Reviewbox

Ad Station

Connecting your Account

To use Ad Station, you will first have to link your Amazon Advertising account. To do this, go to “User Settings” and select Link AMS account button in the middle of the page. (We support both the North American and European marketplace so pick the appropriate region for the account.) This will redirect you to Amazon. Log into your Vendor/Seller Central Amazon Ad account. If you want to link more than one account, simply go back to “User Settings” and click the Link AMS button again. Once all of your data is loaded in Ad Station, you will see a dashboard that allows you to filter by Market, Brand, Category, Date, Campaign Type, and more. The default view shows data from the month for active-only campaigns. You can narrow the scope of the dashboard to see visualizations and data specific to Campaigns, Keywords, or Brands by using the tabs at the top.

This is also where you will download your performance report, raw data, and event log (to track changes made to campaigns.)

Reviewbox

Campaigns | Keywords | Brands | Bids

17 campaigns

Download Performance Report | Download Raw Data | View Event Log

Market	Brand	Campaign Type	Status	Targeting	Only New
North America	No Filter	Sponsored Products	Active	Manual	No Filter

Category: No Filter

Date Range: Last 30 days

Report for 4/1/2019 - 5/1/2019

8,158 Clicks

1,017,857 Impressions

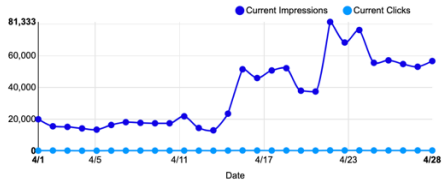
0.80% CTR ▼ 0.08%

$8,337.15 in Spend

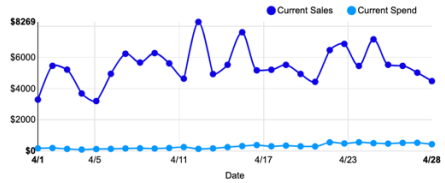
$152,196.80 in Sales

5.48% ACoS ▲ 0.48%

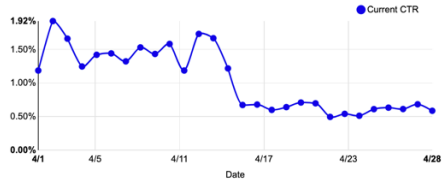
Views



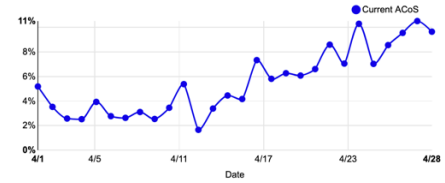
Sales



CTR



ACoS



	4/2/2019	4/3/2019	4/4/2019	4/5/2019	4/6/2019	4/7/2019	4/8/2019	4/9/2019	4/10/2019	4/11/2019	4/12/2019	4/13/2019	4/14/2019	4/15/2019	4/16/2019	4/17/2019	4/18/2019	4/19/2019	4/20/2019	4/21/2019	4/22/2019	4/23/2019
Impressions	20,013	15,576	15,199	14,228	13,471	16,402	18,178	17,737	17,479	17,472	21,868	14,520	13,035	23,529	51,511	45,988	50,765	52,194	37,990	37,491	81,333	68,371
Clicks	237	299	252	177	191	236	240	271	250	276	259	251	217	286	346	312	304	334	269	261	402	369
CTR	1.18%	1.92%	1.66%	1.24%	1.42%	1.44%	1.32%	1.53%	1.43%	1.58%	1.18%	1.73%	1.66%	1.22%	0.67%	0.68%	0.60%	0.64%	0.71%	0.70%	0.49%	0.54%
Sales	$3,292.25	$5,457.66	$5,212.94	$3,685.83	$3,199.22	$4,943.44	$6,230.83	$5,667.1	$6,274.66	$5,612.66	$4,635.83	$8,268.66	$4,929.44	$5,523.22	$7,605.27	$5,167.27	$5,204.05	$5,519.83	$4,934.83	$4,432.27	$6,461.88	$6,861.61
Spend	$170.72	$192.41	$134.32	$93.03	$125.72	$136.9	$163.93	$176.05	$159.38	$193.79	$249.31	$136.83	$167.04	$245.83	$316.68	$378.9	$302.41	$345.87	$299.82	$292.65	$555.08	$483.76
ACoS	5.19%	3.53%	2.58%	2.52%	3.93%	2.77%	2.63%	3.11%	2.54%	3.45%	5.38%	1.65%	3.39%	4.45%	4.16%	7.33%	5.81%	6.27%	6.08%	6.60%	8.59%	7.05%

