

# Clear Ads Podcast Highway To Sell - How To Crush Amazon PPC in 2021 Part 2 - Season 1 Episode 3

[00:00:00]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t03-41-19pm--george-roberts](#): [00:00:00] Welcome to Clare ads podcast, highway to sell. You're listening to George Roberts and I'm joined today by our head of yeah. Accounts, Tom, as well as one of our account managers, Helen, this episode is going to focus on part two of how to crush it on Amazon PPC in 2021 last week, we covered many topics such as the overview of Amazon PPC.

[00:00:19] The benefits of using the platform and putting ad spend into Amazon PPC as well as a recommended strategy for budgets, bidding, and keyword research. This week, we're going to focus more on questions from our clients, as well as questions that we've been asked in the podcast so far. So the first question Tom is, do you recommend one ad group per campaign to be able to manage your budgets?

[00:00:45]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t10-18-19am--clearadspodcast \(1\)](#): [00:00:45] . . I think it's important to keep, , Whatever your campaign's goal is in mind. , , there's no overall harm in having multiple out-groups per campaign. Cause if your campaign is advertising your electric toothbrush, you might want an outgroup [00:01:00] for. , broad match keywords, a separate ad group for phrase match keywords and a third ad group for exact match keywords.

[00:01:08] But if you want to be really focused on how your budget is going against this campaign, it can be quite hard because each ad group has. Right. Ultimate access to the overall budget with no real distinction about setting an individual budget for each ad group. So if you want to get really granular, I would.

[00:01:28] And that means you would ultimately, for my example, have three campaigns, one campaign , which would be the broad match keywords with one ad group and then so on and so forth for the phrase and exact. This means that you might end up setting a smaller budget than you had originally. For the bigger campaign, but it means you've ultimately got way more control of how that budget is spent against each match type, because each keyword does have completely different bits, especially when you start getting exact match territory where they can command a [00:02:00] higher price, because you're trying to target that niche specifically without being too broad and allowing for any sort of. Customer influence over what that search term is. So yeah, it depends on your structure and it depends on your campaign goals and how wide you want to go. , yeah, having them as separate campaigns, it means you can actually increase your performance budget as soon as things actually start. Taken off and you can scale a lot quicker, , because your cost is going to be skewed as well from the three different match types. So if all the broad stuff is doing really, really well and the phrasing, the exact keywords, haven't sort of hit the ground running as much as you'd want it to you can't really start increasing that budget too soon.

And so everything's on the right pace. So, if you completely separate them all out, then it gives you a lot more authority to start increasing your budget there based on performance.

[00:02:53]. So it's, it's, it's like having a goal per campaign, but treating your ad groups as a campaign, , Also if you've got a [00:03:00] really big account and , you've got thousands of products, the list, , one ad group per products, , match type is probably not the best way to go, because if you've got 3000 products already, have 2000 campaigns just from your autos and your manuals,

[00:03:13]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t03-41-19pm--george-roberts:** [00:03:13] Yeah.

[00:03:14]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t10-18-19am--clearadspodcast (1):** [00:03:14] you're going to have four campaigns for each.

[00:03:15] If you're going to be separating the mountain match type like that.

[00:03:18]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t03-41-19pm--george-roberts:** [00:03:18] Yeah. Okay, makes sense. And I suppose that you're just going to have far more clarity of what's working well, if you do structure your campaigns that way

[00:03:28]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t10-18-19am--clearadspodcast (1):** [00:03:28] Absolutely. And, and it could be something that you, you break out in the future. You could start with three out-groups in one campaign to see, to see what sticks almost like a, a mid ground. Research campaign. And then once you see that the broad keywords are running away with the budget, hopefully in a good way that the stable and performing well, then you can just turn that group off and then start a new campaign, , because you've already got that search data , within the account and the algorithm already shows that it works for you.

[00:03:58] So, yeah, [00:04:00] just start again with that, that ad group as a new campaign in isolation, and then you can put your budgets where you want.

[00:04:07]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t03-41-19pm--george-roberts:** [00:04:07] Perfect. So thanks very much for that. , so the next question is what is Amazon tacos? , I've actually a video on this for our weekly video series, but you'll be far more experienced than myself to answer this question. , but I suppose from my point of view, it's, it's a key element of, um, when you decide on budgets, as well as just decided poor performance of your ads.

[00:04:31] [clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t10-18-19am--clearadspodcast \(1\)](#): [00:04:31] , Much like a/cos, , it's important , to look at, but a/cos are your total costs. So this requires sort of a, a broader way of thinking rather than just being focused on your advertising. I think it can be very easy to get kind of swept up with your advertising and how that spending.

[00:04:52] Being attributed to the sales that are actually coming from the ads. , what this would actually do is I would take my spend, but then [00:05:00] attribute that to every sale that's coming through the account. . This just shows the broader reach of your ads and the overall effects they are having on the account, because any growth that you're going to see from running the ads, obviously you can't attribute a hundred percent to the ads that you're running, because there will be external forces.

