

SAMPLE — ILLUSTRATIVE ONLY

Amazon Account Audit Report

Premium consumer brand example. 60-day audit window. Anonymized.

This is a sample audit report showing the format and depth of an AdOdyss full audit deliverable. All brand names, ASINs, and specific figures have been anonymized or replaced with illustrative numbers. Real audits run on actual client data follow the same structure.

Audit window	60 days
Brand profile	Mid-market consumer brand, \$5M-\$10M annual
Catalog scope	24 active SKUs across 4 product lines
Total revenue analyzed	\$487,200
Ad spend analyzed	\$76,300
Active campaigns reviewed	118
Search terms analyzed	12,400+

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Executive summary

The account shows strong organic fundamentals but is being held back by structural inefficiencies in campaign architecture, non-brand keyword bloat, and underfunded branded defense. The diagnostic below identifies six specific intervention areas with quantified opportunity ranges.

Headline findings

1. Branded defense underfunded.

Branded campaigns return 7.45x ROAS but receive only 17.3% of total ad spend. Recommended budget scale: 2-3x. Expected impact: ~\$24K incremental branded revenue per 60 days.

2. Non-brand spend bloat.

\$63,100 in non-branded spend at 1.79x ROAS. Approximately 25-30% of this is going to zero-order or sub-1x ROAS targets. Expected impact of pruning: \$16-19K saved per 60 days, redeployable to branded layer.

3. ASIN-level conversion rate spread.

Top ASIN converts at 24.5%. Bottom 8 ASINs converting under 4%. Six-figure recoverable revenue if underperformers are lifted to category baseline.

4. Halo-heavy ASINs in the catalog.

Five ASINs derive more than 60% of their attributed sales from diversion to other ASINs. The ad spend on these is effectively a catalog-level lever. Decisions to pause or scale these need to factor in the diverted revenue, not just the direct ASIN's performance.

5. Auto campaign discipline missing.

Auto campaigns are running without intent segmentation across match types. Substantial overlap with manual exact-match campaigns. Negative keyword review last run 14+ months ago.

6. Catalog density concentration.

Top 3 ASINs drive 41% of revenue. Long tail neglected in optimization attention. Listing quality work overdue on 11 of 24 SKUs.

Account KPI framework

Standard agency reports show ACOS, ROAS, and total sales. The AdOdyssey framework adds proprietary metrics that surface what those three numbers hide: paid dependency, blended margin, and waste rate.

Account totals (audit window)

Metric	Value
Total Sales	\$487,200
Ad Spend	\$76,300
Ad Sales	\$211,600
Sessions	124,800
Total Orders	17,160
Ad Orders	7,940

Proprietary KPI outputs

Metric	Value	Interpretation
Organic Share of Sales	56.6%	Healthy. Indicates real ranking, not paid dependency.
Session CVR (Blended)	13.8%	Above category median (~9%). Listing fundamentals work.
Break-even ACOS	38.4%	Calculated from COGS, fees, returns allowance.
CMaA % (Contribution Margin After Ads)	64.9%	Margin left after spend, COGS, fees. Strong.
Waste-to-Growth Ratio (WGR)	8.2%	Above target (6%). Indicates spend leak.

CMaA is AdOdyssey's proprietary contribution margin metric. It's calculated as $(\text{Total Sales} \times (1 - \text{COGS}\% - \text{Fees}\% - \text{Returns}\%)) - \text{Ad Spend}$. Standard agencies report ACOS in isolation, which is meaningless without knowing the margin underneath. CMaA shows what's actually available to fund growth.

Waste-to-Growth Ratio (WGR) measures the share of ad spend going to zero-order or sub-threshold targets. A WGR above 6% indicates structural inefficiency. The 8.2% reading here translates to roughly \$6,250 of recoverable spend over the audit window, or ~\$37,500 annualized.

Brand vs non-brand segmentation

Most accounts mix branded and non-branded spend in the same campaigns and portfolios. The result is blended metrics that hide both the strongest and weakest layers of the account. Below is the split for the audit window.

