



How to Stop Burning Money On Amazon Ads

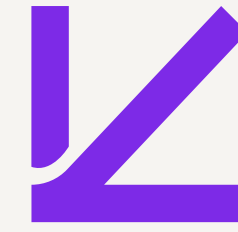
wearesynq.com
x
myrealprofit.com



SYNQ.



How to Stop Burning Money



with the wrong Pricing

with the wrong Advertised ASIN

with Too high Branded CPCs

with B2B Modifiers

with wrong Placement Modifiers

with VCPM Campaigns

with Sponsored Prompts

with Off Amazon

with new Advertising Features

Price vs PPC

Price vs PPC ↙

PRICE CHANGE

Affects all visibility

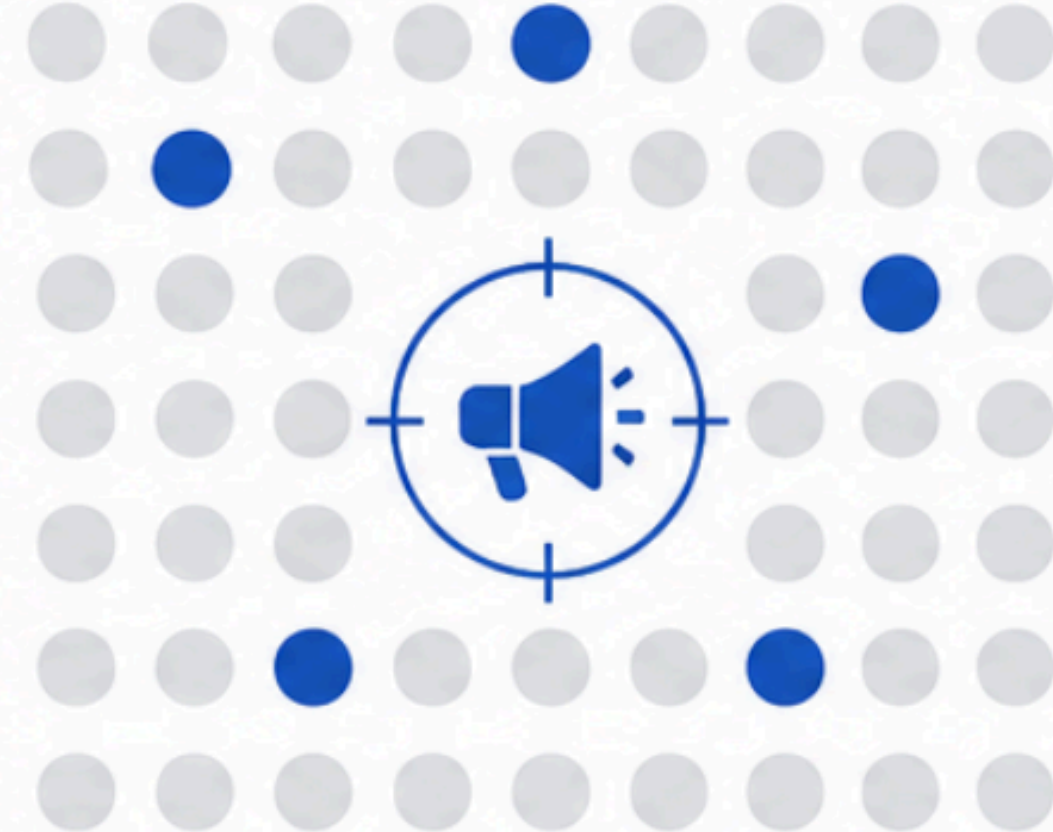


Every customer, every search, every eyeball sees the lower price

VS.

PPC

Affects selected visibility



You only buy visibility on a fraction of all searches

Price vs PPC ↙



Have organic visibility?

Price changes drive more volume than PPC.



No organic visibility?

PPC creates visibility first, then price matters.



PRICE IMPROVES CONVERSION EVERYWHERE.



PPC IMPROVES VISIBILITY SOMEWHERE.

Price vs PPC ↙

rank before cut (avg)

#64

\$40-47/day on keyword

rank after cut (avg)

#19

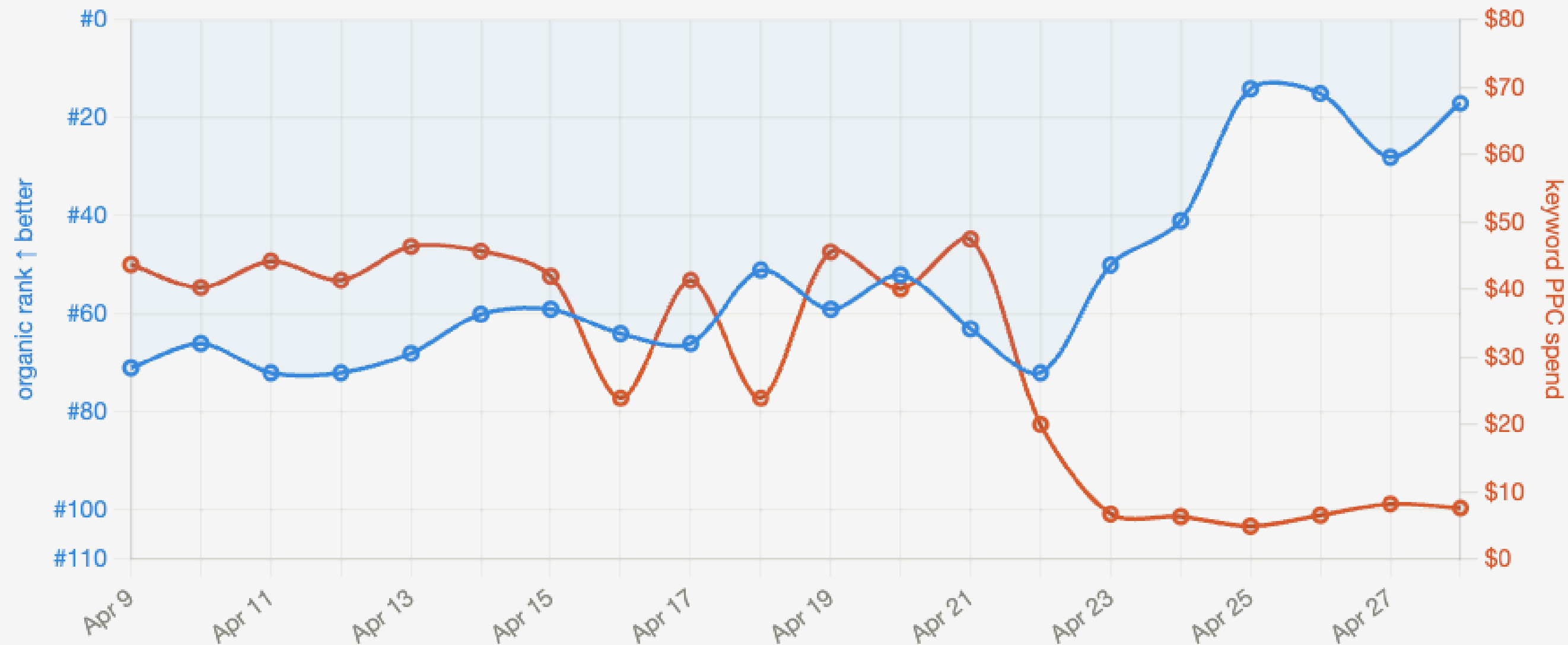
\$5-8/day on keyword

total account spend

\$80

vs \$180-250 before

— organic rank (left, lower = better) — PPC spend on keyword \$ (right)



Apr 22-23 — spend cut keyword spend dropped \$47 → \$7. Total account: \$250 → \$80

