

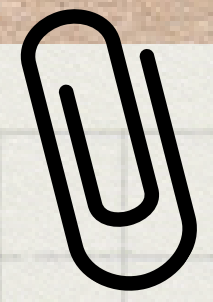


ANAZON

ADS

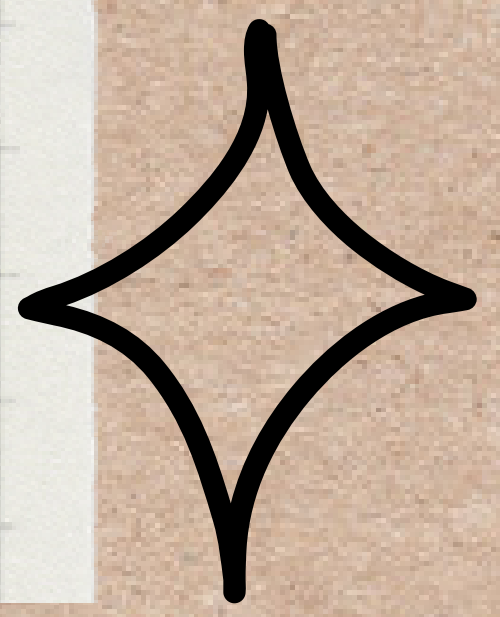
ALTAR_GROUP LLC.



