

Ad-Scale Framework

A decision map for scaling Amazon PPC without losing profitability. Built for sellers who are ready to grow their ad investment but want a process, not guesswork.

5

SCALE STAGES

3

CAMPAIGN TYPES

1

CLEAR DECISION PATH

THE PROBLEM THIS SOLVES

Scaling PPC without a framework means spending more and earning less.

Sellers who try to scale Amazon ads without a process share a common pattern. They increase budgets, watch ACoS climb, panic, cut budgets, and end up back where they started. The cycle repeats.

The Ad-Scale Framework is a map. It defines five stages of PPC maturity. At each stage, you have a specific set of actions, thresholds, and decision rules. You move to the next stage only when the current one is stable.

Scale is earned, not bought. This framework makes the earning process repeatable.

THE FRAMEWORK MAP

Five stages from launch to scale

STAGE 01 Foundation	<p>Set up your auto campaign and two manual campaigns (broad and exact) for your primary keyword cluster. Budget: \$10 to \$20 per day per product. Goal is data collection, not profitability. Let campaigns run for 14 days before touching bids.</p> <p>Auto Campaign Broad Match Exact Match 14-Day Data Window</p>
STAGE 02 Pruning	<p>Download your search term report. Move converting terms from broad and auto into exact match. Negative out irrelevant terms and any search term with 10 or more clicks and zero purchases. This phase typically runs weeks 3 through 6. Do not increase budget before completing it.</p> <p>Search Term Report Negative Keywords Exact Match Migration</p>
STAGE 03 Efficiency	<p>ACoS should be trending downward by now. If it is not, the listing needs work before budget increases will help. Once ACoS reaches your target range, increase daily budgets by 20% increments only. If conversion rate holds, the increase is working.</p> <p>Bid Optimization 20% Budget Increments Conversion Rate Watch</p>
STAGE 04 Expansion	<p>Once your core campaigns are profitable and stable, open competitor targeting and Sponsored Brand campaigns if you have Brand Registry. Add longtail keyword campaigns. This is where TACoS starts to fall as organic rank builds under your growing ad footprint.</p> <p>Competitor ASIN Targeting Sponsored Brands Longtail Campaigns TACoS Tracking</p>

STAGE 05

Scale

At scale, your ad structure runs on a maintenance cadence rather than a build cadence. Weekly bid reviews, monthly negative keyword audits, quarterly campaign restructuring. TACoS is your primary health metric at this stage, not ACoS.

Maintenance Cadence TACoS Primary Metric Velocity-Based Budget

DECISION RULES

When to move forward. When to hold. When to cut.

The framework only works if you follow its decision rules. These are not suggestions. They are the guardrails that keep your scaling from becoming spending.

SITUATION	ACTION
ACoS above 50% after 4 weeks	Audit listing conversion rate first. If conversion rate is below 8%, the listing is the problem. Fix copy and images before returning to bids.
High impressions, low CTR	Your main image or title does not match buyer intent for that keyword. Test a new main image or create a campaign targeting a keyword set that fits your current image better.
Good CTR, low conversion rate	Buyers click but do not buy. Check what competitors at your price point have that you do not. Usually it is more images, stronger social proof, or A+ Content.
Keyword: 10 clicks, zero orders	Negative it out of auto and broad campaigns immediately. Ten clicks with no orders is a clear enough signal. Do not wait for more data.
Budget running out before noon	Check if your ACoS is at target first. If yes, increase by 20%. If ACoS is above target, fix bids before any budget increase.
ACoS under 20%, campaigns profitable	Increase bids on your top 5 converting keywords by 10 to 15%. You are leaving rank on the table. More aggressive bids at this ACoS level grow velocity and organic position simultaneously.
TACoS above 20% at Stage 4 or 5	Check if your bestseller rank is improving. If BSR is flat despite strong ad spend, your category competition may require a listing or price review before further scaling.

BID STRATEGY

How to set, adjust, and protect your bids

Most sellers set bids at Amazon's suggested bid and leave them alone. That approach wastes budget on low-intent placements and underbids on high-converting ones. Bid strategy requires consistent attention.

01 Starting Bids

For a new campaign, start at Amazon's suggested bid for broad and auto. For exact match campaigns on proven converters, bid 10 to 20% above suggested. Underbidding exact match on your best keywords saves budget in the short term and costs rank in the long term.

02 Bid Adjustments

Only adjust bids on keywords with enough data. Ten clicks is the minimum. Increase bids by 10 to 20% on keywords converting at or below your target ACoS. Decrease by 10 to 20% on keywords above target. Never adjust the same keyword twice in the same week.

03 Placement Bid Modifiers

Top of Search placements typically convert better than product pages or Rest of Search. Test a 25 to 50% modifier on Top of Search for your best exact match campaigns. Watch conversion rate by placement before committing to higher modifiers.

04 Dynamic Bidding Settings

Use Down Only for new campaigns and campaigns with above-target ACoS. Use Up and Down only when a campaign is proven and you want to compete aggressively for top placements. Fixed bids are best suited for defensive campaigns where cost control matters more than position.

IMPORTANT BOUNDARIES

What this framework does not do

This framework covers PPC structure and scaling decisions for Sponsored Products. It does not cover listing creation, pricing strategy, inventory management, Sponsored Display, or DSP. Those require separate strategy work and are addressed in the Scale Blueprint and Performance Auditor.

In Scope

Sponsored Products campaign structure, bid strategy, keyword management, budget scaling, TACoS tracking, and competitive targeting.

Out of Scope

Sponsored Display, DSP, external traffic, video ads, listing creation, product selection, pricing, and inventory.

If you are at Stage 3 or above and want to review your campaign structure with someone who has managed Amazon PPC for over eight years, **Advertpreneur offers account audits and ongoing PPC management**. Contact us at advertpreneur.com.

QUICK REFERENCE

The rules in one place

- [] Never increase budget before your ACoS is at or near target
- [] Move to the next stage only when the current stage is stable for two or more weeks
- [] Negative out any keyword with 10 clicks and zero orders, no exceptions
- [] Adjust bids a maximum of once per week per keyword
- [] Track TACoS monthly, not daily. It moves slowly by design
- [] Use Down Only dynamic bidding for new campaigns until they prove themselves
- [] Keep ad groups to 10 keywords or fewer for clean performance data
- [] Run defensive campaigns on your own brand terms and ASINs at all times
- [] Review your search term report every week without exception