



SAMURAI SELLER



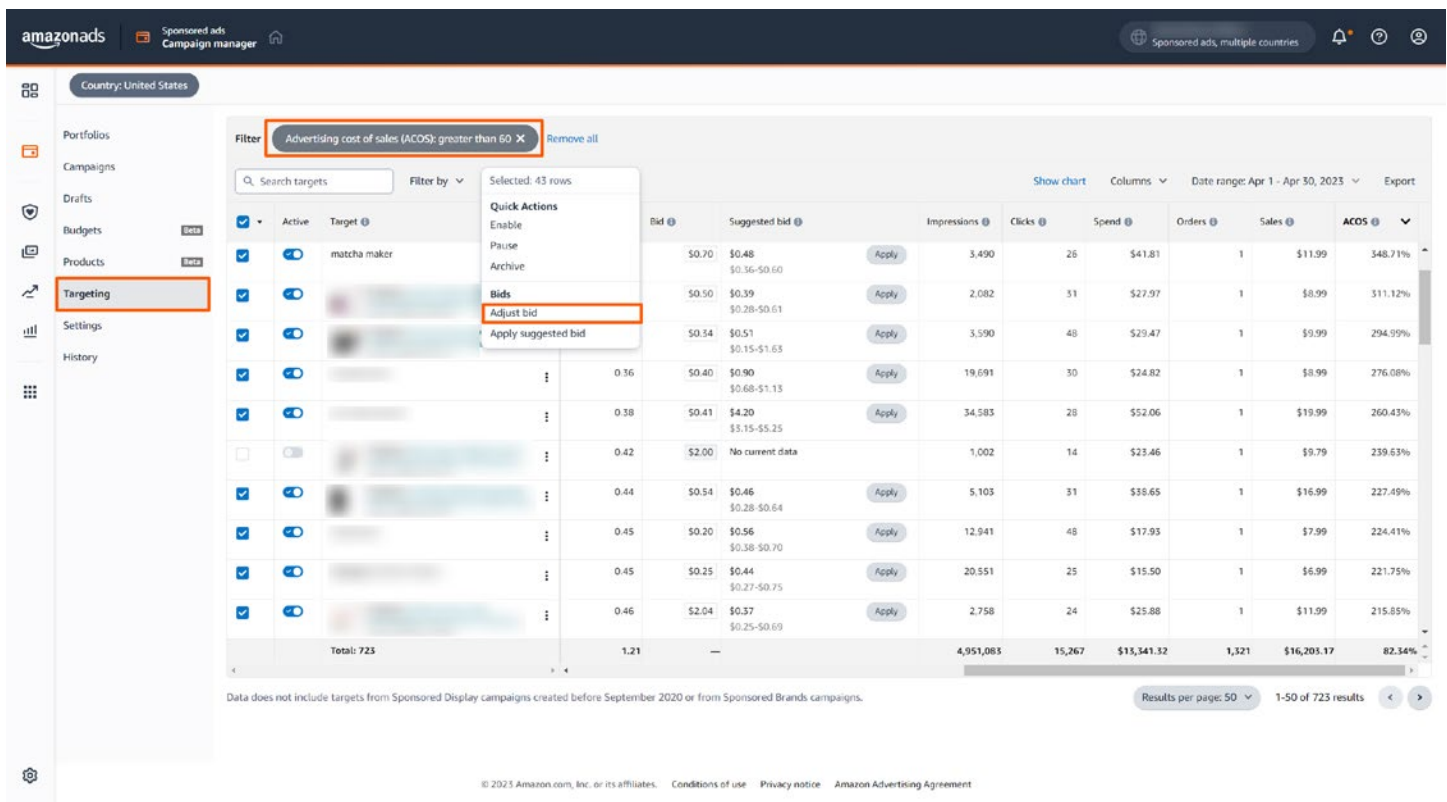
**GET 5% MORE
EFFICIENT
ON YOUR
AD SPEND
IN 10 MINUTES**

1. 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 actions**, as shown below:



The screenshot shows the Amazon Ads Campaign Manager interface. The 'Targeting' tab is selected in the left sidebar. A filter is applied: 'Advertising cost of sales (ACoS): greater than 60 %'. A dropdown menu is open over the table, showing 'Quick Actions' with 'Adjust bid' highlighted. The table displays various targets with columns for Bid, Suggested bid, Impressions, Clicks, Spend, Orders, Sales, and ACoS.

