AMAZON SPONSORED PRODUCTS

June Sponsored Products · Sample dashboard

1 Jun 2026 to 7 Jun 2026 | GBP

Trail Bottle · Exact keywords

Campaign verdict

Needs attention

Trail Bottle · Exact keywords

Above ACoS target | **Score 92/100**

22.92% ACoS | Campaign goal 20.00%

Order floor 40/week · Max CPC £0.75 (20 clicks minimum)

Estimated contribution after ads **£58.80**

Break-even ACoS 27.00%

Next action

Ready to test

Test a £0.99 bid

Trail Bottle · Exact keywords · water bottle

£132.00 spend · 12 orders · 36.67% ACoS

Estimated contribution after ads **–£34.80**

Break-even ACoS 27.00%

Exported bid £1.10 | 140 target clicks

Compare ACoS and orders in the next comparable export.

Review bid test

Verdict settings

ACoS targets	Evidence and scoring	Click-through rate	Watch tolerance
Default 20.00%	≥ 20 clicks / ≥ 5 attributed orders	Good ≥ 0.70% · Low < 0.40%	Up to 20% off other targets
Report 20.00%	60% ACoS / 40% order volume	Watch between · 1,000 impressions min.	

Top metrics

Ad spend	Attributed sales	Orders	ACoS
£330.00	£1,440.00	45 On target	22.92% Watch

ROAS	Click-through rate	Cost per click	Orders per click
4.36 Watch	0.80% Good	£0.83 Watch	11.25%

Placement mix

Placement	Spend share	Order share
Top of search	43.6%	64.4%
Rest of search	30.9%	26.7%
Product pages	25.5%	8.9%

Supporting evidence

Trail Bottle · Exact keywords | 1 Jun 2026 to 7 Jun 2026

Best-performing keywords

Term	Spend	Sales	Orders	ACoS
insulated trail bottle	£108.00	£840.00	26	12.86%
water bottle	£132.00	£360.00	12	36.67%
camping bottle	£90.00	£240.00	7	37.50%

Converting search terms

Term	Spend	Sales	Orders	ACoS
insulated hiking water bottle	£108.00	£840.00	26	12.86%
large reusable water bottle	£132.00	£360.00	12	36.67%
bottle for camping	£90.00	£240.00	7	37.50%

Performance breakdown

Top 3 groups by spend. The dashboard contains the full breakdown.

Group	Spend	Sales	Orders	ACoS
Top of search	£144.00	£960.00	29	15.00%
Rest of search	£102.00	£360.00	12	28.33%
Product pages	£84.00	£120.00	4	70.00%

Report sources

Sample_placement.csv | Exported 16 Jun 2026

Targeting | Sample_targeting.csv

Search term | Sample_search-term.csv

Saved AI analyses

Trail Bottle · Exact keywords | 1 Jun 2026 to 7 Jun 2026

Trail Bottle · Exact keywords

Example model ChatGPT · 16 Jun 2026, 13:00 BST

Sample_placement.csv · 1 Jun 2026 – 7 Jun 2026

Campaign verdict and key metrics

Needs attention. Above ACoS target.

Metric	Actual	Campaign goal
ACoS	22.92%	20.00%
Weekly orders	45	40

Recommended changes

1. **Review water bottle first.** It spent £132.00 for £360.00 in attributed sales. If the live bid still matches the export, test a 10% reduction.
2. **Review the result after attribution closes.** Compare ACoS and weekly orders against the same goals using a comparable export.

Evidence sources

- Sample_placement.csv · 1 Jun 2026 – 7 Jun 2026
- Sample_targeting.csv · 1 Jun 2026 – 7 Jun 2026