

ENTOURAGE PLAYBOOK SERIES!

GETTING STARTED

AN INTRODUCTION

The Playbook Series is designed to simplify successful advertising on Amazon. In this PDF, you'll find clear instructions for 28 different campaigns, including when and how to use them. Every section will have a corresponding video, where I personally guide you on handling each campaign.

**Click Here To Watch
The Corresponding Video**

ENTOURAGE.

Campaign Tags

For each campaign, you'll see various tags that will tell you a bit more about what to expect or how the campaign should be used. They are color coded and contain text to make it simple to quickly learn about each ad.

Retargeting

On
Amazon

SB Video
Compatible

Off
Amazon

LAUNCH

Post
purchase

SCALE

Massive brand
awareness

High ACOS
Possible

Highly
Targeted

Discovery

Consideration

Decision

ENTOURAGE PLAYBOOK SERIES!

GETTING STARTED

Breakdown of Different Ad Types

Why Should I Care?

Learn the difference between Sponsored Product Ads, Sponsored Brand Ads and Sponsored Display Ads so you can better utilize this playbook and make more effective ads.

[Click Here To Watch The Corresponding Video](#)

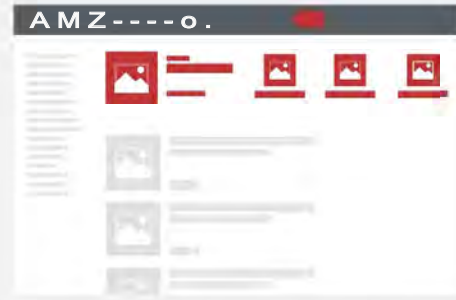
Types of Amazon Ads

Sponsored Products



Sponsored Products campaigns promote your products to customers on Amazon, based upon their search terms and product viewing habits.

Sponsored Brands



Sponsored Brands campaigns promote your products, product line, or entire brand to customers on Amazon, allowing for different ad placements and more customizable ad content.

Sponsored Display



Sponsored Display campaigns promote your products to customers on or off Amazon, allowing for more versatility in audience targeting.

ENTOURAGE PLAYBOOK SERIES!

GETTING STARTED

Where Will My Ads Show Up?

Why Should I Care?

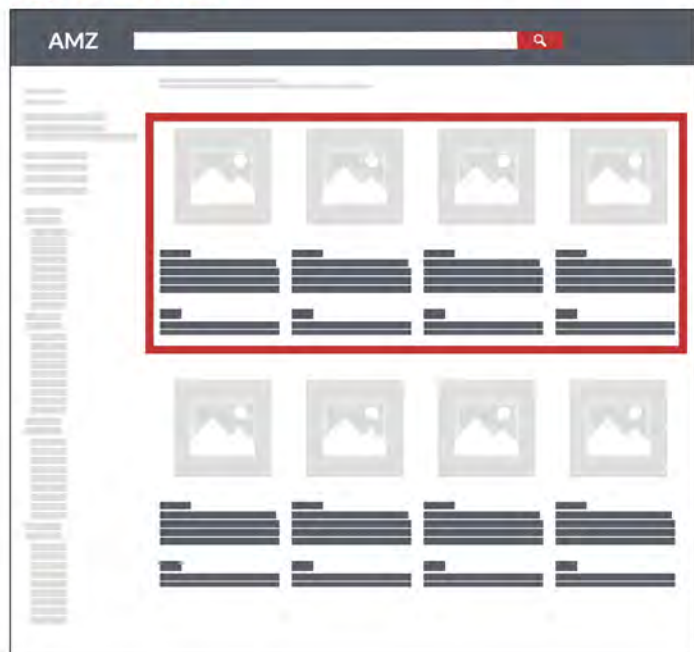
Placements are the locations across the Amazon platform where a seller's ads might appear. The location of a seller's ads greatly influences how effective they are in attracting online shoppers. Each placement is different and has its own pros and cons.

Knowing this information will help you to make better advertising decisions and provide clarity on how to use this Playbook.

[Click Here To Watch The Corresponding Video](#)

