

ZAIN **ALI** · AMAZON GROWTH EXPERT

Fiverr Choice Seller · 5.0★ · 100+ Brands

THE COMPLETE SYSTEM · 12 PAGES

AMAZON PPC PLAYBOOK

The 3-Phase Campaign System That Turns Ad Spend Into Organic Rank, Market Share, and Profit — With Step-by-Step Seller Central Setup Instructions.

01**LAUNCH**

25–150 Reviews · Build Rank

02**EXPAND**

250–800 Reviews · Market Share

03**HARVEST**

1,000+ Reviews · Max Profit

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INTRODUCTION

THE SYSTEM BEHIND EVERY PROFITABLE AMAZON BRAND

Most Amazon sellers treat PPC like a tap. Turn spend up, hope for sales, call it a strategy. The sellers who build profitable brands treat it like a system. This playbook shows you that system — and exactly how to set it up in Seller Central.

THE 3 PHASES AT A GLANCE

PHASE	WHEN	PRIMARY GOAL	WHAT MATTERS MOST
1 · Launch	25–150 reviews	Build organic rank. Get on page 1.	Top-of-search placement. Single keyword ranking campaigns. Do not panic about high ACoS.
2 · Expand	250–800 reviews	Grow market share. Improve margin.	Audience targeting. Product collection ads. Balance all 4 pillars.
3 · Harvest	1,000+ reviews	Maximise profit. Protect position.	Full brand defence suite. SD remarketing at scale.



Why Phase Matters

Using the wrong phase structure is the single most common reason Amazon ad campaigns waste money. A Harvest structure on a 50-review product wastes budget before organic position is established.

THE 4 PILLARS

Every phase uses all four pillars. The budget split between them is what changes as you progress.

01 · RANKING

Build organic position. Goal: 80%+ of clicks to Top-of-Search. As rank improves, less ad spend needed. ACoS drops over time.

02 · PERFORMANCE

Drive sales at your target ACoS. Your revenue engine once ranking is established. Always set to Dynamic Bids: Down Only.

03 · RESEARCH

Discover new keywords and ASINs. Your keyword discovery engine. Never pause auto campaigns entirely.

04 · SHIELDING

Protect your brand. If you do not run these, competitors are showing ads to shoppers who searched specifically for you.

BIDDING

THE BID FORMULA

Calculate the right starting bid every time. No guessing. The biggest waste in PPC comes from bidding too low (no data) or too high (overpaying for every click).

STARTING BID FORMULA

$$\text{Starting Bid} = \text{Target ACoS} \times (\text{Price} \times \text{Conversion Rate})$$

STANDARD PRODUCT

\$29.99 · 10% CVR · ACoS 25%

$$0.25 \times (\$29.99 \times 0.10)$$

$$= \$0.75$$

HIGH-PRICE PRODUCT

\$299 · 5% CVR · ACoS 20%

$$0.20 \times (\$299 \times 0.05)$$

$$= \$2.99$$

CONSUMABLE

\$14.99 · 15% CVR · ACoS 35%

$$0.35 \times (\$14.99 \times 0.15)$$

$$= \$0.79$$

WHERE TO FIND YOUR CONVERSION RATE

CATEGORY TYPE	TYPICAL CVR	WHERE TO FIND IT
Most categories	8–15%	Brand Analytics → Search Query Performance → CVR column
Health / Consumables	12–20%	Ad Console → Campaign Reports → Orders ÷ Clicks
High-priced (\$100+)	3–8%	Ad Console → Campaign Manager → View report
Design / Aesthetic	5–10%	Brand Analytics → Search Query Performance

BID ADJUSTMENT RULES

SITUATION	ACTION
Ranking campaign — TOS impression share dropped	Raise the base keyword bid, not just the modifier
ACoS above target for 14+ days	Lower bid by 15%
ACoS below target for 7+ days with 5+ orders	Raise bid by 10%
New campaign, no data yet	Use the formula above as your starting point



Never Guess on Bids

If the formula gives a bid lower than typical CPC in your category, increase your daily budget or reconsider your target ACoS. Bidding too low means your ad never wins TOS, you get no data, nothing improves.

