



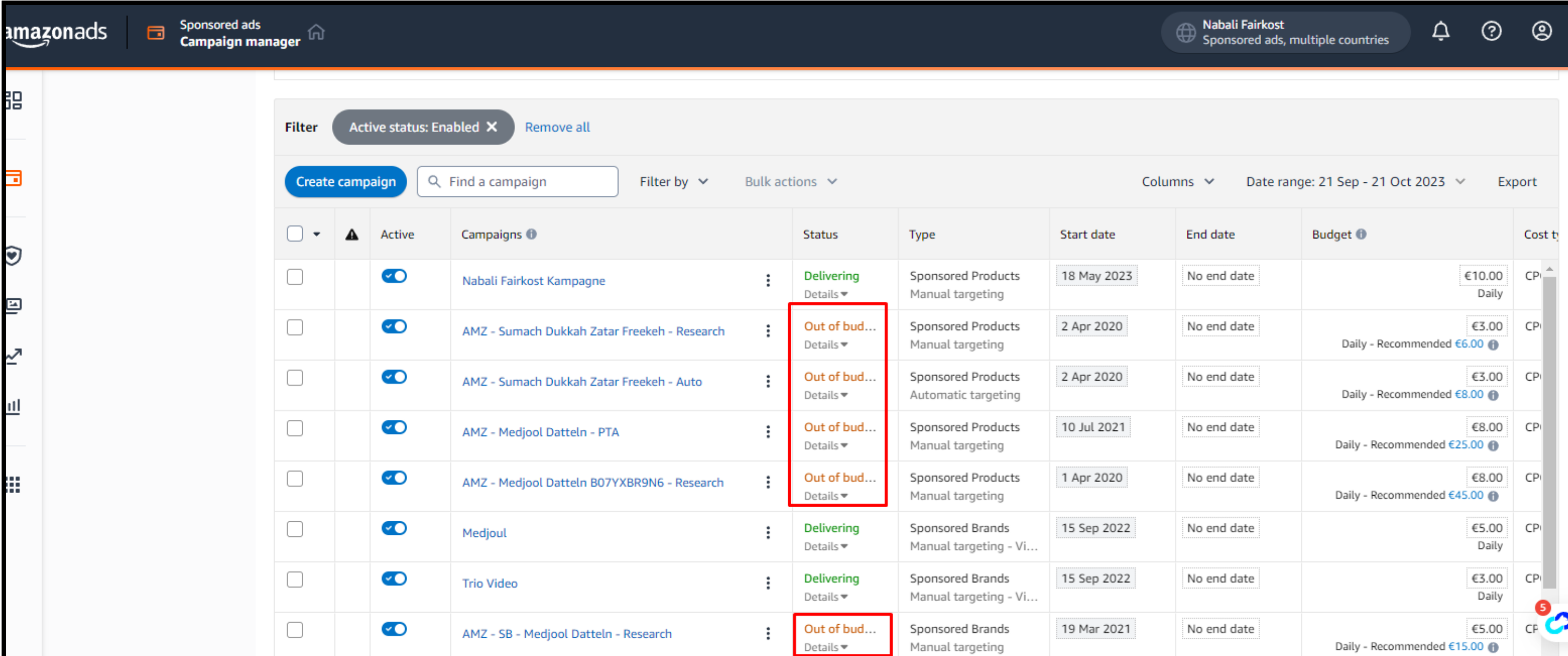
NABALI FAIRKOST

PPC Campaign Audit



PPC Campaign Audit

- I have checked the all campaigns data.
- High converted campaigns is out of budget need to increase the campaign daily budget



The screenshot displays the Amazon Ads Campaign Manager interface. The top navigation bar includes the Amazon Ads logo, 'Sponsored ads Campaign manager', and user information for 'Nabali Fairkost'. The main content area shows a table of campaigns with various filters and controls.

