

YOUR AMAZON PPC HAS ROOM TO GROW.

Sponsored Products · 15 May 2026–14 July 2026 · 61 days · 36 total campaigns reviewed · 24 currently active

PPC spend: **\$2,988.05**

PPC sales: **\$24,252.00**

ACoS: **12.3%**

Total sales: **\$40,348.00**

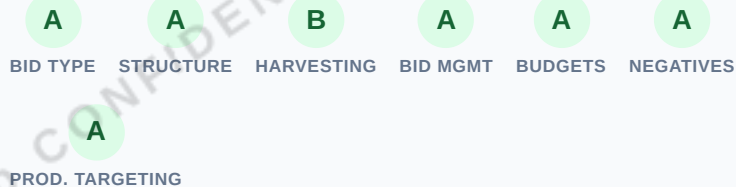
TACoS: **7.4%**

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Overall PPC score

9.5

out of 10 ·
based on
7 key
areas



1 ACCOUNT SUMMARY

Combined business report and PPC data — 15 May 2026–14 July 2026 (61 days).

TOTAL SALES

\$40,348.00

PPC + organic

PPC SALES

\$24,252.00

60.1% of total

PPC SPEND

\$2,988.05

24 active campaigns

ACoS

12.3%

Target 25.0%

TACoS

7.4%

Total ad
cost of
sales

HARVEST OPPS

23

Terms /
ASINs

Key finding: TACoS is the most important metric — it shows what % of your total sales (organic + PPC) is being spent on advertising. ACoS only measures PPC efficiency in isolation.

CURRENT POSITION

Your account has 24 active campaigns. Overall ACoS is 12.3% against your target of 25.0%. TACoS of 7.4% gives the clearest picture across your full product range.

MAIN OPPORTUNITY

22 keyword terms and 1 ASIN placement are converting but not yet isolated in exact-keyword or manual-ASIN targets. Move these first for direct bid control.

2 WASTED SPEND

Zero-order keywords and ASIN placements consuming budget.

 **Logic:** 15+ clicks with 0 orders: review for exclusion or reduce bid. Under 15 clicks: reduce bid and monitor.

Review for exclusion or reduce bid (15+ clicks, 0 orders)

SEARCH TERM / ASIN	SPEND	CLICKS	ORDERS	ACTION
fancy dominoes set	\$29.08	35	0	Add negative exact or reduce bid
high end domino set	\$28.45	40	0	Add negative exact or reduce bid
domino set with wooden case	\$26.66	28	0	Add negative exact or reduce bid
dice cups set of 6	\$20.42	26	0	Add negative exact or reduce bid
liars dice set of 6	\$17.09	19	0	Add negative exact or reduce bid
marble domino set	\$16.53	19	0	Add negative exact or reduce bid
professional dominoes set	\$14.23	40	0	Add negative exact or reduce bid
luxury chess	\$13.40	15	0	Add negative exact or reduce bid
dominoes double nine	\$10.53	20	0	Add negative exact or reduce bid

Reduce bid (under 15 clicks, 0 orders)

SEARCH TERM / ASIN	SPEND	CLICKS	ORDERS	ACTION
dominos set for adults with trays	\$20.08	12	0	Reduce bid
domino score board	\$12.93	10	0	Reduce bid
double nine dominoes set	\$11.29	7	0	Reduce bid
fancy dominos set	\$11.05	12	0	Reduce bid
leather dice cups gaming	\$10.36	10	0	Reduce bid

Conclusion: The bigger opportunity is scaling what is already working. Fix negatives quickly and reduce bids on the remaining terms in bulk using BoostPPC.

3 NEGATIVE PROFIT TERMS

Keywords or ASIN placements where spend exceeds sales - ACoS over 100%.

SEARCH TERM / ASIN	SPEND	SALES	ACOS	ORDERS	NET	ACTION
dice cup	\$48.72	\$45.00	108.3%	1	\$-3.72	Reduce keyword bid significantly

Note: TACoS is more reliable than ACoS alone. A term at 70% ACoS may still be profitable if your product margin is above 70%. Always evaluate in context of your full margin.

4 HARVEST OPPORTUNITIES

● 23 opportunities

Converting keywords and ASIN placements not yet isolated in exact-keyword or manual-ASIN targets.

