

Know what your margin leaves for ads.

A transparent per-unit scenario calculator for ad allowance, ACoS and ROAS.

Open calculator.html

Use a modern browser. The downloaded file is self-contained, runs locally and makes no network requests. It does not save inputs unless you choose Save scenario JSON. The starting values are fictional; replace every input. A hosted copy may have its host site's own privacy/analytics behavior.

1. Choose a consistent unit basis

Use one product/unit, marketplace, currency and period. A weighted-average unit works only when the product mix and costs truly match the Ads sales you will compare. Exclude pass-through taxes and record your source dates.

2. Include the costs that actually apply

Enter price, discounts and expected refunded revenue. Add product cost, actual referral/selling fees, fulfillment, inbound freight/placement, allocated storage, extra return/removal costs and other variable costs. Include overhead allocation if you want it in the model. Avoid counting the same expense twice.

3. Match the Ads denominator

Reported Ads sales per unit may differ from recognized revenue after refunds. Enter the sales basis that matches your ACoS field and product mix. Do not compare one SKU's margin with an unrelated campaign or mixed basket's denominator.

Enter zero deliberately. A blank required input blocks calculation. No fees are fetched or inferred. Verify current costs in Seller Central or Amazon's own tools; do not treat the fictional example as a fee schedule.

What this is not

Not an optimal-bid engine, accounting statement or profit guarantee. Income tax, cash flow, financing, lifetime value, organic halo and incrementality are not modeled. Company overhead is excluded unless you enter an allocation. No live account settings change.

Understand the number before using it.

The output is a constraint to review, not a recommendation to spend the allowance.

The model

- Recognized revenue = price - discounts - expected refunded revenue.
- Pre-ad contribution = recognized revenue - all included costs.
- Modeled break-even ACoS = positive pre-ad contribution / matched Ads sales basis x 100.
- Target ad allowance = pre-ad contribution - desired retained contribution.
- Target ACoS = positive target ad allowance / matched Ads sales basis x 100. ROAS uses the reciprocal ratio.

Read the edge cases correctly

If contribution is zero or negative, there is no positive ad allowance. If your retained-contribution target exceeds pre-ad contribution, it is not achievable even at zero ad spend. At an exactly zero allowance, there is no finite ROAS threshold. The tool calls these out instead of displaying misleading negative budgets.

Fictional example

\$30 revenue minus \$20 included costs leaves \$10 pre-ad contribution. With a matched \$30 Ads sales basis, modeled break-even ACoS is 33.33%. Retaining \$3 per unit leaves \$7 for ads: 23.33% target ACoS or 4.29x ROAS. At 25% observed ACoS, ad cost is \$7.50 and contribution is \$2.50 under these assumptions.

Before changing anything

Check source values and denominator scope. Run a higher-cost/refund scenario. Save the scenario and record its sources/date. Review it alongside campaign objectives and actual reporting maturity. A lower ACoS is not, by itself, proof of incremental profit.

Official references checked October 20, 2026: [Amazon Ads: ACoS and ROAS definitions](#); [Amazon: estimate fees and costs](#). The supplied engine includes regression tests; tests check the arithmetic, not the completeness of your business assumptions.