



# Your Amazon Business, Fully Visible.

Every Cartograph client gets complimentary, 24/7 access to the same proprietary dashboards your brand management team uses. No waiting on a weekly report, no wondering where your money is going (or what you're getting for it). While your team will provide regular updates, all the data is available whenever and wherever you need it.

## 01 Profit & Loss

Live SKU-level margin breakdown – revenue, COGS, FBA fees, ad spend, and net profit in one view, updated daily via direct Amazon API connection.

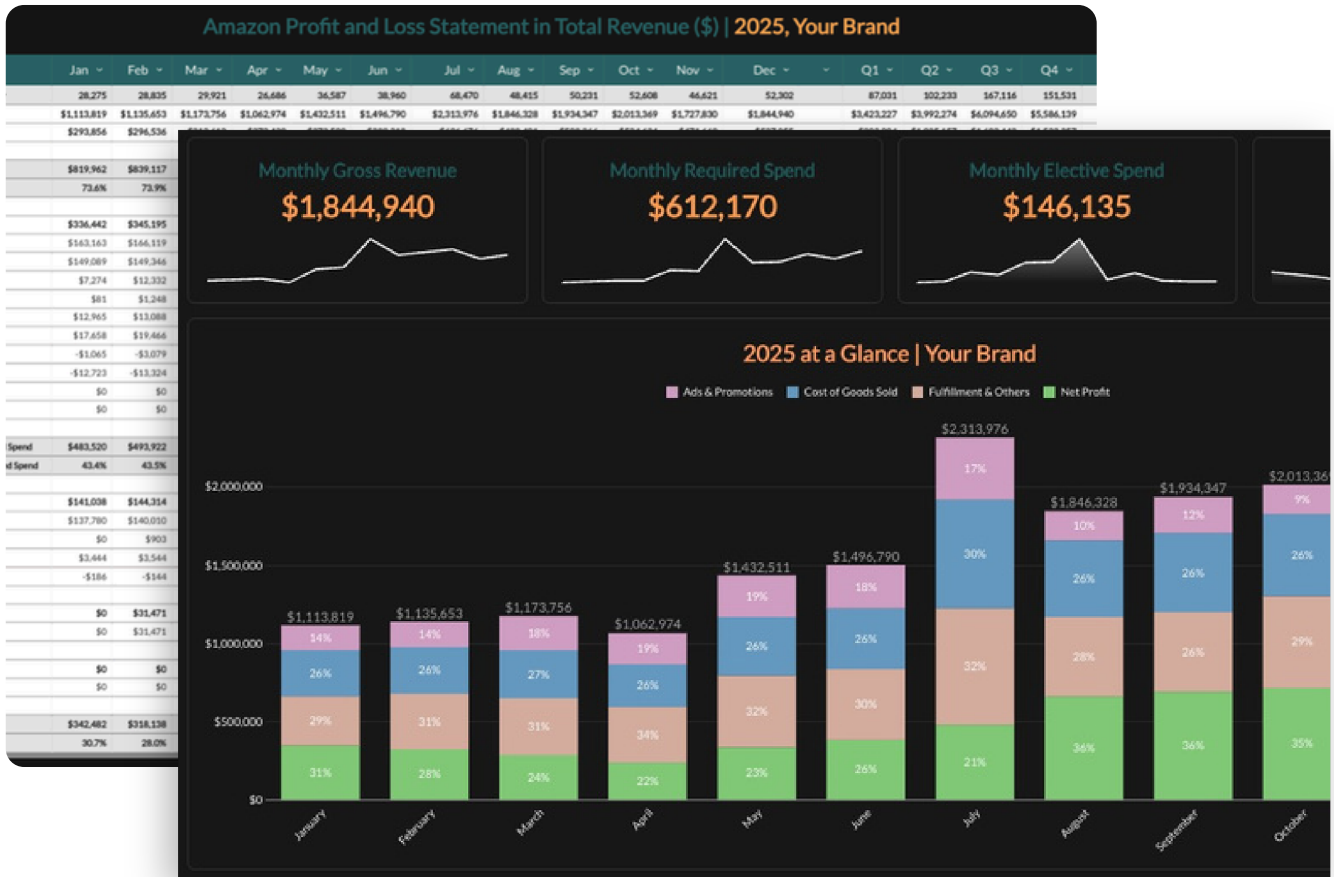
## 02 Repeat Purchase

Cohort-level LTV, CAC, and NTB tracking so you always know whether your ad spend is building a loyal customer base or just buying one-time orders.

