



SAMURAI SELLER



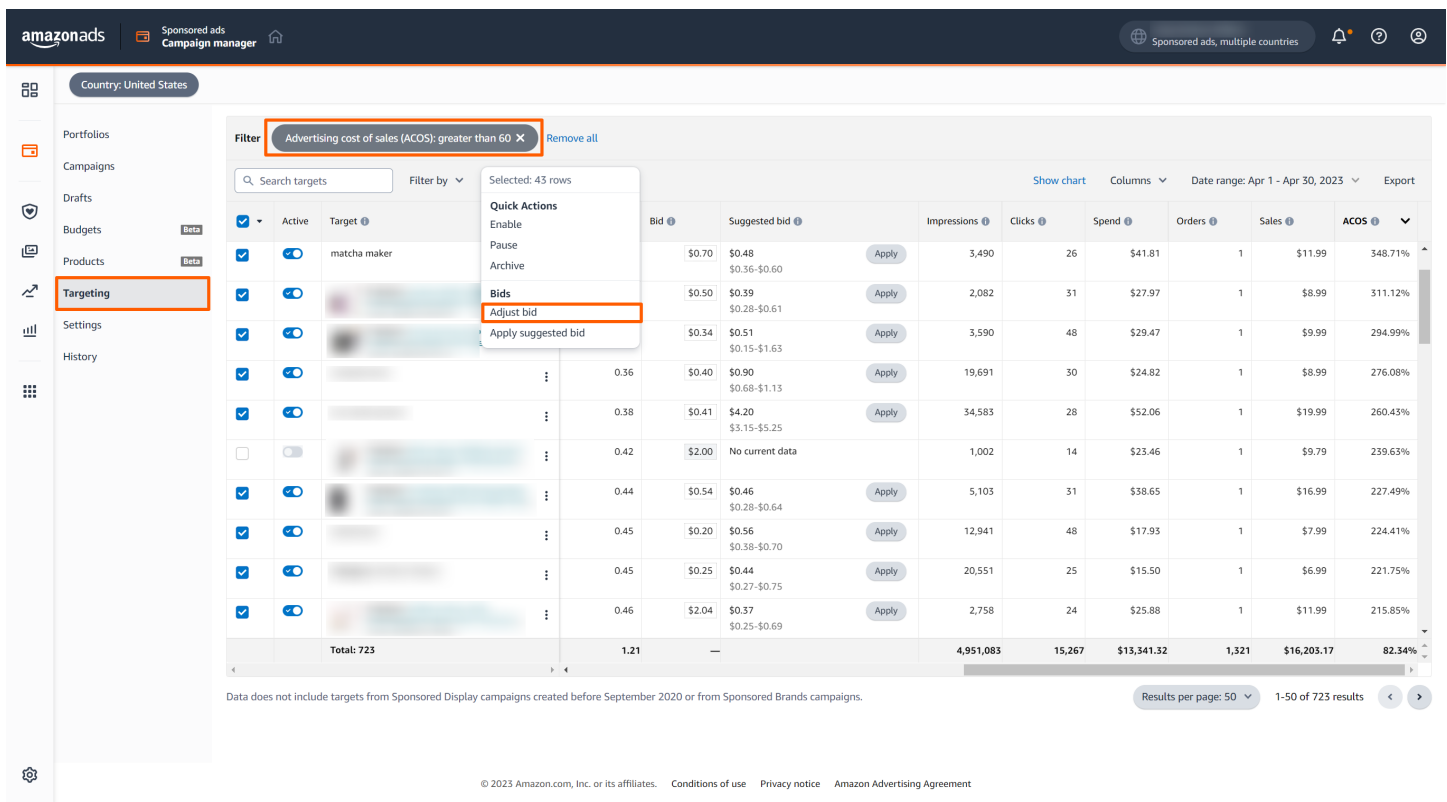
**GET 5% MORE  
EFFICIENT  
ON YOUR  
AD SPEND  
IN 10 MINUTES**