[00:05:19] You might be doing newspaper advertising, for example, or putting things in magazines or on television, or even just regular word of mouth from you, from your clients to their friends. , but it gives you. , , a higher perspective of, of where your ad spend is going. And, and a/cos is something that you should sort of discuss and set before you start the campaign taken into consideration the potential cost range.

[00:05:47] The dependent on your internal cost and external factors. So depending on the goal of the campaign, the cost goals will change. And this is the same for, for your a/cos. So if we are [00:06:00] aggressively targeting a growth strategy, your ad costs may initially sit much higher than what you would deem profitable than that other campaign providing a substantial return in comparison to the outspent.

[00:06:12], So, like I said, that the a/cos, , the total ad costs takes into consideration all sales, including those made organically. So generally over time, you're looking for your a/cos to decrease or maintain a level of pace in order for you to be profitable, either for that specific campaign or for the account in general.

[00:06:35] And this means that. Your organic sales and traffic are growing. So if your a/cos are going down or maintaining a level pace, it means that your organic sales and traffic are growing. Uh, this will lead to a stronger brand presence and the ability to reach more potential customers. , the a/cos decreasing implies that your organic sales are becoming an increasingly larger part of your total revenue.

[00:06:57], this increases their weight in relation to your [00:07:00] ad revenue. And if you notice that your a/cos are increasing, this is a strong indicator that you're spending more on advertising, but your organic sales are not increasing. , so for example, you might turn on advertising and you might then find out that 80% of your sales are actually coming through your advertising.

[00:07:21] This is going to give you strong a/cos, and if next month you increase your budget for advertising, , And then you end up doing proportionally 90%. , your a/cos are going to go through the roof and it means that yeah, your advertising's working. , but your overall you're not, you're not growing. , and that's one of the risks you want to avoid.

[00:07:39] You don't want to all of your, all of your sales to come through advertising. Ideally you want to get that as low as possible. And I try and aim for a sweet spot of around 10%

[00:07:50]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t03-41-19pm--george-roberts](#): [00:07:50] Yeah.

[00:07:50][clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t10-18-19am--clearadspodcast \(1\)](#): [00:07:50] , If your tacos at 10%. , that generally means that you are growing both organically and through PPC. , the only [00:08:00] time you'd actually want your tacos to increase.

[00:08:03], would be in a situation where you're applying, like I said earlier, an aggressive launch strategy, because when, when you went to juice a product, all that really matters initially is increasing the total sales. So you're gonna be looking for reviews. You're going to be looking for, uh, decent feedback and just getting those sales so you can increase the ranking.

[00:08:23]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t03-41-19pm--george-roberts](#): [00:08:23] exactly.

[00:08:24]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t10-18-19am--clearadspodcast \(1\)](#): [00:08:24] your, your costs and your tacos for that product in general, aren't really, , important until you start getting to that maintenance phase. you can start increasing your bids and making them more sustainable. And ultimately your Paco's will come down.

[00:08:38]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t03-41-19pm--george-roberts](#): [00:08:38] Yeah, you sort of hit the nail on the head there, especially with the ranking part. I know we've been on a couple of calls together and where ranking has been a huge factor for the client signing up to the service. And ultimately the key focus area is going to be how we could possibly reduce the tacos moving forward.

[00:08:56] And that will be a metric for success, um, with the [00:09:00] campaign and the campaigns that were implemented in down the line, you would hopefully see the. Total advertising cost of sales, reducing. And that, like I said, would be a metric for performance for the campaigns we're implementing.

[00:09:13]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t10-18-19am--clearadspodcast \(1\)](#): [00:09:13] Yeah, absolutely. And, and, and it is also possible that you could find your tacos increasing while your AA cost decreases. Although the aid cost decreasing might look good. If the tacos are

increasing, that's actually a big red flag. What that means is your organic sales are decreasing and that's something you want to avoid because you want to grow your business.

[00:09:34] Both ways . Ultimately people want to spend nothing on advertising while organic sales consistently grow to start with. You might see that you're starting with a weighting of 70% of sales are coming through your advertising, but you, your overall goal is to try and decrease that.

[00:09:52]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t03-41-19pm--george-roberts](#): [00:09:52] Yeah.

[00:09:52]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t10-18-19am--clearadspodcast \(1\)](#): [00:09:52] a brand awareness.

[00:09:54], just getting more visibility is going to be one way to do that.

[00:09:58]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t03-41-19pm--george-roberts](#): [00:09:58] Yeah, absolutely. And we did touch upon it [00:10:00] on the last episode as well. And that's why sort of listing optimization is so important and insurance or the backend SEO is so important to ensure that ranking isn't just dependent on your ads. Obviously advertising helps massively with sales velocity, but when you have to stay there, your listing has to be optimized and be the best it can be for the search terms, I suppose.

[00:10:24]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t10-18-19am--clearadspodcast \(1\)](#): [00:10:24] Yeah. Yeah.

[00:10:25]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t03-41-19pm--george-roberts](#): [00:10:25] Okay. Perfect. Um, and the next question is how many key words do you suggest for a research campaign?

[00:10:34]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t10-18-19am--clearadspodcast \(1\)](#): [00:10:34] , by research campaign, what we mean here is your broad keywords,

[00:10:40]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t03-41-19pm--george-roberts](#): [00:10:40] Yeah.

