

GET 5% MORE EFFICIENT ON YOUR AD SPEND IN 10 MINUTES



REDUCE YOUR WORST PERFORMING BIDS

Take your average ACoS on the account for the last 7 days (today not included) and the worst ACoS from any Target. Your goal is to find the worst performing bids between these two.

In our example we have an about 28% average ACoS and the worst is over 3,000% hence we will aim to filter out the Targets over 60% ACoS and decrease those bids by 20%

In Campaign Manager you can do all that on the **Targeting** tab by filtering targets with an ACoS greater than 60%, selecting the lines we want to adjust and choosing **Adjust bid** under **Bulk actinos**, as shown below:

ama	zon ads (Sponsored ac Campaign n	ls nanager	ሰ										() Spo	nsored ads, multiple	e countries	¢• ? ®		
88	Country: Un	ited States																	
	Portfolios		Filter	Adverti	sing cost of sales (AC	OS): greater t	han 60 × Remov	ve all											
	Campaigns		Q Se	Search targets		ilter by 🗸	Selected: 43 rows			Show chart Columns 🗸 Date range: Apr 1 - Apr 30, 2023 🗸									
۲	Drafts Budgets	Beta		Active	Target 🚯		Quick Actions Enable		Bid 🚯	Suggested bid 🚯		Impressions ()	Clicks 📵	Spend 🚯	Orders 📵	Sales 🚯	ACOS 🕘 🗸		
ك	Products	Beta			matcha maker		Pause Archive		\$0.70	\$0.48 \$0.36-\$0.60	Apply	3,490	26	\$41.81	1	\$11.99	348.71%		
~~	Targeting						Bids Adjust bid		\$0.50	\$0.39 \$0.28-\$0.61	Apply	2,082	31	\$27.97	1	\$8.99	311.12%		
ш	Settings History		✓				Apply suggested bid		\$0.34	\$0.51 \$0.15-\$1.63	Apply	3,590	48	\$29.47	1	\$9.99	294.99%		
							:	0.36	\$0.40	\$0.90 \$0.68-\$1.13	Apply	19,691	30	\$24.82	1	\$8.99	276.08%		
							:	0.38	\$0.41	\$4.20 \$3.15-\$5.25	Apply	34,583	28	\$52.06	1	\$19.99	260.43%		
							:	0.42	\$2.00	No current data		1,002	14	\$23.46	1	\$9.79	239.63%		
							:	0.44	\$0.54	\$0.46 \$0.28-\$0.64	Apply	5,103	31	\$38.65	1	\$16.99	227.49%		
							:	0.45	\$0.20	\$0.56 \$0.38-\$0.70	Apply	12,941	48	\$17.93	1	\$7.99	224.41%		
							:	0.45	\$0.25	\$0.44 \$0.27-\$0.75	Apply	20,551	25	\$15.50	1	\$6.99	221.75%		
							:	0.46	\$2.04	\$0.37 \$0.25-\$0.69	Apply	2,758	24	\$25.88	1	\$11.99	215.85%		
					Total: 723			1.21				4,951,083	15,267	\$13,341.32	1,321	\$16,203.17	82.34% 🤤		
			• Data doe:	s not inclue	de targets from Spon	sored Display	campaigns created b	efore Septem	ber 2020 or from	Sponsored Brands carr	npaigns.			Result	ts per page: 50 💙	1-50 of 723	results < >		

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Or, since the Campaign Manager page tends to load very slowly, you can accomplish it faster in Samurai Seller just like this:

- 1. Go to the **Analytics** section under **Classic Tools** in the left navigation bar and click on the **Keywords** tab.
- 2. Add **Filters** for 7-day ACoS greater than "60" and 7-day Conversions greater than or equal to "1".
- 3. Select the desired rows, click on **Adjust bid**, set it to **Decrease** bid **By Percentage** by **20**%, and hit **Apply**.

