

Advertising SOP: Sponsored Products Placement Report

08/27/2024 1:05 pm CDT

Sponsored Products Placement Report



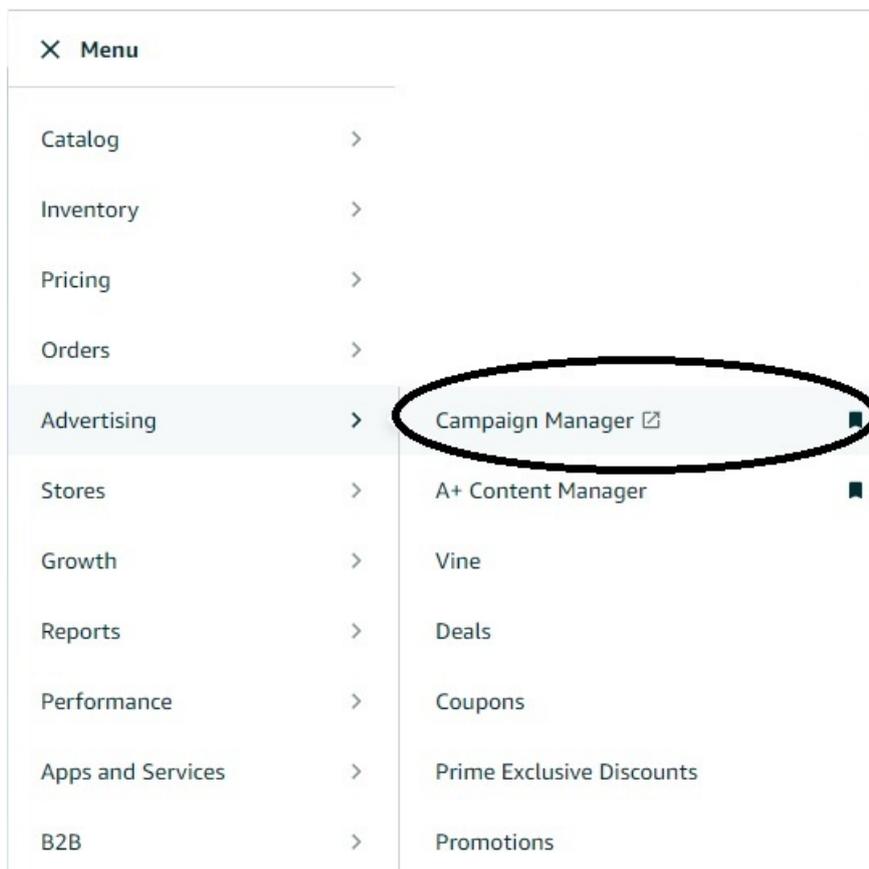
Who is this for: Intended for marketers, advertising specialists, and e-commerce professionals who are responsible for managing and optimizing advertising campaigns for products on Amazon. By following this SOP, these individuals can gain a better understanding on how to leverage Sponsored Products Placement Reports to improve their advertising strategies and drive more sales for their products.



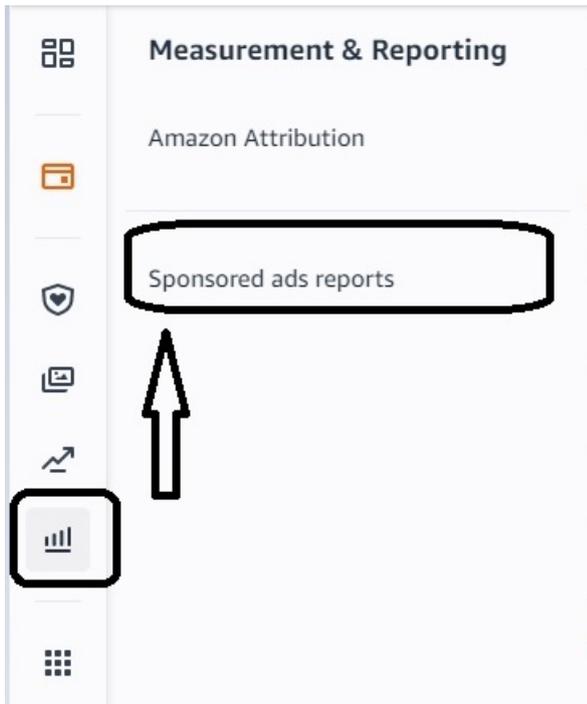
Objective: The objective of this SOP is to provide step-by-step guidelines for creating and analyzing Sponsored Products Placement Reports on Amazon. The report analysis will help advertisers identify the best placements for their ads, optimize their bids, and increase the overall effectiveness of their advertising campaigns.

STEPS:

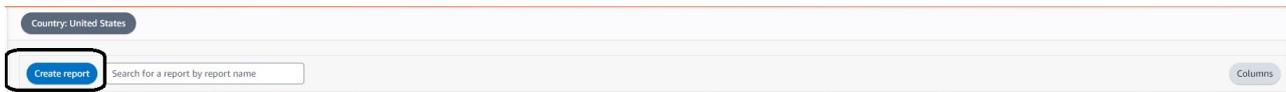
Step 1: Click on the three-line bar located on the top left side of Amazon seller central homepage, then select "Advertising," and choose "Campaign Manager".



