

FREE EXPERT RESOURCE — NOT FOR RESALE

# Amazon PPC Complete Audit Guide & Playbook

Proven Strategies, Expert Formulas &  
Agency Benchmarks — Top 1% Amazon Advertisers

WHAT'S INSIDE:

- 12 Pages of Expert Amazon PPC Strategy & Agency Tactics
- 10 Core Formulas: ACOS, TACOS, ROAS, Max CPC Bid & more
- ACOS Benchmarks for 15 Amazon Categories (Good / Avg / Poor)
- 3-Layer Agency Campaign Architecture Framework
- Keyword Tier System & Weekly Search Term Harvesting SOP
- Break-Even ACOS Calculator with Full Worked Example
- CVR Impact Table — How Listing Quality Cuts ACOS by 40%+
- Budget Allocation Model Used on \$10M+ in Managed Spend
- 12-Metric Weekly KPI Dashboard Template

|                  |                   |               |                    |
|------------------|-------------------|---------------|--------------------|
| \$10M+           | 200+              | 50+           | 30%                |
| Ad Spend Managed | Campaigns Audited | Brands Scaled | Avg ACOS Reduction |

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Data: Helium 10, Jungle Scout, Amazon benchmarks & StoreStride agency audits 2024-2026.

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Every formula a professional Amazon Ads manager uses daily — with real worked examples

## CORE PPC FORMULAS — Used by every professional Amazon Ads manager

### ACOS (Advertising Cost of Sale)

$$\text{ACOS} = \text{Ad Spend} \div \text{Ad Revenue} \times 100$$

Example: £500 spend, £2,000 revenue = 25% ACOS. Lower is better. Must stay below break-even ACOS to be profitable.

### Break-Even ACOS

$$\text{BE-ACOS} = \text{Net Profit Margin \% (after all fees)}$$

Example: Sells £30, all costs £18, margin £12 = 40% BE-ACOS. Never run ads above this or you lose money on every sale.

### Target ACOS (profitable)

$$\text{Target ACOS} = \text{BE-ACOS} \times \text{Desired Profit Retention \%}$$

Example: 40% BE-ACOS, keep 50% of margin = 20% Target ACOS. Only scale ad spend when hitting this number.

### TACOS (Total Ad Cost of Sale)

$$\text{TACOS} = \text{Total Ad Spend} \div \text{Total Revenue} \times 100$$

Includes organic + paid sales. Target: 5-15%. Rising TACOS = losing organic rank. Falling TACOS = gaining rank.

### ROAS (Return on Ad Spend)

$$\text{ROAS} = \text{Ad Revenue} \div \text{Ad Spend}$$

Example: £2,000 revenue ÷ £500 spend = 4x ROAS. Top agencies target 3-8x ROAS depending on category.

### Max CPC Bid Formula

$$\text{Max Bid} = \text{Price} \times \text{CVR \%} \times \text{Target ACOS \%}$$

Example: £29.99 × 12% CVR × 20% Target ACOS = £0.72 max CPC bid. Start here, then adjust every 14 days.

### Conversion Rate (CVR)

$$\text{CVR} = \text{Orders} \div \text{Clicks} \times 100$$

Amazon average: 10-15%. CVR below 8% means fix the listing first. Poor CVR makes every bid less efficient.

### Effective CPC

$$\text{Effective CPC} = \text{Total Ad Spend} \div \text{Total Clicks}$$

Compare vs your max bid. If actual CPC consistently equals max bid, raise it or you will lose impression share.

### New-to-Brand CPA

$$\text{NTB CPA} = \text{NTB Ad Spend} \div \text{New-to-Brand Orders}$$

Your true customer acquisition cost. Only sustainable when customer lifetime value (LTV) is 3x or more.

### Wasted Spend %

$$\text{Wasted \%} = \text{£ on Zero-Order Terms} \div \text{Total Spend} \times 100$$

Industry average: 25-35% wasted. Weekly Search Term negation brings this under 10% within 90 days.