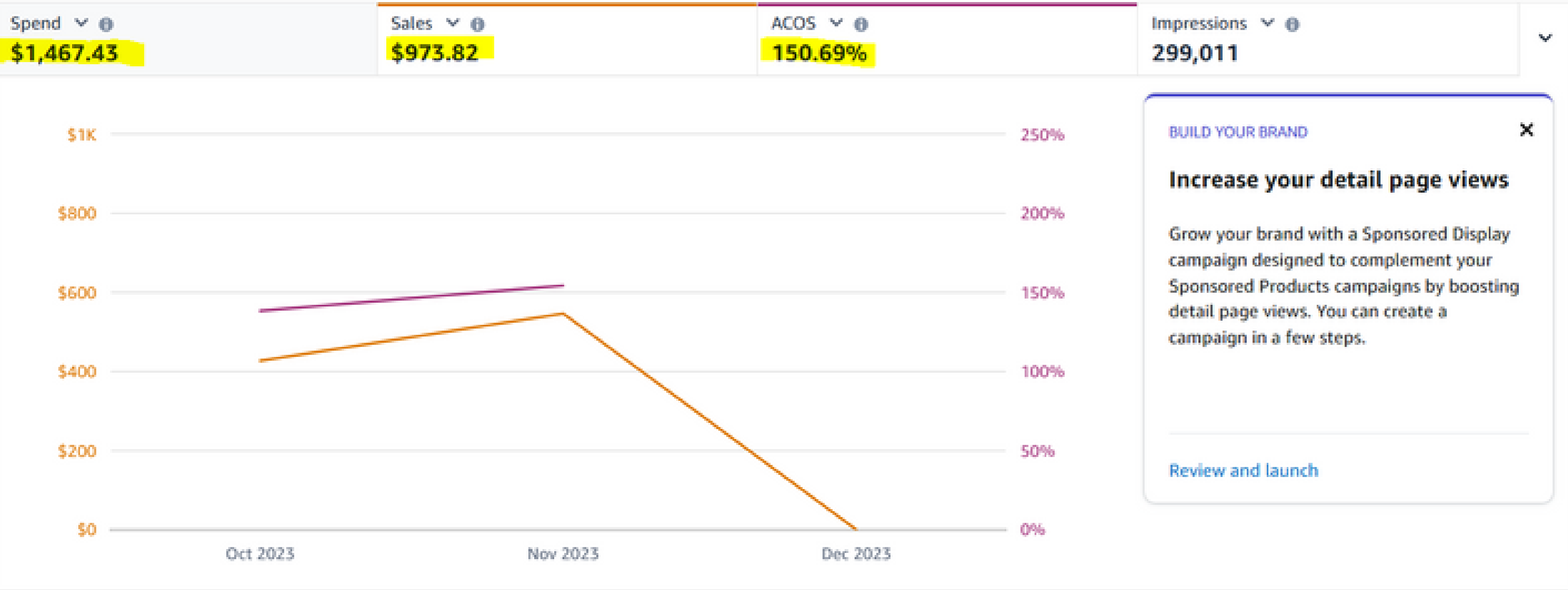


PPC

ANALYSIS



LIFE TIME RESULTS



OCTOBER RESULTS

Spend ▾ ⓘ

\$591.48

Sales ▾ ⓘ

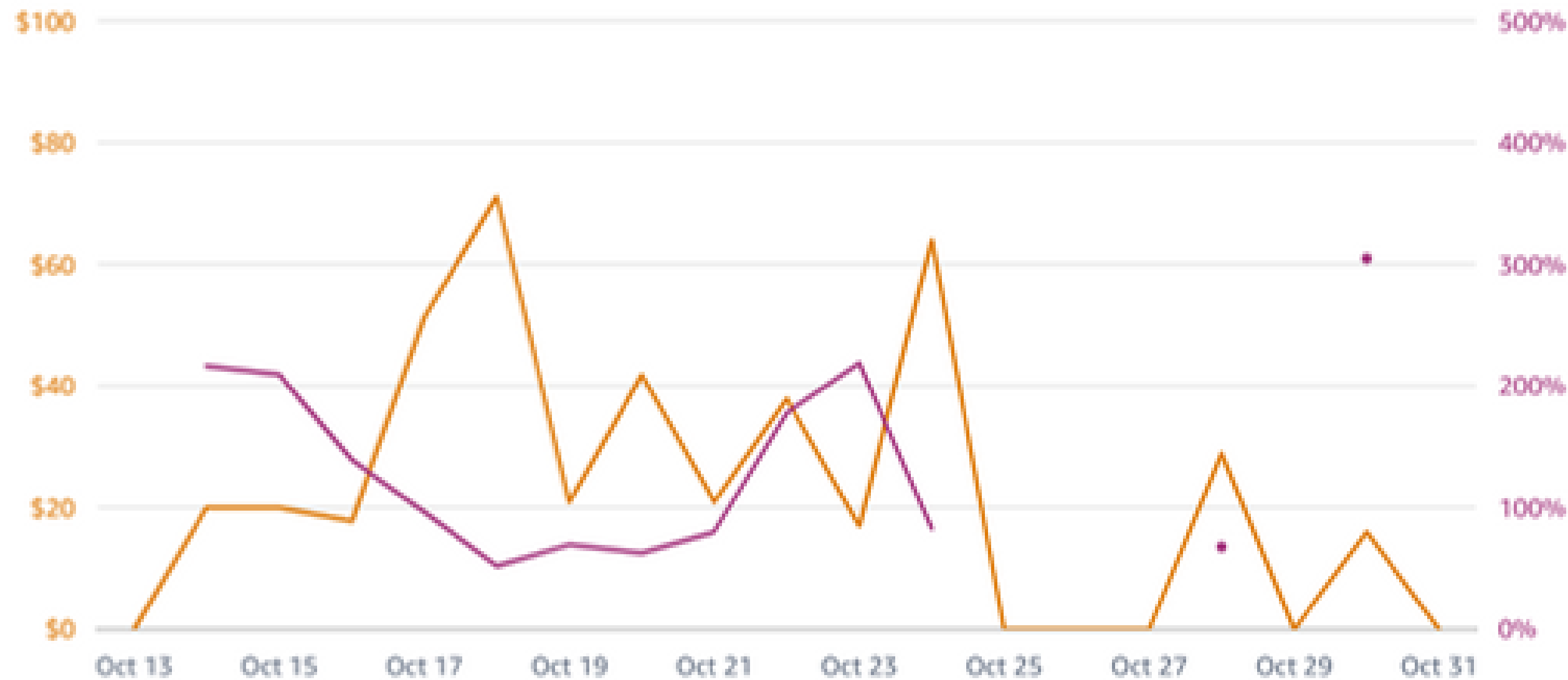
\$427.45

ACOS ▾ ⓘ

138.37%

Impressions ▾ ⓘ

237,598



BUILD YOUR BRAND

Increase your detail page views

Grow your brand with a Sponsored Display campaign designed to complement your Sponsored Products campaigns by boosting detail page views. You can create a campaign in a few steps.

[Review and launch](#)

Create campaign

Find a campaign

Filter by ▾

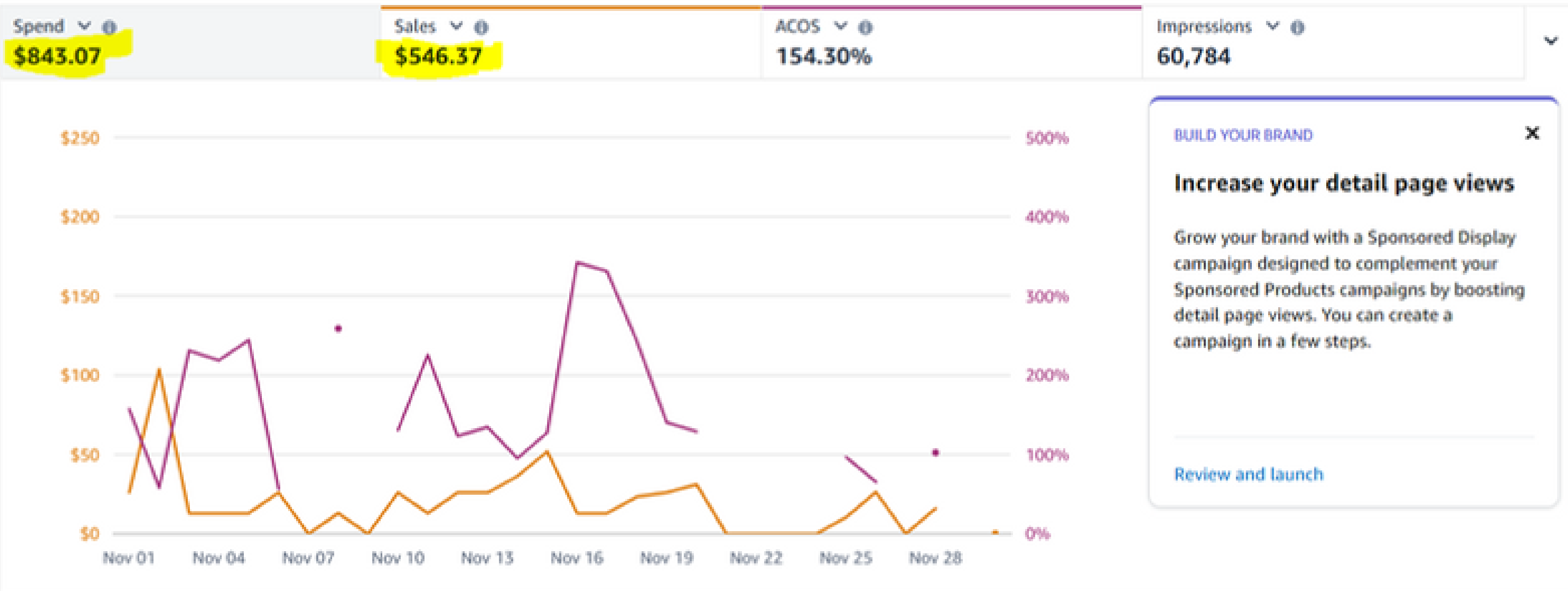
Bulk actions ▾

Columns ▾

Date range: Oct 1 - Oct 31, 2023 ▾

Export

NOVEMBER RESULTS



Create campaign

Find a campaign

Filter by

Bulk actions

Columns

Date range: Nov 1 - Nov 30, 2023

Export

1st Campaign

Campaign: **CAMP. LASH OTO DÜŞÜK BİD**

☐ Status: Paused Type: Sponsored Products - Automatic targeting Country: United States Schedule: Nov 1, 2023 - No end date Budget: \$200.00 - Daily

Ad groups

Placements

Negative targeting

Budget rules

Campaign settings

History

Spend ⓘ



\$2.04 TOTAL

Sales ⓘ



\$0.00 TOTAL

ROAS ⓘ



0.00 AVERAGE

Impressions ⓘ

4,538 TOTAL

4

3


2

1

0

11/1/2023

HISTORY

Filter by 			Hide chart	Date range - Lifetime
Change type	From	To	Date and time	
Results: 9				
Campaign status	Delivering	Paused Edit campaign settings	Nov 28, 2023 7:08 AM	
Bid adjustment for Product pages	10%	27% Edit campaign settings	Nov 5, 2023 11:32 PM	
Bid adjustment for Top of search (first page)	10%	20% Edit campaign settings	Nov 5, 2023 11:32 PM	
Bid adjustment for Product pages	0%	10% Edit campaign settings	Nov 3, 2023 12:36 AM	
Bid adjustment for Product pages	20%	0% Edit campaign settings	Nov 3, 2023 12:35 AM	
Bid adjustment for Top of search (first page)	20%	10% Edit campaign settings	Nov 3, 2023 12:35 AM	
Bid adjustment for Product pages	0%	20% Edit campaign settings	Nov 3, 2023 12:35 AM	
Bid adjustment for Top of search (first page)	0%	20% Edit campaign settings	Nov 3, 2023 12:34 AM	
Campaign created	-	Created	Nov 1, 2023 1:46 PM	

2nd Campaign

Campaign: **Product Page 15 kasim**

☐ Status: Paused Type: Sponsored Products - Manual targeting Country: United States Schedule: Nov 15, 2023 - No end date Budget: \$5.00 - Daily

- Ad groups
- Placements
- Negative keywords
- Budget rules
- Campaign settings
- History

Spend ⓘ \$82.77 TOTAL	Sales ⓘ \$46.76 TOTAL	ROAS ⓘ 0.56 AVERAGE	Impressions ⓘ 3,690 TOTAL
--------------------------	--------------------------	------------------------	------------------------------



ASIN TARGETING

-VE TARGETING

ADJUST BIDS

Add negative keywords

Find a negative keyword

✓

Keyword

-

No data available

Please try adjusting your filters to see performance data

<input type="checkbox"/> Active	Ad group ⓘ	Status	Total targets ⓘ	Products	Spend ⓘ	Orders ⓘ	Sales ⓘ	ROAS ⓘ
	Total: 2				\$82.77	4	\$46.76	0.56
<input type="checkbox"/> <input checked="" type="checkbox"/>	Product Page - 0-5 Yorum 44 Asin	Paused Details ▾	80	1	\$35.22	2	\$20.78	0.59
<input type="checkbox"/> <input checked="" type="checkbox"/>	Product Page 1K Altı Rakipler (233 Asin)	Paused Details ▾	464	1	\$47.55	2	\$25.98	0.55

Adjust bids by placement ⓘ

In addition to your bidding strategy, you can increase bids by up to 900%. [Learn more](#)

Top of search (first page)

35

%

Example: A \$1.00 bid will be \$1.35 for this placement. Dynamic bidding may increase it up to \$2.70.