Active	Target	Bid	Suggested bid	Impressions	Clicks	Spend	Orders	Sales	ACoS
<input checked="" type="checkbox"/>	matcha maker	\$0.70	\$0.48 \$0.36-\$0.60	3,490	25	\$41.81	1	\$11.99	348.71%
<input checked="" type="checkbox"/>		\$0.50	\$0.39 \$0.28-\$0.61	2,082	51	\$27.97	1	\$8.99	311.12%
<input checked="" type="checkbox"/>		\$0.54	\$0.51 \$0.15-\$1.63	3,590	48	\$29.47	1	\$9.99	294.99%
<input checked="" type="checkbox"/>		0.36	\$0.40 \$0.68-\$1.13	19,691	30	\$24.82	1	\$8.99	276.08%
<input checked="" type="checkbox"/>		0.38	\$0.41 \$3.15-\$5.25	34,583	28	\$52.06	1	\$19.99	260.43%
<input type="checkbox"/>		0.42	\$2.00	1,002	14	\$23.46	1	\$9.79	239.63%
<input checked="" type="checkbox"/>		0.44	\$0.54 \$0.28-\$0.64	5,103	31	\$38.65	1	\$16.99	227.49%
<input checked="" type="checkbox"/>		0.45	\$0.20 \$0.38-\$0.70	12,941	48	\$17.93	1	\$7.99	224.41%
<input checked="" type="checkbox"/>		0.45	\$0.25 \$0.27-\$0.75	20,551	25	\$15.50	1	\$6.99	221.75%
<input checked="" type="checkbox"/>		0.46	\$0.37 \$0.25-\$0.69	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%

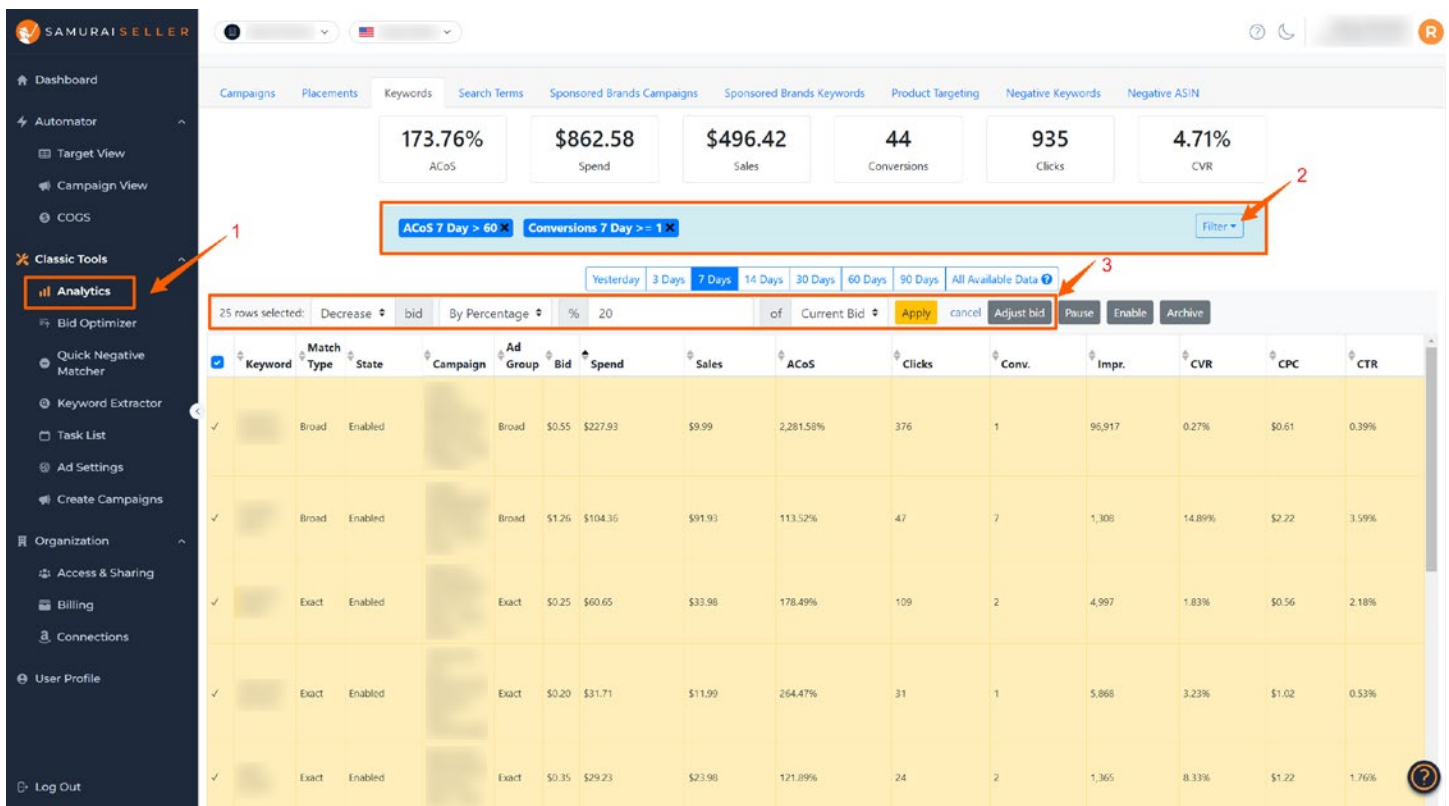
Data does not include targets from Sponsored Display campaigns created before September 2020 or from Sponsored Brands campaigns.

