

- Your scan · Amazon.de · October 2026 against September

The sales you can take back, in one report.

Sample Hair Co.

LEAKING EVERY MONTH ON SEARCHES YOU GET CLICKS ON

€5,106

Shoppers click you on 3 searches, then buy from someone else.

LEFT ON LISTINGS

€5,293

a month, 6 listings below your average conversion

AD SPEND THAT NEVER PAYS BACK

€1,412

a month: dead search terms and three losing campaigns

PROFIT

€2,040

8.6% of sales, -15% on last month

INSIDE THIS REPORT

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15 Buyer's view

3 Your first three moves

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8 Listings: conversion and Buy Box

13 Profit: every euro

16 Next step and method

SUMMARY

Your scan at a glance

October 2026 against September 2026. Arrows are green when the change is good for you, red when it is not.

SALES €23,665 ▲ +6.6% Business Report, incl. VAT	PROFIT €2,040 ▼ -14.7% after VAT, fees, ads and cost	MARGIN 8.6% ▼ -2.2 pts profit per € of sales	AD SPEND €4,765 ▲ +17.1% 12 campaigns
ADS PER €100 SALES €20.1 ▲ +1.8 pts TACoS	AD-ATTRIBUTED SALES €14,740 ▲ +6.6% everything sold after a click	SALES WITHOUT ADS 38% ▲ +0.0 pts €8,925	HALO SHARE 24% ▲ +5.2 pts ad sales on other products
SESSIONS 29,100 ▲ +7.8% visits to your listings	CONVERSION 4.79% ▼ -0.03 pts units per session	UNITS 1,394 ▲ +7.1% ordered in October	BUY BOX 96.8% ▼ -1.3 pts weighted by sales
SEARCH LEAK €5,106 to fix clicks that bought elsewhere	LEFT ON LISTINGS €5,293 to fix below-average conversion	WASTED AD SPEND €697 ▲ +49.9% 11 terms, no sales	BRAND SEARCH SALES €1,780 healthy on €300 spend

Where your sales money went



The month in one line

Sales +6.6%, profit -15%.

You sold more and kept less: ad spend rose 17%, Scalp Serum lost the Buy Box, and five products lose money after ads.

Start with page 3: your first three moves. Go →

ACTION PLAN

Your first three moves

Ranked by money a month and how fast you can act.

1

Traffic you already have, converting below your average

• €5,293 a month

• 6 listings

WHY

At your own average of 4.8%, these listings would sell more without a single extra visit. Biggest: Scalp Serum and Argan Conditioner.

WHAT TO DO

- Test a new main image on the two listings with the most visits first.
- Rewrite the first two bullets around the problem each product solves.
- Score it next month against your 4.8% average conversion.

[Full numbers on page 8 →](#)

2

3 searches leak sales to competitors

• €5,106 a month

• Account

WHY

You get more of the clicks than of the purchases on “anti schuppen shampoo”, “kopfhaut serum” and “shampoo gegen juckende kopfhaut”. Shoppers reach your listing and buy elsewhere.

WHAT TO DO

- Search each term and put your listing next to the top three: main image, price per ml, rating, review count.
- Fix the gap that shows, usually the main image or the first bullets.
- Check the same terms in Search Query Performance in four weeks.

[Full numbers on page 5 →](#)

3

Lost the Buy Box, and the ads went with it

• €2,435 a month

• Scalp Serum

WHY

Buy Box fell from 92% to 71%. Sponsored Products only show when you hold it, so ad sales fell from €1,420 to €700 on the same budget.

WHAT TO DO

- Find who else sells Scalp Serum and at what price.
- Ask them to stop, or report the offer through Brand Registry if it breaks your rules.
- Hold the ad budget until the Buy Box is back above 95%: the ads cannot show without it.

[Full numbers on page 8 →](#)

ALL FINDINGS

8 more findings

After the three moves on page 3, ranked by money. 11 findings in total; green is something to keep doing.

- 4

5 campaigns ● Ads

€1,925

spend a month

Campaigns that cost more than the products earn
SP | Scalp Serum | Exact, SP | Argan | Auto, SP | Hair Mask | Broad, SP | Travel Set | Auto. Fix the listing first or cut the spend.
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Search terms ● Trend

€1,440

spend on them

9 terms got worse since last month
“reiset kosmetik” ACOS 67% → 127%; “haarkur trockenheit haar” ACOS 75% → 133%; “scalp serum” ACOS 43% → 95%.
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- 6

Placements ● Ads

€1,377

spend a month

Top of search wins, Rest of search costs most
Top of search runs at €23 of ads per €100 sold; Rest of search at €45 on 29% of spend. Raise the bid modifier where it converts, lower the rest.
[Page 10 →](#)
- 7

