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Phase I: Amazon Advertising Training

Abby Voelk

Amazon eCommerce Team Lead

Overview

- i. Introduction to Amazon Ads
- ii. Navigation in Amazon Advertising Dashboard
- iii. Metrics of Success
- iv. Executing Ad Optimization

MakarttPro Amazon Advertising

Introduction

Amazon's advertising runs on a Pay-Per-Click (PPC) model, meaning we only pay when someone clicks on your ad. Campaigns need regular optimizations to keep budgets and keyword bids aligned with our goals. It's especially important to stay on top of things over the weekends to make sure our ads are performing well while the DFW office is not online.

Product Categories Advertised



Acrylic Powder



Kolinsky Brushes



Monomer & Brush Cleaner



Acrylic Starter Kit



Soft Gel Tips & Kit



LuxuriaPro Lamp & Drill

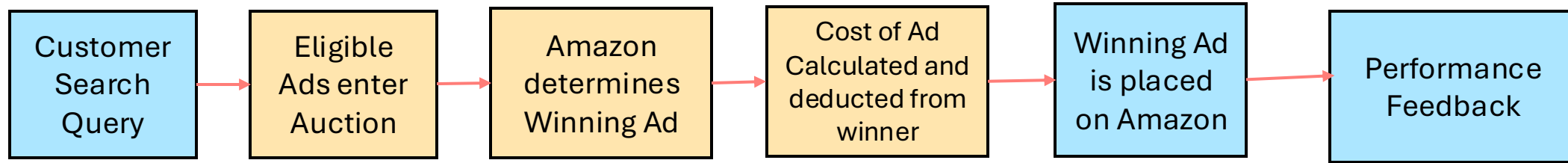
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Introduction to Amazon Ads

How Amazon Advertising works and the importance of continuous optimization

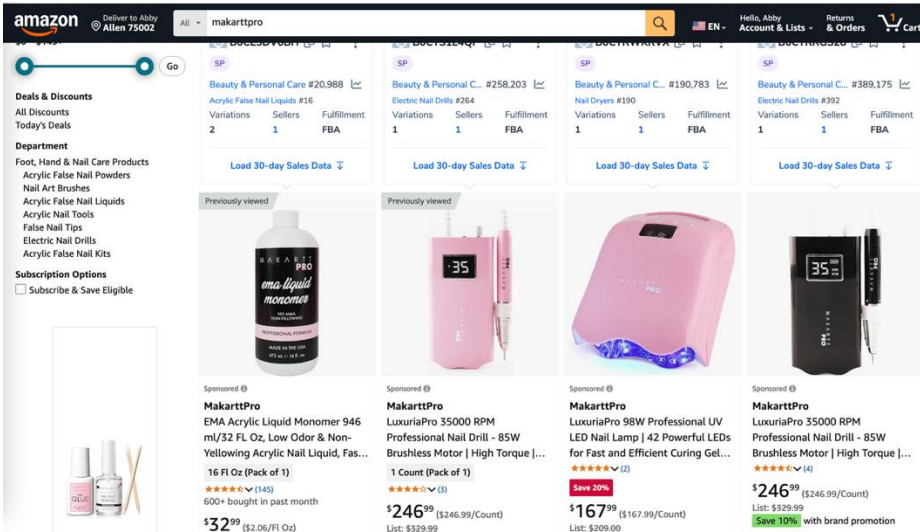
Amazon PPC Auction Flow



- Bidding strategically is key to monitor over the weekends so we can win always try to win the ad auction
 - **Suggested Bids***
 - **Low Bids***
- Each ad costs a different amount depending on the search volume, number of competitors bidding on the keywords and keyword match type
 - **If ads are left unoptimized for long periods of times, there is a chance that one or several keywords will start to spend out of control**

