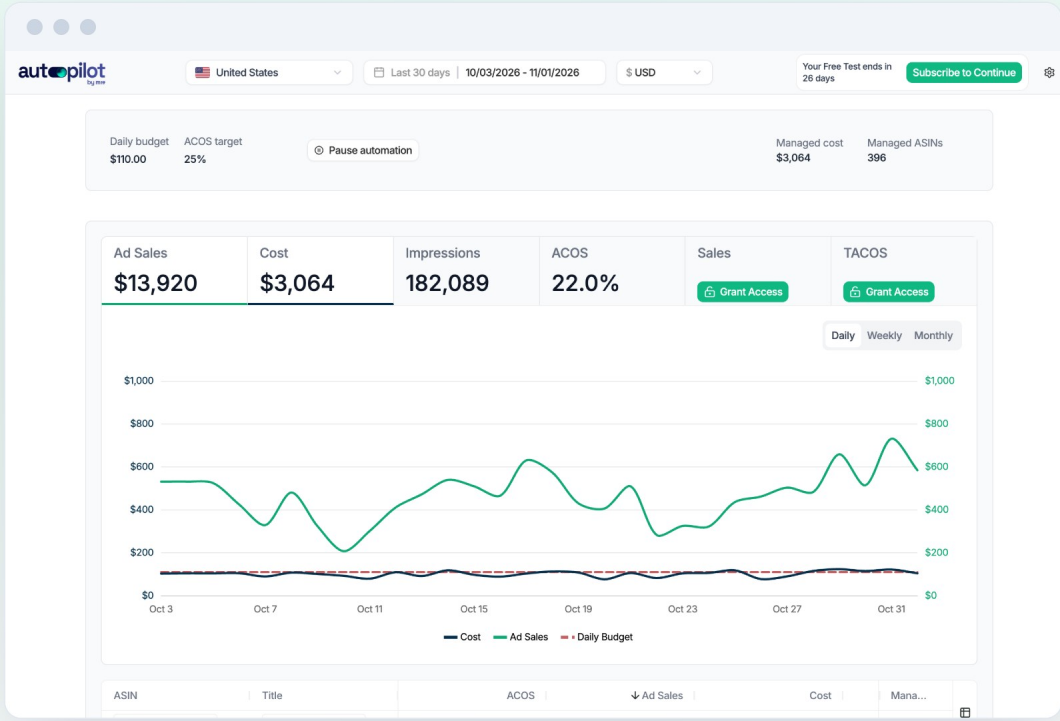
autopilot by m19

ONBOARDING GUIDE FOR AMAZON SELLERS

Getting started with m19 Autopilot

Automate your Amazon Sponsored Products in minutes.

Sign up, connect Amazon, launch your ads, then get through your first month with confidence.



Illustrative data

OVERVIEW

What Autopilot does for you

Creates and runs your campaigns

Autopilot builds and manages your Sponsored Products campaigns for you: Auto, Phrase and Exact match.

Adjusts bids and budgets every day

Every adjustment works toward one goal you choose: your ACOS target.

Finds new search terms

It moves winners into precise campaigns and stops you paying twice for the same traffic.

You control three things

1. Which products
2. Your daily budget
3. Your ACOS target

Autopilot handles the rest, every day.

OVERVIEW

Your path in 4 steps

1

Create your account

Name, email, company and password.

2 min

2

Connect Amazon

Login with Amazon and pick your account.

2 min

3

Choose products, budget and ACOS target

Three settings, then you start.

5 min

4

Let the AI learn

Autopilot optimizes every day while you watch the results.

2 to 4 weeks

About 10 minutes of setup today. Then give the AI a few weeks to learn.

OVERVIEW

Pricing and free trial

$59

per month, flat

One subscription covers your whole account, whatever the number of marketplaces.

30-day free trial

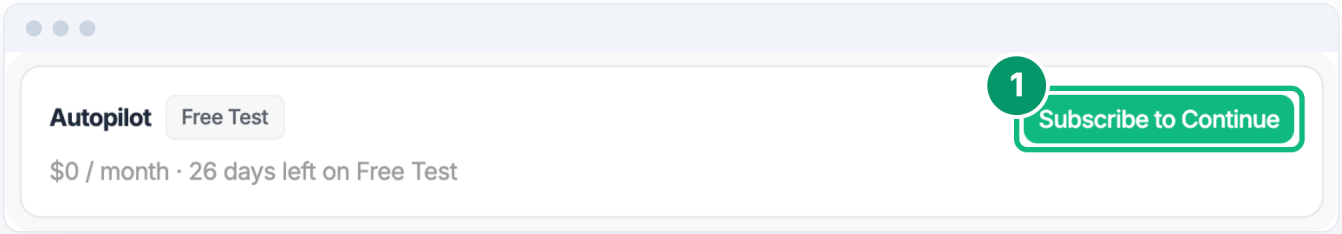
No credit card required. The trial starts on the day you sign up.

No percentage of ad spend

The price stays $59, however much you spend on ads.

No annual commitment

Cancel anytime from Billing.



1. Settings, then Billing: see your trial days left and subscribe when you are ready.

A · CREATE YOUR ACCOUNT

Sign up

Go to **autopilot.m19.com** and fill in the form. It takes about 2 minutes.

1 **Your details**

First and last name, email, company name and a password. The WhatsApp number is optional.

