

Below is a **deep, practical, advanced guide** on **Sponsored Products campaigns**, specifically for:

- ❑ Keyword Targeting (Exact, Phrase, Broad)
- ❑ Product Targeting (ASIN + Category targeting)

This is **exactly how PPC agencies run profitable campaigns in 2025.**

❑ PART 1 — SPONSORED PRODUCTS: KEYWORD TARGETING (FULL GUIDE)

Amazon gives you 3 match types:

Match Type	Purpose	Ads Triggered By
Exact	High control, high ROI	That exact keyword (with small variations)
Phrase	Mid control, discovery	Variations that include the phrase (before, after, around)
Broad	Lowest control, expensive	Amazon decides how far to stretch your keyword

For profitability:

Exact > Phrase > Broad

❑ A. EXACT MATCH CAMPAIGN (Most Profitable)

Purpose:

- Target converting keywords
- Dominate top searches
- Scale profitably

When to use Exact match:

Only for keywords that:

- ✓ Already converted in Auto campaigns
- ✓ Have strong buyer intent
- ✓ Fit your product 100%

Examples:

Product = Stainless Steel Water Bottle

Exact keywords may include:

- “stainless steel water bottle”
- “metal water bottle”
- “insulated water bottle 32oz”

Campaign Setup:

- Type: **Manual** → **Keyword Targeting** → **Exact**
- Bid: **40–80% higher than Phrase**
- Bidding Strategy: **Dynamic Down Only** (or “Fixed” when profitable)

Optimization Tips:

- If ACoS too high → lower bid
- If ACoS very low (<15%) → increase bid
- Increase Top-of-Search placement for top performers

B. PHRASE MATCH CAMPAIGN **(Discovery + Profit)**

Purpose:

- Discover new long-tail keywords
- Expand reach while keeping relevance
- Capture mid-funnel searches

When to use Phrase match:

Use for terms that:

- ✓ Converted indirectly
- ✓ You suspect have variants
- ✓ People may phrase differently

Examples:

Keyword = “insulated water bottle”

Possible phrase-triggered searches:

- best insulated water bottle
- insulated water bottle for gym
- amazon insulated water bottle

Campaign Setup:

- Type: **Manual** → **Keyword Targeting** → **Phrase**
- Bid: **20–40% less than Exact**
- Negative keywords: to block junk variations

Optimization Tips:

- Check Search Term Report weekly
- Move high-converting search terms → Exact
- Add bad search terms → Negative Phrase

C. BROAD MATCH CAMPAIGN (Optional, High Budget)

Purpose:

- Aggressive discovery
- New keyword ideas
- Best used with strict negatives

Use only if:

- ✓ You already have profitable Exact + Phrase campaigns
- ✓ You have budget to test

DO NOT use broad when launching a product.

Campaign Setup:

- Very low bids (\$0.10–\$0.40)
- Add many negative keywords
- Monitor daily

Example Bad Search Expansions:

Keyword: "water bottle"
Amazon may trigger:

- "baby bottle"
- "milk bottle"
- "plastic bottle"
- "water toys"

→ These waste money.

GOLDEN RULE:

NEVER mix Exact, Phrase, Broad in one Ad Group.

Each type should be its OWN campaign.

PART 2 — SPONSORED PRODUCTS: PRODUCT TARGETING (ASIN + CATEGORY)

There are TWO ways to use product targeting:

A. ASIN TARGETING (Highly Effective)

Purpose:

- Target competitor products
- Place your product on their detail page
- Steal their sales
- Protect your own listing from competition

Types of ASINs to target:

Target ASINs with:

High opportunity:

1. **Higher price than you**
2. **Lower rating (e.g., you 4.5★, competitor 3.8★)**
3. **Poor listing quality**
4. **Out-of-stock competitors**
5. **Smaller size / lower features**

Avoid ASINs that:

- Are higher rated than you
- Are cheaper
- Are stronger brand names

Campaign Setup:

- Manual → Product Targeting → Individual Products
- Bid: \$0.20–\$1.00
- Ad placement: Mostly appears on product pages

Advanced Strategy:

Segment ASIN targets into:

- High price competitors → High bid
- Low price competitors → Low bid
- Bad reviews competitors → Medium bid

This gives tighter control.

B. CATEGORY TARGETING (Broad but Powerful)

Purpose:

- Reach entire category
- Great for high volume
- Perfect for new product launches

Example:

If you're selling an insulated water bottle:

Target category:

Sports & Outdoors → Water Bottles

Refine category targeting using filters:

Filters you can apply:

- **Price range** (target products more expensive than yours)
- **Ratings (e.g., target items below 4 stars)**
- **Brands (include/exclude)**

Category targeting is best when:

- ✓ Your product is competitively priced
- ✓ You have high-quality images + reviews
- ✓ You want scalable impressions

❑ ADVANCED PRODUCT TARGETING STRATEGIES

1. Attack weak competitors

Target ASINs with:

- Low reviews
- High prices
- Low-quality listings

2. Defend your own listing

Target your own ASINs so competitors don't steal your traffic.

Example:

- If you have multiple products → cross-target them

3. ASIN Harvesting from Auto Campaigns

Go to:
Reports → Search Term Report → Filter by ASINs

Move high-converting ASINs → Product Targeting campaign.

