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Overview / Past 60 Days Performance

Impressions 4.2M	Clicks 28.9K	CTR % 0.69%	Average CPC $0.84
PPC Spend $24.16K	PPC Sales $44.88K	PPC Orders 3.9K	CVR % 14.43%
Total Order Sales $152.67K	Organic Sales $107.79K	ACOS % 53.83%	TACOS % 15.83%

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Previous Months Performance

Month	Impressions	Clicks	CTR%	CPC	PPC Spend	PPC Sales	PPC Orders	Total Sales	Organic Sales	ACOS%	TACOS%
Feb 2022	2.6M	18.1K	0.71%	0.68	12.4K	35.2K	3K	94.6K	59.4K	35.16%	13.08%
Jan 2022	2.5M	19.6K	0.79%	0.71	13.8K	35.3K	3.2K	102.9K	67.6K	39.22%	13.45%

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Month	Impressions	Clicks	CTR%	CPC	PPC Spend	PPC Sales	PPC Orders	Total Sales	Organic Sales	ACOS%	TACOS%
Feb 2022											
Jan 2022											

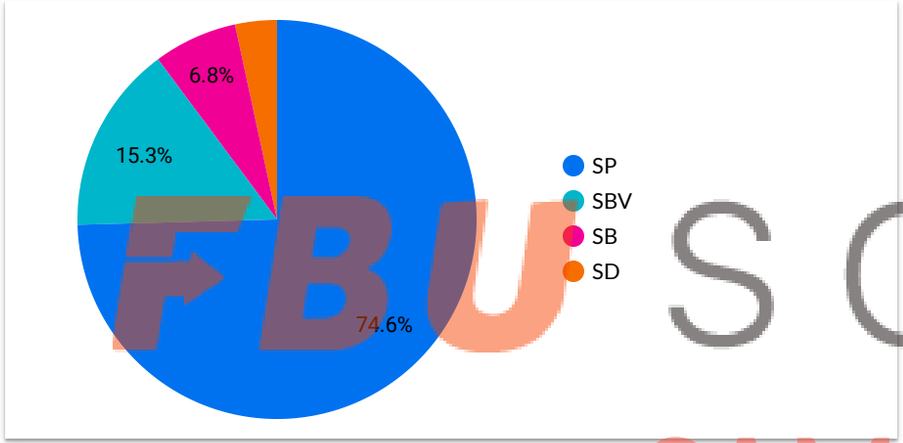
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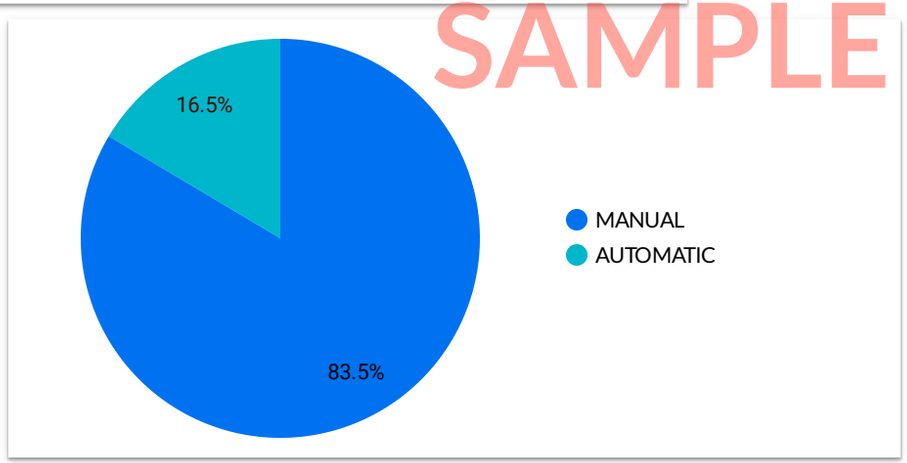
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Campaign Type Utilization