[00:10:41]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t10-18-19am--clearadspodcast \(1\)](#)

**ode-3\_recording-1\_2021-02-02--t10-18-19am--clearadspodcast (1):** [00:10:41] because obviously your, your, your main research campaign is going to be auto Charles, no keywords. , so this depends on your budget. , if you've got a budget of a thousand pounds or a thousand dollars or euros per day, then less than a hundred keywords, I would say, , I think people like to start with thousands and thousands because [00:11:00] it means that they're thrown out a wide net, like an auto campaign, and they can see the data for every single possible keyword that's coming through.

[00:11:09], But , if you're running with a research budget of \$20 a day, , it's just not gonna work. , you're gonna hurt yourself in the long run because you're not going to get enough data to make any. Decent valuable decisions from that, because all those keywords then are going to have a chance to take up that budget.

[00:11:24] You're going to see four or five, take the hit, and then you're going to maybe make an uneducated guests just off of those four keywords that converted and start to take out the traffic. So it's, it's all relative to your budget. You don't want to waste money. , Yeah, I guess that would be my simple question for that.

[00:11:41] And then ultimately when you move them on from that research campaign to your profitability campaigns or your hero campaigns, you probably have no more than 40 or 50 keywords, but by then, you're going to know which keywords are actually converting for you. You don't want to spread your budget too thin. [00:12:00]

[00:12:00], there's no harm in having multiple campaigns for each product. Try and separate your keywords. But if you know that 90% of your budget is coming from one keyword, keep that in his own campaign, then there's nothing fighting for it. And then you can set a unique budget and another campaign for the other keywords that are civil converting, but they're not dominating the spend.

[00:12:21] And you might see some of those takeoff as well.

[00:12:23]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t03-41-19pm--george-roberts:** [00:12:23] Perfect. Yeah.

Thank you for that. And this, the next question is relatively broad and I've been asked, , a fair bit, especially with new sellers, um, to Amazon, but what, uh, what match type should I use?

[00:12:38]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t10-18-19am--clearadspodcast (1):** [00:12:38] I'm old of them.

[00:12:39]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t03-41-19pm--george-roberts:** [00:12:39] Yeah. Yeah. It's it is broad. And I know each one has its own benefits and ultimately you want to be using a trifecta of the three, but is there any preference that you have, or

[00:12:49]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t10-18-19am--clearadspodcast \(1\)](#): [00:12:49] There they're all there for their own individual reason. So we've just touched upon research

[00:12:55]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t03-41-19pm--george-roberts](#): [00:12:55] yeah.

[00:12:56]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t10-18-19am--clearadspodcast \(1\)](#): [00:12:56] yourself in your research campaigns, just [00:13:00] to, , the auto campaigns use your broad match keywords as research as well, because. People are going to search. I always use the example of scarf, but then that means someone can search for red scarf and find you or yellow scarf.

[00:13:13] And so having yourself on broad allows for those, those variations that come in, that you might not have thought of, hopefully you have thoughts of your color variations. If you're selling a red scarf. Yeah, but, you know, you'll get all sorts of , nuances of the language that you hadn't thought of, or even spelling mistakes that you can throw in as your own keywords.

[00:13:30], so broad matches is going to be another research, um, phrase match. The lesson dissension, uh, about whether this is useful or not, because some people like to treat this in a similar manner to, to broad match that you're ultimately just going to spread yourself too thin if you've got broad match and phrase much, because when you put phrase match, you're pretty much putting in all those variants of what will come through.

[00:13:54], The broad match search terms. And like I said, red scarf and yellow scarf now means I've got to put those [00:14:00] in as a phrase, but also phrase, it can give you a broadish term without allowing the potential consumer to go too wide. Um, You can have one word at the beginning and one word at the end. So it gives you a little bit more room to do some research for a sort of different long tail keywords. But you usually with phrase match, you're going to put these in once you've sinned some, some solid data coming in from your broad match stuff. once again, I mentioned earlier, I would have this as a separate ad group or even a separate campaign. If you want to go with different budgets. Um, and then when we've got exact match, this does what it says on the tin.

[00:14:44] Someone has to search exactly for the keyword you've searched for. So these are usually the ones that you want to rank for. Either aggressively or maintain that ranking. And you know that these keywords work, sometimes these can command [00:15:00] a higher, , CPC, just because it's it's contested territory.

[00:15:04] Really. If you are bidding on the keyword scarf on exact match, , You're not going to be the only one going for that. it was going to command a higher bid, which is where phrase match comes in for it. You can get those alternative keywords, those long tails, and

they will be cheaper because less people are fighting over ranking for a phrase match keyword.

[00:15:26]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t03-41-19pm--george-roberts:** [00:15:26] I suppose what I would ask on the back of what you've just said as well. , what match type should I use? Would you use exact in, I know we spoke about like hero campaigns or your best performing campaigns. Would you traditionally see exact in all of those or is it mix or.