Results 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**.



The screenshot shows the Samurai Seller interface. On the left, the 'Classic Tools' menu is open, and 'Analytics' is selected. The main area shows the 'Keywords' tab with a summary of metrics: ACoS (173.76%), Spend (\$862.58), Sales (\$496.42), Conversions (44), Clicks (935), and CVR (4.71%). Below the summary, filters are applied: 'ACoS 7 Day > 60' and 'Conversions 7 Day >= 1'. The table below shows 25 rows selected, with columns for Keyword, Match Type, State, Campaign, Ad Group, Bid, Spend, Sales, ACoS, Clicks, Conv., Impr., CVR, CPC, and CTR. The 'Adjust bid' button is highlighted with a red box and arrow labeled '3'. The filters are also highlighted with a red box and arrow labeled '2'. The 'Analytics' link in the left navigation bar is highlighted with a red box and arrow labeled '1'.

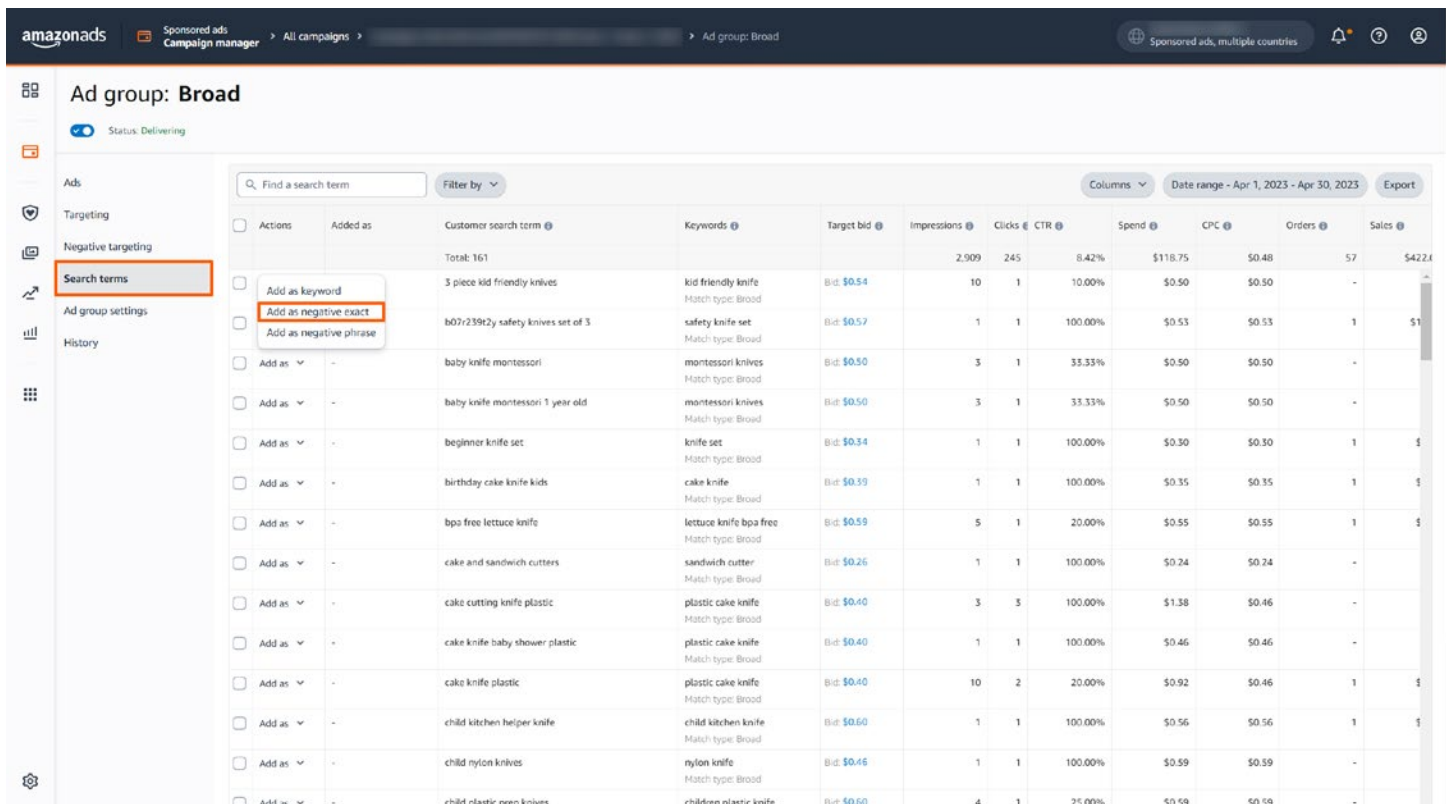
Click over to the **Sponsored Brands Keywords** tab (your filters won't change), and repeat the adjustments for those Keywords then do the same on the **Product Targeting** tab.

