

I created this guide to help people properly structure Amazon ads using a modified version of the One-Ad-Group, One-Target-Per-Campaign strategy and achieve a positive ROI on ad spend. I initially lost thousands of dollars, spent several months, and uploaded over [28K ads](#) to figure out how to beat the house. Now, I'm sharing what I've learned so others can do the same.

I've also ran ads on other platforms:

Google Ads – Lost \$10k and No success

Facebook/IG Ads – Spent [\\$7.3K](#), made [\\$270K](#) selling a digital product/service

*Note: It took me 4-5 weeks to write this because I have dyslexia. Because of my dyslexia, some parts of the guide were edited for grammar and spelling using ChatGPT, but every thought and strategy is entirely my own.*

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## What is the "One-Ad-Group, One-Target-Per-Campaign" Strategy?

This Amazon Advertising strategy is precisely what it sounds like: each campaign focuses on one ad group, targeting one keyword (or product). This laser-focused setup ensures you have complete control over your budget.

### Why This Strategy Delivers Better Results

You lose control when you group multiple keywords or ad groups into a single campaign. Let me explain.

Imagine you set a campaign budget of \$100 and divide it between two ad groups: Ad Group A and Ad Group B. Ad Group A might generate a lot of clicks and impressions but no sales, while Ad Group B gets fewer clicks but drives actual revenue. The problem is that Amazon controls the budget allocation. They might give 80% of the budget to Ad Group A (The poor-performing group), leaving Ad Group B (the good-performing group) underfunded and hurting your overall performance.

Why does Amazon do this? It's simple. Amazon doesn't care. They make money from your ads, regardless of sales.

This reminds me of a [scene](#) from *The Wolf of Wall Street*:

- Mark Hanna: "The name of the game is moving the money from the client's pocket to your pocket."

- Jordan Belfort: "But if you can make your clients money at the same time, it's advantageous to everyone, correct?"
- Mark Hanna: "No."

That's why adopting a **One-Ad-Group, One-Target-Per-Campaign** approach is crucial. By separating key elements—keywords, match types, and bidding strategies—you remove uncertainty and gain precise control over performance. Rather than leaving budget allocation to Amazon's algorithm, you make intentional spending decisions, ensuring your most effective targets receive the investment they need to maximize results.

## Step 1: Start with Auto Campaigns

Auto campaigns are Amazon's way of helping you discover keywords and products where your ads can perform. Amazon places your ads on different keywords or products they think match your buyers. Over time, you'll see data showing which keywords and products generated clicks, impressions, and sales.

Your goal is to take the winning target keywords and target products from auto campaigns and move them into their own campaigns for further testing. This allows you to refine performance by testing different match types (broad, phrase, exact) and bidding strategies.

## How to Set Up an Auto Campaign on Amazon Ads

### 1. Go to Campaign Manager

Navigate to the Campaign Manager section in your Amazon Ads account.

### 2. Create a Campaign

Click the **Create Campaign** button.

### 3. Select Sponsored Listings

Choose the "Sponsored Products" campaign type and click **Continue**.

### 4. Name Your Ad Group

Change the ad group name to something like: **[Your Product Name] Auto Campaign - Do Not Pause**

### 5. Choose One Product per Campaign

Select a single product for this campaign. *(This step is crucial for maintaining control over the campaign's performance.)*

### 6. Set Targeting to Automatic

In the targeting settings, select **Automatic Targeting** to allow Amazon to choose keywords automatically.

### 7. Use the Suggested Default Bid

Keep the suggested bid amount provided by Amazon.

### 8. Skip the Negative Keyword Targeting step—it's not required for this campaign setup.

### 9. Set Campaign Bidding Strategy

Choose **Dynamic Bids - Up and Down** as your bidding strategy.

### 10. Skip Bid Adjustments

Do not make any adjustments to bid settings.

### 11. Set the Campaign Name and Budget

Ensure the **Campaign Name** matches the Ad Group name.

Set a daily budget of **\$15** (or adjust as needed based on your budget).

### 12. Launch and Monitor the Campaign

Let the campaign run for a few days.

## Step 2: Analyze Your Auto Campaign Results

Think of your auto campaign as a tree. Each branch (keyword or product) represents potential growth. Once you identify the healthy branches (the best performers), you can plant them in their own campaigns for better focus and growth.

#### The plan:

1. **Keep the Winners:** Move the top-performing keywords or products into dedicated campaigns.
2. **Exclude the Irrelevant:** Create a negative keyword or product list to avoid wasting your budget on low-performing targets.

#### How to Review Auto Campaign Data:

1. **Select Your Auto Campaign:** Open the campaign you created.