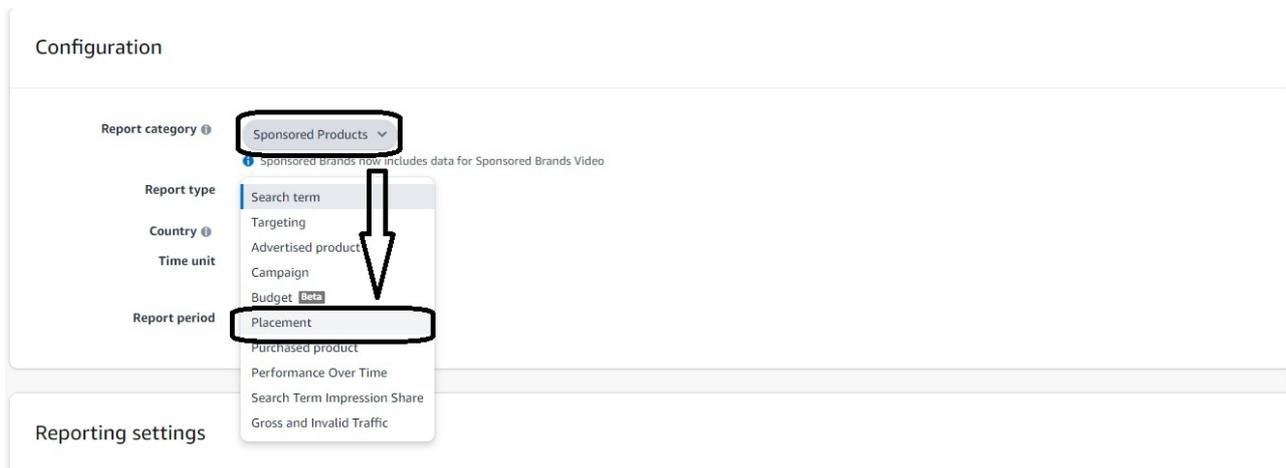
Step 2: Click the "Measurement & Reporting" icon and then select "Sponsored ads reports"



Step 3: Click on the "Create report" button.



Step 4: Choose "Sponsored Products" as the campaign type and select "Placement" as the report type. You can also choose the time unit and date range for the report.



Step 5: Label your report and schedule a delivery time if necessary. It's recommended to have a regular monthly report to keep track of the performance of the campaigns.

Reporting settings

Report name

Recipients
optional

Request time

Now

Future

Recurring

Step 6: Click on the "Run Report" button to generate the file.

Cancel

Configuration

Report category
Sponsored Brands now includes data for Sponsored Brands Video

Report type

Country

Time unit

Summary

Daily

Report period

Reporting settings

Name

Delivery

Step 7: Download the report and upload it to a Google Sheet

Step 8: Select all the data and create a Pivot Table

Start Date	End Date	Bidding strategy	Placement	Impressions	Clicks	Cost Per Click
abr 22, 2023	Ma	fall_Blac Dynamic bids - c	Product pages o	238852	779	\$0.92
abr 22, 2023	Ma	17_ATM Dynamic bids - c	Rest of search o	143122	939	\$0.53
abr 22, 2023	Ma	Manual Dynamic bids - c	Rest of search o	98000	1252	\$0.36
abr 22, 2023	Ma	Manual Dynamic bids - c	Rest of search o	72498	1140	\$0.39
abr 22, 2023	Ma	17_Sellic Dynamic bids - c	Rest of search o	69180	578	\$0.72
abr 22, 2023	Ma	M Dynamic bids - c	Rest of search o	44781	998	\$0.40
abr 22, 2023	Ma	fall Man Dynamic bids - c	Product pages o	151130	496	\$0.79
abr 22, 2023	Ma	fall Man Dynamic bids - c	First page Top o	5867	281	\$1.30
abr 22, 2023	Ma	fall_ATM Dynamic bids - c	First page Top o	5417	199	\$1.79
abr 22, 2023	Ma	fall_Blac Dynamic bids - c	Rest of search o	64330	426	\$0.79

Step 9: Build the pivot table. We will build it like this:

- Set Placement as rows
- Under values, we should put:

- SUM of Spend
- SUM of 7-Day Total Sales
- SUM of Impressions
- SUM of clicks
- SUM of 7 Days Total Orders (#)

This way, we can build some KPIs by placement such as

- $ACOS = \text{Spend} / \text{Sales}$
- $CTR = \text{Clicks} / \text{Impressions}$
- $CVR = \text{7 Days Total Orders (\#)} / \text{Clicks}$

Placement	SUM of Spend	SUM of 7 Day T	SUM of Impress	SUM of Clicks	SUM of 7 Day T	ACOS	CTR	CVR
0	0	0	0	0	0			
First page Top o	\$2,103.35	\$5,102.11	62119	2268	155	41.23%	3.65%	6.83%
Product pages o	\$3,198.10	\$5,740.68	4480822	5454	209	55.71%	0.12%	3.83%
Rest of search o	\$4,874.35	\$9,586.12	914989	10242	433	50.85%	1.12%	4.23%
Grand Total	\$10,175.80	\$20,428.91	5457930	17964	797	49.81%	0.33%	4.44%

We will be able to understand how we are performing in terms of ACOS, CTR, and CVR in the different advertising placements.