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🕈 Dashboard	Cá	ampaigns	Placem	ients	Keywords	Search	Terms	Spons	sored Brands Campai	gns Sponsore	d Brands Keywords	Product Targeting	Negative Keywo	ords Negative	ASIN		
+ Automator ^					170	.76%		¢o	C2 F0	¢ 400 4		44	935		4.71%		
Target View						./0% CoS			62.58	\$496.4 Sales		44 versions	935 Clicks		4.71% CVR		
🐗 Campaign View									opond	Galos			oneno			2	
COCS	/	1		[ACoS	7 Day > 6	0× Co	onversi	ons 7 Day >= 1 X						Filter -		
X Classic Tools									Yesterday 3 Day	s 7 Days 14 Da	ays 30 Days 60 Days	90 Days All Ava	ilable Data 😮	3			
Il Analytics	25	rows selecte	ed: De	crease 🕈	bid	By Perce	entage 🕈	%	20		of Current Bid 🕈	Apply cancel	Adjust bid Pau	se Enable A	rchive		
 Quick Negative Matcher 		[⇔] Keyword	⇔ ^{Matcl} Type		÷	Campaign	⇔ ^{Ad} Group	[≑] Bid	◆ Spend	≑ Sales	[≑] ACoS	[‡] Clicks	≑ Conv.	≑ Impr.	[≑] cvr	[≑] cpc	[≑] ctr
Keyword Extractor																	
🗇 Task List	1		Broad	Enabled			Broad	\$0.55	\$227.93	\$9.99	2,281.58%	376	1	96,917	0.27%	\$0.61	0.39%
Ø Ad Settings																	
🐗 Create Campaigns																	
	~		Broad	Enabled			Broad	\$1.26	\$104.36	\$91.93	113.52%	47	7	1,308	14.89%	\$2.22	3.59%
Organization ^																	
🎄 Access & Sharing																	
🚡 Billing	~		Exact	Enabled			Exact	\$0.25	\$60.65	\$33.98	178.49%	109	2	4,997	1.83%	\$0.56	2.18%
<u>a</u> Connections																	
9 User Profile	~		Exact	Enabled			Exact	\$0.20	\$31.71	\$11.99	264.47%	31	1	5,868	3.23%	\$1.02	0.53%
문· Log Out	~		Exact	Enabled			Exact	\$0.35	\$29.23	\$23.98	121.89%	24	2	1,365	8.33%	\$1.22	1.76%

Click over to the **Sponsored Brands Keywords** tab (your filters won't change), and repeat the adjustments for those Keywords then do the same on the **Product Targeting** tab.



2 NEGATIVE TARGET WHAT DOESN'T SERVE YOU

Find Search Terms that have a worse than 100% ACoS and negative target them.

In Campaign Manager currently you will need to check the **Search terms** tab of your campaigns individually and find the culprits there. The current limit for this data is 65 days.

Here is an example of how this would look like applying **Negative Exact** directly from the **Search terms** tab with the dropdown menu in the **Actions** column:

ama	zonads 🖬 Sponsored Campaign	ads 1 manag	yer > All ca	mpaigns >		> Ad group: Broad					Generation Sponsor	ed ads, multiple cour	ntries 🎝	@ @
	Ad group: Bro	ad												
_	Ads		오 Find a sea	rch term	Filter by V	Colu	Columns 💙 Date range - Apr 1, 2023 - Apr 30, 2023							
۲	Targeting		Actions	Added as	Customer search term 🚯	Keywords 🚯	Target bid 🚯	Impressions 🚯	Clicks 🌔	CTR 🚯	Spend 🚯	CPC 🚯	Orders 🚯	Sales 🚯
۳	Negative targeting				Total: 161			2,909	245	8.42%	\$118.75	\$0.48	57	\$422.6
~	Search terms	Ο	Add as ke	<u> </u>	3 piece kid friendly knives	kid friendly knife Match type: Broad	Bid: \$0.54	10	1	10.00%	\$0.50	\$0.50		^
ш	Ad group settings History	0		egative exact egative phrase	b07r239t2y safety knives set of 3	safety knife set Match type: Broad	Bid: \$0.57	1	1	100.00%	\$0.53	\$0.53	1	\$1
		0	Add as 💙		baby knife montessori	montessori knives Match type: Broad	Bid: \$0.50	3	1	33.33%	\$0.50	\$0.50		- 1
			Add as 💙	-	baby knife montessori 1 year old	montessori knives Match type: Broad	Bid: \$0.50	3	1	33.33%	\$0.50	\$0.50		
		0	Add as 💙	-	beginner knife set	knife set Match type: Broad	Bid: \$0.34	1	1	100.00%	\$0.30	\$0.30	1	\$
		0	Add as 💙	-	birthday cake knife kids	cake knife Match type: Broad	Bid: \$0.39	1	1	100.00%	\$0.35	\$0.35	1	\$
		0	Add as 💙	-	bpa free lettuce knife	lettuce knife bpa free Match type: Broad	Bid: \$0.59	5	1	20.00%	\$0.55	\$0.55	1	\$
		0	Add as 💙	-	cake and sandwich cutters	sandwich cutter Match type: Broad	Bid: \$0.26	1	1	100.00%	\$0.24	\$0.24	-	
		0	Add as 💙	-	cake cutting knife plastic	plastic cake knife Match type: Broad	Bid: \$0.40	3	3	100.00%	\$1.38	\$0.46	-	
		0	Add as 💙	-	cake knife baby shower plastic	plastic cake knife Match type: Broad	Bid: \$0.40	1	1	100.00%	\$0.46	\$0.46	-	
		0	Add as 💙	-	cake knife plastic	plastic cake knife Match type: Broad	Bid: \$0.40	10	2	20.00%	\$0.92	\$0.46	1	\$
			Add as 💙	-	child kitchen helper knife	child kitchen knife Match type: Broad	Bid: \$0.60	1	1	100.00%	\$0.56	\$0.56	1	\$
愈			Add as 💙	-	child nylon knives	nylon knife Match type: Broad	Bid: \$0.46	1	1	100.00%	\$0.55	\$0.59	-	
~			Add as 💙		child plastic prep knives	children plastic knife	Bid: \$0.60	4	1	25.00%	\$0.59	\$0.59		



Or, do this way faster and easier in Samurai Seller using the **Quick Negative Matcher** as shown here:

- 1. Go to the **Quick Negative Matcher** section under **Classic Tools** in the left navigation bar.
- 2. Add Filter for Lifetime ACoS greater than "100".
- 3. Select the desired rows, click on "**Bulk Apply as Negative Exact**" or "**Bulk Apply as Negative Phrase**".

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🔒 Dashboard	Su	iggested Negative Keywords	s () 💼															
4 Automator ^					Need help	p? Watch our Q	uick Negative Match	er video tutorial <mark>he</mark>	e									
I Target View			405 000/		¢00.240.40	¢17.000			45	014			010/					
🐗) Campaign View			495.89% ACos		\$88,310.18 Spend	\$17,808. Sales		565 versions		1,814			1.01%		/ ²			
6 COGS			AC03		Spena	Sales				.iick3			CVIC					
🔀 Classic Tools			ACoS Lifetime >	100 ×	1								Filter	•	1			
II Analytics	1													-	J			
🗟 Bid Optimizer	_		Filter Auto Only Filter			7 Days 14 Days	30 Days 60 Days 9	0 Days All Available E	ata 😯					\$				
 Quick Negative Matcher 		rows selected: Bulk Apply	as Negative Exact Bu	lk App	ly as Negative Phrase													
Keyword Extractor		Search Term	Source Keyword	Actio	ns		Campaign	[⊕] Ad Group	≑ Bid	Spend	Sales	≑ACoS	Clicks	≑Conv.	≑ Impr.	≑ CVR	¢ CPC	¢ CTR
Keyword Extractor Task List	1	🖋 cookie cutters	۵	<u>a</u> , [+ Neg Exact 🕚 🛍 + N	leg Phrase		Auto (Close)	\$0.29	\$380.69	\$253.77	150.01%	499	19	33,844	3.81%	\$0.76	1.47%
Ad SettingsCreate Campaigns	4	🖋 cirkul water bottle	B bottle water infuser	<u>a</u> , [+ Neg Exact 🛈 🛍 + N	leg Phrase			\$0.25	\$327.75	\$133.50	245.51%	437	10	31,670	2.29%	\$0.75	1.38%
P Organization ^ Access & Sharing	~	🖋 lemonade stand	۵	<u>a</u> (+ Neg Exact () 🛍 + N	leg Phrase		Auto (Loose)	\$0.36	\$265.11	\$247.22	107.24%	282	3	16,408	1.06%	\$0.94	1.72%
Billing .a. Connections	~		8	<u>a</u> , [+ Neg ASIN			Auto (Subs)	\$0.51	\$200.56	\$185.49	108.12%	216	13	4,303	6.02%	\$0.93	5.02%
User Profile	~	🖋 coffee machine	B espresso machine	<u>a</u> (+ Neg Exact () 🗊 + N	leg Phrase		Broad	\$0.63	\$157.34	-	-	266	-	9,429	-	\$0.59	2.82%
G→ Log Out	~		B masher kitchen tool silicone	<u>a</u>	+ Neg Exact 🕚 🛍 + N	Neg Phrase			\$0.28	\$142.10	\$64.92	218.88%	203	8	5,401	3.94%	\$0.70	3.76%
L' Log Out			_															-

