

Standard Operating Procedure

Increase New to Brand (NTB) Customers
using Nozzle, Helium 10, and Amazon PPC



THE GUIDE FOR
AMAZON SELLERS

2022/2023



Increasing New to Brand Customers using Nozzle, Helium10 & Amazon PPC

This workflow outlines how to use Nozzle's data to determine whether you should focus on attracting new to brand customers and, if you do, how to go about doing it using Nozzle, Helium 10 and Amazon PPC.

21 Steps

[View an interactive version of this SOP](#)

1 Go to Nozzle's Performance Summary Dashboard

Scroll down to Sales Distribution ChartScroll down to Sales Distribution Chart.

nozzle

Customer Analytics

Performance Summary

Customer Retention

Purchase Intervals

Purchase Analysis

Cohort Analysis

PPC Audit

Cohort Analysis

Categories

All categories

ASIN

All ASINs

Time period

Mar 2022 - Aug 2022

Monthly averages	First purchase	3 months	6 months	12 months	24 months
Lifetime value	\$30.38	\$45.37	\$54.48	--	--
Break even ACoS	59%	95%	116%	--	--

View by:

Accumulated profit

Accumulated sales

Returning customers %

						Months since first purchase						
Cohort	R%	Total new customers	Ad spend	CAC	First purchase profit	0	1	2	3	4	5	6
Mar 22	39.98%	1,238	\$7,164.47	\$5.79	\$28.27	\$29.95	\$35.18	\$41.18	\$46.40	\$50.74	\$54.48	\$54.48
Apr 22	36.43%	1,378	\$7,752.07	\$5.63	\$28.00	\$29.53	\$35.11	\$41.38	\$45.78	\$49.51	\$49.51	
May 22	34.16%	1,285	\$7,859.58	\$6.12	\$28.72	\$30.31	\$35.45	\$40.75	\$44.95	\$44.95	-	-

Accountant

melusova@no...

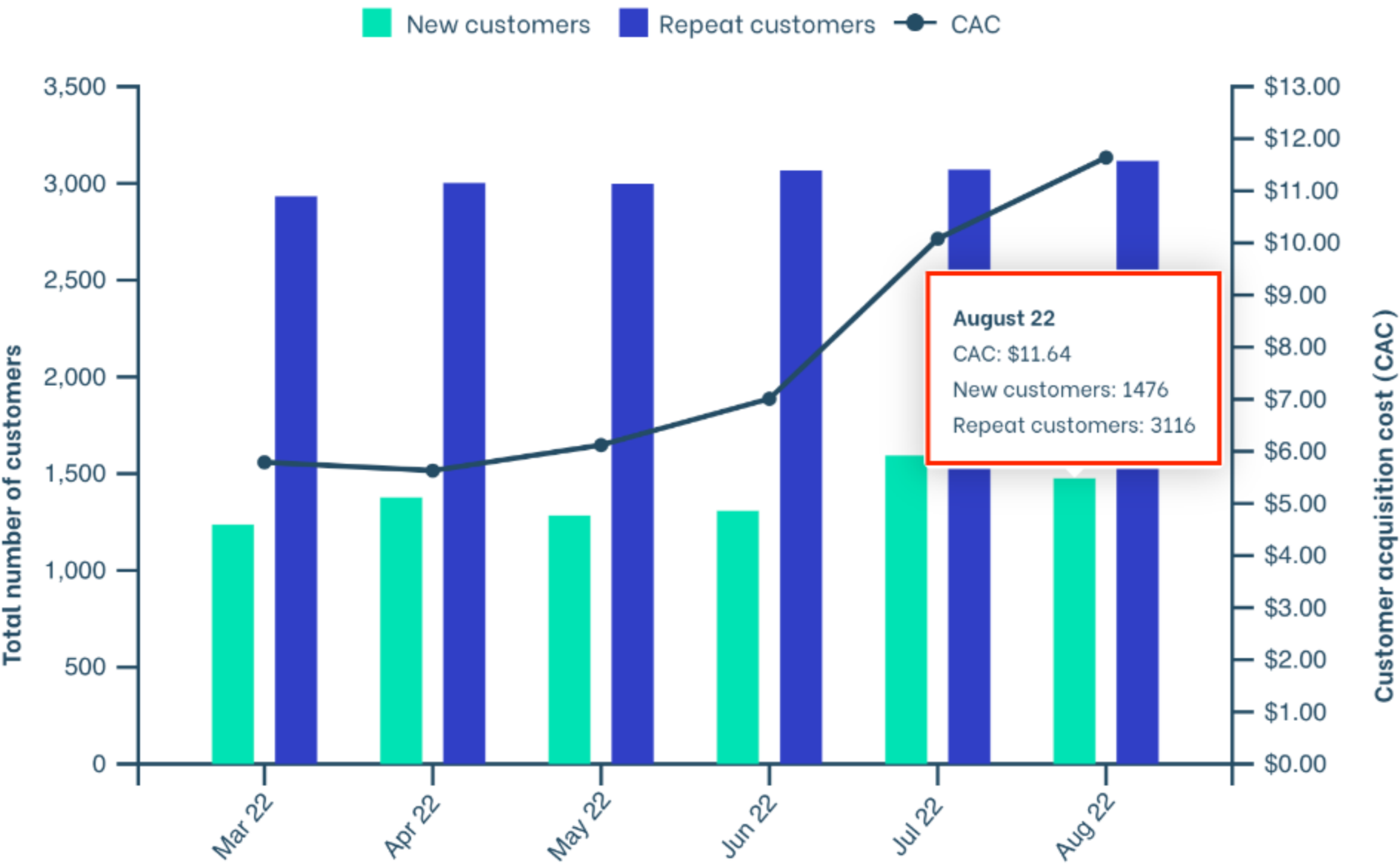
2 Review monthly growth rates and ratios between NTB and repeat customers

In this example, the number of repeat customers (blue bar chart) buying from the Seller in any given month are roughly double the number of NTB (green bar chart). This suggests that the brand has strong base of loyal customers, and is likely very profitable.

However the brand lacks growth coming from NTB customers and if it doesn't do anything, the size of the customer base will stagnate and the business can face decline in the long term.

