

Amazon UK PPC Campaign Report



Amazon PPC Campaign Report

Performance Overview



Campaign Period

1 Jan 2026 – 31 Jan 2026



Attribution

7-day click, 1 day review
or 1-day engaged view



£3,203.56
Monthly spend



2,991
Orders



£29,321.12
Revenue

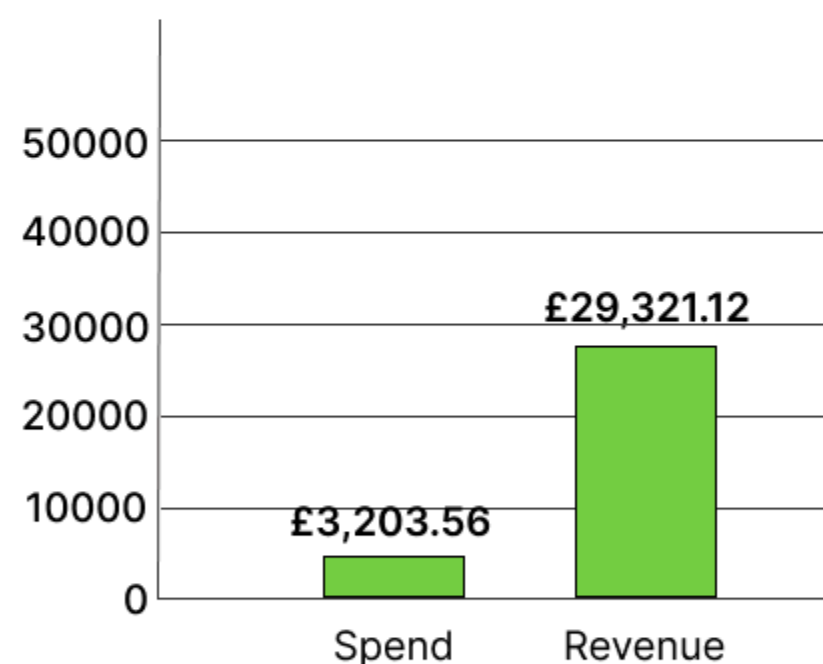


£7,975.00
Sponsored Sales

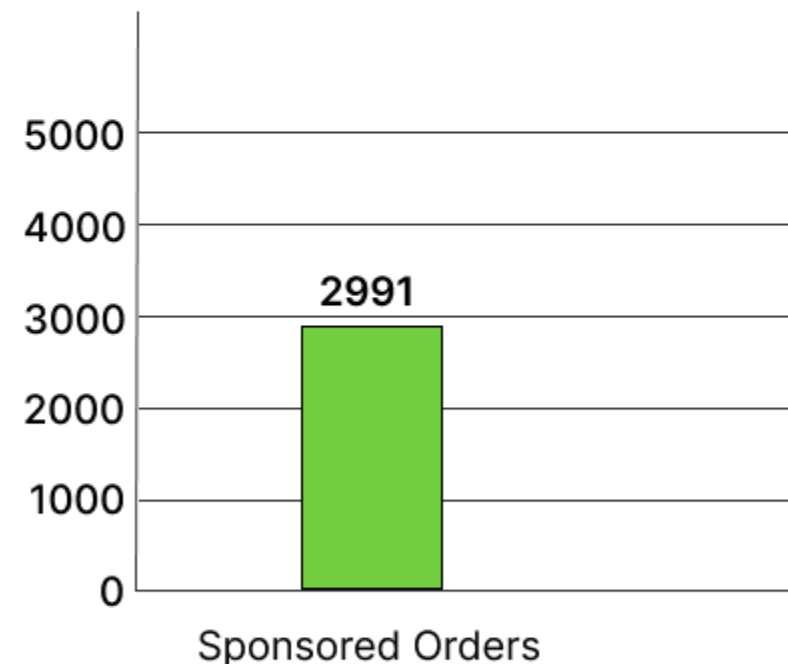


40.17%
Sponsored ACOS

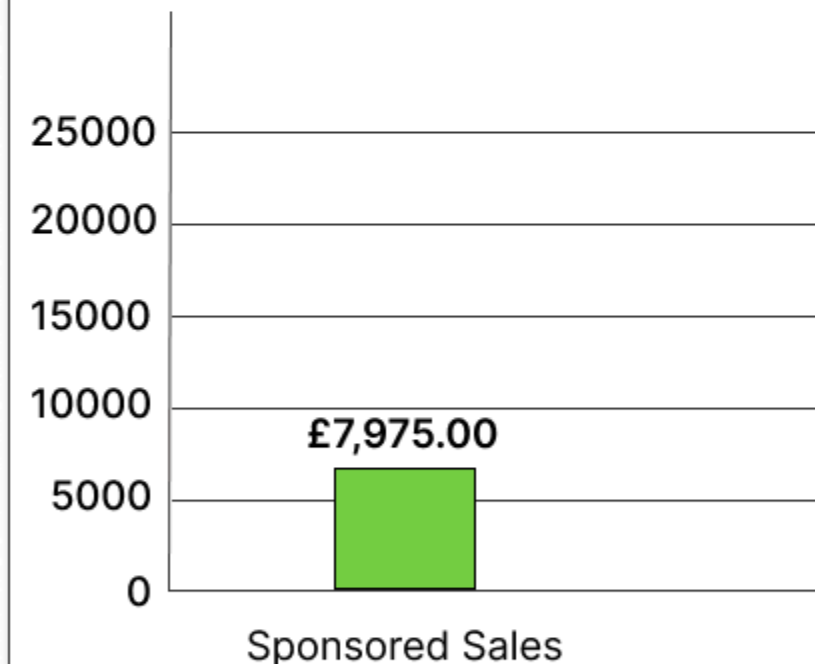
Spend vs Revenue



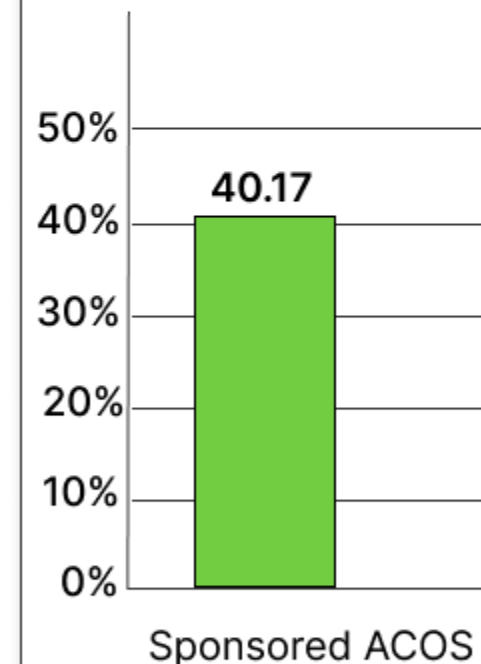
Sponsored Orders



Sponsored Sales



Units Sold



Campaign Objective

Sponsored Products – Sales Campaigns
Increase product visibility, sponsored sales, and overall revenue through Sponsored Products Ads while maintaining efficient ad spend and improving account profitability.



