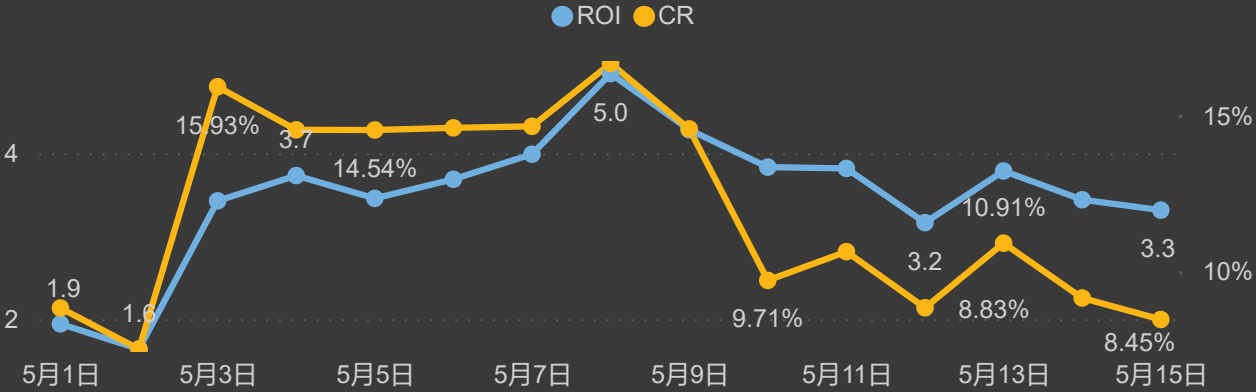
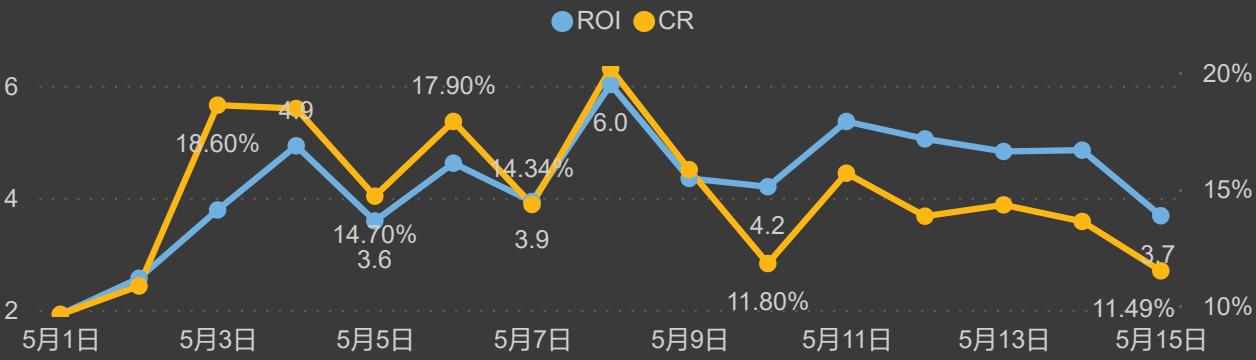


Date  
2021/5/1 2021/5/15

Gross Campaigns级



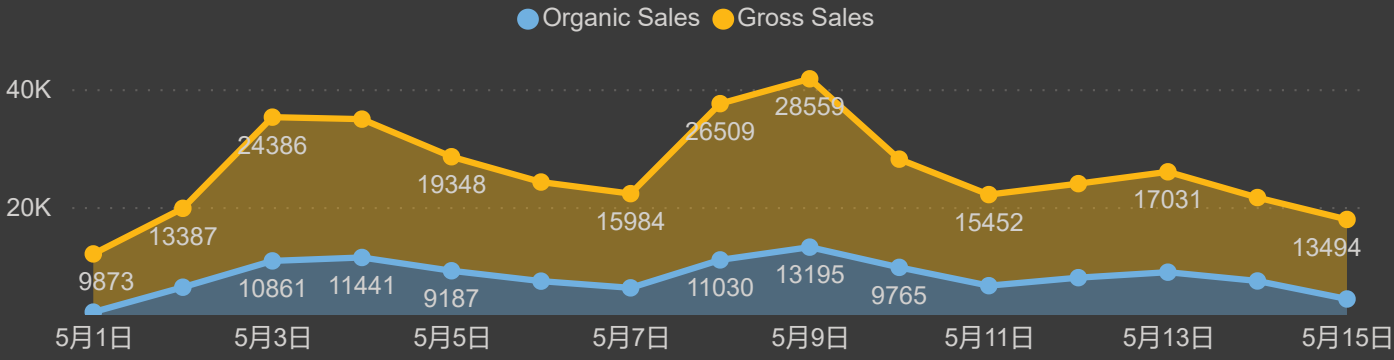
SP-Campaign级



SP-Placement级



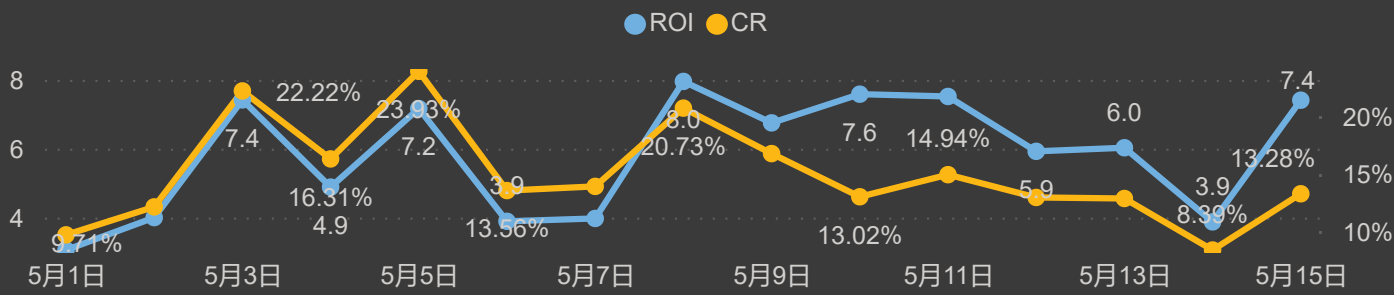
Organic Sales 和 Gross Sale



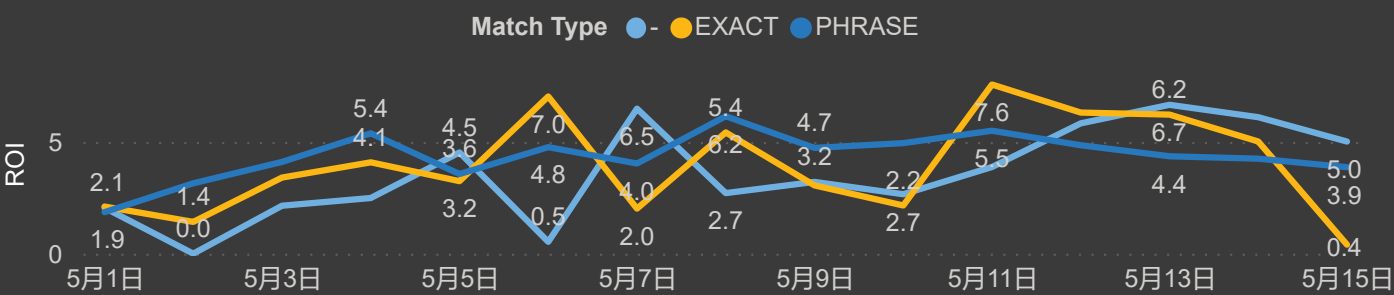
SP-Imp Share



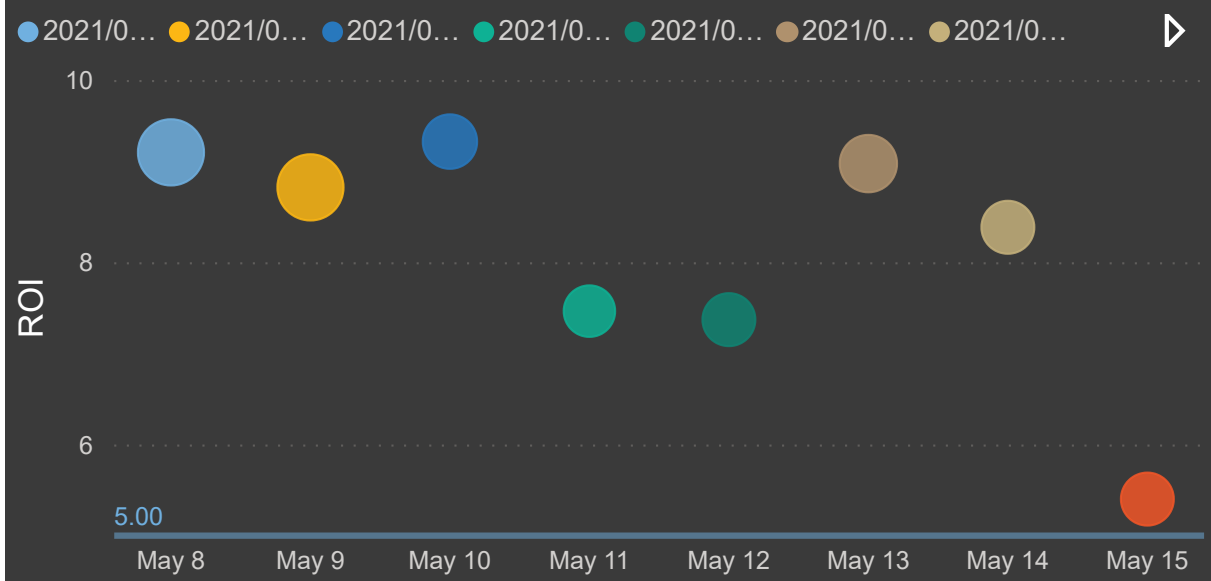
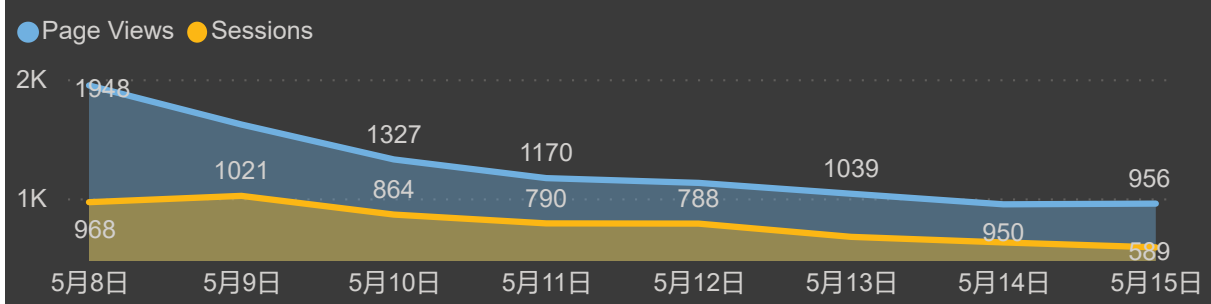
VIS Campaigns级