## 03 Sales by Product

Category mix, demand trends, and SKU-level performance data that powers smarter assortment decisions and more accurate inventory planning.

Live SKU-level margin visibility, updated daily via direct Amazon API connection



No more waiting for a report. Your P&L is live, every day.

### Full Revenue & Cost Breakdown

See shipped revenue, COGS, FBA fees, referral fees, ad spend, and net profit — all in one view, updated daily.

### Advertising & Fee Transparency

PPC, DSP, Promotions, and Amazon fees broken out by line item so you always know exactly where your margin goes.

### Smarter Budget Decisions

Identify trends in sales performance and pinpoint areas for optimization — at the brand level or by individual ASIN.

## 5%

P&L forecast accuracy across our full portfolio

## 24/7

Live dashboard access

## \$700M+

Amazon client sales managed annually

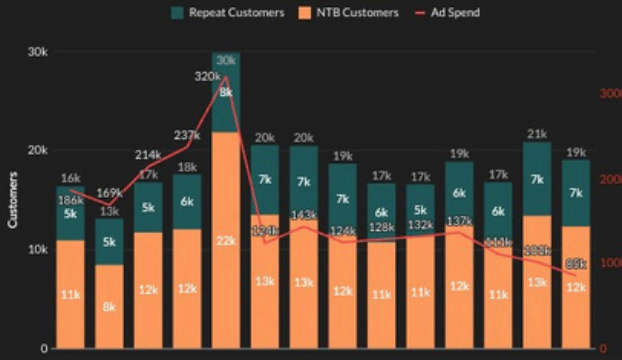
## By Orders

In this segment, we look at the complete order history of the customers. For each customer's subsequent orders within the 12 month time frame, they would be tracked and counted toward a given month.

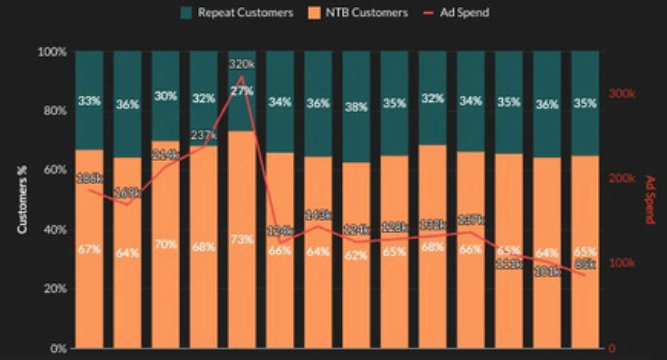
Cohort	Total Orders	Total Sales	Total LTV	AOV	CAC	Ad Spend	NTB Orders %	Total NTB Reorder %	NTB Orders	Day 0-15	Day 16-30	Month 00	Month 01
Mar 2025	26,169	\$1,180,067	\$143,04	\$44.96	\$16.23	\$186,416	43.90%	218.11%	11,488	590	992	1,582	2,174
Apr 2025	24,229	\$1,094,217	\$143.42	\$45.01	\$18.73	\$168,824	37.21%	218.67%	9,015	520	835	1,355	1,880
May 2025	29,964	\$1,374,275	\$142.18	\$44.99	\$17.27	\$214,071	41.38%	216.02%	12,398	872	1,291	2,163	2,917
Jun 2025	32,677	\$1,491,559	\$129.85	\$45.01	\$18.56	\$236,622	39.02%	188.46%	12,752	920	1,649	2,569	3,189
Jul 2025	50,962	\$2,306,207	\$110.43	\$45.08	\$13.36	\$320,339	47.04%	144.95%	23,972	1,786	2,016	3,802	4,618
Aug 2025	40,789	\$1,832,998	\$113.40	\$44.45	\$8.61	\$123,865	35.26%	155.13%	14,384	1,129	1,745	2,874	3,603
Sep 2025	43,713	\$1,959,297	\$102.18	\$44.02	\$10.15	\$142,694	32.15%	132.09%	14,053	995	1,596	2,591	3,182
Oct 2025	44,776	\$1,988,133	\$94.62	\$44.39	\$10.00	\$124,473	27.81%	113.15%	12,452	814	1,163	1,977	2,144
Nov 2025	40,757	\$1,823,900	\$83.91	\$44.54	\$11.14	\$128,431	28.27%	88.42%	11,524	752	905	1,657	2,172
Dec 2025	39,254	\$1,728,463	\$74.25	\$44.10	\$10.84	\$131,720	30.95%	68.38%	12,148	575	831	1,406	2,237
Jan 2026	46,393	\$2,100,521	\$74.81	\$44.33	\$10.33	\$136,853	28.54%	68.77%	13,242	910	1,268	2,178	3,134
Feb 2026	43,159	\$1,924,498	\$65.70	\$43.14	\$9.68	\$110,605	26.48%	52.30%	11,428	796	1,267	2,063	2,850
Mar 2026	54,087	\$2,387,323	\$54.50	\$42.63	\$7.14	\$101,075	26.18%	27.84%	14,158	1,040	1,411	2,451	3,902
Apr 2026	49,874	\$2,176,552	\$44.39	\$41.52	\$6.61	\$84,949	25.77%	6.91%	12,855	628	260	888	1,513