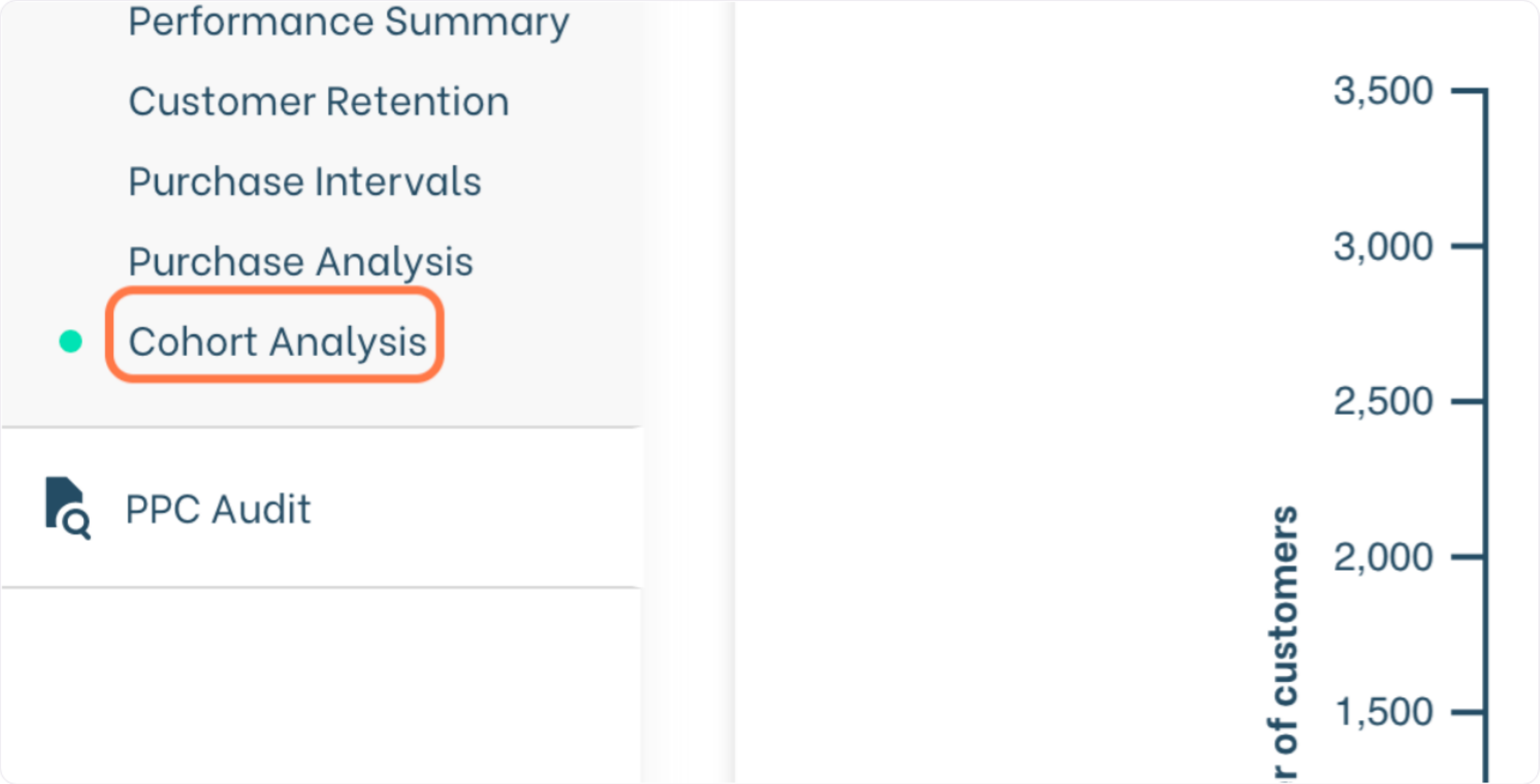
A strategy to attract NTB customers is needed.

Sales Distribution



3 Now head to the Cohort Analysis dashboard

We want to see whether there's a big enough gap between how profitable an average customer is on the first purchase vs how much it costs to acquire an average customer. We call this the "First Purchase Profitability Gap".



4 Calculate the First Purchase Profitability Gap

In this case the profitability gap is \$18.74 (\$30.38- \$11.64). This indicates a large gap between what you're paying to acquire a NTB (\$11.64) and how profitable you are on their first purchase (\$30.38).

This means there is an opportunity to invest in NTB and still break even on the first purchase. In this case, the Seller could double their CAC to \$23.28 and still break even.

Ideally this should be done at an individual ASIN level for all ASINS to help with ASIN prioritization ad budget allocation. However most sellers have too many ASINs to make this practical. In this case we would recommend doing this for the "hero" ASINs and then on a category level for the rest of the ASINs.

In the next section, we're going to show you some strategies how to increase NTB customers using Amazon PPC and Helium 10.

Monthly averages	First purchase	3 months	6 months	12 months	24 months
Lifetime value ⓘ	\$30.38	\$45.36	\$54.48	--	--
Break even ACoS ⓘ	59%	95%	116%	--	--

View by:

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Cohort ⓘ	R% ⓘ	Total new customers ⓘ	Ad spend ⓘ	CAC ⓘ	First purchase profit	0	1	2	3	4	5	6
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Apr 22	36.43%	1,378	\$7,752.07	\$5.63	\$27.99	\$29.52	\$35.10	\$41.38	\$45.77	\$49.50	\$49.50	-
May 22	34.16%	1,285	\$7,859.58	\$6.12	\$28.72	\$30.31	\$35.45	\$40.75	\$44.95	\$44.95	-	-
Jun 22	28.42%	1,309	\$9,176.66	\$7.01	\$29.13	\$31.07	\$36.36	\$40.81	\$40.81	-	-	-
Jul 22	18.44%	1,594	\$16,059.99	\$10.08	\$28.58	\$30.45	\$35.91	\$35.91	-	-	-	-
Aug 22	5.93%	1,399	\$17,180.89	\$11.64	\$28.64	\$30.55	\$30.55	-	-	-	-	-

5 Determine the right non-branded keywords to focus on

We are going to use Cerebro by Helium 10 (there are many other keyword research tools out there) to find out the most relevant and high search volume keywords. For this example, we're going to focus on Home & Kitchen category, specifically pillow covers.

6 Begin keyword research

There are multiple approaches to conduct keyword research. In this example we are using tool called "Cerebro" by Helium 10- Reverse Product Lookup Tool. Enter around 3 ASINS (you can enter up to 10 ASINS) of your main competitors to quickly see all the relevant terms that your competitors rank for.