Rest of search

data

20

%























Example: A \$1.00 bid will be \$1.20 for this placement. Dynamic bidding may increase it up to \$1.80.

Product pages

35

%

Example: A \$1.00 bid will be \$1.35 for this placement. Dynamic bidding may increase it up to \$2.03.

<input type="checkbox"/>	Actions	Added as	Matched product ⓘ	Product targets ⓘ	ⓘ
			Total: 20		\$47.55
<input type="checkbox"/>	Add as ▾	-	 TOPLASH Eyelash Growth Serum - Innovative... ASIN: B07B6MLY79	 Product - Expanded: TOPLASH Eyelash Gro... ASIN: B07B6MLY79	\$6.42
<input type="checkbox"/>	Add as ▾	Product target	 Premium Eyelash Growth Serum and Eyebrow... ASIN: B0BHSYFCQN	 Product: Premium Eyelash Growth Serum and... ASIN: B0BHSYFCQN	\$5.18
<input type="checkbox"/>	Add as ▾	Product target	 Organic Castor Oil (2oz) + Filled Mascara Tube... ASIN: B08CZYWRT1	 Product: Organic Castor Oil (2oz) + Filled... ASIN: B08CZYWRT1	\$5.12
<input type="checkbox"/>	Add as ▾	-	 Kate Blanc Cosmetics Castor Oil (2oz), USDA... ASIN: B01NALN8Q9	 Product - Expanded: Kate Blanc Cosmetics... ASIN: B01NALN8Q9	\$3.50
<input type="checkbox"/>	Add as ▾	Product target	 ForChics ForBrow Eyebrow Growth Serum For... ASIN: B09CWLVS9C	 Product: ForChics ForBrow Eyebrow Growth... ASIN: B09CWLVS9C	\$3.50
<input type="checkbox"/>	Add as ▾	Product target	 The Ordinary Multi-Peptide Lash and Brow... ASIN: B0B5DYY1HQ	 Product: The Ordinary Multi-Peptide Lash and... ASIN: B0B5DYY1HQ	\$3.40
<input type="checkbox"/>	Add as ▾	Product target	 M LASH Eyelash Enhancing Growth & Thicknes... ASIN: B083TB4MJW	 Product: M LASH Eyelash Enhancing Growth ... ASIN: B083TB4MJW	\$1.75
<input type="checkbox"/>	Add as ▾	-	 INSTALASH LashBOOST Eyelash Growth Serum... ASIN: B0BH8SKLRM	 Product - Expanded: Prime Prometics... ASIN: B0BH7X8X2F	\$1.75
<input type="checkbox"/>	Add as ▾	Product target	 YASBEAUTY Eyelash growth serum, eyelash... ASIN: B0BRMKNTF1	 Product: YASBEAUTY Eyelash growth serum,... ASIN: B0BRMKNTF1	\$1.75
<input type="checkbox"/>	Add as ▾	Product target	 Lash Serum, Eyelash Serum Eyebrow Growth... ASIN: B0C9D1G9KD	 Product: Lash Serum, Eyelash Serum Eyebrow... ASIN: B0C9D1G9KD	\$1.75
<input type="checkbox"/>	Add as ▾	Product target	 Eyebrow Growth Serum - Natural Ingredients,... ASIN: B0CGGZFYG7	 Product: Eyebrow Growth Serum - Natural... ASIN: B0CGGZFYG7	\$1.75

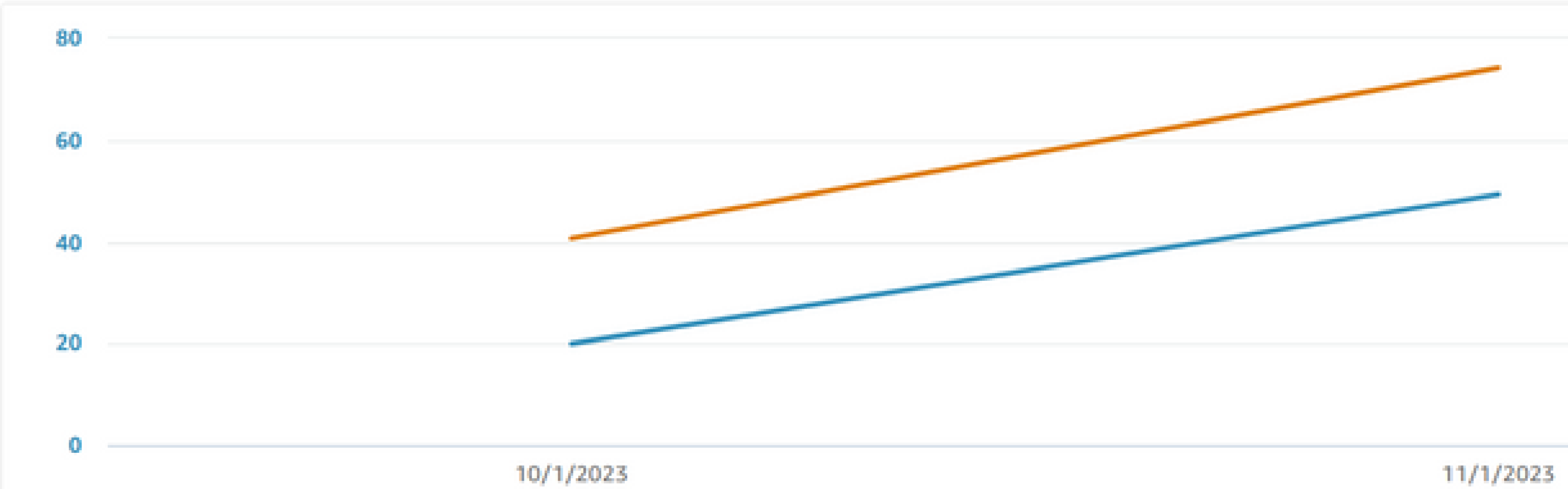
3rd Campaign

Campaign: manuel lashgrowth serum ve eyelash growth serum

☐ Status: Paused Type: Sponsored Products - Manual targeting Country: United States Schedule: Oct 14, 2023 - No end date Budget: \$10.00 - Daily

- Ad groups
- Placements
- Negative keywords
- Budget rules
- Campaign settings
- History

Spend ⓘ	Sales ⓘ	ROAS ⓘ	Impressions ⓘ
\$226.41 TOTAL	\$69.35 TOTAL	0.31 AVERAGE	42,071 TOTAL



