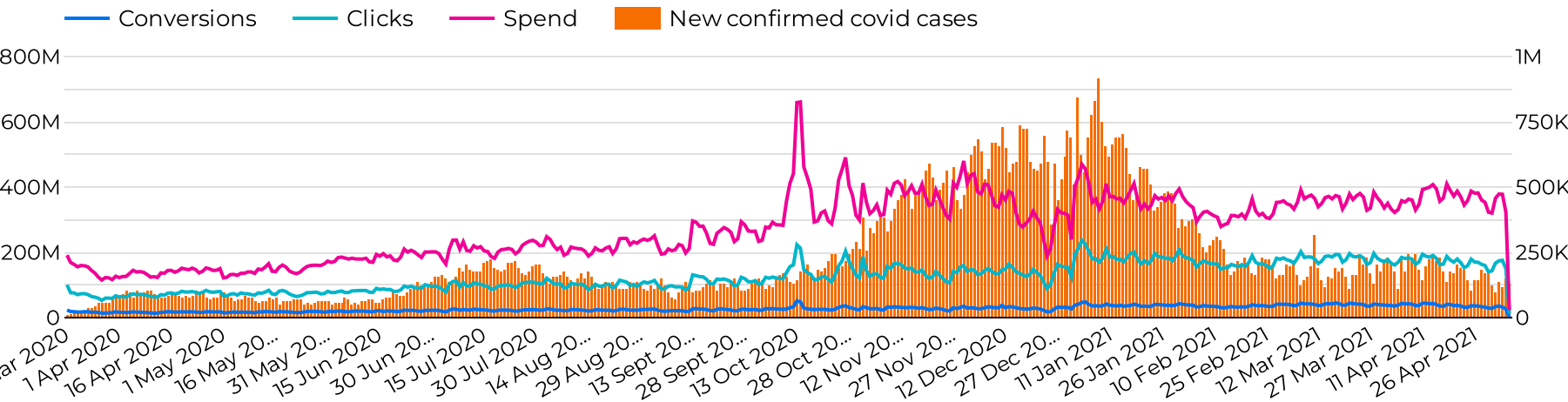


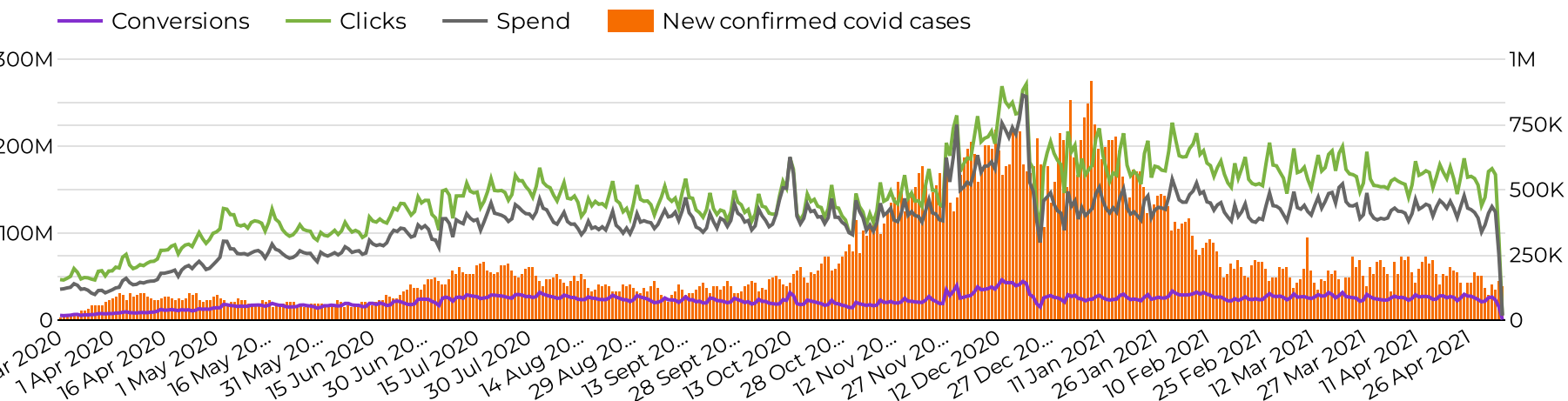
# New COVID cases & Amazon Advertising Metrics for Health & Supplements and Jewelry

