

# Amazon Performance & Growth Blueprint

## Executive Summary

### About this sample

This document demonstrates the format and selected types of analysis included in an Amazon Performance & Growth Blueprint. All account details, products, performance figures, and findings are fictional. Actual assessments vary according to account scope and available data. This independent example does not share data with the separate fictional Amazon Ads Performance Audit sample.

### FICTIONAL ACCOUNT OVERVIEW

## Account context

|                   |                                     |              |                                                            |
|-------------------|-------------------------------------|--------------|------------------------------------------------------------|
| Company           | Fictional Company A                 | Marketplace  | Amazon.com US Seller Central                               |
| Assessment period | July 1-September 28, 2026 (90 days) | Catalog      | 12 active parent products / 31 child variations            |
| Advertising       | 42 active qualifying campaigns      | Sample scope | High-level account screen plus selected product deep dives |

### PERFORMANCE SNAPSHOT

## A 90-day view of scale and efficiency

|                                                                        |                                                            |                                                                          |
|------------------------------------------------------------------------|------------------------------------------------------------|--------------------------------------------------------------------------|
| <b>\$412,000</b><br>Total Amazon sales<br>90-day ordered-product sales | <b>\$58,320</b><br>Advertising spend<br>Same 90-day period | <b>\$171,600</b><br>Ad-attributed sales<br>Distinct from total sales     |
| <b>2.94x</b><br>Advertising ROAS<br>\$171,600 / \$58,320               | <b>14.2%</b><br>TACoS<br>\$58,320 / \$412,000              | <b>10.6%</b><br>Unit session percentage<br>9,365 units / 88,350 sessions |

### PRIORITY FINDINGS

## What should be addressed first

| Priority   | What was observed                                                                                     | Why it matters                                                                                                      |
|------------|-------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| 1   High   | Fictional Product A's leading child has 19 days of cover against a 34-day replenishment lead time.    | Confirm availability before changing spend so efficient demand is not directed into a stock gap.                    |
| 2   High   | Two parent products absorbed 62.0% of ad spend but delivered 4.10x and 2.10x ROAS.                    | Validate product-level contribution economics before reallocating or expanding budget.                              |
| 3   High   | \$8,748, or 15.0% of spend, went to 143 search terms with at least 15 clicks and no attributed order. | Review relevance, profitability, and inventory before bid or negative-keyword decisions.                            |
| 4   Medium | The Fictional Product B listing has weaker conversion and incomplete shopper-decision information.    | A scoped content brief can improve clarity without assuming listing content caused the gap.                         |
| 5   Later  | Three Fictional Product B child variations are split across two parent records.                       | Assess the intended structure and document corrections in days 8-21; implement approved restructuring after day 30. |

### Executive recommendation

First protect availability for the leading child of Fictional Product A. Next validate product-level contribution economics, investigate relevant no-order advertising spend, and improve Fictional Product B listing SEO and content clarity. During days 8-21, confirm the intended Fictional Product B structure and document corrections; schedule approved restructuring for days 31-60.

# Diagnostic Findings

## Evidence connected to practical recommendations

ADVERTISING

### High-level screening, not a campaign-by-campaign Ads Audit

The account contains enough volume to support directional decisions, but product-level economics are obscured by blended reporting. The table below reconciles the two highest-spend parent products with the remaining catalog.

| Segment                                                 | Spend    | Ad sales  | ROAS  | ACoS  | Interpretation                                                               |
|---------------------------------------------------------|----------|-----------|-------|-------|------------------------------------------------------------------------------|
| Fictional Product A bags (FIC-PARENT-01)                | \$19,200 | \$78,720  | 4.10x | 24.4% | Efficient hero parent; protect inventory before changing budget.             |
| Fictional Product B bins (FIC-PARENT-02)                | \$16,960 | \$35,616  | 2.10x | 47.6% | High spend with weaker conversion and listing-readiness signals.             |
| Fictional Products C-L (FIC-PARENT-03 to FIC-PARENT-12) | \$22,160 | \$57,264  | 2.58x | 38.7% | Mixed opportunity; evaluate by margin and inventory, not one blended target. |
| Account total                                           | \$58,320 | \$171,600 | 2.94x | 34.0% | Totals reconcile to the 90-day performance snapshot.                         |

Fictional source: Amazon Ads Campaign and Advertised Product reports for the same 90-day period. Spend allocation is Fictional Product A 32.9%, Fictional Product B 29.1%, and Fictional Products C-L 38.0%.

