AdLabs

ADLABS × CLAUDE SKILL / SETUP & USER GUIDE

The SP Launch Bulksheet

Six campaigns per ASIN, named your way, in one upload-ready Amazon bulk file.

SETUP TAKES ABOUT 3 MINUTES

6	0	1	2
CAMPAIGNS PER ASIN	ACCOUNT WRITES	UPLOAD FILE	INPUTS NEEDED

[01] Install the skill — 2 STEPS

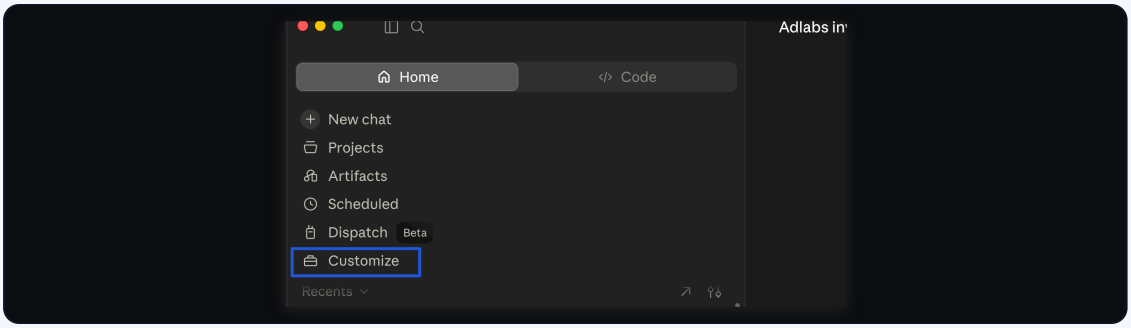
[02] Build your first sheet — /ADLABS-SP-LAUNCH-BULKSHEET

[03] Ways to use it — 5 PROMPTS

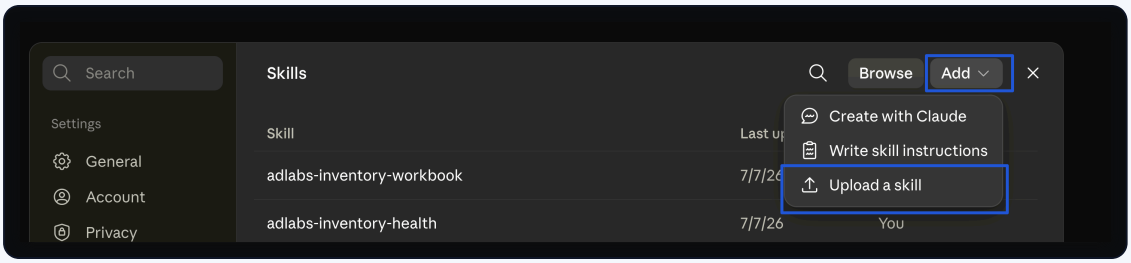
Install the skill

Upload the `.skill` file once. It shows up as `/adlabs-sp-launch-bulksheet` in every chat after that.

STEP 1 **Sidebar → Customize**



STEP 2 **Skills → Add → Upload a skill**



Pick `adlabs-sp-launch-bulksheet.skill` from the folder you downloaded.

CODE **On Claude Code?** The `.skill` is a zip. Unzip it, drop the folder into `~/.claude/skills/`.

Build your first sheet

Give it ASIN and SKU pairs in any form — typed, pasted table, CSV or XLSX. It asks for what's missing and nothing else.

YOU

> Launch these two: B0GLWSER01 / GLW-SER-30 and B0GLWCRM02 / GLW-CRM-50. US marketplace, $20 a day.

CLAUDE, USING THE SKILL

- ✓ Parsed 2 child ASINs with SKUs
- ✓ Applied the default 9-segment naming convention
- ✓ Built 12 campaigns · 12 ad groups · 12 product ads
- ✓ Validated against the Amazon bulk template → 0 errors

EXACT_NB
Exact non-brand keywords

BROAD_PHRASE_NB
Broad + phrase discovery

PT_INDIVIDUAL
Individual product targets

PT_EXPANDED
Expanded product targeting

AUTO
Auto for search-term harvesting

BROAD_PHRASE_BRAND
Branded defense and capture

SAFE The skill **never writes to your ad account**. You get an .xlsx to review and upload yourself at advertising.amazon.com → Bulk operations. Campaigns arrive **paused** so nothing spends before you have looked at it.

Ways to use it

It takes keyword research, your own naming convention, and target ASINs just as happily as a bare ASIN list.

PASTE ANY OF THESE	Then add your products
01	**Launch from a spreadsheet** "Here's my launch sheet — build campaigns for every row."
02	**Use your own naming convention** "We name ours Brand | Match | ASIN. Use that instead of the default."
03	**Turn keyword research into campaigns** "Put these keywords into exact, and the rest into broad and phrase."
04	**Add product targets** "Target these competitor ASINs in the individual PT campaign."
05	**Set budgets and bids up front** "$25 a day on exact, $10 on everything else, start Monday."

ON ADLABS? Optional. Add `https://mcp.adlabs.app` under **Settings → Connectors** and Claude can look up missing SKUs and product details for you instead of asking. The skill works fully without it.