DashboardTools ▾ProfitsFollow-UpAdtomicPortalsFreedom Ticket

What's New? 34 🔍 ? 🌐 📢 Helium 10 shanil E

Cerebro

Enter up to 10 product identifiers to find their top performing keywords.

🇺🇸 ▾

B07B4Z9L7M ×

B07MQQPVDF ×

B091Y5VQPY ×

Enter up to 10 product ASINs

Get Keywords

Get Competitors

☐ Exclude

Filters

Narrow down your results fast for [Top Keywords](#) or [Opportunity Keywords](#)

Search Volume ⓘ

Cerebro IQ Score ⓘ

Position (Rank) ⓘ

Word Count ⓘ

Phrases Containing ⓘ

Min

Max

Min

Max

Min

Max

Min

Max

pillow

7 Filter results for relevancy

Filters we like to use:

- "Phrases Containing" - Use this filter if you want to show phrases that contain entered keywords
- "Position (Rank)"- Use this filter to identify what keywords are your competitors ranking for
- "Search Volume"- Filter for keywords within a certain search volume range to find the keywords that are searched most often.

DashboardTools ▾ProfitsFollow-UpAdtomicPortalsFreedom Ticket

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Filters

Hide Filters

Narrow down your results fast for [Top Keywords](#) or [Opportunity Keywords](#)

Search Volume ⓘ

MinMax

Cerebro IQ Score ⓘ

MinMax

Position (Rank) ⓘ

MinMax

Word Count ⓘ

MinMax

Phrases Containing ⓘ

pillow

☒ All ☐ Any

Title Density ⓘ

MinMax

Match Type ⓘ

None selected ▾

Amazon Choice ⓘ

None selected ▾

Relative Rank ⓘ

MinMax

Exclude Phrases Containing ⓘ

Ex: red dress

Sponsored Rank (avg) ⓘ

MinMax

Sponsored Rank (count) ⓘ

MinMax

Amazon Recommended Rank (avg) ⓘ

MinMax

Amazon Recommended Rank (count) ⓘ

MinMax

Competitor Rank (avg) ⓘ

MinMax

Ranking Competitors (count) ⓘ

MinMax

Competitor Performance ⓘ

MinMax

Competing Products ⓘ

MinMax

Advanced Rank Filter 1/2 ⓘ

ASIN MinASIN Max

Advanced Rank Filter 2/2 ⓘ

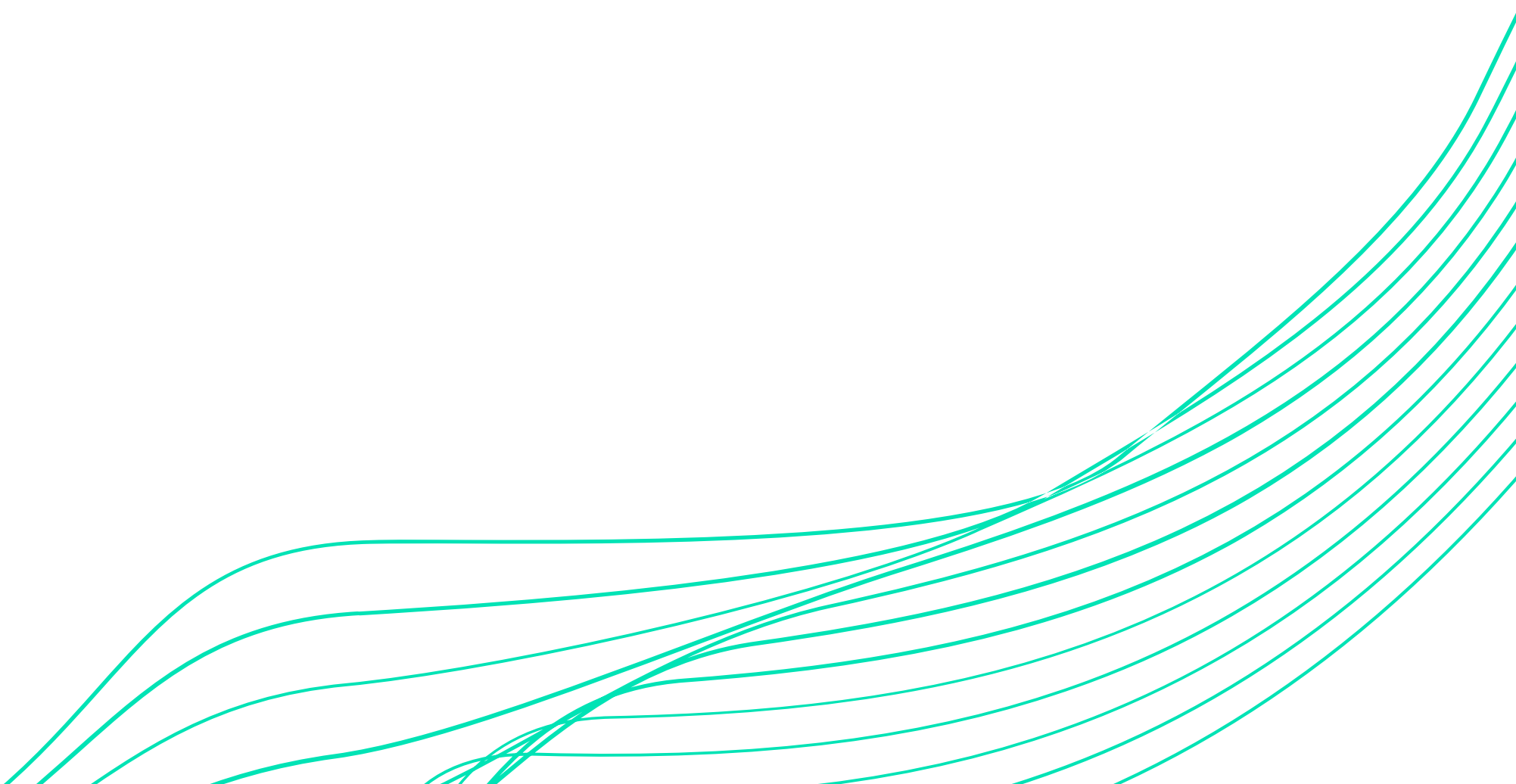
Rank MinRank Max

Search Volume Trend ⓘ

MinMax

Clear

Apply Filter



8 We are going to use the "Phrases Containing" filter

To find the most targeted keywords, we want to look for all phrases that contain "pillow".