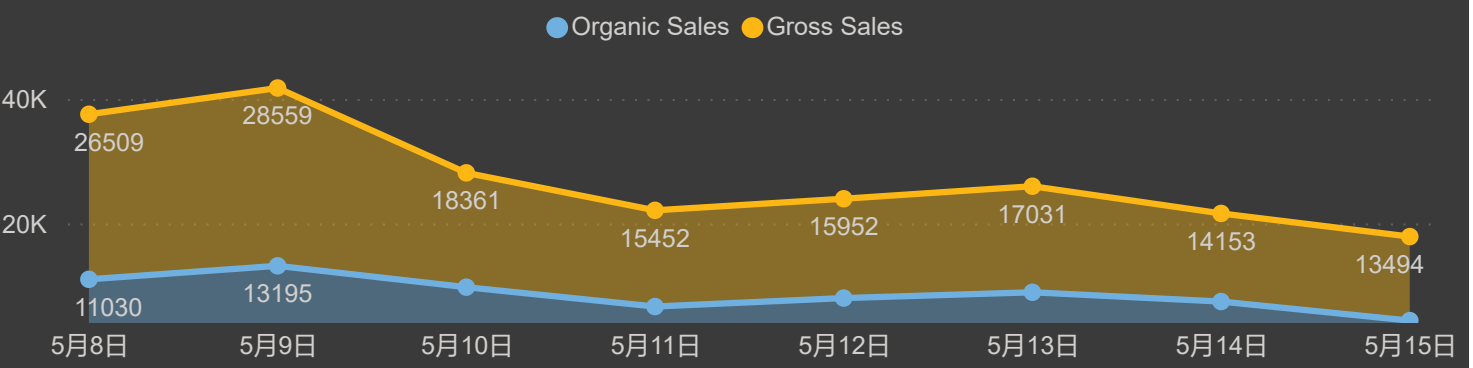
Match Type



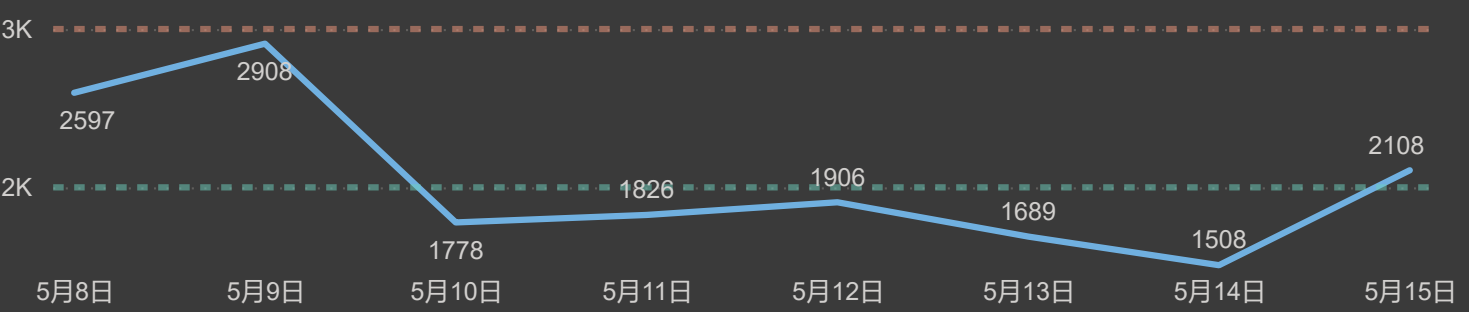
Page Views 和 Sessions



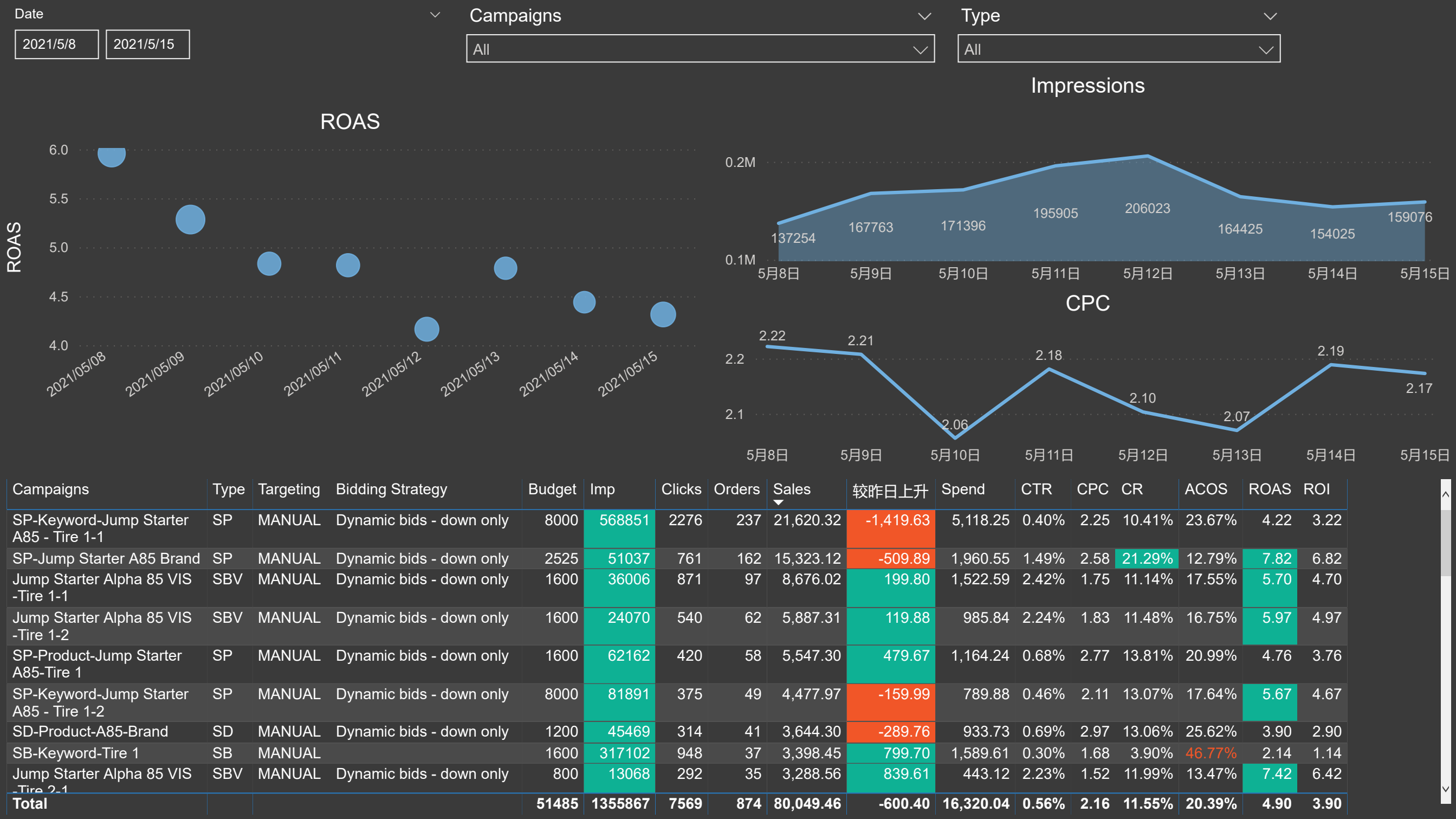
Organic Sales 和 Gross Sale

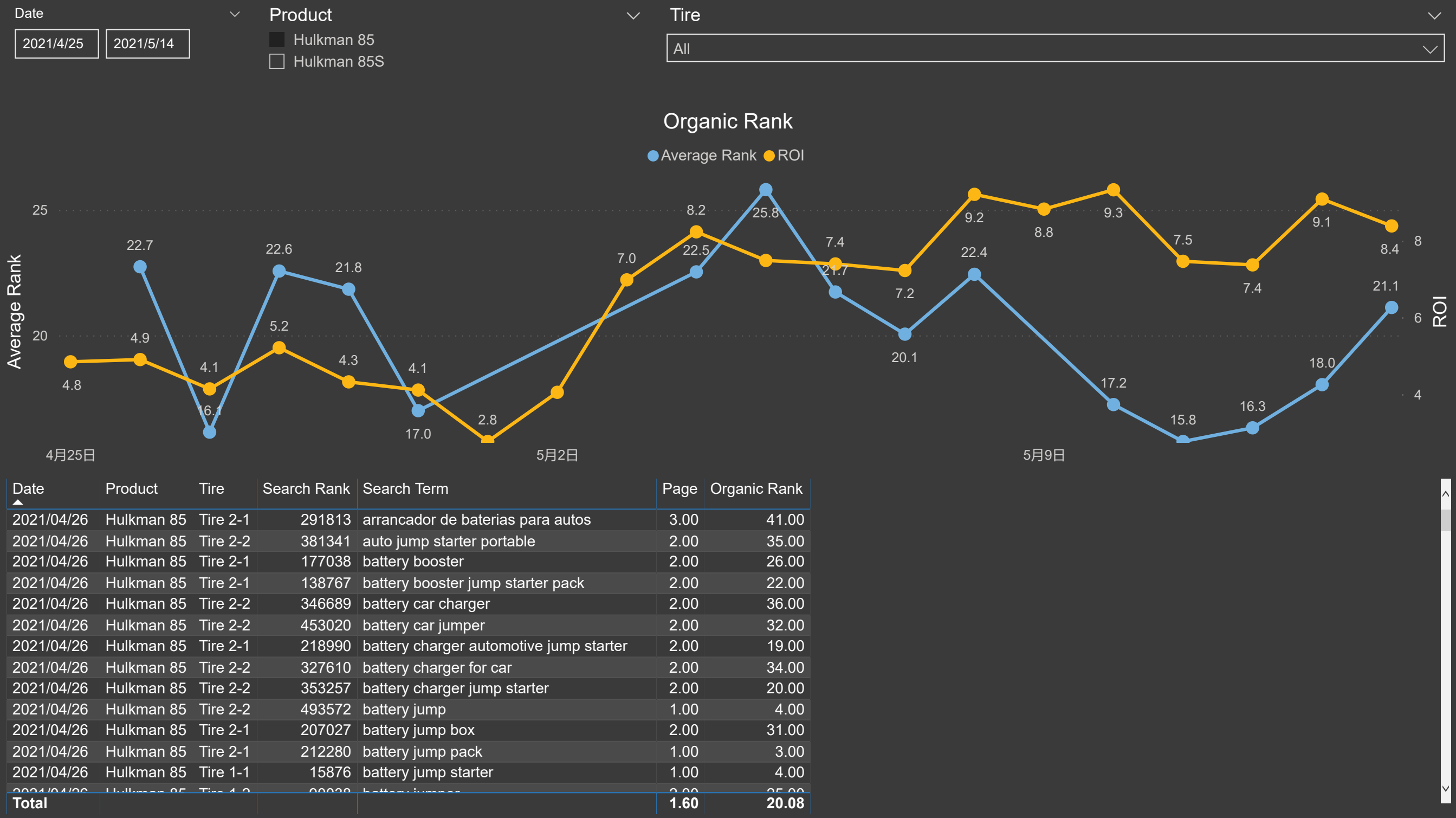


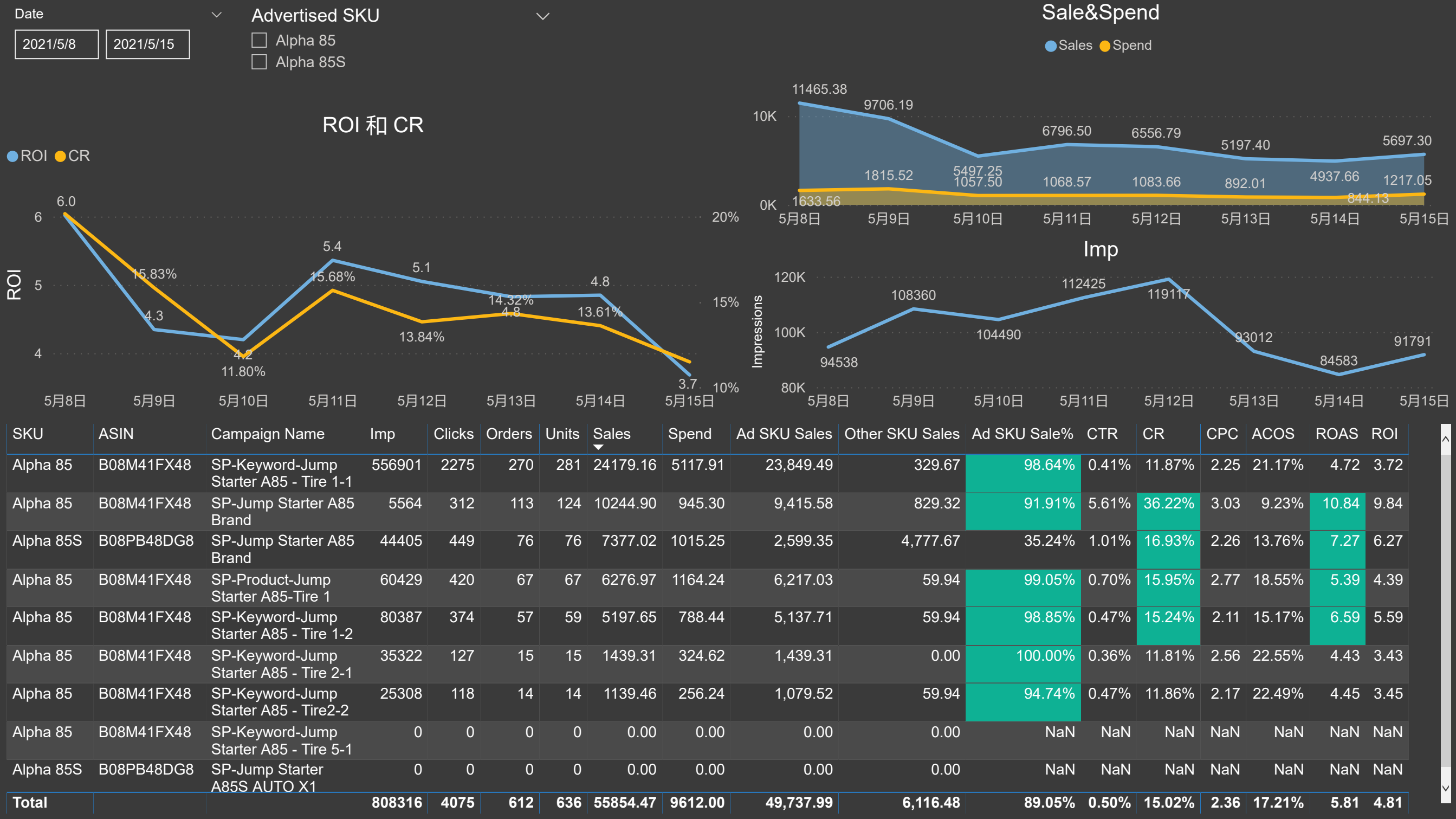
Spend



Date	Views	Sessions	Ses Increase	Units	Organic Sales%	Organic Sales	Ad-Sales	Sales	Sale Increase	Ad-Spend	CR	Refund Rate	Buy Box	ACOS	ROAS	ROI
2021/05/08	1948	968	248	349	41.61%	11030	15,479.86	26509	10526	2,597.39	36.05%	0.57%	73.00%	9.80%	10.21	9.21
2021/05/09	1620	1021	53	373	46.20%	13195	15,363.83	28559	2049	2,907.62	36.53%	2.95%	94.00%	10.18%	9.82	8.82
2021/05/10	1327	864	-157	201	53.18%	9765	8,595.75	18361	-10198	1,778.36	23.26%	3.48%	93.00%	9.69%	10.32	9.32
2021/05/11	1170	790	-74	167	43.08%	6657	8,795.60	15452	-2908	1,825.67	21.14%	4.19%	90.00%	11.81%	8.46	7.46
2021/05/12	1130	788	-2	178	50.25%	8016	7,936.01	15952	500	1,905.74	22.59%	3.37%	89.00%	11.95%	8.37	7.37
2021/05/13	1039	677	-111	186	52.52%	8946	8,085.86	17031	1080	1,689.12	27.47%	1.61%	89.00%	9.92%	10.08	9.08
2021/05/14	950	630	-47	139	52.68%	7456	6,696.80	14153	-2878	1,508.20	22.06%	8.63%	89.00%	10.66%	9.38	8.38
2021/05/15	956	589	-41	129	32.59%	4398	9,095.75	13494	-659	2,107.94	21.90%	3.10%	89.00%	15.62%	6.40	5.40
Total	10140	6327	-131	1722	46.46%	69461	80,049.46	149511	-2490	16,320.04	27.22%	3.02%	88.25%	10.92%	9.16	8.16