Sponsored Products Placements

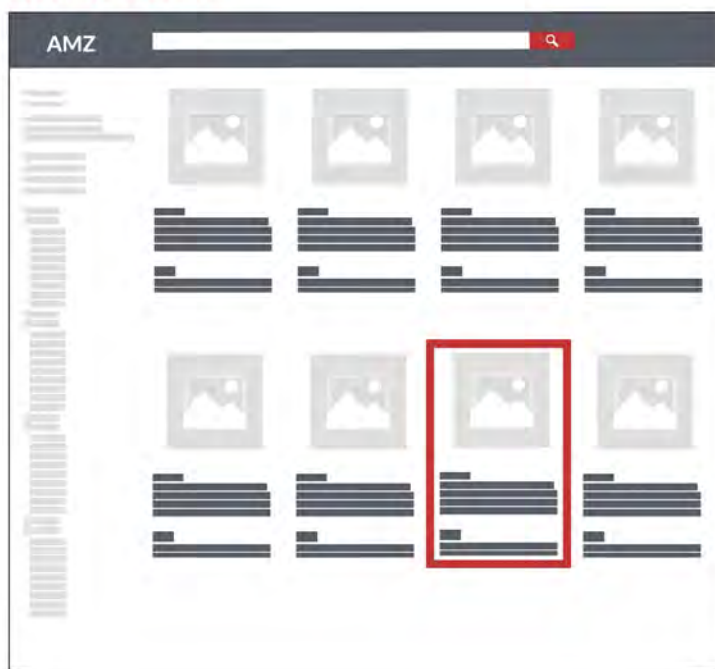
Top of Search



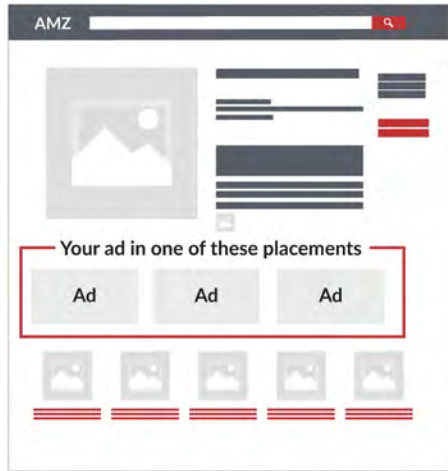
Product Detail Pages



Rest of Search



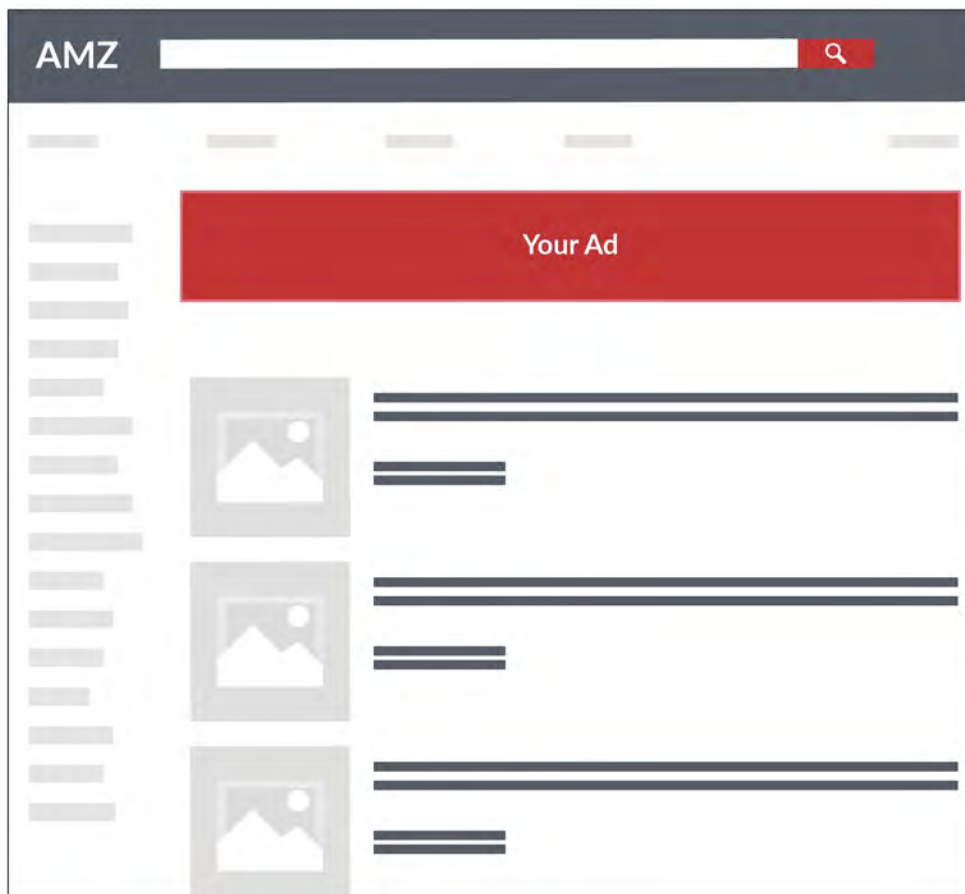
Sponsored Brands Placements



Sponsored Brands Product Detail Page



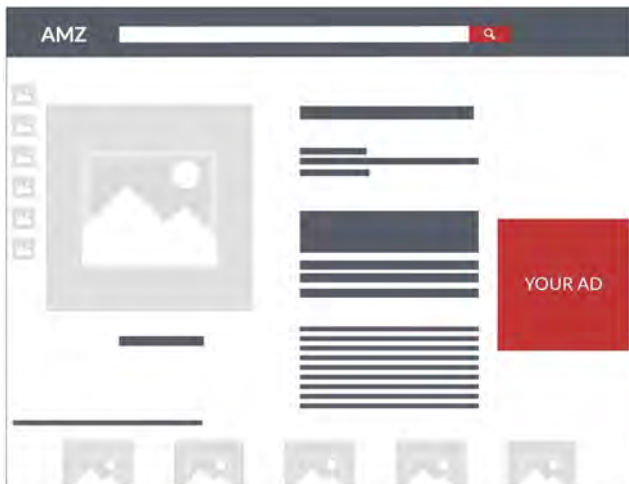
Sponsored Brands Search Page Footer



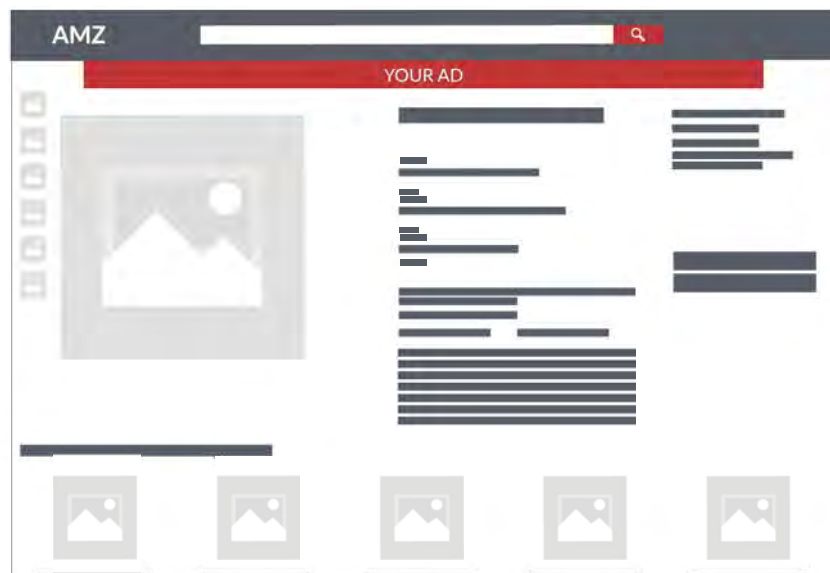
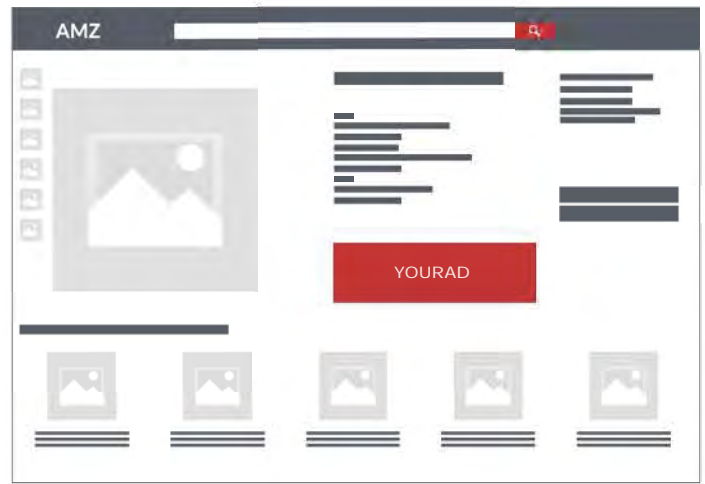
Sponsored Brands Top of Search

Sponsored Display Placements (On Amazon)

Example Ad Placement



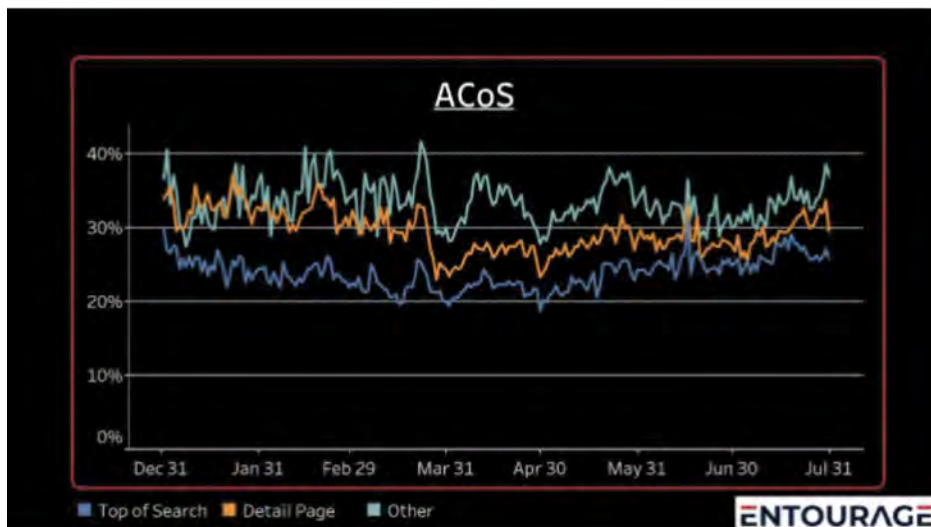
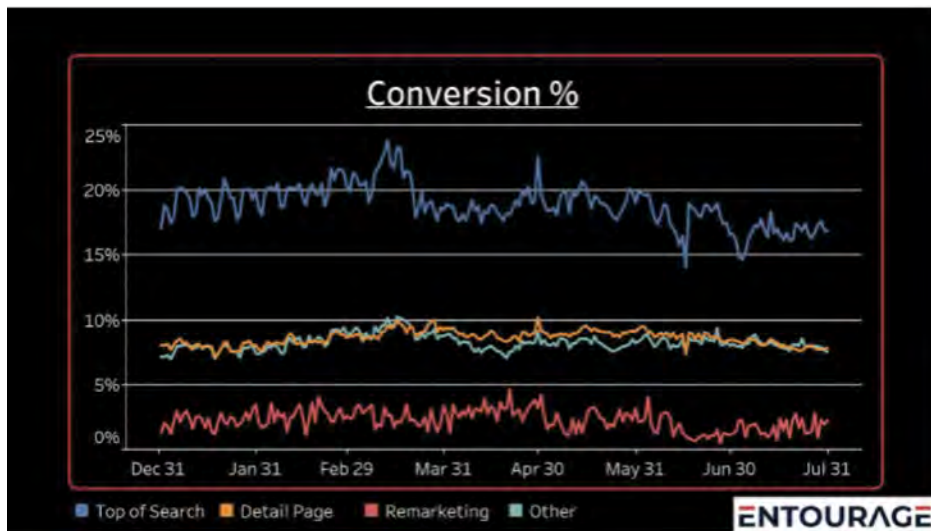
Example Ad Placement



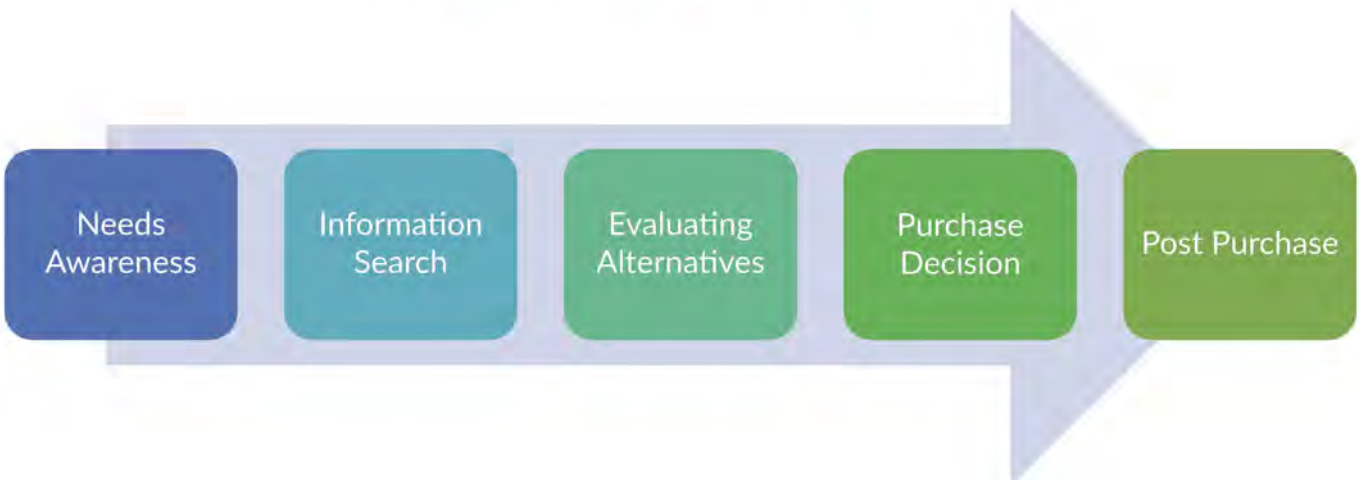
Example Ad Placement

Note: Some Sponsored Display ads are served on third party websites (Off-Amazon)

Metrics by Placement



The Customer Buying Cycle



ENTOURAGE
MANAGEMENT
SERVICES

The Customer Buying Cycle (or “Customer Journey”) is a time-tested marketing principle. It breaks down the psychology of every step a shopper takes in their journey towards making a purchase.

[CLICK HERE FOR A VIDEO](#), AND [HERE FOR A BUYING CYCLE CHEAT SHEET](#).