CRITICAL SETTINGS

BIDDING & PLACEMENT RULES

The settings most sellers get wrong. Getting the bid formula right gets you in the game. Getting these rules right separates profitable campaigns from budget drains.

- **Rule 1: Always Down Only**

Always use Dynamic Bids: Down Only on SP campaigns. Never use Up and Down — this lets Amazon increase your bid by up to 100%. Amazon is wrong often enough that it will kill your ACoS. Down Only. No exceptions.

RULE 2: THE TOS PLACEMENT FRAMEWORK

TOS converts best. PDP wastes budget for most campaign types. Follow this framework:

- 1

WEEKS 1–2: ALL MODIFIERS AT 0%

Let campaigns run with default settings. You need at least 20–30 clicks per placement. Do not adjust anything yet.
- 2

WEEK 3: BLOCK THE WORST PLACEMENT

Pull placement report. Set the worst placement (highest ACoS or zero orders) to -100%. For most campaigns this will be PDP.
- 3

WEEK 3: INCREASE THE OTHER TWO BY +25%

Shifts budget toward better-performing slots without overcommitting. Review after 7 days.
- 4

RANKING CAMPAIGNS: CHASE 80%+ TOS IMMEDIATELY

For any campaign with "Rank" in its name, increase TOS modifier until 80%+ of clicks come from TOS. If share drops, raise the base keyword bid.
- 5

ONGOING: REVIEW EVERY TUESDAY

Check ACoS by placement. Adjust modifiers based on performance. Ranking campaigns always 80%+ TOS.

QUICK REFERENCE BY CAMPAIGN TYPE

CAMPAIGN TYPE	PLACEMENT RULE
SP Ranking	Push TOS modifier until 80%+ clicks from TOS. Block PDP at -100%.
SP Performance	Set worst placement to -100%. Increase other two by +25%. Re-check weekly.
SP Product Targeting	PDP is intentional here. You are showing on competitor pages. Do NOT block PDP.
SB / SBV	Disable automatic bidding. Download SB placement report. Manually optimise for TOS.
SD campaigns	No placement modifiers available. Optimise via bid and creative only.

STEP-BY-STEP SETUP

CREATING CAMPAIGNS IN SELLER CENTRAL

Here is exactly where to click. Follow these steps in order for each campaign type.

STEP 1 — ACCESS CAMPAIGN MANAGER

- 1 Log in to Seller Central at **sellercentral.amazon.com**
- 2 Top menu → Advertising → Campaign Manager
- 3 Click the orange **Create campaign** button (top right)
- 4 Choose your type: **Sponsored Products**, **Sponsored Brands**, or **Sponsored Display**

CREATING A SPONSORED PRODUCTS MANUAL CAMPAIGN (RANKING)

- 1 Select **Sponsored Products** → **Continue**
- 2 **Campaign name:** Use the naming convention (page 10). Example: *Bamboo Bowl | BOBBQH6JYC | US | SPM | Rank | "wooden salad bowl"*
- 3 **Daily budget:** Set per your phase budget split
- 4 **Targeting:** Select **Manual targeting** (not Automatic)
- 5 **Bidding strategy:** Select **Dynamic bids — down only**
- 6 **Add products:** Search your ASIN and add it to the ad group
- 7 **Keyword targeting:** Click **Keyword targeting**. Add ONE keyword only. Match type: **Exact**
- 8 **Default bid:** Use the bid formula from page 03. Click **Launch campaign**

CREATING AN AUTOMATIC (RESEARCH) CAMPAIGN

- 1 Select **Sponsored Products** → **Continue**
- 2 **Campaign name:** Example: *Bamboo Bowl | BOBBQH6JYC | US | SPA | Close Match*
- 3 **Targeting:** Select **Automatic targeting**
- 4 **Targeting groups:** For Close Match only — enable **Close match**, disable the other three groups
- 5 **Default bid:** Start at \$0.75–\$1.00. Click **Launch campaign**

01

PHASE ONE

LAUNCH

25–150 reviews · Goal: Organic rank and visibility

60%
RANKING

30%
PERFORMANCE

10%
RESEARCH

⚠️ Important

Your ACoS will look high during Launch. That is normal. You are paying for rank data and visibility. Do not pause campaigns because ACoS looks high.

