New COVID cases & Amazon Advertising Metrics for Health & Supplements and Jewelry *The dataset started at March 17, when it first had new found Covid cases over 10k Conversions, clicks, spend and new Covid cases - H&S Conversions Clicks New confirmed covid cases M008 600M 500k 400M 250K 200M ar 2020 12020 20... 20... 20... 20... 2020 20... 20... 20... 2020 14 AUG AUG SEPT SEPT OCT 2020 20... 20... 20... 2020 14 AUG AUG SEPT SEPT OCT 2020 20... 20... 20... 2020 . 2020 20... 2021 2021 2021 2021 ... 2020 20... 2021 2021 2021 2021 Conversions, clicks, spend and new Covid cases - Jewelry New confirmed covid cases Spend 300M 750K 200M 500K 100M 250K Spend, sales, profit and new Covid cases - H&S Sales Spend New confirmed covid cases 1.5B 1M 1B ay 20... 20... 2020 30711/2020 2020 20...2020 30 Jun 20...2020 Spend, sales, profit and new Covid cases - Jewelry New confirmed covid cases Spend Sales 750K 500K 500M 250M 250K · 30 Jun 20 ... 15 Jul 2020 30 7 1 2020 1,2020 20... 20... 20... 20... 2020 20... 20... 20... 20... 2020 20... 2021 14 Aug Aug Sept Sept Oct 28 Oct 20... 20... 20... 20... 2021 Dec 1, 32 26 32 1

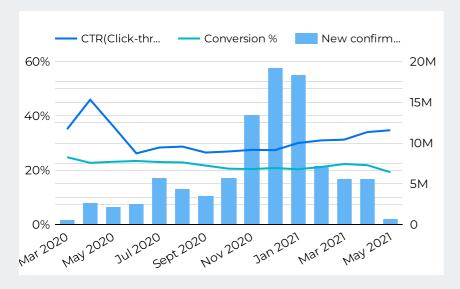
Health & Supplements

 $\frac{\text{CTR}(\text{Click-through Rate})}{29.97\%}$

Conversion%

21.65%

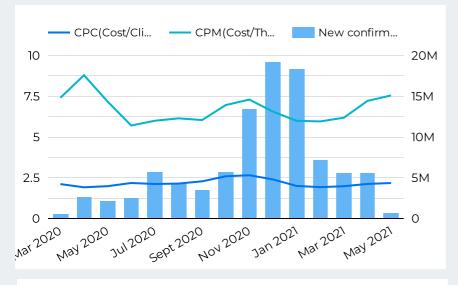
Conversion%, CTR and new Covid cases - H&S



 $\begin{array}{c} \text{CPM(Cost/Thousand)} \\ \$6.53 \end{array}$

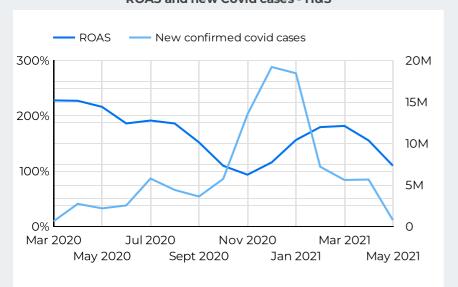
CPC(Cost/Click)
\$2.18

CPC, CPM and new Covid cases - H&S



ROAS(Return On Ad Spend) 156.77%

ROAS and new Covid cases - H&S

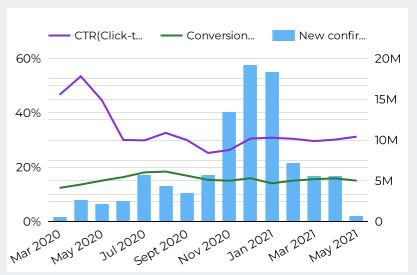


Jewelry

 $\frac{\text{CTR}(\text{Click-through Rate})}{30.85\%}$

Conversion% **15.76%**

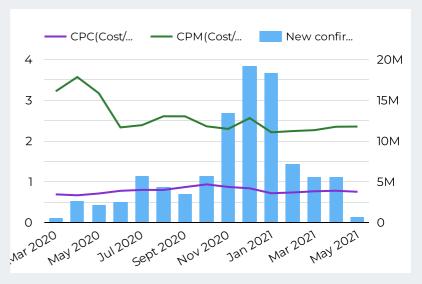
Conversion%, CTR and new Covid cases - Jewelry



 $\begin{array}{c} \text{CPM(Cost/Thousand)} \\ \textbf{$2.44} \end{array}$

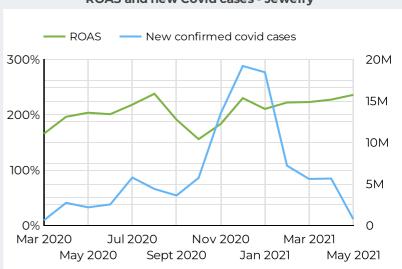
CPC(Cost/Click)
\$0.8

CPC, CPM and new Covid cases - Jewelry



ROAS(Return On Ad Spend) 209.15%

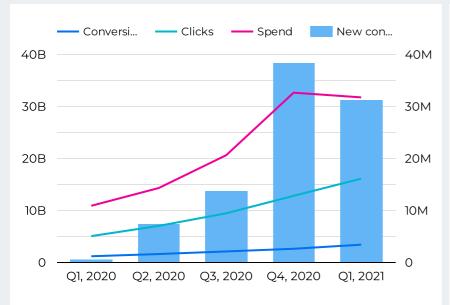
ROAS and new Covid cases - Jewelry



*Since Q2 2021's data is not complete, all the charts from this dashboard will ignore the data from that time

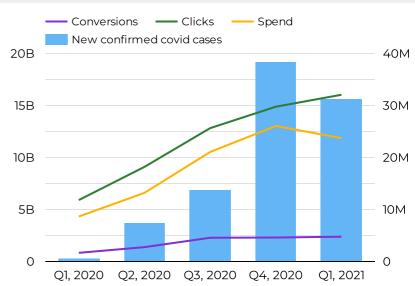


Conversions, clicks, spend and new Covid cases - H&S



Jewelry

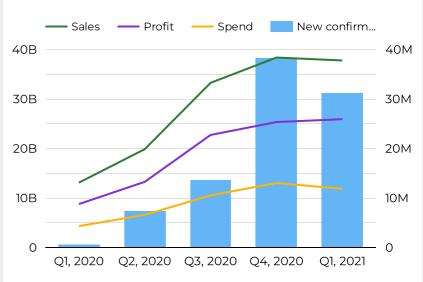
Conversions, clicks, spend and new Covid cases - Jewelry



Spend, sales, profit and new Covid cases - H&S

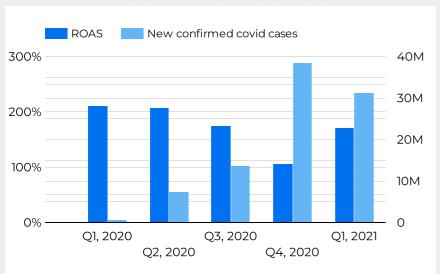


Spend, sales, profit and new Covid cases - Jewelry



ROAS(Return On Ad Spend) 161.62%

ROAS and new Covid cases - H&S



ROAS(Return On Ad Spend) 207.23%

ROAS and new Covid cases - Jewelry

