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Amazon Advertising Strategy 2026

Q2–Q4 Campaign Plan | TL241 & DL241 Focus | April 2026

What the Data Tells Us — Lifetime & YTD 2026

3.54x	9.73x	8.45x	87%
SD Remarketing Lifetime ROAS	**TTP-244CE Branded ROAS**	**DA210 Branded ROAS**	**Legacy Share of March DM Revenue**
26x in Mar was an outlier	Best lifetime — keep live	Phase-out ≠ pause yet	$13,473 of $15,483 total DM

KEY IMPLICATION

Lifetime data revises the SD picture: 3.54x ROAS across its full run — the March 26x spike was an outlier. More critically, DM sales data shows legacy products (DA210, TE200, TTP-244CE) drove 87% of March direct revenue ($13,473) while TL241+DL241 generated just $1,584 combined. That is a ~$142,700 annual gap to close before a full phase-out makes financial sense. Legacy branded ad campaigns run at 7.79x blended ROAS on $5/day — nearly pure margin. The answer is managed transition, not immediate cut.

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Budget Allocation — 80/20 Proposed vs. Our 70/20/10 Recommendation

PROPOSED: 80/20 SPLIT

80%

Hardware (Printers)

- SD Remarketing scale
- TL241 SP targeting
- DL241 SP branded terms
- SB new launch ads

20%

Supplies / Consumables

- Thermal labels, ribbons
- Retarget printer buyers

OUR RECOMMENDATION: 70/20/10

70% — **Hardware**

SD Remarketing (gradual scale) + TL241/DL241 SP + legacy branded campaigns

20% — **Supplies**

Branded Manual ONLY — no auto, no broad PAT (lifetime: auto <2x ROAS)

10% — **Conquest**

Competitive KWs vs. Zebra/Honeywell — Q3 only, after TL241/DL241 have reviews

WHY: Lifetime data — supplies auto/PAT avg <2x ROAS; branded manual ~8x. SD 3.54x lifetime — scale gradually on sustained performance.

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Campaign Architecture — Q2–Q4 2026

SPONSORED DISPLAY (SD)	SPONSORED PRODUCTS (SP)	SPONSORED BRANDS (SB)
★ PRIORITY #1 — SCALE CAREFULLY	PRIORITY #2 — REBUILD BRANDED-FIRST	PRIORITY #3 — Q3 ONLY (GATED)
vCPM Remarketing — scale gradually to $400–600/mo Q2	TL241 Manual: branded exact/phrase keywords first	Deferred to Q3 — require ≥10 reviews on TL241/DL241
Target: past product page visitors (30–90 day window)	DL241 Manual: linerless + branded desktop label terms	Prior SB attempt: 0 orders, $76 spent (paused)
Audience: In-market for thermal label printers	Pause TL240 (zero conversions in March)	Store Spotlight: TSC Amazon storefront
New: Product Targeting overlay on Zebra ASINs	Keep DA210/TE200 branded campaigns live (7–9x ROAS)	Target branded searches + competitor conquests
Goal: Sustain ≥5x ROAS (3.54x lifetime baseline)	Bid strategy: Dynamic bids — down only	Budget: $500–700/mo once gate met

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Keyword Strategy — TL241 & DL241 Campaign Keywords + Conquest

TL241 — EXACT / PHRASE		DL241 — EXACT / PHRASE		BROAD CONQUEST (Q3+)	
"tsc tl241" Exact — branded	$4.50	"tsc dl241" Exact — branded	$4.50	zebra label printer Broad — competitor	$1.80
"tl241 label printer" Phrase — product	$3.80	"dl241 linerless" Phrase — feature	$4.00	zebra zd421 Broad — competitor	$2.20
"thermal label printer" Phrase — category	$2.80	"linerless label printer" Phrase — feature	$3.50	honeywell label printer Broad — competitor	$1.80
"desktop label printer" Phrase — category	$2.50	"4 inch label printer" Phrase — spec	$2.80	rollo label printer Broad — alt brand	$1.60
"direct thermal printer" Phrase — category	$2.20	"desktop thermal printer" Phrase — category	$2.50	dymo label printer Broad — alt brand	$1.40
"shipping label printer" Phrase — use-case	$2.60	"label printer warehouse" Phrase — use-case	$2.20	thermal printer business Broad — intent	$2.00
"label printer small biz" Phrase — use-case	$2.00	"barcode label printer" Phrase — use-case	$2.40	label maker for business Broad — intent	$1.80