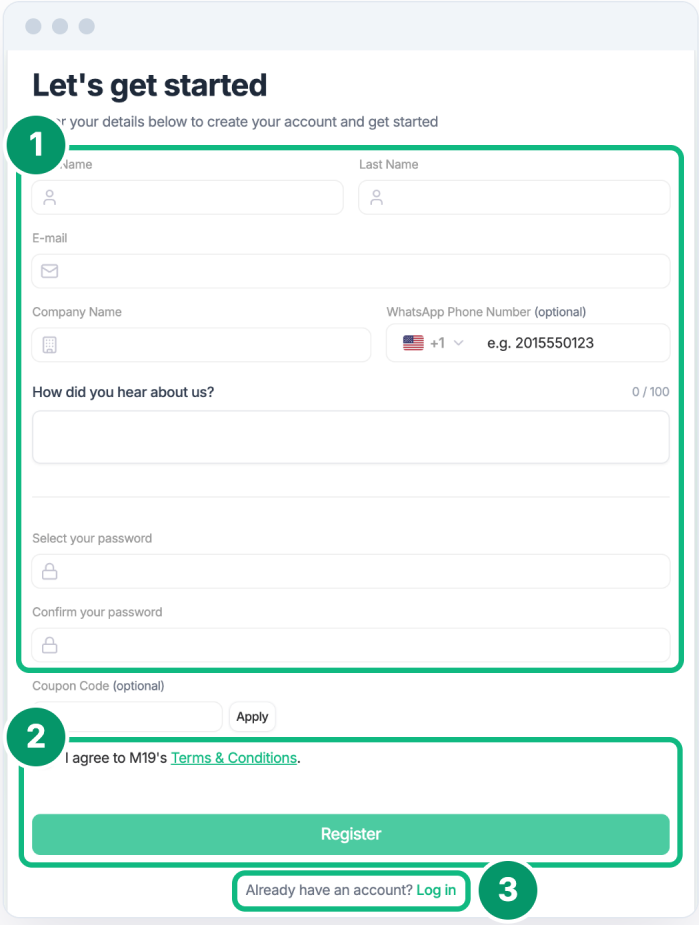
2 **Accept and register**

Tick the box to accept the Terms and Conditions, then click Register.

3 **Already signed up?**

Click Log in at the bottom of the form.

Your 30-day free trial starts today. No credit card needed.



Login with Amazon

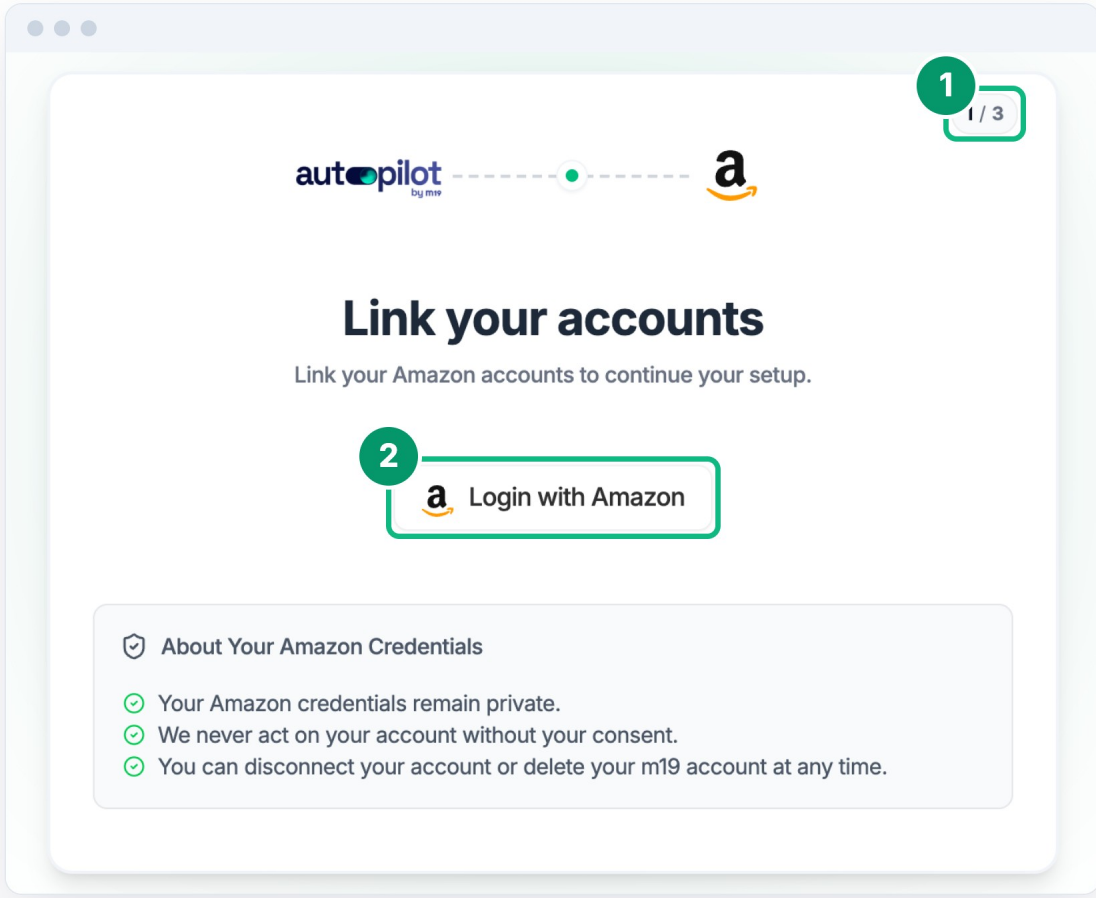
1 The setup wizard has 3 steps

1/3 Link your accounts
2/3 Select your account
3/3 Connecting your account: Autopilot configures itself and syncs your catalog

2 Click Login with Amazon

Sign in with the Amazon account that has access to your Seller Central and Advertising console.