Search terms ● Ads

€697

a month

11 search terms spent money and sold nothing
The biggest: “haarserum kopfhaut” (€120), “reise shampoo flasche” (€100), “anti schuppen shampoo” (€80). Add the roots as negatives across campaigns.
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Rosemary Hair Oil ● Launch

€240

spend a month

New launch living on ads, as expected for now
82% of its sales come from ads, part of it from other products' campaigns. Set a date to bring that under 50%.
[Page 10 →](#)
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Rosemary Shampoo ● Ads

€860

halo a month

Keep this ad: it opens the door for your other products
Its own ACOS is 43%, above break-even, but it also sells €860 of your other products. Cutting it on ACOS alone would cost you that.
[Page 10 →](#)
- 10

Range ● Buyer

72% of sales from three products
The Tea Tree family alone is 62% of sales. A buyer prices that risk in; a fourth strong product changes the picture.
[Page 15 →](#)
- 11

Argan Conditioner ● Trend

-€157

profit vs last month

Declining: fewer visits and fewer of them buy
Sales -23%, sessions -9%, conversion -0.5 pts against last month. A traffic and a conversion problem at once.
[Page 8 →](#)

02 — SEARCH · MAP

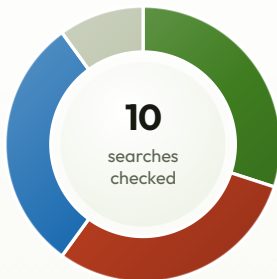
Who takes your clicks, and where you lose the sale

Search Query Performance, brand view. A leak is a search where shoppers click you, then buy from someone else.

€5,106

a month in leaks

10 searches, four kinds



- 3 you win**
More of the buyers than of the clicks.
- 3 leak**
€5,106 a month
They click you, then buy elsewhere.
- 3 to take back**
Big markets where your slice is small.
- 1 to watch**
Small gap, moving.

WHAT THIS MEANS

Three searches bring you shoppers who then leave: €5,106 a month that reached your listing and walked away. Fix those listings before you buy more traffic.

Clicks against purchases

Your share of the clicks

Your share of the purchases

anti schuppen shampoo 6,400 buyers a month	6.2%	3.8%	● -€1,920 a month
kopfhaut serum 2,600 buyers a month	4.5%	1.6%	● -€1,727 a month
shampoo gegen juckende kopfhaut 2,100 buyers a month	12%	7.0%	● -€1,459 a month
teebaumöl shampoo 1,900 buyers a month	31%	34%	● You win
rosmarin shampoo 1,200 buyers a month	22%	25%	● You win
sample hair co 420 buyers a month · your brand	82%	91%	● You win
rosmarinöl haare 2,400 buyers a month	6.0%	5.2%	● Watch
shampoo ohne silikon 8,900 buyers a month	2.1%	1.8%	● Take back
naturkosmetik shampoo 5,300 buyers a month	3.4%	3.0%	● Take back
haarkur trockenes haar 3,700 buyers a month	1.2%	0.9%	● Take back

Big markets, small slice

shampoo ohne silikon 8,900 buyers a month	yours: 160 (1.8%)	● +€1,059 per point
naturkosmetik shampoo 5,300 buyers a month	yours: 159 (3.0%)	● +€684 per point
haarkur trockenes haar 3,700 buyers a month	yours: 33 (0.9%)	● +€588 per point

Search term audit and the words behind the waste

Every term that spent money in October 2026, then split into its words and added up across campaigns.

SPEND

€4,765

5,810 clicks

AD SALES

€14,740

915 orders

ACOS

32.3%

account

WASTED SPEND

€697

14.6% of spend, 11 terms

CTR

2.0%

296,912 impressions

CONVERSION

15.7%

orders per click

CPC

€0.82

average

BRAND SEARCH

€1,780

12.1% of ad sales

Root words, top 16 by spend

Safe to add as negatives across campaigns: not your product, never sold.

Relevant, but no sales: shoppers want this. Fix the listing or the bid; blocking it would cut real demand.