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38 Active Campaigns

Type	# of Campaigns	Sales %
SP	44	82.89%
SBV	9	14.67%
SB	4	2.39%
SD	2	0.04%

Targeting	# of Campaigns	Sales %
MANUAL	49	83.54%
AUTOMATIC	10	16.46%

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Campaign Performance

Type	Campaigns	Impressions	Clicks	Spend(USD)	Sales(USD)	Orders	ACOS %
SP	PU | SP | Manual | Item 5 | Broad & Phrase	181,293	2,426	2,277.14	4,793.52	511	47.5%
SP	PU | SP | Manual | Item 3 | Exact	85,855	2,025	1,806.48	4,546.05	454	39.74%
SP	PU | SP | Manual | Item 3 | Item 3 | Broad	401,764	2,525	2,283.08	3,787.08	407	60.29%
SP	PU | SP | Cross Sell | Item 3	119,556	1,106	1,580.49	2,351.04	243	67.23%
SP	PU | SP | Manual | Item 5 | Exact	80,480	1,281	1,678.44	2,295.72	251	73.11%

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Type	Campaigns	Impressions	Clicks	Spend(USD)	Sales(USD)	Orders	ACOS %
SB	PU | SB | Item 3 | Exact | Store	131,442	369	200.32	603.51	64	33.19%
SB	PU | SB | Item 3 | Broad | Store	141,698	204	188.67	296.87	29	63.55%
SB	PU | SB | Item 1 | Broad | Store	120,720	143	229.11	113.73	6	201.45%
SB	PU | SB | Item 1 | Branded | Broad | Store	51,550	48	64.22	59.82	3	107.36%

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Campaign Performance

Type	Campaigns	Impressions	Clicks	Spend(USD)	Sales(USD)	Orders	ACOS %
SD	PU | SD | REMA | Item 1 | Similar	36,402	65	87.63	19.94	1	439.47%
SD	PU | SD | REMA | Item 1 | Advertised	12,553	26	56.01	0	0	null

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SAMPLE AUDIT

Type	Campaigns	Impressions	Clicks	Spend(USD)	Sales(USD)	Orders	ACOS %
SBV	PU | SBV | Item 1 | Set | Broad	113,955	1,996	1,920.7	4,282.63	218	44.85%
SBV	PU | SBV | Item 3 | Item 3 | Phrase	26,660	638	260.46	669.94	72	38.88%
SBV	PU | SBV | Item 5 | Broad	10,626	270	272.01	548.21	61	49.62%
SBV	PU | SBV | Item 3 | Broad	9,104	234	229.7	409.41	42	56.11%
SBV	PU | SBV | Item 1 | Set | Exact	12,176	189	140.4	389.19	20	36.07%

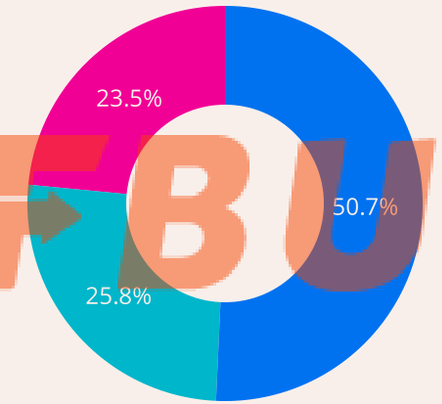
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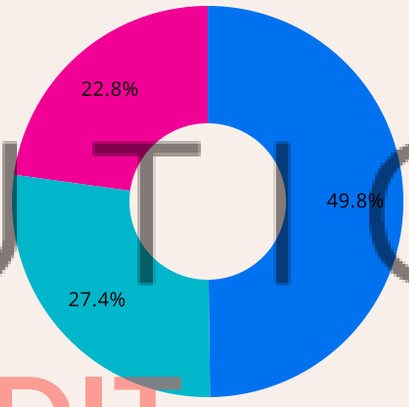
Placement Performance

Sales %



First page Top of Search on Amazon
Product pages on Amazon
Rest of search on Amazon

Spend %



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Placement	Impr	Clicks	CTR	CVR	RoAS	ACoS	Sales	Spend
First page Top of Search on Amazon	109.5K	9.6K	8.78%	19.31%	2.79	52.74%	19,239.87	10,146.9
Product pages on Amazon	2.9M	8.3K	0.29%	10.75%	2.33	57.01%	9,782.86	5,576.96
Rest of search on Amazon	550.5K	6.6K	1.2%	14.31%	2.68	52.18%	8,906.87	4,647.58

50% of the sales are coming from the Top of search on Amazon which is the desired placement.

