Advertising SOP: Creating an Advertising Report

08/27/2024 2:35 pm CDT

Creating an Advertising Report

> **Who is this for?** This document is designed to assist Amazon Sellers who require guidance on accessing their Advertising report and viewing their Ad campaigns.

> **Objectives:** To utilize the diverse set of tools provided by Amazon and measure the performance of advertising campaigns effectively, obtain valuable insights, and leverage comprehensive ad metrics for promoted products. By leveraging this information, the aim is to enhance marketing and advertising strategies for improved results.

Instructions:

1. To generate an Advertising Report, access '**Advertising**' from the general menu of your Seller Central, and then choose '**Campaign Manager**.'
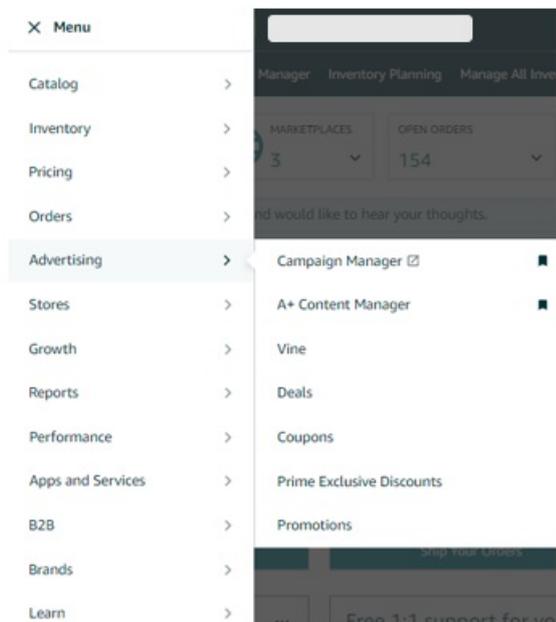
2. If there's a column you want to include in your report, click the "**Columns**" button to the right of the page.