# 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:



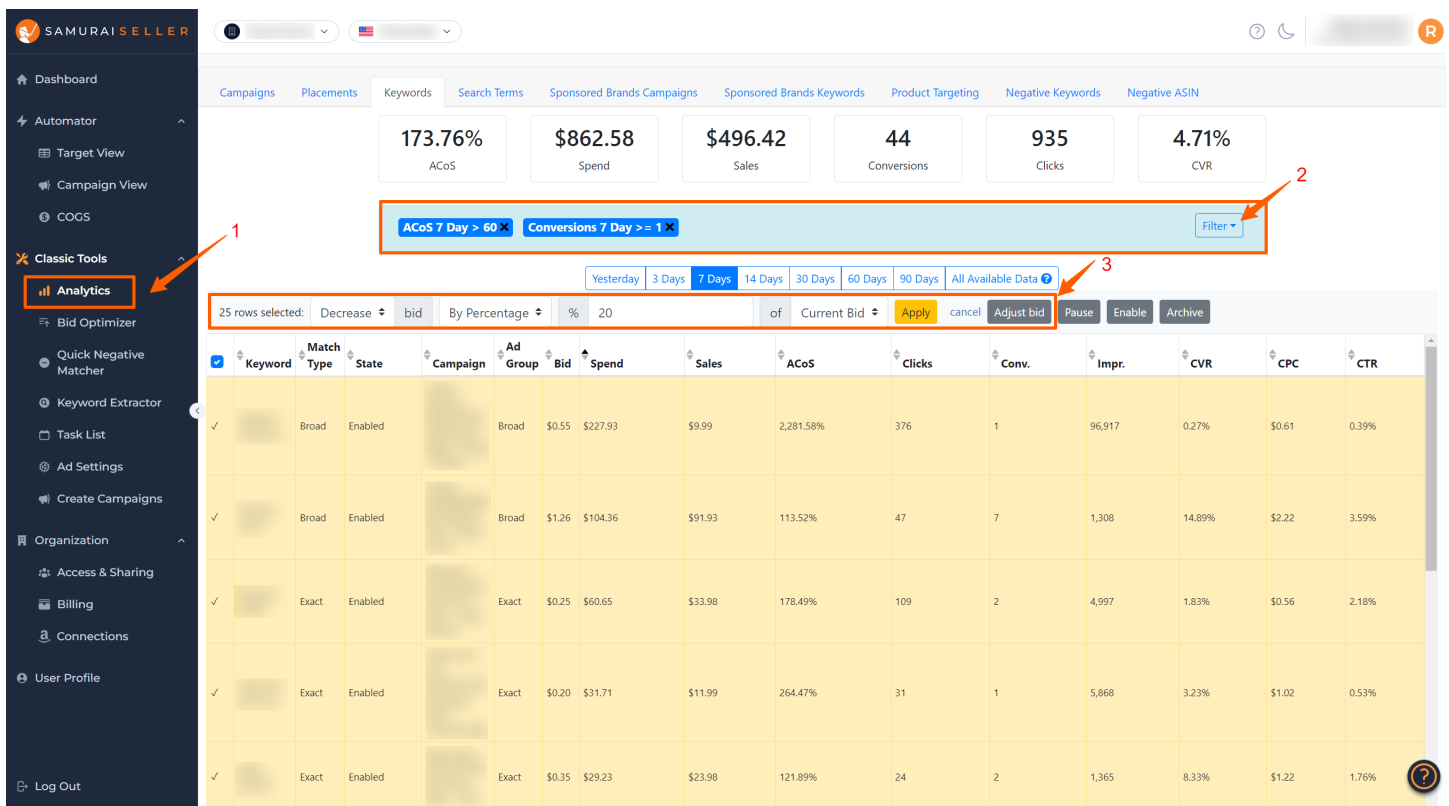
The screenshot shows the Amazon Ads Campaign Manager interface. The 'Targeting' tab is selected in the left sidebar. A filter is applied: 'Advertising cost of sales (ACoS): greater than 60'. The table below shows a list of targets with columns for Bid, Suggested bid, Impressions, Clicks, Spend, Orders,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

