

How to Structure Amazon PPC Campaign

The process of running an Amazon PPC campaign can be an extremely profitable method for sellers to increase sales for their goods as well as increase the possibility of reviews, and improve the visibility of their new products.

However, it demands Amazon sellers to commit an enormous amount of time to make sure that their advertising campaigns are well-planned at the beginning.

As an Amazon seller, this becomes crucial as your company grows and you soon become responsible for an increasing number of ads.

Structure of an Amazon PPC Campaign

- You will create two campaigns, one automatic and one manual, for each product ([ASIN](#)).
- Create your automatic campaign first and let it run for at least 1-2 weeks.
- After gathering a sufficient amount of data, download your Search Term Report and go through it to identify high-converting keywords to include in a new manual campaign.
- Create three separate Ad Groups (one for each keyword match type) for your manual campaign: Broad Match, Phrase Match, and Exact Match.
- Set a time frame and budget for your automatic and manual campaigns. For your manual campaign, you'll also want to set the daily bid; start with Amazon's estimated bid and adjust accordingly.

Note: If this is your first ad campaign, we recommend budgeting \$10 per day and leaving the duration open to track ongoing changes in your campaign.

Use SellerApp's [Amazon PPC automation tool](#) to boost your Amazon PPC performance.

How to Improve Your CPC Bids

Once you've created an ad campaign for your Amazon product, you'll need to learn how to optimize your CPC bids, keep your ad spend under control, and avoid bidding on keywords that are unlikely to convert.

Sellers must understand that testing bids are at the heart of CPC optimization, and you can only optimize bids if you have enough data to make informed decisions about whether to lower/increase keyword bids.

First, you must determine your desired [Amazon ACoS](#). By comparing your actual ACoS to your target ACoS, you can determine how well your ads are performing with your desired profit margin.

Amazon CPC Optimization Guidelines

- If your actual ACoS exceeds your target ACoS, it means you're spending too much, and you should lower your bid to see if you can reduce your ad spend without significantly affecting your sales.
- If your actual ACoS is higher than your target ACoS, it means you have more budget to spend, which means you should raise your bid and see if your ad reach (and thus your sales) can expand exponentially.
- If your keywords aren't getting any impressions, double-check the product category ('browse node') and make sure the keyword is included in your listing or backend keywords. If your product category is correct and the keyword appears in the listing, you should begin increasing your bid to see if a higher bid can make the keyword 'active.'
- Keywords that fail to generate sales over time and remain unprofitable even after the keyword bid is reduced should be removed from your manual campaign and added to your negative keyword list.

Amazon sellers must invest the time necessary to learn how to structure their PPC campaigns correctly on Amazon. As your product volume increases, you'll want to have an optimal ad campaign structure in place that you can easily scale to support the growth of your Amazon business.