HISTORY

Campaign status	Delivering	Paused Edit campaign settings	Nov 15, 2023 10:39 AM
Campaign status	In budget	Out of budget Edit campaign settings	Nov 15, 2023 7:02 AM
Campaign status	Paused	Delivering Edit campaign settings	Nov 15, 2023 5:21 AM
Campaign status	Delivering	Paused Edit campaign settings	Oct 16, 2023 2:56 AM
Campaign status	Out of budget	In budget Edit campaign settings	Oct 16, 2023 12:04 AM
Campaign status	In budget	Out of budget Edit campaign settings	Oct 15, 2023 3:28 PM
Campaign status	Out of budget	In budget Edit campaign settings	Oct 15, 2023 12:04 AM
Campaign status	In budget	Out of budget Edit campaign settings	Oct 14, 2023 12:18 PM
Campaign bidding strategy	Fixed bids	Dynamic bids - up and down Edit campaign settings	Oct 14, 2023 9:00 AM
Campaign created	-	Created	Oct 14, 2023 3:24 AM

HISTORY

Change type	From	To	Date and time
Results: 28			
Campaign status	Out of budget	In budget Edit campaign settings	Nov 21, 2023 12:10 AM
Campaign status	Delivering	Paused Edit campaign settings	Nov 20, 2023 8:47 AM
Campaign status	In budget	Out of budget Edit campaign settings	Nov 20, 2023 5:20 AM
Campaign status	Out of budget	In budget Edit campaign settings	Nov 20, 2023 12:13 AM
Campaign status	In budget	Out of budget Edit campaign settings	Nov 19, 2023 12:57 AM
Campaign status	Out of budget	In budget Edit campaign settings	Nov 19, 2023 12:03 AM
Campaign daily budget	\$30.00	\$10.00 Edit campaign settings	Nov 18, 2023 8:13 AM
Campaign status	In budget	Out of budget Edit campaign settings	Nov 18, 2023 5:33 AM
Campaign status	Out of budget	In budget Edit campaign settings	Nov 18, 2023 12:03 AM
Campaign status	In budget	Out of budget	Nov 17, 2023 5:37 AM

Ad group: Düşük Rekabet - 230 Kelime

☐ Status: Paused

TOO
MUCH
KEYWORDS

Add negative keywords

☒ Keyword

-

No data available

Please try adjusting your filters to see performance data

Adjust bids by placement ⓘ

In addition to your bidding strategy, you can increase bids by up to 900%. [Learn more](#)

Top of search (first page)	<div>30%</div> <div>Example: A \$1.00 bid will be \$1.30 for this placement.</div>
Rest of search Beta	<div>0%</div> <div>Example: A \$1.00 bid will remain \$1.00 for this placement.</div>
Product pages	<div>50%</div> <div>Example: A \$1.00 bid will be \$1.50 for this placement.</div>

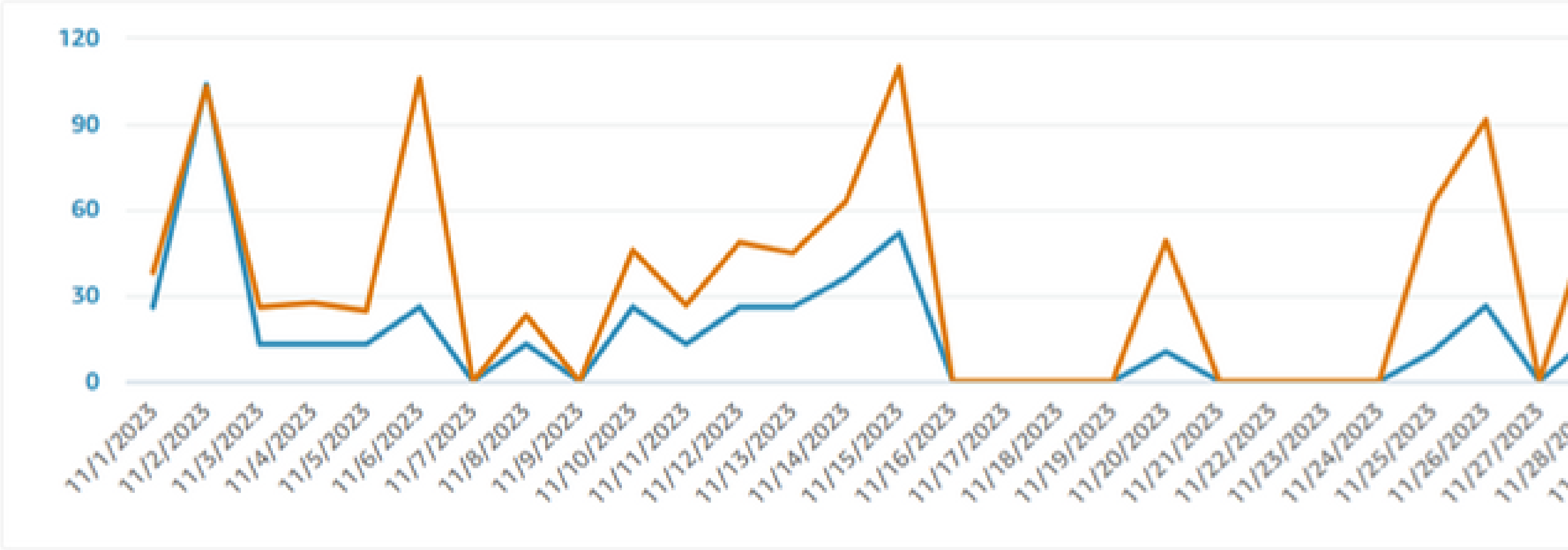
4th Campaign

Campaign: Lash Auto Campaign

☐ Status: Paused Type: Sponsored Products - Automatic targeting Country: United States Schedule: Oct 13, 2023 - No end date Budget: \$15.00 - Daily

- Ad groups
- Placements
- Negative targeting
- Budget rules
- Campaign settings
- History

Spend ⓘ	Sales ⓘ	ROAS ⓘ	Impressions ⓘ
\$644.12 TOTAL	\$450.25 TOTAL	0.70 AVERAGE	48,305 TOTAL



Hide chart

Columns

Date range - Lifetime

Export

<input type="checkbox"/>	Active	Automated suggested bid Regular days	Bid 0 rules active	Top-of-search IS	Spend	Orders	Sales	ACOS	ROAS
		Total: Apply all			\$967.09	44	\$628.94	153.77%	0.65
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Clo... \$0.57 18-\$0.78	<div>Apply</div> <div>\$ 1.05</div>	<5%	\$506.58	24	\$358.73	141.21%	0.71
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Loo... \$0.30 24-\$0.38	<div>Apply</div> <div>\$ 1.25</div>	<5%	\$421.77	20	\$270.21	156.09%	0.64
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Sub... \$0.62 17-\$0.78	<div>Apply</div> <div>\$ 1.00</div>	<5%	\$36.18	-	-	-	-
<input type="checkbox"/>	<input type="checkbox"/>	Co... \$0.72 17-\$0.96	<div>Apply</div> <div>\$ 1.50</div>	-	\$2.56	-	-	-	-

Adjust bids by placement

In addition to your bidding strategy, you can increase bids by up to 900%. [Learn more](#)

Top of search (first page)

51 %

Example: A \$1.00 bid will be \$1.51 for this placement. Dynamic bidding may increase it up to \$3.02.

Rest of search

Beta

0 %

Example: A \$1.00 bid will remain \$1.00 for this placement. Dynamic bidding may increase it up to \$1.50.

