

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:

amazonads 🗟 Sponsored ads Campaign manager 🖓													0			
88	Country: United States															
	Portfolios	Filter	Advert	ising cost of sales (ACOS): greater t	than 60 × Remo	ve all										
	Campaigns	Q s	earch targe	rts Filter by 🗸	Selected: 43 rows						Show chart	Columns 🗸	Date range: A	Apr 1 - Apr 30, 202	3 ∨ Expo	irt
۲	Drafts Budgets Beta	•	Active	Target 🚯	Quick Actions Enable		Bid 📵	Suggested bid 🚯		Impressions ()	Clicks 📵	Spend 📵	Orders ()	Sales 🚯	ACOS 📵 💊	
e	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%	6
~	Targeting				Bids Adjust bid		\$0.50	\$0.39 \$0.28-\$0.61	Apply	2,082	31	\$27.97	1	\$8.99	311.12%	6
<u>ull</u>	Settings				Apply suggested b	id	\$0.34	\$0.51 \$0.15-\$1.63	Apply	3,590	48	\$29.47	1	\$9.99	294.99%	ò
	History				:	0.36	\$0.40	\$0.90 \$0.68-\$1.13	Apply	19,691	30	\$24.82	1	\$8.99	276.08%	6
					:	0.38	\$0.41	\$4.20 \$3.15-\$5.25	Apply	34,583	28	\$52.06	1	\$19.99	260.43%	6
					:	0.42	\$2.00	No current data		1,002	14	\$23.46	1	\$9.79	239.63%	6
					:	0.44	\$0.54	\$0.46 \$0.28-\$0.64	Apply	5,103	31	\$38.65	1	\$16.99	227.49%	6
					:	0.45	\$0.20	\$0.56 \$0.38-\$0.70	Apply	12,941	48	\$17.93	1	\$7.99	224.41%	6
					:	0.45	\$0.25	\$0.44 \$0.27-\$0.75	Apply	20,551	25	\$15.50	1	\$6.99	221.75%	6
					÷	0.46	\$2.04	\$0.37 \$0.25-\$0.69	Apply	2,758	24	\$25.88	1	\$11.99	215.85%	٥ ب
				Total: 723		1.21				4,951,083	15,267	\$13,341.32	1,321	\$16,203.17	82.34	1% _
		Nata doe	es not inclu	de targets from Sponsored Display	campaigns created b	efore Septem	iber 2020 or from	Sponsored Brands can	npaigns.			Result	ts per page: 50 🗸	1-50 of 723 r	esults <	>

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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	c	ampaigns	Placeme	ents Key	words Search	Terms	Spon	sored Brands Can	npaigns Sponsore	d Brands Keywords	Product Targeting	Negative Keyw	ords Negative	ASIN			
4 Automator ^					172 700/		¢o		¢ 400 4			025		4 710/			
I Target View					ACos			502.30	\$490.4	- Z	44	935 Clicke		4./1%			
🔿 Campaign View					ACOS			opend	Jaies	Cor	versions	Clicks		CVK	2		
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X Classic Tools							-	(/ 3				
II Analytics				-				Yesterday 3	Days 7 Days 14 Da	iys 30 Days 60 Days	90 Days All Ava	ilable Data 🕄		_			
🗟 Bid Optimizer	25	5 rows selecte	ed: Dec	crease 🕈	bid By Perc	entage 🕯	\$ %	6 20		of Current Bid 🕈	Apply cancel	Adjust bid Pau	ise Enable A	rchive			
 Quick Negative Matcher 		[≑] Keyword	⇔ Match Type	[⇔] State	[‡] Campaign	⇔ <mark>Ad</mark> Group	[≑] Bid	Spend	[≜] Sales	[≑] ACoS	[‡] Clicks	[≑] Conv.	[‡] Impr.	[≑] cvr	¢срс	[≑] ctr	<u>^</u>
Keyword Extractor																	
🗇 Task List	~		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%	
a Connections																	
User Profile	~		Exact	Enabled		Exact	\$0.20	\$31.71	\$11.99	264.47%	31	1	5,868	3.23%	\$1.02	0.53%	
G- Log Out	~		Exact	Enabled		Exact	\$0.35	\$29.23	\$23.98	121.89%	24	2	1,365	8.33%	\$1.22	1.76%	0