Price vs PPC

2-pack price cut

\$13-17 → \$9.99

Apr 23

2-pack units surge

19 → 72

Apr 22 → Apr 28

organic rank

#72 → #14

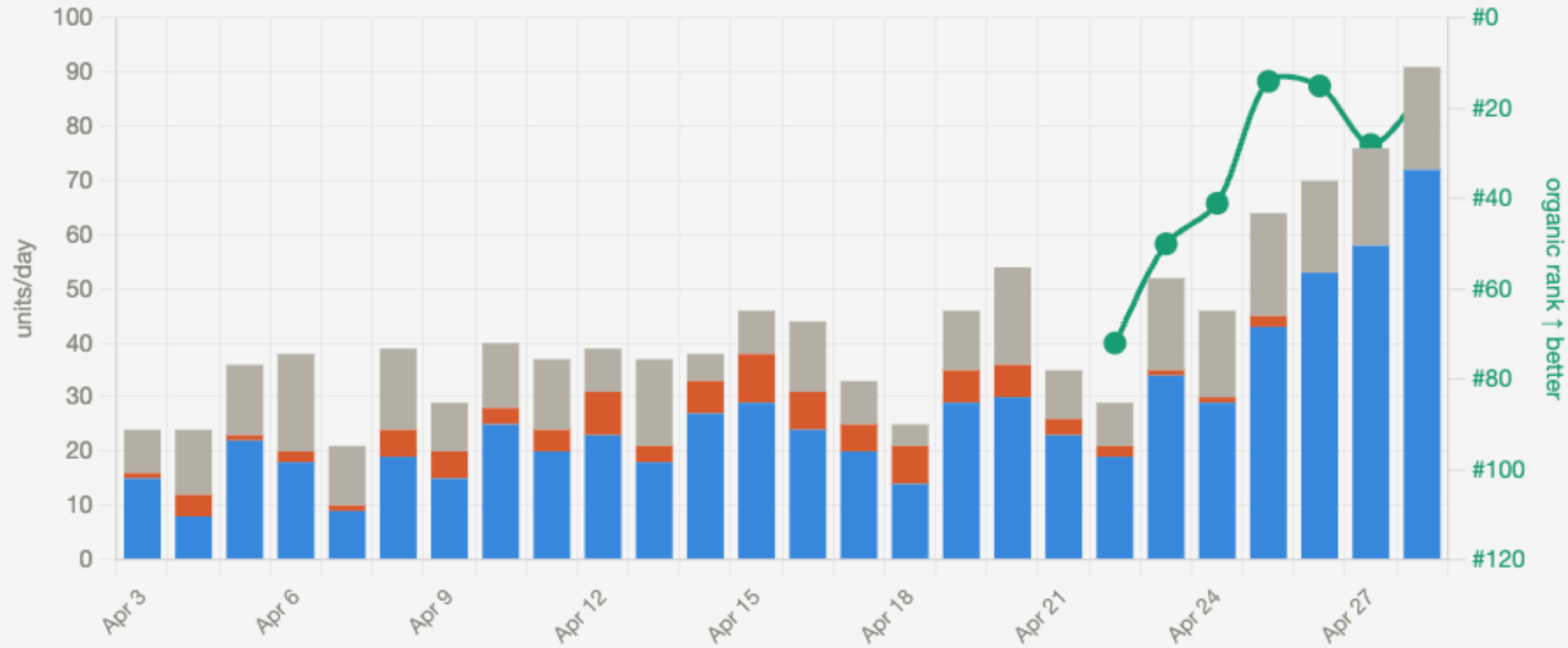
Apr 22 → Apr 25

4-pack after \$29.99 return

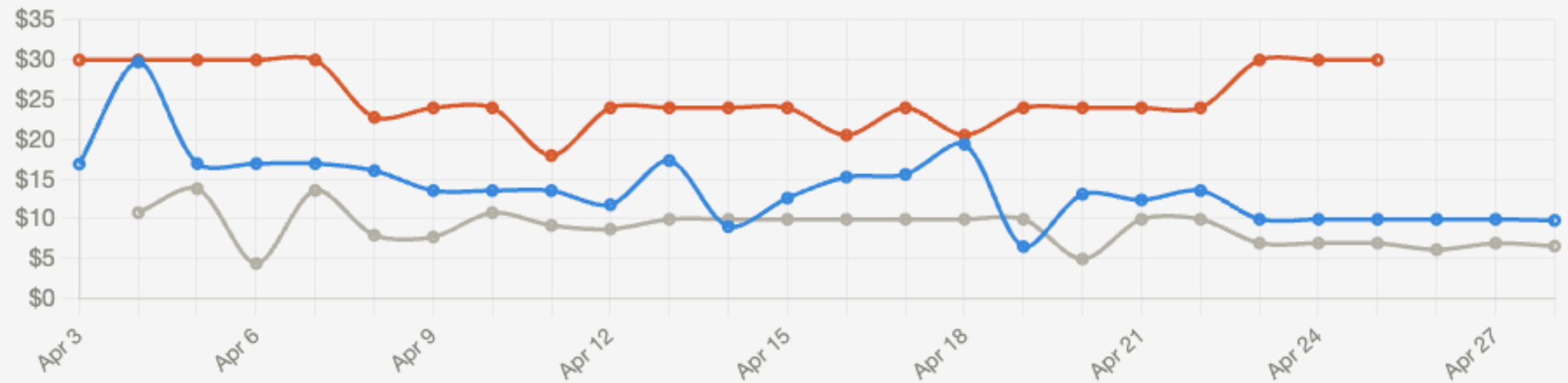
→ \$0 sales

Apr 26-28

■ 2-pack units
 ■ 4-pack units
 ■ 1-pack jar units
 —●— organic rank (right axis, lower = better)

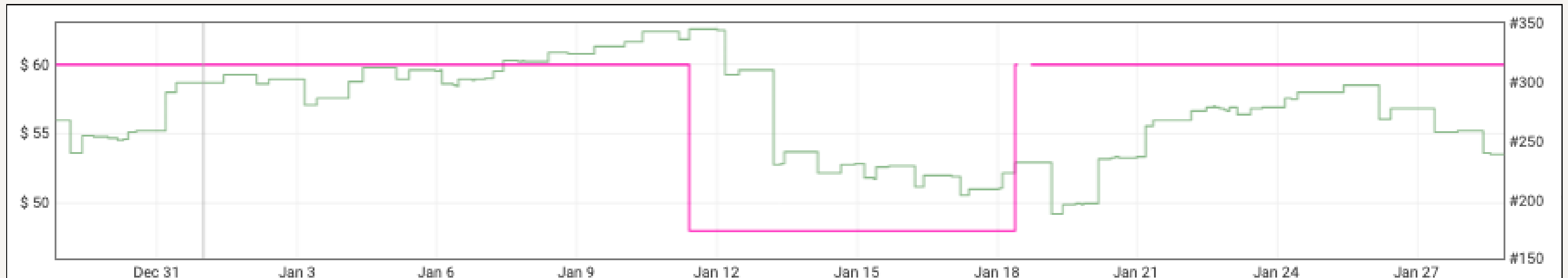


Implied ASP by variant (revenue ÷ units)



Price vs PPC ↙

Search Volume	Jan 28	Jan 27	Jan 26	Jan 25	Jan 24	Jan 23	Jan 22	Jan 21	Jan 20	Jan 19	Jan 18	Jan 17	Jan 16	Jan 15	Jan 14	Jan 13	Jan 12	Jan 11	Jan 10	Jan 9	Jan 8	Jan 7	Jan 6	Jan 5	Jan 4	Jan 3	Jan 2	Jan 1	Dec 31	Dec 30
	W	Tu	M	Su	Sa	F	Th	W	Tu	M	Su	Sa	F	Th	W	Tu	M	Su	Sa	F	Th	W	Tu	M	Su	Sa	F	Th	W	Tu
28,521 ↘	306+	168	306+	170	176	163	163	156	306+	179	183	8	5	8	5	6	5	8	178	190	177	159	186	188	186	175	196	171	174	178



Price @ PPC



How to Stop Burning Money with the wrong advertised ASIN



Advertised ASIN

4.4 ★★★★★ (619)
200+ bought in past month

\$29⁹⁹ (\$15.00 / count)

Number of Items: 2

4	2	1
\$39.99 (\$10.00 / count)	\$29.99 (\$15.00 / count)	\$19.99

Colour Name: **Blue**

Which Child would you advertise ?

The cheapest by total price?

The cheapest by price per count?

The middle ground?

Advertised ASIN ↙

The bigger your Parent the harder this question gets


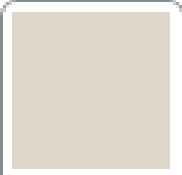

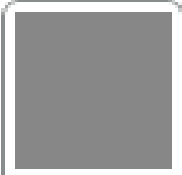
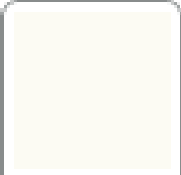
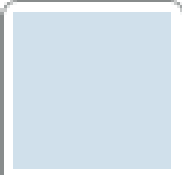

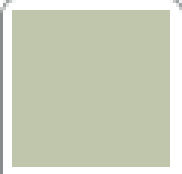

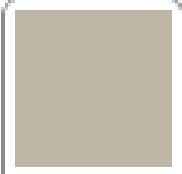
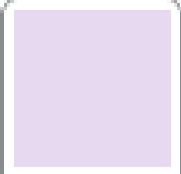
Size: **18x24**

18x24 \$18.99 (\$9.50 / count)	30x34 \$20.49 (\$10.25 / count)	34x36 \$25.99 (\$13.00 / count)	41x41 \$36.99 (\$18.50 / count)	48x48 \$39.99 (\$20.00 / count)
---	--	--	--	--

Number of Items: **2**

2	4	6	24	40	48
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Color: **Folkstone Blue**