Your Amazon credentials remain private.
We never act on your account without your consent.
You can disconnect anytime.



What access Autopilot needs

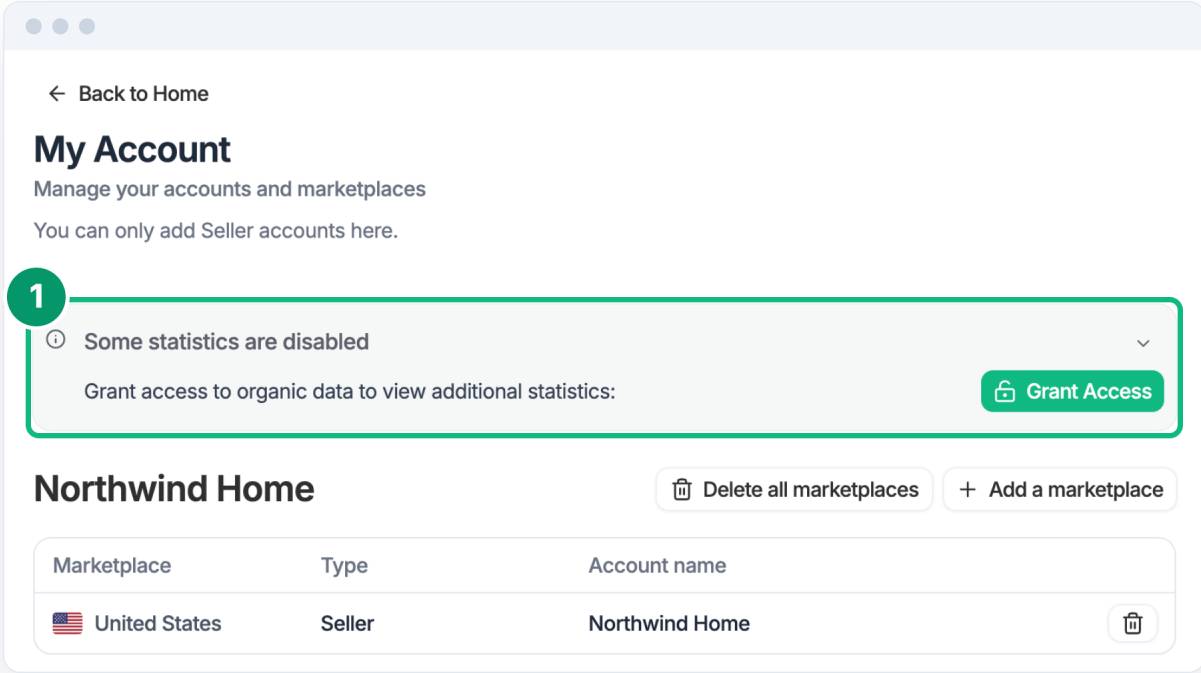
Advertising access **Required**

View and Edit, so Autopilot can create and optimize your Sponsored Products campaigns.

Organic data access **Optional, recommended**

Lets Autopilot sync your catalog, check product eligibility and show Total Sales and TACOS.

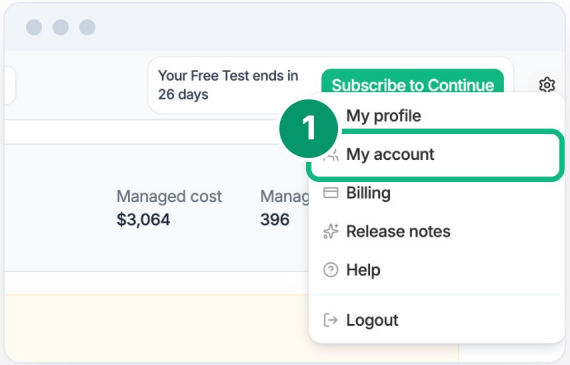
Click **Grant Access** in My account. This access expires after 12 months: renew it when asked.



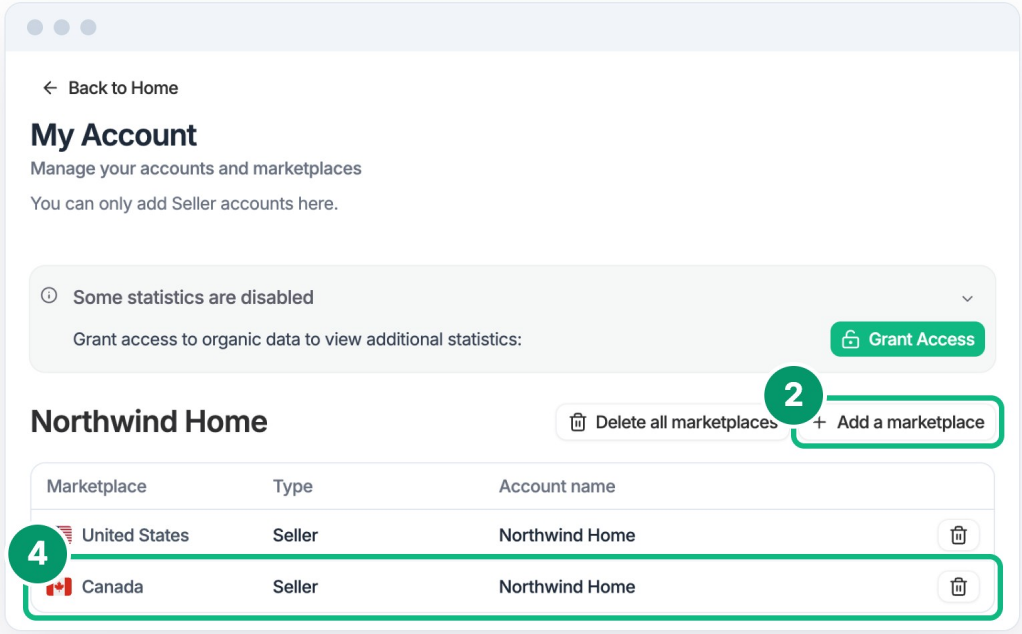
1 “Some statistics are disabled” means organic access is missing. Click Grant Access to turn on Sales and TACOS.