Date

2021/4/25

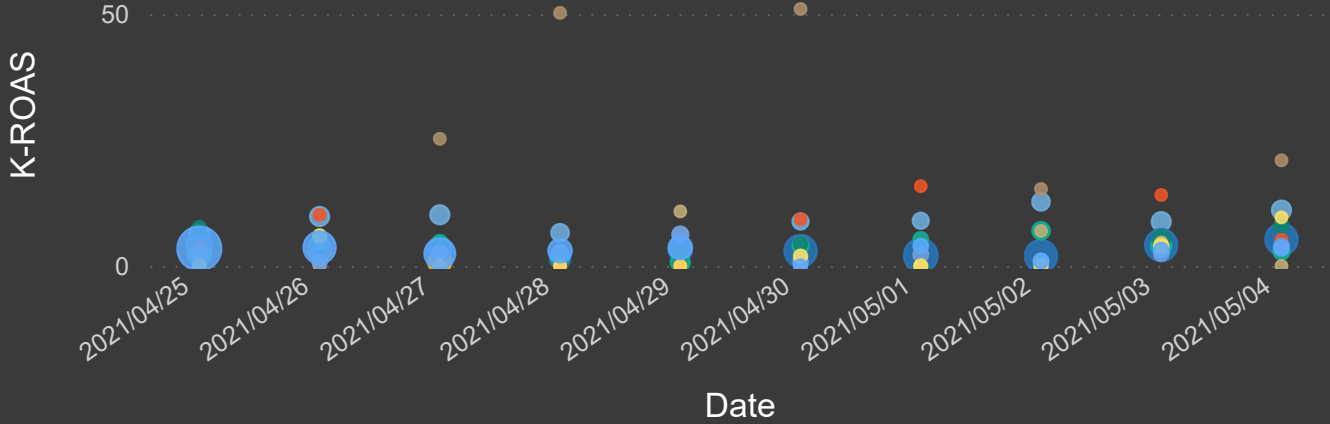
2021/5/4

Campaign Name

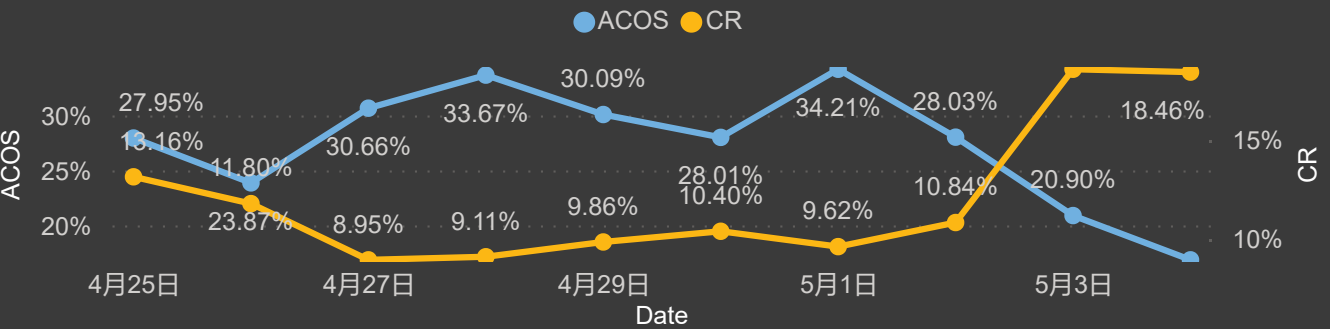
All

ROAS、Spend 和 Clicks

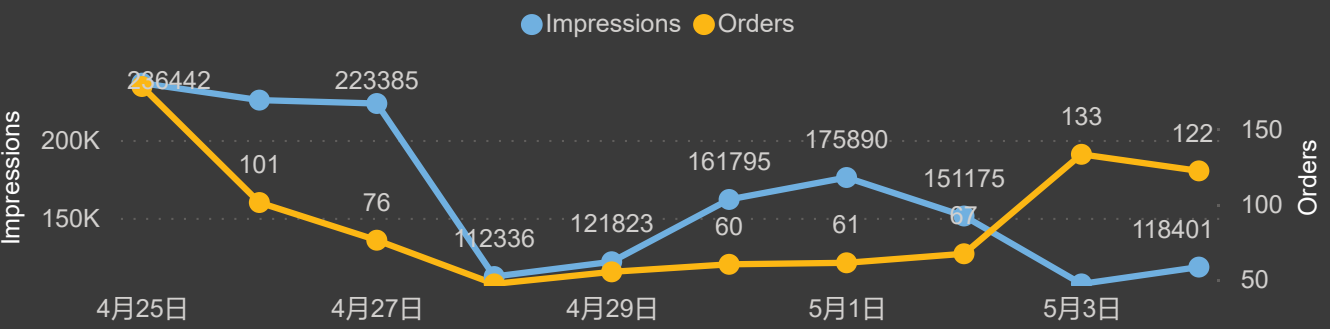
Campaign Name SP-Ju... SP-Ju... SP-Key... SP-Key... SP-Key... SP-Key...



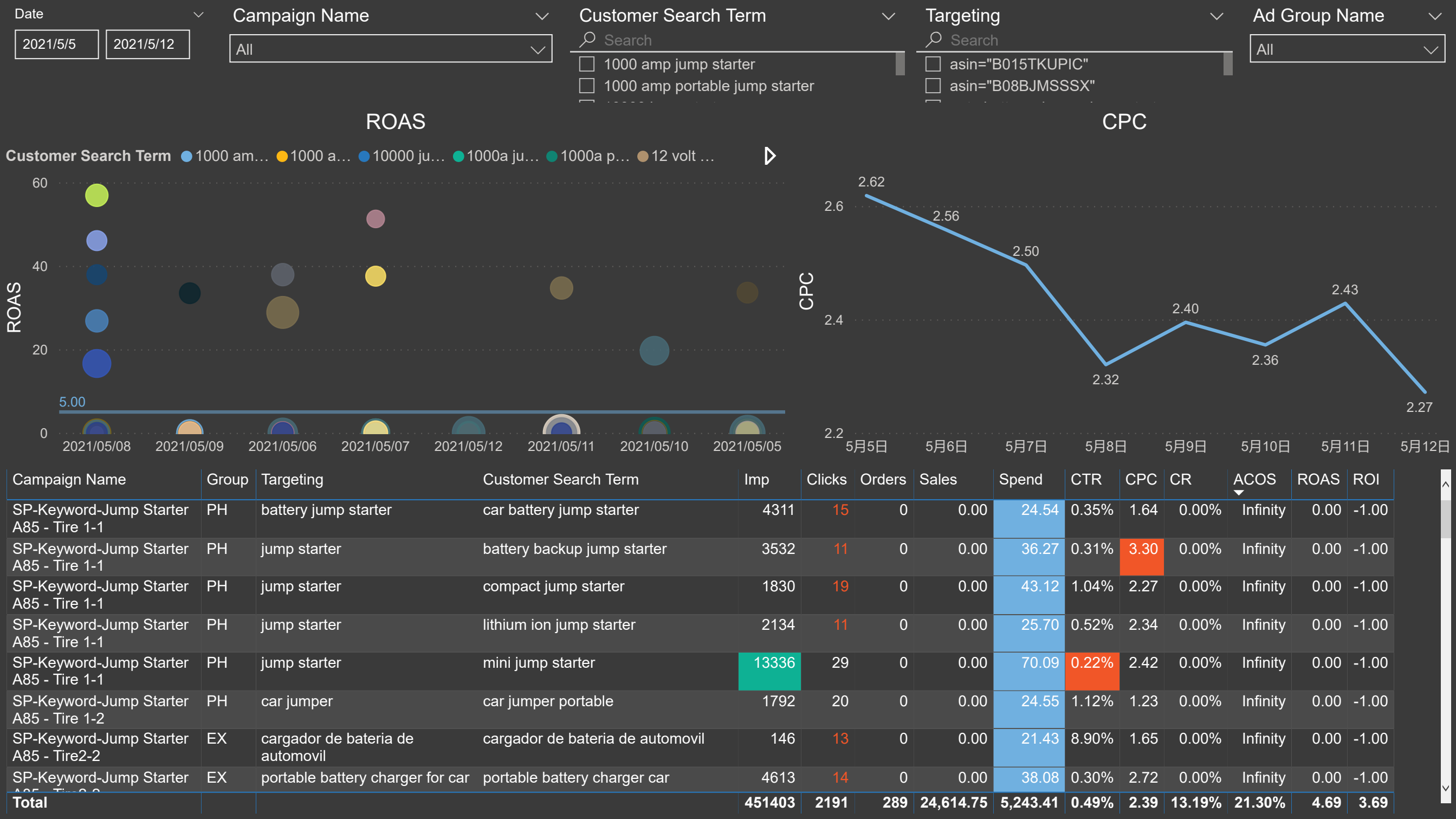
ACOS and CR by Date



Impressions&Orders



Campaign Name	Impressions	Clicks	Orders	Sales	Spend	CTR	CPC	CR	ACOS	ROAS	ROI
SP-Keyword-Jump Starter A85 - Tire2-2	18993	121	10	859.64	387.04	0.64%	3.20	8.26%	45.02%	2.22	1.22
SP-Jump Starter A85S AUTO X1	388406	839	34	4,470.93	1,818.25	0.22%	2.17	4.05%	40.67%	2.46	1.46
SP-Keyword-Jump Starter A85 - Tire 5-1	91096	333	30	2,633.89	1,049.44	0.37%	3.15	9.01%	39.84%	2.51	1.51
SP-Product-Jump Starter A85-Tire 1	224111	1543	192	17,567.20	5,463.94	0.69%	3.54	12.44%	31.10%	3.22	2.22
SP-Keyword-Jump Starter A85 - Tire 1-1	623783	2553	275	24,834.43	7,526.77	0.41%	2.95	10.77%	30.31%	3.30	2.30
SP-Keyword-Jump Starter A85 - Tire 1-2	151539	658	80	7,186.86	2,144.31	0.43%	3.26	12.16%	29.84%	3.35	2.35
SP-Keyword-Jump Starter A85 - Tire 4-2	6853	39	3	279.87	76.37	0.57%	1.96	7.69%	27.29%	3.66	2.66
SP-Keyword-Jump Starter A85 - Tire 2-1	50411	233	39	3,458.54	870.59	0.46%	3.74	16.74%	25.17%	3.97	2.97
SP-Keyword-Jump Starter A85 - Tire 4-3	14767	70	12	1,009.59	193.11	0.47%	2.76	17.14%	19.13%	5.23	4.23
SP-Jump Starter A85 Brand	55929	920	218	19,890.62	2,229.73	1.64%	2.42	23.70%	11.21%	8.92	7.92
SP-Keyword-Jump Starter A85 - Tire 4-1	8531	28	7	639.71	52.93	0.33%	1.89	25.00%	8.27%	12.09	11.09
Total	1634419	7337	900	82,831.28	21,812.48	0.45%	2.97	12.27%	26.33%	3.80	2.80





Date

2021/5/4

2021/5/11

Ad G...

