AKLA

PRACTICAL USER GUIDE

Version 1.0 | US English

Import your reports. Explore your data.

Find the information you need - step by step.

LOCAL-FIRST DATA ANALYTICS

Data, not hype.

Before You Begin

AKLA brings Amazon Ads reporting and KDP sales data into a local desktop workspace. This guide shows the essential steps using real application screens.

FIRST, PREPARE THREE AMAZON ADS REPORTS

1. **Campaign Report**
2. **Search Terms Report**
3. **Targeting Report**

For consistent monthly comparisons, use complete calendar months when preparing reports. In AKLA, open Download and import each report using its matching button. For Search Terms and Targeting, check the filename carefully: their similar file structures can make both appear in the file picker.

KDP Sales reports are imported separately in Sales using Import KDP Sales.

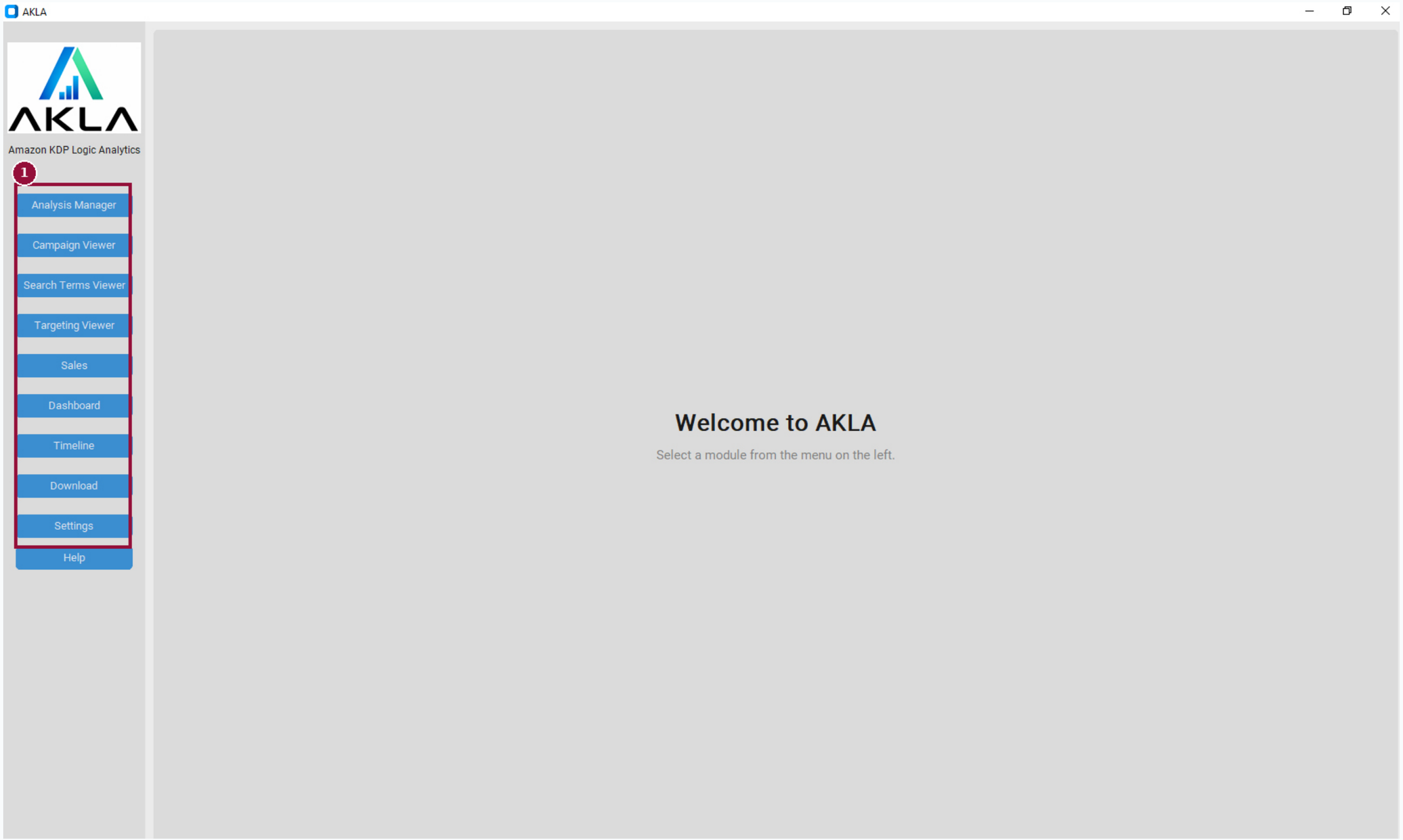
THEN, CHOOSE YOUR ANALYSIS

Use Analysis Manager to set the advertising analysis period for Campaign Viewer, Search Terms Viewer, Targeting Viewer and Dashboard. Sales uses its own month selector. Timeline stores recorded events and can send an event month to analysis.

Need an explanation while working?

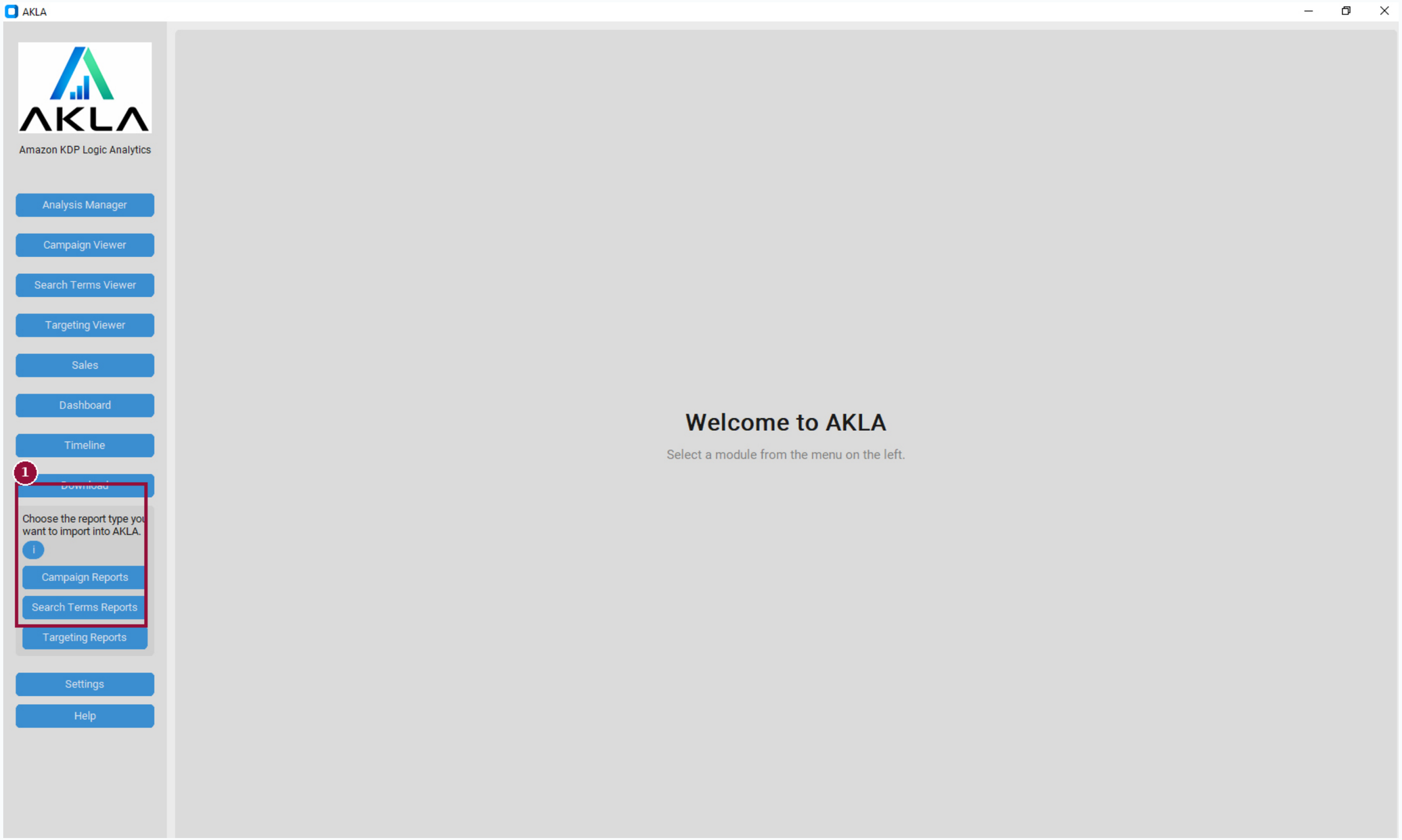
Click Help in AKLA. Built-in help and hover tips explain metrics and search options; this guide focuses on what to do and where to find it.