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:

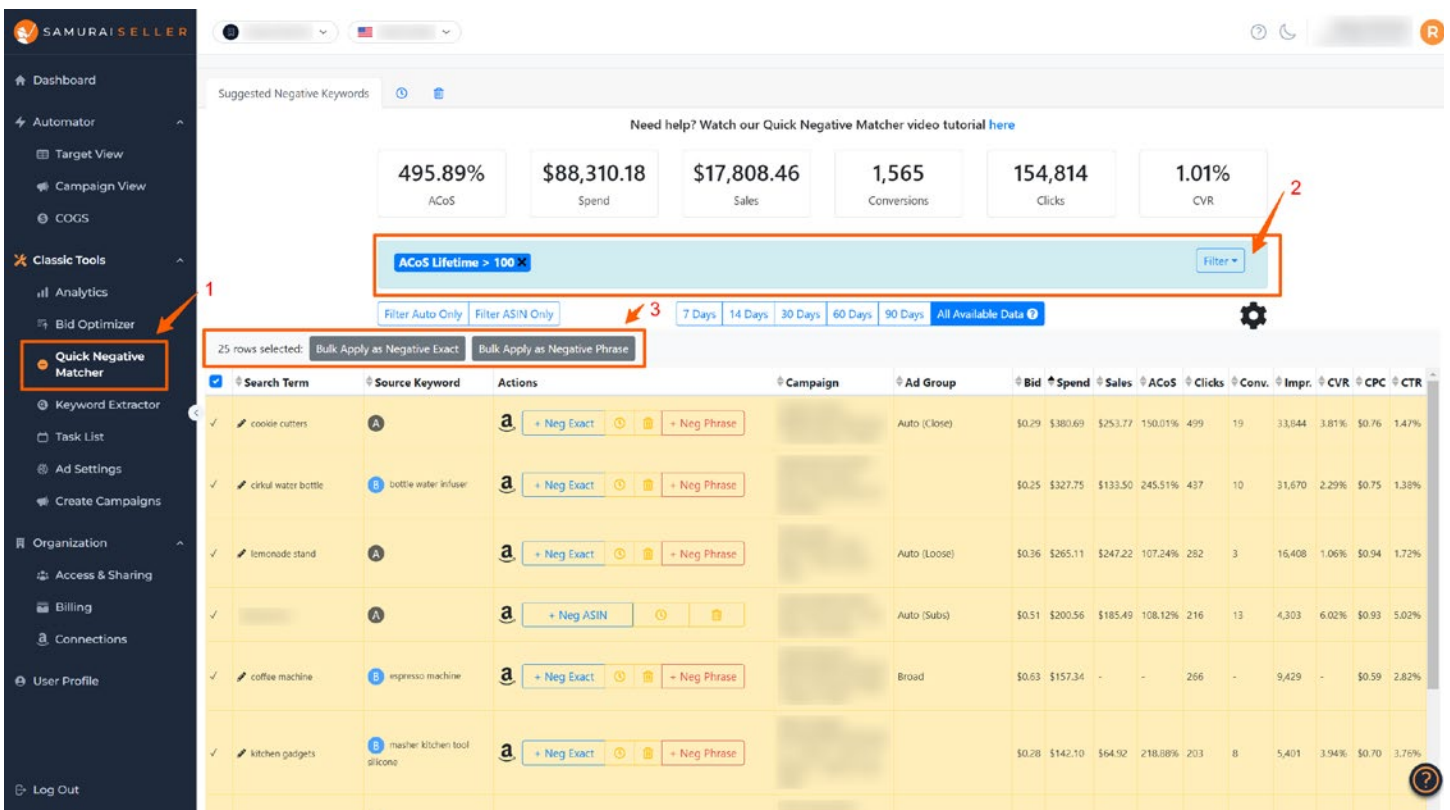


The screenshot shows the Amazon Ads Campaign Manager interface for an ad group named "Broad". The "Search terms" tab is selected, displaying a table of search terms with various performance metrics. A dropdown menu is open in the "Actions" column, showing options to "Add as keyword", "Add as negative exact", and "Add as negative phrase". The "Add as negative exact" option is highlighted.

Actions	Added as	Customer search term	Keywords	Target bid	Impressions	Clicks	CTR	Spend	CPC	Orders	Sales
Total: 161											
		3 piece kid friendly knives	kid friendly knife Match type: Broad	Bid: \$0.54	2,909	245	8.42%	\$118.75	\$0.48	57	\$422.1
		b07r239t2y safety knives set of 3	safety knife set Match type: Broad	Bid: \$0.57	10	1	10.00%	\$0.50	\$0.50	-	-
		baby knife montessori	montessori knives Match type: Broad	Bid: \$0.50	1	1	100.00%	\$0.53	\$0.53	1	\$1
		baby knife montessori 1 year old	montessori knives Match type: Broad	Bid: \$0.50	3	1	33.33%	\$0.50	\$0.50	-	-
		beginner knife set	knife set Match type: Broad	Bid: \$0.34	1	1	100.00%	\$0.30	\$0.30	1	\$1
		birthday cake knife kids	cake knife Match type: Broad	Bid: \$0.39	1	1	100.00%	\$0.35	\$0.35	1	\$1
		bpa free lettuce knife	lettuce knife bpa free Match type: Broad	Bid: \$0.59	5	1	20.00%	\$0.55	\$0.55	1	\$1
		cake and sandwich cutters	sandwich cutter Match type: Broad	Bid: \$0.26	1	1	100.00%	\$0.24	\$0.24	-	-
