

# Clear Ads Podcast: Highway To Sell - How To Crush Amazon PPC in 2021 - Season 1 Episode 2 - Final Edit

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[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-season-1-episode-2\\_recording-1\\_2021-01-19--t03-41-05pm--george-roberts](#): [00:00:00] Welcome to the Claire arts podcast highway to sell. You're listening to George Roberts and with us today is Tom Arrium and Sophie, in this episode, we'll be talking about how to crush Amazon PBC in 2021. So Tom, Amazon PPC has been around for years, but could you just give a brief overview to our listeners and what it is?

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[00:00:40] Another advertising platform in which advertisers pay a fee to Amazon, when a shopper clicks on their ad, this is known as pay-per-click Savasna PPC. Um, within this, you go to a few different ad formats available. So sponsored products, that's really your bread and butter. That's where you're putting in keywords, hoping people will name, search for those [00:01:00] keywords and then click on your ads.

[00:01:02] And you've got sponsored brands. That's more top of funnel. , so you can have. Your brand name and a couple of your products, and it really gives searching for those keywords, a sense of what your brand is actually selling. Um, and then product display. This is where you can sort of manipulate your audience in a way and almost do some remarketing retargeting place, your products alongside competitor products, with the ultimate goal of having your product appear on another products, , , landing page.

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[00:02:01] [00:02:00]

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the PPC game. The big difference with Google ad words to Amazon is Google is definitely more top of funnel.

[00:02:20] That's where people are starting their search journey. One of the biggest benefits of Amazon is people are going on Amazon to shop. They've already committed to effective, walked in the front door of a Superstore. I know, they know that they're going with intent to buy. Um, whereas with Google, you know, someone might be looking through the phone book or the yellow pages to see what sort of business they're looking for, what results are out there, looking through an Argos catalog.

[00:02:45] Um, just to just have an idea of what's out there. Uh, Google will tell people where they combine it and what's on offer. Whereas with Amazon, they we're already in the shop.

[00:02:56]

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[00:03:11]

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[00:03:36] know new vinyl records. Can I buy this month? What new books can we buy? Don't necessarily buy them all. But usually at the end of that journey, I've bought at least one thing.

[00:03:46]

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[00:04:06][clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-season-1-episode-2\\_recording-1\\_2021-01-19--t02-35-49pm--clearadspodcast](#): [00:04:06] I think one of the most important strategies for me for Q1, and this is assuming that this is an existing client and trying to capitalize on that large footfall that you would have seen come through in Q4 and trying to ride that wave in a normal year. And I know 20, 20 wasn't a normal year because we're living in a pandemic and that meant that.

[00:04:29], Amazon prime day was bumped to Q4. So not only did we have, , black Friday and cyber Monday, we also have prime day all in the same quarter. And then after that, you've got, uh, the holiday period Christmas. So you've got all those Christmas shoppers coming in to, you know, buy gifts for their families and loved ones and friends.

[00:04:48] So you want to take advantage of that footfall and. Was sponsored display and the DSP, which we touched on on the previous episode. And I'm sure we'll go into a lot more depth in coming months. [00:05:00] Um, you'll be able to re target those people and something that's, uh, coming to sponsored display very soon is the ability to target, um, sort of remarket to product views, viewed your product.

[00:05:13] You'll be able to remarket to them with sponsored display.

[00:05:16]

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[00:05:41] As well, ,

[00:05:43]

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[00:06:03] You're more conscious of how far you want your money to go because you are buying presents and trying to make Christmas decent rather than going over budget. So some people will be coming back in January. And if they've encountered your brand in November or December, even if you're not using re-targeting, if you've got a solid enough brand, they will remember that.

[00:06:24], And Amazon itself re markets in a way. So if you've looked at something or you've put something in a basket, Amazon will send you an email, even if you've not set to say you left this in your basket. Well, are you still interested in this book? , so there's already things in place to sort of accommodate a little bit of remarketing anyway.

[00:06:43] So. Try and take advantage of that. Try and keep your products visible, try and keep your bits strong so that people can actually find you. And that you're appearing hopefully on page one. And if possible, above the fold, the less people have grown and the less people have to click next page, [00:07:00] the more likely and consider you amongst the competition.

