

Business Analysis SOP: PPC Audit for Business Analysis Requests

📅 Updated on 03 May 2023 · ⌚ 5 Minutes to read · Contributors  

PPC Audit for Business Analysis Requests

Who is this for:

- This is for PPC specialists or marketers who are responsible for analyzing PPC campaigns for Business Analysis requests.
- This SOP can also be used by businesses or individuals who want to conduct an audit of their Amazon PPC campaigns to optimize their ad spend and improve their ACOS.

Objective:

To provide instructions on how to conduct a PPC audit for Business Analysis requests. The SOP outlines the steps to follow to analyze the Sponsored Products, Sponsored Brands, and Sponsored Display to identify opportunities for optimization and wasted ad spend.

OVERALL STRUCTURE OF THE REPORT

Sponsored Products

1. Current ACOS is XX% (XX% above the target)
2. Targets with high ACOS in the last 30 days that require optimization:
3. Approximate wasted ad spend:
4. Missing campaign types:
5. Out of budget Campaigns:
6. The number of active campaigns:

Sponsored Brand

1. Current ACOS is XX%
2. Approximate wasted ad spend:
3. The number of active campaigns:

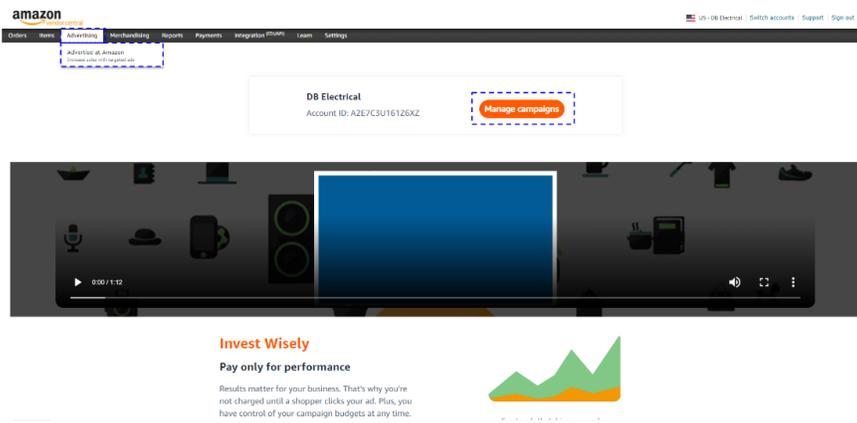
Sponsored Display

1. Current ACOS is XX%
2. Approximate wasted ad spend:
3. The number of active campaigns:
4. The missing SD ad types: (audience, CAT, PT)

Data sheet to refer: [BA QA Example](#)

Note for vendor central accounts:

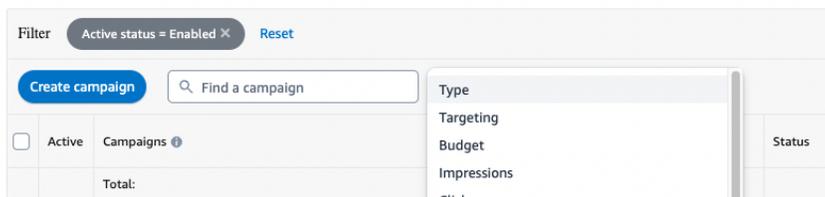
Go to Advertising - Advertise at Amazon, then click Manage campaigns



SPONSORED PRODUCTS

SP: Current ACOS is XX% (XX% above the target)

1. Filter - Status: Enabled & Type: Sponsored Products



2. Set the date range to last 30 days and read the ACOS value from there

Type = Sponsored Products Reset

Find a campaign

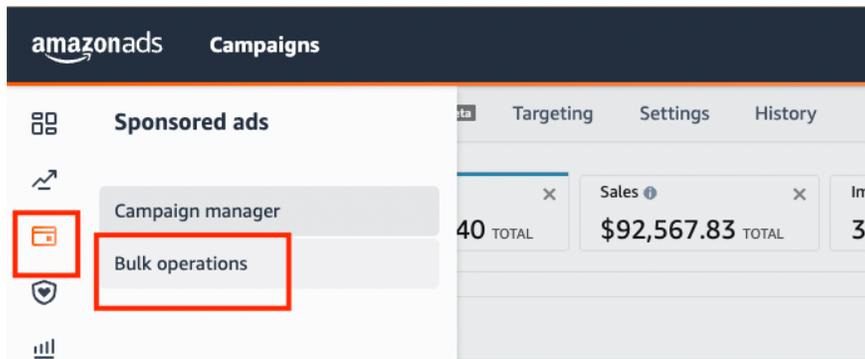
Filter by 48 results

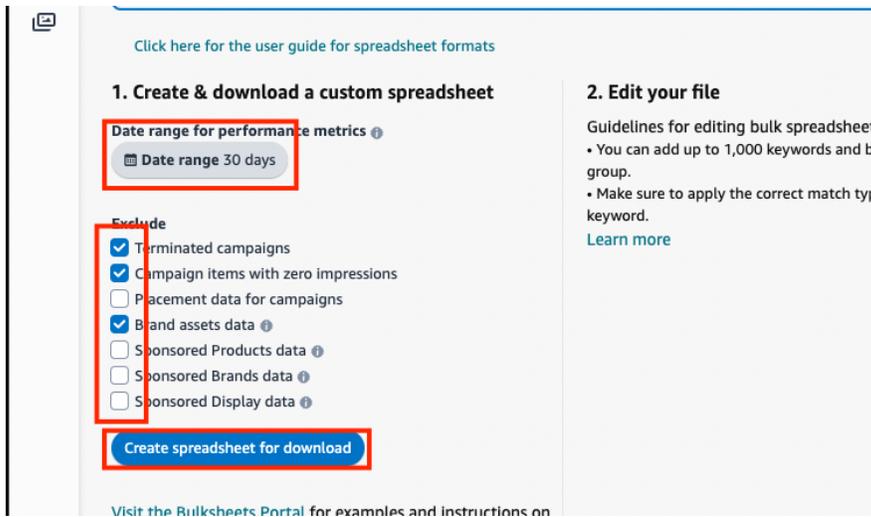
Hide chart Columns Date range - Last 30 days Export