 \$220.99 (\$55.25 / count)	 \$220.99 (\$55.25 / set)	 \$147.69 \$210.99	 \$220.99	 \$220.99	 \$220.99 (\$55.25 / set)
 \$220.99 (\$55.25 / count)	 \$220.99	 \$220.99 (\$55.25 / set)	 \$220.99 (\$55.25 / set)	 \$220.99	

Size: **King**

Full	Queen	King	California King
------	-------	-------------	-----------------

Queen \$41.99	Standard \$39.99	Queen - Deluxe \$59.99	King \$49.99
King - Deluxe \$69.99 \$99.99	Travel \$29.99	Standard - Deluxe \$56.99	Standard - Supreme \$72.99
King - Supreme \$89.99			

Advertised ASIN

The Real Question is: Do you Optimize for

ACOS

or

Total Profit

or

Organic Ranks

or

Just sell Trough

Advertised ASIN ↙

Size: 18x24

18x24 \$18.99 (\$9.50 / count)	30x34 \$20.49 (\$10.25 / count)	34x36 \$25.99 (\$13.00 / count)	41x41 \$36.99 (\$18.50 / count)	48x48 \$39.99 (\$20.00 / count)
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Only advertised on specific keywords that contain e.g. "large"

Lowest CTR
But Highest CVR

Highest CTR
But not the Highest CVR

	Clicks	CTR	Total cost	Purchases	Sales	ACOS
30x34 \$20.49 (\$10.25 / count)	1,784	0.86%	\$2,594.80	200	\$5,642.46	45.99%
18x24 \$18.99 (\$9.50 / count)	988	1.70%	\$1,359.41	113	\$2,992.51	45.43%
34x36 \$25.99 (\$13.00 / count)	578	0.42%	\$767.82	82	\$2,777.22	27.65%
	3,350	0.83%	\$4,722.03	395	\$11,412.19	41.38%

Advertised ASIN ↙

Typically you want to advertise your Hero SKU

You make an exception to this on the following strategic topics:

Inventory: Need to sell through a specific ASIN or your Hero gets low on Stock

Keyword Universe: There are specific customer searches where a different child fits better

Promotions: Childs with promotions should in most cases be preferred (better price, urgency)

Ranking: In order to rank you need velocity and sometime a cheaper ASIN gets this job done better than your hero (unless your hero is the cheapest 😊)

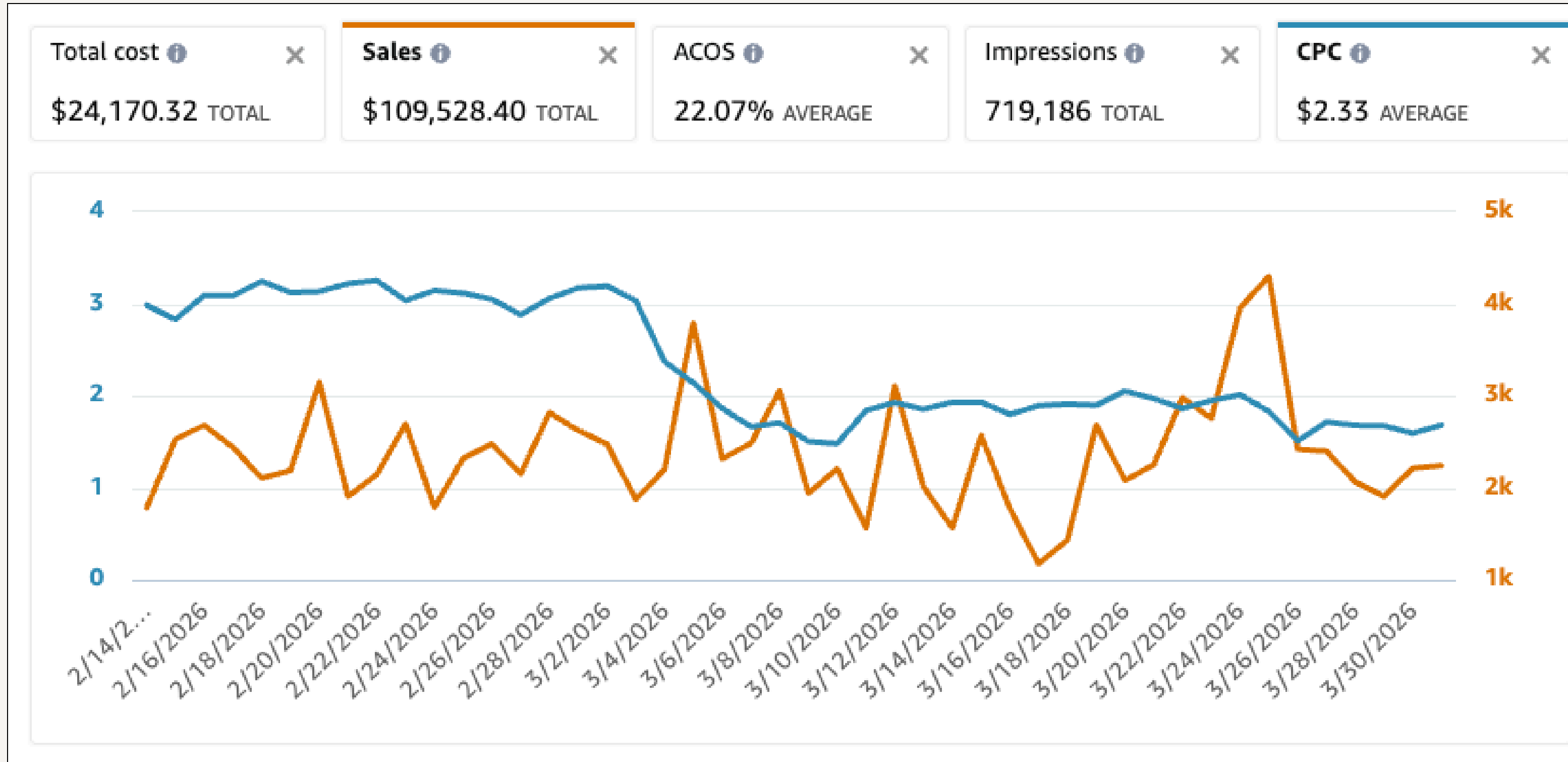
PS: its good to challenge from time to time what child the actual Hero is in the Parent



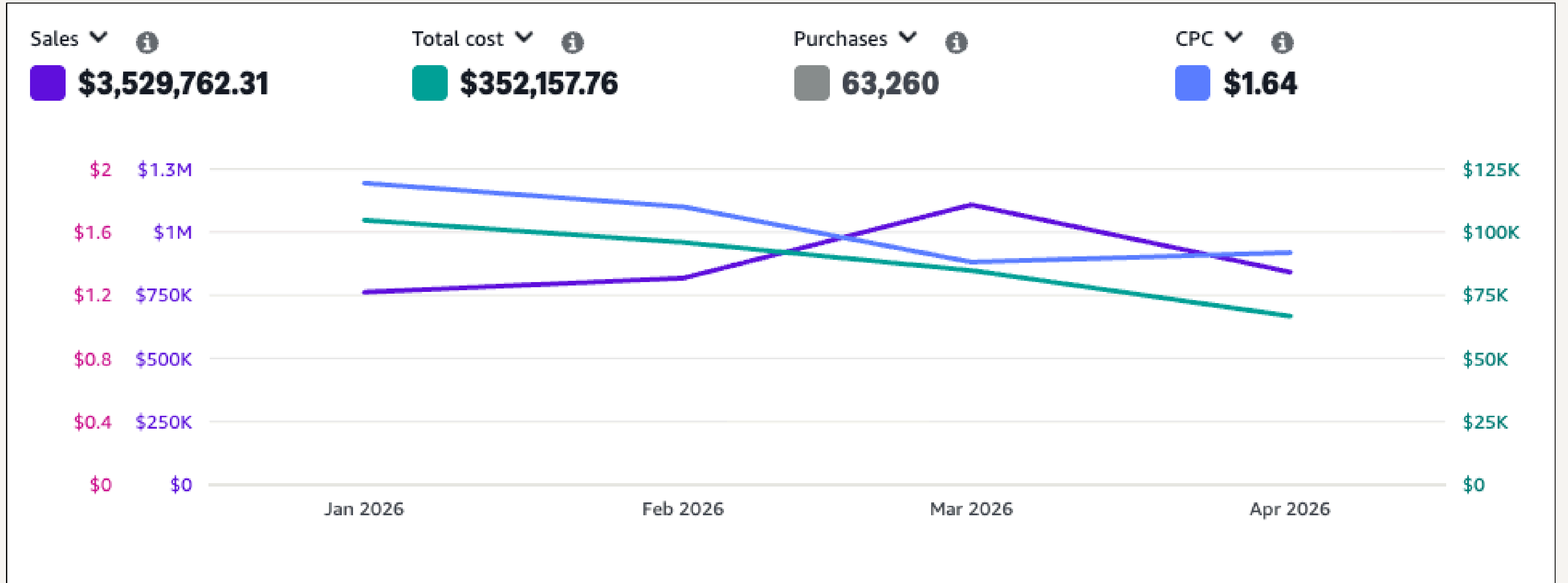
How to Stop Burning Money with Branded CPCs