[\[Screenshot\]](#)

2. **Select the Ad Group:** Click into the ad group within the campaign.

3. **View Search Terms:** Navigate to the "Search Terms" tab. Here, you'll see a list of all the search terms Amazon has auto-discovered for your campaign.

[\[Screenshot\]](#)

### Organizing the Data:

- **Identify Winners:** Note down the keywords or products that are driving sales with good metrics. Record their ASINs, names, and Cost Per Click (CPC). Use tools like Google Docs, Notepad, or even paper to keep track of this data.
- **What Are Good Metrics?:**
  - **ACOS** (Advertising Cost of Sale): Below 30%
  - **ROAS** (Return on Ad Spend): Above 2\*(These metrics may vary depending on your product, but they're a good starting point.)\*
  - [\[Screenshot\]](#)
- **Identify Irrelevant Terms:** As you scroll through the search terms, you'll likely find irrelevant ones. For example, if you're selling car tires and see "bicycle tires" as a keyword, that's irrelevant. These terms waste your budget by targeting people who aren't interested in your product.

### Excluding Irrelevant Terms:

#### 1. Add Negative Keywords:

In the same auto campaign, click **Negative Targeting** from the left-hand menu.

[\[Screenshot\]](#)

2. Click **Add Negative Keywords** and enter the irrelevant keywords.

[\[Screenshot 1\]](#)

[\[Screenshot 2\]](#)

#### 3. Add Negative Products:

If you need to exclude specific products, click the **Negative Products** tab and add the irrelevant ASINs.

[\[Screenshot\]](#)

Now that you have your list of keywords and have removed the ineffective ones, it's time to create campaigns for the high-potential keywords and products you want to target. To determine which combinations work best and which don't, you must test different match types, bidding strategies, and bid amounts with your targets. The guide below will show you how.

# Step 3: Beat the House with Amazon's Bulksheets

When I first started using Amazon ads, I created campaigns one at a time with multiple ad groups and several keywords in a single campaign. My structure was unclear, my naming conventions were inconsistent, and I lost money without understanding why.

Imagine having multiple ad groups with different targets, match types, and bidding strategies within one campaign. This creates an exponential problem, as Amazon would essentially have to guess how to distribute the campaign budget among all these variables.

I knew I needed a more **systematic approach**. That's when I discovered the one campaign, one target strategy (in this case, keywords), which improved my ROI. But after a while, I wanted to take it even further—what if I could break it down to the most minor possible level? I'm talking about **one campaign, one target, one match type, one bidding strategy, and one bid**.

Let me illustrate what I mean by "one campaign, one target, one match type, one bidding strategy, and one bid."

To test the performance of the keyword "**vision board**" across different match types (**Broad, Exact, Phrase**), bidding strategies (**Fixed Bids, Dynamic Up & Down, Dynamic Down Only**), and bid amounts (**\$0.36 to \$0.38**), I had to create **27 campaigns with these combinations**. The number of campaigns (27) comes from the total number of unique combinations of match types, bidding strategies, and bid amounts. Let's break it down mathematically.

## Given variables:

1. **Match Types** (3 options):
  - Broad
  - Exact
  - Phrase
2. **Bidding Strategies** (3 options):
  - Fixed Bids
  - Dynamic Up & Down
  - Dynamic Down Only
3. **Bid Amounts** (3 options):
  - \$0.36
  - \$0.37
  - \$0.38

Each campaign is defined by a unique combination of these three variables. The total number of possible combinations is:

$$3 \text{ (Match Types)} \times 3 \text{ (Bidding Strategies)} \times 3 \text{ (Bid Amounts)} = 27$$

Thus, I had to create **27 campaigns** to cover all possible combinations.

Take a look at these visuals that demonstrate the structure even further.

[Visual 1](#)

[Visual 2](#)

[Visual 3](#)

### **Why Is This Level of Control Necessary?**

As I mentioned earlier, when you target multiple keywords or products—or have multiple ad groups within a single campaign—Amazon decides how to allocate your campaign budget across them.

But it goes even deeper. Even if you target just **one keyword** within a **single ad group**, using all **three match types** (Broad, Exact, and Phrase), Amazon still determines how much of your budget to assign to each match type. The problem? They might allocate the majority of your budget to a **poor-performing match type** while the best-performing one gets underfunded.

Implementing the **One Campaign, One Target, One Match Type, One Bidding Strategy, and One Bid** structure is essential. It's designed to eliminate guesswork by isolating each variable—keyword, match type, and bid strategy—allowing us to pinpoint what's working and what's not. However, Testing hundreds or even thousands of combinations manually wasn't feasible.

That's when I found [Amazon's Bulksheets](#). Bulksheets is a spreadsheet-based tool that allows sponsored ad advertisers to create and optimize multiple campaigns in batches, reducing time and manual effort.

