

DASTAN PPC STAT & RESULTS

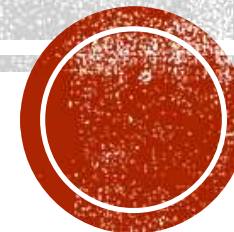
Get in Touch:

Website: <https://dastan.uk>

Seller Profile: <https://dastantraders.com>

LinkedIn: <https://www.linkedin.com/in/dastantraders/>

Fiverr Portfolio: View My Services (<https://www.fiverr.com/s/DBEmWpQ>)



AMAZON PPC (PAY-PER-CLICK) ADVERTISING: QUICK OVERVIEW

Amazon PPC is an auction-based advertising system that allows sellers to promote their products directly on Amazon's marketplace.

1. Campaign Types

- ✓ Sponsored Products
- ✓ Sponsored Brands
- ✓ Sponsored Display

2. Key Metrics:

- ✓ Impressions
- ✓ Clicks (CPC)
- ✓ CTR (Click-Through Rate)
- ✓ ACOS (Advertising Cost of Sale)
- ✓ ROAS (Return on Ad Spend)



AMAZON PPC ADVERTISING OVERVIEW

3. Budget & Bidding:

- ✓ Set daily budgets and bid amounts (manual or automatic).
- ✓ Optimize for visibility (high bids) or profitability (low ACOS).

4. Benefits:

- ✓ Boosts product visibility for new or competitive items.
- ✓ Drives sales and improves organic rankings through increased conversions.
- ✓ Ideal for: Sellers launching new products, scaling sales, or outperforming competitors.
- ✓ (Note: For best results, regularly monitor performance and adjust bids/targets.)



AMAZON SELLER ACCOUNT HEALTH DASHBOARD

Account Health section of an Amazon Seller Central dashboard, which provides a comprehensive overview of a seller's performance metrics and compliance with Amazon's policies.

- 1. Customer Service Performance**
- 2. Policy Compliance**
- 3. Shipping Performance**
- 4. Account Health Assurance:**



Account Health

[Leave Feedback](#)

To sell on Amazon, you must adhere to the below performance targets and policies.

Help us reach you in the instance a critical event occurs that affects your ability to sell by entering your emergency contact number [here](#).

[Report abuse](#) of Amazon policies.

Customer Service Performance

Seller Fulfilled Fulfilled by Amazon

Order Defect Rate

Target: under 1%

0.34%

2 of 595 orders
60 days

N/A

Order Defect Rate consists of three different metrics:

• Negative feedback	0.34%	N/A
• A-to-z Guarantee claims	0%	N/A
• Chargeback claims	0%	N/A

[View details](#)

Policy Compliance

Healthy

Account Health Rating

248

This rating reflects your adherence to Amazon's selling policies. [Learn more.](#)

0 100 200 1000

All Issues

Suspected Intellectual Property Violations	0
Received Intellectual Property Complaints	0
Product Authenticity Customer Complaints	0
Product Condition Customer Complaints	0
Food and Product Safety Issues	0
Listing Policy Violations	0
Restricted Product Policy Violations	0
Customer Product Reviews Policy Violations	0



Account Health Assurance

You're enrolled! With Account Health Assurance, we won't deactivate your selling account as long as you work with us to resolve any issues.

[Call me now](#)

[Monitor my performance](#)

Shipping Performance

Seller Fulfilled

Late Shipment Rate

Target: under 4%

0%

0 of 290 orders
30 days

Pre-fulfillment Cancel Rate

Target: under 2.5%

0%

0 of 62 orders
7 days

Valid Tracking Rate

Target: over 95%

100%

294 of 294 shipments
30 days

On-Time Delivery Rate

Target: over 90%

100%

167 of 167 units
14 days

[Activate Windows](#)

[View details](#) [View shipping eligibilities here](#)

AMAZON SELLER CENTRAL DASHBOARD: KEY PERFORMANCE METRICS

Amazon Seller Central dashboard, providing sellers with real-time insights into their sales, orders, advertising, and account.