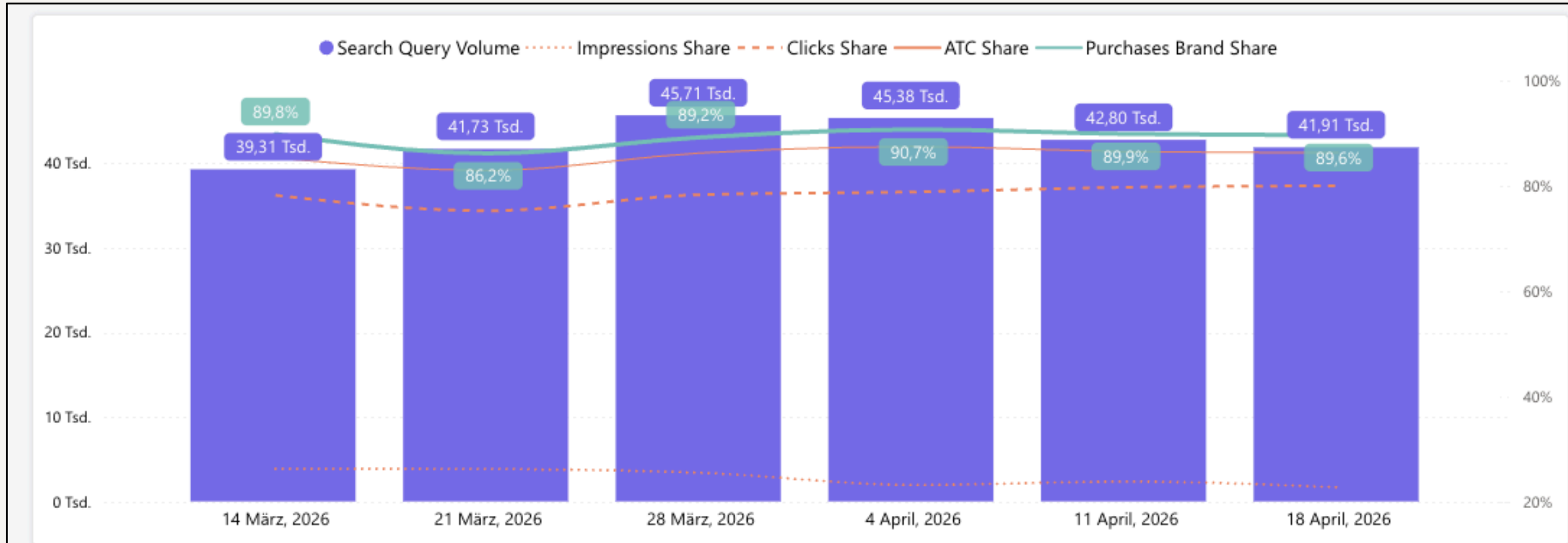
Branded CPCs ↙



Branded CPCs ↙



Branded CPCs ↙



MARKET SHARE

Week Date	Impressions: Market	Impressions: Brand	Impressions Share	Clicks: Market	Clicks: Brand	Clicks Share	Cart Adds: Market	Cart Adds: Brand	ATC Share	Purchases: Market	Purchases: Brand	Purchase Share
18 April, 2026	1.057.025	239.487	22,66%	22.316	17.850	79,99%	9.100	7850	86,26%	4.320	3.872	89,63%
11 April, 2026	1.070.768	254.612	23,78%	23.332	18.595	79,70%	9.336	8076	86,50%	4.329	3.890	89,86%
4 April, 2026	1.145.426	265.112	23,15%	25.919	20.431	78,83%	11.825	10338	87,42%	5.756	5.221	90,71%
28 März, 2026	1.159.764	295.044	25,44%	25.658	20.090	78,30%	11.230	9683	86,22%	5.244	4.678	89,21%
21 März, 2026	1.055.498	275.922	26,14%	23.254	17.501	75,26%	9.336	7740	82,90%	4.081	3.516	86,16%
14 März, 2026	988.305	258.689	26,18%	21.135	16.524	78,18%	8.720	7439	85,31%	4.019	3.610	89,82%
Gesamt	6.476.786	1.588.866	24,53%	141.614	110.991	78,38%	59.547	51126	85,86%	27.749	24.787	89,33%



How to Stop Burning Money

with B2B
Modifiers



B2B Modifier ↙

Sites ⓘ
Based on your advertising strategy, choose where all ads in your campaign will appear. [How to choose](#)

Amazon and beyond
Ads appear on Amazon—including both Amazon retail and Amazon Business—as well as select sites and apps off Amazon.

Amazon Business
Use a B2B strategy to increase sales and exclusively reach business shoppers on Amazon Business.

Further increase bids across placements on Amazon Business ⓘ

💡 On average, advertisers see a 2x to 3x higher return on ad spend on Amazon Business relative to the overall campaign performance (Amazon internal data, 2024).

Amazon Business placements %

A \$0.75 bid will start at \$0.75 for top of search, \$0.75 for rest of search, and \$0.75 for product pages. Dynamic bidding may increase your bids by up to 100% on all placements.

Amazon and Beyond → B2B Modifier available

Amazon Business only → **Not Available**, as you are only targeting this site

✓ Status: **Delivering** Type: Sponsored Products - Automatic targeting Country: United States

Ad groups

Bid adjustments

Negative targeting

Budget rules

Campaign settings

History

All placements ⓘ Audiences **Amazon Business placements ⓘ** Video ⓘ

Further increase bids across placements on Amazon Business

Placement Name ⓘ	Campaign bid strategy ⓘ
Amazon Business placements	Fixed bids

Total: 1

Bid adjustment data is current, but other placement data could be delayed up to 12 hours. Campaign

B2B Modifier ↙

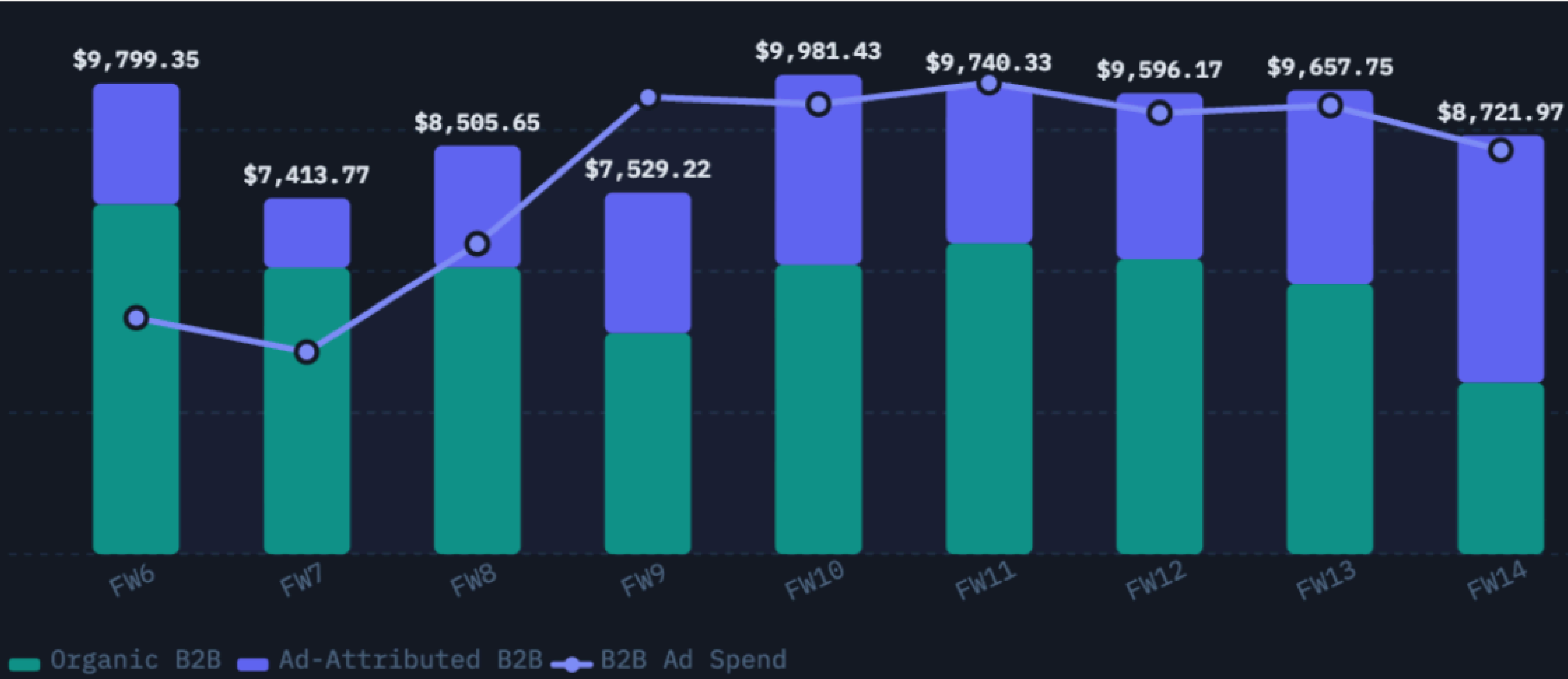
What would you do in such a situation,
assuming you typical New To Brand ACOS is good around 80/90 % ?