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	26	\$41.81	1	\$11.99	348.71%
<input checked="" type="checkbox"/>		\$0.50	\$0.39 \$0.28-\$0.61	2,082	31	\$27.97	1	\$8.99	311.12%
<input checked="" type="checkbox"/>		\$0.34	\$0.51 \$0.15-\$1.63	3,590	48	\$29.47	1	\$9.99	294.99%
<input checked="" type="checkbox"/>		0.36	\$0.40	19,691	30	\$24.82	1	\$8.99	276.08%
<input checked="" type="checkbox"/>		0.38	\$0.41	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	5,103	31	\$38.65	1	\$16.99	227.49%
<input checked="" type="checkbox"/>		0.45	\$0.20	12,941	48	\$17.93	1	\$7.99	224.41%
<input checked="" type="checkbox"/>		0.45	\$0.25	20,551	25	\$15.50	1	\$6.99	221.75%
<input checked="" type="checkbox"/>		0.46	\$2.04	2,758	24	\$25.88	1	\$11.99	215.85%
<b>Total: 723</b>		<b>1.21</b>	<b>—</b>	<b>4,951,083</b>	<b>15,267</b>	<b>\$13,341.32</b>	<b>1,321</b>	<b>\$16,203.17</b>	<b>82.34%</b>

Results per page: 50 | 1-50 of 723 results

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 highlighted with a red arrow labeled '1'. The main content 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 metrics, there are two filter boxes: 'ACoS 7 Day > 60' and 'Conversions 7 Day >= 1', with a 'Filter' button highlighted by a red arrow labeled '2'. 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 arrow labeled '3'. The table data is as follows:

Keyword	Match Type	State	Campaign	Ad Group	Bid	Spend	Sales	ACoS	Clicks	Conv.	Impr.	CVR	CPC	CTR
✓	Broad	Enabled		Broad	\$0.55	\$227.93	\$9.99	2,281.58%	376	1	96,917	0.27%	\$0.61	0.39%
✓	Broad	Enabled		Broad	\$1.26	\$104.36	\$91.93	113.52%	47	7	1,308	14.89%	\$2.22	3.59%
✓	Exact	Enabled		Exact	\$0.25	\$60.65	\$33.98	178.49%	109	2	4,997	1.83%	\$0.56	2.18%
✓	Exact	Enabled		Exact	\$0.20	\$31.71	\$11.99	264.47%	31	1	5,868	3.23%	\$1.02	0.53%
✓	Exact	Enabled		Exact	\$0.35	\$29.23	\$23.98	121.89%	24	2	1,365	8.33%	\$1.22	1.76%

