Amazon Product Launches
Best Practice Guide

BULLSEYE SELLERS

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Overview

This guide is written from the experience of participating in over 500 product launches on Amazon and other marketplaces. There are rules in this guide that should not change with the next trick or fad. You do not need to take this guide as gospel but we ask that you give it a thorough review and see what you can apply to your next product launch.

For all phases mentioned below it's a running rule that you must fully review your newly created listing every single day and check all PPC campaigns daily. A product listing is like a newborn baby that must never be left unattended.

Caveats to this Guide

You will see a list of benchmarks given for each Phase below. These are broad guidelines based on a wide and diverse range of sellers and products. These are the same guidelines we use when working with clients on setting their specific metrics through the launch. In almost every product launch the initial figures change based on how the launch is performing and improved understanding based on actual data being reviewed.

Sales Benchmarks

These benchmarks will be based on three levels. Low, Medium & High. See the table below to define where your product is so you can properly pinpoint your benchmarks

To calculate your product's volume simply take all the high relevant search terms that fit within your root title and add up the search volume

| Search Velocity	Est Combined Search Volume	Estimated Sales Benchmark (per day)			
		Phase 1	Phase 2	Phase 3	Phase 4
Low	50K	1 - 5	3 - 8	7 - 12	10 - 15
Medium	100K	5 - 10	10 - 15	15 - 20	20+
High	250K	10 - 20	15 - 25	25 - 40	35+
Very High	250K+	20+	30+	40+	50+

Profiles of Campaign Performance during Launches

When launching new campaigns for products, setting expectations around the campaign performance can assist with understanding when and how to make changes throughout the launch.

Typically, the performance of campaigns will be poor in the beginning. This happens because the number of targets (e.g. keywords) will be high, and then over time data will be collected and will inform if the target is performing. It can take weeks for enough data on a target to be collected. After several weeks it becomes clear that a particular target does not perform, but that cannot be known once the campaign is launched.

The chart below shows an illustration of how the ACOS performs over time from the first week through the first four months. There are 8 targets in this example, and eventually is reduced to 5 targets over the first three months. As irrelevant, or low performing, targets are identified the overall performance of the campaign improves.

Illustration of New Campaign Performance

	Launch					Grow						Profit					
# of Targets	8	8	8	7	7	7	6	6	6	5	5	5	5	5	5	5	5
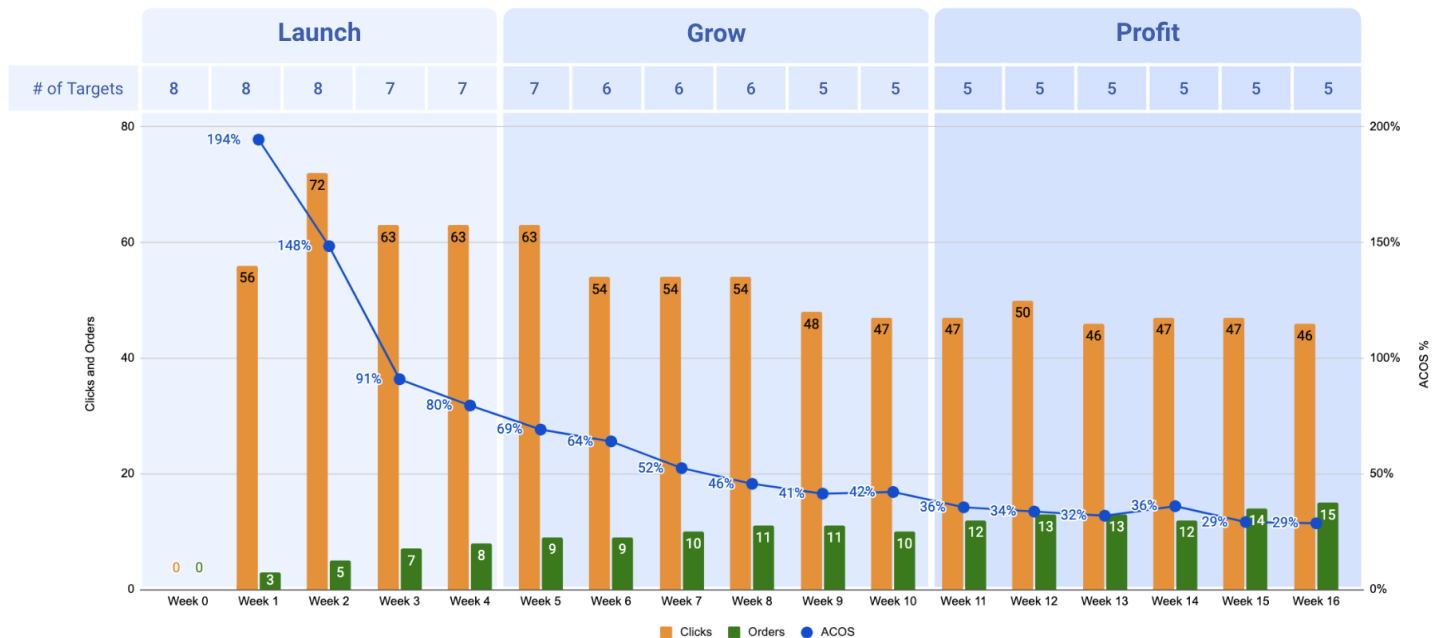
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This chart is an example illustration only. Actual campaign performance can vary greatly based on a number of factors

Phase Zero: Pre-Launch

Preparing Your Product Listing

Your product listing copy, including title, bullets, backend, etc, should be optimized using [Data Dive](). Product images and A+ content should be of the highest quality to support shoppers purchasing decisions and confidence. The effort put into ensuring that your product listing is fully optimized ahead of launch cannot be underscored enough. A poor product listing is the most common driver for why product launches fail.