Placement Name ⓘ	Campaign bid strategy ⓘ	ⓘ Bid adjustment	ⓘ Impressions	ⓘ Clicks	ⓘ CTR	ⓘ Total cost	ⓘ CPC	ⓘ Purchases	ⓘ Sales	ⓘ ACOS	ⓘ ROAS
Amazon Business placements	Dynamic bidding (down only)	1%	16,495	75	0.45%	\$246.22	\$3.28	31	\$1,014.93	24.26%	4.12
Total: 1			16,495	75	0.45%	\$246.22	\$3.28	31	\$1,014.93	24.26%	4.12

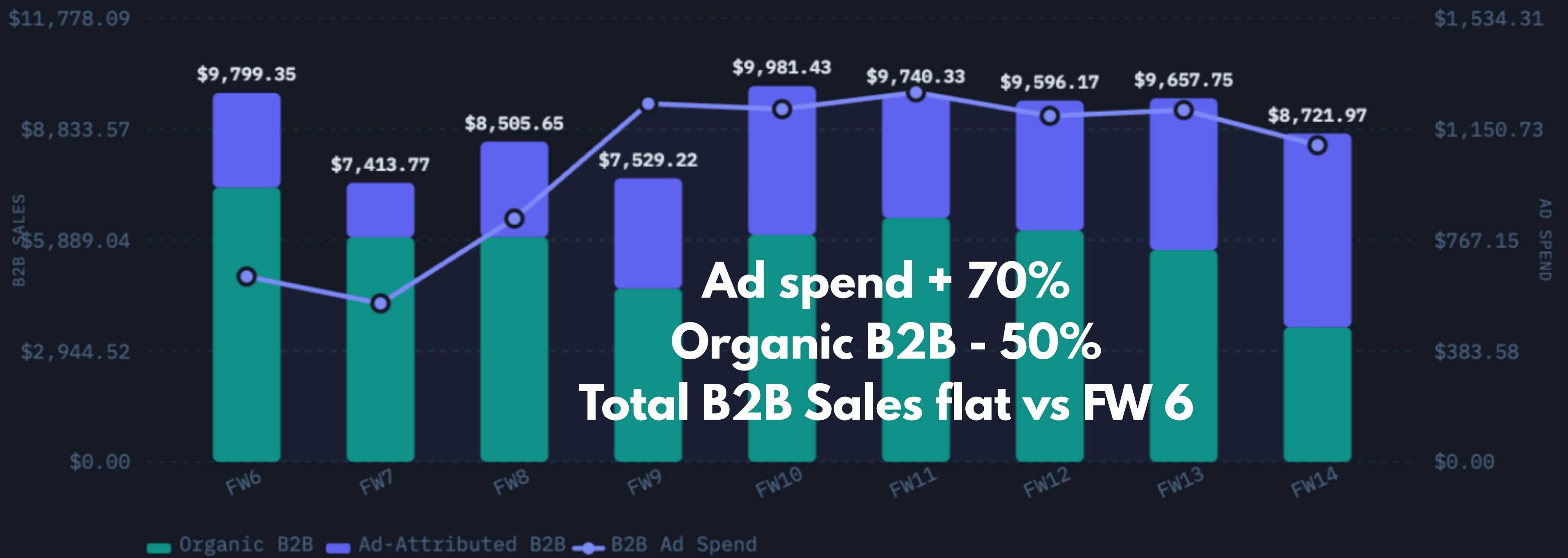
Placement Name ⓘ	Campaign bid strategy ⓘ	ⓘ Bid adjustment	ⓘ Impressions	ⓘ Clicks	ⓘ CTR	ⓘ Total cost	ⓘ CPC	ⓘ Purchases	ⓘ Sales	ⓘ ACOS	ⓘ ROAS
Amazon Business placements	Fixed bids	1%	46	3	6.52%	\$0.46	\$0.15	5	\$155.10	0.30%	337.17
Total: 1			46	3	6.52%	\$0.46	\$0.15	5	\$155.10	0.30%	337.17

Placement Name ⓘ	Campaign bid strategy ⓘ	ⓘ Bid adjustment	ⓘ Impressions	ⓘ Clicks	ⓘ CTR	ⓘ Total cost	ⓘ CPC	ⓘ Purchases	ⓘ Sales	ⓘ ACOS	ⓘ ROAS
Amazon Business placements	Dynamic bidding (down only)	1%	10,229	12	0.12%	\$53.14	\$4.43	3	\$92.93	57.18%	1.75
Total: 1			10,229	12	0.12%	\$53.14	\$4.43	3	\$92.93	57.18%	1.75

B2B Modifier ↙



B2B Modifier ↙



Week	B2B ROAS	Organic B2B	B2B % of Store
FW6	15.3x	\$7,288.29	10.1%
FW7	13.5x	\$5,966.50 ↓ -18.1% WoW	6.8%
FW8	10.1x	\$5,971.09 → +0.1% WoW	7.8%
FW9	6.1x	\$4,605.33 ↓ -22.9% WoW	6.3%
FW10	8.2x	\$6,028.81 ↑ +30.9% WoW	8.4%
FW11	7.6x	\$6,478.15 ↑ +7.5% WoW	8.6%
FW12	8.0x	\$6,145.17 ↓ -5.1% WoW	8.2%
FW13	7.9x	\$5,627.06 ↓ -8.4% WoW	7.1%
FW14	8.0x	\$3,577.08 ↓ -36.4% WoW	6.0%





How to Stop Burning Money with Placement Modifiers



Placement Optimization ↙

Placement Name ⓘ	Campaign bid strategy ⓘ	ⓘ Bid adjustment	ⓘ Impressions	ⓘ Clicks	ⓘ CTR	ⓘ Total cost	ⓘ CPC	ⓘ Purchases	ⓘ Sales	ⓘ ACOS
Top of search (first page)	Dynamic bidding (down only)	10%	4,317	544	12.60%	\$790.57	\$1.45	83	\$2,207.10	35.82%
Rest of search	Dynamic bidding (down only)	15%	112,107	1,883	1.68%	\$2,689.78	\$1.43	234	\$6,883.78	39.07%
Product pages	Dynamic bidding (down only)	0%	286,086	935	0.33%	\$1,260.50	\$1.35	82	\$2,398.77	52.55%
Total: 3			402,510	3,362	0.84%	\$4,740.85	\$1.41	399	\$11,489.65	41.26%

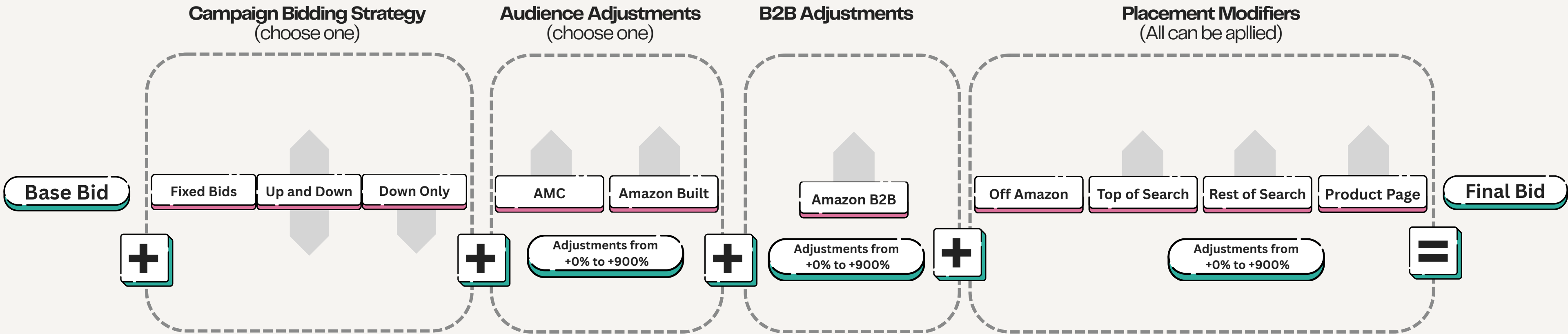
Placement Name ⓘ	Campaign bid strategy ⓘ	ⓘ Bid adjustment	ⓘ Impressions	ⓘ Clicks	ⓘ CTR	ⓘ Total cost	ⓘ CPC	ⓘ Purchases	ⓘ Sales	ⓘ ACOS
Top of search (first page)	Fixed bids	800%	125,803	4,892	3.89%	\$76,969.89	\$15.73	1,222	\$72,549.38	106.09%
Rest of search	Fixed bids	0%	376,405	1,463	0.39%	\$13,079.07	\$8.94	229	\$12,937.62	101.09%
Product pages	Fixed bids	0%	1,072,346	1,911	0.18%	\$14,117.45	\$7.39	134	\$6,893.58	204.79%
Total: 3			1,574,554	8,266	0.52%	\$104,166.41	\$12.60	1,585	\$92,380.58	112.76%