[00:07:04]

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[00:07:21]

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[00:07:47] And more importantly, your brand, the more they remember your brand, the more they're going to come back and potentially even visit other products. And it's far easier for someone so would recommend this product by word of mouth [00:08:00] by the brand name. Yeah. If someone likes the product they've got and then a friend comes around and likes it, it's going to be far easier to say that, say the brand name, rather than just say these are scissors, like, cause

[00:08:15]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-season-1-episode-2\\_recording-1\\_2021-01-19--t03-41-05pm--george-roberts](#): [00:08:15] Yeah, no, absolutely.

[00:08:18]

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[00:08:39] Um, You really need to work out what your ideal Akos is that point, preferably a target aid costs on a break, even cost. And this is something we always ask our clients when they sign up the break and you can add cost is great because we know at what point, you know, we're breaking even we're not wasting too much money.

[00:08:58] Um, and then we've got a target so that we can [00:09:00] gradually reached out and make things profitable for them and, you know, allow us to scale even further. Um, Yeah, we want to make sure that we're making a profit with whatever else I'll get EcoSys and then figure out how much we can bid on that per day. And that's where we would decide what counts budget is for that day.

[00:09:19] And then what pain's budget.

[00:09:22]

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[00:09:38] Um, we were there to improve their, um, sales, improve revenue and just ensure they get a return on investment from their ad spend as well.

[00:09:48]

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[00:10:09] So, yeah. Start small. Start with a small budget per day. Don't be shy to just start with sort of five or \$10 just to see how it goes for even the first half a day, and then check back in and you'll. You'll you'll have an idea of what it's capable of the first half of the day gives you a bit more authority to stick an extra 10, 15, \$20 on that campaign.

[00:10:29] Um, and the more you test this throughout the week, you'll know exactly how much is capable of spending. Because the last thing you want to do is give it a \$500 budget for the day when come back at the end of the day and realize you've just blown all your money. You're already cost of 600% and you've got.

[00:10:45] You know, you've got no data because you set your bids too high and you really know what the ultimate level is. And then from that point, you're just trying to fix it and crawl backwards and forwards.

[00:10:56]

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[00:11:25] Like you can build more in sponsored brands. For example, if that seems to be the best campaign for yourself and then even build more targeting options into sponsored display as well. Now one question we always get asked, or I always get asked, especially in these initial calls is budget and what that actually should look like for, , someone to spend for the

month. I suppose. Ultimately I always say it really depends on how much you have to play with or how much you're willing to spend, but there's so many more factors that affect your budget.

[00:11:57] Isn't it?

[00:12:00] [00:11:59]

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[00:12:33] And then that's easy for us to work out how much to spend based on our target costs. So if you're expecting to generate. A thousand dollars in product sales from, from Amazon PPC and your target ACOs is 25%. And in theory, that means that we can spend \$250 on those ads to achieve a 25% Akos to make a thousand dollars.

[00:12:58] So that's one way that you can [00:13:00] work it out and then you can do one for every product. And even maybe you're only focusing on three or four products, but you're actually gonna advertise 10, even just working out the budget for those initial core products, your hero products, the ones you want to build your brand around that can just be the start and then work out.

[00:13:18] How much sales you're expecting, or even how many sales you want. Um, you have to be realistic at this point because multimillionaire

[00:13:30] sensibly, and then, you know, every month you can start scaling that up and then increasing your spend that way. And the longer your campaigns have been running. You're going to have an idea of how well they perform. And obviously if you're hitting your spend caps and you're still within budget and you've got enough cash flow to introduce more budget to that.

[00:13:47] And then you've got a bit more authority to do that, but if you're going in blind and you know that you want to make a thousand and you, your margins are so that you need a 25% cost, then your budget is 250.

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[00:14:00] I suppose podcasts. It's how to crush Amazon PPC in 2022, but it is quite a broad topic. So I'm just going to delve into some questions that I've been asked, , over the past couple of weeks.

[00:14:10] And then, uh, obviously we, we answer those as we go by, but for our listeners, that might be good for them just to understand different metrics going forward or different strategies that they could implement to just achieve their goals easier. So I got asked that even yesterday, actually I'm getting a lot of clicks, but my conversion rate is low.