All

Customer Search Term

Search

1000 amp jump starter

1000 amp portable jump starter

Targeting

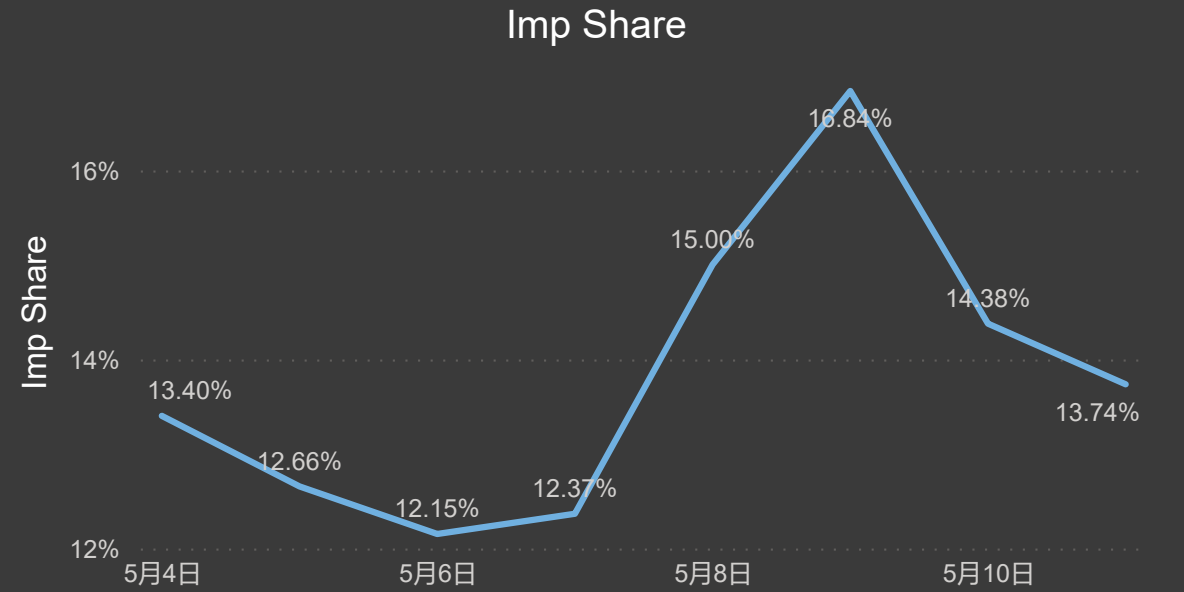
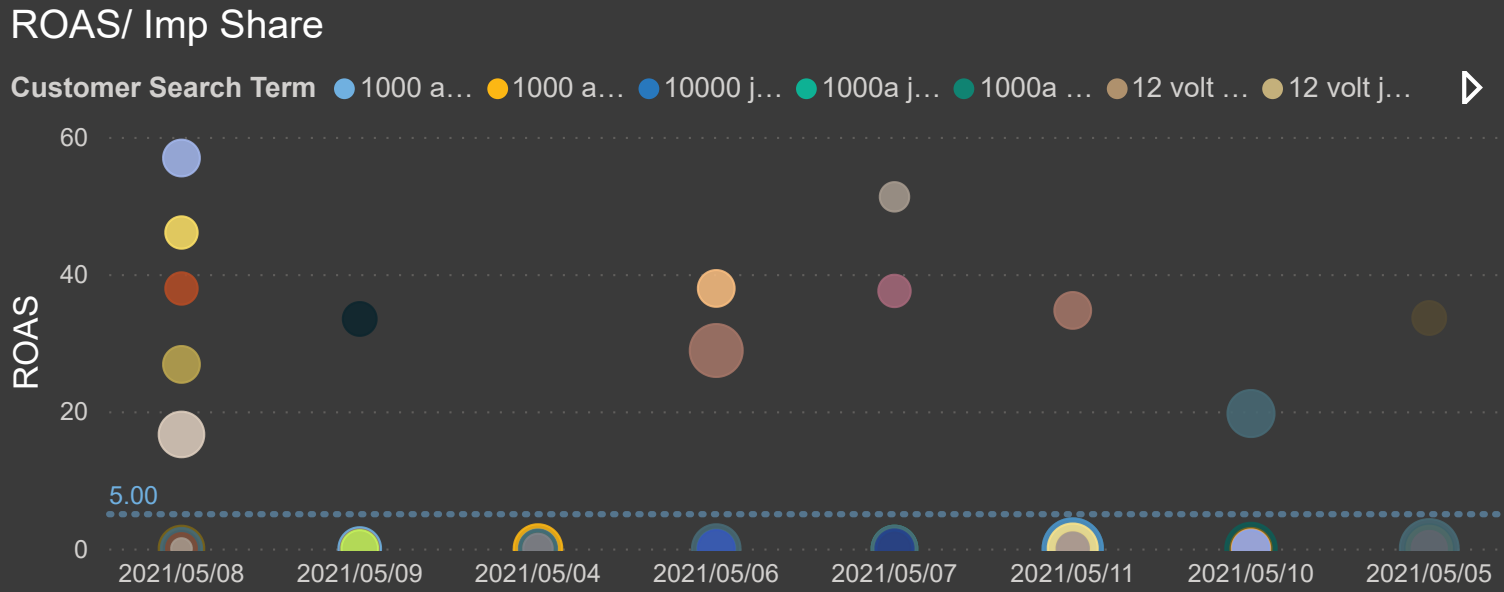
Search

asin=\"B015TKUPIC\"

asin=\"B08BIMSS8X\"

Campaign Name

All

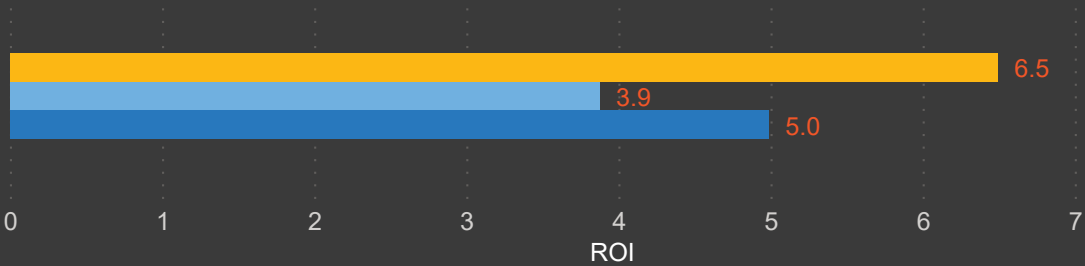


Campaign Name	Ad Group	Targeting	Customer Search Term	Imp Rank	Imp Share	Imp	Clicks	Orders	Sales	Spend	CTR	CPC	CR	ACOS	ROAS	ROI
SP-Jump Starter A85 Brand	Brand	hulkman	alpha 85 hulkman amp starter	1.00	100.00%	2	1	0	0.00	3.27	50.00%	3.27	0.00%	Infinity	0.00	-1.00
SP-Jump Starter A85 Brand	Brand	hulkman	battery booster jump starter pack hulkman	1.00	100.00%	4	1	0	0.00	3.27	25.00%	3.27	0.00%	Infinity	0.00	-1.00
SP-Jump Starter A85 Brand	Brand	hulkman	car jump starter hulkman	1.00	100.00%	6	1	0	0.00	2.60	16.67%	2.60	0.00%	Infinity	0.00	-1.00
SP-Jump Starter A85 Brand	Brand	hulkman	car jumper starter portable hulkman	1.00	100.00%	2	1	0	0.00	2.08	50.00%	2.08	0.00%	Infinity	0.00	-1.00
SP-Jump Starter A85 Brand	Brand	hulkman	car starter jumper hulkman	1.00	100.00%	4	1	0	0.00	2.90	25.00%	2.90	0.00%	Infinity	0.00	-1.00
SP-Jump Starter A85 Brand	Brand	hulkman	hulkman 3000 amp	1.00	100.00%	4	1	0	0.00	2.90	25.00%	2.90	0.00%	Infinity	0.00	-1.00
SP-Jump Starter A85 Brand	Brand	hulkman	hulkman 8.5	1.00	100.00%	2	2	0	0.00	5.80	100.00%	2.90	0.00%	Infinity	0.00	-1.00
SP-Jump Starter A85 Brand	Brand	hulkman	hulkman 85	1.00	100.00%	6	2	0	0.00	6.17	33.33%	3.09	0.00%	Infinity	0.00	-1.00
Total				1.81	13.67%	713708	4687	766	65,323.20	11,622.77	0.66%	2.48	16.34%	17.79%	5.62	4.62



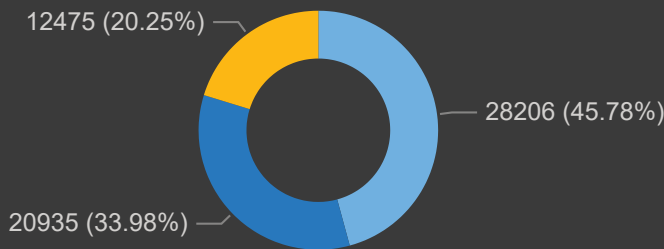
ROI by Placement

Placement ● First page Top of Search on Amazon ● Product pages on Amazon ● Rest of search on Am...