B · CONNECT YOUR AMAZON ACCOUNT

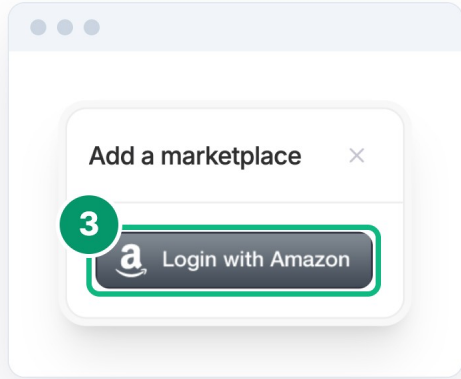
Adding more marketplaces



1 Click the gear icon, then **My account**.



2 Click **Add a marketplace**.

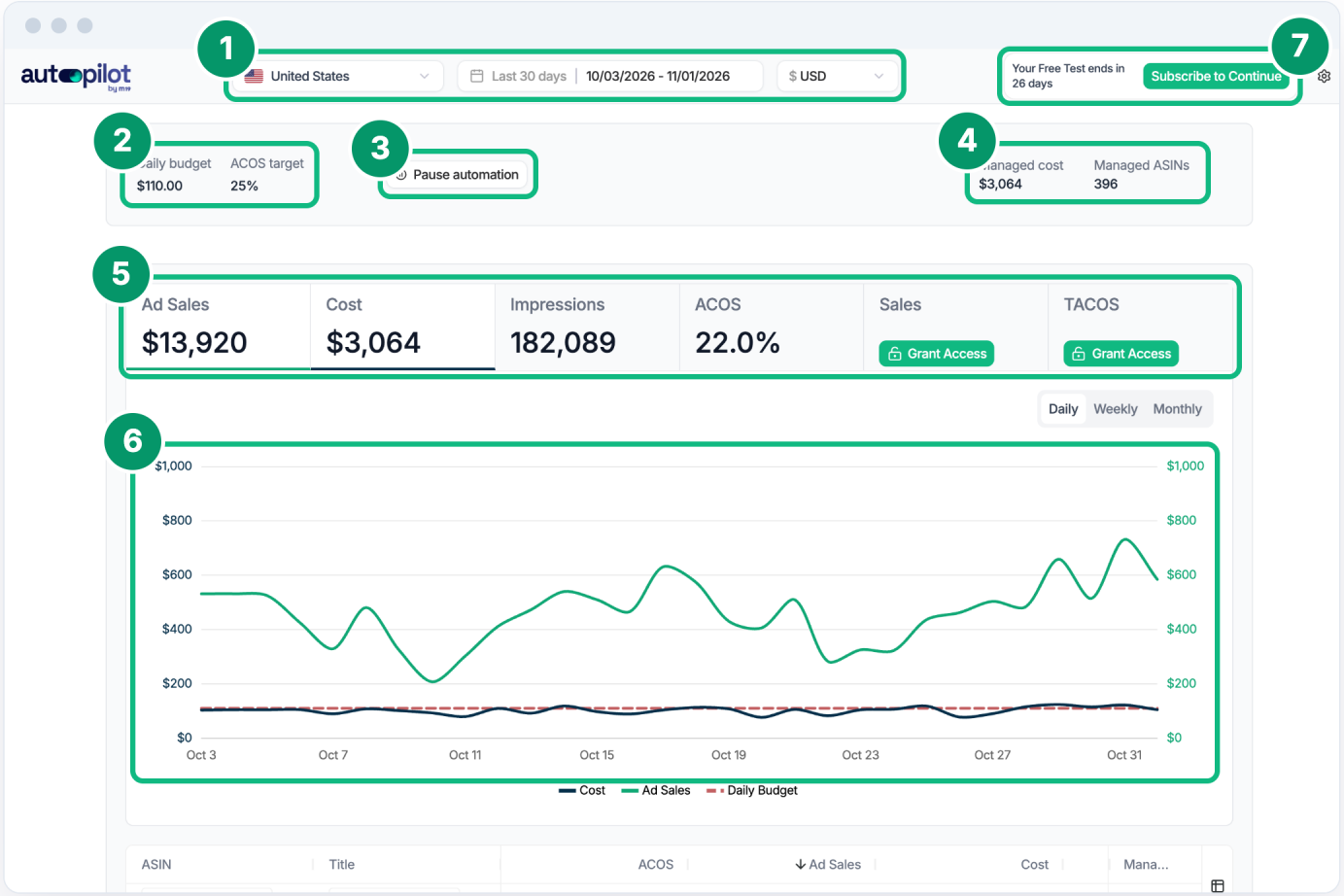


3 Click **Login with Amazon** and sign in.

4 The new marketplace appears in the list.

All your marketplaces stay under the same $59 subscription.