	CTR	Spend	CPC	Orders	Sales	ACOS	Copy
389	0.24%	\$15,704.40	\$1.87	510	\$92,567.83	16.97%	
323	0.22%	\$1,811.51	\$0.78	4	\$816.99	221.73%	Copy
255	0.07%	\$491.85	\$1.93	5	\$576.98	85.25%	Copy

SP: Targets with high ACOS in the last 30 days that require optimization

1. Go to bulk operations and download the last 30 days' file



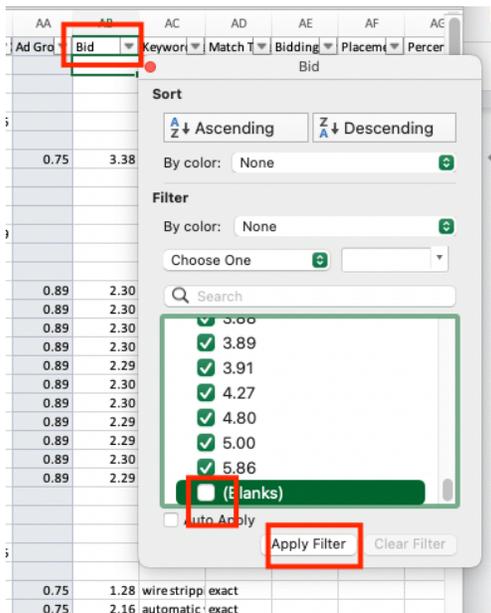


1. Open the excel file, go to "Sponsored Products Campaigns" tab



1. Filter the below columns;

a. Column AB - Bid - remove blanks



1. Column AR - sort the ACOS column in descending

	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY
	Orders	Units	Conversion	Acos	CPC	ROAS					
7.99	3	3	0.00	333.96%							
5.99	4	4	0.00	221.73%							
5.99	4	4	0.00	221.73%							
5.99	4	4	0.00	221.73%							
5.99	4	4	0.00	182.16%							
3.00	1	1	0.01	140.11%							
5.98	5	5	0.02	85.65%							
5.98	5	5	0.02	85.65%							
3.00	1	1	0.02	82.76%							
3.00	1	1	0.02	82.76%							
3.00	1	1	0.02	82.76%							
3.00	1	1	0.02	82.76%							
5.98	5	5	0.02	79.37%							
3.00	1	1	0.02	78.71%							
3.00	1	1	0.03	65.74%							
7.98	4	4	0.03	64.90%							
5.98	5	5	0.03	63.21%							
7.00	13	13	0.03	48.86%							
7.00	13	13	0.03	48.86%							
7.00	13	13	0.03	48.86%							
7.00	13	13	0.03	48.86%							
5.00	5	5	0.05	45.46%							
5.00	5	5	0.05	45.46%							
5.00	5	5	0.05	45.46%							
5.00	5	5	0.05	45.46%							
3.00	2	2	0.01	42.00%							
3.00	1	1	0.04	41.62%							
3.00	1	1	0.05	41.51%	3.51	2.41					
3.00	10	10	0.04	41.10%	2.53	2.43					
3.00	1	1	0.03	39.43%	2.02	2.54					
5.00	4	4	0.08	38.64%	5.33	2.59					