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Drill down into campaigns, items or keywords by clicking a campaign name. You can also tag or schedule campaigns to run at specific times by clicking the checkbox next to the campaign you want to tag or schedule. Once selected, use the dropdown to select “Tag” or “Daypart”.

Catalog						Custom Fields	Campaigns					
	ID	Source	Brand	Type	Name	Category	Status	Start	Targeting	Bid Adjust	Daily Budget	% Budget
	10635406708...	ams.us	Colorescience Inc.	Sponsored Products	[redacted]	High Sales	Active	2/20/2017	manual	Yes	150	801.17%
	F5443123311	ams.us	Colorescience Inc.	Sponsored Products	sozcmy5wmuz3e6jj...		Active	2/20/2017	manual	Yes	68.5	0%
	19793370022...	ams.us	Colorescience Inc.	Sponsored Products	Brush-On	High Sales	Active	12/26/2017	manual	Yes	60	2122.37%
	20216945247...	ams.us	Colorescience Inc.	Sponsored Products	Primer_SPA_1_Brand		Active	12/26/2017	manual	Yes	50	661.58%
	27675683004...	ams.us	Colorescience Inc.	Sponsored Products	Foundation_SPA_1_...		Active	12/26/2017	manual	Yes	50	33.26%
	29563191754...	ams.us	Colorescience Inc.	Sponsored Products	Brush-On		Active	12/26/2017	manual	Yes	160	1468.72%
	41154580387...	ams.us	Colorescience Inc.	Sponsored Products	Lip		Active	12/26/2017	manual	Yes	100	6.25%
	72499348314...	ams.us	Colorescience Inc.	Sponsored Products	Primer_SPA_2_Non		Active	12/26/2017	manual	Yes	15	176.20%
	12514446773...	ams.us	Colorescience Inc.	Sponsored Products	3-In-1 Eye	High Sales	Active	3/11/2018	manual	Yes	100	479.18%
	F3274569529	ams.us	Colorescience Inc.	Sponsored Products	f12filzw739sow1bh...		Active	3/11/2018	manual	Yes	193	0%
	27723714899...	ams.us	Colorescience Inc.	Sponsored Products	Core_SPA_1_Brand	High Sales	Active	4/3/2018	manual	Yes	200	1152.45%
	15735630884...	ams.us	Colorescience Inc.	Sponsored Products	Even Up Pigment		Active	4/18/2018	manual	Yes	100	174.16%
	F9746712691	ams.us	Colorescience Inc.	Sponsored Products	ktuzl1bxsfh6hrqclm...		Active	4/18/2018	manual	Yes	10.65	0%
	F1722715734	ams.us	Colorescience Inc.	Sponsored Products	mozc6p9o9ck41e1s...		Active	7/22/2018	manual	Yes	52	0%
	189514171693...	ams.us	Colorescience Inc.	Sponsored Products	Mineral		Active	7/23/2018	manual	Yes	100	164.11%
	F4531113234	ams.us	Colorescience Inc.	Sponsored Products	zqydhfh66q14oklac...		Active	7/23/2018	manual	Yes	13.9	0%
	13872066218...	ams.us	Colorescience Inc.	Sponsored Products	Pep Up Collagen		Active	3/28/2019	manual	No	200	4.79%

