AdLabs

ADLABS × CLAUDE SKILL / SETUP & USER GUIDE

Rising ACOS

A fixed diagnostic order that ends at the actual cause of an ACOS spike, not a symptom.

SETUP TAKES ABOUT 2 MINUTES

2	4	9	0
LEVERS	DRILL LEVELS	STEPS	ACCOUNT WRITES

[01] Install the skill — 2 STEPS

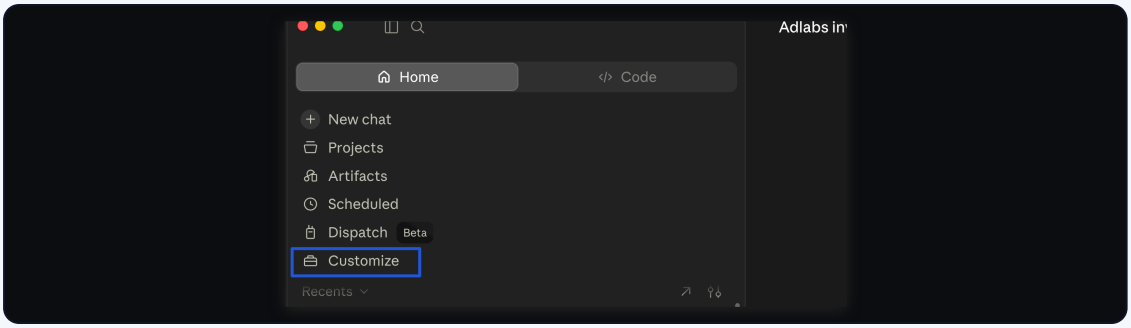
[02] How the framework works — NO MCP NEEDED

[03] Run your first diagnosis — /TROUBLESHOOT-RISING-ACOS

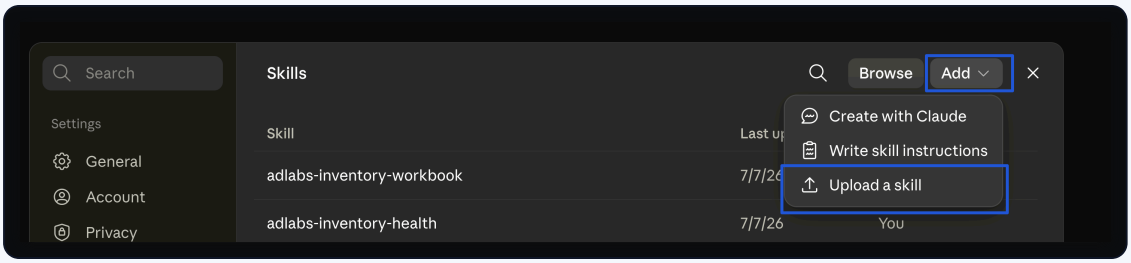
Install the skill

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

STEP 1 **Sidebar → Customize**



STEP 2 **Skills → Add → Upload a skill**



Pick `troubleshoot-rising-acos.skill` from the folder you downloaded.

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

Only two levers.

ACOS is a ratio, so only two things can move it. The skill computes both before it theorises, which is what stops it chasing the wrong one.

$$\text{ACOS} = \text{Spend} \div \text{Sales} = \text{CPC} \div \text{RPC}$$

RPC (revenue per click) = CVR × AOV

$$\Delta\ \text{ACOS} = \Delta\ \text{CPC} \div \Delta\ \text{RPC}$$

	WORKED EXAMPLE	RATIO
CPC	$2.40 → $2.60	1.081
RPC	$6.26 → $5.62	0.899
Δ ACOS	38.4% → 46.2%	1.203

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 works the order top to bottom and tells you which lever moved before it suggests a single fix.

YOU

My **ACOS jumped from 38% to 46%** this month. What happened?

CLAUDE, USING THE SKILL

- ✓ Checked attribution lag and TACOS, the rise is real
- ✓ Set an equal-length 30 vs prior 30 day window
- ✓ Sorted by spend, not by highest ACOS
- ✓ Decomposed: CPC +8.1%, RPC -10.1%
- ✓ Root cause: CVR fell after a competitor price cut

CPC WENT UP
Your own bid changes, **dynamic bidding**, placement multipliers or a hotter auction

CVR FELL
Price, Buy Box, reviews, images, **stock**, or looser targeting quality

AOV FELL
A price cut, a **variant mix shift**, or a promotion running underneath

NOT ACTUALLY WRONG
Launch and TOFU campaigns are **meant** to run at a higher ACOS

HEADS UP The skill sorts by **spend**, never by the scariest percentage. A 1,000% ACOS on $50 of spend is noise; a 20% rise on your biggest campaign is the whole problem. It weights everything by the dollars behind it.