Open AKLA



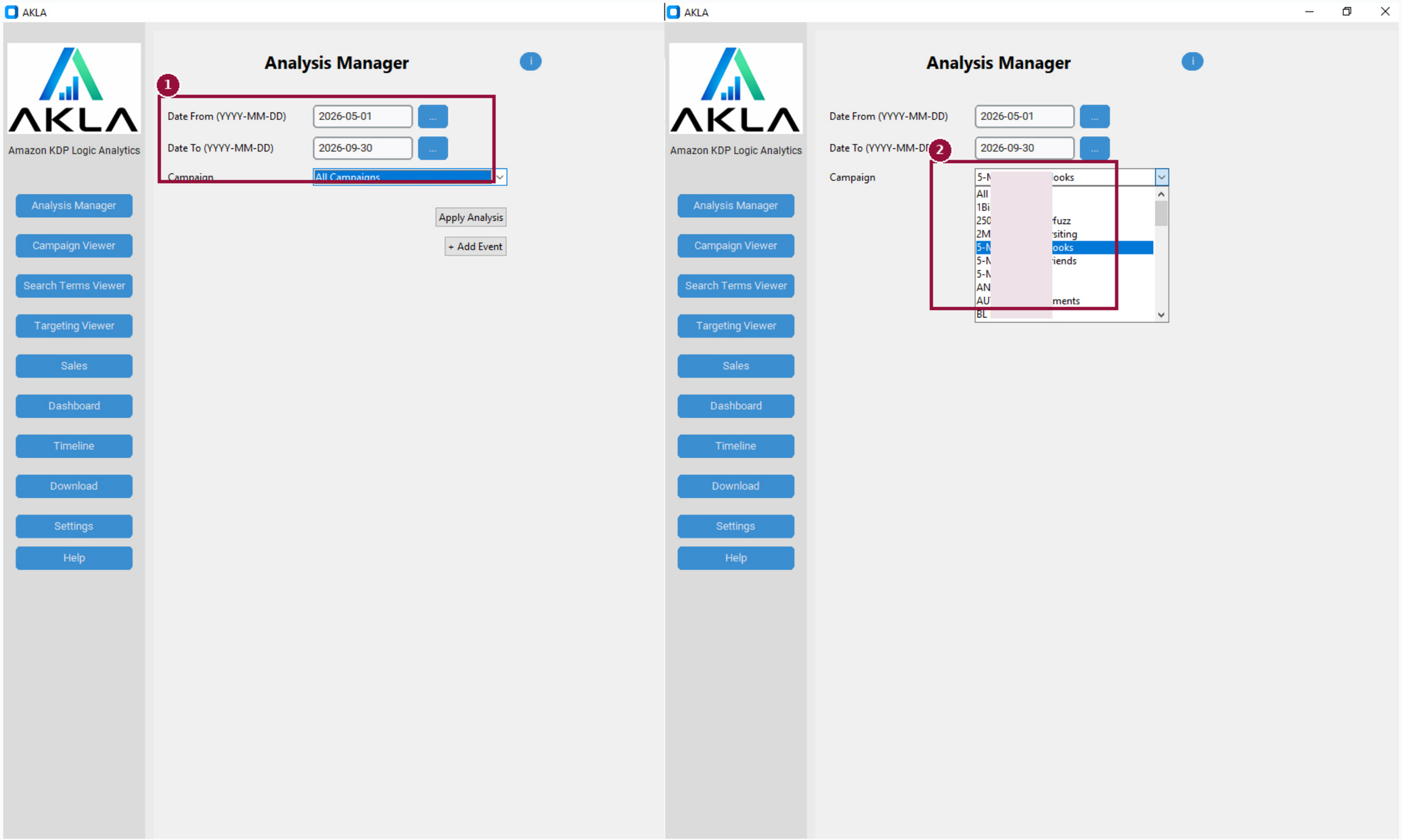
1. Choose a module from the left menu to begin. The Download and Help options remain accessible from the sidebar.

