

Re: Ad changes, 27 Oct 2026 / 回覆： 10/27 廣告調整審查

Hi Anne,

Thank you for the detailed review. All six of your bid changes stay in place, and our automation will not override them.

感謝您詳細的審查。您調整的六筆出價全部保留，我們的自動化不會覆蓋。

One point on targets first, because it shapes everything below. For UK and DE we optimise to TACOS 25% (ad spend ÷ total sales), measured per product group over 30 days. We do not use ACOS 45% (UK) or 50% (DE) as targets. The 30-day group TACOS at the moment:

先說明目標口徑，因為以下每一項都以此為準。英國與德國的目標是 TACOS 25%（廣告費 ÷ 總銷售），以產品分組 30 天計算；我們不以 ACOS 45%（英國）或 50%（德國）作為目標。目前各分組 30 天 TACOS：

Group 分組	A (Sportech)	B (core sunglasses)	C	D (straps)
UK	31.0%	58.7%	9.8%	35.3%
DE	31.1%	35.3%	32.4%	—

Every group except UK C is above 25%, which is why the Monday run lowered bids. Within that, your changes move budget toward the best-converting terms. Both markets now also run under a fixed daily cap (UK £200, DE €80), so restoring these bids changes where the budget goes, not how much is spent.

除英國 C 組外，各組皆高於 25%，這是週一調降出價的原因。在此前提下，您的調整把預算集中到轉換最好的字詞上；兩個市場現在也都有固定每日上限（英國 £200、德國 €80），恢復這些出價只改變預算分配，不會增加總花費。

A1. DE | Sportech v6 | sportbrille herren €0.57
→ €0.71

Agreed. It is the best term in the campaign (ACOS 32% vs 58% for the campaign), and €0.57 sat below the CPC it was paying.

同意。這是該活動中表現最好的字詞（ACOS 32%，活動整體 58%），且 €0.57 低於實際支付的 CPC。

A2. UK | Sportech Auto BIDHI | loose-match
£0.40 → £0.61

Agreed. After the 11 Oct change, impressions fell 90% and orders stopped, so the lower bid lost volume without improving efficiency. The changes on substitutes, complements and close-match stay as they are.

同意。10/11 調整後曝光下降 90%、訂單停止，較低出價只減少流量，並未改善效率。substitutes、complements、close-match 維持現狀。

A3. UK | SB outdoor sunglasses £0.39 → £0.48

Kept. This term sits in UK group B, the group furthest from target (30-day TACOS 58.7%). We will review it on 10 Nov against group TACOS.

保留。此字詞屬英國 B 組，是目前離目標最遠的組別（30 天 TACOS 58.7%）。我們會在 11/10 以分組 TACOS 檢視。

A4. UK I SB spectacle tether £0.38 → £0.47,
top of search +25%

Kept. The strong top-of-search return (ROAS 7.7) is worth testing. Group D is at 35.3% TACOS, so we will review it on 10 Nov as well.

保留。搜尋結果頂部回報良好（ROAS 7.7），值得測試。D 組 TACOS 為 35.3%，同樣於 11/10 檢視。

A5. DE I P2 sonnenbrille-sport-damen €0.80 → €1.00

Agreed. This one should not have been lowered.

同意。這支不應該被調降。

Your question: what did the rule see?

The two orders on 25 Oct had not yet reached the reporting data when the rule ran early on 26 Oct, so it saw €8.76 of spend with no orders. It also did not give new campaigns enough time before judging them. We have fixed both:

1. Campaigns launched within the last 14 days are no longer lowered.
2. Recent days still inside Amazon's attribution window (SP 7 days, SB 14 days) are no longer used to judge a bid cut.

您的問題：規則看到了什麼？

10/26 清晨規則執行時，10/25 的兩筆訂單尚未進入報表資料，因此只看到 €8.76 花費、沒有訂單；規則也沒有給新活動足夠的時間就做判斷。以上兩點已修正：

1. 上線未滿 14 天的活動不再調降。
2. 仍在亞馬遜歸因期內的近期日子（SP 7 天、SB 14 天）不再用於判斷是否調降。

A6. DE wanderbrille / UK sunglasses-mens-branded back to €1.00 / £1.00

Agreed, for the same reason as A5. The fixes above also cover two newer SB campaigns from 20 Oct that would otherwise have been lowered next Monday.

同意，原因與 A5 相同。上述修正也涵蓋兩支 10/20 上線的 SB 活動，否則它們下週一也會被調降。

B1. DE I campaign renamed to B07G8W7FR8

Thank you for correcting the ASIN in the name.

感謝您修正名稱中的 ASIN。

C1. DE I split Sportech v6 into three campaigns

A good structure, and we would like to hold it for now. Under the new DE cap of €80 a day, the Sportech portfolio receives €8 a day, while the three new campaigns would need €12 a day plus the existing one. We will revisit the split once the DE cap has run for two weeks.

這是好的架構，但我們建議先暫緩。在德國每日 €80 上限下，Sportech portfolio 每日分配 €8，而三支新活動需要 €12／日，還不含原本那支。待德國上限運行兩週後再評估拆分。

D1. US | "fihsing"

Intentional. It is a real misspelled search that our keyword tool has tracked since September, and the product already ranks organically for it (positions 47 and 59). The bids are small; we will keep them and review the results in two weeks.

是刻意設定的。這是真實存在的拼錯搜尋詞，我們的關鍵字工具自 9 月起持續追蹤，商品在該詞已有自然排名（第 47、59 名）。出價很小，我們會保留並在兩週後檢視成效。

From tomorrow, the daily email will include a follow-up table for these items (A1–A6 and the two 20 Oct SB campaigns) until the 10 Nov review.

自明天起，每日信會附上以上項目（A1–A6 及兩支 10/20 SB 活動）的追蹤表，直到 11/10 檢視為止。

Next review: 10 Nov. We will look at A1–A4 against 30-day group TACOS and share the results with you.

下次檢視：11/10。我們會以分組 30 天 TACOS 檢視 A1–A4，並與您分享結果。

Best regards,

Eric