Know instantly if your account is performing above or below the industry standard

ACOS BENCHMARKS BY CATEGORY — Source: Helium 10 & Jungle Scout 2024-2026

| CATEGORY                | GOOD ACOS | AVERAGE | POOR ACOS |
|-------------------------|-----------|---------|-----------|
| Home & Garden           | < 18%     | 18-28%  | > 28%     |
| Kitchen & Dining        | < 20%     | 20-30%  | > 30%     |
| Health & Personal Care  | < 22%     | 22-35%  | > 35%     |
| Beauty & Grooming       | < 25%     | 25-38%  | > 38%     |
| Sports & Outdoors       | < 20%     | 20-30%  | > 30%     |
| Pet Supplies            | < 18%     | 18-28%  | > 28%     |
| Electronics             | < 15%     | 15-25%  | > 25%     |
| Clothing & Apparel      | < 28%     | 28-40%  | > 40%     |
| Baby Products           | < 20%     | 20-32%  | > 32%     |
| Toys & Games            | < 22%     | 22-33%  | > 33%     |
| Office Products         | < 18%     | 18-28%  | > 28%     |
| Grocery & Gourmet       | < 15%     | 15-25%  | > 25%     |
| Automotive              | < 17%     | 17-27%  | > 27%     |
| Industrial & Scientific | < 15%     | 15-25%  | > 25%     |
| Books & Education       | < 12%     | 12-20%  | > 20%     |

NOTE

IMPORTANT: These are averages. During new product launch, accept 40-60% ACOS for the first 60-90 days to build sales velocity and organic rank. Once on page 1, bring ACOS down to target. Premium-priced products (£50+) can sustain lower ACOS. Budget products under £15 need tighter targets.

AVERAGE CPC BY AD TYPE — Source: Amazon Ads & StoreStride Agency Benchmarks

| AD TYPE                 | CPC RANGE   | AVG CPC | NOTES                                               |
|-------------------------|-------------|---------|-----------------------------------------------------|
| SP — Auto & Broad Match | £0.20-£0.60 | £0.40   | Discovery. High volume, low intent. Harvest weekly. |
| SP — Phrase Match       | £0.40-£0.90 | £0.65   | Mid-funnel. Balance of volume and intent.           |
| SP — Exact Match        | £0.60-£1.80 | £1.10   | Highest intent. Best CVR. Protect this budget.      |
| Sponsored Brands — TOS  | £0.70-£2.50 | £1.40   | Brand visibility. Premium placement.                |
| Sponsored Display       | £0.10-£0.40 | £0.25   | Cheapest CPC. Retarget page viewers.                |
| Sponsored Brand Video   | £0.15-£0.50 | £0.30   | CPV model. Very efficient for awareness.            |

The proven 3-layer campaign structure used by top Amazon advertising agencies worldwide

## SECTION 01

## CAMPAIGN ARCHITECTURE &amp; ACCOUNT STRUCTURE

## THE 3-LAYER FUNNEL FRAMEWORK — Used by Top 1% Amazon Agencies

## LAYER 1

## DISCOVERY

Auto + Broad

20-25% Budget

Mine new keywords. Dynamic bids DOWN ONLY to cap waste.

## LAYER 2

## NURTURE

Phrase Match

20-25% Budget

Mid-funnel intent. Harvest winners to Exact weekly.

## LAYER 3

## CONVERT

Exact Match

50-60% Budget

Proven terms. Max profit. Never cap this budget.