Target Audience

High-intent shoppers searching for relevant products.
Customers using product-related keywords.
Shoppers with strong purchase intent.



Next Steps

Scale top-performing campaigns while maintaining a healthy ACOS.
Optimise keywords and targeting to improve CTR.
Increase budgets for profitable campaigns gradually.
Test new keywords and targeting opportunities.

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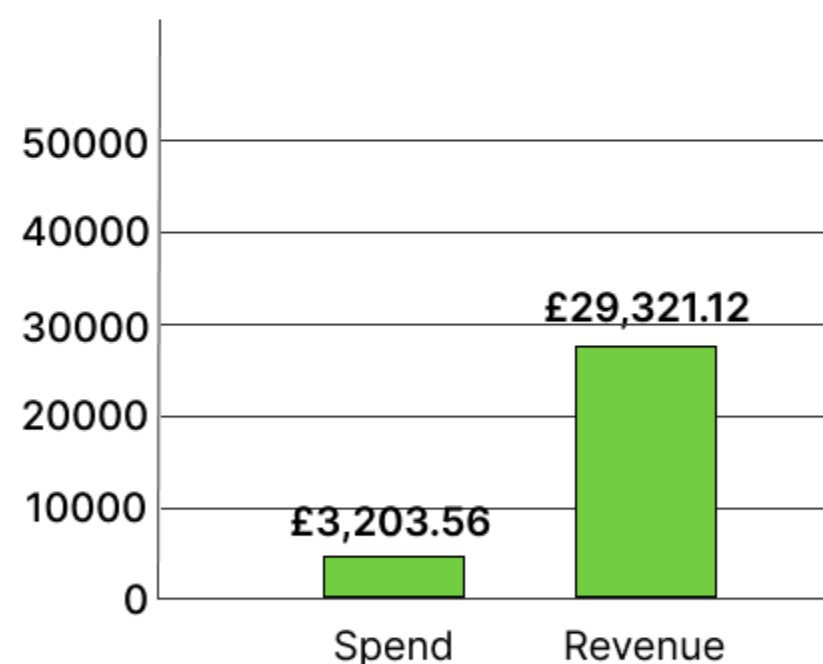


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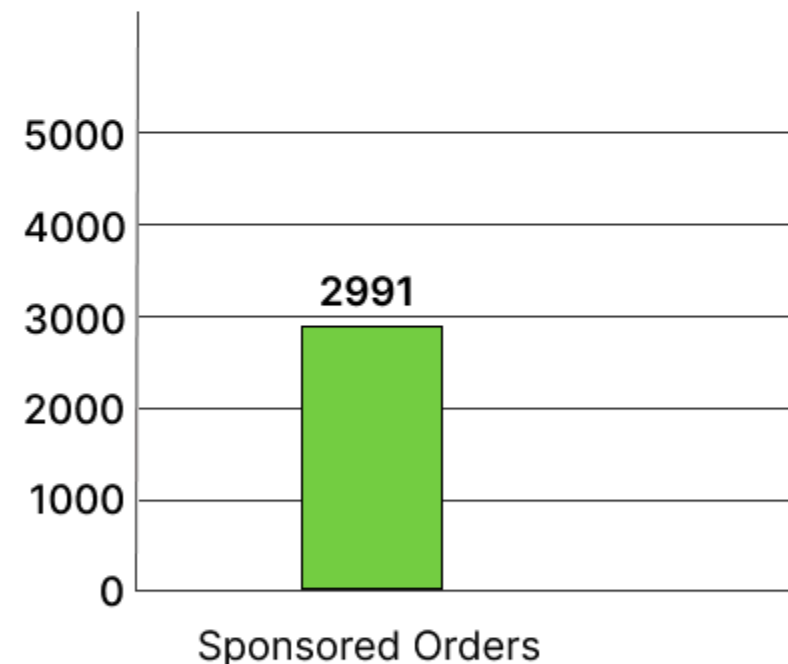


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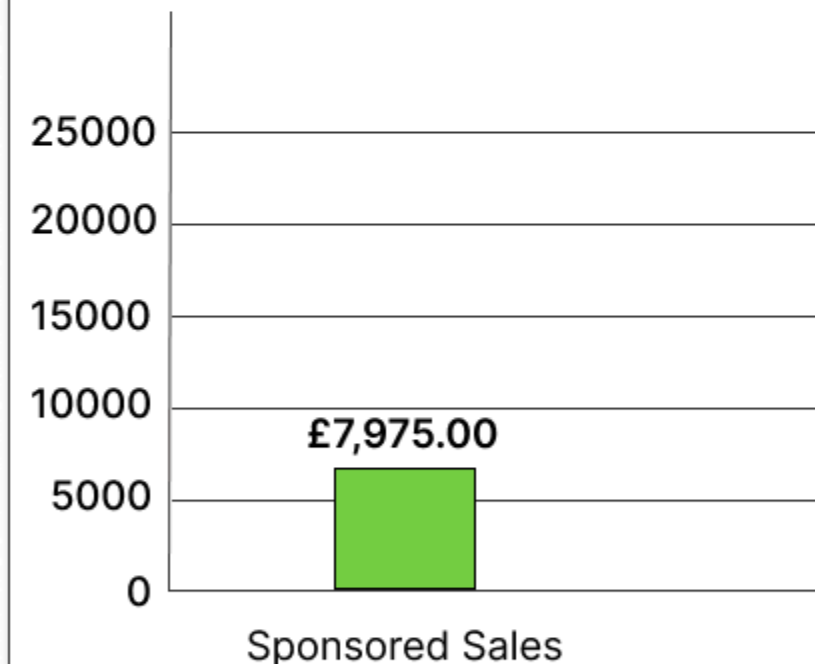
Spend vs Revenue



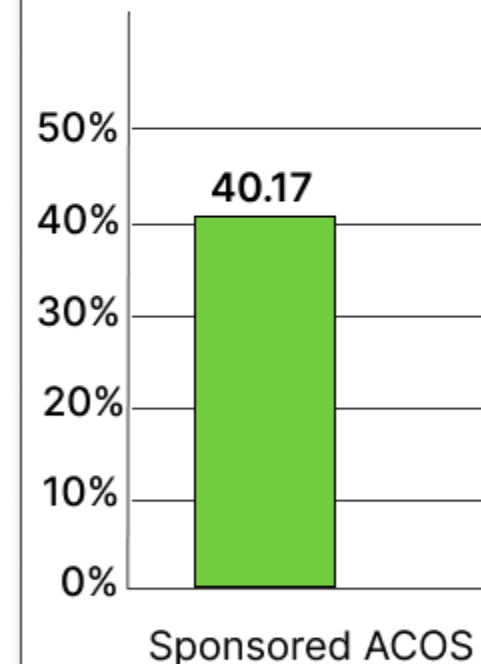
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1 Mar 2026 – 31 Mar 2026



