



Manage By Stats

ManageByStats Releases Amazon Bid Optimization Strategies

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As the first video in a new series of regular training videos announced last week, ManageByStats has released Bid Optimization Strategies for 2021 on their YouTube channel. This video shows Amazon sellers how to optimize advertising bids, as well as how to do so using MBS, along with strategies on when to increase and decrease bids. The purpose of these videos is to provide how-to training and insight for selling on Amazon.

“There are so many techniques for selling on Amazon,” says MBS CEO, Philip Jepsen. “As well as so many areas to know. Running an Amazon business encompasses all areas of online retail, and our video training series aims to address these areas, each in turn, providing a library of references.”

Amazon Advertising, or Pay Per Click, has become a key part of running any successful Amazon business. Creating and running successful campaigns is vital to product sales, and optimization of the bids that are placed requires knowledge of many facets of the advertising model. The first training video covers this important aspect, and the MBS Video Channel will be the site for more in this video series.

?This week?s video covered bid optimization, a key part of advertising on Amazon,? says Mister Jepsen. ?Knowing how to make these dynamic adjustments to your bidding strategy keeps you ahead of the competition, and your product sales on the rise.?

For more info on this weekly MBS training, 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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