## AGENCY TIP

NAMING CONVENTION: [AdType]\_[Match]\_[Category]\_[ProductID] Examples: SP\_Exact\_HomeGarden\_B08XYZ | SP\_Auto\_Kitchen\_B09ABC | SB\_Video\_Brand\_Hero | SD\_Retarget\_AllProducts

## CAMPAIGN SETUP — CHECKLIST

- ☐ All campaigns use consistent naming format: [AdType]\_[Match]\_[Category]\_[ASIN or Product Name]
- ☐ Auto and manual campaigns are ALWAYS in separate campaigns — never mixed together
- ☐ Each ASIN has its own dedicated ad group (SAGE = Single ASIN per Ad Group structure)
- ☐ Portfolios created to group campaigns by brand, product line or monthly budget period
- ☐ All 3 Sponsored ad types running: Sponsored Products + Sponsored Brands + Sponsored Display
- ☐ Campaign-level negative keywords added to stop traffic bleed between funnel layers
- ☐ Layer 1 Auto campaigns: Dynamic bids DOWN ONLY — prevents overspend on low-intent searches
- ☐ Layer 3 Exact campaigns: Dynamic bids UP AND DOWN or Fixed — maximise revenue on proven terms
- ☐ Brand defense campaign running — stops competitors appearing on your product detail pages
- ☐ Competitor ASIN targeting campaign running in Sponsored Products and Sponsored Display

## FUNNEL COVERAGE — CHECKLIST

- ☐ Layer 1 Discovery (Auto + Broad) active for every product — search terms harvested every 7 days
- ☐ Layer 2 Phrase campaigns live on all keyword clusters with 5+ converting orders from auto
- ☐ Layer 3 Exact campaigns running for all keywords with 3+ orders at or below target ACOS
- ☐ Defensive own-ASIN targeting running to protect your PDP from competitor ad placements
- ☐ Category targeting campaign live in top subcategory for broad discovery of new audiences

The keyword framework and search term harvesting SOP used on \$10M+ in managed Amazon ad spend

## SECTION 02

## KEYWORD STRATEGY, RESEARCH &amp; MATCH TYPES

## KEYWORD TIER FRAMEWORK — How Top Agencies Prioritise Budget &amp; Research

TIER 1  
HERO

**5,000+ SV**

Must be in Exact. Bid 100-120% of max bid. These make or break your rank.

TIER 2  
CORE

**1,000-5,000**

Phrase + Exact. Main volume drivers. Scale these after ACOS hits target.

## TIER 3

## LONG-TAIL

**200-1,000**

Highest intent, lowest CPC, often best ACOS. Run every single one.

## TIER 4

## DISCOVERY

**Auto/Unknown**

Auto campaigns mine these. Harvest weekly. Promote winners up tiers.

## WEEKLY SOP

WEEKLY SEARCH TERM HARVESTING SOP (30 min — every 7 days): Step 1: Download Search Term Report (Reports > Advertising Reports > Search Term Report). Step 2: Filter clicks > 5 AND orders > 0 — add these terms to an Exact Match campaign. Step 3: Filter clicks > 10 AND spend > £3 AND orders = 0 — add as Negative Exact. Step 4: Filter impressions > 500 AND clicks = 0 — add as Phrase Match keyword. Result: Wasted spend falls from 30% to under 10% within 90 days of consistent execution.

## KEYWORD RESEARCH — CHECKLIST

- ☐ Primary keywords (5,000+ monthly searches) researched using Helium 10 Cerebro, Jungle Scout or Brand Analytics
- ☐ Top 5-10 competitor ASINs reverse-searched to identify keyword gaps and untapped opportunities
- ☐ Backend search terms fully populated: 250 bytes max, no commas, no repeated words
- ☐ Seasonal keywords identified and added to campaigns 3-4 weeks before each peak season
- ☐ Long-tail keywords (200-1,000 SV) all targeted — these typically have the best ACOS in the account
- ☐ UK-specific spellings included: colour, organiser, flavour, mould, travelling, centre, etc.
- ☐ Competitor brand names tested in a separate isolated campaign (always check Amazon ad policy first)

