



Reader Addendum

For The Amazon PPC Clarity Guide (Book 1) and The PPC Clarity Quick Start Guide (Book 2)

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Start here

- 1 Find your book in the table below.
- 2 Go to the entry and read the WHERE line.
- 3 Read the updated text in the shaded box.

This addendum lists every change made to Books 1 and 2 after your copies were printed or delivered. Your copy stays complete without these changes. They make it more accurate and more useful. Entry numbers match the full series addendum, so some numbers may be skipped.

Find your changes

Entry	Book	Where to look	What changed	Page
7	Book 1 Book 2	Every page that shows an email address	Email address updated to .ca; the old .com address still works	3
6	Book 1	Chapter 12	New section "Should I Turn This Campaign Off?" added, with a matching Apply This Now bullet and Chapter 12 Checklist item	4
5	Book 2	What PPC Can and Cannot Do for You	PPC now spelled out as pay-per-click in its first explanation	7
4	Book 2	Step 6, weekly routine table, Navigation Quick Reference	Note added that Amazon is replacing the Advertising Reports page with Unified Reporting	8

Entry	Book	Where to look	What changed	Page
3	Book 1	Chapter 8, Template 3, Navigation Quick Reference	Note added that Amazon is replacing the Advertising Reports page with Unified Reporting	10
2	Book 1	Chapter 12, Chapter 13	Buy Box check added to the low-impressions diagnosis and to Flowchart 2	12
1	Book 1	Chapter 12	Coupon note added to the low conversion rate diagnosis	15

Contact email address updated**WHERE** Every page that shows an email address☐ I have read this

Our contact email address is now info@ClaritySystemsPublishing.ca. Copies printed or delivered before this change show info@ClaritySystemsPublishing.com. That older address still reaches us, so either one works. This entry applies to any copy printed or delivered before the change.

Change Email address, wherever it appears

Wherever your copy shows our email address, it now reads:

UPDATED TEXT

info@ClaritySystemsPublishing.ca

WHERE Chapter 12☐ I have read this

Sellers often ask whether to turn off a campaign when stock runs low or costs climb. Book 1 now has a short section that helps you decide, with steps for low inventory, steps for rising cost, and a way to measure the result if you do turn a campaign off. This entry applies to any copy printed or delivered before the section was added.

Change A Chapter 12, new section

This new section appears after the guidance on stalled or declining campaigns and before the heading "Root Cause vs. Symptom."

UPDATED TEXT**Should I Turn This Campaign Off?**

Sooner or later, every seller asks this question. Spend is climbing, stock is getting low, or a campaign looks weak, and turning it off feels like the quickest way to stop the problem.

It is not a pause on the problem. Turning a campaign off is a decision with consequences, and you will not see all of them on the day you click the button. The ads stop. The sales they were producing stop with them. What happens to your organic sales next depends on your product, your category, and how much your ads were doing, and no one can tell you that number in advance. You will have to measure it in your own account.

Before you turn anything off, ask one question: what problem am I trying to solve? The two most common answers are low inventory and rising costs. Each one has its own steps.

The Problem Is Low Inventory

Start with the numbers, not the worry. Work out how many days of stock you have at your current sales pace. Then compare that to the days until your next shipment is

checked in and available. Chapter 7 shows how to do this calculation.

If the gap is wide, meaning stock will run out well before more arrives, cut the budget first and watch how sales respond. Lowering spend slows the draw on your stock without switching everything off. If the gap is very wide, or if the next shipment is uncertain, turning the campaigns off may be the right call. Make it a deliberate decision with a reason, not a reaction.

If your stock reaches zero, do not leave campaigns running unchanged and do not restart them the day stock returns without checking the listing first. Book 5, Chapter 15 covers the decisions around a stockout in detail.

The Problem Is Cost

Rising spend feels urgent, but turning off a whole campaign is a large move for a problem that is often small. Work through the smaller moves first, in this order.

- Lower the daily budget on the campaign.
- Lower the bids on the targets spending the most without selling.
- Pause only the individual keywords or targets that are wasting money.
- Add negative keywords for search terms that are not converting.

Each of these reduces cost and keeps the rest of the campaign working. A campaign with three weak targets and ten good ones should lose three targets, not thirteen.

A full shutdown makes sense when the whole campaign is unprofitable after you have tried the smaller moves and given them enough time to show results, or when you cannot afford the spend at all and you have decided to stop for a set period. In both cases, write down the reason and the date you will review the decision.

If You Do Turn It Off, Measure It

You will not learn what turning off does to your product by guessing. Learn it from your own account. Before you switch the campaign off, write down these numbers.

