



Search Term Negations

Every Sponsored Products search term that spent without an order, one product at a time, highlighted when its clicks pass a multiple of that product's own clicks to conversion.

SETUP TAKES ABOUT 2 MINUTES

1

PRODUCT AT A TIME

60

DAY WINDOW

2×

ACTC DEFAULT

0

ACCOUNT WRITES

[01] Install the skill

2 STEPS

[02] Add the AdLabs connector

1 CLICK

[03] How the numbers work

ACTC & THE THRESHOLD

[04] Run your first report

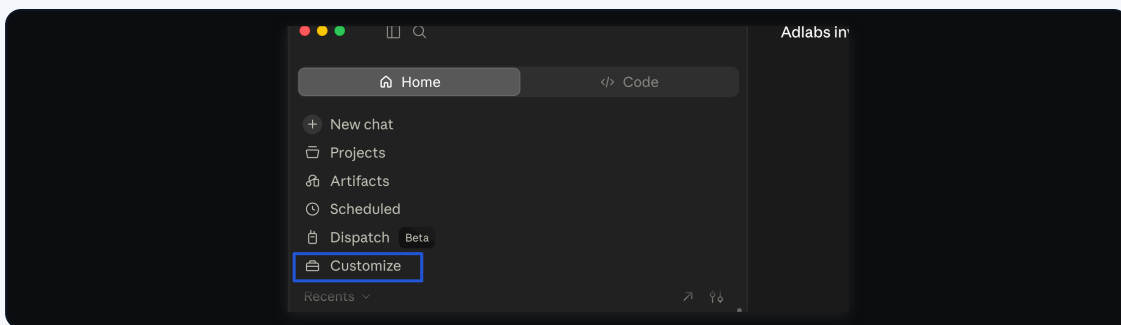
/ADLABS-SEARCH-TERM-NEGATIONS

Install the skill

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

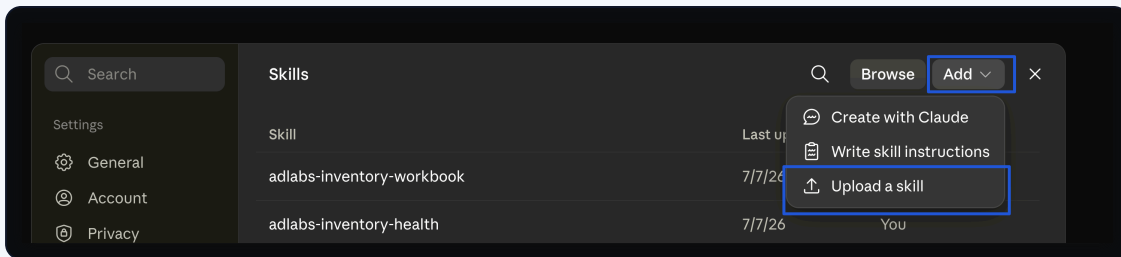
STEP 1

Sidebar → Customize



STEP 2

Skills → Add → Upload a skill



Pick `adlabs-search-term-negations.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 eighteen read calls, and otherwise Claude asks you to approve each one. It is safe: this skill **never writes** to your account and never negates anything itself.

One yardstick per product.

A term only earns a highlight when it has spent without an order and has taken more clicks than the product usually needs for one. Both numbers come from what is in view, and both are printed in the header.

$$\text{threshold} = \text{ceil}(\text{multiplier} \times \text{ACTC})$$

ACTC = $\sum \text{clicks} \div \sum \text{orders}$ over every row in view, converters included

highlight = orders 0 and clicks $\geq$ threshold $\cdot$ multiplier 1 to 4, default 2

	WORKED EXAMPLE, ONE PRODUCT	RESULT
ACTC	3,888 clicks $\div$ 65 orders in view	59.8 clicks
Threshold	2 $\times$ ACTC, rounded up	120 clicks
tent footprint	149 clicks, 0 orders	2.5 $\times$ $\cdot$ highlighted
beach tent	74 clicks, 0 orders	1.2 $\times$ $\cdot$ not yet
Filter to Exact	ACTC recomputed from exact-match rows only	new threshold

IRRELEVANT AND VOLUME

The only reason to negate. The metric filter **surfaces candidates for a human relevance check**; it never decides

ACTC IS THE YARDSTICK

Give a term at least 1 $\times$ the product's own clicks to conversion before touching it. Candidates sit at **2 to 3 $\times$ with zero orders**

ORDERS MEAN NOT A CANDIDATE

A term with an order is a **bid problem**, not a negation. Converters count in the ACTC and

LONG WINDOWS

Longer windows surface more real negatives; **a week says nothing**. Sixty days is the default for that reason.

Run your first report

Name the account and ask in plain English. Five packed reads, checked against the server's own sums, then one interactive HTML workbench.

YOU

Build the **search term negations** report for the US account.

CLAUDE, USING THE SKILL

- ✓ Found the profile: currency, time zone and tags
- ✓ Window set: last 60 full days ending yesterday
- ✓ Pulled zero-order terms, converters and the ad-group-to-ASIN map
- ✓ Totals matched the aggregate, ACTC 59.8 at the account
- ✓ Rendered the workbench: 6 products, 30 ad groups, 4 highlighted at 2×

RUN IT

Build the **search term negations** report for the US account

NARROW IT

Only the **Brand Defense** optimization group

TIGHTEN IT

Use **three times ACTC** instead of two

READ IT

Which product has the **most spend on highlighted terms**?

READ-ONLY Nothing is written. The report has no export and no recommended level; it highlights, you decide what is irrelevant. Pick the product, move the multiplier, filter by group, tag, campaign, ad group or match type, and everything recomputes. The view lives in the URL so a slice can be sent as a link.