[00:14:30] How can I fix this? What would you say to them?

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[00:15:00] But, but usually people can get a lot of information just from looking at those results pages and just scrolling up and down and quickly to find the quality on the price of that. , . This is probably the place where you would want to enhance your listings. Maybe you don't have enough product photographs.

[00:15:15] So to truly give the potential customer a true picture of what your product actually is. , maybe your product is priced too high. , I guess this is where we would have to do a bit of testing to try and figure that out. So. Yeah, different headlines, dry, different, , photos. See, you've got a limit of, I think, seven or eight photos in there that you can do.

[00:15:37] Don't just rely on the hair or on the back on the white background, put some images in there, put some images of all the dimensions of the product, the front, back up, down, , How some images with some actual writing on there. A lot of people just respond to that or is that too lazy? So even bother reading the headline on the bullet points.

[00:15:56] So if you've got some great important information in there, put it [00:16:00] in the picture. As long as it's not the first image, you can get away with pretty much anything in there, still following the rule. Was there

[00:16:08] .

[00:16:08][clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-season-1-episode-2\\_recording-1\\_2021-01-19--t03-41-05pm--george-roberts](#): [00:16:08] Yeah, absolutely. And I suppose what I always say to that question, , in which I explained to that prospective client as well, is that you have to put yourself in the mind of the shopper or the consumer. Um, so if you cannot convince that person who's on your ACE and or your product listing to purchase, you have to understand why that is.

[00:16:26] Maybe you're not conveying the uniqueness of the products, maybe not. Currently conveying the benefits of purchasing your products. So you have to understand that journey, like you said, of why they've clicked on the ad, but also you have to understand

why they might buy the art from your race. And so really nailing down on the benefits of your product is key to increasing that conversion rate.

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[00:17:05] Yeah, setting three units when you're already selling one unit the product. So bear that in mind. Obviously, once your rankings are higher and you've got more reviews, you can come on to higher price with a smaller quantity because people flock to reviews. If you've got 5,000 reviews and you're slightly pricier, they've got confidence in that product.

[00:17:29] And if there are less units in that your competitors also imply for the higher quality. If they're only getting one for \$10, a lot longer than three of the same for \$10. , , do some market analysis, and if you're with an agency, a lot of agencies will actually help you with this as well, because you know that they're going into these accounts and trying to optimize every day of the week.

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[00:17:53] it's probably worth mentioning, , that, uh, Amazon retail readiness. , which Amazon provide. [00:18:00] Uh, kind of whole host of, , information , on their site. , that kind of gives you basically a checklist of what, everything that you should be including, , on your product detail page. So what features you should be, including what details you include from your content to your images down to the inventory levels, to the title.

[00:18:19] , , it's worth checking out the, , and I quote retail readiness because that's what Amazon calls it. , On your pages and on Amazon, just to make sure that you've got everything that you need.

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[00:18:30]

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handful of items, if you sell through those and it was all for nothing, because until you're back in stock, wasn't worth even trying to rank for that product is important.

[00:18:51] So a lot of the information that you will need is on Amazon's website.

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[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-season-1-episode-2\\_recording-1\\_2021-01-19--t03-41-05pm--george-roberts:](#) [00:18:56] Perfect. , so the next question I had, , [00:19:00] and it freaked me off about sleep was, , I had a question a couple of weeks ago is, should I use Amazon's bid plus feature

[00:19:06][clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-season-1-episode-2\\_recording-1\\_2021-01-19--t02-35-49pm--clearadspodcast:](#) [00:19:06] Well, this is an interesting question, because bid plus hasn't been something for a long time now, it has been replaced. . It was a feature that Amazon had where you could just turn the button on and that would get Amazon, the authority to raise your bids by 50%, whenever a competitor starts, outbidding you.

[00:19:23] Um, but you've got no real control over that. It was 50% or nothing, which means if you weren't really keeping an eye on how your campaigns were performing week in, week out, you could end up overspending a lot because. Yeah, that, that goes on top of your budget, that you'd agreed and goes on top of the, , the bid that you'd also agreed and you're not in control of it.

