AMAZON PERFORMANCE ASSESSMENT

Sample Brand

One number for how well the Amazon business is being run — and the shortest path to a higher one.

83	74	73
MAY	JUN	JUL · LIVE

JULY 2026 DATA THROUGH JUL 20 SCORED JUN 30 INDEX V0.3.8 PREPARED BY AISLE3

The business is run well.
Four numbers are worth money right now.

June revenue nearly tripled year over year. Nearly half of every dollar now comes in without an ad behind it. Prices rose 18% in June and demand didn't blink. The catalog and operations are clean. This is a business being run properly.

The score sits at 73, two points from Great. What separates the two is not effort — it's four specific numbers, each with a specific owner and a specific fix.

$173K
of revenue flagged at risk — clearable this week

$43K/mo
of June ad spend bought impressions no one clicked

19.6%
of units now come back — up five points in two months

-3.0%
branded search — cheap to fix now, expensive later

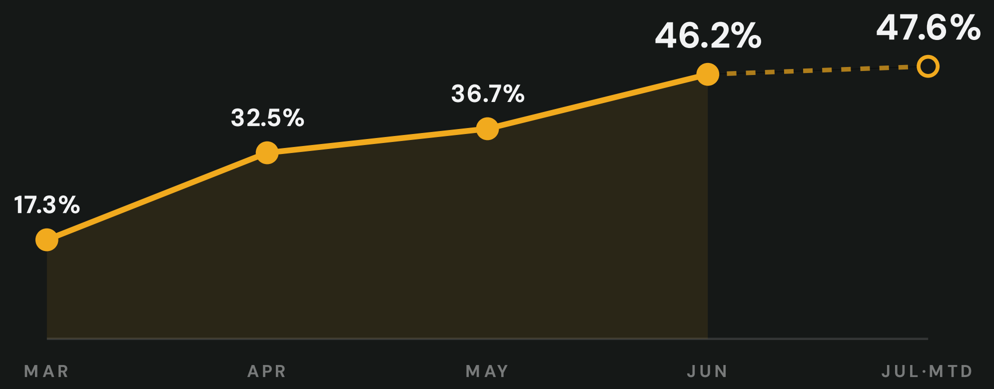
The read Nothing is broken. The gap between Good and Great is a checklist, not a turnaround.

Nearly half of every dollar is now **earned,** not bought.

In March, 17 cents of every revenue dollar came in without an ad behind it. By June it was 46 — and July is holding at 47.6 even with ad spend cut to a third of June's daily pace.

One caution: a year ago organic share was higher still. The climb is recovering ground — the job is to hold it.

ORGANIC SHARE OF REVENUE · MONTHLY



Why it matters Earned demand compounds. Bought demand has to be bought again every month.

PREVIOUS 74 · JULY IN PROGRESS

GOLD STANDARD	85–100	
GREAT	75–84	
GOOD	60–74	SAMPLE BRAND · 73
AT RISK	45–59	
CRITICAL	‹45	

Two points from Great.

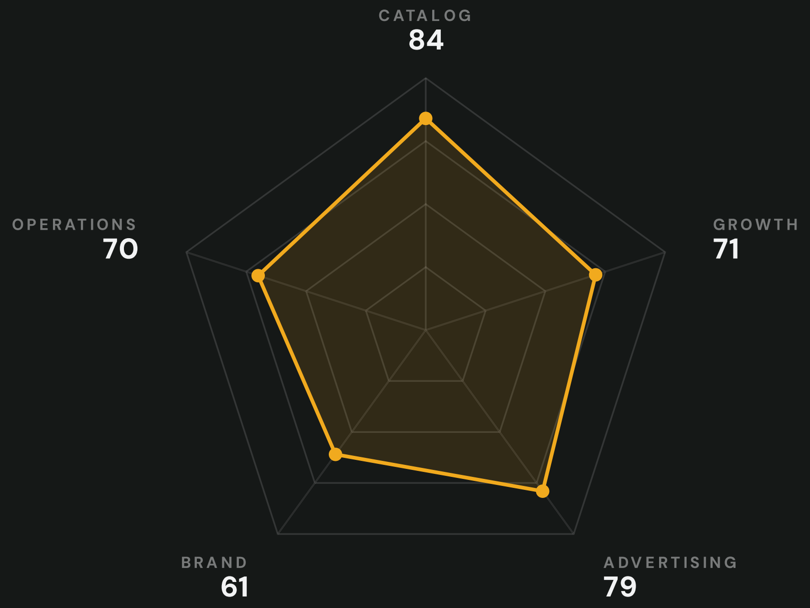
84	**Catalog Health**	+1	green across the board
79	**Advertising**	-19	efficient, one engine of four
71	**Growth Quality**	-3	momentum holds, mix improving
70	**Operational Risk**	-2	clean, one $173K flag
61	**Brand Strength**	-23	the open opportunity