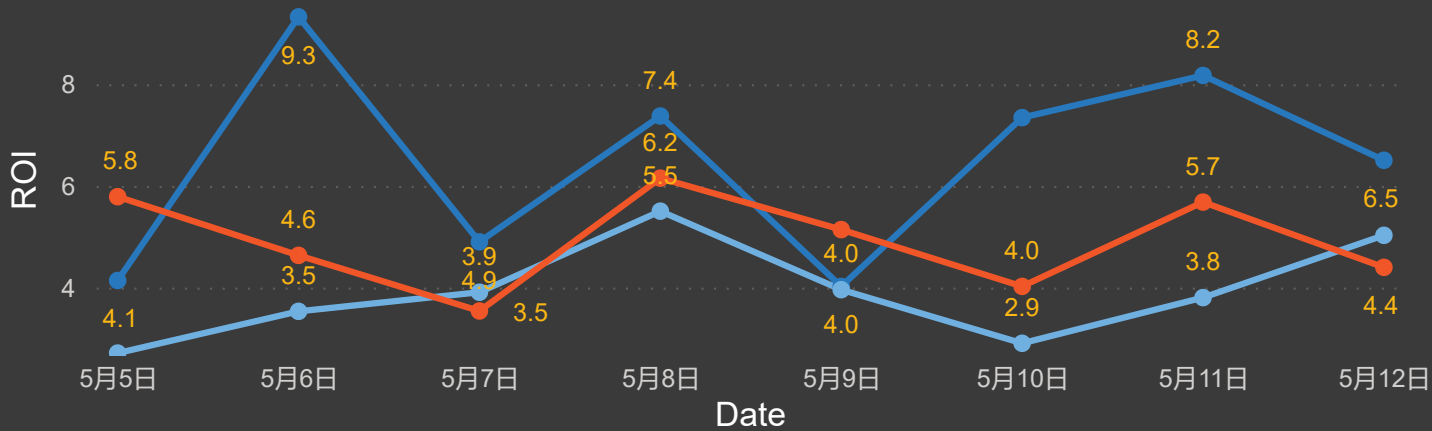
Sales(按 Placement)

Placement ● Product pages on Ama... ● Rest of search on Ama... ● First page Top of Searc...

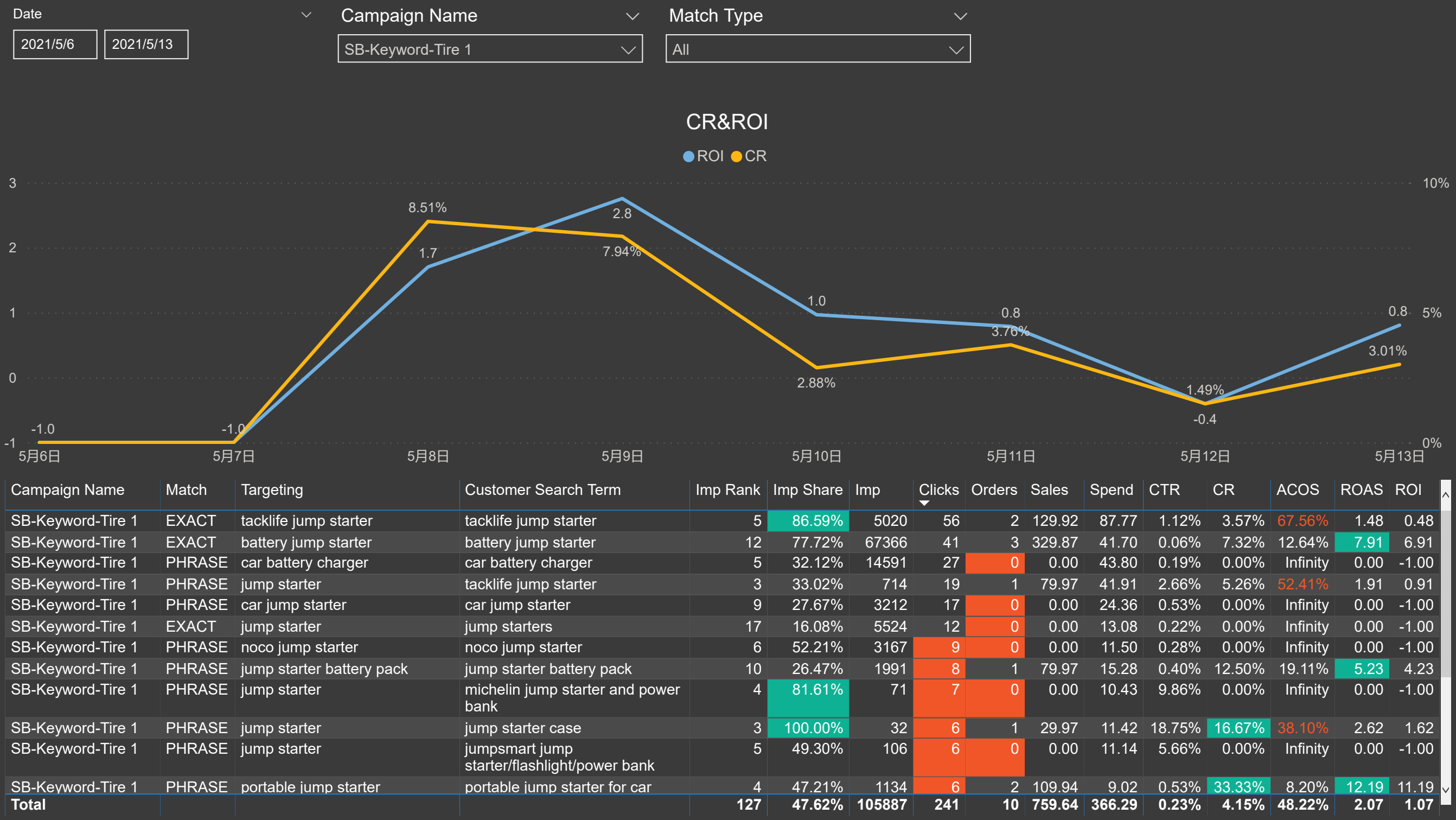


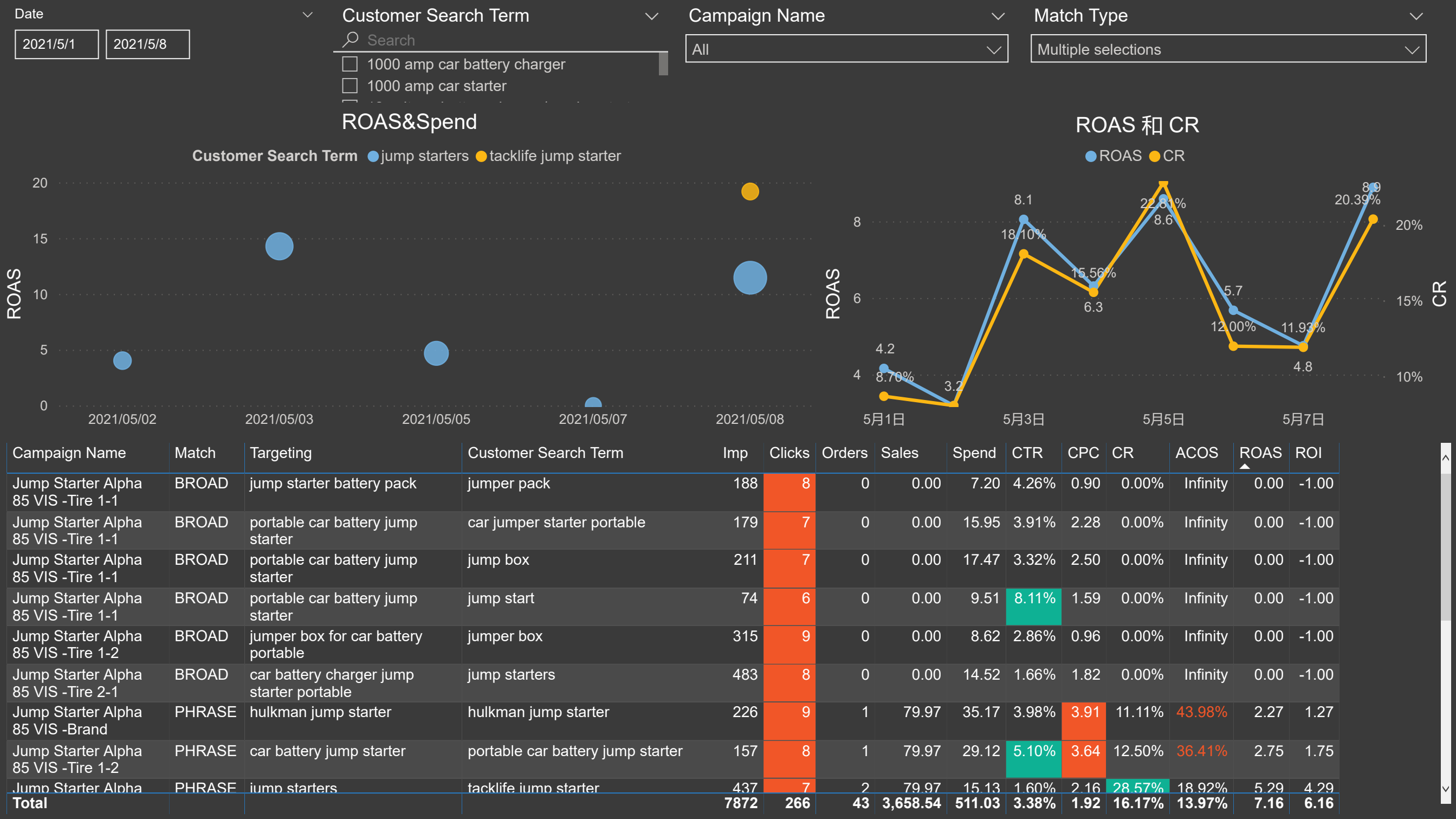
ROI by Date and Placement

Placement ● First page Top of Search on Amazon ● Product pages on Amazon ● Rest of search on Amazon



