nautilo
STUDIO

SERVICE GUIDE



DATA ANALYSIS · FOR US AMAZON SELLERS

# Know which numbers to fix first

The four Amazon numbers we track for every product, what they tell you and the weekly routine that turns reports into clear next steps.

AT A GLANCE

# Seller Central has the answers. They're just hard to read.

Data analysis turns your sales, traffic and advertising reports into a short list of problems to fix, in the right order.



### Who it's for

Founder-led US sellers without a data person, who feel they spend hours in reports and still aren't sure what to change.

### What you get

A weekly one-page dashboard, a diagnosis for each product and a ranked list of next steps.

### How we work

With your data, in your account. We explain every number so you can check it.

### How we measure

The same four numbers every week, compared with the week before.

THE FOUR NUMBERS

# Start with four numbers per product.

Together they show whether a problem is about being found, being chosen or spending too much on ads.

### Sessions

How many shoppers visited your product page. It tells you whether people can find you.

### Conversion rate

The share of those visits that became an order. It tells you whether the listing convinces them.

### Featured Offer

The offer next to the Buy Now button. Amazon says price, availability and shipping play into winning it.

### ACOS

Ad spend divided by ad revenue. Amazon Ads says it needs to be lower than your profit margin for ads to pay off.

**One number alone can mislead. Read them together and the problem usually names itself.**

| NUMBER | HEALTHY SIGN | WARNING SIGN |
|---|---|---|
| **Sessions** | Stable or growing week on week | A sudden drop after a change |
| **Conversion rate** | In line with the product's own history | Falling while sessions hold |
| **Featured Offer** | You hold it most of the time | Lost to another offer |
| **ACOS** | Below your profit margin | Above your margin for weeks |

DIAGNOSIS

# Find the problem in one look.

We place each product on a simple map of sessions and conversion. Where it sits tells us which service to start with.

MANY SESSIONS · LOW CONVERSION

### Shoppers come but don't buy

Start with the listing: images, bullets and A+ content.

MANY SESSIONS · HIGH CONVERSION

### Working well

Protect it: watch stock, price and the Featured Offer.

FEW SESSIONS · LOW CONVERSION

### Start from the basics

Check the product, price and listing before buying traffic.

FEW SESSIONS · HIGH CONVERSION

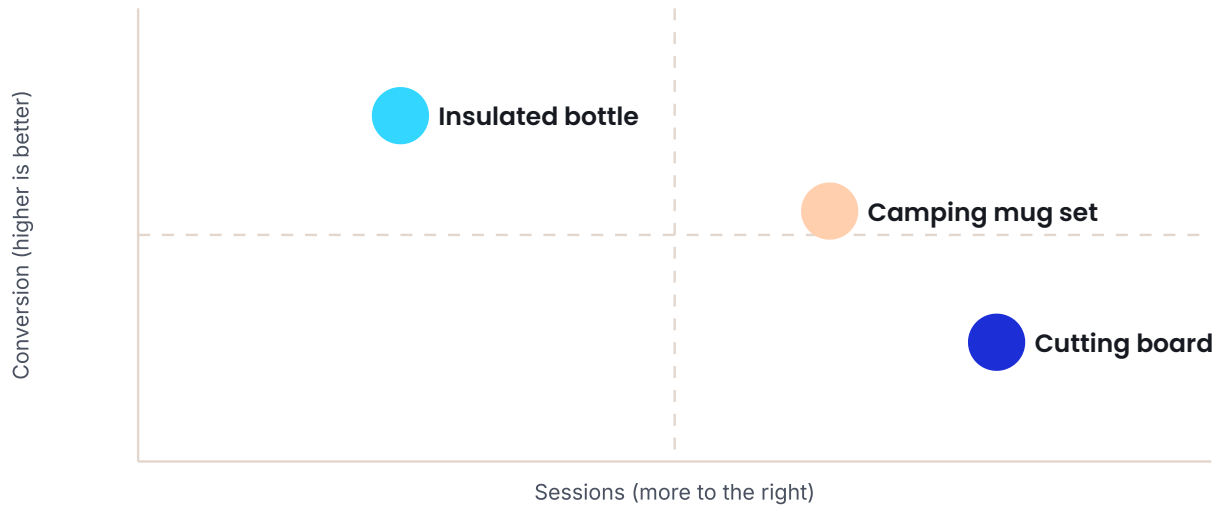
### Shoppers buy but can't find it

Start with SEO and Sponsored Products.