The read Five disciplines, one standard, no curve. The lowest number is where the next points are.

Strong spine.
One soft edge.

Four of five disciplines sit between 70 and 84 — a tight, healthy shape. Brand Strength pulls the pentagon in at one corner, and that corner is what the plan targets.

A balanced shape matters more than any single score: the Index is built so a strength in one discipline cannot hide a weakness in another.



The read Fix the soft corner and the whole shape moves up a tier.

Growth is **real.**

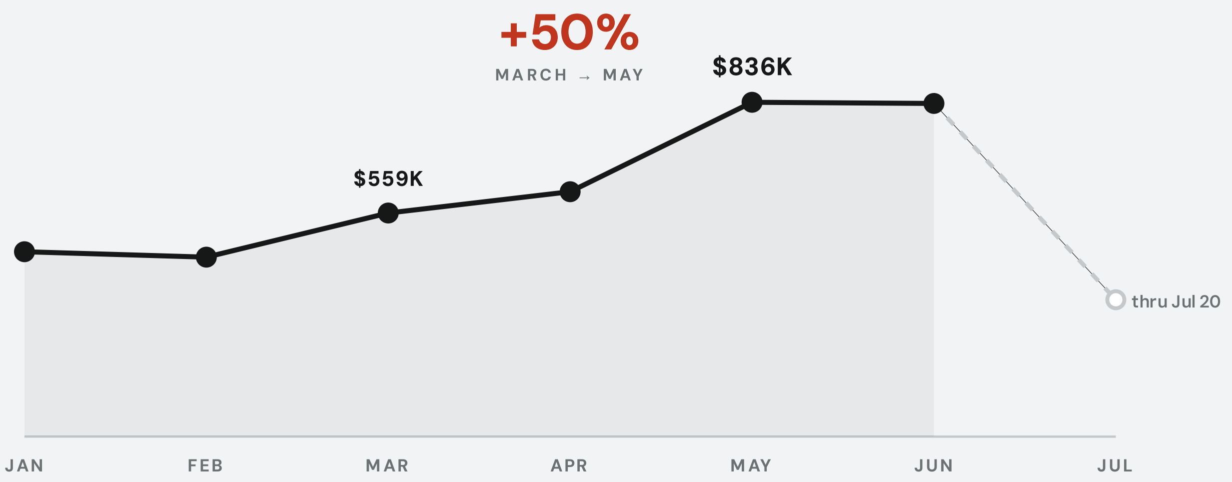
Sales grew 50% from March to May and held at $833K in June. Against last year, June nearly tripled. Sessions stepped up the same way. This is demand, not a promotion spike — May's discounts ended and revenue didn't.

+191%
JUN REVENUE YOY

+196%
JUN SESSIONS YOY

$4.1M
2026 TO DATE

ORDERED PRODUCT SALES · MONTHLY 2026



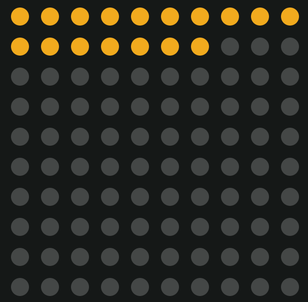
July is partial — data through Jul 20. January–February ad-side data is not on record and is treated as unknown, not zero.

