

Advertising Reports Guide

amazonadvertising

Enhance your campaign with Sponsored Products and Sponsored Brands.



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.

Report Type	Product	Description	Optimization Tips
Targeting or Keyword	Sponsored Products and Sponsored Brands	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	Sponsored Products	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.
Search term	Sponsored Products	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.
Placement	Sponsored Products	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	Sponsored Products	Summarizes clicks and spend over a specified period of time.	Use this report to see average cost-perclick and total spend change over time.
Campaign placement	Sponsored Brands	Campaign performance broken out by ad placement (top of search, other placements).	Use this report to get insights across different placement types and identify campaigns that could benefit from a placement-level bid adjustment.
Keyword placement	Sponsored Brands	Keyword performance broken out by ad placement (top of search, other placements).	Use this report to get insights into performance across different placement types and identify keywords that perform better on certain placements.
Campaign	Sponsored Brands	Summary of your performance by campaign for a selected date range.	Use this report to understand each campaigns' performance.

Sales Attribution

For **Sponsored Products**, sales attribution occurs within 14 days of shoppers clicking on your ad for the advertised title, including the advertised format and any other formats.*

For **Sponsored Brands**, sales are attributed within 14 days of shoppers clicking on your ad for the advertised and landing page titles, plus any titles with the same brand as the advertised title.*

*Attributed sales exclude orders cancelled within 72 hours.

Ready to see your Advertising Reports?

Download now

Sign-in required.