



ACCELERATE 2026 · SESSION PNC1111

52 Skills

The executable playbooks behind
What \$500M Taught Us About AI Ad Execution

80% of our weekly ad work now runs without intervention. These are the playbooks that made it possible.

● Account Protection

9

● Retail Readiness

7

● Campaign Optimization

11

● Growth & Expansion

12

● Reporting & Insights

6

● Planning & Profitability

7

Ali Babul

Chief Growth Officer, Trellis

ali@gotrellis.com

[linkedin.com/in/alibabul](https://www.linkedin.com/in/alibabul)

Booth #408

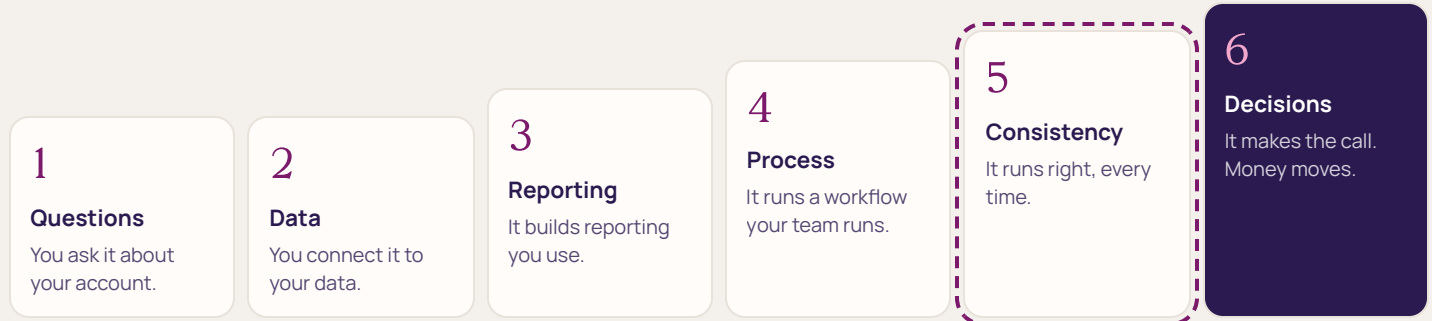
gotrellis.com



START HERE

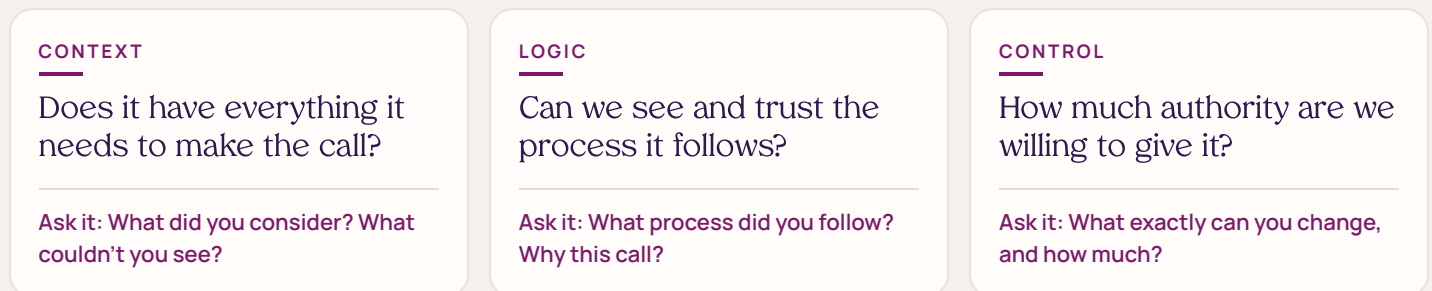
I still don't trust the model. I trust the playbook.

Everyone climbs the same ladder with AI, and almost everyone stalls in the same place. The model is smart enough. The problem is everything we never wrote down.



Most teams stall at step 5. Getting to consistency takes a written playbook, run the same way every time.

Before AI acts, it has to earn trust.



YOUR DATA LAYER

No two MCPs are the same.

Every skill starts with Context: the exact data points it needs to make the call. Your MCP has to return each one. Connecting an MCP gets you to step 2 on the ladder. What it returns decides whether you ever reach step 5.

THE MCP RETURNS THE METRIC

```
tacos: 8.4%  
product: B0XXXXXXX  
campaign: SP_Hero_Exact
```

The model reads the number. Same answer every run.

THE MCP RETURNS THE PARTS

```
ad_spend, ad_sales,  
ordered_revenue, units ...
```

The model decides the formula. Total sales or ad sales? 7-day or 14-day attribution? Which date range? Run it twice, get two TACoS numbers.

When a metric is missing, you are leaving it to the LLM to choose which data points to calculate it from. That is the risk. Qore's MCP returns TACoS per product and per campaign, calculated the same way every time.

Before you run a skill, map its Context

Returned directly

Use it exactly as returned. The prompt tells the model not to recalculate it.

Needs calculating

Write the formula and the fields into the skill. Never let the model pick them.

Missing

Hold the skill until you can supply it. A gap in Context is a gap in the decision.

Each skill lists its data under "Your MCP must return." Treat it as a checklist.

HOW TO START

One decision at a time.

- 1 **Pick one repeated decision.**
Start with the stream that costs you the most.
- 2 **Use the skill as written.**
Context, Logic and Control are already down. Tune the numbers to your account.
- 3 **Run it without acting.**
Compare its call to your team's for two or three cycles.
- 4 **Put approval in front of the action.**
It stages the change. You sign off.
- 5 **Let it act where it proves consistent.**
Authority inside defined limits.

How to run a skill

- 1
Map the skill's Context to your [MCP](#).
Every data point, returned directly.
- 2
Paste the [Master Prompt](#) into your
AI tool, or save it as a project
instruction.
- 3
Tap [Get the prompt](#) on any skill,
paste it, and fill each `{{bracket}}`.

Three levels of authority

- | | | |
|---|--|--|
| <p>Recommend only</p> <p>It proposes. You do the work.</p> | <p>Execute with approval</p> <p>It stages the change. You sign off.</p> | <p>Execute inside limits</p> <p>It acts within the limits you set, and logs everything.</p> |
|---|--|--|

Every skill names its starting level. Move it up only when its call matches your team's, run after run. Authority is earned, not switched on.

MASTER PROMPT

Paste this first. Every time.

These rules sit in front of every skill. They make the model show its work, stay inside its limits and ask before it acts. Works in Claude, ChatGPT and Gemini.

You are running an Amazon Ads skill for `{{brand}}`. Follow these rules on every run.

1. **CONTEXT FIRST.** Before any analysis, list every input you used and its date range. Then list what you could not see. If a required input is missing, stop and ask for it.
2. **USE THE DATA AS RETURNED.** Every figure you cite comes from my MCP or the data I gave you. Name the tool or report and the field. Use each metric exactly as returned. If a metric like TACoS is not returned directly, stop and ask me which fields and formula to use. Never choose them yourself.
3. **FOLLOW THE LOGIC IN ORDER.** Number your output to match the skill's steps. Never skip, reorder or add a step. If a step cannot run, say why and stop there.
4. **STAY INSIDE CONTROL.** Recommend only the allowed actions, inside the limits. Mark anything listed under approval as **APPROVAL REQUIRED**. Never touch a protected area.
5. **CHECK THE BLIND SPOTS.** Before you recommend, go through each blind spot and say whether you could rule it out.
6. **YOU PROPOSE, I APPROVE.** Nothing changes in the account until I say so.
7. **SAME SHAPE EVERY RUN.** End with one table: entity | current | proposed | change % | reason | step # | approval?
8. **PLAIN LANGUAGE.** Short sentences. No em dashes.

THE LIBRARY

Six streams. 52 skills.

Account Protection

Catch issues before they cost you.

01	Anomaly scan: account & portfolio	Daily	P1
02	Anomaly scan: campaign	Daily	P1
03	Anomaly scan: target	Daily	P1
04	Check budget-capped campaigns	Daily	P1
05	Account & listing alerts	Daily	P1
06	Competitor monitoring	Weekly	P2
07	Buy Box loss / listing suppression	Event	P1
08	Competitor launch response	Event	P2
09	Competitive landscape deep dive	Quarterly	P3

Retail Readiness

Keep your catalog ready to convert.

10	Spend pacing vs. monthly target	Daily	P1
11	Inventory check on advertised ASINs	Daily	P1
12	Anomaly scan: product	Daily	P1
13	Low inventory on a SKU	Event	P1
14	Overstock / aged inventory	Event	P3
15	Listing health feedback to the brand	Monthly	P2
16	Chronic product underperformance	Monthly	P2

Campaign Optimization

Get more from every dollar.

17	Bid adjustments on clear outliers	2-3 days	P1
18	Tactical budget reallocation	2-3 days	P2
19	Add negative keywords	Weekly	P1
20	Bid optimization toward target ACoS	Weekly	P1
21	Placement-level optimization	Weekly	P2
22	Target trend review	Weekly	P2
23	Chronic target underperformance	Weekly	P2
24	Budget cuts on underperformers	Weekly	P1
25	Match-type overlap analysis	Bi-weekly	P2
26	Dayparting review	Bi-weekly	P3
27	Negative & campaign cleanup	Monthly	P2

Growth & Expansion

Find and scale the next opportunity.

28	Search-term harvest	Weekly	P1
29	Keyword & product-target expansion	Weekly	P2
30	Scale by ACoS / TACoS headroom	Weekly	P1
31	ASIN targeting review	Bi-weekly	P2
32	New product launch monitoring	Daily	P2
33	New campaign / SKU launches	Monthly	P2
34	New-to-brand review	Monthly	P2
35	Identifying products to scale	Monthly	P2
36	Sponsored Brands & Display review	Monthly	P2
37	Creative refresh	Quarterly	P3
38	Audience & DSP / AMC strategy	Quarterly	P3
39	New product launch setup	Event	P2

Reporting & Insights

Turn data into decisions.

40	Campaign-level performance review	Weekly	P2
41	Advertised-product report review	Weekly	P2
42	Product trend review	Weekly	P2
43	Full account review + client report	Monthly	P1
44	Branded vs. non-branded split	Monthly	P2
45	Change & test log	Ongoing	P2

Planning & Profitability

Align spend to the bigger picture.

46	Next-month budget plan	Monthly	P1
47	Campaign structure audit	Monthly	P2
48	Seasonal / event planning	Quarterly	P2
49	Strategic review with the brand	Quarterly	P2
50	Profitability / TACoS deep dive	Quarterly	P2
51	Campaign structure overhaul	Quarterly	P3
52	Prime Day / BFCM / major sale	Event	P1

Tap any skill to jump to it. P1 = run it first. P3 = run it once the basics hold.

— STREAM 1 OF 6

Account Protection

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05	Account & listing alerts	Daily	P1
06	Competitor monitoring	Weekly	P2
07	Buy Box loss / listing suppression	Event	P1
08	Competitor launch response	Event	P2
09	Competitive landscape deep dive	Quarterly	P3

Qore runs all 9 of these. Every account, on your cadence, on your approval. →

01 OF 52

● ACCOUNT PROTECTION

CADENCE

Daily

PRIORITY

P1

LEVEL

Account · Monitor

STARTS AT

Recommend only

WHAT IT CAN'T SEE

- Reporting lag in Amazon data
- Changes made outside the change log
- External demand: news, social, weather
- Competitor moves you only see in the auction

Get the prompt →

page 66



Do this in Qore.

Qore runs it every morning and flags what it finds.

Anomaly Scan: Account & Portfolio

“Tell me if something breaks” only works if it knows what normal looks like.

CONTEXT

Catch abnormal movement in spend, sales, ACoS and CVR within 24 hours, and find where it started.

YOUR MCP MUST RETURN

- ☐ Spend, sales, ACoS, CVR, daily
- ☐ Same metrics, 8 weeks back
- ☐ In-stock status, top ASINs
- ☐ Change log
- ☐ Promo / event calendar

LOGIC

1 Compare to the same weekday
vs. last week and the 4-week average

2 Flag breaks in range
±25% above the spend floor, or 2σ

3 Rule out known causes
Change log and promo calendar

4 Drill to the source
Campaign → product → target

5 Classify the cause
Structural, market, product or tracking

6 Rank by dollar impact
Biggest leak first

CONTROL

- Alerts only, changes nothing
- Fixes route to the owning skill
- Nothing to reverse

ACTION

Alert and route

Hours from anomaly to detection. False alarm rate. Share of anomalies traced to a single cause.

02 OF 52

● ACCOUNT PROTECTION

CADENCE

Daily

PRIORITY

P1

LEVEL

Campaign · Monitor

STARTS AT

Recommend only

WHAT IT CAN'T SEE

- Reporting lag in Amazon data
- Changes made outside the change log
- Competitor bids you only see as CPC
- Placement shifts inside a single day

Get the prompt →

page 67



Do this in Qore.

Qore runs it every morning and flags what it finds.

Anomaly Scan: Campaign

The account alert says something broke. This one says which campaign, and why.

CONTEXT

Name the campaign behind every material swing within 24 hours, tagged structural or market, before anyone acts.

YOUR MCP MUST RETURN

- ☐ Spend + ACoS by campaign, daily
- ☐ CTR + CVR by campaign, daily
- ☐ Top-of-search share by campaign
- ☐ Out-of-budget status, campaign
- ☐ Change log

LOGIC

- 1 Compare to the same weekday**
vs. last week and the 4-week average
- 2 Apply the materiality floor**
Min \$50 spend or 10 clicks
- 3 Flag breaks in range**
±25% or 2σ on spend, ACoS, CTR, CVR
- 4 Check for a setting change**
Change log match = structural
- 5 Check the market signals**
CPC +15% or lost placement = market
- 6 Route by dollar impact**
Biggest leak first, to the owning skill

CONTROL

- Alerts only, changes nothing
- Floor: \$50 spend or 10 clicks
- Fixes route to the owning skill
- Nothing to reverse

ACTION

Alert and route

Did each flag name the right campaign and the right cause on the first pass?

03 OF 52

● ACCOUNT PROTECTION

CADENCE

Daily

PRIORITY

P1

LEVEL

Target · Monitor

STARTS AT

Execute with approval

WHAT IT CAN'T SEE

- Competitor bids, visible only as CPC
- Late orders inside the attribution window
- Placement mix within a single target
- Organic rank on the same term

Get the prompt →

page 68



Do this in Qore.

Qore runs it every morning, on your approval.

Anomaly Scan: Target

One keyword can burn a week of budget overnight. Catch it the same day.

CONTEXT

Flag every material target that breaks range within 24 hours, split CPC-driven from CVR-driven, and cap the bleeders.

YOUR MCP MUST RETURN

- ☐ CPC + CVR by target, daily
- ☐ Spend + orders by target, daily
- ☐ ACoS + CPA by target
- ☐ Buy Box % + stock by ASIN
- ☐ Change log

LOGIC

- 1 Apply the materiality floor**
\$25+ spend or 2× daily average
- 2 Flag breaks in range**
±25% or 2σ on CPC, CVR, ACoS
- 3 Split CPC from CVR**
CPC +20% = market; CVR -30% = product
- 4 Check the product first**
Product fault → Anomaly scan: product
- 5 Cap or pause bleeders**
10+ clicks, 0 orders, >2× CPA: cut or pause
- 6 Route the rest**
Bids skill, or chronic review on repeats

CONTROL

- Floor: \$25 spend or 2× average
- Max 30% bid cut per day
- Max 20 pauses per run
- Branded: cap only, never pause
- Fully reversible

ACTION

Cap bleeders, route the rest

Did capped targets stop the bleed without losing orders over the next 7 days?

04 OF 52

● ACCOUNT PROTECTION

CADENCE

Daily

PRIORITY

P1

LEVEL

Campaign · Budget

STARTS AT

Execute with approval

WHAT IT CAN'T SEE

- Hourly curve, without hourly data
- Missed sales the budget report estimates
- Competitor budgets running out at the same hour
- Organic sales lost while the ad was dark

Get the prompt →

page 69



Do this in Qore.

Qore runs it every morning, on your approval.

Check Budget-Capped Campaigns

Your best campaign going dark at 2pm looks like savings. It's lost rank.

CONTEXT

Keep every profitable campaign live through peak hours, with ACoS still at or under target after each raise.

YOUR MCP MUST RETURN

- ☐ Out-of-budget hours by campaign
- ☐ Missed sales est. by campaign
- ☐ ACoS + ROAS by campaign, 7d
- ☐ Spend by campaign, hourly
- ☐ Monthly budget target

LOGIC

1 Find the cappers

Out of budget 3+ of last 7 days

2 Check efficiency

ACoS ≤ target, 2+ orders a day

3 Prioritize peak cappers

Capping before 6pm first

4 Size the raise

+10–20%, never fully uncapped

5 Check the pacing room

Fit inside the monthly target

6 Set rules on proven winners

ROAS ≥ 1.5× target over 30 days

CONTROL

- Raise 10–20%, never uncap fully
- Max +20% per campaign per day
- Approval over \$200/day
- Above-target cappers stay capped
- Fully reversible

ACTION

Raise budget on proven cappers

Did raised campaigns stay live through peak hours with ACoS still at or under target?

05 OF 52

● ACCOUNT PROTECTION

CADENCE

Daily

PRIORITY

P1

LEVEL

Catalog · Catalog/Inventory

STARTS AT

Recommend only

WHAT IT CAN'T SEE

- Alerts Amazon posts late or never
- Buy Box shifts within the day
- Listing edits made by other sellers
- The real reason behind a vague notice

Get the prompt →

page 70



Do this in Qore.

Qore runs it every morning and flags what it finds.

Account & Listing Alerts

No bid fixes a suppressed listing. Check the shelf before the ads.

CONTEXT

Surface every policy, suppression and Buy Box alert on advertised ASINs within 24 hours, fixed at the listing first.

YOUR MCP MUST RETURN

- ☐ Account health alerts by ASIN
- ☐ Suppressed listings by ASIN
- ☐ Buy Box % by ASIN, daily
- ☐ Ad spend by ASIN, 7 days
- ☐ Ad policy rejections by ad

LOGIC

1 Centralize the alerts

One list, keyed by ASIN

2 Match to advertised ASINs

Attach 7-day ad spend

3 Rank by spend at risk

Account policy first, then spend

4 Find the root cause

Policy, suppression, Buy Box, rejection

5 Fix the listing first

Listing fix before any ad change

6 Resume only when clear

Live + Buy Box $\geq 90\%$ for 24 hours

CONTROL

- Alerts only, changes nothing
- Fix the listing before the ads
- Resume at Buy Box $\geq 90\%$ for 24h
- Nothing to reverse

ACTION

Alert and route

How many hours did ads run on a broken listing before the alert caught it?

06 OF 52

● ACCOUNT PROTECTION

CADENCE

Weekly

PRIORITY

P2

LEVEL

Account · Monitor

STARTS AT

Recommend only

WHAT IT CAN'T SEE

- Competitor bids and budgets
- Personalized results that differ by shopper
- Competitor sales and margins
- Terms outside the tracked list

Get the prompt →

page 71



Do this in Qore.

Qore runs it every week and flags what it finds.

Competitor Monitoring

Share erodes quietly. A weekly log makes the trend visible.

CONTEXT

Log who shows on every hero and branded term each week, and flag any competitor gaining 2 weeks running.

YOUR MCP MUST RETURN

- ☐ Impression share by term (SQP)
- ☐ Top-of-search share, campaign
- ☐ Page-one advertisers by term
- ☐ SOV by term, paid + organic
- ☐ Rival price + rating by ASIN

LOGIC

1 Fix the term list

Fixed list: 10–20 hero + branded

2 Record who shows

Page one, same day and time

3 Track price and launches

Price, rating, reviews, new ASINs

4 Read the trend

2 weeks up, or SOV –5 points

5 Flag price undercuts

10%+ under, held 7+ days

6 Route the response

Branded threats → launch response

CONTROL

- Logs and alerts, changes nothing
- Flag: 2 weeks up or SOV –5 pts
- Price flag: 10%+ under, 7 days
- Nothing to reverse

ACTION

Log, alert and route

Did we spot each competitor push at least 2 weeks before it cost share?

07 OF 52

● ACCOUNT PROTECTION

CADENCE

Event

PRIORITY

P1

LEVEL

Catalog · Catalog/Inventory

STARTS AT

Execute inside limits

WHAT IT CAN'T SEE

- Buy Box shifts within the day
- Why Amazon removed the featured offer
- Sales lost while ads were paused
- SB and SD spend still serving on the brand

Get the prompt →

page 72



Do this in Qore.

Qore runs it the moment it triggers, on your approval.

Buy Box Loss / Listing Suppression

An ad to a page without the Buy Box pays for someone else's sale.

CONTEXT

Stop ad spend on every affected ASIN the day the event starts, and restart it within 24 hours of the fix.

YOUR MCP MUST RETURN

- ☐ Buy Box % by ASIN, daily
- ☐ Suppressed listings by ASIN
- ☐ Ads by ASIN, SP + SB + SD
- ☐ Ad status by ASIN
- ☐ Ad spend by ASIN, daily

LOGIC

- 1 Confirm the event**
Suppressed, or Buy Box < 80% for 24h
- 2 Find every ad on it**
Every SP, SB and SD placement
- 3 Pause at the ad level**
Pause ads, not campaigns
- 4 Log and route the fix**
Log status, route to listing owner
- 5 Resume when clear**
Buy Box ≥ 90% for 24h, then resume

CONTROL

- Trigger: Buy Box < 80% for 24h
- Pause ads, not campaigns
- Max 25 ASINs per run
- Branded pauses need approval
- Fully reversible, status logged

ACTION

Pause, fix, then resume

How much ad spend landed on the ASIN between the event and the pause?

08 OF 52

● ACCOUNT PROTECTION

CADENCE

Event

PRIORITY

P2

LEVEL

Target · Bids

STARTS AT

Execute with approval

WHAT IT CAN'T SEE

- Competitor budgets and how long they will push
- Shoppers who compare off Amazon
- Competitor margin and pricing plans
- Organic rank shifts on the same terms

Get the prompt →

page 73



Do this in Qore.

Qore runs it the moment it triggers, on your approval.

Competitor Launch Response

A competitor on your brand terms is buying your customers. Answer this week.

CONTEXT

Return branded top-of-search share and branded CVR to pre-launch levels within 14 days of the push.

YOUR MCP MUST RETURN

- ☐ Branded TOS share by campaign
- ☐ Branded clicks + CVR, daily
- ☐ CPC by branded keyword
- ☐ Branded search terms + ACoS
- ☐ Rival price + rating by ASIN

LOGIC

- 1 Confirm the threat**
3+ terms, or branded TOS share -10 pts
- 2 Measure the damage**
Act on 5%+ loss; else watch
- 3 Reinforce branded defense**
+10-20%, capped at branded CPC ceiling
- 4 Defend your product pages**
Target your own detail pages
- 5 Score counter-conquesting**
Only where your offer wins
- 6 Hold, then read**
Hold 5 days before the next move

CONTROL

- Branded bids +10-20% per move
- Conquest budget ≤5% of spend
- Approval for every conquest
- Hold 5 days between moves
- Fully reversible

ACTION

Defend brand, score conquest

Did branded top-of-search share and branded CVR return to pre-launch levels within 14 days?

09 OF 52

● ACCOUNT PROTECTION

CADENCE
Quarterly

PRIORITY
P3

LEVEL
Account · Analysis

STARTS AT
Recommend only

WHAT IT CAN'T SEE

- Competitor spend, margins and plans
- Personalized results by shopper
- Sampling error in SOV tools
- Demand that starts off Amazon

Get the prompt →

page 74



Do this in Qore.

Qore runs it every quarter and flags what it finds.

Competitive Landscape Deep Dive

“We’re losing to them” is a feeling. A share number is a position.

CONTEXT

Put a measured SOV number on every hero term, and name the top 5 defense gaps and top 5 conquering openings.

YOUR MCP MUST RETURN

- ☐ SOV by term, paid + organic
- ☐ Search volume by term (SQP)
- ☐ Purchase share by term (SQP)
- ☐ Rival price + rating by ASIN
- ☐ CVR by ASIN vs. category

LOGIC

- 1 Define the field**
20–30 terms, top 5 rivals
- 2 Measure share of voice**
SOV tool data, never spot checks
- 3 Benchmark the offer**
0.3 stars or 10% price is material
- 4 Find defense gaps**
SOV –5 pts, or below purchase share
- 5 Find conquest openings**
Your offer wins, SOV under 10%
- 6 Rank and hand off**
Volume × gap, then route

CONTROL

- Analysis only, changes nothing
- Top 5 gaps, top 5 openings
- Moves route to owning skills
- Nothing to reverse

ACTION

Map, benchmark and recommend

Did SOV on the named gaps and openings move in our favor by next quarter?

— STREAM 2 OF 6

Retail Readiness

Keep your catalog ready to convert.

10	Spend pacing vs. monthly target	Daily	P1
11	Inventory check on advertised ASINs	Daily	P1
12	Anomaly scan: product	Daily	P1
13	Low inventory on a SKU	Event	P1
14	Overstock / aged inventory	Event	P3
15	Listing health feedback to the brand	Monthly	P2
16	Chronic product underperformance	Monthly	P2

Qore runs all 7 of these. Every account, on your cadence, on your approval. →

10 OF 52

● RETAIL READINESS

CADENCE

Daily

PRIORITY

P1

LEVEL

Account · Budget

STARTS AT

Execute with approval

WHAT IT CAN'T SEE

- Attribution lag on the last 1–2 days of data
- Demand shifts from competitors or seasonality
- Budget changes agreed with the brand and missing from the plan
- Spend outside Sponsored Ads, such as DSP

Get the prompt →

page 75



Do this in Qore.

Qore runs it every morning, on your approval.

Spend Pacing vs. Monthly Target

“Keep us on pace” sounds like a simple instruction. It isn’t.

CONTEXT

Land month-end spend within $\pm 5\%$ of the monthly target without breaking the ACoS or TACoS goal.

YOUR MCP MUST RETURN

- ☐ Monthly target by portfolio
- ☐ Spend by campaign, MTD
- ☐ Avg daily spend, last 7 days
- ☐ ACoS by campaign, MTD
- ☐ Promo / event calendar

LOGIC

1 Expected pace

Target $\times$ days elapsed $\div$ days in month

2 Actual pace

MTD spend $\div$ expected spend

3 Projected month-end

MTD + 7-day avg $\times$ days left

4 Meaningful variance?

Act only outside $\pm 10\%$ of target

5 Healthy performance?

Add only where ACoS $\leq$ target

6 Calculate adjustment

Gap $\div$ days left, split by spend share

CONTROL

- Max $\pm 20\%$ per campaign, per day
- Approval over \$500/day
- Branded + launch protected
- Fully reversible

ACTION

Move budget

Did we land closer to target without hurting the intended outcome?