The read The growth engine works. The rest of this report is about who owns it and what it costs.

June revenue, dollar by dollar.

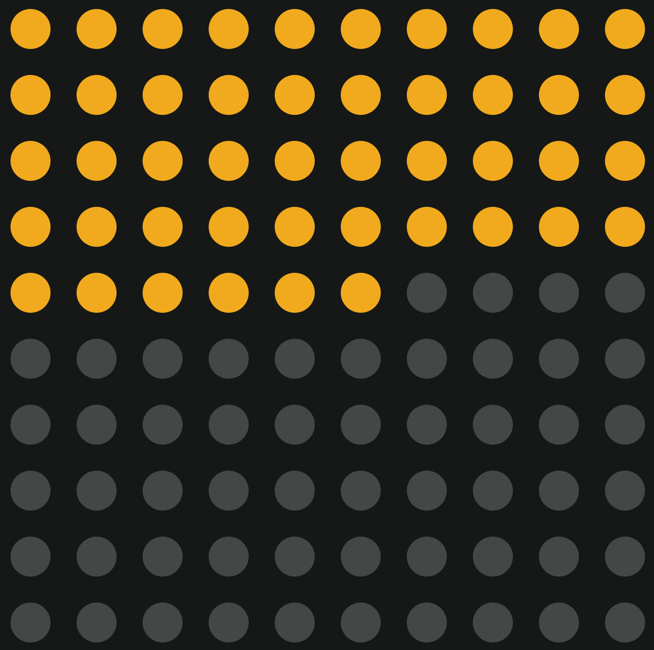
Each dot is one percent of June revenue. Gold came in organically — search rank, repeat customers, name-brand demand. Grey was bought with advertising.

EARNED · 46%   BOUGHT · 54%



March looked like this — 17 gold dots.
The mix flipped in four months.

JUNE 2026 · $832,802



Prices rose 18%.
Demand didn't blink.

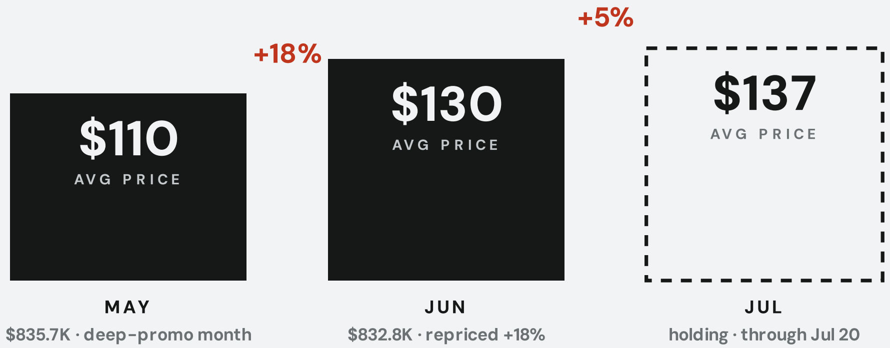
May was the discount month — average selling price of $110, down 41% from a year earlier. In June the discounts came off: $130 average price, 13% fewer units, and revenue landed within $3K of May. July is holding $137.

The sharper way to see it: every visit is now worth $3.74 in revenue — the highest of the year, up from $3.57 in May. Fewer shoppers, spending more, at higher prices.