Import Amazon Ads Reports



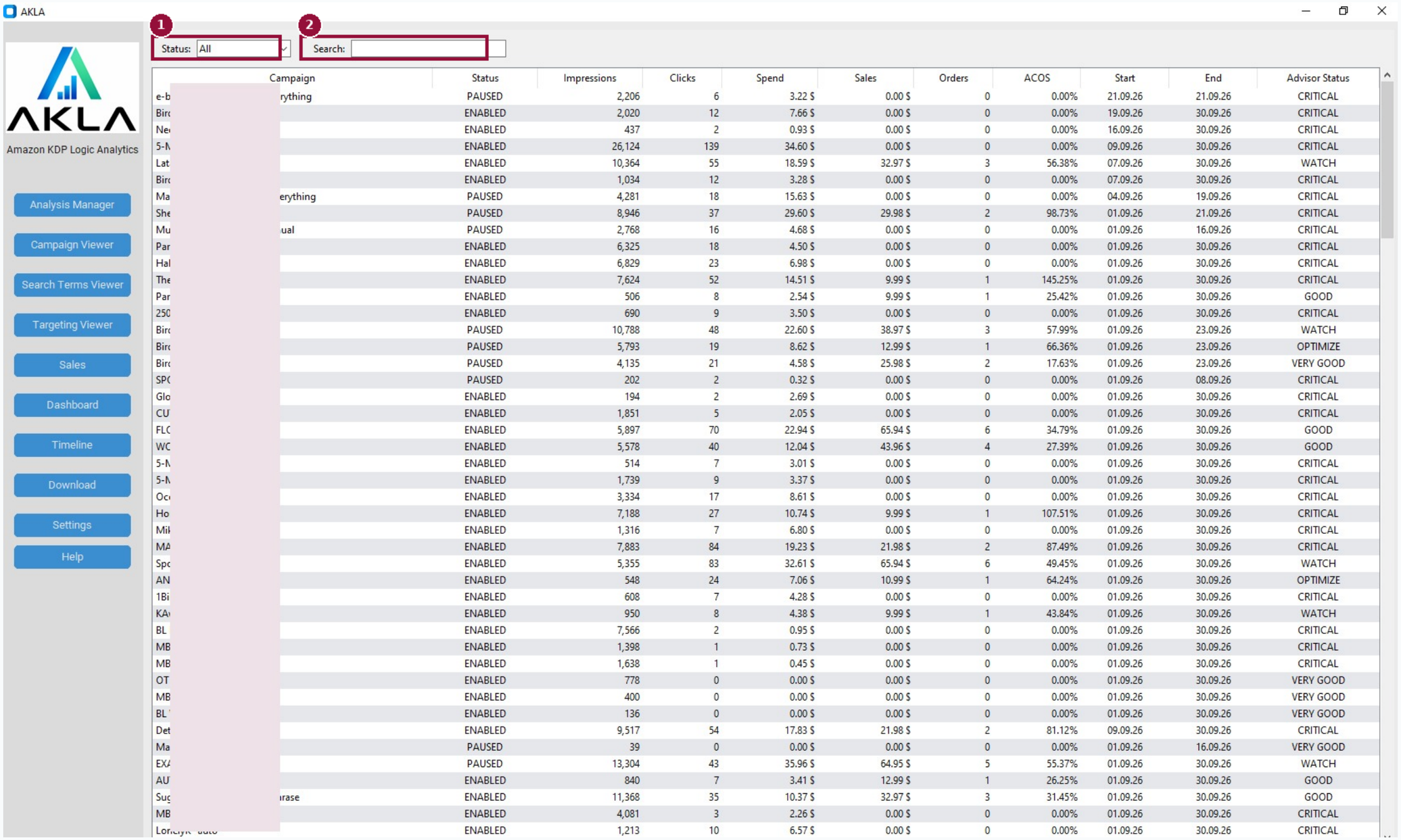
1. Open Download and choose the matching report type. See Screen 10 for the three import buttons.

Choose Your Analysis



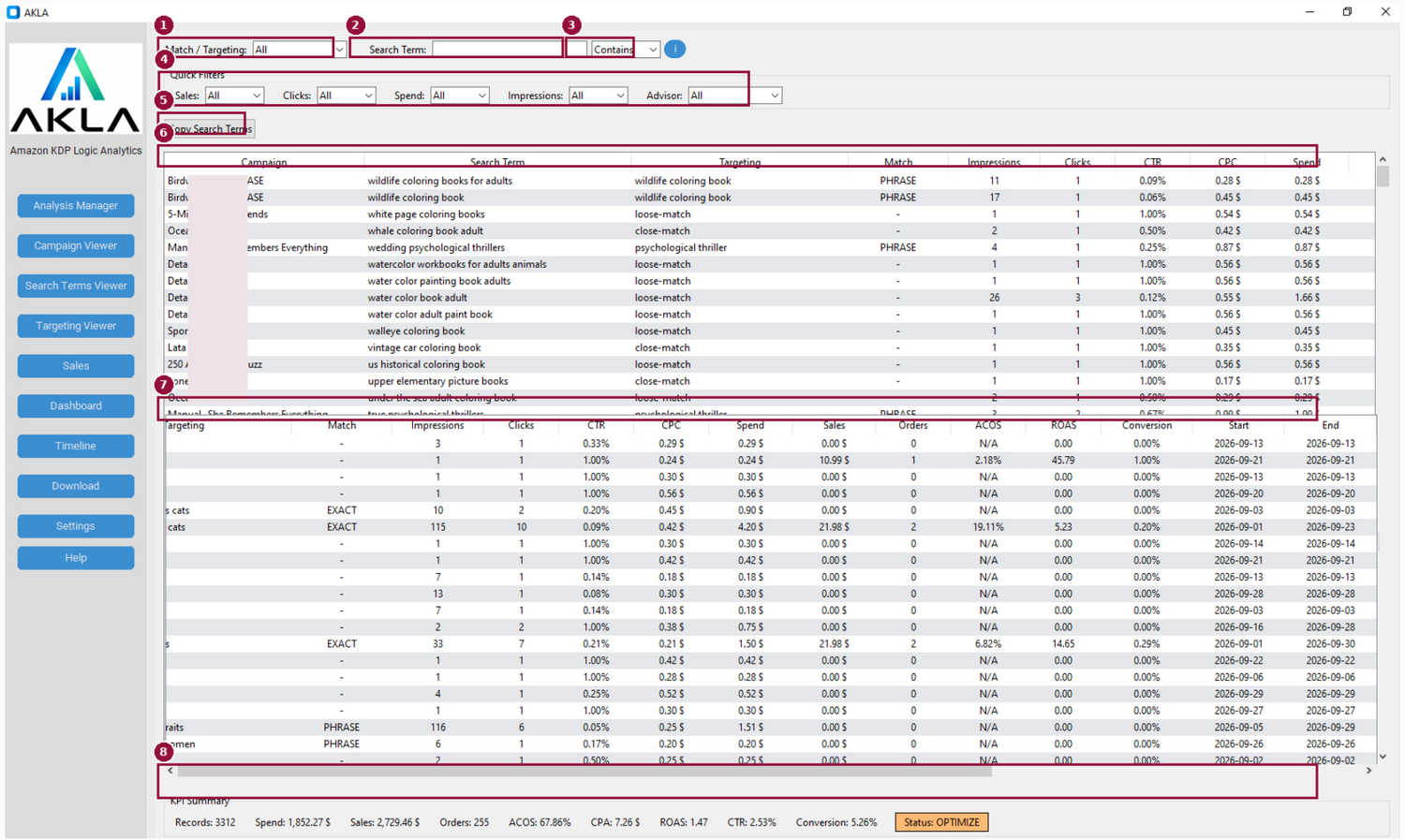
1. Choose Date From and Date To for the analysis period.
2. If you want to analyze one campaign, open Campaign and select it. Otherwise, keep All Campaigns. Then click Apply Analysis.