SEARCH TERM / ASIN	ORDERS	SALES	ACOS	ACTION
mexican train domino set	2	\$195.00	0.1%	Keyword → scale
b0c4z1qxcf	2	\$90.00	0.4%	ASIN target → scale
rustic domino set	1	\$458.00	9.2%	Keyword → scale
custom dice cup	1	\$225.00	0.7%	Keyword → scale
dominos luxury	1	\$195.00	1.3%	Keyword → scale
premium ivory dominoes adult quality	1	\$195.00	0.1%	Keyword → scale
silverman & co dominoes	1	\$195.00	0.2%	Keyword → scale
alex cramer company (club 52 / tournament series) dominoes	1	\$175.00	0.4%	Keyword → scale
expensive dominos set	1	\$170.00	0.4%	Keyword → scale
alex cramer chicken foot domino	1	\$150.00	0.1%	Keyword → scale
alex cramer double 9 set of dominos with spinners and cribbage top	1	\$150.00	0.4%	Keyword → scale
dominos game double 9	1	\$150.00	0.1%	Keyword → scale

+ 11 additional converting opportunities identified; top 12 shown above.

Key finding: Move keywords to exact match and ASIN placements to manual product targeting for direct bid control.

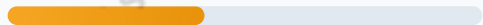
5 SALES CONCENTRATION

Sales concentration across terms, ASIN placements and targeting types.

SEARCH TERM CONCENTRATION

57 terms

Top 5 terms 41.5%



Top 10 terms 49.1%



57 terms drive 80% of search term sales.
Focus harvesting on these first.

TARGETING-TYPE PERFORMANCE

TYPE	SPEND	SALES	ACOS	ORDERS
Exact	\$1,604.24	\$12,275.00	13.1%	98
Phrase	\$283.41	\$3,390.00	8.4%	28
Broad	\$0.09	\$0.00	—	0
Product targeting	\$58.34	\$657.00	8.9%	5
Automatic targeting	\$180.35	\$2,460.00	7.3%	22
Mixed manual	\$861.62	\$5,470.00	15.8%	80

Campaign totals classified by structure; reconciles to account summary.

6 BUDGET CONTROL

● Review needed

Low daily budgets to review; budget exhaustion is not confirmed.

CAMPAIGN	DAILY BUDGET	STATUS	RECOMMENDED ACTION
Big AI Dice Cup phrase	\$10.00/day	Review	Check budget-out data
Big AI Dice Cup exact	\$10.00/day	Review	Check budget-out data
Big AI Dice Cup auto	\$10.00/day	Review	Check budget-out data
Big AI Dice Cup product	\$10.00/day	Review	Check budget-out data
Top Selling ASINs_Manual_AO 06-18-2020 9f16	\$10.00/day	Review	Check budget-out data
Dominos Sets - Product Targeting	\$10.00/day	Review	Check budget-out data

Note: Confirm budget-out data before increasing budgets.

7 PRODUCT TARGETING

Manual ASIN targeting — placing ads on competitor and related product pages.



72 manual product targets active across 4 campaigns

Spend: \$59.64 · Sales: \$657.00 · ACoS: 9.1%

8 PRODUCT PERFORMANCE

Top products by sales — from business report.

Alex Cramer Domino Set with Caramel Colored Leather Case - Professional...

SESSIONS

1,677

UNITS

66

CVR

3.9%

SALES

\$5,808.00

Alex Cramer Spinner Domino Set. Caramel Leather Case - Professional Tournament...

SESSIONS

560

UNITS

47

CVR

8.4%

SALES

\$4,136.00

Alex Cramer Golden Gate Dice Shaker Cup Set - 5 White Dice, Drawstring Pouch...

SESSIONS

450

UNITS

87

CVR

19.3%

SALES

\$3,915.00

Alex Cramer Le Club' Luxury Domino Set with Handcrafted Walnut Case and...

SESSIONS

655

UNITS

15

CVR

2.3%

SALES

\$3,435.00

Alex Cramer 'Mariner' Domino Set with Black Walnut Case - 28 Premium Quality...

SESSIONS

574

UNITS

14

CVR

2.4%

SALES

\$2,730.00

Alex Cramer The Nines Double 9 Domino Set. American-Made Solid Walnut Case...

SESSIONS

511

UNITS

15

CVR

2.9%

SALES

\$2,250.00

EVERY ISSUE IN THIS REPORT HAS A FIX.

BoostPPC walks you through it step by step — harvest your converting terms, cut wasted spend, optimise every bid and track results week by week. No PPC expertise needed. Start your 30-day free trial and lock in founding member pricing: \$49/month for life.

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