

Amazon Portfolio

Amazon Account Manager | E-commerce & PPC Specialist

Section 1: Product Research & Market Analysis

Example of market research conducted for Parcel Bags in the UK marketplace. The sheet includes details such as ASIN, pricing, sales, review counts, ratings, revenue, and competition analysis.

Parcel-Bags_UK.XLSX

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	Product Details	ASIN	URL	Brand	Price £	Sales	Review Count	Ratings	Revenue	Images	Type	Pack	Color	BSR	Seller	Fees \$	Variations	Active	Image
2	50 Mixed Grey M	B084ZRB8Y4	https://www.amazon.co.uk/dp/B084ZRB8Y4	ISOUL	5.99	21,543	13,346	4.6	129,042.57	9	Self-Seal		Grey	3	AMZ	2.97	2	4	
3	Grey Parcel Deliv	B09FYHNGS1	https://www.amazon.co.uk/dp/B09FYHNGS1	Straame	3.95	17,886	1,920	4.6	70,649.70	7	Self-Seal	25	Grey	7	GB	2.58	9	3	
4	Mixed 100x Grey	B0BLZD1HS8	https://www.amazon.co.uk/dp/B0BLZD1HS8	Capra Falco	5.99	16,049	219	4.5	96,133.51	7	Self-Seal		Grey	11	GB	3.13	1	1	
5	ISOUL 25 x Strong	B08MFMSKJ1	https://www.amazon.co.uk/dp/B08MFMSKJ1	ISOUL	5.89	14,384	2,884	4.7	84,721.76	7	Self-Seal	24	Grey	12	AMZ	4.05	10	3	
6	Straame Mixed SI	B09G3C4PF7	https://www.amazon.co.uk/dp/B09G3C4PF7	Straame	5.69	12,663	2,752	4.6	72,052.47	7	Self-Seal		Grey	72	GB	3.72	4	2	
7	50 Mixed Size Pin	B09734KFCF	https://www.amazon.co.uk/dp/B09734KFCF	YUNJU	6.99	12,379	853	4.7	86,529.21	9	Self-Seal		Baby Pink	54	AMZ	3.65	11	2	
8	MXtore Postage B	B09FK38W99	https://www.amazon.co.uk/dp/B09FK38W99	MXtore	5.99	10,651	2,433	4.7	63,799.49	9	Self-Seal	50	Pink	106	GB	3.13	5	2	
9	125 Mixed Grey P	B081D4G8H8	https://www.amazon.co.uk/dp/B081D4G8H8	MSDS-SOUL	7.88	8,127	1,939	4.6	64,040.76	7			Grey	87	GB	4.05	1	1	
10	100 Mixed Mailin	B0851FDL96	https://www.amazon.co.uk/dp/B0851FDL96	ISOUL	7.99	5,751	3,338	4.6	45,950.49	8	Self-Seal		Grey	243	AMZ	3.8	1	2	
11	60 Mixed Mailing	B08D08BVF1	https://www.amazon.co.uk/dp/B08D08BVF1	YUNJU	5.51	5,442	245	4.7	29,985.42	8	Sealing	60	Grey	189	AMZ	2.88	5	2	
12	50 Mixed Baby Pin	B09ZDHB8W9	https://www.amazon.co.uk/dp/B09ZDHB8W9	ISOUL	6.99	5,429	2,639	4.7	37,948.71	7			Baby Pink	219	AMZ	3.65	12	3	
13	AKAR 12 x 16 Incl	B09N9GC8C8	https://www.amazon.co.uk/dp/B09N9GC8C8	AKAR	3.49	4,860	585	4.6	16,961.40	6		10	Baby Pink	259	GB	2.44	13	2	
14	Stopshop - 50 Gr	B0CFCXSJPF	https://www.amazon.co.uk/dp/B0CFCXSJPF	Stopshop	4.99	4,377	53	4.6	21,841.23	6		50	Grey	231	GB	2.5	1	1	
15	AKAR 17 x 22 dell	B09TBF8V53	https://www.amazon.co.uk/dp/B09TBF8V53	AKAR	3.99	4,207	468	4.7	16,785.93	7	Self-Seal	5	Pink	289	GB	2.59	12	1	
16	GAGADGET 50 Str	B075QKT611	https://www.amazon.co.uk/dp/B075QKT611	GAGADGET	6.99	3,197	135	4.7	22,347.03	8			Grey	723	AMZ	3.89	9	2	
17	ISOUL Strong Larg	B092W4CGT1	https://www.amazon.co.uk/dp/B092W4CGT1	ISOUL	7.49	2,477	512	4.7	18,552.73	7	Self-Seal	100	Baby Pink	609	AMZ	4.51	13	3	
18	24 x 36 Inch Large	B08PRF6ZK8	https://www.amazon.co.uk/dp/B08PRF6ZK8	IFKAY	6.89	2,452	73	4.4	16,894.28	9	Self-Seal		Grey	297	GB	4.38	2	1	
19	Second One - 50	B08C5GGG74	https://www.amazon.co.uk/dp/B08C5GGG74	Second One	6.45	2,330	112	4.6	15,028.50	8	Self-Seal	1	Grey	1,371	GB	2.73	1	1	
20	ORIL* 50 Grey Pa	B0CG37X4S1	https://www.amazon.co.uk/dp/B0CG37X4S1	ORIL	6.49	1,426	30	4.4	9,254.74	7		50	Grey	688	GB	3.2	6	1	
21	IFKAY Grey Mailin	B09DB853Z5	https://www.amazon.co.uk/dp/B09DB853Z5	IFKAY	7.45	1,230	743	4.6	9,163.50	9		50	Grey	1,274	GB	4.29	2	1	
22	ISOUL 100 Mixed	B092HKS4P9	https://www.amazon.co.uk/dp/B092HKS4P9	ISOUL	8.99	1,106	291	4.7	9,942.94	7			Pink	1,648	AMZ	4.37	7	3	