Sort

Z A Ascending Z A Descending

By color: None

Filter

By color: None

Choose One

Search

- (Select All)
- 0.00%
- 0.03%
- 0.25%
- 0.34%
- 0.67%
- 0.74%

Auto Apply

Apply Filter Clear Filter

1. Copy the high ACOS rows and paste them to a new Google sheet, ex; [BA QA](#)

Example

	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS
	Bidding Strategy	Placement	Percentage	Product Target	Resolved	Produ	Impressions	Clicks	Click-through R	Spend	Sales	Orders	Units	Conversion Rate	Acos
1	Dynamic bids - d	placementPro	0				989950	1747	0.19%	1228.95	367.99	3	3	0	333.96%
2	Dynamic bids - d	placementPro	0				1075501	2323	0.22%	1811.51	816.99	4	4	0	221.73%
3	Dynamic bids - d	down only					1075501	2323	0.22%	1811.51	816.99	4	4	0	221.73%
4							1075501	2323	0.22%	1811.51	816.99	4	4	0	221.73%
5							1075501	2323	0.22%	1811.51	816.99	4	4	0	221.73%
6				loose-match	loose-match		947392	1643	0.17%	1488.24	816.99	4	4	0	182.16%
7	Fixed bid	placementPro	0				152603	108	0.07%	206.29	169	1	1	0.01	140.11%
8	Dynamic bids - d	down only					363824	256	0.07%	494.17	576.98	5	5	0.02	85.65%
9							363824	256	0.07%	494.17	576.98	5	5	0.02	85.65%
10	Dynamic bids - d	down only					34169	46	0.13%	139.86	169	1	1	0.02	82.76%
11							34169	46	0.13%	139.86	169	1	1	0.02	82.76%
12							34169	46	0.13%	139.86	169	1	1	0.02	82.76%
13							34169	46	0.13%	139.86	169	1	1	0.02	82.76%
14							337567	236	0.07%	457.97	576.98	5	5	0.02	79.37%
15	Dynamic bids - d	placementTop	20				1559	42	2.69%	133.02	169	1	1	0.02	78.71%
16	Dynamic bids - u	placementPro	100				42861	32	0.07%	111.1	169	1	1	0.03	65.74%
17	Dynamic bids - d	placementPro	0				308273	147	0.05%	204.26	407.98	4	4	0.03	64.90%
18							252631	194	0.08%	364.72	576.98	5	5	0.03	63.21%
19	Dynamic bids - d	down only					373372	401	0.11%	1073.4	2197	13	13	0.03	48.86%
20							373372	401	0.11%	1073.4	2197	13	13	0.03	48.86%
21							373372	401	0.11%	1073.4	2197	13	13	0.03	48.86%
22							373372	401	0.11%	1073.4	2197	13	13	0.03	48.86%
23	Dynamic bids - u	and down					24674	92	0.37%	384.16	845	5	5	0.05	45.46%
24							24674	92	0.37%	384.16	845	5	5	0.05	45.46%
25							24674	92	0.37%	384.16	845	5	5	0.05	45.46%

1. Only keep the below columns; (check example [BA QA Example](#))

- a. Campaign Name (Informational only)
- b. Ad group name (Informational only)
- c. Bid
- d. Keyword Text
- e. Match Type
- f. Product Targeting Expression
- g. Everything after impressions (keep impressions too)

2. SUM spend and SALES columns and add them to the report

a. High ACOS targets with \$3670.9 spend and \$4942.97 sales

	AK	AL	AM	AN	AO	AP	AQ
	Clicks	Click-through R	Spend	Sales	Orders	Units	Conversion Rate
947392	1643	0.17%	1488.24	816.99		4	4
34169	46	0.13%	139.86	169		1	1
337567	236	0.07%	457.97	576.98		5	5
373372	401	0.11%	1073.4	2197		13	13
24674	92	0.37%	384.16	845		5	5
9905	33	0.33%	127.27	338		2	2
			3670.9	4942.97			

SP: Approximate Wasted Ad Spend

- Now use the same bulk file and sort by the highest spending to lowest using column AM

UJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS
ess	Clicks	Click-thr	Spend						CPC
8151	1015	0.28%	2333.78					.13%	2.
7392	1643	0.17%	1488.24					.16%	0.
2291	497	0.49%	1324.18					.06%	2.
3372	401	0.11%	1073.40					.86%	2.
3374	380	0.88%	1011.91					.33%	2.
0898	493	0.16%	807.58					.48%	1.
6733	321	0.33%	789.65					.69%	2.
4303	197	4.58%	639.10					.13%	3.
7567	236	0.07%	457.97					.37%	1.
3653	207	0.12%	399.44					.40%	1.

- Again filter the bid column and remove blanks

T	U	V	W	X	Y	Z	AA	AB	AC
Opt	Bid Mul	Bid	Keyword	Match	Product	Resolvi	Ad Form	Ad For	Landi
		1.03							

- Only filter the 0 orders from column AO - Orders

AM	AN	AO	AP	AQ	AR	AS	AT
Spend	Sales	Orders	Units	Convers	Acos	CPC	ROAS
2333.78	10547.98	64	4				4.
1488.24	816.99	4					0.
1324.18	10140.00	60					7.
1073.40	2197.00	13					2.
1011.91	6196.98	35					6.
807.58	5577.00	34					6.
789.65	4225.00	25					5.
639.10	4225.00	25					6.
457.97	576.98	5					1.
399.44	2435.00	5					6.
384.16	845.00	5					2.
347.28	1352.00	8					3.
344.13	1521.00	9					4.
309.54	1183.00	7					3.
260.78	2308.00	12					8.
216.88	845.00	5					3.
210.15	1252.98	9					5.
200.91	2028.00	12					10.
200.46	10987.93	70					54.
139.86	169.00	1	1	0.02	82.70%	3.04	1.
127.27	338.00	2	2	0.06	37.65%	3.86	2.

- Check the average product price of the account and see the target which spend more than the product price. In this example, let's say the product price was \$50.

Highlight them again and copy the rows including the top row and paste it to a new

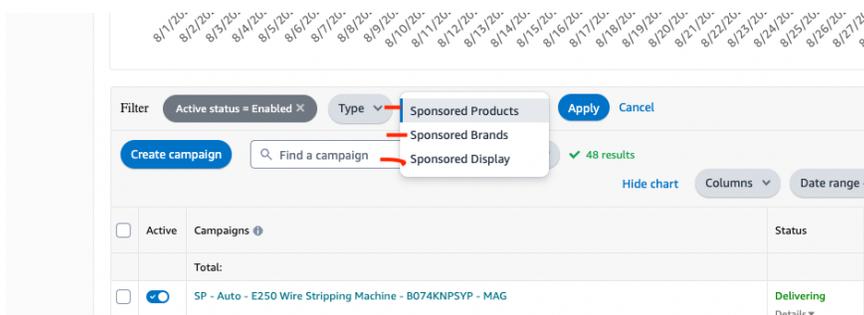
Google sheet tab like this; [BA QA Example](#)

