

Mastering Sponsored Product Campaigns on Amazon ↗

Why Single Keyword Campaigns are more important than ever before

About Me



Alex Swade

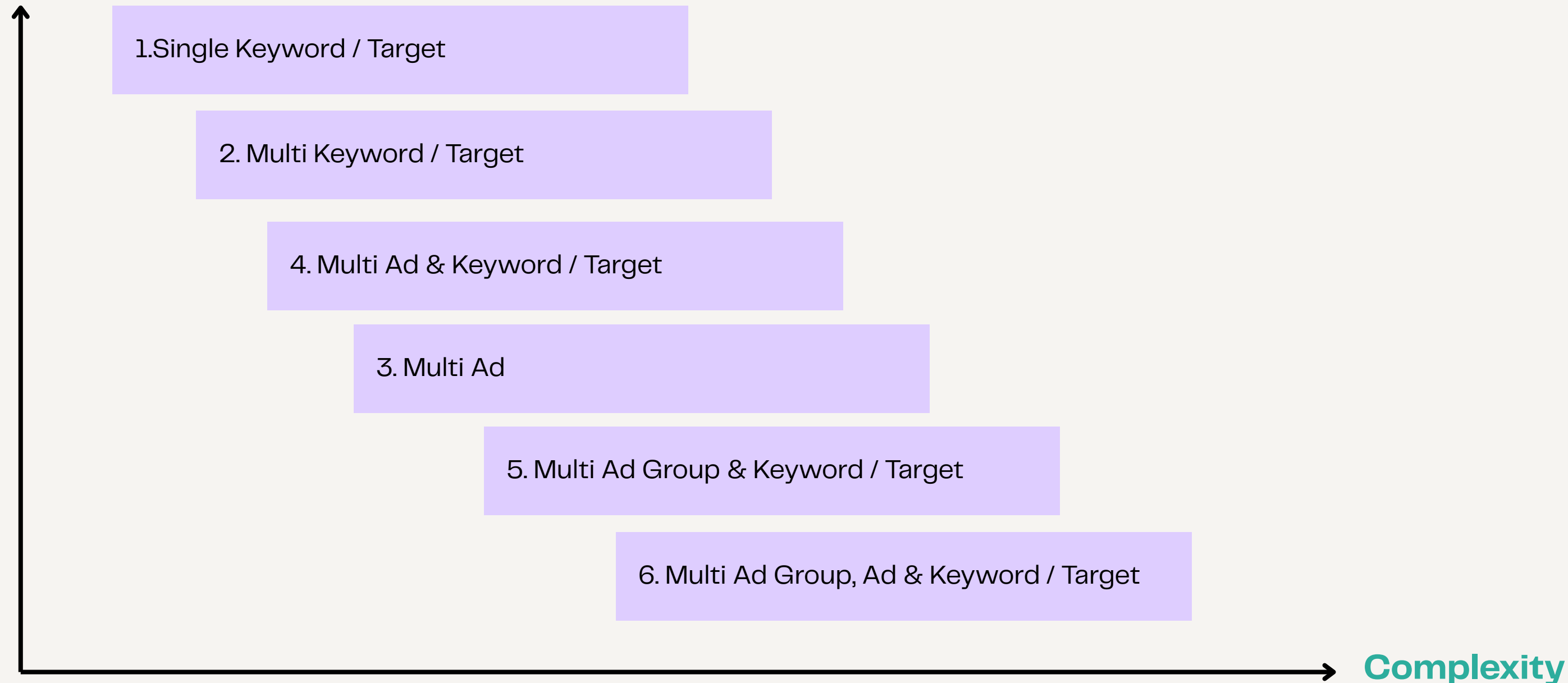
- Since 2013: Performance Marketing
- Background in Controlling / Finance
- Data Analytics Nerd
- worked since 2019 on the biggest Amazon brands (KW-Commerce / Thrasio) with millions \$ budgets
- strategic advisor 'Product' at myrealprofit.com (Advanced Amazon Analytics Software)
- co-founder at Marktzone.io – Webscraper as a Service
- Educator on my YouTube Channel [Amazon Ads Raw](https://www.youtube.com/channel/UCv8v8v8v8v8v8v8v8v8v8v8)
- Proud Dad of 3