### **Creating Amazon Bulksheets**

There are two ways to approach this: manually building bulk sheets or using a tool like the [3Tex Bulk Sheet Generator](#). If you choose to go the manual route, you'll need to invest time in learning Amazon's Bulk Operations system. It's not impossible, but it can be time-consuming to master. Amazon provides a [guide for bulk sheets](#), and there are plenty of [tutorials online](#) if you're committed to this method.

I've done it manually for several months, and I hated it. It initially took weeks to learn how to create the sheets, and it took hours and sometimes days to make ONE SHEET. I now pay \$100 bucks a month (They have a free version) for the 3Tex Bulksheet Generator, and it takes me 1 minute to generate a sheet.

When you use the **3Tex Bulksheet Generator**, your campaigns will automatically follow a structured naming convention, making it much easier to manage them at a glance.

### Example Campaign Name:

royal - Budget 10 - Bid 0.73 - Dynamic bids - up and down - manual - Product targeting -  
asin=B0BHTXDTJ1 - ID 15mXI

### Breaking Down the Example Campaign:

- **Royal:** Short for *Royalty Vision Board Magazine of Opulence and Luxury for Women*. This nickname helps you instantly identify which product the campaign is advertising.
- **Budget 10** - The campaign's total budget.
- **Bid 0.73:** The bid amount for this campaign.
- **Dynamic bids - up and down:** The bidding strategy being used.
- **Manual:** Indicates the campaign type (manual targeting).
- **Product targeting:** Specifies that the campaign targets a particular product.
- **ASIN=B0BHTXDTJ1:** The unique ASIN being targeted in this campaign.
- **ID 15mXI:** A unique identifier generated by 3Tex for reference, especially helpful for troubleshooting or support.

By using the 3Tex Bulk Ad Generator, you'll automatically benefit from this naming structure. It's designed to give you a snapshot of critical campaign details—such as product, bid, strategy, and target—directly on Amazon's Campaign Manager homepage. This eliminates the need to open each campaign to determine what's inside, saving you time and effort.

This portion of the guide below will focus on using the **3Tex Bulk Ad Generator** to create bulk sheets. We'll take our discovered targets—keywords or products from the auto campaign or elsewhere—and use them to generate campaigns in bulk.

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## Guide to Using the 3TEX Amazon Bulksheets Generator

This detailed guide will help you accurately complete each field of the form to quickly generate your bulk ads Excel spreadsheet to upload to Amazon Bulk Ads.

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## Product Details

1. **Product Nickname** (*Required*)

- Enter a name to identify your product within your campaigns. ([Example from 3Tex site](#))
  - **Why?** A clear nickname ensures you can easily recognize and manage this product across multiple campaigns.
2. **Product SKU** (*Required*)
- Enter the **SKU** (Stock Keeping Unit) for your product.
  - **Tip:** This must be the **SKU** and **not the ASIN**. You can find the SKU in your Amazon Seller Central account under your product listings.
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## Targeting Options

1. **What Do You Want to Target?** (*Required*)
- Choose one of the two targeting methods:
    - **Keyword Targeting:** Targets specific keywords customers search for.
    - **Product Targeting:** Targets specific products or ASINs.
2. **Product Targeting** (if selected)
- If you chose "Product Targeting," enter the **ASIN** of the product you want to target.
  - **What's an ASIN?** It's a 10-character unique product ID on Amazon. You can find it on the product page under "Product Details."
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## Campaign Setup

1. **Bidding Strategy** (*Required*)
- Choose your preferred bidding strategy:
    - **Fixed Bids** (*Recommended*): You set the bid amount, and it stays fixed.
    - **Dynamic Bids – Up and Down:** Amazon increases or decreases your bids based on the likelihood of a conversion.
    - **Dynamic Bids – Down Only:** Amazon decreases your bid when conversions are less likely.
  - **Tip:** Start with **Fixed Bids** to control your costs while testing.
2. **Bid Range**
- Enter the range of bids you want to test:
    - **Starting Bid** (*Required*): This is your minimum bid (e.g., \$0.35).
    - **Ending Bid** (*Required*): This is your maximum bid (e.g., \$1.00).
  - **Why?** Testing a range allows you to determine the best-performing bid for your product. When setting your bid range, use historical data from previous ads to guide you. Start with a lower bid to keep costs under control while still being competitive. For example, if you've identified a winning CPC of \$0.50, set your starting bid at \$0.30 (20 cents less) and your max bid at \$0.60 (10 cents more). This gives you a solid range to work with.