[00:15:43]**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t10-18-19am--clearadspodcast (1):** [00:15:43]

It's a mix between phrase and exact for the hero and the profitability campaigns. , I never really moved broad over to. My hero and my profitability campaigns, just because they're always going to be research. If the cost is doing well and they're [00:16:00] selling a ton, I'd still keep those keywords in the research phase.

[00:16:03] Right. They don't need to be moved just because they're doing great because they're always going to bring in more variance. so yeah, my, my top performing campaigns are usually, , a divide of phrase and exact match keywords based on what perform well. Am I ranking campaigns, always exact match. that's one keyword that I'm trying to aggressively rank for, or a small selection of three or four keywords, I'll always have those on exact match.

[00:16:31]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t03-41-19pm--george-roberts:** [00:16:31] yeah. With more spend going towards it. I presume. Oh

[00:16:36]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t10-18-19am--clearadspodcast (1):** [00:16:36] Yeah, because I know they work. It's tried as the territory. , if I've seen in the past 30 days, that this keyword on exact match has brought in, , a hundred thousand dollars worth of sales, I'm not really worried about my budget,

[00:16:49]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t03-41-19pm--george-roberts:** [00:16:49] yeah. Nice.

[00:16:50]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t10-18-19am--clearadspodcast (1):** [00:16:50] even if a thousand dollars worth of sales, I'm only selling scarfs.

[00:16:53] Don't forget.



[00:16:54]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t03-41-19pm--george-roberts:** [00:16:54] Yeah.

[00:16:58]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t10-18-19am--clearadspodcast (1):** [00:16:58] I was in dollars. It's [00:17:00] enough. Uh, Data there to see that this keyword works and the level of orders as well. If you're seeing the beloved of orders that aren't like an anomaly, if you've just got one or two orders and you've got an amazing eight costs off of it, that's, that's too little to, to see. , if you're seeing dozens and dozens or hundreds and hundreds of orders coming through, then yeah. You get higher and higher budgets on those campaigns.

[00:17:25]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t03-41-19pm--george-roberts:** [00:17:25] Yeah, absolutely. I suppose one thing when I, when I do these audits of people's accounts and that one, for example, one sale or one sales come from a keyword, that's not particularly relevant, but it's got a row as over 150, for example, I'm like, just disregard this. I mean, it's something you could look at if it's generating more results down the line, but don't put huge amounts of spend into this, but it's something that if it's a sale come from an also campaign it's from that.

[00:17:52] Can then be added to a manual, but ultimately it does sell something you need to pay attention for and not expect those really strong [00:18:00] rises throughout. Um, it's something that comes through more orders like you suggested.

[00:18:04]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t10-18-19am--clearadspodcast (1):** [00:18:04] Yeah. And then, and then you move on to sponsor brands and that's a different kettle of fish because you've got a different focus there. Some people do like to treat it just as a. Another campaign to, to get more sales and more profitability, but ultimately their purpose is top of funnel, brand awareness.

[00:18:22] So if you're going with a top of funnel, brand awareness approach, then I wouldn't be too hesitant about adding in broad match keywords, because you want to capture that audience. You want to see what they're coming for. You don't want to miss out on anyone who could potentially hear about your brand, but if you do want to be more focused, And just get more awareness for that product and rely on people actually being quite specific with their searches. They know what they want, but they've not heard of you. , then I would stick with phrase and exact match variants of the keywords that I know have worked consistently [00:19:00] with search volume sales volume, and potentially decent profitability as well my corresponding manual campaigns.

[00:19:09]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t10-18-19am--clearadspodcast (1):** [00:19:09] Yeah.

**ode-3\_recording-1\_2021-02-02--t03-41-19pm--george-roberts:** [00:19:09] Perfect. Yeah. That that's going to help a lot of people I say, cause I know I get asked questions like that all the time. , so yeah, that was certainly help, , some of our listeners. So thank you very much for that. , interesting question here. What do you think about running PPC from day one?

[00:19:25]**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t10-18-19am--clearadspodcast (1):** [00:19:25] it's a catch 22. Isn't it really. Yeah. You want to turn it on from day one, because then that helps you get more visibility because if you're just launching on day one, no one knows you're on Amazon yet. Unless you're an established brand, that's coming to the game late. I can't imagine that. So,

[00:19:41]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t03-41-19pm--george-roberts:** [00:19:41] you've missed the boat. If that's the case.

[00:19:43]**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t10-18-19am--clearadspodcast (1):** [00:19:43] yeah, it, it is a catch 22. Cause , , you don't want to start your PPC too late, but at the same time, If you start your PPC, when you've already got some reviews, you've already got some sales coming through. Then , you're going to have a better time ranking [00:20:00] and getting a more profitable campaign to start with. Whereas if you start from day one, It's completely untapped market for you. You don't know where you're going to appear in the rankings. You don't know who you're going to pair alongside in the competition, and you don't know if anyone's going to search for you and even find you. So it can be quite a daunting and disappointing adventure to start with when you start PPC from day one.

[00:20:24] ,

[00:20:24]I don't know if you. Should be running it from day one, but it's, it's not a bad thing. Or the majority of the clients that are coming through us are already established in some way or another. , and it's an obvious thing to say that we find it a lot easier to optimize and scale and push them further.