		cake cutting knife plastic	plastic cake knife Match type: Broad	Bid: \$0.40	3	3	100.00%	\$1.38	\$0.46	-	-
		cake knife baby shower plastic	plastic cake knife Match type: Broad	Bid: \$0.40	1	1	100.00%	\$0.46	\$0.46	-	-
		cake knife plastic	plastic cake knife Match type: Broad	Bid: \$0.40	10	2	20.00%	\$0.92	\$0.46	1	\$1
		child kitchen helper knife	child kitchen knife Match type: Broad	Bid: \$0.60	1	1	100.00%	\$0.56	\$0.56	1	\$1
		child nylon knives	nylon knife Match type: Broad	Bid: \$0.46	1	1	100.00%	\$0.59	\$0.59	-	-
		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**".



The screenshot displays the 'Quick Negative Matcher' tool in the Samurai Seller interface. The left sidebar shows the navigation menu with 'Quick Negative Matcher' highlighted. The main area shows a dashboard with key metrics: ACoS (495.89%), Spend (\$88,310.18), Sales (\$17,808.46), Conversions (1,565), Clicks (154,814), and CVR (1.01%). A filter 'ACoS Lifetime > 100' is applied to the data. Below the filter, there are options to 'Filter Auto Only' and 'Filter ASIN Only', along with a 'Filter' button. The table below shows 25 rows selected, with columns for Search Term, Source Keyword, Actions, Campaign, Ad Group, Bid, Spend, Sales, ACoS, Clicks, Conv., Impr., CVR, CPC, and CTR. The table lists various search terms and their corresponding source keywords, with actions for adding negative keywords (Exact, Phrase, ASIN).