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 ac Campaign n	ls nanager	r > All camp	oaigns >							G Sponsore	d ads, multiple count	tries 🎝	? 8	
	Ad group: Broa	d													
	Ads	٩	Find a search	n term	Filter by V Columns V Date range - Apr 1, 2023 - Apr 30, 200										
۲	Targeting		Actions	Added as	Customer search term 👔	Keywords 🚯	Target bid 🚯	Impressions 🚯	Clicks 🌘	CTR 🚯	Spend 🚯	CPC 🚯	Orders 🚯	Sales 🚯	
ک	Negative targeting				Total: 161			2,909	245	8.42%	\$118.75	\$0.48	57	\$422.0	
~	Search terms	Ο	Add as keyv	word	3 piece kid friendly knives	kid friendly knife Match type: Broad	Bid: \$0.54	10	1	10.00%	\$0.50	\$0.50	-	Î.	
ш	Ad group settings History		Add as nega Add as nega	ative exact ative 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	
		Ο	Add as 👻		baby knife montessori	montessori knives Match type: Broad	Bid: \$0.50	3	1	33.33%	\$0.50	\$0.50	-		
			Add as 🖌	-	baby knife montessori 1 year old	montessori knives Match type: Broad	Bid: \$0.50	3	1	33.33%	\$0.50	\$0.50			
			Add as 🖌	-	beginner knife set	knife set Match type: Broad	Bid: \$0.34	1	1	100.00%	\$0.30	\$0.30	1	\$	
			Add as 🖌	-	birthday cake knife kids	cake knife Match type: Broad	Bid: \$0.39	1	1	100.00%	\$0.35	\$0.35	1	\$	
			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	\$	
			Add as 🖌	-	cake and sandwich cutters	sandwich cutter Match type: Broad	Bid: \$0.26	1	1	100.00%	\$0.24	\$0.24	-		
			Add as 🖌	-	cake cutting knife plastic	plastic cake knife Match type: Broad	Bid: \$0.40	3	3	100.00%	\$1.38	\$0.46	-		
			Add as 🖌	-	cake knife baby shower plastic	plastic cake knife Match type: Broad	Bid: \$0.40	1	1	100.00%	\$0.46	\$0.46	-		
			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	\$	
礅			Add as 🖌	-	child nylon knives	nylon knife Match type: Broad	Bid: \$0.46	1	1	100.00%	\$0.59	\$0.59	-		
-		\bigcirc	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	SI	uggested Negative Keyword	is 🕚 🛍														
4 Automator ^				Nee	d help? Watch our C	uick Negative Match	ner video tutorial <mark>her</mark>	e									
I Target View			105 0000	† 00.040.40	417.000												
🐗 Campaign View			495.89%	\$88,310.18	\$17,808	.46 1,	1,565 154,814					.01%)	<i>,</i> 2			
G COCS			ACOS	spena	Sales	Con	versions	(LIICKS			CVK					
🔀 Classic Tools			ACoS Lifetime >	> 100 ×								Filter	-]			
II Analytics	1																
🗟 Bid Optimizer	_		Filter Auto Only Filt	ter ASIN Only	3 7 Days 14 Days	30 Days 60 Days 9	0 Days All Available D	ata 😮					\$				
Quick Negative	2	5 rows selected: Bulk Appl	ly as Negative Exact Bu	ulk Apply as Negative Phrase													
Matcher		Search Term	Source Keyword	Actions		Campaign	[‡] Ad Group	≑Bid	Spend	≑ Sales	⇔ACoS	Clicks	≑Conv.	≑Impr.	¢cvr	≑ CPC	≑ CTR ^
 ④ Keyword Extractor ☐ Task List 	<	🖋 cookie cutters	•	a, + Neg Exact 🕚 🛍	+ Neg Phrase		Auto (Close)	\$0.29	\$380.69	\$253.77	150.01%	499	19	33,844	3.81%	\$0.76	1.47%
 Ad Settings Create Campaigns 	~	🖋 cirkul water bottle	B bottle water infuser	3 , + Neg Exact 0	+ Neg Phrase			\$0.25	\$327.75	\$133.50	245.51%	437	10	31,670	2.29%	\$0.75	1.38%
Organization ^	√	🖋 lemonade stand	۵	a, + Neg Exact 🕚 🛍	+ Neg Phrase		Auto (Loose)	\$0.36	\$265.11	\$247.22	107.24%	282	3	16,408	1.06%	\$0.94	1.72%
🎄 Access & Sharing																	
Billing	~		۵	a, + Neg ASIN	0		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	a, + Neg Exact ()	+ Neg Phrase		Broad	\$0.63	\$157.34	-	-	266	-	9,429	-	\$0.59	2.82%
	~	🖋 kitchen gadgets	B masher kitchen tool silicone	a, + Neg Exact 🕚 🛍	+ Neg Phrase			\$0.28	\$142.10	\$64.92	218.88%	203	8	5,401	3.94%	\$0.70	3.76%
⊖ 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	Ke	ywords Product Target	ing Auto Spon	sored Brands ()	1																
4 Automator ^					Need help	o? Wato	h our	Bid Optimiz	er Ov	erview vide	eo tutoria	l here									
Target View			12 010/	¢10.22	F 01	¢ 0 0	70/	5.5.6		1 7 4 3			12 42	2		7 7 7 0	/				
🐗 Campaign View			12.01% ACos	\$10,33 Spend	5.01	20U	, / Ut	0.00		I,/43		2	Clicks	5		CVR	0				
6 COGS																					
🔀 Classic Tools		/	No Filters Appl	ied												Filte	er 🕶				
II Analytics				Due 7				4.0		0.0	David	Augustation	Data O								
🗟 Bid Optimizer		≜ Target	≜ Campaign	Ad Group	me 🍘 Testero	ay 12	ays	≜ Run Time	âys (≜ Bid	New Bid	Change	Reason	Snend	≜ Sales	≜ ACoS	≜ Clicks	¢ Conv	≜ Impr	≜ CVR	≜ cpc	¢ств _
 Quick Negative Matcher 		* larget	* campaign	• Au Group		1		• Kull Time	* biu	* New Bid	* change	Reason	* spend	+ Jaies	* ACOS	V CIICKS	+ conv.	* mpi.	VCVR	+ CFC	VCIK
Keyword Extractor	•	A Loose Match		Auto (Loose)	Change Bid t \$0.72	0	Û	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																					
Ø Ad Settings	•	A Substitutes		Auto (Subs)	Change Bid t \$0.54	• •	Û	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																					- 1
Organization	•	Close Match		Auto (Close)	Change Bid t \$0.92	• •	0	7 Days 🔁	\$0.90	\$0.92 #	\$0.02 1	ACoS < 30%	\$1,039.83	\$5,108.99	20.35%	1,176	7	261,444	0.60%	\$0.88	0.45%
Access & Sharing					Characteristic																-1
Billing	•	A Loose Match		Auto (Loose)	\$0.32	0	Û	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%
a, Connections					Change Bid t	0						ACoS <									
O Harr Drafila	0	A Substitutes		Auto (Subs)	\$0.17	0		69 Days 😏	\$0.16	\$0.17 🖋	\$0.01 T	30%	\$524.33	\$2,966.75	17.67%	1,827	102	612,994	5.58%	\$0.29	0.30%
		•			Change Bid t	0						ACOS <									
	•	A Substitutes		Auto (Subs)	\$0.41	0	Û	61 Days 🔁	\$0.40	\$0.41 🖋	\$0.01 †	30%	\$520.67	\$1,918.42	27.14%	1,325	227	319,118	17.13%	\$0.39	0.42%
					Change Bid t	0						ACoS <									0
⊖ Log Out		Close Match		Auto (Close)	\$0.42	0	Û	56 Days 🔁	\$0.40	\$0.42 \$	\$0.02 †	30%	\$443.46	\$2,656.26	16.69%	1,126	279	114,087	24.78%	\$0.39	0.99