3. Once done, go back to the left side of the same page, then select the **Measurement & Reporting** icon.

4. Then, there's another menu option that will show up. This time, click on the '**Sponsored Ads Report**'
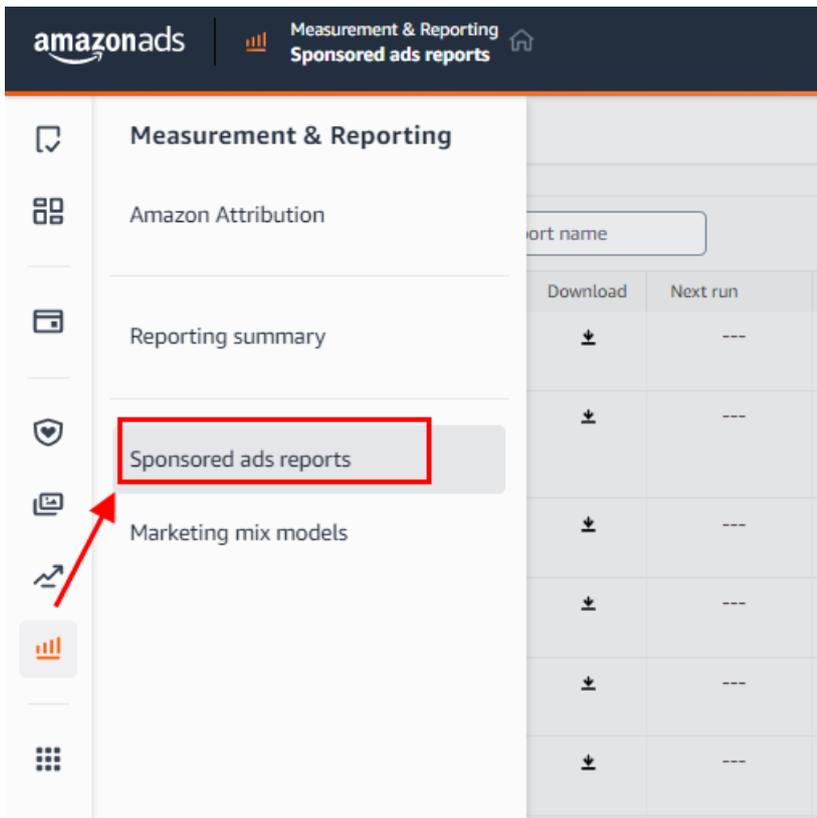
5. Click the "**Create Report**" button to run your Advertising Report.
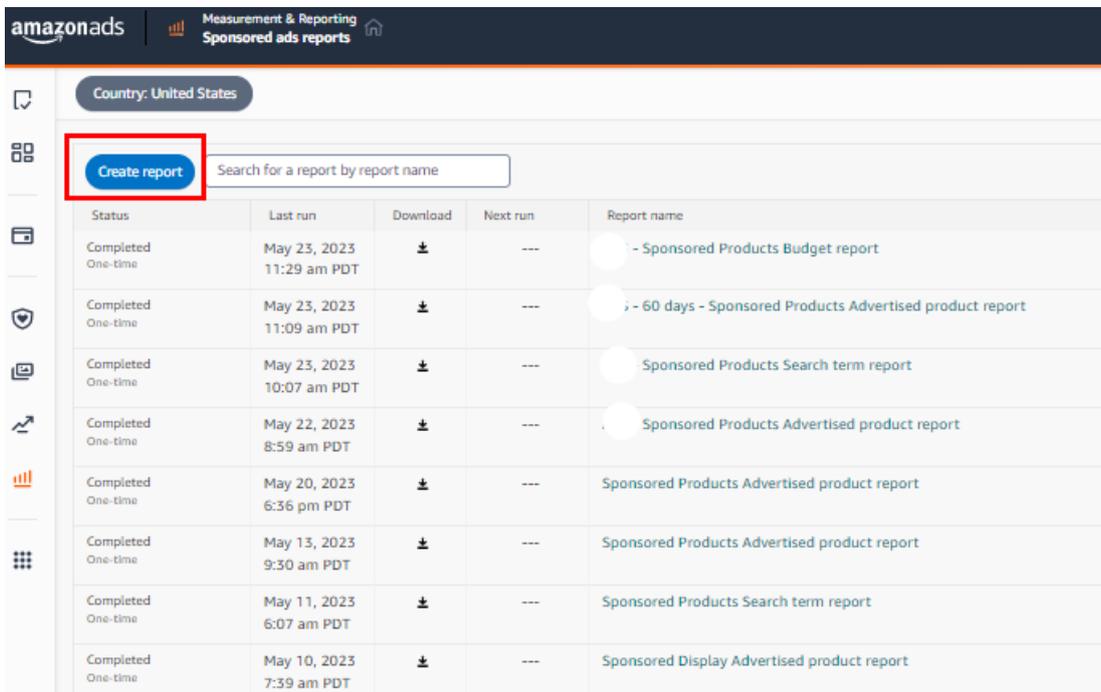
6. Under the "**Configuration**" section on the next page, select the **Campaign Type**.

Configuration

Report category ⓘ

Sponsored Products
Sponsored Brands
Sponsored Display
Amazon Attribution

:ludes data for Sponsored Br

Report type

Country ⓘ

Time unit   ◉ Summary

⭘ Daily

Report period   Last 30 days ⌄

7. From the available drop-down Menu, select the **Report Type**.

Report type

Search term
Targeting
Advertised product
Campaign
Budget **Beta**
Placement
Purchased product
Performance Over Time
Search Term Impression Share
Gross and Invalid Traffic

Country ⓘ

Time unit

Report period

settings

8. Choose the **Time Unit** you want to use for the report. It's either "Summary" or "Daily."

Time unit   ◉ Summary

⭘ Daily

9. Select the **Report Period** from the available options.

Report period   Last 30 days ⌄

10. If you want to change the automatically populated report name, type in your preferred name under the "**Report Settings**" heading.

11. Select the **Delivery** option, or schedule recurring deliveries, if required.

12. Click the "**Run Report**" button on the top right side of the page.

13. Wait until the status of your report says '**Completed**' then hit on the download option.

14. Take note that you have the option to create a duplicate of the report by selecting "Create Copy" from the "Action" button. If necessary, you can also remove the report entirely by choosing "Delete" from the "Action" button. To return to the previous page and access the reports link again, follow Steps 3 and 4.

15. Download your report by clicking the download icon in the second column of the table under the column title "**Download**."

Additional Note: Clicking on the Report Name takes you to the details of when the report was created, and you can download the report again from this page by clicking the download icon in the "Download" column on the far right side of your report table.