The specific topics related to optimizing a product listing is outside the scope of this guide.

Target Research

One to two weeks in advance of the launch you should complete, or update, your competitor product research and keyword research. Competitor products should be segmented by similarity to your product's functionality, then price, then ratings. There may be competitors with similar but additional value, such as bundles or multi-packs etc. Segment these out as well for future targeting.

Honeymoon Period

VITAL: The Honeymoon Period is not a formally recognized event by Amazon. However, many sellers refer to this period of time which occurs when a product is launched on Amazon which can last between 6 to 8 weeks. The moment your listing shows findable by a URL it's considered live and the honeymoon period has begun, whether you have inventory or not! To avoid this from happening make your offer date in the future. You can keep moving this date forward if there are delays in your launch.

What you want to see right up to inventory being available to sell. Also known as the "dog page"
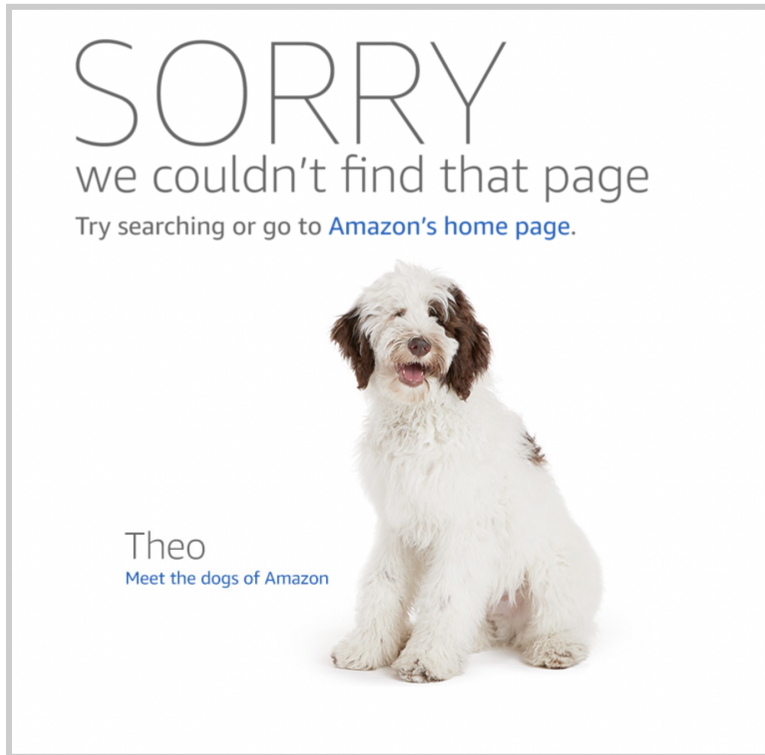
During this period, new product listings rank more easily and higher than normal for keywords on Amazon's search results during this period. Sellers who capitalize on the honeymoon period get more visibility in front of shoppers during their product launch, boost sales, get reviews for their new listings, and eventually position their product for long-term success.

Be sure to set your "Offer Date" in the future to preserve the Honeymoon Period.

If You Plan to Do a Promotion

If you plan to do promotions (SFB rebates) early in launch these are the quantities you should budget for based on Search Velocity. Don't wait to begin these promotions. Typically they should begin the moment the keywords index from your sponsored ads. *Disclaimer: Rebates and search manipulation are against Amazon's Code of Conduct so should be done with caution and careful consideration.*

Search Velocity	Est Combined Search Volume	Promotions Needed

Low	50K	50-75
Medium	100K	100-150
High	250K	150-250
Very High	250K+	250+

Examples of real launch plans which turned out successful

JOB1188 - Beauty (LOW SV)

		Service:	Quantum	Job ID:	
		Marketplace:	US-Amazon	Client:	
				Brand:	

Service	Marketplace	Listing	Keywords	Search Vol.	Total Giveaway	Product Cost
Ranking	US-Amazon		tea tree shampoo and conditioner set	16,746	30	$19.99
Ranking	US-Amazon		tea tree oil shampoo	5918	15	$19.99
Ranking	US-Amazon		dandruff shampoo and conditioner	3823	15	$19.99
Ranking	US-Amazon		moisturizing shampoo and conditioner	2506	15	$19.99
Ranking	US-Amazon		shampoo tea tree	1328	15	$19.99
Ranking	US-Amazon		tea tree oil shampoo and conditioner	1262	15	$19.99