Attribution

7-day click, 1 day review
or 1-day engaged view



£3,384.56
Monthly spend



3,214
Orders



£32,142.86
Revenue

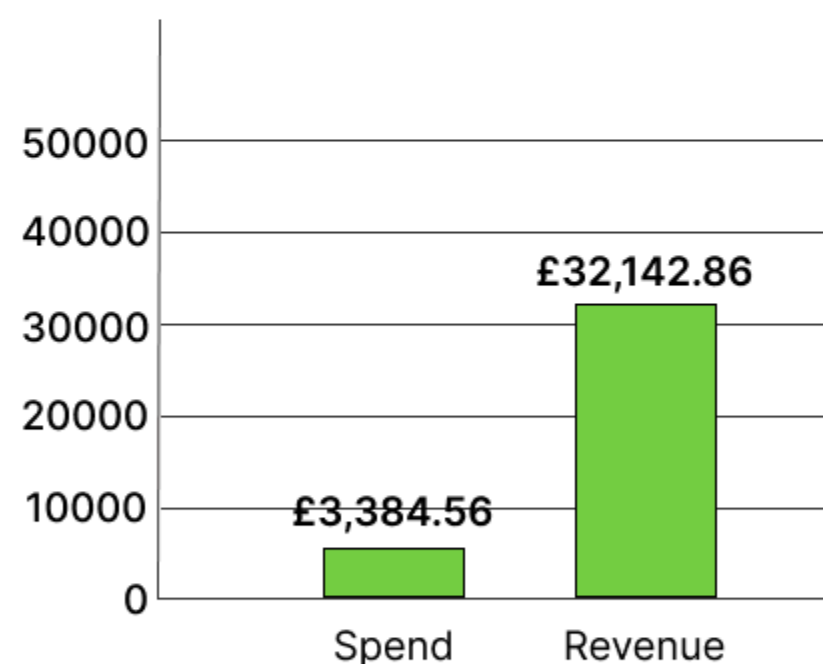


£8,839.29
Sponsored Sales

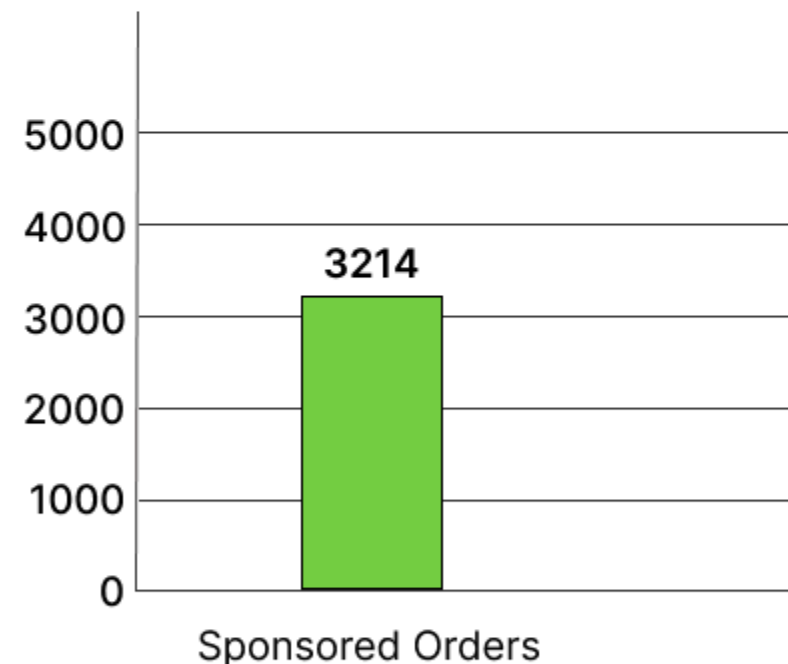


38.29%
Sponsored ACOS

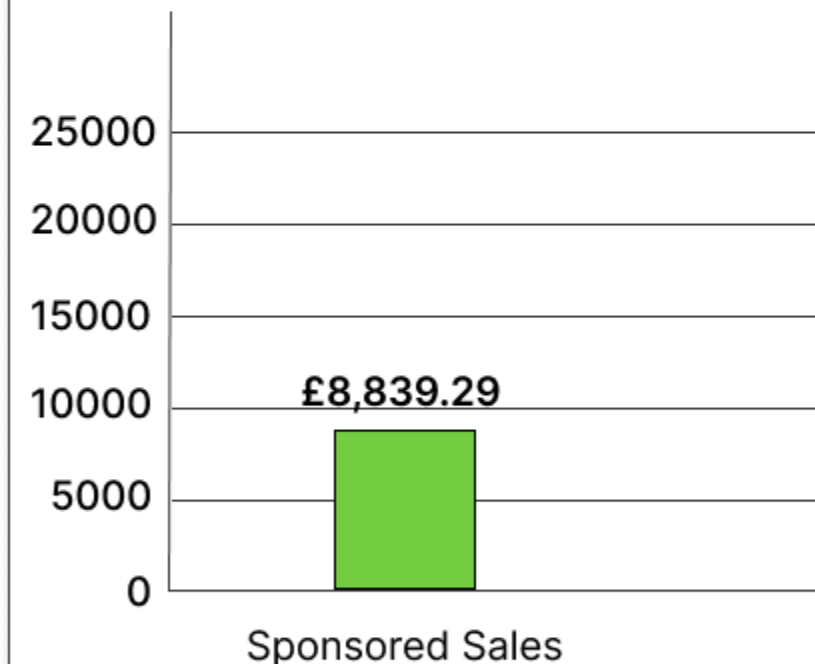
Spend vs Revenue



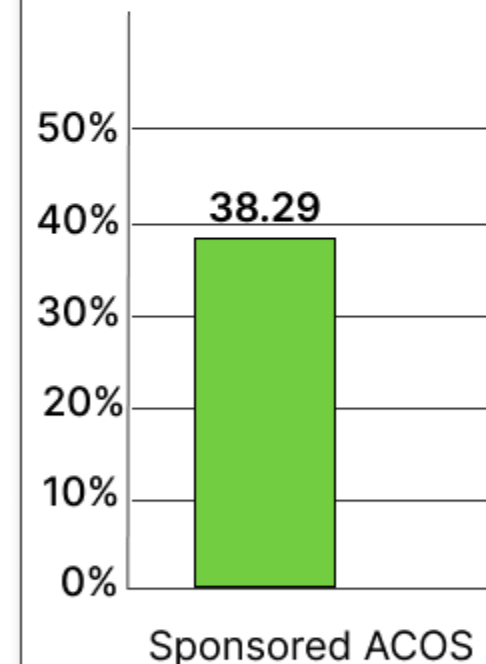
Sponsored Orders



Sponsored Sales



Units Sold



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1 Apr 2026 – 30 Apr 2026



Attribution

7-day click, 1 day review
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£3,321.03
Monthly spend