Metric	Branded	Non-Branded	Total
Impressions	2,847,400	6,894,200	9,741,600
Spend	\$13,200	\$63,100	\$76,300
Sales	\$98,400	\$113,200	\$211,600
Orders	3,820	4,120	7,940
ACOS	13.4%	55.7%	36.1%
ROAS	7.45x	1.79x	2.77x
% of total spend	17.3%	82.7%	100%

Diagnosis

Branded ROAS is 4.2x stronger than non-branded ROAS. Yet branded campaigns receive only 17.3% of total ad spend. The marginal dollar of additional ad spend should be flowing to the higher-return layer first, not the lower-return one.

Within non-branded, the top 30% of search terms by ROAS are returning above account average. The bottom 30% are returning below 0.8x. Pruning the bottom 30% releases approximately \$15,800-\$19,200 of spend over a 60-day window without revenue loss.

Recommended reallocation

	Current spend	Recommended	Δ
Branded Defense	\$13,200 (17.3%)	\$26,400 (34.6%)	+\$13,200
Non-Brand Acquisition	\$63,100 (82.7%)	\$49,900 (65.4%)	-\$13,200
Expected revenue lift	—	—	+\$24,000 to +\$31,000

ASIN halo analysis

Campaign Manager attributes any sale within the attribution window back to the clicked ad, regardless of which ASIN the customer actually bought. The reported ROAS for an advertised ASIN already includes diverted sales to other ASINs. Halo analysis decomposes that reported total — showing how much of each ASIN's attributed revenue is direct vs flowing through to other catalog items.

Top 5 advertised ASINs by halo share

ASIN	Spend	Direct Sales	Diverted	Total Sales	ACOS (CM)	ROAS (CM)	Halo %
ASIN-001	\$11,200	\$23,800	\$12,700	\$36,500	30.7%	3.26x	34.8%
ASIN-002	\$8,100	\$7,800	\$11,300	\$19,100	42.4%	2.36x	59.2%
ASIN-003	\$7,400	\$9,200	\$7,900	\$17,100	43.3%	2.31x	46.2%
ASIN-004	\$6,200	\$5,300	\$8,400	\$13,700	45.3%	2.21x	61.3%
ASIN-005	\$5,800	\$2,700	\$8,600	\$11,300	51.3%	1.95x	76.1%

Why halo share matters for decisions

ASIN-005 looks healthy in Campaign Manager: 1.95x ROAS, 51.3% ACOS. Nothing in the standard view suggests a problem. But halo analysis shows that only \$2,700 of those \$11,300 in attributed sales were on ASIN-005 itself. The other \$8,600 — 76% of the total — was diverted to other ASINs in the catalog.

That matters for two reasons. First, the ad spend on ASIN-005 is effectively a catalog-level marketing lever, not an ASIN-level one. Its real job is funneling clicks into the rest of the catalog. Second, any decision to pause, scale, or reallocate spend on ASIN-005 has to be made knowing it would directly affect \$8,600 of revenue on other ASINs, not just its own performance.

Compare ASIN-005 to ASIN-001 in the table above. Similar ad placements, but ASIN-001 has only 34.8% halo share — its ad spend is mostly driving its own direct sales. The two ASINs need very different optimization approaches even though they look superficially similar in Campaign Manager.

Halo analysis is one of three things in this audit framework that standard agency reporting structurally doesn't surface. The other two are the brand-segmented portfolio view (page 4) and the CMaA margin layer (page 3).

Prioritized recommendations

Each recommendation includes the work required, the diagnostic evidence supporting it, an expected impact range, and the confidence level. Confidence reflects how predictable the outcome is based on prior pattern matching across similar accounts.

P1 - Branded campaign restructure and budget scale

Evidence	Branded ROAS at 7.45x with only 17.3% of total spend allocation. Branded campaigns commingled with non-branded.
Action	Separate all branded campaigns into a dedicated Branded Defense portfolio. Scale branded budget from \$1M to \$2M.
Expected impact	+\$24,000 to +\$31,000 incremental sales over 60 days
Confidence	High

P2 - Non-brand keyword pruning

Evidence	31 search terms identified with 6+ clicks and zero orders. 78 terms with sub-1x ROAS over audit window. L
Action	Add 109 negative keywords. Pause 24 underperforming targets. Reduce broad match exposure on 11 cam
Expected impact	\$15,800 to \$19,200 spend reduction over 60 days (redeployable)
Confidence	High