EXAMPLE: \$60/DAY LAUNCH BUDGET

CAMPAIGN TYPE	PILLAR	DAILY BUDGET
3× Single Keyword Ranking (\$10/day each)	RANKING	\$30
PT: Lower Rated ASINs	PERFORMANCE	\$5
Auto: Close Match	RESEARCH	\$5
Auto: Substitutes	RESEARCH	\$5
Brand Keywords	SHIELDING	\$5
SBV Root Keywords (if video available)	RANKING	\$10
Total		\$60/day

SETTING TOS PLACEMENT MODIFIER IN SELLER CENTRAL

HOW TO SET PLACEMENT MODIFIERS

1

Go to Campaign Manager and click on your ranking campaign

2

Click the Campaign settings tab at the top

3

Scroll to Placement. You will see: Top of search, Rest of search, Product detail pages

4

For ranking campaigns: set Top of search modifier to +50% to start. Check after 3 days. If TOS impression share is below 80%, raise it further.

5

Leave Rest of Search and Product Pages at 0% for weeks 1–2. Adjust in week 3 based on data.

02 PHASE TWO EXPAND

250–800 reviews · Page 1 on main keywords · Goal: Market share

30%
RANKING

30%
PERFORMANCE

20%
RESEARCH

20%
SHIELDING

Keep all Launch campaigns running. Optimise them, do not replace them. Add these on top:

SINGLE KEYWORD EXACT: HIGHER BUDGET

High-volume keywords get their own exact match campaign (\$10–25/day each). Isolates best keywords so budget is not diluted.

SD VIEWS REMARKETING

Shows display ads to shoppers who viewed but did not buy. Start with 7 and 14 day lookback windows. \$5–20/day per window.

PRODUCT COLLECTION ADS (SB)

Branded banner at top of search. Requires custom image and a Brand Store landing page matching the keyword group.

THEME-BASED SBV

Match video content to buyer intent. One campaign per theme. 15–30 second video. Match keyword group to video message.

03 PHASE THREE HARVEST

1,000+ reviews · Top 3 organic rank · Goal: Profit and defence

40%
PERFORMANCE

30%
SHIELDING

20%
RESEARCH

10%
RANKING



Critical: Full Brand Defence Suite

If you do not run brand defence campaigns, competitors are showing their products to shoppers who searched specifically for you. This leaks revenue from your most valuable traffic.

SP BRAND KEYWORDS

Exact match on your brand name. You own this traffic.

SP BRAND ASINS

Your ad on your own product pages. Competitors blocked.

SBV BRAND KEYWORDS

Video on branded searches. Higher CTR than static SP ads.

SBV BRAND ASINS

Video on your own product pages. Premium branded experience.

SB PRODUCT COLLECTION

Banner ad on all branded keyword searches.

SD BRAND ASINS

Display ad on your own pages. Full competitor exclusion.

WEEKLY OPTIMISATION

HARVESTING KEYWORDS & ADDING NEGATIVES

The most impactful weekly task. Brands that do this consistently compound their results. Brands that skip it bleed budget into irrelevant searches every single day.

HOW TO PULL THE SEARCH TERM REPORT

- 1 Go to **Campaign Manager** in Seller Central
- 2 Left sidebar → **Measurement & reporting** → **Sponsored Products reports**
- 3 Click **Create report**. Report type: **Search term**
- 4 Date range: **last 7 days**. Click **Run report**
- 5 Download the CSV. Open in Excel or Google Sheets. Sort by **Spend** descending.