$3.74
REVENUE PER SESSION · JUL

+25%
AVG PRICE VS MAY

AVERAGE SELLING PRICE · MONTHLY



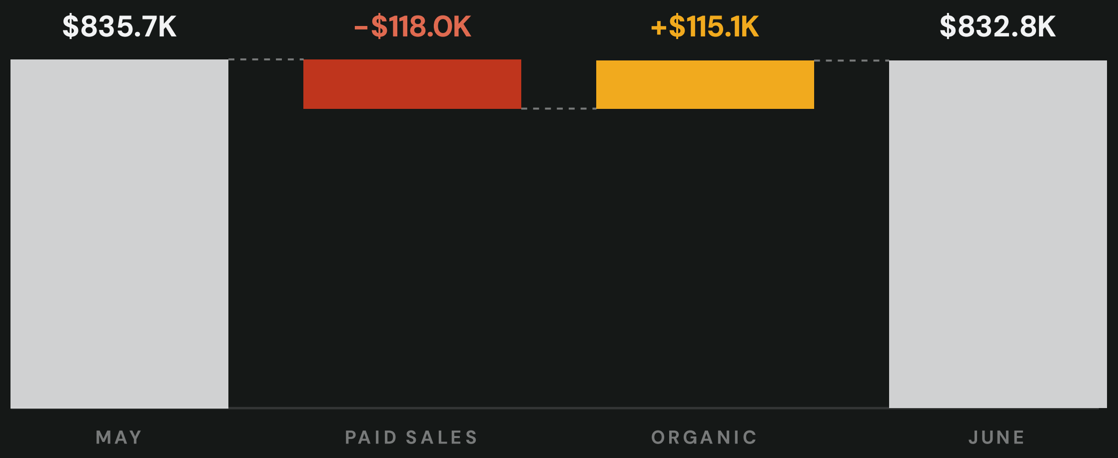
The decision Hold the June price architecture. May's discount depth wasn't needed to make the quarter — don't bring it back for Q4 by reflex.

The month the **engines swapped.**

Between May and June, paid revenue fell $118K. Organic replaced $115K of it — nearly dollar for dollar — and total revenue moved $3K. That is the healthiest version of a flat month a brand can have.

It also happened while ad spend went *up* $43K. Paid delivered less, on more money. The next page shows where those dollars went.

REVENUE BRIDGE · MAY → JUNE



The read Flat revenue was hiding the best news in the business — and its most expensive habit.

June's last **$43,000** bought reach, not customers.

Ad spend rose 32% from May to June. What it bought: 13.4 million more impressions — and 11,800 fewer clicks. Click-through fell by nearly half. Paid sales fell $118K.

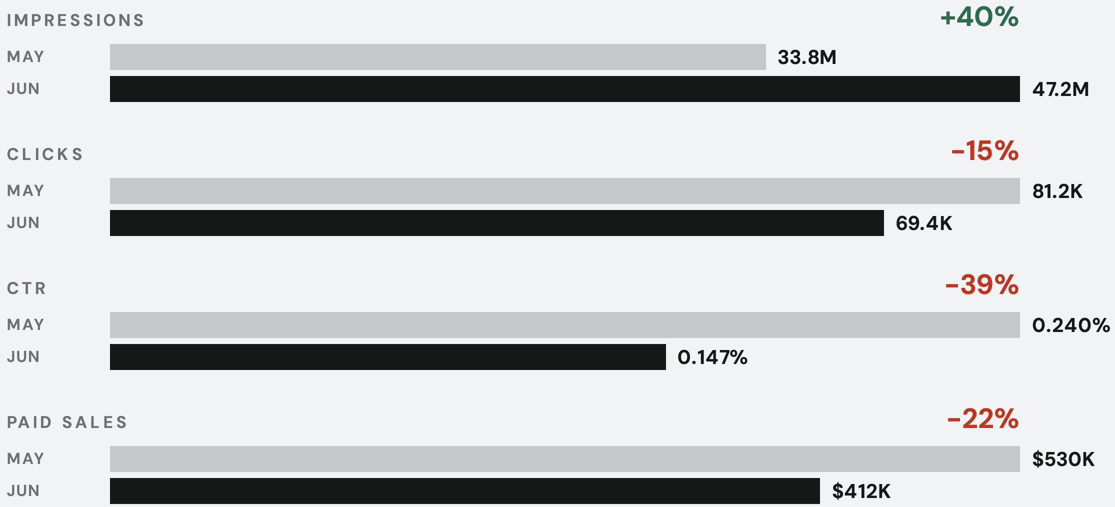
This is what saturation looks like. Past May's spend level, the single running ad type has no better inventory to buy — the next dollar purchases impressions nobody wants. The efficient frontier for Sponsored Products alone is roughly May's budget.

