



# Amazon IND Campaign Report

Campaign Type

CPS

Week: Week 20, Week 19

(2)

# ACOS

7.64%

# ROAS

13.09

# Ad Spend

2,93,979

# Ad Sales

38,47,479

Impressions

2,43,01,953

# Clicks

107,044

# CTR

0.44%

# CR

1.19%

# CPC

2.75

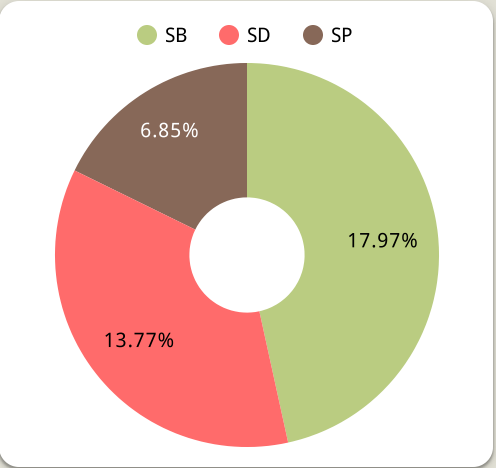
# Orders

1,275

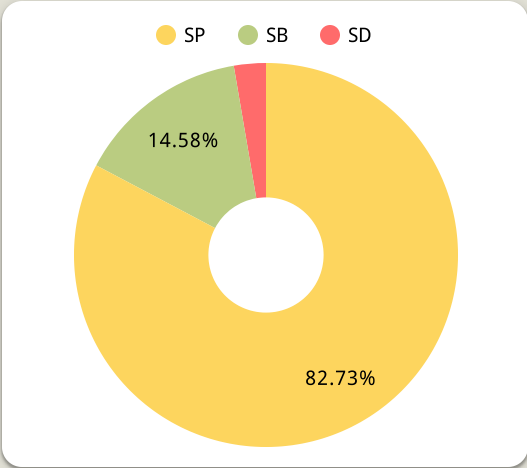
# NTB Orders

66

## Campaign Type # ACOS



## Campaign Type # Ad Spend %



## Amazon IND Account Wise Ad Report

Week	Account	# Ad Spend	# Ad Sales	# ACOS
Week 20	-AMS	105,460	1,281,432	8.23%
	ake-IND	44,221	579,276	7.63%
	Total	149,681	1,860,709	8.04%
Week 19	-AMS	104,333	1,376,754	7.58%
	ake-IND	39,965	610,016	6.55%
	Total	144,298	1,986,770	7.26%
Grand total		293,979	3,847,479	7.64%

## TOP 25 Campaign Participate 60% of Ad Sales

Campaigns		# ACOS	# Ad Spend	# Ad Sales	% of Ad Sales
1.	SP - Catch All - Auto	5.19%	44,554	8,58,669	22.32%
2.	SP - 25 Ultra   Manu...	8.29%	36,880	4,45,023	11.57%
3.	SP - 25 Ultra   Auto2	8.82%	13,084	1,48,336	3.86%
4.	SP - Catch All   Auto	9.82%	11,113	1,13,183	2.94%
5.	SP - Catch All - Auto - H...	5.39%	5,761	1,06,933	2.78%
6.	SP - Top Selling   Auto	10.64%	11,232	1,05,582	2.74%
7.	SP - 24 Ultra   UAG ...	2.78%	2,741	98,443	2.56%
8.	SP - ly   STR   Manual	3.13%	2,612	83,474	2.17%
9.	SP - Top Selling   Man...	8.81%	5,413	61,427	1.60%
10.	SP - Phone 16 pro ma...	1.88%	1,137	60,369	1.57%
11.	SP - Top Selling   Ma...	5.75%	3,423	59,484	1.55%
12.	SP A - ked ASINs   Rep...	6.74%	3,928	58,250	1.51%
13.	SP - 13 inch   Auto A...	6.65%	3,637	54,654	1.42%
14.	SP - ew Launch   ST...	3.50%	1,914	54,648	1.42%
15.	SP - Pad 10.9 10th G...	1.67%	728	43,722	1.14%
16.	SP - Phone 16   Man...	6.41%	2,419	37,741	0.98%
17.	SP - le   16 pro max ...	3.33%	1,197	35,960	0.93%
18.	SP - 25   Auto	12.03%	4,205	34,952	0.91%
19.	SP - Phone 15 Pro Ca...	3.59%	1,213	33,763	0.88%
20.	SP - 24 Ultra   UAG ...	2.64%	803	30,446	0.79%
21.	SP - Phone 16 pro   A...	0.59%	178	29,907	0.78%
22.	SP - Phone 14   Auto	2.27%	663	29,220	0.76%
23.	SB - Pad	6.33%	1,673	26,437	0.69%
24.	SB - Phone 16 pro ma...	1.63%	428	26,225	0.68%
25.	SP H - erting ASINs 05-...	3.61%	944	26,126	0.68%
Grand total		7.64%	293,979	38,47,479	100.00%

## Campaign Type Ad Performance

Week	Campaign Type	# Ad Spend	# Ad Sales	# ACOS	# CPC	# CTR	# CR
Week 20	SP	124,908	1,738,044	7.19%	2.89	0.72%	1.37%
	SD	3,070	19,614	15.65%	1.92	0.47%	0.38%
	SB	21,703	103,051	21.06%	1.97	0.16%	0.27%
	Total	149,681	1,860,709	8.04%	2.68	0.43%	1.12%
Week 19	SP	118,304	1,813,527	6.52%	3.12	0.88%	1.54%
	SD	4,836	37,783	12.80%	2.07	0.45%	0.86%
	SB	21,157	135,460	15.62%	1.92	0.17%	0.39%
	Total	144,298	1,986,770	7.26%	2.82	0.46%	1.27%
Grand total		293,979	3,847,479	7.64%	2.75	0.44%	1.19%



# Amazon IND Monthly Report

Month

Bar chart displaying Ad Spend, Ad Sales, and Total Sales with ACOS and TACOS shown as a line graph.

