

Below is a **simple, clear, step-by-step guide** to create an **Amazon Sponsored Products campaign using Keyword Targeting** (in Seller Central).

□ **Step-by-Step Guide: Create a Sponsored Products Keyword Targeting Campaign**

STEP 1 — Log in to Seller Central

1. Go to **Advertising** in the top menu.
 2. Select **Campaign Manager**.
-

STEP 2 — Create a New Campaign

1. Click **Create Campaign** (top right).
 2. Choose **Sponsored Products**.
-

STEP 3 — Choose Campaign Settings

You'll see the **Campaign Settings** page. Fill in:

✓ Campaign Name

- Use a clear name: *"SP – Keyword – ProductName – March 2025"*

✓ Start/End Date

- Start: Today
- End date: Optional (usually leave blank)

✓ Daily Budget

- Minimum recommended: **\$10–\$30 per day** to start
-

STEP 4 — Select Targeting Type

Under **Targeting**, choose:

☐ **Keyword Targeting** (NOT automatic targeting)

This allows you to manually choose the keywords Amazon will show your ads for.

STEP 5 — Add Ad Groups

Create an ad group (you can create more later):

✓ **Ad Group Name**

Example: “*Broad Match Keywords*”

STEP 6 — Choose the Product You Want to Advertise

1. Amazon will show your product catalog
 2. Click **Add** next to the product(s) you want in this ad group
-

STEP 7 — Add Keywords

You will see two options:

Option A: Use Amazon Suggested Keywords

- Amazon suggests based on listing relevance
- Select the ones that make sense
- Keep only **highly relevant** ones

Option B: Enter Your Own Keywords

Click **Enter List** and paste your keywords

Example:

```
water bottle  
insulated water bottle
```

stainless steel bottle
sports water bottle
leak proof bottle

STEP 8 — Choose Match Types

Each keyword can have one of the three match types:

- ☐ **Broad — widest reach**
- ☐ **Phrase — more controlled**
- ☐ **Exact — highest precision & conversion**

Best practice:

Create **3 separate ad groups** (Broad, Phrase, Exact).

STEP 9 — Set Keyword Bids

You will see:

- Amazon's suggested bid range
- Your current bid box

Example starter bids:

- **Broad:** \$0.50–\$0.70
- **Phrase:** \$0.70–\$1.00
- **Exact:** \$1.00–\$1.50

Adjust based on competition.

STEP 10 — Add Negative Keywords (Optional but Recommended)

At the bottom, you can add:

- **Negative Phrase**
- **Negative Exact**

Examples for water bottle campaign:

water bottle for kids (if you're selling adult bottle)
plastic bottle (if yours is metal)
free bottle

This prevents wasted spend.

STEP 11 — Launch Campaign

Review your settings.

Click **Launch Campaign**.

You're done! ☐

☐ After Launch — Important Optimization Steps

1. Wait 3–5 days for data to accumulate

Do not make drastic changes immediately.

2. Optimize keywords weekly

- Increase bids for high-converting keywords
- Lower bids for keywords that spend without sales
- Pause non-performing keywords after ~10–15 clicks with no sales

3. Add negative keywords

Remove irrelevant search terms found in **Search Term Report**.