## MATCH TYPE &amp; NEGATIVE KEYWORDS — CHECKLIST

- ☐ Match type split target: ~50% of spend in Exact / ~30% Phrase / ~20% Broad and Auto
- ☐ All broad and auto campaigns have Exact-match negatives for every proven converting keyword
- ☐ All phrase campaigns have Exact-match negatives to prevent cross-campaign cannibalisation
- ☐ Auto campaigns split into 4 ad groups: Close Match, Loose Match, Substitutes, Complements
- ☐ Portfolio-level negative keyword list built and applied across all campaigns in that portfolio
- ☐ Negative keyword review done every 7 days — not monthly. Monthly is too slow to stop waste.
- ☐ Brand terms excluded from Auto and Broad — own brand keywords in Exact match campaigns only
- ☐ Match type upgrade process: Phrase keyword with 5+ orders at target ACOS promoted to Exact

The exact bid calculation framework and placement strategy used on 7-figure Amazon accounts

SECTION 03 BID MANAGEMENT, PLACEMENTS & OPTIMISATION

BID CALCULATION — Step-by-Step Worked Example (Agency Method)

|        |                               |                               |                                               |
|--------|-------------------------------|-------------------------------|-----------------------------------------------|
| STEP 1 | Selling Price                 | £29.99                        |                                               |
| STEP 2 | Conversion Rate (CVR)         | 12%                           | From listing analytics or category benchmark  |
| STEP 3 | Target ACOS                   | 20%                           | Based on 38% break-even ACOS for this product |
| STEP 4 | Max Bid = Price × CVR × TACOS | £29.99 × 12% × 20% = £0.72    | ← Your starting MAX CPC bid                   |
| STEP 5 | Top of Search Placement +50%  | £0.72 × 1.5 = £1.08 at TOS    | Start +50%, adjust after 14 days of data      |
| STEP 6 | Review every 14 days          | ACOS below target → raise 15% | ACOS above target → lower 15-20%              |

PLACEMENT

PLACEMENT MULTIPLIER STRATEGY: Top of Search converts 2-3x better than Rest of Search. Start with +50% Top of Search multiplier on Exact match campaigns. After 14 days: if TOS ACOS is still below target, increase to +80-100%. Product Pages placement: set to 0% unless running competitor conquest or retargeting. Pull the weekly Placement Report to see actual ACOS and CVR by placement every week.

BID OPTIMISATION — CHECKLIST

- ☐ Bids reviewed every 7-14 days — changed by MAX 20-25% in any single adjustment
- ☐ Minimum 14-day data window before changing bids (30 days preferred for low-volume keywords)
- ☐ New keyword starting bids: Amazon suggested bid or £0.50-£0.80 for competitive categories
- ☐ Zero-impression keywords: raise bid by 25% every 7 days until impressions begin appearing
- ☐ Bids INCREASED when ACOS is 15%+ below target for 14+ days (under-investing in rank)
- ☐ Bids DECREASED when ACOS is 15%+ above target for 14+ consecutive days (stop the waste)
- ☐ High-spend zero-order keywords paused after 30 clicks — no need to wait for more data
- ☐ All bid changes logged with date, reason and expected outcome for full accountability

PLACEMENT & ADVANCED BIDDING — CHECKLIST

- ☐ Placement Report reviewed weekly — split by Top of Search / Rest of Search / Product Pages
- ☐ Top of Search multiplier adjusted based on actual CVR and ACOS data per campaign, per week
- ☐ Impression share monitored for hero keywords — loss of share means bid too low or budget capped
- ☐ Competitor CPC spikes noted — sudden increase signals new competition entering your keyword auction
- ☐ Portfolio-level budget rules set to prevent overspend during off-peak periods
- ☐ Bulk Operations used for efficient bid changes across large campaigns with 100+ keywords at once

The profitability model used on accounts spending £30,000-£100,000+ per month on Amazon ads

