Amazon PPC Marketing Analytics

Amazon PPC Performance Report

NOTE: This report is based on real performance data from an Amazon Seller account managing campaigns for multiple brands. For confidentiality and privacy reasons, individual brand names, product identifiers, and any client-specific sensitive information have been intentionally omitted or anonymized.Multi-Brand Amazon Seller Account

(20+ Brands)

1. Executive Summary

This report presents an analysis of the Amazon PPC performance for a multi-brand Amazon Seller account managing campaigns for more than 20 brands. The objective of the analysis is to evaluate how efficiently advertising spend is being converted into sales, identify wasted spend, and highlight scalable growth opportunities across brands and targeting strategies.

Overall, the account shows:

- Strong performance in a subset of brands and campaigns with healthy ACOS and ROAS.

- Significant budget concentration in a limited number of campaigns, some of which are not delivering proportional orders or revenue.

- Clear performance differences between **manual** and **automatic** targeting.

- Opportunities to reallocate budget, refine targeting, and systematize optimization practices.

By applying the recommendations in this report—particularly around bid optimization, brand-level portfolio management, and ongoing performance monitoring—the Seller can improve profitability, reduce wasted ad spend, and scale the most efficient brands and campaigns.

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2. Scope & Objectives

Scope

- Amazon Seller account with **20+ brands**.

- Sponsored ads data across:

    - Sponsored Products

    - Sponsored Brands

    - Sponsored Display (where applicable).

Primary Objectives

1. Evaluate PPC performance across brands, campaigns, and targeting types.

2. Identify inefficient spend (high ACOS, low conversion, high CPC).

3. Highlight high-performing segments suitable for scaling.

4. Provide strategic and tactical recommendations for:

   - Budget allocation,

   - Targeting strategy (Manual vs Automatic),

   - Brand-level portfolio management,

   - Ongoing performance monitoring.

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3. Data & Methodology

3.1. Data Sources

The analysis is based on exported campaign performance data from Amazon Ads, including at minimum:

- **Brand**

- **Targeting type** (e.g. MANUAL, AUTO)

- **Spend (USD)**

- **Impressions**

- **Clicks**

- **CTR (Click-Through Rate)**

- **CPC (Cost per Click, USD)**

- **Orders**

- **Conversion rate**

- **ACOS (Advertising Cost of Sales)**

- **ROAS (Return on Ad Spend)**

3.2. Data Preparation

Key cleaning and preparation steps:

- Replacement of invalid numeric values (e.g. #DIV/0!) with 0 to avoid calculation errors.

- Conversion of metrics such as ACOS, ROAS, CPC, CTR, and Conversion from text strings (including thousands separators and commas) into numeric float format.

- Validation of missing data using null inspections and heatmaps to ensure reliability of summary statistics.

This ensures that all visualizations and calculations are based on consistent and reliable numeric data.

3.3. Analytical Approach

The analysis applies:

- **Descriptive Analytics**
    - Distribution of spend across campaigns and brands.
    - Summary of CTR, CPC, Conversion, ACOS, and ROAS.
- **Bivariate Analysis**
    - Spend vs. Conversion
    - Spend vs. ACOS
    - Spend vs. Orders
    - ACOS vs. Conversion
    - CTR vs. Orders
    - CPC vs. Conversion
- **Segmentation**
    - Performance comparison by **Targeting type** (Manual vs Automatic).
    - Brand-level comparison via a bubble chart (Spend vs CPC; bubble size = ACOS).
- **Interpretation & Recommendations**
    - Focus on efficiency (ACOS/ROAS), scalability, and wasted spend.

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4. Account-Level Performance Overview

4.1. Spend Distribution

A histogram of **Spend (USD)** reveals how budget is distributed across campaigns:

- Spend is concentrated in a set of **top campaigns** and brands, while many others receive relatively small budgets.
- This concentration is typical in multi-brand setups, but it increases the importance of ensuring that the largest campaigns are genuinely efficient.

Implication: The top-spend campaigns and brands must be regularly audited, as they disproportionately affect total ACOS/ROAS and profitability.

4.2. Spend vs. Conversion

A joint plot of **Spend vs. Conversion rate** provides insight into whether higher investment translates into better conversion:

- Some high-spend campaigns exhibit solid conversion rates, indicating healthy performance.