Product	Resolve	Impress	Clicks	Click-th	Spend	Sales	Orders	Units	Convers	Acos	CPC	ROAS
substitutes	substitutes	114296	652	0.57%	305.74	0.00	0	0	0.00	0.00%	0.47	0.00
		12376	25	0.20%	76.84	0.00	0	0	0.00	0.00%	3.07	0.00
		11294	19	0.17%	68.23	0.00	0	0	0.00	0.00%	3.59	0.00
		22817	33	0.14%	63.61	0.00	0	0	0.00	0.00%	1.93	0.00
asin="B09J	asin="B09J	612	22	3.59%	62.50	0.00	0	0	0.00	0.00%	2.84	0.00
		30517	26	0.09%	57.20	0.00	0	0	0.00	0.00%	2.20	0.00
asin="B07J	asin="B07J	724	16	2.21%	55.50	0.00	0	0	0.00	0.00%	3.47	0.00
		26653	25	0.09%	50.61	0.00	0	0	0.00	0.00%	2.02	0.00
		7683	23	0.30%	37.81	0.00	0	0	0.00	0.00%	1.64	0.00
asin="B09S	asin="B09S	452	14	3.10%	32.33	0.00	0	0	0.00	0.00%	2.31	0.00
asin="B01J	asin="B01J	1259	16	1.27%	31.05	0.00	0	0	0.00	0.00%	1.94	0.00
substitutes	substitutes	9386	25	0.27%	26.52	0.00	0	0	0.00	0.00%	1.06	0.00
		907	7	0.77%	24.46	0.00	0	0	0.00	0.00%	3.49	0.00
		16697	12	0.07%	21.17	0.00	0	0	0.00	0.00%	1.76	0.00

- Again delete/hide the unnecessary columns from your Google sheet and only keep;
 - Campaign Name (Informational only)
 - Ad group name (Informational only)
 - Bid
 - Keyword Text
 - Match Type
 - Product Targeting Expression
 - Everything after impressions (keep impressions too)
- SUM spend column and add them to the report
 - Total of \$892.40 wasted spend in the last 30 days

SP: Missing Campaign Types

- Go to the advertising console, select the last 30 days and Filter for;
 - Active Status: Enabled
 - Type: SP, SB, and SD one by one

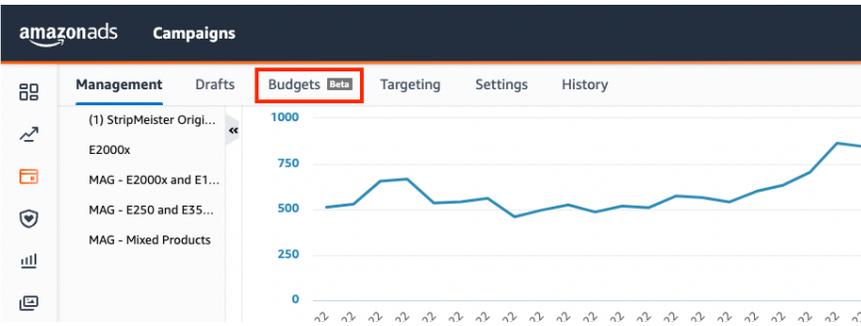


- Check if we have each ad type available and report.
- Add all the sales numbers for SP, SB, and SD and build a pie chart in Google Sheet

[BA QA Example](#)

SP: Out of budget Campaigns

- Go to the Budget tab



1. Filter by "Enabled" and "Avg. time in budget < 100" and "ACOS < target ACOS"

Filter: Active status: Enabled X Avg. time in budget: less than 100 X Advertising cost of sales (ACOS): less than 40 X Remove all

Find a campaign Filter by Bulk actions Hide chart Columns Date range: Aug 1 - Aug 31, 2022 Ex

Active	Campaigns	Sales	ROAS	Avg. time in budget	Est. missed impressions	Est. missed clicks
<input type="checkbox"/>	<input checked="" type="checkbox"/> SP - ASIN - SELF - Wire Stripping Mac...	\$9,829.97	8.77	34%	43.21K - 129...	370 - 1

1. Add ACOS column and sort by lowest ACOS

Columns Date range: Aug 1 - Aug 31, 2022 Export

Status	Type	Sales	ACOS	Avg. time in budget
Delivering	Sponsored Products Manual targeting	\$9,829.97	11.40%	34%
Delivering	Sponsored Products	\$2,125.00	17.87%	59%

1. Add those campaigns to the report. Those campaigns are going out of budget

SP - KW - SELF - Exact - Wire Stripping Machine - Mixed Products - MAG Filter by Bulk actions Hide chart Columns Date range: Aug 1 - Aug 31, 2022 Export