Please note: Samurai Seller will save your historical Search Term level data and keep it for you, hence the longer your account is connected the further you can look back into the past. Way beyond the 65 days limit.



CHECK YOUR PERFORMANCE DAILY

Continue logging into Campaign Manager daily and review campaigns that are not performing as desired. Adjust the relevant bids slightly and regularly until you achieve better results.

If you need additional ideas and suggestions, you can also utilize the **Bid Optimizer** under **Classic Tools** in Samurai Seller. It provides suggestions and allows you to quickly implement your decisions by simply clicking the "**Change Bid to**" button next to the target you want to adjust.

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Dashboard	к	eywords Product Targ	eting Auto Spon	sored Brands	Û															
Automator ^					Need he	p? Watch our	Bid Optimiz	er Ov	erview vid	eo tutoria	l here									
Target View			12.81%	\$10,33	25.01	\$80,70	6 5 6		1,743		2	2,428	2	-	7.779	/				
📣 Campaign View			ACoS	JIU, JI Sper		JOU, / U			Conversion		2	Clicks	5		CVR	0				
Gogs																				
Classic Tools		/	No Filters Appl	ied											Filte	er 🕶				
II Analytics				_				_												
🗟 Bid Optimizer				_	Time 😯 Yester	day 7 Days 1	14 Days 30 D									.				
Quick Negative Matcher		Target	Campaign	[⊕] Ad Group			Run Time	⊕ Bid	[⊕] New Bid	Change	Reason	≑ Spend		≑ ACoS		≑Conv.	≑Impr.	≑CVR	≑ CPC	¢Cτ
Keyword Extractor	•	A Loose Match		Auto (Loose)	Change Bid \$0.72	to 🛈 🏛	59 Days 🔁	\$0.66	\$0.72 🖋	\$0.06 †	ACoS < 30%	\$1,470.34	\$15,885.82	9.26%	2,422	29	174,360	1.20%	\$0.61	1.39
Task List	<																			
 Ad Settings 	•	A Substitutes		Auto (Subs)	Change Bid \$0.54	to 🛈	44 Days 🔁	\$0.50	\$0.54 🖋	\$0.04 †	ACoS < 30%	\$1,441.15	\$10,462.50	13.77%	2,909	14	828,597	0.48%	\$0.50	0.35
Create Campaigns	_																			
		Close Match		Auto (Close)	Change Bid \$0.92	to 🗊	7 Days 🔁	\$0.90	\$0.92 🖋	\$0.02 †	ACoS <	\$1,039.83	\$5,108.99	20.35%	1,176	7	261,444	0.60%	\$0.88	0.45
Organization ^					\$0.52						5070									
🎄 Access & Sharing	•	A Loose Match		Auto (Loose)	Change Bid \$0.32	to 🛈 🗊	133 Days 🖸	\$0.30	\$0.32 🖋	\$0.02 †	ACoS < 30%	\$582.34	\$3,294.34	17.68%	2,047	182	160,273	8.89%	\$0.28	1.28
Billing																				
a. Connections	•	A Substitutes		Auto (Subs)	Change Bid \$0.17	^{to} 🕚 🏛	69 Days 🔁	\$0.16	\$0.17 🖋	\$0.01 †	ACoS < 30%	\$524.33	\$2,966.75	17.67%	1,827	102	612,994	5.58%	\$0.29	0.30
User Profile	-																			
	•	A Substitutes		Auto (Subs)	Change Bid \$0.41	to 🕚 🏛	61 Days 🔁	\$0.40	\$0.41 🖋	\$0.01 †	ACoS < 30%	\$520.67	\$1,918.42	27.14%	1,325	227	319,118	17.13%	\$0.39	0.42
					L															
+ Log Out		Close Match		Auto (Close)	Change Bid	to 🕔 🏛	56 Days 🔁	\$0.40	000	\$0.02 1	ACoS < 30%	644246	\$2,656.26	16.600/	1 1 2 6	370	114,087	24.700/	\$0.20	