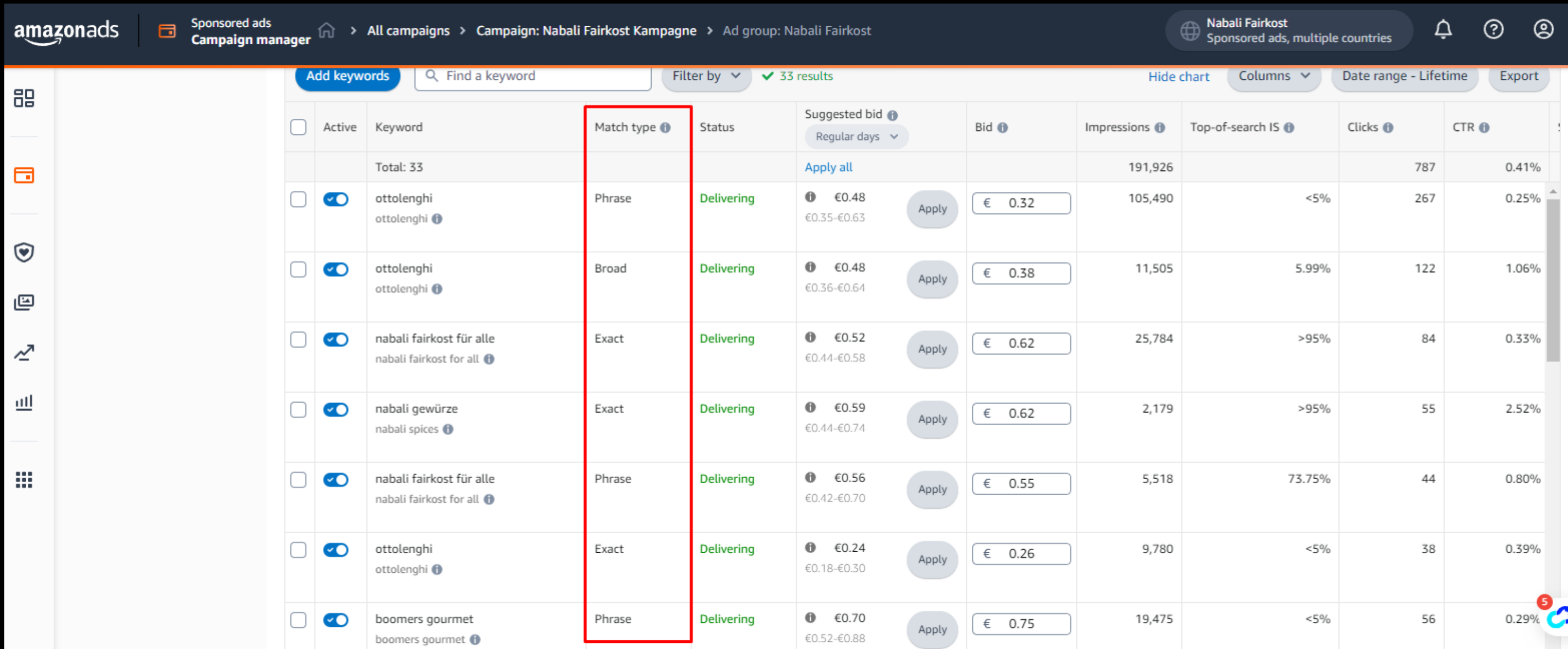
Filter: Active status: Enabled X Remove all

Controls: Create campaign, Find a campaign, Filter by, Bulk actions, Columns, Date range: 21 Sep - 21 Oct 2023, Export

	Active	Campaigns	Status	Type	Start date	End date	Budget	Cost type
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Nabali Fairkost Kampagne	Delivering	Sponsored Products Manual targeting	18 May 2023	No end date	€10.00 Daily	CPA
<input type="checkbox"/>	<input checked="" type="checkbox"/>	AMZ - Sumach Dukkah Zatar Freekeh - Research	Out of bud...	Sponsored Products Manual targeting	2 Apr 2020	No end date	Daily - Recommended €3.00	CPA
<input type="checkbox"/>	<input checked="" type="checkbox"/>	AMZ - Sumach Dukkah Zatar Freekeh - Auto	Out of bud...	Sponsored Products Automatic targeting	2 Apr 2020	No end date	Daily - Recommended €8.00	CPA
<input type="checkbox"/>	<input checked="" type="checkbox"/>	AMZ - Medjool Datteln - PTA	Out of bud...	Sponsored Products Manual targeting	10 Jul 2021	No end date	Daily - Recommended €25.00	CPA
<input type="checkbox"/>	<input checked="" type="checkbox"/>	AMZ - Medjool Datteln B07YXBR9N6 - Research	Out of bud...	Sponsored Products Manual targeting	1 Apr 2020	No end date	Daily - Recommended €45.00	CPA
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Medjoul	Delivering	Sponsored Brands Manual targeting - Vi...	15 Sep 2022	No end date	€5.00 Daily	CPA
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Trio Video	Delivering	Sponsored Brands Manual targeting - Vi...	15 Sep 2022	No end date	€3.00 Daily	CPA
<input type="checkbox"/>	<input checked="" type="checkbox"/>	AMZ - SB - Medjool Datteln - Research	Out of bud...	Sponsored Brands Manual targeting	19 Mar 2021	No end date	Daily - Recommended €15.00	CPA

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- All keyword targeting campaigns there are three match type in one ad group need to separate ad group only one match type each ad group.

