Re: Ad changes, 28 Oct 2026 ／ 回覆：10/28 廣告調整

Hi Anne,

Thank you, this is very clear. We checked every item against the Ads API. Your figures hold, and all three changes (A1–A3) stay in place. We have also added these targets to a permanent list that our automation will not change.

謝謝您，說明得很清楚。我們已用 Ads API 逐項核對，您的數字都成立，三項調整（A1–A3）全部保留。這些投放也已加入永久清單，自動化不會再調整。

On targets: understood, your ACOS figures (sunglasses UK 45%, DE 50%; straps DE 42%) are a break-even guide, not a hard target. We will keep 25% TACOS per product group as the overall direction and use your guide at the ad level. Where an ad has orders and its ACOS is within your guide, we will not lower its bid to the point where it stops delivering. If it needs to become more efficient, we will use placement adjustments and small steps instead.

關於目標：了解，您提到的 ACOS 數字（太陽眼鏡英國 45%、德國 50%；眼鏡繩德國 42%）是損益平衡參考，不是硬性目標。我們會繼續以各產品分組 TACOS 25% 作為整體方向，並在單一廣告層級參考您的數字。有訂單且 ACOS 在參考值內的廣告，我們不會把出價降到停止曝光；需要提高效率時，改用版位調整與小幅調整。

A1. DE | SB Sonnenbrille klar: €0.45, top of search +35%

Agreed. Our figures match yours: all 6 orders came from top of search at 22% ACOS, and rest of search had no orders. The 18 Oct cut was made by our automation. It judged the ad on recent days whose SB orders had not yet been fully reported. This is the same issue we fixed on 27 Oct, so it will not happen again.

同意。我們的數字與您一致：6 筆訂單全部來自搜尋結果頂部，ACOS 22%；其餘搜尋結果沒有訂單。10/18 的調降是我們的自動化執行的，當時用了 SB 訂單還沒回報完整的近期資料來判斷。這正是我們 10/27 修正的問題，之後不會再發生。

A2. DE | StrapNylon (product target b09ztm86xp): back to €0.73

Agreed. Before 22 Sep the target sold at about 44–46% ACOS. One clarification: from 22 Sep to 22 Oct the campaign was paused because the straps were out of stock, so the low delivery in that period was not caused by the bid. Since the restart on 23 Oct, however, €0.33 had no impressions at all, so €0.73 is the right level to ramp up again.

同意。9/22 之前這個投放的 ACOS 約 44–46%。補充一點：9/22 到 10/22 因為缺貨，整支活動處於暫停，那段期間曝光少不是出價造成的。不過 10/23 恢復投放後，€0.33 完全沒有曝光，所以 €0.73 是重新拉量的合適水準。

A3. DE | Avento Auto A2_BIDHI: lower base bid, +40% on search

Agreed. Our figures match: all 10 orders came from rest of search, and product pages took about 35% of spend with no orders. Two things still reach product pages above €0.60: the complements target at €0.72, and the campaign's +25% audience adjustment. If you want product pages fully capped, we suggest also lowering complements to €0.60.

同意。我們的數字一致：10 筆訂單全部來自其餘搜尋結果，商品頁面約佔花費 35%、沒有訂單。目前仍有兩處會讓商品頁面出價超過 €0.60：complements 投放出價 €0.72，以及活動本身的受眾加價 +25%。如果希望商品頁面完全封頂，建議 complements 也調到 €0.60。

B1. DE | Avento Auto 0.58 A1: paused on 28 Oct

Agreed, and your figures match exactly (165 clicks, 3 orders, 112% ACOS). There is one more reason. This campaign advertises the Red Avento (B07G8SL62W), which A3 also advertises. After your A3 change, B1's €0.70 loose-match bid was higher than A3's on product pages, so Red's product-page traffic would likely have moved to B1. With B1 paused, that traffic stays where you capped it.

同意，您的數字完全一致（165 次點擊、3 筆訂單、ACOS 112%）。另外還有一個原因：這支活動投放紅色 Avento（B07G8SL62W），A3 也投放同一款。您調整 A3 之後，B1 的 loose-match €0.70 在商品頁面上比 A3 高，紅色款的商品頁面流量很可能會轉到 B1。B1 已於 10/28 暫停，這部分流量會維持在您封頂的範圍內。

B2. DE | skibrille

We would rather not add it. Our DE catalogue has no ski goggles, and shoppers searching "skibrille" are mostly looking for goggles. Over the past 12 months, "skibrille herren" had 8,904 purchases on Amazon, and only 4 of them were ours. Our earlier "skibrille" keywords are archived, and the recent clicks we paid for from this term had no orders. A closer fit is "ski sonnenbrille", where we already get some clicks and a few sales; we can give it its own keyword if you agree.

我們傾向不加入。德國站沒有滑雪護目鏡商品，搜尋「skibrille」的買家多半在找護目鏡。過去 12 個月，「skibrille herren」在 Amazon 上有 8,904 筆購買，其中我們只有 4 筆；之前建過的「skibrille」關鍵字已封存，近期這個詞帶來的付費點擊也沒有訂單。比較貼近的是「ski sonnenbrille」，我們在這個詞已有少量點擊與成交；如果您同意，可以為它單獨建立關鍵字。

Next review: 10 Nov, together with the items from your 27 Oct review.

下次檢視：11/10，與您 10/27 審查的項目一起檢視。

Best regards, Eric