

amazon ads

Pre-Checklist

+ workbook

A guide to get you
prepared for a successful
launch on Amazon Ads

1

Account & Brand Setup

Professional Seller Account Activated

Ads require a Professional Selling plan. Sellers with an individual seller plan are not able to run Amazon ads.



Workbook prompt:

- What is your monthly revenue goal?
- Does your pricing model support the \$39.99/month Pro plan?



[Setup your Seller Account on Amazon »](#)

Brand Registered via Amazon Brand Registry

Required to access Sponsored Brands, A+ Content, Brand Analytics, and Sponsored Display.



Workbook prompt:

- Is your trademark registered?
- Have you submitted your brand for registry approval?



[Enroll your brand on Amazon Brand Registry »](#)

Valid Payment & Deposit Methods

You must have an active payment method on file for ad billing.



[Billing settings help »](#)

2

Product Listings Optimization

Keyword-Optimized Product Title

Must include primary keyword, product type, and differentiators.

💡 Best Practice: Format = Brand + Keyword + Feature + Size/Color



Workbook prompt:

- What is your top-performing search term?
- After adding your priority keywords, what is your differentiating factor?



[Title Guidelines »](#)

Images: Main, Lifestyle, Infographic

Minimum of 5 high-res images with white background + lifestyle & explainer graphics. Infographics are strongly recommended.



Workbook prompt:

- Do your images demonstrate scale, usage, and key benefits?



[Image standards »](#)

Bullet Points & Description Optimized

Highlight value props, features, and benefits with clear formatting.



Workbook prompt:

- What are your 3 most compelling benefits vs. your competitors?
- Does the description include emotional and functional copy?

A+ Content Enabled (if Brand Registered)

Visual storytelling for enhanced conversion..



Workbook prompt:

Have you created 1–2 custom modules to visually explain your brand story or product advantage?



[Build A+ Content »](#)

Video Added to Listing (if eligible)

Increases trust and time-on-page.



Workbook prompt:

- Have you filmed a short explainer or unboxing?
- Is your logo present in the first 3 seconds?



[Video guidelines »](#)

3

Reviews & Social Proof

3+ Customer Reviews & 3.5+ Star Rating

Essential for conversion—ads with poor social proof underperform.



Workbook prompt:

- Have you enrolled in Amazon Vine or used “Request a Review”?
- Are you tracking negative feedback for common themes? Yes No



[Amazon Vine »](#)

4

Performance Health & Buyability

In-Stock Inventory & Restock Plan

Ad traffic will be wasted if you run out of stock.



Workbook prompt:

- What is your average daily unit velocity?
- Do you have 30–45 days of inventory to support increased sales?



[Inventory Health »](#)

Buy Box Eligible (For Resellers)

Sponsored Products only show if you own the Buy Box.



Workbook prompt:

- Do you win the Buy Box more than 80% of the time? Yes No



[Buy Box eligibility »](#)

Prime Badge Available (FBA or SFP)

Conversion rates are significantly higher for Prime-eligible products.

Conversion Rate \geq 10% (target benchmark)

Ensure listings convert before sending ad traffic.



Workbook prompt:

- What is your current unit session percentage?
- Have you A/B tested images, titles, or pricing?

5

Keyword & Competitive Research

Top Keywords Identified (Primary, Long-tail, Branded)

Use keyword tools like Helium 10, Data Dive, or Amazon's Brand Analytics.



Workbook prompt:

- What are your top 10 converting keywords by competitor ASINs?



[Amazon Brand Analytics »](#)

Negative Keywords Prepped

Plan to exclude irrelevant searches that waste ad spend. Use ChatGPT or other sources to create a comprehensive negative keyword list.



Workbook prompt:

- What searches would attract the wrong shopper?
- Have you defined negative exact terms (e.g., "free", "replacement part")?



[How to use negative keywords »](#)

Budgeting

Know the numbers your business will benefit from.



Workbook prompt:

- What is your average profit per unit?
- What is your breakeven ACOS?
- How many units can you afford to sell at breakeven for ranking?

Target TACOS Strategy (Total Advertising Cost of Sale)



Workbook prompt:

- What is your goal over time: awareness, ranking, profitability?
- Do you plan to reduce spend as organic rank increases?

Suggested TACOS Timeline:

- Launch: 15–25%
- Month 2–3: 10–15%
- Mature campaigns: 5–10%

6

Analytics & Conversion Tracking

Amazon Attribution Set Up (if driving outside traffic)

Track impact from influencers, social, email, etc.



[Amazon Attribution »](#)

Define KPIs & Reporting Cadence



Workbook prompt:

- Which KPIs matter most (ACOS, ROAS, TACOS, CVR, CTR)?
- Will you track performance daily, weekly, or monthly?

Customer Service & Message Response Plan

Amazon penalizes slow message responses.



Workbook prompt:

- Do you have a 24-hour response plan in place?
- Who handles refunds, complaints, and review follow-ups?

Replenishment Strategy for Ads



Workbook prompt:

- Can your inventory system project sell-through rates from ads?

Promotions & Coupons Prepped

Boost conversion with limited-time offers or coupons.

Workbook prompt:

- Do you have a \$ or % discount campaign ready for launch week?

Need More Help?

For specific guidance and questions, [reach out to Logical Position](#)