- However, there are also high-spend campaigns with **average or weak conversion**, suggesting:

    o Broad or poorly refined targeting,

    o Misalignment between ad promise and product detail page,

    o Issues with price, reviews, or offer competitiveness.

Implication: High-spend, low-conversion campaigns represent key optimization targets for tightening targeting and improving listings.

4.3. Spend vs. ACOS

The **Spend vs. ACOS** relationship indicates whether the largest budget allocations are also the most profitable:

- Ideally, high-spend campaigns cluster at **moderate or low ACOS**.

- The analysis shows a mix:

    o Certain high-spend campaigns maintain acceptable ACOS, indicating scalable winners.

    o Others show **elevated ACOS**, meaning they absorb budget but erode margin.

Implication: Budget should be redistributed away from high-spend/high-ACOS campaigns towards those with stronger unit economics.

4.4. Spend vs. Orders

The **Spend vs. Orders** joint plot assesses whether incremental spend is driving incremental sales:

- For many campaigns, higher spend correlates with higher orders, indicating functional scaling.

- However, some campaigns spend significantly without proportionally increasing orders, which is a sign of inefficiency or misalignment.

Implication: Campaigns with high spend but weak order volume should be re-evaluated—either optimized or budget-capped.

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5. Targeting Strategy: Manual vs Automatic

5.1. Targeting Mix

A count plot of **Targeting type** shows the distribution of campaigns across:

- **MANUAL targeting** (keyword- or product-targeted).

- **AUTO targeting** (Amazon's automatic match type).

- Other types where applicable (e.g., product targeting within Sponsored Products).

In this account:

- Manual campaigns tend to dominate the **more mature, better-structured** part of the portfolio.

- Automatic campaigns contribute to discovery and traffic expansion but can be expensive if left unoptimized.

5.2. Performance Comparison

Scatter and regression plots (lmplots) compare Manual vs other targeting types across:

- **ACOS vs Orders**

- **Clicks vs Orders**

- **Orders vs Spend**

Typical patterns observed:

- **Manual campaigns**:

  - Often deliver **lower ACOS** at equal or higher order volumes.

  - Show a stronger relationship between spend and orders, reflecting better-qualified traffic.

- **Automatic campaigns**:

  - Can generate substantial impressions and clicks.

  - Tend to show **higher ACOS and more volatile conversion**, especially when negative keywords and bid controls are not rigorously maintained.

Implication: Manual campaigns generally serve as the backbone of efficient advertising. Automatic campaigns are most effective when used deliberately for discovery, feeding successful search terms into Manual campaigns.

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6. Brand-Level Insights

A bubble chart visualizing **Spend vs CPC**, colored by **Brand** and with bubble size representing **ACOS**, helps compare brand performance.

6.1. High-Spend, High-ACOS Brands

- Certain brands exhibit **high spend, high CPC, and large bubble sizes**, indicating:

    o Aggressive bidding.

    o Competitive categories.

    o ACOS levels that may be above profitability thresholds.

Action:

These brands require immediate review of bids, targeting, and listing quality. If margin does not justify the current ACOS, budget should be reduced or reallocated.

6.2. Efficient Core Brands

- Some brands cluster around:

    o **Moderate CPC**

    o **Controlled ACOS**

    o **Healthy order volumes**

These represent **core profit drivers**.

Action:

- Consider **increasing budget caps** on these brands.

- Carefully scale while monitoring ACOS/ROAS.

- Expand successful keyword/theme clusters and test additional placements (e.g. Sponsored Brands, Sponsored Display).

6.3. Under-Invested but Promising Brands

- Brands with:

    o **Low Spend**,

    o **Low to moderate CPC**,

    o **Acceptable ACOS / improving trends**

may be under-invested relative to their potential.

Action:

- Run controlled budget increases and additional tests.

- Verify that listings for these brands are ready for higher visibility (reviews, pricing, inventory).

6.4. Niche or Unprofitable Brands

- Some brands show small budget, high CPC, and inconsistent conversions.

Action:

- Decide if these brands are strategically important.
- If yes, improve product positioning and targeting.
- If not, maintain minimal presence or pause low-value campaigns.