Count ⓘ

Max

Phrases Containing ⓘ

pillow

☒ All ☐ Any

Rank ⓘ

Max

Exclude Phrases Containing ⓘ

Ex: red dress

9 Sort results by highest search volume

This metric indicates how many times shoppers search that particular phrase each month.

Follow-Up	Adtomic	Portals	Freedom Ticket	
Estimated number of times this keyword is searched monthly on Amazon.				
Keyword Sales	Cerebro IQ Score	Search Volume	Search Volume Trend	Sponsored ASINs
21,874	133,285	266,570	-2% ↓	634
6,941	1,743	52,280	-22% ↓	914
5,438	12,711	38,133	-12% ↓	521

10 Review search volume

Below is an example of a reverse ASIN lookup for "pillow cases". In the results, there are a variety of keywords with decent search volume that the product ranks for. Generally we are looking for keywords with at least 1000 searches per month.

Dashboard

Tools

Profits

Follow-Up

Adtomic

Portals

Freedom Ticket

What's New?

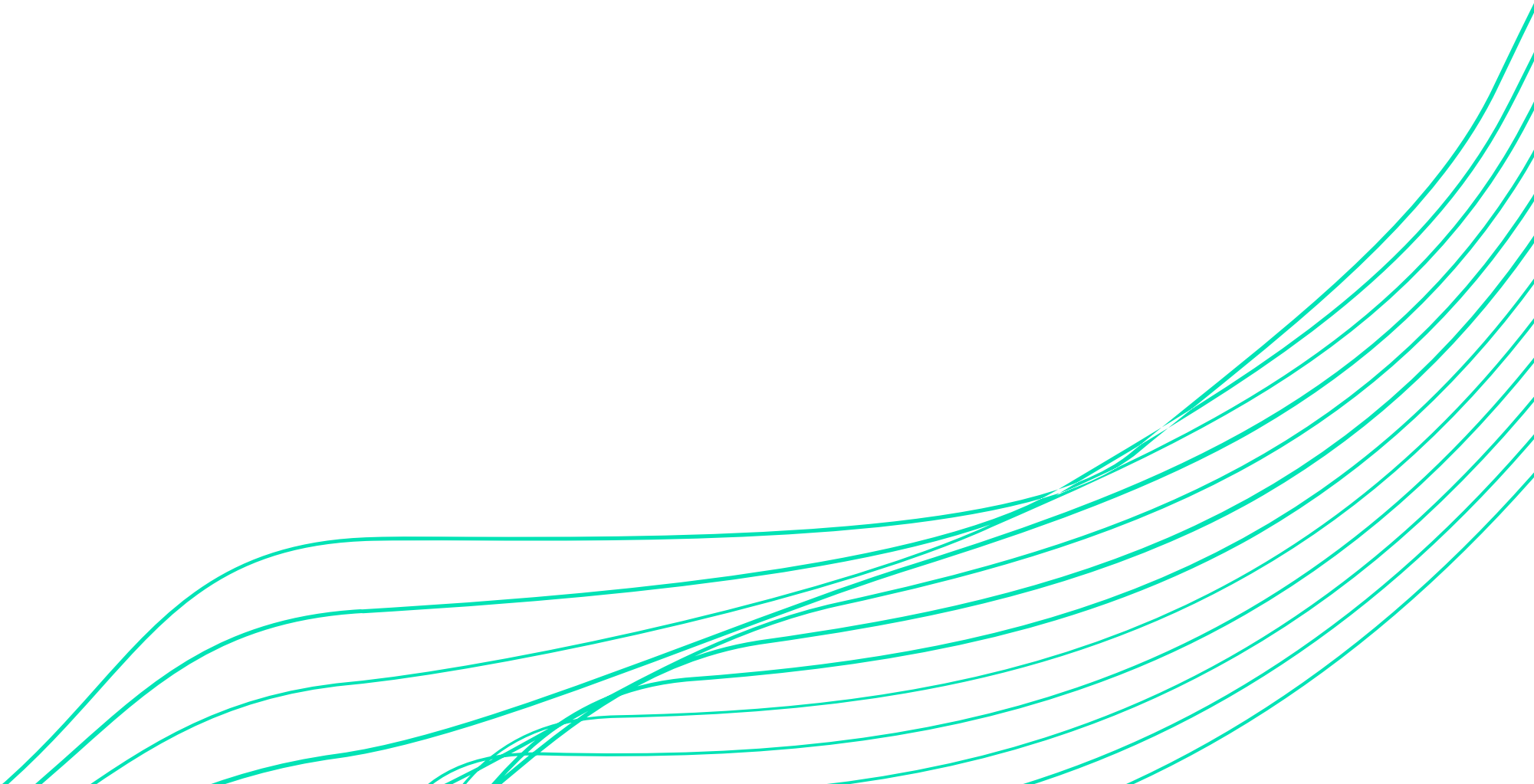
Helium 10 Account

shanil Beekarry

4,453 Filtered Keywords

Export Data...

☐	Keyword Phrase	Keyword Sales	Cerebro IQ Score	Search Volume	Search Volume Trend	Sponsored ASINs	Competing Products	CPR	Title Density	Match Type	Sponsored Rank (avg)
☐	☐ body pillow	21,874	133,285	266,570	-2% ↓	634	>2,000	355	42	☐ ☒ ☐	
☐	☐ body pillow cover	6,941	1,743	52,280	-22% ↓	914	>30,000	96	29	☐ ☒ ☐	
☐	☐ pillow cases	5,438	12,711	38,133	-12% ↓	521	>3,000	77	23	☐ ☒ ☐	
☐	☐ pillow cases standar...	6,458	12,532	37,597	-10% ↓	583	>3,000	71	7	☐ ☒ ☐	
☐	☐ body pillow pillowcase	5,278	9,898	29,693	-14% ↓	746	>3,000	61	5	☐ ☒ ☐	
☐	☐ pillow protector	4,064	72,696	28,933	1% ↑	378	>398	66	24	☐ ☒ ☐	
☐	☐ pillow case	3,848	9,643	28,928	-7% ↓	537	>3,000	62	11	☐ ☒ ☐	
☐	☐ anime body pillow	228	6,446	25,784	-1% ↓	745	>4,000	57	7	☐ ☒ ☐	
☐	☐ pillow cover	2,952	461	23,037	7% ↑	982	>50,000	52	2	☐ ☒ ☐	
☐	☐ pillow cases queen	2,760	6,501	19,504	11% ↑	650	>3,000	50	7	☐ ☒ ☐	
☐	☐ long pillow	585	1,949	19,485	-20% ↓	608	>10,000	51	12	☐ ☒ ☐	
☐	☐ 26x26 pillow covers	1,921	2,038	18,345	5% ↑	973	>9,000	46	1	☐ ☒ ☐	
☐	☐ silk pillow cases	1,765	16,523	16,523	-12% ↓	572	>1,000	45	4	☐ ☒ ☐	



11 Export list to a .XLSX file and determine relevant keywords

Keep in mind that high search volume keywords are more competitive and therefore more expensive in CPC terms. If your budget is limited you might want to focus on keywords with lower search volumes or long tail keywords that are less competitive and therefore have lower CPCs.

