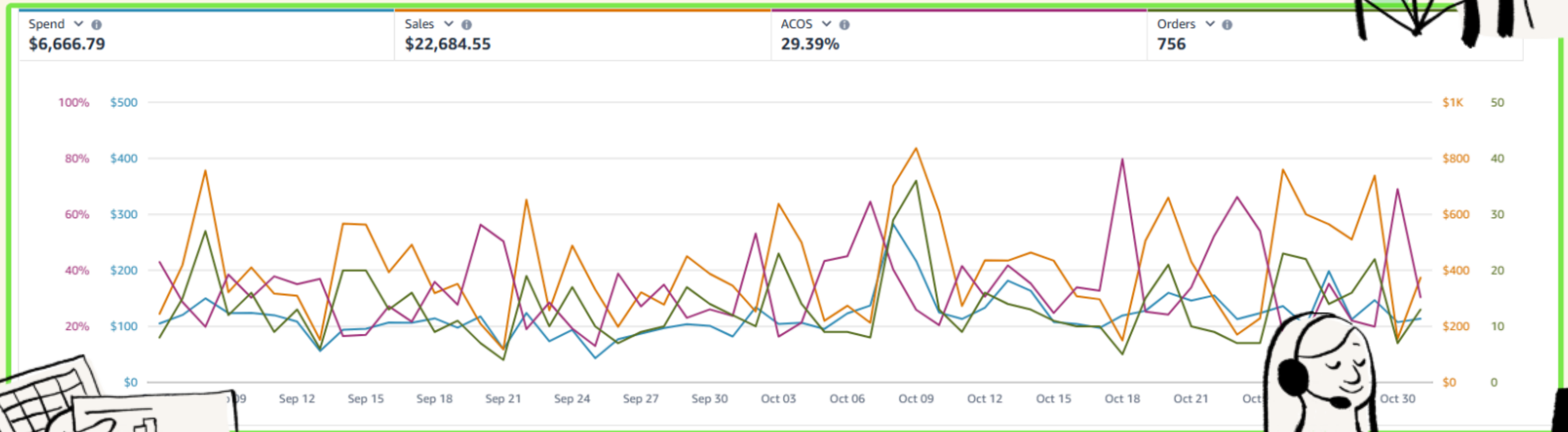


Building a Better Business Together



Let's Get to Work

Amazon account audit

Get a full account audit for \$200. Now with a 10% discount.

Have an Amazon expert review your account to know the strengths and weaknesses of your account and how they stack against competitors.

- Advertising: segmentation, structure, and bidding
- Search engine optimization (SEO): indexing and rankings
- Product listings: merchandising and design
- Brand registry
- Account health
- Growth areas
- Logistics – IPI scores
- International expansion
- Customer service