Placement Optimization ↙

Placement Name ⓘ	Campaign bid strategy ⓘ	ⓘ Bid adjustment	ⓘ Impressions	ⓘ Clicks	ⓘ CTR	ⓘ Total cost	ⓘ CPC	ⓘ Purchases	ⓘ Sales	ⓘ ACOS
Top of search (first page)	Dynamic bidding (down only)	600%	311	26	8.36%	\$158.10	\$6.08	4	\$139.96	112.96%
Rest of search	Dynamic bidding (down only)	400%	8,835	45	0.51%	\$240.97	\$5.35	6	\$209.94	114.78%
Product pages	Dynamic bidding (down only)	0%	202	—	—	—	—	—	—	—
Total: 3			9,348	71	0.76%	\$399.07	\$5.62	10	\$349.90	114.05%

Placement Name ⓘ	Campaign bid strategy ⓘ	ⓘ Bid adjustment	ⓘ Impressions	ⓘ Clicks	ⓘ CTR	ⓘ Total cost	ⓘ CPC	ⓘ Purchases	ⓘ Sales	ⓘ ACOS
Top of search (first page)	Dynamic bidding (down only)	300%	783	46	5.87%	\$403.36	\$8.77	10	\$472.90	85.29%
Rest of search	Dynamic bidding (down only)	100%	1,354	15	1.11%	\$82.39	\$5.49	4	\$149.96	54.94%
Product pages	Dynamic bidding (down only)	0%	—	—	—	—	—	—	—	—
Total: 3			2,137	61	2.85%	\$485.75	\$7.96	14	\$622.86	77.99%

Placement Optimization ↙



Dynamic Bids – Down Only

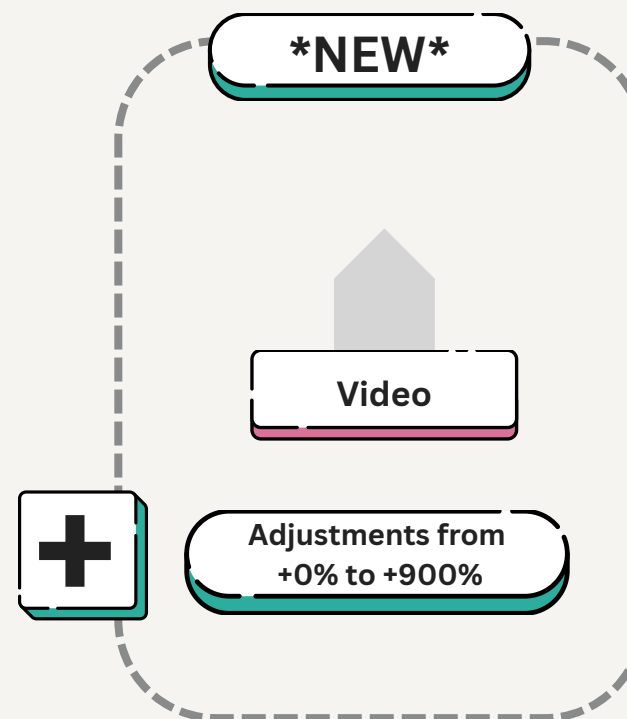
Amazon will reduce your bid by up to 100% if a click is less likely to convert.

Dynamic Bids – Up and Down

Amazon will raise your bid by up to 100% if a click is more likely to convert and will reduce your bid by up to 100% if a click is less likely to convert. For Sponsored Products, Amazon will not increase bids by more than 100% for Top of Search placements and by more than 50% for Product Page and Other placements.

Fixed Bids

Amazon will not dynamically adjust your bid based on the likelihood of a conversion.



Placement Optimization ↙

SYNQ Bidding Simulator

SYNQ Bidding Simulator

Campaign Bidding Strategy

Fixed Bids
Bids only exactly as set.

Dynamic - Down Only
Lowered up to 100% if less likely to convert.

Dynamic - Up & Down
Down if cost, Up (>100%) if good.

Placement & Audience Multipliers

1. PLACEMENTS (FIRST LEVER)

Top of Search (First Page) Rest of Search
 % %

Product Pages Amazon Business
 % %

2. AUDIENCE (SECOND LEVER)

Audience Adornment
 Calculated on top of the placement adjusted bid. (e.g., $S_{PlacementBid} + Audience$)
 %

Keywords

Keyword e.g., "wireless names"

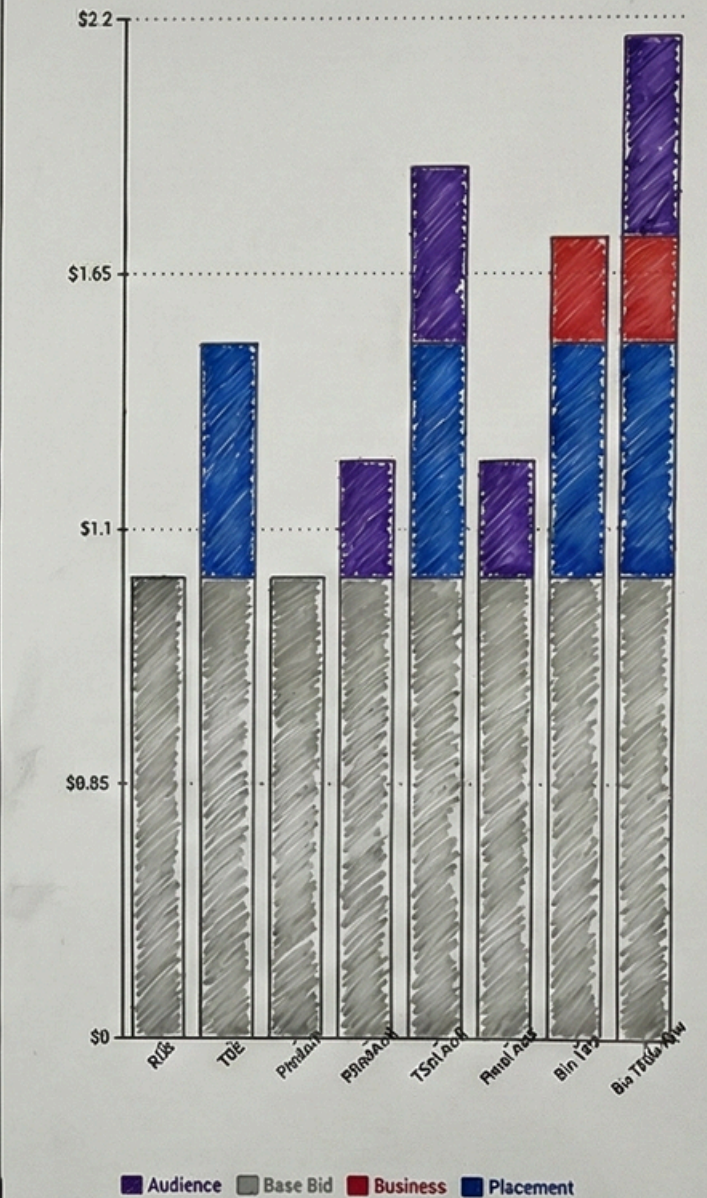
example keyword

Scenario	Breakdown	Effective	Range
Target: "example keyword" Base: \$1.90			
PLACEMENT ADJUSTMENTS			
Rest of Search	Base > +9% (Top of Search) \$1.00 - \$1.00	\$1.86	↔ \$0.00-\$2.00
Top of Search	Base > +50% (Top of Search) \$1.00 - \$1.00	\$1.56	↔ \$0.00-\$2.00
Product Pages	Base > +0% (Product Pages) \$1.00 - \$1.00	\$1.98	↔ \$0.00-\$2.00
PLACEMENT & AUDIENCE			
Rest of Search + Audience	Base > +0% (Text of Search) > +25% (Audience) \$1.00 - \$1.00 - \$1.25	\$1.25	↔ \$0.00-\$2.50
Top of Search + Audience	Base > +50% (Top of Search) > +25% (Audience) \$1.00 - \$1.00 - \$1.05	\$1.08	↔ \$0.00-\$2.75
Product Pages + Audience	Base > +0% (Product Pages) > +25% (Audience) \$1.00 - \$1.00 - \$1.25	\$1.25	↔ \$0.00-\$2.50
AMAZON BUSINESS (STACKED)			
Business: Top of Search	Base > +00% (Top of Search) > +10% (Amazon Business) \$1.00 - \$1.00 - \$1.75	\$1.75	↔ \$0.00-\$2.45
Business: Top of Search + Audience	Base > +00% (Top of Search) > +10% (Amazon Business) > +25% (Audience) \$1.90 - \$1.50 - \$1.75 - \$2.16	\$2.16	↔ \$0.00-\$6.51

Bid Impact Visualization

Select Keyword to Visualize

example keyword (Base: \$1.00) ▾



* Vertical bars show the additive components of the effective bid.