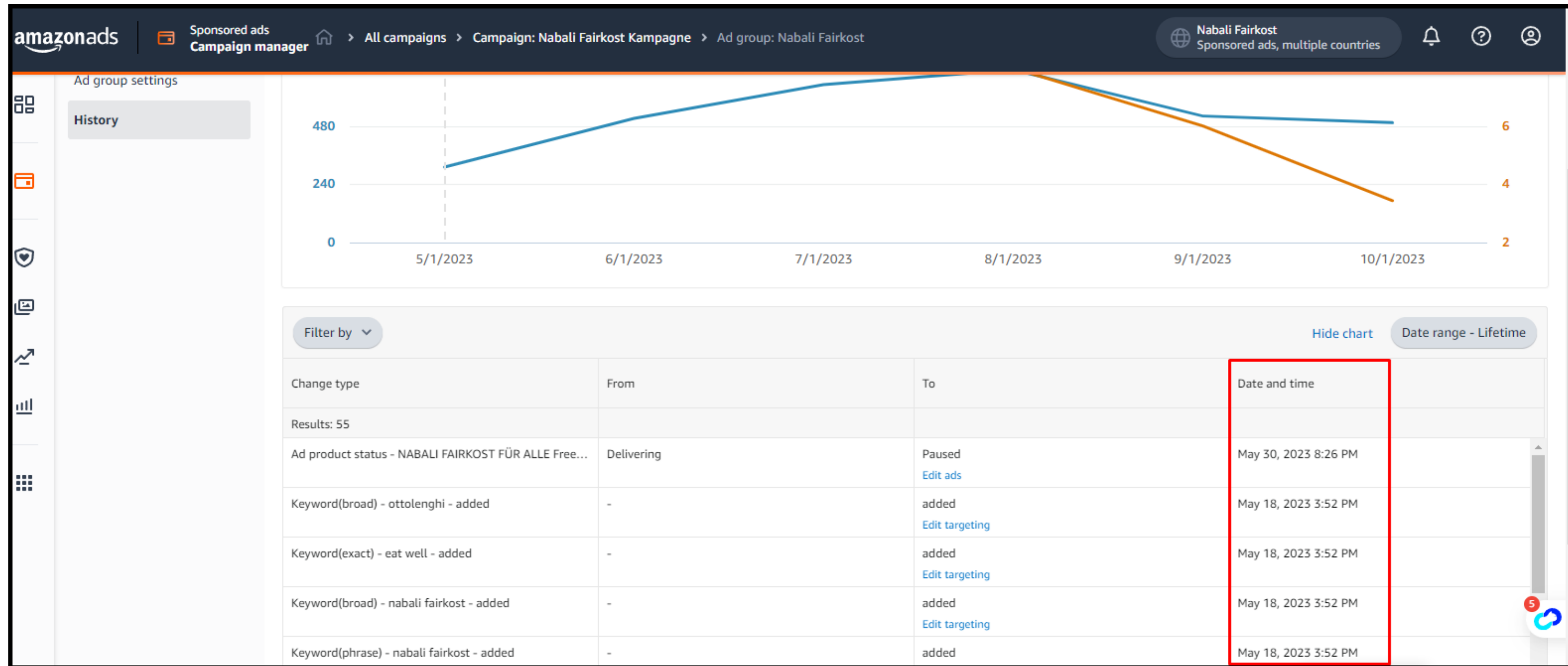


The screenshot displays the Amazon Ads Campaign Manager interface for the 'Nabali Fairkost Kampagne' ad group. The table lists 33 keywords, with the 'Match type' column highlighted by a red box. The keywords are categorized by match type: Phrase, Broad, and Exact. The table includes columns for Active status, Keyword, Match type, Status, Suggested bid, Bid, Impressions, Top-of-search IS, Clicks, and CTR.