View Your Campaigns



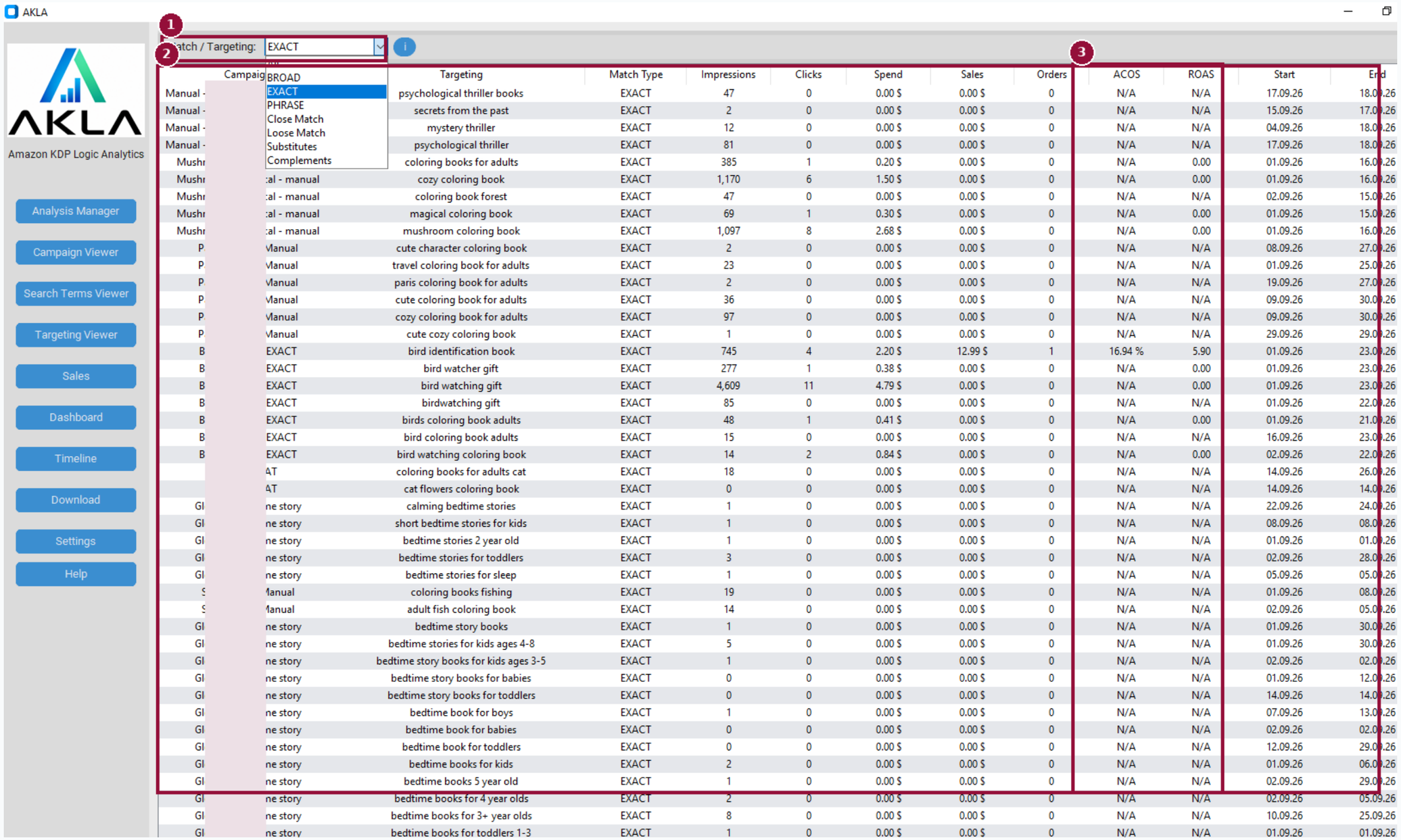
1. Use Status to show all, enabled or paused campaigns.
2. Type part of a campaign name in Search. Matching campaigns are narrowed as you type. Review clicks, spend, sales, orders and ACOS in the table.

Find and Review Search Terms



1. Choose a match or targeting type.
2. Enter the word or phrase you want to find.
3. Choose a search mode; hover over the information icon for explanations.
4. Use Quick Filters to narrow the results.
5. Select the search terms you want with your mouse; click Copy Search Terms to copy them for use in Amazon Ads.
6. Review the first table columns.
7. Scroll horizontally to see the remaining columns.
8. Check the KPI Summary for an overview of the currently filtered results.