ENTOURAGE.

What The Experts Say About Entourage

“With a couple clicks of a button, it will optimize EVERYTHING for you”

PPC Entourage is on Amazon Seller Software that analyzes all of your sponsored ads data in a super visual way, and then, with a couple of clicks of a button. It will optimize EVERYTHING for you. It will show you the solid gold. The bottom-line is if you like making money, you need to get the PPC Entourage.

- Ben Cummings



“I am super excited for the Margins tool and know it’s going to be a real asset for our clients as they are struggling to maintain their

- Cyndi Thomason - Amazon Profitability Expert



SPONSORED PRODUCTS: KEYWORD LAUNCH

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

What to Expect

**High ACOS
Possible**

Campaign Purpose

**Launch,
Rank**

Budget

**Aggressive
Budget**

SPONSORED PRODUCTS: KEYWORD LAUNCH

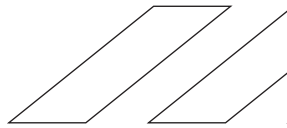
[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Notes:** Make sure that your listing is retail ready! It's preferable to have a solid base of reviews but it's not 100% necessary. For this campaign, use the most relevant keywords. Make sure you have an adequate budget set aside for this campaign! Always track keywords.
- **Goal:** Get your product noticed on Amazon at the top of search for all the right keywords! Start the ranking process.
- **Resources:** [Launch Keyword Cheat Sheet](#).
- **Naming Scheme:** SP1 | Keyword Launch | Product Identifier | ACOS Target.
- **Budget:** Determine launch budget, preferably an aggressive one.
- **Automatic or Manual:** Manual
- **Bidding Strategy:** Fixed
- **Placement Modifier:** Top of Search Modifier.

SPONSORED PRODUCTS: KEYWORD LAUNCH

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Advertised Products:** Choose best/top selling variation!
- **Targeting:** Most Relevant Keywords.
- **Match Type:** Exact
- **Initial Bids:** Low initial bid, combined with Top of Search Modifier. Bid should be low enough to get very little placement for rest of search so we can allow the top of search modifier to get us top of search placement. Example: 35 cent bids with 400% TOS modifier.
- **Negative Targeting:** No
- **Optimization Strategies:** Allow it to run for several days/ weeks and then use Bid Optimization and Placement Optimization.



SPONSORED PRODUCTS: ASIN LAUNCH

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

What to Expect

**High ACOS
Possible**

Product Targeting

**ASIN
Targeting**

Campaign Purpose

**Launch,
Rank**

Budget

**Aggressive
Budget**

SPONSORED PRODUCTS: ASIN LAUNCH

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Notes:** Make sure that your listing is retail ready! It's preferable to have a solid base of reviews but it's not 100% necessary. Use the most relevant ASINS (top competitors who you want to compete with). You can find them using the keyword/target cheatsheet. Make sure you have a budget set aside for this campaign.
- **Goal:** Get your product noticed by Amazon on the right product pages! Start the ranking process.
- **Resources:** [ASIN Finder Cheat Sheet](#).
- **Naming Scheme:** SP2 | ASIN Launch | Product Identifier | ACOS Target.
- **Budget:** Determine launch budget, preferably an aggressive one.
- **Automatic or Manual:** Manual
- **Bidding Strategy:** Fixed
- **Placement Modifier:** Product Page

SPONSORED PRODUCTS: ASIN LAUNCH

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Advertised Products:** Choose best/top selling variation!
- **Targeting:** Top Competitor ASINS!
- **Initial Bids:** Low initial bid, combined with Product Page Modifier. Bid should be low enough to get very little placement for top/rest of search so we can allow the product page modifier to get us product page placement. Example: 35 cent bids with 400% PP modifier.
- **Negative Targeting:** No
- **Optimization Strategies:** Target Bid Optimization. Eventually you may wish to replace this campaign with SCALE campaigns (see playbook)

SPONSORED PRODUCTS: AUTO TARGETING

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

Buying Cycle

Discovery

Consideration

Brand Purpose

**Increase
Reach**

Campaign Purpose

**Fill out Funnel,
Discover New Keywords,
Find ASINS**

Negative Targeting

**Negative Exact,
Negative Phrase**

Budget

**Uncap Budget
if Possible**

SPONSORED PRODUCTS: AUTO TARGETING

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Notes:** Setting up an auto campaign is essential for a variety of reasons and YES we like to keep Auto campaigns running on products that have the budget. This allows us to constantly test new search terms and ASINS to see if they convert. Winning search terms and ASINS will appear in the search term report. With Auto campaigns, we can target different "Targeting Groups" allowing us to know which targeting group is outperforming the other. These targeting groups serve different functions and help our products to show up to shoppers at various stages of the buying cycle. You can start with all targeting groups toggled ON (close/loose/complements/substitutes) and then turn off the poor performers later on. Note that in this campaign, we are putting all targeting groups in one ad group. You may wish to separate each targeting group into their own ad group but it's not necessary.
- **Goal:** Find new search terms and ASINS that we can use in all other campaigns. Provides more ad inventory that allows us to fill out gaps along the customer buying journey.

SPONSORED PRODUCTS: AUTO TARGETING

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Naming Scheme:** SP3 | Auto Targeting | Product Identifier | ACOS Target.
- **Budget:** Min \$20/day. Uncap Budget if you are hitting goals.
- **Automatic or Manual:** Automatic
- **Bidding Strategy:** Dynamic Down.
- **Placement Modifier:** Only with Advanced Optimization.
- **Advertised Products:** Choose best/top selling variation!
- **Targeting:** Automatic
- **Match Type:** Broad by default.

SPONSORED PRODUCTS: AUTO TARGETING

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Initial Bids:** .80 or above.
- **Negative Targeting:** Carefully selected negative phrase/exact matches can be used when starting this campaign.
- **Optimization Strategies:** Target Bid Optimization, Placement Optimization, Search Term Optimization, Negative Word Finder.

THIS CAMPAIGN IN ACTION



Campaign Managed By:

DK, Entourage Management Services.

What type of a campaign is this?

Automatic Targeting, with a focus on only Close Match & Substitutes

What is the purpose of this campaign?

Bring visibility to the product, collect search terms as well as ASINs

Is this campaign performing as you had intended?

Yes - the biggest help this campaign brings is the constant flow of traffic & that it gives me the ability to feed my manual campaigns.

How are you able to keep this campaign performing well consistently?

Aggressive bids & consistent optimization.

For Information on Having Your Advertising Managed By The Experts

[Click Here](#)

PPCENTOURAGE.

SPONSORED PRODUCTS: AUTO LOW

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Buying Cycle

Discovery

Consideration

What to Expect

**Low
ACOS**

Brand Purpose

**Increase
Reach**

Campaign Purpose

**Fill out Funnel,
Discover New Keywords,
Find ASINS**

Budget

**Uncap Budget
if Possible**

SPONSORED PRODUCTS: AUTO LOW

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Notes:** An auto campaign with a lower bid typically provides a few extra sales at a low ACOS! You may wish to put all of your products into one AUTO LOW campaign to keep it manageable.
- **Goal:** Find new search terms and ASINS that we can use in all other campaigns. Provides more ad inventory that allows us to fill out gaps along the customer buying journey.
- **Naming Scheme:** SP4 | Auto Targeting | Product Identifiers | ACOS Target.
- **Budget:** Min \$10/day. Uncap Budget if you are hitting goals.
- **Automatic or Manual:** Automatic
- **Bidding Strategy:** Dynamic Down.
- **Placement Modifier:** Only with Advanced Optimization.

SPONSORED PRODUCTS: AUTO LOW

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Advertised Products:** Choose best/top selling variation!
- **Targeting:** Automatic
- **Match Type:** Broad by default
- **Initial Bids:** .20 - .50
- **Negative Targeting:** No
- **Optimization Strategies:** Target Bid Optimization.

These Sellers Transformed Their Brands

“PPC Entourage saves me so much time”

I have been using PPC Entourage about 7-8 months. I have been able to manage much better the amount of money spent on each campaign. With maximum 1-2 hours per week, you're able to keep your campaigns up to par. It's been an amazing tool. It's just saved me so, so much time.

- Jessica de Z.



“No more headaches dealing with spreadsheets”

The software is simply a toll that makes it easier and take less time. You're not dealing with all the spreadsheets and all that, that you download from Amazon so it's really been awesome. I highly recommend PPC Entourage and hats off to Mike!

- Jeremy P.



SPONSORED PRODUCTS: KEYWORD DISCOVERY

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Buying Cycle

Discovery

What to Expect

**High ACOS
Possible**

Brand Purpose

**Reach,
Find Audience**

Campaign Purpose

**Discover
New Keywords**

Budget

**Uncap Budget
if Possible**

SPONSORED PRODUCTS: KEYWORD DISCOVERY

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- **Notes:** Use The Entourage Keyword Cheatsheet to find highly relevant keywords with great opportunity for this campaign. Leverage the power of broad and phrase match to discover even more keywords. Avoid keyword dumping! Instead create multiple campaigns with a maximum 50 relevant keywords per campaign.
- **Goal:** Test keywords to see how they perform. Find new keywords by utilizing broad and phrase match. Learn more about your target audience by finding out which keywords convert into sales.
- **Resources:** **Keyword Cheat Sheet.**
- **Naming Scheme:** SP5 | KW Discovery | Product Identifiers | ACOS Target.
- **Budget:** Testing Budget with Min \$10/day. Uncap Budget if you are hitting goals.
- **Automatic or Manual:** Manual

SPONSORED PRODUCTS: KEYWORD DISCOVERY

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Bidding Strategy:** Dynamic Down.
- **Advertised Products:** Choose best/top selling variation!
- **Targeting:** Keywords
- **Match Type:** Broad, Phrase.
- **Initial Bids:** .75 or higher, depends on competition.
- **Negative Targeting:** Carefully selected negative phrase/ exact to start.
- **Optimization Strategies:** Target bid optimization, Search Term Optimization.

