

CHEAT SHEET: MANAGING YOUR FIRST ADS

These recommendations, guidelines and success indicators will change as your sales increase and your ads deliver more data!

GETTING STARTED

Housekeeping

- create basic portfolio structure
- set budgets at the portfolio level
- prepare campaign naming convention
- set up automatic monthly search term reporting

First campaign settings

- run only Sponsored Products
- set \$10/day minimum budget
- choose automatic targeting
- use fixed bids
- use standard ad format
- set no end date
- verify all settings before launch
- bid = \$0.65 starting point
- placement modifiers at 0%
- add both ebook & print formats
- 20 targets max per campaign

MONITORING YOUR CAMPAIGNS

the basics

- check new campaigns every 5 days
- don't wait to cut egregious spend
- review campaigns at the target level
(don't make decisions on the campaign level alone)

manual ads action items

- pause poor performers
- lower bids on targets that are not converting sufficiently
- increase bid on targets get zero impressions

success indicators

- CTR > 0.10%
- impressions > 1000
- ACOS below 100%

auto ads action items

- add poor performers to negative targeting
- note converting targets for manual campaigns
- adjust bids if needed
- plan manual campaign strategy based on successful customer search terms