[00:19:46] It's Amazon. They want to make as much money as possible. So if incumbents are out, outbids you not bid plus features are always going to kick in. The bid plus has actually been replaced now by placement bids. It's effectively the same [00:20:00] thing, but you've got a lot more control. So there are three placements, as far as Amazon are concerned when it comes to this feature.

[00:20:06] So you've got top of search, , and that's not to be confused by just appearing. Position one top of search, is that where this feature means page one in as a whole, and then you've got, , rest of search, which you can't manipulate. So if it's on page two onwards, you can't, um, bid there. , but the other one is.

[00:20:26], product pages. So if your product is appearing on a competitor's page, or even one of your products is a pairing alongside a complimentary product that you sell, , you can manipulate the bids there, and you're when you go to this section within the advertising console, you're actually able to see how many impressions and clicks and sales and the cost for each of these placements.

[00:20:50] So if you notice that. 90% of your clicks and impressions and sales and coming through top of search and your cost, there is 20% and your [00:21:00] target is 25. Then you can start manipulating the placement. And it just means that if someone won't bid you, you can increase that from between 0% and 900%. Which is very different to the 50, but was

[00:21:16] a lot of controls, just increasing it by 10% and on, and I knock this up and down based on what the cost outcome is at the end of every week. So if I'm still within my. My

target, I had another 10% on and obviously I can, I can start adding higher increments based on performance. I think I've managed to get one campaign that's a 900% recommend doing that off the bat, especially if your bids are high and depending on your niche, but, um, we're in position one with dominating a little bit searches.

[00:21:50] So. It's very rare that anyone's outbidding us for those terms anyway, but it means if someone does, like, who cares? If I've got to pay 900% on that one [00:22:00] sale, everything else is super profitable. It just means that no one's getting in well, I've got the best defense. I've got the biggest walls on pouring oil over we're firing arrows would be sensible. Don't go.

[00:22:17]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-season-1-episode-2\\_recording-1\\_2021-01-19--t03-41-05pm--george-roberts](#): [00:22:17] Yeah, definitely. Don't go. Not into your sentence, start with, um, if they, if you can take one finger away from this podcast, it's just that, did that start?

[00:22:27]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-season-1-episode-2\\_recording-1\\_2021-01-19--t02-35-49pm--clearadspodcast](#): [00:22:27] Until you've got enough information that you're, that you're, you're out a decent, a cost regularly. And then just start with 10% and see what happens

[00:22:37]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-season-1-episode-2\\_recording-1\\_2021-01-19--t03-41-05pm--george-roberts](#): [00:22:37] Okay, great. Um, I suppose one thing to note as well, I'm constantly audited accounts for prospective clients and we see like a variety of ad formats in which I'm always asking sellers, like why they particularly side with one match type, for example, if they're constantly using the exact, why that was and they stopped using phrase.

[00:22:58], so is there a [00:23:00] format that's most effective in your eyes or.

[00:23:03][clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-season-1-episode-2\\_recording-1\\_2021-01-19--t02-35-49pm--clearadspodcast](#): [00:23:03] , I guess it's a bit of a catch 22, but like I said earlier, your bread and butter is your sponsor products. People are going on to Amazon typing in a search term and then hoping to see something, the interests will come back as the results. , this is usually. Going to attract, , customers who are actually already aware of what they want to buy. but yeah, the majority of my accounts that I manage, I would say sort of at least 60 or 70% of the spend we're pushing through are going through.

[00:23:40]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-season-1-episode-2\\_recording-1\\_2021-01-19--t03-41-05pm--george-roberts](#): [00:23:40] yeah. That's where everyone started off. Isn't it as

[00:23:42]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-season-1-episode-2\\_recording-1\\_2021-01-19--t02-35-49pm--clearadspodcast](#): [00:23:42] Yeah.

[00:23:43]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-season-1-episode-2\\_recording-1\\_2021-01-19--t03-41-05pm--george-roberts](#): [00:23:43] used to that.