Meanwhile, **23%** are still in Rest of Search. Sales from this placement can be further funneled to the Top of Search with optimized use of placement modifiers.

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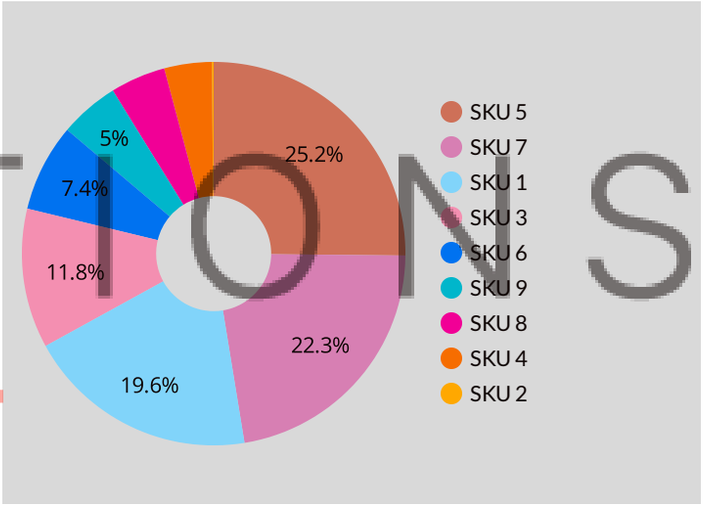
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Advertised Product Performance

Advertised ASIN	Advertised SKU	Impr	Clicks	CVR	CTR	Spend	Sales ▾	ACoS
B070000006	SKU 5	378.2K	5K	20.6%	1.32%	4,916.88	9,551.22	51.48%
B070000009	SKU 7	327.7K	4K	20.86%	1.23%	3,635.76	8,454.79	43%
B070000001	SKU 1	1.1M	4.7K	7.99%	0.41%	3,929.17	7,432.74	52.86%
B070000004	SKU 3	339.4K	3K	15.86%	0.88%	2,803.9	4,469.39	62.74%
B070000007	SKU 6	405.8K	1.7K	17.44%	0.42%	1,550.13	2,806.01	55.24%
B070000003	SKU 9	409.8K	2.7K	9.72%	0.67%	1,398.07	1,907.24	73.3%
B070000008	SKU 8	314.5K	2.2K	11.26%	0.7%	1,377.42	1,767.44	77.93%
B070000005	SKU 4	214.3K	1.2K	14.35%	0.54%	714.75	1,522.89	46.93%
B070000002	SKU 2	12.4K	35	8.57%	0.28%	45.91	55.88	82.16%

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The top 2 products, **B070000006** and **B070000009**, genera ted **47%** of the total Ad Sales within 60 Days. The 3rd bestseller **B070000001**, generated almost **20%** of total Ad sales.

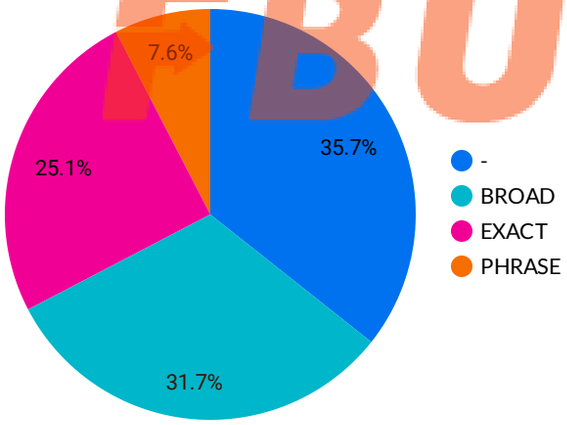
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Keyword Performance