+32% SPEND

−15% CLICKS

−22% PAID SALES

WHAT THE EXTRA SPEND BOUGHT · MAY VS JUNE



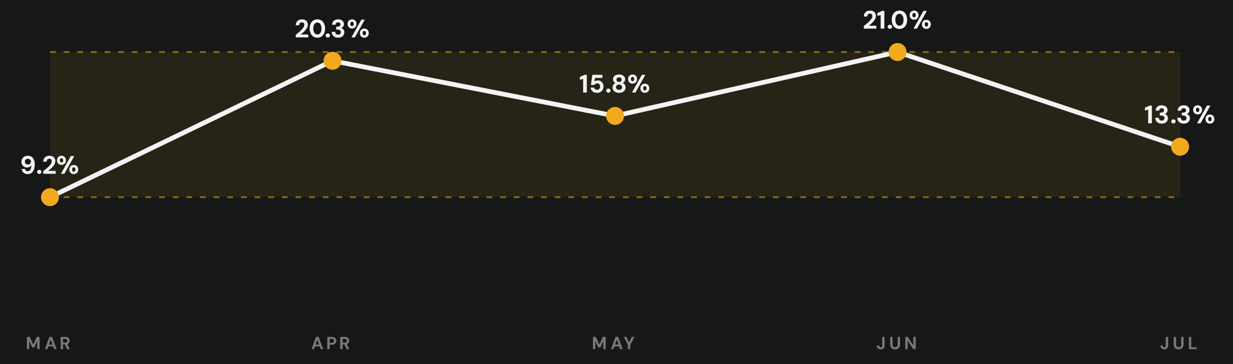
The decision Cap Sponsored Products near May's level. The next $43K belongs in ad types that don't exist yet — page 21 shows the split.

Efficiency swings **12 points** month to month.

TACoS ran 9% in March, 20% in April, back to 16%, up to 21%, down to 13%. Each number is defensible. The swing is the problem — it makes efficiency unpredictable and the weekly score noisy

June's 21% peak and July's 13.3% floor are the same lesson from both directions: spend level, not skill, is driving the ratio.

TACOS · MONTHLY · SHADED BAND = 2026 RANGE



The decision Set a monthly spend cadence and hold it. A steady 15% beats a 9-to-21 sawtooth at the same average.

The funnel runs on **one engine out of four.**

RUNNING

Sponsored Products

$412K

ad-attributed sales · June

Carrying the entire paid side alone — and past its efficient budget.

NOT RUNNING

Sponsored Brand

$0

ad-attributed sales · June

Top-of-funnel awareness. The format that rebuilds branded search.

NOT RUNNING

SB Video

$0

ad-attributed sales · June

The highest-attention ad unit on the platform. Absent entirely.

NOT RUNNING

Sponsored Display

$0

ad-attributed sales · June

Competitor targeting and retargeting. Zero presence today.

The decision Turn on the other three engines before optimizing the one that already works. All three fit inside 30 days.

July ran the experiment **no one ordered.**

Daily ad spend in July is running 61% below June's average. Whether that pullback was deliberate or drift, the data reads the same — and it answers a question most brands pay to find out: what happens when the paid engine throttles down?

WHAT FELL · DAILY PACE VS JUNE

Ad spend	-61%
Impressions	-60%
Sessions	-42%
Revenue	-38%

WHAT HELD — OR IMPROVED

Organic share	47.6% RECORD
TACoS	13.3% BEST OF YEAR
Revenue per session	$3.74 BEST OF YEAR
Cost per click	$1.42 -14%

The read The floor is real: the organic engine holds without full paid pressure. But efficiency isn't revenue — rebuild spend into the three missing engines, not back into the saturated one.