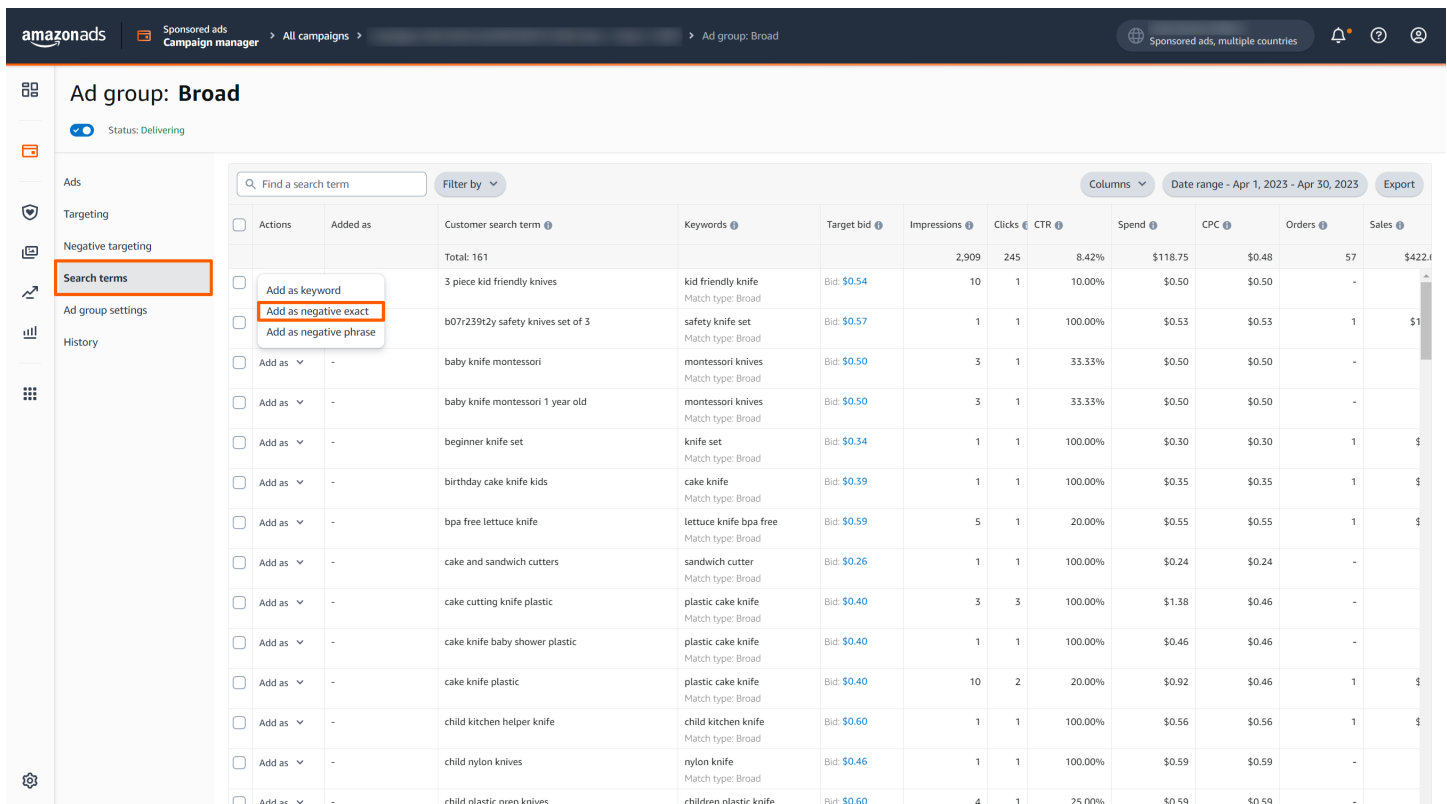
Click over to the **Sponsored Brands Keywords** tab (your filters won't change), and repeat the adjustments for those Keywords then do the same on the **Product Targeting** tab.