3,371
Orders



£33,714.29
Revenue

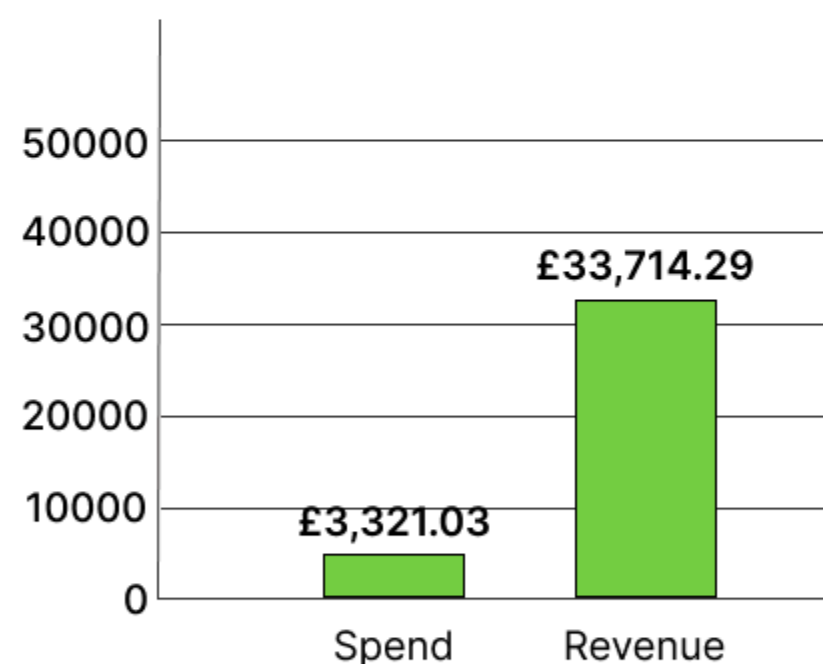


£9,271.43
Sponsored Sales

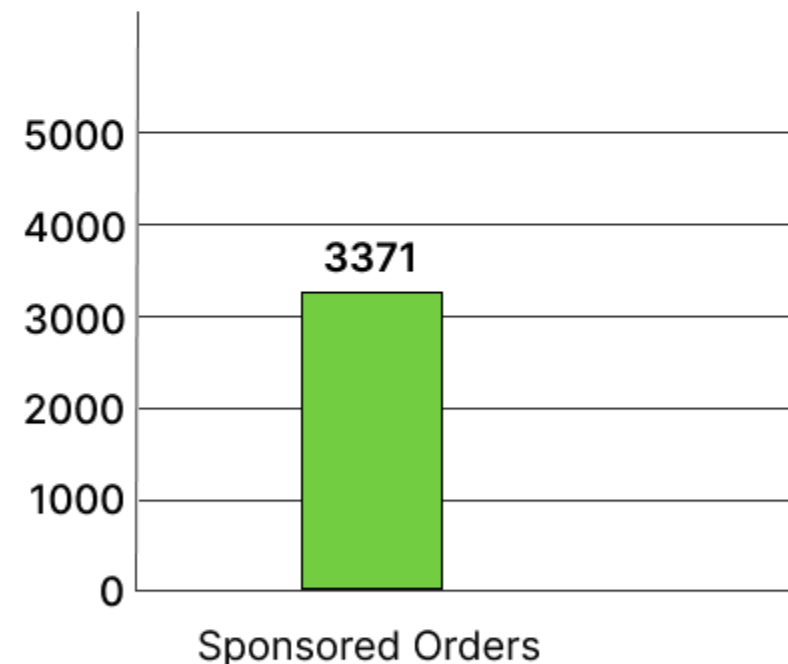


35.82%
Sponsored ACOS

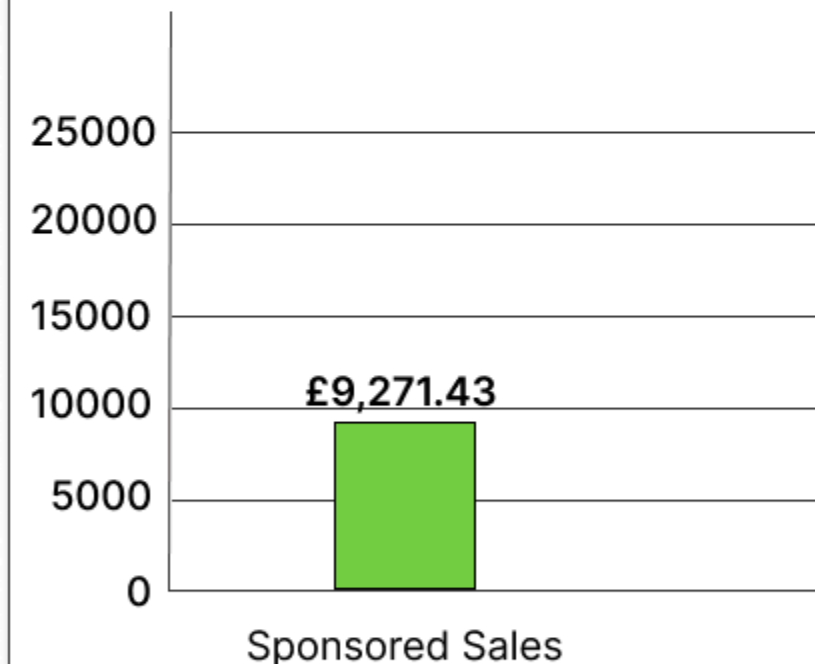
Spend vs Revenue



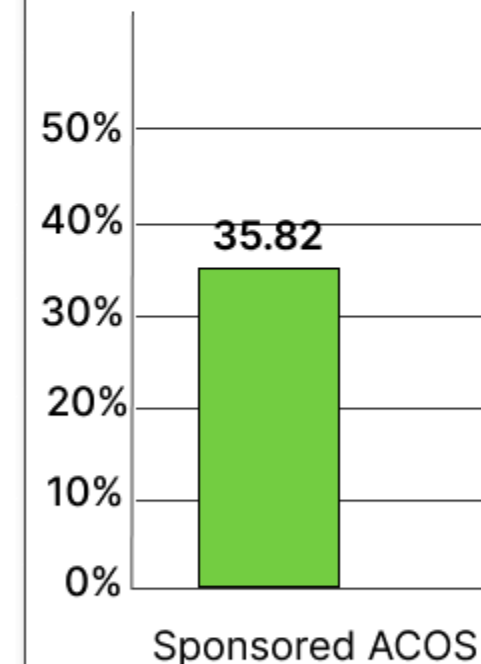
Sponsored Orders



Sponsored Sales



Units Sold



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1 May 2026 – 31 May 2026



Attribution

7-day click, 1 day review
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£3,535.01
Monthly spend