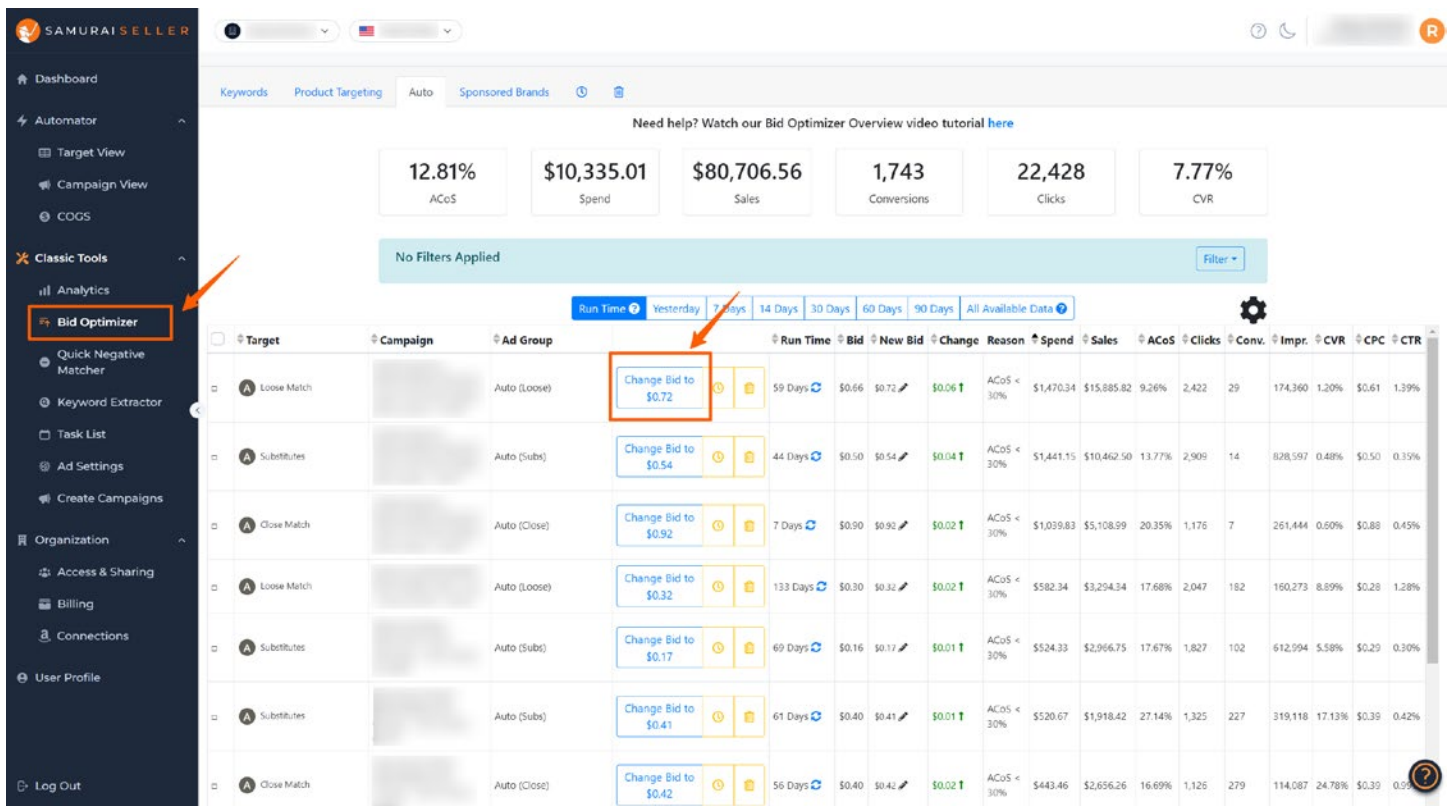
Search Term	Source Keyword	Actions	Campaign	Ad Group	Bid	Spend	Sales	ACoS	Clicks	Conv.	Impr.	CVR	CPC	CTR
✓ cookie cutters	cookie cutters	+ Neg Exact + Neg Phrase		Auto (Close)	\$0.29	\$380.69	\$253.77	150.01%	499	19	33,844	3.81%	\$0.76	1.47%
✓ cirkul water bottle	bottle water infuser	+ Neg Exact + Neg Phrase			\$0.25	\$327.75	\$133.50	245.51%	437	10	31,670	2.29%	\$0.75	1.38%
✓ limonade stand		+ Neg Exact + Neg Phrase		Auto (Loose)	\$0.36	\$265.11	\$247.22	107.24%	282	3	16,408	1.06%	\$0.94	1.72%
✓		+ Neg ASIN		Auto (Subs)	\$0.51	\$200.56	\$185.49	108.12%	216	13	4,303	6.02%	\$0.93	5.02%
✓ coffee machine	espresso machine	+ Neg Exact + Neg Phrase		Broad	\$0.63	\$157.34	-	-	266	-	9,429	-	\$0.59	2.82%
✓ kitchen gadgets	masiner kitchen tool silikon	+ Neg Exact + Neg Phrase			\$0.28	\$142.10	\$64.92	218.88%	203	8	5,401	3.94%	\$0.70	3.76%

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.

3. 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.