SPONSORED PRODUCTS: CATEGORY DISCOVERY

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

Buying Cycle

Discovery

What to Expect

**High ACOS
Possible**

Brand Purpose

**Reach,
Discovery,
Find New Audience**

Product Targeting

**Category
Targeting**

Budget

**Uncap Budget
if Possible**

SPONSORED PRODUCTS: CATEGORY DISCOVERY

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Notes:** Target an entire category and discover the categories that convert well for your product. Learn more about your audience by testing multiple categories. Find new ASINS to target in product targeting campaigns. Fill out the customer journey funnel.
- **Goal:** Set an ACOS Target for this campaign as our experience shows ACOS might be a bit higher since we are testing categories. The ultimate goal is to get in front of your audience and accumulate more "touch points" with shoppers. The secondary goal is to collect ASINS that have converted into sales for use in ASIN targeting campaigns.
- **Resources:** [Audience Finder Cheat Sheet](#).
- **Naming Scheme:** SP6 | Cat Discovery | Product Identifiers | ACOS Target.
- **Budget:** Testing Budget with Min \$10/day. Uncap Budget if you are hitting goals.
- **Automatic or Manual:** Manual

SPONSORED PRODUCTS: CATEGORY DISCOVERY

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Bidding Strategy:** Dynamic Down.
- **Placement Modifier:** Use with Advanced Optimization.
- **Advertised Products:** Choose best/top selling variation!
- **Targeting:** Categories, test multiple categories including your primary category, root categories, and complementary categories. Use the category finder inside of Entourage to find even more. Use the category section on the Entourage cheat sheet to give you some guidance.
- **Initial Bids:** .75 or higher, depends on category/competition.
- **Negative Targeting:** No
- **Optimization Strategies:** Target Bid Optimization, Negative ASIN Optimization, Placement Optimization.

SPONSORED PRODUCTS: ASIN DISCOVERY

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Buying Cycle

Discovery

Consideration

What to Expect

**High ACOS
Possible**

Product Targeting

**ASIN
Targeting**

Campaign Purpose

**Build Audience,
Reach, Ethically Steal**

Budget

**Uncap Budget
if Possible**

SPONSORED PRODUCTS: ASIN DISCOVERY

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Notes:** Use The Entourage ASIN Finder Cheatsheet to find highly relevant ASINS with great opportunity for this campaign. Test these ASINS with a low to moderate bid. Avoid ASIN/Target dumping! Instead create multiple campaigns with a maximum 50 relevant ASINS per campaign.
- **Goal:** Ethically steal sales from competition. Build out your ASIN targeting list to use with all ad types. Target complementary ASINS to get in front of your target audience.
- **Resources:** **ASIN Finder Cheat Sheet.**
- **Naming Scheme:** SP7 | ASIN Discovery | Product Identifiers | ACOS Target.
- **Budget:** Testing Budget with Min \$10/day. Uncap Budget if you are hitting goals.
- **Automatic or Manual:** Manual
- **Bidding Strategy:** Dynamic Down.

SPONSORED PRODUCTS: ASIN DISCOVERY

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Placement Modifier:** Use with Advanced Optimization.
- **Advertised Products:** Choose best/top selling variation!
- **Targeting:** Product Targeting - ASINS.
- **Initial Bids:** .50 or higher. Depends on competition. Start with a moderate bid and raise if necessary.
- **Optimization Strategies:** Target Bid Optimization. Placement Optimization.

SPONSORED PRODUCTS: KEYWORD ACOS SCRAPING

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Buying Cycle

Discovery

Consideration

Brand Purpose

**Reach,
Increase
Market Share**

Budget

**Uncap Budget
if Possible**

SPONSORED PRODUCTS: KEYWORD ACOS SCRAPING



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- **Notes:** Dig into the Search Term Report to find winning search terms. Turn them into keywords by adding them to this campaign. Use PPC Entourage to easily find and scrape these keyword winners. Both the Auto and Discovery Campaigns help to feed into this campaign.
- **Goal:** Find new and relevant keywords to target that you are not already targeting. Expand your reach and target high opportunity keywords. Learn more about your audience.
- **Naming Scheme:** SP8 | KW Scraping | Product Identifiers | ACOS Target
- **Budget:** Testing Budget with Min \$10/day. Uncap Budget if you are hitting goals.
- **Automatic or Manual:** Manual
- **Bidding Strategy:** Dynamic Down.
- **Placement Modifier:** None



SPONSORED PRODUCTS: KEYWORD ACOS SCRAPING

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- 
- 
- **Advertised Products:** Choose best/top selling variation!
 - **Targeting:** Keywords
 - **Match Type:** Broad and Phrase - can use same ad group for both ad groups or separate match type by ad groups.
 - **Initial Bids:** Moderate bid, raise bid if you are not getting impressions.
 - **Optimization Strategies:** Target Bid Optimization, Careful Negative Exact/Phase Match.

SPONSORED PRODUCTS: ASIN ACOS SCRAPING

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Buying Cycle

Discovery

Consideration

Brand Purpose

Reach,
Increase Market Share,
Ethically Steal

Product Targeting

ASIN
Targeting

Budget

Uncap Budget
if Possible

SPONSORED PRODUCTS: ASIN ACOS SCRAPING

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Notes:** Dig into the Search Term Report to find winning ASINS. Turn them into targets by adding them to this campaign. Use PPC Entourage to easily find and scrape these ASINS. Both the Auto and Category Targeting Campaigns help to feed into this campaign.
- **Goal:** Find new and relevant ASINS to target that you are not already targeting. Expand your reach and target high opportunity ASINS. Learn more about your audience. Ethically steal sales from your competitors.
- **Naming Scheme:** SP9 | ASIN Scraping | Product Identifiers | ACOS Target.
- **Budget:** Testing Budget with Min \$10/day. Uncap Budget if you are hitting goals.
- **Automatic or Manual:** Manual
- **Bidding Strategy:** Dynamic down

SPONSORED PRODUCTS: ASIN ACOS SCRAPING

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Placement Modifier:** None to start.
- **Advertised Products:** Choose best/top selling variation!
- **Targeting:** Product targeting - ASINS.
- **Initial Bids:** Moderate bid, raise bid if you are not getting impressions.
- **Optimization Strategies:** Target Bid Optimization.

SPONSORED PRODUCTS: REFINED CATEGORY TARGETING

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Buying Cycle

Consideration

Product Targeting

**ASIN
Targeting**

Campaign Purpose

**Ethically
Steal Sales**

Budget

**Uncap Budget
if Possible**

SPONSORED PRODUCTS: REFINED CATEGORY TARGETING

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Notes:** Targeting your main category and refining that category down to where you have an advantage over your competition. If you can beat them by price, prime eligibility, or review stars, then you have an advantage!
- **Goal:** Ethically steal sales from competition and benefit from their traffic.
- **Naming Scheme:** SP10 | Refined Cat | Product Identifiers | ACOS Target.
- **Budget:** Testing Budget with Min \$10/day. Uncap Budget if you are hitting goals.
- **Automatic or Manual:** Manual
- **Bidding Strategy:** Dynamic Down.
- **Placement Modifier:** None to start.

SPONSORED PRODUCTS: REFINED CATEGORY TARGETING

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Advertised Products:** Choose best/top selling variation!
- **Targeting:** Top Category. Refine by lower price, lower reviews.
- **Initial Bids:** Moderate bid, raise bid if you are not getting impressions.
- **Optimization Strategies:** Target Bid Optimization.

SPONSORED PRODUCTS: KEYWORD SCALE

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Buying Cycle

Decision

What to Expect

**Lower ACOS Possible,
Higher CTR%, Higher Conv%**

Brand Purpose

**Scale, Increase
Market Share**

Bid Type

**Fixed,
Dynamic up/down**

Budget

**Uncap
Budget**

SPONSORED PRODUCTS: KEYWORD SCALE

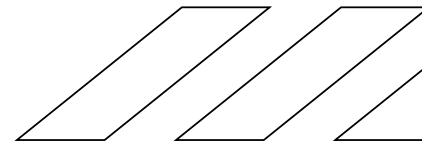
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- **Notes:** These campaigns are designated to those targets that are consistently your top performers and built to SCALE. Typically we use keywords or search terms that have 5 or more orders within an ACOS or 40% or less. You can choose between having one target per campaign or several targets. We prefer one target per campaign for maximum control.
- **Goal:** Get the sale, scale your advertising.
- **Naming Scheme:** SP11 | Keyword Scale | Product Identifiers - Keyword | ACOS Target
- **Budget:** Uncap budget.
- **Automatic or Manual:** Manual
- **Bidding Strategy:** Fixed, Consider testing up/down.
- **Placement Modifier:** Adjusted to target best performing placement, typically that is top of search but not always!

