

# The 1-1-1-1 Scaling Method Audit Checklist

28 questions to diagnose your Amazon PPC account structure — Olifant Digital

Use this checklist to score your own Amazon PPC account, or an agency's, against the 1-1-1-1 Scaling Method framework — one campaign, one ad group, one keyword, one ASIN. Answer Yes/No/Partial for each item. Any section with more than one "No" is a structural gap worth fixing before you scale spend further.

## 1. Campaign Architecture (1-1-1-1 Structure)

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| 1. | Does each scaled campaign run exactly one ad group, one keyword, and one ASIN?                                      | <input type="checkbox"/> Yes <input type="checkbox"/> Partial <input type="checkbox"/> No |
| 2. | Are discovery campaigns (auto/broad) and brand-defense campaigns intentionally excluded from the 1-1-1-1 structure? | <input type="checkbox"/> Yes <input type="checkbox"/> Partial <input type="checkbox"/> No |
| 3. | Is Product Attribute Targeting (PAT) run in its own campaign, separate from keyword campaigns?                      | <input type="checkbox"/> Yes <input type="checkbox"/> Partial <input type="checkbox"/> No |
| 4. | Is category targeting run in its own campaign, separate from keyword and PAT campaigns?                             | <input type="checkbox"/> Yes <input type="checkbox"/> Partial <input type="checkbox"/> No |

## 2. Match Type Architecture

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| 5. | Does every campaign use only one match type (broad, phrase, or exact) — never mixed in the same ad group? | <input type="checkbox"/> Yes <input type="checkbox"/> Partial <input type="checkbox"/> No |
| 6. | Are broad match campaigns limited to early discovery use only?                                            | <input type="checkbox"/> Yes <input type="checkbox"/> Partial <input type="checkbox"/> No |
| 7. | Is exact match used as the primary scaling strategy for proven keywords?                                  | <input type="checkbox"/> Yes <input type="checkbox"/> Partial <input type="checkbox"/> No |
| 8. | Can you pull clean, match-type-specific search term data for every active campaign?                       | <input type="checkbox"/> Yes <input type="checkbox"/> Partial <input type="checkbox"/> No |

## 3. Keyword Harvest Loop

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| 9.  | Do you pull a search term report on a 7-to-14-day cadence for every active discovery campaign? | <input type="checkbox"/> Yes <input type="checkbox"/> Partial <input type="checkbox"/> No |
| 10. | Are converting search terms promoted into their own exact-match 1-1-1-1 campaign?              | <input type="checkbox"/> Yes <input type="checkbox"/> Partial <input type="checkbox"/> No |

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| 11 | Is the original discovery search term added as a negative once promoted, to prevent cannibalization? | <input type="checkbox"/> Yes <input type="checkbox"/> Partial <input type="checkbox"/> No |
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| 12 | If monthly ad spend exceeds \$10,000, is the Keyword Harvest Loop run weekly rather than monthly? | <input type="checkbox"/> Yes <input type="checkbox"/> Partial <input type="checkbox"/> No |
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#### 4. Negative Keyword Management

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| 13 | Are negative keywords managed at the ad group level rather than only at the campaign level? | <input type="checkbox"/> Yes <input type="checkbox"/> Partial <input type="checkbox"/> No |
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| 14 | Are negative keywords reviewed at least every two weeks? | <input type="checkbox"/> Yes <input type="checkbox"/> Partial <input type="checkbox"/> No |
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| 15 | Have you confirmed no broad match campaign is inheriting traffic from a suspended exact match campaign? | <input type="checkbox"/> Yes <input type="checkbox"/> Partial <input type="checkbox"/> No |
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| 16 | Do you track negatives added per ASIN as a leading indicator of account maturity? | <input type="checkbox"/> Yes <input type="checkbox"/> Partial <input type="checkbox"/> No |
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#### 5. Bid Strategy & Margin Tiering

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| 17 | Are ASINs segmented into high/medium/low margin tiers before bid targets are set? | <input type="checkbox"/> Yes <input type="checkbox"/> Partial <input type="checkbox"/> No |
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| 18 | Are high-margin ASINs (e.g. >40% contribution margin) bid more aggressively than the account average? | <input type="checkbox"/> Yes <input type="checkbox"/> Partial <input type="checkbox"/> No |
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| 19 | Are low-margin ASINs (e.g. <20% contribution margin) restricted to exact match with minimal discovery spend? | <input type="checkbox"/> Yes <input type="checkbox"/> Partial <input type="checkbox"/> No |
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| 20 | Is the choice between dynamic bids (up/down), dynamic bids (down only), and fixed bids deliberate per campaign type, not a platform default? | <input type="checkbox"/> Yes <input type="checkbox"/> Partial <input type="checkbox"/> No |
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| 21 | Do you wait at least 48 hours of data before reducing any bid, to avoid reacting to single-day noise? | <input type="checkbox"/> Yes <input type="checkbox"/> Partial <input type="checkbox"/> No |
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#### 6. Metrics & Reporting

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| 22 | Is TACoS tracked and reported per ASIN on a weekly cadence, not just ACoS? | <input type="checkbox"/> Yes <input type="checkbox"/> Partial <input type="checkbox"/> No |
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| 23 | Is Profit Per Click tracked alongside ACoS as a bid-optimization signal? | <input type="checkbox"/> Yes <input type="checkbox"/> Partial <input type="checkbox"/> No |
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| 24 | Is the Kill Threshold Rule (pause or floor the bid if a keyword runs at 2× break-even ACoS for 14+ days) applied consistently? | <input type="checkbox"/> Yes <input type="checkbox"/> Partial <input type="checkbox"/> No |
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| 25 | Do you reference Search Query Performance (SQP) data, not just the search term report, when diagnosing impression or purchase share issues? | <input type="checkbox"/> Yes <input type="checkbox"/> Partial <input type="checkbox"/> No |
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## 7. Format Utilization & Cadence Discipline

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| 26 | If Brand Registry is active and Sponsored Products are profitable, is Sponsored Brands Video (SBV) in use for NTB acquisition? | <input type="checkbox"/> Yes <input type="checkbox"/> Partial <input type="checkbox"/> No |
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| 27 | Is SBV evaluated against blended NTB-weighted ROAS rather than standalone ACoS? | <input type="checkbox"/> Yes <input type="checkbox"/> Partial <input type="checkbox"/> No |
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| 28 | Are daily, weekly, monthly, and quarterly optimization tasks clearly separated (reactive vs. diagnostic vs. structural vs. strategic)? | <input type="checkbox"/> Yes <input type="checkbox"/> Partial <input type="checkbox"/> No |
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| 29 | Is the account's commercial objective (launch velocity, ranking defence, profit maximization, market share capture, or stock clearance) reviewed and confirmed at least once per quarter? | <input type="checkbox"/> Yes <input type="checkbox"/> Partial <input type="checkbox"/> No |
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**Scoring guide:** 24–28 Yes — your account is running a disciplined 1-1-1-1 structure. 17–23 Yes — solid foundation, but structural gaps are likely leaking spend. Below 17 Yes — the account would benefit from a full architecture rebuild before scaling budget further.