

Advertising SOP: How to find ASIN-based ACOS and Conversion Rate in Ad Account

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How to find ASIN-based ACOS and Conversion Rate in Ad Account



Who is this for?

- This is for individuals seeking to analyze and optimize the performance of their Amazon Advertising campaigns on an ASIN-by-ASIN basis.

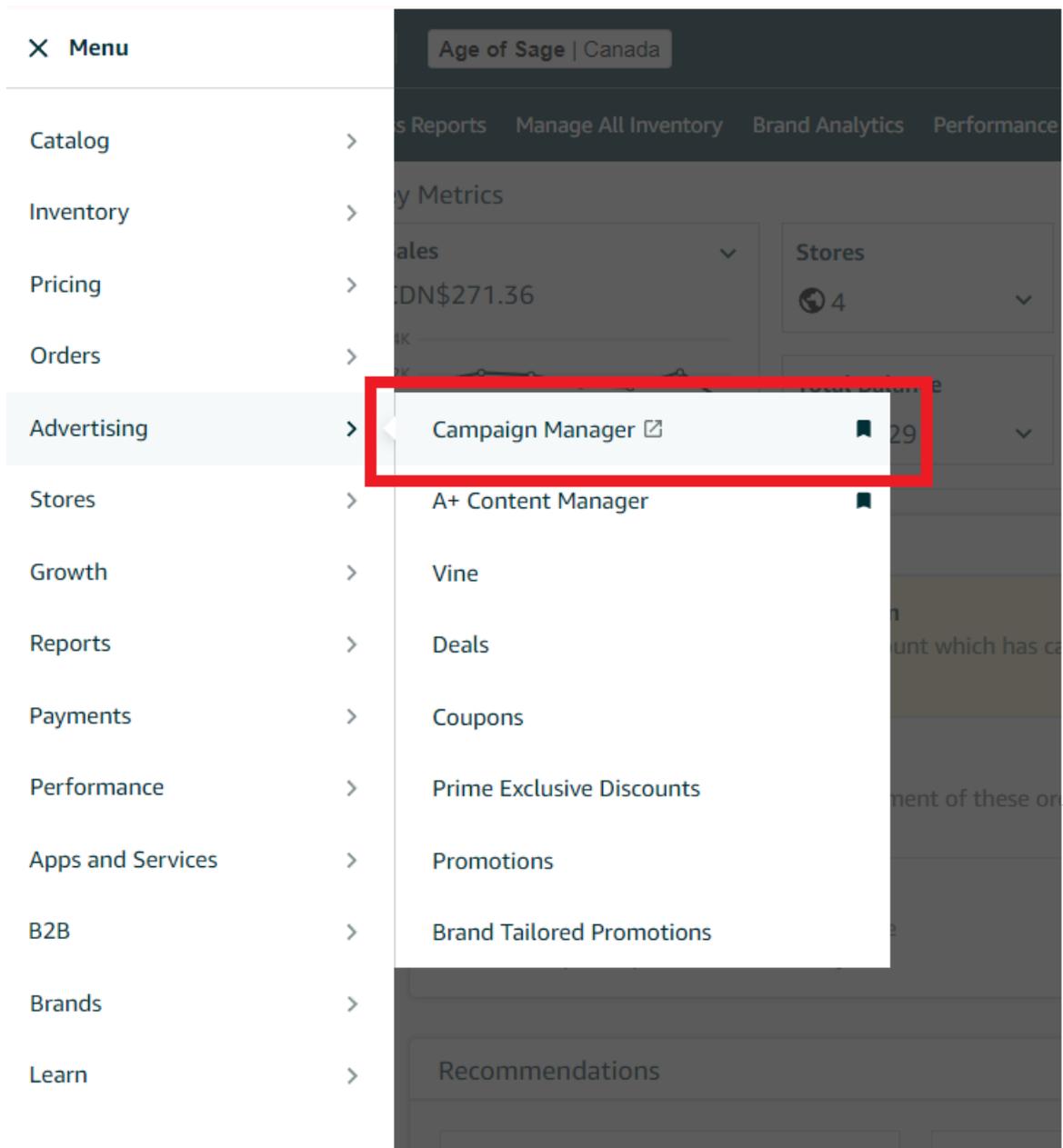


Objective:

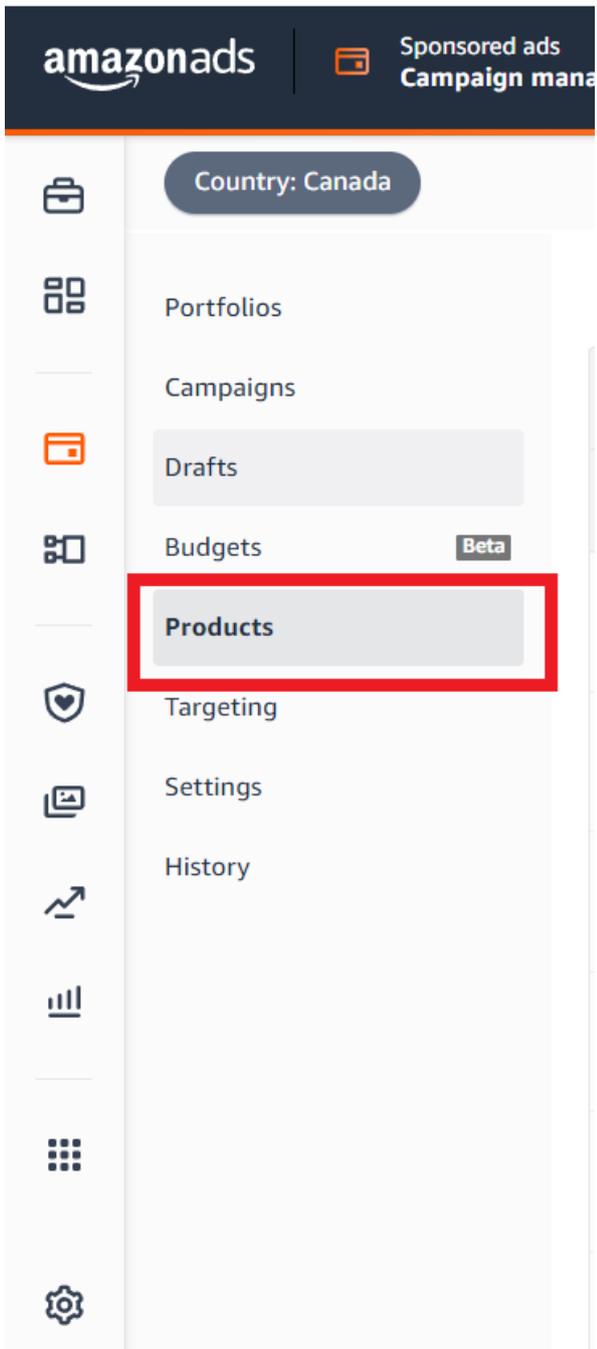
- The primary goal of this SOP is to provide a detailed, step-by-step guide for individuals looking to assess ASIN-based advertising performance on Amazon. Specifically, it aims to guide users in finding the Advertising Cost of Sales (ACOS) and Conversion Rate for each ASIN in their advertising account.

Procedure:

1. Log in to Seller Central and locate the **Campaign Manager**.



2. Once in the Campaign Manager dashboard, click on **Products** tab.



3. In the Products Tab, products are listed individually with their corresponding ASINs with each product's performance.

amazonads Sponsored ads Campaign manager

Country: Canada

Age of Sage Sponsored ads, multiple countries

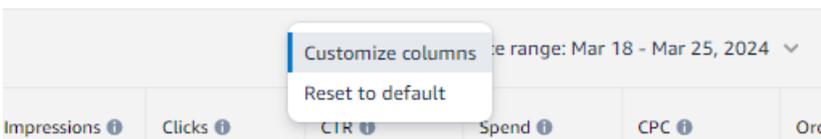
Portfolios Campaigns Drafts Budgets Products Targeting Settings History

Advertised products All sold products

Create campaign Add to existing campaign Search by product name or ASIN Filter by Columns Date range: Mar 18 - Mar 25, 2024 Export

Products	Recommendations	Trends	Sponsored Products	Sales	ROAS	Conversion	Impressions	Clicks	CTR	Sp
<input type="checkbox"/> Chroma 5019311910958 Chroma Type 301... ★★★★★ (1134) \$152.65 In stock ASIN: B0000C9W9X SKU: CHR01MA-P09	—	View trends	Ineligible for ad serving Details ▾	—	—	—	—	—	—	—
<input type="checkbox"/> Chroma P18 by F. A. Porsche Type 301 20C... ★★★★★ (1128) \$235.78 In stock ASIN: B0000Z9C94 SKU: CHR01MA-P18	—	View trends	Ineligible for ad serving Details ▾	—	—	—	—	—	—	—
<input type="checkbox"/> Schott Zwiesel Tritan Crystal Glass Stemwa... ★★★★★ (1991) \$75.00 In stock ASIN: B000M9C236 SKU: Fortessa-B545/7	—	View trends	Ineligible for ad serving Details ▾	—	—	—	—	—	—	—
<input type="checkbox"/> Chroma 9-Piece Knife Set with Block and... ★★★★★ (149) \$1,632.95 Low stock ASIN: B00018C924 SKU: 4260089860148	—	View trends	Ineligible for ad serving Details ▾	—	—	—	—	—	—	—
<input type="checkbox"/> Schott Zwiesel Tritan Crystal Glass Pure... ★★★★★ (461) \$106.00 In stock ASIN: B000911VLE SKU: 0026.113771	—	View trends	Ineligible for ad serving Details ▾	—	—	—	—	—	—	—
<input type="checkbox"/> Chroma P31 Poultry Shears ★★★★★ (212) Price may vary by location Out of stock ASIN: B001AN0000 SKU: RT-JBSE-ZPME	—	View trends	Ineligible for ad serving Details ▾	—	—	—	—	—	—	—
<input type="checkbox"/> Fortessa Grand City 18/10 Stainless Steel 5... ★★★★★ (118) \$49.00 In stock ASIN: B0005G9C96 SKU: SPPS-622-05	—	View trends	Ineligible for ad serving Details ▾	—	—	—	—	—	—	—
<input type="checkbox"/> Fortessa 18/10 Stainless Steel Flatware Ro... ★★★★★ (102) Price may vary by location	—	View trends	Ineligible for ad serving Details ▾	—	—	—	—	—	—	—