Active	Keyword	Match type	Status	Suggested bid	Bid	Impressions	Top-of-search IS	Clicks	CTR
	Total: 33			Apply all		191,926		787	0.41%
<input checked="" type="checkbox"/>	ottolenghi ottolenghi	Phrase	Delivering	€0.48 €0.35-€0.63	€ 0.32	105,490	<5%	267	0.25%
<input checked="" type="checkbox"/>	ottolenghi ottolenghi	Broad	Delivering	€0.48 €0.36-€0.64	€ 0.38	11,505	5.99%	122	1.06%
<input checked="" type="checkbox"/>	nabali fairkost für alle nabali fairkost for all	Exact	Delivering	€0.52 €0.44-€0.58	€ 0.62	25,784	>95%	84	0.33%
<input checked="" type="checkbox"/>	nabali gewürze nabali spices	Exact	Delivering	€0.59 €0.44-€0.74	€ 0.62	2,179	>95%	55	2.52%
<input checked="" type="checkbox"/>	nabali fairkost für alle nabali fairkost for all	Phrase	Delivering	€0.56 €0.42-€0.70	€ 0.55	5,518	73.75%	44	0.80%
<input checked="" type="checkbox"/>	ottolenghi ottolenghi	Exact	Delivering	€0.24 €0.18-€0.30	€ 0.26	9,780	<5%	38	0.39%
<input checked="" type="checkbox"/>	boomers gourmet boomers gourmet	Phrase	Delivering	€0.70 €0.52-€0.88	€ 0.75	19,475	<5%	56	0.29%

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- Most of campaigns have not optimized well last 4 to 5 months need to optimize the campaigns properly.