☐ **BONUS: HOW TO COMBINE KEYWORD + PRODUCT TARGETING**

Here's the perfect Sponsored Products structure:

☐ **1. AUTO CAMPAIGN**

- Find new keywords + ASINs
- Low bids

☐ **2. MANUAL EXACT CAMPAIGN**

- Most profitable keywords
- Highest bids

☐ **3. MANUAL PHRASE CAMPAIGN**

- Mid-range keywords
- Lower bids

☐ **4. PRODUCT TARGETING – ASIN**

- Target competitors
- Medium bids

☐ **5. PRODUCT TARGETING – CATEGORY**

- High volume reach
- Low bids

This structure separates:

- **Discovery**
- **Scaling**
- **Defensive marketing**
- **Competitive takeover**

Below is a **step-by-step PPC strategy, keyword list, ASIN list guidance, and optimization workflow** tailored to *Men's + Kids' T-Shirts*.

❑ 1. Correct Campaign Structure for Men & Kids T-Shirt Category

Because this category is very competitive, use a **multi-layer structure**:

A. Auto Campaign (low bid)

→ Discovery + keyword harvesting

B. Manual Keyword Campaigns

1. **Exact Match — High Intent**
2. **Phrase Match — Mid Intent**
3. **Broad Match — Expansion (optional)**

C. Product Targeting Campaigns

1. **Competitor ASIN Targeting**
2. **Category Targeting (filtered)**
3. **Defensive targeting (your own ASINs)**

D. Brand Campaign (if brand registered)

→ Protect your brand keyword searches

❑ 2. Sponsored Products: Keyword Targeting Guide (Men & Kids T-Shirts)

Below are the **exact keywords** you should target by match type.

□ **A. EXACT MATCH KEYWORDS (High Buyer Intent)**

Best for conversions. Add these first.

Men's T-Shirt Exact Keywords

- men t shirt
- men cotton t shirt
- men black t shirt
- men round neck t shirt
- plain t shirt for men
- men printed t shirt
- men oversized t shirt
- gym t shirt for men
- men half sleeve t shirt
- men casual t shirt

Kids T-Shirt Exact Keywords

- kids t shirt
- boys t shirt
- kids printed t shirt
- cartoon t shirt for kids
- kids cotton t shirt
- half sleeve t shirt for boys
- oversized t shirt kids
- kids round neck t shirt
- boys casual t shirt

□ **B. PHRASE MATCH KEYWORDS (Discovery + Long Tail)**

These help expand reach while staying relevant.

Men's T-Shirt Phrase Keywords

- cotton t shirt for men
- plain t shirt men
- gym wear t shirt men
- black t shirt for men
- casual t shirt men pack
- trendy t shirt for men

- t shirt for men stylish

Kids T-Shirt Phrase Keywords

- cartoon t shirt boys
 - t shirt for boys cotton
 - printed t shirts for kids
 - kids t shirt pack
 - school t shirt kids
 - cute t shirts for boys
-

C. OPTIONAL Broad Match Keywords

Use **very low bids** because broad match in t-shirt category can waste money quickly.

Keywords:

- t shirt
- black t shirt
- cotton tshirt
- printed tshirt

Set bid: **\$0.10–\$0.20** (very low)

Add negatives weekly.

3. Negative Keywords (VERY IMPORTANT in T-Shirt Category)

Avoid wasting money on irrelevant traffic.

Add these as NEGATIVE PHRASE:

- women's t shirt
- baby t shirt
- long sleeve t shirt
- hoodie
- jacket
- tank top
- polo shirt

If you only sell men & kids, block all women/baby traffic.

□ 4. Product Targeting (ASIN Targeting)

Super powerful in apparel categories.

A. Competitor ASIN Strategy

Target ASINs that have:

- Higher price
- Lower ratings
- Low review count
- Ugly images
- Slow sellers

Target these T-shirt types:

- Generic brands
- No-brand sellers
- Listings with poor titles
- Listings with badly printed designs

Example ASIN filters:

- Rating under 4 stars
- Price 10–20% higher than yours

B. Category Targeting Strategy

Category:

"Clothing, Shoes & Jewelry → Men → T-Shirts"

"Clothing, Shoes & Jewelry → Kids → Tops → T-Shirts"

Add filters:

- Brands: exclude big brands (Nike, Adidas, Puma)
- Rating: choose **3–4 stars**
- Price: choose **higher-priced products**

This increases your conversion rate.

C. Defensive Targeting

Target your own ASINs so competitors don't steal your page.

5. Auto Campaign Configuration

Create ONE auto campaign:

Targeting Types:

- ✓ Close match
- ✓ Loose match
- ✓ Substitutes
- ✓ Complements

Bid Strategy:

- Start with **\$0.15–\$0.35** bids (t-shirt niche is expensive)
- Keep substitutes/close match slightly higher

Purpose:

- Find new keywords
 - Discover ASINs
 - Weekly harvesting
-

6. Campaign Bids

Recommended starting bids:

Match Type	Suggested Bid
Exact	\$0.60 – \$1.20
Phrase	\$0.30 – \$0.70
Broad	\$0.10 – \$0.20
Product ASIN	\$0.20 – \$0.60
Category Targeting	\$0.15 – \$0.40
Auto	\$0.15 – \$0.35

(Adjust per marketplace competition.)

□ **7. Weekly Optimization Routine (Simple & Effective)**

Every 7 days:

1. **Download Search Term Report**
2. Move converting keywords → Manual Exact
3. Move potentially good keywords → Manual Phrase
4. Add bad search terms → Negative phrase
5. Increase budget on winning campaigns
6. Reduce bids on high ACoS keywords
7. Check product page → improve images/title if CTR < 0.4%