

◆ B-A-S-I-C S-T-A-R-T Guide to Amazon Advertising ◆

Navigating the world of Amazon PPC advertising can feel overwhelming due to its complexity and the vast array of options available. However, this document is designed to simplify the process and provide you with a clear roadmap to help reduce your advertising spends while improving sales, using the 2025 version of our popular **B-A-S-I-C S-T-A-R-T** framework.

This will help you tick important boxes that can breathe new life into your ads performance. The mnemonic and the steps are designed to be easy to remember and implement.

1. **B**id Adjustments

- Regularly adjusting bids based on performance can lead to significant improvements in ACoS. For instance, utilizing Amazon's "adjust bids by placement" feature allows sellers to set bid multipliers from 0% to 900%, optimizing for placements that yield the highest conversions. In a [case study](#), top-of-search placements saw a doubling in revenue while ACoS dropped to 33% after strategic bid adjustments

2. **A**SIN Targeting

- Targeting specific ASINs can help capture customers already interested in similar products. By adjusting bids for ads appearing on competitors' product pages, sellers can effectively reach a more engaged audience. This method not only increases visibility but also can lead to higher conversion rates, as customers are often more likely to purchase from ads that appear alongside products they are already considering.

3. **S**egment Analysis

- Analyzing campaign performance by product or segment enables sellers to identify which areas are underperforming and which are excelling. By focusing on high-performing segments, sellers can allocate their budget more effectively, potentially reducing ACoS by ensuring that funds are directed toward the most profitable campaigns.

4. **I**mprove Listings

- Optimizing product listings with high-quality images, engaging titles, and detailed descriptions is crucial for conversion rates. Studies show that well-optimized listings can increase click-through rates significantly—by as much as 30%—which directly contributes to lower ACoS as more clicks convert into sales.

5. **C**ampaign Types

- Utilizing both automatic and manual campaigns provides a balanced approach to keyword targeting. Automatic campaigns allow Amazon's algorithm to discover relevant keywords, while manual campaigns give sellers control over specific keywords they want to target. This dual strategy can enhance visibility and conversion rates, ultimately leading to a more favorable ACoS.

6. **S**earch Terms Management

- Focusing on long-tail keywords helps target specific customer intents, often resulting in higher conversion rates and lower competition. Implementing negative keywords is equally important, as it prevents irrelevant clicks that inflate costs without generating sales. Research indicates that long-tail keywords can convert at rates up to 3-5 times higher than more general terms.

7. **T**esting Ad Formats

- Experimenting with various ad formats such as Sponsored Products, Sponsored Brands, and Sponsored Display ads allows sellers to determine which format yields the best results for their products. Data shows that Sponsored Brands ads typically have a higher click-through rate (CTR) compared to other formats, making them an effective choice for increasing visibility and sales.

8. **A**I Tools Utilization

- Implementing AI-powered tools for data analysis helps sellers gain insights into their campaign performance and suggests adjustments based on historical data and real-time signals. These tools can automate bid adjustments and optimize keyword targeting, potentially improving ACoS by streamlining the decision-making process.

9. **R**egular Performance Reviews

- Conducting frequent reviews of PPC campaigns helps identify trends and areas needing improvement. Regular analysis can lead to informed decisions that optimize ad spend and improve ACoS over time. Reports suggest that consistent monitoring can reduce ACoS by up to 20% by quickly addressing underperforming ads.

10. **T**ime Optimization (Dayparting)

- Scheduling ads during peak conversion times maximizes the effectiveness of your budget. By analyzing when your target audience is most active, you can reduce wasted ad spend and improve overall campaign performance, leading to a lower ACoS.

By implementing the **B-A-S-I-C S-T-A-R-T** strategies systematically, sellers can enhance their Amazon PPC performance while effectively managing their advertising costs. We are always excited to see how our tips benefit our readers so feel free to share your feedback / queries at hello@bblgmdigital.com