SPONSORED PRODUCTS: KEYWORD SCALE

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Advertised Products:** Choose best/top selling variation!
- **Targeting:** Keyword
- **Match Type:** Exact Match.
- **Initial Bids:** Aggressive
- **Negative Targeting:** Not necessary
- **Optimization Strategies:** Target Bid Optimization, Placement Optimization.



THIS CAMPAIGN IN ACTION



Campaign Managed By:
Yenal, Entourage Management Services.

What type of a campaign is this?
Keyword Scale

What is the purpose of this campaign?
To be able to run and monitor best performing keywords in exact and with high competitive bids and if possible at TOS placement.

Is this campaign performing as you had intended?
It runs as intended. It runs profitably and it allowed me to bid higher for the TOS placement.

How are you able to keep this campaign performing well consistently?
I used Entourage's Auto Pilot tool for minor bidding adjustments and I manually set placement multipliers. I also manually check for more advanced optimization opportunities regularly.

For Information on Having Your Advertising Managed By The Experts
[Click Here](#)

SPONSORED PRODUCTS: ASIN SCALE

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

Buying Cycle

Consideration

Decision

Brand Purpose

**Scale,
Increase Market Share**

Bid Type

Fixed

Campaign Purpose

**Ethically
Steal Sales**

Budget

**Uncap
Budget**

SPONSORED PRODUCTS: ASIN SCALE

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Notes:** These campaigns are designated to those ASINS that are consistently your top performers and built to SCALE. Typically we use ASINS that have 5 or more orders within an ACOS or 40% or less. You can choose between having one ASIN targeted per campaign or several. We prefer one ASIN per campaign for maximum control.
- **Goal:** Target product pages of ASINS where we convert well and ethically steal sales.
- **Naming Scheme:** SP12 | ASIN Scale | Product Identifiers - ASIN you are targeting | ACOS Target.
- **Budget:** Uncap budget.
- **Automatic or Manual:** Manual
- **Bidding Strategy:** Fixed
- **Placement Modifier:** Product Page.

SPONSORED PRODUCTS: ASIN SCALE

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Advertised Products:** Choose best/top selling variation!
- **Targeting:** Top ASINS with 5 or more orders.
- **Initial Bids:** Combine low bid with product page modifier. Example: .30 bid x 300% modifier.
- **Optimization Strategies:** Target bid optimization. Placement Optimization.

SPONSORED PRODUCTS: BRAND PROTECTION

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

Buying Cycle

Post Purchase

What to Expect

Low ACOS

Brand Purpose

Brand Loyalty

Bid Type

**Dynamic down,
Dynamic up/down**

Budget

**Uncap
Budget**

SPONSORED PRODUCTS: BRAND PROTECTION

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Notes:** If shoppers are searching for your brand name then it is best practice to advertise for your brand name and show up first! Otherwise you risk losing sales to your competition.
- **Goal:** Protect brand sales and keep shoppers loyal.
- **Naming Scheme:** SP13 | Brand Protect | Product Identifiers | ACOS Target.
- **Budget:** Uncap
- **Automatic or Manual:** Manual
- **Bidding Strategy:** Dynamic down, Dynamic up/down.
- **Advertised Products:** Choose best/top selling variation!
- **Targeting:** Brand Name.

SPONSORED PRODUCTS: BRAND PROTECTION

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Match Type:** Phrase Match.
- **Initial Bids:** Aggressive.
- **Optimization Strategies:** Target bid optimization.

SPONSORED PRODUCTS: ASIN PROTECTION

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

Buying Cycle

Decision

Post Purchase

Brand Purpose

**Defend your
Brand/ASIN**

Product Targeting

**ASIN
Targeting**

Budget

Uncap

SPONSORED PRODUCTS: ASIN PROTECTION

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Notes:** Similar to brand protect, ASIN protection campaigns allow us to protect our product detail pages from losing sales to competitors. By taking up more real estate on this page, we have a better chance of keeping shoppers interested in buying OUR product. Use the Brand Analytics Market Basket Analysis report to find winning combinations of your ASINS that shoppers like to purchase together.
- **Goal:** Protect your brand product page with other ASINS/products in your catalog. Cross sell other products.
- **Naming Scheme:** SP14 | ASIN Protect | Product Identifiers | ACOS Target.
- **Budget:** Uncap
- **Automatic or Manual:** Manual
- **Bidding Strategy:** Dynamic down.

SPONSORED PRODUCTS: ASIN PROTECTION

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Placement Modifier:** Product Page.
- **Advertised Products:** Choose best/top selling variation!
- **Targeting:** ASINS (other ASINS in your catalog).
- **Initial Bids:** Moderate
- **Optimization Strategies:** Target bid optimization.

SPONSORED BRAND: BRAND DISCOVERY

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

Buying Cycle

Discovery

What to Expect

**High ACOS
Possible**

Brand Purpose

**Brand Awareness,
Reach**

Campaign Purpose

Reach

SPONSORED BRAND: BRAND DISCOVERY

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Notes:** Targeting Top of search, Rest of Search and Product Pages. Make sure to have a budget and ACOS target for all brand awareness campaigns.
- **Goal:** Get your brand discovered on Amazon by featuring your best products and targeting a wide-reach audience.
- **Resources:** Audience Finder Cheat Sheet
- **Resources:** Headline Creator
- **Naming Scheme:** SB1 | Brand Discovery | Product Identifiers | Other Identifiers | ACOS Target.
- **Budget:** Min \$10/Day to test. Make sure you have a Discovery Phase Budget.
- **Ad Format:** Product Collection.
- **Landing Page:** Storefront Main Page - Make sure your storefront layout makes it easy to find advertised products.

SPONSORED BRAND: BRAND DISCOVERY

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Advertised Products:** Top products from Brand. Showcase your brand product highlights.
- **Brand name/logo:** Brand Logo.
- **Product Order:** Highest converting first, Top ASINS that represent your brand well.
- **Headline:** Brand Awareness Headline. See Spotlight headline creator tool. Example: Petmo, the name pet owners trust.
- **Custom Image:** Optional. Highlight best selling products through a lifestyle image.
- **Targeting:** Related keywords or Related Categories.
- **Match Type:** Phrase
- **Initial Bids:** Low- Moderate.
- **Automated Bidding?:** No

SPONSORED BRAND: BRAND DISCOVERY

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Negative Targeting:** No
- **Optimization Strategies:** Target bid optimization.

SPONSORED BRAND: PRODUCT LINE DISCOVERY

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

Buying Cycle

Discovery

Brand Purpose

**Reach,
Touch Points**

Product Targeting

**Category
Targeting**

SPONSORED BRAND: PRODUCT LINE DISCOVERY

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Notes:** While similar to the brand discovery campaign, this campaign focuses on product line discovery by targeting an audience who might be interested in a line of products that you offer.
- **Goal:** Get your product line discovered! Highlight multiple products in your product line to potentially increase the average cart size.
- **Resources:** **Headline Creator**
- **Naming Scheme:** SB2 | PL Discovery | Product Identifiers | Other Identifiers | ACOS Target.
- **Budget:** Min \$10/Day to test. Make sure you have a Discovery Phase Budget.
- **Ad Format:** Product Collection.
- **Landing Page:** Storefront product line subpage or Amazon Landing page using products in the ad.

SPONSORED BRAND: PRODUCT LINE DISCOVERY

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Advertised Products:** Highest converting first, Top ASINS that represent your product line well.
- **Brand name/logo:** Brand logo.
- **Product Order:** Top products from product line (most reviews, highest converting).
- **Headline:** Product line headline. See Spotlight headline creator. Ex: What you already love, in spray form by Brand.
- **Custom Image:** Optional. Highlight best selling products in product line with a lifestyle image.
- **Targeting:** Keywords or Categories related to product line.
- **Match Type:** Phrase
- **Initial Bids:** Low-Moderate.

SPONSORED BRAND: PRODUCT LINE DISCOVERY

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Automated Bidding?:** No
- **Negative Targeting:** No
- **Optimization Strategies:** Target bid optimization.

SPONSORED BRAND: PRODUCT DISCOVERY

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

Buying Cycle

Discovery

Consideration

Brand Purpose

Reach,
Touch Points

SPONSORED BRAND: PRODUCT DISCOVERY

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Notes:** This campaign focuses on relevant keywords to match what shoppers are looking for. You can identify long tail keywords or choose to go after the more direct, competitive keywords for your product depending on your budget.
- **Goal:** Get your products noticed for relevant searches. Collect touch points with shoppers. Test relevant keywords.
- **Resources:** **Keyword Cheat Sheet**
- **Naming Scheme:** SB3 | Product Discovery | Product Identifiers | Other Identifiers | ACOS Target.
- **Budget:** Min \$10/Day to test. Make sure you have a Discovery Phase Budget.
- **Ad Format:** Product Collection.
- **Landing Page:** Storefront product subpage or Amazon Landing page using products in the ad.

SPONSORED BRAND: PRODUCT DISCOVERY

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Advertised Products:** Highest converting VARIATIONS first, Top ASINS that represent your product well.
- **Brand name/logo:** Brand logo.
- **Product Order:** Top variations first (most reviews, highest converting).
- **Headline:** Benefit, Trust, Curiosity Headlines. See Headline Creator. Ex: The pill organizer that seniors trust.
- **Custom Image:** Recommended. Highlight product in use with a lifestyle image.
- **Targeting:** Specific/ relevant keywords related to product.
- **Match Type:** Phrase
- **Initial Bids:** Moderate

SPONSORED BRAND: PRODUCT DISCOVERY

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Automated Bidding?:** No
- **Negative Targeting:** No
- **Optimization Strategies:** Target Bid Optimization.