[00:20:42] Once they've already done that groundwork in the background of getting a few sales, I guess, becoming retail ready? I know we've said it before. , when talking about DSP, but it also applies to PPC. I would say, get some reviews, get a decent average rating, , get some sort of presence on there, knowing that you're actually gonna [00:21:00] get some sales and then turn on your PPC.

[00:21:02] That will be my preference, but. , if you're starting off the dark, no, wouldn't be put off from starting advertising from day one. If that is what you've got your heart set on, just don't expect it to be like that the wave of a wizard's wand and it will automatically work very magic.

[00:21:20] You

[00:21:20]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t03-41-19pm--george-roberts:** [00:21:20] Absolutely. And I suppose it would just depend on what budget you have. And ultimately if you're willing to throw a bit more money out to out the stars and to get that sales velocity, then it would help. But obviously everyone's not in that fortunate position where budgets are non-issue. Yeah. It would also be depends on your budget as well,

[00:21:37] So when and how do you eliminate key words from your research campaign? I know we sort of touched upon the research campaign earlier about broad, but when would you eliminate keywords from those campaigns?

[00:21:51]**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t10-18-19am--clearadspodcast (1):** [00:21:51] , the first time it makes the same.

[00:21:53]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t03-41-19pm--george-roberts:** [00:21:53] Okay. Simple as that.

[00:21:56]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t10-18-19am--clearadspodcast (1):** [00:21:56] and it made a say, well, , you know, it's gonna work. , even [00:22:00] more so if it's got more than one sale, , if it's got more than one sale, you already know that it's got, , scaling potential because it wasn't an accident. , but if my broad keyword was going back to it again, scarf and I'm selling Scott, , and it came through, I would eliminate it from my research campaign. stick it in my manual campaign. Maybe not something as broad as scarf, because I still want to search for my logo, rainbow scarf for women. We're not going to get any more information from that, even if it was on

[00:22:31]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t03-41-19pm--george-roberts:** [00:22:31] Yeah.

[00:22:32]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t10-18-19am--clearadspodcast (1):** [00:22:32] I would put that immediately into my manual campaign on exact I could experiment with it on phrase, but I can't imagine I'm going to get much of a variation from that long tail keyword.

[00:22:43], but I would also negate it. In the authentic campaign. So as soon as something happens, as soon as the search term works for you, you move it over to a keyword. and there is a difference between your search terms and your keywords. So your search terms are going to come [00:23:00] through both the automatic campaign your broad

[00:23:03]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t03-41-19pm--george-roberts:** [00:23:03] Yeah.

[00:23:06]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t10-18-19am--clearadspodcast (1):** [00:23:06] So the search term is what someone actually searched for in order for your auto campaign to show your results or for your broad match keywords to trigger and your product to be shown in the search results. , the keywords are the things that you've actually put into the campaign yourself and what you're putting a bid on.

[00:23:27], And like we said earlier, it can show for multiple different search terms, depending on if you're on broad or phrase or not on exact, you're gonna, you're going to have to rely on people searching for that exact term. , so you want to get in front of those customers searching for. Your keywords for the right amount of money.

[00:23:45], and as soon as that search term gets a sale, or that keyword gets a sale, you move it into your profitability or , your scaling campaign or even your hero campaign. If it's already. Getting a bulk of orders and a [00:24:00] decent level of sales. But like I said earlier, and I know Arianne touched on this last week is the importance of negative keywords. so add that keyword back into the campaign it came from as a negative exact always do that with your research campaigns. That way you can ensure that the next time someone searches for that, , it comes back through. The manual campaign when you've got more control over your match type and more control over your bid.

[00:24:27] Because the thing you have to remember with , automatic campaigns is there's infinite amount of keywords and search terms anyone could be searching for, but you've only got one bid to go against that. So it's not usually the most conservative bit because you don't want to eliminate all of those searches.

[00:24:42], so as soon as it does trigger, get it into your manual campaign.

[00:24:46]

[00:24:46]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t03-41-19pm--george-roberts:** [00:24:46] Yeah. And I suppose that's going to help a lot of people here. So what you've just pointed out, it's essentially structuring your campaign for control moving forward. So once those negated key terms are in, you know, there's a structure in place and you know, you're [00:25:00] going to build on those search terms in your manual campaigns and the results are going to be there, which is easy to be seen.

[00:25:07]

[00:25:07] What you've raised there. It's such a good point. Like you said it structures the campaign for performance. , and what you'll know the results are coming in in those manual

campaigns. , so the structure is really important and the getting those key terms are so important moving forward, like you have suggested.

[00:25:24] [clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t03-47-05pm--helen- \(1\)](#): [00:25:24] Tom, just in case, anyone's wondering, would you ever give up on a keyword if it wasn't performing well?

[00:25:30]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t10-18-19am--clearadspodcast \(1\)](#): [00:25:30] Yeah, absolutely. You've got to set your own sort of benchmarks here on how much spend you're willing to put into a keyword before you turn it off after getting no results. , and the key here is to look at the data. Don't get too hung up on a specific keyword. Being super relevant to your product because you might have a keyword that's super relevant, but if the performance is really bad, you don't want to hang on to it.