Vertical: conversion rate. Horizontal: sessions. Each product gets its own place on the map every week.

## Northpine's three products on the map

ILLUSTRATIVE EXAMPLE




Illustrative example with fictional numbers. Not a client result.

WHERE THE DATA LIVES

# Four places, one weekly sheet.

You don't need new tools to start. Everything below is already in your account.

**1** **Business Reports**
In Seller Central, under Reports: sessions, page views and sales for each product.

**2** **Brand Analytics**
For Brand Registry brands: the Search Query Performance dashboard shows impressions, clicks and cart adds for the searches that lead to your products.

**3** **Advertising reports**
In the campaign manager: spend, sales, clicks and ACOS by campaign and search term.

**4** **Your own sheet**
One row per week and per product, so you see trends that a single report hides.

## Your weekly sheet: one row per product per week

ILLUSTRATIVE EXAMPLE

| WEEK | PRODUCT | SESSIONS | CONVERSION | FEATURED OFFER | ACOS | WHAT CHANGED |
|---|---|---|---|---|---|---|
| **W5** | Cutting board | 2,140 | 7.9% | Yes | 31% | New main image |
| **W5** | Insulated bottle | 980 | 12.3% | Yes | 22% | None |
| **W5** | Camping mug set | 1,560 | 10.1% | No | 48% | Competitor cut price |

Illustrative example with fictional numbers. Not a client result.

EXAMPLE DASHBOARD

# One page, every Monday.

**Northpine Goods** is a fictional US brand selling kitchen and outdoor products, used only to show how we work. This is the kind of one-page view we send every week.

## Weekly dashboard · Northpine Goods

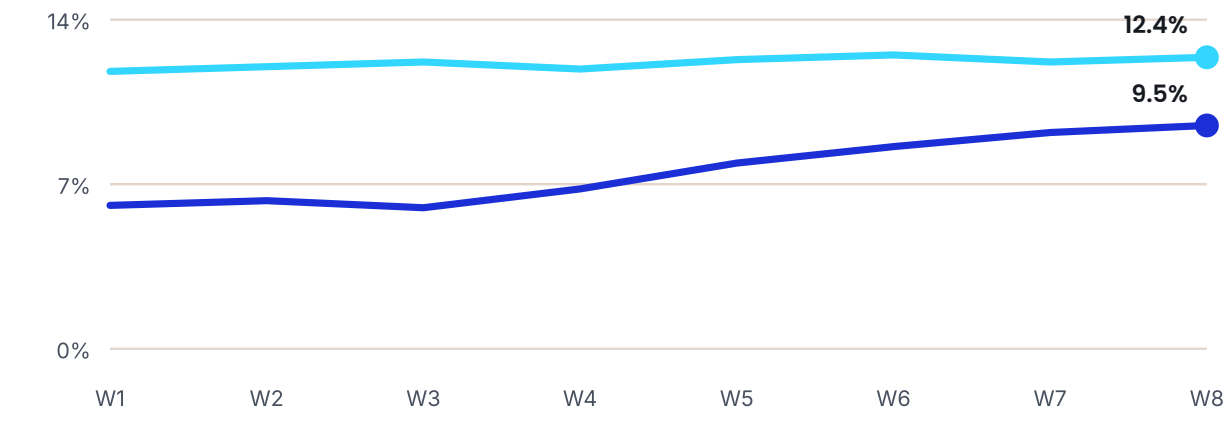
ILLUSTRATIVE EXAMPLE

| PRODUCT | SESSIONS | CONVERSION | FEATURED OFFER | ACOS | NEXT STEP |
|---|---|---|---|---|---|
| Bamboo cutting board | 2,140 | 6.8% | Yes | 31% | Fix images |
| Insulated bottle 24 oz | 980 | 12.4% | Yes | 22% | SEO first |
| Camping mug set | 1,560 | 10.1% | No | 48% | Check price |

Illustrative example with fictional numbers. Not a client result.

## Conversion rate over eight weeks

ILLUSTRATIVE EXAMPLE




Illustrative example with fictional numbers. Not a client result.