- 1. Sales & Revenue:**
- 2. Open Orders: 3 orders**
- 3. Advertising Metrics:**
- 4. Account Health:**



Key Metrics

[Collapse Metrics](#)[Customize](#)[Learn More](#)

Sales

\$357.92

Today so far



Ad Impressions

0

Today so far

Open Orders

3

Total Count

FBM Unshipped

FBM Pending

FBA Pending

Stores

4

Buyer Messages

0

Payments

\$4,947.88

Total Balance

Featured Offer %

73%

2 days ago

Inventory Performance Index

406

Current

Account Health

Healthy

Seller Feedback

4.50

Past Year (17)

Global Promotions Sales

--

Last 7 days

Ad Sales

\$0.00

Today so far

Actions

2

You have orders to ship

3 You must buy shipping or confirm shipment of these orders to be paid

[Ship Your Orders](#)

You have open return requests

14 Please review your open return requests

[Manage Seller Fulfilled Returns](#)

Communications

Seller Forums

[See all](#)

APR 3, 2025

BarCode Information

[Read more >](#)

APR 3, 2025

Need advice with Account Suspension

[Read more >](#)

APR 1, 2025

FBM Ship By dates changed after order was placed

[Read more >](#)

Seller Poll

I have visibility into my account's adherence to external/government regulatory policies

Recommendations

Match Featured Offer Price



Victoria's Secret Pink Faux Fu...
SKU: 523933194
ASIN: B0B3JRWYZS

[Dismiss](#)

Featured Offer Price + Shipping	\$44.00 + \$0.00
Your Price + Shipping	\$44.99 + \$0.00

Videos May Grow Sales



Victoria's Secret Pink Sweatp...
ASIN: B0B2JNLP3

[Dismiss](#)

Product views (last 30 days)	778
Conversion rate (last 30 days)	0%
Units ordered (last 30 days)	0

Match Competitive Price



Victoria's Secret Pink Rib Kni...
SKU: 523852846-508
ASIN: B0DPTNKBK9

[Dismiss](#)

Competitive External Price	\$6.99
Your Price + Shipping	\$24.99 + \$0.00
Current Offers	2

Activate Windows
Go to Settings to activate Windows.

AMAZON SELLER CENTRAL: CATEGORY INSIGHTS DASHBOARD

- 1. Category Insights**
- 2. Marketplace Filters**
- 3. Demand Visualization**
- 4. Product Focus**
- 5. Expansion Opportunities**



Category Insights

[Learn more](#) | [Tell us how we're doing](#)

Category Insights provides buyer preferences, selection and offer depth metrics for various categories in the marketplaces in which you currently sell. As a seller, you can expand your catalog with right products based on below insight. The information on this page is available to all eligible selling partners on Amazon.

Filters

Select from the lists below to view performance data. The bar length of the categories/product type/browse nodes indicate past Marketplace demand of the products with in it.

Search categories and keywords

Store Name

☒ United States

☐ Germany

☐ United Kingdom

☐ Japan

☐ France

☐ Italy

☐ Spain

Category

☒ Home & Kitchen

☐ Clothing Shoes & Jewelry

☐ Health & Household

☐ Electronics

☐ Tools & Home Improvement

☐ Beauty & Personal

Product Type

☒ Chair

☐ Drinking Cup

☐ Rug

☐ Mattress

☐ Vacuum Cleaner

☐ Bed Frame

☐ Blanket

Item Type Keyword

☒ Home Office Desk Chairs

☐ Living Room Chairs

☐ Dining Chairs

☐ Video Game Chairs

☐ Folding Chairs

☐ Computer Gaming Chairs

Category Insights

Display Insight for the Category Home & Kitchen in United States

☒ All ASINs ⓘ ☐ Top Grossing ⓘ ☐ Newly launched ⓘ

AMAZON PRODUCT PERFORMANCE DASHBOARD: HOME OFFICE DESK CHAIRS SALES TRENDS

Performance analytics for Home Office Desk Chairs on Amazon, providing sellers with actionable insights into demand and sales trends.

