SimpleLifeCalc.com

SIMPLE ADVERTISING PLANNING WORKBOOK

Amazon PPC Budget Worksheet

Plan, track, and optimize your Amazon ad spend with confidence — so every dollar works harder and nothing gets wasted.

- ✓ Set a clear PPC budget you will not overspend
- ✓ Track ACOS, ROAS, and profit the simple way
- ✓ Spot winning keywords and cut the money-losing ones
- ✓ Beginner-friendly math — no spreadsheets required

Built for beginner sellers, private label sellers, and Amazon brand owners

Created by SimpleLifeCalc.com

YOUR WORKBOOK

What's Inside

PPC can feel like throwing money into a black box. This workbook turns it into a clear plan: set a budget, run smart campaigns, track the numbers, and cut what does not work.

HOW TO USE THIS Set your budget once, plan your campaigns, then update the weekly tracker every Monday. Review monthly and cut what loses money. Small, regular check-ins keep your ad spend under control.

READ FIRST
01

LEARN & PLAN

Understanding Amazon PPC Basics

PPC stands for **Pay-Per-Click**. You only pay when a shopper clicks your ad. On Amazon, ads put your product near the top of search results, so new listings get seen before they have the reviews to rank on their own.

WHY THIS MATTERS Almost nothing sells at volume on Amazon without ads, especially at launch. But PPC can also drain cash fast. The goal is simple: **spend on what sells, stop spending on what does not.**

The words you will use most:

ACOS

Advertising Cost of Sale. Ad spend ÷ ad sales, as a %. **Lower is better.**

ROAS

Return on Ad Spend. Ad sales ÷ ad spend. **Higher is better.**

CTR

Click-Through Rate. Clicks ÷ impressions, as a %. Shows if your ad grabs attention.

Impressions

How many times your ad was shown. Clicks are how many people tapped it.

ADHD-FRIENDLY TIP Do not try to master everything at once. Start with one number: **ACOS**. If a campaign's ACOS is lower than your profit margin, it is making money. That single check goes a long way.

CALCULATORS The **Amazon PPC Calculator** on SimpleLifeCalc.com works out ACOS, ROAS, and break-even ACOS for you — so you can focus on decisions, not arithmetic.

STEP 1
02

LEARN & PLAN

PPC Goal Setting Worksheet

Know what you want from your ads before you spend a dollar.

Campaign objective — circle one:

Launch / visibility   Grow sales   Maximize profit

Launch goals accept a higher ACOS to gain ranking. Profit goals demand a lower ACOS.

Target sales from ads (units or $)	________
Target profit from advertised sales	$ ________
Target advertising spend (budget)	$ ________
Target ACOS	________ %

Success metrics (how will I know this is working? e.g. ACOS under target, more ranking):

____

____

WHY THIS MATTERS Ads with no goal are just spending. A clear objective tells you whether a high ACOS is a problem (profit goal) or totally fine (launch goal). Same number, different meaning.

STEP 2
03

LEARN & PLAN

Advertising Budget Planner

Decide your spend once, then break it down so you never blow past it.

MONTHLY BUDGET	WEEKLY BUDGET	DAILY BUDGET	CONTINGENCY
$ ________	$ ________	$ ________	$ ________

Weekly = monthly ÷ 4 · Daily = monthly ÷ 30

Contingency is a small reserve (about 10–15% of your monthly budget) for testing new keywords or scaling a winner mid-month.

BEGINNER-FRIENDLY EXAMPLE Monthly budget $600: weekly = $600 ÷ 4 = **$150**, daily = $600 ÷ 30 = **$20**. Set a contingency of about $60–$90 on top for testing.

WHY THIS MATTERS A monthly number is easy to overshoot. Breaking it into a daily limit keeps spending steady and predictable — you will know on day 10 if you are burning too fast.

How much of my total budget feels safe to spend on ads right now?

STEP 3
04

BUILD CAMPAIGNS

Campaign Planning Worksheet

Plan each campaign on paper first. Clear structure beats guessing in the ad console.

Campaign Name	Advertised Product	Campaign Type	Budget ($)	Objective

CAMPAIGN TYPES, SIMPLY **Sponsored Products** promote one listing (best for beginners). **Sponsored Brands** promote your brand and several products. **Auto** lets Amazon pick keywords; **Manual** means you choose them.

WHY THIS MATTERS A simple, named structure (for example: “Auto – Discovery” and “Manual – Exact Winners”) makes it obvious which campaign does what — and which to scale or pause later.

