



The SQP Report

Amazon's search query data, turned into a tabbed report you can send a client.

SETUP TAKES ABOUT 3 MINUTES

6

REPORT TABS

4

FLAG STATES

1

HTML FILE

0

ACCOUNT WRITES

[01] Install the skill

2 STEPS

[02] Connect the AdLabs MCP

REQUIRED

[03] Run your first report

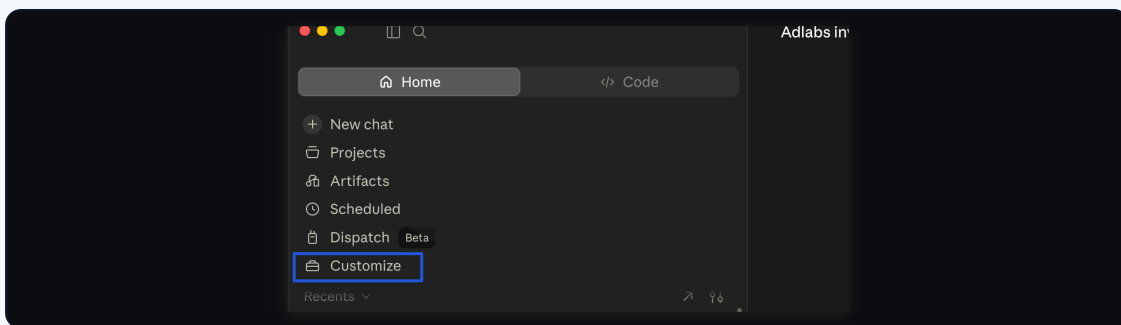
/ADLABS-SQP-REPORT

Install the skill

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

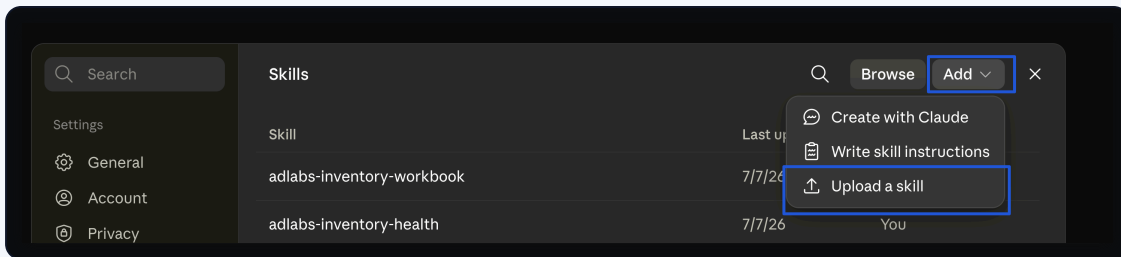
STEP 1

Sidebar → Customize



STEP 2

Skills → Add → Upload a skill



Pick `adlabs-sqp-report.skill` from the folder you downloaded.

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

Connect the MCP

This report runs entirely on live account data, so the AdLabs connector has to be authorised before the skill can do anything.

SETTINGS → CONNECTORS

Add custom connector

Add custom connector

Connect Claude to a remote MCP server.

Name

AdLabs

Remote MCP server URL

https://mcp.adlabs.app

Cancel

Add

1

Add the connector

Name it **AdLabs** and paste the MCP URL.

<https://mcp.adlabs.app>

2

Click Connect, then Allow

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

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

Run your first report

Ask in plain English. It finds your account, pulls the weeks, and hands back one self-contained HTML file.

YOU

Run an **SQL report** for the US account, last 12 weeks.

CLAUDE, USING THE SKILL

- ✓ Found the account and profile
- ✓ Pulled 12 published weeks of search query data
- ✓ Flagged 5 parent ASINs, one tab each
- ✓ Rendered the report — overview plus 5 ASIN tabs

OPPORTUNITY

High search share, **low purchase share** — demand you are not converting

EFFICIENCY GAIN

Purchase share **ahead of** click share — room to push harder

PROBLEM

Share **falling** against the market week over week

PENDING

Too little data to call it — never a forced verdict

HEADS UP Amazon publishes SQP **weekly and late** — usually several days behind, sometimes a fortnight. The report says which weeks it actually covers and drops an unpublished trailing week rather than charting it as a crash to zero.