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Quotes are not sourced from all markets and may be delayed up to 20 minutes. Information is provided 'as is' and solely for informational purposes, not for trading purposes or advice. [Disclaimer](#)

Section 2: Amazon PPC Campaigns

Snapshot of managed PPC campaigns including campaign types, targeting strategy, budgets, impressions, clicks, and performance metrics.

Campaigns_Nov_9_2024

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	State	Campaigns	Status	Type	Targeting	Campaign bidder	Start date	End date	Portfolio	Budget(GBP)	Top-of-search IS	Cost type	Impressions	Clicks
2	ENABLED	Magic Mixers - 2	CAMPAIGN_STI SP	MANUAL	Dynamic bids - c		12/06/23		Etopia	4.1	<5%	CPC	9924	
3	ENABLED	Pattern & Shape	CAMPAIGN_STI SP	MANUAL	Dynamic bids - c		12/06/23		Etopia	5.84	<5%	CPC	6146	
4	ENABLED	Magic Mixers - 2	CAMPAIGN_STI SP	AUTOMATIC	Dynamic bids - c		12/06/23		Etopia	4.2	<5%	CPC	15902	
5	ENABLED	Science Groupe	CAMPAIGN_STI SP	MANUAL	Dynamic bids - c		18/05/23		Etopia	4.47	<5%	CPC	20624	
6	ENABLED	Jewellery Group	CAMPAIGN_STI SP	MANUAL	Dynamic bids - c		15/06/23		Etopia	4.23	<5%	CPC	6175	
7	ENABLED	Pottery Wheel -	CAMPAIGN_STI SP	AUTOMATIC	Dynamic bids - c		18/05/23		Etopia	3	<5%	CPC	3776	
8	ENABLED	Jewellery Group	CAMPAIGN_STI SP	MANUAL	Dynamic bids - c		15/06/23		Etopia	10	<5%	CPC	3389	
9	ENABLED	Pottery Wheel W	CAMPAIGN_STI SP	MANUAL	Dynamic bids - c		30/06/23		Etopia	10	<5%	CPC	5102	
10	ENABLED	Dream Catchers	CAMPAIGN_STI SP	MANUAL	Dynamic bids - c		21/06/23		Etopia	10	9.41%	CPC	5520	
11	ENABLED	Choc Pen - 122	CAMPAIGN_STI SP	MANUAL	Dynamic bids - c		18/05/23		Etopia	10	32.50%	CPC	2155	
12	ENABLED	Pottery Wheel -	CAMPAIGN_STI SP	MANUAL	Dynamic bids - c		18/05/23		Etopia	10	79.70%	CPC	4253	
13	ENABLED	Magic Mixers - 2	CAMPAIGN_STI SP	MANUAL	Dynamic bids - c		12/06/23		Etopia	1.7	<5%	CPC	4890	
14	ENABLED	Dream Catchers	CAMPAIGN_STI SP	MANUAL	Dynamic bids - c		21/06/23		Etopia	10	9.90%	CPC	4234	
15	ENABLED	Sticky Balloons -	CAMPAIGN_STI SP	AUTOMATIC	Dynamic bids - c		11/08/23		Etopia	2.2	<5%	CPC	2352	
16	ENABLED	Pottery Wheel -	CAMPAIGN_STI SP	MANUAL	Dynamic bids - c		18/05/23		Etopia	15	38.16%	CPC	11732	
17	ENABLED	Beauty Grouped	CAMPAIGN_STI SP	AUTOMATIC	Dynamic bids - c		24/05/23		Etopia	2	<5%	CPC	2701	
18	ENABLED	Pattern & Shape	CAMPAIGN_STI SP	AUTOMATIC	Dynamic bids - c		12/06/23		Etopia	2.74	<5%	CPC	1347	
19	ENABLED	Airbrush Tattoo -	CAMPAIGN_STI SP	AUTOMATIC	Dynamic bids - c		04/11/24		Etopia	10	<5%	CPC	2278	
20	ENABLED	Jewellery Group	CAMPAIGN_STI SP	AUTOMATIC	Dynamic bids - c		15/06/23		Etopia	2	<5%	CPC	677	
21	ENABLED	Beauty Grouped	CAMPAIGN_STI SP	MANUAL	Dynamic bids - c		24/05/23		Etopia	10	26.75%	CPC	3900	
22	ENABLED	Sticky Balloons -	CAMPAIGN_STI SP	MANUAL	Dynamic bids - c		11/08/23		Etopia	15	11.73%	CPC	514	
23	ENABLED	Tea Party Paints	CAMPAIGN_STI SP	MANUAL	Dynamic bids - c		11/08/23		Etopia	5	<5%	CPC	2397	

Section 3: Keyword Research & Listing Optimization

Keyword research performed using tools like Helium 10 and Jungle Scout. Includes backend keywords, optimized titles, bullet points, and A+ content strategy.

