14.00%	4.99%	0.65	20.06	1	0.65	0.75
1.00	+springfiel	Broad						1434	12	0.84%	6.20	149.18	2	2	17.00%	4.16%	0.52	24.06	1	0.52	0.60
1.00						loose-matc	loose-matc	14334	101	0.70%	56.17	0.00	0	0	0.00%	0.00%	0.56	0.00	1	0.31	0.56
1.00						asin-expan	asin-expan	14900	62	0.42%	45.95	0.00	0	0	0.00%	0.00%	0.74	0.00	1	0.61	0.74
1.00						close-matc	close-matc	6662	87	1.31%	28.64	0.00	0	0	0.00%	0.00%	0.33	0.00	1	0.33	0.40
1.00						asin-expan	asin-expan	4291	140	3.26%	25.44	0.00	0	0	0.00%	0.00%	0.18	0.00	1	0.09	0.18

Step 8:

You can now save the file and upload it.

d Display campaigns.

heets:
d bids to an ad

type to your

ing files in the

3. Upload your file to update your campaigns

Alien Gear Holsters 30d Bulk Optimizations.xlsx

✏ Change file

⬆ **Upload to process changes**

Supported file types: .xlsx & .xls

You are using the new spreadsheet format, please use the new spreadsheet downloaded from step 1 or from the Bulksheets portal. Please see the Bulksheets Migration Guide for more info.

Applying last report's changes...