



ADLABS × CLAUDE SKILL

/ SETUP & USER GUIDE

Falling Sales

A fixed diagnostic order that finds why sales dropped, instead of stopping at the first scary metric.

SETUP TAKES ABOUT 2 MINUTES

3

FACTORS

4

DRILL LEVELS

7

STEPS

0

ACCOUNT WRITES

[01] Install the skill

2 STEPS

[02] How the framework works

NO MCP NEEDED

[03] Run your first diagnosis

/TROUBLESHOOT-FALLING-SALES

adlabs.app

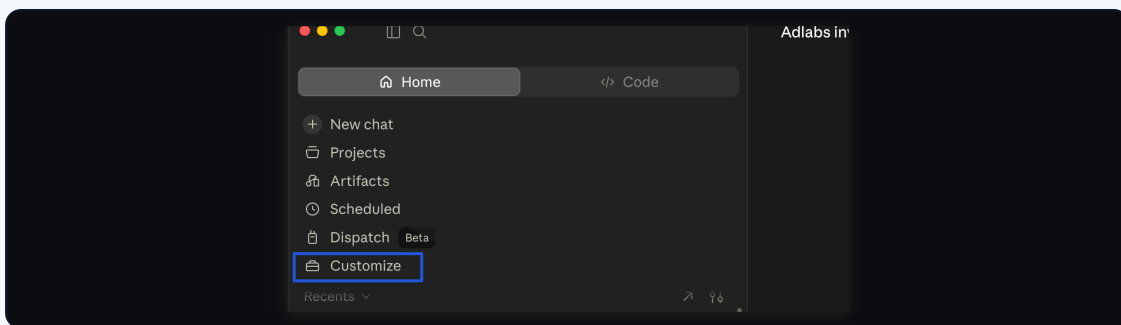
FIND THE CAUSE, NOT THE SYMPTOM

Install the skill

Upload the `.skill` file once. It shows up as `/troubleshoot-falling-sales` in every chat after that.

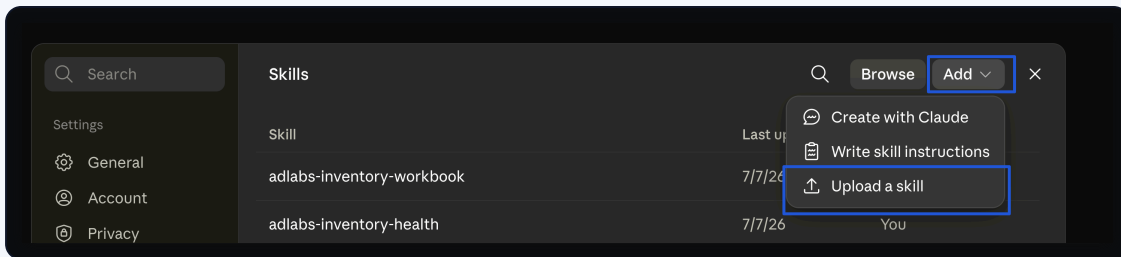
STEP 1

Sidebar → Customize



STEP 2

Skills → Add → Upload a skill



Pick `troubleshoot-falling-sales.skill` from the folder you downloaded.

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

Sales is a product.

Three factors multiplied together. A gain in one can be wiped out by a bigger drop in another, which is exactly why rising clicks can sit on top of falling sales.

$$\text{Sales} = \text{Clicks} \times \text{CVR} \times \text{AOV}$$

$$\text{and Clicks} = \text{Impressions} \times \text{CTR}$$

$$\Delta \text{ Sales} = \Delta \text{ Clicks} \times \Delta \text{ CVR}$$

	WORKED EXAMPLE	RATIO
Impressions	5.2M → 6.6M	1.252
CTR	0.55% → 0.40%	0.727
Δ Clicks	impressions rose, clicks still fell	0.910

CAMPAIGN



AD GROUP



TARGET



SEARCH TERM

FASTER The framework is tool-agnostic and works anywhere you can compare two periods. It runs fastest in **AdLabs**, where the Delta toggle, sort-by-any-column, one-click drill-down and bid-change history are already built in.

Run your first diagnosis

Ask in plain English. The skill decomposes the product first, so it can tell you whether you lost traffic or lost conversion before it suggests anything.

YOU

My **ad sales** **dropped 22%** over the last two weeks. Why?

CLAUDE, USING THE SKILL

- ✓ Ruled out attribution lag and category seasonality
- ✓ Set an equal-length 14 vs prior 14 day window
- ✓ Sorted by absolute Δ sales, biggest dollar loss first
- ✓ Decomposed: clicks -9%, CVR -14%
- ✓ Root cause: lost Buy Box on the hero ASIN

IMPRESSIONS FELL

A reach problem. Bids, placements, **budget capping** or bad negatives

CTR FELL

A clickability problem. Placement mix, **lost top of search**, or the listing

CVR FELL

Price, Buy Box, reviews, images, **stock**, or targeting quality

AOV FELL

A price cut, a **variant mix shift**, or a promotion

HEADS UP Impressions are a **vanity metric**. Top of search is roughly 5% of impressions but around 61% of orders, so the skill chases placement quality rather than impression count. Rising impressions with falling sales is a normal shape, not a contradiction.