Sponsored Products – Campaign Structure Options ↘

	Ad Group	Ad (advertised product)	Targeting
1.Single Keyword / Target	1	1	1
2. Multi Keyword / Target	1	1	n
3. Multi Ad	1	n	1
4. Multi Ad & Keyword / Target	1	n	n
5. Multi Ad Group & Keyword / Target	n	1	n
6. Multi Ad Group, Ad & Keyword / Target	n	n	n

Sponsored Products – Campaign Structure Options ↘

Control



SP – Which Options do I choose

	Ad Group	Ad (advertised product)	Targeting
2. Multi Keyword / Target	1	1	n

- If I know already which product I want to advertise, because I chose it for strategic reasons, or do know it has a superior combination of CTR & CVR over my other products
- If I am running on targets with a rather low volume (e.g., less than 1 conversion per day), and I consciously decide to have less control over a dedicated placement adjustment for each targeting
- If I want to test a group of keywords and don't necessarily want to create campaigns for each

Pro

- Fewer campaigns per account
- easier to change bids via ad console (manually)
- budget control on the advertised product, and I control which product is shown

Con

- No granular control for any of the placement & bid adjustments
- budgets can restrict the delivery of some targetings

SP – Which Options do I choose

	Ad Group	Ad (advertised product)	Targeting
3. Multi Ad	1	n	1

- If I don't yet know which product I want to advertise or simply want to try out a different product based on a hypothesis (e.g. better CTR or CVR with a different product) → here I leave it up to Amazon to decide which product to show
- Usually only runs temporarily for me and not permanently
 - Exception: I have very comparable products that perform very similarly and do not require any other strategic differentiation (e.g. different inventory levels)

Pro

- Targeted control over bids & adjustments at keyword level
- Testing different products on a target allows better conclusions to be drawn about their performance

Con

- Performance reports can become spongy, without marketing stream data, there is no placement / search report/display report combination
- Loss of budget control at ASIN level

SP – Which Options do I choose

	Ad Group	Ad (advertised product)	Targeting
4. Multi Ad & Keyword / Target	1	n	n

- A combination of the previous two:
 - Testing of keywords / targets
 - Keywords / targets with low volume
 - Products with very similar performance
 - Unclear which product should be advertised / tested

Pro

- Quick and easy Testing Setup
- Accounts structure stays lean

Con

- Reporting gets more blurry
- Bid Control becomes dramatically more un-precise

SP – Which Options do I choose

	Ad Group	Ad (advertised product)	Targeting
5. Multi Ad Group & Keyword / Target	n	1	n

- I personally don't use this structure at all

Pro

- Allows separation of targeting options or match types at AdGroup level, e.g. Exact in ad group 1 and broad in ad group 2 or keywords in adg 1 and product targetings in adg 2
- More control over the daily budget (due to the small number of campaigns compared to the other structures)

Con

- No granular bid adjustment via placement / B2B / audience Possible
- No evaluation at campaign level Possible
- Hardly any evaluation by placement possible
- Manual control more difficult due to complex structure

SP – Which Options do I choose

	Ad Group	Ad (advertised product)	Targeting
6. Multi Ad Group, Ad & Keyword / Target	n	n	n

- I personally don't use this structure at all

Pro

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- Hardly any evaluation by placement possible
- Manual control more difficult due to complex structure
- No control over the advertised products

SP – Campaign Structure Options

Entity

Control Function

Ad Group

No control Option. Just a Structure Option

Anzeige

Which product do I want to show

Keyword / Target

Where do i want to show my product and to which base bid

Kampagne

Daily Budget, Bidding Settings, Placements Adjustments, Audience Adjustments, Budget- or Bidding Rules, Off Amazon Settings