- 1. Demand Trends (Units Sold)**
- 2. Revenue Trends (Net Sales)**
- 3. Year-over-Year Comparison**

This dashboard equips sellers with data to optimize pricing, promotions, and stock levels for Home Office Desk Chairs, ensuring competitiveness in a dynamic market.



Home Office Desk Chairs: Performance

Showing last 7 days 30 days 90 days 12 months

Demand

Units Sold [?](#)
Combined units sold trend of these ASINs



Net Sales [?](#)
Combined sales trend of these ASINs



☐ Compare Year over Year

AMAZON GLOBAL DEMAND: INTERNATIONAL SALES OPPORTUNITIES

Global Demand for Your Products tool, designed to help sellers identify untapped international markets for their existing catalog.

- 1. Market-Specific Sales Forecasts**
- 2. ASIN Targeting Recommendations**
- 3. Competitive Insights**
- 4. Actionable Filters**

This dashboard empowers sellers to optimize global expansion by prioritizing high-demand markets and aligning strategies with localized trends.



Global demand for your products

Learn more | Tell us how we're doing

- See a personalized list of products from your existing catalog which have demand in other international stores
- Some key data points that you should check out on this page are the sales forecast for your products in other stores, your category trends and performance of similar competing ASINs in America, Europe and Japan

JAPAN	UNITED KINGDOM	GERMANY	FRANCE	SPAIN	ITALY	AUSTRALIA	UNITED STATES
\$2,532 Sales forecast	\$704 Sales forecast	\$448 Sales forecast	\$1,156 Sales forecast	\$622 Sales forecast	\$523 Sales forecast	\$426 Sales forecast	\$398 Sales forecast

ASINs new to target store | ASINs offered by other sellers in target store

Generally updated every 2 weeks, Last Updated -April 2, 2025

☐ Promotion eligible ☐ Advertising benefit ☐ Group recommendations by Categories(2)

Feedback | Download Recommendations

Search product title or ASIN 2 results

12 months forecast | Rational | Clear all

Product	Rational	Fulfilment channel	Offer Price	Net shipped units	Best Sales Period	Best seller rank
<input type="checkbox"/> Victoria's Secret Pink High ... ASIN:B0BWQQ1HT	Sales forecast for similar products next 12 months \$408 - \$2,273 6 - 33 units Restricted	FBA	\$68.99	2.0	Jun, 2024	#8651897 in Clothing, Shoes & Jewelry #3033 in Women's Track Pants
<input type="checkbox"/> Victoria's Secret Swim Ess... ASIN:B0BVJPCLV3	Sales forecast for similar products next 12 months \$56 - \$259 2 - 8 units	FBM,FBA	\$39.99	1.0	Jun, 2024	#13673485 in Clothing, Shoes & Jewelry #21899 in Women's Bikini Tops

AMAZON ADVERTISING CAMPAIGN DASHBOARD: PERFORMANCE OVERVIEW

Campaign Management section of Amazon Seller Central, providing a detailed performance snapshot of advertising efforts.

- 1. Campaign Performance Metrics**
- 2. Budget & Targeting**
- 3. Campaign Types**
- 4. Actionable Tools**

This dashboard equips sellers to refine ad strategies, adjust budgets, and maximize conversions based on real-time data.



