



Scale Marketplace Ads

Amazon PPC Campaign Management Checklist





Initial Research & Preparation

- Conduct thorough competitor analysis**
 - Review top-selling competitor listings
 - Analyze competitor images and media
 - Document competitor pricing strategies
 - Study competitor promotional patterns
 - Identify unique selling propositions
- Verify listing optimization status**
 - Review and optimize product titles with relevant keywords
 - Update bullet points for clarity and keyword inclusion
 - Enhance product descriptions with detailed information
 - Verify all images meet **Amazon guidelines**
 - Check A+ content if applicable
 - Ensure backend search terms are maximized
- Inventory and Pricing Assessment**
 - Calculate current inventory levels and reorder timelines
 - Review product margins across all variations
 - Analyze competitor pricing trends
 - Set minimum and maximum price thresholds
 - Calculate breakeven ACoS based on margins
 - Document promotional pricing strategy

Campaign Strategy Development

- Define Key Performance Metrics**
 - Set target ACoS for each product/category
 - Establish target TACoS goals
 - Define minimum acceptable ROAS
 - Set click-through rate (CTR) benchmarks
 - Determine target conversion rates
 - Set impression share goals
- Comprehensive Keyword Research**
 - Generate broad match keyword list
 - Identify high-intent purchase keywords
 - Research competitor keyword rankings
 - Analyze search volume trends
 - Document negative keyword candidates
 - Research seasonal keyword opportunities
 - Consider using an AI keyword tool like [BidX's LEIA⁺](#)
 - Identify brand and product-specific terms
- Keyword Organization and Segmentation**
 - Categorize keywords by search intent
 - Group keywords by product relevance
 - Separate branded vs. non-branded terms
 - Create match type variations (broad, phrase, exact)
 - Develop negative keyword lists by campaign type
 - Map keywords to specific *products/ASINs*

Campaign Structure Setup

- Automatic Campaigns**
 - Create loose match auto campaign
 - Set up close match auto campaign
 - Enable all targeting options
 - Set conservative initial bids
 - Apply negative keywords as needed
- Manual Keyword Campaigns**
 - Structure campaigns by product category
 - Create single-keyword ad groups (SKAGs) for top performers
 - Implement tiered bidding strategy
 - Set up brand defense campaigns
 - Create competitor conquest campaigns
- Product Targeting Campaigns**
 - Set up category targeting campaigns
 - Create ASIN targeting campaigns
 - Implement brand halo campaigns
 - Set up complementary product targeting
 - Create substitute product targeting

Bid Management Framework

- Initial Bid Strategy**
 - Calculate maximum profitable CPC by product
 - Set bids based on keyword intent
 - Implement placement bid adjustments
 - Set up device-specific bidding
 - Configure dayparting schedules if needed
- Advanced Bid Optimization**
 - Implement placement modifiers
 - Set up device bid adjustments
 - Configure demographic bidding
 - Implement audience bid modifiers
 - Set up seasonal bid adjustments

1 Weekly Monitoring Tasks

- Performance Analysis**
 - Review ACoS trends by campaign type
 - Analyze CTR by ad group
 - Check conversion rates by targeting type
 - Monitor impression share metrics
 - Track budget utilization
 - Review search term performance
 - Analyze placement performance



2 Weekly Monitoring Tasks

- Optimization Tasks**
 - Update negative keywords
 - Adjust bids based on performance
 - Scale successful campaigns
 - Pause underperforming keywords
 - Move converting search terms to exact match
 - Optimize product targeting
 - Review and adjust budgets

Monthly Advanced Optimization

- Strategic Review**
 - Analyze competitor changes
 - Review market trends
 - Check for seasonal opportunities
 - Assess new product opportunities
 - Review portfolio performance
 - Update campaign structure as needed
- Advanced Testing**
 - Test new ad placements
 - Experiment with audience targeting
 - Try new bidding strategies
 - Test different campaign structures
 - Implement new keyword opportunities

Reporting and Documentation

- Key Metrics Tracking**
 - Document ACoS trends
 - Track TACoS performance
 - Monitor ROAS by campaign type
 - Record CTR improvements
 - Track conversion rate changes
 - Document impression share growth
 - Monitor total ad spend
 - Track total attributed sales
- Strategic Documentation**
 - Update best practices guide
 - Document successful strategies
 - Record bid optimization history
 - Track seasonal performance patterns
 - Document competitor changes
 - Update standard operating procedures

Inventory Management

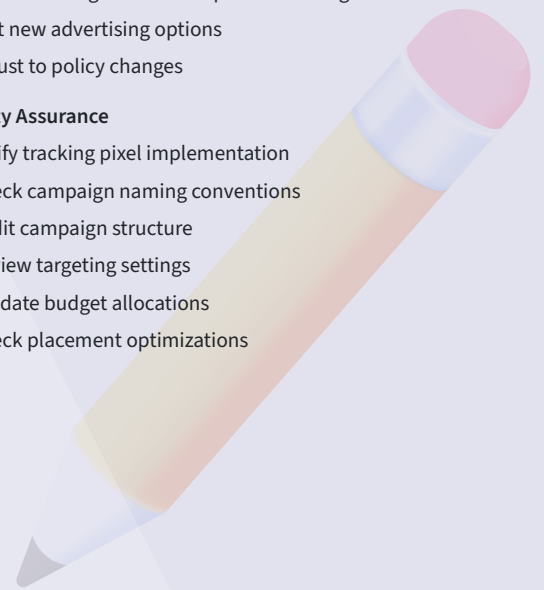
- Regular Monitoring**
 - Track inventory levels
 - Monitor sell-through rates
 - Update reorder points
 - Adjust campaign budgets based on inventory
 - Plan for seasonal inventory needs
 - Document stock-out impacts on advertising

Quarterly Business Review

- Performance Assessment**
 - Review overall PPC strategy
 - Analyze profitability metrics
 - Assess market position
 - Review competitor landscape
 - Update annual targets
 - Plan upcoming quarter strategy

Additional Considerations

- Platform Updates**
 - Monitor Amazon advertising updates
 - Review new feature releases
 - Update strategies based on platform changes
 - Test new advertising options
 - Adjust to policy changes
- Quality Assurance**
 - Verify tracking pixel implementation
 - Check campaign naming conventions
 - Audit campaign structure
 - Review targeting settings
 - Validate budget allocations
 - Check placement optimizations





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