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Bid Strategy & Targeting Rules — Q2–Q4 2026

BID STRATEGY BY CAMPAIGN TYPE

SD vCPM Remarketing

Optimize for Sales • Target $3–5 vCPM • Scale only if sustained ≥5x ROAS

TL241 / DL241 SP Manual

Dynamic bids — down only • Raise bids on exact converting terms • Pause broad if ACOS >60% after 30 days

Legacy Branded (TTP/DA210/TE200)

Fixed or manual bids • $5/day cap • Pause when inventory = 0, not before

SB Store Spotlight (Q3)

Fixed bids • Start $0.75–1.00 CPC • Optimize toward store visits

Supplies SP — Branded Manual Only

Dynamic bids — down only • ACOS target <25% • No auto, no PAT formats

NEGATIVE KEYWORDS — ADD TO ALL SP CAMPAIGNS

[inkjet] [laser printer] [photo printer] [office jet] [3d printer]

[TE200] [TE210] [DA210] [DA220] [TTP-244CE (non-branded)]

[home printer] [home office] [business pc] [small pc] [usb 4 / serial usb]

Add phase-out model names as negatives to prevent ad waste on discontinued SKUs.

PRODUCT TARGETING OVERLAYS (SD + SP PAT)

- Target Zebra ZD421 & ZD421t ASINs with SD ads
- Target Rollo & DYMO label printer product pages
- Target own TTP-244CE ASIN pages (cross-sell to TL241)
- "Thermal Label Printers" product category segment
- Refine by: Rating ≥3.5, Price $100–500

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Product Roadmap Alignment — Ad Spend Follows the Portfolio

MAINTAIN BRANDED	LAUNCH HEROES	EXPAND + SB	FULL HANDOFF
TTP-244CE Branded DA210/DA220 Branded TE200/TE210 Branded	TL241 — branded exact DL241 — branded exact Category KWs added in Q3	TL241 + DL241 growing SB Store Spotlight Supplies Branded retarget	TL241 target: 20–30+ orders/mo DL241 linerless niche owned Legacy campaigns wound down
NOW — Q2	**Q2–Q3**	**Q3**	**Q4+**
$5/day cap per campaign 7.59–9.73x ROAS lifetime $13.5K/mo DM revenue at stake Pause only when inventory = 0	Current run-rate: $1.6K/mo Gap to close: ~$142K/yr Branded terms only to start No SB until ≥10 reviews	Add category keywords Launch SB (reviews gate met) Legacy winds down naturally as inventory depletes	Revenue cliff avoided TL241+DL241 replace legacy Own thermal label search Conquest at full budget

Orderly handoff, not hard cutoff — legacy revenue subsidizes the TL241/DL241 launch. Wind down happens naturally as inventory depletes and new hero velocity builds.

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The Revenue Gap — Why We Phase Out, Not Cut Out

MARCH 2026 — DIRECT FULFILLMENT SNAPSHOT

Product Group	Revenue	Units	Share
Legacy Printers (99-xxx SKUs)	$13,473	39	87%
TL241 — new hero	$366	1	2.4%
DL241 — new hero	$1,218	4	7.9%
TL240 — transition	$305	1	2.0%
Supplies / Accessories	$121	5	0.8%
TOTAL (DM Only)	**$15,483**	**50**	**100%**

* DM channel only. Does not include all Amazon marketplace revenue.

ANNUAL REVENUE AT RISK IF LEGACY CUT NOW

~$161,700/yr vs. ~$19,000/yr TL241+DL241 at March pace

GAP TO CLOSE: ~$142,700/yr · Phase-out strategy, not phase-out decision

1

Stage 1 — Now through Q2

Keep ALL legacy branded campaigns live at $5/day. They generate 7–10x ROAS with near-zero management effort. This revenue subsidizes the TL241/DL241 launch. Pause only non-branded and broad legacy campaigns.

2

Stage 2 — Q3 2026

As TL241/DL241 build reviews and search velocity, shift budget aggressively toward them. Legacy campaigns naturally spend less as inventory depletes. The transition happens organically — no forced cutoff.

3

Stage 3 — Q4 2026+

Once TL241/DL241 reach 20–30+ combined orders/month, legacy campaigns can be wound down without a revenue cliff. Goal: orderly handoff, not a hard cutoff that destroys $100K–$160K in active revenue.