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[Learn about the multi-country view](#) | [Give feedback](#)

Portfolios

Campaigns

Drafts

Budgets

Beta

Products

Targeting

Settings

History

Campaigns
All Campaigns

Campaigns
Sponsored Brands and Display 

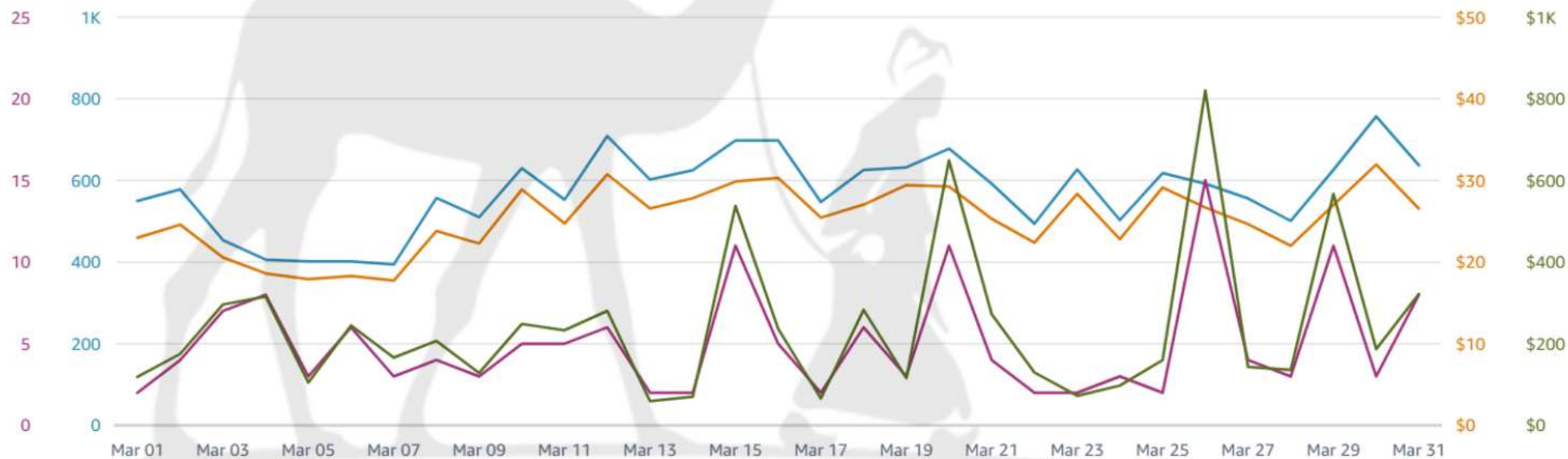
Campaigns
Sponsored Products 

Clicks  
17,754

Spend  
\$783.72

Orders  
155

Sales  
\$7,442.32




Create campaign

 Find a campaign

Filter by 

Bulk actions 

Columns 

Date range: Mar 1 - Mar 31, 2025 

Export 

AMAZON ADVERTISING PORTFOLIOS DASHBOARD: CAMPAIGN PERFORMANCE & BUDGET MANAGEMENT

Portfolios section of Amazon Seller Central's Advertising Console, offering a consolidated view of ad campaign performance and budget allocation.

- 1. Portfolio Performance Metrics**
- 2. Budget Optimization**
- 3. Campaign Organization**

This tool empowers sellers to streamline ad management, maximize budget efficiency, and scale high-performing campaigns.





Country: United States

Portfolios

Campaigns

Drafts

Budgets

Beta

Products

Targeting

Settings

History



Portfolios created after October 2024 will share unspent campaign budget with other campaigns in the portfolio that have already spent their full budget. You can change this anytime in portfolio settings.

Spend



\$783.72 TOTAL

Sales



\$7,442.32 TOTAL

ACOS



10.53% AVERAGE

ROAS



9.50 AVERAGE

Orders



155 TOTAL

40

32

24

16

8

1000

750

500

250

0

3/1/2025 3/2/2025 3/3/2025 3/4/2025 3/5/2025 3/6/2025 3/7/2025 3/8/2025 3/9/2025 3/10/2025 3/11/2025 3/12/2025 3/13/2025 3/14/2025 3/15/2025 3/16/2025 3/17/2025 3/18/2025 3/19/2025 3/20/2025 3/21/2025 3/22/2025 3/23/2025 3/24/2025 3/25/2025 3/26/2025 3/27/2025 3/28/2025 3/29/2025 3/30/2025 3/31/2025

Create Portfolio

Find a portfolio

Filter by

Hide chart

Columns

Date range - Last month

Export

Portfolios

Status

Impressions

Clicks

CTR

Spend

CPC

Orders

Sales

ACOS

Total: 4

1,735,538

17,754

1.02%

\$783.72

\$0.04

155

\$7,442.32

10.