Your dashboard at a glance



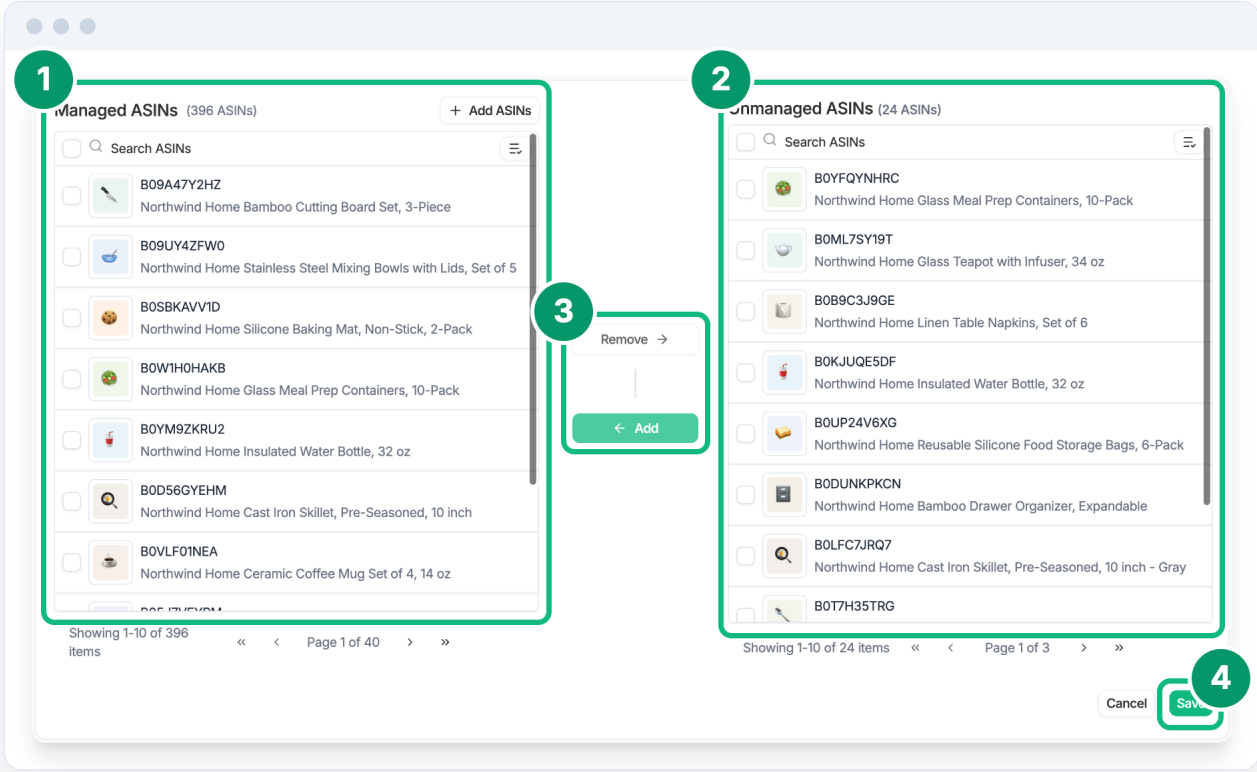
1. **Marketplace and date range** selectors
2. **Daily budget and ACOS target**
3. **Pause automation**
4. **Managed cost and Managed ASINs**
5. **KPI tabs:** Ad Sales, Cost, Impressions, ACOS. Sales and TACOS appear once organic access is granted.
6. **Daily chart** with your daily budget line
7. **Free trial counter** and Subscribe button

Step 1: choose the products to advertise

Click the **Managed ASINs** count on your dashboard to open Manage ASINs.

Tips

- Up to 1,000 products.
- To be advertised, a product needs an active listing, an image, the Buy Box and stock. Autopilot checks this automatically.
- New products appear within 24 hours.



1. Managed: Autopilot advertises these
2. Unmanaged: left alone
3. Select, then Remove or Add
4. Save your changes

Step 2: set your daily budget and ACOS target

Click the **Daily budget** on your dashboard to open Set budget.

1 Daily budget

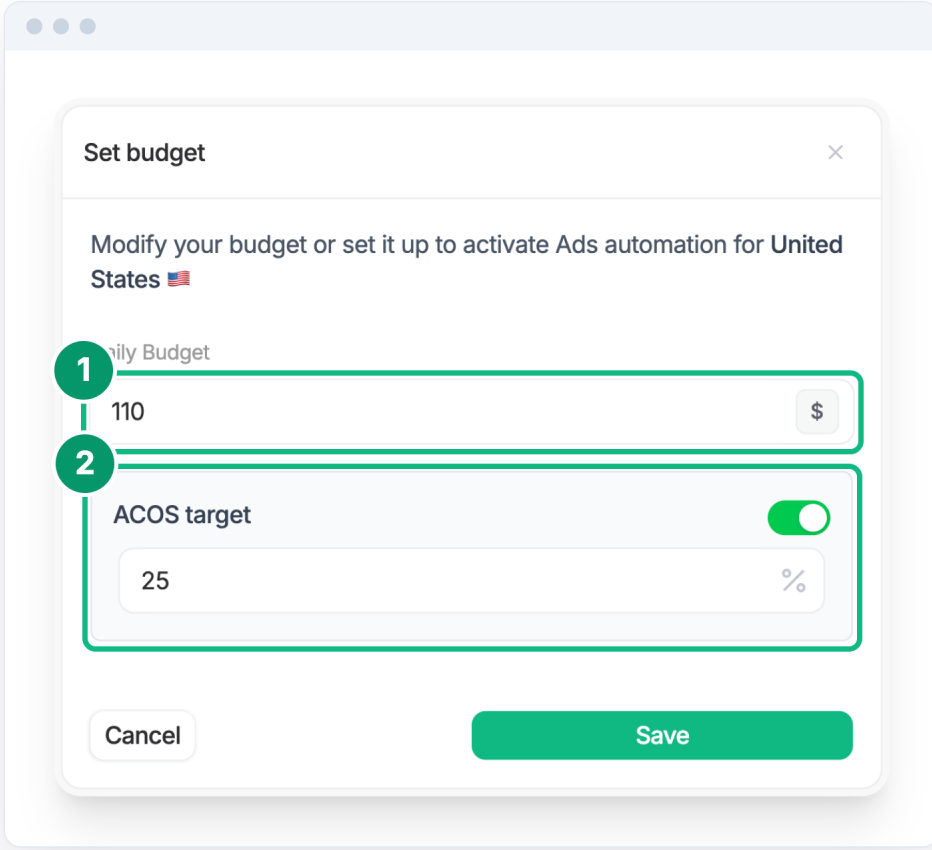
Think of it as a monthly envelope: daily budget × days in the month. Autopilot spends more on strong days and less on slow ones, but your monthly average never goes above it.

