AdLabs

ADLABS × CLAUDE SKILL / SETUP & USER GUIDE

Day parting

One hourly export in. All 168 day-and-hour cells scored on what a click actually earns, and the bid adjustments that follow.

SETUP TAKES ABOUT 2 MINUTES, PLUS THE REPORT DOWNLOAD

168	18	1	0
HOURS SCORED	SEGMENTS	FILE IN	ACCOUNT WRITES

[01] Install the skill — 2 STEPS

[02] Pull the hourly report — 3 SETTINGS

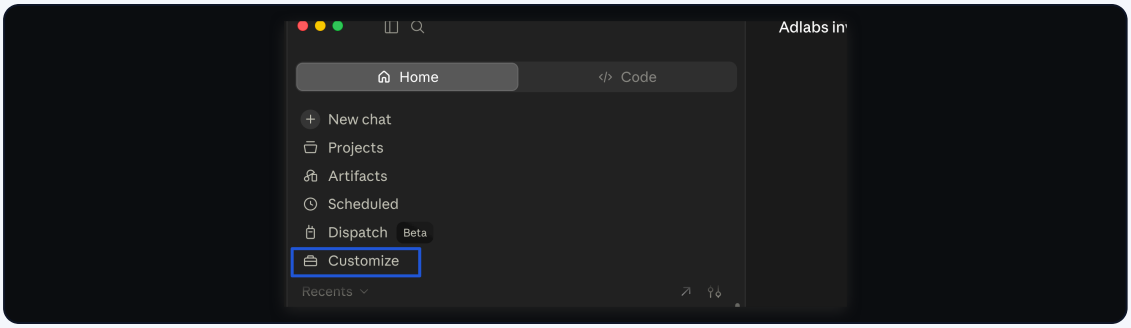
[03] How the numbers work — RPC & THE GATE

[04] Run your first report — /ADLABS-DAYPARTING

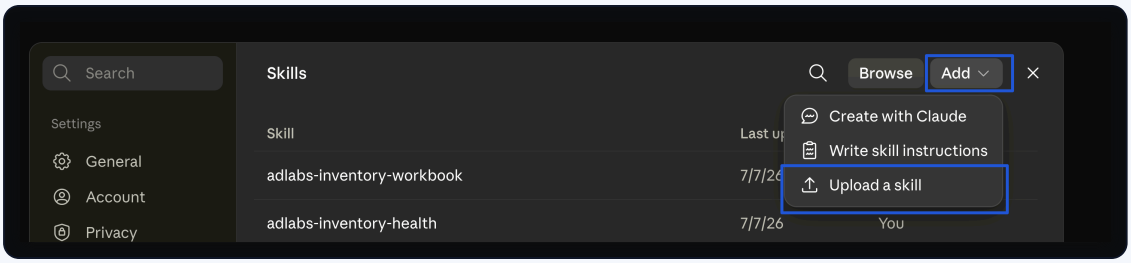
Install the skill

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

STEP 1 **Sidebar → Customize**



STEP 2 **Skills → Add → Upload a skill**



Pick `adlabs-dayparting.skill` from the folder you downloaded.

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

Pull the hourly report

The skill runs on one export, and only the Sponsored Products campaign report at hourly grain carries an hour column.

1. **Open Sponsored ads reports**
   Measurement & Reporting → Sponsored ads reports → Create report.
2. **Set the three fields**
   Category, type and time unit, exactly as below.
3. **Download it and attach it**
   CSV or Excel. Several marketplaces can go in at once.

	REPORT SETTINGS	VALUE
Report category	Sponsored Products	
Report type	Campaign	
Time unit	the whole point of the file	HOURLY
Date range	short windows give noise	2–4 WEEKS

STRICT A daily campaign report, a search term report or a bulk file has no **Start Time** column. The skill says what the file looks like and stops, rather than running a lesser analysis on the wrong data.

One metric, one gate.

Every recommendation comes out of two lines of arithmetic, and both are printed inside the report. Anyone you send it to can check the working.

```
RPC = Sales ÷ Clicks

bid adjustment = (segment RPC ÷ overall RPC) - 1

gate = 5 × (clicks ÷ orders)
```

	WORKED EXAMPLE	RESULT
Overall RPC	$122.8k sales ÷ 33.8k clicks	$3.64
20–23h RPC	$4.04 against the $3.64 baseline	1.110
Confidence gate	5 × (33.8k clicks ÷ 3,240 orders)	53 clicks
Bid adjustment	9,112 clicks in the window, gate cleared	+10%

BOOST
RPC runs **5% or more above** your account average, on enough clicks to trust

HOLD
Within **5% either way**. The window is already pulling its weight

THROTTLE
5% or more below average. Same click price, less coming back

LOW DATA
Under the gate. The report prints **clicks had against clicks needed**

Run your first report

Attach the export and ask in plain English. Everything is computed in code from the file, then rendered as one self-contained HTML report you can send on as it is.

YOU

Here is our **hourly export** for June. Build the dayparting report.

CLAUDE, USING THE SKILL

- ✓ Fingerprinted the file: 4,032 rows parsed, 3 skipped
- ✓ Aggregated into 168 day × hour buckets, in code
- ✓ Recomputed every rate from sums, not the export's own rate cells
- ✓ Gate set at 5 × aCTC = 53 clicks
- ✓ Scored 18 segments: 6 boost, 3 hold, 10 throttle, 1 low data

RUN IT
Here is our hourly report for the last month. **Build the dayparting report**

NARROW IT
Same report, but **only the Auto campaigns**

MOVE THE GATE
Use **three times** clicks per order for confidence instead of five

ADD A WINDOW
Score **nine to five against overnight** as well

READ-ONLY Nothing is connected and nothing is written. The adjustments are **relative moves on top of the bids you already have**, not replacement bids, and the last day or two of any export is still filling in as sales get attributed back.