Raza

Delivering

1,297,517

14,257

1.10%

\$580.59

\$0.04

132

\$6,156.99

9.

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[Learn about the multi-country view](#) | [Give feedback](#)

- Portfolios
- Campaigns**
- Drafts
- Budgets Beta
- Products
- Targeting
- Settings
- History

Campaigns
All Campaigns

Campaigns
Sponsored Brands and Display New

Campaigns
Sponsored Products New

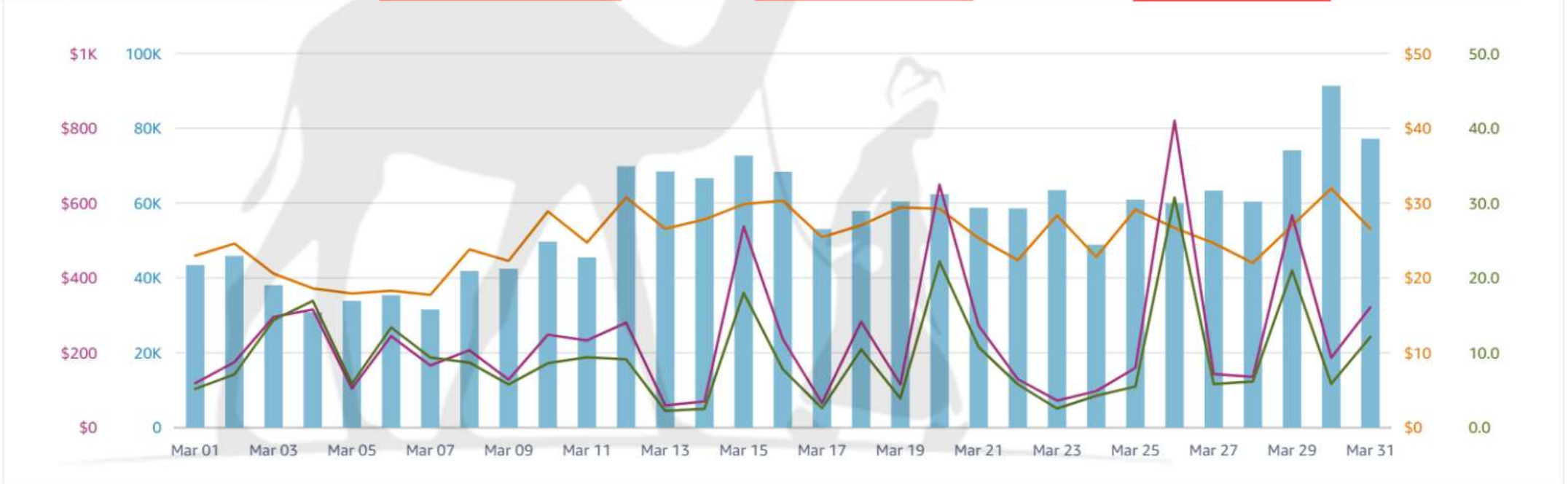


Impressions **▼** **i**
1,735,538

Spend **▼** **i**
\$783.72

Sales **▼** **i**
\$7,442.32

ROAS **▼** **i**
9.50



Create campaign

Find a campaign

Filter by **▼**

Bulk actions **▼**

Columns **▼**

Date range: Mar 1 - Mar 31, 2025 **▼**

Export **i**