- Total sales for the past seven days
- Ad spend and ad sales for the past seven days
- Your ranking for your main keywords
- Your current stock level

Check the same numbers after one week and again after two weeks. Compare them to your starting point. If sales hold steady, the ads may have been adding little. If sales fall sharply, the ads were carrying more of the product than you thought. Either result tells you something useful about this product, and you will have it in your own data instead of someone else's opinion.

When you restart, do it on purpose. Bring back one campaign at a time, at a budget you chose in advance, and watch the numbers again. Do not switch everything back on at once and hope.

Change B Chapter 12, Apply This Now

This is now the last bullet in the Apply This Now list, directly before the Chapter 12 Wrap-Up:

UPDATED TEXT

Before you turn a campaign off, write down the problem you are trying to solve, the smallest move that could address it, and the date you will check the results. If you do turn it off, record your sales, ad spend, keyword ranking, and stock level first.

Change C Chapter 12 Checklist

This is now the last item in the Chapter 12 Checklist:

UPDATED TEXT

☐ I can decide whether to turn a campaign off, and I know to record my numbers before I do.

WHERE What PPC Can and Cannot Do for You☐ I have read this

Book 2 explained what PPC is but did not spell out the term. The first explanation now says PPC stands for pay-per-click and that you pay only when a shopper clicks your ad. This entry applies to any copy printed or delivered before the change.

Change What PPC Can and Cannot Do for You

The first paragraph under this heading now reads:

UPDATED TEXT

PPC, which stands for pay-per-click, is the main way Amazon sellers pay to put their products in front of shoppers. When a shopper searches for a product on Amazon and sees a result marked with the word Sponsored, that is a PPC ad. The seller pays only when a shopper clicks it.

Note added that the Advertising Reports page is being replaced by Unified Reporting

October 2026

WHERE Step 6, weekly routine table, Navigation Quick Reference☐ I have read this

Amazon Ads made its Unified Reporting tool fully available on June 8, 2026. It combines Sponsored Ads and Amazon DSP reporting into one report builder. Amazon is retiring the older Sponsored Ads reports page and the older Amazon DSP reports page on December 31, 2026. Book 2 keeps its existing steps for the older page and now adds a note that the page is being replaced.

How you read the Search Term Report does not change. This entry applies to any copy printed or delivered before the note was added. Until the old pages are retired, both routes work, and menu names or screens may look different from what your copy describes.

Change A Step 6, Where to Find Your Search Term Report

A new paragraph now follows the last bullet, “Download the report when it is ready,” It reads:

UPDATED TEXT

Note: At the time of printing, Amazon had released a new Unified Reporting tool, fully available since June 8, 2026, that combines Sponsored Ads and Amazon DSP reporting into one report builder. Amazon planned to retire the older Sponsored Ads reports page and the older Amazon DSP reports page on December 31, 2026. The steps above describe the older page. If it looks different or is gone, look for the Search Term report in Unified Reporting. What you do with the report in the steps below does not change.

Change B Weekly routine table and Navigation Quick Reference table

The Pull Search Term Report row of the weekly routine table, and in the Search Term Report row of the Seller Central Navigation Quick Reference table, now end with:

UPDATED TEXT

(at the time of printing, Amazon planned to replace this page with Unified Reporting by December 31, 2026)

Note added that the Advertising Reports page is being replaced by Unified Reporting

October 2026

WHERE

Chapter 8, Template 3, Navigation Quick Reference

☐ I have read this

Amazon Ads made its Unified Reporting tool fully available on June 8, 2026. It combines Sponsored Ads and Amazon DSP reporting into one report builder. Amazon is retiring the older Sponsored Ads reports page and the older Amazon DSP reports page on December 31, 2026. Book 1 keeps its existing steps for the older page and now adds a note that the page is being replaced.

How you read the Search Term Report does not change. This entry applies to any copy printed or delivered before the note was added. Until the old pages are retired, both routes work, and menu names or screens may look different from what your copy describes.

Change A Chapter 8, What to Do Next

The first bullet now reads:

UPDATED TEXT

Open your Search Term Report in Seller Central (Reports, Advertising Reports, Search Term Report). At the time of printing, Amazon had released a new Unified Reporting tool, fully available since June 8, 2026, that combines Sponsored Ads and Amazon DSP reporting into one report builder. Amazon planned to retire the older Sponsored Ads reports page and the older Amazon DSP reports page on December 31, 2026. If the page described here looks different or is gone, look for the Search Term report in Unified Reporting. The report itself, and how you read it, stays the same.