SP – Campaign Settings



Campaign bidding strategy

Bid optimization

Learn about bidding strategies

Rule-based bidding

Apply a rule to adjust bids in real time while seeking to keep ROAS at a value you set. [Learn more](#)

Drive sales while seeking to keep ROAS at or above 2.07

Edit

Other bidding strategies

Dynamic bids - down only

We'll lower your bids in real time when your ad may be less likely to convert to a sale. Schedule rules are applied on top of your bidding strategy and placement adjustments. [Learn more](#)

WITH SCHEDULE RULES

New

Hide rules

Add schedule rule

Active

Mothers Day 10%

Increase bids by 10%

Mother's Day | Apr 28 - May 11, 2025

All day

Edit

Active

Daily evening push 10%

Increase bids by 10%

May 5, 2025 - No end date

Daily | 6PM - 9PM

Edit

Adjust bids by placement

Increase your bid for specific Amazon placements.

Top of search (first page)

75

%

Rest of search

30

%

Product pages

5

%

A \$1.00 bid will start at \$1.75 for top of search, \$1.30 for rest of search, and \$1.05 for product pages.

Further increase bids across placements on Amazon Business

Amazon Business placements

5

%

A \$1.00 bid will start at \$1.84 for top of search, \$1.37 for rest of search, and \$1.10 for product pages.

Settings for ads served off Amazon

Optimize off-Amazon ads to:

Maximize reach

Prioritize more reach using your targeting settings. This setting may result in more impressions and opportunities for sales off Amazon.

Minimize spend

Optimize ad delivery to minimize spending. This setting may result in fewer impressions off Amazon, but it can help control spend.

Ad groups

Bid adjustments

Negative keywords

Budget rules

Campaign settings

History

All placementsAmazon Business placementsAudiences

Change audience

Audience	Bid adjustment	Impressions	Clicks
High likelihood to purchase ... 412978094962770620	10%	1,251	27
Campaign total	—	10,973	118

Alexander Swade
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 Quartile

SP – Pre Built – Audience ↙

Increase Bids for Pre-Built Audiences from Amazon (1%-900%)

Adjust bids



- ☒ Increase bids for audiences built by Amazon
- ☐ Don't increase bids for an audience

Audience

Choose an audience

High likelihood to purchase based on recent shopping activity - 412978094962770620 ⓘ

Purchased brand's product - 430778787414928818 ⓘ

Clicked or Added brand's product to cart - 413580582382876358 ⓘ

The "High likelihood to purchase based on recent shopping activity" audience includes people whose recent product interactions indicate a high likelihood to purchase the advertised product.

Adjust bids

- ☒ Increase bids for audiences built by Amazon
- ☐ Don't increase bids for an audience

Audience

Choose an audience

High likelihood to purchase based on recent shopping activity - 412978094962770620 ⓘ

Purchased brand's product - 430778787414928818 ⓘ

Clicked or Added brand's product to cart - 413580582382876358 ⓘ

The "clicked or added brand's product to cart" audience includes people who have clicked or added to cart within the last 3 months, but haven't purchased.

Adjust bids



- ☒ Increase bids for audiences built by Amazon
- ☐ Don't increase bids for an audience