ADDING CONVERTING TERMS AS EXACT MATCH KEYWORDS

- 1 Filter for terms with **2+ orders AND ACoS below your target**
- 2 Copy those search terms. Go to your **Performance campaign** in Campaign Manager
- 3 Click into the ad group → **Keywords** tab
- 4 Click **Add keywords**. Paste your terms. Match type: **Exact**
- 5 Set bid using the formula from page 03. Click **Save**

ADDING NEGATIVE KEYWORDS TO STOP WASTED SPEND

- 1 Filter search term report for terms with **8+ clicks and zero orders**
- 2 Copy those terms. Go to the campaign where they appeared in Campaign Manager
- 3 Inside the ad group → **Negative keywords** tab
- 4 Click **Add negative keywords**. Paste terms. Set to **Negative exact**
- 5 Click **Save**. These terms stop triggering your ads immediately.

CUSTOMISATION

PRODUCT TYPE RULES

Different products need different campaign priorities. Using the wrong structure wastes budget on campaigns that simply will not work for your product type.

PRODUCT TYPE	WHAT WORKS BEST	WHAT TO AVOID
Standard \$15–\$60	Balanced across all types. Ranking campaigns highly effective. TOS is your most efficient placement.	Over-investing in SD Views Remarketing. Shoppers make decisions fast in this price range.
Consumable Supplements, food	Heavy SD Purchase Remarketing (30–40% of SD budget). Run 7, 14, 30, 60 day lookback windows. Brand shielding is critical.	Underinvesting in shielding. Returning customers are your most valuable traffic. Protect them.
High-Priced \$100+	SD Views Remarketing is your most important campaign. Run 30 and 60 day lookback windows. SBV to justify the price premium visually.	Over-investing in ranking campaigns. High-priced shoppers compare extensively. Rank alone will not convert them.
Design-Based Impulse / aesthetic	Heavy SBV and Product Collection Ads. SD Audience Targeting for browse-based shoppers. Category targeting works particularly well.	Product targeting on lower-rated or higher-priced ASINs. Design shoppers do not compare based on those factors.

THE WEEKLY OPTIMISATION ROUTINE

Run this every Tuesday without exception. The brands that compound their results treat this as non-negotiable.

1 PULL SEARCH TERM REPORTS

Export from Ad Console for all auto and broad campaigns. Sort by spend descending.

2 HARVEST CONVERTING TERMS

Any term with 2+ orders AND ACoS under your target: add as exact keyword in the relevant performance campaign.

3 ADD NEGATIVE KEYWORDS

Any term with 8+ clicks and zero orders: negative exact in that campaign. No irrelevant term runs for a second week.

4 REVIEW PLACEMENT BREAKDOWN

Check ACoS by placement per campaign. Ranking campaigns always 80%+ TOS share.

5 CHECK BID LEVELS

ACoS above target for 14+ days: lower bid 15%. ACoS below target for 7+ days with 5+ orders: raise bid 10%.

6 LOG EVERY CHANGE

Record what you changed and why. Without a log you cannot identify what caused improvements or problems.

AVOID THESE

THE 5 MOST COMMON MISTAKES

✗ Mistake 1: Wrong Phase Structure

Running Expand or Harvest campaigns on a Launch product. Wastes budget on shielding before organic position is established. Match the structure to the phase.

✗ Mistake 2: Bids Too Low

Your ad never wins TOS, you get no data, nothing improves. Use the formula. If the formula gives a bid lower than the typical CPC, increase your budget or reconsider your target ACoS.

✗ Mistake 3: Skipping Weekly Harvesting

Auto and broad campaigns continuously discover terms, good and bad. Without weekly negating they bleed budget into irrelevant searches every single day.

✗ Mistake 4: Dynamic Bids Up and Down

Always Down Only for SP campaigns. Up and Down lets Amazon raise your bid by up to 100%. Amazon is wrong often enough that it will kill your ACoS.

✗ Mistake 5: Ignoring Placement Modifiers

PDP converts at roughly half the rate of TOS. Without modifiers half your SP budget goes to the lower-converting placement. Set them from week 3 onwards.

✓ The Fix for All 5

Follow the phase system. Use the bid formula. Run the weekly routine. Set placement modifiers from week 3. Use Dynamic Bids: Down Only. Five mistakes, one system.