JOB1188 - SCHEDULE

Total Days	Per Day
30	1
30	0.5
30	0.5
30	0.5
30	0.5
30	0.5

JOB1126 - Supplements (MEDIUM SV)

				Service:	Quantum		Job ID:	
				Marketplace:	US-Amazon		Client:	
							Brand:	

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Service	Marketplace	Listing	Keyword	Search Vol.	Total Giveaway	Product Cost
Quantum	US-Amazon		bcaas amino acids	35578	120	$24.99
Quantum	US-Amazon		electrolytes	30220	120	$24.99
Quantum	US-Amazon		essential amino acids	5362	30	$24.99
Quantum	US-Amazon		electrolyte powder	8988	30	$24.99
Quantum	US-Amazon		hydration	7960	30	$24.99
Quantum	US-Amazon		electrolyte	6327	30	$24.99
Quantum	US-Amazon		bcaas	2363	15	$24.99

JOB1126 - SCHEDULE

Total Days	Per Day
30	4
30	4
30	1
30	1
30	1
30	1
30	0.5

JOB1106 - Electronics (HIGH SV)

				Service:	Ranking		Job ID:	
				Marketplace:	US-Amazon		Client:	
							Brand:	

sellico

Service	Marketplace	Listing	Keyword	Search Vol.	Total Giveaway	Product Cost
Ranking	US-Amazon		wifi extender	125605	544	$39.99
Ranking	US-Amazon		wifi extenders signal booster for home	69513	104	$39.99

JOB1106 - SCHEDULE

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8
68	68	68	68	68	68	68	68
13	13	13	13	13	13	13	13

JOB859 - Beauty (VERY HIGH SV)

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		Service:	Quantum	Job ID:	
		Marketplace:	US-Amazon	Client:	
				Brand:	

Service	Marketplace	Listing	Keyword	Search Vol.	Total Giveaway	Product Cost	
Quantum	US-Amazon		vitamin c serum	104,206	120	$19.99	
Ranking	US-Amazon		retinol	67,763	90	$19.99	
Ranking	US-Amazon		hyaluronic acid	47,430	60	$19.99	
Ranking	US-Amazon		ordinary skin care products	42,966	60	$19.99	
Ranking	US-Amazon		vitamin c serum for face	40,163	60	$19.99	
Ranking	US-Amazon		retinol serum	30,746	60	$19.99	
Ranking	US-Amazon		face serum	27,056	60	$19.99	
Ranking	US-Amazon		serum for face	21,150	30	$19.99	
Ranking	US-Amazon		hyaluronic acid serum for face	17,717	30	$19.99	
Ranking	US-Amazon		hyloranic acid serum	17,640	30	$19.99	
Ranking	US-Amazon		acido hialuronico	15,000	30	$19.99	
Ranking	US-Amazon		hyaluronic acid serum	14,990	30	$19.99	
Ranking	US-Amazon		retinol serum for face	11,387	30	$19.99	
Ranking	US-Amazon		facial serum	8,997	15	$19.99	
Ranking	US-Amazon		serum vitamin c and hyaluronic acid	7,447	15	$19.99	
Ranking	US-Amazon		vitamin c face serum	7,163	15	$19.99	
Ranking	US-Amazon		vitamin c for face	7,156	15	$19.99	
Ranking	US-Amazon		face serum for women	6,517	15	$19.99	

Total Days	Per Day
30	4
30	3
30	2
30	2
30	2
30	2
30	2
30	1
30	1
30	1
30	1
30	1
30	1
30	0.5
30	0.5
30	0.5
30	0.5
30	0.5
30	0.5
30	0.5
30	0.5

Phase 1: Weeks 1 and 2

Focus of This Phase

Your main focus in Phase 1 is to get indexed on the top keywords for your niche and achieve organic rank.

During this phase the listing is new and the highest priority keywords are just being indexed within Amazon. The best way to do this is through aggressive search term PPC campaigns. Refer to Drew's PPC Tips below for more details.

Indexing

During the first day that your listing is live you should confirm that your product listing is being indexed correctly by Amazon. This is easily done by going through the keyword campaign creation process and seeing what keywords are being suggested by Amazon. If the suggested keywords appear to be aligned with your product

then you have successfully indexed. You'll want to confirm the high volume and highly relevant keywords you'll want to rank on.

Pricing

Product price should be 25 to 40% lower than your main competitor during the launch phases. Even 50% is not too extreme in some categories. This one point can make or break a launch. Don't be penny wise and pound foolish. The change should be on the Standard Price (not the Sale Price).

Promotions

Once keywords are indexed a quick way to get them ranked is through search, find, buy most commonly known as product giveaways. We recommend marrying up your PPC search terms with the ranking so they are both contributing to the same ranking efforts. If you decide to stay away from product promotion programs then PPC will be your main keyword driver of traffic and is effective in helping your product index on your root keywords

Ratings

Your goal is to achieve at least 5 ratings during this period.