# 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:

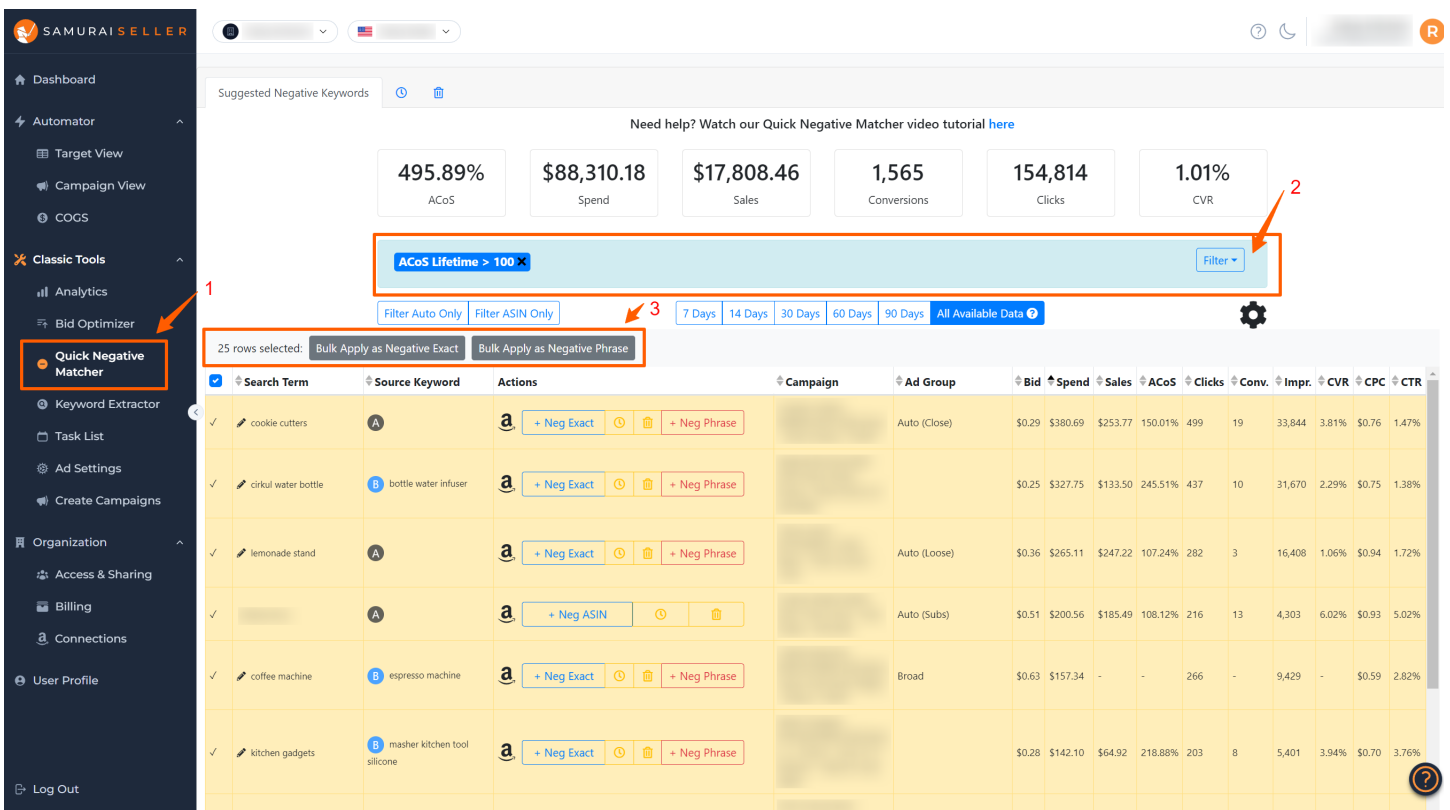


The screenshot shows the Amazon Ads Campaign Manager interface for an ad group named "Broad". The "Search terms" tab is selected, displaying a table of search terms with various performance metrics. A dropdown menu is open over the "Actions" column, showing options to "Add as keyword", "Add as negative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

Actions	Added as	Customer search term	Keywords	Target bid	Impressions	Clicks	CTR	Spend	CPC	Orders	Sales
Total: 161											
<input type="checkbox"/>		3 piece kid friendly knives	kid friendly knife Match type: Broad	Bid: \$0.54	10	1	10.00%	\$0.50	\$0.50	-	-
<input type="checkbox"/>		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
<input type="checkbox"/>	Add as	-	baby knife montessori	montessori knives Match type: Broad	Bid: \$0.50	3	1	33.33%	\$0.50	\$0.50	-
<input type="checkbox"/>	Add as	-	baby knife montessori 1 year old	montessori knives Match type: Broad	Bid: \$0.50	3	1	33.33%	\$0.50	\$0.50	-
<input type="checkbox"/>	Add as	-	beginner knife set	knife set Match type: Broad	Bid: \$0.34	1	1	100.00%	\$0.30	\$0.30	1
<input type="checkbox"/>	Add as	-	birthday cake knife kids	cake knife Match type: Broad	Bid: \$0.39	1	1	100.00%	\$0.35	\$0.35	1
<input type="checkbox"/>	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
<input type="checkbox"/>	Add as	-	cake and sandwich cutters	sandwich cutter Match type: Broad	Bid: \$0.26	1	1	100.00%	\$0.24	\$0.24	-
<input type="checkbox"/>	Add as	-	cake cutting knife plastic	plastic cake knife Match type: Broad	Bid: \$0.40	3	3	100.00%	\$1.38	\$0.46	-
<input type="checkbox"/>	Add as	-	cake knife baby shower plastic	plastic cake knife Match type: Broad	Bid: \$0.40	1	1	100.00%	\$0.46	\$0.46	-
<input type="checkbox"/>	Add as	-	cake knife plastic	plastic cake knife Match type: Broad	Bid: \$0.40	10	2	20.00%	\$0.92	\$0.46	1
<input type="checkbox"/>	Add as	-	child kitchen helper knife	child kitchen knife Match type: Broad	Bid: \$0.60	1	1	100.00%	\$0.56	\$0.56	1
<input type="checkbox"/>	Add as	-	child nylon knives	nylon knife Match type: Broad	Bid: \$0.46	1	1	100.00%	\$0.59	\$0.59	-
<input type="checkbox"/>	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**".