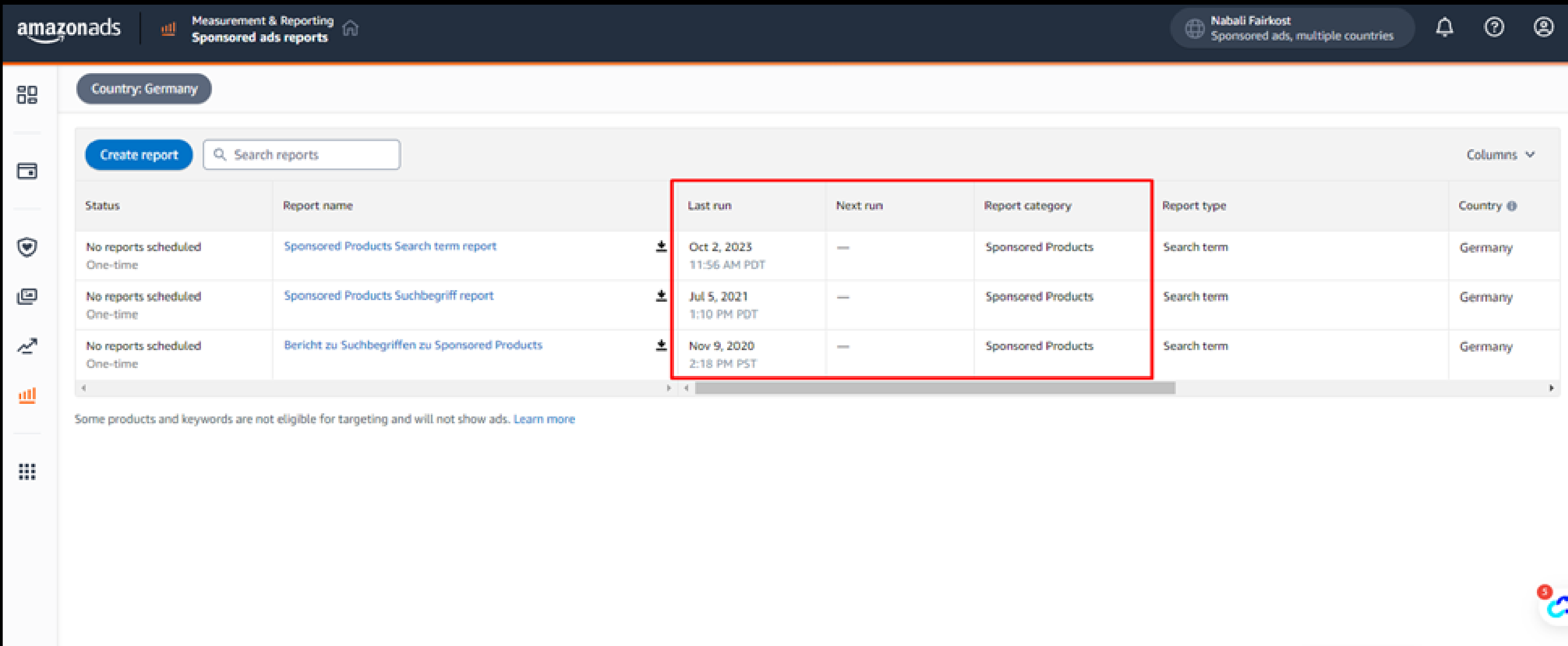


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amazonads		Sponsored ads Campaign manager		All campaigns > Campaign: AMZ - Sumach Dukkah Zatar Freekeh - Research > Ad group: Dukkah		Nabali Fairkost Sponsored ads, multiple countries			
Filter by				Hide chart		Date range - Lifetime			
Change type		From		To		Date and time			
Results: 209									
Negative keywords(exact) - sumach gewürz bio - added		-		added Edit negative targeting		Dec 7, 2022 3:33 AM			
Negative keywords(exact) - ottolenghi gewürze set - ...		-		added Edit negative targeting		Dec 7, 2022 3:33 AM			
Ad group default bid		€0.31		€0.36 Edit ad group settings		Sep 19, 2022 11:15 AM			
Keyword bid(broad) - ducca		€0.31		€0.27 Edit targeting		Sep 15, 2022 2:08 PM			
Keyword bid(phrase) - dukkah		€0.31		€0.27 Edit targeting		Sep 15, 2022 2:08 PM			
Keyword bid(exact) - dukkah		€0.31		€0.27 Edit targeting		Sep 15, 2022 2:08 PM			
Keyword bid(phrase) - dukkah gewürz		€0.31		€0.27 Edit targeting		Sep 15, 2022 2:08 PM			
Keyword bid(phrase) - harissa bio		€0.31		€0.27 Edit targeting		Sep 15, 2022 2:08 PM			
Keyword bid(phrase) - dukkah bio		€0.31		€0.27 Edit targeting		Sep 15, 2022 2:08 PM			
Keyword bid(phrase) - ducca gewürzmischung		€0.31		€0.27		Sep 15, 2022 2:08 PM			

PPC Campaign Audit

- He did not check the search term of campaigns need to check that to get the converted keywords to targeting in campaigns.
- He did not check the search term report analysis properly also he did not check the search term report analysis for sponsored brand products.