☐	Keyword Phrase	Keyword Sales	Cerebro IQ Score	Search Volume	Search Volume Trend	Sponsored ASINs	Competing Products	CPR	Title Density	Match Type
☐	☐ body pillow cover	6,941	1,743	52,280	-22%	914	>30,000	96	29	☐ ☐ ☐
☐	☐ pillow cases	5,438	12,711	38,133	-12%	521	>3,000	77	23	☐ ☐ ☐
☐	☐ pillow cases standard size	6,458	12,532	37,597	-10%	583	>3,000	71	7	☐ ☐ ☐
☐	☐ body pillow pillowcase	5,278	9,898	29,693	-14%	746	>3,000	61	5	☐ ☐ ☐
☐	☐ pillow protector	4,064	72,696	28,933	1%	378	>398	66	24	☐ ☐ ☐
☐	☐ pillow case	3,848	9,643	28,928	-7%	537	>3,000	62	11	☐ ☐ ☐
☐	☐ anime body pillow	228	6,446	25,784	-1%	745	>4,000	57	7	☐ ☐ ☐
☐	☐ pillow cover	2,952	461	23,037	7%	982	>50,000	52	2	☐ ☐ ☐
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☐	☐ 26x26 pillow covers	1,921	2,038	18,345	5%	973	>9,000	46	1	☐ ☐ ☐
☐	☐ silk pillow cases	1,765	16,523	16,523	-12%	572	>1,000	45	4	☐ ☐ ☐
☐	☐ orange pillow covers	1,482	1,834	16,506	110%	951	>9,000	46	6	☐ ☐ ☐
☐	☐ long pillow for bed	497	315	15,726	139%	758	>50,000	43	0	☐ ☐ ☐
☐	☐ silk pillow case	1,628	14,262	14,262	-8%	572	>1,000	44	8	☐ ☐ ☐

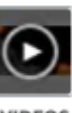
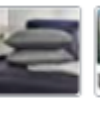
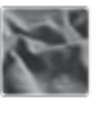
12 Incorporate keywords into your listing too

Make sure you add your keywords to:

- Title
- Bullet Points
- Description
- Content A+ page



Roll over image to zoom in



6 VIDEOS

Bedsure Queen Pillowcases Set of 2 - Dark Grey Pillow Cases Queen Size 2 Pack 20 x 30 inches, Brushed Microfiber, Pillow Case Covers with Envelop Closure

[Visit the BEDSURE Store](#)
★★★★★ 18,074 ratings

\$9⁹⁹ (\$5.00 / Count)

Coupon: ☐ Save an extra 15% when you apply this coupon [Terms](#) ▼

i Use **Amazon Currency Converter** at checkout to pay for this item in your local currency. Terms & Conditions apply. [Learn More](#)

Available at a lower price from [other sellers](#) that may not offer free Prime shipping.

