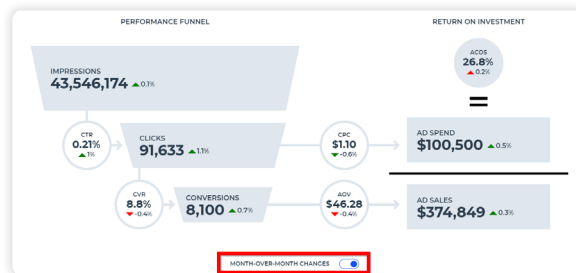


TOP 3 THINGS TO DO IN THE BENCHMARKER

1) PERFORMANCE FUNNEL & ROI: TOP-TO-BOTTOM KPI ANALYSIS

The performance funnel & ROI graphic allows you to **see the top 10 advertising KPIs in a single glance**.

Click on the “MONTH-OVER-MONTH” button to see your performance over time and **understand what is causing changes** in high-level indicators like ACoS.



2) INDIVIDUAL PRODUCT ANALYSIS: BIG-IMPACT OPPORTUNITIES

In the Product Analysis section, to identify **specific products whose ads are in need of optimization**, take the following steps:

1. Use the “**FILTERS**” button above the far-right column to filter by **ad spend**;
2. Click on **any of the KPIs** in the first row to easily **sort scores** to identify **high-impact opportunities** for optimization;
3. **Implement solutions** outlined in [this table](#) to improve your KPIs.

#	PRODUCT	ACoS	CVR	CTR	CPC	AD SPEND	AD SALES	ORDER
1	LumiLux Toilet Light Motion Detect...	44.6%	3.8%	0.5%	\$1.90	\$4,300	\$4,300	177
2	Lucas Star Wars/Death Star Cree C...	23.8%	6.5%	0.58%	\$0.48	\$5,277	\$19,301	177
3	DoubleUSA Nicolas Cage Printed D...	100%	6%	0.61%	\$0.20	\$50	\$500	15
4	AIPUSI Colorful Folding Umbrella H...	40.44%	4.3%	0.44%	\$0.47	\$501	\$1,500	18
5	PURFIN-RELEEF Dog Dryer - Large	33.24%	6.9%	0.26%	\$0.22	\$400	\$400	7

3) ACCOUNT ANALYSIS: NEXT-LEVEL STRATEGIC INSIGHTS

See how your account compares to other high-performers in your marketplace and category and **identify account structures that could be holding back your performance**.

1. **Ad groups/Campaign:** Having fewer ad groups per campaign will give you **more control** over your budget. Check out [our guides](#) for strategic campaign blueprints.
2. **Advertised ASINs/Ad Group:** For most advertisers, up to 5 advertised ASINs per ad group will be ideal.
3. **Keywords/Ad Group:** For most advertisers, between 5 and 20 keywords per ad group will work best.

For the full guide to the Sellics Benchmarker [Beta], [click here](#).