

AMAZON ADS SPOTLIGHT



FACTS > FIX > FOCUS
EXAMPLE REPORT



Advertising Audit Summary

Review of Key Points from Audit

- Review of Revenue Distribution by Brand.
- Review Brand Metrics
- Review of Revenue Distribution by Product.
- Review of Ad Type Distribution.
- Review Weekly Account Performance.
- Review Branded vs Unbranded Key Metrics.
- Identify Wasted Spend.
- Identify Areas for Growth Through Match Type Coverage.
- Group Search Terms by ACOS to Identify Focus Group.

amazon ads

Advanced
partner

Product Catalogue Insights - 60 Days

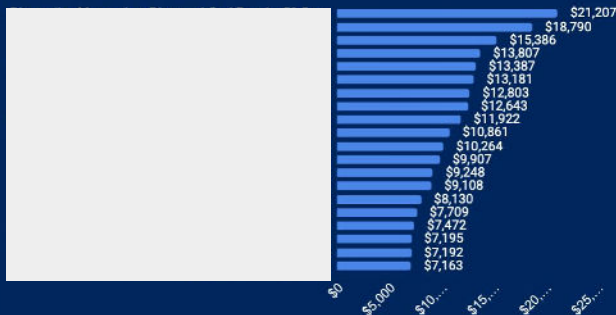
Key Insights

- Spend not being distributed on best sellers
- Campaign structure is leading to sporadic ad spend that isn't aligned with what would work best.
- Unbranded and Branded terms are mixed.

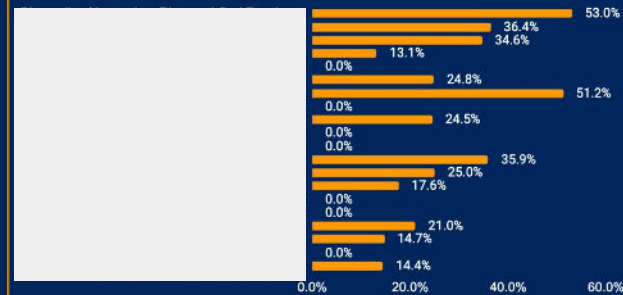
How we help

- Align ad spend with best sellers
- Separate Branded and Unbranded to understand true ad impact
- It will take longer to have the correct structure but it will pay off in the long run

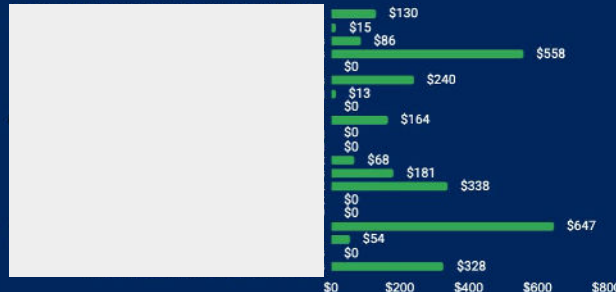
Total Sales by Product



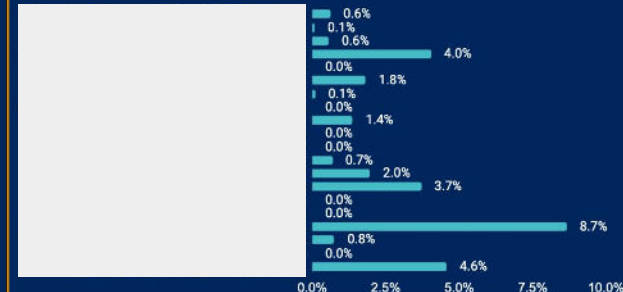
CVR by Product



SP Ad Spend by Product



TACOS by Product



Brand Metrics by Category



Brand Metrics

- Understand your CVR compared to the Category.
- Understand your NTB customers compared to the Category.
- Understand your SnS customer compared to the Category.

Why is this important?

- A CVR that is below the category median indicates a need to spend more on the product offering.
- NTB can tell you two things, How many large brand names are in your category, generally they will have lower NTB metrics. It will give you an indication on how much the category is investing in NTB customers as part of their overall strategy.
- Understanding your SnS compared to the category will help you increase your customers LTV and win long term.

Category Benchmarks - Last Month

[Go back to the overview page](#)

Overall category metrics

Understand how efficiently your brand drives shoppers through different stages of the funnel.

Above Median
CVR

Metric name	Your brand	Category median	Category top
Shopper engagement rate	5-10% Was 5-10%	0-5%	0-5%
Customer conversion rate	16% ↑ 6.67%	11%	36%
% New-to-brand customers	64% ↓ 5.88%	97%	100%
% Subscribe & Save new-to-brand customers	27% ↓ 22.86%	37%	67%
Subscribe & Save customers	240 ↓ 22.33%	73	1,339

Ad Type Distribution



Ad Type Distribution

- What ad types are you taking advantage of?
- How much room is there for you to grow?
- What ad types are your competitors taking advantage of?

Why is this important?