Product pages

40 %


Example: A \$1.00 bid will be \$1.40 for this placement. Dynamic bidding may increase it up to \$2.10.

NOT OPTIMIZED PROPERLY


Negative keywords Negative products

<div>Add negative keywords</div> <div>Find a negative keyword</div> <div>Export</div>		
<input type="checkbox"/>	Keyword	Match type ⓘ
	Total: 6	
<input type="checkbox"/>	beauty	Negative exact
<input type="checkbox"/>	eye lash	Negative exact
<input type="checkbox"/>	eye makeup	Negative exact
<input type="checkbox"/>	grande lash serum	Negative exact
<input type="checkbox"/>	makeup	Negative exact
<input type="checkbox"/>	makeup makeup	Negative exact

SEARCH TERMS ANALYSIS

<input type="text" value="Find a search term"/>		Filter by ▼		Columns ▼		Date range - Last 30 days	Export
Customer search term ⓘ		Clicks ⓘ	Spend ⓘ	Orders ⓘ	▼ Sales ⓘ	ACOS ⓘ	
Total: 21		76	\$225.12	12	\$151.48	148.61%	
eyelash serum		30	\$90.62	8	\$104.72	86.54%	
lash serum		13	\$40.30	2	\$23.38	172.37%	
serum for longer lashes		1	\$3.17	1	\$12.99	24.40%	
 Premium Lash Serum for Eyelash Growth: Viebeauti 3ml Eyelash Serum with... ASIN: B07R69YCX4		2	\$5.00	1	\$10.39	48.12%	

NOT OPTIMIZED ON TIMELY BASIS

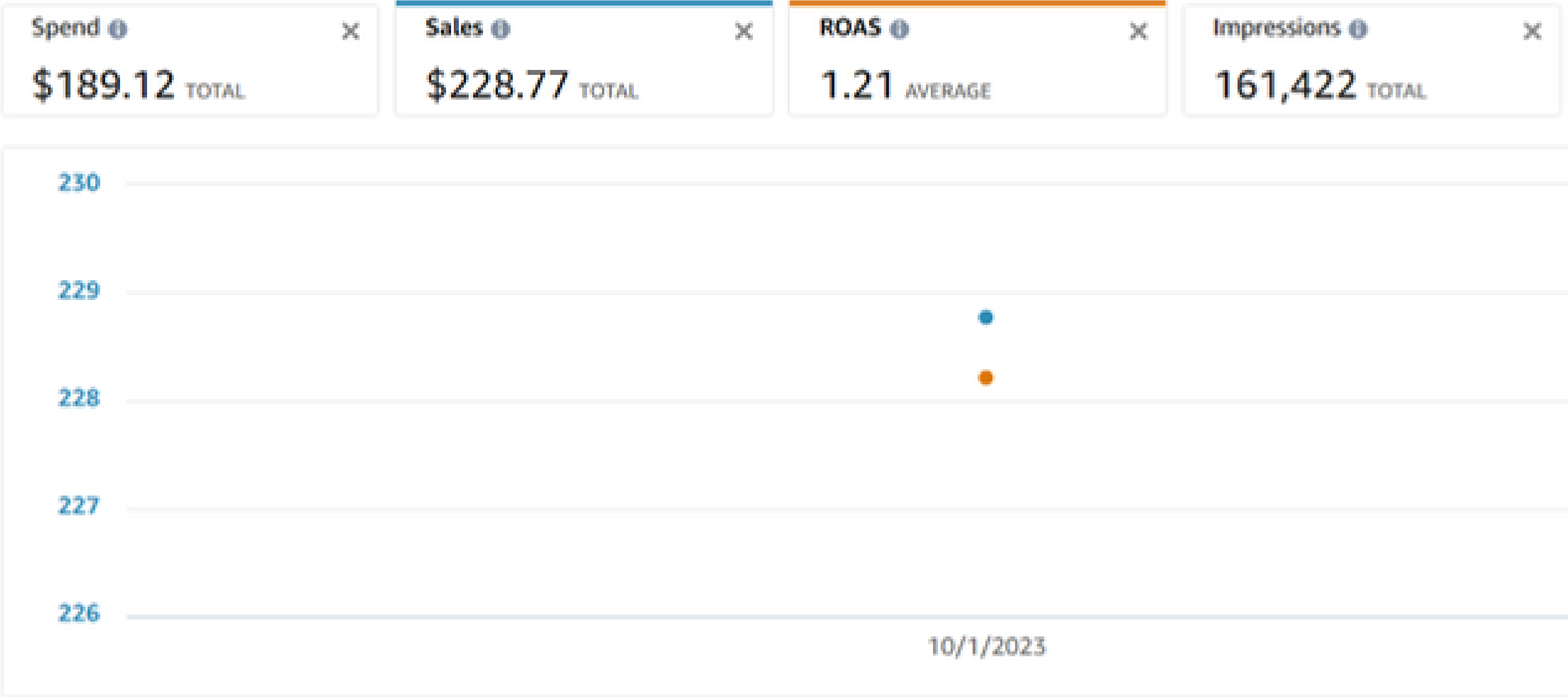
Filter by 			Hide chart	Date range - Lifetime
Change type	From	To	Date and time	
Results: 29				
Targeting group bid - loose-match	\$1.20	\$1.25 Edit targeting	Nov 12, 2023 10:49 AM	
Targeting group bid - close-match	\$1.10	\$1.05 Edit targeting	Nov 12, 2023 10:49 AM	
Targeting group bid - loose-match	\$1.10	\$1.20 Edit targeting	Nov 7, 2023 10:34 AM	
Targeting group bid - close-match	\$1.60	\$1.10 Edit targeting	Nov 1, 2023 1:51 PM	
Targeting group bid - close-match	\$1.40	\$1.60 Edit targeting	Oct 31, 2023 7:03 AM	
Targeting group status - complements	Delivering	Paused Edit targeting	Oct 31, 2023 6:59 AM	
Negative keywords(exact) - grande lash ser...	-	added Edit negative targeting	Oct 31, 2023 6:42 AM	

5th Campaign

Campaign: **çorap oto kampanya**

☐ **Status: Paused** Type: Sponsored Products - Automatic targeting Country: United States Schedule: Oct 16, 2023 - No end date Budget: \$15.00 - Daily

- Ad groups
- Placements
- Negative targeting
- Budget rules
- Campaign settings
- History



HIGH BIDDING WITHOUT -VE TARGETING

Negative keywords Negative products

Add negative keywords

Find a negative keyword

Export



Keyword

Match type ⓘ

-

No data available

Please try adjusting your filters to see performance data

Adjust bids by placement ⓘ

In addition to your bidding strategy, you can increase bids by up to 900%. [Learn more](#)

Top of search (first page)

35 %

Example: A \$1.00 bid will be \$1.35 for this placement. Dynamic bidding may increase it up to \$2.70.

Rest of search Beta

0 %

Example: A \$1.00 bid will remain \$1.00 for this placement. Dynamic bidding may increase it up to \$1.50.

Product pages

60 %

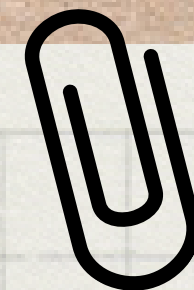
Example: A \$1.00 bid will be \$1.60 for this placement. Dynamic bidding may increase it up to \$2.40.