Amazon does monitor the velocity of ratings but during this period. As a general guideline that velocity should not exceed 5% to 8% of customer orders. However, for this period we've seen 10 to 12% to be acceptable since sellers commonly run external marketing efforts to increase traffic to their listing.

Ratings are safer to acquire in velocity than reviews

PPC Targeting

For keyword targeting, focus only the most relevant and highest search volume keywords and exact targeting only. For the top 2 to 5 keywords, add in a 100% multiplier for top of search to ensure that your product is getting visibility. For any remaining keywords they should be grouped in bunches of 5 or less to ensure spend is being shared across all targets

For product targeting research you will want to identify all competitors who are most similar to your product's functionality. The list of competitor ASINs to target should ideally have a higher price and 4 star rating (or less).This segment of competitors will result in the highest likelihood of a conversion when shoppers view your product and at its reduced price point.

Metrics

Budget

For the first few days to a week, you'll want to ensure you have a high enough budget so that you have spent throughout the entire day.

As a general rule of thumb your budget will be 2x (or even 3x) your steady state budget levels. If you are limited on your budget, then your targeting should be more focused on only the most important targets.

Traffic

During phase 1, the most important metrics are impressions, clicks and orders.

For each of your keywords, you'll want to check every day to ensure that the keywords are getting impressions, and enough clicks to generate at least one sale per day.

TACOS

During the first week TACOS can be very high since you will be getting a relatively large number of clicks with zero sales. Because you have low/zero ratings, the key metric to focus on is getting clicks and steady sales. An ACOS that is 5x or even 6x your ideal would not be unreasonable during this period.

Reason is that at this stage of your product launch, your campaigns are designed to get clicks and orders at a high cost. Your product will have zero rating, so social proof won't be established. Lastly, you will have a reduced price to support the launch, which compounds the high ACOS.

Conversion Rates

Conversion rates will be low during this period. Don't use them as a meaningful reference as much as an initial benchmark to measure future performance as ratings and reviews come in.

The low conversions will be driven by the limited number of ratings you will have, which will likely be zero. Even with a reduced price point, shopper trust levels can be very low. This is even more true with products that are consumed or applied to the skin or have some impact on health.

Organic Rank

For all of the keywords that you're researching, including them in a keyword tracker to measure your product's rank. You should be checking rank each day and expect rank to start to increase within 4 to 7 days, although you may not be ranked in the top 10 yet quite yet. In week one you're just looking for getting keywords indexed

	⇕ Organic Rank	⇕ Sponsored Rank	Actions
	>306 -	32 +8	🗠 🗑 a
	>306 -	78 -	🗠 🗑 a
This one is indexed. Rest aren't	102	33 +19	🗠 🗑 a
	>306 -	32 +4	🗠 🗑 a
	>306 -	39 -7	🗠 🗑 a
	>306 -	43 -4	🗠 🗑 a

By week two, you should be focused on gaining a top 10 spot organically for your most relevant keywords. These tend to be the keywords with a TOS multiplier. For keywords which are not ranking in a top position, then you can increase the bid or multiplier but look at the campaign stats on placements to confirm what should be changed.

Phase 2: Weeks 3 to 6

Focus

The focus for Phase 2 is around building social proof around your product, which includes getting ratings and reviews.

By now you should be indexed for all your highly valued root keywords.

Some people will use VINE, some will use friends and family and some will use launch programs driven by closed groups. Here you should be focused on acquiring ratings, written reviews, customer images, unboxing videos (if applicable), customer testimonials, etc.

Ratings

Ratings should stay at or above 4.5 or 5.0 stars. If you're below this then you will need to understand why you're ratings are low and ask yourself if you can address issues in the product listing to head off any future negative reviews.

As a rule of thumb, your goal is to achieve at least 10 to 15 ratings by the end of this period. Getting the number of ratings up should be a top focus for this phase. Continue to be mindful that Amazon does monitor the velocity of ratings, and it's possible that you can get flagged. You should be targeting around 10% review to orders Doing the math, this means your sales velocity should be above at least 8 orders per day during Phase 2. If you're in a slower selling niche, then it will take longer for you to achieve results.