11

OF 52

● RETAIL READINESS

CADENCE

Daily

PRIORITY

P1

LEVEL

Product · Catalog/Inventory

STARTS AT

Execute inside limits

WHAT IT CAN'T SEE

- Inventory feed lag of a few hours
- Stranded or reserved units counted as live
- Inbound delays not yet posted
- Organic rank lost during the stockout

Get the prompt →

page 76



Do this in Qore.

Qore runs it every morning, on your approval.

Inventory Check on Advertised ASINs

The ads keep selling after the shelf is empty. Someone has to tell them.

CONTEXT

Zero ad spend on out-of-stock ASINs, and every ASIN under 14 days of cover handed off for throttling.

YOUR MCP MUST RETURN

- ☐ Available units by ASIN
- ☐ Inbound units + ETA by ASIN
- ☐ Units sold by ASIN, daily
- ☐ Ad spend + status by ASIN
- ☐ Days of cover by ASIN

LOGIC

- 1 Match ads to stock**
Every advertised ASIN, FBA + FBM
- 2 Calculate days of cover**
Units ÷ 14-day daily average
- 3 Pause at zero**
Out of stock: pause, never delete
- 4 Flag low cover**
Under 14 days: route to throttle
- 5 Put heroes first**
Heroes, then ad spend
- 6 Resume on restock**
Resume above 14 days of cover

CONTROL

- Pause at zero units only
- Pause, never delete
- Max 50 pauses per run
- Under 14 days: route to throttle
- Fully reversible

ACTION

Pause at zero, resume on stock

How much ad spend landed on out-of-stock ASINs this month?

12 OF 52

● RETAIL READINESS

CADENCE

Daily

PRIORITY

P1

LEVEL

Product · Monitor

STARTS AT

Recommend only

WHAT IT CAN'T SEE

- Reporting lag in business report data
- Price changes by other sellers on the listing
- Rating and review shifts within the day
- Competitor deals that pull CVR down

Get the prompt →

page 77



Do this in Qore.

Qore runs it every morning and flags what it finds.

Anomaly Scan: Product

Some ad problems are product problems. No bid change fixes those.

CONTEXT

Catch every material product break within 24 hours, and route it to a product fix before anyone changes a bid.

YOUR MCP MUST RETURN

- ☐ Sessions + CVR by ASIN, daily
- ☐ Buy Box % by ASIN, daily
- ☐ Price by ASIN, daily
- ☐ Ad spend + sales by ASIN, daily
- ☐ Days of cover by ASIN

LOGIC

- 1 Compare to the same weekday**
vs. last week and the 4-week average
- 2 Apply the materiality floor**
Min \$50 spend or 100 sessions
- 3 Flag breaks in range**
±25%, Buy Box < 90%, price ±5%, or 2σ
- 4 Rule out known causes**
Change log and promo calendar
- 5 Name the product cause**
Buy Box, price, stock, listing or CVR
- 6 Route by dollar impact**
Biggest leak first, fixed at product level

CONTROL

- Alerts only, changes nothing
- Floor: \$50 spend or 100 sessions
- Fixes route to the owning skill
- Nothing to reverse

ACTION

Alert and route

Did each product flag reach its fix before anyone changed a bid on that ASIN?

13

OF 52

● RETAIL READINESS

CADENCE

Event

PRIORITY

P1

LEVEL

Product · Catalog/Inventory

STARTS AT

Execute with approval

WHAT IT CAN'T SEE

- Inbound delays and check-in lag
- Organic demand swings
- Competitor stockouts driving extra demand
- Rank value of each sale given up

Get the prompt →

page 78



Do this in Qore.

Qore runs it the moment it triggers, on your approval.

Low Inventory on a SKU

Selling out fast feels like winning. Then the rank leaves with the stock.

CONTEXT

Reach the restock date with zero stockout days, at the best ACoS the remaining units allow.

YOUR MCP MUST RETURN

- ☐ Available + inbound by ASIN
- ☐ Restock date by ASIN
- ☐ Units by ASIN, ads vs. total
- ☐ ACoS by target, 14 days
- ☐ Days of cover by ASIN

LOGIC

1 Confirm the trigger

Cover < days to restock + 7

2 Set the sell rate

Units ÷ (days to restock + 7)

3 Size the ad cut

Cut the gap from ad units first

4 Cut the least efficient

Worst ACoS first, -20-30% bids

5 Pause at critical cover

Under 7 days: pause non-branded

6 Restore on restock

Restore over 3-5 days

CONTROL

- Max -30% per bid per day
- Pause non-branded under 7 days
- Hero pauses need approval
- Branded bids untouched
- Fully reversible

ACTION

Throttle to the restock date

Did the ASIN reach its restock date without a single stockout day?

14 OF 52

● RETAIL READINESS

CADENCE

Event

PRIORITY

P3

LEVEL

Product · Budget

STARTS AT

Execute with approval

WHAT IT CAN'T SEE

- Organic demand for the ASIN
- Full-price sales the promo cannibalizes
- Future fee changes from Amazon
- Removal or liquidation cost vs. ads

Get the prompt →

page 79



Do this in Qore.

Qore runs it the moment it triggers, on your approval.

Overstock / Aged Inventory

“Just move the units” can turn a storage fee into a margin loss.

CONTEXT

Bring aged units under the next storage-fee bracket before its date, at a blended margin above zero.

YOUR MCP MUST RETURN

- ☐ Units by age bracket, by ASIN
- ☐ Aged-inventory fee by ASIN
- ☐ Break-even ACoS by ASIN
- ☐ Days of cover by ASIN
- ☐ ACoS by target, 30 days

LOGIC

1 Confirm the trigger

90+ days cover, or fee in 30 days

2 Size the clearance

Excess + days to deadline

3 Set the ACoS ceiling

Break-even ACoS + fee avoided + price

4 Raise spend on winners

+10–20% per move, inside the ceiling

5 Pair with a promo

Promo recommended alongside spend

6 Revert at target

Under 60 days cover: revert

CONTROL

- Trigger: 90+ days of cover
- +10–20% per move
- ACoS ≤ break-even + fee avoided
- Approval for any relaxed target
- Revert under 60 days cover

ACTION

Spend to clear, then revert

Did we clear the aged units before the fee date at a blended margin above zero?

15 OF 52

● RETAIL READINESS

CADENCE

Monthly

PRIORITY

P2

LEVEL

Catalog · Catalog/Inventory

STARTS AT

Recommend only

WHAT IT CAN'T SEE

- How the page renders on mobile
- Why shoppers bounce
- Price-tier mix inside the category benchmark
- Traffic quality shifts from ad changes

Get the prompt →

page 80



Do this in Qore.

Qore runs it every month and flags what it finds.

Listing Health Feedback to the Brand

Ads amplify the page. A weak page gets amplified too.

CONTEXT

Hand the brand a ranked fix list for every advertised page converting below benchmark, with the spend at stake.

YOUR MCP MUST RETURN

- ☐ Unit session % by ASIN
- ☐ Sessions by ASIN, 30 days
- ☐ Ad spend by ASIN, 30 days
- ☐ Category purchase rate (SQP)
- ☐ Rating + reviews by ASIN

LOGIC

- 1 Set the minimum data**
500+ sessions, \$200+ ad spend
- 2 Compare to benchmark**
CVR 20%+ under category
- 3 Rank by spend at stake**
Ad spend × CVR gap
- 4 Audit the page**
Images, A+, copy, price, reviews
- 5 Prioritize the fixes**
Price, reviews, image, copy, A+
- 6 Write it for the brand**
Top 3 fixes per ASIN, recheck at 30 days

CONTROL

- Brief only, changes nothing
- Min 500 sessions, \$200 spend
- Flag CVR 20%+ under category
- Top 3 fixes per ASIN

ACTION

Brief the brand

Did CVR rise on the fixed pages within 30 days of the change?

16

OF 52

● RETAIL READINESS

CADENCE

Monthly

PRIORITY

P2

LEVEL

Product · Budget

STARTS AT

Execute with approval

WHAT IT CAN'T SEE

- Halo value on branded search and bundles
- Lifetime value of new-to-brand buyers
- Organic rank that ad sales support
- Margin data the brand hasn't shared

Get the prompt →

page 81



Do this in Qore.

Qore runs it every month, on your approval.

Chronic Product Underperformance

Some products lose money on every ad click. A higher bid buys a bigger loss.

CONTEXT

Cut ad spend on chronic laggards to a maintenance level, and hand the brand the fixable causes for each one.

YOUR MCP MUST RETURN

- ☐ Ad clicks + spend by ASIN, 90d
- ☐ Ad-driven CVR by ASIN
- ☐ Contribution margin by ASIN
- ☐ Break-even ACoS by ASIN
- ☐ Rating + reviews by ASIN

LOGIC

1 Set the minimum data

100+ clicks, \$300+ spend

2 Rank by CVR and margin

Ad CVR, then margin after ads

3 Confirm it is chronic

Fails in all three 30-day blocks

4 Name the cause

Listing, price, reviews or margin

5 Cut to maintenance

-30-50%, pause if margin < 0

6 Escalate the fixable

Fixable causes → brand brief

CONTROL

- Min 100 clicks, \$300 spend
- Max -50% per move
- Max 10 ASINs per run
- Pauses need approval
- Fully reversible

ACTION

Cut spend, escalate causes

Did margin after ads improve on the cut ASINs while their total sales held?

— STREAM 3 OF 6

Campaign Optimization

Get more from every dollar.

17	Bid adjustments on clear outliers	2–3 days	P1
18	Tactical budget reallocation	2–3 days	P2
19	Add negative keywords	Weekly	P1
20	Bid optimization toward target ACoS	Weekly	P1
21	Placement-level optimization	Weekly	P2
22	Target trend review	Weekly	P2
23	Chronic target underperformance	Weekly	P2
24	Budget cuts on underperformers	Weekly	P1
25	Match-type overlap analysis	Bi-weekly	P2
26	Dayparting review	Bi-weekly	P3
27	Negative & campaign cleanup	Monthly	P2

Qore runs all 11 of these. Every account, on your cadence, on your approval. →

17

OF 52

CAMPAIGN
OPTIMIZATION

CADENCE

2-3 days

PRIORITY

P1

LEVEL

Target · Bids

STARTS AT

Execute with approval

WHAT IT CAN'T SEE

- Orders still inside the attribution window
- Promo or deal effects on CVR
- Competitor bid changes in the auction
- Organic rank gains that ads helped earn

Get the prompt →

page 82



Do this in Qore.

Qore runs it every few days, on your approval.

Bid Adjustments on Clear Outliers

“Fix the obvious ones” is easy to say. Obvious needs a hard rule.

CONTEXT

Stop zero-order spend over 2× target CPA and raise capped winners, without reversing any move inside 3 days.

YOUR MCP MUST RETURN

- ☐ Spend, clicks, orders by target
- ☐ Target CPA by campaign
- ☐ Top-of-search IS % by target
- ☐ Current bid by target
- ☐ Last bid change date by target

LOGIC

1 Skip recent changes

No bid change in last 3 days

2 Flag the bleeders

Spend > 2× CPA, 0 orders, 10+ clicks

3 Cut or pause

-25% at 2-3×, -50% over 3×, pause over 4×

4 Flag capped winners

ACoS ≤ 0.8× target, share < 50%

5 Raise in steps

+10-15%, capped at target-ACoS bid

6 Log and hold

Log it, reread in 3-5 days

CONTROL

- Cuts 25-50%, raises 10-15%
- One move per target per 3 days
- Approval for branded targets
- Reversible from the log

ACTION

Cut bleeders, raise winners

Five days after each move: did wasted spend drop and did raised targets add orders at or under target ACoS?

18 OF 52

CAMPAIGN OPTIMIZATION

CADENCE

2-3 days

PRIORITY

P2

LEVEL

Campaign · Budget

STARTS AT

Execute with approval

WHAT IT CAN'T SEE

- Attribution lag on the last 1-2 days
- Auction shifts after budget changes
- Halo sales credited to other campaigns
- Budget agreements missing from the plan

Get the prompt →

page 83



Do this in Qore.

Qore runs it every few days, on your approval.

Tactical Budget Reallocation

Moving budget to winners sounds free. It only works when the total holds.

CONTEXT

Move budget to campaigns with headroom and ROAS above target, with total portfolio spend flat or lower.

YOUR MCP MUST RETURN

- ☐ Spend, sales, ROAS by campaign
- ☐ Daily budget by campaign
- ☐ Budget-out time by campaign
- ☐ Target ROAS by campaign
- ☐ Budget cap by portfolio

LOGIC

1 Find budget-limited winners

Out early 2 of 3 days, ROAS $\geq$ target

2 Find donors

Spend $<$ 70% of budget or ROAS $<$ 0.8×

3 Apply a spend floor

Skip campaigns under \$20/day

4 Size the moves

Max $\pm 20\%$ per campaign per move

5 Hold the total

Increases $\leq$ cuts, same portfolio

CONTROL

- Total spend never rises
- Max $\pm 20\%$ per campaign per move
- Approval over \$300/day moved
- Reversible from the log

ACTION

Move budget

Did portfolio ROAS rise at flat or lower spend?

19

OF 52

CAMPAIGN OPTIMIZATION

CADENCE

Weekly

PRIORITY

P1

LEVEL

Target · Negation

STARTS AT

Execute with approval

WHAT IT CAN'T SEE

- Orders still inside the attribution window
- Halo sales on other ASINs from the click
- Misspellings the report splits apart
- Shoppers who research now and buy later

Get the prompt →

page 84



Do this in Qore.

Qore runs it every week, on your approval.

Add Negative Keywords

Negating waste is simple. Negating a future winner too early is expensive.

CONTEXT

Negate every term with 1.5× target CPA spent, 10+ clicks and 0 orders, and nothing that still converts.

YOUR MCP MUST RETURN

- ☐ Search terms with clicks, orders
- ☐ Spend by search term, 30 days
- ☐ Target CPA by campaign
- ☐ Negatives by ad group
- ☐ Master negative list

LOGIC

1 Set the data floor

Min 10–15 clicks

2 Flag the leaks

0 orders, spend $\geq 1.5 \times$ target CPA

3 Skip harvested terms

Skip terms on the harvest list

4 Negate exact for precision

One term: negative exact in source

5 Negate phrase for clusters

3+ variants: negative phrase

6 Update the master list

Irrelevant words to master list

CONTROL

- Min 10–15 clicks before judging
- Max 100 negatives per run
- Approval for phrase negatives
- Reversible

ACTION

Add negatives

Did spend on negated terms drop to zero with no loss in orders?

20 OF 52

CAMPAIGN OPTIMIZATION

CADENCE

Weekly

PRIORITY

P1

LEVEL

Target · Bids

STARTS AT

Execute with approval

WHAT IT CAN'T SEE

- Orders still inside the attribution window
- Promo or deal effects on CVR
- Competitor bid changes in the auction
- Placement mix shifting under the bid

Get the prompt →

page 85



Do this in Qore.

Qore runs it every week, on your approval.

Bid Optimization Toward Target ACoS

“Hit our ACoS” is a goal. The bid formula is the instruction.

CONTEXT

Bring every target with enough data within $\pm 10\%$ of target ACoS, moving no bid more than 20% a week.

YOUR MCP MUST RETURN

- ☐ Clicks, orders, sales by target
- ☐ CVR and AOV by target, 30 days
- ☐ Target bid by target
- ☐ Current bid and match type
- ☐ Last bid change date by target

LOGIC

1 Set the data floor

Min 10–15 clicks

2 Compute the ideal bid

Target ACoS $\times$ CVR $\times$ AOV

3 Check the band

Act only outside $\pm 10\%$

4 Step toward the ideal

Move 10–20% per week

5 Segment the changes

By match type, never blanket

CONTROL

- Max $\pm 20\%$ per target per week
- Min 10–15 clicks to judge
- Approval for branded targets
- Reversible from the log

ACTION

Step bids to target

After 2 weeks: what share of changed targets now sit within $\pm 10\%$ of target ACoS?

21 OF 52

CAMPAIGN OPTIMIZATION

CADENCE

Weekly

PRIORITY

P2

LEVEL

Placement · Bids

STARTS AT

Execute with approval

WHAT IT CAN'T SEE

- Orders still inside the attribution window
- Auction shifts on each placement
- Halo sales credited to other placements
- Changes made outside the change log

Get the prompt →

page 86



Do this in Qore.

Qore runs it every week, on your approval.

Placement-Level Optimization

One bid for every placement sounds simple. Placements convert differently.

CONTEXT

Bring each placement within $\pm 15\%$ of target ACoS using modifiers, without touching base bids.

YOUR MCP MUST RETURN

- ☐ Spend, sales by placement
- ☐ ACoS by placement, 30 days
- ☐ Clicks by placement
- ☐ Placement modifier %
- ☐ Blended ACoS by campaign

LOGIC

1 Set the data floor

20+ clicks and \$50+ spend

2 Compare placement ACoS

Placement vs. blended and target

3 Raise the winner

ToS $\leq 0.8 \times$ target: +10–20 pts

4 Trim the loser

Over $1.2 \times$ target: –10–20 pts

5 Leave base bids alone

Modifier, never base bid

6 Treat product pages apart

Product pages: own lever

CONTROL

- Max ± 20 pts modifier per week
- Modifier cap 300%
- Approval over +50 pts total
- Reversible from the log

ACTION

Adjust placement modifiers

After 2 weeks: did each changed placement move closer to target ACoS?

22 OF 52

CAMPAIGN OPTIMIZATION

CADENCE

Weekly

PRIORITY

P2

LEVEL

Target · Analysis

STARTS AT

Recommend only

WHAT IT CAN'T SEE

- Reporting lag in Amazon data
- Competitor price or listing changes
- Seasonality without last year's data
- Listing edits made outside the change log

Get the prompt →

page 87



Do this in Qore.

Qore runs it every week and flags what it finds.

Target Trend Review

A term rarely breaks in a day. It drifts for weeks while nobody looks.

CONTEXT

Flag every material target with 3 straight weeks of adverse drift, and name the driver: CPC, CVR or relevance.

YOUR MCP MUST RETURN

- ☐ ACoS, CVR, CPC by target, weekly
- ☐ Spend and orders by target
- ☐ Target ACoS by campaign
- ☐ Bid change dates by target
- ☐ In-stock and Buy Box by ASIN

LOGIC

- 1 Set the materiality floor**
\$50+/week spend or 3+ orders
- 2 Trend week over week**
Weekly ACoS, CVR, CPC
- 3 Flag adverse drift**
ACoS +15%, 3 weeks straight
- 4 Name the driver**
CPC, CVR or relevance
- 5 Rule out known causes**
Change log, promos, stock
- 6 Route the fix**
Route to the owning skill

CONTROL

- Recommends only
- Bid fixes route to bid skills
- Nothing to reverse

ACTION

Diagnose and route

How many flagged targets recovered to target ACoS within 4 weeks?

23 OF 52

CAMPAIGN
OPTIMIZATION

CADENCE

Weekly

PRIORITY

P2

LEVEL

Target · Bids

STARTS AT

Execute with approval

WHAT IT CAN'T SEE

- Halo sales on other ASINs from the click
- Organic rank lift the ads support
- Long buying cycles past the window
- Promo periods inflating CVR

Get the prompt →

page 88



Do this in Qore.

Qore runs it every week, on your approval.

Chronic Target Underperformance

No single target looks alarming. Together they quietly drag the account.

CONTEXT

Cut or negate targets over target ACoS for 60 days with weak CVR, and promote steady converters to exact.

YOUR MCP MUST RETURN

- ☐ ACoS by target, 30-day halves
- ☐ Clicks and orders by target
- ☐ CVR by ad group
- ☐ Live exact keywords
- ☐ Target ACoS by campaign

LOGIC

1 Set the data floor

Min 20 clicks in 60 days

2 Confirm it is chronic

> 1.3× target in both halves

3 Check CVR

CVR < 0.7× ad group average

4 Cut or negate

−20–30%, or negate at 30+ clicks

5 Promote steady converters

≤ target both halves, 4+ orders

CONTROL

- Min 20 clicks to judge
- Max −30% bid per move
- Approval to negate past converters
- Reversible

ACTION

Cut the drag, promote winners

After 30 days: did account ACoS improve with orders flat or up?

24 OF 52

CAMPAIGN
OPTIMIZATION

CADENCE

Weekly

PRIORITY

P1

LEVEL

Campaign · Budget

STARTS AT

Execute with approval

WHAT IT CAN'T SEE

- Halo sales on other ASINs
- Organic rank the campaign supports
- Upper-funnel value outside last-touch
- Attribution lag on the last 1-2 days

Get the prompt →

page 89



Do this in Qore.

Qore runs it every week, on your approval.

Budget Cuts on Underperformers

Cutting a loser is easy. Knowing it has no fix left is the skill.

CONTEXT

Cut or pause every campaign over target ACoS with no fix left, and redeploy the freed spend to capped winners.

YOUR MCP MUST RETURN

- ☐ Spend, sales, ACoS by campaign
- ☐ Orders by campaign, 14 days
- ☐ CVR by campaign and account
- ☐ Last bid change date
- ☐ Budget-out time by campaign

LOGIC

- Set the spend floor**
\$300+ spend in 30 days
- Flag the losers**
> 1.3× target, 30 and 14 days
- Check for a fix left**
Bids already cut, CVR < 0.7×
- Route fixable ones**
Bids untouched: route to bid skills
- Cut or pause**
-30-50%, pause over 2× target
- Redeploy the freed spend**
To capped winners, +20% max each

CONTROL

- Max -50% budget per move
- Freed spend to winners only
- Approval for any pause
- Reversible from the log

ACTION

Cut losers, fund winners

Did account ACoS improve at the same spend?

25 OF 52

CAMPAIGN
OPTIMIZATION

CADENCE

Bi-weekly

PRIORITY

P2

LEVEL

Target · Structure

STARTS AT

Execute with approval

WHAT IT CAN'T SEE

- Orders still inside the attribution window
- Misspellings and variants the report splits
- Organic rank on the same term
- How your own campaigns bid in the auction

Get the prompt →

page 90



Do this in Qore.

Qore runs it every two weeks, on your approval.

Match-Type Overlap Analysis

Running every match type feels thorough. It often means bidding against yourself.

CONTEXT

Route every graduated term to one exact home, with under 5% of its spend leaking through other campaigns.

YOUR MCP MUST RETURN

- ☐ Search terms by campaign
- ☐ Spend, clicks by search term
- ☐ Live exact keywords
- ☐ Negative exact by ad group
- ☐ Match type by ad group

LOGIC

1 Map the exact homes

Exact keyword = the owner

2 Find the leaks

Owned term spending elsewhere

3 Set the materiality floor

\$20+ or 10+ clicks

4 Negate in the source

Negative exact in source

5 Find unmanaged duplicates

One exact home per term

CONTROL

- Negative exact in source only
- Max 100 negatives per run
- Approval for structure changes
- Reversible

ACTION

Negate overlap in source

Two weeks later: what share of each owned term's spend runs through its exact home?

26 OF 52

CAMPAIGN OPTIMIZATION

CADENCE

Bi-weekly

PRIORITY

P3

LEVEL

Campaign · Bids

STARTS AT

Execute with approval

WHAT IT CAN'T SEE

- Hourly attribution to the click, not purchase
- Shopper time zones across regions
- Browsing now, buying later
- Hourly shifts in auction competition

Get the prompt →

page 91



Do this in Qore.

Qore runs it every two weeks, on your approval.

Dayparting Review

Dayparting looks clever on a chart. Most hourly patterns are noise.

CONTEXT

Lower bids only in hours that underperform 3+ weeks in a row, with total orders flat or up.

YOUR MCP MUST RETURN

- ☐ Spend, sales by hour, 4 weeks
- ☐ Orders by hour and weekday
- ☐ Budget-out time by campaign
- ☐ Current schedule rules
- ☐ Target ACoS by campaign

LOGIC

1 Set the volume floor

100+ orders in 4 weeks

2 Group the hours

3–4 hour blocks, 10+ orders

3 Test repeatability

Same result 3 of 4 weeks

4 Size the bid change

> 1.5× target: –20–50%

5 Reduce, never pause

Lower bids, no hard pauses

CONTROL

- Bid down max 50% in dead hours
- No hard pauses by hour
- Approval for any new schedule
- Reversible

ACTION

Set schedule bid rules

After 4 weeks: did campaign ACoS improve with total orders flat or up?

27 OF 52

CAMPAIGN OPTIMIZATION

CADENCE

Monthly

PRIORITY

P2

LEVEL

Campaign · Structure

STARTS AT

Execute with approval

WHAT IT CAN'T SEE

- Seasonal campaigns about to restart
- Brand agreements behind a campaign
- Gaps in older report data
- Tests running outside the naming map

Get the prompt →

page 92



Do this in Qore.

Qore runs it every month, on your approval.

Negative & Campaign Cleanup

Nobody plans a messy account. It builds up one quick fix at a time.

CONTEXT

Retire every zero-volume campaign, consolidate fragmented ones, and dedupe negatives, losing no history.

YOUR MCP MUST RETURN

- ☐ Impressions by campaign, 90 days
- ☐ Avg daily spend by campaign
- ☐ Orders by campaign, 12 months
- ☐ Advertised ASINs by campaign
- ☐ Negatives, ad group and campaign

LOGIC

1 Find zero-volume campaigns

< 100 impressions in 90 days

2 Find fragments

< \$5/day, same ASINs

3 Plan consolidation

Into the strongest sibling

4 Dedupe negatives

Drop negatives covered above

5 Archive, never delete

Archive to keep history

CONTROL

- Archive, never delete
- Max 20 campaigns per run
- Approval for any consolidation
- Archive is permanent

ACTION

Archive and consolidate

Did campaign count and duplicate negatives drop with no loss in orders?

— STREAM 4 OF 6

Growth & Expansion

Find and scale the next opportunity.

28	Search-term harvest	Weekly	P1
29	Keyword & product-target expansion	Weekly	P2
30	Scale by ACoS / TACoS headroom	Weekly	P1
31	ASIN targeting review	Bi-weekly	P2
32	New product launch monitoring	Daily	P2
33	New campaign / SKU launches	Monthly	P2
34	New-to-brand review	Monthly	P2
35	Identifying products to scale	Monthly	P2
36	Sponsored Brands & Display review	Monthly	P2
37	Creative refresh	Quarterly	P3
38	Audience & DSP / AMC strategy	Quarterly	P3
39	New product launch setup	Event	P2

Qore runs all 12 of these. Every account, on your cadence, on your approval. →

28 OF 52

● GROWTH & EXPANSION

CADENCE

Weekly

PRIORITY

P1

LEVEL

Target · Expansion

STARTS AT

Execute with approval

WHAT IT CAN'T SEE

- Orders still inside the attribution window
- Terms that converted only during a promo
- Overlap with organic rank on the same term
- Misspellings and variants the report splits apart

Get the prompt →

page 93



Do this in Qore.