Match Type Utilization



Match Type Performance

Match Type	Impressions	Clicks	Spend	Sales	Sales %	ACOS %
BROAD	490.8K	7,701	$6,862.23	$12,651.59	33.28%	54.24%
-	552.4K	9,813	$6,153.32	$11,425.22	30.05%	53.86%
EXACT	388.2K	5,198	$5,772.06	$10,760.38	28.3%	53.64%
PHRASE	117.6K	1,810	$1,564.49	$3,179.24	8.36%	49.21%

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Top 10 Performing Search Terms

Auto

Match Type	Customer Search Term	Impressions	Clicks	Orders	PPC Spend	PPC Sales	Total Adver...
-	higher	14,166	329	70	206.48	703.18	29.36%
-	friend	1,247	149	32	68.02	291.12	23.36%
-	heated	1,260	102	22	52.83	221.21	23.88%
-	fundamentals	809	54	18	24.95	170.43	14.64%
-	copy	1,599	52	12	29.11	108.66	26.79%
-	B07000104	8,220	72	5	28.84	99.7	28.93%
-	B07000108	7,723	61	5	27.12	97.73	27.75%
-	fit	1,624	50	10	22.21	90.76	24.47%
-	fri	652	35	8	16.94	72.78	23.28%
-	historic	137	18	8	11.35	68.92	16.47%

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Top 10 Performing Search Terms

Broad

Match Type	Customer Search Term	Impressions	Clicks	Orders	PPC Spend	PPC Sales	Total Adver...
BROAD	content	176	61	14	41.9	299.1	14.01%
BROAD	faith	821	51	16	46.88	159.84	29.33%
BROAD	cakes	1,996	29	14	28.87	128.66	22.44%
BROAD	ease	1,500	49	18	35.86	125.82	28.5%
BROAD	contribution	60	14	12	7.77	108.68	7.15%
BROAD	angeles	585	22	10	27.44	100.71	27.25%
BROAD	colors	241	19	4	23.06	79.76	28.91%
BROAD	brazilian	4,268	27	6	18.02	67.89	26.54%
BROAD	colorado	995	9	3	9.18	59.82	15.35%
BROAD	conjunction	1,328	23	3	16.58	59.82	27.72%

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Top 10 Performing Search Terms

Phrase

Match Type	Customer Search Term	Impressions	Clicks	Orders	PPC Spend	PPC Sales	Total Adver...
PHRASE	actions	258	19	9	20.06	80.73	24.85%
PHRASE	arrangement	4,281	24	3	12.76	59.82	21.33%
PHRASE	advertiser	58	8	4	7.36	35.88	20.51%
PHRASE	clarity	189	7	3	5.79	35.88	16.14%
PHRASE	bool	865	17	4	6.43	33.9	18.97%
PHRASE	achievements	83	6	3	6.09	26.91	22.63%
PHRASE	adjacent	451	8	3	7.44	26.91	27.65%
PHRASE	ace	18	5	3	6.38	26.91	23.71%
PHRASE	arthur	2	1	1	0.55	19.94	2.76%
PHRASE	arrivals	692	6	1	3.13	19.94	15.7%

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Top 10 Performing Search Terms

Exact

Match Type	Customer Search Term	Impressions	Clicks	Orders	PPC Spend	PPC Sales	Total Adver...
EXACT	bother	242	95	25	64.4	512.53	12.57%
EXACT	chile	1,785	55	21	48.4	204.73	23.64%
EXACT	affiliates	2,816	39	13	32.24	144.54	22.31%
EXACT	empirical	2,423	29	12	27.34	138.82	19.69%
EXACT	are	910	12	6	14.11	63.81	22.11%
EXACT	chicks	671	11	4	8.11	37.92	21.39%
EXACT	collectible	131	2	2	1.29	18.96	6.8%
EXACT	christina	12	2	2	3.16	17.94	17.61%
EXACT	collect	859	8	2	4.97	17.94	27.7%
EXACT	collaboration	192	1	1	0.62	8.99	6.9%

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Top 10 Underperforming Search Terms

