AMAZON ADS PERFORMANCE - 30 Days

Parameters	Figures	Notes
Total Spent	**£62.52**	N/A
Number of Days - Ads run	**10 Days**	N/A
Number of Conversions	**2**	N/A
Cancellations	**1**	N/A
Impressions	**4,728**	N/A
Clicks	**118**	N/A
Percentage of Clicks (W.r.t.) Impressions	**2%**	N/A
Most Searched keyword - Duvet/Duvet Cover	**27 Times**	N/A
Spamming keywords	**50**	***Notified Aaron to gain better understanding***

ORDER DESCRIPTIONS:

1st Order -

Order Date: **5th Feb 2025**

Item Ordered & Cancelled: **Single Duvet Cover**

Selling Price (Excl. VAT): **£15.37**

Reason for cancellation: **Not specified**

Customer Searched Term: **single duvet sets**

Total Advertising Cost: **£0.65 (4.23%)**

2nd Order -

Order Date: **27th Feb 2025**

Item Ordered: **Burgundy Single Duvet Cover**

Shipment status: **Scheduled with Evri and awaiting drop-off to nearest Evri Location**

Delivery Due Date: **3rd March 2025**

Selling Price: **£15.37 (Excl. VAT)**

Expected Profit Margin: **7-9%**

Realised Profit: **1%**

Advertisement cost on this product: **Still to be disclosed**

Reason for reduction in profit margin:

a) Delivery charges increased due to distant location - DELIVERY AREA SURCHARGE worth £1

b) Expected Amazon cut was £2.76, actual cut on this product is £2.86. **10p Under-estimated by me as per the given volume guidelines by Amazon.**