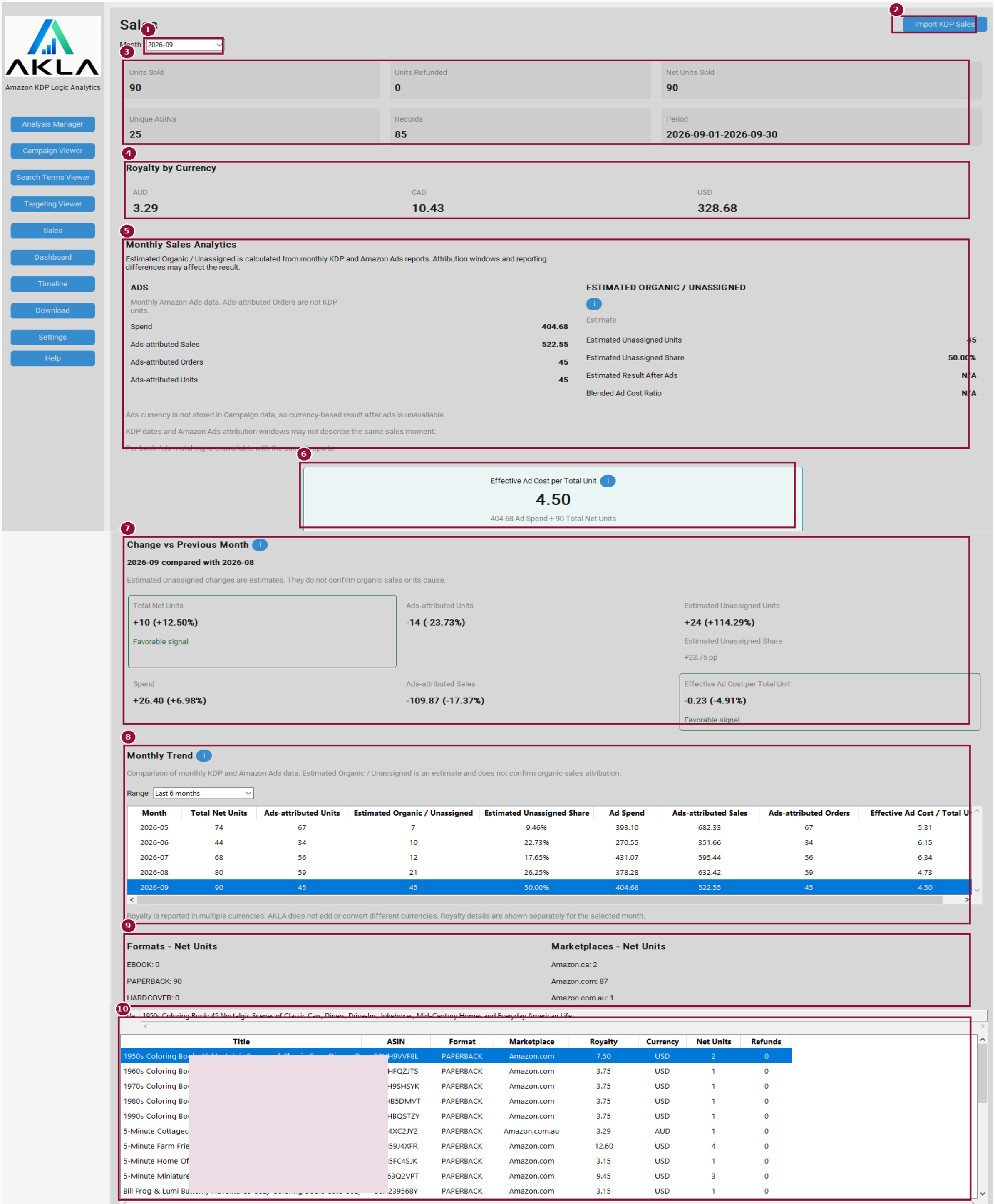
Explore Targeting Results



Campaig	Targeting	Match Type	Impressions	Clicks	Spend	Sales	Orders	ACOS	ROAS	Start	End
Manual -	psychological thriller books	EXACT	47	0	0.00 $	0.00 $	0	N/A	N/A	17.09.26	18.09.26
Manual -	secrets from the past	EXACT	2	0	0.00 $	0.00 $	0	N/A	N/A	15.09.26	17.09.26
Manual -	mystery thriller	EXACT	12	0	0.00 $	0.00 $	0	N/A	N/A	04.09.26	18.09.26
Manual -	psychological thriller	EXACT	81	0	0.00 $	0.00 $	0	N/A	N/A	17.09.26	18.09.26
Mushr	coloring books for adults	EXACT	385	1	0.20 $	0.00 $	0	N/A	0.00	01.09.26	16.09.26
Mushr	:al - manual	cozy coloring book	EXACT	1,170	6	1.50 $	0.00 $	0	N/A	0.00	01.09.26	16.09.26
Mushr	:al - manual	coloring book forest	EXACT	47	0	0.00 $	0.00 $	0	N/A	N/A	02.09.26	15.09.26
Mushr	:al - manual	magical coloring book	EXACT	69	1	0.30 $	0.00 $	0	N/A	0.00	01.09.26	15.09.26
Mushr	:al - manual	mushroom coloring book	EXACT	1,097	8	2.68 $	0.00 $	0	N/A	0.00	01.09.26	16.09.26
P	Manual	cute character coloring book	EXACT	2	0	0.00 $	0.00 $	0	N/A	N/A	08.09.26	27.09.26
P	Manual	travel coloring book for adults	EXACT	23	0	0.00 $	0.00 $	0	N/A	N/A	01.09.26	25.09.26
P	Manual	paris coloring book for adults	EXACT	2	0	0.00 $	0.00 $	0	N/A	N/A	19.09.26	27.09.26
P	Manual	cute coloring book for adults	EXACT	36	0	0.00 $	0.00 $	0	N/A	N/A	09.09.26	30.09.26
P	Manual	cozy coloring book for adults	EXACT	97	0	0.00 $	0.00 $	0	N/A	N/A	09.09.26	30.09.26
P	Manual	cute cozy coloring book	EXACT	1	0	0.00 $	0.00 $	0	N/A	N/A	29.09.26	29.09.26
B	EXACT	bird identification book	EXACT	745	4	2.20 $	12.99 $	1	16.94 %	5.90	01.09.26	23.09.26
B	EXACT	bird watcher gift	EXACT	277	1	0.38 $	0.00 $	0	N/A	0.00	01.09.26	23.09.26
B	EXACT	bird watching gift	EXACT	4,609	11	4.79 $	0.00 $	0	N/A	0.00	01.09.26	23.09.26
B	EXACT	birdwatching gift	EXACT	85	0	0.00 $	0.00 $	0	N/A	N/A	01.09.26	22.09.26
B	EXACT	birds coloring book adults	EXACT	48	1	0.41 $	0.00 $	0	N/A	0.00	01.09.26	21.09.26
B	EXACT	bird coloring book adults	EXACT	15	0	0.00 $	0.00 $	0	N/A	N/A	16.09.26	23.09.26
B	EXACT	bird watching coloring book	EXACT	14	2	0.84 $	0.00 $	0	N/A	0.00	02.09.26	22.09.26
	AT	coloring books for adults cat	EXACT	18	0	0.00 $	0.00 $	0	N/A	N/A	14.09.26	26.09.26
	AT	cat flowers coloring book	EXACT	0	0	0.00 $	0.00 $	0	N/A	N/A	14.09.26	14.09.26
GI	ne story	calming bedtime stories	EXACT	1	0	0.00 $	0.00 $	0	N/A	N/A	22.09.26	24.09.26
GI	ne story	short bedtime stories for kids	EXACT	1	0	0.00 $	0.00 $	0	N/A	N/A	08.09.26	08.09.26
GI	ne story	bedtime stories 2 year old	EXACT	1	0	0.00 $	0.00 $	0	N/A	N/A	01.09.26	01.09.26
GI	ne story	bedtime stories for toddlers	EXACT	3	0	0.00 $	0.00 $	0	N/A	N/A	02.09.26	28.09.26
GI	ne story	bedtime stories for sleep	EXACT	1	0	0.00 $	0.00 $	0	N/A	N/A	05.09.26	05.09.26
S	Manual	coloring books fishing	EXACT	19	0	0.00 $	0.00 $	0	N/A	N/A	01.09.26	08.09.26
S	Manual	adult fish coloring book	EXACT	14	0	0.00 $	0.00 $	0	N/A	N/A	02.09.26	05.09.26
GI	ne story	bedtime story books	EXACT	1	0	0.00 $	0.00 $	0	N/A	N/A	01.09.26	30.09.26
GI	ne story	bedtime stories for kids ages 4-8	EXACT	5	0	0.00 $	0.00 $	0	N/A	N/A	01.09.26	30.09.26
GI	ne story	bedtime story books for kids ages 3-5	EXACT	1	0	0.00 $	0.00 $	0	N/A	N/A	02.09.26	02.09.26
GI	ne story	bedtime story books for babies	EXACT	0	0	0.00 $	0.00 $	0	N/A	N/A	01.09.26	12.09.26
GI	ne story	bedtime story books for toddlers	EXACT	0	0	0.00 $	0.00 $	0	N/A	N/A	14.09.26	14.09.26
GI	ne story	bedtime book for boys	EXACT	1	0	0.00 $	0.00 $	0	N/A	N/A	07.09.26	13.09.26
GI	ne story	bedtime book for babies	EXACT	0	0	0.00 $	0.00 $	0	N/A	N/A	02.09.26	02.09.26
GI	ne story	bedtime book for toddlers	EXACT	0	0	0.00 $	0.00 $	0	N/A	N/A	12.09.26	29.09.26
GI	ne story	bedtime books for kids	EXACT	2	0	0.00 $	0.00 $	0	N/A	N/A	01.09.26	06.09.26
GI	ne story	bedtime books 5 year old	EXACT	1	0	0.00 $	0.00 $	0	N/A	N/A	02.09.26	29.09.26
GI	ne story	bedtime books for 4 year olds	EXACT	2	0	0.00 $	0.00 $	0	N/A	N/A	02.09.26	05.09.26
GI	ne story	bedtime books for 3+ year olds	EXACT	8	0	0.00 $	0.00 $	0	N/A	N/A	10.09.26	25.09.26
GI	ne story	bedtime books for toddlers 1-3	EXACT	1	0	0.00 $	0.00 $	0	N/A	N/A	01.09.26	01.09.26

1. Choose the targeting type you want to review.
2. Review the target terms and their impressions, clicks, spend, sales and orders.
3. Use the ACOS and ROAS columns to compare available performance figures.

