

# Advertising SOP: How To Use Bulk Comparison Tool or Jan's Tool

11/26/2024 12:46 pm CST



## Who is this for?

Anyone who needs guidance on how to use the Bulk Comparison Tool



## Objective:

The objective of this SOP is to provide basic guidance on where the sales are down.

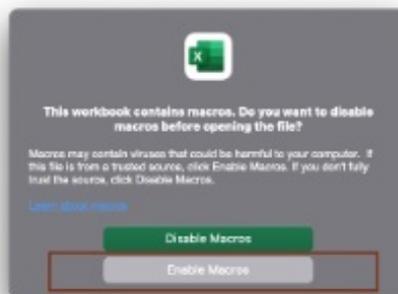
## Pre-requisites:

- Jan's Tool [Excel file](#)
- Basic understanding of Amazon advertising metrics (ACoS, CPC, etc.)

## Step by step procedure:

### 1. Enable Macros:

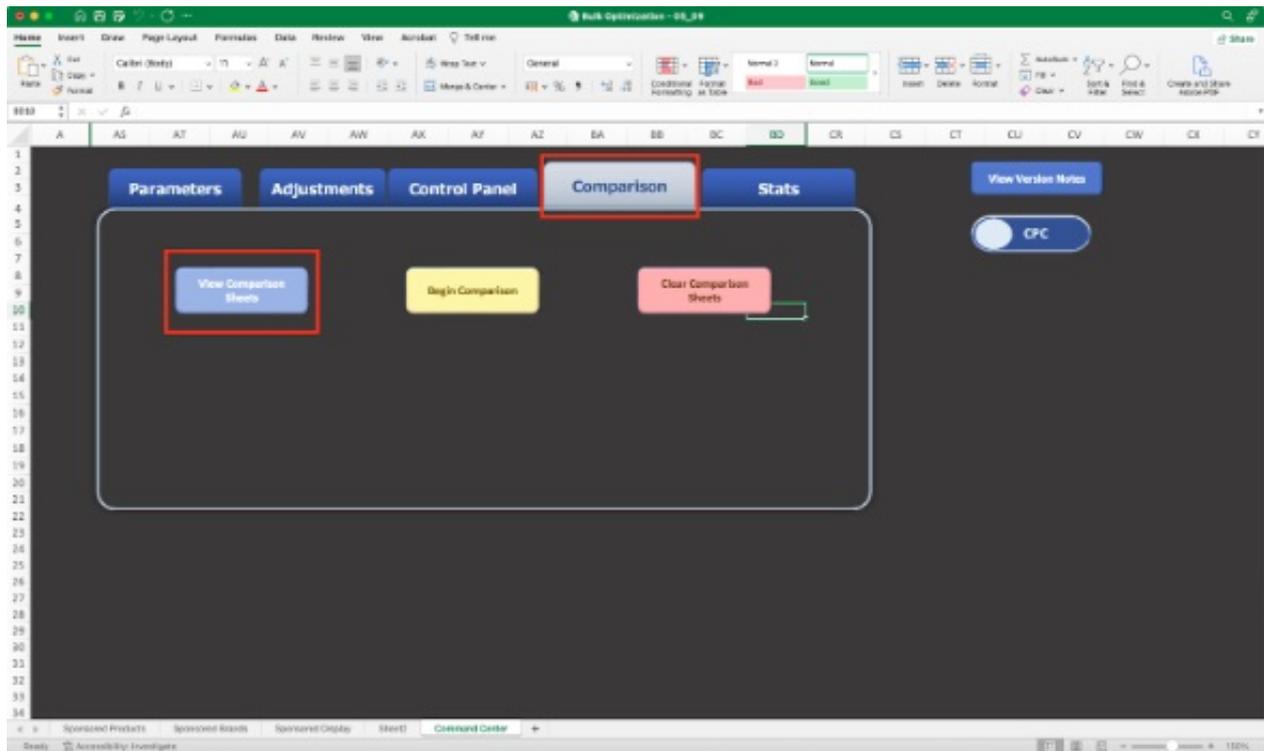
- Open the Jan's Tool Excel file.
- Enable macros by going to File > Options > Trust Center > Trust Center Settings > Macro Settings, then select "Enable all macros" or "Disable all macros except digitally signed macros."



- 2. Go to Comparison Dashboard and then click on "View Comparison Sheet" to open a new tab for comparison.

## Clearing the Tab:

- Click on "Clear" to clear the content of the tab if needed.



- After clicking on the view comparison sheet you can see all the SP, SB, and SD comparison tabs

### 3. Download Bulk File from Seller Central

- Download the bulk file for the two different date range (example May's first 15 days as recent and May's last 15 days as past data)

## Bulk operations

Use spreadsheets to make large-scale updates to your Sponsored Products, Sponsored Brands, and Sponsored Display campaigns.