- Finding gaps in your Ad type distribution can help with quick wins by increasing sales on areas you already know work for example if you have search terms that work for Sponsored Products there is opportunity that they could work for Sponsored Brands.
- Ad types are used for different strategies understanding your ad distribution can uncover how you are investing in each strategy.

#1 Ad Type Distribution - Account level - 60 Days

Key Takeaways

- Low spend and low ACOS on Sponsored Products, Increasing Unbranded and Competitor targeting is likely to yield a significant increase in traffic. Including building brand loyalty.
- Lowest ACOS on Sponsored Products indicates room to increase spend and drive sales while maintaining a healthy margin.
- Low Sponsored Display Targeting, Brands that introduce SD targeting generally increase their ad sales by 20% the next month. This could equate to increase of \$207k per year.

Account Level - Ad Type Distribution



Ad Type	All Types	Sponsored Products	Sponsored Brand	Sponsored Display
Ad Sales	\$173,093	\$85,410	\$87,187	\$496
Ad Spend	\$40,185	\$8,338	\$30,657	\$1,190
ACOS	23%	10%	35%	240%
% of Total Ad Sales	100%	49%	50%	0%
% of Total Ad Spend	100%	21%	76%	3%

Opportunity for Growth

Opportunity for Optimization

Unbranded vs Branded



Unbranded vs Branded

- What is your true ACOS and CVR?
- Are you overspending on Branded terms? Do you need to be?
- How would your goals change knowing the truth about your advertising?

Why is this important?

- Strong Branded presence allows you to acquire new to brand customers and continue to improve the brand's loyal customer base.
- Understanding how you are allocating your advertising budget, helps drive important strategic decisions.

Sponsored Products - Unbranded vs Branded - 60 Days



Sponsored Product



Sponsored Brand - Unbranded vs Branded - 60 Days



Sponsored Brands



Wasted Spend & Spending Efficiency



Wasted Spend and Spending Efficiency

- How much do you spend on clicks with zero orders (Wasted Spend)?
- How much could we be saving you per year by eliminating that spend?
- What does your spend distribution look like across different targeting types?
- What targeting types drive the majority of your sales?
- How much of your total spend converts?

Why is this important?

- Wasted spend not only costs you money, it drives lower rankings. Amazon does not want to show products that don't convert.
- Without the correct structure, you cannot control your advertising; this will put a limit on what you will be able to achieve.

Sponsored Products - Unbranded Spend Efficiency - 60 Days

Wasted Spend

- Total Wasted Spend of \$2.7k for 60 days of data
- 16k in wasted spend per year
- 67% of spend is going to waste due to campaign structure.

Targeting

- Not Utilizing product targeting.
- Migrating search terms that are working will give you control over your advertising objectives.

Sponsored Product - Unbranded



Match Type	All Targeting	Exact Targeting	Product Targeting	Research Targeting	Auto Targeting
Ad Sales	\$16,648	\$688	\$0	\$4,746	\$11,215
Ad Spend	\$4,115	\$160	\$0	\$1,266	\$2,689
ACOS	24.7%	23.2%	0.0%	26.7%	24.0%
Converting Spend	\$1,343	\$114	\$0	\$591	\$638
Wasted Spend	\$2,772	\$46	\$0	\$675	\$2,051
Wasted Spend %	67%	1%	0%	16%	50%

High % of Waste

Opportunity for Growth

Opportunity for Efficiency



Sponsored Brands - Unbranded Spend Efficiency - 60 Days

Wasted Spend

- Total Wasted Spend of \$20k for 60 days of data
- 123k in wasted spend per year
- 73% of spend is going to waste due to campaign structure.

Targeting

- Not Utilizing product targeting
- Moving search terms that working can help improve waist and grow sales.

Sponsored Brands - Unbranded



Match Type	All Targeting	Exact Targeting	Product Targeting	Research Targeting	Theme Targeting
Ad Sales	\$57,858	\$20,437	\$0	\$23,886	\$13,534
Ad Spend	\$28,183	\$4,152	\$0	\$17,879	\$6,153
ACOS	48.7%	20.3%	0.0%	74.8%	45.5%
Converting Spend	\$7,570	\$3,681	\$0	\$2,477	\$1,411
Wasted Spend	\$20,613	\$471	\$0	\$15,402	\$4,741
Wasted Spend %	73%	2%	0%	55%	17%

High % of Waste

Opportunity for Growth

Opportunity for Efficiency

Search Term Efficiency



Search Term Efficiency

- What terms drive the majority of your orders?
- How many terms do you have that are in the higher ACOS groups?
- What percentage do these terms make up of your whole advertising portfolio?

Why is this important?