How to Stop Burning Money

with **VCPM**
Campaigns



Dont Spend on VCPM – ever ↙

VCPM = Viewable Cost Per Mille = Cost per 1k Impressions (viewable)

When you select Reach on SD or when you select Grow Brand Impression Share for SBs

Optimization strategy	<input type="radio"/> Drive page visits Drive traffic to your landing page and detail page. Success metric: Clicks Cost type: Cost per click (CPC)	<input checked="" type="radio"/> Grow brand impression share Show your ads in the top-of-search placement to shoppers who search for your brand or within your brand categories. Success metric: Top-of-search impression share (IS) Cost type: Cost per 1,000 viewable impressions (VCPM)	<input type="radio"/> Reserve share of voice New Reach shoppers in the top-of-search placement to increase brand visibility and share of voice. Success metric: Top-of-search impression share Cost type: Fixed price
<input type="radio"/> Reach ⓘ We'll optimize your bids for higher viewable impressions. Drive brand or product awareness by showing your ad to relevant audiences to maximize reach. Cost type: Cost per 1,000 viewable impressions (VCPM) Conversion attributed to viewable impressions and clicks			
<input type="radio"/> Page visits ⓘ We'll optimize your bids for higher page visits. Drive brand or product consideration by showing your ads to customers more likely to click. Cost type: Cost per click (CPC) Conversion attributed to clicks			
<input checked="" type="radio"/> Conversions ⓘ We'll optimize your bids for higher conversion rates. Drive sales by showing your ad to shoppers more likely to purchase your product. Cost type: Cost per click (CPC) Conversion attributed to clicks			

i **We're improving our Sponsored Display reach and page visit campaigns** **x**

We're enhancing our systems with the goal of finding improved conversion opportunities for Sponsored Display reach and page visit campaigns. With the change, we are striving to help you achieve increases in cost-efficient sales by adjusting how these campaigns are optimized.

Dont Spend on VCPM – ever ↙

Zeilenbeschriftungen	Summe von Total cost	Summe von Units sold	Summe von Units sold from clicks	Summe von Units sold from views	Summe von Sales	Summe von Sales from clicks	Summe von Sales from views
Sponsored Display	\$ 1.351	1834	34	1800	\$ 32.811	\$ 788	\$ 32.023
CPC	\$ 651	18	18	0	\$ 503	\$ 503	\$ -
33	\$ 5	0	0	0	\$ -	\$ -	\$ -
34	\$ -	0	0	0	\$ -	\$ -	\$ -
35	\$ -	0	0	0	\$ -	\$ -	\$ -
36	\$ 9	0	0	0	\$ -	\$ -	\$ -
37	\$ 14	0	0	0	\$ -	\$ -	\$ -
38	\$ 17	1	1	0	\$ 47	\$ 47	\$ -
39	\$ 67	1	1	0	\$ 18	\$ 18	\$ -
40	\$ 99	3	3	0	\$ 68	\$ 68	\$ -
41	\$ 43	1	1	0	\$ 47	\$ 47	\$ -
42	\$ 42	2	2	0	\$ 51	\$ 51	\$ -
43	\$ 53	2	2	0	\$ 43	\$ 43	\$ -
44	\$ 103	2	2	0	\$ 42	\$ 42	\$ -
45	\$ 128	4	4	0	\$ 132	\$ 132	\$ -
46	\$ 71	2	2	0	\$ 55	\$ 55	\$ -
VCPM	\$ 701	1816	16	1800	\$ 32.308	\$ 285	\$ 32.023
33	\$ 7	74	1	73	\$ 1.229	\$ 22	\$ 1.207
34	\$ 23	196	0	196	\$ 3.133	\$ -	\$ 3.133
35	\$ 67	165	2	163	\$ 3.254	\$ 45	\$ 3.209
36	\$ 43	169	0	169	\$ 3.242	\$ -	\$ 3.242
37	\$ 82	109	0	109	\$ 1.960	\$ -	\$ 1.960
38	\$ 83	135	1	134	\$ 2.301	\$ 10	\$ 2.291
39	\$ 54	144	1	143	\$ 2.442	\$ 22	\$ 2.420
40	\$ 53	125	0	125	\$ 2.207	\$ -	\$ 2.207
41	\$ 54	113	1	112	\$ 1.677	\$ 10	\$ 1.667
42	\$ 48	135	3	132	\$ 2.602	\$ 69	\$ 2.533
43	\$ 47	115	2	113	\$ 2.062	\$ 19	\$ 2.043
44	\$ 61	144	2	142	\$ 2.868	\$ 40	\$ 2.829
45	\$ 50	111	1	110	\$ 1.953	\$ 17	\$ 1.936
46	\$ 30	81	2	79	\$ 1.378	\$ 32	\$ 1.346
Gesamtergebnis	\$ 1.351	1834	34	1800	\$ 32.811	\$ 788	\$ 32.023

They use a different attribution method (views and clicks instead of clicks only)

This lets them seem superior in ACOS and Sales vs other settings.

But it's not.

They usually don't drive incremental revenue for smaller brands.

Check you click based ACOS and see for yourself. In the exmple

The click-based ACOS is 100% higher on the vcpm campaigns

	Costs	Sales (from clicks)	ACOS
	\$ 1.351	\$ 788	172%
CPC	\$ 651	\$ 503	129%
VCPM	\$ 701	\$ 285	246%



How to Stop Burning Money with Sponsored Prompts



Sponsored Prompts ↙

Ask Rufus

What brain functions does it support?

Does it contain caffeine?

Is this vegan friendly?

Why you might like this

Compare with similar


Ask something else

Rufus ai beta
new supplement.


Are there nootropic stacks for focus and energy?

Here are some top-rated nootropic stacks specifically formulated for focus and energy:

Caffeine-Free Focus & Energy [See more Stacks](#)


 **Mind Lab Pro® MLP® v4 Universal Nootropic™ Br...**
4.0 ★★★★★ (1,176)
1K+ bought in past month
\$7999 (\$1.33/count)
FREE delivery **May 3 - 6**

Mind Lab Pro — 11-ingredient stack with Lion's Mane, Citicoline, Rhodiola, Bacopa & L-Theanine; no caffeine, clean

 **MINDHONEY | DOSE 60 Count, Premium All-in-O...**
4.2 ★★★★★ (706)
900+ bought in past month
\$2998 (\$0.50/count)
FREE delivery **Sun, May 3** on \$35.00 of items shipped by Amazon
[Add to cart](#)

MINDHONEY DOSE — 14-ingredient blend with 4 mushrooms, Ashwagandha, Rhodiola, Bacopa & L-Theanine; uses green tea caffeine for smooth energy without jitters

[More details](#)

 **Pure Nature Wellness Co. Focus + Energy 6-in-1 ...**
4.8 ★★★★★ (32)
100+ b ↓ in past month
\$2299 (\$0.55/count)

Sponsored Prompts ↙

Report category ⓘ Sponsored Products ▾

Report type

Country ⓘ

Time unit

Report period

Reporting settings

- Search term
- Targeting
- Advertised product
- Campaign
- Budget
- Placement
- Audience
- Purchased product
- Performance Over Time
- Search Term Impression Share
- Gross and Invalid Traffic
- Prompts**
- Video

