

clickcraft.

ILLUSTRATIVE CAPABILITY SAMPLE

A weekly Amazon Ads decision record.

A concise record of what changed, why it changed, what we will verify next, and which business input is still needed.

IMPORTANT

All account names, values, decisions, and outcomes in this document are fictional. This demonstrates ClickCraft's working format only. It is not a client result or performance claim.

The week at a glance.

The point is not to flood the client with metrics. It is to connect account movement to the decisions being made.

SPEND

\$12,480

+4.2% vs prior week

AD SALES

\$43,900

+6.8% vs prior week

ACOS

28.4%

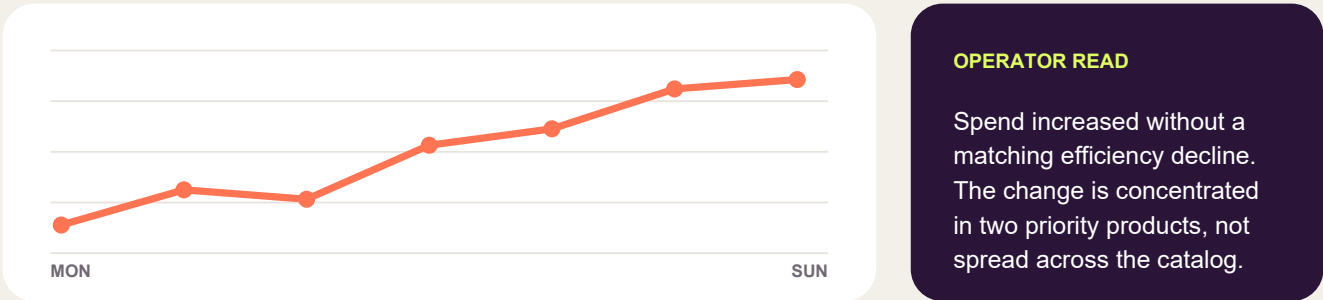
down 0.7 points

TACOS

11.9%

client-supplied revenue

Pacing against the weekly plan



Inputs and limits

- Economics

Contribution inputs supplied by the fictional client.
- Inventory

Two priority ASINs flagged for low-stock protection.
- Attribution

Amazon-reported values; not audited financials.
- Scope

One US account and 12 fictional priority ASINs.

What changed and why.

Every material action carries a reason and a verification point. That keeps optimization accountable without pretending every change is instantly causal.

STRUCTURE**APPLIED**

Separate branded and non-branded traffic

WHY Blended reporting hid how much demand already knew the brand.

VERIFY NEXT Search-term mix and new-to-brand discovery volume.

BUDGET**MONITOR**

Move budget toward two in-stock priority ASINs

WHY Those products cleared the fictional contribution threshold and had stable inventory.

VERIFY NEXT Incremental order volume without stockout risk.

SEARCH TERMS**MONITOR**

Promote proven queries into exact match

WHY Four queries converted repeatedly while discovery campaigns kept bidding broadly.

VERIFY NEXT Exact-match efficiency and discovery cannibalization.

PROTECTION**HOLD**

Reduce bids on two low-stock products

WHY Paid demand should not accelerate a preventable stockout.

VERIFY NEXT Inventory cover and replenishment timing from the client.

DECISION PRINCIPLE

A lower ACoS is not automatically better. The account is managed against the products, inventory, contribution inputs, and business priorities the client supplies.

What happens next.

The report ends with decisions, not decoration: what ClickCraft will do, what the client needs to confirm, and what would change the plan.

CLICKCRAFT NEXT WEEK

- 1 Verify the exact-match promotions after seven days of clean data.
- 2 Review placement multipliers on the two priority products.
- 3 Add negatives only where the search-term evidence is sufficient.
- 4 Recheck weekday pacing and out-of-budget hours.

CLIENT INPUT NEEDED

- 1 Confirm replenishment timing for the two low-stock products.
- 2 Approve the contribution assumptions used for prioritization.
- 3 Flag any promotion or price change planned for next week.
- 4 Confirm whether the launch bundle remains a priority.

WHAT THIS SAMPLE PROVES

ClickCraft has a defined reporting structure and decision cadence. It does not prove prior client performance, category expertise, or a guaranteed result. Those claims require separate, verifiable evidence.

See the management scope at clickcraft.ink

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