Mixed Match Types

Match Type	Customer Search Term	Impressions	Clicks	Orders	PPC Spend	PPC Sales	Total Adver...
EXACT	chris	43,569	585	132	797.64	1,216.05	65.59%
EXACT	companion	139,275	507	45	649.56	878.68	73.92%
PHRASE	classifieds	60,201	450	73	433.68	698.08	62.12%
-	photography	56,081	563	78	363.82	545.22	66.73%
-	cooler	13,797	216	43	356.72	402.84	88.55%
-	conversion	9,155	179	38	288.64	396.97	72.71%
EXACT	christianity	10,704	246	32	270.77	281.13	96.31%
EXACT	employment	4,358	187	29	234.49	278.28	84.26%
EXACT	chorus	5,647	159	33	221.65	314.97	70.37%
-	cook	12,469	134	26	197.83	234.24	84.46%

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Top 10 Zero Sales Search Terms

Mixed Match Types

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Match Type	Customer Search Term	Impressions	Clicks	Orders	PPC Spend	PPC Sales	Total Adver...
BROAD	candy	765	18	0	19.9	0	null
BROAD	contacts	2,361	12	0	19.48	0	null
-	microwave	6,852	26	0	17.19	0	null
BROAD	banking	10,173	18	0	16.44	0	null
BROAD	appreciate	5,988	27	0	16.28	0	null
EXACT	coding	98	13	0	13.93	0	null
BROAD	evil	1,203	9	0	12.18	0	null
-	leads	1,270	23	0	12.03	0	null
BROAD	approximately	4,462	20	0	11.75	0	null
BROAD	cassette	209	11	0	10.33	0	null

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These are Search Terms discovered by auto campaigns that have not been harvested and funneled into manual keyword campaigns.

Essentially, these are open opportunities for us to rank on more keywords and capitalize on the potential sales these search terms can bring.

327 Performing Search Terms for Harvesting

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Customer Search Term	Match Type	Orders	Spend	Sales	ACoS %
higher	-	70	206.48	703.18	29.36%
friend	-	32	68.02	291.12	23.36%
heated	-	22	52.83	221.21	23.88%
fundamentals	-	18	24.95	170.43	14.64%
copy	-	12	29.11	108.66	26.79%
fit	-	10	22.21	90.76	24.47%
fri	-	8	16.94	72.78	23.28%
historic	-	8	11.35	68.92	16.47%
history	-	6	11.93	54.44	21.91%
economics	-	6	11.82	53.82	21.96%
copyrights	-	5	3.34	45.95	7.27%
cordless	-	4	6.15	39.96	15.39%

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TOP ASIN Targets

Converting ASINs from Auto campaigns should be regularly funneled into product targeting campaigns.

12 ASINs

Targeted in "Auto" are converting to sales and not targeted in "ASIN Targeting"

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	ASIN Targets	Impressions	Clicks	Orders	Spend	Sales	ACoS
1.	B07000105	13.4K	50	12	37.15	$110.82	33.52%
2.	B07000103	5.8K	94	11	61.76	$103.89	59.45%
3.	B07000101	2.7K	59	9	41.27	$62.91	65.60%
4.	B07000102	3.4K	45	7	28.72	$48.93	58.70%
5.	B07000107	2.6K	43	5	26.92	$34.95	77.02%
6.	B07000106	2.2K	62	5	24.90	$34.95	71.24%
7.	B07000104	8.2K	72	5	28.84	$99.70	28.93%
8.	B07000108	7.7K	61	5	27.12	$97.73	27.75%

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Top Product Quick Review



- Sensible Product Title
- Relevant Keywords visible
- A+ Content
- Product Descriptions
- Infographics
- Competitive Pricing
- High Reviews & Ratings
- Buybox Ownership