SECTION 04 ACOS, TACOS & PROFITABILITY ANALYSIS

BREAK-EVEN ACOS CALCULATOR — Complete This for Every Product You Advertise

|                                      |              |                                    |
|--------------------------------------|--------------|------------------------------------|
| Selling Price (your Amazon price)    | £29.99       |                                    |
| Less: Amazon Referral Fee (avg 15%)  | - £4.50      | Check your exact category fee      |
| Less: FBA Fulfilment Fee             | - £3.20      | Use Amazon FBA Revenue Calculator  |
| Less: Cost of Goods (COGS, landed)   | - £8.00      | Include all shipping and packaging |
| Less: Other costs (storage, returns) | - £1.30      | Estimate at 4-5% of selling price  |
| = NET PROFIT BEFORE ADS              | £13.00 (43%) | This % IS your Break-Even ACOS     |
| Target ACOS — keep 50% profit        | < 21.5%      | Run ads profitably at this level   |
| Maximum ACOS — launch or growth      | < 43%        | Break even while building rank     |

TACOS SCALE

TACOS HEALTH SCALE — Track this monthly, not just ACOS: Under 5% = Strong organic rank dominance — very healthy. 5-10% = Healthy growth phase, ads are driving organic rank up. 10-15% = Average performance — focus on improving organic rank urgently. 15-25% = Over-dependent on ads — listing or pricing problem likely. Over 25% = Business model risk — review COGS and pricing immediately. A declining TACOS month-over-month is the clearest sign your PPC strategy is working.

PROFITABILITY AUDIT — CHECKLIST

- ☐ Break-even ACOS calculated for every advertised product using the calculator template above
- ☐ Target ACOS set at 40-50% below break-even ACOS — this is your profitable operating zone
- ☐ Launch phase ACOS of 50-70% accepted for the first 60-90 days to build rank and review count
- ☐ Campaigns exceeding 2x break-even ACOS for 30+ days restructured or paused immediately
- ☐ TACOS tracked monthly: Total Ad Spend divided by Total Revenue (paid and organic) times 100
- ☐ Organic sales percentage tracked — target 40%+ of revenue from organic after 6 months of activity
- ☐ Wasted spend quantified weekly: all keywords with 10+ clicks, £5+ spend and zero orders
- ☐ Monthly wasted spend calculated as a KPI — industry average is 25-35% of total ad spend
- ☐ Selling price reviewed monthly against top 10 results for primary keyword — price impacts CVR

How top agencies allocate budget across the funnel and scale ad spend profitably month by month

## SECTION 05/06 BUDGET ALLOCATION, WASTED SPEND & SCALING STRATEGY

### PROVEN BUDGET ALLOCATION MODEL — Used Across \$10M+ in Managed Ad Spend

**60-65%**

**EXACT MATCH**

Proven converters. Protect this budget always.

**20-25%**

**PHRASE MATCH**

Consideration stage. Control spend carefully.

**10-15%**

**AUTO & BROAD**

Discovery only. Tight budget. Harvest weekly.

**5-10%**

**BRAND DEFENSE**

Protect your pages. Non-negotiable.

#### SCALE RULE

**SCALING RULE** — All 3 must be true before increasing budget: 1. ACOS has been 15%+ BELOW target for 14 consecutive days. 2. Campaign hits its daily budget limit before 6pm in the target marketplace timezone. 3. Conversion rate is stable or improving week-over-week. When all 3 are true: increase budget by MAX 20-25%. Wait 7 days before the next increase. Never double overnight — the Amazon algorithm needs time to adjust its spending patterns.

#### BUDGET MANAGEMENT — CHECKLIST

- ☐ No campaign exhausting its daily budget before 4pm in the target marketplace timezone
- ☐ No campaign sitting at less than 50% daily budget utilisation (sign of overbidding or poor listing)
- ☐ Shared budgets applied to closely related campaigns to maximise daily spend efficiency
- ☐ Budget increased 3-4 weeks BEFORE peak events: Prime Day, Black Friday, Christmas, Valentines
- ☐ Post-peak budget reductions planned and scheduled in advance — not done reactively after the event
- ☐ Monthly budget target tracked daily — pacing reviewed every Monday to avoid under or overspend