- flasche 2 terms · €122

hunde 1 term · €64

shoulders 1 term · €57

head 1 term · €57

seife 1 term · €41

männer 1 term · €38

liter 1 term · €38

locken 1 term · €35

leer 1 term · €22

haarserum 1 term · €120

reise 1 term · €100

anti 1 term · €80

silikone 1 term · €60

kamm 1 term · €35

ROOT	CAMPAIGNS	TERMS	SPEND	SALES	ACOS	READ
shampoo	7	17	€2,232	€10,159	22%	Winner
kopfhaut	2	3	€620	€1,475	42%	
tree	3	3	€600	€3,336	18%	Winner
tea	3	3	€600	€3,336	18%	Winner
serum	1	2	€570	€700	81%	Expensive
rosmarin	2	2	€410	€1,924	21%	Winner
teebaumöl	2	2	€351	€2,060	17%	Winner
hair	1	2	€300	€1,780	17%	Winner
sample	1	2	€300	€1,780	17%	Winner
trockenes	2	2	€280	€270	104%	Expensive
haar	2	2	€280	€270	104%	Expensive
conditioner	1	2	€270	€520	52%	Expensive
haarmaske	1	2	€260	€200	130%	Expensive
spülung	1	2	€250	€250	100%	Expensive
haaröl	1	2	€240	€770	31%	
schuppen	1	2	€230	€434	53%	Expensive

02

— SEARCH · EVERY TERM

The 20 biggest search terms of 37

Sorted by spend. Red: no sales. Amber: above the break-even of the product it advertises. The full list is in your scan.

SEARCH TERM	CAMPAIGN	MATCH	CLICKS	SPEND	SALES	ORDERS	ACOS
kopfhaut serum	SP Scalp Serum Exact	exact	340	€380	€500	20	76%
teebaumöl shampoo	SP Tea Tree Exact	exact	360	€310	€2,060	137	15%
rosmarin shampoo	SP Rosemary Auto	auto	330	€260	€1,417	109	18%
tea tree shampoo	SP Tea Tree Exact	exact	280	€240	€1,436	96	17%
argan conditioner	SP Argan Auto	auto	270	€210	€520	39	40%
tea tree shampoo 3er pack	SP Tea Tree 3-pack Exact	exact	240	€210	€1,400	35	15%
scalp serum	SP Scalp Serum Exact	exact	170	€190	€200	8	95%
sample hair co	SB Brand Store	exact	260	€180	€1,260	84	14%
haarmaske	SP Hair Mask Broad	broad	220	€180	€200	11	90%
spülung trockenes haar	SP Argan Auto	auto	230	€160	€180	13	89%
shampoo gegen schuppen	SP Tea Tree Exact	exact	175	€150	€434	28	35%
rosmarin haaröl	SP Hair Oil Launch	exact	170	€150	€507	30	30%
tea tree shampoo 500ml	SP Tea Tree 500 Exact	exact	170	€150	€500	22	30%
rosmarinöl haare	SP Rosemary Auto	auto	200	€140	€585	45	24%
reiseset kosmetik	SP Travel Set Auto	auto	190	€140	€110	5	127%
shampoo haarwachstum	SP Rosemary Auto	auto	190	€130	€292	22	45%
shampoo juckende kopfhaut	SP Tea Tree Broad	broad	150	€120	€975	66	12%
sample hair shampoo	SB Brand Store	phrase	170	€120	€520	35	23%
natürliches shampoo	SB Brand Store	broad	180	€120	€150	10	80%
haarserum kopfhaut	SP Scalp Serum Exact	exact	100	€120	€0	0	no sales

Got worse since September

SEARCH TERM	ACOS SEP	ACOS OCT	CHANGE
anti schuppen shampoo	31%	—	Stopped selling
conditioner ohne silikon	207%	—	Stopped selling
reiseset kosmetik	67%	127%	ACOS up · +61 pts
haarkur trockenes haar	75%	133%	ACOS up · +58 pts
scalp serum	43%	95%	ACOS up · +52 pts
kopfhaut serum	29%	76%	ACOS up · +47 pts

03 — LISTINGS

Listings with traffic but weak conversion

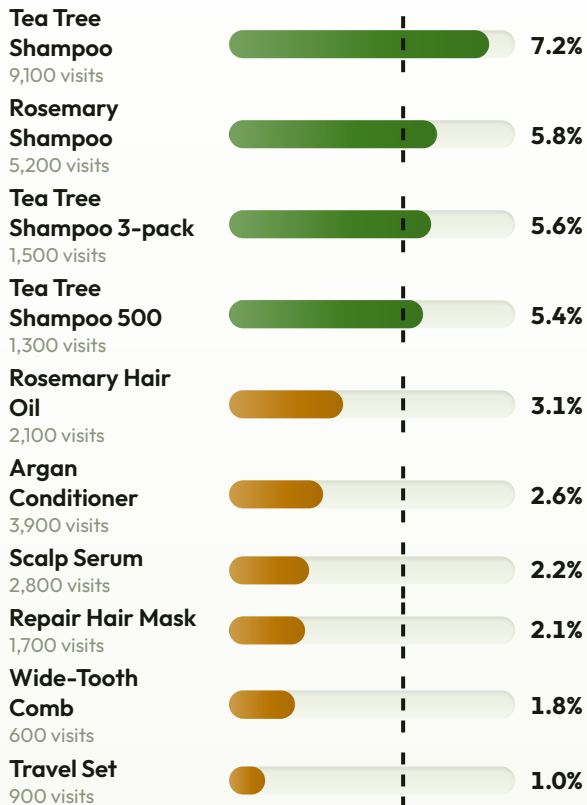
€5,293

Your account converts 4.79% of visits. Data: Business Report, by child item.

a month left on the table

How many visits buy

Green: above your average. Amber: below. Dashed line: your average.