Qore runs it every week, on your approval.

Search-Term Harvest

Finding the winners is easy. Moving them without paying twice is the skill.

CONTEXT

Promote converting search terms into exact-match coverage, and stop paying for the same traffic twice.

YOUR MCP MUST RETURN

- ☐ Search terms with orders, 30d
- ☐ ACoS and avg CPC by term
- ☐ Live exact keywords
- ☐ Target ACoS
- ☐ Master negative list

LOGIC

1 Pull converters

2+ orders from auto, broad, phrase

2 Remove duplicates

Skip terms already live in exact

3 Check efficiency

$ACoS \leq 1.2 \times \text{target}$

4 Rank by orders

Then by ACoS

5 Set starting bid

Source CPC, capped at target-ACoS bid

6 Promote and negate

Exact in harvest, negative in source

CONTROL

- Max 50 new keywords per run
- Bid capped at target-ACoS bid
- Approval for competitor terms
- Branded protected
- Reversible

ACTION

Promote to exact, negate in source

After 14 days: do harvested terms hold equal or better ACoS in exact, and has source spend on them dropped to near zero?

29 OF 52

● GROWTH & EXPANSION

CADENCE

Weekly

PRIORITY

P2

LEVEL

Target · Expansion

STARTS AT

Execute with approval

WHAT IT CAN'T SEE

- Search volume estimates from third-party tools
- Intent that shifts by season or trend
- Competitor catalog and price changes
- Terms where you already rank well organically

Get the prompt →

page 94



Do this in Qore.

Qore runs it every week, on your approval.

Keyword & Product-Target Expansion

“Find more keywords” is easy. Adding them without making a mess is the skill.

CONTEXT

Add relevant new keywords and ASIN targets each week into structured campaigns, each with a clear home.

YOUR MCP MUST RETURN

- ☐ Orders by search term, 60 days
- ☐ Search volume by query (SQP)
- ☐ Live keywords by match type
- ☐ Suggested bid by keyword
- ☐ Negatives by ad group

LOGIC

1 Pool the candidates

Pool from SQP, STR, suggestions, tools

2 Drop live and negated

Skip live and negated targets

3 Check relevance

Relevant, same category, price $\pm 30\%$

4 Rank by demand

Top 100 by volume, then rank

5 Assign a structured home

Theme campaign, never a catch-all

6 Set a starting bid

Suggested bid, capped at target ACoS

CONTROL

- Max 100 new targets per run
- Bid capped at target-ACoS bid
- Approval for competitor brands
- Branded protected
- Reversible: pause the target

ACTION

Add targets to theme campaigns

After 30 days, what share of new targets earned an order at or under 1.2× target ACoS?

30 OF 52

● GROWTH & EXPANSION

CADENCE

Weekly

PRIORITY

P1

LEVEL

Campaign · Budget

STARTS AT

Execute with approval

WHAT IT CAN'T SEE

- Where the marginal ACoS curve bends
- How competitors respond in the auction
- Supply limits beyond the inventory report
- Sales still inside the attribution window

Get the prompt →

page 95



Do this in Qore.

Qore runs it every week, on your approval.

Scale by ACoS / TACoS Headroom

Under target with room to grow is a signal. The next dollar still costs more.

CONTEXT

Add spend where headroom exists and keep marginal ACoS on every scaled campaign at or under target.

YOUR MCP MUST RETURN

- ☐ Spend + sales by campaign, daily
- ☐ TACoS by product
- ☐ Marginal ACoS by campaign
- ☐ Top-of-search IS + budget caps
- ☐ Weeks of cover by ASIN

LOGIC

1 Set a data floor

20+ orders in 14 days

2 Find the headroom

ACoS or TACoS $\leq 0.8 \times$ target

3 Confirm a constraint

Capped 3+ days, or IS under 30%

4 Check stock

6+ weeks of cover

5 Step up, not jump

+20% budget or +10% bid, one lever

6 Read marginal ACoS

Marginal ACoS $\leq$ target to step again

CONTROL

- Max +20% budget per step
- Max +10% bid per step
- Wait 5 days between steps
- Approval over \$500/day
- Reversible

ACTION

Step up budget or bids

Did scaled campaigns add sales with marginal ACoS at or under target?

31 OF 52

● GROWTH & EXPANSION

CADENCE

Bi-weekly

PRIORITY

P2

LEVEL

Target · Bids

STARTS AT

Execute with approval

WHAT IT CAN'T SEE

- Competitor price moves between reviews
- Coupons and deals shown on the target page
- Listing quality beyond price and rating
- Where your ad sits on the detail page

Get the prompt →

page 96



Do this in Qore.

Qore runs it every two weeks, on your approval.

ASIN Targeting Review

You can outbid a competitor. You cannot outbid a better offer.

CONTEXT

Keep ASIN targets where your offer beats the target page, cut the rest, and own your own detail pages.

YOUR MCP MUST RETURN

- ☐ Clicks + ACoS by ASIN target
- ☐ Price + rating by target ASIN
- ☐ Buy Box % by advertised ASIN
- ☐ Own complementary ASINs
- ☐ Target ACoS by campaign

LOGIC

- 1 Set a data floor**
15+ clicks to judge
- 2 Compare the offer**
Price, rating, Buy Box vs. target
- 3 Keep the winners**
Win 2 of 3, ACoS ≤ target: +10%
- 4 Cut where outmatched**
Lose 2 of 3, ACoS > 1.3×: pause
- 5 Defend your own pages**
Own ASINs on own pages
- 6 Check Buy Box first**
No Buy Box, pause

CONTROL

- Max ±20% bid per target
- Pause only after 15+ clicks
- Approval for new competitors
- Own-ASIN defense protected
- Reversible

ACTION

Adjust bids, pause, defend

Did ACoS on kept targets hold at or under target while spend on cut targets fell to zero?

32 OF 52

● GROWTH & EXPANSION

CADENCE

Daily

PRIORITY

P2

LEVEL

Product · Monitor

STARTS AT

Recommend only

WHAT IT CAN'T SEE

- Reviews still in moderation
- Daily rank swings from small order counts
- Listing gaps that data cannot show
- Competitor launches in the same window

Get the prompt →

page 97



Do this in Qore.

Qore runs it every morning and flags what it finds.

New Product Launch Monitoring

A launch rewards fast calls on thin data. The gates have to exist first.

CONTEXT

Check every launch ASIN daily against its gates, and call each gate the day it is hit or missed.

YOUR MCP MUST RETURN

- ☐ Sessions + CVR by ASIN, daily
- ☐ ACoS by launch ASIN, daily
- ☐ Best Sellers Rank by ASIN
- ☐ Review count by ASIN, daily
- ☐ Launch spend vs. plan

LOGIC

- 1 Load the gates**
Setup gates, else 15 reviews, 10% CVR
- 2 Track the trend**
7-day rolling, never single days
- 3 Set a data floor**
100+ sessions to judge CVR
- 4 Call the tighten gate**
Gates hit: tighten ACoS target
- 5 Call the pause gate**
CVR under floor by week N: pause
- 6 Flag budget burn**
Over 120% of launch plan: flag

CONTROL

- Alerts only, changes nothing
- Gate calls route to owners
- Pause call needs approval
- Nothing to reverse

ACTION

Call gates and route

Was every gate called within a day of being hit?

33 OF 52

● GROWTH & EXPANSION

CADENCE

Monthly

PRIORITY

P2

LEVEL

Campaign · Expansion

STARTS AT

Execute with approval

WHAT IT CAN'T SEE

- Supplier and shipping delays
- Demand for products with no sales history
- Orders still inside the attribution window
- Seasonal demand not yet in the data

Get the prompt →

page 98



Do this in Qore.

Qore runs it every month, on your approval.

New Campaign / SKU Launches

Launching one product is a task. Launching every month on schedule is a plan.

CONTEXT

Have every SKU launching next month planned with a budget, and move every proven discovery term into exact.

YOUR MCP MUST RETURN

- ☐ Orders + ACoS by search term
- ☐ Live exact keywords by ASIN
- ☐ Inbound units + arrival date
- ☐ Budget by portfolio
- ☐ Launch calendar by SKU

LOGIC

1 List upcoming launches

Stock landing in 60 days

2 Check launch readiness

Live listing, images, stock on hand

3 Allocate launch budget

Max 10% of monthly budget

4 Graduate proven terms

5+ orders, ACoS ≤ target: to exact

5 Trim discovery spend

20+ exact live: discovery -20%

6 Hand off each launch

Route to launch setup

CONTROL

- Max 10% of budget to new SKUs
- Max 100 graduations per month
- Approval for every new launch
- Branded protected
- Reversible

ACTION

Plan launches, graduate terms

Did every planned SKU launch on its date with a budget?

34 OF 52

● GROWTH & EXPANSION

CADENCE

Monthly

PRIORITY

P2

LEVEL

Account · Analysis

STARTS AT

Recommend only

WHAT IT CAN'T SEE

- The 12-month NTB lookback definition
- NTB for Sponsored Products
- Customers who first bought off Amazon
- Lifetime value beyond the repeat estimate

Get the prompt →

page 99



Do this in Qore.

Qore runs it every month and flags what it finds.

New-to-Brand Review

Last-click ACoS calls it waste. New-to-brand shows whether it built the business.

CONTEXT

Report NTB orders, NTB % and cost per NTB each month, and show which spend earns new customers.

YOUR MCP MUST RETURN

- ☐ NTB orders by campaign
- ☐ NTB % by ad type
- ☐ Cost per NTB by campaign
- ☐ Spend by campaign, monthly
- ☐ NTB orders, 12-month trend

LOGIC

- 1 Set a data floor**
20+ NTB orders to judge
- 2 Compute NTB metrics**
Spend ÷ NTB orders
- 3 Trend the month**
Flag moves beyond ±15%
- 4 Price a new customer**
Margin × expected repeat orders
- 5 Find the builders**
High ACoS, NTB cost ≤ target
- 6 Rank by NTB volume**
Then by cost per NTB

CONTROL

- Analysis only, changes nothing
- Budget shifts route to owners
- Nothing to reverse

ACTION

Report and recommend

Did NTB orders grow at a cost per NTB at or under target?

35 OF 52

● GROWTH & EXPANSION

CADENCE

Monthly

PRIORITY

P2

LEVEL

Product · Expansion

STARTS AT

Recommend only

WHAT IT CAN'T SEE

- Supplier and production ceilings
- Cost changes not yet in the margin data
- Category demand shifts ahead
- Halo sales on other ASINs in the brand

Get the prompt →

page 100



Do this in Qore.

Qore runs it every month and flags what it finds.

Identifying Products to Scale

Spreading budget evenly feels fair. Concentrating it on winners compounds.

CONTEXT

Name up to 10 ASINs each month that earn more budget, with a scaling plan for each.

YOUR MCP MUST RETURN

- ☐ CVR by ASIN, 30 days
- ☐ Sessions by ASIN, 30 days
- ☐ Contribution margin by ASIN
- ☐ Weeks of cover by ASIN
- ☐ BSR by ASIN, 8 weeks

LOGIC

- 1 Set a data floor**
300+ sessions in 30 days
- 2 Check CVR**
 $CVR \geq 1.2 \times \text{benchmark}$
- 3 Check margin and stock**
Margin 15%+, 8+ weeks of cover
- 4 Check momentum**
Rank improving over 8 weeks
- 5 Map coverage gaps**
Missing SB/SD, thin keywords, caps
- 6 Rank and route**
Top 10 by margin dollars

CONTROL

- Shortlist only, changes nothing
- Max 10 ASINs per month
- Scaling routes to owning skills
- Nothing to reverse

ACTION

Shortlist and route

Did shortlisted ASINs grow sales faster than the rest at or under target TACoS?

36 OF 52

● GROWTH & EXPANSION

CADENCE

Monthly

PRIORITY

P2

LEVEL

Creative · Creative/Audience

STARTS AT

Execute with approval

WHAT IT CAN'T SEE

- Moderation delays on new creative
- How view-through credit is counted
- Audience overlap across SD and DSP
- Store traffic that comes from organic

Get the prompt →

page 101



Do this in Qore.

Qore runs it every month, on your approval.

Sponsored Brands & Display Review

Creative that worked last quarter still runs. That is the problem.

CONTEXT

Replace fatigued SB and SD creative, keep the Store current, and hold every audience at or under target ACoS.

YOUR MCP MUST RETURN

- ☐ CTR by SB creative, 30 days
- ☐ ACoS by SD audience
- ☐ Impression frequency by creative
- ☐ Clicks by SD audience
- ☐ Store page views by page

LOGIC

1 Set a data floor

10k impressions, 15 clicks to judge

2 Spot creative fatigue

CTR -20% or frequency > 5/week

3 Queue replacements

Max 3 swaps per run

4 Tune SD audiences

+10% under target, -20% over 1.3x

5 Order the remarketing

Purchase, views, then in-market

6 Check the Store

OOS, retired, or stale promos

CONTROL

- Max ±20% bid per audience
- Max 3 creative swaps per run
- Approval for new creative
- Hero creative protected
- Reversible

ACTION

Swap creative, tune audiences

Did CTR recover on swapped creative and ACoS hold on tuned audiences?

37

OF 52

● GROWTH & EXPANSION

CADENCE

Quarterly

PRIORITY

P3

LEVEL

Creative · Creative/Audience

STARTS AT

Execute with approval

WHAT IT CAN'T SEE

- Moderation rejections and delays
- Noise in low-volume tests
- Creative quality a metric cannot score
- Seasonal demand that lifts every variant

Get the prompt →

page 102



Do this in Qore.

Qore runs it every quarter, on your approval.

Creative Refresh

Fatigue shows up in CTR weeks after it starts. Refresh before it shows.

CONTEXT

Refresh every major creative once a quarter and run at least one controlled test with a clear winner.

YOUR MCP MUST RETURN

- ☐ CTR by creative, 90 days
- ☐ Weeks live by creative
- ☐ Impression frequency by creative
- ☐ CVR by creative
- ☐ Past test results by ASIN

LOGIC

1 Rank by age and decay

12+ weeks live or CTR -15%

2 Align to the season

Next 90 days, retire off-season

3 Write the hypothesis

One variable per test

4 Set up the test

50/50 split, 2+ weeks

5 Call the winner

95% confidence or 1,000 clicks/arm

CONTROL

- Max 1 test per ad group
- 50/50 split, 2+ weeks
- Approval for all new creative
- Hero assets protected
- Reversible

ACTION

Brief, test, retire

Did refreshed creative beat the prior version on CTR at equal or better ACoS?

38 OF 52

● GROWTH & EXPANSION

CADENCE

Quarterly

PRIORITY

P3

LEVEL

Audience · Creative/Audience

STARTS AT

Recommend only

WHAT IT CAN'T SEE

- Shopper paths that start off Amazon
- Results hidden by AMC aggregation thresholds
- Signal lost to privacy and consent gaps
- True incrementality without a holdout

Get the prompt →

page 103



Do this in Qore.

Qore runs it every quarter and flags what it finds.

Audience & DSP / AMC Strategy

Upper-funnel spend is a guess until the path to purchase is on the table.

CONTEXT

Name the highest-value audience segments and set a quarterly remarketing ladder with budget per rung.

YOUR MCP MUST RETURN

- ☐ Conversion rate by AMC path
- ☐ Overlap % by audience pair
- ☐ ROAS by DSP line item
- ☐ NTB % by DSP line item
- ☐ Reach by audience segment

LOGIC

1 Map the paths

Top 10 paths by conversion

2 Set a data floor

1,000 users, 50 purchases

3 Find the overlap

Overlap 40%+: merge or cap

4 Rank the segments

ROAS and NTB % above average

5 Build the ladder

Viewed, considered, purchased

6 Plan the tests

1-2 tests, 10%+ holdout

CONTROL

- Strategy only, changes nothing
- Shifts route to DSP owner
- Approval on the plan
- Nothing to reverse

ACTION

Recommend segments and ladder

Did the ladder lift NTB and ROAS on DSP vs. last quarter?

39 OF 52

● GROWTH & EXPANSION

CADENCE

Event

PRIORITY

P2

LEVEL

Campaign · Expansion

STARTS AT

Execute with approval

WHAT IT CAN'T SEE

- True demand for a product with no history
- When the first reviews will land
- How competitors respond to the launch
- Listing gaps that data cannot show

Get the prompt →

page 104



Do this in Qore.

Qore runs it the moment it triggers, on your approval.

New Product Launch Setup

A launch spends ahead of the data. The limits have to be set on day one.

CONTEXT

Go live with a complete, capped campaign set and written gates within 1 day of the listing going live.

YOUR MCP MUST RETURN

- ☐ Suggested bid by keyword
- ☐ Search volume by query (SQP)
- ☐ Units on hand by ASIN
- ☐ Listing status + image count
- ☐ Competitor ASINs by category

LOGIC

1 Confirm launch readiness

Indexed, 7+ images, 8 weeks stock

2 Build discovery

Auto + broad, 20–50 seeds

3 Add exact on the core

Exact on 5–10 core terms

4 Set the budget

50% discovery, 30% exact, 20% PT

5 Set ACoS tolerance

Up to 2× target, bid 1.2× suggested

6 Write the gates

Reviews, rank, CVR floor, week N

CONTROL

- Launch ACoS up to 2× target
- Budget capped at the launch plan
- Approval before going live
- Branded protected
- Reversible

ACTION

Build launch campaigns

Did the launch go live on time, inside its budget, with gates written?

— STREAM 5 OF 6

Reporting & Insights

Turn data into decisions.

40	Campaign-level performance review	Weekly	P2
41	Advertised-product report review	Weekly	P2
42	Product trend review	Weekly	P2
43	Full account review + client report	Monthly	P1
44	Branded vs. non-branded split	Monthly	P2
45	Change & test log	Ongoing	P2

Qore runs all 6 of these. Every account, on your cadence, on your approval. →

40 OF 52

● REPORTING & INSIGHTS

CADENCE

Weekly

PRIORITY

P2

LEVEL

Campaign · Analysis

STARTS AT

Recommend only

WHAT IT CAN'T SEE

- Orders still inside the attribution window
- Changes made outside the change log
- Organic sales lifted by ad spend
- Competitor bid and price moves

Get the prompt →

page 105



Do this in Qore.

Qore runs it every week and flags what it finds.

Campaign-Level Performance Review

One bad week is noise. Three weeks drifting the same way is a trend.

CONTEXT

Flag every material campaign drifting from target for 2+ weeks, before the drift compounds.

YOUR MCP MUST RETURN

- ☐ Spend, sales, ACoS by campaign
- ☐ CVR, CPC, orders by campaign
- ☐ Weekly, last 8 weeks
- ☐ Target ACoS by campaign
- ☐ Change log + promo calendar

LOGIC

1 Fill the fixed scorecard

Same columns, week over week

2 Apply a materiality floor

\$100+/week or 5%+ of spend

3 Compare to target and trend

vs. target, last week, 4-week avg

4 Flag the drift

±10% ACoS or 15%+ for 2 weeks

5 Rule out known causes

Change log and promo calendar

6 Rank and route

Biggest dollar drift first

CONTROL

- Reports only, changes nothing
- Fixes route to the owning skill
- Same scorecard every week
- Nothing to reverse

ACTION

Score, flag and route

Did flagged campaigns get caught before a third week of drift?

41 OF 52

● REPORTING & INSIGHTS

CADENCE

Weekly

PRIORITY

P2

LEVEL

Product · Analysis

STARTS AT

Recommend only

WHAT IT CAN'T SEE

- Halo sales credited to a different ASIN
- Organic rank lifted by ad spend
- Orders still inside the attribution window
- Sales shared across a variation family

Get the prompt →

page 106



Do this in Qore.

Qore runs it every week and flags what it finds.

Advertised-Product Report Review

A healthy campaign can hide one ASIN that bleeds every week.

CONTEXT

Find every ASIN over 1.5× target ACoS inside a campaign and give it its own bid and budget control.

YOUR MCP MUST RETURN

- ☐ Spend, sales by advertised ASIN
- ☐ ACoS, CVR, clicks by ASIN
- ☐ ASIN by campaign and ad group
- ☐ Target ACoS by ASIN
- ☐ Stock status by ASIN

LOGIC

1 Break campaigns into ASINs

Spend, sales, ACoS per ASIN

2 Require enough data

20+ clicks or \$50+ spend

3 Compare to the campaign

ACoS ≥ 1.5× target

4 Confirm it is chronic

Missed target 3 of 4 weeks

5 Check product causes

Stock, Buy Box, price first

6 Recommend the split

Own campaign or ad group

CONTROL

- Recommends splits, changes nothing
- Min 20 clicks per ASIN to judge
- Splits need approval
- Nothing to reverse

ACTION

Flag ASINs, recommend splits

Four weeks after a split, is the isolated ASIN closer to target ACoS?

42 OF 52

● REPORTING & INSIGHTS

CADENCE

Weekly

PRIORITY

P2

LEVEL

Product · Analysis

STARTS AT

Recommend only

WHAT IT CAN'T SEE

- Competitor coupons and price cuts
- Listing edits made outside the change log
- Seasonal demand shifts in the category
- Review content, beyond the count and rating

Get the prompt →

page 107



Do this in Qore.

Qore runs it every week and flags what it finds.

Product Trend Review

The daily tripwire says something moved. This says whether it is real.

CONTEXT

Confirm or dismiss every product flag within a week, and set the bid and budget response for each real shift.

YOUR MCP MUST RETURN

- ☐ Sessions and CVR by ASIN, weekly
- ☐ Price and Buy Box % by ASIN
- ☐ BSR by ASIN, weekly
- ☐ Review count and rating by ASIN
- ☐ Ad spend, sales by ASIN, weekly

LOGIC

1 Build the trend table

Six metrics, week over week

2 Require enough traffic

100+ sessions to judge CVR

3 Flag a real move

CVR $\pm 15\%$, Buy Box $< 90\%$, price $\pm 5\%$

4 Find the cause first

Listing, stock, price, competition

5 Confirm it holds

2 weeks, or a known cause

6 Set the response

Bids $\pm 10-20\%$ via owning skill

CONTROL

- Recommends only, changes nothing
- Min 100 sessions to judge CVR
- Bid and budget fixes via skills
- Nothing to reverse

ACTION

Confirm shifts, set response

Were confirmed shifts still real two weeks later?

43 OF 52

● REPORTING & INSIGHTS

CADENCE

Monthly

PRIORITY

P1

LEVEL

Account · Analysis

STARTS AT

Recommend only

WHAT IT CAN'T SEE

- Off-Amazon demand driving Amazon sales
- DSP and Sponsored Ads overlap
- Organic sales lifted by ad spend
- Orders still inside the attribution window

Get the prompt →

page 108



Do this in Qore.

Qore runs it every month and flags what it finds.

Full Account Review + Client Report

Twenty pages of metrics is a dump. A report tells the brand what happened.

CONTEXT

Deliver a report the brand can act on: outcomes first, a clear narrative, every number traced to source.

YOUR MCP MUST RETURN

- ☐ Total sales, monthly
- ☐ Ad spend, ad sales, monthly
- ☐ TACoS, monthly, 13 months
- ☐ NTB orders and sales, monthly
- ☐ Top-of-search SOV, monthly

LOGIC

1 Lead with outcomes

Sales, TACoS, NTB, SOV first

2 Compare two baselines

vs. last month and last year

3 Explain what changed

Top 3 moves, each with a cause

4 Separate signal from noise

Under ±5% reads as flat

5 State what is next

3–5 actions, each with an owner

6 Add ad-level detail last

Detail in the appendix

CONTROL

- Reports only, changes nothing
- Outcomes first, then ad detail
- Numbers reconcile to source
- Reviewed before it goes out

ACTION

Draft the client report

Did the brand act on the report's recommendations?

44 OF 52

● REPORTING & INSIGHTS

CADENCE

Monthly

PRIORITY

P2

LEVEL

Account · Analysis

STARTS AT

Recommend only

WHAT IT CAN'T SEE

- Branded sales that would come organically
- Misspellings missing from the term list
- Halo from non-branded into branded search
- Competitors conquering the brand terms

Get the prompt →

page 109



Do this in Qore.

Qore runs it every month and flags what it finds.

Branded vs. Non-Branded Split

Cheap branded clicks make every account look efficient. That is the trap.

CONTEXT

Report branded and non-branded ACoS and sales separately every month, with under 5% of spend unclassified.

YOUR MCP MUST RETURN

- ☐ Spend, sales by search term
- ☐ Branded vs non-branded sales
- ☐ Branded vs non-branded spend
- ☐ ACoS by segment, monthly
- ☐ Brand term list

LOGIC

1 Tag every campaign

Branded or non-branded, no blanks

2 Classify at term level

Match against the brand term list

3 Catch mixed campaigns

Brand terms 10%+ of spend

4 Report the two segments

Two scorecards, never blended

5 Read the acquisition share

Non-branded < 60% of spend

6 Recommend the fix

Brand negatives or a split

CONTROL

- Reports only, changes nothing
- Every campaign tagged one way
- Mixed campaigns flagged to split
- Nothing to reverse

ACTION

Split the scorecard

Is non-branded ACoS holding at target as its share of spend grows?

45 OF 52

● REPORTING & INSIGHTS

CADENCE

Ongoing

PRIORITY

P2

LEVEL

Account · Analysis

STARTS AT

Recommend only

WHAT IT CAN'T SEE

- Changes made outside the ad console
- Brand-side price, listing or stock changes
- Overlapping tests on the same entity
- Market noise that mimics a test result

Get the prompt →

page 110



Do this in Qore.

Qore runs it on every change and flags what it finds.

Change & Test Log

Nobody remembers why the bids changed in March. The log does.

CONTEXT

Log every change and test within 24 hours, and tie every material performance shift to a logged cause.

YOUR MCP MUST RETURN

- ☐ Change history by entity
- ☐ Bid, budget, target changes
- ☐ Spend, sales, ACoS, weekly
- ☐ Change and test log
- ☐ Planned test list

LOGIC

1 Log every change

Seven fields, within 24 hours

2 Reconcile to history

Unlogged changes over \$50/day

3 Check before testing

Same lever, same entity, 6 months

4 Close out results

Close after 14 days

5 Tie shifts to changes

Shifts $\pm 10\%$, look back 14 days

CONTROL

- Writes to the log only
- Every change logged in 24 hours
- Repeat tests need approval
- Entries never deleted

ACTION

Log, check and attribute

What share of material shifts traced back to a logged change?

— STREAM 6 OF 6

Planning & Profitability

Align spend to the bigger picture.