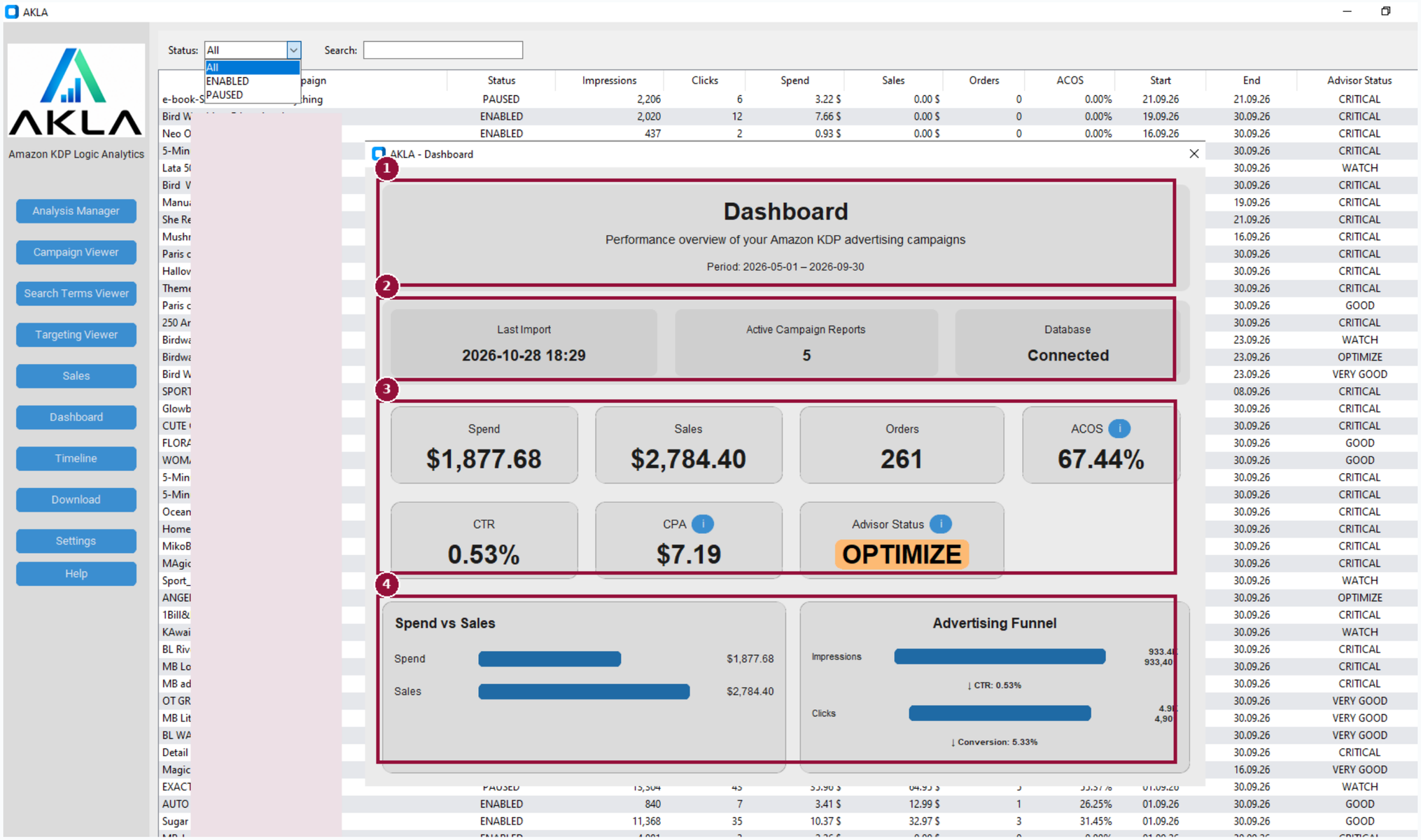
Sales: Monthly Performance



Sales: What to Review

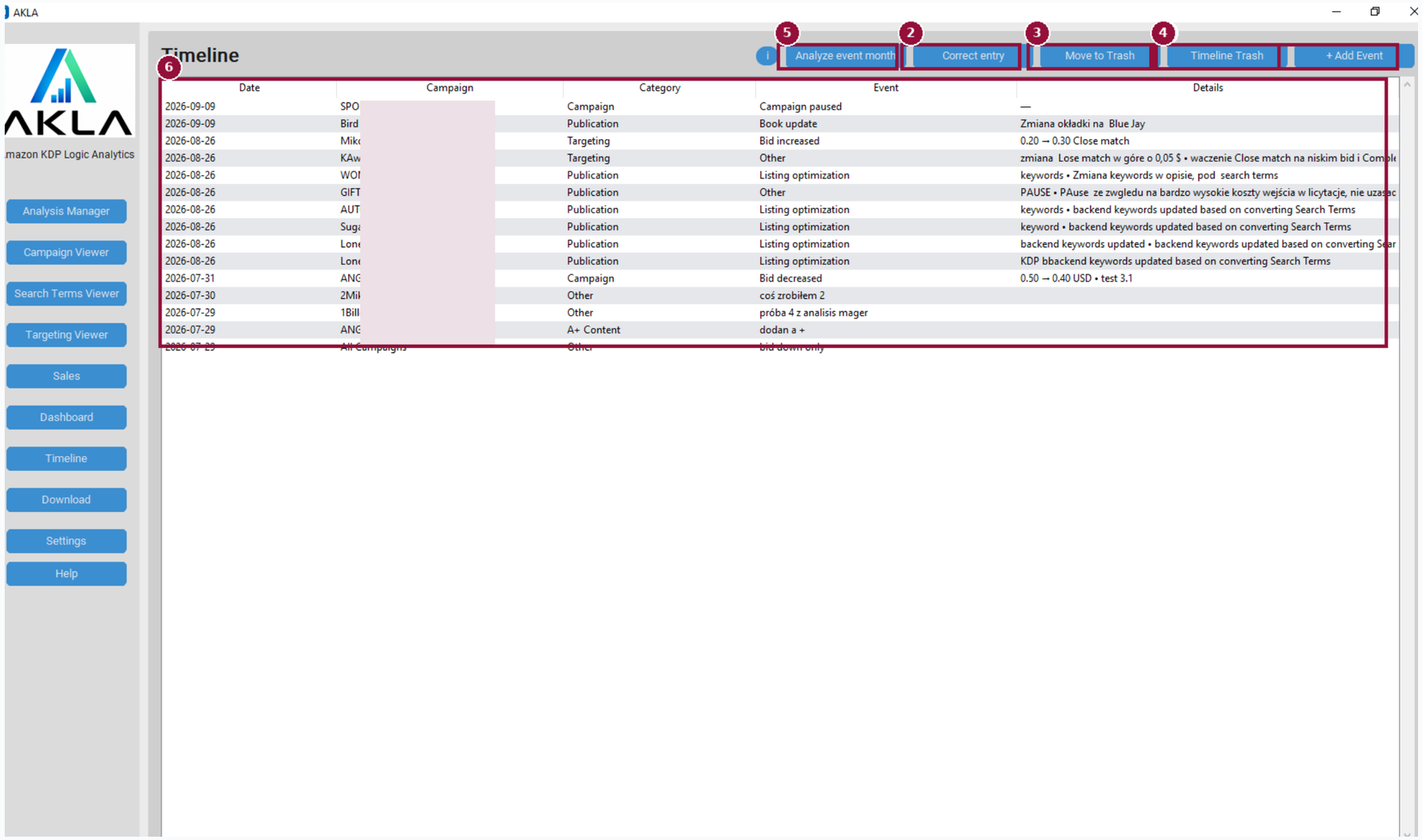
1. Choose the month you want to review.
2. Click Import KDP Sales to add a monthly KDP sales report.
3. Review units sold, refunds, net units, Unique ASINs and the report period.
4. View royalties separately by currency; do not add figures in different currencies.
5. Compare Amazon Ads figures with Estimated Organic / Unassigned results. These figures are estimates, not confirmed organic attribution.
6. Review Effective Ad Cost per Total Unit (ad spend / net units). This is not a profit measure.
7. Compare the selected month with the preceding month.
8. Use Monthly Trend to review changes across months.
9. Check the breakdown by format and Amazon marketplace.
10. Review the title-level KDP sales table.