amazon seller central

Search

EN

Help

Campaign Manager

Business Reports

Manage All Inventory

Brand Analytics

Account Health

Shipments

Inventory Reports

Fulfillment

Edit


Key Metrics

Learn More

Hide Graph

Sales

\$188.99



Open Orders

145

Buyer Messages

0

Featured Offer %

54%

Account Health

Healthy

Total Balance

\$12,081.19

Inventory Performance

545

Global Promotions

--

Ad Sales

\$0.00

Ad Impressions

565

Stores

4

Total order items

4,135

Units ordered

4,829

Ordered product sales

\$116,482.53

Avg. units/order item

1.17

Avg. sales/order item

\$28.17

Compare Sales

Graph view

Table view

Units ordered



Ordered product sales



Compare

What's this

☒ Selected date range

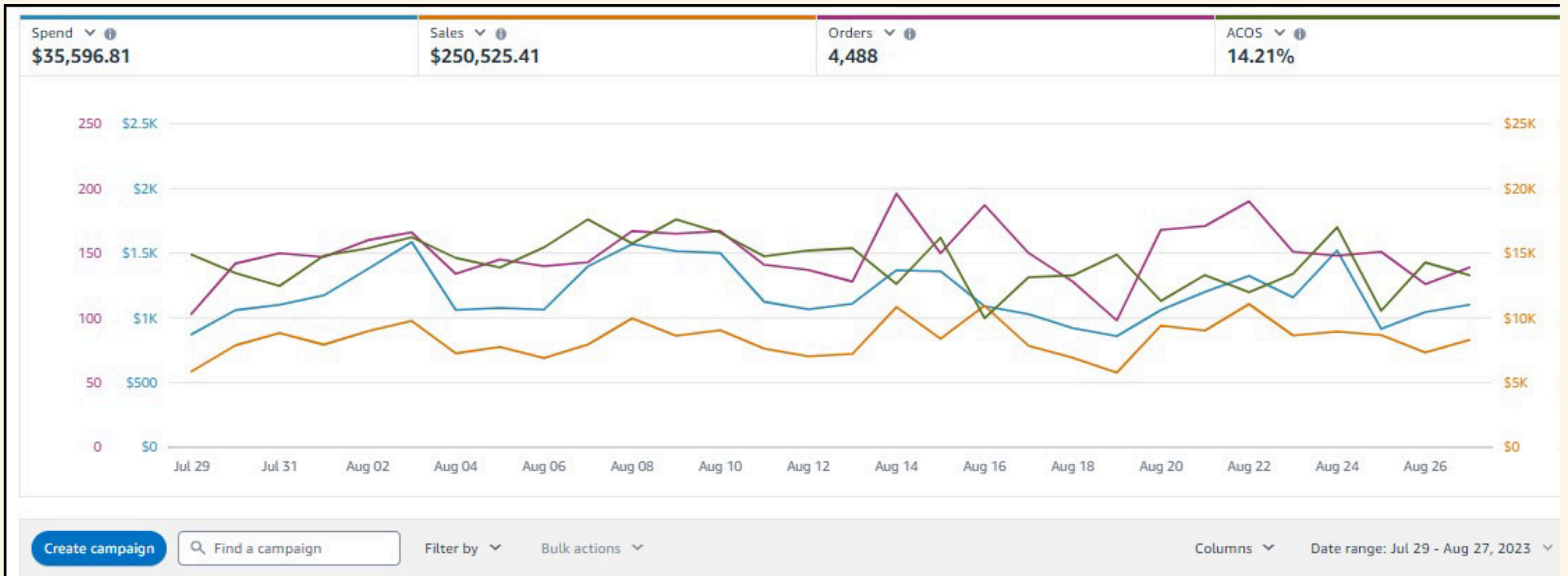
4,829 Units

\$116,482.53

☐ Same date range one year ago

5,393 Units

\$112,232.98



Don't waste your ad spend! Master the ultimate Amazon PPC guide for 2025.

Got a brand new product that deserves some love? You launched it, it's on Amazon, but... crickets?

That's where Amazon PPC (Pay-Per-Click) comes in. It's like advertising your product online to the exact kind of customers you want to see it. Now, PPC might sound fancy, but this guide is all about making it simple for beginners. We'll break it down step-by-step, so you can launch your product like a pro and watch those sales climb.

Why Advertise Your New Amazon Product Using a PPC Campaign?

Imagine Amazon as a huge mall, but online. With PPC ads, it's like putting a bright sign on your product for people already browsing for similar items.

More clicks = higher ranking on Amazon = more sales!

This is why it's awesome:

- **Right People See You:** Reach shoppers actively searching for what you sell, not random strangers.
- **Climb the Ranks:** The more clicks, the higher your product appears!
- **Set Goals & Track Progress:** Want more sales or better ranking? Ads let you track progress.
- **Pay-Per-Click Savings:** You only pay when someone clicks your ad campaign, unlike traditional advertising. It's like free Amazon advertising until someone clicks.

Automatic Campaigns

Pros

- **Easy to Use**
Perfect for beginners, no need for in-depth keyword research or bidding strategies.
- **Quick Setup**
Get your PPC campaigns running fast without extensive setup time.
- **Discover New Keywords**
May discover relevant keywords you might have missed.

Cons

- **Lack of Control**
Limited control over targeting and bidding can lead to wasted ad spend on irrelevant searches.
- **Potential for Waste**
May target irrelevant keywords or bid too high, impacting your advertising costs.
- **Limited Optimization**
Difficult to fine-tune campaigns for optimal performance.

Manual Campaigns

Pros

- **Precise Targeting**
Control who sees your ads by choosing specific keywords and targeting options.
- **Optimized Bidding**
Set bids for individual keywords to maximize return on ad spend (ROAS).
- **Advanced Strategies**
Allows for A/B testing and other advanced optimization techniques.

Cons

- **Steeper Learning Curve**
Requires research and understanding of bidding strategies, keyword research, and campaign management.
- **Time Commitment**
Takes more time and effort to set up and manage compared to automatic campaigns.
- **Potential for Mistakes**
Manual bidding requires monitoring to avoid overspending or underbidding.

Automatic Bidding

Pros

- **Easy to Set Up**

You don't need to spend time researching and setting individual bids.

- **Saves Time**

Amazon's system automatically manages your bids for you.

Cons

- **Less Control**

You have less control over how much you're spending on each click.

- **Potential for Wasted Spend**

Automatic bidding might target irrelevant searches or bid too high.

Manual Bidding

Pros

- **More Control**

You decide the maximum amount you're willing to pay for each click.

- **Potential for Cost Savings**

You can avoid unnecessary clicks by setting lower bids.

Cons

- **Requires More Effort**

You need to monitor your bids and adjust them regularly.

- **Risk of Overspending**

If you're not careful, you could end up paying too much per click.

Tip: Start with **Automatic Bidding**, then switch to **Manual Bidding** for more control as you learn.

Launch, Monitor, and Optimize Like a Pro!

Launching your Amazon PPC campaign is just the beginning.

Do these and be a PPC pro:

- Regularly check how your ads perform.
- Increase bids for keywords that bring in sales (high ROAS).
- Lower bids or block irrelevant keywords (low sales, high ACOS).
- Find profitable search terms and launch new targeted campaigns for them.
- Use tools like [SellerBoard](#) to get deeper insights. This helps you make the best decisions to optimize your campaign.