46	Next-month budget plan	Monthly	P1
47	Campaign structure audit	Monthly	P2
48	Seasonal / event planning	Quarterly	P2
49	Strategic review with the brand	Quarterly	P2
50	Profitability / TACoS deep dive	Quarterly	P2
51	Campaign structure overhaul	Quarterly	P3
52	Prime Day / BFCM / major sale	Event	P1

Qore runs all 7 of these. Every account, on your cadence, on your approval. →

46 OF 52

PLANNING & PROFITABILITY

CADENCE

Monthly

PRIORITY

P1

LEVEL

Account · Planning

STARTS AT

Recommend only

WHAT IT CAN'T SEE

- Competitor spend and CPC inflation
- Stock surprises after the plan is set
- Brand priorities that change mid-month
- Demand shocks outside Amazon

Get the prompt →

page 111



Do this in Qore.

Qore runs it every month and flags what it finds.

Next-Month Budget Plan

Last month plus 10% is a guess. A budget is built SKU by SKU.

CONTEXT

Approve a SKU-level budget before the 1st that lands within $\pm 10\%$ of actual spend with a funded test line.

YOUR MCP MUST RETURN

- ☐ Spend, sales by SKU, 3 months
- ☐ Spend, sales by SKU, last year
- ☐ TACoS by SKU, monthly
- ☐ Days of cover by SKU
- ☐ Sales goal by SKU + event dates

LOGIC

1 Start from goals

Sales goal $\times$ target TACoS

2 Adjust for seasonality

Last year's month index + events

3 Cap by stock

Under 45 days of cover: cut

4 Fund the tests

10–15% ring-fenced for tests

5 Sum and sanity-check

Flag lines moving 25%+

6 Set the pacing curve

Daily curve, event-weighted

CONTROL

- Plan only, changes nothing
- 10–15% held for tests
- Brand approves the total
- Revise any time before month start

ACTION

Build the budget plan

Did actual spend land within $\pm 10\%$ of plan, SKU by SKU?

47

OF 52

PLANNING &
PROFITABILITY

CADENCE

Monthly

PRIORITY

P2

LEVEL

Campaign · Structure

STARTS AT

Recommend only

WHAT IT CAN'T SEE

- Why an exception was made
- Brand requests never written down
- The value of a campaign's history
- Edits made in the UI after the bulk pull

Get the prompt →

page 112



Do this in Qore.

Qore runs it every month and flags what it finds.

Campaign Structure Audit

No account gets messy in a day. It gets messy one exception at a time.

CONTEXT

Find every break from the written structure standard and every unmanaged term with \$100+ monthly spend.

YOUR MCP MUST RETURN

- ☐ Campaign names and portfolios
- ☐ Ad groups and SKUs per campaign
- ☐ Spend by search term, 30 days
- ☐ Exact keywords and negatives
- ☐ Hero SKU list

LOGIC

1 Check naming

Every name matches the pattern

2 Check hero isolation

Hero SKUs isolated

3 Check portfolios

No campaign outside a portfolio

4 Find unmanaged terms

\$100+/month and not in exact

5 Rank by spend

Biggest spend first

6 Sort the fixes

5+ campaigns: send to overhaul

CONTROL

- Finds and flags, changes nothing
- Terms over \$100/month managed
- Fixes approved one by one
- Nothing to reverse

ACTION

Audit and flag

Is the violation count falling month over month?

48 OF 52

PLANNING & PROFITABILITY

CADENCE

Quarterly

PRIORITY

P2

LEVEL

Account · Planning

STARTS AT

Recommend only

WHAT IT CAN'T SEE

- Event dates Amazon has not announced
- Competitor deal and budget plans
- Stock arrival delays
- Which deal slots Amazon will grant

Get the prompt →

page 113



Do this in Qore.

Qore runs it every quarter and flags what it finds.

Seasonal / Event Planning

Prime Day is won in the six weeks before it, not on the day.

CONTEXT

Put every event and seasonal peak next quarter on one dated timeline, with budget ramps and lead times agreed.

YOUR MCP MUST RETURN

- ☐ Sales, spend by week, last year
- ☐ Search volume by week (SQP)
- ☐ Days of cover by SKU
- ☐ Retail event dates
- ☐ Brand promo and deal plans

LOGIC

1 List the peaks

Events plus seasonal peaks

2 Size each peak

Last year's lift vs. the average

3 Work back from each date

Build 3–4 weeks, remarket 1–2

4 Ramp the budget

Ramp 20–30% a week

5 Set the deadlines

Stock in 2 weeks early

6 Flag the clashes

Stock cover under 60 days

CONTROL

- Plan only, changes nothing
- Awareness starts 3–4 weeks out
- Brand approves budget ramps
- Revise quarterly

ACTION

Build the event calendar

Did each peak start with stock landed and budget ramped on time?

49 OF 52

PLANNING & PROFITABILITY

CADENCE

Quarterly

PRIORITY

P2

LEVEL

Account · Planning

STARTS AT

Recommend only

WHAT IT CAN'T SEE

- Goals the brand never states out loud
- Internal politics at the brand
- Cash and inventory limits
- Retail strategy shifts off Amazon

Get the prompt →

page 114



Do this in Qore.

Qore runs it every quarter and flags what it finds.

Strategic Review with the Brand

“Grow, but stay efficient” is two goals. Pick one per quarter.

CONTEXT

Leave with one agreed objective, a target TACoS, a budget envelope and a signed one-page roadmap.

YOUR MCP MUST RETURN

- ☐ Total sales by month, quarter
- ☐ TACoS by month, quarter
- ☐ NTB orders by month
- ☐ Contribution margin by SKU
- ☐ Brand goals + next-quarter plan

LOGIC

1 Start from the business

The brand's goal, in their words

2 Grade last quarter

Sales, TACoS, NTB vs. plan

3 Pick one objective

One lead objective

4 Set the numbers

Target TACoS + budget envelope

5 Draft the roadmap

One page, 3–5 initiatives

6 Get the commitment

Written sign-off

CONTROL

- Plan only, changes nothing
- One lever chosen per quarter
- Brand signs off the roadmap
- Revisit at the next quarter

ACTION

Align and commit

Did the quarter land on the agreed objective and target TACoS?

50 OF 52

PLANNING & PROFITABILITY

CADENCE

Quarterly

PRIORITY

P2

LEVEL

Account · Analysis

STARTS AT

Recommend only

WHAT IT CAN'T SEE

- Customer lifetime and repeat value
- Halo sales across the catalog
- Fee and COGS changes mid-quarter
- Organic rank value bought with ads

Get the prompt →

page 115



Do this in Qore.

Qore runs it every quarter and flags what it finds.

Profitability / TACoS Deep Dive

A great ACoS on a thin-margin SKU can still lose money.

CONTEXT

Find every SKU where ads buy unprofitable sales, and shift that spend to SKUs with positive contribution.

YOUR MCP MUST RETURN

- ☐ Total sales by SKU, quarter
- ☐ Ad spend by SKU, quarter
- ☐ COGS by SKU
- ☐ FBA and referral fees by SKU
- ☐ Contribution profit by SKU

LOGIC

1 Compute contribution

Sales - COGS - fees - ads

2 Require enough spend

\$500+ ad spend per quarter

3 Find the break-even

ACoS above pre-ad margin %

4 Split by intent

By plan vs. by drift

5 Size the reallocation

Losers to above-target SKUs

6 Cap the shift

Max 20% per SKU per quarter

CONTROL

- Recommends only, changes nothing
- Min \$500 ad spend per SKU
- Shifts capped at 20% a quarter
- Brand approves reallocation

ACTION

Recommend reallocation

Did total contribution profit after ads rise quarter over quarter?

51 OF 52

PLANNING & PROFITABILITY

CADENCE

Quarterly

PRIORITY

P3

LEVEL

Campaign · Structure

STARTS AT

Execute with approval

WHAT IT CAN'T SEE

- Relevancy history the new campaigns lack
- Amazon's auction learning on new campaigns
- Seasonal moves during the migration
- Organic rank effects of the change

Get the prompt →

page 116



Do this in Qore.

Qore runs it every quarter, on your approval.

Campaign Structure Overhaul

Tearing it all down feels clean. It also throws away the history.

CONTEXT

Migrate the audit's overhaul items to the target structure with account ACoS within $\pm 10\%$ through the move.

YOUR MCP MUST RETURN

- ☐ Spend, sales, ACoS by campaign
- ☐ Bids by target, all campaigns
- ☐ Top campaigns by sales, 90 days
- ☐ Audit overhaul items
- ☐ Change log

LOGIC

1 Batch the overhaul items

One map from 3 audits

2 Protect the history

Build alongside, never delete

3 Pilot on a subset

10–20% of spend, bids carried over

4 Read the pilot

14 days, ACoS within $\pm 10\%$

5 Roll out in waves

25% of spend per wave

6 Retire the old

Pause, log, never delete

CONTROL

- Pilot on 10–20% of spend first
- Old campaigns paused, not deleted
- Approval for every wave
- Top campaigns protected

ACTION

Pilot, then migrate in waves

Did account ACoS and sales hold within $\pm 10\%$ through the migration?

52 OF 52

● PLANNING & PROFITABILITY

CADENCE

Event

PRIORITY

P1

LEVEL

Account · Planning

STARTS AT

Execute with approval

WHAT IT CAN'T SEE

- Competitor deals and bid surges
- CPC spikes hour by hour
- When Amazon runs each deal slot
- Orders still inside the attribution window

Get the prompt →

page 117



Do this in Qore.

Qore runs it the moment it triggers, on your approval.

Prime Day / BFCM / Major Sale

Event day is short. The before and after decide what it is worth.

CONTEXT

Hit the event sales goal at or under event target ACoS, then reset every bid and budget within 7 days.

YOUR MCP MUST RETURN

- ☐ Spend, sales by campaign, hourly
- ☐ Budget burn by campaign, hourly
- ☐ Stock units by hero ASIN
- ☐ Last year event sales by ASIN
- ☐ Deal list + event dates

LOGIC

- 1 Ramp awareness**
+20–30% a week, 3 weeks out
- 2 Launch deal campaigns**
Up to 3× budget on deal ASINs
- 3 Defend the brand**
Branded bids up to +50%
- 4 Watch every 2–4 hours**
Check every 2–4 hours
- 5 Remarket after**
2 weeks of remarketing
- 6 Reset to baseline**
Back to baseline in 7 days

CONTROL

- Budgets up to 3× baseline
- Branded bids up to +50%
- Approval over 2× baseline
- Stock-outs pause ads
- Reset within 7 days

ACTION

Run the event playbook

Did we hit the event sales goal at or under event target ACoS?

APPENDIX

The prompts

Every skill as a copy-paste prompt. Paste the Master Prompt first.

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— THE PROMPT · SKILL 01

Anomaly Scan: Account & Portfolio

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 8](#)

SKILL 01: Anomaly Scan: Account & Portfolio
 CADENCE: Daily AUTHORITY: Recommend only

CONTEXT

Goal: Catch abnormal movement in spend, sales, ACoS and CVR within 24 hours, and find where it started.

Time basis: Yesterday vs. the same weekday last week, and vs. the 4-week same-weekday average.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Daily account and portfolio metrics, last 8 weeks}}
- {{Change log}}
- {{Promo and event calendar}}
- {{Stock status of top ASINs}}

LOGIC (follow in order, number your output to match)

1. Compare to the same weekday: Each portfolio, yesterday vs. same weekday last week and the 4-week same-weekday average.
2. Flag breaks in range: Moves beyond $\pm 25\%$ with spend above the materiality floor, or outside 2 standard deviations.
3. Rule out known causes: Check the change log and promo calendar. Explained moves are marked expected.
4. Drill to the source: Drill campaign $\rightarrow$ product $\rightarrow$ target until you find what drives half the move.
5. Classify the cause: Structural (a setting changed), market (CPC, competition), product (stock, Buy Box, price) or tracking (report lag).
6. Rank by dollar impact: By dollar impact.

Exceptions (check before recommending):

- First day of the month, when budgets reset
- Event days: compare to the last event, not last week
- Data under 48 hours old, still settling

CONTROL

Allowed actions: None. This skill alerts and routes.

Limits: Fixes run through the downstream skill and its limits.

Mark **APPROVAL REQUIRED**: Every fix, through the downstream skill.

Never touch: Everything. Nothing changes here.

Reversibility: Nothing to reverse.

BLIND SPOTS (say whether you could rule each one out)

- Reporting lag in Amazon data
- Changes made outside the change log
- External demand: news, social, weather
- Competitor moves you only see in the auction

OUTPUT

1. Context used, and what you could not see
2. Steps 1-6, with the numbers behind each
3. Anomaly list with severity; Drill-down path to the source; Likely cause and the skill that fixes it
4. Measurement plan: Hours from anomaly to detection. False alarm rate. Share of anomalies traced to a single cause.



Do this in Qore. Qore runs it every morning and flags what it finds.

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— THE PROMPT · SKILL 02

Anomaly Scan: Campaign

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 9](#)

SKILL 02: Anomaly Scan: Campaign

CADENCE: Daily AUTHORITY: Recommend only

CONTEXT

Goal: Name the campaign behind every material swing within 24 hours, tagged structural or market, before anyone acts.

Time basis: Yesterday vs. the same weekday last week, and vs. the 4-week same-weekday average.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Daily campaign metrics, last 8 weeks}}
- {{Change log, including bid and budget edits}}
- {{Placement report by campaign}}
- {{Budget and out-of-budget status}}
- {{Promo and event calendar}}

LOGIC (follow in order, number your output to match)

1. Compare to the same weekday: Each campaign, yesterday vs. same weekday last week and the 4-week same-weekday average.
2. Apply the materiality floor: Scan only campaigns with \$50+ spend or 10+ clicks yesterday. Smaller campaigns swing on noise.
3. Flag breaks in range: Spend, ACoS, CTR or CVR beyond $\pm 25\%$, or outside 2 standard deviations of its 4-week range.
4. Check for a setting change: Match against the change log: bid, budget, placement modifier, targeting or status edits. A match is structural.
5. Check the market signals: No setting changed: CPC up 15%+ or top-of-search share down points to market. Otherwise drill to product.

6. Route by dollar impact: Biggest leak first. Structural goes to the setting owner; market to Bid adjustments on clear outliers.

Exceptions (check before recommending):

- First day of the month, when budgets reset
- Event days: compare to the last event, not last week
- Campaigns under 14 days old: no stable range yet
- Data under 48 hours old, still settling

CONTROL

Allowed actions: None. This skill alerts and routes.

Limits: Fixes run through the downstream skill and its limits.

Mark **APPROVAL REQUIRED**: Every fix, through the downstream skill.

Never touch: Everything. Nothing changes here.

Reversibility: Nothing to reverse.

BLIND SPOTS (say whether you could rule each one out)

- Reporting lag in Amazon data
- Changes made outside the change log
- Competitor bids you only see as CPC
- Placement shifts inside a single day

OUTPUT

1. Context used, and what you could not see
2. Steps 1-6, with the numbers behind each
3. Campaign anomaly list with severity; Structural or market cause per flag; The skill that fixes each one
4. Measurement plan: Did each flag name the right campaign and the right cause on the first pass? Check false alarms and hours to detection.



Do this in Qore. Qore runs it every morning and flags what it finds.

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— THE PROMPT · SKILL 03

Anomaly Scan: Target

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 10](#)

SKILL 03: Anomaly Scan: Target

CADENCE: Daily AUTHORITY: Execute with approval

CONTEXT

Goal: Flag every material target that breaks range within 24 hours, split CPC-driven from CVR-driven, and cap the bleeders.

Time basis: Yesterday vs. the 4-week same-weekday average. Last 14 days for CVR baselines.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Targeting report by keyword and ASIN, 8 weeks}}
- {{Search term report for flagged targets}}
- {{Change log}}
- {{Target ACoS or target CPA by campaign}}
- {{Stock and Buy Box status of advertised ASINs}}

LOGIC (follow in order, number your output to match)

1. Apply the materiality floor: Scan only targets with \$25+ spend yesterday, or 2× their average daily spend. The rest wait for weekly review.
2. Flag breaks in range: CPC, CVR or ACoS beyond ±25% of the 4-week same-weekday average, or outside 2 standard deviations.
3. Split CPC from CVR: CPC up 20%+ with CVR steady is competition. CVR down 30%+ with CPC steady is product or relevance.
4. Check the product first: On a CVR drop, check stock, Buy Box and price on the ASIN. A product fault routes to Anomaly scan: product.
5. Cap or pause bleeders: 10+ clicks, 0 orders, spend over 2× target CPA (target ACoS × AOV) yesterday: cut the bid 30% or pause.
6. Route the rest: CPC-driven flags go to Bid adjustments on clear outliers. Repeat flags go to Chronic target underperformance.

Exceptions (check before recommending):

- Branded and hero terms: cap only, never pause
- Targets under 7 days old: no stable baseline
- Promo days: compare to the last promo
- CVR flags on data under 48 hours old are provisional

CONTROL

Allowed actions: Cut bids on flagged bleeders, or pause them. Everything else alerts and routes.

Limits: Max 30% bid cut per target per day. Max 20 targets paused per run.

Mark **APPROVAL REQUIRED**: Every change, batched into one same-day approval. Branded and hero terms always.

Never touch: Branded defense and hero terms: cap only. Launch targets inside their window.

Reversibility: Fully. Log the previous bid and status before changing it.

BLIND SPOTS (say whether you could rule each one out)

- Competitor bids, visible only as CPC
- Late orders inside the attribution window
- Placement mix within a single target
- Organic rank on the same term

OUTPUT

1. Context used, and what you could not see
2. Steps 1–6, with the numbers behind each
3. Target anomaly list, CPC- or CVR-driven; Same-day cap or pause list; The skill that fixes each one
4. Measurement plan: Did capped targets stop the bleed without losing orders over the next 7 days? Check spend and orders on every target touched.



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— THE PROMPT · SKILL 04

Check Budget-Capped Campaigns

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 11](#)

SKILL 04: Check Budget-Capped Campaigns

CADENCE: Daily AUTHORITY: Execute with approval

CONTEXT

Goal: Keep every profitable campaign live through peak hours, with ACoS still at or under target after each raise.

Time basis: Last 7 days for cap frequency and ACoS. Yesterday for the hour each campaign capped.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Campaign report with out-of-budget status}}
- {{Budget report: time out of budget, missed sales}}
- {{Target ACoS and ROAS per campaign}}
- {{Hourly performance, where available}}
- {{Account daily budget and monthly target}}

LOGIC (follow in order, number your output to match)

1. Find the cappers: Campaigns out of budget on 3+ of the last 7 days, sorted by hours spent out of budget.
2. Check efficiency: Keep campaigns with 7-day ACoS at or under target and 2+ orders a day. Cappers above target stay capped.
3. Prioritize peak cappers: Rank first the campaigns that cap before the evening peak (6pm local), then by estimated missed sales.
4. Size the raise: Raise 10–20%: 20% if capped before noon, 10% if capped after 4pm. Never uncap fully.
5. Check the pacing room: Total raises must fit the monthly target. Any overage goes to Spend pacing vs. monthly target.
6. Set rules on proven winners: ROAS (sales ÷ spend) at 1.5× target ROAS (1 ÷ target ACoS) over 30 days: add a rule lifting budget 20%.

Exceptions (check before recommending):

- Launch campaigns: raise on the launch plan, not on ACoS
- Event days: use the event budget plan
- Capping from a known spike already in the change log
- Fewer than 5 days left in the month: flag only

CONTROL

Allowed actions: Raise daily campaign budgets. Create budget rules on proven high-ROAS campaigns.

Limits: Max +20% per campaign per day. Max +10% on the total account daily budget per run.

Mark **APPROVAL REQUIRED**: Any raise over \$200/day, and any new budget rule.

Never touch: Campaigns above target ACoS stay capped. Brand-flagged budgets are fixed.

Reversibility: Fully. Log the previous budget before changing it.

BLIND SPOTS (say whether you could rule each one out)

- Hourly curve, without hourly data
- Missed sales the budget report estimates
- Competitor budgets running out at the same hour
- Organic sales lost while the ad was dark

OUTPUT

1. Context used, and what you could not see
2. Steps 1–6, with the numbers behind each
3. Capped campaigns ranked by missed sales; Budget raises with the new daily amount; Budget-rule candidates, high-ROAS cappers
4. Measurement plan: Did raised campaigns stay live through peak hours with ACoS still at or under target? Check hours out of budget and 7-day ACoS on every raise.



Do this in Qore. Qore runs it every morning, on your approval.

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— THE PROMPT · SKILL 05

Account & Listing Alerts

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 12](#)

SKILL 05: Account & Listing Alerts

CADENCE: Daily AUTHORITY: Recommend only

CONTEXT

Goal: Surface every policy, suppression and Buy Box alert on advertised ASINs within 24 hours, fixed at the listing first.

Time basis: Alerts open as of this morning. Last 7 days of ad spend for impact.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Account Health dashboard and policy notices}}
- {{Suppressed and inactive listings report}}
- {{Buy Box percentage by ASIN (business report)}}
- {{Advertised product report, last 7 days}}
- {{Ad policy rejections in the ads console}}

LOGIC (follow in order, number your output to match)

1. Centralize the alerts: Pull policy, suppression, Buy Box and ad-rejection alerts into one list, keyed by ASIN.
 2. Match to advertised ASINs: Join to the advertised product report. Attach last-7-day ad spend and sales to each ASIN.
 3. Rank by spend at risk: Account-level policy alerts first, then by 7-day ad spend on the affected ASIN.
 4. Find the root cause: Classify: policy, suppression (missing field, image, price), Buy Box (price, stock, seller) or ad rejection.
 5. Fix the listing first: Route listing fixes to the brand or catalog owner. Ads on the ASIN go to Buy Box loss / listing suppression.
 6. Resume only when clear: Recommend restarting ads once the listing is live and Buy Box holds 90%+ for 24 hours.
- Exceptions (check before recommending):
- Variation child suppressed while the parent sells
 - Buy Box lost to an authorized reseller at MAP
 - ASINs with no ad spend: log, no ad action
 - Brand Registry disputes go straight to the brand

CONTROL

Allowed actions: None. This skill alerts and routes.

Limits: Ad pauses run through Buy Box loss / listing suppression and its limits.

Mark **APPROVAL REQUIRED**: Every listing fix, through the brand or catalog owner.

Never touch: Everything. Nothing changes here.

Reversibility: Nothing to reverse.

BLIND SPOTS (say whether you could rule each one out)

- Alerts Amazon posts late or never
- Buy Box shifts within the day
- Listing edits made by other sellers
- The real reason behind a vague notice

OUTPUT

1. Context used, and what you could not see
2. Steps 1-6, with the numbers behind each
3. One alert list, ranked by spend at risk; Root cause and owner per alert; Pause and resume list for affected ads
4. Measurement plan: How many hours did ads run on a broken listing before the alert caught it? Check spend on flagged ASINs between alert and fix.



Do this in Qore. Qore runs it every morning and flags what it finds.

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— THE PROMPT · SKILL 06

Competitor Monitoring

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 13](#)

SKILL 06: Competitor Monitoring

CADENCE: Weekly AUTHORITY: Recommend only

CONTEXT

Goal: Log who shows on every hero and branded term each week, and flag any competitor gaining 2 weeks running.

Time basis: This week vs. the last 4 weeks. Manual checks at the same day and time.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Brand Analytics: Search Query Performance}}
- {{Top-of-search impression share by campaign}}
- {{Search term report, branded campaigns}}
- {{SOV tool or manual page-one checks on hero terms}}
- {{Competitor price and new ASINs in the category}}

LOGIC (follow in order, number your output to match)

1. Fix the term list: Top 10–20 hero terms by sales, plus all branded terms. Keep the list fixed so weeks compare.
2. Record who shows: Log page-one positions per term, same day and time weekly. SOV = your page-one slots ÷ all page-one slots.
3. Track price and launches: Log competitor price, rating, review count and any new ASIN showing on hero terms.
4. Read the trend: Flag a competitor whose sponsored presence on your terms grew 2 weeks running, or your SOV fell 5+ points.
5. Flag price undercuts: Flag a competitor priced 10%+ under you on a hero term, held for 7+ days.
6. Route the response: Conquesting on branded terms goes to Competitor launch response. Price gaps go to the brand.

Exceptions (check before recommending):

- One-week spikes during a competitor deal: note, no flag
- Manual checks vary by location: use one fixed setup
- Log your own resellers separately from competitors
- Event weeks compare to the last event

CONTROL

Allowed actions: None. This skill logs, alerts and routes.

Limits: Responses run through Competitor launch response and its limits.

Mark **APPROVAL REQUIRED**: Every counter-move, through the downstream skill.

Never touch: Everything. Nothing changes here.

Reversibility: Nothing to reverse.

BLIND SPOTS (say whether you could rule each one out)

- Competitor bids and budgets
- Personalized results that differ by shopper
- Competitor sales and margins
- Terms outside the tracked list

OUTPUT

1. Context used, and what you could not see
2. Steps 1–6, with the numbers behind each
3. Weekly competitor log by term; SOV trend on hero terms; Flags with the skill that responds
4. Measurement plan: Did we spot each competitor push at least 2 weeks before it cost share? Check SOV and branded CVR on every flagged term.



Do this in Qore. Qore runs it every week and flags what it finds.

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— THE PROMPT · SKILL 07

Buy Box Loss / Listing Suppression

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 14](#)

SKILL 07: Buy Box Loss / Listing Suppression
 CADENCE: Event AUTHORITY: Execute inside limits

CONTEXT

Goal: Stop ad spend on every affected ASIN the day the event starts, and restart it within 24 hours of the fix.

Time basis: Today. Buy Box % for the last 24 hours vs. its 14-day average.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Buy Box percentage by ASIN (business report)}}
- {{Suppressed and inactive listings report}}
- {{Advertised product report by ASIN}}
- {{Every campaign and ad group the ASIN sits in}}
- {{Change log}}

LOGIC (follow in order, number your output to match)

1. Confirm the event: Listing suppressed, or Buy Box under 80% for 24 hours against a 14-day average above 90%.
2. Find every ad on it: List every SP, SB and SD ad and campaign that features the ASIN, including SB collections.
3. Pause at the ad level: Pause the ASIN's product ads. Pause a campaign only when it advertises that ASIN alone.
4. Log and route the fix: Log prior status. Route the root cause to the brand through Account & listing alerts.
5. Resume when clear: Listing live and Buy Box back at 90%+ for 24 hours: restore the exact prior status.

Exceptions (check before recommending):

- Buy Box lost to an authorized reseller: flag, brand decides
- Variation child: pause the child only, keep the family
- Hero SB campaigns: swap the ASIN out, with approval
- Suppression cleared within 2 hours: no action

CONTROL

Allowed actions: Pause and resume product ads on the affected ASIN. Pause single-ASIN campaigns.

Limits: Only ASINs that meet the trigger. Max 25 ASINs per run; more signals an account issue.

Mark **APPROVAL REQUIRED**: Pausing any branded or hero campaign, and any SB creative change.

Never touch: Branded defense campaigns, and other ASINs in shared campaigns.