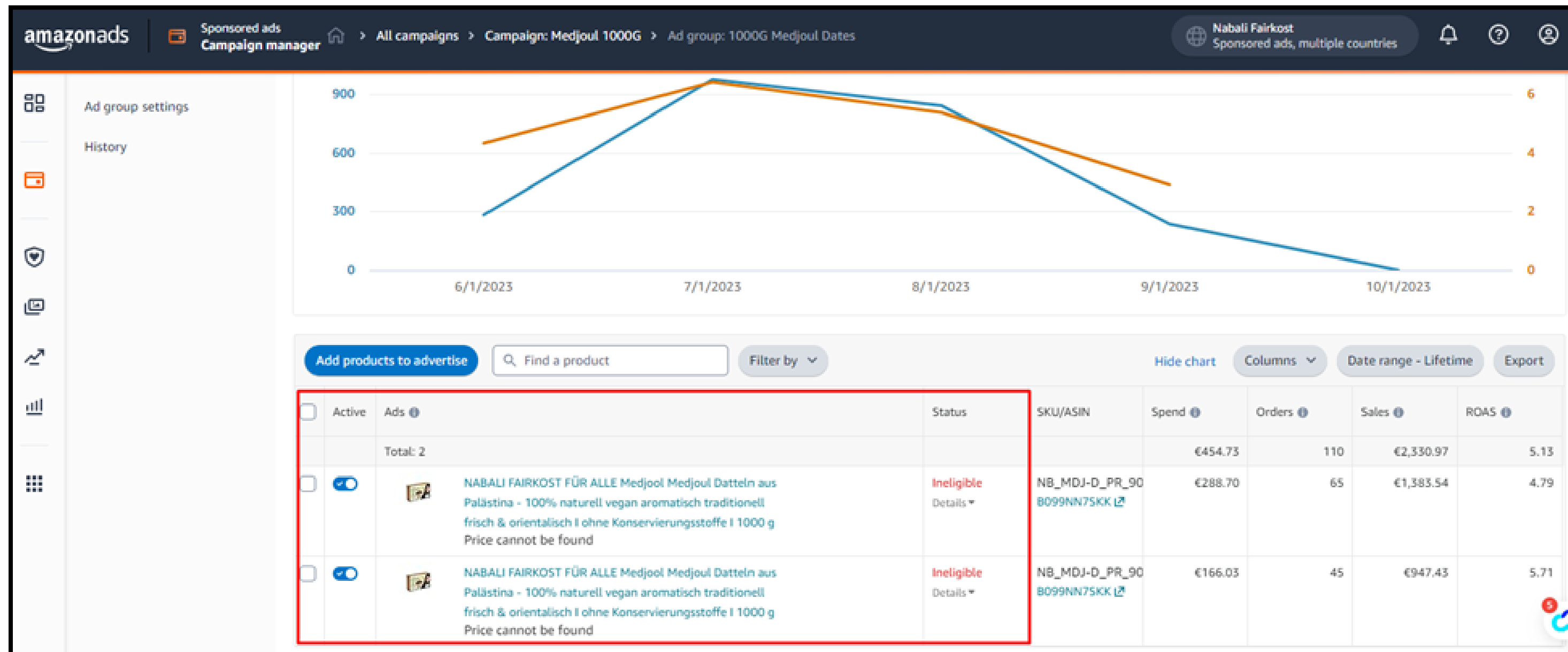
The screenshot displays the Amazon Ads Measurement & Reporting interface for Sponsored ads reports. The country is set to Germany. A table lists three reports, with a red box highlighting the 'Last run', 'Next run', and 'Report category' columns.

Status	Report name	Last run	Next run	Report category	Report type	Country
No reports scheduled One-time	Sponsored Products Search term report	Oct 2, 2023 11:56 AM PDT	—	Sponsored Products	Search term	Germany
No reports scheduled One-time	Sponsored Products Suchbegriff report	Jul 5, 2021 1:10 PM PDT	—	Sponsored Products	Search term	Germany
No reports scheduled One-time	Bericht zu Suchbegriffen zu Sponsored Products	Nov 9, 2020 2:18 PM PST	—	Sponsored Products	Search term	Germany

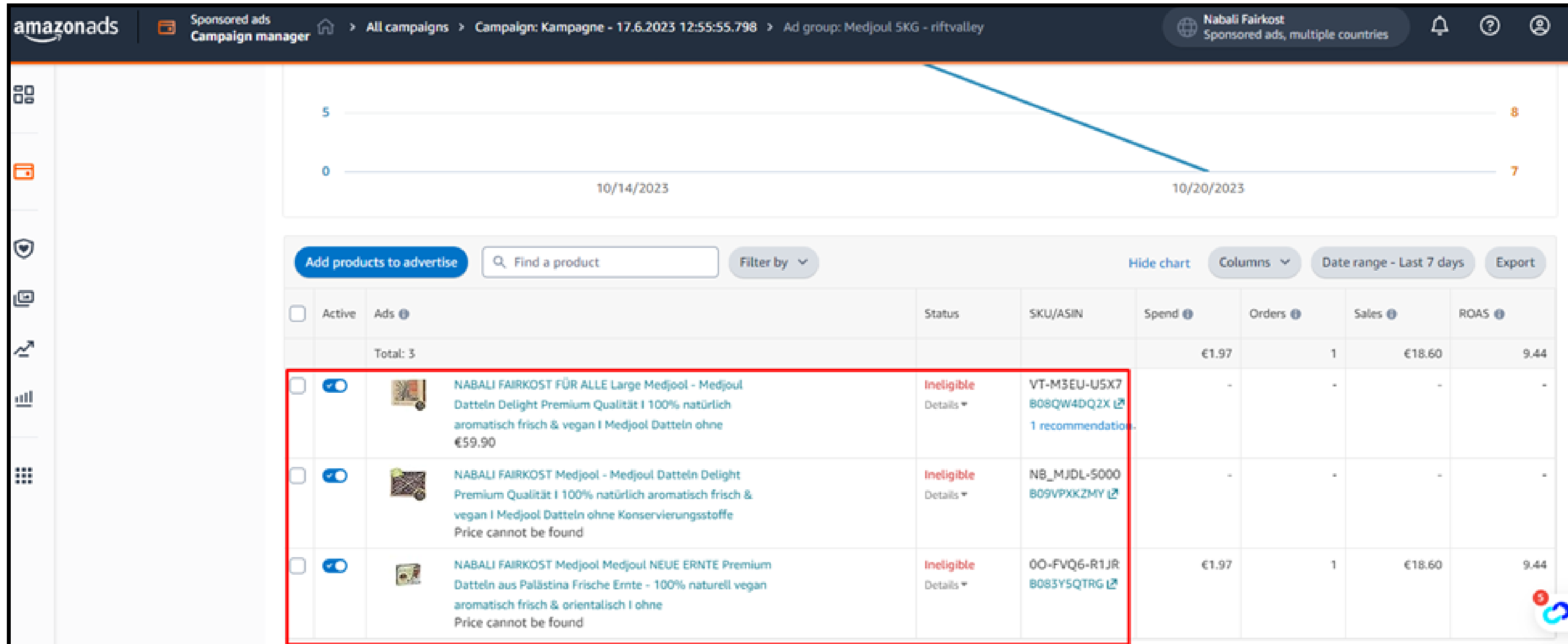
Some products and keywords are not eligible for targeting and will not show ads. [Learn more](#)

