

CHEAT SHEET: CAMPAIGN LEVERS

Don't forget what's in your ads toolkit!

constrain

invest less

- reduce portfolio budget
- reduce campaign budget
- reduce target bid
- change from dynamic bidding strategy to fixed
- leverage negative targeting
- employ filters on ASIN ads
- focus on phrase and exact match

expand

invest more

- increase portfolio budget
- increase campaign budget
- increase target bid
- employ budget by performance rules
- employ broad match
- run short-term category ads
- create micro-targeting campaigns on extra high performers

experiment

tread into new territory

- modify bids by placement
- expand adjacent targets based on your golden dataset
- run short term Sponsored Brands ads
- expand across English language territories
- test Sponsored Display (if available)