Excercise

Customer Perspective: Sponsored Listings



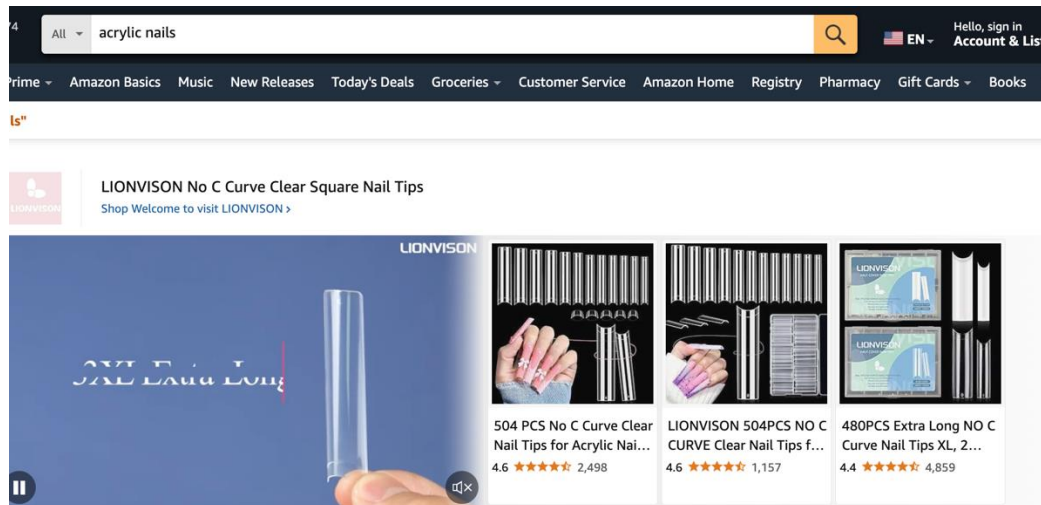
General Search

Sponsored products will show up when a customer searches a keyword. These listings will have a sponsored tag attached to the photo.

Product Detail Pages

Sponsored products will show up on detail pages of a product. A sponsored product can show up on the same company's product or a competing one

Customer Perspective: Sponsored Listings (cont.)



Headers

Ads called 'Sponsored Brands' will commonly show up as headers below the search and will often be larger video ads

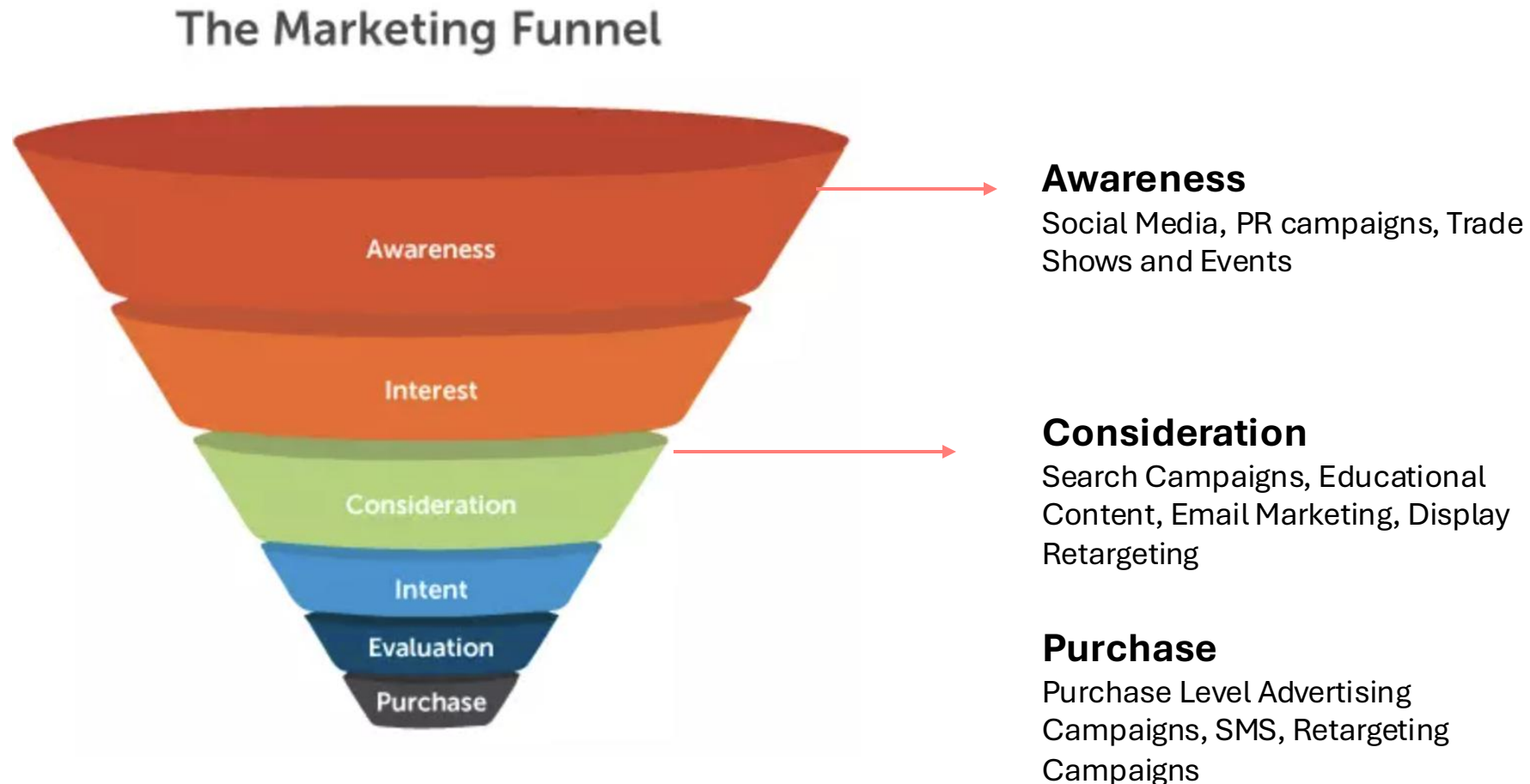
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Full Funnel Analysis