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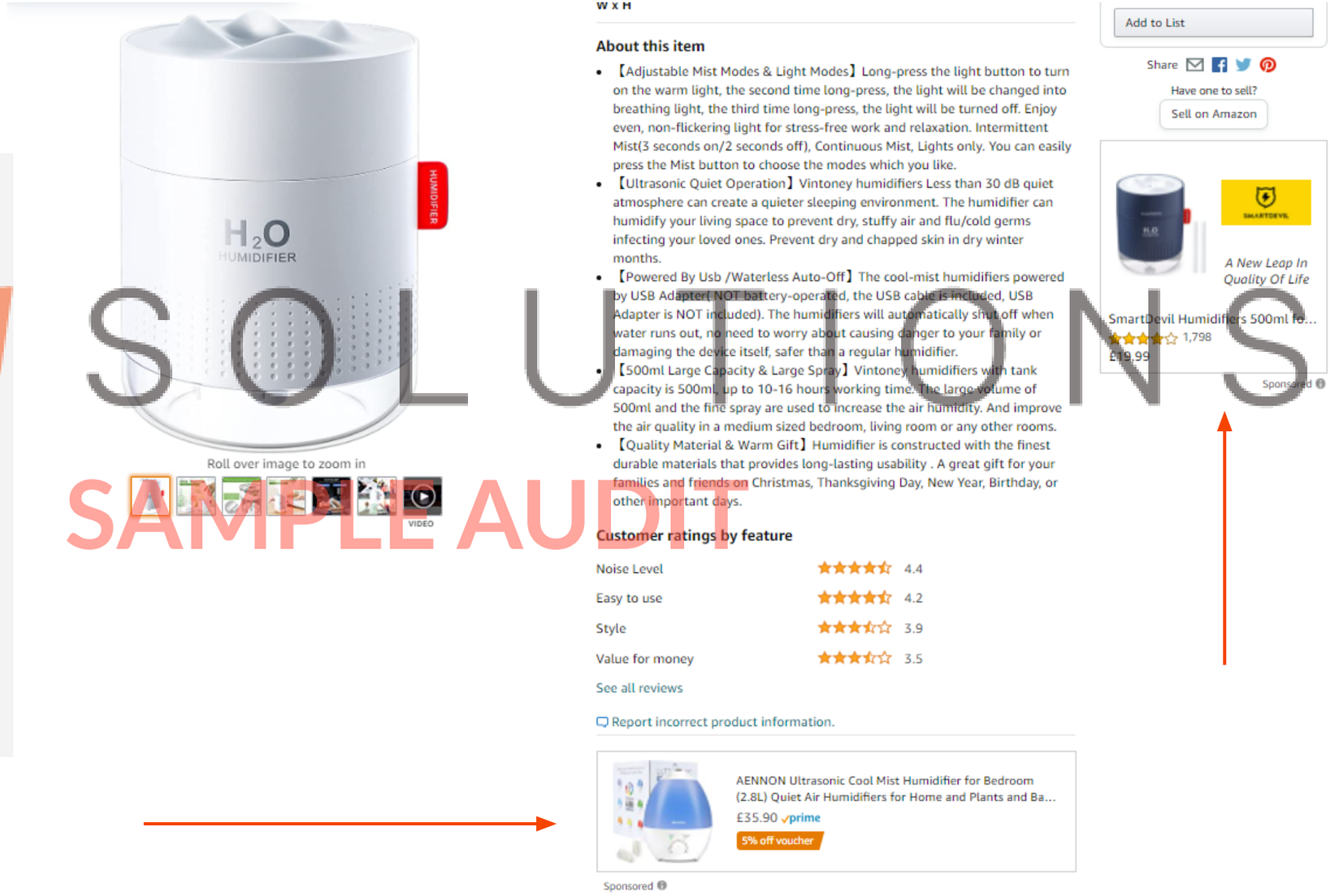
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Brand Defense

Target primary listing with related items for cross-selling as well as take away prime real-estate from competitors to increase chances of funneling sales into your own line.