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7. Efficiency Diagnostics

7.1. ACOS vs Conversion

The **ACOS vs Conversion** plot indicates how cost efficiency relates to conversion behavior:

- **High conversion with high ACOS**:
    - Suggests that traffic is qualified but clicks are expensive.
    - Opportunity to refine bids and placement, rather than cutting traffic entirely.
- **Low conversion with high ACOS**:
    - Indicates poor targeting and/or weak listing performance.
    - Represents the most critical area of wasted spend.

7.2. CTR vs Orders

The **CTR vs Orders** relationship provides insight into funnel quality:

- High CTR and high orders suggest:
    - Strong alignment between ad messaging and product offering.
- High CTR but low orders indicate:
    - Ads attract clicks but the product detail page fails to convert (pricing, reviews, content issues).

7.3. CPC vs Conversion

The **CPC vs Conversion** analysis helps identify:

- **Premium but effective traffic**:
    - High CPC, high Conversion can be acceptable if margins support the cost.
- **Cheap but low-quality traffic**:
    - Low CPC, low Conversion may represent broad or irrelevant placements that should be pruned.
- **Ideal zone**:
    - Moderate/low CPC with healthy Conversion is where campaigns should be scaled carefully.

8. Strategic Recommendations

8.1. Budget Allocation

- **Increase budget** for:
    - Brands and campaigns with stable or improving ACOS.
    - High-conversion segments with manageable CPC.
- **Decrease or cap budget** for:
    - High-spend campaigns with consistently poor conversion and elevated ACOS.
    - Brands where advertising does not translate into sustainable sales or brand equity.

8.2. Manual vs Automatic Strategy

- Use **Automatic campaigns** primarily for:
    - Search term and product discovery.
    - Testing new categories or themes.
- Use **Manual campaigns** as the main performance engine:
    - Build tightly structured ad groups around proven keywords and product targets.
    - Apply bid optimization rules based on ACOS, CPC, and conversion thresholds.
- Periodically:
    - Mine search term reports from Auto campaigns.
    - Promote winning queries into Manual campaigns with controlled bids.

8.3. Keyword & Product Target Optimization

- Identify **top-performing keywords/product targets**:
    - High conversion
    - Acceptable ACOS
    - Sustainable CPC
- Down-bid or exclude:
    - Low-converting, high-CPC terms.
    - Irrelevant search terms generating clicks but no orders.

8.4. Listing & Offer Optimization

- For campaigns with good CTR but weak Conversion:

- Improve product titles, bullets, and images.

- Review pricing and promotional strategy (coupons, deals).

- Strengthen review volume and rating where possible.

8.5. Brand-Level Portfolio Management

- Classify brands into:

  - **Core growth brands** (scale and invest).

  - **Maintain brands** (controlled spend, focus on profitability).

  - **Experimental or niche brands** (limited, test-driven budgets).

- Establish clear KPIs per brand for:

  - ACOS / ROAS

  - Conversion rate

  - Minimum order volume

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9. Implementation & Next Steps

1. **Define KPI Targets**

   - Set explicit ACOS, ROAS, and conversion targets by brand and campaign type.

2. **Create an Optimization Calendar**

   - Weekly: Bid adjustments, search term mining, and negative keyword updates.

   - Monthly: Budget reallocation across brands and campaigns based on performance.

3. **Integrate with BI & Automation**

   - Feed this campaign data into a **Business Intelligence (BI) dashboard** for ongoing monitoring.

   - Use **data-driven workflows and AI agents** (e.g., n8n, scripts, or custom tools) to:

     - Automatically flag campaigns above ACOS thresholds.

     - Suggest bid changes or pauses for under-performing segments.

4. **Continuous Testing**

   - A/B test creatives (images, headlines), landing page content, and targeting refinements.

   - Track incremental impact on CTR, conversion, and ACOS.

10. Conclusion

The analysis confirms that there is substantial opportunity to improve PPC performance across this multi-brand Amazon Seller account. By:

- Focusing investment on brands and campaigns with strong underlying economics,

- Tightening targeting and bids, especially in high-ACOS segments,

- Leveraging data-driven monitoring and automation for continuous optimization,

the Seller can reduce wasted spend, strengthen brand profitability, and build a repeatable, scalable advertising engine that supports long-term growth on Amazon.