SEO AND LISTING QUALITY

### One representative priority parent

This sample illustrates one of up to five priority parent-ASIN deep dives. Actual findings and depth depend on available data and product complexity.

| Priority parent deep dive                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Indexing and content checks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Fictional parent ID: FIC-PARENT-02<br/>Product: Fictional Product B, clear modular storage-bin set</p> <p>Conversion snapshot: 724 units / 9,280 sessions = 7.8%, versus 9,365 / 88,350 = 10.6% account-wide for the same 90 days. The gap is an investigation signal, not proof that content caused performance.</p> <p>Fictional shopper-query evidence: Across three themes, 1,860 shopper clicks were recorded and 74 went to Fictional Product B, or 4.0%. This evidence is used only when the client's account has qualifying Brand Analytics access.</p> | <p>Supported observation: A point-in-time retail search check found the parent for two of three exact, relevant themes. It was not observed for the third.</p> <p>Needs verification: Recheck the third theme after confirming browse placement, backend search terms, and index status.</p> <p>No confirmed issue: This point-in-time check does not establish a systemic indexing failure.</p> <p>Prominent copy also omits 'clear pantry bins,' stackability, dimensions, and refrigerator use.</p> <p>Direction: Prepare a fact-checked content brief covering themes, benefits, dimensions, and image sequence. No ranking or conversion guarantee is implied.</p> |

Fictional source: Brand Analytics Search Query Performance, available only when the client's account has qualifying access. Additional fictional sources: Seller Central Business Reports for units and sessions, point-in-time retail search checks, and the product detail page for content review.

CATALOG, CONVERSION, AND OPERATIONS

### Account-wide constraints affect advertising decisions

| Catalog and conversion                                                                                                                                                                                                                                                                                                                                                                    | Inventory and operations                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Three Fictional Product B child variations are split across two parents. In an optional client-provided sample of 83 support contacts, 18 referenced unclear quantity or fit. This does not prove causation, but supports catalog review.</p> <p>Recommendation: Confirm the intended variation structure, standardize pack-size naming, and verify content parity after approval.</p> | <p>Fictional Product A's leading child has 19 days of cover against a client-provided 34-day replenishment lead time. A 15-day shortfall against the replenishment lead time. Separately, its parent family represents 45.9% of account ad-attributed sales, so the leading child's availability should guide near-term decisions.</p> <p>Recommendation: Confirm inbound timing for the leading child and define a substitution or budget rule before its cover falls below the decision threshold.</p> |

Fictional sources: Seller Central catalog, inventory, and ordered-unit data; optional client inputs for replenishment lead time and support-contact records.

# 30-Day Action Plan

## Prioritized recommendations for client-led implementation

### How to read this plan

The Blueprint recommends and sequences work. It does not perform implementation, assign named personnel, or guarantee completion dates or performance outcomes.

| Timing     | Priority | Recommended action                                                                                                  | Why it matters                                                                                                         | Expected impact                                              | Effort | Key dependencies                                              |
|------------|----------|---------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|--------|---------------------------------------------------------------|
| Days 1-7   | High     | Confirm inbound timing for the leading child of Fictional Product A and define an inventory-aware advertising rule. | The leading child has 19 days of cover against a 34-day lead time, a 15-day shortfall.                                 | Protect availability and reduce wasted traffic exposure.     | Low    | Reliable inbound date and substitute inventory.               |
| Days 1-7   | High     | Validate margins and product-level target ranges for the two hero parents.                                          | Budget decisions require contribution economics, not one blended ROAS target.                                          | Clearer guardrails for spend and scaling.                    | Low    | Complete cost inputs and growth objectives.                   |
| Days 1-7   | High     | Review 143 high-click, no-order search terms; act only after relevance, profitability, and inventory review.        | \$8,748 of spend produced no attributed order in the defined segment.                                                  | Reduce avoidable spend while preserving useful discovery.    | Medium | Query relevance review and client risk tolerance.             |
| Days 8-21  | Medium   | Prepare an approved content brief for FIC-PARENT-02 covering themes, benefits, dimensions, and image sequence.      | Conversion and shopper-clarity gaps warrant a controlled content review.                                               | Clearer product understanding and a measurable test.         | Medium | Verified product facts, claims review, and creative capacity. |
| Days 8-21  | Later    | Confirm the intended Fictional Product B parent-child structure and document the required corrections.              | Three child variations are split across two parents, so the intended structure must be approved before implementation. | An approved correction plan for implementation after day 30. | Medium | Catalog records, product facts, and parent-child approval.    |
| Days 22-30 | Medium   | Establish a measurement plan for advertising, listing, catalog, and inventory changes before expanding spend.       | Multiple changes without baselines make results difficult to interpret.                                                | More defensible decisions for days 31-90.                    | Low    | Stable data windows and documented change dates.              |