Audience

Choose an audience

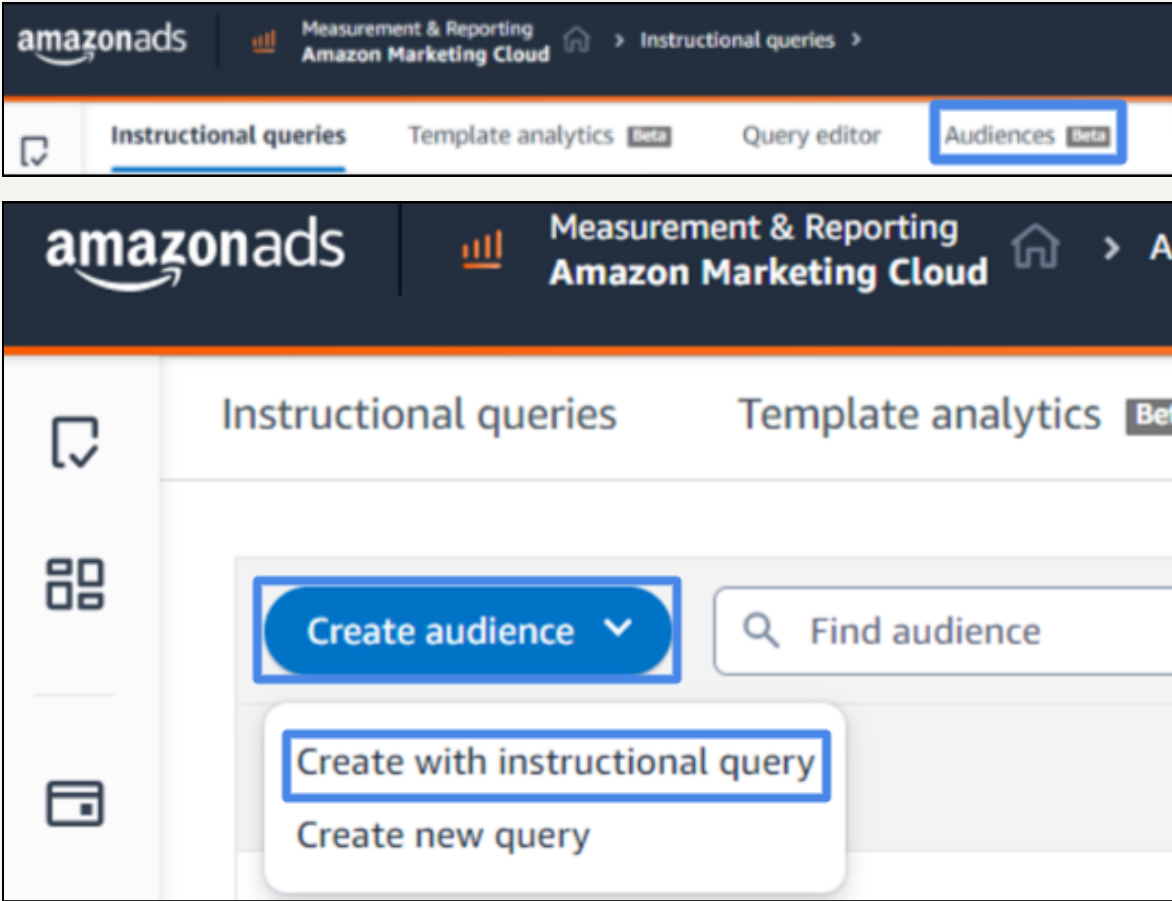
High likelihood to purchase based on recent shopping activity - 412978094962770620 ⓘ

Purchased brand's product - 430778787414928818 ⓘ

Clicked or Added brand's product to cart - 413580582382876358 ⓘ

The "purchased brand's product" audience includes people who have purchased a product from this brand within the last 3 months.

SP – AMC Audience



Create your own audiences in the AMC.