Money left on the table, a month

At your own average conversion, with the first thing to fix.



Listings losing the Buy Box

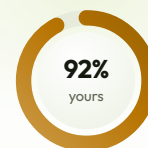


Scalp Serum

was 92% in Sep

Another seller takes 29 of every 100 sales. About €633 a month.

Other sellers likely



Repair Hair Mask

was 95% in Sep

Another seller takes 8 of every 100 sales. About €56 a month.

Watch

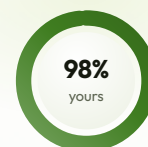


Rosemary Shampoo

was 98% in Sep

Another seller takes 3 of every 100 sales. About €121 a month.

Watch



Argan Conditioner

same as Sep

Another seller takes 2 of every 100 sales. About €28 a month.

Fine

03 — LISTINGS · AGAINST LAST MONTH

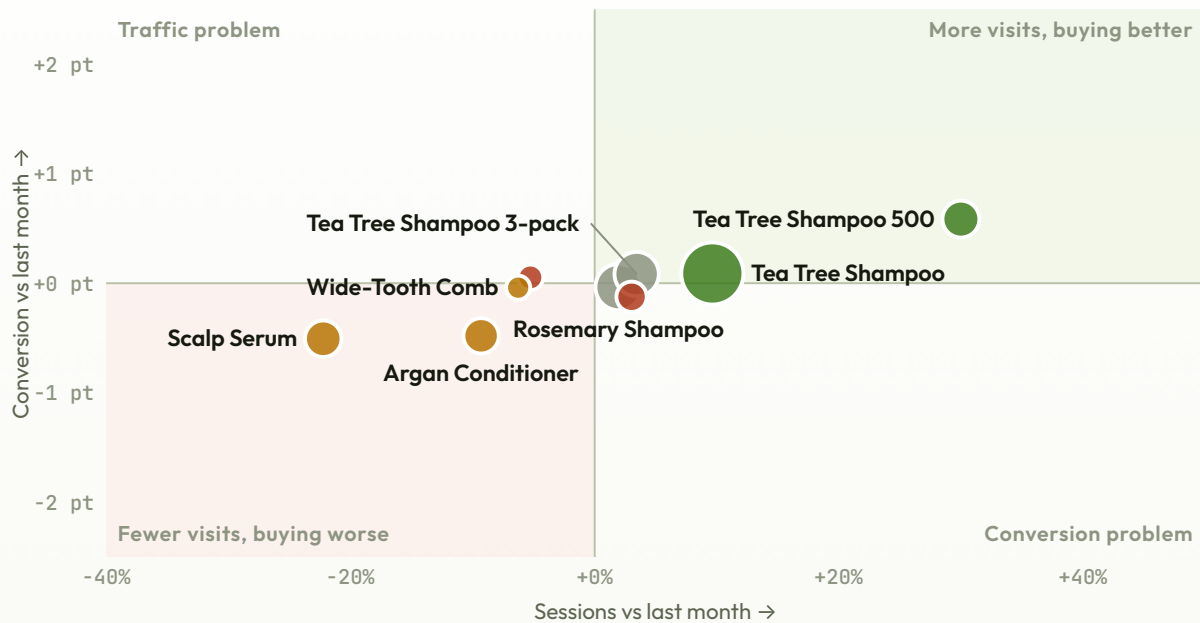
What changed, product by product

October 2026 against September 2026, sorted by sales.

