



ADLABS × CLAUDE SKILL

/ SETUP & USER GUIDE

The AMC SQL Writer

Amazon Marketing Cloud SQL that actually runs. Ask in plain English, get the query back.

SETUP TAKES ABOUT 3 MINUTES

11

CRITICAL RULES

8

QUERY TEMPLATES

15

GUIDE SECTIONS

0

RULES FROM THE DOCS

[01] **Install the skill**

2 STEPS

[02] **Run your first query**

/AMC-SQL-WRITER

[03] **Ways to use it**

5 PROMPTS

adlabs.app

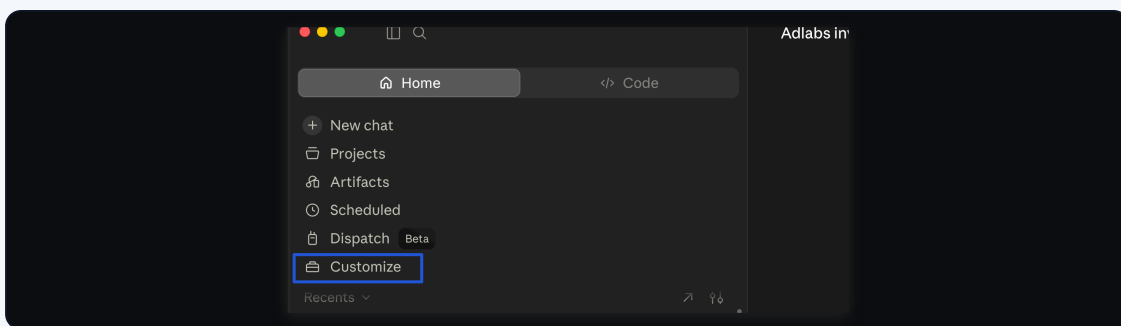
STOP GUESSING AT THE CLEAN ROOM

Install the skill

Upload the `.skill` file once. It shows up as `/amc-sql-writer` in every chat after that.

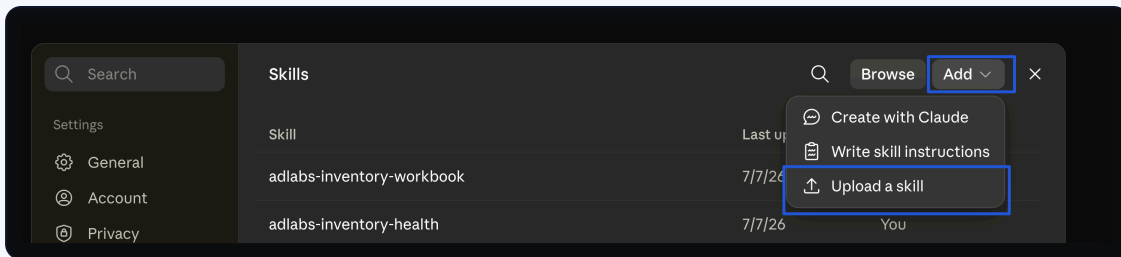
STEP 1

Sidebar → Customize



STEP 2

Skills → Add → Upload a skill



Pick `amc-sql-writer.skill` from the folder you downloaded.

CODE On Claude Code? The `.skill` is a zip. Unzip it, drop the folder into `~/.claude/skills/`.

Run your first query

Type the command and describe the report you want. No SQL on your side.

YOU TYPE

Plain English

/amc-sql-writer New-to-brand sales by campaign, SP + SB, last 90 days

+

Chat

Cowork

Opus 5 Extra

↓

↑

YOU GET BACK

Paste it straight into the AMC console

Here's the query. Units converted, divides guarded, AMC-safe.

```
WITH b AS (  
  SELECT  
    creative_asin,  
    SUM(spend) / 100000000.0 AS ad_spend_dollars, -- microcents  
    SUM(clicks) AS clicks,  
    SUM(impressions) AS impressions  
  FROM sponsored_ads_traffic  
  GROUP BY 1  
)  
SELECT  
  b.creative_asin,  
  b.ad_spend_dollars,  
  1.0 * b.clicks / NULLIF(b.impressions, 0) AS ctr,  
  1.0 * b.ad_spend_dollars / NULLIF(b.clicks, 0) AS cpc_usd  
FROM b
```

Ways to use it

Not just for writing queries from scratch. Paste in something broken, or something you already have.

PASTE ANY OF THESE

Then tell it what you actually want

ASK A QUESTION

```
/amc-sql-writer Which ad type drives the most new-to-brand purchases?
```

FIX A QUERY THAT COMES BACK EMPTY

```
/amc-sql-writer This runs but returns zero rows. Why?
```

SANITY CHECK NUMBERS THAT LOOK WRONG

```
/amc-sql-writer My spend is 100,000,000x too high. What did I miss?
```

ADD METRICS TO A QUERY YOU ALREADY HAVE

```
/amc-sql-writer Add ACOS, ROAS and % of total to this.
```

START FROM ONE OF THE 8 TEMPLATES

```
/amc-sql-writer Use the CAC template, but split by ASIN.
```

ON ADLABS? Optional. Add `https://mcp.adlabs.app` under **Settings** → **Connectors** and Claude can validate the query at Amazon and run it against your instance, instead of you pasting it into the AMC console. The skill works either way.