\*The dataset started at March 17, when it first had new found Covid cases over 10k

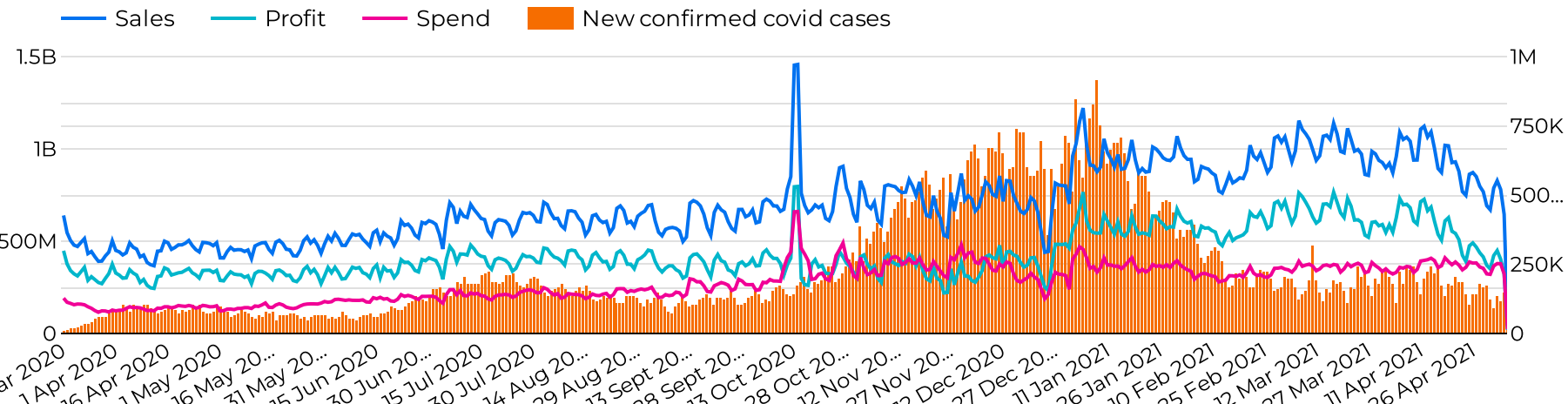
Conversions, clicks, spend and new Covid cases - H&S



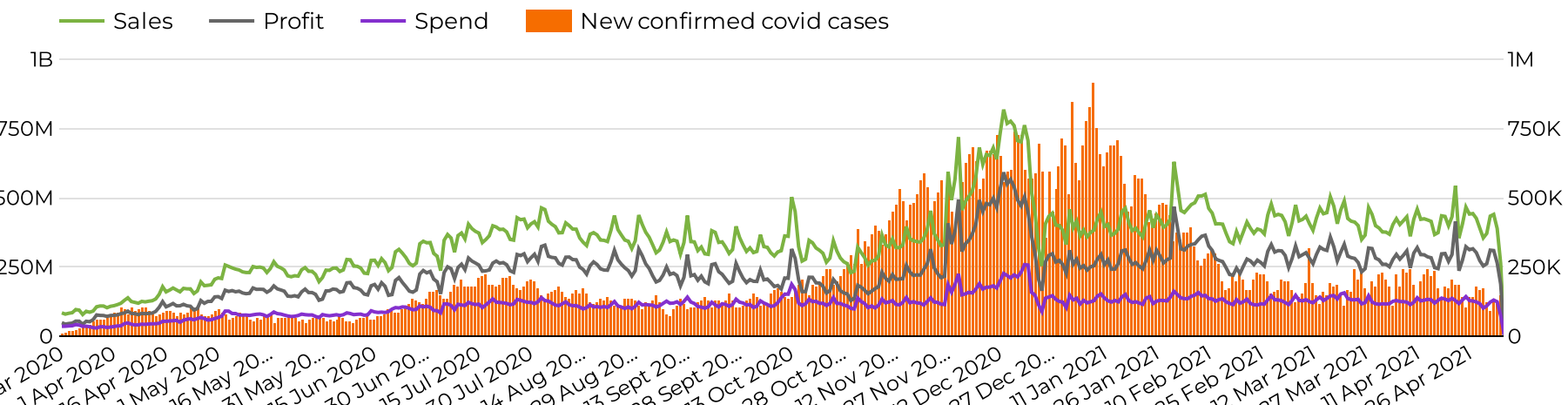
Conversions, clicks, spend and new Covid cases - Jewelry