3,529
Orders



£35,285.71
Revenue

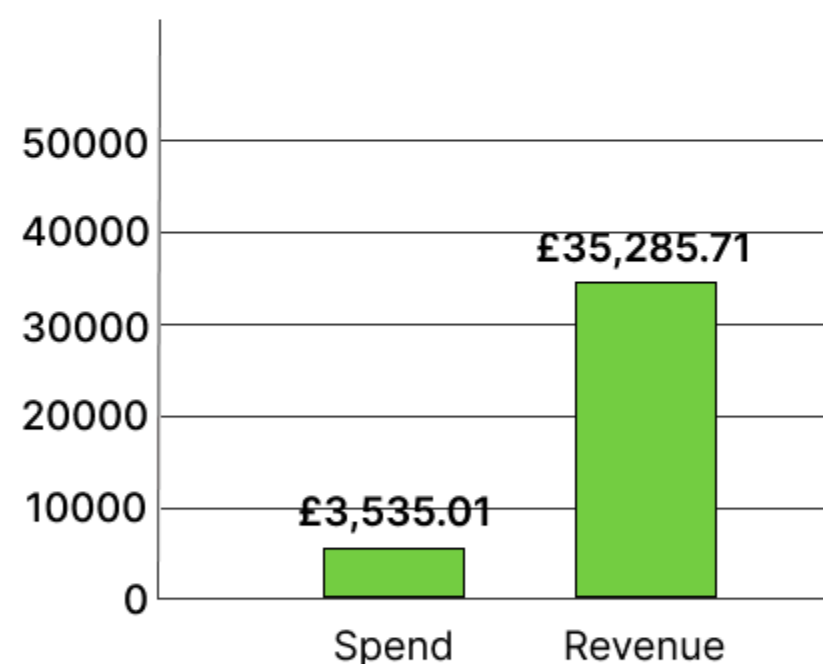


£9,703.57
Sponsored Sales

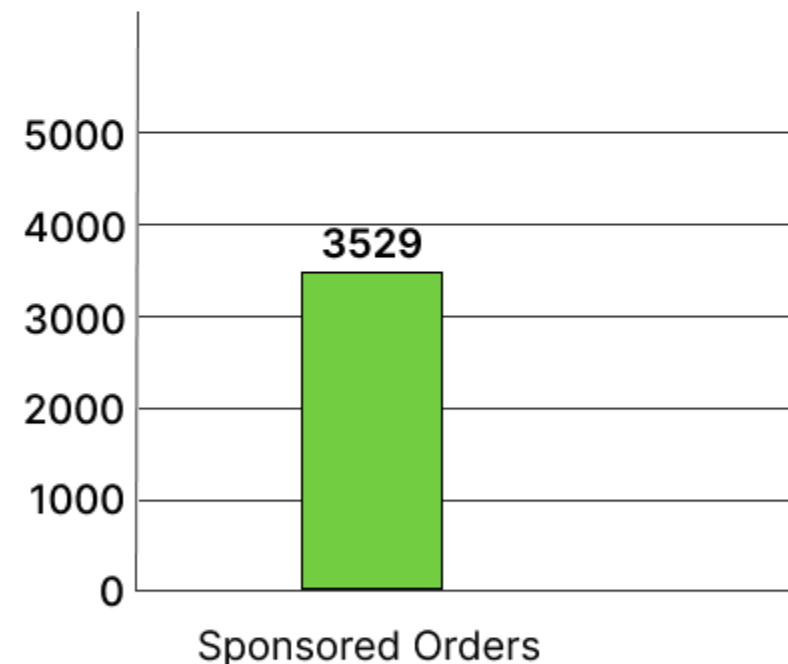


36.43%
Sponsored ACOS

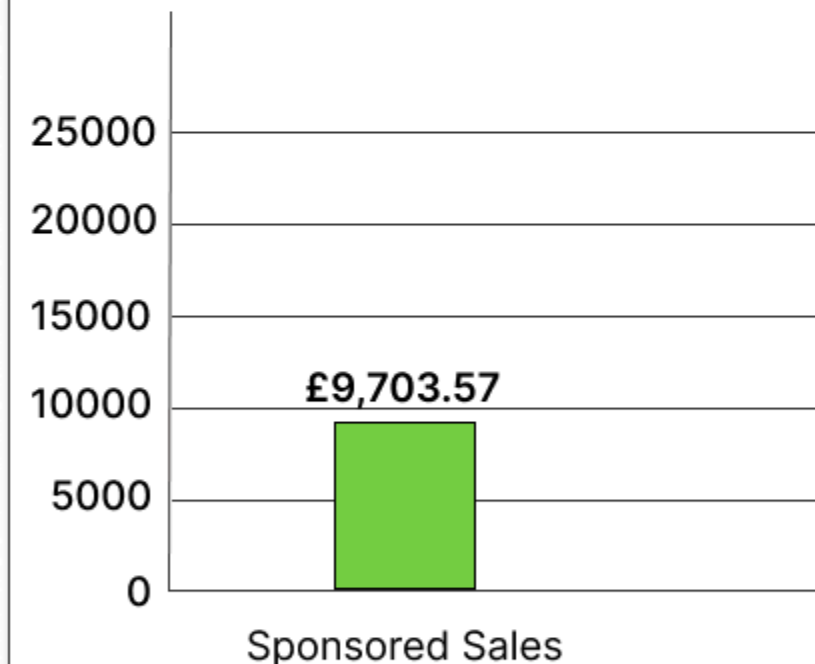
Spend vs Revenue



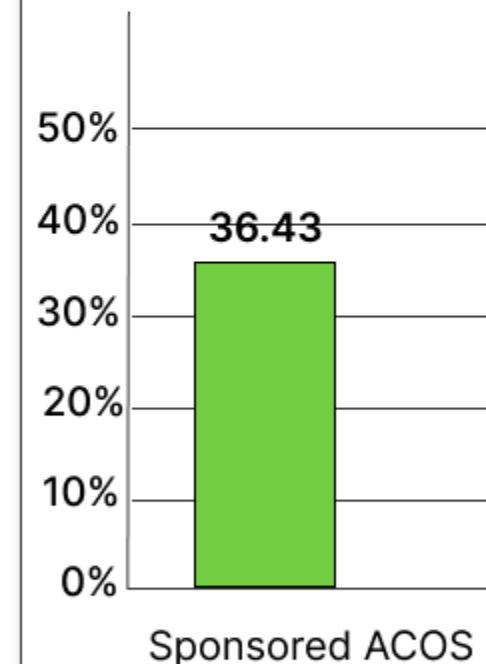
Sponsored Orders



Sponsored Sales



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1 Jun 2026 – 30 Jun 2026



Attribution

7-day click, 1 day review
or 1-day engaged view



£3,320.46
Monthly spend



3,686
Orders