Reversibility: Fully. Log prior status and restore it exactly on resume.

BLIND SPOTS (say whether you could rule each one out)

- Buy Box shifts within the day
- Why Amazon removed the featured offer
- Sales lost while ads were paused
- SB and SD spend still serving on the brand

OUTPUT

1. Context used, and what you could not see
2. Steps 1-5, with the numbers behind each
3. Paused ads by ASIN, with prior status; Fix owner and expected date; Resume list once the ASIN is clear
4. Measurement plan: How much ad spend landed on the ASIN between the event and the pause? Check hours to pause and hours to resume.



Do this in Qore. Qore runs it the moment it triggers, on your approval.

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— THE PROMPT · SKILL 08

Competitor Launch Response

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 15](#)

SKILL 08: Competitor Launch Response

CADENCE: Event AUTHORITY: Execute with approval

CONTEXT

Goal: Return branded top-of-search share and branded CVR to pre-launch levels within 14 days of the push.

Time basis: Last 14 days vs. the 4 weeks before the competitor appeared.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Competitor monitoring log}}
- {{Search term report, branded campaigns}}
- {{Top-of-search impression share, branded}}
- {{Brand Analytics: SQP on branded terms}}
- {{Competitor ASINs, price, rating and reviews}}

LOGIC (follow in order, number your output to match)

1. Confirm the threat: Competitor on page one for 3+ branded or hero terms, or branded top-of-search share down 10+ points.
2. Measure the damage: Branded clicks, CVR and share vs. the 4 weeks before. Under 5% loss: log and watch.
3. Reinforce branded defense: Raise the top-of-search modifier or bid on branded exact by 10–20%, capped at the branded CPC ceiling.
4. Defend your product pages: Add SP or SD product targeting on your own ASIN pages to hold the detail-page ad slots.
5. Score counter-conquesting: Target their ASINs only where your price, rating and reviews win. Rating 0.3+ lower: skip.
6. Hold, then read: Hold changes 5 days, then review share and branded ACoS before any further move.

Exceptions (check before recommending):

- Retailers or resellers on your terms: brand decides
- Launch deals under 7 days: watch only
- Branded ACoS already over 2x target: approval first
- Trademark issues go to the brand

CONTROL

Allowed actions: Raise branded bids and placement modifiers. Add product targeting on own and rival ASINs.

Limits: Max +20% per branded bid per move. New conquesting budget capped at 5% of account spend.

Mark **APPROVAL REQUIRED**: Every conquesting campaign, any bid on a rival brand name, any bid above the CPC ceiling.

Never touch: Existing branded budgets and campaigns the brand has flagged.

Reversibility: Fully. Log prior bids and modifiers. Pause new targets to unwind.

BLIND SPOTS (say whether you could rule each one out)

- Competitor budgets and how long they will push
- Shoppers who compare off Amazon
- Competitor margin and pricing plans
- Organic rank shifts on the same terms

OUTPUT

1. Context used, and what you could not see
2. Steps 1–6, with the numbers behind each
3. Branded defense bid changes; Counter-conquesting shortlist; Watch list for the next 14 days
4. Measurement plan: Did branded top-of-search share and branded CVR return to pre-launch levels within 14 days? Check the ACoS cost of the defense.



Do this in Qore. Qore runs it the moment it triggers, on your approval.

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— THE PROMPT · SKILL 09

Competitive Landscape Deep Dive

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 16](#)

SKILL 09: Competitive Landscape Deep Dive

CADENCE: Quarterly AUTHORITY: Recommend only

CONTEXT

Goal: Put a measured SOV number on every hero term, and name the top 5 defense gaps and top 5 conquering openings.

Time basis: Last 90 days vs. the prior 90 days. Same quarter last year if seasonal.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{SOV tool data, or 90 days of competitor logs}}
- {{Brand Analytics: SQP and Top Search Terms}}
- {{Competitor price, rating and review count}}
- {{Hero and branded search term reports, 90 days}}
- {{Category benchmarks: CVR and price band}}

LOGIC (follow in order, number your output to match)

1. Define the field: Top 20–30 hero terms by sales, and the top 5 competitors by page-one presence on them.
2. Measure share of voice: $SOV = \text{your page-one slots} \div \text{all page-one slots, paid and organic, from SOV tooling or logs}$. Spot checks are anecdote.
3. Benchmark the offer: Price, rating, review count and CVR vs. each rival. A 0.3-star or 10% price gap is material.
4. Find defense gaps: Terms where your SOV sits below your purchase share, or fell 5+ points vs. the prior 90 days.
5. Find conquest openings: Rival terms or ASINs where your offer wins on price, rating and reviews and your SOV is under 10%.
6. Rank and hand off: Rank by search volume $\times$ gap. Route to Competitor launch response or Keyword & product-target expansion.

Exceptions (check before recommending):

- Seasonal categories: compare to the same quarter last year
- Terms under 1,000 monthly searches: exclude
- Resellers of your own brand: track separately

CONTROL

Allowed actions: None. This skill analyzes and recommends.

Limits: Moves run through the downstream skill and its limits.

Mark **APPROVAL REQUIRED**: Every move, through the downstream skill.

Never touch: Everything. Nothing changes here.

Reversibility: Nothing to reverse.

BLIND SPOTS (say whether you could rule each one out)

- Competitor spend, margins and plans
- Personalized results by shopper
- Sampling error in SOV tools
- Demand that starts off Amazon

OUTPUT

1. Context used, and what you could not see
2. Steps 1–6, with the numbers behind each
3. SOV map by hero term, with trend; Offer benchmark vs. the top 5 rivals; Top 5 defense gaps, top 5 openings
4. Measurement plan: Did SOV on the named gaps and openings move in our favor by next quarter? Check SOV and sales on each term.



Do this in Qore. Qore runs it every quarter and flags what it finds.

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— THE PROMPT · SKILL 10

Spend Pacing vs. Monthly Target

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 18](#)

SKILL 10: Spend Pacing vs. Monthly Target

CADENCE: Daily AUTHORITY: Execute with approval

CONTEXT

Goal: Land month-end spend within ±5% of the monthly target without breaking the ACoS or TACoS goal.

Time basis: Month to date through yesterday. Last 7 days for run rate.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Monthly budget by portfolio}}
- {{MTD spend by campaign, through yesterday}}
- {{Target ACoS and objective per campaign}}
- {{Promo and event calendar}}
- {{Planned pacing curve, if the month is front- or back-loaded}}

LOGIC (follow in order, number your output to match)

1. Expected pace: $\text{Monthly target} \times \text{days elapsed} \div \text{days in month}$. Use the planned curve in event months.
 2. Actual pace: $\text{MTD spend} \div \text{expected spend}$.
 3. Projected month-end: $\text{MTD spend} + (\text{last-7-day average daily spend} \times \text{days remaining})$.
 4. Meaningful variance? Act only when the projection lands outside ±10% of target. Inside the band, report and stop.
 5. Healthy performance? Add budget only where ACoS is at or under target. Cut first from campaigns above target.
 6. Calculate adjustment: $(\text{Target} - \text{projected}) \div \text{days remaining}$, split across eligible campaigns by share of spend.
- Exceptions (check before recommending):
- Intentional front- or back-loading in event months
 - Campaigns inside a launch window
 - Fewer than 5 days left: flag only, no changes
 - A known one-time spike already explained in the change log

CONTROL

Allowed actions: Change daily campaign budgets.

Limits: Max ±20% per campaign per day. Max ±15% on the total account daily budget.

Mark **APPROVAL REQUIRED**: Any single change over \$500/day, and any change to a hero or branded campaign.

Never touch: Branded defense, launch campaigns, and anything the brand has flagged.

Reversibility: Fully. Log every previous budget before changing it.

BLIND SPOTS (say whether you could rule each one out)

- Attribution lag on the last 1–2 days of data
- Demand shifts from competitors or seasonality
- Budget changes agreed with the brand and missing from the plan
- Spend outside Sponsored Ads, such as DSP

OUTPUT

1. Context used, and what you could not see
2. Steps 1–6, with the numbers behind each
3. Pacing status by portfolio; Projected month-end spend; Budget changes, ranked by size
4. Measurement plan: Did we land closer to target without hurting the intended outcome? Check month-end variance, and ACoS on every campaign that received budget.



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— THE PROMPT · SKILL 11

Inventory Check on Advertised ASINs

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 19](#)

SKILL 11: Inventory Check on Advertised ASINs

CADENCE: Daily AUTHORITY: Execute inside limits

CONTEXT

Goal: Zero ad spend on out-of-stock ASINs, and every ASIN under 14 days of cover handed off for throttling.

Time basis: Stock as of this morning. Last 14 days for sales velocity.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Inventory report: FBA and FBM available units}}
- {{Inbound shipments and restock dates}}
- {{Advertised product report, last 14 days}}
- {{Units sold per day, 14 days (business report)}}
- {{Hero SKU list}}

LOGIC (follow in order, number your output to match)

1. Match ads to stock: Join every advertised ASIN to its available units, FBA and FBM combined.
2. Calculate days of cover: Available units ÷ average daily units sold over the last 14 days.
3. Pause at zero: Zero sellable units: pause the ASIN's product ads. Pause, never delete; settings and history stay.
4. Flag low cover: Under 14 days of cover and no inbound inside that window: route to Low inventory on a SKU.
5. Put heroes first: Order both lists by hero status, then by 14-day ad spend.
6. Resume on restock: Units live again and cover above 14 days: restore the exact prior status.

Exceptions (check before recommending):

- Inbound checking in within 48 hours: hold, flag only
- FBM backup stock covers the gap: keep ads live
- Pre-order and launch ASINs follow the launch plan
- Variation child out of stock: pause the child only

CONTROL

Allowed actions: Pause and resume product ads on out-of-stock ASINs.

Limits: Only ASINs at zero sellable units. Max 50 pauses per run; more signals a feed error.

Mark **APPROVAL REQUIRED**: Pausing a hero or branded campaign in full. Bid changes route to other skills.

Never touch: Other ASINs in shared campaigns. Never delete an ad or campaign.

Reversibility: Fully. Log prior status and restore it exactly on restock.

BLIND SPOTS (say whether you could rule each one out)

- Inventory feed lag of a few hours
- Stranded or reserved units counted as live
- Inbound delays not yet posted
- Organic rank lost during the stockout

OUTPUT

1. Context used, and what you could not see
2. Steps 1-6, with the numbers behind each
3. Days of cover per advertised ASIN; Pause list, heroes first; Resume list for restocked ASINs
4. Measurement plan: How much ad spend landed on out-of-stock ASINs this month? The target is zero. Check hours from stockout to pause.



Do this in Qore. Qore runs it every morning, on your approval.

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THE PROMPT · SKILL 12

Anomaly Scan: Product

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 20](#)

SKILL 12: Anomaly Scan: Product

CADENCE: Daily AUTHORITY: Recommend only

CONTEXT

Goal: Catch every material product break within 24 hours, and route it to a product fix before anyone changes a bid.

Time basis: Yesterday vs. the same weekday last week, and vs. the 4-week same-weekday average.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Advertised product report, last 8 weeks}}
- {{Business report: sessions, CVR, Buy Box % by ASIN}}
- {{Price history by ASIN}}
- {{Inventory report and days of cover}}
- {{Change log and promo calendar}}

LOGIC (follow in order, number your output to match)

1. Compare to the same weekday: Each advertised ASIN, yesterday vs. same weekday last week and the 4-week same-weekday average.

2. Apply the materiality floor: Scan only ASINs with \$50+ ad spend or 100+ sessions yesterday. Low-traffic ASINs swing on noise.

3. Flag breaks in range: CVR or sessions beyond $\pm 25\%$, Buy Box under 90%, or price moved 5%+. Outside 2σ also counts.

4. Rule out known causes: Check the change log and promo calendar. Explained moves are marked expected.

5. Name the product cause: Buy Box, price, stock (units + 14-day daily units under 14), listing (content, reviews) or CVR with no clear driver.

6. Route by dollar impact: Buy Box to Buy Box loss / listing suppression; stock to Inventory check on advertised ASINs; listing to the brand.

Exceptions (check before recommending):

- First day of the month, when budgets reset
- Deal days: compare to the last deal, not last week
- Data under 48 hours old, still settling

CONTROL

Allowed actions: None. This skill alerts and routes.

Limits: Fixes run through the downstream skill and its limits.

Mark **APPROVAL REQUIRED**: Every fix, through the downstream skill or the brand.

Never touch: Everything. Nothing changes here.

Reversibility: Nothing to reverse.

BLIND SPOTS (say whether you could rule each one out)

- Reporting lag in business report data
- Price changes by other sellers on the listing
- Rating and review shifts within the day
- Competitor deals that pull CVR down

OUTPUT

1. Context used, and what you could not see

2. Steps 1-6, with the numbers behind each

3. Product anomaly list with severity; Cause per flag: Buy Box, price, stock, CVR; The skill or owner that fixes each one

4. Measurement plan: Did each product flag reach its fix before anyone changed a bid on that ASIN? Check false alarms and hours to detection.



Do this in Qore. Qore runs it every morning and flags what it finds.

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— THE PROMPT · SKILL 13

Low Inventory on a SKU

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 21](#)

SKILL 13: Low Inventory on a SKU

CADENCE: Event AUTHORITY: Execute with approval

CONTEXT

Goal: Reach the restock date with zero stockout days, at the best ACoS the remaining units allow.

Time basis: Stock as of this morning. Last 14 days for velocity. Days until restock.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Inventory report: available and inbound units}}
- {{Restock date and inbound shipment status}}
- {{Units sold per day, ads vs. total, 14 days}}
- {{Advertised product report by ASIN}}
- {{Target ACoS and hero SKU list}}

LOGIC (follow in order, number your output to match)

1. Confirm the trigger: Days of cover (units ÷ 14-day daily average) below days to restock plus a 7-day buffer.
2. Set the sell rate: Available units ÷ (days to restock + 7). This is the daily ceiling to hold.
3. Size the ad cut: Units to cut = current daily units - target rate. Take the cut from ad-driven units first.
4. Cut the least efficient: Cut bids 20–30% on non-branded, highest-ACoS targets first. Keep branded and top-converting exact.
5. Pause at critical cover: Under 7 days of cover with no inbound: pause non-branded ads on the ASIN.
6. Restore on restock: Units checked in: restore logged bids and budgets over 3–5 days, in steps.

Exceptions (check before recommending):

- Planned sell-through before a discontinue: let it run
- Event inside the cover window: brand decides
- FBM backup stock extends cover
- Hero SKUs: throttle first, pause only with approval

CONTROL

Allowed actions: Cut bids and budgets on the ASIN's ads. Pause non-branded ads under 7 days of cover.

Limits: Max -30% per bid per day. Branded bids unchanged. Max 3 moves before a review.

Mark **APPROVAL REQUIRED**: Any pause on a hero SKU, and any change to branded campaigns.

Never touch: Branded defense and top-converting exact terms.

Reversibility: Fully. Log prior bids, budgets and status; restore on restock.

BLIND SPOTS (say whether you could rule each one out)

- Inbound delays and check-in lag
- Organic demand swings
- Competitor stockouts driving extra demand
- Rank value of each sale given up

OUTPUT

1. Context used, and what you could not see
2. Steps 1–6, with the numbers behind each
3. Days of cover vs. days to restock; Required daily sell rate; Bid and budget cuts to hit it
4. Measurement plan: Did the ASIN reach its restock date without a single stockout day? Check organic rank on hero terms before and after.



Do this in Qore. Qore runs it the moment it triggers, on your approval.

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— THE PROMPT · SKILL 14

Overstock / Aged Inventory

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 22](#)

SKILL 14: Overstock / Aged Inventory

CADENCE: Event AUTHORITY: Execute with approval

CONTEXT

Goal: Bring aged units under the next storage-fee bracket before its date, at a blended margin above zero.

Time basis: Stock as of this week. Days until the next fee bracket. Last 30 days for velocity.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{FBA inventory age report and aged-inventory fees}}
- {{Inventory report: units and days of cover}}
- {{Unit economics: margin, storage fee per unit}}
- {{Advertised product report, last 30 days}}
- {{Promo and coupon calendar}}

LOGIC (follow in order, number your output to match)

1. Confirm the trigger: Over 90 days of cover (units ÷ 30-day daily units), or units within 30 days of the next aged-inventory fee bracket.
2. Size the clearance: Units to clear = units - 30 days of sales. Daily target = units to clear ÷ days to deadline.
3. Set the ACoS ceiling: Ceiling = break-even ACoS ((price - COGS - fees) ÷ price) + storage fee avoided per unit ÷ price.
4. Raise spend on winners: Raise bids and budgets 10–20% on the ASIN's best-converting targets first, inside the ceiling.
5. Pair with a promo: Recommend a coupon or deal to the brand. Ads amplify a promo; spend alone clears stock slowly.
6. Revert at target: Cover back under 60 days, or the deadline passed: revert the ACoS target and logged bids.

Exceptions (check before recommending):

- Discontinued SKUs: liquidation or removal may beat ads
- Seasonal stock ahead of its season: hold
- Promo already running: extend spend only, no new discount
- The brand's margin floor overrides the ceiling

CONTROL

Allowed actions: Raise bids and budgets on the ASIN. Relax its ACoS target temporarily.

Limits: Max +20% per bid or budget per move. ACoS ceiling never above break-even plus fee avoided.

Mark **APPROVAL REQUIRED**: Any relaxed ACoS target, any promo, and any raise over \$200/day.

Never touch: Branded campaigns, and other ASINs' budgets.

Reversibility: Fully. Log prior targets, bids and budgets; revert on a date set up front.

BLIND SPOTS (say whether you could rule each one out)

- Organic demand for the ASIN
- Full-price sales the promo cannibalizes
- Future fee changes from Amazon
- Removal or liquidation cost vs. ads

OUTPUT

1. Context used, and what you could not see
2. Steps 1–6, with the numbers behind each
3. Units to clear and the deadline; Temporary ACoS ceiling per ASIN; Spend increase and promo pairing
4. Measurement plan: Did we clear the aged units before the fee date at a blended margin above zero? Check units cleared, ACoS and fees avoided.



Do this in Qore. Qore runs it the moment it triggers, on your approval.

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— THE PROMPT · SKILL 15

Listing Health Feedback to the Brand

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 23](#)

SKILL 15: Listing Health Feedback to the Brand
CADENCE: Monthly AUTHORITY: Recommend only

CONTEXT

Goal: Hand the brand a ranked fix list for every advertised page converting below benchmark, with the spend at stake.
Time basis: Last 30 days. Last 90 for low-traffic ASINs.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Business report: sessions, unit session % by ASIN}}
- {{Advertised product report, last 30 days}}
- {{Category CVR benchmark (SQP purchase rate)}}
- {{Listing content: images, A+, title, bullets}}
- {{Price, rating and reviews vs. top rivals}}

LOGIC (follow in order, number your output to match)

1. Set the minimum data: Only ASINs with 500+ sessions and \$200+ ad spend in the window.
2. Compare to benchmark: $CVR = \text{unit session \%}$. Flag ASINs 20%+ below the category benchmark (SQP purchase rate).
3. Rank by spend at stake: $\text{Ad spend} \times CVR \text{ gap}$. Biggest recoverable dollars first.
4. Audit the page: Check 7+ images and video, A+, title and bullets vs. top search terms, price vs. rivals, rating and reviews.
5. Prioritize the fixes: Order: price and Buy Box, rating under 4.0 or under 50 reviews, then main image, title, bullets, A+.
6. Write it for the brand: One page per ASIN: the gap, the spend at stake, the top 3 fixes. Recheck CVR 30 days after a fix.

Exceptions (check before recommending):

- Pages mid-redesign: recheck after 30 days
- CVR dips from a stockout or deal: exclude those days
- Brand-locked or regulated content: flag only

CONTROL

Allowed actions: None. This skill writes the brief.

Limits: Ad changes on weak pages route to Chronic product underperformance.

Mark **APPROVAL REQUIRED**: Every listing change, by the brand.

Never touch: Everything. Nothing changes here.

Reversibility: Nothing to reverse.

BLIND SPOTS (say whether you could rule each one out)

- How the page renders on mobile
- Why shoppers bounce
- Price-tier mix inside the category benchmark
- Traffic quality shifts from ad changes

OUTPUT

1. Context used, and what you could not see
2. Steps 1-6, with the numbers behind each
3. Low-CVR pages ranked by spend at stake; Fix list per page, in priority order
4. Measurement plan: Did CVR rise on the fixed pages within 30 days of the change? Check ACoS on the same ASINs.



Do this in Qore. Qore runs it every month and flags what it finds.

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— THE PROMPT · SKILL 16

Chronic Product Underperformance

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 24](#)

SKILL 16: Chronic Product Underperformance

CADENCE: Monthly AUTHORITY: Execute with approval

CONTEXT

Goal: Cut ad spend on chronic laggards to a maintenance level, and hand the brand the fixable causes for each one.

Time basis: Last 90 days, in three 30-day blocks to confirm persistence.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Advertised product report, last 90 days}}
- {{Unit economics: price, COGS, fees, margin}}
- {{Business report: CVR and sessions by ASIN}}
- {{Rating and review count by ASIN}}
- {{Target ACoS by ASIN}}

LOGIC (follow in order, number your output to match)

1. Set the minimum data: Only ASINs with 100+ ad clicks and \$300+ ad spend in the 90 days.
2. Rank by CVR and margin: Ad CVR = ad orders ÷ clicks. Margin = price - COGS - fees - ad spend per unit. Rank by CVR, then margin.
3. Confirm it is chronic: ACoS above break-even ((price - COGS - fees) ÷ price), or CVR under half the account median, in all 3 blocks.
4. Name the cause: Weak CVR (listing, price), rating under 4.0, under 50 reviews, or margin too thin to carry any ACoS.
5. Cut to maintenance: Cut budget 30–50% and keep only top-converting exact targets. Pause if margin after ads stays negative.
6. Escalate the fixable: Send listing, price and review causes to the brand via Listing health feedback to the brand.

Exceptions (check before recommending):

- Launch ASINs inside their launch window
- Halo products that drive branded search or bundles
- Recent listing fix: wait 30 days before judging
- Strategic SKUs the brand funds at a loss

CONTROL

Allowed actions: Cut budgets and bids on laggard ASINs. Pause ads with negative margin after ads.

Limits: Max -50% per campaign per move. Max 10 ASINs per run.

Mark **APPROVAL REQUIRED**: Every pause, and any change on a hero or branded SKU.

Never touch: Launch ASINs, halo products and brand-funded SKUs.

Reversibility: Fully. Log prior budgets, bids and status.

BLIND SPOTS (say whether you could rule each one out)

- Halo value on branded search and bundles
- Lifetime value of new-to-brand buyers
- Organic rank that ad sales support
- Margin data the brand hasn't shared

OUTPUT

1. Context used, and what you could not see
2. Steps 1–6, with the numbers behind each
3. Laggard list with cause; Spend cut or pause per ASIN; Escalation list for the brand
4. Measurement plan: Did margin after ads improve on the cut ASINs while their total sales held? Check TACoS and total sales per ASIN.



Do this in Qore. Qore runs it every month, on your approval.

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— THE PROMPT · SKILL 17

Bid Adjustments on Clear Outliers

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 26](#)

SKILL 17: Bid Adjustments on Clear Outliers

CADENCE: 2–3 days AUTHORITY: Execute with approval

CONTEXT

Goal: Stop zero-order spend over 2× target CPA and raise capped winners, without reversing any move inside 3 days.

Time basis: Last 14 days, excluding the most recent 2 days of settling data.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Targeting report, keywords and product targets}}
- {{Target CPA or target ACoS by campaign}}
- {{Top-of-search impression share by target}}
- {{Bid change log with dates}}
- {{Protected and launch target list}}

LOGIC (follow in order, number your output to match)

1. Skip recent changes: Drop any target with a bid change in the last 3 days. Its effect has not read yet.
2. Flag the bleeders: Spend over 2× target CPA, 0 orders, 10+ clicks. Target CPA = target ACoS × AOV if not returned.
3. Cut or pause: Cut bid 25% at 2–3× target CPA. Cut 50% above 3×. Pause above 4× with 20+ clicks.
4. Flag capped winners: ACoS at least 20% under target, 3+ orders, and top-of-search impression share under 50%.
5. Raise in steps: Raise bid 10–15%, never above target bid = target ACoS × CVR × AOV.
6. Log and hold: Record old bid, new bid and date. Next read in 3–5 days.

Exceptions (check before recommending):

- Launch targets inside their first 30 days
- Branded terms: flag only
- Targets on out-of-stock ASINs: fix stock first
- Promo days inflating or depressing CVR

CONTROL

Allowed actions: Change bids on keywords and product targets. Pause targets that meet the pause rule.

Limits: Cuts 25–50%, raises 10–15% per move. One move per target every 3 days. Max 100 changes per run.

Mark **APPROVAL REQUIRED**: Any pause on a target with past orders, and any change to branded or hero targets.

Never touch: Branded defense, launch targets, and anything the brand has flagged.

Reversibility: Fully. Restore the previous bid from the log.

BLIND SPOTS (say whether you could rule each one out)

- Orders still inside the attribution window
- Promo or deal effects on CVR
- Competitor bid changes in the auction
- Organic rank gains that ads helped earn

OUTPUT

1. Context used, and what you could not see
2. Steps 1–6, with the numbers behind each
3. Bid cuts and pauses, ranked by wasted spend; Bid raises, ranked by lost sales; Targets held for the next read
4. Measurement plan: Five days after each move: did wasted spend drop and did raised targets add orders at or under target ACoS?



Do this in Qore. Qore runs it every few days, on your approval.

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— THE PROMPT · SKILL 18

Tactical Budget Reallocation

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 27](#)

SKILL 18: Tactical Budget Reallocation

CADENCE: 2–3 days AUTHORITY: Execute with approval

CONTEXT

Goal: Move budget to campaigns with headroom and ROAS above target, with total portfolio spend flat or lower.

Time basis: Last 7 days for performance. Last 3 days for budget-limited status.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Campaign report with spend, sales and ROAS}}
- {{Portfolio budget caps}}
- {{Budget report: hours out of budget per campaign}}
- {{Target ROAS or ACoS per campaign}}
- {{Protected campaign list}}

LOGIC (follow in order, number your output to match)

1. Find budget-limited winners: Out of budget before 6pm on 2+ of the last 3 days, $ROAS \geq \text{target}$. $ROAS = \text{sales} \div \text{spend}$; $\text{target} = 1 \div \text{target ACoS}$.
2. Find donors: Campaigns spending under 70% of budget, or with ROAS under $0.8 \times \text{target}$.
3. Apply a spend floor: Ignore campaigns under \$20/day average spend. Too small to move the result.
4. Size the moves: Take up to 20% from each donor. Give up to 20% to each receiver, strongest ROAS first.
5. Hold the total: Sum of increases never exceeds sum of cuts inside the same portfolio.