[00:23:45]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-season-1-episode-2\\_recording-1\\_2021-01-19--t02-35-49pm--clearadspodcast](#): [00:23:45] That's pretty much all that was there to start with on Amazon. Especially if you have a better account, a load of the extra full amounts, you have to remember. We're only available to vendors and as, I guess they treated vendors like beta testers, um, but RFA became. [00:24:00] No more ingrained with the Amazon system.

[00:24:02] They started sharing those with seller accounts and they rolled them out territory by territory. , you're lucky if you're in the U S cause you seem to get everything first we're sponsored brands is it's more top of funnel.

[00:24:14]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-season-1-episode-2\\_recording-1\\_2021-01-19--t03-41-05pm--george-roberts](#): [00:24:14] yeah.

[00:24:15]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-season-1-episode-2\\_recording-1\\_2021-01-19--t02-35-49pm--clearadspodcast](#): [00:24:15] You can go with broader terms. So someone might just be considering buying some designer lights for.

[00:24:23] Their interior, the exterior of their house. And that might be the basis of their search term. Well, they might be looking for home DIY, and then you can have an advert come up with an interior light, an exterior light, maybe some string lights, and you've got your logo in there. So that sticks out and you can have a bit of a blurb just say, pick me, pick me.

[00:24:44] Don't pick them. Striking words you can, you can think of to fit within the character than it works like a banner on the highway or a poster or on the side of a building or the poster on the side of a bus going through town. Like you're just [00:25:00] getting in front of people. Those people might not have actually been searching for you.

[00:25:04] , , but now they're aware of you they're in that consideration phase, they were looking for something. So that's a great tool and I would recommend having this in your account, especially if you're trying to get , your brand awareness up and make people more aware of the products they actually sell.

[00:25:20] And you can also use it to increase awareness of the rest of your adventury. If you're famous for, for one product, but you want to start pushing the others, you can

advertise against that hero products terms. Then you can have the other products in the responsive brand and be off the things that you want to push.

[00:25:38] Maybe it's a complimentary product. Maybe you're selling some sort of high-end walk, but you aren't. You now want to start selling sort of silicone gloves to, to be able to pick up that. What up burning yourself. That's an example of the power response of brands.

[00:25:51]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-season-1-episode-2\\_recording-1\\_2021-01-19--t03-41-05pm--george-roberts](#): [00:25:51] Yeah, absolutely. Oh yeah. It's it's a great example. Yeah. Like you said, the potential to cross sell and improve, , yeah. Just sales across the board or across your [00:26:00] product range. Uh, vast really? , so yeah, very unique tool. , again, from sort of audit in accounts, I see the vast majority of people utilizing also campaigns.

[00:26:12], and then of course implemented manual campaigns off the back of those auto campaigns. But w when the, when the those manual campaigns are up and running, what would you suggest do without auto campaign?

[00:26:23][clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-season-1-episode-2\\_recording-1\\_2021-01-19--t02-35-49pm--clearadspodcast](#): [00:26:23] I treat my auto campaigns like a discovery phase or a research phase. , it depends how long you want to be researching for. I would argue I would never turn them off. Because there's always going to be new people coming in , new nuances and new, lingo that you don't even think of, , attached to your product.

[00:26:41], obviously the performance of these is going to change over time. , but any, any gold that you find in any key, any hero terms, anything that is actually converting, you're obviously going to want to put those into your manual campaigns. And at that point, I wouldn't negate those terms [00:27:00] using negative, exact on the auto campaign.

[00:27:04] So if anyone watching for that term in the future now has to come through the manual campaign that frees up more budget and more space within the auto campaign to find new terms. If you've already found that term, you don't need it to come through the auto campaign again. , I've got some auto campaigns that have completely bled dry.

[00:27:21] There's literally nothing else anyone could search for. , I could post them running is doing no harm. Occasionally I'll get a new keyword come through them, , . The only time I would turn them off is if you'd gone with a really aggressive strategy for your altar reminds you to go on with a crazy high bid, just to get as much information as quickly as possible with no care for what your cost is, you know, just going for discoverability.

[00:27:46], if that was your goal, you could either severely reduce the bid or the turn it off. If that was your stress gene. And, and I know. No, everyone goes with one product, but one auto campaign, you can do a [00:28:00] catch-all, , it's a lot harder to manage because sometimes you might have multiple products that our search term would be suitable for.