Analysis of the customer journey and where marketing activities lie on the funnel



Overview of the Marketing Funnel and Marketing Activities



Where do MakarttPro's past marketing activities fit within the marketing funnel?



Example #1

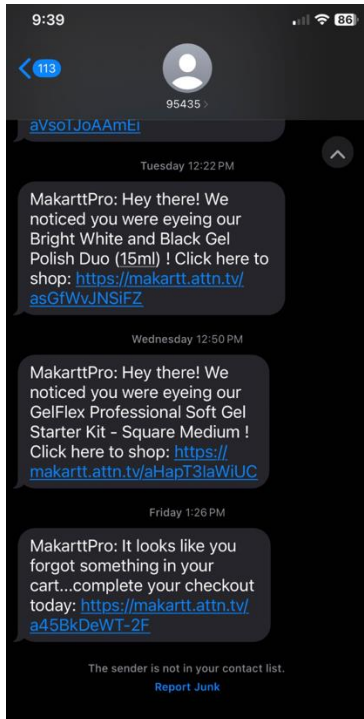


Example #2

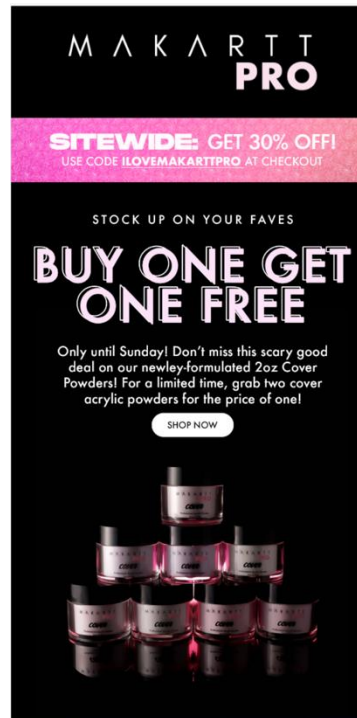


Example #3

Where do MakarttPro's past marketing activities fit within the marketing funnel?

