

# What I need from you, and how to get it

Two reports and your unit costs. Twenty minutes at your end, about one business day at mine. No charge, no obligation, and the findings are yours to act on with or without me.

## Pick whichever is less work for you

Both get me to the same place. The first one is faster and it is the one I would pick, but plenty of people would rather not hand over access to someone they have not worked with, which is fair. Option B exists for exactly that reason.

### OPTION A, THE EASY ONE

2 minutes

#### Give me read-only access and I will pull the reports myself

You are granting view access to your advertising account only. I cannot change bids, budgets, campaigns or anything else at this level, and you can remove me in two clicks whenever you like.

- 1 In Seller Central, go to **Settings**, then **User Permissions**.
- 2 Invite `mathew@kovalchickanalytics.com` as a new user.
- 3 Set Campaign Manager access to **View only**. Leave everything else off.
- 4 Send it. I will confirm by email when it lands and tell you when the audit is ready.

OR

**Download two files and email them to me**

**File 1. The bulk file, last 60 days.** This is your account structure: campaigns, ad groups, keywords, targets, bids and budgets.

- 1 Seller Central, then **Advertising**, then **Campaign Manager**.
- 2 **Bulk operations** in the left sidebar. Bookmark this page, Amazon has moved it several times.
- 3 Set the date range to the **last 60 days**. Sixty is usually the maximum, some accounts allow ninety. Take whatever it lets you have.
- 4 Include Sponsored Products. Leave the other ad types in if they are offered, they do no harm.
- 5 Create the file, wait for it to finish, and download it.

**File 2. The Sponsored Products search term report.** This is what shoppers actually typed, as opposed to what you bid on. It is where the wasted spend lives.

- 1 Same place: **Advertising**, then **Campaign Manager**.
- 2 Open **Measurement & Reporting**, then **Sponsored ads reports**.
- 3 **Create report**.
- 4 Campaign type **Sponsored Products**. Report type **Search term**.
- 5 Time unit **Summary**. Date range the **last 60 days**.
- 6 Run it, then download it when it is ready.

Email both files to [mathew@kovalchickanalytics.com](mailto:mathew@kovalchickanalytics.com).

**The third thing, and the one that matters most**

Your unit economics, for your top few products. Without these I can only tell you about ratios. With them I can tell you about dollars, which is the entire point.

| FOR EACH PRODUCT            | WHAT I MEAN                                                                                                       |
|-----------------------------|-------------------------------------------------------------------------------------------------------------------|
| <b>Landed cost per unit</b> | What one unit costs you delivered to Amazon, including freight and duty. Not your invoice price from the factory. |
| <b>Selling price</b>        | What it usually sells at, after any standing coupon or discount you run.                                          |
| <b>Fulfillment cost</b>     | The FBA fee per unit. If you do not have it to hand, the ASIN is enough and I will look it up.                    |

An email with three lines per product is fine. No spreadsheet needed.

### What you get back

A written read of the account: where your spend is actually going, the search terms costing you the most with nothing to show for it, your campaigns ranked against each product's own breakeven rather than an account average, and the three changes I would make first. About one business day. Plenty of people take that list and run it themselves, which is a perfectly good outcome.

### If the menus do not look like this

Amazon moves these pages. The legacy Sponsored ads reports page is also being replaced by Unified Reporting on **31 December 2026**, so the steps in Option B will change after that date. If anything does not match what you are seeing, do not fight it. Take Option A, or send me a screenshot and I will tell you exactly where to click.

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