



Breakeven ACoS

Every ASIN that sold, on one sheet: what it sold for, what Amazon kept per unit, the margin before and after COGS, and the breakeven ACoS that follows.

SETUP TAKES ABOUT 2 MINUTES

1

ROW PER ASIN

90

DAY WINDOW

200

ASINS MAX

0

ACCOUNT WRITES

[\[01\]](#) Install the skill

2 STEPS

[\[02\]](#) Add the AdLabs connector

1 CLICK + PROFIT TRACKING

[\[03\]](#) How the numbers work

PREPPS & BREAKEVEN

[\[04\]](#) Run your first report

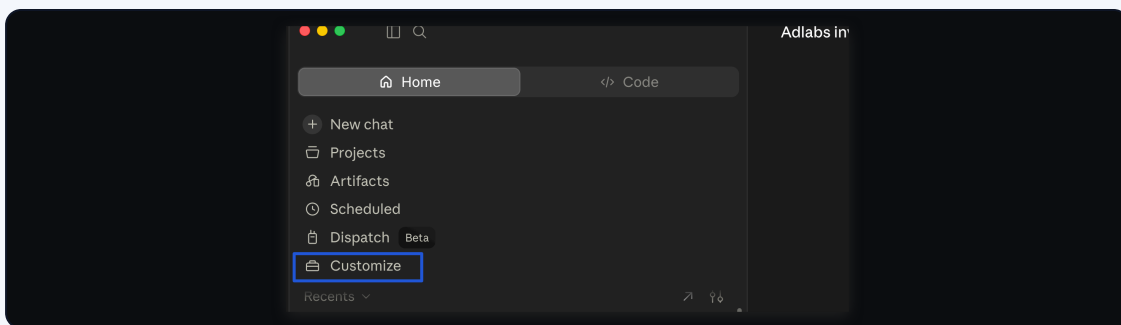
/ADLABS-BREAKEVEN-ACOS

Install the skill

Upload the `.skill` file once. It shows up as `/adlabs-breakeven-acos` in every chat after that.

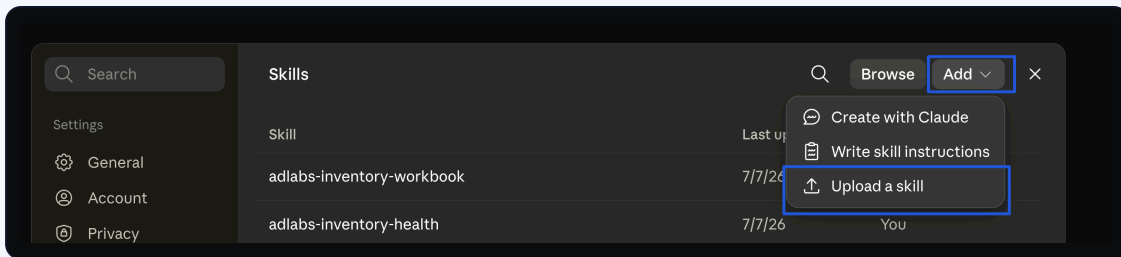
STEP 1

Sidebar → Customize



STEP 2

Skills → Add → Upload a skill



Pick `adlabs-breakeven-acos.skill` from the folder you downloaded.

CODE

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

Add the AdLabs connector

CUSTOMIZE → CONNECTORS → DISCOVER

Search the directory for AdLabs

Connectors / Directory

AdLabs



AdLabs - Amazon Ads Community

Better analysis and optimizations for Amazon



1

Find AdLabs in the directory

AdLabs is an official connector. Open **Customize**, then **Connectors**, then **Discover**, and search for AdLabs. No URL to paste.

Connectors > Discover > AdLabs

2

Click Connect, then Allow

The AdLabs app opens and asks you to sign in and authorise access. That is the whole handshake.

REQUIRED Two more things the skill checks and stops on: the profile must be a **seller** profile (vendor profiles report a different fee shape), and **profit tracking must be enabled** for it in AdLabs. Without profit tracking every fee column reads zero. Fees are never estimated from category rates.

Four subtractions.

Every column is a per-unit figure over the window, and the breakeven is the last one divided by the first. The sheet prints the arithmetic; anyone you send it to can check it.

$$\text{Breakeven ACoS} = \text{PrePPS} \div \text{ASP}$$

$$\text{PrePPS} = \text{ASP} - \text{referral} - \text{FBA} - \text{other fees} - \text{COGS} \cdot \text{pre-ad profit per sale}$$

COGS missing → the sheet shows the pre-COGS ceiling in orange instead

	WORKED EXAMPLE, ONE ASIN	PER UNIT
ASP	\$3,250 sales ÷ 100 units	\$32.50
Amazon fees	referral \$4.88 + FBA \$6.20 + other \$0.52	\$11.60 · 35.7%
Pre-COGS margin	\$32.50 - \$11.60	\$20.90 · 64.3%
PrePPS	\$20.90 - COGS \$9.40	\$11.50
Breakeven ACoS	\$11.50 ÷ \$32.50	35.4%

FEES UNPUBLISHED

Sales but no fees of any kind yet. Amazon publishes late; the row is **left out of every fee total**, never treated as free

COGS MISSING

No landed cost in AdLabs. Breakeven becomes the **pre-COGS ceiling**, shown in orange, the most the product could ever afford

LOW SAMPLE

Under ten units. The other-fees line is **struck through** and excluded from that row's total, because it is mostly one-off charges

NO FBA FEE

Units sold but no FBA fee reported. The cell reads a dash and the row **total omits it**, rather than guessing a rate

Run your first report

Name the account and ask in plain English. One product read, checked against the server's own sums, then one self-contained HTML sheet.

YOU

Build the **breakeven ACoS sheet** for the US account.

CLAUDE, USING THE SKILL

- ✓ Seller profile with profit tracking on: currency USD, time zone PT
- ✓ Window set: trailing 90 days ending yesterday
- ✓ Pulled 17 ASINs with units sold, in one packed read
- ✓ Totals matched the server's own sums to the cent
- ✓ Fees published on 16 of 17 · COGS set on 13 · sheet rendered

RUN IT

Build the **breakeven ACoS sheet** for the US account

NARROW IT

Same sheet, but only the **kitchen parent ASIN**

WIDEN IT

Use **Q2** instead of the last 90 days

READ IT

Which ASINs have a breakeven **under 20 percent**?

READ-ONLY

Nothing is written to your account. The sheet is a reference: no target tiers, no bid advice. To complete it, import landed cost per SKU in AdLabs (**Products** → **Import** → **Product COGS**) and run again. Refund rate is shown for context and never deducted.