The screenshot displays the Samurai Seller interface for the Quick Negative Matcher tool. The left navigation bar highlights the 'Quick Negative Matcher' under 'Classic Tools'. The main dashboard shows a filter 'ACoS Lifetime > 100' applied to the data. Below the filter, there are buttons for 'Filter Auto Only' and 'Filter ASIN Only', and a selection of time periods (7 Days, 14 Days, 30 Days, 60 Days, 90 Days, All Available Data). The table below shows 25 rows selected, with options to 'Bulk Apply as Negative Exact' or 'Bulk Apply as Negative Phrase'. The table columns include Search Term, Source Keyword, Actions, Campaign, Ad Group, Bid, Spend, Sales, ACoS, Clicks, Conv., Impr., CVR, CPC, and CTR.

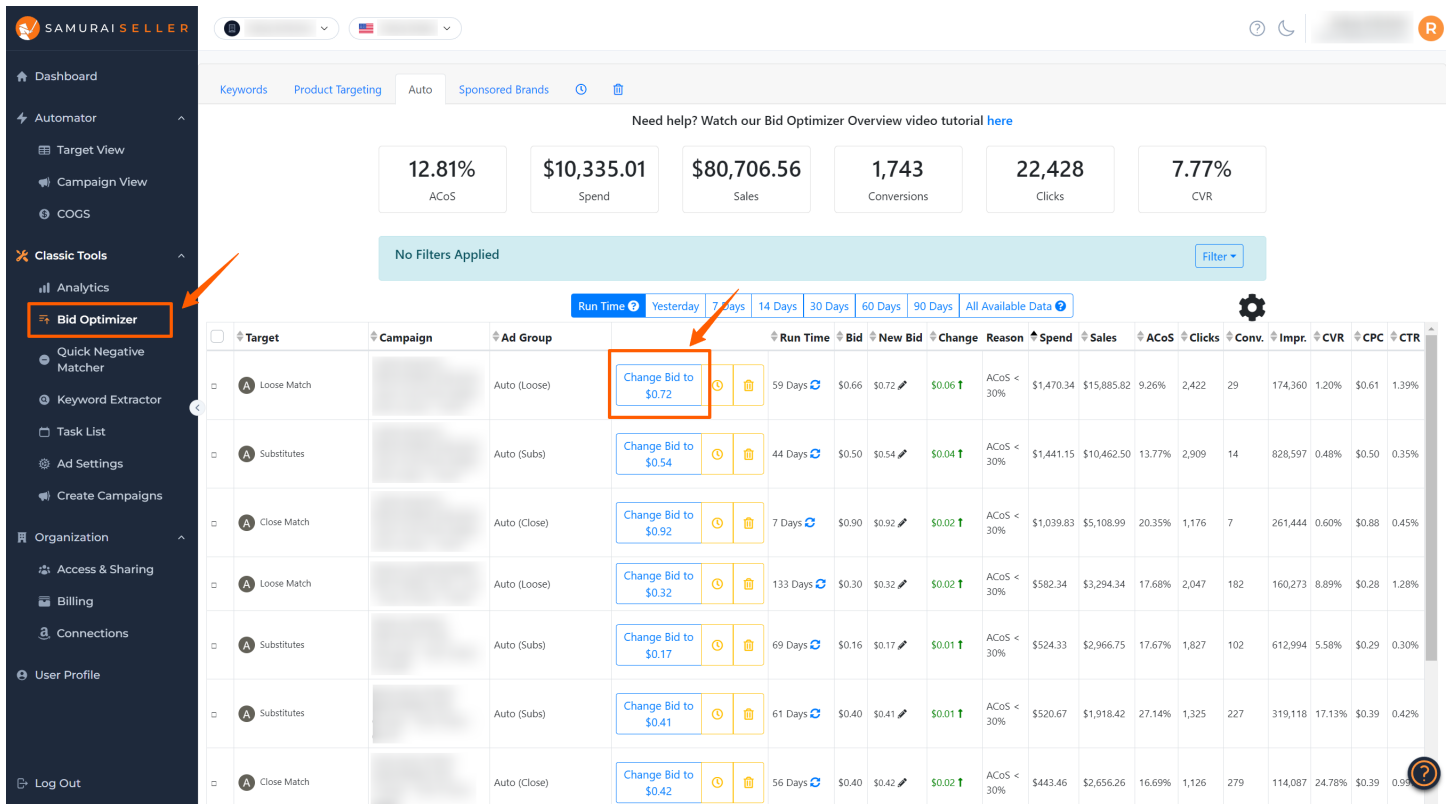
Search Term	Source Keyword	Actions	Campaign	Ad Group	Bid	Spend	Sales	ACoS	Clicks	Conv.	Impr.	CVR	CPC	CTR
✓ cookie cutters	A	+ Neg Exact + Neg Phrase		Auto (Close)	\$0.29	\$380.69	\$253.77	150.01%	499	19	33,844	3.81%	\$0.76	1.47%
✓ cirkul water bottle	B bottle water infuser	+ Neg Exact + Neg Phrase			\$0.25	\$327.75	\$133.50	245.51%	437	10	31,670	2.29%	\$0.75	1.38%
✓ lemonade stand	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%
✓ [blurred]	A	+ Neg ASIN		Auto (Subs)	\$0.51	\$200.56	\$185.49	108.12%	216	13	4,303	6.02%	\$0.93	5.02%
✓ coffee machine	B espresso machine	+ Neg Exact + Neg Phrase		Broad	\$0.63	\$157.34	-	-	266	-	9,429	-	\$0.59	2.82%
✓ kitchen gadgets	B masher kitchen tool silicone	+ 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.

