



# Manage By Stats

## **New MBS Reports Give Insight Into Amazon Advertising**

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ManageByStats has added reporting to its MBS Advertising Manager tool. Any users of MBS have this option enabled automatically. The new report viewer shows analytic data on the user's Amazon advertising campaigns, including graphs for Product Revenue, ACoS (Advertising Cost of Sales), ACoTS (Total Sales, including organic), Margin and Organic Units. This info can also be set to be emailed so users receive a full breakdown of the performance of their advertising campaigns in their inbox.

“Being able to get this data in overview, snapshot form, is a great advantage for our users,” says MBS CEO, Philip Jepsen. “And now they can get it in their inbox as well. Set your preferred email address and this valuable report is emailed to you for your review.”

Advertising has become a key part of the Amazon ecosystem. The MBS Advertising Manager helps users create and manage Amazon campaigns, making use of functions and features not available in Seller Central. Ads Manager provides tools for reviewing and making changes to Campaigns, Ad Groups, Ads and Keywords (along with the ability to track Keywords with the Amazon master tracking tool), then updates Seller Central immediately. Scheduling and automated bid adjustments are also included. Any user of the

Advertising Manager has the new reporting feature.

?We invite any users of ManageByStats to take a look in their Advertising Manager, under Report Viewer,? says Mister Jepsen. ?And if they?ve not yet activated the Ads Manager, we invite them to do that too. And if you?re not yet using MBS at all ? well, what are you waiting for? We?ve got a fourteen day free trial, no credit card required.?

For more info on ManageByStats and their tools and services, please visit the ManageByStats site or contact the company directly. If interested parties have further questions, ManageByStats may be contacted directly by email.

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For more information about ManageByStats, contact the company here: ManageByStats Philip Jepsen, CEO 7274752995 philip@managebystats.com 411 Cleveland Street, Suite 110 Clearwater FL 33755

## **ManageByStats**

*ManageByStats.com is a software platform built by Amazon Sellers, for Amazon Sellers, to provide functions not provided well by Amazon or other services, including product sales performance graphs displayed by Brand, Product Line and individual Products.*

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