4. If the Conversion Rate and ACOS columns are not visible, customize the columns to include them.



Customize columns

13 selected [Remove all](#)

Available columns

Quick search

Select all

- Sponsored Products eligibility **New**
- Sales
- ROAS
- Conversion rate
- Impressions
- Clicks
- CTR
- Spend
- CPC
- Orders
- ACOS

NTB orders

Cancel [Apply](#)

5. With the columns customized, analyze and record the ACOS and Conversion Rate for each ASIN. Review the ACOS of each campaign per ASIN to identify specific campaign contributions to overall ASIN performance. This information will help you understand the effectiveness of your advertising strategy on a product-specific level.

Advertised products ⊕ All sold products ⊕ beta

Create campaign ▾ Add to existing campaign ▾ Search by product name or ASIN 🔍 Filter by ▾ Columns ▾ Date range: Mar 18 - Mar 25, 2024 ▾ Export

Products ⊕	Sponsored Products ⊕	Sales ⊕	R... ⊕	Conversion rate ⊕	Impressi... ⊕	Clicks ⊕	CTR ⊕	Spend ⊕	CPC ⊕	Orders ⊕	ACOS ⊕
<input type="checkbox"/> ▶  Chroma 5019311910958 Chroma Type 301... ★★★★☆ (134) \$152.65 In stock ASIN: B000CNWJN SKU: CHROMA-P09	Ineligible for ad serving Details ▾	—	—	—	—	—	—	—	—	—	—
<input type="checkbox"/> ▶  Chroma P18 by F. A. Porsche Type 301 20c... ★★★★☆ (128) \$235.78 In stock ASIN: B00052K0UJ SKU: CHROMA-P18	Ineligible for ad serving Details ▾	—	—	—	—	—	—	—	—	—	—
<input type="checkbox"/> ▶  Schott Zwiessel Tritan Crystal Glass Stemwa... ★★★★☆ (99) \$75.00 In stock ASIN: B000MIGP36 SKU: Fortessa-8545/7	Ineligible for ad serving Details ▾	—	—	—	—	—	—	—	—	—	—
<input type="checkbox"/> ▶  Chroma 9-Piece Knife Set with Block and... ★★★★☆ (18) \$1,632.95 Low stock ASIN: B0007BCKZ4 SKU: 4260089860148	Ineligible for ad serving Details ▾	—	—	—	—	—	—	—	—	—	—
<input type="checkbox"/> ▶  Schott Zwiessel Tritan Crystal Glass Pure... ★★★★☆ (81) \$106.08 In stock ASIN: B000WITVLE SKU: 0026.113771	Ineligible for ad serving Details ▾	—	—	—	—	—	—	—	—	—	—
<input type="checkbox"/> ▶  Chroma P31 Poultry Shears ★★★★☆ (12) Price may vary by location Out of stock ASIN: B001ANDDX0 SKU: RT-JBSE-ZPME	Ineligible for ad serving Details ▾	—	—	—	—	—	—	—	—	—	—
<input type="checkbox"/> ▶  Fortessa Grand City 18/10 Stainless Steel S... ★★★★☆ (118) \$49.00 In stock ASIN: B005DSCHGO SKU: 5PPS-622-05	Ineligible for ad serving Details ▾	—	—	—	—	—	—	—	—	—	—
<input type="checkbox"/> ▶  Fortessa 18/10 Stainless Steel Flatware Ro... ★★★★☆ (102) Price may vary by location	Ineligible for ad serving Details ▾	—	—	—	—	—	—	—	—	—	—

Sponsored Brands campaigns are not available on the Products page.

Results per page: 25 ▾ 1-25 of 180 results ⏪ ⏩

Conclusion:

By following these steps, you will be equipped with valuable insights into the performance of your ASIN-based advertising efforts on Amazon. This information will help you identify Bestselling ASINs within your advertising account, strategize your ads game plan, empower you to make informed decisions, and ultimately enhance the overall effectiveness of your Amazon Advertising campaigns.