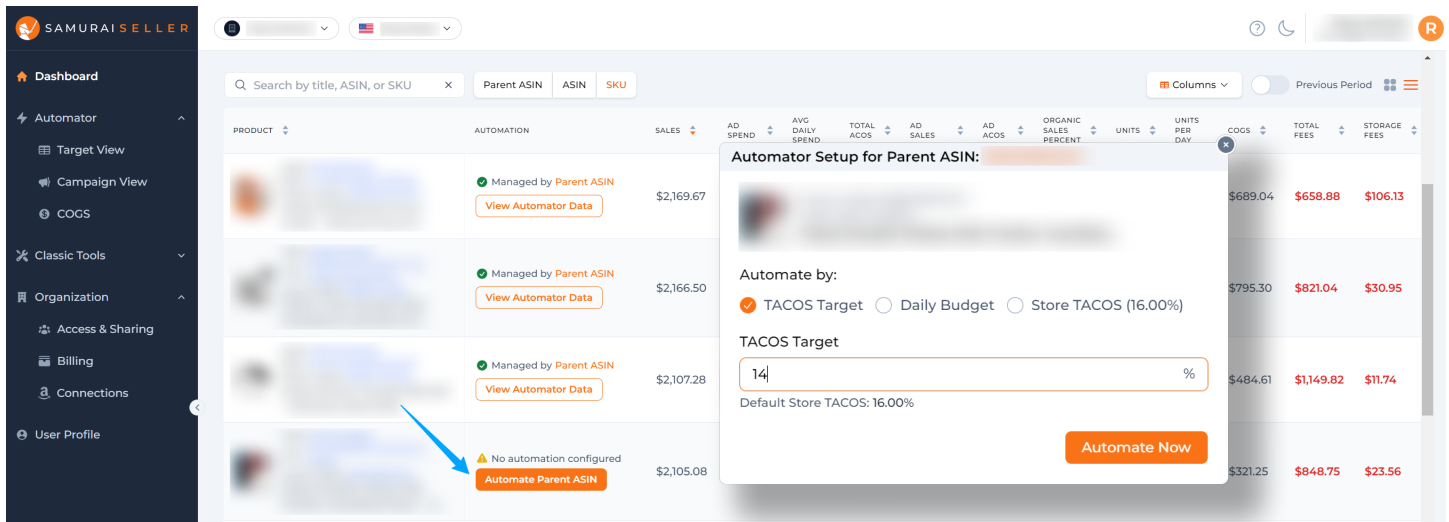
If you need additional ideas and suggestions, you can also utilize the **Bid Optimizer** under **Classic Tools** in Samurai Seller. It provides suggestions and allows you to quickly implement your decisions by simply clicking the “**Change Bid to**” button next to the target you want to adjust.