£36,857.14
Revenue

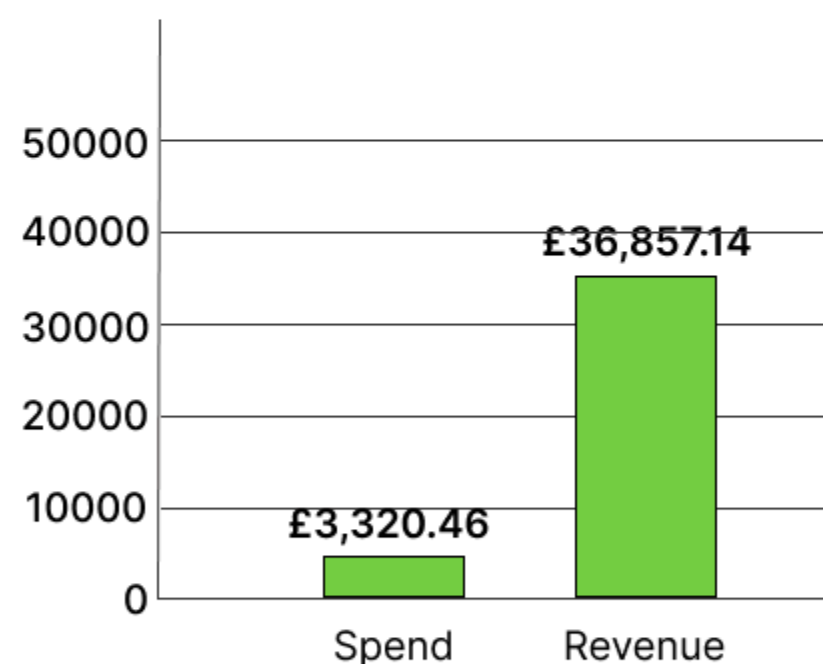


£10,135.71
Sponsored Sales

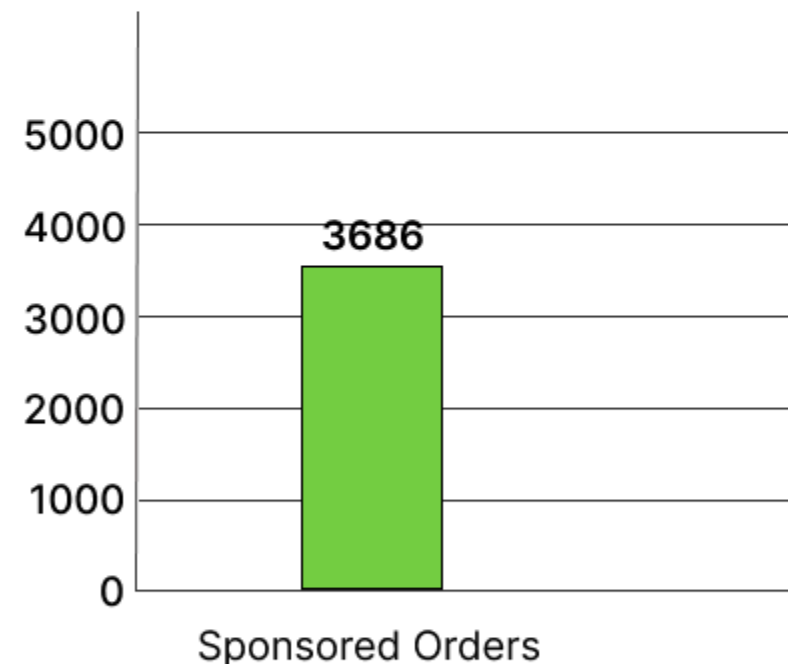


32.76%
Sponsored ACOS

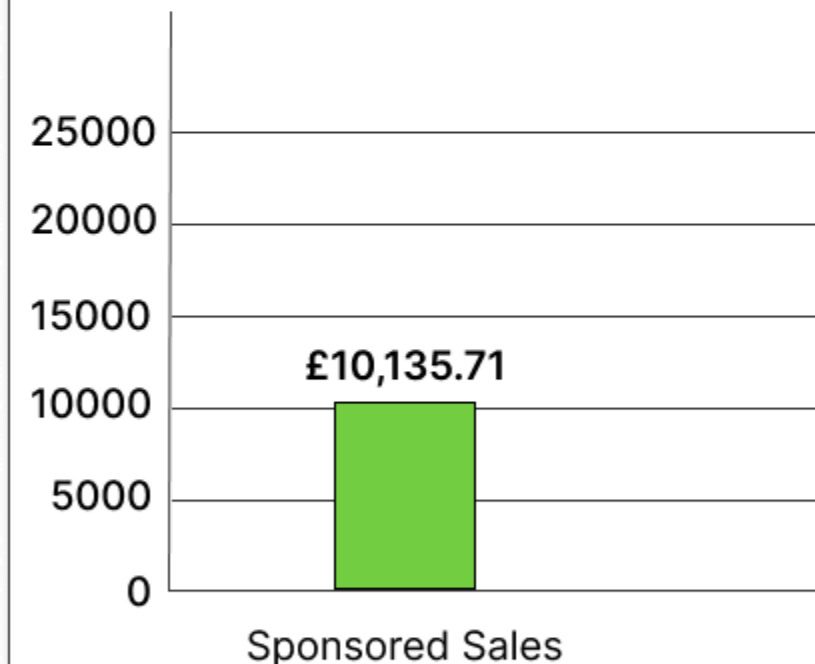
Spend vs Revenue



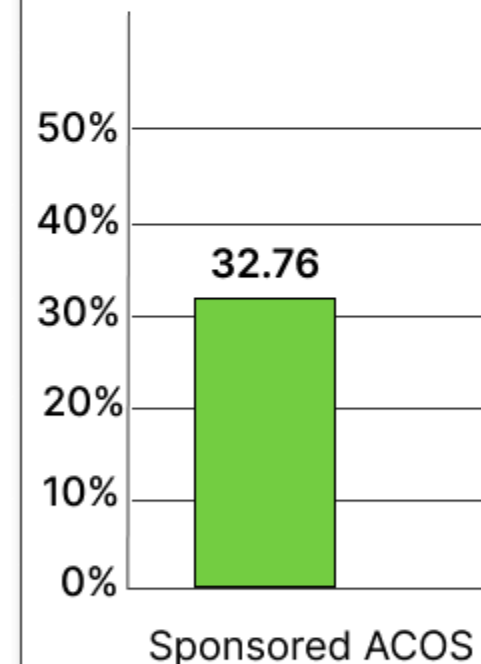
Sponsored Orders



Sponsored Sales



Units Sold



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1 Jul 2026 – 31 Jul 2026



Attribution

7-day click, 1 day review
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£3,506.41
Monthly spend