Reviewbox

323 Clicks

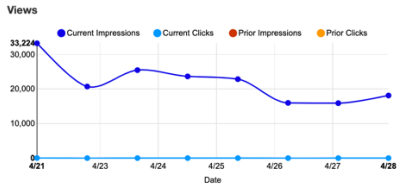
175,953 Impressions

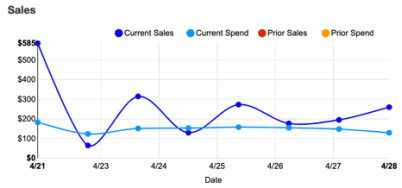
0.18% CTR ▲ NaN%

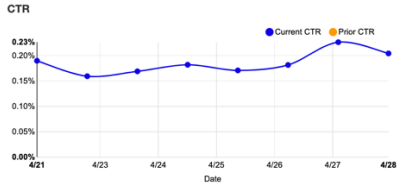
$1,201.75 in Spend

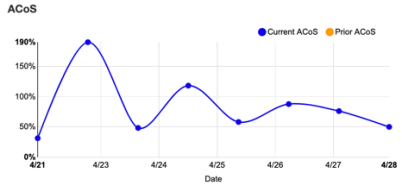
$1,999.61 in Sales

60.00% ACoS









To see status, spend, and ACOS on an individual keywork or product, select it from the menu at the bottom.

Search Terms | Products | Keywords

Catalog				Performance						
	Search Term	Keyword	Match	Sales	Cost	Clicks	Impressions	CTR	aCPC	ACoS
	obagi serum 20%	obagi	broad	65	6.96	1	3	0.33	6.96	0.11
	best sunscreen for	sunscreen sensitive	broad	0	3.5	1	2	0.50	3.50	Infinity
	chap stick with	sunscreen stick	broad	0	2.08	1	4	0.25	2.08	Infinity
	la roche posay set	la roche-posay	phrase	0	2.1	1	5	0.20	2.10	Infinity
	spray on sunblock for	sunblock for face	phrase	0	3.86	1	2	0.50	3.86	Infinity
	spf 45 powder	spf powder	broad	0	1.61	1	1	1.00	1.61	Infinity

Reviewbox

Current status - Live

Current CPC - $1.87

Modified on 4/12

40 Clicks

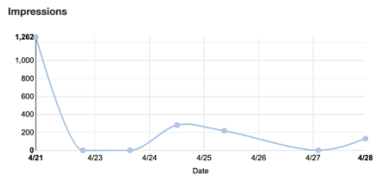
3,798 Impressions

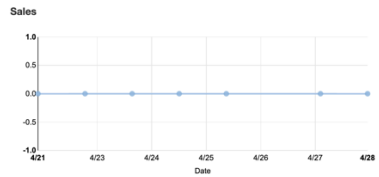
1.05% CTR

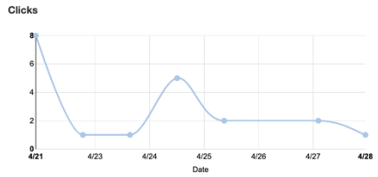
$95.68 in Spend

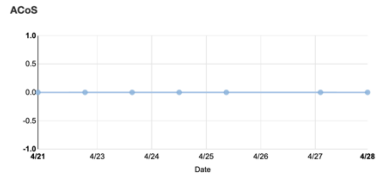
$0.00 in Sales

0.00% ACoS









To set up rules for automatic bidding, select the Bid tab. On this page you can look at rules you have set up, run a simulation to retrieve recommended bids for the rules you have set up, or create a new rule.