Campaign Name	Placement	Bidding strategy	Imp	Clicks	Orders	Sales	Spends	CTR	CPC	CR	ACOS	ROAS	ROI
SP-Keyword-Jump Starter A85 - Tire 2-1	First page Top of Search on Amazon	Dynamic bids - down only	371	11	0	0	46.53	2.96%	4.23	0.00%	Infinity	0.00	-1.00
SP-Keyword-Jump Starter A85 - Tire2-2	First page Top of Search on Amazon	Dynamic bids - down only	374	16	1	80	39.65	4.28%	2.48	6.25%	49.56%	2.02	1.02
SP-Jump Starter A85 Brand	Rest of search on Amazon	Dynamic bids - down only	587	20	1	80	37.00	3.41%	1.85	5.00%	46.25%	2.16	1.16
SP-Product-Jump Starter A85-Tire 1	First page Top of Search on Amazon	Dynamic bids - down only	1316	29	2	200	80.36	2.20%	2.77	6.90%	40.18%	2.49	1.49
SP-Keyword-Jump Starter A85 - Tire2-2	Product pages on Amazon	Dynamic bids - down only	19245	42	4	340	112.77	0.22%	2.69	9.52%	33.17%	3.01	2.01
SP-Product-Jump Starter A85-Tire 1	Product pages on Amazon	Dynamic bids - down only	38165	149	21	1920	523.37	0.39%	3.51	14.09%	27.26%	3.67	2.67
SP-Keyword-Jump Starter A85 - Tire 1-1	Product pages on Amazon	Dynamic bids - down only	534352	1558	168	13919	3,635.30	0.29%	2.33	10.78%	26.12%	3.83	2.83
SP-Keyword-Jump Starter A85 - Tire 1-2	Product pages on Amazon	Dynamic bids - down only	72172	187	18	1840	435.19	0.26%	2.33	9.63%	23.65%	4.23	3.23
SP-Keyword-Jump Starter A85 - Tire 1-1	First page Top of Search on Amazon	Dynamic bids - down only	4806	211	31	2670	525.44	4.39%	2.49	14.69%	19.68%	5.08	4.08
SP-Keyword-Jump Starter A85 - Tire 2-1	Rest of search on Amazon	Dynamic bids - down only	4368	54	8	680	127.66	1.24%	2.36	14.81%	18.77%	5.33	4.33
SP-Keyword-Jump Starter A85 - Tire 1-1	Rest of search on Amazon	Dynamic bids - down only	64518	987	151	13265	2,370.34	1.53%	2.40	15.30%	17.87%	5.60	4.60
SP-Keyword-Jump Starter A85 - Tire2-2	Rest of search on Amazon	Dynamic bids - down only	2874	48	7	550	93.33	1.67%	1.94	14.58%	16.97%	5.89	4.89
SP-Product-Jump Starter A85-Tire 1	Rest of search on Amazon	Dynamic bids - down only	10161	129	23	2080	338.68	1.27%	2.63	17.83%	16.28%	6.14	5.14
SP-Keyword-Jump Starter A85 - Tire 2-1	Product pages on Amazon	Dynamic bids - down only	23490	49	8	760	110.98	0.21%	2.26	16.33%	14.60%	6.85	5.85
SP-Keyword-Jump Starter A85 - Tire 1-2	Rest of search on Amazon	Dynamic bids - down only	12905	235	52	4280	527.81	1.82%	2.25	22.13%	12.33%	8.11	7.11
SP-Jump Starter A85 Brand	Product pages on Amazon	Dynamic bids - down only	51237	474	107	9427	968.02	0.93%	2.04	22.57%	10.27%	9.74	8.74
Total			842473	4498	712	61616	10,936.86	0.53%	2.43	15.83%	17.75%	5.63	4.63





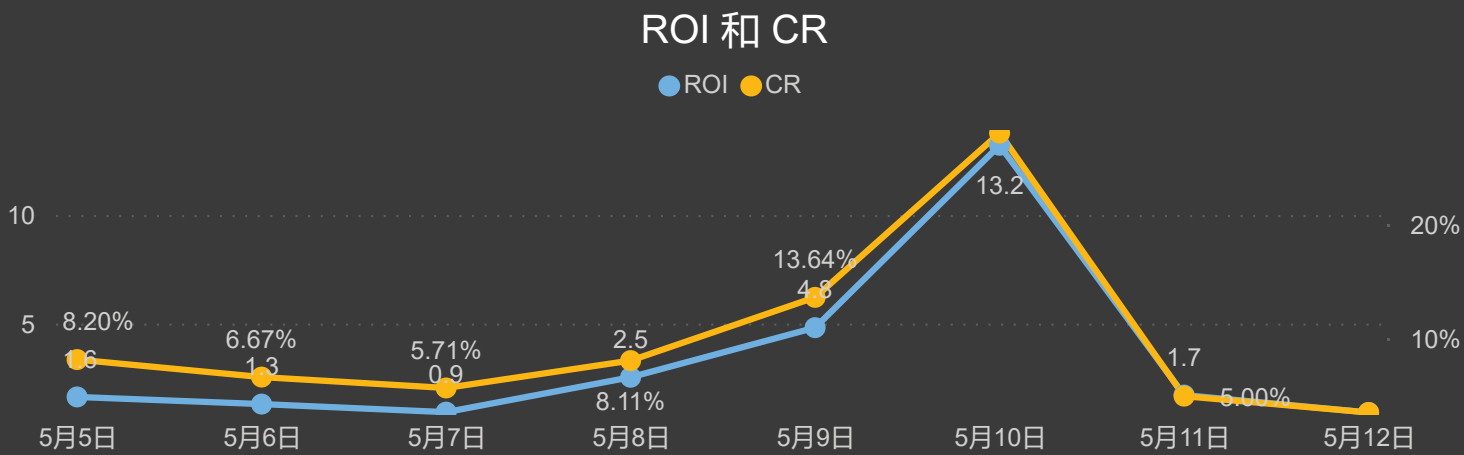
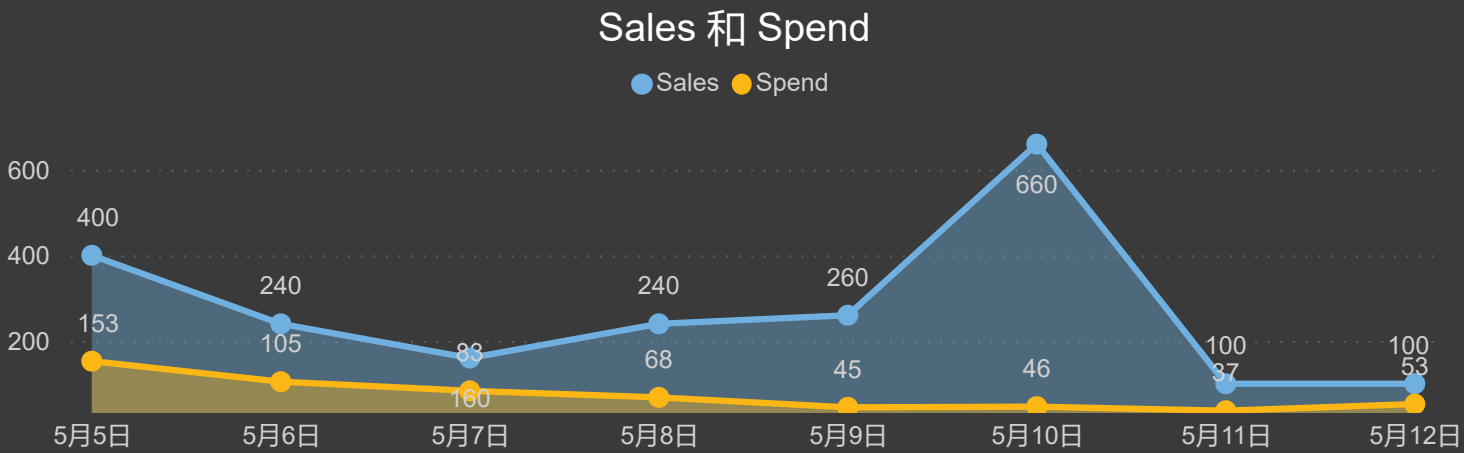
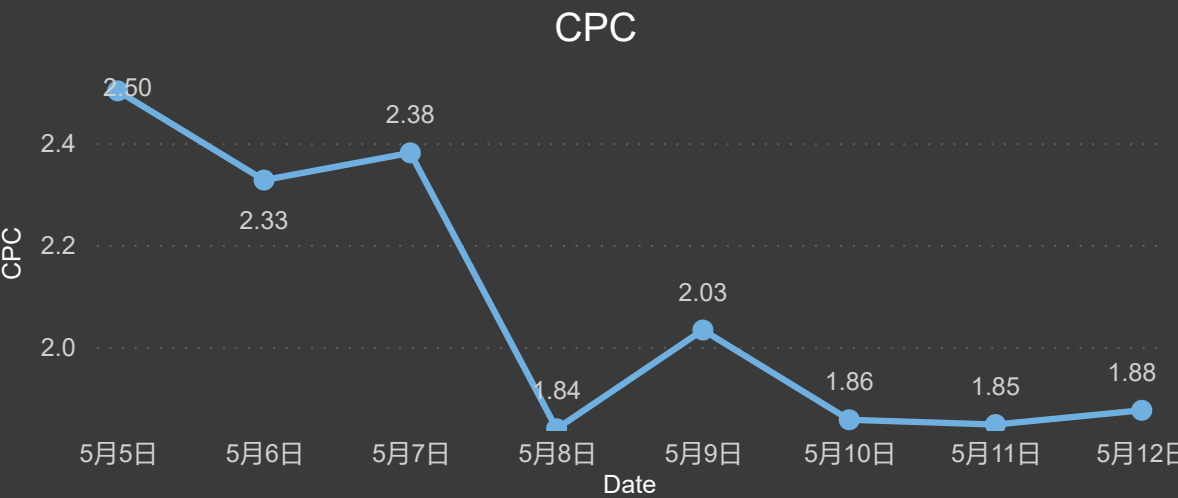
Date