AUTO TARGETING NOT OPTIMIZED

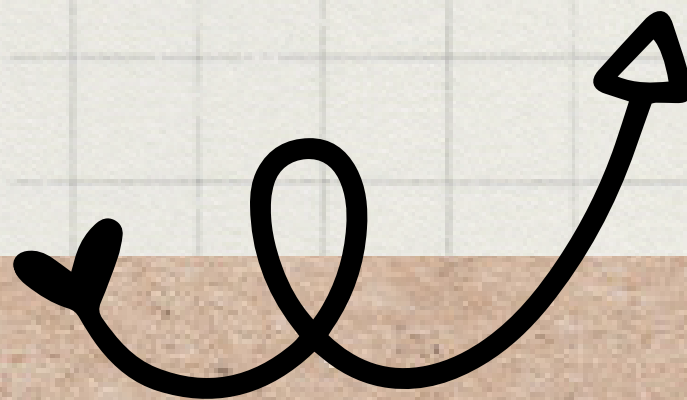
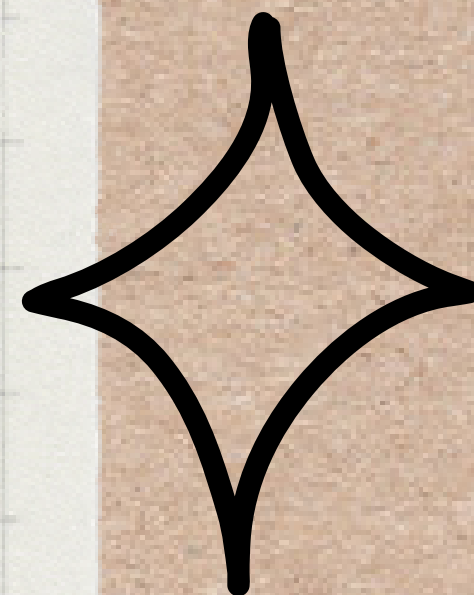
<div>Hide chartColumns▼Date range - LifetimeExport</div>									
<input type="checkbox"/>	Active	Automated bid Regular days	Bid 0 rules active	Top-of-search IS	Spend	Orders	Sales	ACOS	ROAS
		Total: Apply all			\$189.12	11	\$228.77	82.67%	1.21
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Clo... \$0.75 16-\$0.85	Apply \$ 1.00	<5%	\$78.11	4	\$71.04	109.95%	0.91
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Lo... \$0.56 11-\$0.67	Apply \$ 1.00	<5%	\$45.27	3	\$77.30	58.56%	1.71
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Sub... \$0.55 10-\$0.72	Apply \$ 1.00	<5%	\$65.74	4	\$80.43	81.74%	1.22
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Co... \$0.77 16-\$0.85	Apply \$ 1.00	-	-	-	-	-	-

FEW DAYS ON HISTORY

Negative keywords(phrase) - puma - added	-	added Edit negative targeting	Oct 16, 2023 3:33 AM
Negative keywords(phrase) - adidas - added	-	added Edit negative targeting	Oct 16, 2023 3:33 AM
Negative keywords(phrase) - dress - added	-	added Edit negative targeting	Oct 16, 2023 3:33 AM
Ad product Bamboo Men's Ankle Thin Sock...	-	added Edit ads	Oct 16, 2023 3:33 AM
Ad group created	-	Created Edit ad group settings	Oct 16, 2023 3:33 AM
Targeting group - substitutes - added	-	added Edit targeting	Oct 16, 2023 3:33 AM
Targeting group - loose-match - added	-	added Edit targeting	Oct 16, 2023 3:33 AM
Targeting group - complements - added	-	added Edit targeting	Oct 16, 2023 3:33 AM
Targeting group - close-match - added	-	added Edit targeting	Oct 16, 2023 3:33 AM

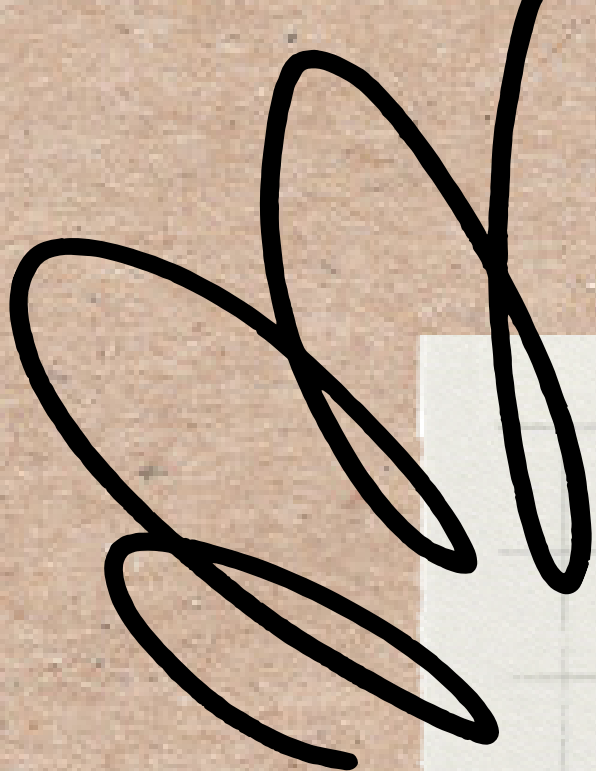
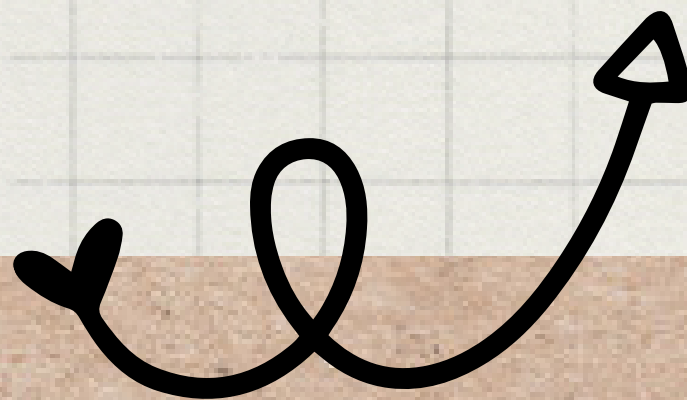
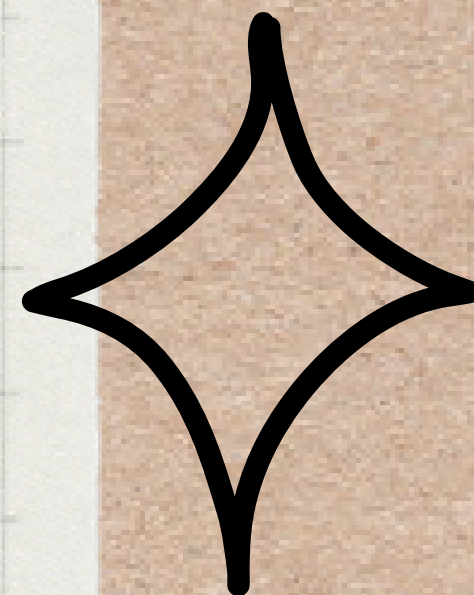
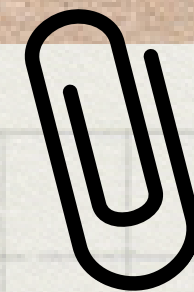


PURPOSE AND GOAL PPC





PURPOSE AND GOAL PPC





AMAZON MARKETING

AMAZON ADS

Increase visibility and sales on
Amazon with advertising



ACHIEVE YOUR BUSINESS GOALS

1

GET DISCOVERED

Advertising provides a visibility boost to your brand and products. Ads appear in highly visible placements, within shopping results or on product detail pages.