> **Example:** 6 orders per day x 21 days x 10% = 13 ratings + 5 from Phase 1

Reviews

Some people will use VINE, some will use friends and family and some will use launch programs driven by closed groups. Here you should be focused on acquiring ratings, written reviews, customer images, unboxing videos (if applicable), customer testimonials, etc.
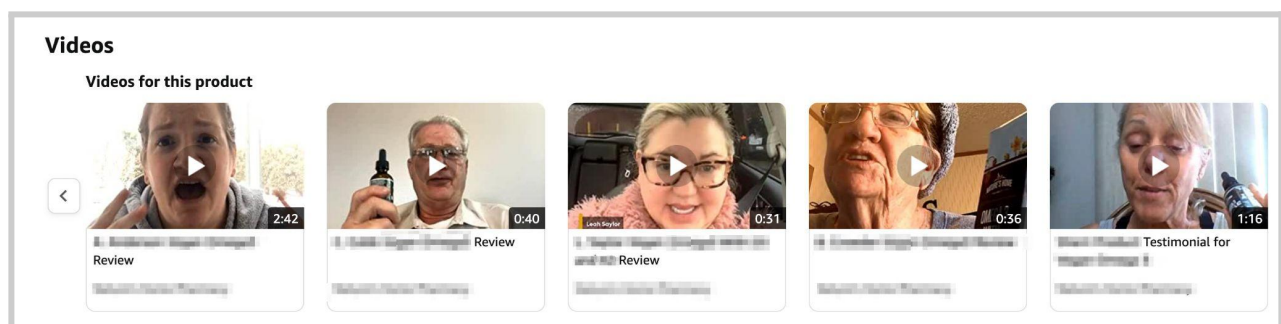
A caution about using Amazon's VINE program. Many sellers who have used this program in the past do get reviews. However, unless your product and its packaging are top notch then you will run the risk of the people in this program being critical of any issues they observe. They tend to write more critical and lengthy reviews. Their ratings may not be five stars.

PPC Targeting

For keyword targeting, you should start to widen your targeting with a second wave of longer tail and search terms with lower search volume. The targeting should continue to be highly relevant, which you consider to be probable that you'll get conversions.

Launch research campaigns with a low budget for future harvesting of additional targets in the weeks ahead. This includes broad, phrase, and auto. Research campaigns become more effective over time, so starting them early gets this going. Keep the broad and phrase targets very specific around only those targets which are highly relevant. Negative match all of your competitors' brand names and any clear words from your research that are irrelevant to avoid unnecessary wasted spend right from the beginning.

For product targeting research you will also widen your targeting to include more competitors with similar or lower pricing and similar or lower ratings.

Metrics

Budget

Budget can be reduced and adjusted based on the early data. Adjustments should be made by monitoring the current spend on campaigns and how they are performing with clicks and orders. Budget should be moved to the campaigns showing the greatest potential on orders.

Traffic

During phase 2, the most important metrics are ratings and reviews. The Phase 1 metrics of impressions, clicks and orders should continue to be a focus of course.

TACOS

As a benchmark, the target ACOS will remain high. As a general benchmark a target ACOS of around 4x to 3x your ideal ACOS would not be unreasonable. For instance if your ideal target ACOS is 30%, then an ACOS of 120% to 90% should be your starting point during this period.

There are a few reasons for this. First, with the early stages of collecting data it takes time to get enough clicks and orders to understand if the target is performing well. Second, TACOS will naturally be higher because of a reduced price. Third, your product will still have relatively low social proof (low ratings).

You will get some early insights during this period, but having enough data is important. Pause targets from Phase 1 which are getting high clicks with zero orders. For targets with orders, review the ACOS and if the ACOS is significantly higher than the target ACOS, then reduce the bids or assess if they are in fact relevant (pause if not).

This analysis can be subjective based on each product, since targets may not perform due to the lower count of ratings or low star ratings. Use your judgment on how to treat them based on your situation.

Conversion Rates

Conversion rates should start to rise throughout this period as more and more ratings come in. If ratings are slow to come in then be patient around expectations on seeing the conversion rates increase and how long this phase should last.

When ratings do come in and your product is at 4 stars or below, then work on the star rating should be a primary focus.

Organic Rank

Continue to monitor rank regularly to ensure you're maintaining a top position organically for your most relevant keywords. For keywords which are losing their rank position, then consider adjusting the bid or placement multiplier. Use the campaign stats on placements to confirm what should be changed. If you're running a promotion during the first 2 Phases then these organic positions should be strong with most keywords on page 1, half in top 10 positions.

⇕ Search Volume	⇕ CPR	⇕ Competing Products	Trend	⇕ Organic Rank	⇕ Sponsored Rank	Actions
41,105	N/A	>10,000		15 +3	>96 -	
37,237	66	>8,000		21 -8	7 -	
31,468	N/A	>4,000		7 +1	4 +6	
6,300	N/A	>4,000		14 +1	4 -	
5,582	21	>5,000		23 -2	4 -	
9,204	N/A	>3,000		10 +1	7 -1	
4,217	N/A	>891		6 +10	>96 -	
2,004	N/A	>915		7 +1	>96 -	

Phase 3: Weeks 4 to 8

Focus

The focus on Phase 3 is around optimizing your listing and maintaining a focus is building social proof around your product and reviews.

Some people will use VINE, some will use friends and family and some will use launch programs driven by closed groups. Here you should be focused on acquiring ratings, written reviews, customer images, unboxing videos (if applicable), customer testimonials, etc.

(If you're falling short on your benchmarks by Phase 3 please use the diagnostics on page 13)

If you ran promotions early in launch, they are usually tapering off by the end of Phase 2, beginning of Phase 3.. Keep in mind that some keywords should hold positions while others may dip sharply. Don't be alarmed. It's very normal

See real example of a product that had a 30 day promotion run right out the gate of going live and when the promotion ended you see a sharp decline in sales followed by a leveling off of consistent organic/PPC sales.

This is a healthy looking example of a listing converting on its own after promotion period ended and being able to stand on its own two feet going into Phase 3 and 4.