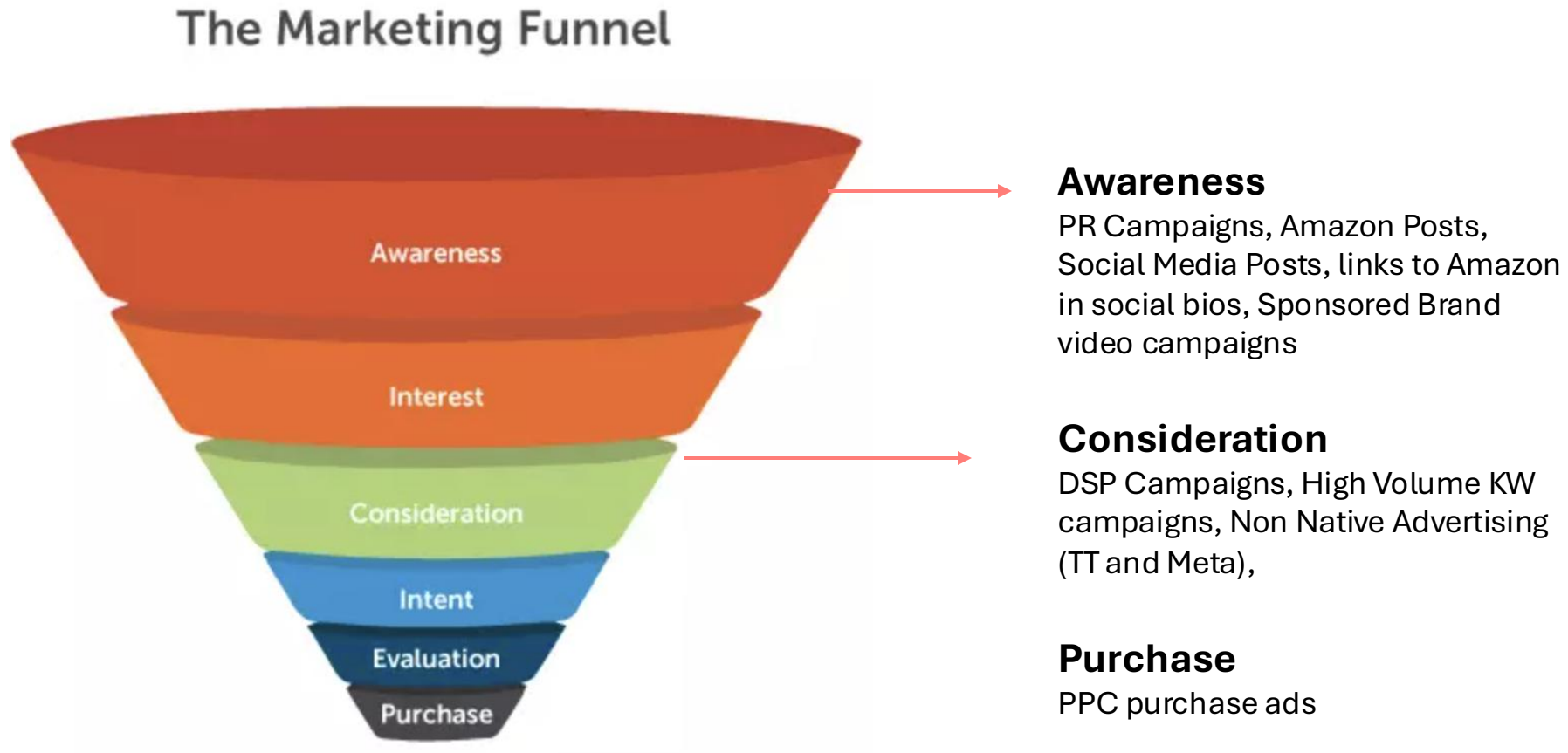


Example #4



Example #5

Amazon Marketing Funnel



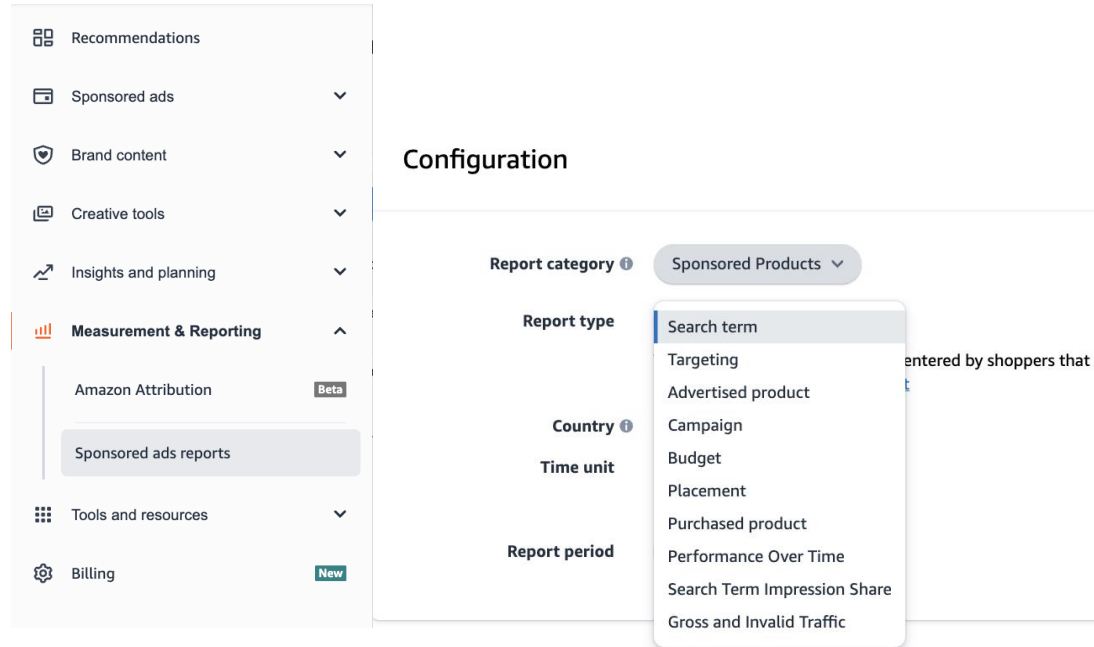
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Campaign Manger

Navigation of Amazon Ads Campaign Manager



Most Useful Reports on Amazon Ads



Navigate to Sponsored Ad reports

Search Term: all the customer terms for all keyword match types, sales, spend, and other metrics
- Most useful for finding keywords or navigating keyword performance

Advertised Product: other products may be bought through your ad. This report gives precise metrics on how your product is performing
- Most useful for product ad performance

Placement: shows where on Amazon your ad is placed (Top of Search, Product Pages, other)
- Most useful for seeing where you are paying for your ads to display

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Metrics of Success

Specific Metrics to look at to determine ad success