2

INCREASE SALES

Many shoppers come to Amazon ready to buy. Advertising can help you reach customers who are looking for products like yours.

3

CONTROL COSTS

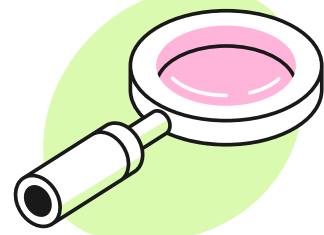
Pay only for the clicks your ads receive. Campaign reports track ad spend and performance, so you can learn what's working and fine-tune your campaigns.

ADVERTISING SOLUTIONS

WITH SPONSORED ADS

Amazon Advertising is an essential part of our growth strategy.

SPONSORED PRODUCTS



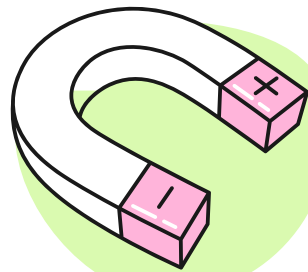
Sponsored Products can help you reach high-intent shoppers who are actively looking for products related to theirs.

SPONSORED BRANDS



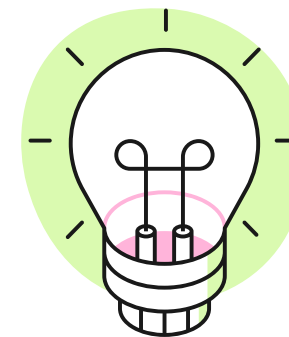
Sponsored Brands give you the opportunity to quickly grow consideration for your brand and collection of products from shoppers who have expressed an interest in similar products.

SPONSORED DISPLAY

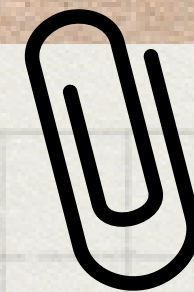
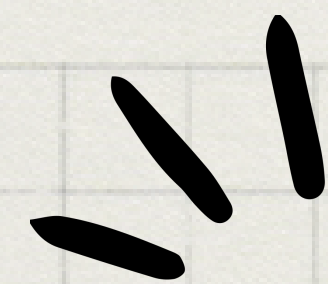


Sponsored Display helps you reach the right audience for your business—beyond those actively shopping on Amazon—with display advertising that is easy to create and manage.

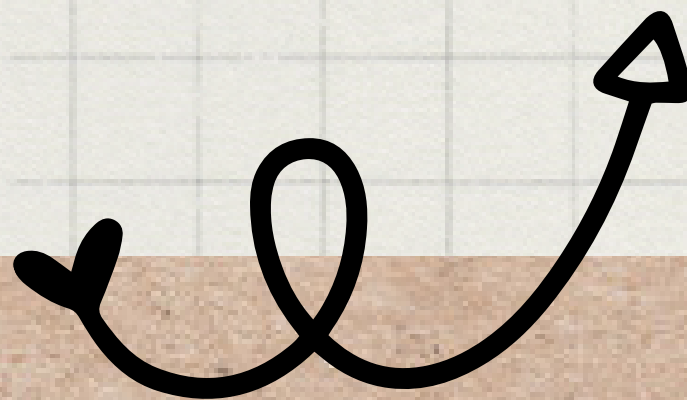
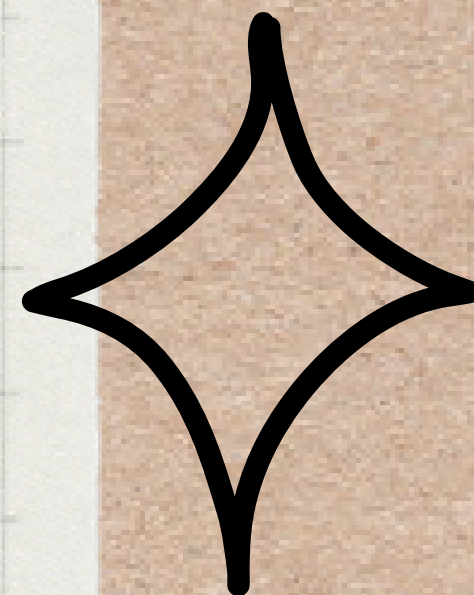
STORES



With Stores, you can choose from a rich set of easy to-create content templates and tiles, rearrange them with easy drag-and-drop functionality, and make a professional-looking website without any coding or design skills.



PPC PLAN OF ACTION



UPLIFT FUTURE

PPC PLAN

AMAZON PPC STRATEGIES

GUIDE TO AMAZON ADS MASTERY



UPLIFT FUTURE

REGULAR PPC

SIMPLE AMAZON PPC STRATEGY FOR EVERY
ACCOUNT



- We will test out each type of PPC ad campaign, and play around with automatic and manual keyword targeting to see what's best for your brand.
- Perform detailed keyword research using Helium10 Keyword, focus both on related keywords and competitor products.
- When we will start out, we will set daily budgets and default bids 50-100% higher than what Amazon recommends.
- We will run ad campaigns for at least two weeks before running reports and making adjustments.
- We will get ad reports from automatic campaigns to find keywords for your manual campaigns.
- Before adjusting or removing a keyword from a manual campaign, make sure the keyword gets at least 10 clicks.
- Continue reviewing your ad reports once a week, subtracting, adding, and adjusting keywords as needed.

UPLIFT FUTURE

HOW DO WE SET UP PPC ON AMAZON?

- ESTABLISH YOUR GOALS
- OPTIMIZE YOUR LISTING
- DO KEYWORD RESEARCH
- CONSULT AN AMAZON PPC EXPERT



ESTABLISH YOUR GOALS

Write down what you want to achieve with the ads, whether it's just exposure or conversion. This will help you map out your strategy, determine your budget, forecast your investment return, and determine if investing in PPC is worth it.

EXAMPLE - ROI - Focused For us, metrics matter, and stats rule. As an Amazon Sponsored Ads Management agency, we handle everything from strategy creation to campaign building to campaign optimization and maintenance. We put enough effort to keep your ROI higher and advertising costs at the lowest.



OPTIMIZE YOUR LISTING

- Before you run your ad, you must first make sure that your listing is optimized for you to get maximum results.
- SEO optimization entails using proper keywords in your listing, having engaging photos, and posting well-written copies and bullet points.



DO KEYWORD RESEARCH

When setting up your campaign, Amazon will search for keywords related to the products you're boosting. You can either choose from the suggested keywords Amazon will provide or bid on keywords based on your research. There can be no guarantee as to how well a keyword can perform. This is why there are Amazon PPC experts who have done enough research to determine the right combination of words that the Amazon algorithm can easily pick up.