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Monthly Budget & KPI Targets — Q2–Q4 2026

Campaign	Mo. Budget	Target ROAS	Target ACOS	KPI Focus
SD Remarketing vCPM	$400–600 (Q2) $600–900 (Q3+)	≥5x sustained	N/A	ROAS, NTB %, purchases
TL241 SP — Branded Manual	$400–600	≥6x	<17%	Orders, branded search IS
DL241 SP — Branded Manual	$400–600	≥6x	<17%	Orders, linerless KW share
Legacy Branded (TTP/DA210/TE200)	$150–200 total	≥7x	<15%	Keep live until 0 inventory
SB Store Spotlight (Q3 only)	$500–700	≥2x	<50%	Store visits, brand searches
Supplies SP — Branded Manual	$300–400	≥4x	<25%	ROAS, repeat purchase rate
Conquest SP Broad (Q3+)	$200–300	≥1.5x	<60%	Impression share, NTB orders
TOTAL	**~$2,350–3,300**	**≥5x blended**	**<35%**	**Blended ROAS, total revenue**

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Review cadence: Weekly spend pacing • Bi-weekly keyword review • Monthly ROAS rebalance

Ad Copy Framework — TL241 & DL241 Campaign Assets

TL241 — THERMAL LABEL PRINTER

SP HEADLINE

TSC TL241 Desktop Label Printer — Fast, Reliable, ZPL-Ready

SP HEADLINE ALT

Professional Label Printing for Small Business & Warehouses

SP BODY

Up to 127mm/sec. USB + Ethernet. Compatible with UPS, FedEx, Amazon Seller labels.

SB HEADLINE

TL241 — The Label Printer Built for Business

SD RETARGET

You Viewed the TL241. Here's Why It's the Right Choice.

CTA

Shop TL241 / View Specs / Add to Cart

DL241 — LINERLESS DIRECT THERMAL

SP HEADLINE

TSC DL241 — Linerless Direct Thermal Printer, No Liner Waste

SP HEADLINE ALT

4" Direct Thermal Printer — Desktop Label Printing, Zero Ribbon

SP BODY

Linerless media support. Reduce label costs by up to 40%. Retail, logistics, light manufacturing.

SB HEADLINE

DL241 — Go Linerless. Cut Costs. Print Smarter.

SD RETARGET

Still Evaluating Label Printers? The DL241 Eliminates Label Waste.

CTA

Shop DL241 / Compare Models / See Specs

All copy follows TSC brand voice: specific, outcome-oriented, no superlatives. Rotate 2 headline variants per campaign and A/B test monthly.

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90-Day Action Plan — April → June 2026

APRIL	MAY	JUNE
1 Pause non-branded legacy SP (TL240, DA210 non-brand, TE200 non-brand) — keep all branded campaigns live	1 Review TL241 & DL241 — optimize bids on converting terms, add non-converters as negatives	1 Add category keywords to TL241/DL241 SP if branded hitting ≥10 orders each
2 Increase SD Remarketing to $400/mo (gradual test, not $900)	2 If SD ROAS ≥5x sustained for 4 weeks → increase to $600/mo	2 Begin conquest SP vs. Zebra/Rollo/DYMO (only if TL241/DL241 have ≥10 reviews)
3 Launch TL241 SP Branded Manual — 7 branded exact/phrase keywords	3 Begin A/B testing branded ad copy headlines (2 variants each)	3 Expand keyword list from search term reports — harvest best performers
4 Launch DL241 SP Branded Manual — 7 branded exact/phrase keywords	4 Launch Supplies SP — Branded Manual ONLY (no auto, no PAT formats)	4 Assess review count — plan SB Store Spotlight for Q3 if gate met
5 Add 18 negative keywords to all active SP campaigns	5 Check legacy branded (TTP/DA210/TE200) inventory — pause if depleted	5 Q2 full performance review — reforecast Q3 budgets by actual ROAS
6 Add Zebra/DYMO/Rollo product targeting overlays to SD	6 Evaluate conquest keywords — prepare list for Q3 launch if reviews ≥10	6 Target: blended ROAS ≥5x on $2,350–3,300/mo total spend

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AMAZON AD STRATEGY 2026

Ready to Execute

TL241 & DL241 | Sponsored Display Priority | Q2–Q4 2026

≥5x	≥5x	70%	Q3
SD ROAS Target (Sustained)	Blended ROAS Goal	Budget to Hardware	SB Launch (After Reviews)

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