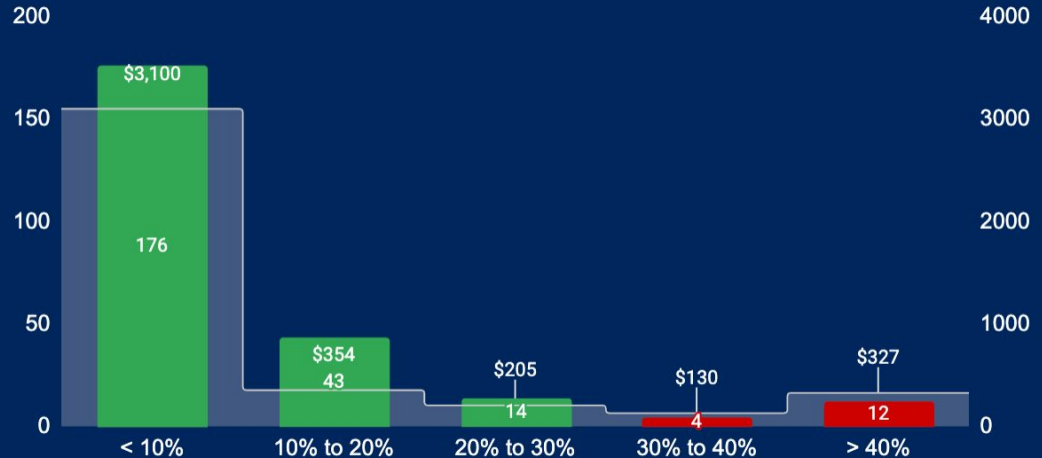
- Identifying search terms that do not meet your advertising goals is fundamental to advertising optimisation.
- It becomes very clear what is and is not relevant to the consumer through this process.

Sponsored Products - Search Term Efficiency - 60 Days

ACOS Segment

- Majority of spend going to terms under 10% ACOS
- Opportunity to drive more traffic through better campaign structure
- 71% of All terms are below 10% ACOS

Sponsored Product - Unbranded ACOS Group



ACOS Segment	< 10%	10% to 20%	20% to 30%	30% to 40%	> 40%	Total
Ad Sales	\$12,428	\$2,454	\$863	\$395	\$509	\$16,648
Ad Spend	\$3,100	\$354	\$205	\$130	\$327	\$4,115
Converting UB Terms	176	43	14	4	12	249
% of Total Terms	71%	17%	6%	2%	5%	100%

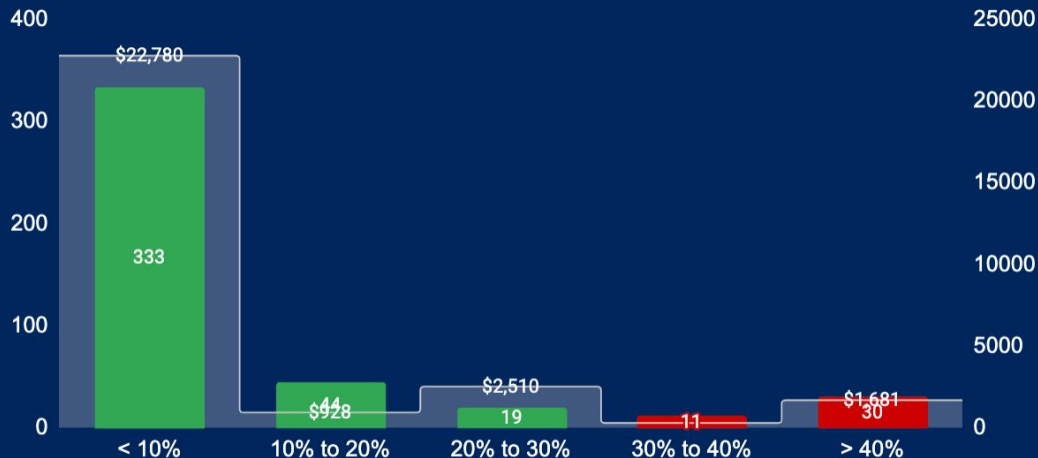
Growth Potential

Sponsored Brands - Search Term Efficiency - 60 Days

ACOS Segment

- Majority of spend going to terms under 10% ACOS
- Opportunity to drive more traffic through better campaign structure
- 76% of All terms are below 10% ACOS

Sponsored Brand - Unbranded ACOS Group



ACOS Segment	< 10%	10% to 20%	20% to 30%	30% to 40%	> 40%	Total
Ad Sales	\$37,500	\$6,253	\$11,697	\$851	\$1,555	\$57,858
Ad Spend	\$22,780	\$928	\$2,510	\$285	\$1,681	\$28,183
Converting UB Terms	333	44	19	11	30	437
% of Total Terms	76%	10%	4%	3%	7%	100%

Growth Potential



Amazon Ads Spotlight Audit - 6 Outcomes You Can Expect

You will;

1. Discover what you are doing well with your Amazon Ads set up and performance.
2. Get new awareness and visibility about areas of your Amazon Ads performance and set up that are causing wasted spend, but, more importantly, missed growth opportunities.
3. Get clarity on the right ad types and campaign structure balance for your product and brand range.
4. Understand the pathway to growth based on the metrics that matter and what budgets will be required to help you achieve your goals utilising Amazon Ads.
5. Get a benchmark of how you compare to your competition and what market share opportunities you are missing out on right now.
6. Learn a lot about Amazon Ads that will expand your thinking and give you confidence to invest in the right way for growth.
7. We help you scale on ads on Amazon profitably.

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