

Sponsored Brand Video main KPI's



ADVERTISING COST OF SALES

ACOS is the percentage of direct sales that you've made from sponsored ads campaigns. ACOS is calculated by dividing the total spend by the total sales generated.



BUDGET

Budget is the average amount that you're willing to spend on your campaign.



CLICKS

A click occurs whenever a shopper clicks an ad. The clicks metric is a count of how many times customers have clicked an ad.



CLICK-THROUGH RATE (CTR)

The ratio of how often shoppers click your ad when it's shown. CTR is calculated as clicks divided by impressions.



COST-PER-CLICK (CPC)

The average amount that you've paid for an ad click. It's calculated by dividing the total spend by the total number of clicks.



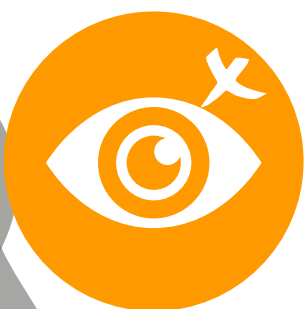
DETAILS PAGE VIEWS (DPV)

The number of detail page views of your brand products attributed to your ads.



ESTIMATED MISSED CLICKS

Estimated additional clicks the campaign might have received if it hadn't run out of budget.



ESTIMATED MISSED IMPRESSIONS

Estimated additional impressions the campaign might have received if it hadn't run out of budget.



IMPRESSIONS

An impression occurs whenever an ad is displayed. The impressions metric is the total number of times your ad has been served to a user.



NEW-TO-BRAND ORDERS

New-to-brand metrics let you measure attributed orders from first-time customers of your brand on Amazon.



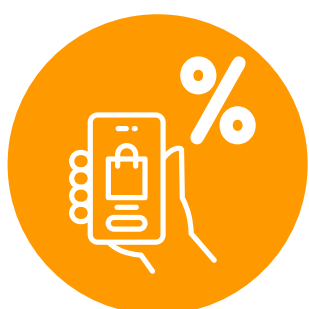
NEW-TO-BRAND SALES

Total sales for new-to-brand orders attributed to your ads. Shoppers are "new to brand" if they haven't purchased from the brand in the last 365 days.



ORDERS

The number of Amazon orders shoppers placed after clicking your ads.



% OF ORDERS NEW-TO-BRAND

The percentage of total orders that are new-to-brand orders.



% OF SALES NEW-TO-BRAND

The percentage of sales (in local currency) of new-to-brand sales.



RECOMMENDED BUDGET

Recommended budget that you should consider to minimize your campaign's chances of running out of budget and missing out on impressions, clicks, and sales.



ROAS

ROAS is the total product sales divided by the total advertising spend. It's represented as a number that is interpreted as an index (multiplier) rather than a percent.



SALES

Sales is the total value of purchases attributed to your ads.



SALES PER ORDER

The average value of Amazon orders from shoppers after clicking your ads.



SPEND

The total amount of money spent running the campaign.



TOP OF SEARCH

Is the percentage of top-of-search impressions that the campaign earned of all the top-of-search impressions it's eligible to receive for a given date range.



UNITS PER ORDER

The average number of units of your products that are included in Amazon orders from shoppers after clicking your ads.



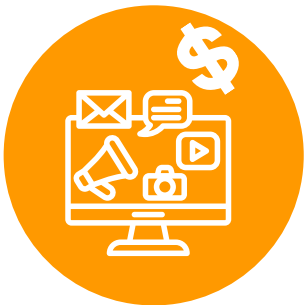
UNITS SOLD

The total number of individual units of your products that are included in Amazon orders from shoppers after clicking your ads.



VCPM

The average amount paid for 1000 viewable impressions. It's calculated as total spend divided by the number of viewable impressions (in thousands).



VIEWABLE IMPRESSIONS

The number of impressions shoppers viewed.

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