

Know which ad dollar / is working.

Most Amazon ad accounts lose money in the same few places: search terms that never convert, proven winners still running on broad match, profitable campaigns that run out of budget by early afternoon, and products advertised while they are out of stock. Trim Tab Advertising Suite finds each of these in your account, puts a figure on it, and hands your team the fix as a file Amazon accepts.

It sits next to Trim Tab Commerce but answers a narrower question: is each advertising dollar working, and if not, what exactly do we change on Monday?

I Where the money leaks

Each leak has its own view, its own rule and its own output. Nothing is a general health score.

Leak	What the suite looks for	What your team gets
Spend with no orders	Search terms past your click limit with zero orders, or past 1.5× your target cost per order with nothing sold. Own-brand terms are never flagged	A negative-keyword list, ready to upload
Winners left on broad	Terms with three or more orders at or under target ACoS that have no exact keyword or product target anywhere in the account	New exact-match keywords with a start bid based on what each term earns per click
Budgets that cap out	Campaigns that are profitable but stop serving before the day ends	Budget raises, ranked by return

Leak	What the suite looks for	What your team gets
Bids out of line	Targets paying more per click than the order they bring back can carry, and cheap targets that could take more traffic	Bid-down, bid-up and pause lists, set as a target cost per click
Placement mispricing	Top of search, rest of search and product pages often cost almost the same per click but return very different amounts	Base-bid and top-of-search modifier changes, campaign by campaign

II A month with the suite

Every morning. The budget is re-placed across products and tactics using yesterday's ads, sales, stock, Buy Box and promotions. A short log records what the plan would change today, so you can see whether the account followed it.

Through the month. Pacing shows spend by day against a daily plan that already carries extra weight for event days such as Prime Day and holiday deals. If you are running ahead or behind, you see it on day 9, not day 29.

On deal days. Deal coverage checks that every promoted product actually has an ad behind it.

At month close. A written read-out of the month: where spend went by ad type, brand and campaign intent, which buckets cost more than they returned, and a ranked list for next month. The first version is marked preliminary while Amazon is still attributing late sales; the final version replaces it automatically.

III When the ad isn't the problem

A campaign can be set up perfectly and still fail because of what happens on the product page. The suite checks every advertised product for the reasons ads stop working outside the ad console:

- **Out of stock or low stock**, so ads stop serving or burn spend on a page that cannot convert.
- **Lost Buy Box**, where another seller takes the offer or the page shows "See all buying options" and Sponsored Products stop.
- **Likely suppressed**, where ads are switched on but the product has had no ad impressions for days.
- **Page views collapsed**, often the first sign of a listing or search problem.
- **Weak listings**, scored for completeness, with what is missing.
- **Search and category rank**, showing how much of page one you hold for the terms that matter and where products are slipping in their categories.

Each issue becomes a card with the reason, the steps to fix it and an owner, so the listing or supply-chain side of the team sees the problems that only show up in ad data.

IV Rules you set once

The suite only acts on rules you have agreed to. We set them together at the start and you can change them at any time.

- **Target ACoS or ROAS**, per marketplace, and optionally per product group or campaign intent.
- **When a search term counts as waste**: the number of clicks without an order, set per marketplace from its own conversion rate.
- **When a term is ready to harvest**: minimum orders and maximum ACoS.
- **How far a bid can move** in one step.
- **Which terms are protected**: your own brand terms are defended, never negated.
- **How campaigns are read**: your naming convention tells the suite which campaigns are brand, category, competitor or product-targeted.
- **Budget**: the annual ad budget and how it splits by month, brand, product group and tactic.

The suite works for vendors (1P), sellers (3P) and hybrid accounts, across Sponsored Products, Sponsored Brands, Sponsored Display and DSP, in one marketplace or several. Each market keeps its own currency and targets.

V Who works from it

Role	What they open it for
Whoever owns the ad budget	Pacing against plan, the month-close read-out, where to move money next month
Campaign manager or agency	Negatives, harvest, bid and placement lists, and the bulk files that carry them
Listing and content owner	Suppressed products, weak listings, search and category rank
Supply chain	Advertised products that are out of stock or about to be
Finance	Spend against budget and what the spend returned, in one reporting currency

Action cards carry an owner and a done status that everyone sees, so a fix found by one person reaches the person who can make it.

VI What it won't do

- **It won't change your account on its own.** It reads your data through a read-only connector. Every change leaves as a bulk file your team reviews and uploads.
- **It won't replace your ad tool.** Campaigns keep running wherever you manage them today; the suite tells you what to change there.
- **It won't mix in other channels.** Other retail media networks can be added as a separate view, never blended into Amazon figures.
- **It won't hide young data.** A month that is still collecting late sales is marked as such until it is final.

VII Ways to start

Option	What it includes	Good fit when
Leak audit	A one-time pass over the last 90 days: the five leaks sized in money, with the first set of bulk files	You want to see what is recoverable before committing
Monthly optimization	The five leak views refreshed daily, pacing and the month-close read-out	Someone already manages campaigns and needs sharper lists
Full suite	Everything above, plus daily budget placement, product checks, search and category rank, and team action cards	Ads, listings and supply chain need to work from the same list

To begin we need read-only access to your Amazon Ads account (and Seller or Vendor Central for stock and Buy Box), your ad budget, your target ACoS or ROAS, and one person who owns those numbers. The first build is checked against your Amazon Ads console before it goes live.

See it on / your own data.

A walkthrough of the cockpit built around
your accounts, your plan and your definitions.

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