Keywords

- **Impressions:** The number of times your ad is shown to customers
- **CPC (Cost Per Click):** The amount of money we pay each time a customer clicks on our ad. Cost Per Click varies from keywords; some are more expensive due to high traffic and likeliness to convert a customer.
- **CTR (Click-Through-Rate):** The percentage of impressions that resulted in clicks (Clicks / Impressions)
- **ROAS:** The revenue generated from every dollar spent on Ad Spend (Revenue / Total Spend)
- **Top of Page Impression Share:** This is the % of how many impressions appear at the top of the search query page.

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Phase II: Creating and Organizing Campaigns

Organizing Ad Campaigns for Efficient Optimization and Data Analysis

Portfolio Level

MP Ads | Product Type | Owner

Campaign Level

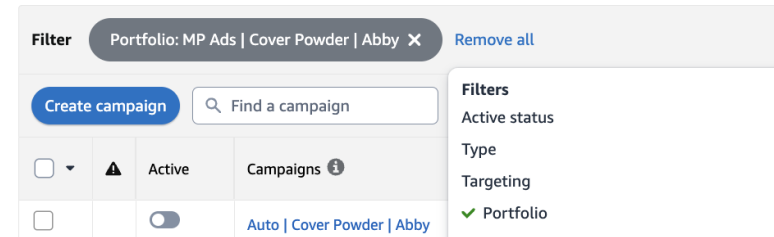
Funnel Layer | Product Type | Targeting Strategy | Owner