SPONSORED BRAND: REFINED CATEGORY/ACOS/ASIN SCRAPING

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

Buying Cycle

Consideration

Brand Purpose

**Touch Points,
Reach**

SPONSORED BRAND: REFINED CATEGORY/ACOS/ASIN SCRAPING

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Notes:** Targeting competitors where you have some kind of advantage. That advantage could be price, reviews, or that the ASIN targeted was found in the search term report after having a successful sale in another campaign.
- **Goal:** Get more touch points. Ethically steal sales from weaker competitors.
- **Resources:** **Headline Creator**
- **Naming Scheme:** SB4 | Refined Category/ACOS or ASIN Scraping | Product Identifiers | Other Identifiers | ACOS Target.
- **Budget:** Min \$10/Day to test. Uncap if campaign meets goals.
- **Ad Format:** Product Collection.
- **Landing Page:** Storefront subpage or Amazon Landing page using products in the ad.

SPONSORED BRAND: REFINED CATEGORY/ACOS/ASIN SCRAPING

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Advertised Products:** Highest converting VARIATIONS first, Top ASINS that represent your product well.
- **Brand name/logo:** Brand logo.
- **Product Order:** Top variations first (most reviews, highest converting).
- **Headline:** Benefit, Trust, Curiosity Headlines. See Headline Creator. Ex: The pill organizer that seniors trust.
- **Custom Image:** Optional
- **Targeting:** Either 1) Categories that are refined by price, reviews or both 2) ASIN targeting, pulling ASINS from the search term report that have 2 or more orders.
- **Initial Bids:** Moderate
- **Automated Bidding?:** No

SPONSORED BRAND: REFINED CATEGORY/ACOS/ASIN SCRAPING

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Negative Targeting:** No
- **Optimization Strategies:** Target Bid Optimization.

SPONSORED BRAND: TARGETED SCALE (COPY, RINSE, REPEAT TECHNIQUE)

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

Buying Cycle

Consideration

Decision

Brand Purpose

Touch Points,
Scale

SPONSORED BRAND: TARGETED SCALE (COPY, RINSE, REPEAT TECHNIQUE)

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Notes:** Identify the exact keyword searches that have historically led to sales and target them. Rise and repeat with search terms that appear in the search term report that have 3+ orders. Target Top of search and get the sale.
- **Resources:** **Headline Creator**
- **Goal:** Get the sale.
- **Naming Scheme:** SB5 | Targeted Scale | Product Identifiers | Other Identifiers | ACOS Target.
- **Budget:** Min \$10/Day to test. Uncap when possible.
- **Ad Format:** Product Collection.
- **Landing Page:** Storefront subpage or Amazon Landing page using products in the ad.

SPONSORED BRAND: TARGETED SCALE (COPY, RINSE, REPEAT TECHNIQUE)

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Advertised Products:** Highest converting VARIATIONS first, Top ASINS that represent your product well.
- **Brand name/logo:** Brand logo.
- **Product Order:** Top variations first (most reviews, highest converting).
- **Headline:** Benefit, Trust, Curiosity Headlines. See Headline Creator. Ex: The pill organizer that seniors trust. Copy, Rise and Repeat = find new search terms and tweak headline. The medication pill box that seniors trust
- **Custom Image:** Recommended. Highlight product in use with a lifestyle image.
- **Targeting:** Highly targeted keywords with proven success. Utilize search term report. Utilize search term impression share report.
- **Match Type:** Exact

SPONSORED BRAND: TARGETED SCALE (COPY, RINSE, REPEAT TECHNIQUE)

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Initial Bids:** Moderate-High.
- **Automated Bidding?:** Custom Bid adjustment decrease of 99%.
- **Negative Targeting:** No
- **Optimization Strategies:** Target Bid Optimization.

SPONSORED BRAND: BRAND PROTECTION

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)



Buying Cycle

Post Purchase



Brand Purpose

Shopper
Retention



SPONSORED BRAND: BRAND PROTECTION

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Notes:** Showcase your brand when a shoppers searches for you. Don't allow competitors to steal sales from you.
- **Goal:** Increase lifetime value of your customers by keeping them loyal to your brand. Introduce other products to existing customers.
- **Resources:** **Headline Creator**
- **Naming Scheme:** SB6 | Brand Protection | Product Identifiers | Other Identifiers | ACOS Target.
- **Budget:** Min \$10/Day to test. Make sure you have a Discovery Phase Budget.
- **Ad Format:** Product Collection.
- **Landing Page:** Storefront Page.
- **Advertised Products:** Top products from Brand. Showcase your brand product highlights. Consider showcasing a newly launched product.

SPONSORED BRAND: BRAND PROTECTION

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Brand name/logo:** Brand logo.
- **Product Order:** Highest converting first, Top ASINS that represent your brand well.
- **Headline:** Brand Awareness Headline. See Spotlight headline creator tool. Example: Petmo, the name pet owners trust.
- **Custom Image:** Recommended. Highlight best selling products through a lifestyle image.
- **Targeting:** Brand keywords
- **Match Type:** Phrase
- **Initial Bids:** High
- **Automated Bidding?:** No
- **Negative Targeting:** No
- **Optimization Strategies:** Target Bid Optimization.

SPONSORED BRAND: SPOTLIGHT

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

Buying Cycle

Discovery

Brand Purpose

**Reach,
Awareness**

Ad Type

**Sponsored
Brand Ad**

SPONSORED BRAND: SPOTLIGHT

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Notes:** Showcase your diverse line of products to shoppers who are searching and browsing on Amazon.
- **Goal:** Brand Awareness.
- **Resources:** **Headline Creator**
- **Naming Scheme:** SB7 | Spotlight | Category Identifiers | Other Identifiers | ACOS Target.
- **Budget:** Min \$10/Day to test. Make sure you have a Discovery Phase Budget.
- **Ad Format:** Store Spotlight.
- **Landing Page:** 3 unique Storefront subpages.
- **Brand name/logo:** Brand logo.
- **Store Pages:** Choose 3 Categories that work well together or showcase your brand.

SPONSORED BRAND: SPOTLIGHT

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Display Name:** Display the name of your storefront categories to help direct shoppers where to go.
- **Headline:** Brand Awareness Headline.
See Spotlight headline creator tool.
Example: Petmo, the name pet owners trust.
- **Targeting:** Related keywords or Related Categories.
- **Match Type:** Phrase
- **Initial Bids:** Low-Moderate.
- **Automated Bidding?:** No
- **Negative Targeting:** No
- **Optimization Strategies:** Target Bid Optimization.

THIS CAMPAIGN IN ACTION



Campaign Managed By:

DK, Entourage Management Services.

What type of a campaign is this?

Sponsored Brand Store Spotlight Campaign

What is the purpose of this campaign?

Drive mobile traffic to the storefront & its sub pages

Is this campaign performing as you had intended?

Yes. By having a robust storefront that allows the cross-selling of products & cross page navigation, I had the ability to have multiple purchases through each click, allowing us to have the brand halo effect.

How are you able to keep this campaign performing well consistently?

Healthy budget as well as targeting our top keywords. Using a direct headline helps immensely.

For Information on Having Your Advertising Managed By The Experts

[Click Here](#)

PPCENTOURAGE.

SPONSORED BRANDS VIDEO: KEYWORD DISCOVERY

Buying Cycle

Discovery

Consideration

Brand Purpose

Reach

SPONSORED BRANDS VIDEO: KEYWORD DISCOVERY

- **Notes:** Get visibility for your product by showcasing your product's video. This pay per click model is a great way to get visibility in search since you only pay if they click!
- **Goal:** Increase impressions, discover new audiences, test keywords.
- **Resources:** [Keyword Cheat Sheet](#)
- **Naming Scheme:** SBV1 | Keyword Discovery | Product Identifiers | Other Identifiers | ACOS Target.
- **Budget:** Min \$10/day.
- **Ad Format:** Video
- **Landing Page:** Product Detail Page.
- **Advertised Products:** Top Variation.
- **Video:** Product Benefit /Lifestyle Video.



SPONSORED BRANDS VIDEO: KEYWORD DISCOVERY

- **Targeting:** Relevant Keywords, Complementary Keywords.
- **Match Type:** Broad, Phrase.
- **Initial Bids:** Moderate
- **Negative targeting:** No
- **Optimization Strategies:** Target Bid Optimization, Search Term Optimization.

SPONSORED BRANDS VIDEO: REFINED CATEGORY/ACOS/ ASIN SCRAPING

Buying Cycle

Consideration

Decision

Product Targeting

**ASIN Targeting,
Category Targeting**

Campaign Purpose

**Ethically
Steal Sales**

SPONSORED BRANDS VIDEO: REFINED CATEGORY/ACOS/ ASIN SCRAPING

- **Notes:** Targeting relevant competitors where you have some kind of advantage. That advantage could be price, reviews, or that the ASIN targeted was found in the search term report after having a successful sale in another campaign.
- **Resources:** ASIN Finder Cheat Sheet
- **Goal:** Increase purchase consideration.
- **Naming Scheme:** SBV2 | Refined Category/ACOS/ASIN Scraping | Product Identifiers | Other Identifiers | ACOS Target.
- **Budget:** Min \$10.
- **Ad Format:** Video
- **Landing Page:** Product Detail Page.
- **Advertised Products:** Top Variation.