Exceptions (check before recommending):

- Campaigns inside a launch window
- Event days: follow the event budget plan
- Donors with a recent bid change still reading
- Fewer than 3 days of budget data

CONTROL

Allowed actions: Change daily campaign budgets inside the same portfolio.

Limits: Max $\pm 20\%$ per campaign per move. Portfolio total never rises. One move per campaign every 2 days.

Mark **APPROVAL REQUIRED**: Any run moving over \$300/day in total, and any change to a hero or branded campaign.

Never touch: Branded defense, launch campaigns, and anything the brand has flagged.

Reversibility: Fully. Log every previous budget before changing it.

BLIND SPOTS (say whether you could rule each one out)

- Attribution lag on the last 1–2 days
- Auction shifts after budget changes
- Halo sales credited to other campaigns
- Budget agreements missing from the plan

OUTPUT

1. Context used, and what you could not see
2. Steps 1–5, with the numbers behind each
3. Donor and receiver campaigns; Budget moves with old and new daily budget; Portfolio total before and after
4. Measurement plan: Did portfolio ROAS rise at flat or lower spend? Check receiver ROAS holds and donor sales barely move.



Do this in Qore. Qore runs it every few days, on your approval.

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— THE PROMPT · SKILL 19

Add Negative Keywords

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 28](#)

SKILL 19: Add Negative Keywords

CADENCE: Weekly AUTHORITY: Execute with approval

CONTEXT

Goal: Negate every term with 1.5× target CPA spent, 10+ clicks and 0 orders, and nothing that still converts.

Time basis: Last 30 days. Use 60 for low-volume accounts.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Search term report from auto, broad and phrase}}
- {{Target CPA or target ACoS by campaign}}
- {{Master irrelevant-term list}}
- {{This week's harvest list}}
- {{Branded and protected terms}}

LOGIC (follow in order, number your output to match)

1. Set the data floor: Judge only terms with 10–15+ clicks. Below that, hold for the next run.
2. Flag the leaks: 0 orders and spend $\geq 1.5 \times$ target CPA. Target CPA = target ACoS $\times$ AOV if not returned.
3. Skip harvested terms: Drop terms already on this week's harvest list. Harvest adds their source negatives.
4. Negate exact for precision: Single irrelevant term: add as negative exact in the ad group that spent on it.
5. Negate phrase for clusters: 3+ flagged terms sharing an irrelevant word: add that word as negative phrase.
6. Update the master list: Add clearly irrelevant words to the master list for new campaigns.

Exceptions (check before recommending):

- Branded terms: never negate
- Terms with orders outside the window: hold
- Phrase negatives in auto campaigns need approval
- Launch campaigns inside their first 30 days

CONTROL

Allowed actions: Add negative exact and negative phrase at ad group or campaign level.

Limits: Max 100 negatives per run. Negative phrase only on words with 3+ flagged variants.

Mark **APPROVAL REQUIRED**: Any negative phrase, any campaign-level negative, and any term with a past order.

Never touch: Branded terms, harvest campaigns, and anything the brand has flagged.

Reversibility: Yes. Remove the negative. Keep a log of every addition.

BLIND SPOTS (say whether you could rule each one out)

- Orders still inside the attribution window
- Halo sales on other ASINs from the click
- Misspellings the report splits apart
- Shoppers who research now and buy later

OUTPUT

1. Context used, and what you could not see
2. Steps 1–6, with the numbers behind each
3. Negative exact list by ad group; Negative phrase list for irrelevant clusters; Additions to the master list
4. Measurement plan: Did spend on negated terms drop to zero with no loss in orders? Check source ad group ACoS 14 days later.



Do this in Qore. Qore runs it every week, on your approval.

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— THE PROMPT · SKILL 20

Bid Optimization Toward Target ACoS

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 29](#)

SKILL 20: Bid Optimization Toward Target ACoS

CADENCE: Weekly AUTHORITY: Execute with approval

CONTEXT

Goal: Bring every target with enough data within $\pm 10\%$ of target ACoS, moving no bid more than 20% a week.

Time basis: Last 30 days for CVR and AOV. Last 7 days to confirm the trend.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Targeting report with clicks, orders and sales}}
- {{Target ACoS by campaign}}
- {{Placement report}}
- {{Match type per target}}
- {{Bid change log}}

LOGIC (follow in order, number your output to match)

1. Set the data floor: Only targets with 10–15+ clicks. Below that, leave the bid alone.
2. Compute the ideal bid: Target bid = target ACoS $\times$ CVR $\times$ AOV. If not returned: CVR = orders $\div$ clicks, AOV = sales $\div$ orders.
3. Check the band: Change only where current bid sits outside $\pm 10\%$ of the ideal bid.
4. Step toward the ideal: Move 10–20% toward the ideal bid, never the full gap in one week.
5. Segment the changes: Apply by match type and target. Leave placement modifiers to the placement skill.

Exceptions (check before recommending):

- Targets changed in the last 5 days
- Launch targets inside their first 30 days
- Promo weeks: compare CVR to non-promo weeks
- Branded terms: flag only

CONTROL

Allowed actions: Change bids on keywords and product targets.

Limits: Max $\pm 20\%$ per target per week. Max 200 changes per run. No bid above 2 $\times$ current CPC.

Mark **APPROVAL REQUIRED**: Any branded or hero target, and any run with more than 200 changes.

Never touch: Branded defense, launch targets, and anything the brand has flagged.

Reversibility: Fully. Restore the previous bid from the log.

BLIND SPOTS (say whether you could rule each one out)

- Orders still inside the attribution window
- Promo or deal effects on CVR
- Competitor bid changes in the auction
- Placement mix shifting under the bid

OUTPUT

1. Context used, and what you could not see
2. Steps 1–5, with the numbers behind each
3. Bid changes by target, grouped by match type; Targets held for more data; Before and after target-ACoS bid
4. Measurement plan: After 2 weeks: what share of changed targets now sit within $\pm 10\%$ of target ACoS? Check total orders held.



Do this in Qore. Qore runs it every week, on your approval.

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— THE PROMPT · SKILL 21

Placement-Level Optimization

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 30](#)

SKILL 21: Placement-Level Optimization

CADENCE: Weekly AUTHORITY: Execute with approval

CONTEXT

Goal: Bring each placement within $\pm 15\%$ of target ACoS using modifiers, without touching base bids.

Time basis: Last 30 days. Use 60 for low-volume campaigns.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Placement report by campaign}}
- {{Target ACoS by campaign}}
- {{Current placement modifiers}}
- {{Campaign base bids and bidding strategy}}
- {{Change log}}

LOGIC (follow in order, number your output to match)

1. Set the data floor: Judge a placement only with 20+ clicks and \$50+ spend in the window.
2. Compare placement ACoS: Each placement's ACoS vs. the campaign's blended ACoS and target. $ACoS = \text{spend} \div \text{sales}$, per placement.
3. Raise the winner: Top of Search ACoS 20%+ under target: raise its modifier 10–20 points.
4. Trim the loser: Placement ACoS 20%+ over target with a modifier on: cut modifier 10–20 points.
5. Leave base bids alone: Never raise the base bid to win Top of Search. It inflates every placement.
6. Treat product pages apart: Weak product-page ACoS goes to the product-page modifier or product targeting.

Exceptions (check before recommending):

- Campaigns on dynamic up-and-down bidding: adjust with care
- Branded campaigns: keep Top of Search strong
- Changes inside the last 7 days
- Event weeks: placement mix shifts

CONTROL

Allowed actions: Change placement modifiers for Top of Search, rest of search and product pages.

Limits: Max ± 20 points per placement per week. Modifier never above 300%. Base bids unchanged.

Mark **APPROVAL REQUIRED**: Any increase over +50 points in total on one campaign, and any branded campaign.

Never touch: Branded defense, launch campaigns, and anything the brand has flagged.

Reversibility: Fully. Restore the previous modifier from the log.

BLIND SPOTS (say whether you could rule each one out)

- Orders still inside the attribution window
- Auction shifts on each placement
- Halo sales credited to other placements
- Changes made outside the change log

OUTPUT

1. Context used, and what you could not see
2. Steps 1–6, with the numbers behind each
3. Modifier changes by campaign and placement; Placements held for more data; Expected ACoS per placement
4. Measurement plan: After 2 weeks: did each changed placement move closer to target ACoS? Check campaign orders held.



Do this in Qore. Qore runs it every week, on your approval.

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— THE PROMPT · SKILL 22

Target Trend Review

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 31](#)

SKILL 22: Target Trend Review

CADENCE: Weekly AUTHORITY: Recommend only

CONTEXT

Goal: Flag every material target with 3 straight weeks of adverse drift, and name the driver: CPC, CVR or relevance.

Time basis: Last 8 weeks by week. Current week vs. the 4-week average.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Targeting report by week, last 8 weeks}}
- {{Target ACoS by campaign}}
- {{Change log}}
- {{Promo and event calendar}}
- {{Stock and Buy Box status of top ASINs}}

LOGIC (follow in order, number your output to match)

1. Set the materiality floor: Targets with \$50+ weekly spend or 3+ weekly orders.
2. Trend week over week: ACoS, CVR, CPC per week for 8 weeks, plus the 4-week average. $CPC = \text{spend} \div \text{clicks}$, $CVR = \text{orders} \div \text{clicks}$.
3. Flag adverse drift: ACoS up 15%+ vs. the 4-week average, worsening 3 weeks straight.
4. Name the driver: CPC up with steady CVR: auction. CVR down: listing or offer. Clicks off-topic: relevance.
5. Rule out known causes: Check change log, promo calendar and stock. Explained drift is marked expected.
6. Route the fix: Auction to bid skills, relevance to negatives, CVR to the listing owner.

Exceptions (check before recommending):

- Seasonal terms: compare to the same weeks last year
- Targets changed in the last 7 days
- Out-of-stock or Buy Box loss: product issue
- Launch targets inside their first 30 days

CONTROL

Allowed actions: None. This skill diagnoses and routes.

Limits: Fixes run through the downstream skill and its limits.

Mark **APPROVAL REQUIRED**: Every fix, through the downstream skill.

Never touch: Everything. Nothing changes here.

Reversibility: Nothing to reverse.

BLIND SPOTS (say whether you could rule each one out)

- Reporting lag in Amazon data
- Competitor price or listing changes
- Seasonality without last year's data
- Listing edits made outside the change log

OUTPUT

1. Context used, and what you could not see
2. Steps 1-6, with the numbers behind each
3. Drifting targets ranked by dollar impact; Driver for each: CPC, CVR or relevance; Recommended fix and owning skill
4. Measurement plan: How many flagged targets recovered to target ACoS within 4 weeks? Check the driver call matched the fix.



Do this in Qore. Qore runs it every week and flags what it finds.

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— THE PROMPT · SKILL 23

Chronic Target Underperformance

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 32](#)

SKILL 23: Chronic Target Underperformance

CADENCE: Weekly AUTHORITY: Execute with approval

CONTEXT

Goal: Cut or negate targets over target ACoS for 60 days with weak CVR, and promote steady converters to exact.

Time basis: Last 60 days, checked in two 30-day halves.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Targeting report with clicks, orders and ACoS}}
- {{Target ACoS by campaign}}
- {{Account and ad group average CVR}}
- {{Exact-match campaigns and live exact keywords}}
- {{Protected target list}}

LOGIC (follow in order, number your output to match)

1. Set the data floor: Only targets with 20+ clicks in the 60 days. Below that, hold.
2. Confirm it is chronic: ACoS above 1.3× target in both 30-day halves. One bad month is noise.
3. Check CVR: CVR under 0.7× the ad group average is weak. $CVR = \text{orders} \div \text{clicks}$; ad group CVR = its orders ÷ its clicks.
4. Cut or negate: Weak CVR with orders: cut bid 20–30%. Zero orders on 30+ clicks: negate.
5. Promote steady converters: ACoS under target in both halves with 4+ orders: add to a managed exact campaign.

Exceptions (check before recommending):

- Branded terms: flag only
- Targets already cut in the last 14 days
- Launch targets inside their first 60 days
- Terms already live in exact elsewhere

CONTROL

Allowed actions: Cut bids, add negative exact in source, and add exact keywords to managed campaigns.

Limits: Max -30% bid per move. Max 50 negations and 25 promotions per run.

Mark **APPROVAL REQUIRED**: Negating any target with past orders, and any new campaign.

Never touch: Branded defense, launch targets, and anything the brand has flagged.

Reversibility: Yes. Restore the bid, remove the negative, pause the exact keyword.

BLIND SPOTS (say whether you could rule each one out)

- Halo sales on other ASINs from the click
- Organic rank lift the ads support
- Long buying cycles past the window
- Promo periods inflating CVR

OUTPUT

1. Context used, and what you could not see
2. Steps 1–5, with the numbers behind each
3. Bid cuts and negations, ranked by spend; Converters to promote into exact; Targets held for more data
4. Measurement plan: After 30 days: did account ACoS improve with orders flat or up? Check promoted terms hold target in exact.



Do this in Qore. Qore runs it every week, on your approval.

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— THE PROMPT · SKILL 24

Budget Cuts on Underperformers

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 33](#)

SKILL 24: Budget Cuts on Underperformers

CADENCE: Weekly AUTHORITY: Execute with approval

CONTEXT

Goal: Cut or pause every campaign over target ACoS with no fix left, and redeploy the freed spend to capped winners.

Time basis: Last 30 days. Last 14 days to confirm the trend.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Campaign report with spend, sales and ACoS}}
- {{Target ACoS by campaign}}
- {{Bid change history and CVR trend}}
- {{Budget report: campaigns out of budget early}}
- {{Protected campaign list}}

LOGIC (follow in order, number your output to match)

1. Set the spend floor: Only campaigns with \$300+ spend in the 30 days.
2. Flag the losers: ACoS above 1.3× target over 30 days and over the last 14 days.
3. Check for a fix left: No fix left: bids cut in the last 30 days and CVR under 0.7× account CVR. $CVR = \text{orders} \div \text{clicks}$.
4. Route fixable ones: Campaigns with bids never cut go to the bid skills first. No budget cut yet.
5. Cut or pause: Cut budget 30–50%. Pause at ACoS over 2× target with 0 orders in 14 days.
6. Redeploy the freed spend: Move it to budget-limited campaigns at or under target ACoS, max +20% each.

Exceptions (check before recommending):

- Launch campaigns inside their first 60 days
- Awareness or branded defense campaigns with other goals
- Seasonal campaigns out of season
- Campaigns on out-of-stock ASINs

CONTROL

Allowed actions: Cut or pause daily campaign budgets and raise budgets on eligible receivers.

Limits: Max -50% budget per move. Receivers max +20% each. Total spend never rises.

Mark **APPROVAL REQUIRED**: Any campaign pause, and any single move over \$300/day.

Never touch: Branded defense, launch campaigns, and anything the brand has flagged.

Reversibility: Fully. Log every previous budget and status before changing it.

BLIND SPOTS (say whether you could rule each one out)

- Halo sales on other ASINs
- Organic rank the campaign supports
- Upper-funnel value outside last-touch
- Attribution lag on the last 1–2 days

OUTPUT

1. Context used, and what you could not see
2. Steps 1–6, with the numbers behind each
3. Budget cuts and pauses, ranked by wasted spend; Freed budget and its receivers; Campaigns held for bid work first
4. Measurement plan: Did account ACoS improve at the same spend? Check receivers held target ACoS and total orders held.



Do this in Qore. Qore runs it every week, on your approval.

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— THE PROMPT · SKILL 25

Match-Type Overlap Analysis

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 34](#)

SKILL 25: Match-Type Overlap Analysis

CADENCE: Bi-weekly AUTHORITY: Execute with approval

CONTEXT

Goal: Route every graduated term to one exact home, with under 5% of its spend leaking through other campaigns.

Time basis: Last 30 days.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Search term report across all campaigns}}
- {{Every exact keyword already live}}
- {{Negative keywords by ad group}}
- {{Campaign naming map, including harvest campaigns}}
- {{Master negative list}}

LOGIC (follow in order, number your output to match)

1. Map the exact homes: List every term live as exact. That campaign owns the term.
2. Find the leaks: The same search term spending in auto, broad or phrase while live in exact.
3. Set the materiality floor: Act on leaks with \$20+ spend or 10+ clicks in the window.
4. Negate in the source: Add the term as negative exact in each auto, broad or phrase ad group spending on it.
5. Find unmanaged duplicates: Same term live as exact in 2+ campaigns: keep the best ACoS, flag the rest.

Exceptions (check before recommending):

- Branded terms: branded campaign owns them
- Exact home paused or out of budget: fix that first
- Never negate at phrase match in auto campaigns
- Deliberate test campaigns in the naming map

CONTROL

Allowed actions: Add negative exact to auto, broad and phrase ad groups.

Limits: Max 100 negatives per run. Negative exact only. No keyword pauses without approval.

Mark **APPROVAL REQUIRED**: Pausing duplicate exact keywords, and any campaign restructure.

Never touch: Branded campaigns, harvest campaigns, and anything the brand has flagged.

Reversibility: Yes. Remove the negative or reactivate the keyword.

BLIND SPOTS (say whether you could rule each one out)

- Orders still inside the attribution window
- Misspellings and variants the report splits
- Organic rank on the same term
- How your own campaigns bid in the auction

OUTPUT

1. Context used, and what you could not see
2. Steps 1-5, with the numbers behind each
3. Overlap list: term, campaigns and spend; Negative exact adds in each source; Structure fixes for approval
4. Measurement plan: Two weeks later: what share of each owned term's spend runs through its exact home? Target is 95% or more.



Do this in Qore. Qore runs it every two weeks, on your approval.

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— THE PROMPT · SKILL 26

Dayparting Review

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 35](#)

SKILL 26: Dayparting Review

CADENCE: Bi-weekly AUTHORITY: Execute with approval

CONTEXT

Goal: Lower bids only in hours that underperform 3+ weeks in a row, with total orders flat or up.

Time basis: Last 4 weeks by hour and weekday.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Hourly campaign metrics, Amazon Marketing Stream}}
- {{Target ACoS by campaign}}
- {{Budget report: time budget runs out}}
- {{Current schedule and bid rules}}
- {{Promo and event calendar}}

LOGIC (follow in order, number your output to match)

1. Set the volume floor: Only campaigns with 100+ orders in the 4 weeks. Below that, no dayparting.
 2. Group the hours: Group into 3- or 4-hour blocks so each block has 10+ orders.
 3. Test repeatability: A block counts only if it beats or trails target ACoS in 3 of 4 weeks.
 4. Size the bid change: Blocks over 1.5× target ACoS: cut bids 20–50% by schedule rule. Block ACoS = block spend ÷ block sales.
 5. Reduce, never pause: Lower bids in dead hours. Never hard-pause, which loses rank and learning.
- Exceptions (check before recommending):
- Campaigns running out of budget before evening
 - Event days: turn schedules off
 - Branded defense runs all hours
 - Fewer than 4 weeks of hourly data

CONTROL

Allowed actions: Create or adjust bid schedule rules on campaigns that pass the volume floor.

Limits: Max -50% in any hour block. No hourly increases above +20%. No hard pauses.

Mark **APPROVAL REQUIRED**: Any new schedule rule, and any change on a branded or hero campaign.

Never touch: Branded defense, launch campaigns, and anything the brand has flagged.

Reversibility: Fully. Turn the schedule rule off.

BLIND SPOTS (say whether you could rule each one out)

- Hourly attribution to the click, not purchase
- Shopper time zones across regions
- Browsing now, buying later
- Hourly shifts in auction competition

OUTPUT

1. Context used, and what you could not see
2. Steps 1–5, with the numbers behind each
3. Hourly CVR and ACoS heatmap per campaign; Schedule rule changes for approval; Campaigns with no real pattern
4. Measurement plan: After 4 weeks: did campaign ACoS improve with total orders flat or up? Check the pattern still holds.



Do this in Qore. Qore runs it every two weeks, on your approval.

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— THE PROMPT · SKILL 27

Negative & Campaign Cleanup

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 36](#)

SKILL 27: Negative & Campaign Cleanup

CADENCE: Monthly AUTHORITY: Execute with approval

CONTEXT

Goal: Retire every zero-volume campaign, consolidate fragmented ones, and dedupe negatives, losing no history.

Time basis: Last 90 days. Last 12 months for seasonal campaigns.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Campaign report, last 90 days}}
- {{Negative keywords by ad group and campaign}}
- {{Master negative list}}
- {{Campaign naming map}}
- {{Protected and seasonal campaign list}}

LOGIC (follow in order, number your output to match)

1. Find zero-volume campaigns: Enabled campaigns with under 100 impressions in 90 days.
2. Find fragments: Campaigns under \$5/day average spend that target the same ASINs as another campaign.
3. Plan consolidation: Move fragment targets into the strongest campaign for that ASIN and match type.
4. Dedupe negatives: Remove ad group negatives already covered at campaign level or on the master list.
5. Archive, never delete: Archive retired campaigns so their performance history stays in reporting.

Exceptions (check before recommending):

- Seasonal campaigns: check last year first
- Campaigns under 30 days old
- Test campaigns named in the naming map
- Branded defense, even at low volume

CONTROL

Allowed actions: Archive zero-volume campaigns. Remove duplicate negatives.

Limits: Max 20 archives and 200 negative removals per run. No budget or bid changes.

Mark **APPROVAL REQUIRED**: Any consolidation, and any archive of a campaign with an order in the last 12 months.

Never touch: Branded defense, seasonal and launch campaigns, and anything the brand has flagged.

Reversibility: Negatives yes. Archives are permanent, so log the full setup before archiving.

BLIND SPOTS (say whether you could rule each one out)

- Seasonal campaigns about to restart
- Brand agreements behind a campaign
- Gaps in older report data
- Tests running outside the naming map

OUTPUT

1. Context used, and what you could not see
2. Steps 1-5, with the numbers behind each
3. Campaigns to archive; Consolidation plan for approval; Duplicate negatives to remove
4. Measurement plan: Did campaign count and duplicate negatives drop with no loss in orders? Check consolidated campaigns 30 days later.



Do this in Qore. Qore runs it every month, on your approval.

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— THE PROMPT · SKILL 28

Search-Term Harvest

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 38](#)

SKILL 28: Search-Term Harvest

CADENCE: Weekly AUTHORITY: Execute with approval

CONTEXT

Goal: Promote converting search terms into exact-match coverage, and stop paying for the same traffic twice.

Time basis: Last 30 days. Use 60 for low-volume accounts.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Search term report from auto, broad and phrase}}
- {{Every exact keyword already live in the account}}
- {{Target ACoS or target CPA}}
- {{Campaign naming map, including the harvest campaigns}}
- {{Master negative list}}

LOGIC (follow in order, number your output to match)

1. Pull converters: Terms from auto, broad and phrase with 2+ orders in the window.
2. Remove duplicates: Drop any term already targeted as exact anywhere in the account.
3. Check efficiency: Keep terms with ACoS at or under 1.2× target.
4. Rank by orders: By orders, then by ACoS.
5. Set starting bid: The term's average CPC in the source, capped at the target-ACoS bid.
6. Promote and negate: Add as exact in the harvest campaign. Add as negative exact in the source ad group.

Exceptions (check before recommending):

- Branded terms go to the branded campaign
- ASIN terms (B0...) go to product targeting
- Competitor brand terms need approval
- Single-order terms with high spend wait another cycle

CONTROL

Allowed actions: Add exact keywords to harvest campaigns. Add negative exact to source ad groups.

Limits: Max 50 new keywords per run. Starting bid never above the target-ACoS bid.

Mark **APPROVAL REQUIRED**: Competitor brand terms, and any new campaign.

Never touch: Branded campaigns. Never negate at phrase match in auto campaigns.

Reversibility: Yes. Pause the keyword and remove the negative.

BLIND SPOTS (say whether you could rule each one out)

- Orders still inside the attribution window
- Terms that converted only during a promo
- Overlap with organic rank on the same term
- Misspellings and variants the report splits apart

OUTPUT

1. Context used, and what you could not see
2. Steps 1–6, with the numbers behind each
3. Harvest list with destination and starting bid; Matching negatives for each source ad group
4. Measurement plan: After 14 days: do harvested terms hold equal or better ACoS in exact, and has source spend on them dropped to near zero?



Do this in Qore. Qore runs it every week, on your approval.

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— THE PROMPT · SKILL 29

Keyword & Product-Target Expansion

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 39](#)

SKILL 29: Keyword & Product-Target Expansion
 CADENCE: Weekly AUTHORITY: Execute with approval

CONTEXT

Goal: Add relevant new keywords and ASIN targets each week into structured campaigns, each with a clear home.

Time basis: Last 60 days for search terms. Last 4 weeks for SQP.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Search term report, last 60 days}}
- {{Brand Analytics / Search Query Performance}}
- {{Competitor ASIN list and category ranks}}
- {{Amazon suggested keywords and targets}}
- {{Live keywords, ASIN targets and negatives}}

LOGIC (follow in order, number your output to match)

1. Pool the candidates: Collect terms and ASINs from SQP, search terms with clicks but no exact home, suggestions, and research tools.
2. Drop live and negated: Remove anything already targeted at any match type, or on a negative list.
3. Check relevance: Keep only terms that describe the product. Keep ASINs in the same category and within ±30% of your price.
4. Rank by demand: Rank by SQP search volume, then by category rank for ASINs. Keep the top 100.
5. Assign a structured home: Route to the matching theme campaign: generic, category, competitor, or product targeting. Never a catch-all.
6. Set a starting bid: Suggested bid, capped at the target-ACoS bid ($\text{target ACoS} \times \text{AOV} \times \text{CVR}$). Use 80% of it for generic terms.

Exceptions (check before recommending):

- Branded terms go to the branded campaign
- Competitor brand terms and ASINs need approval
- Terms a research tool shows with no SQP volume wait a cycle
- Seasonal terms wait for the season window

CONTROL

Allowed actions: Add keywords and ASIN targets to existing theme campaigns.

Limits: Max 100 new targets per run. Starting bid never above the target-ACoS bid.

Mark **APPROVAL REQUIRED**: Competitor brand terms and ASINs, and any new campaign.

Never touch: Branded campaigns and the master negative list.

Reversibility: Yes. Pause the new target. Log every addition with its source.

BLIND SPOTS (say whether you could rule each one out)

- Search volume estimates from third-party tools
- Intent that shifts by season or trend
- Competitor catalog and price changes
- Terms where you already rank well organically

OUTPUT

1. Context used, and what you could not see
2. Steps 1–6, with the numbers behind each
3. Candidate list with source and relevance; Destination campaign and starting bid; Rejected list with the reason
4. Measurement plan: After 30 days, what share of new targets earned an order at or under 1.2× target ACoS? Check spend on non-converters.



Do this in Qore. Qore runs it every week, on your approval.