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!

SAMURAI S E L L E R					?	C	R
🔶 Dashboard	Q Search by title, ASIN, or SKU ×	Parent ASIN ASIN SKU		fl Colum	15 ~	Previous Per	riod 🐮 🚍
Automator A	PRODUCT \$	AUTOMATION	SALES 🍦	AD SPEND \$ DALLY TOTAL \$ AD SPEND \$ DALLY ACOS \$ SALES \$ ACOS \$ SALES \$ UNITS \$ PER PERCENT DAY	cocs 💠	TOTAL \$	STORAGE FEES
Coops		Managed by Parent ASIN View Automator Data	\$2,169.67	Automator Setup for Parent ASIN:	\$689.04	\$658.88	\$106.13
X Classic Tools ∨ Π Organization ^ は. Access & Sharing		Managed by Parent ASIN View Automator Data	\$2,166.50	Automate by:	\$795.30	\$821.04	\$30.95
 Billing 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 v			② (Demo Organization demo@samuraiseller.com
🏫 Dashboard	Dashboard			🔸 🔳 🗎 Last 14 days 🗸 🚦
 ✓ Automator ▲ Target View 	a Select Totals ∨			
Campaign View Cocs	Sales × \$2,042,364.40	Manage Store Automation for US Store	×acos ×	Ad Sales 55.80% ×
X Classic Tools	Ad ACOS ×	Default Store TACOS Target By defining a store-level TACOS target, any automated product that lacks a specified budget or TACOS target will automatically adjust to align with this store-level target.		Total Fees \$791,208.60 38.74% ×
III Analytics ➡ Bid Optimizer	Storage Fees 1.13% ×	12 %	ы 8%	Net Profit \$169,391.72 8.29% ×
Quick Negative Matcher Keyword Extractor	Other Costs ℤ \$195,570.41 9.58% ×	Update TACOS Only Automate Store	ROI ×	Gross Profit \$364,962.13
🛱 Task List				
Ø Ad Settings	Compare II Select Stats V			¢ Chart Settings ~
♥ Create Campaigns	\$160,000.00 \$14	369.56 \$140.209.17 \$135,897.73 \$134.9	97.80 \$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.

SELLERCON

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