What to Look for When Monitoring PPC Ads

Here are the key things to look for when monitoring PPC ads:

Profitability

- High ROAS (Return On Ad Spend): Increase bids for keywords with high ROAS.
- Low Sales/High ACOS (Advertising Cost Of Sale): Decrease bids or add negative keywords for products with low sales or high ACOS.

Search Terms

- Identify profitable search terms not currently targeted and launch new campaigns for them.
- Find irrelevant search terms and add them as negative keywords to exclude them from future ad placements.

Placements

- See where your ads are showing (top of search vs rest of search) and adjust bids accordingly.
- Increase bids for placements with high performance and decrease bids for low performing placements.



Slim spout for added control

Built-in thermometer

No-slip finish on handle

SMARTWATCH



Setting

Messages

Sport Mode

Alarm

Telephone

Music Player

www.reallygreatsite.com

Water Resistance
All weather use

Fast Charging
Listen more, charge less

Powerful Bass
High quality sound

Long Battery Life
Listen for hours



Merino Wool Sweater



BIG SALE
50% OFF

COLOR

SIZE

XS **S** **M**
L **XL** **XXL**



All-natural

Easy to apply

Real extracts

Locally sourced

Meet our range

Standard Fan
A classic design with reliable strength and quality

Stand Fan
Ideal for larger spaces requiring more air circulation

Vortex Fan
The most powerful and energy-efficient fan in the market today



LEATHER
REAL LEATHER FOR IMPROVED GRIP

WIRELESS EARBUDS

Water Resistance

Powerful Bass

Long Battery Life

Fast Charging



www.reallygreatsite.com

PRODUCT FEATURES

NO SPILLS!
Leak-proof neck keeps your drink in.

INSULATED
Keeps your drink cool for hours.

LIGHT
Lightweight yet sturdy.

Dashing details

A closer look at our flagship product



Soft-close shell

One-touch indicator



STYLISH Clean flowing lines

SMOOTH Seamless finish

FACIAL SKIN SERUM



POWERFUL BLEND OF INGREDIENTS:

DEEP HYDRATION WITH HYALURONIC ACID

ANTI-AGING ANTIOXIDANTS

GENTLE & LIGHTWEIGHT FORMULA

CRUELTY-FREE & PARABEN FREE

Whey Protein



30% OFF

ORDER NOW

Kitchen Appliance



35% OFF

BEST SOFA FOR YOUR HOME

Enjoy your me-time in ultimate comfort with our stylish single sofa

1 Single Dark Sofa \$400.00

2 Single Grey Sofa \$440.00

3 Single Yellow Sofa

Customer Service Performance

Seller Fulfilled

Fulfilled by Amazon

Order Defect Rate

Target: under 1%

0%

0 of 29 orders
60 days

0.04%

1 of 2,386 orders
60 days

Order Defect Rate consists of three different metrics:

Negative feedback

0%

0.04%

A-to-z Guarantee claims

0%

0%

Chargeback claims

0%

0%

View details

Policy Compliance

Healthy

Account Health Rating

This rating reflects your adherence to Amazon's selling policies. [Learn more.](#)

340

01002001000

All Issues

Suspected Intellectual Property Violations

0

Received Intellectual Property Complaints

0

Product Authenticity Customer Complaints

0

Product Condition Customer Complaints

0

Food and Product Safety Issues

0

Listing Policy Violations

0

Restricted Product Policy Violations

0

Customer Product Reviews Policy Violations

0

Other Policy Violations

0

Regulatory Compliance

0

View all (0)

Policy Violation Warnings

0

Shipping Performance

Seller Fulfilled

Late Shipment Rate

Target: under 4%

0%

0 of 9 orders
30 days

Pre-fulfillment Cancel Rate

Target: under 2.5%

0%

0 of 3 orders
7 days

Valid Tracking Rate

Target: over 95%

100%

8 of 8 shipments
30 days

On-Time Delivery Rate

Target: over 90%

100%

3 of 3 units
14 days

View shipping eligibilities here

View details

Single Product Search



Giggling Getup Adult Knit Christmas Beanie Hat with Pom Poms, Red Christmas Elf Santa Hat for Adult, Women, Men Hat Party Dress Up
B0CGHVH1X5

Run Listing Analyzer

Track Competitors



Keyword Distribution

Total Keywords 3,648
Organic 3,413
Paid 963

Show Historical Trend

Amazon Search Vol.

Total Search Volume 3,467,743
Average Search Volume 951

Word Frequency

Last 30 days
hat (1,403) christmas (964) santa (918) hats (661)
women (533) men (362) beanie (305) adult (290) elf (254)
costume (217) pom (207) red (199) grinch (182)
adults (177) outfit (135) winter (133)

Export

3,648 Filtered Keywords

Customize

Export Data...

Revenue

Top Products

Advertising

Latest Orders

Gross Revenue £22,125.66
Profit Margin 30.68%
Net Profit £6,787.31
Orders 4,275
Units Sold 4,668
Refund Amount £499.12

Choose Metrics

Compare to past

Add Note Events