- Now, if you don't have any data for the targets you want to advertise, don't worry. You can still figure it out. Here's what to do:
  - **Create a new campaign.**
  - **Select a single product to advertise and choose manual targeting.**
- Decide whether you want to go with keyword targeting or product targeting, then enter a keyword or product you'd like to target. Amazon will suggest a bid for you.
  - [\[Screenshot\]](#)
- Take that suggested bid and start 20 cents under the highest bid they recommend.
  - [\[Screenshot\]](#)

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## Campaign Budget & Duration

1. **Daily Budget** (*Required*)
  - Enter the budget for your campaign (e.g., \$10/day is a good starting point).
  - **Tip:** A lower daily budget allows you to test campaigns cost-effectively.
2. **Portfolio ID** (*Optional*)
  - If you have a specific Amazon portfolio, enter the ID here to organize your ads.
3. **Campaign Dates**
  - **Start Date** (*Required*): Select when you want the campaign to begin.
  - **End Date** (*Optional*): Set an end date or leave it blank to keep the campaign running indefinitely.
4. **Campaign Status**
  - Choose the initial campaign status:
    - **Enabled:** The campaign starts immediately.
    - **Paused:** The campaign will be created but won't run until you enable it.

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## Delivery

1. **Email Address** (*Required*)
  - Enter your email address where the generated Excel spreadsheet will be sent.
  - Double-check the email to avoid missing your file!

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## Generate Ads

- Once all fields are filled, click **"Generate Ads"** to create the spreadsheet.
- Check your email inbox for the Excel file. If it's not there, check the spam folder.

## Step 4: Upload Your Bulk Sheets to Amazon's Bulk Operations

Once you've generated your bulk sheet Excel file, it's time to upload it to [Amazon's Bulk Operations](#).

[\[screenshot\]](#)

After uploading, let your campaigns run for **24–48 hours** to collect data. Personally, I don't let underperforming campaigns linger for more than 48 hours. In fact, I often pause or archive campaigns within 24 hours if they show poor results.

Why? In my experience, a bad campaign rarely “gets better” with time. If it starts poorly, it's likely to end poorly—and dragging it out might cost you more money than it's worth.

## Step 5: Managing Your Campaigns

To manage your campaigns effectively, start by customizing the Campaign Manager to show the metrics you need:

- **ACOS** (Advertising Cost of Sale)
- **ROAS** (Return on Ad Spend)
- **CPC** (Cost Per Click)
- **Orders**
- **Spend**
- **Clicks**

Here's how to set this all up:

From the [Campaign Manager](#) home screen, click **Columns**.

[\[Screenshot\]](#)

Customize columns

[\[Screenshot\]](#)

Select ACOS, ROAS, CPC, ORDERS, SPEND, from "Available columns" and the ones you need and hit **Apply**.

[\[Screenshot\]](#)

Next, declutter your view by filtering out paused or archived ads:

On the Campaign Manager home page, click **Filter By**.

[\[Screenshot\]](#)

Select **Active Status**.

[\[Screenshot\]](#)

Choose **Enabled** and click **Apply**.

[\[Screenshot\]](#)

Now, you're ready to start managing your ads.

## Step 6: My Workflow For Managing Campaigns

At this point, all you need to do is identify and archive bad campaigns while keeping the good ones running. Here's how I do it.

Start by finding underperforming ads. Use the **Filter By** feature to focus on ads with ROAS below your target. For me, that's anything under **2.0 ROAS**.

[\[Screenshot\]](#)

Click **Filter By** and select the metric you want to sort by (e.g., ROAS).

Set a filter to show only ads with ROAS below your threshold.

[\[Screenshot\]](#)

I only want to see the poor-performing ads that are less than 2 ROAS.

[\[Screenshot\]](#)

Now I can see all ads that are below ROAS of 2.

[\[Screenshot\]](#)

Then, I can go down the list and select them like this:

[\[Screenshot\]](#)

Or I can select them all.

[\[Screenshot\]](#)

To look like this:

[\[Screenshot\]](#)

Use Bulk Actions to archive your selected ads.

*Once archived, ads can't be restarted, and their data may be deleted after 90 days.*

[\[Screenshot\]](#)

With your bad campaigns archived, it's time to go back to Step 3 and create new campaigns in bulk using fresh targets. Pull new keywords or product ASINs from Auto Campaigns or Competitor Research (targeting their products can yield great results).

----- **The End** -----

\*p.s. I hope this guide sparks meaningful dialogue and provides valuable tips and tricks to help others succeed on Amazon. I understand the frustration of feeling lost and losing money on the platform. Like you, I've searched for guidance on Reddit, YouTube, Discord, and Google, only to find incomplete or unhelpful information. You have my respect for sticking with it. I'll be here to answer any questions I can!!