

Advertising SOP: Creating an Advertising Report

08/27/2024 2:35 pm CDT

Creating an Advertising Report



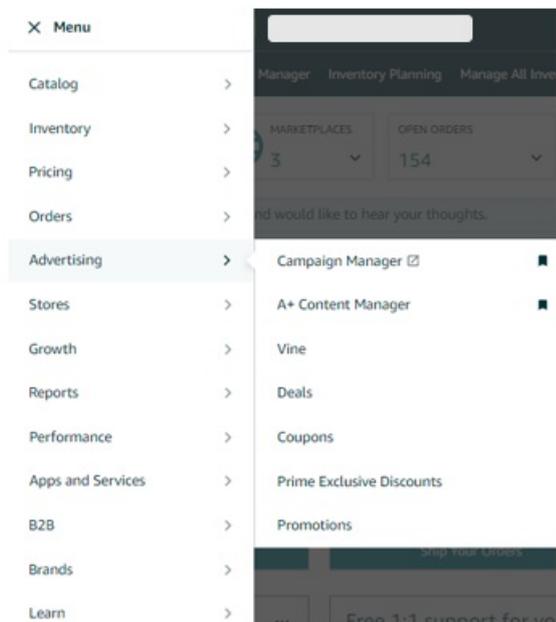
Who is this for? This document is designed to assist Amazon Sellers who require guidance on accessing their Advertising report and viewing their Ad campaigns.



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.

Country: United States

Create report Search for a report by report name

Status	Last run	Download	Next run	Report name	Report category	Report type	Report period	Time unit	Actions
Completed One-time	May 23, 2023 11:29 am PDT	↓	---	Budget report	Sponsored Products	Budget	March 22, 2023 - May 22, 2023	Summary	Actions
Completed One-time	May 23, 2023 11:09 am PDT	↓	---	- 30 days - Sponsored Products Advertiser product report	Sponsored Products	Advertiser product	March 21, 2023 - May 21, 2023	Summary	Actions
Completed One-time	May 23, 2023 10:07 am PDT	↓	---	- Sponsored Products Search term report	Sponsored Products	Search term	March 19, 2023 - May 22, 2023	Summary	Actions
Completed One-time	May 22, 2023 8:59 am PDT	↓	---	- Sponsored Products Advertiser product report	Sponsored Products	Advertiser product	Last 30 days	Summary	Actions
Completed One-time	May 20, 2023 6:56 pm PDT	↓	---	Sponsored Products Advertiser product report	Sponsored Products	Advertiser product	Last 30 days	Summary	Actions
Completed One-time	May 13, 2023 9:30 am PDT	↓	---	Sponsored Products Advertiser product report	Sponsored Products	Advertiser product	Last 30 days	Summary	Actions
Completed One-time	May 11, 2023 6:07 am PDT	↓	---	Sponsored Products Search term report	Sponsored Products	Search term	April 27, 2023 - May 10, 2023	Summary	Actions

