

Amazon Best In Class Product Launch

Launch

Month 1 and 2

Growth

Months 3

Profitability

Month 3 to 4+

1

2

3

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Goals

- Confirm product indexing
- Drive clicks, orders
- Over 5+ Reviews

- Drive clicks, orders
- Rank on strategic keywords, ideally in the top 25 positions organically
- Over 10+ Reviews

- Drive impressions, clicks, orders
- Begin ranking on longer tail keywords
- Continue to drive Reviews
- Begin to optimize for profitability

- Continue to drive clicks and orders
- Drive rank on keywords below a certain rank threshold
- Move to profitability

Metrics

- Impressions, clicks, orders, CTR
- Kw rank increasing
- Gain first critical reviews by driving orders through advertising

- Impressions, clicks, orders, CVR
- Continue to drive orders for Reviews
- Begin finding strong CVR targets to drive account performance

- Impressions, clicks, orders, CVR
- Kw rank increasing on long tail Kws
- Spend versus budget will be more considered.

- Impressions, clicks, orders, CVR
- Kw rank, Increasing/decreasing
- Spend versus budget will be more strict.

Key Activities

- Target most relevant and highest search volume keywords (exact targeting), Sponsored products only
- Target competitors that are most like launched product, products with lower rating
- Define Success metrics for launch, including expected reviews and ad budget
- Prepare contingency plan for different scenarios

- Begin to optimize clear poor performing targets
- Launch broad, phrase and auto campaigns to drive more traffic
- Continue to focus on Sponsored Products only
- Validate changes that may need to happen to product pages or offer

- Continue to optimize clear poor performing targets
- Launch long tail campaigns to drive incremental growth on lower competitive targets.
- Consider launching additional ad types including Sponsored Display and Sponsored Brands
- Define break-even and profitability targets

- Begin managing metrics to break-even and profitability targets
- Validate product pages and offering again to confirm if any additional changes can be made to help improve indexing, sales velocity, Conversion or click through rates.