Advertising SOP: Sponsored Products Purchased Product Report

08/27/2024 2:15 pm CDT

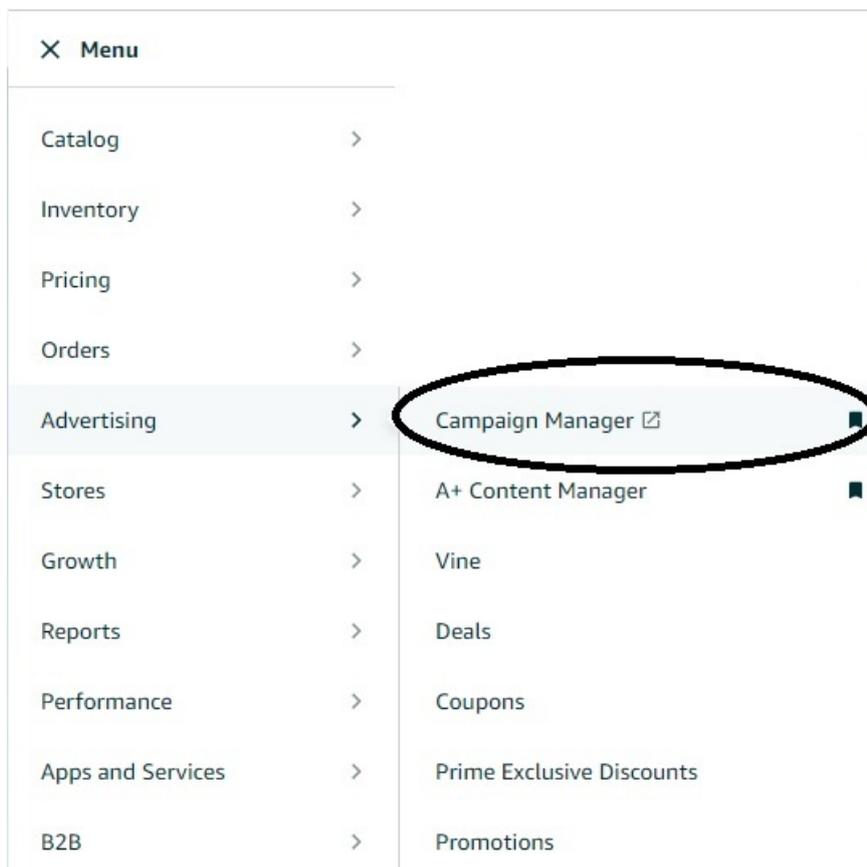**Sponsored Products Purchased Product Report**

> **ℹ️** **Who is this for**: This SOP is 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 of how to leverage Sponsored Products Placement Reports to improve their advertising strategies and drive more sales for their products.

> **✅** **Objective**: To provide a step-by-step guide for generating a Sponsored Products Purchased Product Report.
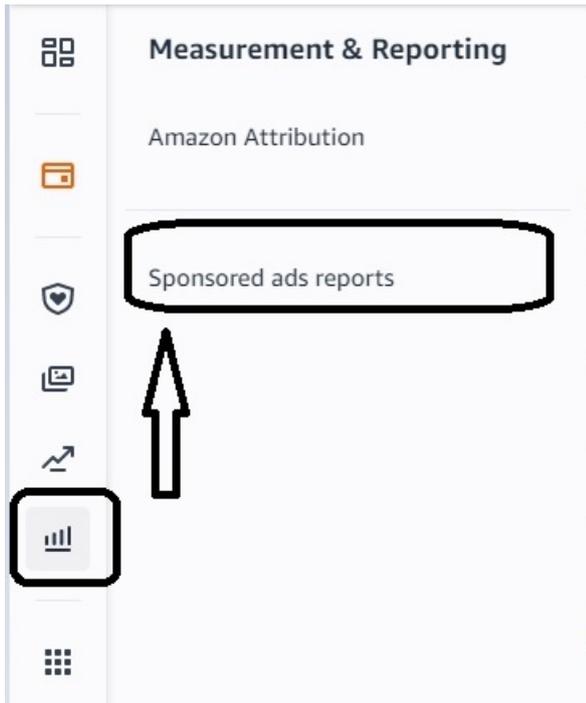
STEPS:

Step 1: Access the Campaign Manager

Step 2: Click on the "Measurement & Reporting" icon from the left side of the page and then select "Sponsored ads
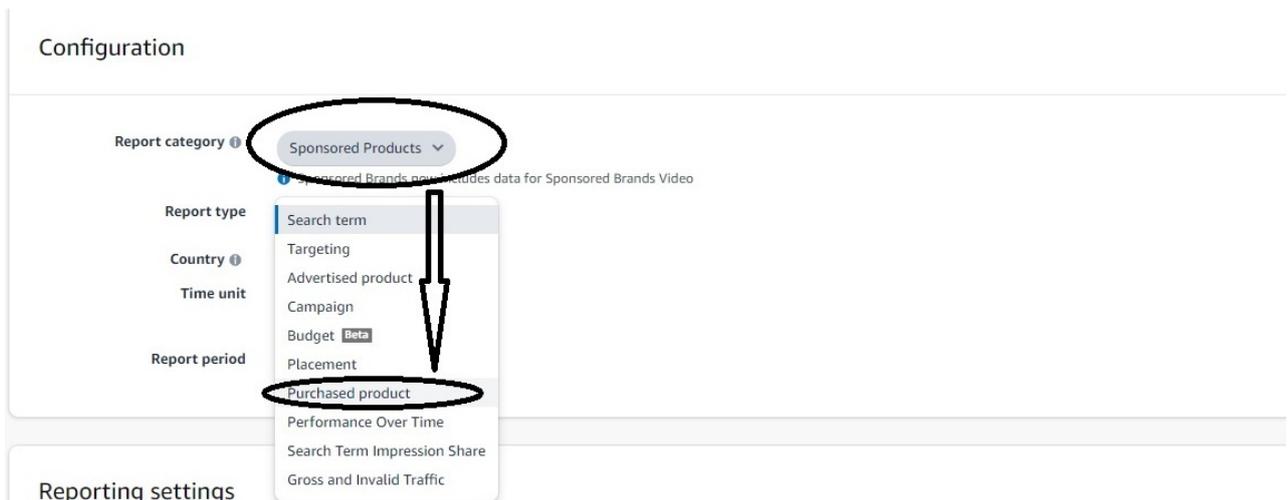
reports".

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

Step 4: Select "**Sponsored Products**" as the Campaign type, and choose "**Purchased product**" as the report type. You can generate a CSV file for download that will contain all campaigns, depending on the time unit and date range you choose.

You can label your report pull in this step and schedule the time of delivery. It's recommended to schedule a recurring monthly report for regular updates on converting keywords in the campaigns.

Step 5: Click on the Run Report button to generate the report. Download the report and upload it to a Google Sheet

Step 6: Select all the data and create a Pivot Table
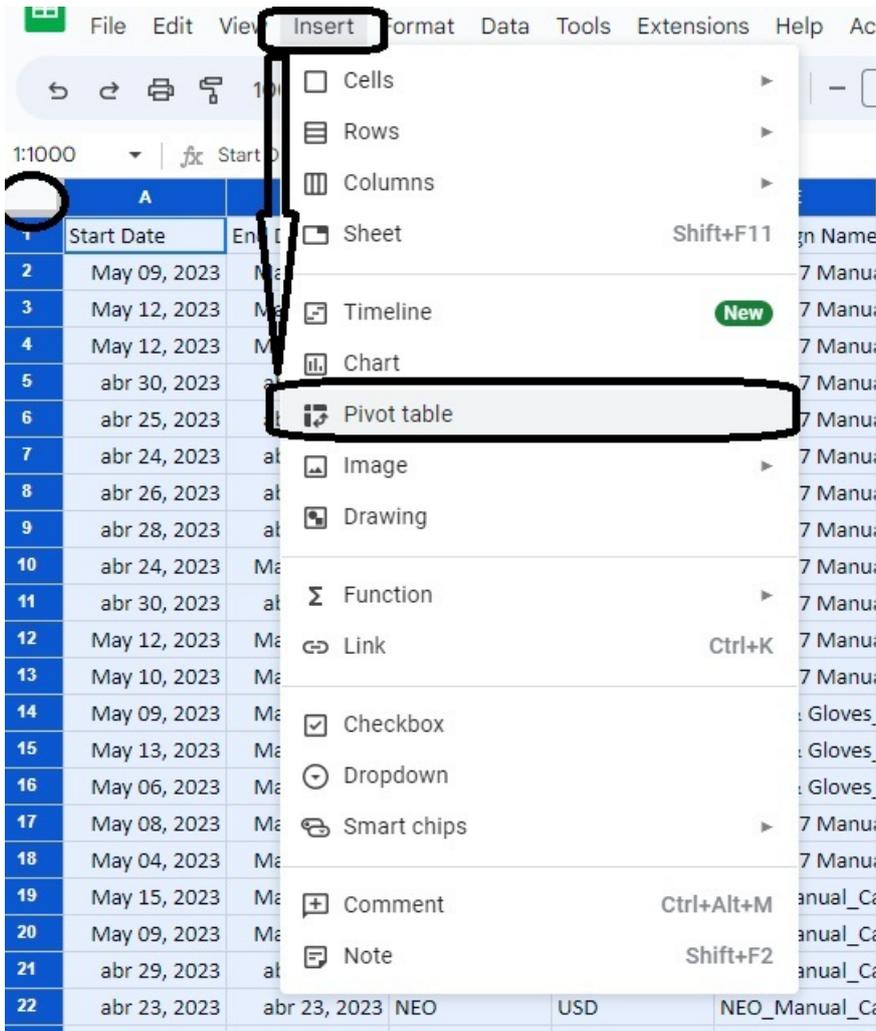
Step 7: Build the pivot table. We will build it like this:
- Set Targeting as rows
- Set Advertised ASIN as rows
- Set SUM of 7-Day Other SKU Sales as values.

This way, we will be able to identify how many orders are receiving each target depending on the advertised ASIN.