PRODUCT	STATUS	SALES	SALES Δ	SESSIONS Δ	CVR Δ	MARGIN Δ	PROFIT	PROFIT Δ
Tea Tree Shampoo	● Growing	€9,818	▲ +11.0%	▲ +9.6%	▲ +0.09 pts	▲ +0.8 pts	€1,254	▲ +€198
Rosemary Shampoo	● Steady	€3,897	▲ +1.4%	▲ +2.0%	▼ -0.03 pts	▼ -0.9 pts	€326	▼ -€30
Tea Tree Shampoo 3-pack	● Steady	€3,352	▲ +5.0%	▲ +3.4%	▲ +0.08 pts	▲ +0.0 pts	€949	▲ +€47
Tea Tree Shampoo 500	● Growing	€1,609	▲ +45.8%	▲ +30.0%	▲ +0.58 pts	▲ +2.3 pts	€359	▲ +€139
Scalp Serum	● Declining	€1,549	▼ -36.7%	▼ -22.2%	▼ -0.51 pts	▼ -24.5 pts	-€182	▼ -€493
Argan Conditioner	● Declining	€1,362	▼ -23.5%	▼ -9.3%	▼ -0.48 pts	▼ -12.8 pts	-€229	▼ -€157
Rosemary Hair Oil	● New	€1,121	new	new	new	—	€43	—
Repair Hair Mask	● Bleeding	€648	▼ -2.7%	▲ +3.0%	▼ -0.12 pts	▼ -16.8 pts	-€266	▼ -€105
Travel Set	● Bleeding	€198	±0	▼ -5.3%	▲ +0.05 pts	▼ -14.7 pts	-€226	▼ -€29
Wide-Tooth Comb	● Margin squeeze	€110	▼ -8.3%	▼ -6.2%	▼ -0.04 pts	▼ -12.8 pts	-€73	▼ -€9

Traffic problem or conversion problem?

Across: change in visits. Up: change in how many of them buy. Bigger dots sell more.