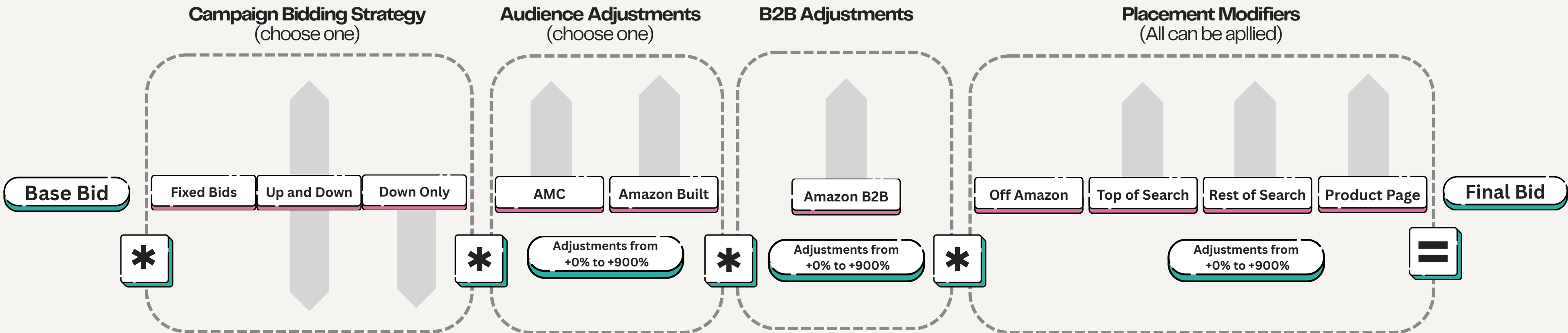
They can be created for the use in DSP or in Sponsored Ads, and the most important part: Each audience can be utilized as a base audience for look-a-like audiences, which also can be used in Sponsored Product Ads campaigns for bid adjustments.

lookalikeAudienceExpectedReach	Europe and the Americas
MOST_SIMILAR	500K to 1M
SIMILAR	1.5M to 3M
BALANCED	2M to 5.5M
BROAD	2.5M to 7.5M
MOST_BROAD	3M to 10M

Relevant LaL's:

- Most Similar Brand Purchaser 30 Days
- Most Similar Bought >2 times Past 365 Days
- Most Similar AOV > XX\$ and bought > 2 times past 365 Days

SP – Bid Adjustments ↙



Fixed Bids

Amazon will not dynamically adjust your bid based on the likelihood of a conversion.

Dynamic Bids – Up and Down

Amazon will raise your bid by up to 100% if a click is more likely to convert and will reduce your bid by up to 100% if a click is less likely to convert. For Sponsored Products, Amazon will not increase bids by more than 100% for Top of Search placements and by more than 50% for Product Page and Other placements.

Dynamic Bids – Down Only

Amazon will reduce your bid by up to 100% if a click is less likely to convert.

Each Adjustment gets **multiplied** on top of the previous adjustment, their order doesn't matter. Adjustments can only be 0% or up. There is **no option to adjust down** outside of the bidding strategy and the base bids

SP – Which Options do I choose

	Ad Group	Ad (advertised product)	Targeting
Single Keyword / Target	1	1	1

- I mainly use this
- 75%+ of my campaigns are in this structure
- Whenever keywords / targets have enough volume and I am sure I want to advertise them permanently

Pro

- Beste Kontrolle hinsichtlich der Budgets und Bids
- Direkt Auswertung der Performance auf Kampagnen
ebene möglich (trotzdem nicht ideal, weil keine insights in
die Placement performance)
- Struktur lässt sich extrem leicht automatisieren und
skalieren (Du brauchst eine komplett neue Struktur? Gib
mir 30 min Zeit)
- Klare Kampagnen Bezeichnung erlaubt insights direkt auf
der Kampagnen Übersicht zu erhalten

Con

- Account Struktur wird “aufgebläht”
- Manuelle Steuerung via Ad Console wird zeitintensiv
(nutzt Bulk sheets um dieses Thema zum umgehen)