Active	Campaigns	ACOS	Avg. time in budget	Est. missed impressions	Est. missed clicks	Est. missed sales
<input checked="" type="checkbox"/>	SP - KW - SELF - Exact - Wire Strippin...	4.47%	99%	250 - 755	2 - 6	\$30.00 - \$1
<input checked="" type="checkbox"/>	SP - ASIN - Comp- Wire Stripper Mach...	7.19%	77%	1.58K - 4.8K	73 - 209	\$2.04K - \$1
<input checked="" type="checkbox"/>	SP - ASIN - COMP - StripMeister Orig...	11.03%	88%	2.25K - 6.83K	32 - 88	\$467.00 - \$1
<input checked="" type="checkbox"/>	SP - ASIN - SELF - Wire Stripping Mac...	11.40%	34%	43.21K - 129...	370 - 1.24K	\$20.78K - \$6;
<input checked="" type="checkbox"/>	SP - ASIN - COMP - E250 and E350x ...	11.86%	67%	9.54K - 28.75K	103 - 263	\$3.14K - \$1
<input checked="" type="checkbox"/>	SP - ASIN - SELF - Wire Stripper Mach...	13.54%	35%	9.79K - 29.45K	390 - 1.24K	\$8.48K - \$2;
<input checked="" type="checkbox"/>	SP - Auto - E2000x and E1000 Wire S...	17.87%	59%	154.97K - 46...	222 - 675	\$8.59K - \$2;
<input checked="" type="checkbox"/>	SP - CAT - Wire Stripping Machine - M...	18.69%	41%	171.67K - 51...	416 - 1.33K	\$7.52K - \$2;
<input checked="" type="checkbox"/>	SP - ASIN - Comp- Wire Stripper Mach...	23.99%	67%	1.92K - 5.81K	56 - 166	\$706.00 - \$;
<input checked="" type="checkbox"/>	SP - KW - Exact (STR Product Pages) ...	26.39%	44%	63.52K - 190...	144 - 448	\$2.32K - \$;
Totals for 13 Campaigns		13.73%	66%	460.06K - 1.3...	1.87K - 5.79K	\$54.89K - \$16

SP: Number of Active Campaigns

1. Go to the advertising homepage and filter by Enabled and Type: Sponsored Products

8/1/20... 8/2/20... 8/3/20... 8/4/20... 8/5/20... 8/6/20... 8/7/20... 8/8/20... 8/9/20... 8/10/20... 8/11/20... 8/12/20... 8/13/20... 8/14/20... 8/15/20... 8/16/20... 8/17/20... 8/18/20... 8/19/20... 8/20/20... 8/21/20... 8/22/20... 8/23/20... 8/24/20... 8/25/20... 8/26/20... 8/27/20... 8/28/20... 8/29/20... 8/30/20... 8/31/20... 9/1/20... 9/2/20... 9/3/20... 9/4/20... 9/5/20... 9/6/20... 9/7/20... 9/8/20... 9/9/20... 9/10/20... 9/11/20... 9/12/20... 9/13/20... 9/14/20... 9/15/20... 9/16/20... 9/17/20... 9/18/20... 9/19/20... 9/20/20... 9/21/20... 9/22/20... 9/23/20... 9/24/20... 9/25/20... 9/26/20... 9/27/20... 9/28/20... 9/29/20... 9/30/20... 10/1/20... 10/2/20... 10/3/20... 10/4/20... 10/5/20... 10/6/20... 10/7/20... 10/8/20... 10/9/20... 10/10/20... 10/11/20... 10/12/20... 10/13/20... 10/14/20... 10/15/20... 10/16/20... 10/17/20... 10/18/20... 10/19/20... 10/20/20... 10/21/20... 10/22/20... 10/23/20... 10/24/20... 10/25/20... 10/26/20... 10/27/20... 10/28/20... 10/29/20... 10/30/20... 10/31/20... 11/1/20... 11/2/20... 11/3/20... 11/4/20... 11/5/20... 11/6/20... 11/7/20... 11/8/20... 11/9/20... 11/10/20... 11/11/20... 11/12/20... 11/13/20... 11/14/20... 11/15/20... 11/16/20... 11/17/20... 11/18/20... 11/19/20... 11/20/20... 11/21/20... 11/22/20... 11/23/20... 11/24/20... 11/25/20... 11/26/20... 11/27/20... 11/28/20... 11/29/20... 11/30/20... 12/1/20... 12/2/20... 12/3/20... 12/4/20... 12/5/20... 12/6/20... 12/7/20... 12/8/20... 12/9/20... 12/10/20... 12/11/20... 12/12/20... 12/13/20... 12/14/20... 12/15/20... 12/16/20... 12/17/20... 12/18/20... 12/19/20... 12/20/20... 12/21/20... 12/22/20... 12/23/20... 12/24/20... 12/25/20... 12/26/20... 12/27/20... 12/28/20... 12/29/20... 12/30/20... 12/31/20...

1. The total number of SP campaigns can be found here (in the screenshot we don't see a number next to "Total:" but it is a bug. There should be a number.)

SPONSORED BRANDS

SB: Current ACOS is XX% (XX% above the target)

1. Filter - Status: Enabled & Type: Sponsored Brands

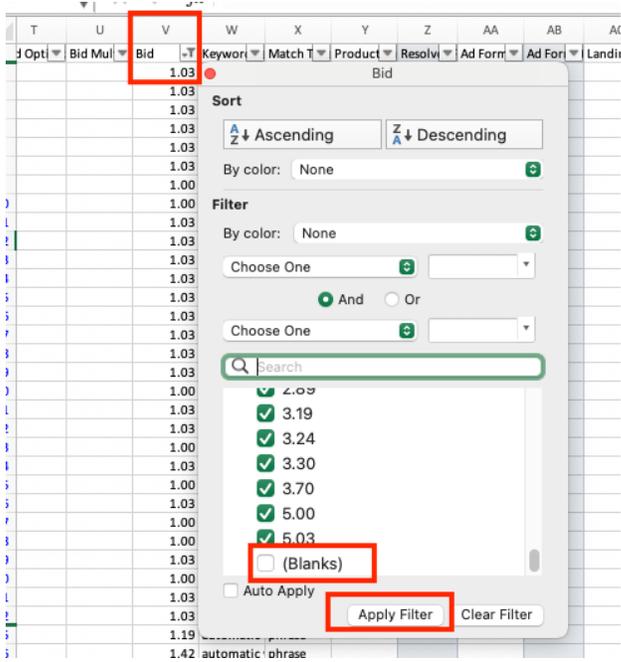
2. Set the date range to the last 30 days and read the ACOS value from there. ACOS will be at the bottom of the table