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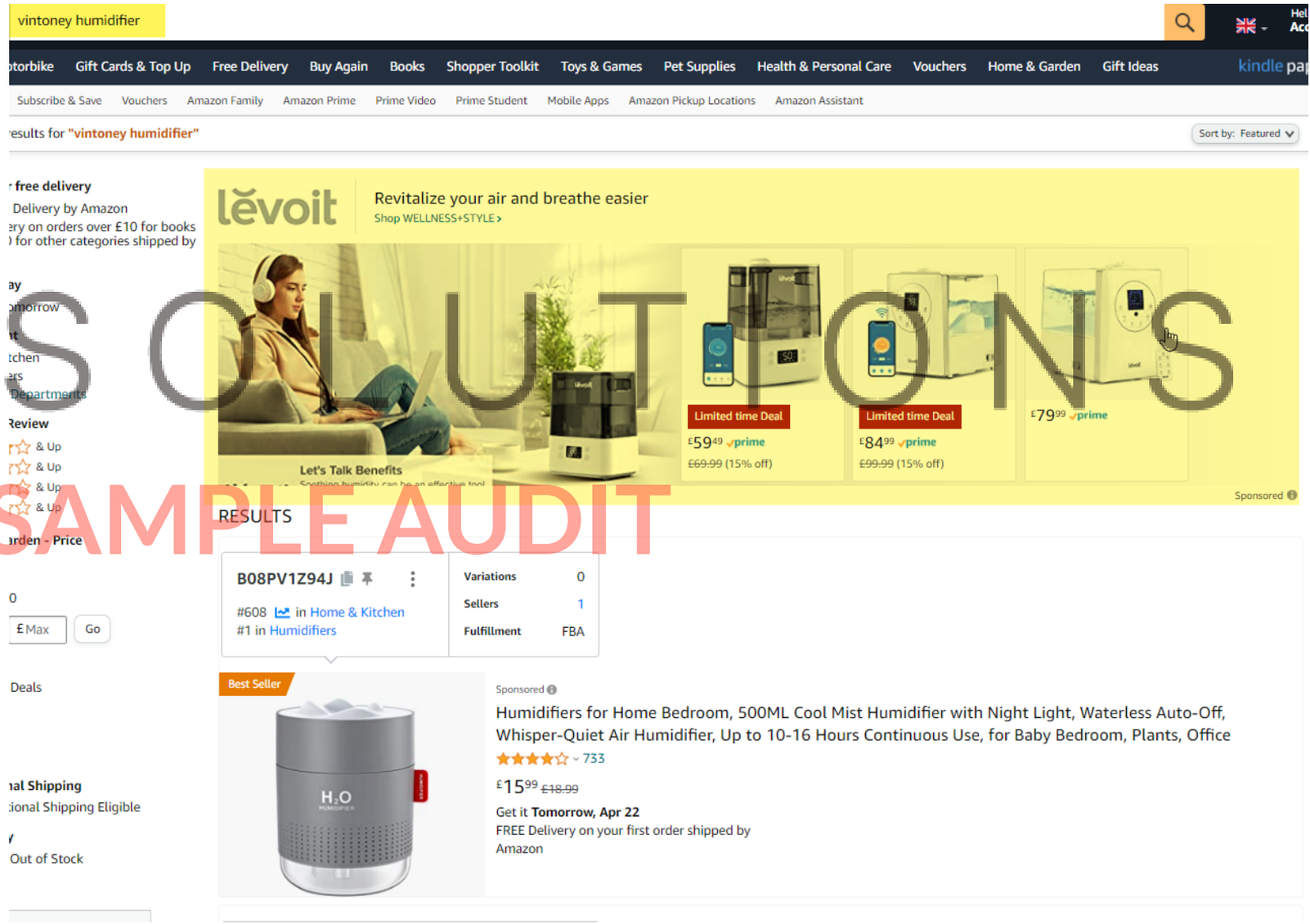
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Brand Defense

A comprehensive Keyword Brand Defense includes all possible placements such as Sponsored Brands in order to make it easier for customers to find your brand and products.



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Top Competitor in Category



- Competitive Pricing
- Unique Selling Points
- Reviews & Ratings

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Top Competitor Keywords

	Keyword Phrase	Organic Ranking ▲	Sponsored Ranking
1.	Keyword 1	1	3
2.	Keyword 2	1	2
3.	Keyword 4	1	1
4.	Keyword 3	2	1
5.	Keyword 5	3	5
6.	Keyword 6	5	15
7.	Keyword 7	11	13
8.	Keyword 9	20	32
9.	Keyword 10	30	60
10.	Keyword 8	52	25

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FBU Recommendations

- Account Overview
- Ads Organization
- Campaign Targets Optimization
- Ad Set Opportunities
- Brand Growth Opportunities
- Brand Defense



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