

Using placement percentages to hit the sweeeeet top of search and rank faster. Does it work?

(Stay tuned till the end. I have an exciting announcement months in the making)

The strategy has been around for a while. Set lower bids on exact match targets and then set a high Top of Search multiplier. The theory is that you'll be able to hit that main placement but not waste a lot of money on the rest of search and product pages.

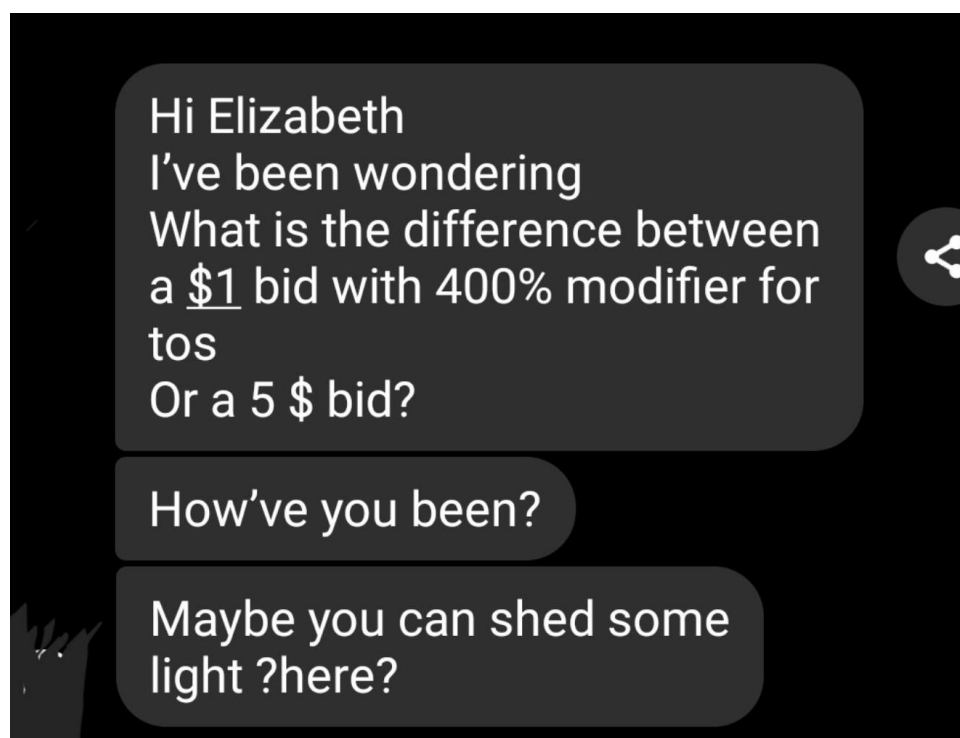
And I mean, I've seen the ACoS results. It's often really good. So what's the problem?

The issue I've seen is they don't make good ranking campaigns.



To be honest I never could articulate why. But I've audited enough accounts, all using this strategy to rank, all struggling with ranking. So I'm confident it doesn't work well if you're pushing to rank.

And then I got this question...



When it's phrased like that I suddenly had the answer.

A \$5 bid will be a \$5 bid in every ad auction. A \$1 bid with a 400% TOS multiplier will only be a \$5 bid in *some* of the auctions.

When it comes to ranking it's all about sales velocity. To understand how to do that you need to understand the Amazon growth equation.

Sessions x Conversion Rate x Average Order Value = Sales

Sessions! We need sessions to drive sales on a particular search. A \$5 bid will drive more sessions.

So if you're trying to rank I'd rely more on a high bid than a TOS modifier to do that.

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Now for the bid announcement! We're finally launching CORE!

CORE is an online community co-founded by myself, Michael from Ad Badger, Brent from AMZ Pathfinder and Gonza from Ziresquare.

We realized we had our teams and personal connections where we could cross examine trends, discuss ad strategies, and make sure we're always up to date. Unfortunately that's never been available to the Amazon community, until now!

[Join us for our kick-off launch and Prime Day recap this Wednesday at 11am EST.](#)