Note: you must select Last 30 Days data but the date range will change automatically into the dates.

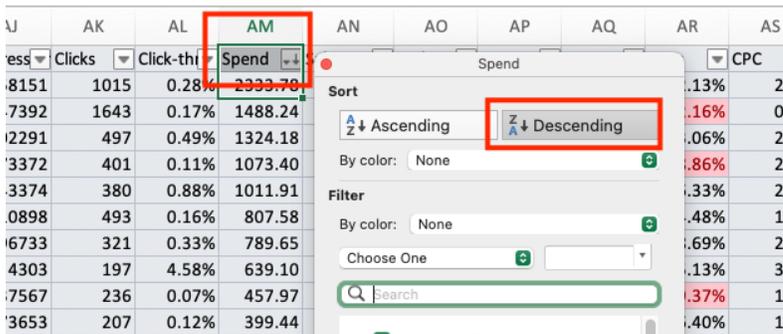
SB: Approximate Wasted Ad Spend

1. Now use the same bulk file, open the "Sponsored Brands Campaigns" tab

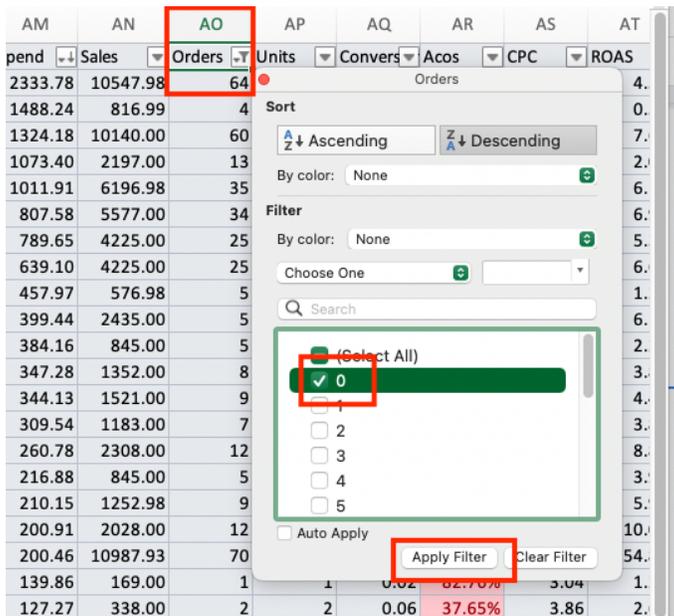
2. Apply a filter for the bid tab - Column V - and remove blanks



1. Sort the highest spending to the lowest using column AM



1. Only filter the 0 orders from column AO - Orders



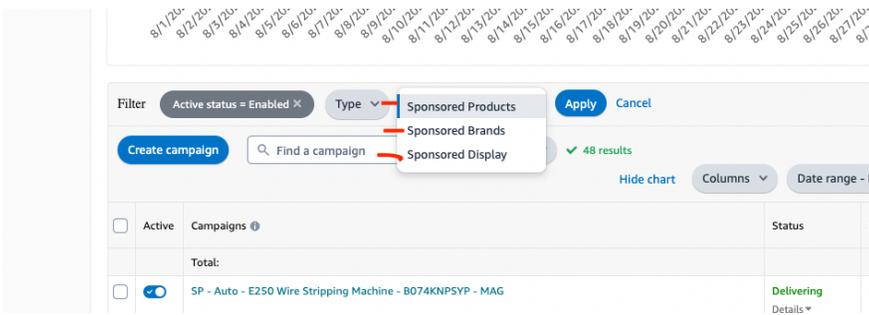
1. Check the average product price of the account and see the target which spend more than the product price. In this example, let's say the product price was \$50. Highlight them again and copy the rows including the top row and paste it to a new Google sheet tab like this; [BA QA Example](#)

Product	Resolve	Impress	Clicks	Click-thr	Spend	Sales	Orders	Units	Convers	Acos	CPC	ROAS
substitutes	substitutes	114296	652	0.57%	305.74	0.00	0	0	0.00	0.00%	0.47	0.00
		12376	25	0.20%	76.84	0.00	0	0	0.00	0.00%	3.07	0.00
		11294	19	0.17%	68.23	0.00	0	0	0.00	0.00%	3.59	0.00
		22817	33	0.14%	63.61	0.00	0	0	0.00	0.00%	1.93	0.00
asin="B09J"	asin="B09J"	612	22	3.59%	62.50	0.00	0	0	0.00	0.00%	2.84	0.00
		30517	26	0.09%	57.20	0.00	0	0	0.00	0.00%	2.20	0.00
asin="B07J"	asin="B07J"	724	16	2.21%	55.50	0.00	0	0	0.00	0.00%	3.47	0.00
		26653	25	0.09%	50.61	0.00	0	0	0.00	0.00%	2.02	0.00
		7683	23	0.30%	37.81	0.00	0	0	0.00	0.00%	1.64	0.00
asin="B09S"	asin="B09S"	452	14	3.10%	32.33	0.00	0	0	0.00	0.00%	2.31	0.00
asin="B01J"	asin="B01J"	1259	16	1.27%	31.05	0.00	0	0	0.00	0.00%	1.94	0.00
substitutes	substitutes	9386	25	0.27%	26.52	0.00	0	0	0.00	0.00%	1.06	0.00
		907	7	0.77%	24.46	0.00	0	0	0.00	0.00%	3.49	0.00
		16697	12	0.07%	21.17	0.00	0	0	0.00	0.00%	1.76	0.00