SP – Structure in practice

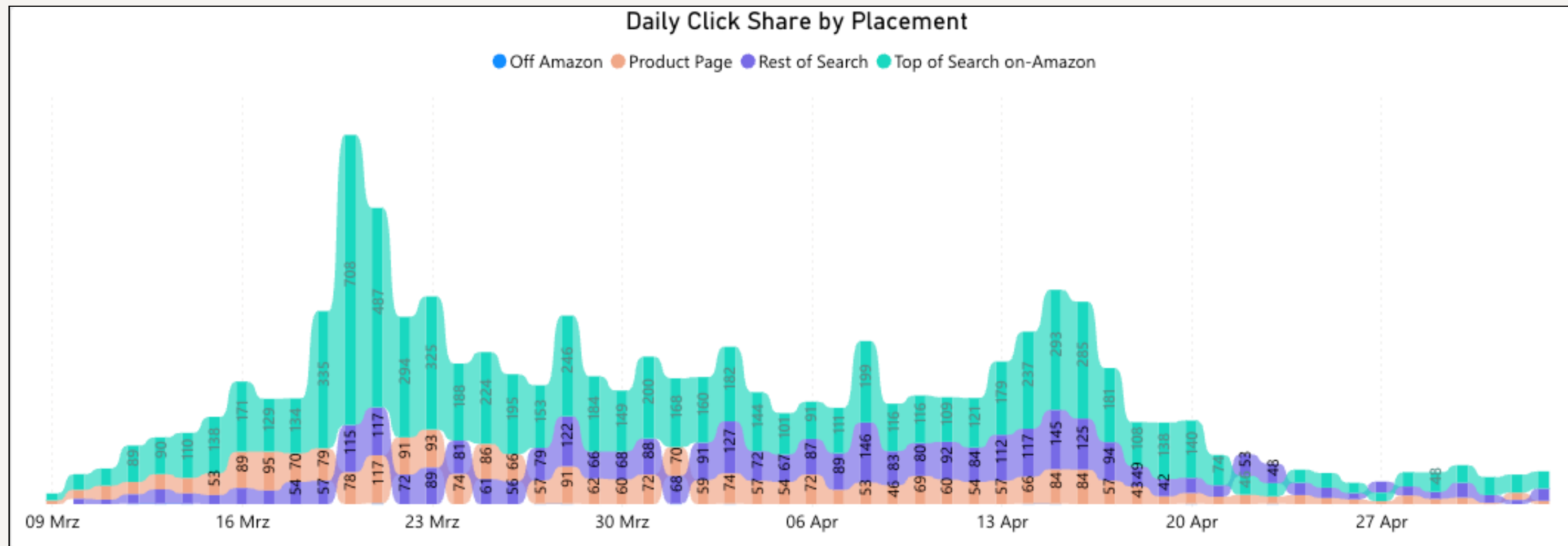
COUNTA of Products	NEW / OLD	Single Keyword /Target
	 NEW	
Type	No	Yes
Exact		34
Broad		13
Category Targeting	3	
Brand	3	
PAT	2	
Auto	2	
Catch All	1	
Grand Total	11	47

- A current structure from me for a single ASIN (Hero ASIN).
 - Predominantly single keyword / target campaigns (47 of 58)
 - Predominantly exact keywords.
 - Broadly limited to “Root Terms”. See example
 - additionally CAT & PAT & Auto Campaigns for even more harvesting and for payout at lower bids
 - Clear naming structure (see example on the right) vs. unclear naming (left)

Keywords Broad	SP - MANUAL	Old	Broad
Exact Keywords	SP - MANUAL	Old	Exact
Campaign - 1/22/2020 13:22:53	SP - AUTOMATIC	Old	Auto
letdothisexact	SP - MANUAL	Old	Exact
Letdothis	SP - MANUAL	Old	unknown
ranking ad	SP - AUTOMATIC	Old	unknown
Ranking Ad 2	SP - AUTOMATIC	Old	unknown
RANK AD FIRST PAGE	SP - AUTOMATIC	Old	unknown
top 5 keywords	SP - MANUAL	Old	unknown

SP_	ASIN	_KW_BM_nitric oxide
SP_		_KW_EX_nitric oxide supplement
SP_		_KW_EX_nitric oxide booster for men
SP_		_KW_EX_nitric oxide booster