2021/5/5

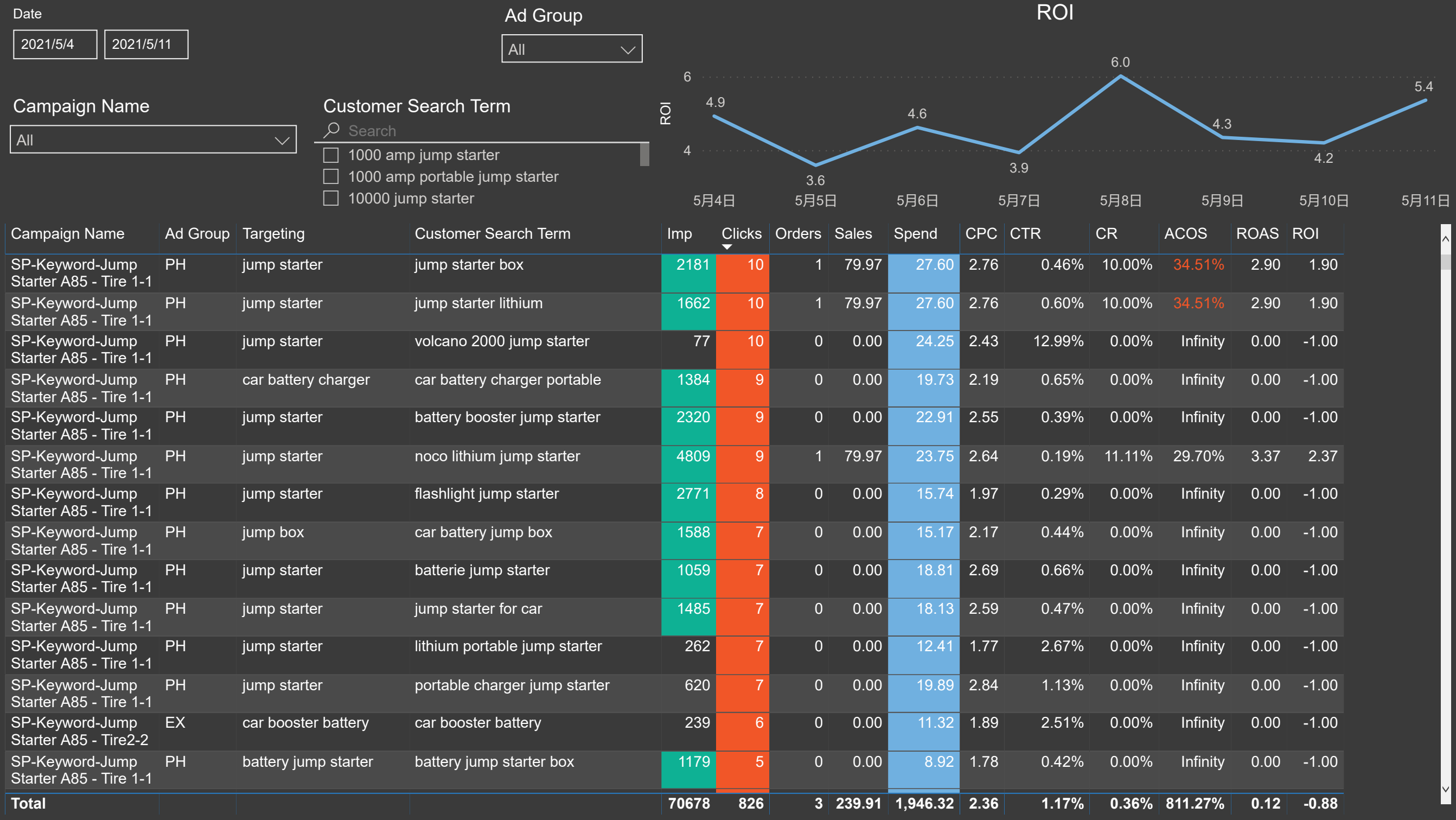
2021/5/12

Campaign Name

SD-Alpha 85-Competitor



Campaign Name	Ad Group Name	Targeting	Impressions	Clicks	Orders	Sales	Spend	CPC	CR	ACOS	ROAS	ROI
SD-Alpha 85-Competitor	Competitor	asin="B085HCWD8T"	1769	8	0	0.00	20.24	2.53	0.00%	Infinity	0.00	-1.00
SD-Alpha 85-Competitor	Competitor	asin="B086P9HGH8"	2393	10	0	0.00	23.74	2.37	0.00%	Infinity	0.00	-1.00
SD-Alpha 85-Competitor	Competitor	asin="B08PK4Z3JH"	676	7	0	0.00	18.14	2.59	0.00%	Infinity	0.00	-1.00
SD-Alpha 85-Competitor	Competitor	asin="B08BJMSSSX"	9059	43	3	239.91	111.94	2.60	6.98%	46.66%	2.14	1.14
SD-Alpha 85-Competitor	Competitor	asin="B015TKSSB8"	8396	20	1	99.95	36.10	1.81	5.00%	36.12%	2.77	1.77
SD-Alpha 85-Competitor	Competitor	asin="B016UG6PWE"	10335	74	6	519.78	176.21	2.38	8.11%	33.90%	2.95	1.95
SD-Alpha 85-Competitor	Competitor	asin="B07MVY7K43"	5243	34	4	339.86	79.54	2.34	11.76%	23.40%	4.27	3.27
SD-Alpha 85-Competitor	Competitor	asin="B015TKUPIC"	23413	71	11	959.59	109.90	1.55	15.49%	11.45%	8.73	7.73
Total			61284	267	25	2,159.09	575.81	2.16	9.36%	26.67%	3.75	2.75



Date

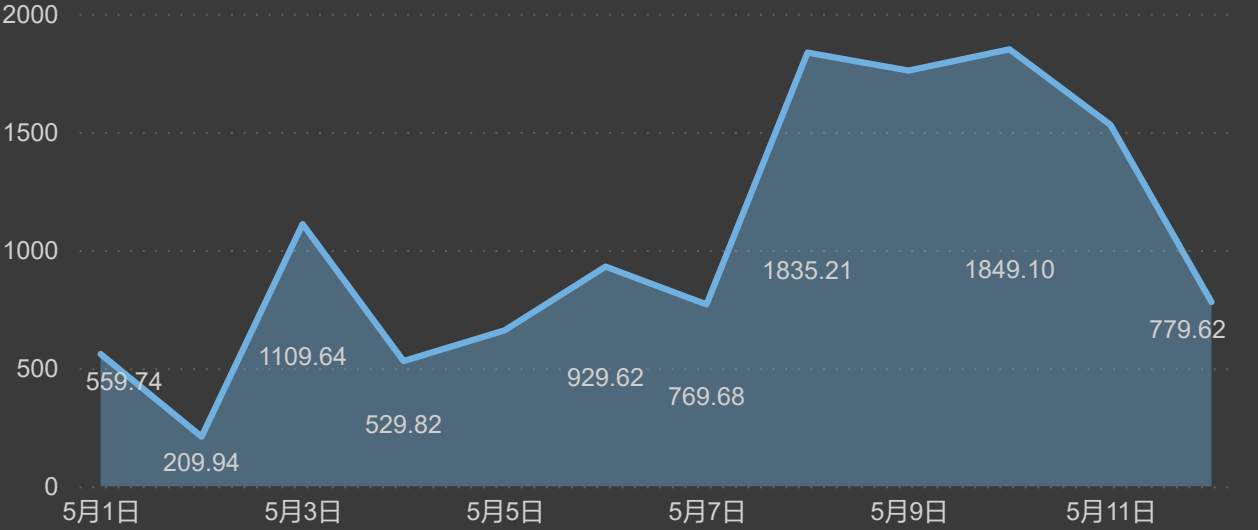
2021/5/1

2021/5/12

CR



Sales



Date	Views	Visitors	Units	Orders	Sales	Units/Order	CR
2021/05/01	62	28	6	6	559.74	1.00	21.43%
2021/05/02	57	24	4	3	209.94	1.33	12.50%
2021/05/03	132	59	18	15	1109.64	1.20	25.42%
2021/05/04	124	46	8	6	529.82	1.33	13.04%
2021/05/05	134	52	11	8	659.79	1.38	15.38%
2021/05/06	142	50	12	11	929.62	1.09	22.00%
2021/05/07	176	66	10	7	769.68	1.43	10.61%
2021/05/08	211	89	25	18	1835.21	1.39	20.22%
2021/05/09	283	132	25	20	1759.19	1.25	15.15%
2021/05/10	306	148	21	18	1849.10	1.17	12.16%
2021/05/11	215	106	17	12	1529.27	1.42	11.32%
2021/05/12	241	134	8	8	779.62	1.00	5.97%
Total	2083	934	165	132	12520.62	1.25	14.13%