Ad Group Level

Keyword Type | Match Type

Example of Ad Organization

Portfolio Level



Campaign Level

Filter		Portfolio: MP Ads Cover Powder Abby		Active status: Enabled		Remove all	
Create campaign		Find a campaign		Filter by		Bulk actions	
	Active	Campaigns	Status	Type	Start date	End date	Budget
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Awareness Manual SBV Cover Powder Abby	Delivering	Sponsored Brands	Nov 19, 2024	No end date	\$40.00 - daily
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Purchase Cover Powders Product Targeting Abby	Delivering	Sponsored Products	Nov 20, 2024	No end date	\$35.00 - daily
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Purchase Cover Powder Low Bid General KW Segments Abby	Delivering	Sponsored Products	Nov 20, 2024	No end date	\$60.00 - daily
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Purchase Cover Powder General KW Segments Abby	Delivering	Sponsored Products	Jan 13, 2025	No end date	\$180.00 (rules acti
Totals for 4 Campaigns							

Ad Group Level

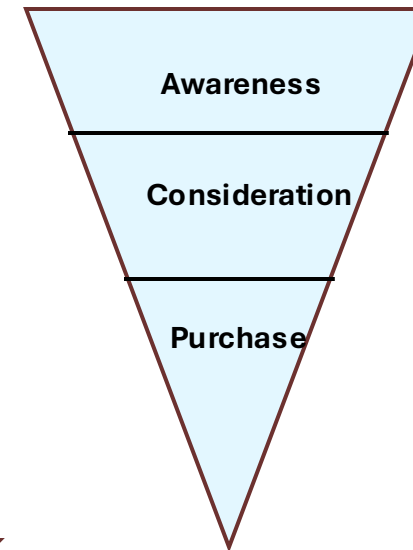
Create ad group		Find an ad group		Filter by		Bulk actions	
	Active	Ad Group	Status				
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Branded KW Exact & Phrase	Delivering				
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Competitor KW Exact & Phrase	Delivering				
<input type="checkbox"/>	<input checked="" type="checkbox"/>	General KW Exact & Phrase	Delivering				
		Total: 3					

Product Category Contribution and Distributing Ad Spend Example

Product Type	Weekly Revenue Contribution	Daily Average	Ad Cost Target	Ad Budget
Acrylic Powder	\$ 20,000	\$ 2,857	19%	\$ 543
Monomer	\$ 14,000	\$ 2,000	19%	\$ 380
Kolinsky Brush	\$ 10,000	\$ 1,429	19%	\$ 271

Product Type	Ad Budget	Awareness (10%)	Consideration (20%)	Purchase (70%)
Acrylic Powder	\$ 543	\$ 54	\$ 109	\$ 380
Monomer	\$ 380	\$ 38	\$ 76	\$ 266
Kolinsky Brush	\$ 271	\$ 27	\$ 54	\$ 190

Customer Journey to Purchase



10% of Budget

30% of Budget

70% of Budget

Keyword Match Types

Match Type	How It Matches with Customer Search Term	Spending Tendencies
Broad Match	Ads show for variations of the keyword, including synonyms, related searches, and misspellings	<ul style="list-style-type: none">- Higher impressions but less control- Can spend budget quickly- Best paired with negative keywords to eliminate irrelevant searches.
Phrase Match	Ads trigger when search terms contain the keyword in the exact order , but additional words can appear before or after.	<ul style="list-style-type: none">- More targeted than broad match- Better efficiency in spending than broad match- Still requires monitoring to avoid wasteful spending
Exact Match	Ads appear only when the exact keyword is searched , with no extra words before or after	<ul style="list-style-type: none">- Most precise targeting, leading to higher conversion rates.- Lower impressions but higher efficiency in ad spend.

