prime day

Deep dive into reports to keep the momentum going

Level: All levels

amazon ads

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01

Evaluating post-peak performance

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“Keep the momentum going, continue those campaigns, don't immediately pull back after the holidays. Let them continue to run and see what happens. And I think you'll be pleasantly surprised by the results.”

— Sean Cohen, SEM Manager at OMNI ePartners

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Q: Where can I find my peak period advertising insights?

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Advertising metrics: The basics

Sales attributed to advertising
Total sales value of Amazon orders from customers after clicking your ads.

Impressions
An impression occurs whenever an ad is displayed. The impressions metric is a count of how many times your ad has been served to a customer.

Clicks
A click occurs whenever customers click on an ad. The clicks metric is a count of how many times customers have clicked on an ad.

Orders
The number of Amazon orders that shoppers have submitted after clicking on your ads. It can take up to 12 hours for your orders metrics to update. Payment failures and orders that are cancelled within 72 hours will be removed from orders totals.

Click-through-rate (CTR)
The percentage of customers who see your ad and also click it, calculated as clicks divided by impressions (clicks / impressions x 100). Example: When 100 customers saw your ad and there were 10 clicks registered, it means your CTR is 10% (10 / 100 x 100).

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Downloadable reports: Sponsored Products

	What it is...	Use it to...	Lookback period
Targeting report	Sales and performance metrics for targets in all campaigns that received at least one impression	See how your targets are performing over time, which can help inform you about when to adjust your bid and expand your targets	90 days
Advertised product report	Sales and performance metrics for your advertised ASINs in all campaigns that received at least one impression	See how your ads are performing over time to help you determine if you need to change your advertising strategy	90 days
Purchased product report (sellers only)	Details on the non-advertised ASINs shoppers purchased after clicking on your ad	Find new advertising opportunities and get insight into what shoppers are buying	60 days
Search term report	Shopping queries entered by shoppers searching on Amazon that resulted in a click	Identify high-performing shopping queries from shoppers and to create negative keywords for shopping queries that don't meet your goals	65 days
Placement report	Clicks, cost per click (CPC), and spend for all of your Sponsored Products campaigns	Understand your overall spend and performance	90 days
Campaign report	The overall performance of your campaigns	Compare the performance of different campaigns, which can help you with prioritization and budget allocation	18 months
Performance over time report	Clicks, cost per click (CPC), and spend for all of your Sponsored Products campaigns	Understand your overall spend and performance	90 days
Budget report	The overall performance of your campaigns	Compare the performance of different campaigns, which can help you with prioritization and budget allocation	Lifetime
Search term impression share report	The overall performance of your campaigns	Compare the performance of different campaigns, which can help you with prioritization and budget allocation	65 days

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Q:

Once the peak period is over, what immediate changes should I make to my campaigns?

A:

Keep momentum going

If your peak period campaigns performed well, keep them running to help extend the momentum. Check your reports and evaluate your results against your original goals.

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Q:

When should I measure the results of my peak period campaigns?

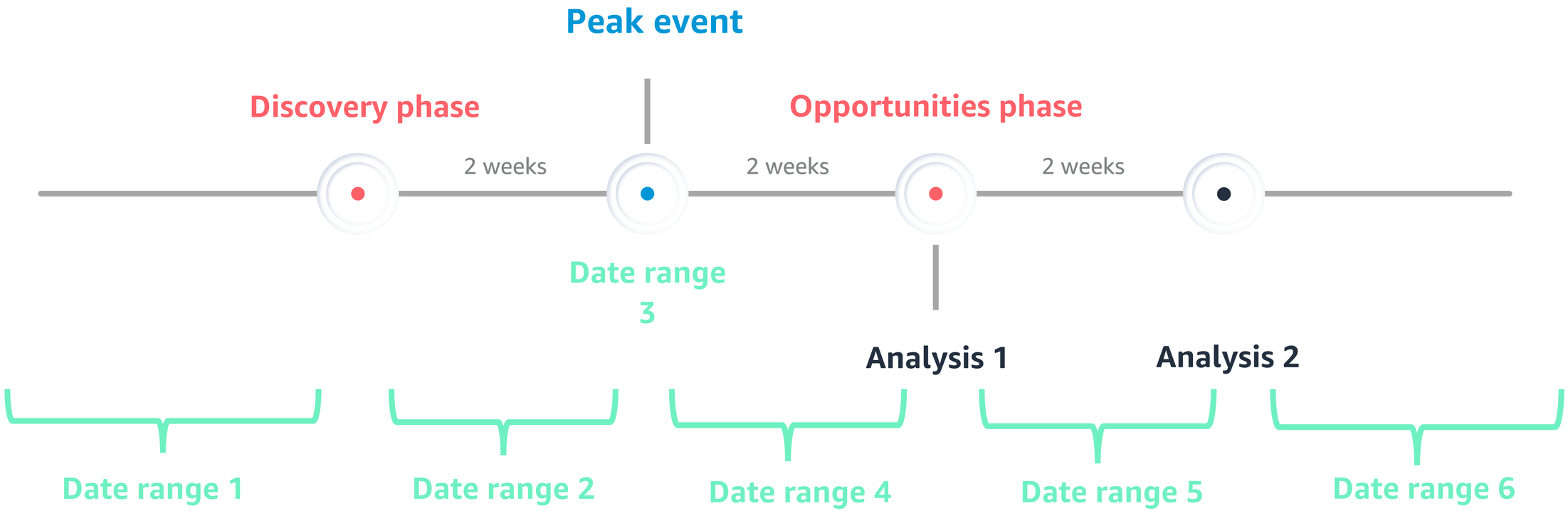
A:

2 to 4 weeks

Analyze peak period success at least 14 days after the peak period, e.g Prime Day

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Measure success timelines and filtering dates



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Q:

Where can I find my campaign performance insights?