Use the new spreadsheet format that supports Sponsored Display and other new sponsored ads features

Use the legacy spreadsheet format

[Click here for the user guide for spreadsheet formats](#)

### 1. Create & download a custom spreadsheet

Date range for performance metrics

- Today
- Yesterday
- 7 days
- 14 days
- 30 days
- 60 days

May 2023							June 2023						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5	6				1	2	3
7	8	9	10	11	12	13	4	5	6	7	8	9	10
14	15	16	17	18	19	20	11	12	13	14	15	16	17
21	22	23	24	25	26	27	18	19	20	21	22	23	24
28	29	30	31				25	26	27	28	29	30	

Past Data

### 2. Edit your file

Guidelines for editing bulk spreadsheets:

and bids to an ad

h type to your

ing files in the

Create spreadsheet for download

Cancel

Save

## 4. Copy/Paste Data

Paste all the past and recent SP, SB, and SD files in the comparison tabs for comparing the data.

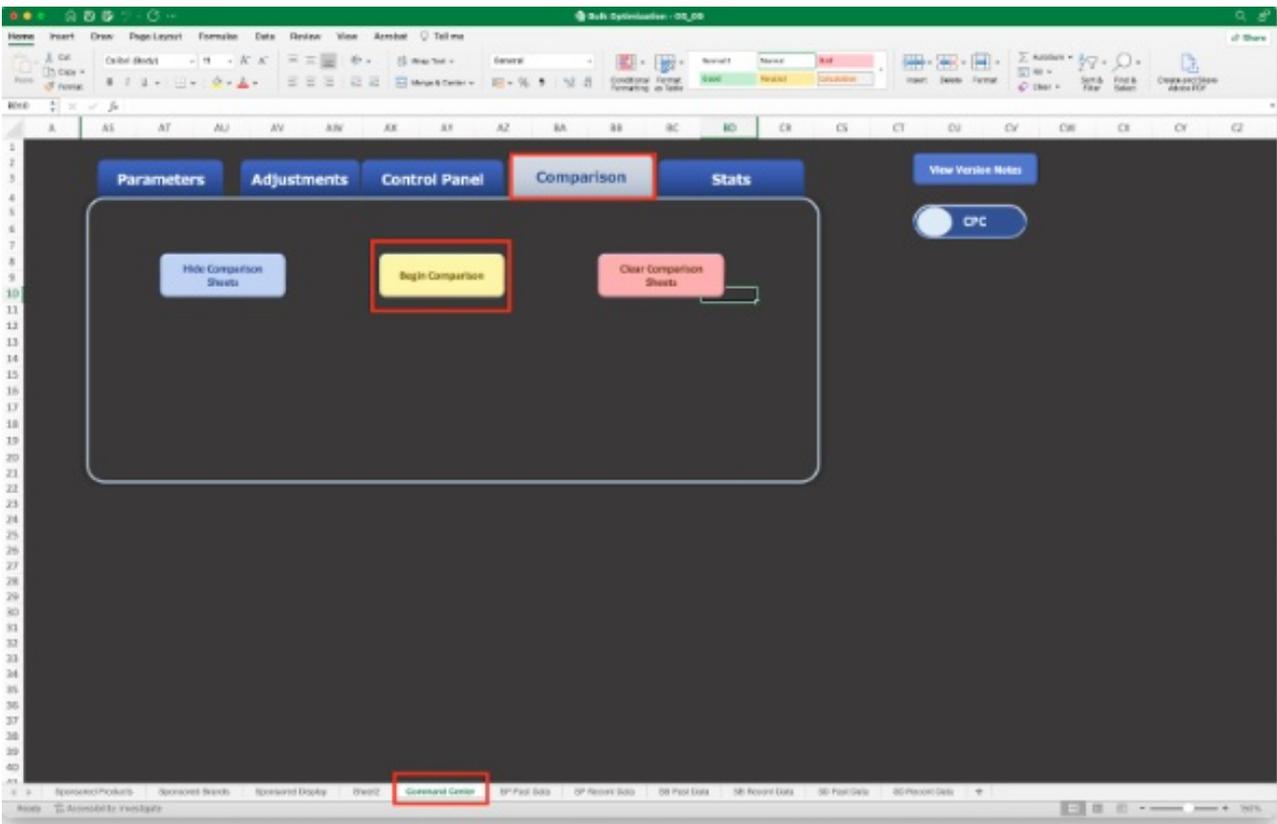
### Filling out Tabs:

- Fill out the tabs with the data you want to compare (e.g., past and recent sales data).
- Copy and paste the data into the appropriate sections in the tool.
- Delete unnecessary columns (e.g., columns X and Y) for Sponsored Product Campaign tab before pasting the data.