Columns

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

amazonads Measurement & Reporting Sponsored ads reports

Tools and resources

MORE ADVERTISING TOOLS

- Posts
- Partner directory
- Learning console

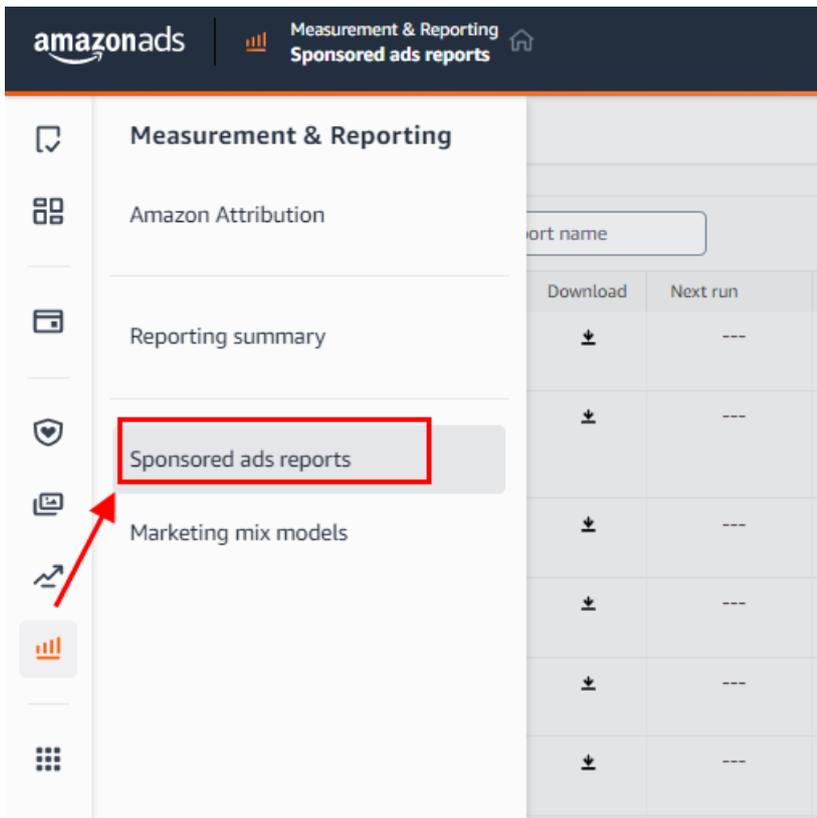
AMAZON SELLING TOOLS

- Seller Central
- Measurement & Reporting**

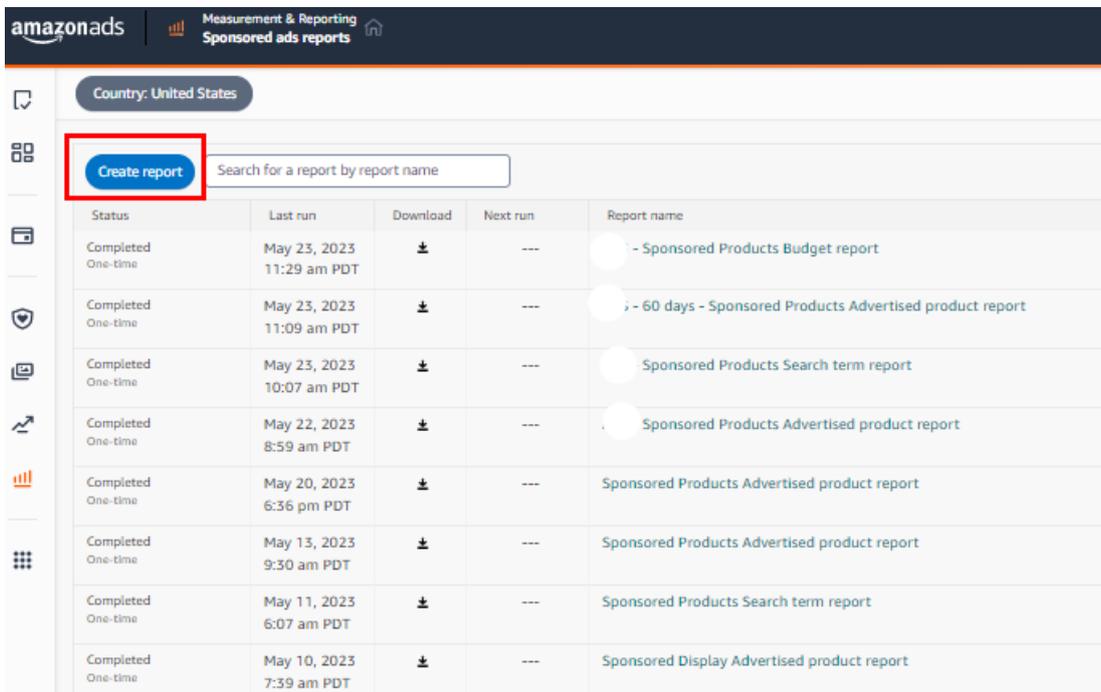
Report name

Download	Next run	Report name
↓	---	Sponsored Products Budget report
↓	---	- 60 days - Sponsored Products Advertiser product report
↓	---	- Sponsored Products Search term report
↓	---	- Sponsored Products Advertiser product report
↓	---	Sponsored Products Advertiser product report
↓	---	Sponsored Products Advertiser product report

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

The screenshot shows the Configuration page with a red box around the "Report category" label. A red arrow points to the dropdown menu, which is open and shows the following options: "Sponsored Products", "Sponsored Brands", "Sponsored Display", and "Amazon Attribution". To the right of the "Sponsored Brands" option, there is a partial text label: "cludes data for Sponsored Br:". Below the dropdown menu, the "Report type" field is visible. Further down, the "Country" field has an information icon, and the "Time unit" field has two radio buttons: "Summary" (which is selected) and "Daily". At the bottom, the "Report period" field is set to "Last 30 days" with a dropdown arrow.