### SUGGESTED SEQUENCE

## Three phases for the initial month

|                                                                                                                                                                           |                                                                                                                                                                                                                       |                                                                                                                                                                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Days 1-7</b><br><br>Protect the account<br><br>Protect inventory first, validate economics second, and review no-order spend with relevance and profitability context. | <b>Days 8-21</b><br><br>Improve readiness<br><br>Translate SEO and listing findings into an approved content brief, then confirm the intended variation structure and document corrections without implementing them. | <b>Days 22-30</b><br><br>Create a measurement baseline<br><br>Document changes and decision rules so later investment can be evaluated against comparable data. |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|

Decision standard: Move to the next phase only when the required inputs are available and the preceding decisions are documented. The client may change sequence based on inventory, approvals, or business priorities.

# 90-Day Priorities

## A strategic outlook, not a revenue forecast or implementation calendar

The next 90 days should build on the initial controls and evidence. Timing remains dependent on data quality, inventory readiness, content approvals, and implementation capacity.

| Days 31-60                                                                                                                                                                                                                                                                                                                                                                                                                                | Days 61-90                                                                                                                                                                                                                                                                                                                                                                                                                       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Advertising: Reassess hero-parent budgets after margin targets and inventory rules are confirmed.</p> <p>Listing and SEO: Evaluate the Fictional Product B content update against a stable pre-change baseline.</p> <p>Catalog: Implement the approved Fictional Product B variation restructuring and confirm content parity.</p> <p>Operations: Monitor in-stock rate, inbound timing, and demand shifts before expanding spend.</p> | <p>Advertising: Scale only proven targets and placements that meet product-level economics.</p> <p>Portfolio: Select the next priority parents for deeper review if additional scope is approved.</p> <p>Creative: Consider separately scoped A+ Content or Brand Store work where evidence supports it.</p> <p>Operating model: Decide whether internal execution, a project, or ongoing management best fits the workload.</p> |

### DEPENDENCIES AND DECISION POINTS

## Future work should be evidence-led

| Future decision                     | Proceed when                                                                          | Pause or revisit when                                                           |
|-------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|
| Increase advertising investment     | Margins are validated, conversion is stable, and inventory cover supports demand.     | Available cover, Buy Box, pricing, or conversion creates a material constraint. |
| Publish listing and catalog changes | Product facts, claims, images, variation structure, and client approval are complete. | Required evidence or catalog permissions remain incomplete.                     |
| Expand account analysis             | The next priority parents and data window are confirmed under an approved scope.      | Additional analysis would exceed the agreed parent-ASIN or marketplace limits.  |

### NEXT-STEP OPTIONS

## No follow-on service is required

|                                                                                                                                    |                                                                                                                                                                                                                                  |                                                                                                                                     |
|------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Implement independently</b></p> <p>Use the Blueprint with your internal team.</p>                                            | <p><b>Ads Performance Audit</b></p> <p>Choose the separate \$995 Audit for deeper campaign-level analysis of one marketplace and up to 35 qualifying campaigns with spend in the last 90 days. It is optional, not required.</p> | <p><b>Amazon Marketplace Projects</b></p> <p>Request a separate scope for listing, SEO, creative, launch, or catalog work.</p>      |
| <p><b>45-Day Efficiency Reset</b></p> <p>Explore a tailored advertising-improvement engagement when readiness and scope align.</p> | <p><b>Ongoing management</b></p> <p>Discuss Ads or Full Account Management when ongoing execution is the better fit.</p>                                                                                                         | <p><b>Diagnostics stay separate</b></p> <p>A Blueprint and Ads Audit address different depths. Purchasing both is not required.</p> |

#### Sample boundary

This fictional four-page sample demonstrates selected content, not the complete length or depth of a paid Blueprint. Standard deliverables are written findings and recommendations, up to five priority parent-ASIN deep dives, a 30-Day Action Plan, 90-Day Priorities, a Supporting Data Appendix, and one 60-minute findings review. Actual depth depends on confirmed scope and usable data. [Explore current services.](#)