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



Spend, sales, profit and new Covid cases - Jewelry



## Health & Supplements

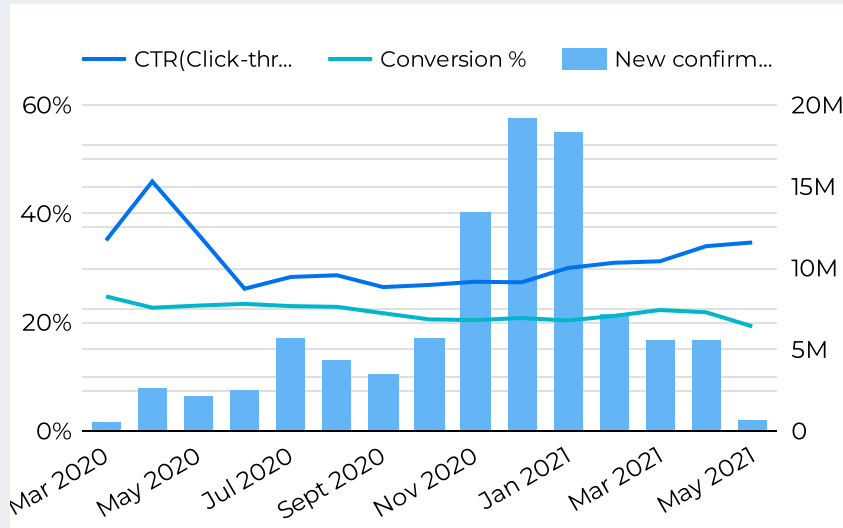
CTR(Click-through Rate)

29.97%

Conversion%

21.65%

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



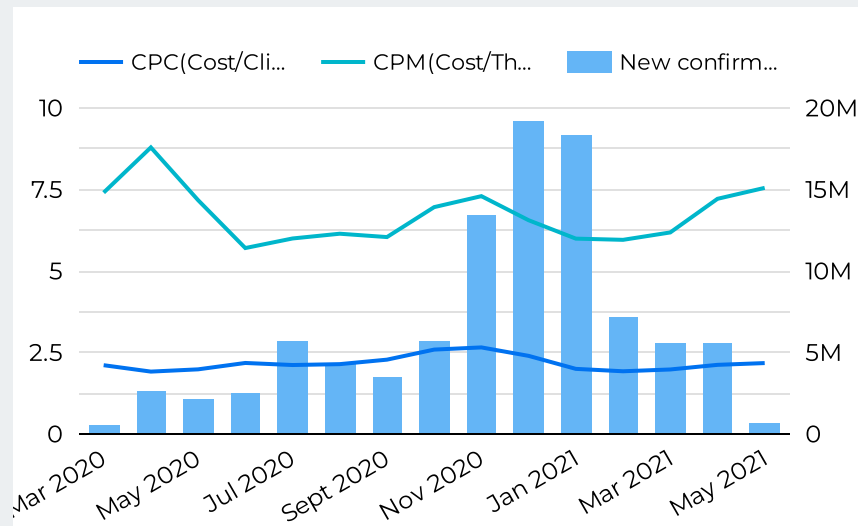
CPM(Cost/Thousand)