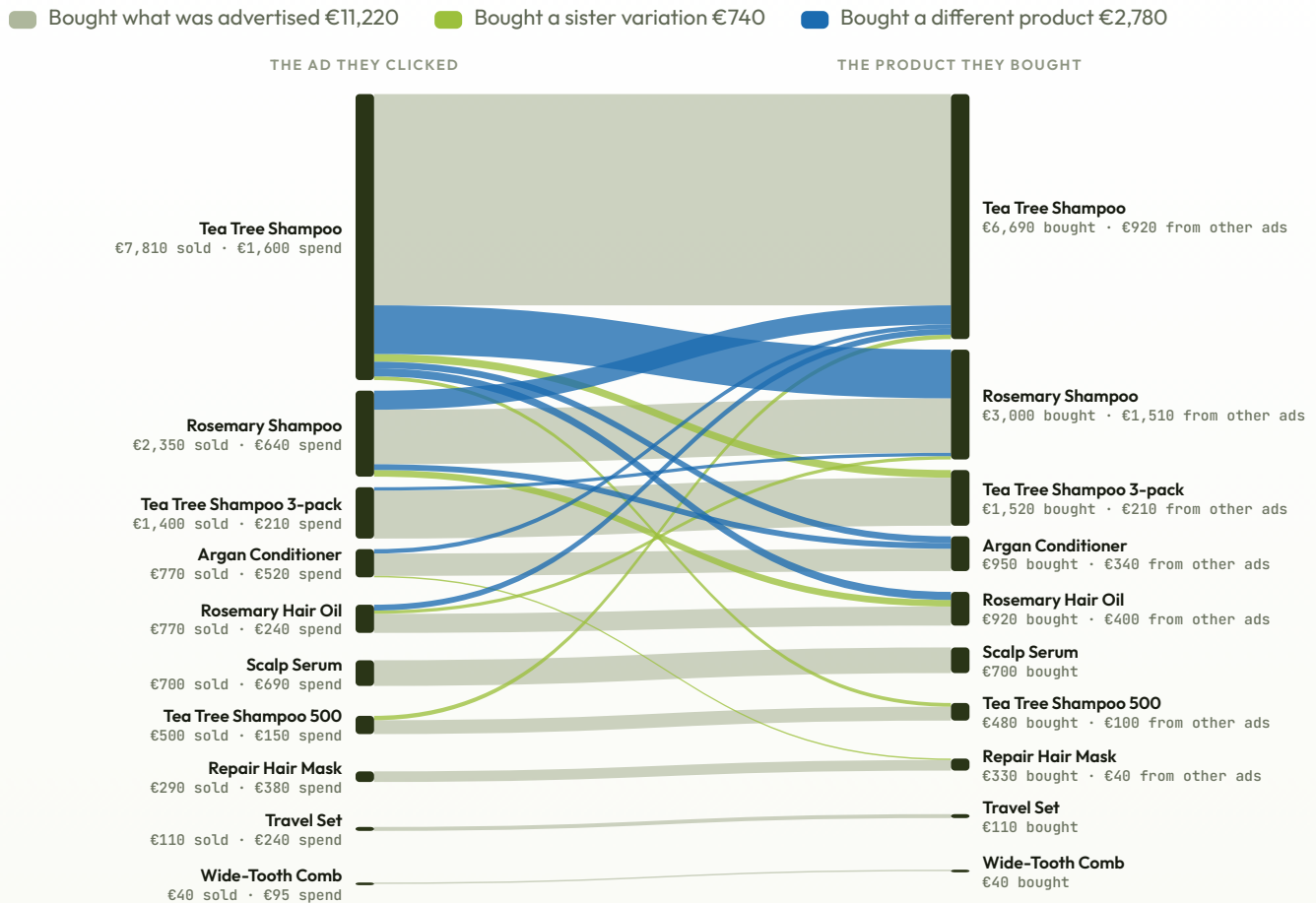


04 — ADS · FOLLOW THE SPEND

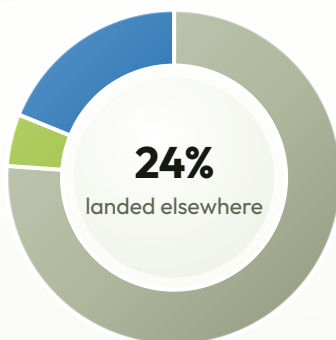
24% of the sales your ads drove were not the product the shopper clicked

5% went to a sister variation and 19% to a different product, out of €14,740 ad-attributed sales. Data:

Purchased product report.



After an ad click, shoppers bought...



- The product in the ad
€11,220 · 76%
- A sister variation
€740 · 5%
Same family, another size
- A different product
€2,780 · 19%
Amazon's console credit

The halo in four numbers

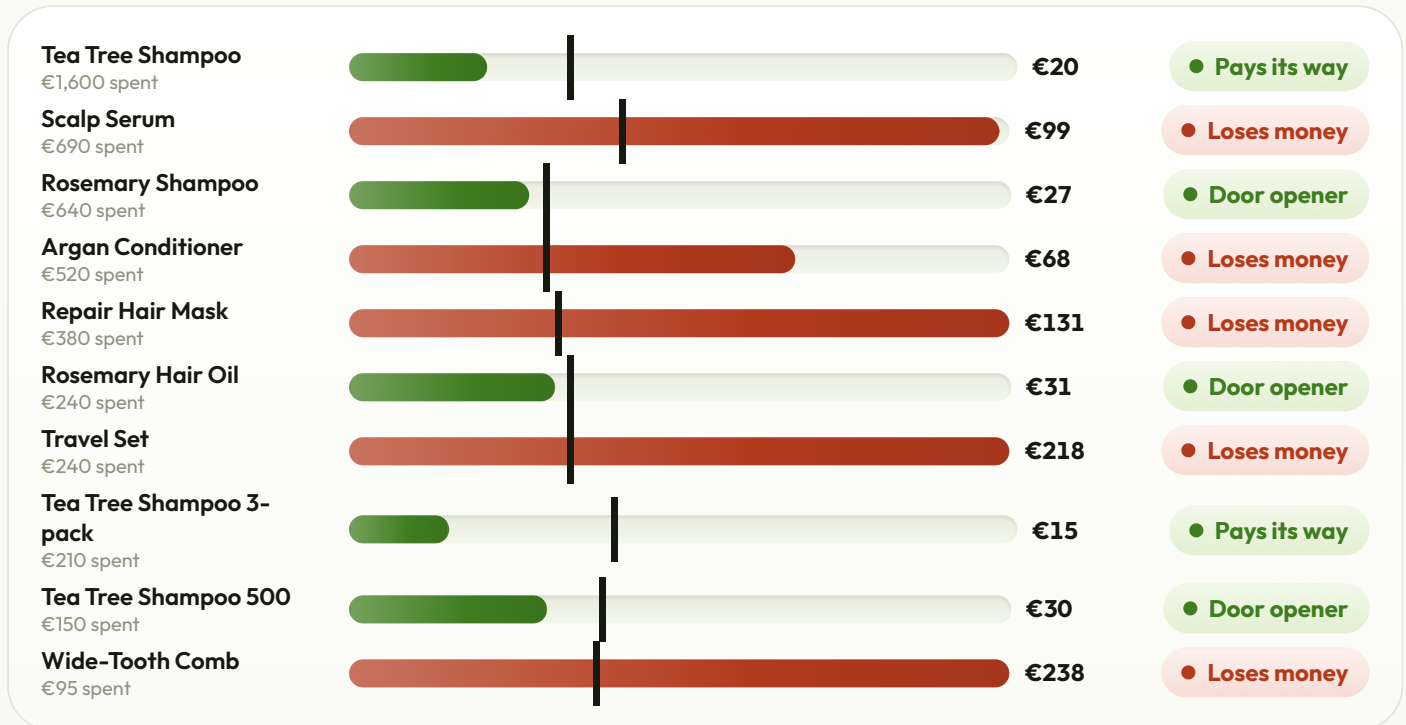
Halo share of ad sales	23.9%	▲ +5.2 pts
Door openers: ads that sell other products	3	
Products living on other ads	0	
Distinct cross flows	14	

04 — ADS · IF YOU PAUSED IT

Does each ad pay for itself?