Illustration of the promotional period ending at a healthy stage. Sales can hold their own

As a rule of thumb you want at least a ratio of **promotional sales to organic sales to be 2 real sales to 1 promotional sale** by the end of week 4-5. Ideally, the sales trend after running promotions should remain relatively flat or have a slight increase as shown in illustration above.
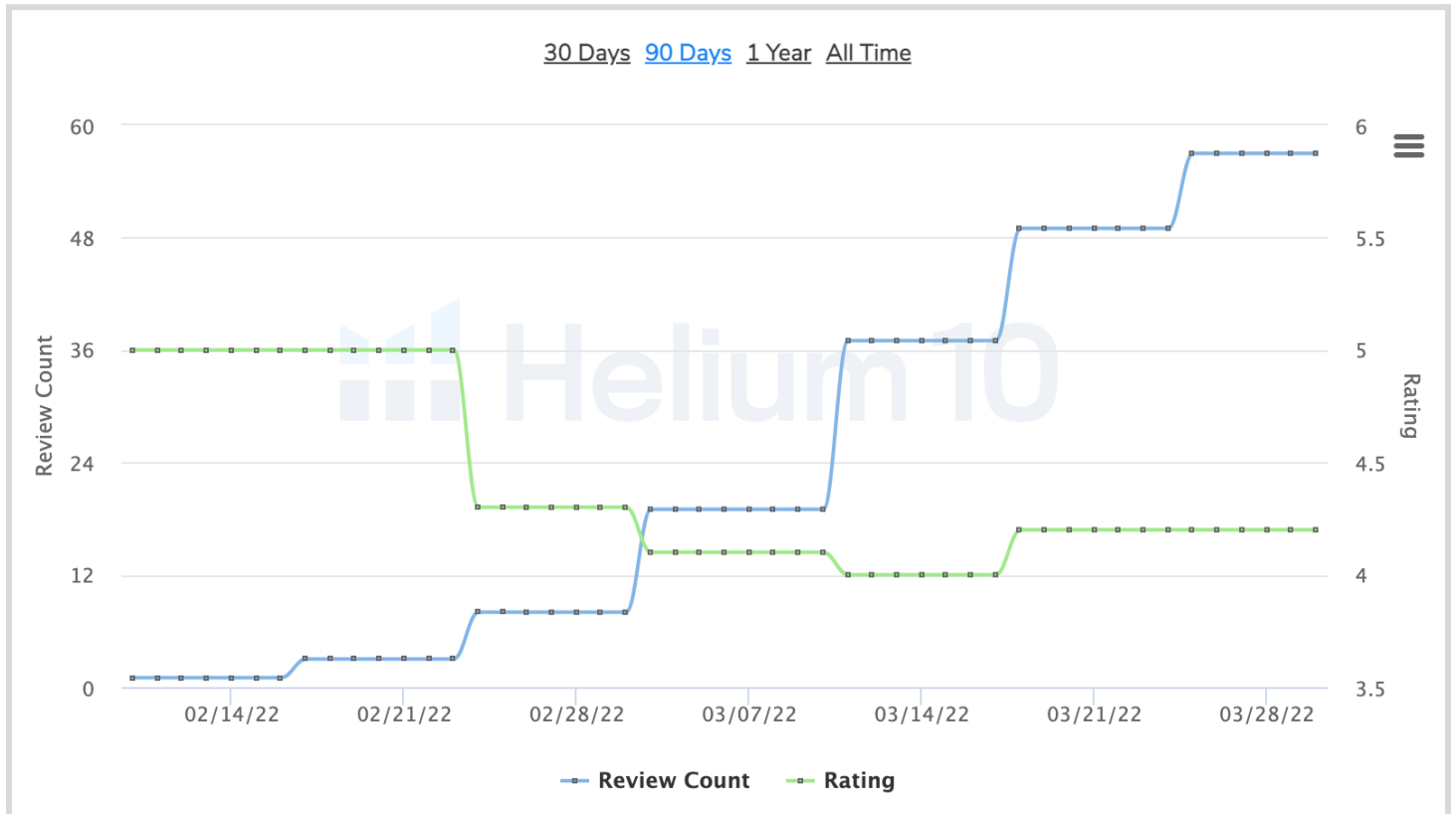
Ratings

Your goal is to achieve at least 20 to 25 ratings by the end of this period while maintaining a star rating of 4.5 to 5.0

Continuing to focus on getting ratings should be a top focus for this phase. As stated earlier, Amazon does monitor the velocity of ratings.

This is a real launch which has a healthy review rate during the initial 6 weeks of launch.

Real Illustration of a healthy Ratings and Review Counts During Product Launch

Reviews

If you used a 3P service to attain early ratings, then you should be transitioned to 100% organic review acquisition by the end of Phase 3 (week 7/8). Implement an email automation tool, such as Helium10, that will request reviews automatically going forward. Keep an eye on your review velocity. From the close of the honeymoon period Amazon begins to watch this much more closely. Continue to look for ways to get customer videos and images uploaded to listing

Pricing

If your number of ratings are above 20 to 25 and your reviews are 4.5 - 5 stars, then you can begin to increase the price by 5% two to three times per week. Monitor the conversion rates and sales closely and if you see it dip or stall, then stop or reverse the price back. Let sales be the guide. Allow 2-3 days of data between price increases.