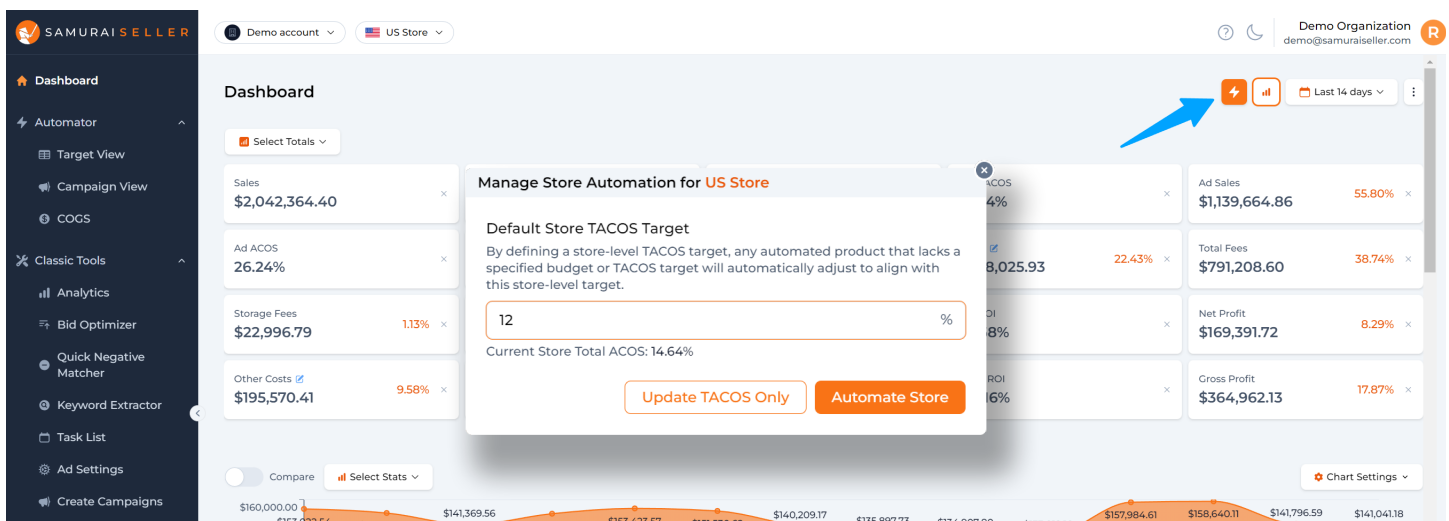
The screenshot shows the Samurai Seller Bid Optimizer interface. The left sidebar contains a navigation menu with 'Classic Tools' expanded, and 'Bid Optimizer' highlighted. The main content area displays a table of campaign performance metrics. A 'Change Bid to' button is highlighted for a specific campaign, with an arrow pointing to it from the sidebar. The table includes columns for Target, Campaign, Ad Group, Run Time, Bid, New Bid, Change, Reason, Spend, Sales, ACoS, Clicks, Conv., Impr., CVR, CPC, and CTR.

Target	Campaign	Ad Group	Run Time	Bid	New Bid	Change	Reason	Spend	Sales	ACoS	Clicks	Conv.	Impr.	CVR	CPC	CTR
Loose Match		Auto (Loose)	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%
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%
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%
Loose Match		Auto (Loose)	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%
Substitutes		Auto (Subs)	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%
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%
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	0.95%

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!



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.



# TOOLS AND RESOURCES



Discover the latest tips and insights on e-commerce and Amazon PPC from Samurai Seller's resources and articles  
<https://www.samuraiseller.com/resources>



Checkout our YouTube channel and a free "Amazon Ads Power User" course  
<https://www.youtube.com/@samuraiseller>



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



Reach out at [support@samuraiseller.com](mailto:support@samuraiseller.com) for any questions about the Samurai Seller tools or partnership opportunities.

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