Profits Now Part Of MBS Advertising Manager

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Profit reporting is now part of the MBS Advertising Manager tool. Users of the Advertising Manager now have this available in their Hub section, the centralized area displaying analytical data and graphs related to Amazon advertising. Profit is now part of the information available, both for the selected reporting period as well as the same prior period. Users are therefore able to see and compare ad performance against the prior range.

?ManageByStats has always been about data clarity,? says MBS CEO, Philip Jepsen. ?We provide Amazon users so many ways to see and analyze the performance of their Amazon business. Advertising has become such a critical part of achieving success, we?ve been evolving our management tool to keep pace and offer solutions for sellers.?

From campaigns to keywords, the MBS Advertising Manager gives users tools and options not available in Seller Central, such as automatic bid adjustments, scheduled bids and more. With the Ads Manager users are able to manage their ads more efficiently, with tools that simplify the basics, provide high-level oversight, insight and Amazon PPC stats, such as the new Profit option.

?Full oversight is a little bit like magic,? says Mister Jepsen. ?When you have it, you?re able to make good

decisions based on data, and the results, when you do that, are what create business expansion.?

For more info on the ManageByStats Advertising Manager and their other 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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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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