Dashboard: Advertising Overview



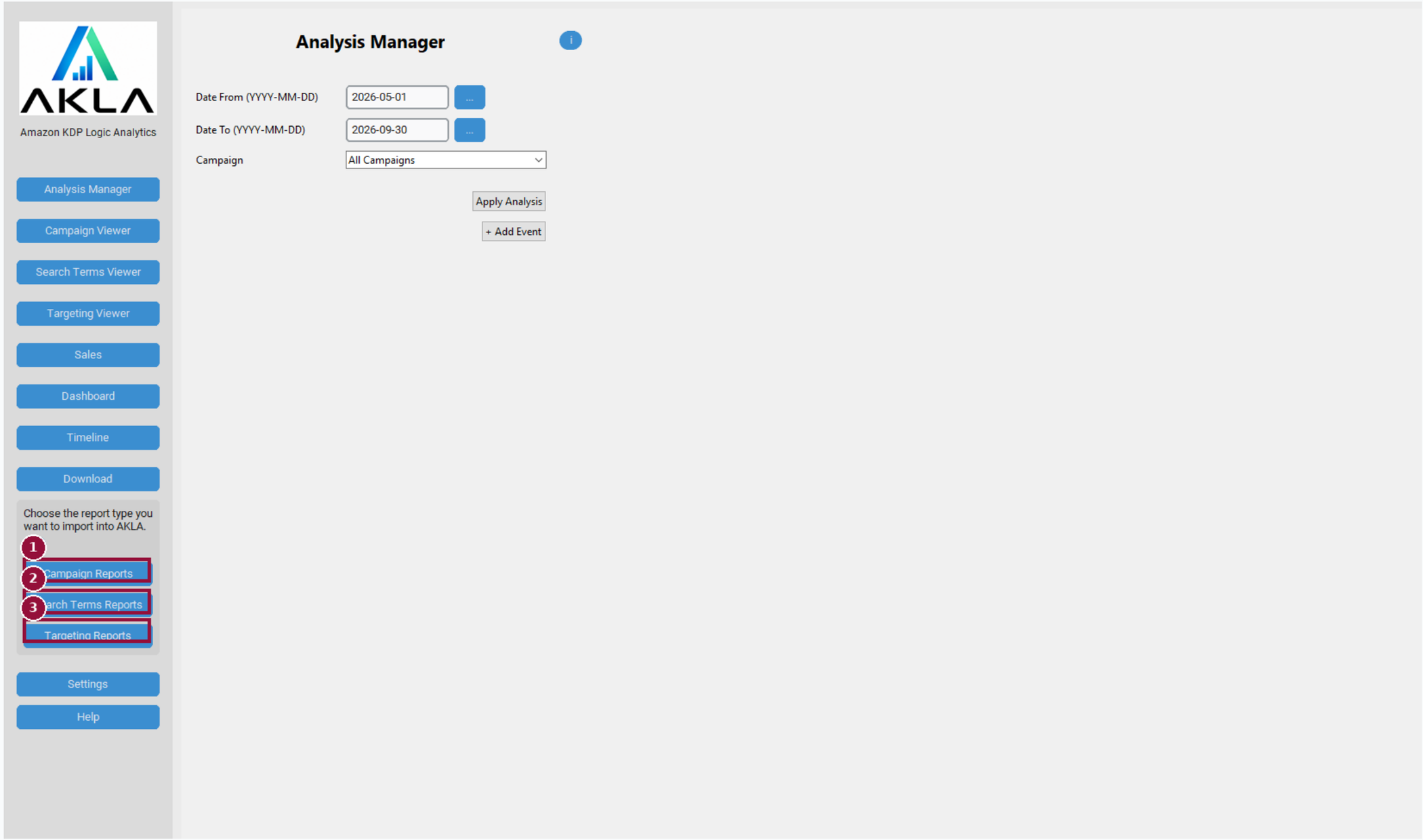
1. Review the selected analysis period.
2. Check the last import, active campaign report count and database connection status.
3. Review spend, ads-attributed sales, orders, ACOS, CTR, CPA and Advisor Status.
4. Explore Spend vs Sales and the Advertising Funnel.

