

MAYSIN GROUP · FREE RESOURCE

AMAZON PPC BENCHMARK

6 KPIs Every Brand Above \$500K/Year Should Track

Healthy ranges by category. What each number actually means.
And the four patterns that signal your account is bleeding margin right
now.

-53%

AVG. TACoS REDUCTION

\$143M+

REVENUE MANAGED

14

ACTIVE MARKETPLACES

Most Amazon brands measure ACoS. Some track ROAS. **Almost none track the six numbers that actually determine whether their advertising is building or destroying the business.** This benchmark gives you the correct metrics, the category-adjusted ranges, and the diagnostic signals we look for first in every account audit. It takes 15 minutes to apply to your own account.

THE SIX BENCHMARKS

What to Measure — and What Good Looks Like

KPI 01

TACoS

TOTAL ADVERTISING COST OF SALE

Ad spend divided by total revenue — not just ad-attributed revenue. The only metric that tells you whether ads are growing the business or propping it up.

CATEGORY	HEALTHY	WATCH	FLAG
Baby & Kids	5–9%	10–14%	15%+
Health & Beauty	8–13%	14–18%	19%+
Home & Garden	7–12%	13–17%	18%+
Consumer Electronics	4–8%	9–12%	13%+

What to watch: TACoS rising while ACoS holds flat means organic rank is declining. Your ads are compensating for lost visibility, not building share.

KPI 02

TACoS / ACoS Ratio

ORGANIC REVENUE DEPENDENCY

Divides TACoS by ACoS. Reveals what proportion of your total revenue is coming through paid vs organic. A ratio approaching 1.0 means nearly all revenue is ad-attributed.

PHASE	RATIO	SIGNAL
Mature brand	0.25–0.45	Strong organic base
Growing brand	0.45–0.65	Healthy trajectory
New launch	0.70–0.90	Normal weeks 1–6
Ad-dependent	0.90–1.0	Flag if post-launch

Context matters: A ratio of 0.90 is normal in weeks 1–6 of a launch. The same ratio at month 4 signals your campaign strategy is not converting ad sales into organic rank.

KPI 03

CVR by Campaign Type

CONVERSION RATE — SEGMENTED

Overall CVR hides the only number that matters: are the right targeting types converting? An account average of 12% can conceal a Brand campaign at 35% and a Generic campaign at 2%.

TARGETING TYPE	HEALTHY CVR	FLAG
Branded Exact	25–45%	<18%
Generic Exact	8–18%	<5%
Competitor ASIN	3–8%	<2%
Auto (Close Match)	6–14%	<3%

Never blend these. Branded CVR inflates your account average and hides whether generic or auto campaigns are converting at all.

KPI 04

Top-of-Search %

PLACEMENT DISTRIBUTION — TOS VS REST OF SEARCH VS PRODUCT PAGES

Where your impressions land determines whether ad spend influences organic rank. Sales from Product Page placements do not carry the same ranking signal as Top-of-Search sales.

PLACEMENT	TARGET RANGE	SIGNAL
Top of Search	50–70%	Ranking fuel
Rest of Search	15–30%	Acceptable fill
Product Pages	<25%	Monitor for drain
Product Pages	40%+	Bid logic broken

Launch accounts specifically: If you are running Fixed Bid campaigns to build rank and most of your spend lands on Product Pages, your placement modifiers are not configured. Your ranking strategy is not working.

KPI 05

Harvest Coverage Rate

CONVERTING SEARCH TERMS NOT YET IN EXACT MATCH

What percentage of your converting search terms from Auto and Broad campaigns are already promoted to Exact Match targeting? Low coverage = you are overpaying for terms you could control.

COVERAGE	STATUS	ACTION
70%+	Well-maintained	Monthly reviews

COVERAGE	STATUS	ACTION
40–70%	Partially harvested	Harvest sprint needed
<40%	Leaking spend	Urgent restructure

How to measure: Pull your Search Term Report. Filter for terms with 2+ orders. Cross-reference against your enabled Exact Match keywords. The gap is your uncaptured opportunity.

KPI 06

Bid / CPC Ratio

BID EFFICIENCY — ARE YOU OVER OR UNDER-PAYING?

Your bid divided by your actual CPC. A ratio far above 1.0 signals you are winning auctions cheaply — room to push bids for more volume. Far below 1.0 signals you are losing relevance.

RATIO	MEANING	MOVE
1.2–1.6×	Optimal buffer	Hold or increase
1.6–2.5×	Room to push	Increase bids
2.5×+	Underserved	Increase aggressively
<1.0×	Overbidding	Check placement modifiers

Warning: Never adjust bid and placement modifier simultaneously. You will not know which variable changed performance. Change one. Wait 7–10 days. Evaluate. Then change the other.

ACCOUNT DIAGNOSTICS

4 Patterns That Signal a Bleeding Account

⚠ Pattern 1: ACoS Flat, TACoS Rising

Your campaigns look fine in isolation. Your ACoS is at target. But TACoS is creeping up month on month. This pattern means organic rank is declining and ads are compensating. You are paying for visibility that should be free. The fix is not bid

changes — it is diagnosing why organic rank is falling (title, reviews, velocity, or suppressed listing).

⚠ Pattern 2: TACoS/ACoS Ratio Above 0.85 at Month 4+

Post-launch, this ratio should be declining as ad sales convert into organic rank. If it is still near 1.0 after four months, your campaign strategy is not building rank — it is just producing ad sales. This almost always points to one of three issues: wrong placement strategy, targeting terms that are too broad to produce ranking signal, or insufficient velocity to move the ranking needle.

⚡ Pattern 3: 40%+ Spend on Product Page Placement

Product Page placements convert but do not build organic rank the way Top-of-Search does. If a disproportionate share of your launch budget lands here, you are generating ad revenue but not ranking signal. Check your campaign type (Dynamic vs Fixed Bid), your placement modifier settings, and whether your Auto campaigns have Close Match isolated or blended with all four sub-types.

⚡ Pattern 4: Branded CVR Below 20%

Branded search should convert at 25–45%+ for any established product. If your own brand name is converting below 20%, one of three things is happening: your main image or price is not competitive vs alternatives showing in the results, you have a listing quality issue (poor reviews, A+ content absent), or competitors are winning ASIN-targeted placements on your own product detail page. Each requires a different fix.

HOW TO APPLY THIS

The 15-Minute Account Scan

STEP 1 — PULL THE DATA

Download your Search Term Report and Placement Report from the last 30 days. You need both. Campaign-level data alone does not give you KPIs 3, 4, or 5.

STEP 2 — CALCULATE THE 6 METRICS

TACoS = total ad spend ÷ total revenue. Ratio = TACoS ÷ ACoS. CVR: segment by targeting type before averaging. Check each one against the ranges in this document.

STEP 3 — CHECK THE 4 PATTERNS

Apply the four diagnostic patterns to what you find. If two or more are present simultaneously, you do not have a bid problem. You have a structural problem. Bid changes will not fix it.

Want to see where your account scores against these benchmarks?

We run a full account teardown in Week 1: structure, bid logic, spend patterns, keyword gaps, and placement diagnostics. You receive a written report before any contract is signed. Senior-led. No junior handoffs.

SEND US AN EMAIL AT

ndinev@maysin-group.com

For brands spending \$10K+/month on Amazon Ads
Response within 1 business day

MAYSIN GROUP

Amazon PPC Benchmark · 2026 Edition
maysingroup.com · Data-Driven. Humanly-Led.