

Moving from Single-Keyword Campaigns

Single-keyword campaigns present limitations and constraints for efficient optimization of your ad portfolio in the long term.

Moving your eCommerce ad campaigns away from a single-keyword structure will give you the ability to be agile when you need to pull levers manually for many different reasons, whether for changes due to seasonality, running deal events, or assortment adjustments of your ads, to name a few.

You can reorganize your campaigns in a few easy steps:

1. Export your campaign settings in one Excel spreadsheet, with all of the relevant inputs, such as budget, bidding strategy, keyword, max CPC, and advertised ASIN or SKU. You may also choose to filter out campaigns that have had no sales or spend.
2. Label whether the keyword type is Branded, Competitor, or Category. You should end up with a table that looks something like this:

Campaign Name	Targeting Type	Max CPC	Daily Budget	ASIN or SKU	Keyword	Keyword Type
Campaign 1	Broad Match	\$1.20	\$25	6915	kid's toys	Category
Campaign 2	Broad Match	\$2.30	\$25	6915	OkayToys	Competitor
Campaign 3	Exact Match	\$2.30	\$25	6915	GreatToys	Branded
Campaign 4	Broad Match	\$1.20	\$40	4242	puzzle	Category
Campaign 5	Exact Match	\$2.30	\$40	4242	GreatToys	Branded

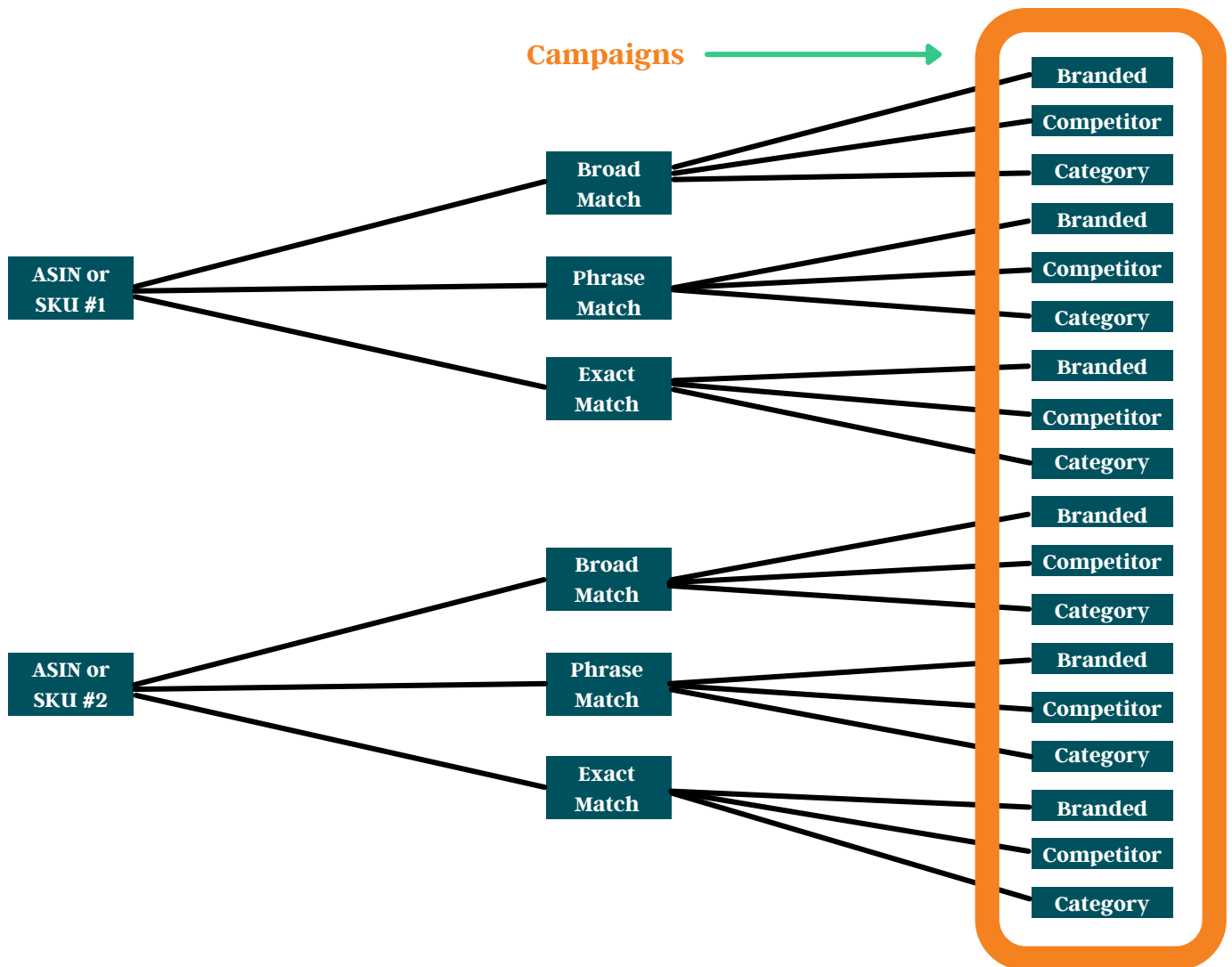
About Pacvue

Pacvue is the enterprise platform for brands, sellers, and agencies to manage their eCommerce advertising. Supported by the expertise of industry practitioners, Pacvue is the leader in competitive insights, flexible reporting, and intelligent automation, empowering marketers to win in the future of eCommerce.

Learn more: www.pacvue.com

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3. Use the Excel pivot tool to group campaigns by ASIN or SKU, and secondarily by keyword type. This will mimic your new campaign structure, as reflected in the diagram below:



4. If you're using Pacvue, you can upload this new campaign structure in a bulk upload file to create your new campaigns.

Pacvue can help you make this transition easily. Do you want to have us walk you through this process and receive access to our "Moving from Single Keyword Campaigns" strategy?

Request a demo today.

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