My first campaign to launch, and why:

STEP 4
05

BUILD CAMPAIGNS

Keyword Research Worksheet

The right keywords are where good PPC starts. Score each one before you bid.

Keyword	Search Intent	Relevance 1–5	Competition	Notes

QUICK TIP **Search intent** = is the shopper ready to buy? “stainless steel garlic press” (high intent) beats “kitchen gadgets” (just browsing). **Relevance** = how closely the keyword matches your exact product.

WHY THIS MATTERS High-relevance, high-intent keywords convert clicks into sales, which lowers your ACOS. Bidding on loosely related keywords is the fastest way to waste ad spend.

My top 3 keywords to bid on first:

STEP 5
06

BUILD CAMPAIGNS

PPC Budget Allocation

Split your monthly budget across match types so it is balanced, not random.

Total monthly PPC budget: $ ________

Budget Bucket	Suggested Share	My Budget ($)
Exact match (proven winners)	~35%	
Phrase match (close variations)	~20%	
Broad match (wide reach)	~15%	
Product targeting (competitor listings)	~15%	
Testing budget (new keywords)	~15%	
TOTAL (should equal your budget)		

QUICK TIP The shares are a starting point, not a rule. As you learn what works, move more budget into **exact match winners** and trim the rest.

WHY THIS MATTERS Putting all your budget into broad match (the widest, least targeted type) is a common cash drain. A balanced split protects you while you discover what converts.

STEP 6
07

TRACK PERFORMANCE

Weekly PPC Tracking Sheet

A 5-minute Monday habit. Log the numbers and watch the trend.

Month / campaign: ____________________

Week	Impressions	Clicks	CTR (%)	Spend ($)	Orders	Revenue ($)
Week 1						
Week 2						
Week 3						
Week 4						
Total						

CTR = (clicks ÷ impressions) × 100

QUICK TIP Watch the trend, not one day. Rising clicks with flat orders means your keywords or listing need work. Steady orders with falling spend means things are improving.

STEP 7
08

TRACK PERFORMANCE

Monthly PPC Performance Tracker

Zoom out once a month to see the big picture across all campaigns.

Month	Total Spend ($)	Total Sales ($)	ACOS (%)	ROAS	Profit Impact ($)

Lessons learned this month (what worked, what did not):

CALCULATORS Turn ad sales into real profit with the **Amazon FBA Profit Calculator** and **Amazon ROI Calculator** on SimpleLifeCalc.com. They show whether your advertised sales actually pay off after all costs.

STEP 8
09

TRACK PERFORMANCE

ACOS & ROAS Analysis

The two numbers that tell you if your ads make money. Easy once you see them.

Advertising spend	$ ________
Attributed sales (from those ads)	$ ________
ACOS = (spend ÷ sales) × 100	________ %
ROAS = sales ÷ spend	________

BEGINNER-FRIENDLY EXAMPLE Spent $100 on ads, earned $400 in ad sales. ACOS = (100 ÷ 400) × 100 = **25%**. ROAS = 400 ÷ 100 = **4** (you made $4 for every $1 spent).

THE ONE RULE TO REMEMBER Compare your ACOS to your profit margin. If **ACOS is lower than your margin**, the ads are profitable. If ACOS is higher, you are paying to lose money — fix or pause it.

My profit margin (break-even ACOS): ________ %

Profitability review — are my ads making or losing money? What will I change?

CALCULATOR The **Amazon PPC Calculator** on SimpleLifeCalc.com computes ACOS, ROAS, and your break-even ACOS instantly — no manual math needed.

STEP 9
10

OPTIMIZE & REVIEW

PPC Optimization Checklist

Run through this every week or two. Small tweaks add up to big savings.

- [ ] **Pause poor performers.** Turn off keywords with lots of clicks and spend but no (or very few) sales.
- [ ] **Increase winning keywords.** Raise bids or budget on keywords with low ACOS and steady orders.
- [ ] **Review bids.** Lower bids on high-ACOS keywords; nudge up bids on profitable ones.
- [ ] **Review search terms.** Add irrelevant terms as negative keywords so you stop paying for bad clicks.
- [ ] **Harvest new keywords.** Move search terms that converted well into their own exact-match campaign.
- [ ] **Optimize product listings.** Better images, title, and reviews lift conversion — which lowers ACOS for free.
- [ ] **Check budget pacing.** Are campaigns running out of budget early, or barely spending? Adjust.
- [ ] **Confirm profitability.** Is each campaign's ACOS still below your break-even? Re-check with the calculators.