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- Need to create category campaigns to getting more results.
- He did apply any strategies to all campaigns need to apply strategies to boost our sales.
- Some products have out of stock he did not paused the out of stock products or campaigns to control spending.



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PPC Campaign Audit

- He did not created the posts need to create a posts for brand awareness.
- He did not add irrelevant keywords to negative targeting to control over spending.

The screenshot shows the Amazon Ads Campaign Manager interface. The top navigation bar includes the Amazon Ads logo, a breadcrumb trail (Sponsored ads > Campaign manager > All campaigns > Campaign: Dattel Offensive 2 > Ad group: Dattel Offensive 2), and user information (Nabali Fairkost, Sponsored ads, multiple countries). The left sidebar contains navigation options: Ads, Targeting, Negative targeting (selected), Search terms, Ad group settings, and History. The main content area is titled 'Ad group: Dattel Offensive 2' and shows a status of 'Delivering'. Below this, the 'Negative targeting' section is highlighted, showing a table with columns for 'Keyword' and 'Match type'. The table is currently empty, displaying the message 'No data available' and 'Please try adjusting your filters to see performance data'. A red box highlights the 'Add negative keywords' button and the search bar for negative keywords.

PPC Campaign Audit

amazonads

Sponsored ads
Campaign manager

> All campaigns > Campaign: Kampagne - 17.6.2023 12:55:55.798 > Ad group: Medjoul 5KG - riftvalley