ACOS IN PRACTICE

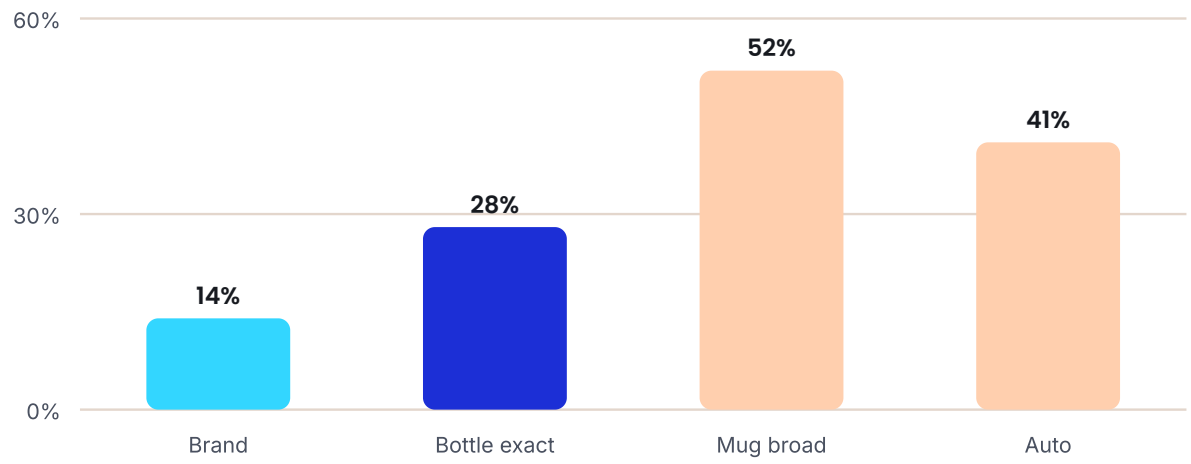
# Are your ads making money?

Amazon Ads gives a simple example: $50 spent on a campaign that earned $100 is an ACOS of 50%. If your profit margin is lower than your ACOS, those ads lose money.

| Ad spend | Ad revenue | ACOS |
|---|---|---|
| $50 | $100 | 50% |

## ACOS by campaign compared with a 35% margin

ILLUSTRATIVE EXAMPLE




Campaigns above the margin line (here 35%) cost more than they earn. We pause the search terms that spend without selling before raising any budget.

Illustrative example with fictional numbers. Not a client result.

HOW WE WORK

# From messy reports to one clear page.

We set up the routine once, then run it with you every week.

**1** **Free listing review**
You send one listing. We email you what we would improve first.

**2** **Access and setup**
We agree which reports to read and build your weekly sheet.

**3** **First diagnosis**
Each product placed on the map, with a ranked list of next steps.

**4** **Weekly routine**
Same day, same reports, compared with the week before.

**5** **Monthly review**
What changed, what worked and what to try next.

## Example plan

ILLUSTRATIVE EXAMPLE




After setup, the routine takes a few minutes of your time each week.

Example timing to show the order of the work. Real timing is set with you after the free listing review.

YOUR WEEKLY ROUTINE

# Do this every week, even without us.

A simple routine beats a complicated dashboard nobody opens.

- [ ] Pick one day a week for your numbers
- [ ] Pull the same reports every time
- [ ] Compare with last week and last month
- [ ] Write down every change you made
- [ ] Check sessions for each product
- [ ] Check conversion for each product
- [ ] Check you still hold the Featured Offer
- [ ] Compare each campaign's ACOS with your margin
- [ ] Choose one problem to fix this week
- [ ] Check last week's fix before starting a new one

### There is no single "good" conversion rate

It depends on category, price and how shoppers reach you. Compare each product with its own history and with similar products in your store.

NEXT STEP

# Start with one listing. It's free.

Send us a link to one Amazon listing. We review its title, bullets, A+ content and images, then email you what we would improve first. Prefer to talk? Book a free 30-minute consultancy session.

**Get a free listing review**

nautilostudio.com/#review

**Book a free 30-minute session**

nautilostudio.com/#contact · nautilostd@gmail.com

## About Nautilo Studio

Nautilo Studio is a marketing agency for US Amazon sellers, run by four students at TBS Education Barcelona. We work on data, listings, search and AI automation with you, so you stay in control of your store.

## About the numbers in this guide

We are a new agency and don't have client results to share yet. Every chart, scenario and brand marked "Illustrative example" uses fictional numbers to show how we work. Facts about Amazon come from Amazon's own pages, listed below.

References


1. Amazon, Brand Analytics: sell.amazon.com/blog/brand-analytics
2. Amazon Ads, ACOS (advertising cost of sales): advertising.amazon.com/library/guides/acos-advertising-cost-of-sales
3. Amazon, how to boost Amazon listings: sell.amazon.com/blog/how-to-boost-amazon-listings