

Quarterly Business Review Template

The strategic review framework behind the Olifant Account Operating System

Brand:

Quarter:

Prepared By:

Review Date:

Complete one section per domain below. This template mirrors the seven review areas the Olifant Account Operating System evaluates every quarter — treat gaps as connected, not isolated.

1. Account Health Rating Trends

AHR trend this quarter (improving / flat / declining) and current score:

Violations logged this quarter, by category, and resolution status:

2. Advertising Efficiency

ACoS and TACoS trend by top ASIN this quarter:

Notable PPC structural changes made (campaign architecture, bid strategy, new formats):

3. Keyword Performance

Top converting keywords promoted to exact match this quarter:

Search Query Performance insights (impression share, click share, purchase share gaps):

4. Inventory Position

Current IPI score and trend; ASINs at risk of stockout or excess in the next 60 days:

Inventory-driven PPC budget reallocations made this quarter:

5. Brand Protection Status

Open Report a Violation / Project Zero cases and outcomes:

MAP enforcement actions taken this quarter:

6. Launch Pipeline

New ASINs launched or scheduled next quarter, with commercial objective (launch velocity, etc.):

Listing and PPC readiness status for upcoming launches:

7. Revenue & Unit Trends

Total revenue, unit volume, and organic vs. paid mix this quarter vs. prior quarter:

Profitability trend (contribution margin, TACoS-adjusted) and root causes of change:

Strategic Decisions & Next-Quarter Goals

Commercial objective for next quarter (launch velocity / ranking defence / profit maximization / market share capture / stock clearance) and rationale:

Top 3 priorities for next quarter across all seven domains:

Owner and deadline for each priority:

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