A:

Look and compare

In the campaign manager

- Campaigns dashboard
- Targeting page
- Budgets page (beta)

In the Measurements and Reporting tab

- Downloadable reports

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Q:

Where can I find top-performing shopping queries from my campaigns?

A:

Identify shopping queries

Look at shopping queries within the reports

In the campaign manager

- Search terms tab
- Targeting page

Downloadable reports

- Search term report
- Campaign report

Top tip: Identify high-performing shopping queries and products to include in manual campaigns.

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02

Spotlight on Sponsored Products performance

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Q:

How will I know how each advertised product performed during the peak period?

A:

Look at the metrics:

Conversion rate, sales, orders, ACOS and ROAS

In the campaign manager

- Campaigns dashboard
- Portfolios section

Downloadable reports

- Campaign report
- Advertised product report
- Purchased product report (sellers only)

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Sponsored Products: Advertised product report

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Campaign name	Advertised ASIN	Impressions	Clicks	ACOS	ROAS	14-day sales	CTR	CPC	Spend	14-day orders	14-day units
SP|KW|CoffeeMachineCapsule|Generic	ABC0001	1421	9	1.5%	66.5	$ 149.17	0.634%	$ 0.25	$ 2.24	1	1
SP|KW|CoffeeMachineCapsule|Generic	ABC0002	6338	37	8.1%	12.3	$ 262.47	0.58%	$ 0.57	$ 21.27	3	3
SP|KW|CoffeeMachineCapsule|Generic	ABC0004	110217	343	3.7%	26.9	$ 6,007.02	0.31%	$ 0.65	$ 223.03	26	26
SP|KW|CoffeeMachineCapsule|Generic	ABC0005	76348	417	11.7%	8.4	$ 2,537.89	0.54%	$ 0.72	$ 298.81	42	42
SP|KW|CoffeeMachineCapsule|Generic	ABC0007	25225	109	136.8%	0.7	$ 171.33	0.431%	$ 2.15	$ 234.50	3	3

High-performing products → **Keep active and expand strategies**

Products with low impressions → **Move to a separate campaign**

Low-performing products → **Pause, or create a new campaign**

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Q:

Where can I find the profit on an advertised product after a peak period?

Top tip: **Keep top performing products active and boost their visibility across more campaigns. Pause the lower performers and create more tailored campaigns for them.**

A:

Look and compare

Review ACOS, ROAS, spend

Compare average selling price and average order costs

In the campaign manager

- Campaign dashboard
- Portfolios tab

Downloadable reports

- Campaign report
- Advertised product report

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Calculate break-even ROAS

Average profit margin = Average selling price - average order costs
Average profit margin % = Average profit margin ÷ average selling price x 100
Break-even ROAS = 1 ÷ Average profit margin %

$10	$2	$8	80%
Average selling price	Average order costs	Average profit margin	Average profit margin %

Break-even ROAS

1 ÷ 80% = 125% (or 1.25x)

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Key sales days: Sales, ROAS, and ACOS

Understand how your peak period campaigns contributed to your sales

Campaign report:

Campaign	Impressions	Clicks	CTR	Spend	Sales	ROAS
SP|Keywords|Coffee makers|Deals	234534	3490	1.08%	735.6	3678	5
SP|Keywords| Coffee makers |Coupons	3745	247	6.59%	269.1	598	2.22
SP|Product| Coffee makers |Deals	5635	234	4.15%	1418.19	3459	2.43
SP|Product| Coffee makers |Coupons	121	7	5.78%	41.4	345	8.33

Advertised product report:

Campaign	ASIN	Impressions	Clicks	Spend	Sales	ROAS
SP|Keywords| Coffee makers |Deals	ABC0001	1421	9	17.00	149.17	8.77
SP|Keywords| Coffee makers | Deals	ABC0002	6338	37	27.80	262.47	9.44
SP|Keywords| Coffee makers |Deals	ABC0005	76348	417	345.20	786.00	2.28
SP|Keywords| Coffee makers |Deals	ABC0007	25225	109	234.50	171.33	0.20
SP|Keywords| Coffee makers |Deals	ABC0004	110217	343	223.03	1,670.00	7.48

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Example

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Two different campaigns for the same product, with a profit margin of 30%

Campaign	Impressions	Clicks	CTR	CPC	Spend	ACOS	ROAS	Sales
SP | Prod | Coffee makers	673912	2718	0.4033%	$0.85	$2,305.02	8.1782%	12.23	$28,184.81
SP | KW | Coffee makers	80393	335	0.4167%	$0.76	$255.15	75.5127%	1.32	$337.89

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Discovery

- [ ] Add a strong title and detailed description
- [ ] Check you're the featured offer
- [ ] Download and review reports for top performing shopping queries
- [ ] Have four or more high resolution images
- [ ] Create a peak period portfolio
- [ ] Run a combination of automatic and manual targeting campaigns

Purchase

- [ ] Include negative targeting
- [ ] Set up deals for top selling products
- [ ] Use dynamic bids - up and down
- [ ] Increase budget 2-4x
- [ ] Set up budget rules
- [ ] Regularly review the insights in your campaign manager for on-the-spot optimizations

Opportunity

- [ ] Download your Sponsored Product reports and review against the campaign goals
- [ ] Establish peak performance benchmarks
- [ ] Review top-performing shopping queries
- [ ] Check top performing products
- [ ] Increase bids on high-performing keywords
- [ ] Organize campaign learnings for future peak periods

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