\$6.53

CPC(Cost/Click)

\$2.18

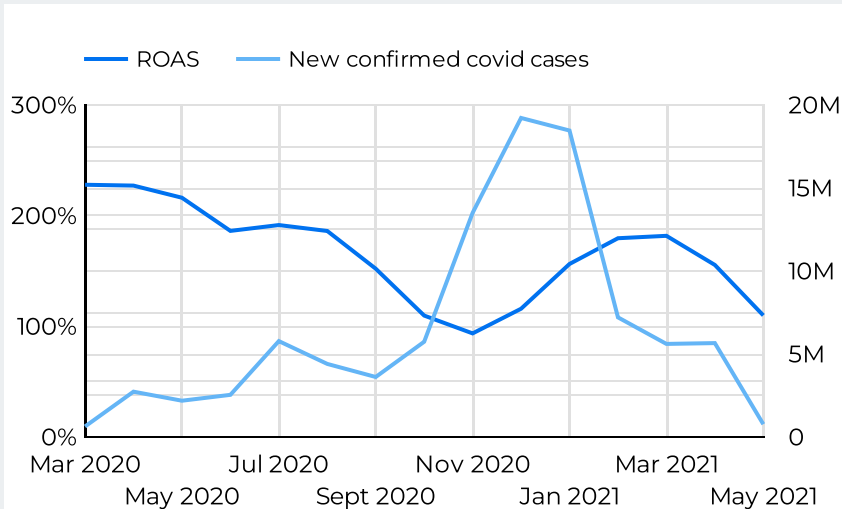
CPC, CPM and new Covid cases - H&S



ROAS(Return On Ad Spend)

156.77%

ROAS and new Covid cases - H&S



## Jewelry

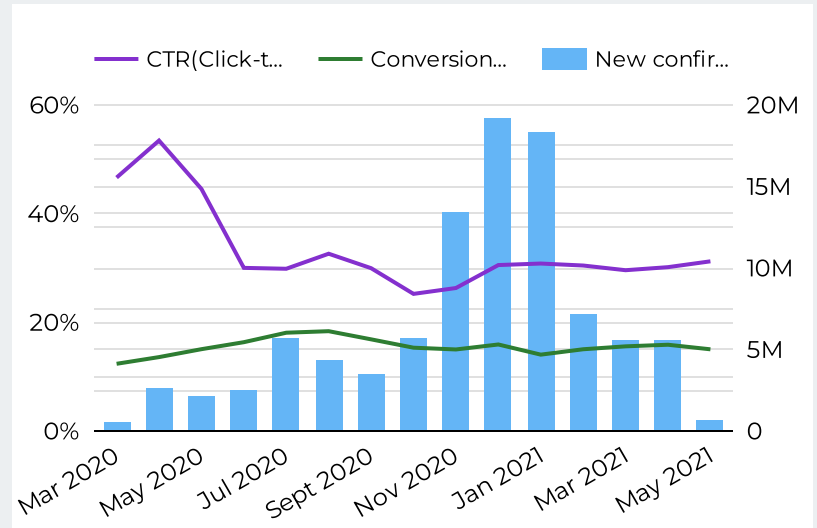
CTR(Click-through Rate)