For the fastest and best results, you can enable full automation for an ASIN or a Parent ASIN. Simply go to the **Dashboard** and click **"Automate Parent ASIN"** or **"Automate Child ASIN"** next to the product you want to manage. Set the **TACoS Target** to 2% less than your current TACoS on that product and watch the magic unfold!

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🔶 Dashboard	Q Search by title, ASIN, or SKU ×	Parent ASIN ASIN SKU		11 Column	••	Previous Pe	riod 👪 🚍
 ✓ Automator ▲ Target View 	product 👙	AUTOMATION	SALES 🌲	AD AVC TOTAL & AD AD ACOS & SALES & AD SPEND SPEND SPEND CONCALL & UNITS & PER DAY	cocs 🛟	TOTAL \$	STORAGE FEES
Campaign View COGS		Managed by Parent ASIN View Automator Data	\$2,169.67	Automator Setup for Parent ASIN:	\$689.04	\$658.88	\$106.13
※ Classic Tools ∨ 用 Organization ^ ☆ Access & Sharing		Managed by Parent ASIN View Automator Data	\$2,166.50	Automate by: Store TACOS (16.00%)	\$795.30	\$821.04	\$30.95
 a. Access a sharing Billing a. Connections 		Managed by Parent ASIN View Automator Data	\$2,107.28	TACOS Target 14 % Default Store TACOS: 16.00%	\$484.61	\$1,149.82	\$11.74
User Profile		A No automation configured Automate Parent ASIN	\$2,105.08	Automate Now	\$321.25	\$848.75	\$23.56

If you want to truly relax and embrace the "set it & forget it" approach, now you can do it through **Store-level TACoS Target** automation! Simply click the orange lightning button on the Dashboard and set your desired TACoS (start with 2% less). The Automator will review your entire account, proactively implementing the best data-driven decisions on all your bids, adjusting and learning every day.

SAMURAISELLER	Demo account 🔹 🔚 US Store 👻			⑦ C Demo Organization demo@samuraiseller.com
🔶 Dashboard	Dashboard			
+ Automator ^				
Target View	d Select Totals ∨			
📢 Campaign View	Sales ×	Manage Store Automation for US Store	 ▲cos 4% 	Ad Sales 55.80% ×
Gocs	\$2,072,307.70	Default Store TACOS Target		41,133,004.00
🗶 Classic Tools 🛛 🕎	Ad ACOS ×	By defining a store-level TACOS target, any automated product that lacks a specified budget or TACOS target will automatically adjust to align with	≥ 22.43% ×	Total Fees 38.74% × _
II Analytics		this store-level target.	_	
🗟 Bid Optimizer	Storage Fees 1.13% ×	12 %	د 8%	Net Profit 8.29% × \$169,391.72
Quick Negative		Current Store Total ACOS: 14.64%		
Matcher Keyword Extractor	Other Costs 2 9.58% × \$195,570.41	Update TACOS Only Automate Store	ROI ×	Gross Profit 17.87% ×
🗇 Task List				
Ad Settings	Compare II Select Stats >			¢ Chart Settings ×
Create Campaigns	\$160,000.00 \$14	1369.56 \$140,209.17 \$135,897.73 \$134.90	07.80 \$133 012 10 \$157,984.61	\$158,640.11 \$141,796.59 \$141,041.18



TOOLS AND RESOURCES



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Ecomm Leaders Podcast with Aaron Cordovez https://ecommleaders.libsyn.com/



Reach out at **support@samuraiseller.com** for any questions about the Samurai Seller tools or partnership opportunities.

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