Timeline: Keep Track of Changes



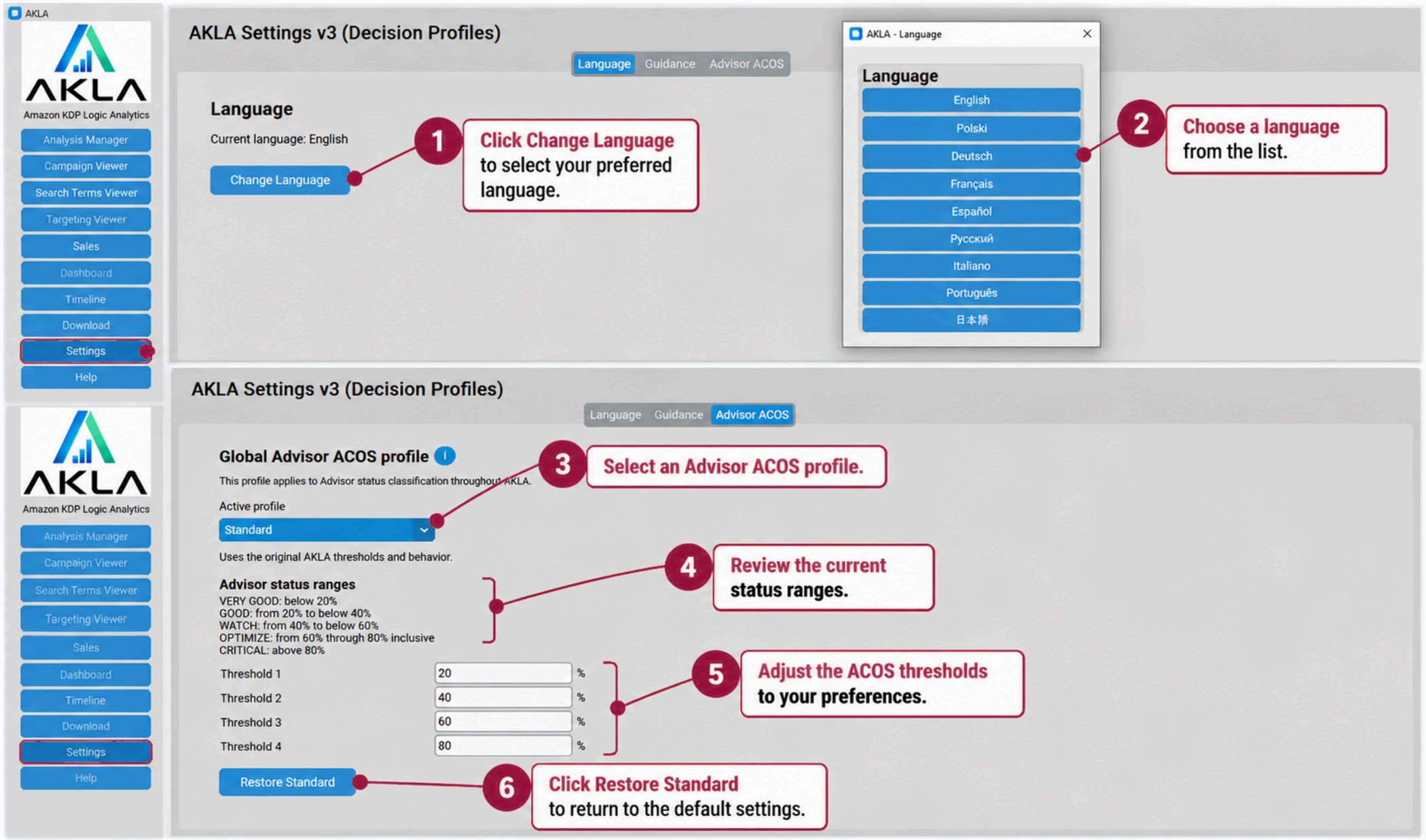
1. Use + Add Event to record a new change.
2. Select an entry and choose Correct entry to edit it.
3. Move a selected entry to Trash.
4. Open Timeline Trash to review removed entries.
5. Use Analyze event month for an event you want to examine.
6. Review the dated history of your recorded events and changes.

Download: Choose the Correct Report



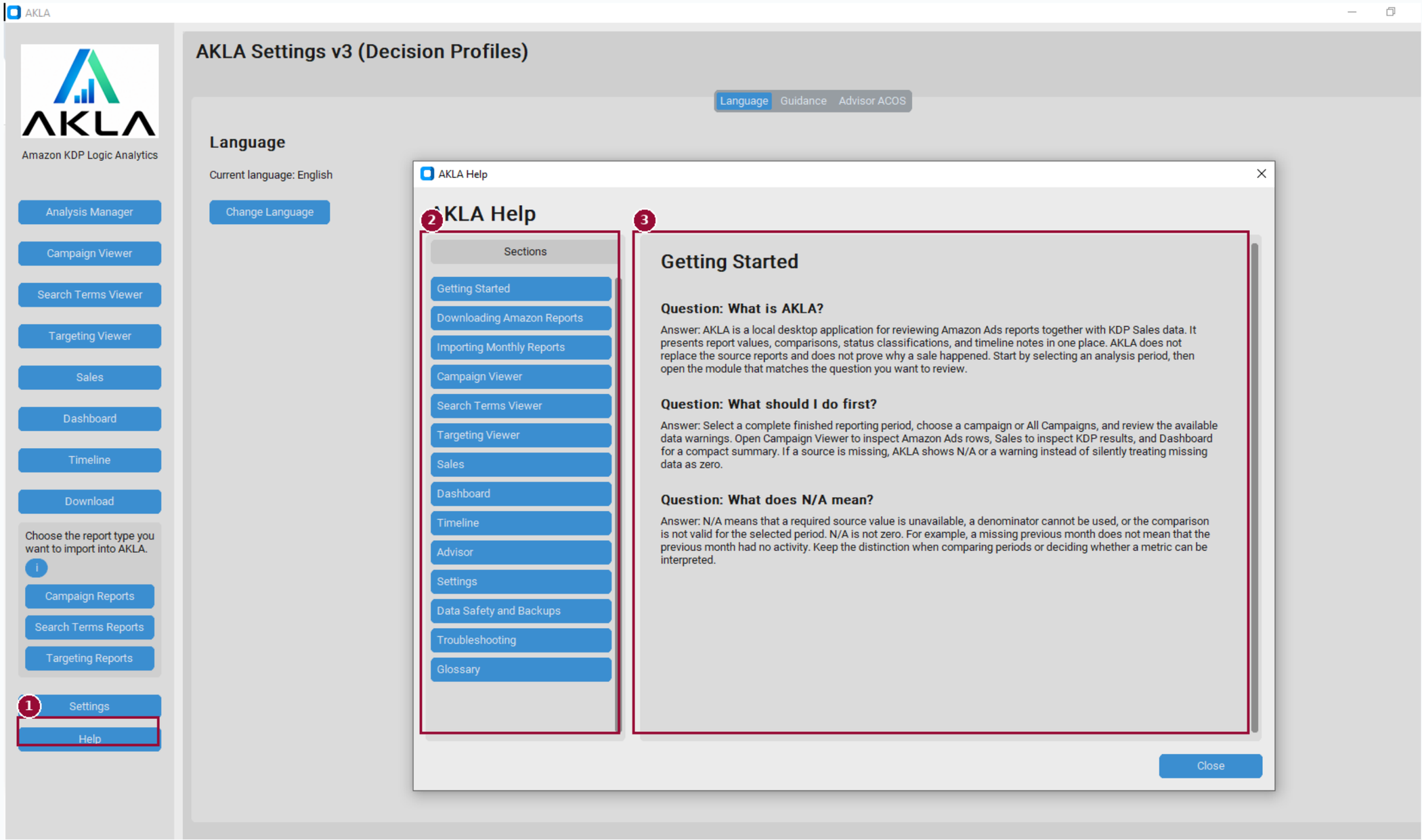
1. Import your Amazon Ads Campaign Report.
2. Import your Amazon Ads Search Terms Report.
3. Import your Amazon Ads Targeting Report. The Search Terms and Targeting file pickers may display similar files, so check the report you select.

Settings: Language and Advisor ACOS



1. Click Change Language to open the language selection window.
2. Choose your preferred language from the list.
3. Select an Advisor ACOS profile.
4. Review the Advisor status ranges.
5. Adjust the ACOS thresholds to your preferences.
6. Click Restore Standard to return to the default settings.

Help: Find Answers While You Work



1. Click Help whenever you need assistance.
2. Choose a topic from Sections.
3. Read the instructions and explanations displayed in the Help panel.

Use AKLA to Explore Your Results

Begin with the correct reports and analysis period. Use Campaign Viewer, Search Terms Viewer and Targeting Viewer to inspect the detail behind advertising performance.

Use Sales to review KDP sales alongside Amazon Ads data, Dashboard for a compact advertising overview, and Timeline to record changes you make.

Review the actual numbers, consider reporting limits, and use the built-in Help whenever you need definitions or guidance.

AKLA - Data, not hype.

This guide is available on the AKLA website.