30.85%

Conversion%

15.76%

Conversion%, CTR and new Covid cases - Jewelry



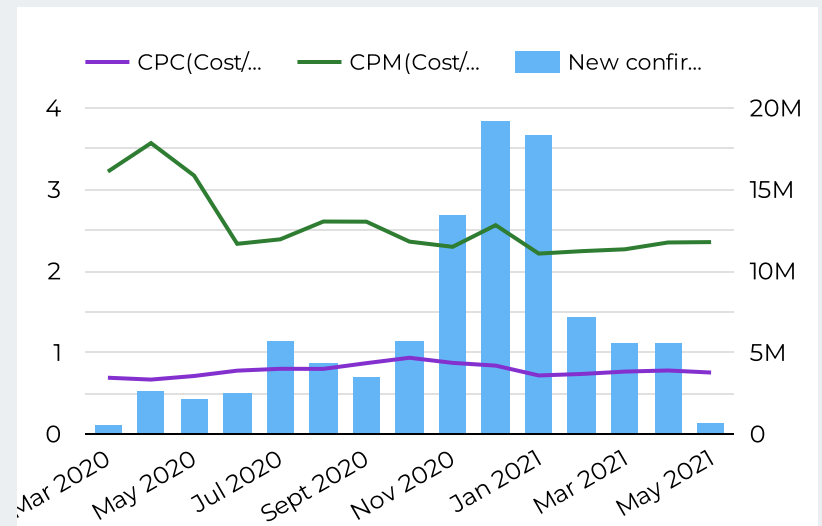
CPM(Cost/Thousand)

\$2.44

CPC(Cost/Click)

\$0.8

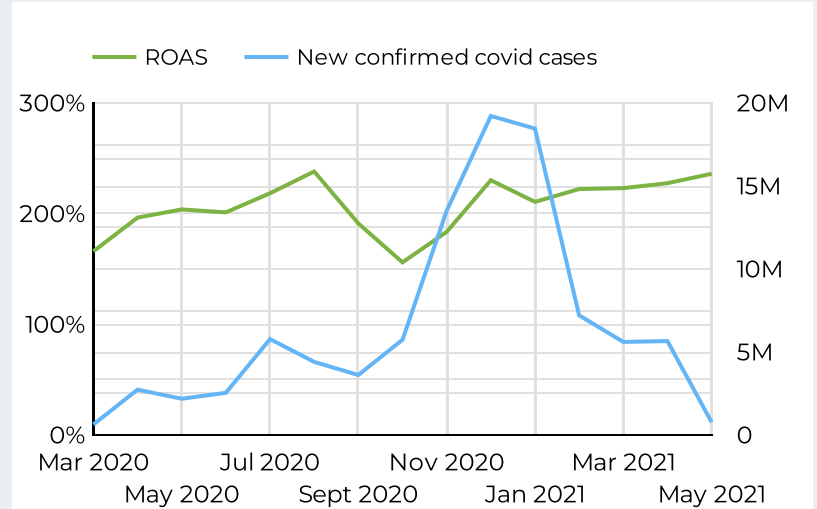
CPC, CPM and new Covid cases - Jewelry



ROAS(Return On Ad Spend)

