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The Campaign SKU Picker

1 AI A Day · Day 11 · @jjwong.ai

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A sheet that re-ranks your catalogue at a campaign's required discount, checks whether your stock survives the spike, and tells you which products to sit out — plus the post-campaign review that makes the next one better.

The idea

Your best-seller at list price is not necessarily your best product to push at 30% off. A deep discount eats a bigger share of a thin-margin product, so the campaign itself reorders your catalogue. Most sellers never recalculate — they enter the same top ten into every campaign.

The sheet's example shows it. Three SKUs:

- At list price, **SKU A** earns the most per sale by a mile.
- At 30% off, **SKU B** overtakes it.
- At 40% off, **SKU A loses money on every order.**

Change the discount in cell B3 and watch the ranking move. That's the whole point of the sheet in one cell.

Filling it in

At the top of the Picker tab:

CELL	WHAT GOES IN
B3 — Required discount	The minimum discount the campaign requires to enter
B4 — Campaign length	In days
B5 — Volume multiplier	How many times your normal daily volume you expect. 3× is a cautious start; use your own history once you have it
B6 — Payment fee %	Your actual transaction fee

One row per SKU: list price, landed unit cost (the Landed Cost sheet from the Margin Pack gives you this properly), your platform fee % for that category, shipping you pay, stock on hand, normal daily units.

Everything with an orange header calculates.

Reading the result

COLUMN	WHAT IT TELLS YOU
Rank at list vs rank at discount	The reorder. Any big jump is a product you'd have pushed for the wrong reason
Margin at discount	What you actually keep per order during the campaign
Units needed	Normal daily $\times$ multiplier $\times$ days
Stock covers it?	Whether you'll sell out before the campaign ends
Verdict	PUSH, Push only if restocked, or SIT OUT

Sit out anything that goes negative. Not even for visibility. If a product only moves at a loss, the campaign isn't finding you customers — it's buying you orders. Those are different things, and only one of them pays rent.

Stock cover is the check people skip. Selling out on day one wastes the slot, the traffic, and the ranking boost you joined the campaign for.

The prompt, if you'd rather ask than fill a sheet

Here's my SKU list with list price, landed unit cost, platform fee %, payment fee %, shipping I pay, current stock and normal daily units sold.

The campaign requires a minimum [30]% discount and runs for [7] days. I expect roughly [3]x normal daily volume.

1. Re-rank every SKU by net margin AT that discount — not at list price.
Show both rankings side by side so I can see what moved.
2. Flag any SKU that goes negative or near zero at the discount.
3. Flag any SKU whose stock can't cover the expected volume for the full campaign.
4. Recommend which SKUs to enter, which to enter only if restocked, and which to sit out.

Show your arithmetic for the top three so I can check it.

SKUS:
[paste]

"Show your arithmetic" is not optional. Margin maths is exactly where a model drops a fee or applies a discount twice, and you'll only catch it if the working is on the page.

Sit out campaigns, too

Entering every campaign isn't a strategy. Each one teaches buyers that your real price is whatever it is during the next sale, and average selling price is very hard to pull back up once it's fallen.

A reasonable rule: enter the campaigns where your margin survives with at least three SKUs, and sit out the rest without guilt.

After the campaign — ten minutes

Fill this in within a week, while you remember why you made each call:

QUESTION

YOUR ANSWER

Which SKUs actually earned, after all costs?

Did any sell out early? Which day?

Was the volume multiplier right? What was the real one?

Did the campaign pull full-price sales in the week after, or kill them?

Would you enter this campaign again? With which SKUs?

The third answer is the most valuable thing you'll learn from a campaign — your real multiplier. Put it in cell B5 next time instead of guessing.

The one thing to remember

The campaign's discount decides your ranking, not your sales history. Recalculate before every campaign, and sit out anything that doesn't survive the maths.

Questions? Reply to this email — I read them all. More at @jjwong.ai — one AI play for SEA sellers, daily.