Example: $50/day ≈ $1,500 for a 30-day month.

2 ACOS target

Start close to your actual ACOS of the last 30 days.

Lower: more efficient **Higher: more growth**



C · LAUNCH YOUR ADS

Step 3: start, and what happens next

Start

Click **Start promoting my products** (or Save) to activate Autopilot.

Campaigns within 24 hours

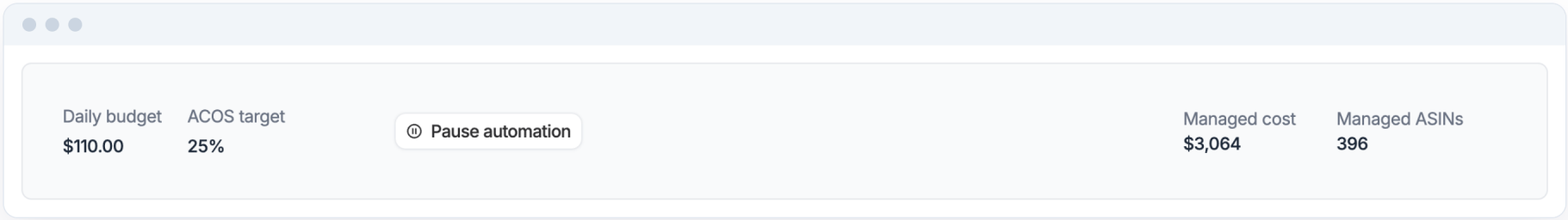
Their names contain “m19 autopilot” and they sit in a dedicated portfolio in your Amazon Ads console.

One update per day

Bids and budgets update once a day, around 6 am local time. Your changes in Autopilot apply at the next update.

Data up to yesterday

Amazon reports sales with a 24 to 48 hour delay, so the dashboard shows data up to yesterday.



Once active, your settings stay visible at the top of the dashboard.

C · LAUNCH YOUR ADS

Do this right after launch

- [ ] **Pause your own Sponsored Products campaigns on the same products**
  Or let Autopilot do it with Resolve conflicts (see slide 18).
- [ ] **Check your account-level daily budget cap in Amazon Ads**
  Go to Settings, then Account settings. If the cap is lower than your Autopilot budget, Amazon stops all ads once it is reached.
- [ ] **Make all changes in Autopilot, never in the Amazon Ads console**
  Edits made in Amazon Ads are overwritten at the next daily update.
- [ ] **Grant organic data access**
  It unlocks Total Sales and TACOS on your dashboard.

D · YOUR FIRST MONTH

The learning phase: what to expect

DAYS 1 TO 3

Campaigns go live

Campaigns are created and the first impressions arrive. You may see the notice below.

WEEKS 1 TO 2

The AI explores

Spend can be below budget and ACOS can be above target. This is expected.

WEEKS 2 TO 4

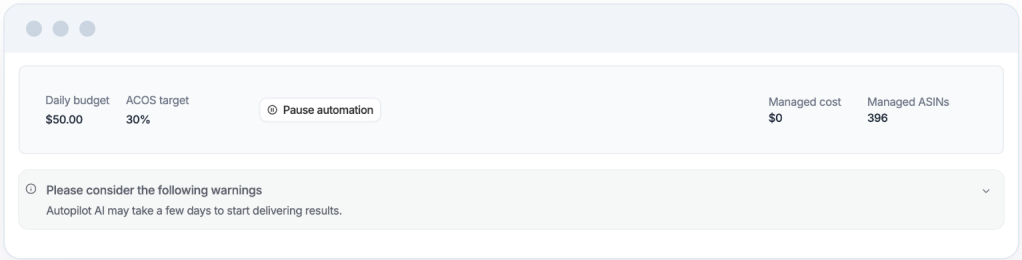
Bids converge

Bids move toward your ACOS target.

AFTER ABOUT 4 WEEKS

Full optimization

Autopilot is fully optimizing toward your ACOS target.