209.15%

ROAS and new Covid cases - Jewelry

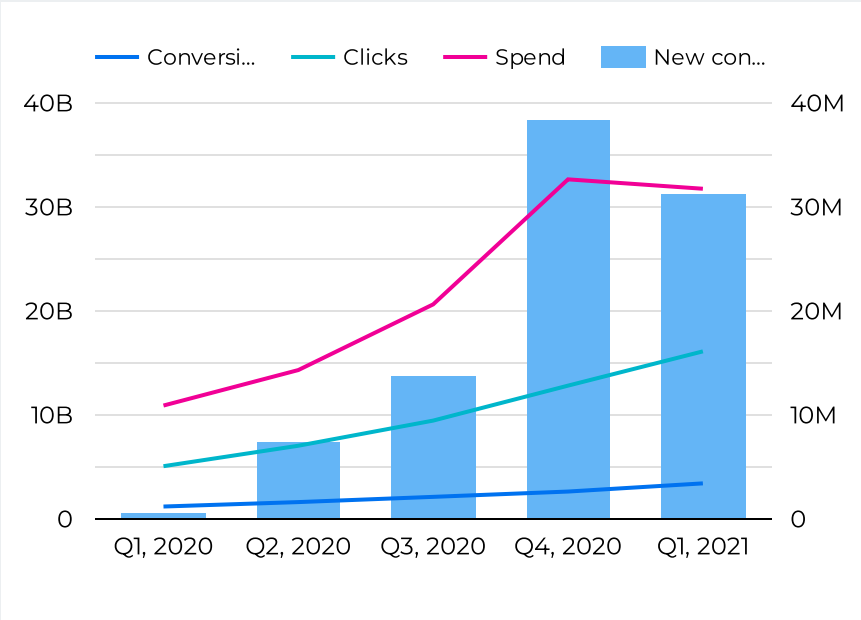


New COVID cases & Amazon Advertising Metrics for Health & Supplements and Jewelry

