

AMZ Agency Academy

DAY 4

PPC Strategy Template

Use this form to develop PPC campaign strategies for your clients. Please note each campaign type requires different variables.

Portfolio: _____

Campaign Type:

- ☐ Sponsored Products **(SP)**
- ☐ Sponsored Brands **(SB)**
- ☐ Sponsored Display **(SD)**

Campaign Name: _____

Campaign Start Date: _____ End Date: _____

Daily Budget: _____

Brand (SB Ads Only): _____

Ad Format (SB Ads Only):

- ☐ Product Collection
- ☐ Store Spotlight
- ☐ Video

Landing Page (SB Ads Only): _____

Campaign Targeting (SP Ads Only):

- ☐ Automatic Targeting
- ☐ Manual Targeting

Campaign Bidding Strategy (SP Ads Only):

- ☐ Dynamic Bids - Down Only
- ☐ Dynamic Bids - Up & Down
- ☐ Fixed

Ad Group Name: _____

Product ASINs: _____

Targeting type:

- ☐ Keyword (SP Ads Only)
- ☐ Product
- ☐ Audiences (SD Ads Only)

Bidding Strategy (SD Ads Only):

- ☐ Optimize For Viewable Impressions
- ☐ Optimize For Page Visits
- ☐ Optimize For Conversions

Default Bid (SD Ads Only): _____

Categories To Target (SD Ads Only)	Bid
le. Yoga Equipment	\$1.05

Products To Target	Bid
le. ASIN B09SSUL9DP	\$1.05

Keyword Targeting (SP Ads Only)	Bid	Exact	Phrase	Broad
le. Green Yoga Mat	\$1.05	x	x	

Negative Keyword Targeting (SP Ads Only)	Exact	Phrase
le. Yoga Pants	x	