3,843
Orders



£38,428.57
Revenue

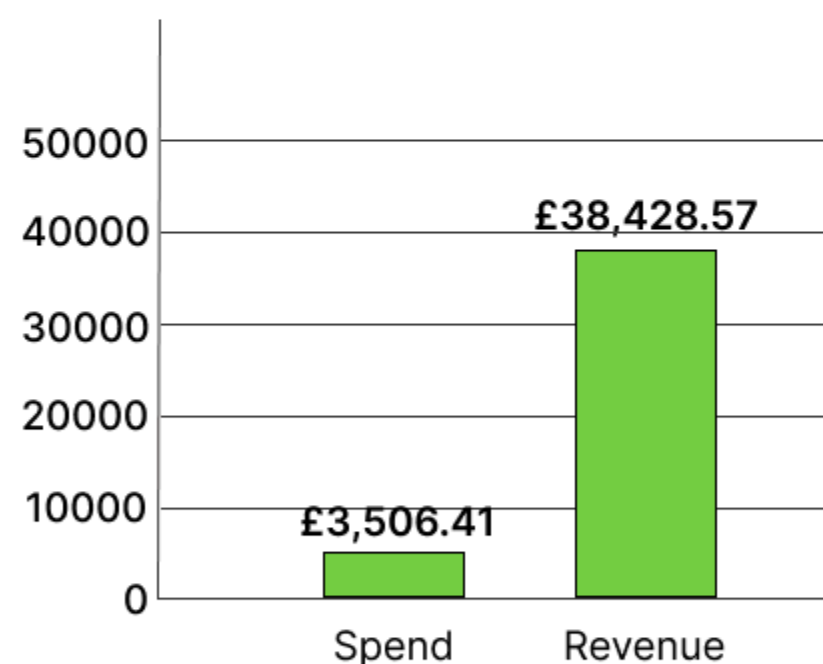


£10,567.86
Sponsored Sales

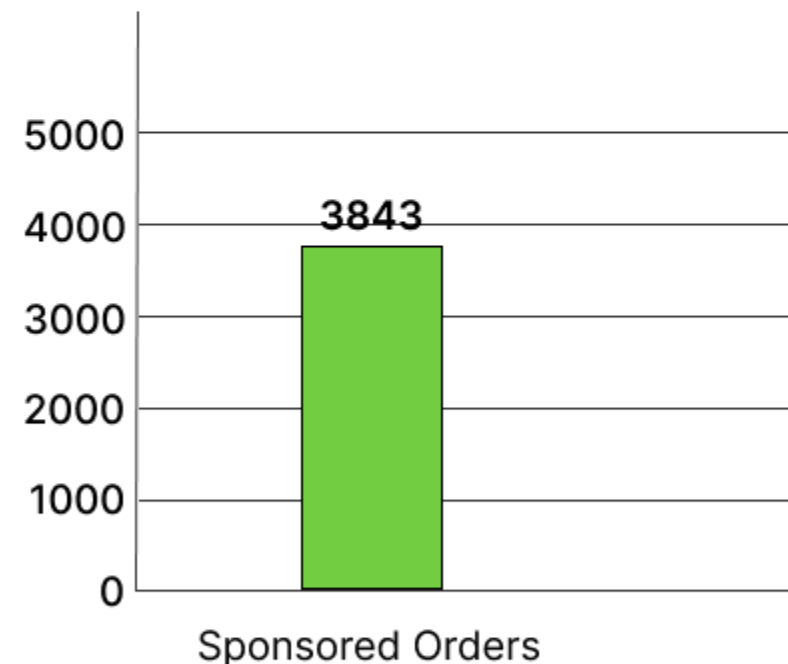


33.18%
Sponsored ACOS

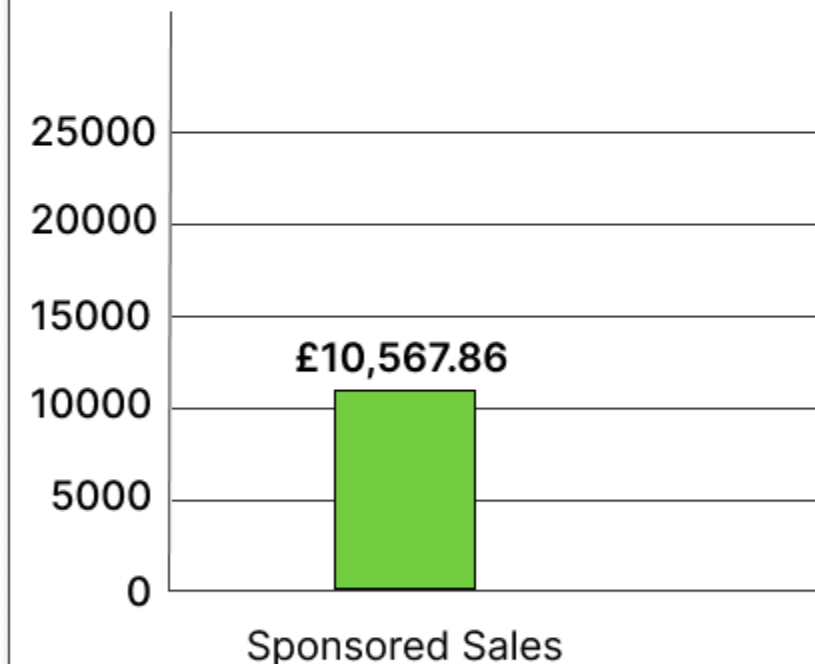
Spend vs Revenue



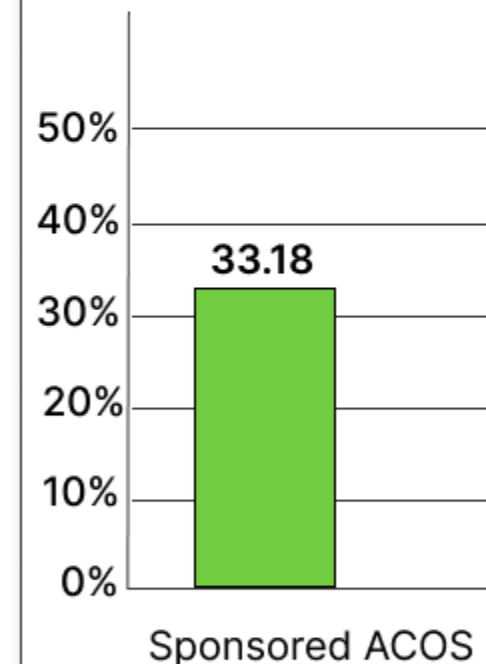
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1 Aug 2026 – 31 Aug 2026



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7-day click, 1 day review
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£3,301.60
Monthly spend