Bar: what the ad costs for every €100 shoppers bought after the click, counting every product. Black

line: the most it can cost before the product loses money.



Campaigns: performing and not

CAMPAIGN	VERDICT	SPEND	SALES	HALO SHARE	ACOS	BREAK-EVEN	WASTED
SP Tea Tree Exact	Performing	€780	€3,930	26%	20%	33%	€80
SP Scalp Serum Exact	Bleeding	€690	€700	0%	99%	41%	€120
SP Rosemary Auto	Steady	€640	€2,350	37%	27%	29%	€60
SP Argan Auto	Bleeding	€520	€770	21%	68%	29%	€60
SB Brand Store	Performing	€420	€1,930	15%	22%	33%	€0
SP Tea Tree Broad	Leaky	€400	€1,950	37%	21%	33%	€162
SP Hair Mask Broad	Bleeding	€380	€290	0%	131%	31%	€80
SP Travel Set Auto	Bleeding	€240	€110	0%	218%	33%	€100
SP Hair Oil Launch	Steady	€240	€770	32%	31%	33%	€0
SP Tea Tree 3-pack Exact	Performing	€210	€1,400	6%	15%	39%	€0
SP Tea Tree 500 Exact	Steady	€150	€500	24%	30%	38%	€0
SP Comb Auto	Bleeding	€95	€40	0%	238%	37%	€35

04 — ADS · PLACEMENTS AND HALO

Where your ads win, and whose ads sell the rest

Data: Placement report and Purchased product report.

ACOS and conversion by placement

ACOS ACOS, worst placement Conversion



Account-wide

PLACEMENT	SPEND	SHARE	SALES	ACOS	CVR
Top of search	€1,957	41%	€8,403	23.3%	26.3%
Product pages	€1,432	30%	€3,252	44.0%	9.4%
Rest of search	€1,377	29%	€3,084	44.6%	11.8%

Creates the halo

Tea Tree Shampoo	own ACOS 28%	€2,040
Rosemary Shampoo	own ACOS 43%	€860
Rosemary Hair Oil	own ACOS 46%	€250
Argan Conditioner	own ACOS 85%	€160
Tea Tree Shampoo 500	own ACOS 39%	€120
Tea Tree Shampoo 3-pack	own ACOS 16%	€90

Lives off the halo

Rosemary Shampoo	39% of its sales	€1,510
Tea Tree Shampoo	9% of its sales	€920
Rosemary Hair Oil	36% of its sales	€400
Argan Conditioner	25% of its sales	€340
Tea Tree Shampoo 3-pack	6% of its sales	€210
Tea Tree Shampoo 500	6% of its sales	€100
Repair Hair Mask	6% of its sales	€40

WHAT THIS MEANS

Cut ads on their full ACOS, not their own. The Rosemary Shampoo ad looks expensive alone and pays once the products it sells are counted.

05 — PROFIT · WHERE THE MONEY GOES

From €23,665 of sales to €2,040 of profit

€2,040

Every line from your fee reports and cost sheet. Reimbursements are added back.

profit, 8.6% of sales

Every euro, accounted for



- VAT**
€3,778
€16 of every €100
- Amazon fees**
€9,175
€39 of every €100
- Product cost**
€3,907
€17 of every €100
- Ads**
€4,765
€20 of every €100
- Your profit**
€2,040
€9 of every €100

The waterfall, line by line

Sales, incl. VAT	€23,665	100.0%
VAT	-€3,778	16.0%
Refunds	-€605	2.6%
Referral fees	-€3,542	15.0%
FBA fulfilment	-€4,454	18.8%
Storage	-€326	1.4%
Inbound placement	-€296	1.3%
Returns processing	-€37	0.2%
Advertising	-€4,765	20.1%
Product cost	-€3,907	16.5%
Reimbursements	€85	0.4%
Profit	€2,040	8.6%

Ad spend against profit, per product

Ad spend Profit Loss



05 — PROFIT · BY PRODUCT

Who makes money, and every product on one board

After VAT, every fee, ads and your cost.

