Brands and Retailers Avoid Wasted Spend With ChannelAdvisor Keyword Automation for Amazon

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68
ACCOUNTS

4,500
NEGATIVE KEYWORDS

AVOIDED
$78,634
IN WASTED SPEND

PRODUCT OVERVIEW

For thousands of brands and retailers, it's an all too common reality: Teams spend countless hours scouring search term reports and wading through spreadsheets in an effort to make the most of their Amazon Advertising campaigns. And not just once in a while, but week after week. It's an endless cycle of in-depth evaluations and manual adjustments, often with minimal returns.

For a growing group of third-party sellers and vendors, these challenges are becoming problems of the past. The reason? They've discovered an easier way to optimize their Amazon Advertising accounts — and are spending far less time to get much better results. With a solution designed to surface highly targeted keywords based on each seller's unique performance goals, these Amazon merchants are reducing wasted spend, improving ROI, and eliminating the need for hundreds of valuable man-hours.

So, what is this solution? It's called Keyword Automation for Amazon Advertising. And brands and retailers tell ChannelAdvisor that it's making a tremendous difference for the ChannelAdvisor customers who have adopted it.

THE SITUATION

Finding the right keywords for Amazon Advertising campaigns can be an incredibly time-consuming, manual process. It's not at all uncommon for marketing teams to be buried in bulk spreadsheets and imports for hours on end, week after week after week. Even in the midst of so many e-commerce advancements, many brands and retailers report this is one area where they still struggle to save time and ensure ROI. It's hard enough to find the right keywords — let alone the negative ones that are important to avoid. Which is a real problem, since failing to account for negative keywords that won't convert can lead to an astounding amount of wasted spend.

It all adds up to a mission-critical job that remains laborious for many, with mixed results for most. But as more sellers turn to keyword automation, the tides are beginning to turn.

THE SOLUTION

With Keyword Automation for Amazon Advertising, ChannelAdvisor is helping to seamlessly transition sellers and vendors away from this tedious, time-consuming keyword selection process. In its place is an automated system for optimizing keywords across all Amazon Sponsored Product campaigns and Sponsored Brands.

Here's how it works:

ChannelAdvisor's integration uses automation rules that allow advertisers to optimize their campaigns based on the latest search query data. Sellers simply customize performance criteria to have the right keywords added automatically — along with negative targeting actions to ensure spend doesn't run away on keywords that won't convert. Rules can be easily created and assigned across Amazon Advertising types, and campaigns can be kept in check without the need for countless hours of hands-on evaluation.

It's the easiest, fastest way to help maximize spend, increase ROI, and improve Advertising Cost of Sale (ACoS).

"We see this as a huge win for those absolutely no-brainer scenarios that shouldn't take up your time," says Alison Held, ChannelAdvisor senior product manager. "If you have a broad or phrase match keyword on your campaign, and if there are specific queries that are driving up spend with zero conversions over a period of time, I think we can all agree we don't want to continue spending on that query."

THE RESULTS

Over the course of a few months, ChannelAdvisor estimates that its Keyword Automation for Amazon Advertising has helped prevent a combined $78,634 in wasted spend across 68 accounts — with more than 4,500 negative keywords added to keep non-converting search queries at bay.

"Keyword automation rules keep up with queries for you and make sure they aren't driving up your spend without giving you the return you need," says Brittany Smith, ChannelAdvisor product owner, product manager.

According to one early adopter, automated keywords proved to be 12.8% more efficient than their Amazon Advertising account as a whole. The brand told ChannelAdvisor it generated $815,659 in sales revenue over the course of 90 days, after spending just $57,503. According to the merchant, those automated keywords accounted for 10.6% of all ad revenue.

"The biddable keywords that are added consistently see a higher conversion rate than those keywords added manually because the search queries have a track record of great performance," Smith notes.

Moving forward, brands and retailers will also have the added advantage of Amazon Advertising Dayparting. This automation feature allows merchants to have bids adjusted up or down at times when conversions are highest. One ChannelAdvisor customer reports seeing a 5% improvement in ACoS after leveraging Dayparting for campaign scheduling.

"It's so important to remain agile in the midst of evolving search trends, and keyword automation allows sellers to do just that," says Held. "When sales revenue is 14 times higher than spend, that's a clear indication sellers are gaining the control and flexibility they need to stay competitive."

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—**ALISON HELD**,
Senior Product Manager,
ChannelAdvisor

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—**BRITTANY SMITH**,
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