4,002
Orders



£40,107.94
Revenue

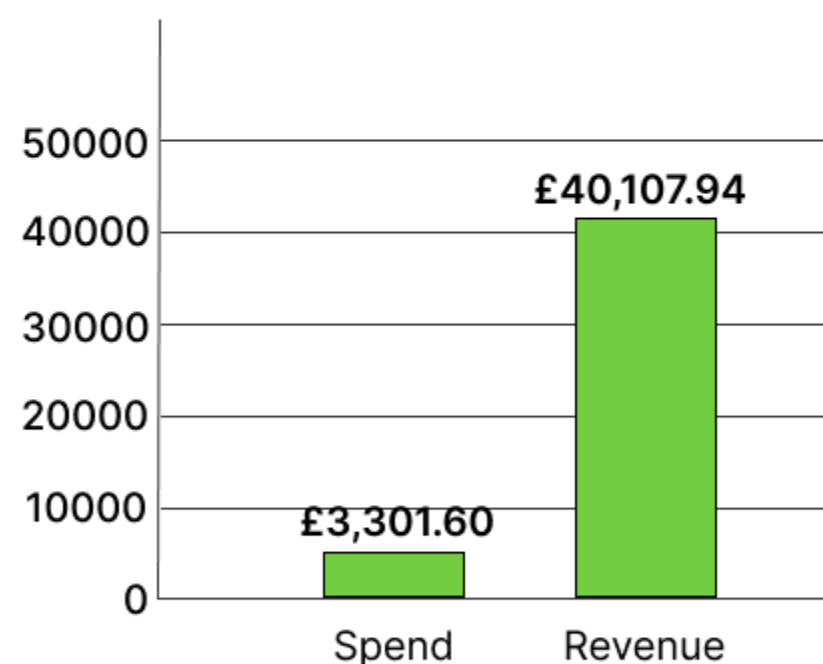


£11,070.20
Sponsored Sales

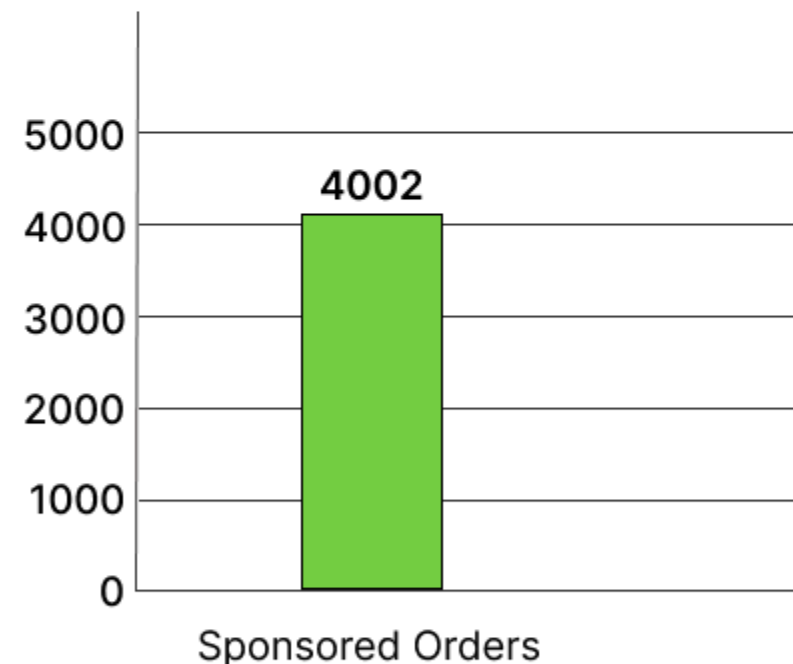


30.00%
Sponsored ACOS

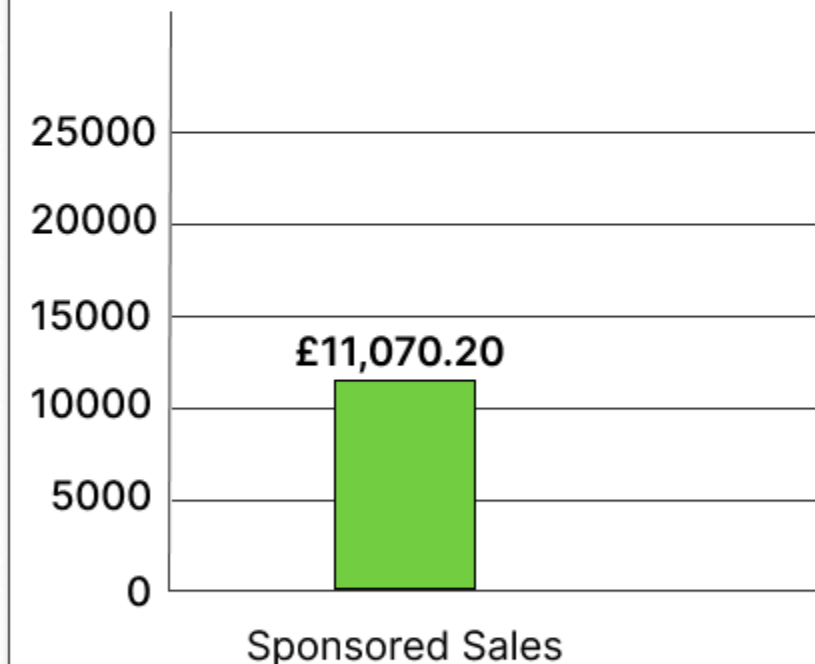
Spend vs Revenue



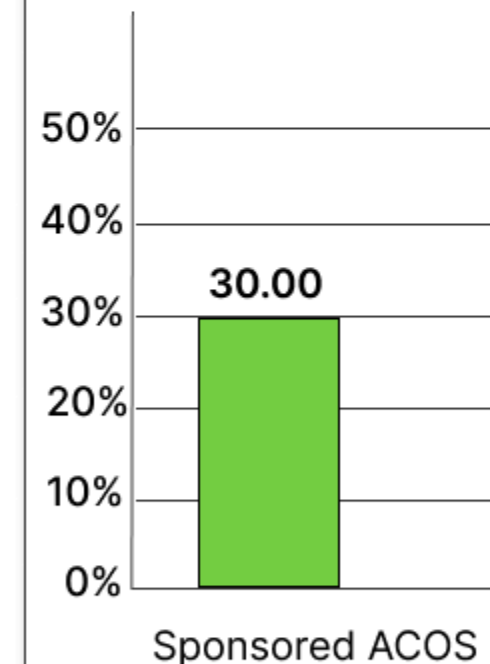
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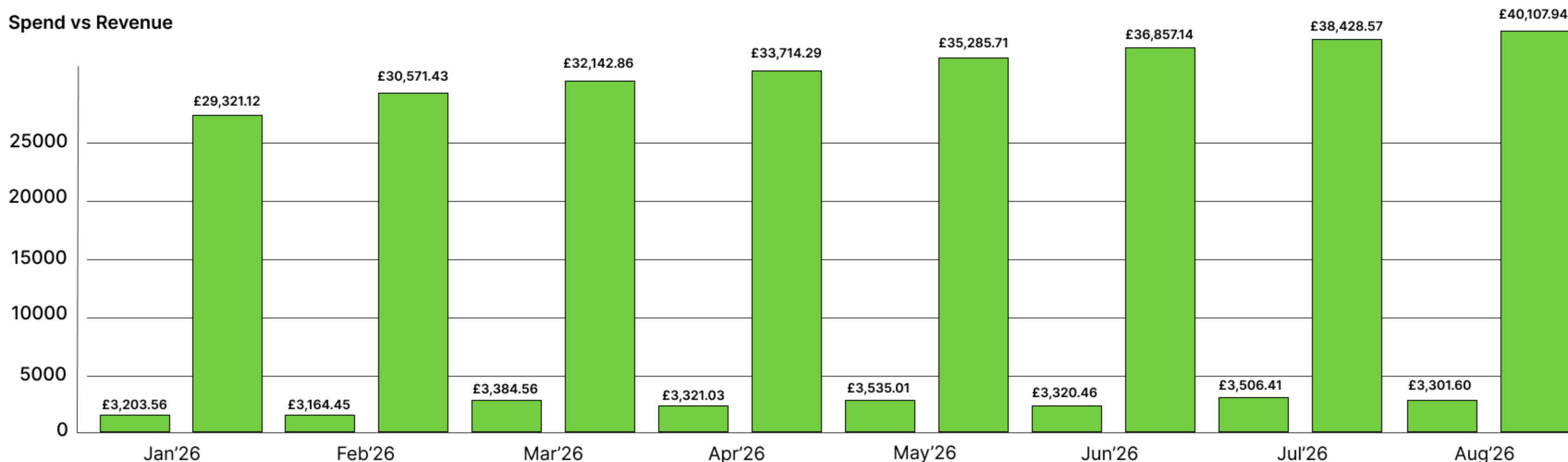
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Spend vs Revenue



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