Need help? Watch our Bid Optimizer Overview video tutorial [here](#)

12.81% ACoS | \$10,335.01 Spend | \$80,706.56 Sales | 1,743 Conversions | 22,428 Clicks | 7.77% CVR

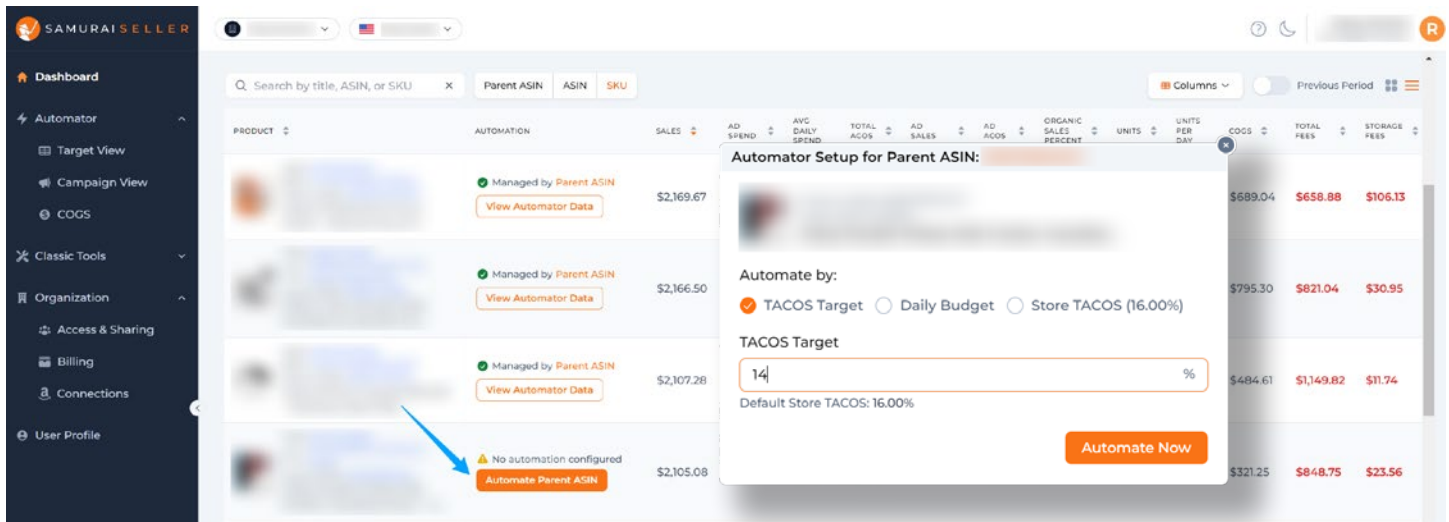
No Filters Applied Filter

Run Time Yesterday 7 Days 14 Days 30 Days 60 Days 90 Days All Available Data

Target	Campaign	Ad Group	Run Time	Bid	New Bid	Change	Reason	Spend	Sales	ACoS	Clicks	Conv.	Impr.	CVR	CPC	CTR
A Loose Match		Auto (Loose)	59 Days	\$0.66	\$0.72	\$0.06 ↑	ACoS < 30%	\$1,470.34	\$15,085.82	9.26%	2,422	29	174,360	1.20%	\$0.61	1.39%
A Substitutes		Auto (Subs)	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%
A Close Match		Auto (Close)	7 Days	\$0.90	\$0.92	\$0.02 ↑	ACoS < 30%	\$1,039.83	\$5,108.99	20.35%	1,176	7	261,444	0.60%	\$0.88	0.45%
A Loose Match		Auto (Loose)	133 Days	\$0.30	\$0.32	\$0.02 ↑	ACoS < 30%	\$582.34	\$3,254.34	17.68%	2,047	182	160,273	8.89%	\$0.28	1.28%
A Substitutes		Auto (Subs)	69 Days	\$0.16	\$0.17	\$0.01 ↑	ACoS < 30%	\$524.33	\$2,066.75	17.67%	1,827	102	612,994	5.58%	\$0.29	0.30%
A Substitutes		Auto (Subs)	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%
A Close Match		Auto (Close)	56 Days	\$0.40	\$0.42	\$0.02 ↑	ACoS < 30%	\$443.46	\$2,656.26	16.69%	1,126	279	114,087	24.78%	\$0.39	0.55%