The notice you may see in your first days

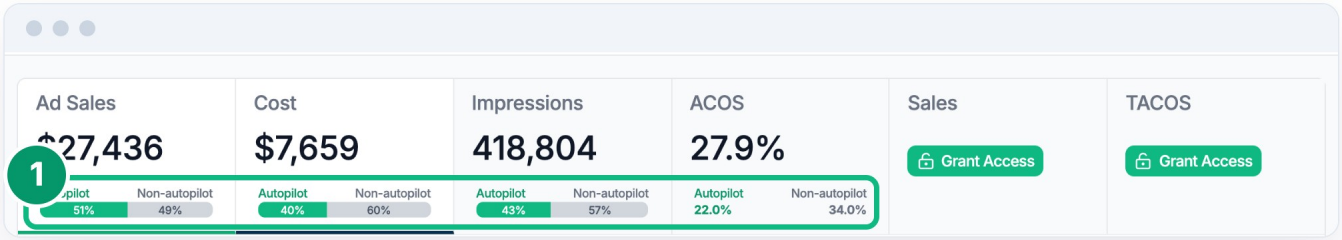
Key fact

The AI works best with at least **50 orders per month** across your catalog (100+ is ideal). With less data it still works, but bids more cautiously.

5 habits for a great start

1	**Be patient**	Wait at least 2 weeks before judging results or changing settings.
2	**Change one thing at a time**	Move in small steps: 2 to 5 points of ACOS target at once.
3	**Let budget changes settle**	After any budget change, leave it alone for about 2 weeks. Every change restarts part of the learning.
4	**Compare fairly**	Don’t compare week 1 with your mature manual campaigns. Compare after the learning phase.
5	**Keep best sellers in stock**	Out-of-stock products can’t be advertised.

Reading your results





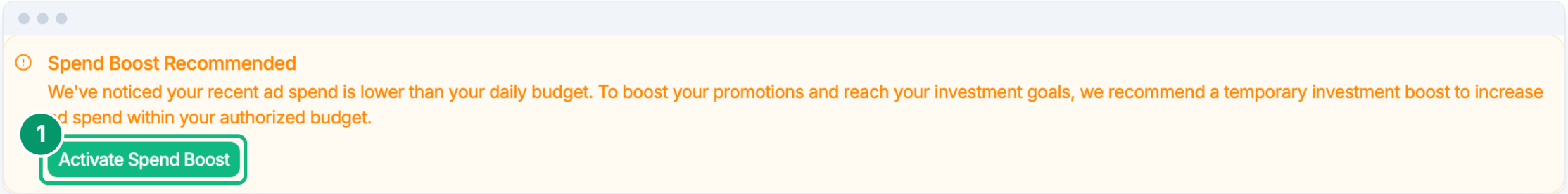
1. When other campaigns also run on your account, each KPI splits **Autopilot vs Non-autopilot**.

2. The product table shows ACOS, Ad Sales and Cost per product. The toggle shows whether a product is **managed**.

The table only lists products that already have ad stats. Use the Managed ASINs count as the reference.

E · COMMON SITUATIONS

“My budget isn’t being spent”



Why

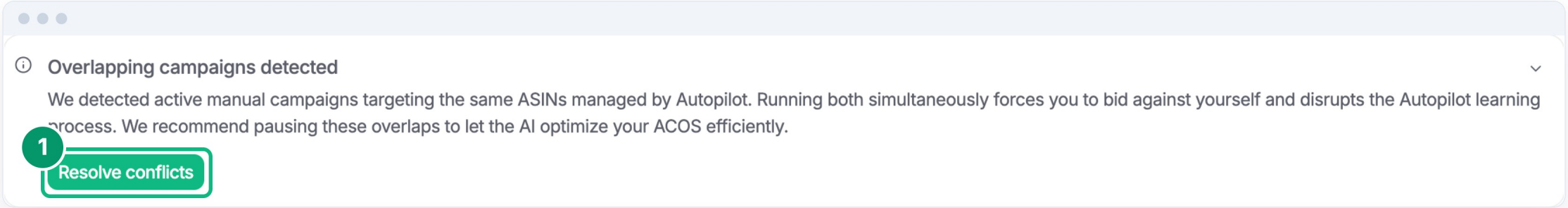
This is normal during the first 2 weeks. It also happens when the ACOS target is very strict.

What to do

1. Wait 2 weeks after launch or after your last change.
2. Raise the ACOS target by 5 to 10 points.
3. Spend still low? Click **Activate Spend Boost** in the “Spend Boost Recommended” alert (1).
4. Check your account-level daily budget cap in Amazon Ads.

E · COMMON SITUATIONS

“Overlapping campaigns detected”



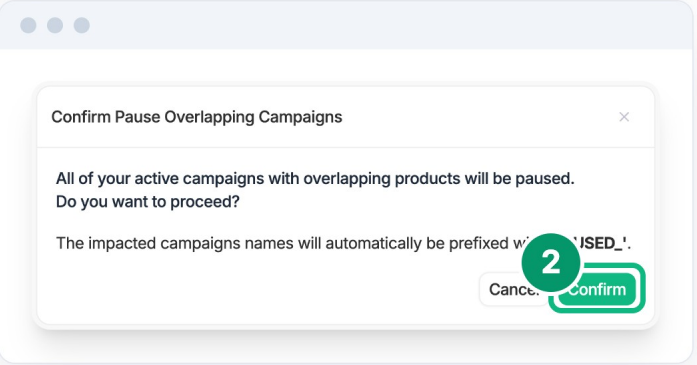
Why

Your own campaigns promote the same products as Autopilot. You bid against yourself, and it disrupts the AI’s learning.