SPONSORED BRANDS VIDEO: REFINED CATEGORY/ACOS/ ASIN SCRAPING

- **Video:** Video that highlights advantages.
- **Targeting:** ASINS, Related Categories with refinement based on price/reviews.
- **Initial Bids:** Moderate
- **Negative targeting:** No
- **Optimization Strategies:** Target Bid Optimization.

SPONSORED BRANDS VIDEO: KEYWORD/ASIN SCALE

Buying Cycle

Decision

SPONSORED BRANDS VIDEO: KEYWORD/ASIN SCALE

- **Notes:** Identify top converting keywords/ASINS and break them out into this campaign for scale!
- **Goal:** Get the sale!
- **Naming Scheme:** SBV3 | Keyword/ASIN Scale | Product Identifiers | Other Identifiers | ACOS Target.
- **Budget:** Uncap Budget.
- **Ad Format:** Video
- **Landing Page:** Product Detail Page.
- **Advertised Products:** Top Variation.
- **Video:** Product benefit video.
- **Targeting:** Top Keywords/ASINS.
- **Match Type:** Exact

SPONSORED BRANDS VIDEO: KEYWORD/ASIN SCALE

- **Initial Bids:** Moderate/high.
- **Negative targeting:** No
- **Optimization Strategies:** Target Bid Optimization.

THIS CAMPAIGN IN ACTION



Campaign Managed By:
Batikan, Entourage Management Services.

What type of a campaign is this?
Sponsored Brands Video, Keyword Scale Campaign

What is the purpose of this campaign?
The purpose of this campaign is to appear on the first page for the most relevant keywords

Is this campaign performing as you had intended?
Yes. I was able to scale this campaign as well, by making increases to keywords that performed well, despite being on the first page of the search results. I had included more keywords along the way from Sponsored Products expansion and periodically increased the budget as I increased bids and added more keywords

How are you able to keep this campaign performing well consistently?
Keyword expansion helped new sales and impressions develop, while routine optimization allowed the campaign budget to increase at a low ACoS

For Information on Having Your Advertising Managed By The Experts

[Click Here](#)

SPONSORED BRANDS VIDEO: BRAND PROTECTION

Buying Cyle

Post Purchase

Brand Purpose

Brand Protection

SPONSORED BRANDS VIDEO: BRAND PROTECTION

- **Notes:** Show off your brand when a shopper searches specifically for you!
- **Goal:** Protect Your brand from competition.
- **Naming Scheme:** SBV4 | Brand Protection | Product Identifiers | Other Identifiers | ACOS Target.
- **Budget:** Uncap Budget.
- **Ad Format:** Video
- **Landing Page:** Product Detail Page.
- **Advertised Products:** Top Selling Variation.
- **Video:** Brand video.
- **Targeting:** Brand name keywords.
- **Match Type:** Phrase

SPONSORED BRANDS VIDEO: BRAND PROTECTION

- **Initial Bids:** Moderate
- **Negative targeting:** No
- **Optimization Strategies:** Target Big Optimization.

SPONSORED DISPLAY: CATEGORY DISCOVERY

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

Buying Cycle

Discovery

Brand Purpose

Reach,
Impression Share

Product Targeting

**Category
Targeting**

Product Targeting

**On Amazon,
CPC Model**

SPONSORED DISPLAY: CATEGORY DISCOVERY

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Notes:** Target an entire category to help discover which categories convert well for your product. Learn more about your audience by testing multiple categories. Find new ASINS to target in product targeting campaigns. Fill out the customer journey funnel!
- **Goal:** Set an ACOS Target for this campaign as our experience shows ACOS might be a bit higher since we are testing categories. The ultimate goal is to get in front of your audience and accumulate more "touch points" with shoppers.
- **Resources:** Audience Finder Cheat Sheet
- **Naming Scheme:** SD1 | Category Discovery | Product Identifiers | ACOS Target.
- **Budget:** \$10/Day Minimum for testing.
- **Product Targeting or Audiences:** Product Targeting.

SPONSORED DISPLAY: CATEGORY DISCOVERY

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Advertised Products:** Top Selling Variation.
- **Default bid:** Low to moderate.
- **Products to target:** Categories related to your product. Test complementary and highly relevant categories.
- **Brand logo:** Optional
- **Headline:** Optional
- **Optimization Strategies:** Target Bid Optimization.

GET THE GUIDANCE YOU NEED FROM EXPERTS YOU TRUST.



"PPC Entourage was a godsend for my struggling AMZ business. I launched right before Amazon Prime Days and I had gone through ups and downs working with consultants and outside contractors and dug myself a huge hole with declining sales across the board and ACOS above 100%. After signing up with PPC Entourage and working with some of their consultants on a limited basis, better optimizing my listing per their recommendations, and watching their training videos my sales are up almost 200% in the last 30 days with 80% organic and 20% PPC or less getting my product back to the path of profitability. They have slowly and steadily increased over the last 3 months with their help. THANK YOU PPC Entourage team!"

-KIP

For Information on Entourage's Coaching & Consultation Services, [Click Here](#)

SPONSORED DISPLAY: ASIN DISCOVERY

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

Buying Cycle

Discovery

Brand Purpose

Brand Reach,
Discoverability

Product Targeting

**ASIN
Targeting**

Sponsored Display

On Amazon,
CPC Model

SPONSORED DISPLAY: ASIN DISCOVERY

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Notes:** Discover which ASINS convert well for your product. Learn more about your audience by finding new ASINS to target in product targeting campaigns. Fill out the customer journey funnel.
- **Goal:** Find converting ASINS and increase product reach.
- **Naming Scheme:** SD2 | ASIN Discovery | Product Identifiers | ACOS Target
- **Budget:** \$10/Day Minimum for testing.
- **Product Targeting or Audiences:** Product Targeting.
- **Advertised Products:** Top Selling Variation.
- **Default bid:** Low to moderate.
- **Products to target:** ASINS relevant to your category. Use the ASIN search cheat sheet.

SPONSORED DISPLAY: ASIN DISCOVERY

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Brand logo:** Optional
- **Headline:** Optional
- **Optimization Strategies:** Target Bid Optimization

SPONSORED DISPLAY: INTERESTS/LIFESTYLE/EVENTS

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

Buying Cycle

Discovery

Brand Purpose

Reach,
Brand Discoverability

Sponsored Display

On/off Amazon,
CPC Model

SPONSORED DISPLAY: INTERESTS/LIFESTYLE/EVENTS

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Notes:** Learn more about your audience by testing different interests, lifestyles and events. Create winning ads that truly speak to shoppers based on their habits or lifestyle.
- **Goal:** Create custom ads that target new shoppers and bring awareness to your brand. Increase reach and awareness both on Amazon and off Amazon.
- **Resources:** [Audience Finder Cheat Sheet](#)
- **Resources:** [Headline Creator](#)
- **Naming Scheme:** SD3 | Interests/Lifestyle/Events | Product Identifiers | ACOS Target.
- **Budget:** \$10/Day Minimum for testing.
- **Product Targeting or Audiences:** Audiences

SPONSORED DISPLAY: INTERESTS/LIFESTYLE/EVENTS

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Audience Type:** Amazon Audiences
- **Advertised Products:** Top Selling Variation or variation that matches the Interest, Lifestyle, Event
- **Default bid:** Low to moderate
- **Audiences:** Interest/Lifestyles/Events relevant to your audience.
- **Brand logo:** Yes
- **Headline:** Specific headline that speaks to audience
- **Optimization Strategies:** Target Bid Optimization

SPONSORED DISPLAY: SEARCHES AUDIENCE

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

Buying Cycle

Consideration

Brand Purpose

Collect Touch
Points, Drive Sales

Sponsored Display

On/off Amazon,
CPM Model

SPONSORED DISPLAY: SEARCHES AUDIENCE

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Notes:** Target shoppers that have recently searched for a product just like yours! This ad can be shown both on Amazon and off Amazon. Reminder that this campaign is CPM model (Pay per Impressions).
- **Goal:** Gather touch points and consideration
- **Naming Scheme:** SD4 | Searches | Product Identifiers | ACOS Target.
- **Budget:** \$10/Day Minimum for testing.
- **Product Targeting or Audiences:** Audiences
- **Audience Type:** Searches
- **Advertised Products:** Top Selling Variation.
- **Default bid:** Low to moderate.
- **Optimization Strategies:** Target Bid Optimization.

SPONSORED DISPLAY: IN MARKET

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

Buying Cycle

Discovery

Consideration

Brand Purpose

**Reach,
Gather Touch Points**

Sponsored Display

**On/off Amazon,
CPC Model**

SPONSORED DISPLAY: IN MARKET

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Notes:** Target shoppers who are in market for your product or a similar product to yours. Learn more about your audience and target them both on Amazon and off Amazon while only having to pay if they click on your ad!
- **Naming Scheme:** SD5 | In Market | Product Identifiers | ACOS Target.
- **Budget:** \$10/Day Minimum for testing.
- **Product Targeting or Audiences:** Audiences
- **Audience Type:** Amazon Audiences.
- **Advertised Products:** Top Selling Variation.
- **Default bid:** Moderate
- **Audiences:** In Market audiences that could be interested in your product.

SPONSORED DISPLAY: IN MARKET

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Brand logo:** Recommended
- **Headline:** Specific headline that speaks to audience.
- **Optimization Strategies:** Target Bid Optimization.