Structure Advantages real-life



Keyword / Placement / Match Type	Clicks	Units Sold	Orders	Sales	Spend	ACoS	CPC
nitric oxide supplements for men	1.961	651	606	\$25.984	\$12.372	47,61%	\$6,31
Top of Search on-Amazon	1.326	509	471	\$20.343	\$9.046	44,47%	\$6,82
Rest of Search	427	111	104	\$4.392	\$2.596	59,10%	\$6,08
Product Page	208	31	31	\$1.250	\$730	58,39%	\$3,51

Structure creation with bulk sheets

Start Date	ASIN (Informational only)	SKU	Portfolio		Match type	Daily budget	Keyword text	Bid	Placements Mod TOS	Effective TOS	Placements Mod ROS	Effective ROS
20250506	B012345678	55A			exact	30	Keyword1	2	100	4	50	3
							Keyword2					
							Keyword3					

Product	Entity	Operation	Campaign Name	Start Date	State	Daily Budget	SKU	ASIN (Informational only)	Ad Group Default Bid	Bid	Targeting Type	Bidding Strategy	Placement	Percentage	match type	Keyword text
Sponsored Products	Campaign	CREATE	SP_B012345678_KW_EX_Keyword1	20250506	enabled	30.00					Manual	Dynamic bids - down only				
Sponsored Products	Bidding Adjustment	CREATE	SP_B012345678_KW_EX_Keyword1		enabled								Placement Top	100		
Sponsored Products	Bidding Adjustment	CREATE	SP_B012345678_KW_EX_Keyword1		enabled								Placement Rest Of Search	50		
Sponsored Products	Ad Group	CREATE	SP_B012345678_KW_EX_Keyword1		enabled				1							
Sponsored Products	Product Ad	CREATE	SP_B012345678_KW_EX_Keyword1		enabled		55A	B012345678								
Sponsored Products	Keyword	CREATE	SP_B012345678_KW_EX_Keyword1		enabled					2					exact	Keyword1
Sponsored Products	Campaign	CREATE	SP_B012345678_KW_EX_Keyword2	20250506	enabled	30.00					Manual	Dynamic bids - down only				
Sponsored Products	Bidding Adjustment	CREATE	SP_B012345678_KW_EX_Keyword2		enabled								Placement Top	100		
Sponsored Products	Bidding Adjustment	CREATE	SP_B012345678_KW_EX_Keyword2		enabled								Placement Rest Of Search	50		
Sponsored Products	Ad Group	CREATE	SP_B012345678_KW_EX_Keyword2		enabled				1							
Sponsored Products	Product Ad	CREATE	SP_B012345678_KW_EX_Keyword2		enabled		55A	B012345678								
Sponsored Products	Keyword	CREATE	SP_B012345678_KW_EX_Keyword2		enabled					2					exact	Keyword2

- Minimum 4 lines required for each new campaign. If necessary, more lines if you want to start directly with adjustments or do not build 1:1:1 campaigns but e.g. 1:n:n etc
 - simple template in Google Sheet
 - Input sheet with ASINs, SKUs, Portfolio IDs, link with index match and vlookups
 - Bulk sheet with prefabricated lines that you can simply copy & paste for each keyword
 - Time required to create template (< 1 day)
 - Time required to create campaigns with template (< 10 min)

What you should take away from today

- Structures are based on individual needs and account circumstances
- Certain structures can be useful temporarily
- The more complex the structure, the less control you have and the more difficult the evaluation (as a rule)
- In my opinion, single keyword / target campaigns are increasingly a must due to the many new additional settings and bid adjustments. increasingly a must due to the many new additional settings and bid adjustments
- Regularly challenge and, if necessary, dismantle / combine structures
- You can build and control many things yourself, but it is time-consuming and you cannot avoid human error
- Automation offers fast, effective and targeted control options for campaign development / expansion and optimization

Thanks for joining today!

Q & A