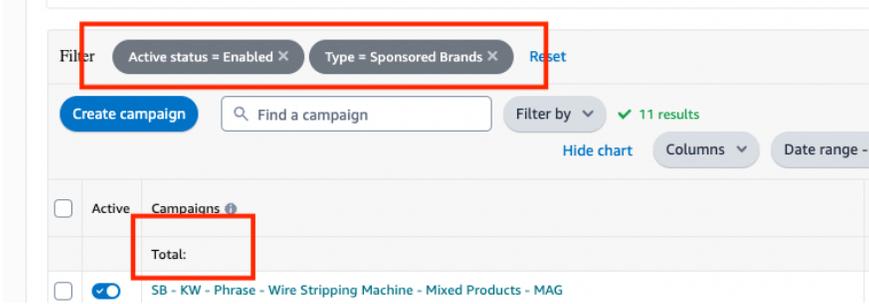
- Again delete/hide the unnecessary columns from your Google sheet and only keep;
 - Campaign Name (Informational only)
 - Ad group name (Informational only)
 - Bid
 - Keyword Text
 - Match Type
 - Product Targeting Expression
 - Everything after impressions (keep impressions too)
- SUM spend column and add them to the report
 - Total of \$892.40 was wasted spend in the last 30 days

SB: Number of Active Campaigns

- Go to the advertising homepage and filter by Enabled and Type: Sponsored Brands



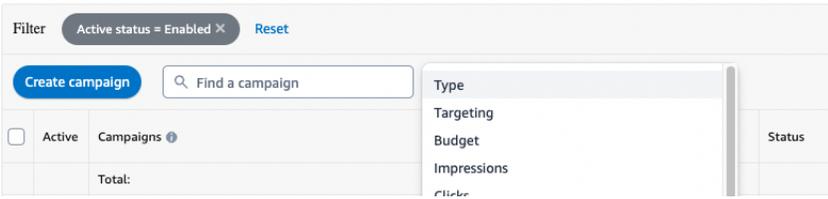
- The total number of SB campaigns can be found here (in the screenshot we don't see a number next to "Total:" but it is a bug. There should be a number.)



SPONSORED DISPLAY

SD: Current ACOS is XX% (XX% above the target)

- Filter - Status: Enabled & Type: Sponsored Display



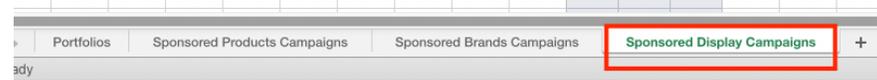
2. Set the date range to the last 30 days and read the ACOS value from there. ACOS will be at the bottom of the table



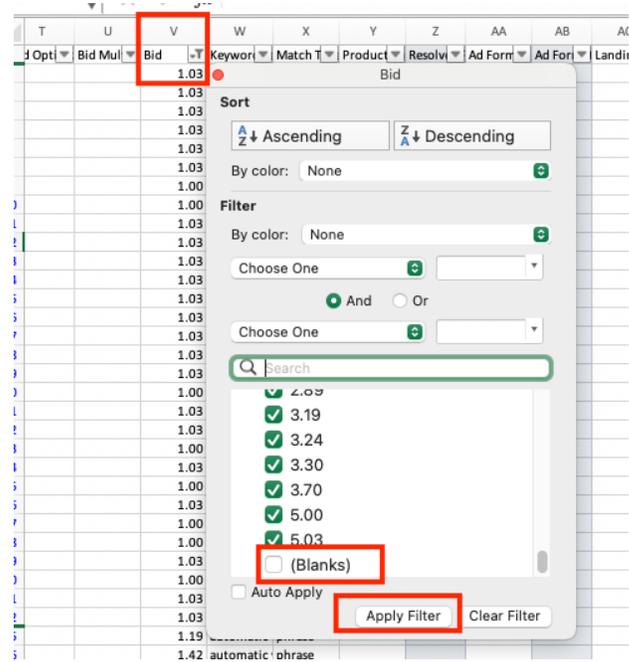
Note: you must select Last 30 Days data but the date range will change automatically into the dates.