P3 - Listing quality lift on bottom-converting ASINs

Evidence	11 of 24 ASINs converting under 4% vs. top ASIN at 24.5%. Bottom ASINs missing video, lifestyle imagery,
Action	Rebuild PDPs for 11 ASINs. Port elements working on top converters down to underperformers. New imag
Expected impact	+\$18,000 to +\$28,000 organic revenue over 90 days
Confidence	Medium-High

P4 - Auto campaign segmentation

Evidence	Auto campaigns running across all 4 match types in single campaigns. Substantial overlap with manual ex
Action	Split each auto campaign into 4 separate campaigns by match type. Reallocate budgets based on harvest
Expected impact	5-8% blended ACOS improvement over 60 days
Confidence	High

P5 - Halo-aware bid management on 5 catalog-driver ASINs

Evidence	5 ASINs show halo share above 60% — most of their attributed sales are diversions to other ASINs in the
Action	Establish halo-share thresholds in pause and scale rules. Coordinate bid changes with optimization status
Expected impact	Protect \$45,000+ in catalog-flowing revenue over 60 days
Confidence	High

P6 - Branded keyword competitive defense audit

Evidence	3 competitors actively targeting brand-name queries. Estimated \$3.8K/month of branded queries going to c
Action	Increase branded exact-match bids by 30-40%. Add Sponsored Brand coverage on top 12 branded terms.
Expected impact	+\$6,000 to +\$9,000 branded recovery over 60 days
Confidence	Medium-High

90-day execution plan

Sequencing matters. Some recommendations are independent. Others depend on structural work being completed first. The plan below sequences the six priorities into the right execution order across three 30-day phases.

Day 1-30: Structural foundation

P1 — Branded campaign restructure	Critical foundation. Everything else depends on it.
P4 — Auto campaign segmentation	Run in parallel with P1. No dependency.
P2 — Initial negative keyword sweep (50% of total)	Quick wins on highest-cost waste targets.

Day 31-60: Optimization and lift

P2 — Complete negative keyword sweep (remaining 50%)	Working through long-tail waste systematically.
P3 — Listing rebuilds (top 5 of 11 underperformers)	Compounds with paid traffic once branded restructure is in place.
P5 — Halo-aware bid management	Implement after auto campaign segmentation is stable.
P6 — Branded competitive defense	Implement after P1 is verified working.

Day 61-90: Compounding and review

P3 — Complete remaining 6 ASIN listing rebuilds	Steady progress through catalog.
Cross-cutting: Weekly cadence reviews	First 90 days require tight cadence to verify each intervention.
Day 90: Comprehensive performance review	Compare to baseline, adjust thresholds, plan next 90 days.

Projected cumulative impact

Implementing all six recommendations on the schedule above is projected to deliver **+\$65,000 to +\$93,000** in incremental revenue over 90 days while reducing ad spend by approximately \$16,000-\$19,000 (which gets reallocated rather than removed). Net account improvement: high. Confidence: medium-high based on pattern matching to comparable accounts.

This is what you get

A real AdOdyss audit follows the structure above, but with your actual data, your actual catalog, and recommendations specific to your category and account state. The format is the same. The depth is the same. The proprietary metrics are the same.

Audits typically run 30-50 pages depending on catalog size and complexity. The output is a written report with prioritized recommendations, expected impact ranges, and a 90-day execution plan you can either run with your existing team or have us execute under a managed engagement.

Pricing

Audits start at \$4,500 for accounts under \$1M annual revenue. Mid-market accounts (\$1M-\$10M) typically price at \$6,500-\$9,500 depending on catalog size and channel mix. Larger accounts with DSP, international markets, or multi-marketplace setups are custom-quoted.

Audits are priced separately from managed retainers. If you proceed to a managed engagement after the audit, the audit fee is credited against the first month's retainer.

Next step

If you want a real audit on your account, email support@adodyss.com with the subject "**Audit inquiry**". Include your brand, marketplace presence, and the 1-2 things you most want the audit to clarify. We'll respond within 48 hours with a scope confirmation and timeline.