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

The screenshot shows the Configuration page with a red box around the "Report type" label. A dropdown menu is open, showing the following options: "Search term", "Targeting", "Advertised product", "Campaign", "Budget **Beta**", "Placement", "Purchased product", "Performance Over Time", "Search Term Impression Share", and "Gross and Invalid Traffic". Below the dropdown menu, the "Country" field has an information icon, and the "Time unit" field is visible. At the bottom, the "Report period" field is visible.

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

The screenshot shows the Configuration page with a red box around the "Time unit" label. There are two radio buttons: "Summary" (which is selected) and "Daily".

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

The screenshot shows the Configuration page with a red box around the "Report period" label. The dropdown menu is open, showing the option "Last 30 days" with a dropdown arrow.

Today
Yesterday
Week to date
Last week
Month to date
Last month
Last 7 days
Last 30 days
America/Los_Angeles

April 2023							May 2023						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
						1		1	2	3	4	5	6
2	3	4	5	6	7	8	7	8	9	10	11	12	13
9	10	11	12	13	14	15	14	15	16	17	18	19	20
16	17	18	19	20	21	22	21	22	23	24	25	26	27
23	24	25	26	27	28	29	28	29	30	31			
30													

Cancel Save

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

Reporting settings

Name

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

Delivery

Recipients optional

Add an email address to receive an email when your report is generated.

Scheduled time Now Future Recurring

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

Configuration

Report category @ Sponsored Products Sponsored Brands now includes data for Sponsored Brands Video

Report type Search term

Country @ United States

Time unit Summary Daily

Report period Last 30 days

Reporting settings

Name Sponsored Products Search term report

Delivery

Recipients optional
Add an email address to receive an email when your report is generated.

Scheduled time Now Future Recurring

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

History

Report settings

Run report

Status	Scheduled time	Date range	Download
Completed	May 26, 2023 9:45 am PDT	Last 30 days	

Go to page 1 1 - 1 of 1 results Results per page: 50

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.

Report: Sponsored Products Search term report

Status: No reports scheduled

History

Report settings

Run report

Status	Last run	Report period	Recipients	Action
Completed	Jun 15, 2023 1:30 PM PDT	Last 30 days	—	Download Action <ul style="list-style-type: none"> Create copy Delete

Some products and keywords are not eligible for targeting and will not show ads. [Learn more](#)

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

Country: United States

Create report Search for a report by report name

Status	Last run	Download	Next run	Report name	Report category	Report type	Report period	Time unit
Completed One-time	May 26, 2023 9:43 am PDT		---	Sponsored Products Search term report	Sponsored Products	Search term	Last 30 days	Summary
Completed One-time	May 23, 2023 11:29 am PDT		---	Sponsored Products Budget report	Sponsored Products	Budget	March 22, 2023 - May 22, 2023	Summary
Completed One-time	May 23, 2023 11:09 am PDT		---	Sponsored Products - 60 days - Sponsored Products Advertiser product report	Sponsored Products	Advertised product	March 21, 2023 - May 21, 2023	Summary
Completed One-time	May 23, 2023 10:07 am PDT		---	Sponsored Products Search term report	Sponsored Products	Search term	March 19, 2023 - May 22, 2023	Summary
Completed One-time	May 22, 2023 8:59 am PDT		---	Sponsored Products Advertiser product report	Sponsored Products	Advertised product	Last 30 days	Summary
Completed One-time	May 20, 2023 6:36 pm PDT		---	Sponsored Products Advertiser product report	Sponsored Products	Advertised product	Last 30 days	Summary

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.

Country: United States

Create report Search for a report by report name

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Completed One-time	May 13, 2023 9:30 am PDT		---	Sponsored Products Advertiser product report	Sponsored Products	Advertised product	Last 30 days

History

Report settings

Run report

Status	Scheduled time	Date range	Download
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Go to page 1 1 - 1 of 1 results Results per page: 50