“acrylic powder”

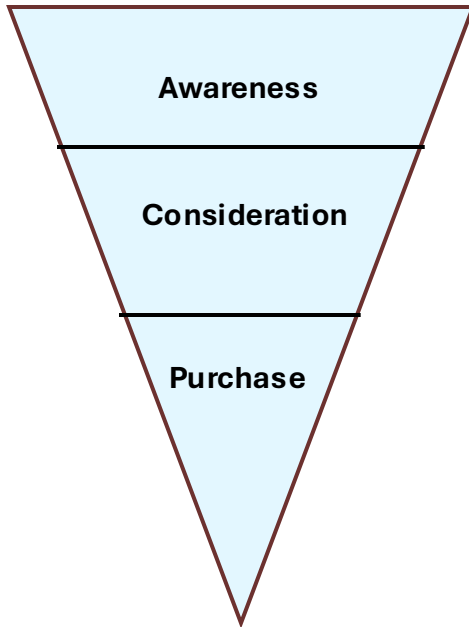
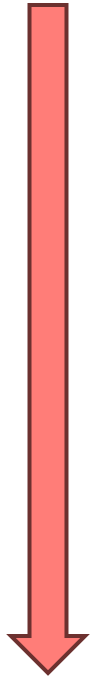
- "best acrylic powder for nails"
- "acrylic dipping powder"
- "nail powder acrylic set"
- "powder for acrylic nails"

- "clear acrylic powder for nails"
- "acrylic powder nail kit"
- "pink acrylic powder"

- "acrylic powder"
- "acrylic powder nails"

Types of Ads and Metrics of Success

Customer Journey to Purchase



- Different types of ads serve different purposes, so the metrics used to measure their success will vary accordingly

Type of Campaign	Intent of Campaign	Metrics of Success
Awareness	Increase brand visibility and recognition rather than drive immediate conversions	- High Impressions - High Detail Page Views
Consideration	Engage potential buyers who are aware of your brand but haven't made a purchase yet	- Low CPC - High Impressions - High CTR
Purchase	Drive sales and conversions by targeting shoppers who are ready to buy	- ROAS between 3 and 5 - High CVR - Low ACOS

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Phase II: Deep Diving into Optimization Decisions



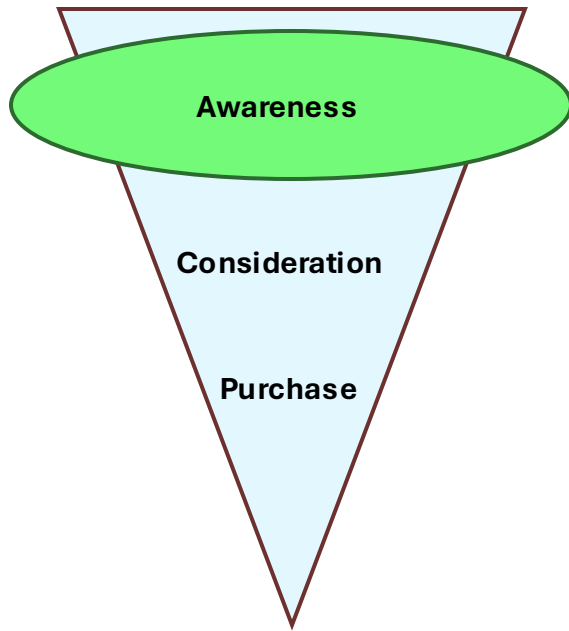
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Upper Funnel Amazon Ads

In depth look at video ads and consideration ads, what their metrics are and best optimization practices.



Upper Funnel Metrics Refresher



- Impressions: the number of times customers have seen your ad
- CPM (Cost per Mille): Cost per Thousand Impressions, gives you a snapshot of how much it costs for a decent reach
 - Poor: $CPM > \$x$
 - Okay: $\$X > CPM > \x
 - Good: $\$X > CPM > \x

Creating Amazon Video Ad Campaigns

- Creation of video ads can be made in Capcut [here](#)