WHY THIS MATTERS Optimization is where the money is saved. The same budget, cleaned up every couple of weeks, produces far more sales than a “set and forget” account that quietly bleeds cash.

One change I will make this week:

AVOID
!

OPTIMIZE & REVIEW

Common PPC Mistakes

Dodge these and you will save real money in your first month.

1. **Set and forget.** Ads need regular check-ins. An unmanaged account quietly wastes money on losing keywords.
2. **Judging too soon.** Pausing a keyword after two clicks tells you nothing. Give campaigns enough clicks to learn from.
3. **Ignoring ACOS vs margin.** A 30% ACOS is great if your margin is 40%, and terrible if it is 20%. Always compare the two.
4. **No negative keywords.** Without them you keep paying for irrelevant clicks that never convert.
5. **Bidding on everything.** Broad, loosely related keywords drain budget. Focus on relevant, high-intent terms.
6. **Advertising a weak listing.** Ads send traffic, but poor photos or no reviews mean clicks do not convert. Fix the listing first.
7. **No daily budget cap.** Without limits, a single popular keyword can burn your whole budget in a day.
8. **Chasing a 0% ACOS.** Some ad spend is the cost of growth and ranking. Aim for profitable, not zero.
9. **Not tracking at all.** If you do not log the numbers, you cannot tell winners from losers. The weekly sheet fixes this.

ENCOURAGEMENT Every seller wastes a little ad spend learning the ropes — it is normal. What matters is checking your numbers and adjusting. You are already doing exactly that.

STEP 10

11

OPTIMIZE & REVIEW

Monthly Review Worksheet

Once a month, decide where the money goes next based on what you learned.

Review month: ____________________ **Total ad spend:** $ ________

Best-performing campaigns (low ACOS, strong sales) — what will I scale?

Worst-performing campaigns (high ACOS, weak sales) — what will I pause or fix?

Budget adjustments for next month (move money from losers to winners):

Next month's top priorities:

QUICK TIP The simplest winning move in PPC: each month, shift budget away from the campaigns losing money and toward the ones making it. Repeat. That alone beats most sellers.

STEP 11
12

OPTIMIZE & REVIEW

Winning Keyword Tracker

List your keywords side-by-side and let the numbers tell you which to keep, pause, or scale.

Pull these figures from your campaign reports, then mark each keyword **Keep**, **Pause**, or **Scale**.

Keyword	Clicks	Sales	Ad Spend ($)	ACOS (%)	ROAS	Keep / Pause / Scale

How to identify a winning keyword

Look at three things together: a **low ACOS** (below your break-even), a **high ROAS**, and **steady sales** from real clicks. A keyword that spends a lot but rarely sells is a loser, even if it gets clicks. Use the simple actions below.

Scale = winner | Keep = steady | Pause = loser

SCALE	Low ACOS, strong ROAS, steady sales — raise the bid or budget to get more.
KEEP	Profitable but steady — leave it running and check again next review.
PAUSE	High ACOS or lots of spend and clicks with few or no sales — turn it off.

QUICK TIP Give a keyword enough clicks before you judge it — a couple of clicks is not enough data. Once a winner is clear, scaling it is the fastest way to grow profitable sales.

FINISH
13

OPTIMIZE & REVIEW

Final Advertising Action Plan

Your simple PPC improvement strategy on one page. Clear and doable.

Monthly PPC budget: $ ____________

Target ACOS: ____________ %

Weekly check-in day: ____________________________

Review date: __________________

My PPC routine — tick what I will commit to:

- ☐ **Weekly:** log numbers in the tracker and check budget pacing.
- ☐ **Weekly:** pause clear losers, nudge up clear winners.
- ☐ **Monthly:** review ACOS/ROAS and shift budget to winners.
- ☐ **Every change:** confirm profitability with the SimpleLifeCalc.com calculators.

My next 3 action steps (start this week):

1. ____
2. ____
3. ____

BEFORE YOU COMMIT Confirm the numbers with the **Amazon PPC Calculator**, **FBA Profit Calculator**, **FBA Fee Calculator**, and **ROI Calculator** on SimpleLifeCalc.com. Ads built on real numbers stop being a gamble.

Spend with a plan, track what matters, cut what loses. You have got this. — SimpleLifeCalc.com