Color: Dark Grey



Size: 20x30

20x26

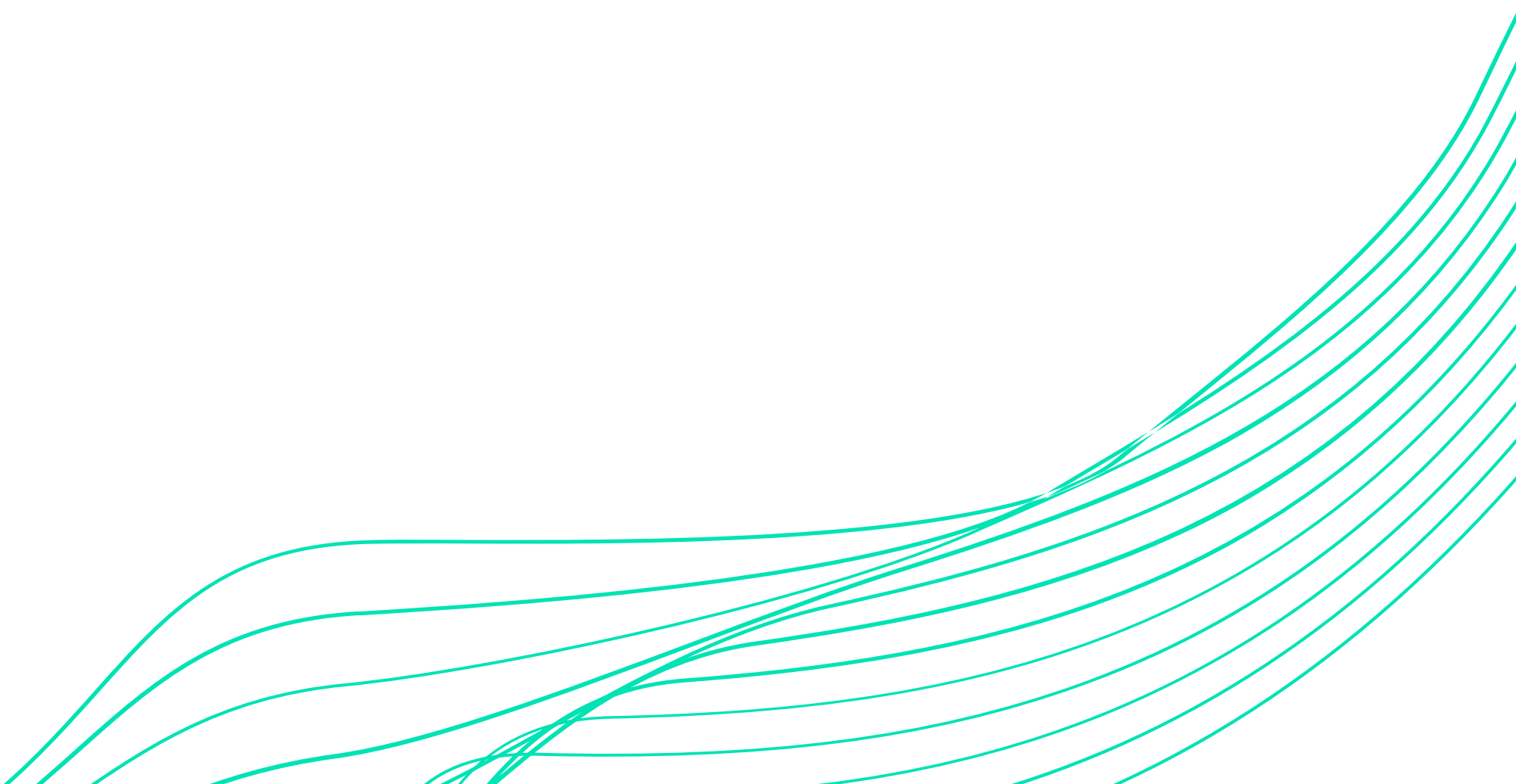
20x30

20x40

Product Dimensions	30"L x 20"W
Size	20x30
Brand	BEDSURE
Color	Dark Grey
Material	Microfiber

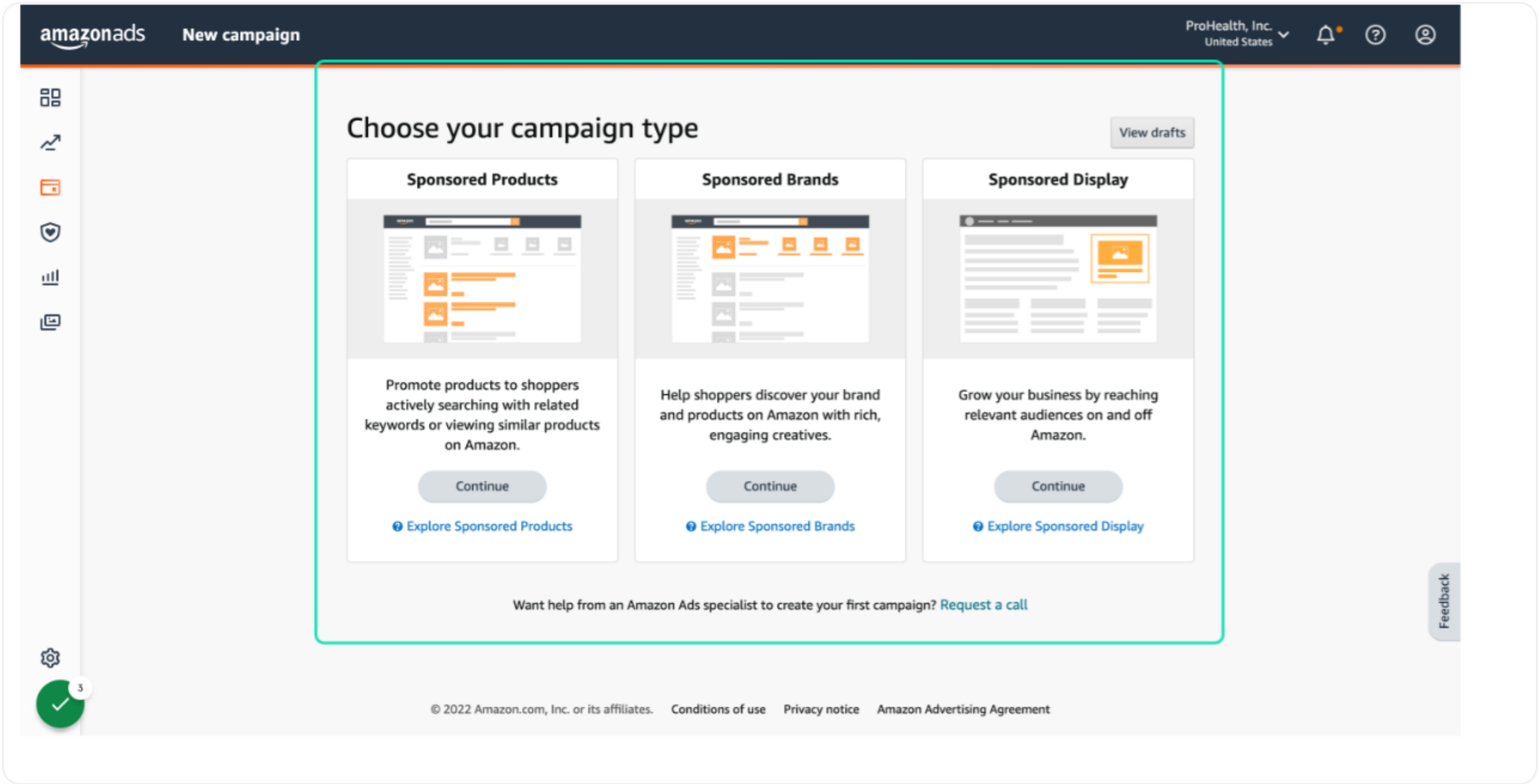
About this item

- **Ultra-soft Comfort:** 100% polyester brushed microfiber pillowcases with a subtle texture that are great for those who seek softness against their skin.
- **Tightly Stitched Pillowcase:** Tight sewn stitches and exquisite hemming add durability and a sense of refinement.
- **Envelope Closure:** This bed pillow cover features envelope closure with no need for a zipper. So, it won't scratch your face, and is easy to take out the pillow insert. 2 piece set includes 2 pillowcases of 20" x 30".
- **Helpful Features:** These pillowcases keep your pillows from getting dirty and can be used in all seasons. A solid color easily coordinates with your space, no matter what interior décor you have.



13 Section 3: PPC campaign setup

In the previous steps we identified the most relevant and important keywords. Now we'll use them in PPC.



14 Create Sponsored Product campaign targeting the chosen keywords

We suggest you to have 5-10 keywords in the campaign (try to split them based on search volumes).

If you would like to keep your campaign targeted as much as possible use "exact match type". If you would like to keep it broader and would like to target other versions of the keyword use phrase or broad match type.

Keyword targeting ⓘ

Suggested ⓘ

Enter list

Upload file

Bid ⓘ

Suggested bid ▾

Match type ⓘ

☐ Broad

☐ Phrase

☒ Exact

pillow cases

pillow cases standard size

pillow cover

silk pillow cases

Add keywords

0 added

Remove all

Keywords IS IR ⓘ	Match type ⓘ	Sugg. bid ⓘ Apply All	Bid ⓘ
-----------------------	-----------------	--------------------------	-------

Forecast ⓘ

Beta

Forecasts are estimates of performance based on products, bidding strategy, and suggested bids.