Campaigns	Clicks	Spend	Sales	Units	ACOS
	45	54,42	167,72	8	32%
	28	32,65	99,02	4	33%
	24	43,49	151,92	8	29%
	14	18,75	37,98	2	49%
	13	13,38	54,98	2	24%
	8	18,67	58,45	2	32%
	8	15,42	32,98	1	47%
	7	5,74	0	0	#DIV/0!
	6	8,38	0	0	#DIV/0!
	4	3,66	18,99	1	19%
	4	2,14	0	0	#DIV/0!
	4	2,28	0	0	#DIV/0!
	4	3,41	0	0	#DIV/0!
	3	0,03	0	0	#DIV/0!
	3	3,7	0	0	#DIV/0!
	3	0,98	0	0	#DIV/0!
	3	3,67	0	0	#DIV/0!
	3	3,12	0	0	#DIV/0!
	3	0,27	40,48	2	1%
	2	2,4	0	0	#DIV/0!
	2	0,03	0	0	#DIV/0!
	2	4,18	0	0	#DIV/0!
	2	2,68	29,98	1	9%
	2	2,16	0	0	#DIV/0!
	2	0,06	0	0	#DIV/0!
	2	4,1	0	0	#DIV/0!
	2	2,73	33,26	1	8%

Sponsored Prompts ↙

✓ Status: **Delivering**

Ads

Targeting

Negative targeting

Search terms

Ad group settings

History

All Performance **Prompts** BETA Video New

Find a prompt Bulk actions ▾

<input type="checkbox"/>	Active	Prompt details ⓘ	Ad name ⓘ	ⓘ Total cost	ⓘ Purchases	ⓘ Sales	ⓘ ROAS
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Does it actually lock in moisture? Sample response ▾ Share feedback		\$2.77	—	—	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Does it absorb well without leaking? Sample response ▾ Share feedback		\$5.61	—	—	—
Total: 2				\$8.38	—	—	—

Only prompts with clicks in the last 65 days are available.



How to Stop Burning Money with Off Amazon Placements



Off Amazon Spend ↙

Placement	Clicks	Units Sold	Orders	Sales	Sales %	Spend	Spend %	AcoS	CPC	CPA	CVR
Top of Search on-Amazon	129.398	43.839	41.781	\$2.364.256	75,11%	\$391.088	40,80%	16,54%	\$3,02	\$9,36	32,29%
Rest of Search	92.486	10.382	10.005	\$488.413	15,52%	\$362.477	37,82%	74,22%	\$3,92	\$36,23	10,82%
Product Page	55.833	6.126	5.776	\$293.999	9,34%	\$202.806	21,16%	68,98%	\$3,63	\$35,11	10,35%
Off Amazon	3.782	22	21	\$1.248	0,04%	\$2.144	0,22%	171,80%	\$0,57	\$102,08	0,56%

Gesamt		Placement	Clicks	Units Sold	Orders	Sales	Sales %	Spend	Spend %	AcoS	CPC	CPA	CVR
Report category	Report type	Rest of Search	114.701	13.781	12.705	\$354.941	39,73%	\$272.526	50,82%	76,78%	\$2,38	\$21,45	11,08%
		Top of Search on-Amazon	46.280	14.924	13.473	\$408.584	45,74%	\$134.432	25,07%	32,90%	\$2,90	\$9,98	29,11%
		Product Page	57.199	4.927	4.446	\$128.536	14,39%	\$127.179	23,72%	98,94%	\$2,22	\$28,61	7,77%
		Off Amazon	4.289	42	39	\$1.238	0,14%	\$2.097	0,39%	169,33%	\$0,49	\$53,76	0,91%
		Gesamt	222.469	33.674	30.663	\$893.300	100,00%	\$536.234	100,00%	60,03%	\$2,41	\$17,49	13,78%

This report provides visibility into the performance of a campaign on top of search compared to all other placements.

[Learn about Placement report](#)

Show Amazon Business data only New

Country United States

Currency conversion Optional Add columns with converted currency.

Time unit Summary Daily

Report period Last 30 days

Off Amazon Spend ↙

Adjust bids by placement ⓘ	<p>Increase your bid for specific Amazon placements. ⓘ</p> <table border="0"><tr><td>Top of search (first page)</td><td><input type="text" value="250"/></td><td>%</td></tr><tr><td>Product pages</td><td><input type="text" value="25"/></td><td>%</td></tr><tr><td>Rest of search</td><td><input type="text" value="0"/></td><td>%</td></tr></table> <p>A \$1.00 bid will start at \$3.50 for top of search, \$1.00 for rest of search, and \$1.25 for product pages.</p> <p><input type="checkbox"/> Further increase bids across placements on Amazon Business ⓘ</p>	Top of search (first page)	<input type="text" value="250"/>	%	Product pages	<input type="text" value="25"/>	%	Rest of search	<input type="text" value="0"/>	%
Top of search (first page)	<input type="text" value="250"/>	%								
Product pages	<input type="text" value="25"/>	%								
Rest of search	<input type="text" value="0"/>	%								
Settings for ads served off Amazon	<p><input type="radio"/> Increase reach Increase your reach off Amazon. This setting may result in more impressions and opportunities for sales off Amazon.</p> <p><input checked="" type="radio"/> Limit off-Amazon spend Reduce spend off Amazon for low-performing placements. This setting may result in fewer impressions off Amazon, but it can help control spend.</p>									

Currently the Only way to limit exposure is trough this Campaign Setting.
Needs to changed for each cmpaign individually (no bulk options yet)



How to Stop Burning Money

with new
Features



SB Reserved Share of Voice



Drive page visits

Drive traffic to your landing page and detail page.

Success metric: Clicks

Cost type: Cost per click (CPC)

Grow brand impression share

Show your ads in the top-of-search placement to shoppers who search for your brand or within your brand categories.

Success metric: Top-of-search impression share (IS)

Cost type: Cost per 1,000 viewable impressions (VCPM)

Reserve share of voice **New!**

Reach shoppers in the top-of-search placement to increase brand visibility and share of voice.

Success metric: Top-of-search impression share

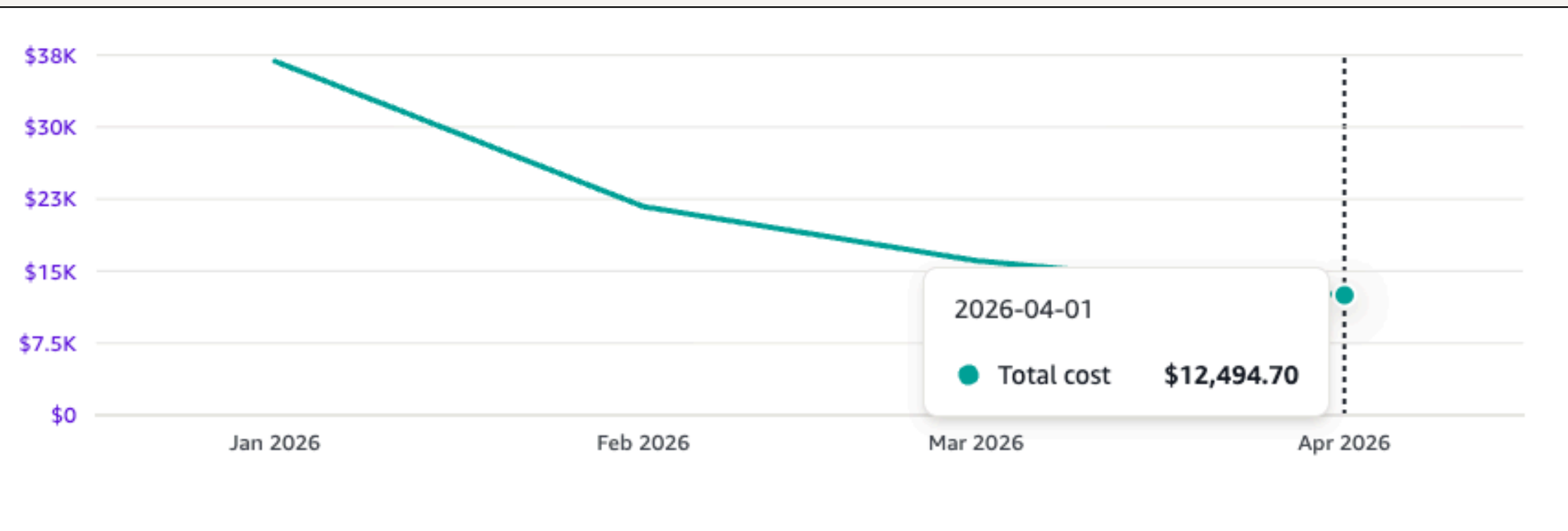
Cost type: Fixed price

Budget (fixed price) ⓘ

\$ 45,776.00

Lifetime ▾

For branded share of voice campaigns, your budget is the total price you'll pay for the lifetime of the campaign.



Get in touch ↙

01 wearesynq.com

02 hello@wearesynq.com

03 [linkedin.com/in/alexanderswade/](https://www.linkedin.com/in/alexanderswade/)

04 [youtube.com/@amazonadsraw](https://www.youtube.com/@amazonadsraw)



SYNQ.