CAMPAIGN NAMING CONVENTION

With 30+ campaigns a clear naming convention is the only way to know what each campaign does without opening it.

```
// Standard Format
Product | ASIN | Marketplace | Ad Type | Targeting | Target

// Examples
Bamboo Bowl | B0BBQH6JYC | US | SPM | Rank | "wooden salad bowl"
Bamboo Bowl | B0BBQH6JYC | US | SPA | Close Match
Bamboo Bowl | B0BBQH6JYC | US | SDI | PV | Views REM | "Lookback 14"
```

AD TYPE CODES

SPA	Sponsored Products: Automatic
SPM	Sponsored Products: Manual
SDI	Sponsored Display: Image
SDV	Sponsored Display: Video
SB	Sponsored Brands
SBV	Sponsored Brands Video

PORTFOLIO SETUP

Group all campaigns for one ASIN into one Portfolio:

ZA | B0BBQH6JYC | Bamboo Bowl

Campaign Manager → **Portfolios** → **Create portfolio**

IMPLEMENTATION

YOUR QUICK START CHECKLIST

Use this to implement the system correctly from day one. Work through it in order.

BEFORE YOU LAUNCH

- ☐ Calculate your starting bid using the formula on page 03
- ☐ Identify your top 3–5 most relevant, highest-volume keywords
- ☐ Confirm your product's phase (how many reviews do you have?)
- ☐ Set your total daily budget and split it per the phase table
- ☐ Decide your target ACoS based on your margin
- ☐ Set up your Portfolio in Campaign Manager

WEEK 1: LAUNCH CAMPAIGNS

- ☐ Create 3–5 Single Keyword Ranking campaigns (Exact, one KW each)
- ☐ Set all SP campaigns to Dynamic Bids: Down Only
- ☐ Create Auto Close Match campaign
- ☐ Create Auto Substitutes campaign
- ☐ Create Brand Keywords shielding campaign
- ☐ Leave all placement modifiers at 0% for weeks 1–2

WEEK 3: OPTIMISE

- ☐ Pull search term report from Campaign Manager
- ☐ Add converting terms (2+ orders, under ACoS) as exact keywords
- ☐ Negative exact any term with 8+ clicks and zero orders
- ☐ Set worst placement modifier to -100%
- ☐ Increase other two placements by +25%
- ☐ Push ranking campaigns to 80%+ TOS impression share

EVERY TUESDAY FOREVER

- ☐ Pull search term report
- ☐ Harvest converting terms to exact match
- ☐ Negative irrelevant terms
- ☐ Review placement breakdown per campaign
- ☐ Adjust bids based on ACoS rules
- ☐ Log every change with reason

**Phase Transition Trigger**

Move from Launch to Expand when you have 250+ reviews AND you are ranking on page 1 for at least 2 of your main keywords. Do not move based on time alone.

STRUGGLING TO IMPLEMENT THIS?

BOOK A FREE STRATEGY CALL WITH ZAIN

Can't figure out why your ACoS is high? Not sure which phase you're in? Book a free 20-minute call and get answers specific to your account — no sales pitch.

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READY TO IMPLEMENT THIS IN YOUR ACCOUNT?

WANT ZAIN TO SET THIS UP FOR YOU?

You now have the complete system. But knowing the system and executing it correctly are two different things. If you run into issues — wrong ACoS, no impressions, budget draining fast — do not guess. Book a call.



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BOOK A CALL

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WHAT A FREE STRATEGY CALL COVERS

ACCOUNT AUDIT

Zain reviews your actual campaigns and identifies exactly what is wasting budget and what is missing.

PHASE ASSESSMENT

Confirm which phase you should be in and what your budget split should look like right now.

KEYWORD STRATEGY

Identify the highest-priority keywords for your product and which match types to use.

FULL IMPLEMENTATION

If you want, Zain can take over the account completely and build the full system for you.



5.0 · 100+ Verified Fiverr Reviews · Fiverr Choice Seller

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