[00:28:07] So it's a case now, which manual campaign do I put this in? So it won't be something that you would turn off eventually. , Yeah. If you're going for, for quick research with higher bids, it's more likely to be turned off in the near future one that you're just happy to keep running, to keep ticking you along.

[00:28:25] [clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-season-1-episode-2\\_recording-1\\_2021-01-19--t03-41-05pm--george-roberts:](#) [00:28:25] . Okay. Yeah, absolutely. , , yeah, it's the golden egg, isn't it at the start. , and it's definitely something that most people should do, , just to understand the search terms that are being used for that product. , So for pause in auto campaigns, I suppose it's just a case of when you feel it's relevant, I suppose, there's questions that arise on. When should I pause a campaign that's not particularly working or how long should I let a campaign run before?

[00:28:51] Pause it

[00:28:53]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-season-1-episode-2\\_recording-1\\_2021-01-19--t03-23-42pm--sophie-down:](#) [00:28:53] . . , so when we're considering pause and campaigns, usually it's due to the fact that we don't want to waste any more budget. We don't want to [00:29:00] overspend, there might be a case that we're spending lots and we're not returning anything. , so I think the main thing to talk about here is kind of understanding why we're pausing that campaign.

[00:29:08] And also just talk about attribution. So to understand what's working. We want to understand the data right. , to know whether we need to pause it, why we should pause it. And for me, I think that's where attribution comes in. So Amazon PPC looks at a attribution window of seven days. So that technically means that it takes seven days for Amazon's algorithm to understand what works or what may not work for the product ads.

[00:29:33], so attribution and its basic terms is a set of user actions. So that could be a click or an impression, , or sale. And then what these actions do is then provide us with this data to understand our campaigns through metrics. And once we start noticing trends, so leaving it perhaps for one to two weeks, allowing that.

[00:29:53] Algorithm to understand what's working. What isn't, we can then kind of pick up on whether we should pause it or not. [00:30:00] , so , for example, if you spent, , up to a hundred dollars on a campaign you've seen absolutely no sales, , and you've run for maybe two weeks. I would say that that's that's enough information.

[00:30:10] That's enough data. That's given you a big enough why to then perhaps. Pause that campaign. , so again, , it's taken a step back and understanding has Amazon's platform had enough time, , and whether we've kind of, I've spent too much at that point, , and that'll kind of give us a, like I say, Oh, why, and we can then look to pause those campaigns.

[00:30:29]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-season-1-episode-2\\_recording-1\\_2021-01-19--t03-41-05pm--george-roberts:](#) [00:30:29] Okay. Yeah, , definitely makes sense. , one thing I've seen work or. Really common throughout a lot of manual

campaigns is negative keywords. So I don't suppose if one of you could just mention what they are and the benefits of using them. I know Tom touched a bit on also campaigns, but using them throughout all your campaigns,

[00:30:48]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-season-1-episode-2\\_recording-1\\_2021-01-19--t03-35-25pm--ariam-mehari](#): [00:30:48] Yeah, sure. Quite a little bit of information on negative keywords. , so negative keywords are the words or phrases that. Preventing your ad from appearing on Amazon. , if those [00:31:00] terms appear in a customer's search query. So for example, let's say you're only selling laptops search queries that could come up our laptop, backpacks, laptop batteries, , PC headsets.

[00:31:12] So essentially you can negate these key words from appearing, which will reduce the number of irrelevant inquiries you receive. And by doing this, your. Actually allowing your ad to appear or more relevant searches, which will result in, , saving on wasted ad spend and wasted clicks, and create more opportunities for your ads to actually display on searches that are more relevant.

[00:31:41], To your ad and this could actually lead to more conversions. So I'd say negative keywords are one of the biggest lines of defense that you could actually use when showing your ads to relevant consumers.

[00:31:55]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-season-1-episode-2\\_recording-1\\_2021-01-19--t03-41-05pm--george-roberts](#): [00:31:55] Yeah. Yeah, absolutely. And like you said, you'd sorta sup on the point there, , [00:32:00] increasing your conversions, which I know we sort of mentioned earlier, but didn't talk about negative keywords as such, and it's probably the best way. Isn't it to ensure there's no wastage and just ensure no one's clicking on your art and then ultimately just not clicking on it by mistake.

