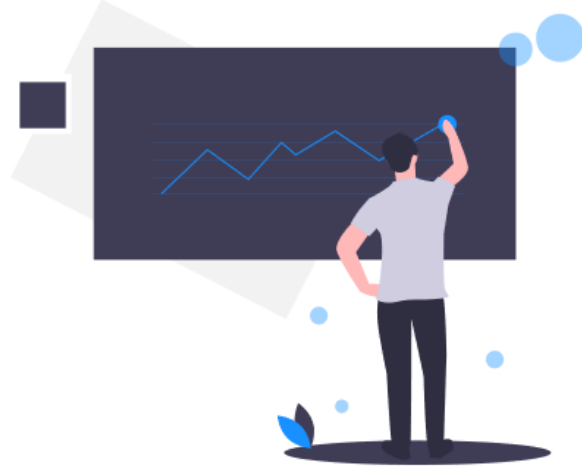


Get ready to have
PPC ads optimized
with smart algorithm



Having algorithm optimize your campaigns is a great way to avoid costly learning curve and quickly grow your Amazon business.

This document is designed to ensure you are to make the most out of Amazon Advertising!
Be sure to make yourself familiar with basics of Amazon Sponsored Campaigns.

Very Basics

- Understand the basics of advertising on Amazon including open categories and fee structure.
- Understand the basics of three campaign types, where each appears on Amazon, and which types to focus on.
- Determine what products to advertise to boost sales including target advertising costs and profits.
- Understand how to create a campaign including budget, placement, bid by placement, default bid, negative.

Low intermediate

- Understand how to read campaign performance including where to access and how to read key terminology.
- Understand how to analyze performance including impressions, clicks, CTR, CPC, ACoS, ROAS, conversions.
- Identify appropriate measures including bid adjustment, (negative) keyword control, and budget management.

Advanced with PPCWIZ

- Understand how difficult it is to master and keep optimizing PPC campaigns to grow your business.
- Determine whether your business also can benefit from PPCWIZ's smart algorithm which will analyze, determine, and take the best action for each campaign without a rest.