[00:25:57], is just going to cost you a fortune in the long run. , [00:26:00] especially if your, your, your goal there is profitability. If, if you're going on the offense or defense of your brand or your competitors' brands, Then yeah, the, the, the negative performance there might be taken into consideration of you're actually doing the job you set out to do, to, to take away from your competitors, um, real estate and put your brand in there regardless of how profitable your keywords are.

[00:26:26] But if we're talking about just our own campaigns, selling our own products, , if you've got a keyword, that's getting a ton of spend against it. Uh, no sales set your own benchmark. Of of how much spend you're willing to, to waste effectively. There's no other word to put it against that keyword before you turn it off.

[00:26:44] What you don't want is that keyword to spend five euros, \$5, five pounds a day for a month, and then keep it going because it might get a sale one day, but it might get a sale one day, but then you've got to factor in that it spends about. Sort of [00:27:00] \$150 previously before you got there on your products only worth 10.

[00:27:03], it might look good on that day, but historically it's, it's, it's not the key word for you. And it doesn't mean you can't reintroduce that keyword later on because you might be in a better position, um, ranking wise and brand awareness wise. But now when people search for that keyword is you, they find.

[00:27:22] So, so never completely write it off, but definitely remove it from your campaigns if it's performing badly, but you need to set that benchmark. And ultimately that's going to come from how much spend you're willing to put into your campaign. So if you've got a thousand dollar daily budget for that campaign, and that keyword has spent 200 kill it, if it's only spent a dollar.

[00:27:47] That's, that's not even a percentage of your costs there, and then you can keep it going. But if it spends a dollar for three or four months, it might not look like much every day, but that all adds up. That's a [00:28:00] dollar a day that you could have put towards another keyword or use the scale up a keyword that, you know, already works for you.

[00:28:07]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t03-47-05pm--helen- (1):** [00:28:07] If that as well, if a keyword wasn't performing, if you got no clicks at the current bid, would you increase the bids to try and activate it?

[00:28:15]**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t10-18-19am--clearadspodcast (1):** [00:28:15] it depends how much you've wasted there already. , Amazon's quite good at giving you their suggested keyword bids and then a little high and low range beneath that to show you. Sort of the variants in those auctions, but also they want you to spend more. So sometimes they suggest the bids are higher than what you should be paying.

[00:28:34], if the keywords not getting any sales, but it's getting lots of clicks at a low bid, you've actually still won that auction. So your bidding wasn't wrong. You're just not. The right product,

[00:28:49] so yeah, I would still get rid of the keyword at that point, but if your keyword is in there and it's getting no clicks, . [00:29:00] Keep increasing that key word, but to a level that's comfortable for you. Cause you're going to know what your estimated CCP is. CPC, not CCP. Um, ahead of time, uh, before setting up your campaign, based on how much sales you projected on that product, or how many sales you realistically wants to achieve from that product in a month, what your budget is.

[00:29:23] And therefore you can work out what your cost is potentially and what your CPC should be. Your starting CPC. This is all projection.

[00:29:33]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t03-47-05pm--helen- (1):** [00:29:33] And I guess it depends on the price of the product as well.

[00:29:37]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t03-41-19pm--george-roberts:** [00:29:37] Okay.

[00:29:38]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t10-18-19am--clearadspodcast (1):** [00:29:38] So as long as you're setting a realistic ceiling for how far you're willing to increase that key word until you actually start getting clicks. , , I wouldn't remove that, but also if you've got a keyword, that's not getting any clicks, it's not doing any harm.

[00:29:52], But I understand where you're coming from. You want to increase it to try and get some clicks. You yourself have to know how, how far you're willing to go far. [00:30:00] If your product's worth \$10. And you're starting at a CPC of, well, it starting at a bit of Tempe, 10 cents. You don't want to increase it until your cost per click is sort of two or \$3, because

then by the time you've actually made a sale, you're going to eat and weigh into your profit margins there.

[00:30:19] So you've got to be realistic.

[00:30:21] [clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t03-41-19pm--george-roberts](#): [00:30:21] Yeah, sounds great. And I suppose that sort of leads on to the next question in quite a weird way, actually, uh, that. The question is my cost is rising. How can I reduce this immediately? , so you were just talking about removing search terms there. I suppose that would be one way about your definitely come up with other ways about optimizing.

[00:30:43] So I'll let you answer that.

[00:30:45]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t10-18-19am--clearadspodcast \(1\)](#): [00:30:45] Well, the quickest way to reduce the cost. Just turn it off. Same time. You probably going to turn your sales off as well. , sadly though, that could be one way to do it. If the cost is that atrocious and [00:31:00] you're hitting above a hundred percent, , you probably done all the optimization steps that you could before that point. So yeah. Ultimately kill the campaign and start again. , but a serious answer. , run your search term reports. Run these weekly fortnightly monthly whatever time you've got available to commit to, to looking at your search terms from both your autos and your manuals, use these as a guide for what is spending and wasting budget, and actually make money, identify the terms that are driving your clicks, but not converting to sales.