[00:32:13] Really?

[00:32:15]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-season-1-episode-2\\_recording-1\\_2021-01-19--t02-35-49pm--clearadspodcast](#): [00:32:15] It's also one of the most underutilized areas of PPC and people are always trying to find their next converting keywords and the best keywords that they're going to rank for the ones that bring them the most sales. But we're always battling with trying to stop irrelevant terms come through and as Ariana sort of wonderfully described.

[00:32:33] Yeah, you need to cut them away to. Free up that spend , the more boisterous NG cup. The more you can then spend that on the keywords that are working for you.

[00:32:43]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-season-1-episode-2\\_recording-1\\_2021-01-19--t03-41-05pm--george-roberts](#): [00:32:43] Yeah, absolutely. So I'll ask one more question and we might have to actually do a two-parter on this episode. So I

suppose my last question would be, , just how many campaigns is ideal for what product, for example. Cool.

[00:32:57] [clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-season-1-episode-2\\_recording-1\\_2021-01-19--t02-35-49pm--clearadspodcast:](#) [00:32:57] yeah. How many campaigns is ideal for products? If [00:33:00] someone's starting that business from scratch, I guess this has been the question they're asking themselves. You want an automatic campaign? That's your research, that's your discovery. Let's tell you exactly what people are searching for in order for that product to appear I'd also then start a broad campaign. So this was with all the broad keywords that you can think of. , From your research tools from Amazon suggested keywords or even keywords that, you know, you want to appear for, put them in on broad, then see which ones are those get hits.

[00:33:37] And you'll also see variations coming in through that. Cause obviously broad allows people to add keywords at the front and the back, if you're selling a scarf. Put the keyword scarf in there abroad and anyone searching for red scarf, yellow scarves, rainbow scuffs, stripey, scuffs, that'll come through as well.

[00:33:54] So you're not going to lose any of those searches and then a performance campaign. And this [00:34:00] is where you're going to want to put your exact match keywords. And sometimes your phrase keywords. Is there any of those hits that come through the auto and the broad campaign, this is where you put them in on the exact, and this is going to be where you're aiming for profitability and scalability.

[00:34:13] [clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-season-1-episode-2\\_recording-1\\_2021-01-19--t03-41-05pm--george-roberts:](#) [00:34:13] Okay. Yeah. Sounds good. ,

[00:34:15] [clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-season-1-episode-2\\_recording-1\\_2021-01-19--t02-35-49pm--clearadspodcast:](#) [00:34:15] Don't forget your negatives.

[00:34:19]

[00:34:19] [clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-season-1-episode-2\\_recording-1\\_2021-01-19--t03-23-42pm--sophie-down:](#) [00:34:19] Yeah, completely agree, Tom. , I think also , what's important to figure out is what works for your business.

[00:34:25] So what works for one industry or one client might not work for another? , so task task test, , is one of the main things I would advise all my clients really, and what I do across. Of course, Amazon PPC is always trial things, , different formats, different bidding strategies, , different creatives, , cause it'll always change in terms of the result.

[00:34:47], so definitely test away.

[00:34:49]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-season-1-episode-2\\_recording-1\\_2021-01-19--t03-41-05pm--george-roberts](#): [00:34:49] Yeah, it's good. And then I've actually got one more point as well. , just from all this in a few accounts, I've actually seen people. Developing huge campaigns, , with so many search terms [00:35:00] or keywords that are targeting, I would recommend it's better to actually split these campaigns into different ones.

[00:35:06] So ultimately those key words aren't competing for the same spend. So you actually, haven't a very good idea of what's going to work for your business and what's not going to work moving forward.

[00:35:17]

[00:35:17] So, I guess that wraps it up for this episode. We do have a lot more to cover and a lot more questions, actually. So I guess our next episode, which will be on the 8th of February will be how to crush Amazon PPC part two. , I hope you found this useful and insightful, and I look forward to seeing you on the next podcast on the eighth.

[00:35:37] Thanks very much for your time. And I hope you enjoy the rest of your week.

[00:35:44]