PPC Targeting

For keyword targeting, continue to widen your targeting with a third wave of even longer tail and search terms. The targeting should continue to remain relevant.

Review the customer search terms from the research campaigns launched in phase 2 to identify any additional targets, words or phrases which are performing well. Move them into an exact campaign and negative match them across all your research campaigns. Monitor terms that are getting clicks with no sales, but at this point it's unlikely there will be more than a few, if any at all.

Monitor the product targeting closely and pause any targets which are getting high clicks with zero sales or have an ACOS which is above your target ACOS for this phase.

Metrics

Budget

Budget should remain steady based on what you planned. Adjustments should be made by monitoring the current spend on campaigns and how they are performing, which should now start to shift away from click and order volume into conversion rate and ACOS. Budget should be moved to the campaigns showing the greatest potential on conversions.

Traffic

During phase 3, the most important metrics continue to be ratings and reviews and social proof.

TACOS

You should start to reduce your target ACOS toward the second half of this phase, if your rating count is being achieved.

As a general benchmark you should lower your target acos by no more than 10% to 15% for any week.

> **Example:** Current Target ACOS of 120% x 85% = New Target ACOS of 102%

Large reductions in your Target ACOS that are done too frequently can result in keywords losing their impressions. As you're making adjustments to your target ACOS, monitor impressions at the keyword level to ensure that they are not dropping off too quickly. If you do see a significant decrease, then modify the keyword bid back up.

Continue to monitor and pause targets getting high clicks with zero orders. For targets with orders, review the ACOS and if the ACOS is significantly higher than the target ACOS, then reduce the bids or assess if they are in fact relevant (pause if not).

This analysis can be subjective based on each product, since targets may not perform due to the lower count of ratings or low star ratings. Use your judgment on how to treat them based on your situation.

Conversion Rates

Conversion rates should start to rise throughout this period as more and more ratings come in. If ratings are slow to come in then be patient around expectations on seeing the conversion rates increase and how long this phase should last.

When ratings do come in and your product is at 4 stars or below, then work on the star rating should be a primary focus.

Organic Rank

Continue to monitor rank regularly to ensure you're maintaining a top position organically for your most relevant keywords. For keywords which are losing their rank position, then consider adjusting the bid or placement multiplier. Use the campaign stats on placements to confirm what should be changed.

Your ranking should be on page 1 for all root keywords, with at least 75% of them being in the top 10 position. If they are not then you did not take full advantage of the honeymoon period.

⬍ Search Volume	⬍ CPR	⬍ Competing Products	Trend	⬍ Organic Rank	⬍ Sponsored Rank	Actions
14,568 📈	N/A	>60,000		5 -2	>96 -	📈 🗑 a
355,475 📈	N/A	>80,000		4 -	3 +2	📈 🗑 a
17,049 📈	N/A	>10,000		2 -	>96 -	📈 🗑 a
3,500 📈	N/A	>30,000		2 +1	>96 -	📈 🗑 a
37,243 📈	N/A	>60,000		7 -2	>96 -	📈 🗑 a
14,596 📈	N/A	>4,000		4 -	53 -1	📈 🗑 a
5,324 📈	N/A	>6,000		1 -	>96 -	📈 🗑 a
26,856 📈	N/A	>4,000		3 -2	2 -1	📈 🗑 a
9,585 📈	N/A	321		6 +1	3 -	📈 🗑 a

Phase 4: Launch Completion (Week 8+)

Focus

After Phase 3 you should have ample ratings, decent conversions, top 10 ranking on at least 75% of your root keywords and most importantly, a listing which has consistent and profitable daily sales

Consider relaunching the previous no/low performing keyword and product targets that makes sense as ratings are now above 25 to re-confirm their performance.

Pricing

As long as a healthy number of positive ratings are coming in and sales haven't slipped since during Phase 3 i would be focusing on getting to your full retail price. This price is defined as the highest price you can sell your product at without losing unit volume.

Metrics

Budget

Budget should remain steady based on what you planned. Adjustments should be made by monitoring the current spend on campaigns and how they are performing, which should now start to shift away from click and order volume into conversion rate and ACOS. Budget should be moved to the campaigns showing the greatest potential on conversions.

Traffic

During Phase 4, the most important metrics are conversion rates, ACOS and daily sales. No longer are you running things day by day but rather week to week trends.

