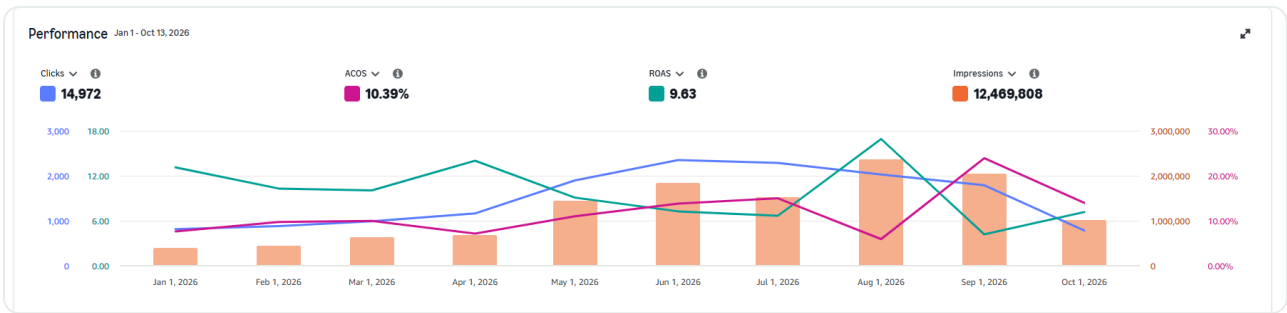


AMAZON ADS CASE STUDY

9.63x ROAS at 10.39% ACOS

KDP books, January to October 2026

\$11,315 Ad sales	\$1,181 Ad spend	616 Orders
9.63x Return on ad spend	10.39% ACOS	\$1.92 Cost per order



Amazon Ads console, January 1 to October 13, 2026.

Sales are attributed by Amazon Ads. $ACOS = \text{spend} \div \text{sales}$. $ROAS = \text{sales} \div \text{spend}$. Results vary by book and category.