Learn about forecasts

Weekly ▾

Cost type: CPC

Clicks ⓘ

Orders ⓘ

Forecast not available for these settings:

Manual targeting

15 Please note:

If you are already targeting some of the chosen keywords elsewhere, we suggest you to split the most important / high search volume keywords from your other keywords by creating a separate campaign. This will give you a better budget control, segmentation and data readability. If you chunk your high search volume/ important keywords into 1 campaign with another 50 or more keywords, most of the keywords will get suffocated and they won't get any impressions/ clicks and you could be missing out on sales coming from your secondary / lower volume keywords.

16 The account structure is very important, it is the base of successful PPC

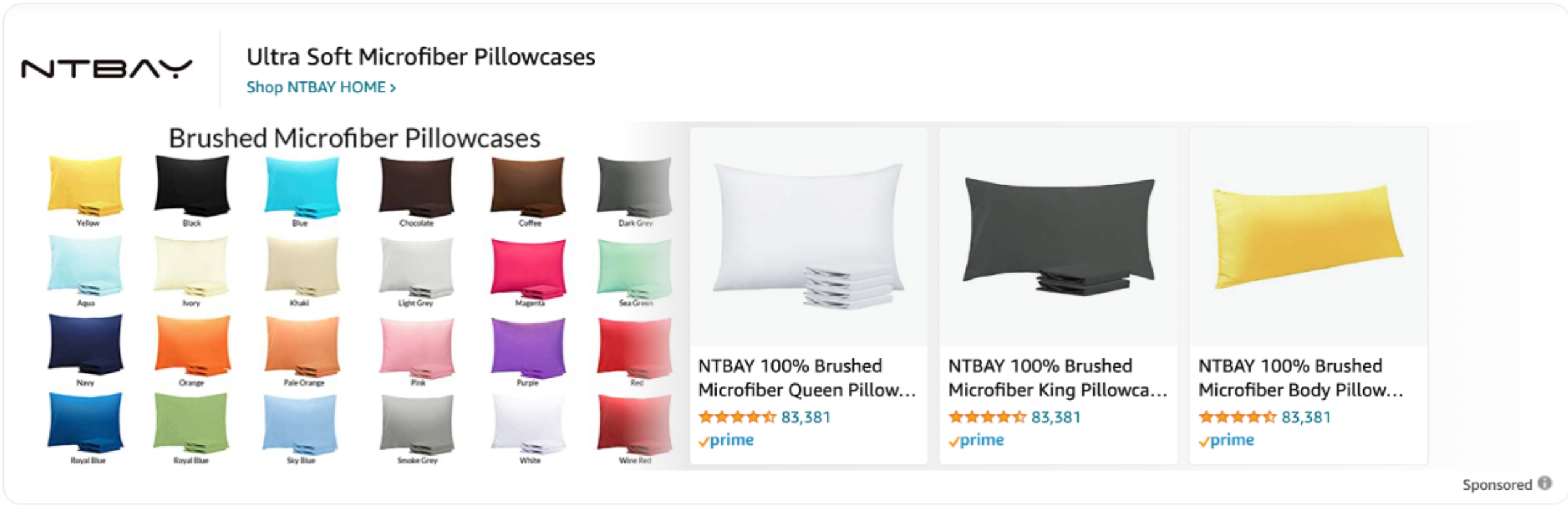
- Generally we suggest:
- 1 Portfolio per product
 - 1 Ad group per campaign (to better control your budget)
 - Keep branded keywords separate from non-branded keywords
 - Keep match types also separate (e.g. keywords with exact match type in one campaign, broad or phrase match types in other campaign)



17 Use Sponsored Brands campaign

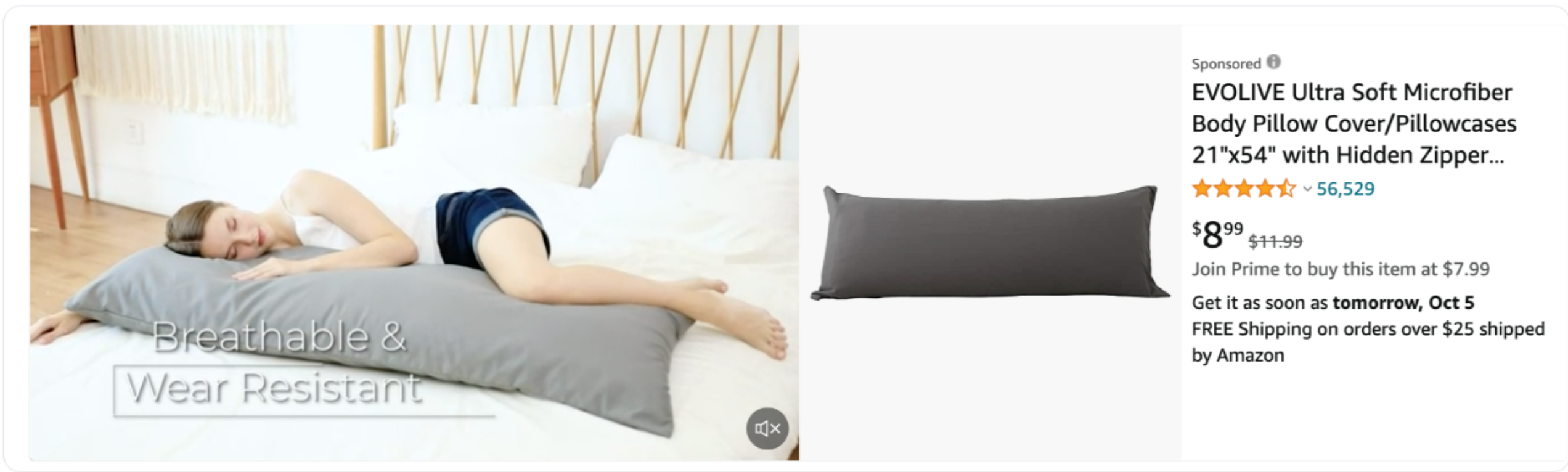
Why? To gain top of the page placement for increased exposure, and utilize custom ad copy to promote product features or unique brand messaging.