Change B Template 3, Weekly Optimization Routine, Step 1

The “Where to look” line now ends with:

UPDATED TEXT

(At the time of printing, Amazon was replacing this page with its new Unified Reporting tool, which brings Sponsored Ads and DSP reporting into one place. If you do not see this page, look there instead. See Chapter 8.)

Change C Navigation Quick Reference table, Resources section

The Search Term Report row now ends with:

UPDATED TEXT

(at the time of printing, Amazon planned to replace this page with Unified Reporting by December 31, 2026)

Check the Buy Box when impressions drop

WHERE Chapter 12, Chapter 13☐ I have read this

When impressions drop, check the Buy Box before you change any bid, budget, or keyword. If you do not hold the Buy Box, your ads generally stop running, and no campaign change will bring your impressions back. A price change is a common trigger. A lost Buy Box looks exactly like a low-impressions problem, and raising bids does not fix it.

Change A Chapter 12, "1. Diagnosing Low Impressions"

This is now the first bullet under Common Causes:

UPDATED TEXT

You lost the Buy Box. Without the Buy Box, your ads generally stop running, no matter how strong your bids and budgets are. A price change is a common trigger.

This is now the first bullet under What to Check:

UPDATED TEXT

Check your Buy Box first. View your listing as a shopper and confirm your offer sits behind Add to Cart. If it does not, compare your price to competing offers before you look at anything else.

This is now the first bullet under Typical Fixes:

UPDATED TEXT

Restore the Buy Box. If a price change caused the loss, move your price back toward its previous level and confirm the Buy Box has returned before you touch your campaigns.

The sentence that begins “Low impressions most often trace back to bidding or relevance” now reads:

UPDATED TEXT

Low impressions most often trace back to bidding or relevance, though budget caps, accidental negatives, and a lost Buy Box are worth ruling out too. Rule out the Buy Box first.

Change B Chapter 13, Flowchart Index

In the Flowchart 2 entry, the sentence that begins “It helps you check for low bids” now reads:

UPDATED TEXT

It helps you check for a lost Buy Box, low bids, budget limits, weak relevance, accidental negatives, campaign age, and competition.

This now appears directly after the line “For the full explanation, see “Diagnosing Low Impressions” in Ch. 12.” and before “Step 1: Check Bids”. The step numbers that follow do not change.

UPDATED TEXT**Before You Start: Check the Buy Box**

If you do not hold the Buy Box, your ads generally stop running, and no change to bids, budgets, or keywords will bring your impressions back. Open your listing as a shopper and see whose offer sits behind the Add to Cart button.

Not your offer: Find out why before you change anything in your campaigns. Compare your price to the competing offers, check Seller Central for a pricing error warning, and check your stock level. A recent price change is a common cause. Move your price back toward its previous level and confirm the Buy Box has returned before you continue.

Why this matters: A lost Buy Box looks exactly like a low-impressions problem, and raising bids will not fix it.

Your offer holds the Buy Box: Go to Step 1.

Coupon note added to the low conversion rate diagnosis

late September

2026

WHERE Chapter 12☐ I have read this

A coupon can lift conversion rate fast and make a problem look fixed when the coupon is doing the selling. Book 1 now carries a short note that tells you to price the coupon fee and test whether the lift is real. This entry applies to any copy printed or delivered before the note was added.

A new heading and three paragraphs now follow the paragraph that ends “conversion rate improves predictably.” and come before the line “For a step-by-step decision tree on this problem, see Flowchart 4 (If Conversion Rate Drops) in Chapter 13.”

UPDATED TEXT

A Note on Coupons as a Conversion Fix

A coupon can lift your conversion rate fast, which is exactly why it appears above as a fix. It can also be the only reason that lift exists. Before you count a coupon as a real improvement, understand two things about it.

A coupon carries a real cost on every clip, separate from the discount you are giving up on the sale itself. Amazon charges a fee each time a shopper clips your coupon. Check your current coupon fee schedule in Seller Central before running one, since this cost sits on top of the discount and changes what the promotion is actually costing you.

Then test whether the lift is real rather than assuming it. Compare the same SKU, the same traffic source, and the same ad spend immediately before the coupon runs, while it runs, and after you pull it. Check five numbers across that comparison: conversion rate, average selling price, organic sales, ACOS, and repeat purchase rate. If those numbers hold once the coupon is gone, your listing improved. If conversion rate falls back the moment the coupon disappears, the coupon was doing the selling, not the listing, and the underlying problem is still there.



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