Customers ● NTB vs Total ● NTB by Product ● NTB by Category

Total Customers vs NTB Customers | Mar 2025 – April 2026



NTB Customers % | Mar 2025 – April 2026



Understand not just who bought, but who came back.

### Retention & Loyalty Signals

Monitor repeat purchase rates by cohort to identify which customers are sticking – and which products are driving loyalty.

### New-to-Brand Performance

Track NTB orders, NTB %, CAC, and LTV side-by-side to evaluate whether your ad spend is actually acquiring the right customers.

### Inventory & Promo Planning

High-demand products and repeat purchase patterns surface clearly, making smarter inventory and promotional decisions easy.

## LTV

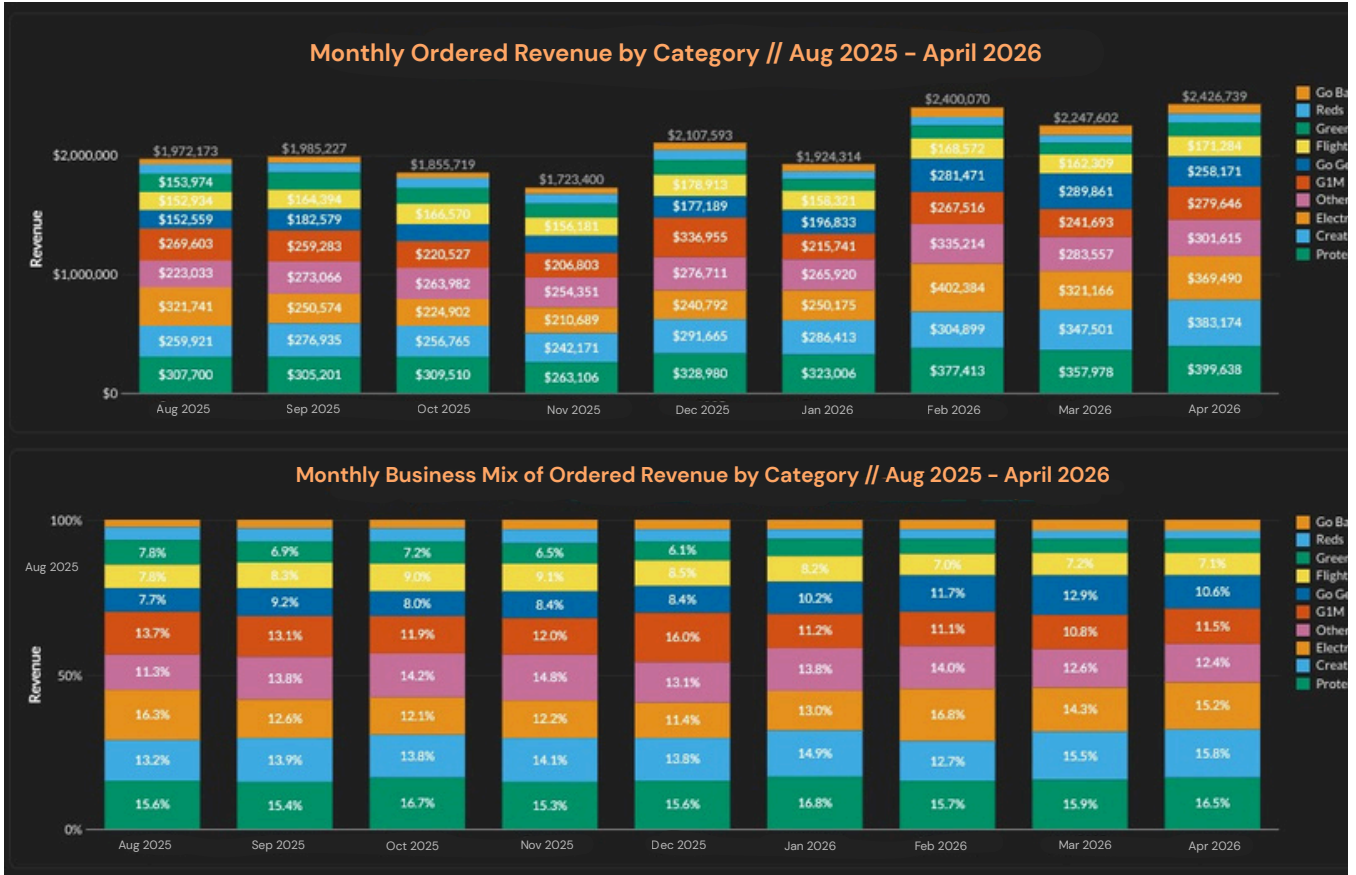
Track 24-month customer lifetime value by cohort

## CAC

Cost-per-acquisition tracked against repeat revenue

## NTB%

New-to-brand rate surfaced at the campaign level



From hero product to tail SKU — nothing gets lost in the data.

### Top & Underperforming SKUs

See exactly which products are carrying the catalog and which are lagging, enabling fast, data-driven merchandising calls.

### Category Mix & Trend Analysis

Track revenue contribution by product category over time to guide assortment strategy and spot emerging demand shifts.

### Forecasting & Inventory Planning

Product-specific demand patterns power more accurate inventory planning, reducing both stockouts and aged inventory risk.

## 300+

Brands managed across Food, Beauty, Health & more

## 50+

Brands launched from \$0 → \$1,000,000+ on Amazon

## \$100M+

In incremental growth generated annually



Optimize content and ads by tracking search term performance through the full funnel

## Full-funnel Analysis

From impression to sale, see how each keyword is contributing to your bottom line.

## Share of Voice Tracking

Find where you're standing out from the crowd and where there's opportunity to grow, and track your progress over time.

## Optimize Ad Budgets

Knowing which keywords are converting (and which aren't) helps prioritize ad spend toward the terms driving the best results.

# + CTR

Optimize content toward high-value, underperforming search terms

# Click Share

See how much of the proverbial pie your brand owns.

# + ROAS

Through improved budget efficiency



# Ready to grow your brand on Amazon?

Cartograph manages your Amazon business end-to-end — strategy, operations, content, and advertising — with full transparency into every dollar.

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## Get in touch

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### ABOUT CARTOGRAPH

Cartograph is a full-service Amazon agency that helps exceptional brands grow across Food & Beverage, Beauty, Health, Pet, Baby, and more. We've helped 300+ brands grow on Amazon, from operations to media buying and everything in-between, with \$700M+ in annual client sales managed.