Fewer shoppers are searching for you **by name.**

Branded search is down 3% versus the prior period. Small — but it is the one number in this report that gets more expensive the longer it runs. Every lost branded search is replaced by paid traffic at full price, forever.

If off-Amazon brand spend paused or dropped in the last two quarters, that is the likely cause, and restarting it is the fix. Review quality sits at 4.1 — average for the category, not a moat.

−3.0%

BRANDED SEARCH · VS PRIOR PERIOD

61

PILLAR SCORE

4.1★

REVIEW RATING · FLAT

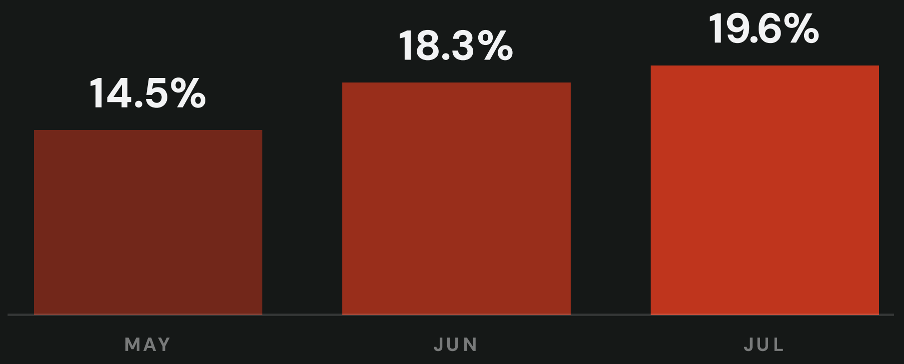
The decision Confirm what changed in off-Amazon brand spend, and restart it inside 30 days. A leadership call, not an agency task — and the cheapest this fix will ever be.

One unit in five is **coming back.**

The return rate has climbed five points in two months — 14.5% in May, 18.3% in June, 19.6% so far in July. At June's volume that is roughly $150K of product coming back in a single month.

Some of this follows the price increase — a $137 purchase carries higher expectations than a $110 one. That makes it more urgent, not less: the pricing power on page 8 only holds if the product keeps its promise at the new price.

RETURN RATE · MONTHLY



≈$150K
JUNE PRODUCT VALUE RETURNED

+5.1pts
IN TWO MONTHS

The decision Pull return reasons on the top five SKUs by returned units this week. If it's sizing or feel-versus-listing, the fix is copy and imagery — cheap. If it's one SKU, quarantine it.

94 SKUs are doing the work **153 used to.**

Active SKUs are down 38% since May while revenue held — revenue per active SKU rose 18% in June. The catalog itself is the best-run part of the business: listing completeness 90.2, innovation cadence 80.4, just 1.4% of revenue missed to catalog gaps.

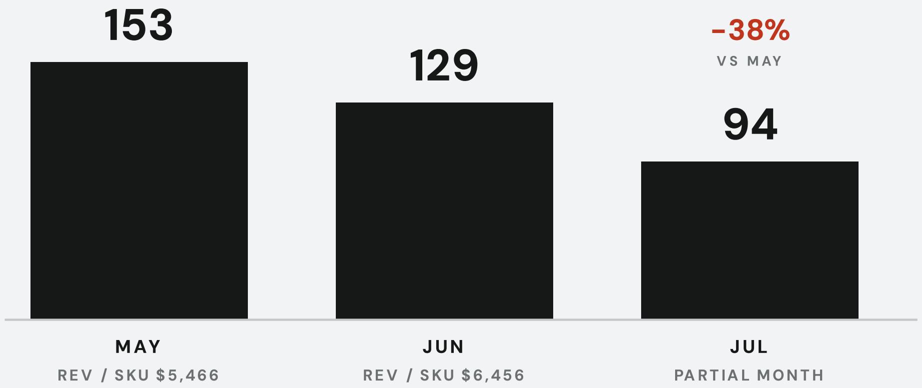
Two readings of the shrink, and they lead different places. Deliberate pruning after the promo season: good, keep going. Quiet suppression or stockout of the tail: bad, and it compounds. The detail report names which SKUs went dark and why.