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

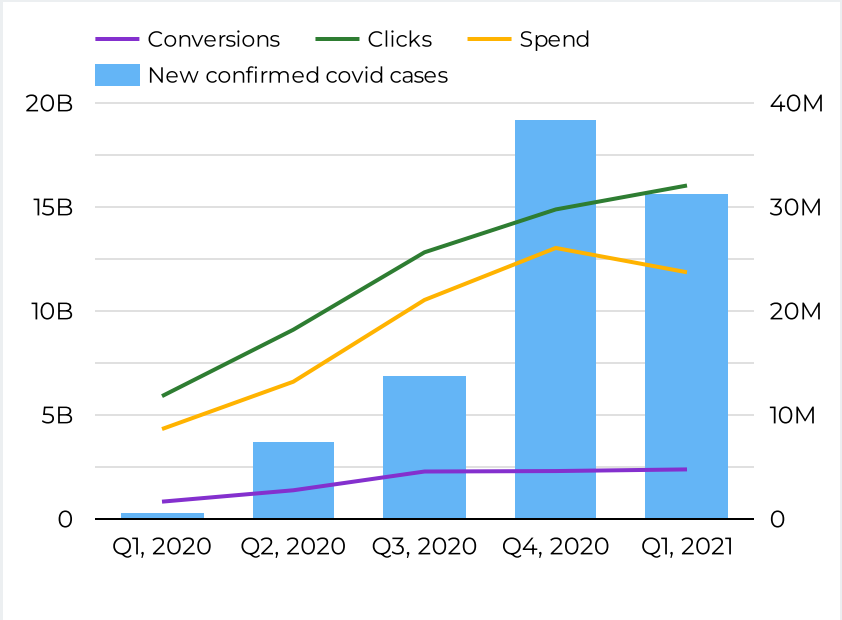
Health & Supplements

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

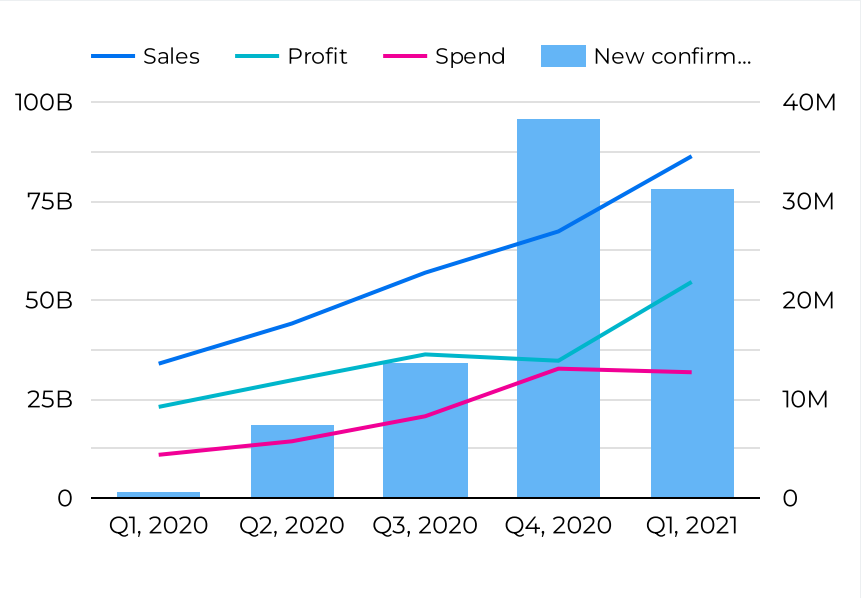


Jewelry

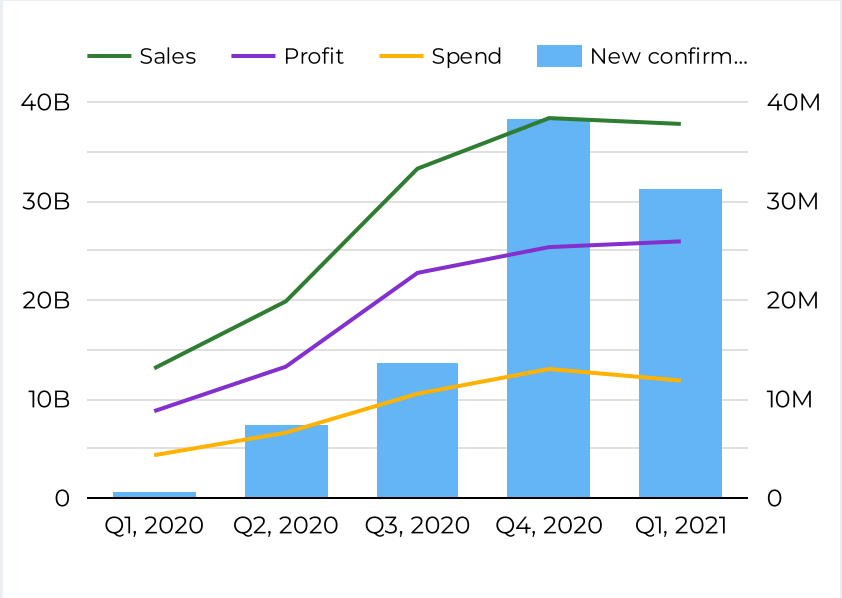
Conversions, clicks, spend and new Covid cases - Jewelry



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

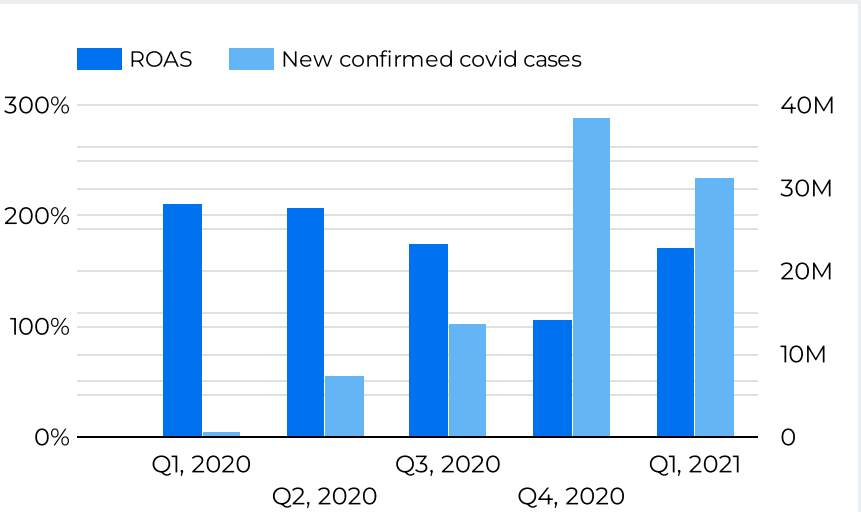


Spend, sales, profit and new Covid cases - Jewelry



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