Nabali Fairkost
Sponsored ads, multiple countries

Ad group: Medjoul 5KG - riftvalley

☒ Status: Delivering

Ads

Targeting

Negative targeting

Search terms

Ad group settings

History

Add negative keywords

Find a negative keyword

☒ Keyword

No data available

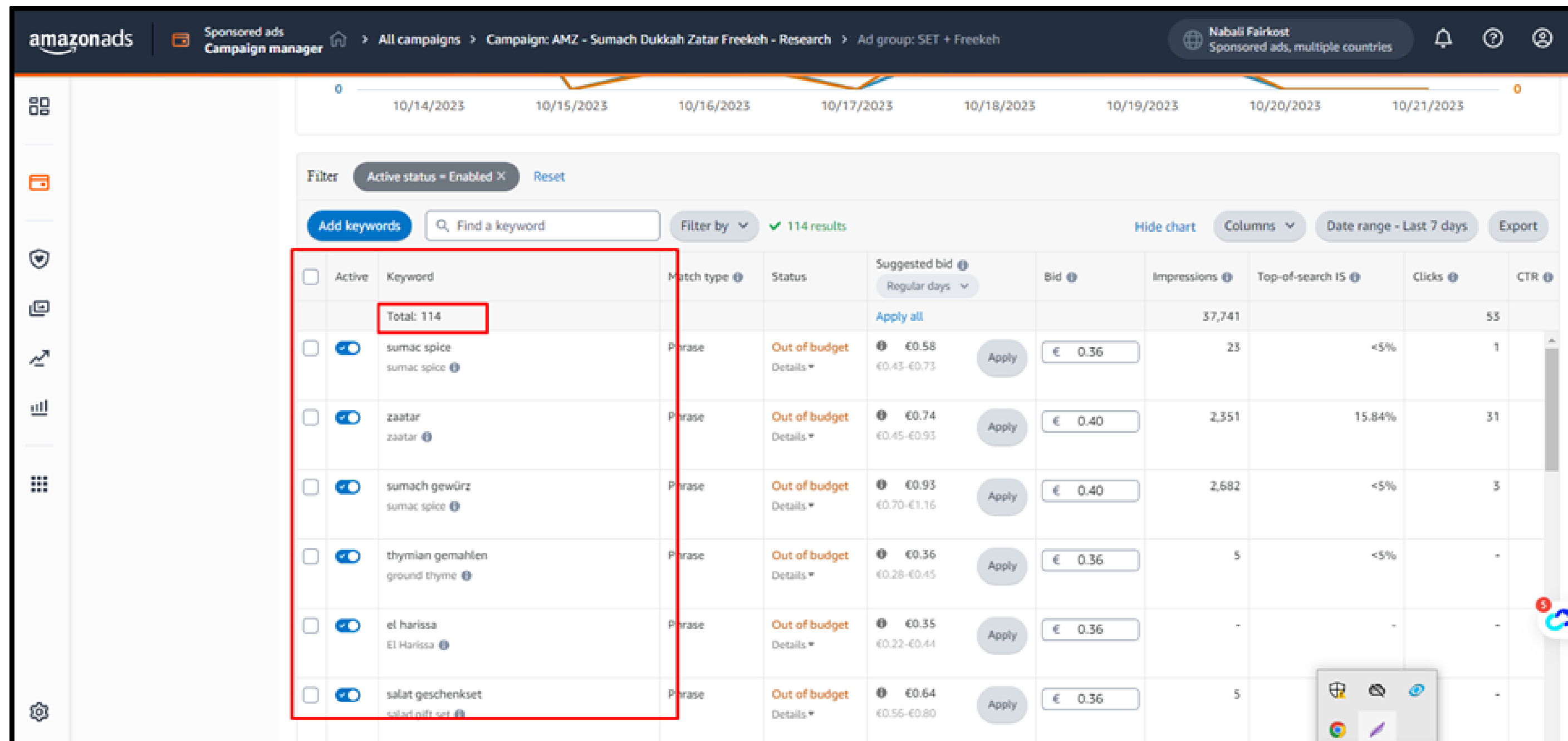
Please try adjusting your filters to see performance data

Export

Match type

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- There are a lot of keywords in one campaigns he did not manage the keywords.
- He did not structure the campaigns properly need to structure the campaigns and apply different strategies and optimize the campaigns properly to getting more sales.



The screenshot shows the Amazon Ads Campaign Manager interface. The top navigation bar includes the Amazon Ads logo, 'Sponsored ads Campaign manager', and the campaign path: 'All campaigns > Campaign: AMZ - Sumach Dukkah Zatar Freekeh - Research > Ad group: SET + Freekeh'. The user's name 'Nabali Fairkost' and location 'Sponsored ads, multiple countries' are also visible. A date range filter is set to '10/14/2023' to '10/21/2023'. The main content area shows a list of keywords with a filter set to 'Active status = Enabled'. A red box highlights the first six keywords, which are all 'Out of budget'.

Active	Keyword	Match type	Status	Suggested bid	Bid	Impressions	Top-of-search IS	Clicks	CTR
	Total: 114			Regular days		37,741		53	
<input type="checkbox"/>	sumac spice	Phrase	Out of budget	€0.58	€ 0.36	23	<5%	1	
<input type="checkbox"/>	zaatar	Phrase	Out of budget	€0.74	€ 0.40	2,351	15.84%	31	
<input type="checkbox"/>	sumach gewürz	Phrase	Out of budget	€0.93	€ 0.40	2,682	<5%	3	
<input type="checkbox"/>	thymian gemahlen	Phrase	Out of budget	€0.36	€ 0.36	5	<5%	-	
<input type="checkbox"/>	el harissa	Phrase	Out of budget	€0.35	€ 0.36	-	-	-	
<input type="checkbox"/>	salat geschenkset	Phrase	Out of budget	€0.64	€ 0.36	5	-	-	

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THANK YOU