[00:31:38] So, yeah, we did briefly touch upon this, , Determine, which of those keywords that are getting clicks and no sales and determine which ones are not relevant for your products or don't make complete sense and add them to your negative keywords list You're always going to get irrelevant anomalies coming through. I had an example where I was [00:32:00] trying to sell, , health supplements. I think it was some sort of workout powder pre-workout powder. And one of the key words that came through actually led to a sale was men's running shoes. had gone on a journey looking for men's running shoes. They might've bought the men's running shoes. But down that rabbit hole, they've clicked from ACE, ACE, ACE, and found my product.

[00:32:27]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t03-47-05pm--helen- \(1\)](#): [00:32:27] well, I've seen, um, a listing or a keyword search for master chief. Ooh. From Kung Fu Panda on a supplements company. Yeah,

[00:32:38]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t10-18-19am--clearadspodcast \(1\)](#): [00:32:38] I'm assuming Matt didn't get a sale.

[00:32:40]

clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t03-47-05pm--helen- (1): [00:32:40] it didn't.

[00:32:41]

clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t10-18-19am--clearadspodcast (1): [00:32:41] Oh, good.

[00:32:44]

clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t03-47-05pm--helen- (1): [00:32:44] So.

[00:32:46]

clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t10-18-19am--clearadspodcast (1): [00:32:46] Yeah. So, so these are the perfect examples that you want to eliminate. , Put them in your negative keywords list immediately. If, if, if one person managed to find your product by searching for a character from Kung Fu Panda, it was completely irrelevant. [00:33:00] The next person search Mr. Schieffer from Kentucky, Amanda.

[00:33:05]

clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t03-47-05pm--helen- (1): [00:33:05] He doesn't eat your greens.

[00:33:08]

clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t10-18-19am--clearadspodcast (1): [00:33:08] Yeah, they might be looking for plush toys. And if they end up seeing health supplements or men's running shoes, well, that's not what they were looking for, but for some reason, the search or it still clicked on your product, even though it wasn't Mr. Schiff from concrete Bandha. , so if one person can make that mistake and waste 10 cents of your budget, anyone can do that.

[00:33:28], you're not likely to run up a huge bill. But that money could have been better spent elsewhere every penny counts. , so yeah, add it into your negative key words of this, but also take a step back and after identifying the terms that are driving the clicks, but not converting sales, if these are relevant, , if you're super hung up on keeping that keyword, maybe this was from, , an auto campaign trial.

[00:33:54] It. In a research campaign on broad match with a different bid to see if you can encourage [00:34:00] themselves through it, but don't waste too much time and energy on it. If it's not working for you, it's not working for you find a different variant. Usually there's dozens of keywords that are going to be relevant to your brand.

[00:34:10] And if one of them that you love so much, and it's super relevant, it doesn't work, focus on something else. Try and read these reports as data. Right. What is the performance that's coming out of them? Don't get too hung up on the wording of them. If you've got some sort of nonsensical phrase that converts, add it in, I've got okay.



[00:34:31] The long tail keywords that I wouldn't dream of typing in. Cause it would've been far quicker to just type in a short string keyword, but people are searching for them because they want to get super specific. yeah. At those. And instead don't, don't get too hung up on the keywords that you think are relevant.

[00:34:49] Go for the results, but that's ultimately what was going to scale and grow and improve your account.

[00:34:55] [clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t03-47-05pm--helen- \(1\)](#): [00:34:55] Okay, Tom, can you just confirm as well that you can't reduce your aid costs [00:35:00] unless your bid is lower than the CPC as well?

[00:35:03] [clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t10-18-19am--clearadspodcast \(1\)](#): [00:35:03] Correct. A broad point of view. So if you're a cost is 70% and you want to get it to 35%, you obviously need to cut your costs in half somehow. If your bid is. 50 cents, but your CPC is 40 cents. You're not going to see a reduction until you reduce your bid from 50 cents to below 40 cents. Cause if we reduce it from 50 down to 45, you're your bid is still higher than what your average CPC is.

[00:35:37] So it's not going to change the results at all. So you need to get this. Uh, to at least 39 cents 1 cent lower chances are that small reduction. Isn't going to get your a cost down drastically, but you can take it methodically down a couple of cents just to see what the, uh, the optimal bid would be. But yeah, if, if your bid is higher than your CPC, [00:36:00] you're not going to see a reduction in cost, but at the same time, your rankings going to influence this.

[00:36:05] So your bid might actually be fine. It's just, you're not. , being discovered very well. So once you've got more reviews and you're on page one and you're at the top and everyone can see you, , you're actually going to get more sales for those clicks that are coming through, and that will decrease your costs. the first point of call would be, yes, , you would need to decrease your bid to below what your CPC is to see your costs come down.

[00:36:32]

[00:36:32]

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[00:36:32]

[00:36:32]

[00:36:32]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t03-41-19pm--george-roberts](#): [00:36:32] Perfect. Thanks for clarifying that. , so the next question is how often should you optimize your PPC account?

[00:36:40] [clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t03-47-05pm--helen- \(1\)](#): [00:36:40] . So we would optimize at least twice a week, so potentially on a Monday and a Thursday. And that gives you a few days in between for attribution, because what you don't want to do is look at the last 48 hours necessarily and make a knee-jerk changes when the system is still attribute thing. [00:37:00] So we look at keywords.

