



ADLABS × CLAUDE SKILL

/ SETUP & USER GUIDE

The PPC Audit Skill

A read-only Amazon PPC audit, run inside Claude. Install the skill, connect AdLabs, and get a branded, client-ready report of exactly where your ad spend is leaking.

SETUP TAKES ABOUT 3 MINUTES · WORKS IN THE CLAUDE DESKTOP & WEB APP

10-step
METHOD

Read-only
NEVER WRITES

~2 min
TO RUN

Client-ready
HTML REPORT

[01] What you get	OVERVIEW
[02] Install the skill	2 STEPS
[03] Connect AdLabs	ONE-TIME
[04] Run your first audit	/ADLABS-PPC-AUDIT

adlabs.app

FIND THE SPEND THAT IS LEAKING

What it does

The skill runs AdLabs' read-only 10-step audit on one Amazon ad account and hands back a polished, on-brand report. It reads your account. It never changes it.

READ-ONLY · ONE ACCOUNT PER RUN · LAST 30 DAYS VS PRIOR 30 BY DEFAULT

WASTED SPEND

Zero-order search terms

Finds the terms burning budget with no sales, and estimates the recoverable spend.

BID RIGHT-SIZING

Over-target bids

Flags bids running past target and shows current versus recommended, with the formula.

HARVESTING

Proven converters

Surfaces search terms already converting above benchmark that deserve their own targets.

BUDGET

Capped winners

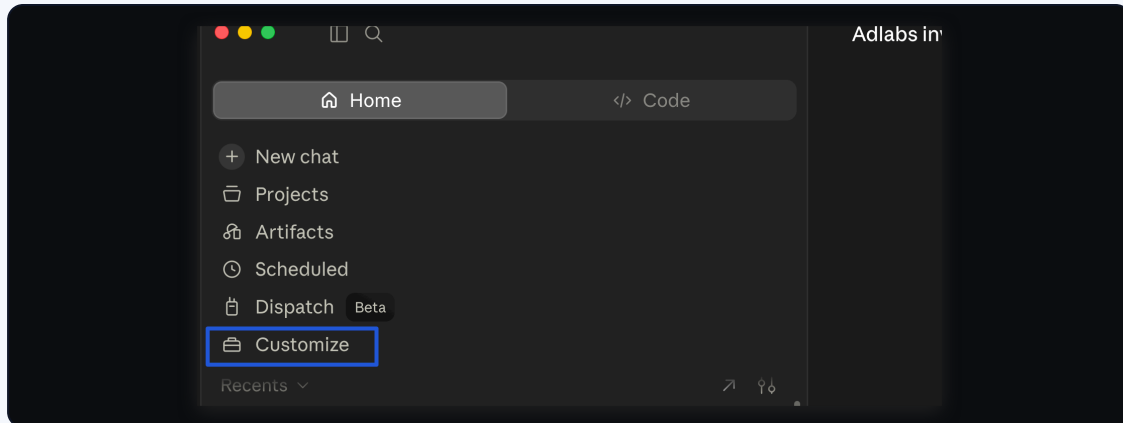
Spots campaigns hitting their budget cap and throttling proven, profitable demand.

COLLECT ACCOUNT → RUN 10-STEP AUDIT → RENDER BRANDED REPORT

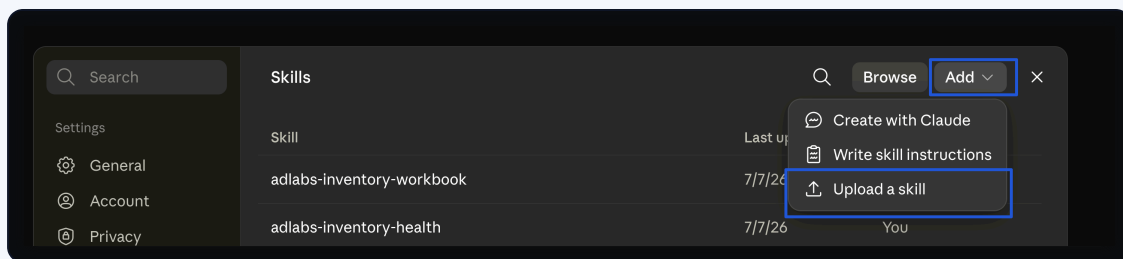
Install the skill

Upload the `.skill` file once. It then shows up as `/adlabs-ppc-audit` in any chat.

STEP 1 · OPEN CUSTOMIZE

[Sidebar](#) → [Customize](#)

STEP 2 · UPLOAD A SKILL

[Skills](#) → [Add](#) → [Upload a skill](#)

Choose `adlabs-ppc-audit.skill` from the giveaway. It lands in your Skills list, ready to run.

Connect AdLabs

The audit pulls live data through the AdLabs connector. Add it once in Claude's settings and every future run just works.

SETTINGS → CONNECTORS → ADD CUSTOM CONNECTOR

1 Add a custom connector

In Claude, open **Settings** → **Connectors** → **Add custom connector**.

2 Name it AdLabs and paste the URL

Give it the name **AdLabs** and enter the MCP URL:

<https://mcp.adlabs.app>

3 Connect and authorize

Click **Add**, then **Connect**. The AdLabs app opens, click **Allow** to authorize access.

4 Set Read-only Tools to Always Allow

In **Settings** → **Connectors** → **AdLabs**, switch **Read-only Tools** from Needs Approval to **Always Allow** so the audit runs without asking to approve every call.

SAFE **Always Allow is safe.** This skill is strictly read-only, it never changes your account, and you can switch it back anytime.

Run your first audit

In any chat, type the command and tell it which account, marketplace, and date range. Then let it work.

TYPE IN THE CHAT BOX

Command · account · marketplace · range

```
/adlabs-ppc-audit My Account - US - 30 Days
```



Chat

Cowork

Opus 4.8 Extra ▾



WHAT HAPPENS NEXT

- 01 Picks the account and pulls your targets automatically.
- 02 Runs about 14 read-only data calls, no pausing.
- 03 Renders the branded report and recaps the top findings.

GOOD TO KNOW

Default window is the last 30 days versus the prior 30. Give it any range you like. Ask for **a file I can send the client** to get a portable HTML report.

EXAMPLE

```
/adlabs-ppc-audit My Account · US · 30 Days
```

The report

One scannable, AdLabs-branded document. Health verdict and money at stake up top, then the evidence, then the three issues to fix first.

01	Health verdict & recoverable spend	HERO
02	Performance, period over period	KPI STRIP
03	Products & budget	WHERE IT SPENDS
04	Bid analysis & search terms	THE WASTE
05	Top 3 issues to fix first	THE SO-WHAT



**The audit names the problems.
We turn them into fixes.**

Run the skill, then bring the findings to the AdLabs team.

BOOK A CALL
adlabs.app