90.2 LISTING COMPLETENESS

80.4 INNOVATION

1.4% MISSING REVENUE

ACTIVE SKUS · MONTHLY

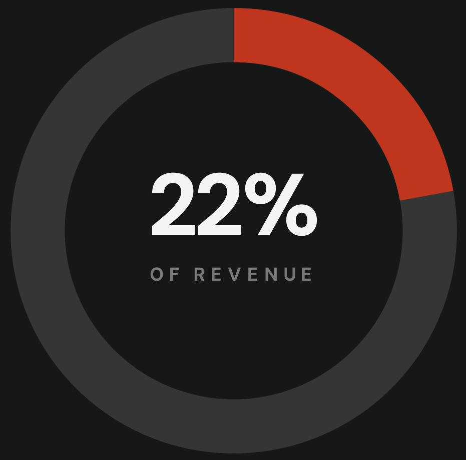


The decision Confirm the shrink was chosen, not suffered. Concentration is efficient today and fragile the day a hero SKU stumbles.

$173,000 is waiting on a checklist.

22% of revenue carries a risk flag. Buy Box is 97.3% and in-stock is 97.7% — still clean, but both have now drifted down three months straight (98.8 → 97.3 and 99.5 → 97.7). Small moves, same direction as the flag.

That combination points to a small set of ASINs losing the Buy Box or sitting suppressed — not a systemic problem. The detail report names them. Same-day triage; the quickest fix in this entire document.



97.3%	97.7%	98.5%
BUY BOX	IN-STOCK	INV. COVERAGE

The decision Fix this before spending another advertising dollar. It costs nothing but an afternoon.

What we checked — **and cleared.**

A diagnostic that only lists problems is a sales letter. These are the places we went looking for trouble and found none — they are as much a part of the picture as the flags.

✓ **Inventory coverage**

98.5%

Holding through the growth surge. Stock isn't the constraint.

✓ **Price integrity**

No spiral

Average price rising three months straight. No discount dependency.

✓ **Review base**

4.1★ stable

No rating erosion despite rising volume and rising returns.

✓ **Listing base**

701 ASINs

Stable and slightly growing. The SKU shrink is not a listing collapse.

✓ **Organic engine**

+16.5%

Organic revenue grew in July even as ad spend was cut hard.

✓ **Click costs**

$1.42

CPC down 14%. The market isn't pricing you out — spend allocation is the issue, not auction pressure.

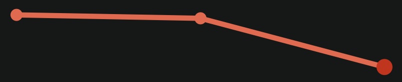
The read The problem list is short because the search was long. 100+ checks and 23 proprietary metrics sit behind this page.

Four lines, all moving **the wrong way.**

None of these is an emergency. All four have moved in the wrong direction for a second or third straight month. This page is what weekly re-scoring exists for — the difference between watching a drift and discovering a problem.

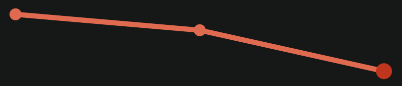
BUY BOX

97.3% 98.8 → 98.7 → 97.3



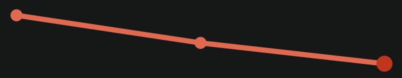
IN-STOCK RATE

97.7% 99.5 → 99.0 → 97.7



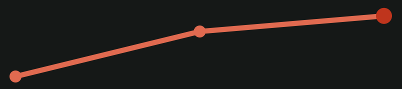
CONVERSION RATE

2.6% 3.3 → 2.9 → 2.6 · price-driven, watch anyway



RETURN RATE

19.6% 14.5 → 18.3 → 19.6 · page 15



The read August's re-score will say which of these was noise. Watching is free. Discovering late is not.