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— THE PROMPT · SKILL 30

Scale by ACoS / TACoS Headroom

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 40](#)

SKILL 30: Scale by ACoS / TACoS Headroom

CADENCE: Weekly AUTHORITY: Execute with approval

CONTEXT

Goal: Add spend where headroom exists and keep marginal ACoS on every scaled campaign at or under target.

Time basis: Last 14 days for efficiency. Last 7 days for budget caps.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Campaign performance report, last 14 days}}
- {{Target ACoS and product TACoS}}
- {{Budget report: hours out of budget}}
- {{Top-of-search impression share}}
- {{Inventory report: weeks of cover}}

LOGIC (follow in order, number your output to match)

1. Set a data floor: Include only campaigns with 20+ orders in 14 days. Report the rest and stop.
2. Find the headroom: Keep campaigns at or under $0.8 \times$ target ACoS, or products at or under $0.8 \times$ target TACoS. $TACoS = ad\ spend \div total\ sales$.
3. Confirm a constraint: Keep campaigns out of budget 3+ days of 7, or with top-of-search impression share under 30%.
4. Check stock: Skip any campaign whose advertised ASINs have under 6 weeks of inventory cover.
5. Step up, not jump: Raise budget 20% if capped. Raise bids 10% if impression share is the limit. One lever per step.
6. Read marginal ACoS: After 5 days: added spend $\div$ added sales. Step again only if marginal ACoS is at or under target.

Exceptions (check before recommending):

- Promo weeks inflate CVR: hold scaling until the promo ends
- Launch campaigns follow the launch skill
- Campaigns scaled in the last 5 days wait
- Low-margin ASINs use TACoS, not ACoS

CONTROL

Allowed actions: Raise daily budgets and bids on qualifying campaigns.

Limits: Max +20% budget or +10% bid per step. One step per 5 days. Max +50% per campaign per month.

Mark **APPROVAL REQUIRED**: Any increase over \$500/day, and any account total up more than 15% in a week.

Never touch: Branded defense and launch campaigns.

Reversibility: Fully. Log the prior budget and bid. Roll back if marginal ACoS breaks target.

BLIND SPOTS (say whether you could rule each one out)

- Where the marginal ACoS curve bends
- How competitors respond in the auction
- Supply limits beyond the inventory report
- Sales still inside the attribution window

OUTPUT

1. Context used, and what you could not see
2. Steps 1–6, with the numbers behind each
3. Scale list with headroom per campaign; Budget and bid steps; Marginal ACoS from the last step
4. Measurement plan: Did scaled campaigns add sales with marginal ACoS at or under target? Compare added spend to added sales per step.



Do this in Qore. Qore runs it every week, on your approval.

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— THE PROMPT · SKILL 31

ASIN Targeting Review

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 41](#)

SKILL 31: ASIN Targeting Review

CADENCE: Bi-weekly AUTHORITY: Execute with approval

CONTEXT

Goal: Keep ASIN targets where your offer beats the target page, cut the rest, and own your own detail pages.

Time basis: Last 30 days. Price and rating as of today.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Product targeting report, last 30 days}}
- {{Competitor price, rating and review count}}
- {{Buy Box status for your ASINs}}
- {{Your complementary ASIN map}}
- {{Target ACoS by campaign}}

LOGIC (follow in order, number your output to match)

1. Set a data floor: Judge only targets with 15+ clicks in 30 days. Hold the rest for next cycle.
2. Compare the offer: Score each target: your price vs. theirs, your rating vs. theirs, and whether you hold the Buy Box.
3. Keep the winners: Offer wins on 2 of 3 and ACoS at or under target: raise bid 10%.
4. Cut where outmatched: Offer loses on 2 of 3 and ACoS above 1.3× target: pause. Between: lower bid 20%.
5. Defend your own pages: Target your complementary ASINs on your own detail pages where no defensive target exists.
6. Check Buy Box first: Any target advertising an ASIN without the Buy Box: pause until it returns.

Exceptions (check before recommending):

- Competitor on a temporary deal: hold, do not cut
- Targets in a launch window follow the launch skill
- New competitor ASINs need approval
- Variation parents: compare the child actually shown

CONTROL

Allowed actions: Change bids on ASIN targets. Pause targets. Add own-ASIN defensive targets.

Limits: Max ±20% bid per target per cycle. Pause only after 15+ clicks.

Mark **APPROVAL REQUIRED**: Adding new competitor ASINs, and pausing any target over \$50/day.

Never touch: Own-ASIN defensive targets.

Reversibility: Yes. Log prior bids and status. Re-enable paused targets.

BLIND SPOTS (say whether you could rule each one out)

- Competitor price moves between reviews
- Coupons and deals shown on the target page
- Listing quality beyond price and rating
- Where your ad sits on the detail page

OUTPUT

1. Context used, and what you could not see
 2. Steps 1–6, with the numbers behind each
 3. Keep, raise, cut list per target; Offer comparison per target; Defensive targets to add
 4. Measurement plan: Did ACoS on kept targets hold at or under target while spend on cut targets fell to zero?
- Check defensive page coverage.



Do this in Qore. Qore runs it every two weeks, on your approval.

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— THE PROMPT · SKILL 32

New Product Launch Monitoring

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 42](#)

SKILL 32: New Product Launch Monitoring
 CADENCE: Daily AUTHORITY: Recommend only

CONTEXT

Goal: Check every launch ASIN daily against its gates, and call each gate the day it is hit or missed.

Time basis: Daily through the launch window, usually 8–12 weeks. Last 7 days for trend.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Advertised product report, daily}}
- {{Business report: sessions, CVR, units}}
- {{Best Sellers Rank and review count}}
- {{Decision gates set at launch setup}}
- {{Launch budget and spend to date}}

LOGIC (follow in order, number your output to match)

1. Load the gates: Read the gates set at setup: reviews, rank, CVR floor, and week N. Use defaults of 15 reviews and 10% CVR if missing.
2. Track the trend: Rank, CVR, review velocity and ACoS on a 7-day rolling basis. Daily points are noise.
3. Set a data floor: Judge CVR only after 100+ sessions. Before that, report and stop.
4. Call the tighten gate: Reviews and rank gates hit: recommend tightening the ACoS target toward the steady-state goal.
5. Call the pause gate: CVR below the floor by week N: recommend pausing spend and fixing the listing first.
6. Flag budget burn: Launch spend pacing over 120% of plan: flag for review.

Exceptions (check before recommending):

- Stock under 4 weeks of cover: flag before any gate
- Suppressed or inactive listing: alert immediately
- Promo days inflate CVR: exclude from the gate read

CONTROL

Allowed actions: None. This skill tracks, calls gates and routes.

Limits: Changes run through the setup and scaling skills and their limits.

Mark **APPROVAL REQUIRED**: Every gate call, and any pause recommendation.

Never touch: Everything. Nothing changes here.

Reversibility: Nothing to reverse.

BLIND SPOTS (say whether you could rule each one out)

- Reviews still in moderation
- Daily rank swings from small order counts
- Listing gaps that data cannot show
- Competitor launches in the same window

OUTPUT

1. Context used, and what you could not see
2. Steps 1–6, with the numbers behind each
3. Gate status per launch ASIN; Go, tighten or pause call; Listing fixes to route
4. Measurement plan: Was every gate called within a day of being hit? Check launch ASINs against their rank and review targets at week 12.



Do this in Qore. Qore runs it every morning and flags what it finds.

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— THE PROMPT · SKILL 33

New Campaign / SKU Launches

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 43](#)

SKILL 33: New Campaign / SKU Launches

CADENCE: Monthly AUTHORITY: Execute with approval

CONTEXT

Goal: Have every SKU launching next month planned with a budget, and move every proven discovery term into exact.

Time basis: Next 30–60 days for launches. Last 60 days for graduation.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Upcoming SKU and launch calendar}}
- {{Search term report from auto and broad, 60 days}}
- {{Live exact keywords across the account}}
- {{Inventory report and inbound shipments}}
- {{Monthly budget by portfolio}}

LOGIC (follow in order, number your output to match)

1. List upcoming launches: Every SKU with stock landing in the next 60 days, plus strategic bets the brand has named.
2. Check launch readiness: Plan a launch only for SKUs with a live listing, 7+ images, and stock in the building by launch day.
3. Allocate launch budget: Reserve up to 10% of next month's budget for launches, split by expected revenue.
4. Graduate proven terms: Discovery terms with 5+ orders in 60 days at or under target ACoS move to manual exact.
5. Trim discovery spend: Once a product has 20+ exact keywords live, cut its auto and broad budget 20%.
6. Hand off each launch: Send each approved SKU to launch setup with its budget, ACoS tolerance and gates.

Exceptions (check before recommending):

- Terms already harvested weekly skip graduation
- Delayed inventory moves the launch to next month
- Seasonal SKUs launch 6–8 weeks before peak
- Branded terms go to the branded campaign

CONTROL

Allowed actions: Add exact keywords from graduation. Lower discovery budgets. Reserve launch budget.

Limits: Max 10% of monthly budget to launches. Max 100 graduations per run. Discovery cuts max 20%.

Mark **APPROVAL REQUIRED**: Every new SKU launch plan, and any new campaign.

Never touch: Branded campaigns and live launch campaigns.

Reversibility: Yes. Pause graduated keywords and restore discovery budgets from the log.

BLIND SPOTS (say whether you could rule each one out)

- Supplier and shipping delays
- Demand for products with no sales history
- Orders still inside the attribution window
- Seasonal demand not yet in the data

OUTPUT

1. Context used, and what you could not see
2. Steps 1–6, with the numbers behind each
3. Launch plan per SKU with budget; Graduation list with destination; Discovery budget changes
4. Measurement plan: Did every planned SKU launch on its date with a budget? Check graduated terms hold ACoS at or under target in exact.



Do this in Qore. Qore runs it every month, on your approval.

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— THE PROMPT · SKILL 34

New-to-Brand Review

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 44](#)

SKILL 34: New-to-Brand Review

CADENCE: Monthly AUTHORITY: Recommend only

CONTEXT

Goal: Report NTB orders, NTB % and cost per NTB each month, and show which spend earns new customers.

Time basis: Last full month vs. prior month and the same month last year.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{NTB metrics from SB, SD and DSP reports}}
- {{Spend and sales by campaign and ad type}}
- {{NTB history, last 12 months}}
- {{Target cost per NTB order}}
- {{Repeat purchase rate, if known}}

LOGIC (follow in order, number your output to match)

1. Set a data floor: Report cost per NTB only for campaigns with 20+ NTB orders in the month. Group the rest.
2. Compute NTB metrics: NTB orders, NTB % of orders, and cost per NTB (spend ÷ NTB orders) per campaign and ad type.
3. Trend the month: Compare to prior month and same month last year. Flag moves beyond ±15%.
4. Price a new customer: Target cost per NTB = average order margin × expected orders per customer, if repeat data exists.
5. Find the builders: Flag campaigns with ACoS above target and cost per NTB at or under target as growth spend.
6. Rank by NTB volume: Rank by NTB orders, then by cost per NTB.

Exceptions (check before recommending):

- Sponsored Products has no NTB: report it as a gap
- Prime Day and event months: compare to the last event
- Branded campaigns carry low NTB by design

CONTROL

Allowed actions: None. This skill reports and recommends.

Limits: Budget changes run through the scaling and pacing skills and their limits.

Mark **APPROVAL REQUIRED**: Any budget shift, through the downstream skill.

Never touch: Everything. Nothing changes here.

Reversibility: Nothing to reverse.

BLIND SPOTS (say whether you could rule each one out)

- The 12-month NTB lookback definition
- NTB for Sponsored Products
- Customers who first bought off Amazon
- Lifetime value beyond the repeat estimate

OUTPUT

1. Context used, and what you could not see
2. Steps 1-6, with the numbers behind each
3. NTB trend by ad type and campaign; Cost per NTB vs. target; Upper-funnel spend case
4. Measurement plan: Did NTB orders grow at a cost per NTB at or under target? Check that upper-funnel spend decisions cite this report.



Do this in Qore. Qore runs it every month and flags what it finds.

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— THE PROMPT · SKILL 35

Identifying Products to Scale

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 45](#)

SKILL 35: Identifying Products to Scale

CADENCE: Monthly AUTHORITY: Recommend only

CONTEXT

Goal: Name up to 10 ASINs each month that earn more budget, with a scaling plan for each.

Time basis: Last 30 days for CVR and ads. Last 8 weeks for rank trend.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Business report: sessions, CVR, units by ASIN}}
- {{Advertised product report, last 30 days}}
- {{Contribution margin by ASIN}}
- {{Inventory report: weeks of cover}}
- {{Best Sellers Rank, last 8 weeks}}

LOGIC (follow in order, number your output to match)

1. Set a data floor: Consider only ASINs with 300+ sessions in 30 days. Report the rest and stop.
2. Check CVR: Keep ASINs with CVR at least 1.2x the account or category benchmark.
3. Check margin and stock: Contribution margin = price - COGS - Amazon fees - ad spend per unit. Keep 15%+ with 8+ weeks of cover.
4. Check momentum: Keep ASINs with Best Sellers Rank improving over 8 weeks.
5. Map coverage gaps: For each survivor, list missing ad types (SB, SD), thin keyword coverage, and budget-capped campaigns.
6. Rank and route: Rank by margin dollars, keep the top 10, and route to expansion, scaling and SB/SD skills.

Exceptions (check before recommending):

- ASINs in a launch window follow the launch skill
- Products with a known supply cap skip the list
- Seasonal ASINs: judge against the same season last year

CONTROL

Allowed actions: None. This skill shortlists and routes.

Limits: Max 10 ASINs per month. Budget changes run through the scaling skill and its limits.

Mark **APPROVAL REQUIRED**: The shortlist, before any skill scales it.

Never touch: Everything. Nothing changes here.

Reversibility: Nothing to reverse.

BLIND SPOTS (say whether you could rule each one out)

- Supplier and production ceilings
- Cost changes not yet in the margin data
- Category demand shifts ahead
- Halo sales on other ASINs in the brand

OUTPUT

1. Context used, and what you could not see
2. Steps 1-6, with the numbers behind each
3. Shortlist of ASINs to scale; Coverage gaps by ad type; Scaling plan per ASIN
4. Measurement plan: Did shortlisted ASINs grow sales faster than the rest at or under target TACoS? Check 60 days after the shortlist.



Do this in Qore. Qore runs it every month and flags what it finds.

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— THE PROMPT · SKILL 36

Sponsored Brands & Display Review

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 46](#)

SKILL 36: Sponsored Brands & Display Review

CADENCE: Monthly AUTHORITY: Execute with approval

CONTEXT

Goal: Replace fatigued SB and SD creative, keep the Store current, and hold every audience at or under target ACoS.

Time basis: Last 30 days vs. the prior 30 days.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{SB campaign report by creative, 60 days}}
- {{SD report by audience and creative}}
- {{Impression frequency, SD and DSP}}
- {{Brand Store insights report}}
- {{Target ACoS or ROAS}}

LOGIC (follow in order, number your output to match)

1. Set a data floor: Judge creative with 10,000+ impressions and audiences with 15+ clicks in 30 days.
2. Spot creative fatigue: CTR down 20%+ vs. the prior 30 days, or frequency above 5 per week: mark fatigued.
3. Queue replacements: Swap fatigued SB headlines, images or video for a new variant. Max 3 swaps per run.
4. Tune SD audiences: Raise bids 10% on audiences under target ACoS. Lower 20% on those above 1.3× target.
5. Order the remarketing: Rank purchase remarketing, then views remarketing, then in-market audiences.
6. Check the Store: Flag Store pages with out-of-stock products, retired ASINs, or last-season promos.

Exceptions (check before recommending):

- Creative inside a live test: hold until it reads
- Event creative runs to its end date
- SD audiences under 30 days old: wait a cycle

CONTROL

Allowed actions: Change SD audience bids. Swap in pre-approved SB creative. Pause fatigued creative.

Limits: Max ±20% bid per audience per run. Max 3 creative swaps per run.

Mark **APPROVAL REQUIRED**: Any new creative not in the approved library, and every Store change.

Never touch: Hero creative the brand has flagged, and branded SB campaigns.

Reversibility: Yes. Log prior creative and bids. Re-enable paused creative.

BLIND SPOTS (say whether you could rule each one out)

- Moderation delays on new creative
- How view-through credit is counted
- Audience overlap across SD and DSP
- Store traffic that comes from organic

OUTPUT

1. Context used, and what you could not see
2. Steps 1-6, with the numbers behind each
3. Fatigued creative list; Audience bid changes; Store update list
4. Measurement plan: Did CTR recover on swapped creative and ACoS hold on tuned audiences? Compare 30 days after vs. before.



Do this in Qore. Qore runs it every month, on your approval.

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— THE PROMPT · SKILL 37

Creative Refresh

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 47](#)

SKILL 37: Creative Refresh

CADENCE: Quarterly AUTHORITY: Execute with approval

CONTEXT

Goal: Refresh every major creative once a quarter and run at least one controlled test with a clear winner.

Time basis: Last 90 days for trend. Next 90 days for the season.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{SB, SD and video CTR by creative, 90 days}}
- {{Impression frequency by creative}}
- {{Season, promo and event calendar}}
- {{Past A/B and Manage Your Experiments results}}
- {{Brand guidelines and asset library}}

LOGIC (follow in order, number your output to match)

1. Rank by age and decay: List creative by weeks live and CTR change over 90 days. Anything 12+ weeks old or CTR down 15%+ is due.
2. Align to the season: Match the next 90 days: event, season, and priority products. Retire off-season creative.
3. Write the hypothesis: One change per test: headline, image, or video. State the expected CTR or CVR lift.
4. Set up the test: Use Manage Your Experiments for A+ and titles. Run SB tests as a 50/50 split for 2+ weeks.
5. Call the winner: Call a winner only at 95% confidence, or 1,000+ clicks per arm. Otherwise extend.

Exceptions (check before recommending):

- Creative inside a live test: extend, do not refresh
- Event creative follows the event calendar
- Brand-owned hero assets need brand sign-off

CONTROL

Allowed actions: Launch approved variants as tests. Retire losing and off-season creative.

Limits: Max 1 live test per ad group. 50/50 split for at least 2 weeks.

Mark **APPROVAL REQUIRED**: All new creative, every A+ change, and any test on a hero ASIN.

Never touch: Hero assets and brand-owned creative.

Reversibility: Yes. Restore the prior creative from the library.

BLIND SPOTS (say whether you could rule each one out)

- Moderation rejections and delays
- Noise in low-volume tests
- Creative quality a metric cannot score
- Seasonal demand that lifts every variant

OUTPUT

1. Context used, and what you could not see
2. Steps 1-5, with the numbers behind each
3. Refresh brief per creative; Test plan with hypothesis; Retirement list
4. Measurement plan: Did refreshed creative beat the prior version on CTR at equal or better ACoS? Check test win rate per quarter.



Do this in Qore. Qore runs it every quarter, on your approval.

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— THE PROMPT · SKILL 38

Audience & DSP / AMC Strategy

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 48](#)

SKILL 38: Audience & DSP / AMC Strategy

CADENCE: Quarterly AUTHORITY: Recommend only

CONTEXT

Goal: Name the highest-value audience segments and set a quarterly remarketing ladder with budget per rung.

Time basis: Last 90 days. Same quarter last year for seasonality.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{AMC path-to-purchase query}}
- {{AMC audience overlap query}}
- {{DSP report by line item and audience}}
- {{NTB and ROAS by line item}}
- {{Quarterly upper-funnel budget}}

LOGIC (follow in order, number your output to match)

1. Map the paths: From AMC, list the top 10 ad-exposure paths to purchase and their conversion rate.
2. Set a data floor: Judge a segment only with 1,000+ reached users and 50+ purchases in 90 days.
3. Find the overlap: Flag audiences with 40%+ overlap. Merge or cap them to stop paying twice for one shopper.
4. Rank the segments: Rank by ROAS and NTB %. Flag segments above both account averages.
5. Build the ladder: Viewed, then considered (add to cart, detail page 2+), then purchased. Budget each rung by conversion rate.
6. Plan the tests: Pick 1–2 segments to test next quarter with a holdout of at least 10%.

Exceptions (check before recommending):

- No AMC access: build from DSP reports and flag the gap
- Event quarters: compare to the last event quarter
- Segments below AMC aggregation thresholds drop out

CONTROL

Allowed actions: None. This skill sets strategy and recommends.

Limits: Budget shifts run through the DSP owner and the pacing skill.

Mark **APPROVAL REQUIRED**: The quarterly plan, before any line item changes.

Never touch: Everything. Nothing changes here.

Reversibility: Nothing to reverse.

BLIND SPOTS (say whether you could rule each one out)

- Shopper paths that start off Amazon
- Results hidden by AMC aggregation thresholds
- Signal lost to privacy and consent gaps
- True incrementality without a holdout

OUTPUT

1. Context used, and what you could not see
2. Steps 1–6, with the numbers behind each
3. Segment ranking by value; Remarketing ladder with budget; Tests for next quarter
4. Measurement plan: Did the ladder lift NTB and ROAS on DSP vs. last quarter? Check each test against its holdout.



Do this in Qore. Qore runs it every quarter and flags what it finds.

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— THE PROMPT · SKILL 39

New Product Launch Setup

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 49](#)

SKILL 39: New Product Launch Setup

CADENCE: Event AUTHORITY: Execute with approval

CONTEXT

Goal: Go live with a complete, capped campaign set and written gates within 1 day of the listing going live.

Time basis: Setup is one-time. The window is usually 8–12 weeks.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Launch ASIN, listing and price}}
- {{Seed keywords from SQP and similar products}}
- {{Competitor and complementary ASINs}}
- {{Launch budget and steady-state target ACoS}}
- {{Inventory report: units on hand}}

LOGIC (follow in order, number your output to match)

1. Confirm launch readiness: Listing live and indexed, 7+ images, and 8+ weeks of stock. Otherwise stop and flag.
2. Build discovery: One auto campaign and one broad campaign on 20–50 seed keywords.
3. Add exact on the core: Add an exact campaign on the 5–10 highest-intent seed keywords.
4. Set the budget: Launch daily budget = launch plan ÷ window days. Split 50% discovery, 30% exact, 20% product targeting.
5. Set ACoS tolerance: Allow up to 2× steady-state target ACoS during the window. Bid at 1.2× suggested to start.
6. Write the gates: Set gates for monitoring: review count, rank, CVR floor, and the week to decide. Hand off.

Exceptions (check before recommending):

- Variation child of an existing parent: extend live campaigns
- Relaunch after a stockout: reuse the old structure
- Seasonal launch: start 6–8 weeks before peak

CONTROL

Allowed actions: Create launch campaigns, keywords, product targets, budgets and bids.

Limits: Total daily budget capped at the launch plan. Bids max 1.2× suggested. ACoS tolerance max 2× target.

Mark **APPROVAL REQUIRED**: The full campaign set, before it goes live.

Never touch: Branded campaigns and live campaigns on other ASINs.

Reversibility: Yes. Pause the launch campaigns. Nothing else is changed.

BLIND SPOTS (say whether you could rule each one out)

- True demand for a product with no history
- When the first reviews will land
- How competitors respond to the launch
- Listing gaps that data cannot show

OUTPUT

1. Context used, and what you could not see
2. Steps 1–6, with the numbers behind each
3. Campaign set with budgets and bids; Launch ACoS tolerance; Decision gates for monitoring
4. Measurement plan: Did the launch go live on time, inside its budget, with gates written? Check week-4 spend vs. plan.



Do this in Qore. Qore runs it the moment it triggers, on your approval.

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— THE PROMPT · SKILL 40

Campaign-Level Performance Review

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 51](#)

SKILL 40: Campaign-Level Performance Review
 CADENCE: Weekly AUTHORITY: Recommend only

CONTEXT

Goal: Flag every material campaign drifting from target for 2+ weeks, before the drift compounds.

Time basis: Last full week vs. prior week and the 4-week average.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Campaign performance report, last 8 weeks}}
- {{Target ACoS and objective per campaign}}
- {{Last week's scorecard}}
- {{Change log}}
- {{Promo and event calendar}}

LOGIC (follow in order, number your output to match)

1. Fill the fixed scorecard: Spend, sales, ACoS, CVR, CPC and orders per campaign, same columns and order as every prior week.
2. Apply a materiality floor: Review only campaigns with \$100+ weekly spend or 5%+ of account spend. Group the rest as long tail.
3. Compare to target and trend: Each campaign vs. its target ACoS, the prior week and the 4-week average.
4. Flag the drift: Flag ACoS 10%+ off target, or spend or sales moving 15%+ in the same direction 2 weeks running.
5. Rule out known causes: Check the change log and promo calendar. Explained moves are marked expected.
6. Rank and route: Rank flags by dollar impact. Route each to the skill that fixes it: bids, budget or targeting.

Exceptions (check before recommending):

- Campaigns in the first 14 days after launch
- Event weeks: compare to the last event, not last week
- Campaigns paused or restructured mid-week

CONTROL

Allowed actions: None. This skill reports and routes.

Limits: Fixes run through the downstream skill and its limits.

Mark **APPROVAL REQUIRED**: Every fix, through the downstream skill.

Never touch: Everything. Nothing changes here.

Reversibility: Nothing to reverse.

BLIND SPOTS (say whether you could rule each one out)

- Orders still inside the attribution window
- Changes made outside the change log
- Organic sales lifted by ad spend
- Competitor bid and price moves

OUTPUT

1. Context used, and what you could not see
2. Steps 1-6, with the numbers behind each
3. Weekly scorecard, same columns every week; Drift list ranked by dollar impact; Focus list for next week
4. Measurement plan: Did flagged campaigns get caught before a third week of drift? Check how many flags were acted on the next week.



Do this in Qore. Qore runs it every week and flags what it finds.

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— THE PROMPT · SKILL 41

Advertised-Product Report Review

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 52](#)

SKILL 41: Advertised-Product Report Review
CADENCE: Weekly AUTHORITY: Recommend only

CONTEXT

Goal: Find every ASIN over 1.5× target ACoS inside a campaign and give it its own bid and budget control.

Time basis: Last 30 days, reviewed weekly. Last 4 weeks for chronic patterns.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Advertised product report, last 30 days}}
- {{Target ACoS per ASIN or campaign}}
- {{Product margin per ASIN}}
- {{Campaign and ad group map}}
- {{Inventory report for advertised ASINs}}

LOGIC (follow in order, number your output to match)

1. Break campaigns into ASINs: For each campaign, list spend, sales, ACoS, CVR and orders per advertised ASIN.
2. Require enough data: Judge only ASINs with 20+ clicks or \$50+ spend in the window. Hold the rest.
3. Compare to the campaign: Flag ASINs with ACoS 1.5× target or higher while the campaign itself sits on target.
4. Confirm it is chronic: Keep the flag only if the ASIN missed target in 3 of the last 4 weeks.
5. Check product causes: Rule out stock-outs, lost Buy Box and price changes before blaming the ads.
6. Recommend the split: Move chronic losers to their own campaign or ad group so bids and budget are set per ASIN.