TACOS

(coming soon)

Conversion Rates

By Phase 4 , as long as you're not running any promotions with high converting traffic, then what you see now is what you should expect going forward. TACOS should begin to show signs of break even or even profitability,

A healthy conversion rate for a consumable is different then one for a non-consumable. Customer LTV is a factor in anyone's decision on how much to spend to acquire a customer. Let's not assume we are categorizing your product as consumable or not consumable. And let's assume no brand searches are a factor. And of course by now you have little to no S&S's. So here is a metric we use to determine conversion rate benchmarks you can expect and shoot for during all phases of launch

Discounted Product Price	Non PPC Conversion Rate Benchmark for Phase 4			
	Phase 1	Phase 2	Phase 3	Phase 4 (price is increasing)
Up to $10	20%	20-30%	30-45%	40-60%
Up to $20	15%	15-25%	25-35%	30-50%
Up to $30	10-15%	15-20%	20-25%	25-35%
Up to $40	10%	15%	15-20%	20-25%

Product Launch Overview

Best Practices Guide

Product Launch Overview

Press `esc` to exit full screen

	Launch Month 1 (honeymoon)	**Grow** Months 2 and 3	**Profitability** Months 3 to 4+

1 — **2** — **3** — **∞**

	1	**2**	**3**	**∞**
Goals	• Confirm product indexing • Drive clicks, orders • Set high budget (short period)	• Drive clicks, orders • Rank on strategic keywords • Get 10+ reviews • Target ACOS: 3x to 5x ideal	• Drive impressions, clicks, orders • Ranking on strategic keywords • Reviews • Target ACOS: 2x to 4x ideal	• Clicks, orders • Ranking on strategic keywords • Reviews • Target ACOS: 1x to 1.5x ideal
Metrics	• Impressions, clicks, orders • KW rank	• Impressions, clicks, orders • Reviews, Ratings, KW rank • Spend versus budget • CVR, ACOS	• Impressions, clicks, orders • Reviews, Ratings, KW rank • Spend versus budget • CVR, ACOS	• Impressions, clicks, orders • KW rank • Spend versus budget • CVR, ACOS
Activities	• Target most relevant and highest search volume keywords (exact targeting) • Target like-kind competitor product listings (lowest ratings) • Define launch target acos	• Monitor and manage clear wasted spend • Launch broad, phrase and auto campaigns	• Monitor and manage clear wasted spend • Widen exact and ASIN targeting to longer tail Keywords and additional like-kind products • Validate listing copy with ppc keywords • Consideration of additional ad types including Sponsored Display and Sponsored Brands • Define break-even and profitability target acos	• Begin managing ACOS toward break-even and profitability target ACOS • Reviews should be self sustaining

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Appendix

Diagnostics

> **NOTE:** The following diagnostics should be considered during Phase 3

Problem: Low sessions

- ☐ **Ranking high on page 1 on all major, root keywords?**
  Tip: SFB Promotions, up your PPC bids,
- ☐ **Not enough large keywords exist that are relevant (low demand)?**
  Tip: Realize the product is a Low Benchmark product and don't over do your investment
- ☐ **Is PPC aggressive enough on all major, root search terms?**
  Tip: Did you do the 100% multiplier as discussed in Phase 1?
- ☐ **PPC running out of budget early in the day?**
  Tip: Increase budget and never run out during peak hours of 5-11pm
- ☐ **Price too high (considering you have low reviews)?**
  Tip: Lower price 5% every 2 days until sales pick up
- ☐ **Main listing image small or not standing out (gauge using mobile only)**
  Tip: Compare you main image with top 5 competitors and fix what doesn't hold up to theirs
- ☐ **Title missing keywords you should be ranked for?**
  Tip: Remove brand name and ensure the first 5 or so words perfectly describe your product while hitting on your highest search volume keywords. Example "joggers for women", "face wash for men", "dinosaur toy for boys 5-7"

Problem: Healthy sessions, low conversion rates

- ☐ **Low ratings (under 10)?**
  Tip: Keep working at it. Get more. Make this your focus every day
- ☐ **4 stars or less overall rating?**
  Tip: Get more!
- ☐ **Negative review at top?**
  Tip: Upvote any positive reviews you may have to replace it
- ☐ **Product images don't actually sell the product?**
  Tip: Show your listing to 3 family members and ask them what questions they are left with after reviewing all your listing's images. Family are the most honest. What questions they still have are likely what your images are missing. Get them fixed and back up with a very fast turnaround!
- ☐ **Product offering much lower than competitors (less quantity, size, etc)**
  This is a big miss this late in the game so all you can do is increase listing quality by making the brand look more high-end then its competitors. We usually solve this by really going hard on branding, colors and imaging. Looking very high-end can sway customers to you despite the value difference

About the Authors

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Ian is a serial entrepreneur who started his first business at 15 years of age. He started four businesses before the age of 21.

Ian sold his Amazon private label brand in 2017. During his PL journey, other sellers asked for help with their brands and business..

Ian now runs Bullseye Sellers Ecom Consulting, which has 20 staff and helps hundreds of sellers from first time product launches to 10 figures per year in sales.

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In 2018, Drew launched his own private label business focusing on Amazon. Since then he has launched two brands and manages a team at his Advertising Services Agency in partnership with Bullseye Sellers.

Drew Hart was a management consultant with 17 years of experience working on data and analytics projects across several industries including healthcare, retail, insurance, finance, telecom, transportation, and manufacturing.

Drew has worked with fortune 500 companies, middle market and startups. Drew founded three companies and successfully launched and exited several digital software products.

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