

How can Sponsored Products reporting help my campaigns?



Download advertising reports to review your campaigns' performance and make timely optimization adjustments.



Gather insights on search terms, placements, and keywords to understand how shoppers find your advertised titles.



Understand what book title and keyword mix helps reach your business goals to make well-informed adjustments.

Sponsored Products Report Types	Description	Optimization Tips
Search term report	Search terms entered by customers shopping on Amazon that resulted in at least one click.	Use this report to identify high-performing customer searches that can be added as new keywords, or add under-performing search terms as negative keywords to help increase campaign performance.
Targeting report	Sales and performance metrics for keywords, products, and categories in all campaigns that received at least one impression.	Use this report to see search volume and performance trends for your keywords, products, and categories. Narrow down your target list and set budgets for the targets you really want.
Advertised product report	Sales and performance metrics for advertised products in campaigns with at least one impression.	Use this report to identify trends in overall performance over time for promoted titles and their various formats.
Placement report	Performance of your campaigns in top-of-search and other placements.	Use this report to get insights into performance across different placements and adjust bids for top of search or product pages.
Performance over time report	Summarizes clicks and spend over a specified period of time.	Use this report to see average cost-per-click and total spend change over time.

Downloading Reports

To access and download Sponsored Products reports, log in to advertising.amazon.com, hover over the hamburger icon, and click Reports.

Ready to see your Advertising Reports?



Sign-in required.