CONSULT WITH AN AMAZON PPC EXPERT

At this point, you might already be overwhelmed by the amount of work running a PPC ad will require. After all, running a business has a lot of other aspects, aside from advertising. The following are some of the top functions that an Amazon PPC expert can help you with as you focus on other aspects of your business.

- Product photography and branding
- Search engine optimization
- Keyword analysis
- Ads management



UPLIFT FUTURE

STRATEGY



Market Analysis



Data Gathering



Research and
Launch

Market Analysis

- Analyzing the competitive landscape teaches you who your main paid search competitors are, what they're doing that makes them successful, and how aggressive our campaign should be to compete.
- Goal would be achieving target sales after ad spend Which will be given by you according to your Profit Margin.



Data Gathering

After deep Market Analysis and reviewing our product prices and listings will move forward to the next step which will be data gathering. I will start with competitor analysis to gain knowledge about the nature of the keywords and conversion rate.



Ads Spend Projection

01

Relying Upon Sales

Selling Price: \$30

Profit: \$10

Amazon & Other Fees: \$10

Average Sales Per Day: 10 Units

Our Profit: \$100

ACOS= 100%

TACOS=<100%

PPC Budget that we can spend: \$100

Monthly Spend: \$2500 - \$3000

02

Getting Ranked

Fixed Spend Per Day : \$200

Sales: \$750

ACOS: 100% -125%

TACOS: 100%

Monthly Spend : \$6000

Research Phase 1

Keyword Research Criteria:

- (Exact- Broad-Phrase) High search Volume
- keywords From helium 10
- (Exact- Broad-Phrase) Mid/Low search Keywords
- Amazon Suggested keywords
- • Keywords on competitors Product is ranked



Research Phase 2

Competitor Research Criteria:

- Price must be greater than our Product or
- Reviews and ratings less than our Product



Launch Phase 1

During the launch phase, you need to focus on your organic ranking. So align your Amazon-sponsored products strategy to rank high on Amazon SERP.

Sponsored Products Getting Started Strategy

Automatic Campaign

Keywords



ASINs



Manual Campaign

Broad
Ad Group

ASIN
Ad Group

Sponsored Product

Work on SP ad campaigns to make visibility of our products more prominent to rank our products on longtail kw's first and then move forwards towards high search Volume keywords once the momentum is built. Track all the Sponsored Product on targeting base will launch new campaigns like Product Targeting, Refined category Targeting etc.

Launch Phase 2

Launch Sponsored Brands to Drive Sales and Increase Profit on Amazon Sponsored Brand ads are for upper-funnel advertising. They're effective at building brand awareness on Amazon.

Sponsored Brands - Advanced Strategy

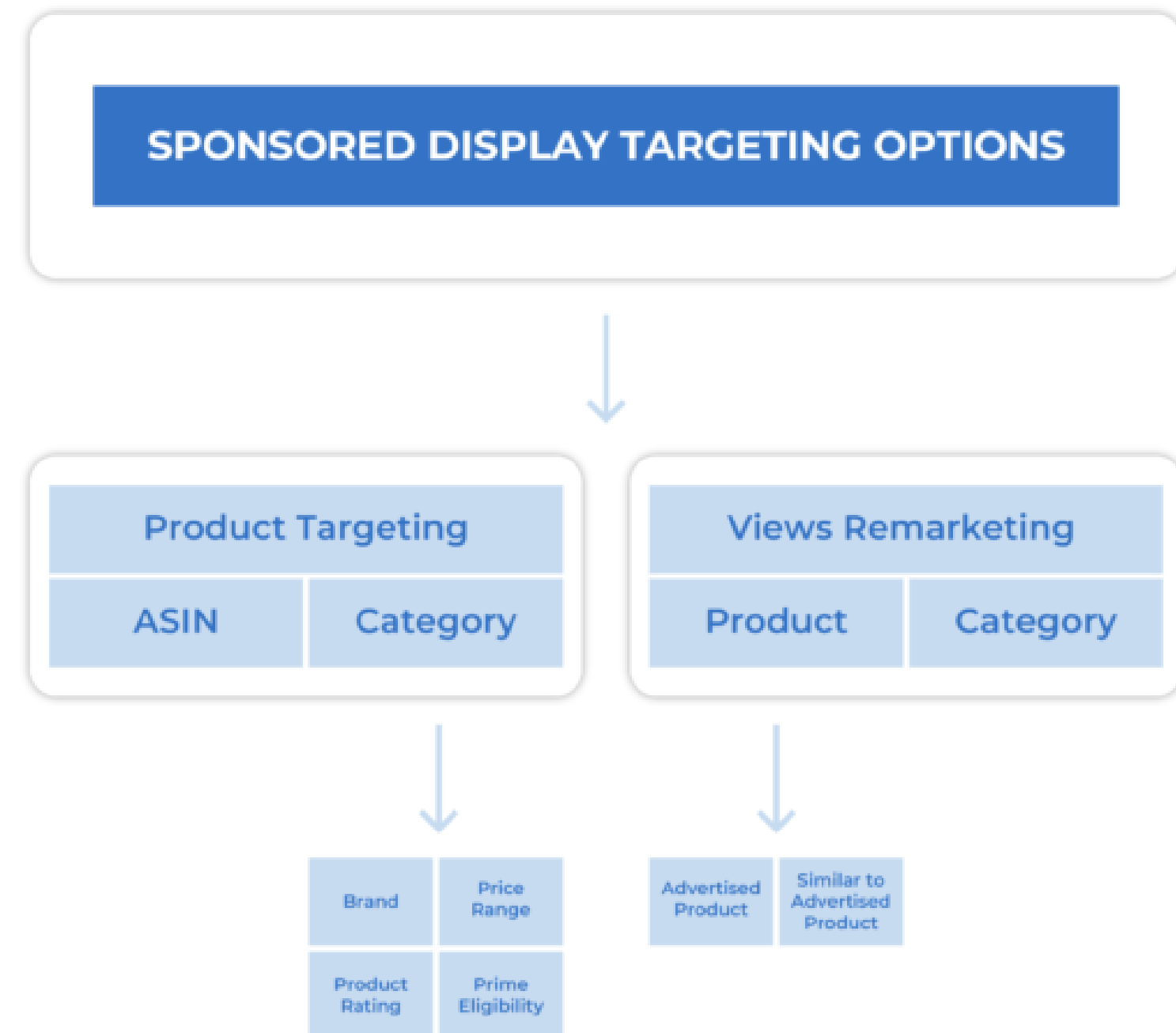


Sponsored Display

Audience discovery through Sponsored Display product targeting and Sponsored Display audiences enabled advertisers to use broad targeting to introduce their products to new yet relevant audiences while still driving performance to help grow their business. Now “Optimize for viewable impressions” helps advertisers extend reach, value the efforts of their awareness campaigns with Click + View attribution, and pay for this value using VCPM charging.

Launch Phase 3

Sponsored Display ads appear beneath and adjacent to the buy box, they allow sellers to cross-sell their own products and to target their competitors' products



Sponsored Brand

After successful Launch of SB and SBV campaigns' on Main Keywords, I will gradually Launch Product Targeting and Refined Category based campaigns which will play an important role for our brand awareness as well maximize the sales.I will also use Specific Keywords, Generic Keywords and Brand Keywords.



**THANK
YOU**