Reviewbox

Campaigns Keywords Brands Bids

1 rules

New Rule Load Recommended Run Simulation

Test Rule 2

Edit Delete

If the following conditions are met

- **impressions > 0**

Then

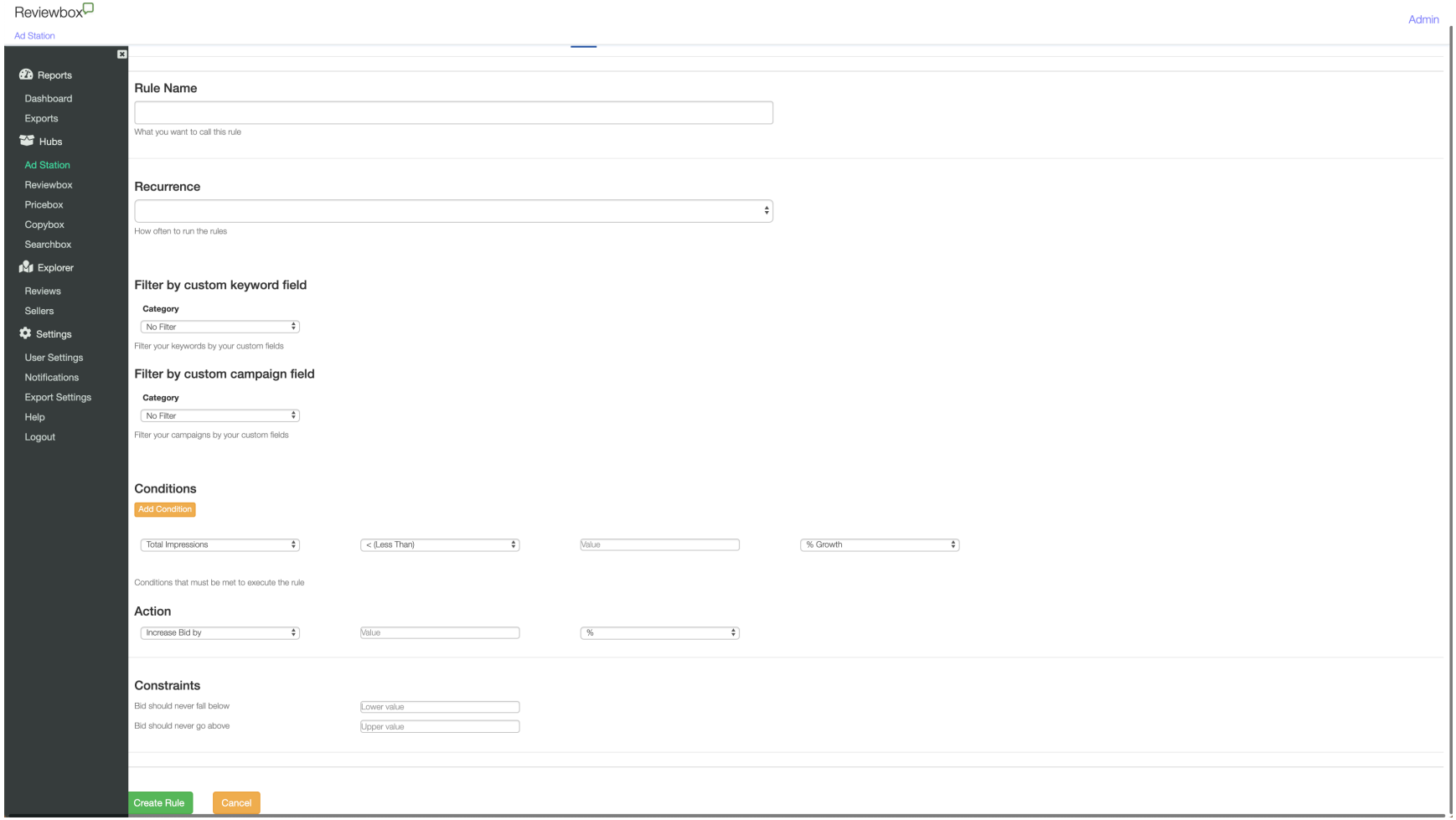
- **Decrease bid by 0.01**

Filter keywords by

- **Category** **Branded Keyword**

Reviewbox

Clicking on “New Rule” will take you to this screen where you can specify the conditions to meet for a bid adjustment. If you have tagged your campaigns, you can also apply these rules to a subset of campaigns. Once you have your conditions specified, you can select how often you want those conditions evaluated. Under Recurrence, you can select the conditions to be evaluated “Daily”, “Weekly”, or “Twice Weekly”. You can also specify an absolute upper and lower threshold for the bid amount.



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