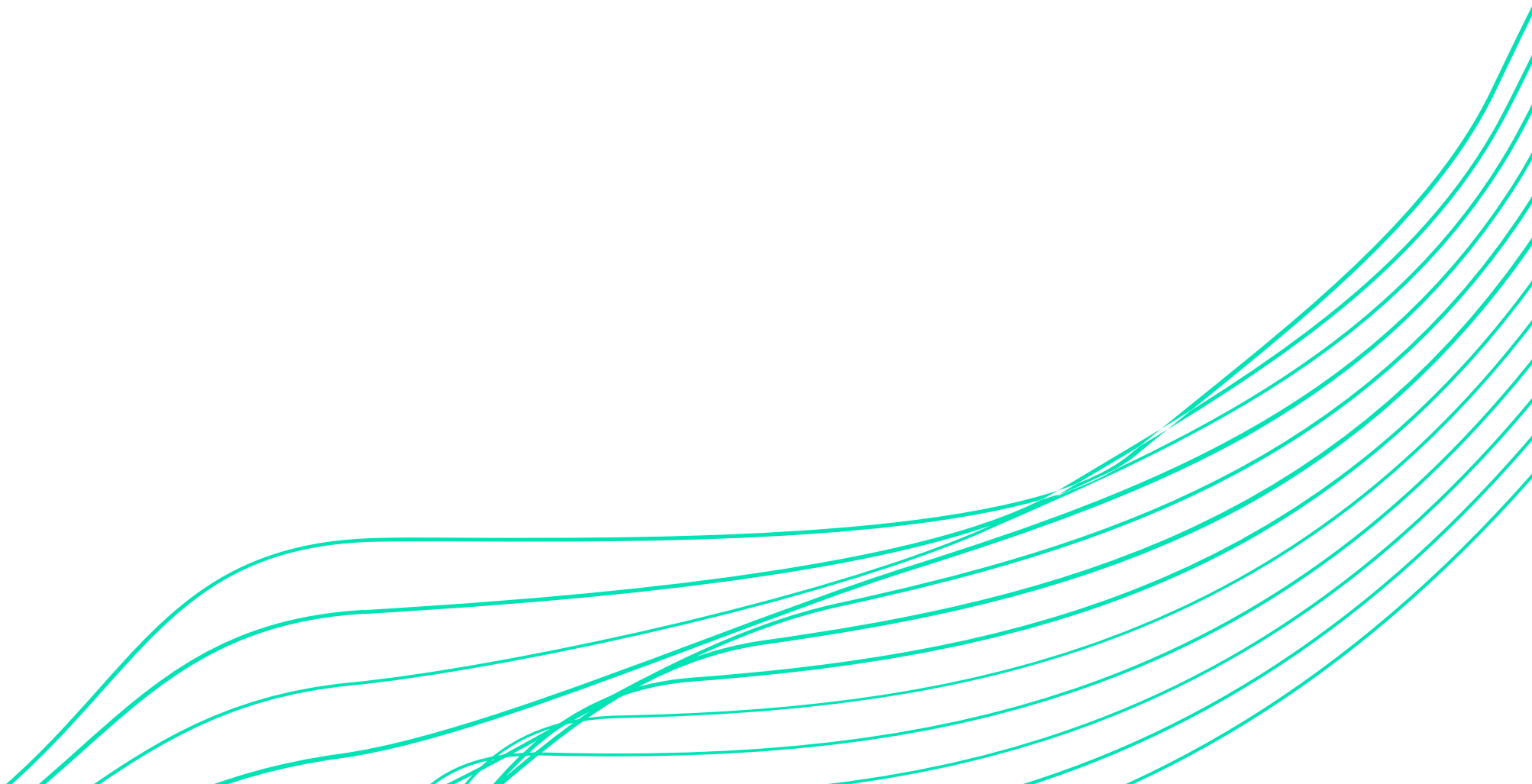
Use the same keywords that we identified earlier and create Sponsored Brand campaign.



18 Use Sponsored Brand Video Ads

If you have video assets available, we recommend creating Sponsored Brand Video campaign as well. Videos are getting very popular. Amazon is working to increase the placements for Video ads so use the advantage of that. Videos are great to tell your brand story and reach more Amazon customers.





19 Steal customers from your competitors

Another tactic would be focusing on stealing the customers from your competitors by using Product Targeting ads (ASIN targeting).

The ads can be placed on specific product and category pages that you pick. You could also create ads that target brands that are likely to have very high traffic. These listings are likely to provide you with more exposure, which is exactly the aim here.

Manual Targeting ⓘ

Select keyword or product targeting

You can add multiple ad groups to your campaign, but you can choose only one targeting type per ad group.

☐ Keyword targeting

Choose keywords to help your products appear in shopper searches.

☒ Product targeting

Choose specific products, categories, brands, or other product features to target your ads.

Product targeting ⓘ

See product targeting guidelines

Categories ⓘ

Individual products ⓘ

0 added

Remove all

Suggested ⓘ

Search

Bid ⓘ

Suggested bid ▾

No relevant categories available

Try searching for categories

Categories & products

Sugg. bid ⓘ
Apply All

Bid

20 Use ASIN Targeting (Product Targeting) within all ad formats

ASIN Targeting (Product Targeting) is available in Sponsored Products, Sponsored Brands, Sponsored Brand Video, Sponsored Display so use them all if your budget allows you so. While all campaign types can help you drive sales, they reach customers at different touch points and in different ways. They all have different placements, therefore utilising all is a great way to increase visibility and build brand recognition.

Choose your campaign type

View drafts

Sponsored Products



Promote products to shoppers actively searching with related keywords or viewing similar products on Amazon.

Continue

[Explore Sponsored Products](#)

Sponsored Brands



Help shoppers discover your brand and products on Amazon with rich, engaging creatives.

Continue

[Explore Sponsored Brands](#)

Sponsored Display



Grow your business by reaching relevant audiences on and off Amazon.

Continue

[Explore Sponsored Display](#)

Want help from an Amazon Ads specialist to create your first campaign? [Request a call](#)

21 Create Sponsored Display Views Remarketing Campaign

To make the most out of the increased traffic from the previous steps, create views remarketing campaign. Views remarketing allows you to target people who have viewed your products but have **not** purchased from you.

Choose your campaign type

View drafts

Sponsored Products



Promote products to shoppers actively searching with related keywords or viewing similar products on Amazon.

Continue

Sponsored Brands



Help shoppers discover your brand and products on Amazon with rich, engaging creatives.

Continue

Sponsored Display



Grow your business by reaching relevant audiences on and off Amazon.

Continue



Get your free trial of nozzle

nozzle.ai

[View interactive SOP](#)