SD: Approximate Wasted Ad Spend

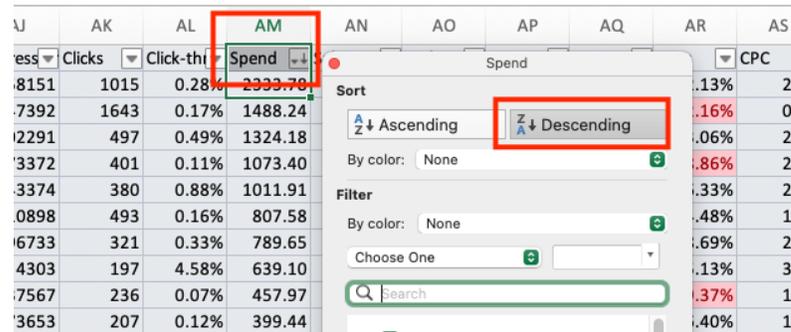
1. Now use the same bulk file, open the “Sponsored Display Campaigns” tab



1. Apply a filter for the bid tab - Column V - and remove blanks



1. Sort the highest spending to the lowest using column AM



1. Only filter the 0 orders from column AO - Orders

AM	AN	AO	AP	AQ	AR	AS	AT
pend	Sales	Orders	Units	Convers	Acos	CPC	ROAS
2333.78	10547.98	64					
1488.24	816.99	4					
1324.18	10140.00	60					
1073.40	2197.00	13					
1011.91	6196.98	35					
807.58	5577.00	34					
789.65	4225.00	25					
639.10	4225.00	25					
457.97	576.98	5					
399.44	2435.00	5					
384.16	845.00	5					
347.28	1352.00	8					
344.13	1521.00	9					
309.54	1183.00	7					
260.78	2308.00	12					
216.88	845.00	5					
210.15	1252.98	9					
200.91	2028.00	12					
200.46	10987.93	70					
139.86	169.00	1					
127.27	338.00	2					

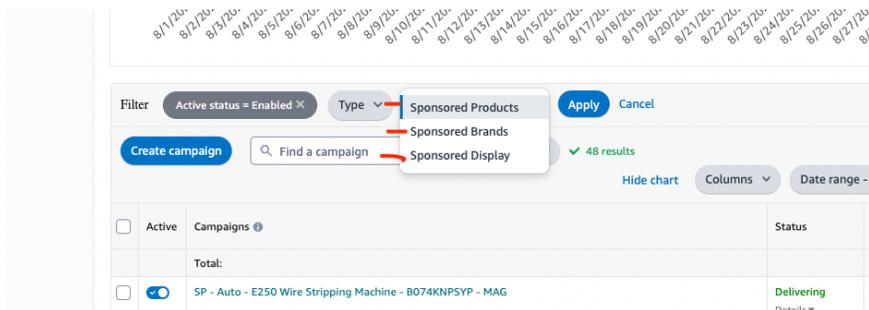
1. Check the average product price of the account and see the target which spend more than the product price. In this example, let's say the product price was \$50. Highlight them again and copy the rows including the top row and paste it to a new Google sheet tab like this; [BA QA Example](#)

Product	Resolve	Impress	Clicks	Click-thr	Spend	Sales	Orders	Units	Convers	Acos	CPC	ROAS
substitutes	substitutes	114296	652	0.57%	305.74	0.00	0	0	0.00	0.00%	0.47	0.00
		12376	25	0.20%	76.84	0.00	0	0	0.00	0.00%	3.07	0.00
		11294	19	0.17%	68.23	0.00	0	0	0.00	0.00%	3.59	0.00
		22817	33	0.14%	63.61	0.00	0	0	0.00	0.00%	1.93	0.00
asin="B09J"	asin="B09J"	612	22	3.59%	62.50	0.00	0	0	0.00	0.00%	2.84	0.00
		30517	26	0.09%	57.20	0.00	0	0	0.00	0.00%	2.20	0.00
asin="B07J"	asin="B07J"	724	16	2.21%	55.50	0.00	0	0	0.00	0.00%	3.47	0.00
		26653	25	0.09%	50.61	0.00	0	0	0.00	0.00%	2.02	0.00
		7683	23	0.30%	37.81	0.00	0	0	0.00	0.00%	1.64	0.00
asin="B09S"	asin="B09S"	452	14	3.10%	32.33	0.00	0	0	0.00	0.00%	2.31	0.00
asin="B01J"	asin="B01J"	1259	16	1.27%	31.05	0.00	0	0	0.00	0.00%	1.94	0.00
substitutes	substitutes	9386	25	0.27%	26.52	0.00	0	0	0.00	0.00%	1.06	0.00
		907	7	0.77%	24.46	0.00	0	0	0.00	0.00%	3.49	0.00
		16697	12	0.07%	21.17	0.00	0	0	0.00	0.00%	1.76	0.00

1. Again delete/hide the unnecessary columns from your google sheet and only keep;
 - a. Campaign Name (Informational only)
 - b. Ad group name (Informational only)
 - c. Bid
 - d. Targeting Expression
 - e. Everything after impressions (keep impressions too)
2. SUM spend column and add them to the report
 - a. Total of \$892.40 was wasted spend in the last 30 days

SD: Number of Active Campaigns

1. Go to the advertising homepage and filter by Enabled and Type: Sponsored Display



1. The total number of SD campaigns can be found here (in the screenshot we don't see a number next to "Total:" but it is a bug. There should be a number.)

Filter: Active status = Enabled ✕ Type = Sponsored Display ✕ Reset

Create campaign Find a campaign Filter by 7 results Hide chart Columns Date range - Last 30 da

Active	Campaigns ⓘ	Status
	Total:	
<input checked="" type="checkbox"/>	SD - PT - CPC - ASIN - SELF - Wire Stripping Machine - Mixed Products - MAG	Delivering Details ▾

← Previous
Business Analysis SOP: Download Sales...

Next →
Business Analysis SOP: Market Snapsho...