#### WASTED SPEND REDUCTION — CHECKLIST

- ☐ Search Term Report reviewed and actioned every 7 days — monthly is too slow to stop waste
- ☐ Any search term with 10+ clicks, £3+ spend and zero orders negated as Exact match immediately
- ☐ Out-of-stock products paused immediately — every click on an out-of-stock is 100% wasted spend
- ☐ Cannibalisation audit done monthly: same keyword in multiple campaigns splits data and inflates CPC
- ☐ High-CPC keywords with zero orders paused after 30 clicks — do not wait for 50 or 100 clicks
- ☐ Products with zero ad sales in 30 days reviewed — pause spend or fix listing before continuing

#### SCALING STRATEGY — CHECKLIST

- ☐ New product launch: start at £20-30/day, increase 20% per week if ACOS is improving each week
- ☐ Proven products: scale to 3x daily budget over 6-8 weeks if all key metrics hold throughout
- ☐ New ad types unlocked in order as SP hits target: SP first, then SB, then SD, then SBV
- ☐ International expansion: replicate winning UK campaigns in DE, CA, AU with localised keyword research
- ☐ Amazon DSP evaluated once monthly Sponsored Products spend exceeds £15,000 consistently

Why 80% of high ACOS problems are a listing problem — not a bidding problem

## SECTION 07/08 AD CREATIVE, LISTING QUALITY & CONVERSION RATE OPTIMISATION

### CRITICAL

**KEY INSIGHT FROM \$10M+ IN AD SPEND:** If your CVR is 8% and the category average is 14%, improving your listing alone reduces your ACOS by 43% — without changing a single bid. Every £1 invested in listing optimisation saves £5-10 in ad waste. Fix the listing first.

### CVR IMPACT TABLE — Same £800 Spend, Same CPC. Dramatically Different ACOS.

| CVR | Clicks | Orders | CPC   | Ad Spend | Revenue | ACOS Result     |
|-----|--------|--------|-------|----------|---------|-----------------|
| 6%  | 1,000  | 60     | £0.80 | £800     | £1,800  | 44% — VERY POOR |
| 10% | 1,000  | 100    | £0.80 | £800     | £2,999  | 27% — BELOW AVG |
| 14% | 1,000  | 140    | £0.80 | £800     | £4,199  | 19% — GOOD      |
| 18% | 1,000  | 180    | £0.80 | £800     | £5,398  | 15% — EXCELLENT |

### LISTING QUALITY AUDIT — CHECKLIST

- ☐ Main image: product on white background, fills 85%+ of the frame, no text or graphic overlays
- ☐ Gallery: minimum 6 images — hero, lifestyle, infographic showing benefits, size chart, packaging, in-use
- ☐ Product video added to gallery — a 30-second demo increases CVR by 8-12% on average
- ☐ Title: primary keyword in first 60 characters, reads naturally for humans, no keyword stuffing
- ☐ Bullet 1: leads with the biggest customer benefit, includes primary keyword naturally
- ☐ Bullets 2-5: address the top objections found in competitor 1-star and 2-star reviews
- ☐ A+ Content live with comparison module, brand story section and lifestyle imagery
- ☐ Minimum 15 reviews before significantly scaling PPC spend — 4.0 star rating or above
- ☐ Price competitive within top 10 results for your primary keyword — reviewed monthly
- ☐ Backend search terms fully populated: 250 bytes, no repeated words, no commas needed
- ☐ Subscribe and Save activated for all consumable or repeat-purchase products

### SPONSORED BRANDS & VIDEO — CHECKLIST

- ☐ Sponsored Brand headline includes primary keyword AND a compelling customer benefit statement
- ☐ SB creative A/B tested — test headline A vs B, product collection vs store spotlight format
- ☐ Sponsored Brand Video: 15-30 seconds using problem > solution > product format
- ☐ SBV has captions — 80% of Amazon shoppers watch video with the sound turned off
- ☐ SBV opens with product in first 2-3 seconds — slow intros lose shoppers immediately
- ☐ SBV CTR monitored monthly — below 0.5% means the hook or creative needs replacing

