

Advertising SOP: Analyzing Ad Account using Restock Report

08/27/2024 1:08 pm CDT

How to Use Restock Report to Analyze the Ad Account



Who is this for?

Individuals dealing with Amazon accounts that have more than 100 ASINs in the catalog.



Objective:

The objective of this document is to identify ASINs that generate substantial organic FBA sales but have not been advertised yet, and those that have been advertised but currently do not have available FBA stock.

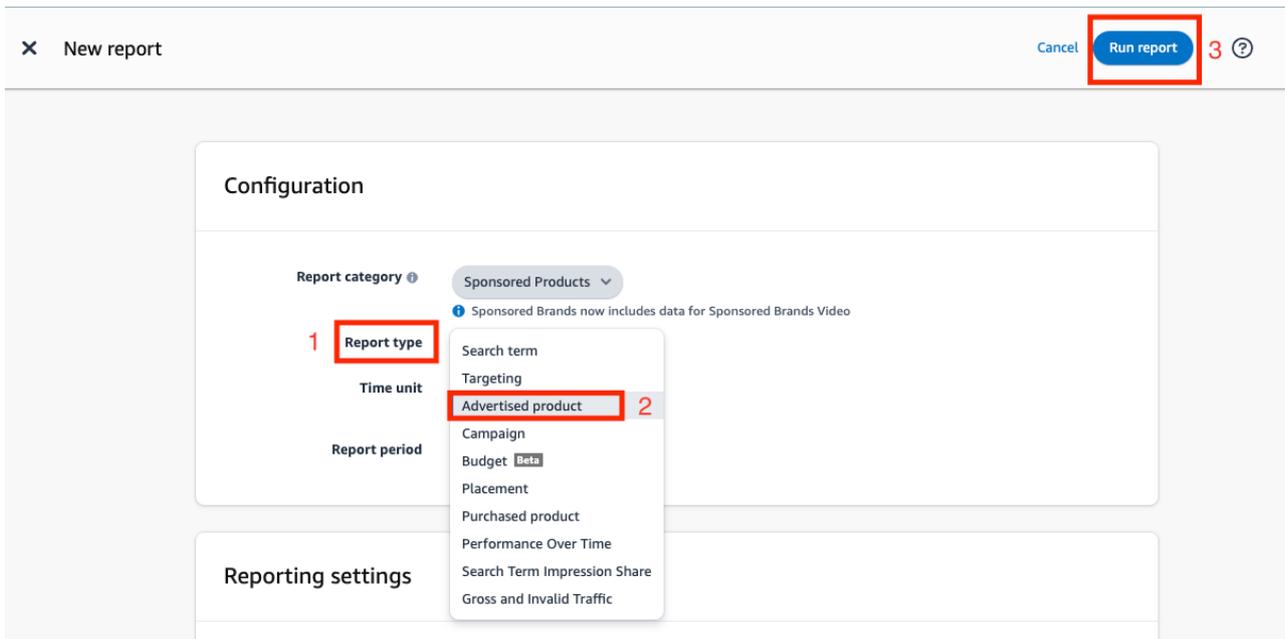
Instructions:

Note:

The restock reports from Amazon exclusively feature FBA SKUs, and we endeavor to prioritize advertising for these SKUs to optimize our ad performance wherever feasible.

Steps:

- Download the Restock Report
 - To reach the Restock Report, log in to the account and click [this link](#)
- Download the Advertised Product Report
 - To reach the Advertised Product Report, log in to the account and click [this link](#)
 - Select "Report type" as "Advertised product" and click "Run report"



- To find out the ASINs that have been advertised but don't have active FBA stock:
 - Use VLOOKUP on your Advertised Product ASINs and get the "Available" column from Restock Report to find out if you have stock or not

	A	B	C	D	E	F	G
1	FBA ASINs Advertised	Ad Sales (30d)	Stock Available				
112	[REDACTED]	173.22	0				
126	[REDACTED]	109.96	=VLOOKUP(A126,'FBA Restok Report'!\$E\$2:\$P\$695,12,0)				
249	[REDACTED]	10.99	0				
287	[REDACTED]	0	0				
296	[REDACTED]	0	0				
300	[REDACTED]	0	0				
303	[REDACTED]	0	0				
330	[REDACTED]	0	0				
338							
339							

The ASINs that have high organic FBA sales but are not being advertised

1. Download the last x days of sales report from the Seller Central > Reports

amazon sellercentral Catalog Inventory Pricing Orders Advertising Stores Growth Reports Performance B2B Brands

Business Reports | Detail Page Sales and Traffic By Child Item

From Date 04/25/2022 To Date 05/25/2022

Download (.csv)

(Parent) ASIN	(Child) ASIN	Growth Opportunities and Total	Title
		★ 1 Recommendation Available PSL \$510	
		★ 2 Recommendations Available PSL \$1,486	
		★ 1 Recommendation Available PSL \$365	
		★ 1 Recommendation Available PSL \$88	
		No recommendations available	
		★ 1 Recommendation Available PSL \$423	

Copy all the advertised ASINs from Advertised Product Report. Copy all the ASINs that have FBA sales. Then using a VLOOKUP, find out the ASINs that are not advertised but have FBA stock. Now you can also VLOOKUP the organic sales of this ASIN from Business Sales Report to find out which has the highest organic sales to prioritize your campaign creation strategy.

A	B
FBA ASINs with NO PPC	Organic Sales
	\$8,006.58
	\$4,905.52
	\$1,950.61
	\$1,623.54
	\$1,496.48
	\$1,403.48
	\$864.00
	\$799.68
	\$816.19
	\$700.70
	\$652.91

Below you can find an example Excel file that is generated. You can check the reports, formulas, and structure there.

[Click here for the template](#)