MBS Amazon Advertising Tool Allows Auto Campaign Pause And Boost

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The MBS Amazon Advertising tool provides a feature for automatically pausing and boosting keyword campaigns. Users are able to schedule windows for specific keywords, and have the system automatically either pause the campaign during that period, or boost the ad spend. Boost options include raising the bid by a percentage, by an amount, or setting the bid to a specified amount. This flexibility allows the user to predefine bids for varying periods, when it may be advantageous to pause or adjust the bid. The MBS tool eliminates the need to do this manually.

?The same bid amounts don?t apply at all times,? says ManageByStats CEO, Philip Jepsen. ?With our ads scheduling tool the user can set bid options ahead of time, and let the system automatically make the adjustments to take advantage of peak ad times -- or pause when demand is low.?

The MBS Advertising tool provides multiple features for managing Amazon ads. The goal of successful Amazon ads is not just increased sales, but the boosting of organic search results, which helps rank on Amazon. The MBS tool does this by allowing users to easily review and make changes to Campaigns, Ad Groups, Ads and Keywords, which then update Seller Central immediately.

?Set your advertising target -- what you?d like it to get to -- and we?ll show you how much you?re gaining or losing compared to that,? says Mister Jepsen. ?If you sell items on Amazon in more than one market, or manage more than one brand, you need to manage your Amazon ads for all of them. MBS has you covered.?

For more on the MBS Advertising tool, please visit the ManageByStats site or contact the company directly. If interested parties have further questions, ManageByStats may be contacted directly by email.
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ManageByStats

ManageByStats.com is a software platform built by Amazon Sellers, for Amazon Sellers, to provide functions not provided well by Amazon or other services, including product sales performance graphs displayed by Brand, Product Line and individual Products.

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