SPONSORED DISPLAY: AUDIENCE REMARKETING

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

Buying Cycle

Consideration

Brand Purpose

**Gather
Touch Points**

Sponsored Display

**On/off Amazon,
CPC Model**

SPONSORED DISPLAY: AUDIENCE REMARKETING



[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

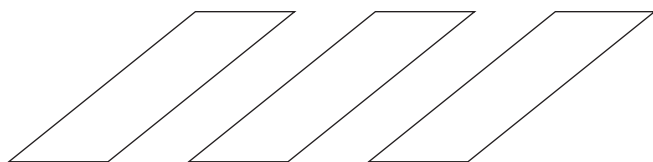
- **Notes:** Target shoppers who have visited your product page or a competitor's product page but have NOT made a purchase yet. A staple campaign. Target them both on Amazon and off Amazon while only having to pay if they click on your ad.
- **Goal:** Increase touch points and get the sale!
- **Naming Scheme:** SD6 | Remarketing | Product Identifiers | ACOS Target.
- **Budget:** Uncap Budget.
- **Product Targeting or Audiences:** Audiences
- **Audience Type:** Views remarketing.
- **Advertised Products:** Top Selling Variation.
- **Default bid:** Moderate-High.
- **Audiences:** Audience remarketing (your products and similar products).



SPONSORED DISPLAY: AUDIENCE REMARKETING

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Brand logo:** Recommended
 - **Headline:** Recommended
 - **Optimization Strategies:** Target Bid Optimization.
- 
- 



SPONSORED DISPLAY: CATEGORY REMARKETING

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

Buying Cycle

Consideration

Brand Purpose

**Gather
Touch Points**

Sponsored Display

**On/off Amazon,
CPC Model**

SPONSORED DISPLAY: CATEGORY REMARKETING

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Notes:** Remarket to shoppers who have visited categories in the past 30 days but have NOT made a purchase. Test highly relevant categories and complementary categories. Target shoppers both on Amazon and off Amazon while only having to pay if they click on your ad.
- **Naming Scheme:** SD7 | Category Remarketing | Product Identifiers | ACOS Target.
- **Budget:** \$10/Day Minimum for testing.
- **Product Targeting or Audiences:** Audiences
- **Audience Type:** Views remarketing.
- **Advertised Products:** Top Selling Variation.
- **Default bid:** Moderate
- **Audiences:** Retarget categories that are relevant to your product.

SPONSORED DISPLAY: CATEGORY REMARKETING

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- **Brand logo:** Recommended
- **Headline:** Recommended
- **Optimization Strategies:** Target Bid Optimization.

SPONSORED DISPLAY: ASIN SCRAPING

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Buying Cycle

Decision

Brand Purpose

**Ethically
Steal Sales**

Product Targeting

**ASIN
Targeting**

Sponsored Display

**On Amazon,
CPC Model**

SPONSORED DISPLAY: ASIN SCRAPING

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- **Notes:** Utilize ASINS that were harvested in the search term report so you can ethically steal sales. You may wish to highlight the main benefit of your product over competition in the headline.
- **Goal:** Ethically steal sales from weaker competition.
- **Naming Scheme:** SD8 | ASIN Scraping | Product Identifiers | ACOS Target.
- **Budget:** \$10/Day Minimum for testing, Uncap if meeting goals.
- **Product Targeting or Audiences:** Product Targeting.
- **Advertised Products:** Top Selling Variation.
- **Default bid:** Moderate
- **Products to target:** Winning ASINS from the search term report.

SPONSORED DISPLAY: ASIN SCRAPING

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Brand logo:** Recommended
- **Headline:** Recommended
- **Optimization Strategies:** Target Bid Optimization.

SPONSORED DISPLAY: PURCHASES AUDIENCE

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Buying Cycle

Post Purchase

Brand Purpose

Brand Loyalty

Sponsored Display

On/off Amazon,
CPM Model

SPONSORED DISPLAY: PURCHASES AUDIENCE

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Notes:** Remarket to shoppers who already know, like, and trust you. Remind them how great you are! A staple campaign.
- **Goal:** Brand Loyalty.
- **Naming Scheme:** SD9 | Purchases | Product Identifiers | ACOS Target.
- **Budget:** Uncap Budget.
- **Product Targeting or Audiences:** Audiences
- **Audience Type:** Purchases
- **Advertised Products:** All Products.
- **Default bid:** Moderate
- **Optimization Strategies:** Target Bid Optimization.

SPONSORED DISPLAY: ASIN DEFENCE/CROSS SELL

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)





SPONSORED DISPLAY: ASIN DEFENCE/CROSS SELL

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Notes:** Protect the "Pathway to purchase" by promoting other relevant ASINS in your product line. This gives you the opportunity to cross sell too. Keep similar products of your catalog inside of one campaign.
- **Goal:** Brand Protection, Cross sell.
- **Naming Scheme:** SD10 | ASIN Defence/Cross Sell | Product Identifiers | ACOS Target.
- **Budget:** Uncap Budget.
- **Product Targeting or Audiences:** Product Targeting.
- **Advertised Products:** All products in product line.
- **Default bid:** Moderate-High.
- **Products to target:** ASINS in your catalog that have overlap or could target a similar audience.

SPONSORED DISPLAY: ASIN DEFENCE/CROSS SELL

[CLICK HERE TO WATCH THE CORRESPONDING VIDEO](#)

- **Brand logo:** Optional
- **Headline:** Optional
- **Optimization Strategies:** Target Bid Optimization.

FAQ'S

What should I name my Ad Group?

- › Since we typically don't use ad groups in our campaigns, we left them out of the Playbook Series. You may wish to use them in certain campaigns to help you stay organized. If you don't need to, simply name the ad group: Ad Group 1.

How do I determine starting bid?

- › [Check out this blog/video on how to determine your starting bid.](#)

How do I determine budget for each campaign?

- › How you calculate your budget will depend on factors that are unique to your brand's goals and circumstances. While we can't tell you the specific dollar amount to have as a campaign's budget, what we can say is that once a campaign is profitable, it is usually best to uncap it so you maximize revenue generation and sales velocity. **For budgeting tips, check out this blog.**

Should I use portfolios?

- › Yes! Using portfolios is a smart way to go. It can help you stay organized and making optimization much more efficient down the line. We like to add group our portfolios by product.

Why isn't DSP included in this Playbook?

- › Amazon DSP is a very different form of advertising from the traditional ad models found in Seller Central. DSP is its own advertising exchange, and comes with a unique set of strategies ways to build campaigns. **For more on DSP, click here**

Do You Want Us to Manage Your Amazon Advertising for You?



"Our ACoS has gone down overall, our campaigns have become much more profitable, and our organic sales have increased quite a bit as well."

- Marcie, Entourage Client

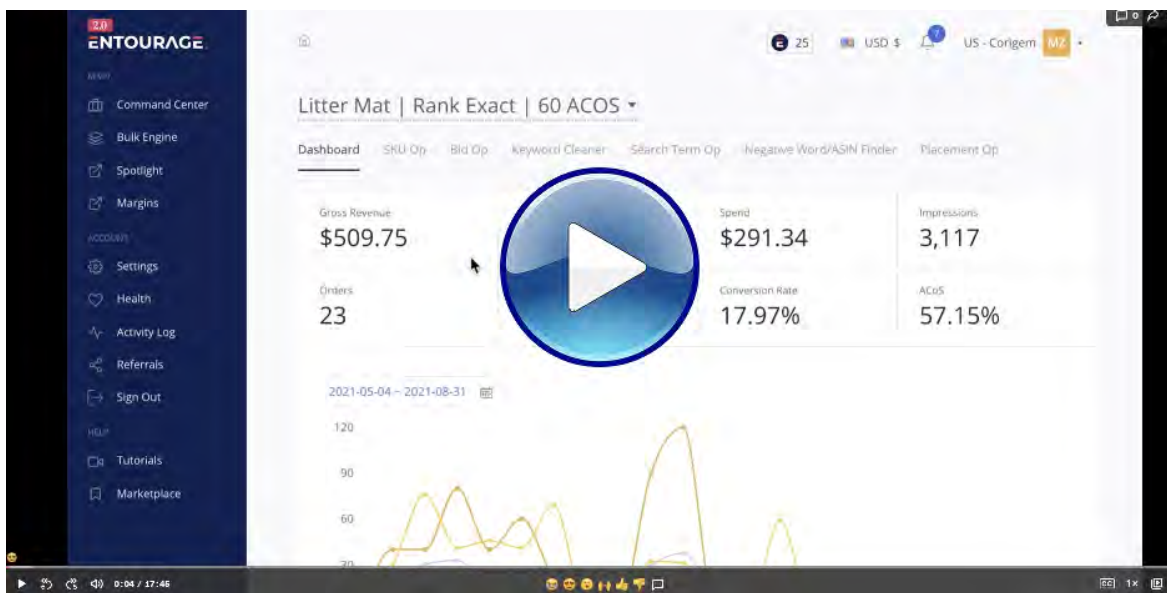
We offer done-for-you Amazon PPC management so you can spend more time growing your business while we focus on increasing your advertising profits

- › Free Up Your Time So You Can Grow Other Parts of Your Business
- › Our Holistic Approach - A dedicated Team of 8 AMZ Specialists Working on Your Behalf
- › Take Advantage of the Latest Strategies Before Your Competitor Does

[Learn More](#)

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HOW TO OPTIMIZE THESE CAMPAIGNS



Learn how to quickly set up and optimize Playbook Series campaigns in [this video](#).

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A SPECIAL MESSAGE FROM MIKE



*Congratulations on completing the
Entourage Playbook Series*

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