What to do

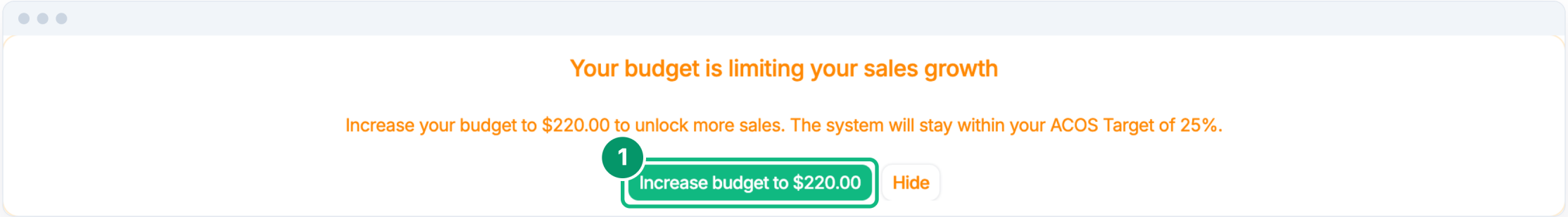
Click **Resolve conflicts** (1), then **Confirm** (2).

Your overlapping campaigns are paused and renamed with the prefix “PAUSED_”. The change reaches Amazon the next morning. The alert clears a few hours later.



E · COMMON SITUATIONS

“Your budget is limiting your sales growth”



Why

Autopilot sees more profitable sales it could win at your ACOS target, but your budget runs out.

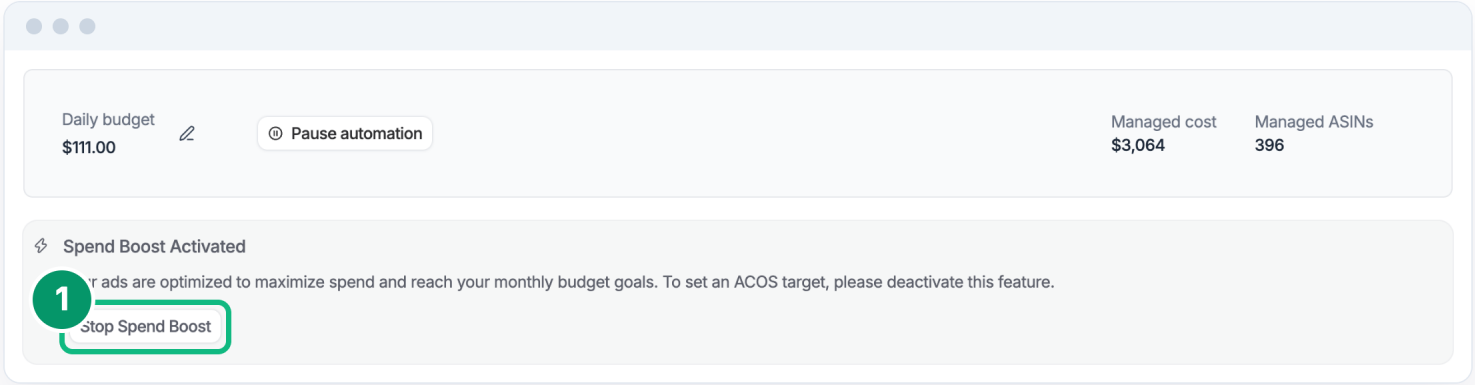
What to do

Click **Increase budget to ...** (1). Autopilot stays within your ACOS target. Not ready? Click **Hide**.

A higher budget removes the ceiling. Spend then ramps up gradually.

E · COMMON SITUATIONS

“I can’t find my ACOS target”



This happens when Spend Boost is on.

Why

With Spend Boost on, the goal is to spend your full monthly budget, so the ACOS target is hidden.

What to do

1. Click **Stop Spend Boost** (1).
2. Set your ACOS target close to your current ACOS.
3. Lower it by 5 to 10 points every 2 to 4 weeks until you reach your goal.

E · COMMON SITUATIONS

Quick answers

ACOS above target in the first weeks?
Normal during learning. New products and seasonality also cause temporary gaps.

Spent more than my daily budget yesterday?
Normal: the budget works as a monthly average.

My edits in Amazon Ads keep being reverted?
Make your changes in Autopilot only.

Removed a product but its ads still show?
Amazon can keep serving them for up to 15 days.

New product not showing?
It appears within 24 hours if it is active, in stock, has an image and the Buy Box.

“Marketplace not activated”?
Create one Sponsored Products campaign in Amazon Ads for that marketplace (you can pause it right away), then retry.

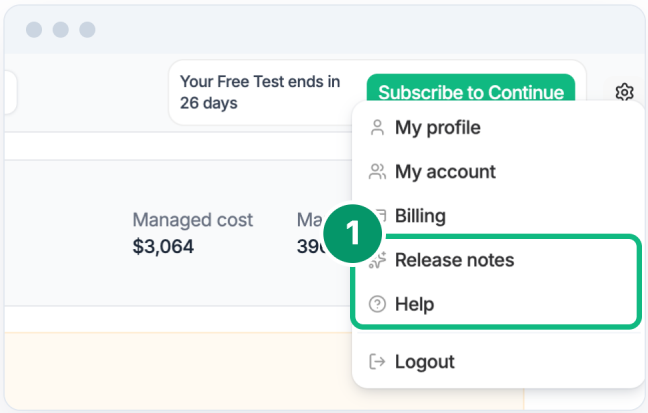
Wrong Amazon account connected?
In My account, delete that marketplace and add it again with the right account.

Can I pick keywords or see search terms?
No. Targeting is fully automatic and reporting is by product.

Need a break?
Pause automation stops management right away. To stop for good, cancel in Billing. During the trial you are never charged.

NEXT STEPS

Help and next steps



Help Center and Release notes (1)
In the gear menu at the top right of the app.

AI chat assistant
Bottom-right corner of the app.

Email support
Write to **autopilot.support@m19.com**

- **Set it up today, give it 4 weeks, and let the AI do the heavy lifting.**