

Prime Day Management Checklist

June 2021

Objectives

Maximize traffic for deal ASINs to ensure demand is captured by specific ASINs. Maintain or improve performance KPIs including CPC and ROAS versus previous year.

Prep (~2 weeks prior to event)

- Ensure deal ASINs are featured in SB campaigns
- Deal ASINs active in SP
- Tag deal ad groups as Prime Day with Dimensions & Categories
- Promote new product launches in the lead up phase to improve visibility and get traction for new campaigns
- Review budget allocations to ensure you can capture demand during the event
- Review Automated Actions and Ad Scheduling for any settings that may need to be revised or paused during Prime Day
 - Ex: Dayparting settings should be paused during Prime Day

The day before the event:

- Download Bulksheet the day before Prime Day
- Pause Portfolios the day before Prime Day
 - Change Portfolio settings to not include the Prime Day dates performance (for example: June 21 and 22) (ask CS)
- In the afternoon (local time), tighten daily budget to actual spends from day prior so you start the day without a cushion to pace the budget throughout the day
- Automated Actions OR Filter and Complete
 - Filter ad groups to Prime Day 'yes' view keywords
 - Add filter for bids below min bid
 - Review keyword bid prices
 - Adjust keyword bids based on findings
 - Filter ad groups to Prime Day 'yes' view keywords
 - Filter keywords to matches - list of core keywords
 - Select Automated Action
 - Increase Bid 10%
 - Run once at 4am

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- Filter campaigns to active, approved, Campaign goal SP or SB, daily budget OOB
- Select Automate action
- Increase budget by 25% at 5am
- Pause previous Automated Actions increasing budgets or pausing campaigns
- Pause previous Ad Scheduling settings

The first day of the event:

- Manually filter to Active Campaigns and Daily Budget Out of Budget
 - Start increasing budget from there to hit total daily target 2-3x budget from previous days
 - Manual check times ~2 hours including Native UI
 - Pace total Daily budget for active campaigns (by category) to be 10 -15% above the target daily spend by EOD
 - Aim to spread budget throughout the day and not just set at the beginning of the day. Example: allocate 50 - 70% of budget by noon.
 - Check suggested daily budget in Amazon UI and update campaigns (Select all active SP SB campaigns in Kenshoo, Actions → Update from Channel in Kenshoo) to check total daily budget level toward target so that we don't overspend
 - Check Amazon UI for real time data - monitor CPC increases as an indicator as well.
 - If CPCs are too high, filter to low return keywords over the last 14 days and decrease bids 25%
- Monitor priority keywords (TBD)
 - If not spending increase bids based on filters
 - If pacing behind budget, increase core keywords and high performing keywords
 - Filter to Prime Day 'yes' for keywords for deal products

The second day of the event & wrap up:

- End of day 1, leave as is going into day 2
- Budgets will start elevated going into Prime Day and need less optimizations
- End of day 2, late as possible or the day after Prime Day as early as possible, upload bulksheet from the day before Prime Day starts

The day after Prime Day:

- Reinstate Automated Actions and/or Ad Scheduling settings to run as normal
 - Review bid settings to ensure bulksheet upload returned bids to normal
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