Exceptions (check before recommending):

- ASINs in a launch window run on launch goals
- Halo ASINs whose sales land on other SKUs
- Out-of-stock ASINs route to the stock skill
- Single-ASIN campaigns: already isolated

CONTROL

Allowed actions: None. This skill recommends splits and routes fixes.

Limits: Max 10 split recommendations per week. Min 20 clicks per ASIN before judging.

Mark **APPROVAL REQUIRED**: Every split and every new campaign.

Never touch: Hero ASINs and branded campaigns stay where they are without approval.

Reversibility: Nothing to reverse here. Splits are reversible by re-adding the ASIN.

BLIND SPOTS (say whether you could rule each one out)

- Halo sales credited to a different ASIN
- Organic rank lifted by ad spend
- Orders still inside the attribution window
- Sales shared across a variation family

OUTPUT

1. Context used, and what you could not see
2. Steps 1–6, with the numbers behind each
3. ASIN scorecard within each campaign; Split list: ASINs to isolate; Ads to pause on out-of-stock ASINs
4. Measurement plan: Four weeks after a split, is the isolated ASIN closer to target ACoS? Check the parent campaign's ACoS too.



Do this in Qore. Qore runs it every week and flags what it finds.

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— THE PROMPT · SKILL 42

Product Trend Review

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 53](#)

SKILL 42: Product Trend Review

CADENCE: Weekly AUTHORITY: Recommend only

CONTEXT

Goal: Confirm or dismiss every product flag within a week, and set the bid and budget response for each real shift.

Time basis: Last full week vs. the prior 4-week average, per advertised ASIN.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Business report: sessions and CVR by ASIN}}
- {{Advertised product report, last 8 weeks}}
- {{Buy Box % and price history by ASIN}}
- {{Best Sellers Rank and review count}}
- {{Change log and daily product flags}}

LOGIC (follow in order, number your output to match)

1. Build the trend table: Per advertised ASIN: CVR, sessions, price, Buy Box %, BSR and review count, week over week.
2. Require enough traffic: Judge CVR only on ASINs with 100+ sessions in the week. Hold the rest for another week.
3. Flag a real move: Flag CVR moving 15%+, Buy Box under 90%, price change of 5%+, or BSR worse by 25%+ vs. the 4-week avg.
4. Find the cause first: Check listing, stock, Buy Box, price and competitor changes before touching bids.
5. Confirm it holds: Treat a shift as real when it holds 2 weeks running or matches a known cause.
6. Set the response: CVR down 15%+: recommend bids down 10–20%. CVR up: recommend budget up. Route to the owning skill.

Exceptions (check before recommending):

- Promo weeks distort price and CVR: compare to the last promo
- Buy Box loss routes to the brand, not the bids
- New ASINs under 30 days have no baseline

CONTROL

Allowed actions: None. This skill confirms shifts and recommends responses.

Limits: Recommended bid moves stay within 10–20%. Min 100 sessions before judging CVR.

Mark **APPROVAL REQUIRED**: Every bid and budget change, through the owning skill.

Never touch: Everything. Nothing changes here.

Reversibility: Nothing to reverse.

BLIND SPOTS (say whether you could rule each one out)

- Competitor coupons and price cuts
- Listing edits made outside the change log
- Seasonal demand shifts in the category
- Review content, beyond the count and rating

OUTPUT

1. Context used, and what you could not see
2. Steps 1–6, with the numbers behind each
3. Weekly trend table per advertised ASIN; Confirmed shifts with likely cause; Bid and budget response per shift
4. Measurement plan: Were confirmed shifts still real two weeks later? Check the share of daily flags this review dismissed as noise.



Do this in Qore. Qore runs it every week and flags what it finds.

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— THE PROMPT · SKILL 43

Full Account Review + Client Report

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 54](#)

SKILL 43: Full Account Review + Client Report
 CADENCE: Monthly AUTHORITY: Recommend only

CONTEXT

Goal: Deliver a report the brand can act on: outcomes first, a clear narrative, every number traced to source.

Time basis: Last full month vs. prior month and the same month last year.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Business report: total sales by month}}
- {{Sponsored Ads campaign and product reports}}
- {{NTB metrics and Brand Analytics / SQP for SOV}}
- {{Change log and test log}}
- {{Prior month and same month last year}}

LOGIC (follow in order, number your output to match)

1. Lead with outcomes: Total sales, TACoS, NTB orders and SOV on top, before any ad metric. TACoS = ad spend + total sales.
2. Compare two baselines: Every headline number vs. prior month and the same month last year.
3. Explain what changed: Name the 3 biggest moves by dollar impact and tie each to a cause in the change or test log.
4. Separate signal from noise: Call out moves under ±5% as flat. Explain only what crosses the band.
5. State what is next: List 3–5 actions for next month, each tied to a goal and an owner.
6. Add ad-level detail last: Campaign, portfolio and ASIN tables go in the appendix, not the story.

Exceptions (check before recommending):

- No year-ago data: compare to the trailing 3-month average
- Event months: compare to last year's event month
- Account restructures break month-over-month comparison

CONTROL

Allowed actions: None. This skill drafts the report.

Limits: Every number reconciles to its source report within 1%.

Mark **APPROVAL REQUIRED**: The account lead reviews every report before it goes to the brand.

Never touch: Everything. Nothing in the account changes here.

Reversibility: Nothing to reverse. Revisions are logged if a number is corrected.

BLIND SPOTS (say whether you could rule each one out)

- Off-Amazon demand driving Amazon sales
- DSP and Sponsored Ads overlap
- Organic sales lifted by ad spend
- Orders still inside the attribution window

OUTPUT

1. Context used, and what you could not see
2. Steps 1–6, with the numbers behind each
3. One-page business outcome summary; Narrative: what changed, why, what next; Ad-level detail appendix
4. Measurement plan: Did the brand act on the report's recommendations? Check how many next-month actions were agreed and completed.



Do this in Qore. Qore runs it every month and flags what it finds.

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— THE PROMPT · SKILL 44

Branded vs. Non-Branded Split

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 55](#)

SKILL 44: Branded vs. Non-Branded Split

CADENCE: Monthly AUTHORITY: Recommend only

CONTEXT

Goal: Report branded and non-branded ACoS and sales separately every month, with under 5% of spend unclassified.

Time basis: Last full month, with the prior 3 months for trend.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Search term report, last full month}}
- {{Brand term list, including misspellings}}
- {{Campaign naming and tags}}
- {{Target ACoS for each segment}}
- {{Prior 3 months of the split}}

LOGIC (follow in order, number your output to match)

1. Tag every campaign: Tag each campaign branded or non-branded from its naming and targets.
2. Classify at term level: Run the search term report against the brand term list, misspellings included.
3. Catch mixed campaigns: Flag non-branded campaigns where brand terms carry 10%+ of spend.
4. Report the two segments: ACoS, sales, spend share and CVR for each segment, never blended.
5. Read the acquisition share: Acquisition share = non-branded spend ÷ total spend. Flag under 60%, or non-branded ACoS 10%+ over target.

6. Recommend the fix: Add brand negatives to non-branded campaigns, or split mixed campaigns in two.

Exceptions (check before recommending):

- Launch brands with no brand search yet
- Competitor brand terms count as non-branded
- Sub-brand and product-line names need a call

CONTROL

Allowed actions: None. This skill reports and recommends.

Limits: Max 5% of spend left unclassified. Brand negatives run through the negation skill.

Mark **APPROVAL REQUIRED**: Every negative and every campaign split.

Never touch: Branded defense campaigns. Nothing changes here.

Reversibility: Nothing to reverse.

BLIND SPOTS (say whether you could rule each one out)

- Branded sales that would come organically
- Misspellings missing from the term list
- Halo from non-branded into branded search
- Competitors conquering the brand terms

OUTPUT

1. Context used, and what you could not see
2. Steps 1–6, with the numbers behind each
3. Branded vs. non-branded scorecard; Mixed campaigns to split or negate; Share of spend on acquisition
4. Measurement plan: Is non-branded ACoS holding at target as its share of spend grows? Check the acquisition share month over month.



Do this in Qore. Qore runs it every month and flags what it finds.

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— THE PROMPT · SKILL 45

Change & Test Log

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 56](#)

SKILL 45: Change & Test Log

CADENCE: Ongoing AUTHORITY: Recommend only

CONTEXT

Goal: Log every change and test within 24 hours, and tie every material performance shift to a logged cause.

Time basis: Continuous. Reconcile against change history weekly.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Change and test log}}
- {{Amazon Ads change history and bulk uploads}}
- {{Planned test list}}
- {{Weekly campaign performance}}
- {{Campaign and portfolio map}}

LOGIC (follow in order, number your output to match)

1. Log every change: Date, account, what changed, hypothesis, expected effect, result and decision, within 24 hours.
2. Reconcile to history: Weekly, compare the log to Amazon change history. Flag any unlogged change of \$50+/day impact.
3. Check before testing: Search the log for the same lever on the same entity in the last 6 months before a new test.
4. Close out results: After the read window, 14 days by default, record the result and a keep, revert or retest decision.
5. Tie shifts to changes: For any shift over $\pm 10\%$, list logged changes on that entity in the prior 14 days.

Exceptions (check before recommending):

- Automated rule changes: log the rule once, not each move
- Brand-side changes: log when learned, with a note
- Retests with a new hypothesis are allowed

CONTROL

Allowed actions: Write entries to the change and test log.

Limits: Every change logged within 24 hours. No entry is ever deleted, only corrected.

Mark **APPROVAL REQUIRED**: Any test that repeats one already run in the last 6 months.

Never touch: Past entries and their results.

Reversibility: Yes. Corrections are added as new entries.

BLIND SPOTS (say whether you could rule each one out)

- Changes made outside the ad console
- Brand-side price, listing or stock changes
- Overlapping tests on the same entity
- Market noise that mimics a test result

OUTPUT

1. Context used, and what you could not see
2. Steps 1-5, with the numbers behind each
3. Complete change and test log; Repeat-test warnings before launch; Shifts tied to logged changes
4. Measurement plan: What share of material shifts traced back to a logged change? Check unlogged changes found each week.



Do this in Qore. Qore runs it on every change and flags what it finds.

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— THE PROMPT · SKILL 46

Next-Month Budget Plan

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 58](#)

SKILL 46: Next-Month Budget Plan

CADENCE: Monthly AUTHORITY: Recommend only

CONTEXT

Goal: Approve a SKU-level budget before the 1st that lands within $\pm 10\%$ of actual spend with a funded test line.

Time basis: Next month, built from the last 3 months and the same month last year.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Sales and TACoS goals by SKU}}
- {{Spend and sales, last 3 months and last year}}
- {{Promo and event calendar}}
- {{Inventory report and stock forecast}}
- {{Target ACoS and TACoS}}

LOGIC (follow in order, number your output to match)

1. Start from goals: Per SKU: sales goal $\times$ target TACoS = affordable ad spend. TACoS = ad spend $\div$ total sales, from last 3 months.
2. Adjust for seasonality: Scale by last year's same-month index vs. the 3-month average. Add event lifts from the calendar.
3. Cap by stock: Cut spend on SKUs with under 45 days of cover. Zero it on SKUs forecast to stock out.
4. Fund the tests: Hold 10–15% of the total as a test budget for new campaigns, ring-fenced from the core.
5. Sum and sanity-check: Roll up to portfolio and account. Flag any line moving 25%+ vs. last month.
6. Set the pacing curve: Spread the month by day, weighted to event days, for the pacing skill to follow.

Exceptions (check before recommending):

- Launch SKUs are budgeted on launch goals, not TACoS
- Brand-mandated spend floors override the math
- Mid-month events added late: revise the plan

CONTROL

Allowed actions: None. This skill drafts the plan.

Limits: Test budget 10–15% of total. Any line moving 25%+ vs. last month needs a stated reason.

Mark **APPROVAL REQUIRED**: The brand approves the total budget. The account lead approves SKU splits.

Never touch: Branded defense and launch budgets are never cut to fund other lines.

Reversibility: Yes. The plan can be revised any time before and during the month.

BLIND SPOTS (say whether you could rule each one out)

- Competitor spend and CPC inflation
- Stock surprises after the plan is set
- Brand priorities that change mid-month
- Demand shocks outside Amazon

OUTPUT

1. Context used, and what you could not see
2. Steps 1–6, with the numbers behind each
3. Budget by SKU and portfolio; Dedicated test budget line; Daily pacing curve for the month
4. Measurement plan: Did actual spend land within $\pm 10\%$ of plan, SKU by SKU? Check whether the test budget was actually spent.



Do this in Qore. Qore runs it every month and flags what it finds.

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— THE PROMPT · SKILL 47

Campaign Structure Audit

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 59](#)

SKILL 47: Campaign Structure Audit

CADENCE: Monthly AUTHORITY: Recommend only

CONTEXT

Goal: Find every break from the written structure standard and every unmanaged term with \$100+ monthly spend.

Time basis: Current structure, plus the last 30 days of spend.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Written structure and naming standard}}
- {{Bulk file of all campaigns, ad groups and targets}}
- {{Search term report, last 30 days}}
- {{Hero SKU list}}
- {{Portfolio map}}

LOGIC (follow in order, number your output to match)

1. Check naming: Every campaign name matches the standard's pattern. List each that breaks it.
2. Check hero isolation: Every hero SKU has its own campaign or ad group, never shared with other SKUs.
3. Check portfolios: Every campaign sits in the right portfolio. No campaign sits outside one.
4. Find unmanaged terms: Search terms with \$100+ spend in 30 days that no exact keyword or negative covers.
5. Rank by spend: Rank every violation by the spend it touches in the last 30 days.
6. Sort the fixes: Renames and single moves go to the fix list. Anything touching 5+ campaigns goes to the overhaul.

Exceptions (check before recommending):

- Legacy campaigns kept for their history
- Brand-requested exceptions on file
- Test campaigns inside their test window

CONTROL

Allowed actions: None. This skill finds and flags.

Limits: Terms with \$100+ monthly spend must be managed. Overhaul items batch to the quarter.

Mark **APPROVAL REQUIRED**: Every fix, one by one, by the account lead.

Never touch: Top campaigns by sales: never deleted or rebuilt from this audit.

Reversibility: Nothing to reverse.

BLIND SPOTS (say whether you could rule each one out)

- Why an exception was made
- Brand requests never written down
- The value of a campaign's history
- Edits made in the UI after the bulk pull

OUTPUT

1. Context used, and what you could not see
2. Steps 1-6, with the numbers behind each
3. Violation list by type and spend; Unmanaged high-spend terms; Fix list, small fixes vs. overhaul items
4. Measurement plan: Is the violation count falling month over month? Check spend on unmanaged terms too.



Do this in Qore. Qore runs it every month and flags what it finds.

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— THE PROMPT · SKILL 48

Seasonal / Event Planning

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 60](#)

SKILL 48: Seasonal / Event Planning

CADENCE: Quarterly AUTHORITY: Recommend only

CONTEXT

Goal: Put every event and seasonal peak next quarter on one dated timeline, with budget ramps and lead times agreed.

Time basis: Next quarter, planned from the same quarter last year.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Retail event calendar: Prime Day, BFCM, holidays}}
- {{Sales and spend by week, last year}}
- {{Category seasonality from Brand Analytics / SQP}}
- {{Inventory report and stock forecast}}
- {{Brand promo and deal plans}}

LOGIC (follow in order, number your output to match)

1. List the peaks: Every retail event and category peak next quarter, from the calendar and last year's weekly sales.
2. Size each peak: Last year's peak-week sales vs. the quarter average gives the lift to plan for.
3. Work back from each date: Awareness build 3-4 weeks out, deals at peak, remarketing 1-2 weeks after.
4. Ramp the budget: Weekly budget scaled by the peak lift, ramping 20-30% a week into the event.
5. Set the deadlines: Stock landed 2 weeks before each peak. Deals and coupons submitted by Amazon's cutoff.
6. Flag the clashes: Flag overlapping peaks and any peak where stock cover falls under 60 days.

Exceptions (check before recommending):

- Event dates not yet announced: plan from last year
- New categories with no history: use SQP seasonality
- Brand-run promos off the retail calendar

CONTROL

Allowed actions: None. This skill builds the plan.

Limits: Budget ramps capped at 30% a week. Every peak has a stock and deal deadline.

Mark **APPROVAL REQUIRED**: The brand approves budget ramps and deal plans.

Never touch: Branded defense budgets stay funded through every peak.

Reversibility: Yes. The plan is revised each quarter and when dates change.

BLIND SPOTS (say whether you could rule each one out)

- Event dates Amazon has not announced
- Competitor deal and budget plans
- Stock arrival delays
- Which deal slots Amazon will grant

OUTPUT

1. Context used, and what you could not see
2. Steps 1-6, with the numbers behind each
3. Quarterly event timeline with lead dates; Budget ramp by week; Stock and deal deadlines per event
4. Measurement plan: Did each peak start with stock landed and budget ramped on time? Check lift vs. plan per event.



Do this in Qore. Qore runs it every quarter and flags what it finds.

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— THE PROMPT · SKILL 49

Strategic Review with the Brand

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 61](#)

SKILL 49: Strategic Review with the Brand

CADENCE: Quarterly AUTHORITY: Recommend only

CONTEXT

Goal: Leave with one agreed objective, a target TACoS, a budget envelope and a signed one-page roadmap.

Time basis: Last quarter results, planning the next quarter.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Brand business goals and priorities}}
- {{Last quarter results vs. plan}}
- {{TACoS and total sales by month}}
- {{Margin and COGS by SKU}}
- {{Next quarter event and launch calendar}}

LOGIC (follow in order, number your output to match)

1. Start from the business: Restate the brand's business goal for the quarter in their words before any ad metric.
2. Grade last quarter: Results vs. last quarter's plan: sales, TACoS, NTB. State what worked and what did not land.
3. Pick one objective: Efficiency, growth or launch. One leads. The others become guardrails.
4. Set the numbers: Target TACoS (ad spend ÷ total sales) under contribution margin %. Budget = sales goal × target TACoS.

5. Draft the roadmap: One page: objective, 3–5 initiatives, owners, dates and the metric for each.

6. Get the commitment: The brand confirms the lever that matters this quarter in writing.

Exceptions (check before recommending):

- Mid-quarter brand pivots trigger a re-review
- Multi-brand accounts: one objective per brand
- No margin data: set TACoS from last year

CONTROL

Allowed actions: None. This skill prepares and records the review.

Limits: One lead objective per quarter. Max 5 initiatives on the roadmap.

Mark **APPROVAL REQUIRED**: The brand signs off the objective, target TACoS and budget envelope.

Never touch: Everything. Nothing in the account changes here.

Reversibility: Yes. The roadmap is revisited at the next quarterly review.

BLIND SPOTS (say whether you could rule each one out)

- Goals the brand never states out loud
- Internal politics at the brand
- Cash and inventory limits
- Retail strategy shifts off Amazon

OUTPUT

1. Context used, and what you could not see
2. Steps 1–6, with the numbers behind each
3. Agreed objective and target TACoS; Budget envelope for the quarter; One-page roadmap
4. Measurement plan: Did the quarter land on the agreed objective and target TACoS? Check each roadmap initiative against its date.



Do this in Qore. Qore runs it every quarter and flags what it finds.

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— THE PROMPT · SKILL 50

Profitability / TACoS Deep Dive

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 62](#)

SKILL 50: Profitability / TACoS Deep Dive

CADENCE: Quarterly AUTHORITY: Recommend only

CONTEXT

Goal: Find every SKU where ads buy unprofitable sales, and shift that spend to SKUs with positive contribution.

Time basis: Last full quarter, with the prior quarter for trend.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Business report: total sales by SKU}}
- {{Advertised product report: spend by SKU}}
- {{COGS, FBA fees and referral fees by SKU}}
- {{Target margin by SKU}}
- {{Last quarter's deep dive}}

LOGIC (follow in order, number your output to match)

1. Compute contribution: Per SKU: contribution profit = total sales - COGS - FBA fees - referral fees - ad spend. Use this if not returned.

2. Require enough spend: Judge only SKUs with \$500+ ad spend in the quarter. List the rest separately.

3. Find the break-even: Break-even ACoS = (sales - COGS - fees) ÷ sales. Flag SKUs whose ACoS sits above it.

4. Split by intent: Separate SKUs losing money by plan, such as launches, from those losing money by drift.

5. Size the reallocation: Move spend from drifting losers to SKUs with contribution above target margin.

6. Cap the shift: Move no more than 20% of any SKU's spend in one quarter. Route changes to the budget plan.

Exceptions (check before recommending):

- Launch SKUs run at a planned loss
- Halo SKUs that pull sales onto others
- SKUs with missing COGS: flag, do not judge

CONTROL

Allowed actions: None. This skill recommends reallocation.

Limits: Min \$500 ad spend per SKU to judge. Max 20% of a SKU's spend moved per quarter.

Mark **APPROVAL REQUIRED**: The brand approves any reallocation. Changes run through the budget plan.

Never touch: Launch SKUs and hero SKUs the brand has flagged.

Reversibility: Nothing to reverse here. Reallocations reverse through the budget plan.

BLIND SPOTS (say whether you could rule each one out)

- Customer lifetime and repeat value
- Halo sales across the catalog
- Fee and COGS changes mid-quarter
- Organic rank value bought with ads

OUTPUT

1. Context used, and what you could not see
2. Steps 1-6, with the numbers behind each
3. Contribution profit per SKU after ads; SKUs buying unprofitable sales; Reallocation plan by SKU
4. Measurement plan: Did total contribution profit after ads rise quarter over quarter? Check TACoS on the SKUs that gained spend.



Do this in Qore. Qore runs it every quarter and flags what it finds.

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— THE PROMPT · SKILL 51

Campaign Structure Overhaul

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 63](#)

SKILL 51: Campaign Structure Overhaul

CADENCE: Quarterly AUTHORITY: Execute with approval

CONTEXT

Goal: Migrate the audit's overhaul items to the target structure with account ACoS within $\pm 10\%$ through the move.

Time basis: Last 90 days to baseline. 14-day pilot, then waves.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Overhaul items from the monthly structure audit}}
- {{Target structure and naming standard}}
- {{Bulk file of all campaigns and targets}}
- {{Top campaigns by sales, last 90 days}}
- {{Change log}}

LOGIC (follow in order, number your output to match)

1. Batch the overhaul items: Collect every overhaul item from the last 3 monthly audits into one migration map.
2. Protect the history: Keep top campaigns by sales live. Build new next to them, never delete them.
3. Pilot on a subset: Migrate 10–20% of spend first. Carry bids over from the source at matching targets.
4. Read the pilot: After 14 days, compare pilot ACoS, CVR and sales to the old structure.
5. Roll out in waves: Migrate the rest in waves of 25% of spend, a week apart, if the pilot holds.
6. Retire the old: Pause old campaigns once new ones carry their volume. Log every move.

Exceptions (check before recommending):

- Peak season: no migrations 4 weeks before a major event
- Pilot misses by 10%+: stop and revise the map
- Branded defense moves last

CONTROL

Allowed actions: Create new campaigns and ad groups. Pause old campaigns once replaced.

Limits: Pilot on 10–20% of spend for 14 days. Waves of max 25% of spend, 1 week apart.

Mark **APPROVAL REQUIRED**: The migration map, the pilot, and every wave after it.

Never touch: Top campaigns by sales are never deleted. Branded defense moves last.

Reversibility: Yes. Old campaigns are paused, not deleted, and can be switched back on.

BLIND SPOTS (say whether you could rule each one out)

- Relevancy history the new campaigns lack
- Amazon's auction learning on new campaigns
- Seasonal moves during the migration
- Organic rank effects of the change

OUTPUT

1. Context used, and what you could not see
2. Steps 1–6, with the numbers behind each
3. Migration map: old to new; Pilot plan and read-out; Rollout waves with dates
4. Measurement plan: Did account ACoS and sales hold within $\pm 10\%$ through the migration? Check each wave against the pilot.



Do this in Qore. Qore runs it every quarter, on your approval.

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— THE PROMPT · SKILL 52

Prime Day / BFCM / Major Sale

Paste the [Master Prompt](#) first, then this. Swap each {{bracket}} for your data. [← Back to the playbook, page 64](#)

SKILL 52: Prime Day / BFCM / Major Sale

CADENCE: Event AUTHORITY: Execute with approval

CONTEXT

Goal: Hit the event sales goal at or under event target ACoS, then reset every bid and budget within 7 days.

Time basis: 3 weeks before, event days hourly, 2 weeks after.

Data (from my MCP or attached; use each metric exactly as returned; if one is missing or would need calculating, stop and ask):

- {{Event plan, dates and sales goal}}
- {{Last year's event: campaign and product reports}}
- {{Deal and coupon list by ASIN}}
- {{Inventory report for hero SKUs}}
- {{Remarketing audiences: viewers, non-purchasers}}

LOGIC (follow in order, number your output to match)

1. Ramp awareness: 3 weeks out: raise budgets on awareness and category campaigns 20–30% a week toward the event.
2. Launch deal campaigns: Event days: push deal ASINs with budgets up to 3× baseline, held at event target ACoS.
3. Defend the brand: Event days: raise branded bids up to 50% to hold top-of-search against conquest.
4. Watch every 2–4 hours: Check budget burn and stock on event days. Add budget before campaigns cap out.
5. Remarket after: 2 weeks after: target event viewers and non-purchasers with display and remarketing.
6. Reset to baseline: Return bids and budgets to logged pre-event levels within 7 days after the event ends.

Exceptions (check before recommending):

- Stock under 7 days of event demand: cap spend on that SKU
- Out-of-stock ASINs: pause ads at once
- Deal not approved by Amazon: drop the deal push

CONTROL

Allowed actions: Change budgets and bids per the run sheet. Pause ads on out-of-stock ASINs.

Limits: Budgets max 3× baseline. Branded bids max +50%. Non-branded bids max +30%.

Mark **APPROVAL REQUIRED**: Any budget over 2× baseline, and the run sheet before the event starts.

Never touch: Baseline settings are logged before the event and restored after it.

Reversibility: Fully. Every pre-event bid and budget is logged and reset within 7 days.

BLIND SPOTS (say whether you could rule each one out)

- Competitor deals and bid surges
- CPC spikes hour by hour
- When Amazon runs each deal slot
- Orders still inside the attribution window

OUTPUT

1. Context used, and what you could not see
2. Steps 1–6, with the numbers behind each
3. Before, during, after run sheet; Bid and budget changes by phase; Post-event read-out vs. goal
4. Measurement plan: Did we hit the event sales goal at or under event target ACoS? Check NTB and post-event remarketing sales.



Do this in Qore. Qore runs it the moment it triggers, on your approval.

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