## 6. Data Analysis

- After clicking the begin comparison button now we can get the data for comparison in the recent tabs of SP, SB and SD

Impressions	Clicks	CTR	Cost	Sales	Orders	Revenue	Profit	ROAS	Max CPC	Min CPC
176	664	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
7	529	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
1	87	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
3	55	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
2	81	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
3	122	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
65	268	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
35	89	1	0.250%	0.00%	0.75	0.00	0.00	0.00	0.00	0.00
42	3059	0	0.00%	0.72%	0.00	27.57	0.00	50.00	0	0
4	29	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
33	59	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
4	25	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
1	81	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
11	5	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
146	168	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
16	16	1	0.00%	0.00%	0.50	0.00	0.00	0.00	0.00	0.00
819	16	2	0.00%	0.00%	1.00	0.00	0.00	0.00	0.00	0.00
817	16	1	0.00%	0.00%	0.50	0.00	0.00	0.00	0.00	0.00
15	1212	0	0.00%	0.11%	0.00	4.21	0.00	14.00	0	1
8	75	0	0.00%	0.11%	0.00	0.25	0.00	0.00	0	0
31	304	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
2517	610	8	0.240%	0.00%	2.90	3.00	13.00	14.00	2	1
88	16	1	0.00%	0.14%	0.50	0.50	0.00	0.00	0	0
362	16	1	0.00%	0.17%	0.50	16.00	0.00	0.00	1	0
75	1	0	0.00%	0.00%	0.58	0.00	0.00	0.00	0	0
15	16	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
6	16	1	0.00%	0.00%	0.58	0.00	0.00	0.00	0.00	0.00
14	16	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
5	16	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
73	5	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
7	55	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
8	4	1	0.250%	0.00%	1.27	0.00	0.00	0.00	0.00	0.00
473	468	5	0.100%	0.21%	4.55	0.73	25.00	0.00	2	0
85	213	0	0.00%	0.00%	0.00	2.00	0.00	0.00	0	0
7	12	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
48	12	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
90708	124336	180	0.15%	0.17%	13.67	23.13	44.07	74.00	2	3
1510	3589	4	0.26%	0.77%	0.28	3.02	14.00	0.00	1	0
1280	2836	1	0.08%	0.00%	0.00	0.00	0.00	0.00	0	0
2755	5285	9	0.33%	0.22%	0.27	0.32	0.00	0.00	0	0
5410	4342	7	0.13%	0.00%	1.85	28.88	29.00	0.00	1	0
7417	7580	8	0.11%	0.00%	0.24	1.20	79.00	0.00	0	0
9	16	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
214	718	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
40	15	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
203	81	2	0.10%	0.14%	0.24	0.36	0.00	0.00	0	0
1580	4847	3	0.19%	0.10%	0.84	2.57	0.00	0.00	0	0
31	104	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
1	16	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
33	16	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
303	160	1	0.33%	0.00%	0.34	0.00	0.00	0.00	0.00	0.00
15	38	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
4	1	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
409	336	1	0.24%	0.00%	0.59	1.40	0.00	0.00	0.00	0.00
30	25	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
71	274	2	0.26%	0.00%	1.08	4.22	0.00	26.00	2	2
55	133	3	0.45%	0.00%	2.20	0.00	29.00	0.00	1	0
11	23	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
9	42	0	0.00%	0.00%	0.00	0.25	0.00	0.00	0.00	0.00
23	88	1	0.45%	0.00%	0.77	0.00	0.00	0.00	0.00	0.00
4	63	0	0.00%	0.00%	0.00	0.00	0.00	0.00	0.00	0.00
66	114	1	0.15%	0.00%	0.74	0.42	0.00	0.00	0.00	0.00
79	3455	8	0.09%	0.00%	0.59	0.00	29.00	0.00	2	0

### Understanding Comparison Function:

- Compare Two Date Ranges: Gain insights by comparing campaign performance between two separate periods. You can choose from options like week-to-week, day-to-day, or month-to-month (excluding year-to-year comparisons).
- Side-by-Side KPI Analysis: The tool presents a comprehensive comparison of various key performance

indicators (KPIs) like impressions, clicks, click-through rate (CTR), spend, orders, and Advertising Cost of Sales (ACoS). This allows you to pinpoint areas that require attention.

- Identify Sales Dips: By comparing past and recent sales data, you can easily identify targets (products or keywords) experiencing a decline in sales. This helps you prioritize optimization efforts.

- Advanced Analysis: Take your analysis a step further by:

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Adding a new column to calculate the difference in orders between periods. Sorting by this difference reveals keywords with the biggest sales drops.

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Uploading the bulk file to directly adjust bids on specific targets based on your analysis.

### **Analyzing Comparison Data:**

- After the comparison is completed, go to the comparison tab to view the side-by-side comparison of key performance indicators (KPIs) such as sales, ACoS, etc.
- Analyze the data to identify trends or issues affecting performance.

### **Making Adjustments:**

- Based on the analysis, consider making adjustments to your campaigns (e.g., increasing bids on underperforming targets).

### **Using Other Tools:**

- Consider combining the comparison tool with other tools like SQP (Search Query Performance) for a more comprehensive analysis.

### **Seeking Help:**

- If you have any questions or need assistance, post them in the appropriate channel for support.

### **Reviewing Available Tools:**

- Regularly review the tools available for Amazon advertising optimization, including bulk optimization, negation, and campaign creation tools, to maximize efficiency and effectiveness in managing campaigns.

### **Remember:**

- Before adjusting bids based on sales dips, investigate the underlying reasons. Check factors like product suspensions, out-of-stock situations, or campaign changes.
  - Utilize other available tools like the Bulk Negation Tool and Campaign Creation Tool to further streamline your Amazon Ads management.
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