Section 4: Case Studies & Results

Improved product visibility by 35% and reduced ACoS through strategic PPC management and keyword optimization. Delivered consistent sales growth across multiple products.

Section 5 : Amazon Listing

Listing status	Product details	Performance	Inventory	Est. VAT-Inclusive Price + Delivery	Estimated fees
Next step	Image, Title, ASIN, and SKU	Last 30 days	Fulfilled by and quantity	Pricing details	per unit sold
Active 11 Feb 2026, 20:50	Generic ASIN: BOGMYDWY67 SKU: JO-L1ZH-OOZE Condition: New	Sales Units sold Page views Sales rank	-- Available (FBM) -- Shipping -- template 100 GLEAMA SHIPPING	Price GBP 25.99 Shipping cost + £29.00 Minimum price GBP Maximum price GBP Featured offer £25.99 + £29.00 Competitive price -- Lowest price £25.99 + £29.00 View reference prices	Total fees £8.42 Calculate revenue
Active 11 Feb 2026, 18:39	Preserved Real Rose Gift for Women, Eternal Flower with I Love You Necklace in 100 Languages, Perfect for Birthday, Anniversary, Valentines, Mother's Day (Blue) ASIN: BOGMYH19X7 SKU: 4A-995D-H5ZB Condition: New	Sales Units sold Page views Sales rank	-- Available (FBM) -- Shipping -- template 100 GLEAMA SHIPPING	Price GBP 25.99 Shipping cost + £5.15 Minimum price GBP Maximum price GBP Featured offer £25.99 + £5.15 Competitive price -- Lowest price £25.99 + £5.15 View reference prices	Total fees £6.35 Calculate revenue
Active 11 Feb 2026, 18:39	Preserved Real Rose Gift for Women, Eternal Flower with I Love You Necklace in 100 Languages, Perfect for Birthday, Anniversary, Valentines, Mother's Day (Red) ASIN: BOGMYH19X7 SKU: WO-OA6E-QQCD Condition: New	Sales Units sold Page views Sales rank	-- Available (FBM) -- Shipping -- template 100 GLEAMA SHIPPING	Price GBP 25.99 Shipping cost + £5.15 Minimum price GBP Maximum price GBP Featured offer £25.99 + £5.15 Competitive price -- Lowest price £25.99 + £5.15 View reference prices	Total fees £6.35 Calculate revenue

☐	☆	Active 8 Feb 2026, 16:36		Squishmallows Original Pokémon 14-Inch Clefairy Plush - Add Clefairy to your Squad, Ultrasoft Stuffed Animal Medium Plush, Official Kelly Toy Plush ASIN B0CRZF1YSD SKU E1-SORS-TDY8 Condition New	Sales Units sold Page views Sales rank (Toys & Games) 23,556	-- Available (FBM) -- Shipping template	50 GLEAMA SHIPPING	Price GBP 42.99 Shipping cost + £6.16 Minimum price GBP Maximum price GBP Featured offer Competitive price £23.99 Match Lowest price £28.97 + £0.00 Match View reference prices	Total fees £7.52 Calculate revenue	⋮
☐	☆	Active 5 Feb 2026, 09:16		Syoss Keratin Shampoo (440 ml), Blue Lotus & Amino Complex Formula for Weak and Brittle Hair, Fills and Smooths Hair Fibre ASIN B08DPNJPT1 SKU 1T-VOHO-RO9S Condition New	Sales Units sold Page views Sales rank (Beauty) 57,002	-- Available (FBM) -- Shipping template	50 GLEAMA SHIPPING	Price GBP 11.99 Shipping cost + £5.49 Minimum price GBP Maximum price GBP Featured offer £7.99 + £0.00 Match Competitive price Lowest price £7.99 + £0.00 Match View reference prices	Total fees £2.67 Calculate revenue	⋮
☐	☆	Active 5 Feb 2026, 09:12		Syoss Max Hold Mega Strong Hair Spray 300 ml ASIN B08LSQRQ89 SKU 0Y-PWPT-PK21 Condition New	Sales Units sold Page views Sales rank (Beauty) 32,641	-- Available (FBM) -- Shipping template	50 GLEAMA SHIPPING	Price GBP 11.99 Shipping cost + £5.31 Minimum price GBP Maximum price GBP Featured offer £8.99 + £0.00 Match	Total fees £2.65 Calculate revenue	⋮