Profit by product

Tea Tree Shampoo		€1,254
Tea Tree Shampoo 3-pack		€949
Tea Tree Shampoo 500		€359
Rosemary Shampoo		€326
Rosemary Hair Oil		€43
Wide-Tooth Comb		-€73
Scalp Serum		-€182
Travel Set		-€226
Argan Conditioner		-€229
Repair Hair Mask		-€266

The board

PRODUCT	ROLE	SALES	CVR	BUY BOX	AD SPEND	TACOS	HALO OUT	HALO IN	AD DEP.	PROFIT	MARGIN
Tea Tree Shampoo	Sells itself	€9,818	7.2%	99%	€1,600	16%	€2,040	€920	68%	€1,254	13%
Rosemary Shampoo	Door opener	€3,897	5.8%	97%	€640	16%	€860	€1,510	77%	€326	8%
Tea Tree Shampoo 3-pack	Sells itself	€3,352	5.6%	100%	€210	6%	€90	€210	45%	€949	28%
Tea Tree Shampoo 500	Door opener	€1,609	5.4%	100%	€150	9%	€120	€100	30%	€359	22%
Scalp Serum	Ads lose money	€1,549	2.2%	71%	€690	45%	€0	€0	45%	-€182	-12%
Argan Conditioner	Ads lose money	€1,362	2.6%	98%	€520	38%	€160	€340	70%	-€229	-17%
Rosemary Hair Oil	Door opener	€1,121	3.1%	99%	€240	21%	€250	€400	82%	€43	4%
Repair Hair Mask	Ads lose money	€648	2.1%	92%	€380	59%	€0	€40	51%	-€266	-41%
Travel Set	Ads lose money	€198	1.0%	100%	€240	121%	€0	€0	56%	-€226	-114%
Wide-Tooth Comb	Ads lose money	€110	1.8%	100%	€95	86%	€0	€0	36%	-€73	-67%

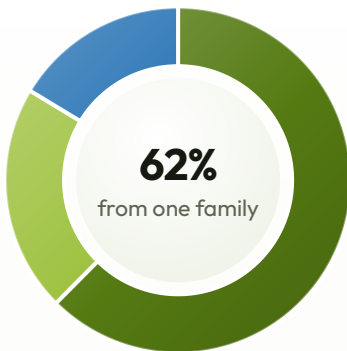
Roles: Sells itself · Door opener (its ads sell other products) · Lives on halo (most ad sales come from other ads) · Ad dependent · Ads lose money.

06 — BUYER'S VIEW

What a buyer would see in these numbers

The signals buyers and investors check first. Fix the amber ones before anyone looks.

Sales by product family



- Tea Tree family
62%
€14,779
- Rosemary family
21%
€5,018
- Everything else
16%
€3,867

ADS COST, PER €100 OF SALES

€20

under €12

Up from €18 last month.
Buyers prefer under €12.

● Fix first

SALES WITHOUT ADS

38%

60%+

Buyers pay more for sales
that happen without ads.

● Improve

PROFIT TREND

-15%

Sales grew +7% while profit
fell. Buyers read the trend
before the total.

● Watch

BRAND REGISTRY

Detected: brand-
level Search
Query
Performance only
exists for
registered
brands.

● Good

A ROUGH MARKET RANGE, NOT A VALUATION

€60,000 – €100,000

If October were a typical month, yearly profit is about €24,000. Small Amazon brands often sell for 2.5–4.0× yearly profit (SDE), plus stock.

What raises the multiple

Ads per €100 of sales

€20 now, target under €12



Sales without ads

38% now, target 60%+



Share of the biggest family

62% now, target under 45%



Profit margin

9% now, target 15%+



NEXT STEP

Want a second pair of eyes on this?

A free 30-minute call with the people who would do the work. No slides, no pitch deck: your scan, on screen.

On the call

- ✓ We go through your three moves and check them against your live listings.
- ✓ We tell you which ones your team can do alone, and how.
- ✓ If it makes sense to work together, we say what we would do in the first 90 days and what it costs.

Book a free review call →

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Brands we have grown

+149%

GUAM, Amazon UK: £30K to £74.7K a month in 7 months, at three times the competitors' price, with no discounts.

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+1,000%

Renora Cosmetics, Amazon.de: sales in 90 days after a full relaunch, following another agency.

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5,000+

Milva, Amazon EU: units a month, four years and counting.

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How this scan works

- Every number comes from the Amazon reports you loaded, for Amazon.de, October 2026 against September 2026. Your report files were read in your browser and never uploaded.
- “Leak” is your click share minus your purchase share on a search, times the purchases on that search, times its average price. “Left on the table” is what a listing would sell at your account’s average conversion.
- “Full ACOS” counts everything shoppers bought after an ad click. Attributed sales show where shoppers went; they do not prove the ad alone caused the sale. Break-even is the margin per unit after VAT, Amazon fees and your cost.
- Profit uses Amazon’s fees and the unit costs you entered, after VAT. The market range is a rough guide from typical multiples, not a valuation or financial advice.

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