



Placement Deep Dive

Every Sponsored Products placement with prior-period deltas, for the whole account or any group, tag or ASIN, plus your top twenty campaigns with the adjustment they carry beside the one their conversion rates imply.

SETUP TAKES ABOUT 2 MINUTES

4

PLACEMENTS

20

CAMPAIGNS

30

DAY WINDOW

0

ACCOUNT WRITES

[01] Install the skill

2 STEPS

[02] Add the AdLabs connector

1 CLICK

[03] How the numbers work

THE CALCULATED %

[04] Run your first report

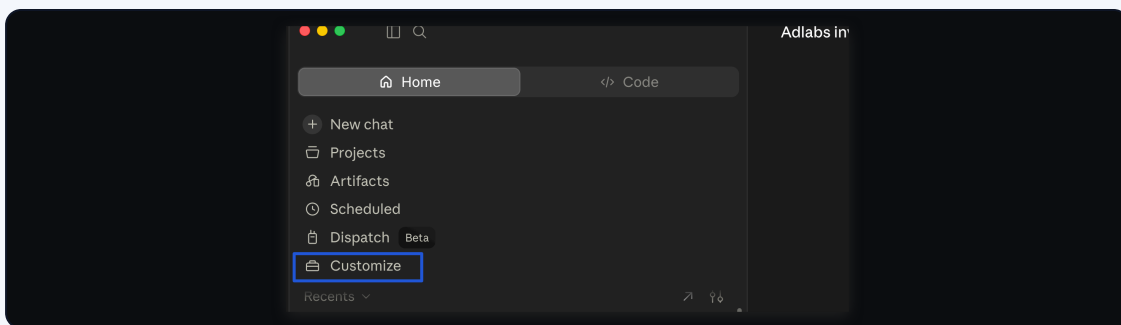
/ADLABS-PLACEMENT-DEEP-DIVE

Install the skill

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

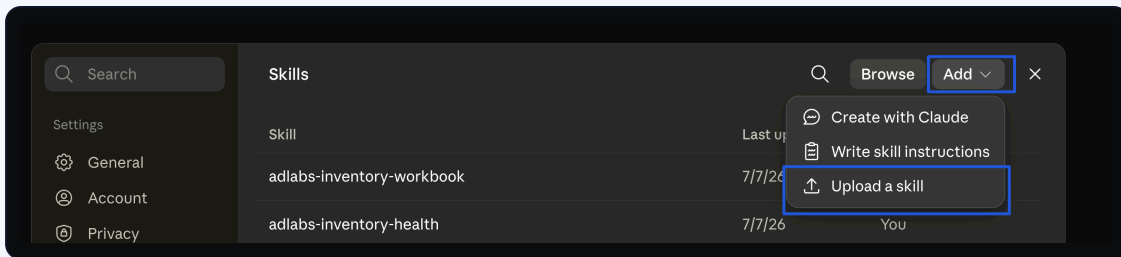
STEP 1

Sidebar → Customize



STEP 2

Skills → Add → Upload a skill



Pick `adlabs-placement-deep-dive.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 - 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.

TIP Set **Read-only Tools** to **Always Allow** under Customize → Connectors → AdLabs. A run makes about twenty read calls, and otherwise Claude asks you to approve each one. It is safe: this skill **never writes** to your account.

One computed judgment.

The report shows your data with AdLabs formatting. The only figure it computes for you is the calculated placement adjustment, AdLabs' own conversion-lift definition, printed beside the one each campaign carries

$$\text{Calc \%} = (\text{CVR} \div \text{lowest CVR} - 1) \times 100$$

lowest = the worst-converting placement with orders · it reads 0%

clamped to 0 ... 900 · needs two converting placements, else -

	WORKED EXAMPLE, ONE CAMPAIGN	CALCULATED
Rest of Search	2.5% CVR, the lowest converting placement	0%
Product Pages	3.3% CVR ÷ 2.5% - 1	+32%
Top of Search	8.2% CVR ÷ 2.5% - 1	+228%
Current setting	Top of Search carries +200% today	28 pts apart

RELATIVE, NOT ABSOLUTE

The worst converter sits at 0% and the others are **raised by their advantage**. Raising all three is just raising every bid

CONVERSION, NOT ACOS

Placements are set on **conversion and revenue per click**. ACOS is controlled at the keyword bid, and bids and placements are one unit

DONE RIGHT

Roughly the **same ACOS on every placement**, with spend share scaling with conversion rate. Product Pages usually carries the least

LONG WINDOWS

Placements need **30 to 90 days**. A few days of data says nothing about them, which is why the default window is 30 full days

Run your first report

Name the account and ask in plain English. Every number is computed in code from the AdLabs reads, then rendered as one self-contained, interactive HTML file.

YOU

Build the **placement deep dive** for the US account.

CLAUDE, USING THE SKILL

- ✓ Found the profile: currency, time zone and target ACOS
- ✓ Window set: last 30 full days against the 30 before
- ✓ Pulled 287 campaigns × 4 placements in one packed read
- ✓ Totals matched AdLabs' own aggregate to the cent
- ✓ Rendered the report: account, 6 groups, 2 tags, 41 ASINs

RUN IT

Build the **placement deep dive** for the US account

WIDEN IT

Same report over the **last 60 days**

SLICE IT

Show me placements for the **Brand Defense** optimization group only

COMPARE

Which placement converts best on the **New vs Legacy** tag?

READ-ONLY

Nothing is written to your account. The report has a **View by** bar: pick optimization groups, tags or ASINs and both tables recompute, and the view lives in the URL so a filtered slice can be sent as a link. The trailing days of any window understate sales-side metrics on every placement equally.