[00:37:03] At least twice a week to see what's performing, , look at our search term report to see, , which we might move into hero campaigns. So, , keywords that have a low spend and sales, for example, we'd also check, which had more than approximately eight clicks. Again, that's subjective number, but you could decide what your cutoff was, but if you had had more than eight clicks and zero orders, We might, at that point, either drop the bid quite substantially because obviously it's not performing and net.

[00:37:35] That means we don't have to pause it, but we can still keep it and see what happens. , but that's one way of optimizing your account. , we would also look at the high ACOF at least once a week. So checking what's affecting RA costs. What campaigns do we need to like, uh, Change up and we've talked about how to reduce our costs already.

[00:38:00] [00:37:59] So that's something we would be doing at that point. , you can, obviously you can sort through your campaign manager and you can sort by ankles, so you can get all the high cost campaigns to the top and have a look at those. Or you can go each campaign and you can look at which keywords have a really point a cost.

[00:38:17] And then we're obviously we're looking to reduce that cost. So it doesn't affect the whole campaign. Negatively. So, and yeah, we'd suggest maybe doing that once a week, but I mean, obviously I wish can on accounts every day, just to see how they're doing. See if things are running out of bullets, for example, um, if we need to move that around.

[00:38:37]

[clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t03-41-19pm--george-roberts](#): [00:38:37] Yeah. Makes sense. And I suppose, uh, just another question on the back of that, obviously you've spoken about optimizing negative performance, I suppose, and making sure those negative things like a costs are being looked at. Would that be the same for positive performance on robots? For example, you'd still, I presume let that weight and then optimize after that week attribution.

[00:38:58]

[00:38:58] [clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\\_recording-1\\_2021-02-02--t03-47-05pm--helen- \(1\)](#): [00:38:58] Yes. So [00:39:00] if a keyword was performing really well or a campaign was performing well, we would also look to. Optimize that in a positive way. So you can look at the placements and placement beds to see if you wanted to add more budget to that. So when the top of search beds or page position or placement, one way you can, obviously you might increase your bid slightly.

[00:39:24] If you wanted to extend your reach that product, if it was doing well.

[00:39:29]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t03-41-19pm--george-roberts:** [00:39:29] I suppose the thing from my perspective is it just shows patience is a virtue in this aspect because rushing into optimize could ultimately really affect performance and affect performance negatively. So it's better to wait to see how that attribution has worked for your campaigns.

[00:39:48] And then you can make an informed decision from that.

**[00:39:52]clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t10-18-19am--clearadspodcast (1):** [00:39:52] I agree. Uh, and, and to our listeners, you have to remember we're an agency. So we've got all the time in the world because that's what we do [00:40:00] day in and day out to jump into these accounts and optimize. We will, we appreciate that you might be managing the account yourself. So you might not have to three times a week to jump in.

[00:40:11]. What I suggest you do is schedule weekly the tasks that you want to do and stick to that you don't want to be putting in your keywords on a Monday one week, and then not getting round to it the Friday, the following week, try and stick to some sort of schedule, , and try and be religious with that. If, if you can't get into times a week to do your keyword changes, it's not the end of the world, but try and do the same day or even the same time if possible every week. Because then the look back window that you're looking at through your search reports remains consistent. The last seven days will always be the previous, Monday to the Monday you're on now.

[00:40:52] Whereas if you were then to jump forward a week and then do it on a Wednesday, you've lost two days there. Unless you remember that it was nine days ago that [00:41:00] you did it last time. So you, you, you could end up getting yourself into a little bit of trouble there and missing some gold or misinterpreting the data because.

[00:41:09] Different days of the week have different performances. , if it's the weekend, more people are going to be in a shopping mood cause they're not working. , whereas midweek, most people are kind of fed up of the working week and they might be doing more shopping, um, lunch breaks and things like that.

[00:41:25] Whereas if you stick to the same day, you're going to have a consistent date range moving forward that you're optimizing from.

[00:41:32]

**clear-ads-podcast-highway-to-sell-how-to-crush-amazon-ppc-in-2021-part-2-season-1-episode-3\_recording-1\_2021-02-02--t03-41-19pm--george-roberts:** [00:41:32] Yeah, absolutely. It's funny seeing like our different calendars and everyone's got like a block being like optimization first day, um, for that account, which is always quite funny. Um, so yeah, that, that's all the questions that we have this week. So thank you so much, Helen, for being on. And Tom, thanks again for your.

[00:41:51] Fountain of knowledge for Amazon advertising. Next week's episode is going to focus on the undeniable reasons to love Amazon advertising. So [00:42:00] we're going to focus on the reasons why sellers are better to benefiting from the platform and just various reasons to improve your advertising on the back of that.

[00:42:08] Um, any questions do send them in to [info@clearouts.co.uk](mailto:info@clearouts.co.uk), or just reach out to myself or Tom on LinkedIn. And we'll see you in the next episode. Thank you very much for listening.

[00:42:19]