The seven decisions **we would make first.**

1	**Clear the $173K revenue-at-risk flag.** Detail report, ASIN triage, same day.	THIS WEEK
2	**Cap Sponsored Products near May's level.** Stop buying saturated impressions. This is a reallocation, not a cut.	THIS WEEK
3	**Turn on the other three ad engines.** Sponsored Brand, SB Video, Sponsored Display — top 5 hero SKUs, top 10 competitor ASINs.	0–30 DAYS
4	**Pull return reasons on the top 5 SKUs.** Five points of climb in two months is a product-experience signal, not noise.	0–30 DAYS
5	**Restart off-Amazon brand investment.** Branded search is slipping; this is the only lever that rebuilds it.	0–30 DAYS
6	**Hold the June price architecture.** Demand absorbed +18% without blinking. Don't give it back reflexively in Q4 planning.	STANDING
7	**Baseline keyword ranks on the top 20 ASINs.** Decides whether the organic climb is a recovery or a ceiling.	0–30 DAYS

The sequence Two free fixes, three activations, one pricing hold, one measurement. Nothing on this list waits on anything else.

Same budget.
Different machine.

This is not a request for more ad spend. June's total moves as-is: Sponsored Products returns to its efficient level, and the $43K that was buying unclicked impressions builds the three missing engines.

Starting splits below — tuned against performance from week two. Sponsored Brand gets the largest share because it is the format that rebuilds branded search, the report's most expensive slow leak.

JUNE · ACTUAL
$174.7K
100% Sponsored Products

→

NEXT 30 DAYS · SAME TOTAL
$132K Sponsored Products
back to May's proven level

SPONSORED BRAND	SB VIDEO	SPONSORED DISPLAY
≈$20K	**≈$12K**	**≈$11K**
rebuilds branded search	highest-attention format	competitor + retargeting

The $43K difference funds all three. Starting points, not commitments — reviewed weekly against attributed performance.

The read The money is already being spent. The only question is whether it buys unclicked impressions or three new engines.

From 73 to **Great** is two points.

The brand held 83 in May. Today's 73 is two points below the Great line, and the seven decisions target exactly the disciplines in between. The target is not a forecast — the Index re-scores weekly and August will show the movement either way.

73 TODAY → **75+** TARGET ZONE · GREAT → **83** MAY HIGH

DAYS 0–30

Risk flag cleared. SP capped, three new engines live. Return-reason audit done. Keyword ranks baselined. Brand-spend decision made.

DAYS 30–60

All four ad types stabilizing on the reallocated budget. Off-Amazon marketing running. Return-rate fix shipping.

DAYS 60–90

Branded search levels off. Organic share holds above 45%. TACoS settles into a band instead of a sawtooth.

The findings are yours.
What happens next is up to you.

Nothing in this report requires the brand to work with Aisle3. The score, the charts, and the decisions stand on their own. Here is how the work splits, honestly assessed.

You run it

The risk-flag triage. The off-Amazon brand investment decision and the pricing hold — leadership calls, not agency tasks. The return-reason review with your product team.

We run it

The full reallocation: SP capped, three new engines built and tuned weekly. Keyword-rank baseline and monthly recovery tracking. The spend cadence that ends the TACoS sawtooth.

Either way

The Index re-scores the brand weekly, whoever does the work. The standard doesn't change based on who manages the account.

NEXT STEP

The same standard we hold our own work to.

The next step is a working session — not a pitch — to go through the seven decisions and set the order together.

Schedule the working session →

METHODOLOGY & DATA

The Gold Standard Index® evaluates thousands of data points through 100+ system and process checks and 23 proprietary metrics, scored across five disciplines against a fixed 0–100 standard applied identically to every brand. Benchmarks are refreshed regularly and the Index is rebalanced annually. Monthly figures in this report are calendar-month values from the brand's connected Amazon data; July figures are partial through Jul 20 and July daily-pace comparisons are computed against June's daily average. January–February advertising data is not on record and is treated as unknown, not zero. Year-over-year deltas compare the same calendar period in 2025. Index v0.3.8 · scored Jun 30, 2026 · July scoring in progress. Data access is read-only. · Sample report.