Exemple sur données fictives — aucune donnée client · Sample on fictitious data — no client data

2J Agency — Amazon Ads — CSV audit

Prepared 2026-11-14 04:18 UTC · 24 rows · report type: search_term · target ACoS 30.0% · min clicks 10 · min orders 2 · amounts in USD

Account summary

Spend **$582.59** | Sales **$1,074.54** | ACoS **54.22%** | ROAS **1.84** | CTR **1.35%**

CPC **$0.94** | CVR **7.42%** | Wasted spend (zero-sale terms) **$199.79** = 34.29% of spend

Campaigns

Campaign	Clicks	Spend (USD)	Sales (USD)	Orders	ACoS %	ROAS
SP - Bottles - Broad	251	250.39	228.90	10	109.39	0.91
SP - Bottles - Exact	118	123.10	249.90	10	49.26	2.03
SP - Bottles - Auto	151	112.82	263.88	12	42.75	2.34
SP - Accessories - Phrase	100	96.28	331.86	14	29.01	3.45

Negative keyword candidates

Search term	Reason	Clicks	Spend (USD)	Sales (USD)	Orders	ACoS %	ROAS	CSV lines
stainless steel water bottle	ACoS > 2x target	93	118.40	124.95	5	94.76	1.06	[10, 18]
water bottle sports	Zero sales	55	41.25	0.00	0	—	0.00	[25]
cheap water bottle	Zero sales	37	31.66	0.00	0	—	0.00	[7]
water bottle	ACoS > 2x target	25	30.60	49.98	2	61.22	1.63	[9]
insulated water bottle	Zero sales	26	28.16	0.00	0	—	0.00	[2, 17]
plastic water bottle	Zero sales	18	27.99	0.00	0	—	0.00	[15]
water bottle bag	ACoS > 2x target	23	27.27	24.99	1	109.12	0.92	[16]
bottle carrier strap	Zero sales	12	18.01	0.00	0	—	0.00	[24]
bottle cleaning brush	Zero sales	11	17.41	0.00	0	—	0.00	[8]
bottle lid replacement	ACoS > 2x target	14	16.63	21.99	1	75.63	1.32	[20]
glass water bottle	Zero sales	19	15.86	0.00	0	—	0.00	[5]
kids water bottle	Zero sales	20	11.52	0.00	0	—	0.00	[3]

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Converting terms to harvest (not yet in Exact)

Search term	Clicks	Spend (USD)	Sales (USD)	Orders	ACoS %	ROAS	CVR %	CSV lines
bottle lid with straw	40	18.17	199.92	8	9.09	11.00	20.00	[21]
gym water bottle	30	17.25	149.94	6	11.50	8.69	20.00	[4]
water bottle with straw	30	14.45	113.94	6	12.68	7.89	20.00	[6]

Data anomalies

Search term / CSV line	Issue	Details
CSV line 25	Clicks > impressions	
insulated water bottle	Term in several campaigns	Campaigns: SP - Bottles - Auto, SP - Bottles - Exact
stainless steel water bottle	Term in several campaigns	Campaigns: SP - Bottles - Broad, SP - Bottles - Exact

Formulas

ACoS = Spend / Sales × 100 · ROAS = Sales / Spend · CTR = Clicks / Impressions × 100 · CPC = Spend / Clicks · CVR = Orders / Clicks × 100. All ratios are computed on summed totals (never averages of ratios). Wasted spend = sum of Spend for search terms with 0 orders and 0 sales (all rows of the term summed). Negative candidates: 0 orders and Clicks ≥ min clicks (Zero sales), or ACoS > 2 × target with Clicks ≥ min clicks (ACoS > 2× target). Harvest: Orders ≥ min orders, ACoS ≤ target, term not already targeted in Exact match. Every row cites its source CSV line numbers. This is an analysis of the supplied export only; no account access, no campaign changes, no performance guarantee.

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