## SECTION 09/10 REPORTING, ANALYTICS &amp; ADVANCED GROWTH STRATEGY

## WEEKLY KPI DASHBOARD — 12 Metrics Every Amazon Advertiser Must Track

|                    |                    |                       |                   |                  |                |
|--------------------|--------------------|-----------------------|-------------------|------------------|----------------|
| <b>ACOS</b>        | < 25% target       | <b>TACOS</b>          | < 12% target      | <b>ROAS</b>      | > 4x target    |
| <b>Ad Spend</b>    | vs. monthly budget | <b>Ad Revenue</b>     | WoW % change      | <b>CVR %</b>     | vs. prior week |
| <b>Impressions</b> | trending up?       | <b>CTR %</b>          | > 0.35% = good    | <b>Avg CPC</b>   | vs. max bid    |
| <b>NTB Orders</b>  | % of total orders  | <b>Wasted Spend £</b> | negated this week | <b>Organic %</b> | growing MoM?   |

## SOP CADENCE

AGENCY REPORTING CADENCE: DAILY (5 min): Check total spend, ACOS and budget pacing across all campaigns. WEEKLY (60 min): Download and action Search Term Report, adjust bids, harvest keywords, add negatives, review placement performance. MONTHLY (3-4 hrs): Full account review, TACOS trend, budget reallocation, keyword research, A/B test results, rank tracking, competitor analysis. QUARTERLY: Strategy refresh, listing audit, new ad type evaluation, international expansion review.

## REPORTING &amp; ANALYTICS — CHECKLIST

- ☐ Search Term Report downloaded and actioned every 7 days — this is non-negotiable for reducing waste
- ☐ Placement Report reviewed weekly — bid multipliers adjusted based on CVR and ACOS by placement
- ☐ Brand Analytics accessed monthly — Search Frequency Rank tracked for top 5 hero keywords
- ☐ Share of Voice tracked monthly for primary keywords — losing SOV means underbidding or underspending
- ☐ New-to-Brand (NTB) metrics reviewed monthly — shows customer acquisition cost and brand growth health
- ☐ Amazon Attribution tags active for all external traffic: Meta, Google, TikTok, email, influencers
- ☐ Year-on-year comparison run for seasonal products — not just week-on-week comparisons
- ☐ All bid and budget changes logged with date, reason and expected outcome — full change log maintained

## ADVANCED GROWTH — CHECKLIST

- ☐ Keyword rank tracked weekly for top 5 terms — positions 6-20 are quick-win ranking opportunities
- ☐ Page 1 conquest strategy: raise Exact match bids 30% on target keywords, sustain for 14-21 days
- ☐ Vine programme used for new product launches — enrol 30 units to build initial review velocity fast
- ☐ Lightning Deals and Coupons used during peak periods to spike CVR and send strong ranking signals
- ☐ Subscribe and Save active for all repeat-purchase products — reduces churn and lifts organic rank
- ☐ International expansion: replicate UK winning campaigns in DE, CA, AU with locally researched keywords
- ☐ Amazon Posts and Brand Store active — track store sessions and revenue attributed to brand store monthly
- ☐ Amazon DSP evaluated once SP monthly spend consistently exceeds £15,000 — unlocks off-Amazon reach
- ☐ Review velocity monitored weekly — a declining rate of new reviews needs immediate investigation

## COMPLETED YOUR AUDIT? HERE IS WHAT TO DO NEXT:

1

### Count Your Red Flags

Any section with 3+ unchecked boxes is a priority. Start with highest-spend campaigns.

2

### Fix the Biggest Waste

Focus on campaigns spending the most with worst ACOS — biggest opportunity is there.

3

### Book a Free Audit Call

Our team reviews your live account and shows you the exact changes to reduce ACOS.

**Book Your Free Audit Call**

[calendly.com/amzservices-storestride/free-amazon-audit-call](https://calendly.com/amzservices-storestride/free-amazon-audit-call)

## REAL RESULTS FROM REAL STORESTRIDE CLIENTS:

**+75%**

Revenue in 4 Months

**14% to 6%**

TACOS Reduction

**£40K+**

Extra Monthly Revenue

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