3. Check your performance daily (continued)

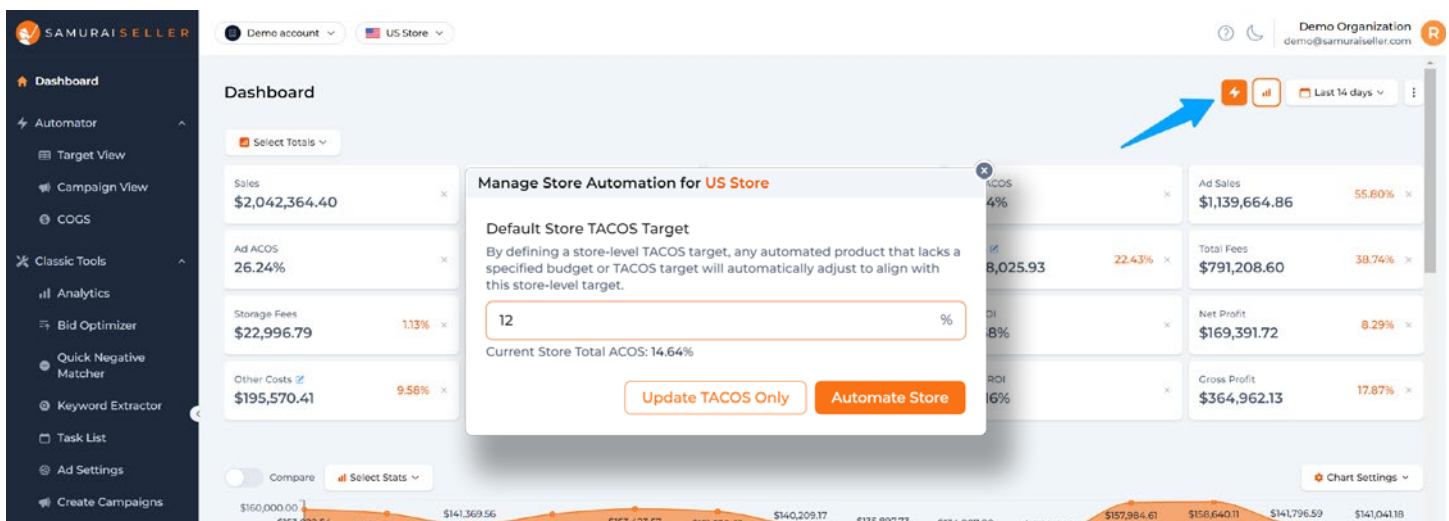
For the fastest and best results, you can enable full automation for an ASIN or a Parent ASIN. Simply go to the **Dashboard** and click “**Automate Parent ASIN**” or “**Automate Child ASIN**” next to the product you want to manage. Set the **TACoS Target** to 2% less than your current TACoS on that product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



The screenshot shows the Samurai Seller dashboard with a table of products. A modal titled "Automator Setup for Parent ASIN:" is open, allowing configuration of automation settings. The modal includes options for "Automate by:" (TACoS Target, Daily Budget, Store TACoS (16.00%)), a "TACoS Target" input field set to 14%, and an "Automate Now" button. A blue arrow in the background points to the "Automate Parent ASIN" button in the product table.

PRODUCT	AUTOMATION	SALES	AD SPEND	AVG DAILY SPEND	TOTAL ACOS	AD SALES	AD ACOS	ORGANIC SALES PERCENT	UNITS	UNITS PER DAY	COGS	TOTAL FEES	STORAGE FEES
[Product]	Managed by Parent ASIN View Automator Data	\$2,169.67									\$689.04	\$658.88	\$106.13
[Product]	Managed by Parent ASIN View Automator Data	\$2,166.50									\$795.30	\$821.04	\$30.95
[Product]	Managed by Parent ASIN View Automator Data	\$2,107.28									\$484.61	\$1,149.82	\$11.74
[Product]	No automation configured Automate Parent ASIN	\$2,105.08									\$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.



The screenshot shows the Samurai Seller dashboard with a "Manage Store Automation for US Store" modal open. The modal allows setting a "Default Store TACoS Target" to 12% and includes an "Automate Store" button. A blue arrow in the background points to the lightning bolt icon in the top right corner of the dashboard.

Category	Value	Change
Sales	\$2,042,364.40	
Ad ACOS	26.24%	
Storage Fees	\$22,996.79	1.13%
Other Costs	\$195,570.41	9.58%
Ad Sales	\$1,139,664.86	55.80%
Total Fees	\$791,208.60	38.74%
Net Profit	\$169,391.72	8.29%
Gross Profit	\$364,962.13	17.87%

TOOLS AND RESOURCES



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<https://www.youtube.com/@samuraiseller>



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<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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