THE AMAZON PPC LEAK DETECTOR

Find the Search Terms Quietly Draining Your Ad Budget

brightshift LABS

Learn how a free 15-minute Amazon PPC audit uncovered $9,721 in annual wasted ad spend—and the 14 negative keywords that helped win it back.

PLEASE CHECK YOUR EMAIL TO RECEIVE THE CLAUDE SKILL.

[From: david@brightshift.agency, Subject Line: Brightshift Labs | Wasted Ad Spend — Claude Skill Included]

It's the same one we run on client accounts. Drop in your own report and it grades the account, finds the leaks, and writes your cut list for you. Read more below to understand how it works.

MOST AMAZON ACCOUNTS WASTE 30–50% OF THEIR AD SPEND.

Across the Sponsored Products accounts we audit, somewhere between a third and half of ad spend goes to clicks that never become an order. It rarely shows up as one obvious problem. It hides as a few dollars on each of hundreds of irrelevant search terms — a slow drip you stop noticing until you add it up over a year.

CUTTING TERMS ONE AT A TIME IS HOW THE LEAK SURVIVES

The usual advice is to scroll your search-term report and negate the duds. You knock out twenty, feel productive, and a week later twenty fresh ones have taken their place. The specific terms change; the pattern behind them doesn't. Chasing them one by one keeps you busy while the budget keeps draining.

THE MOVE THAT CLOSES THE LEAK: CUT THE ROOT WORD

Look at the terms wasting money and the same words show up again and again — "free," "cheap," "recipe," a competitor's name, or "dogs" when you don't sell anything for dogs. Negate the root word once, as a Negative Phrase, and you block every current and future search term that contains it. One negative does the work of forty.

Root word to negate	Wasted/month	Search terms it kills
dog	$164	3
free	$156	3
sleep aid	$89	3
recipe	$83	2
cheap	$70	2
walmart	$69	2

Six negative phrases. About $630 a month recovered — without touching a single keyword that works.

THE MISTAKE THAT QUIETLY COSTS YOU SALES

This is where most “cut your waste” advice turns dangerous. A search term can rack up clicks and zero orders and still be a term you want. If “magnesium glycinate” converts in your Exact campaign but burns money in Broad, it isn’t junk — it’s relevant traffic landing in the wrong place. Negate it and you’ve just blocked a proven buyer keyword.

THE RULE

A term that converts anywhere in your account is never a negation. It’s a bid or listing problem wearing a disguise — fix it, don’t kill it. The audit flags these separately so you never make this mistake.

KNOW WHERE YOU STAND: THE A–F WASTE GRADE

Before you change anything, the audit grades the account so you know how big the leak really is.

Grade	Wasted Spend	What it means
A	under 15%	Elite — tighter than ~90% of accounts
B	15-25%	Well-managed, minor trimming left
C	25-35%	Average — real money on the table
D	35-50%	Leaking badly, urgent cleanup needed
F	over 50%	Hemorrhaging — about half your spend is dead

RUN IT YOURSELF IN 15 MINUTES

Everything above is done for you by the Claude Skill attached to this email. Three steps:

1. In Amazon Advertising, pull the **Sponsored Products → Search Term Impression Share** report for the last 30 days and download it as a CSV.
2. At **claude.ai, create a Project** and drop in the skill files from the attachment (one time).
3. Upload your CSV and type: "**Run my wasted ad spend audit**. My brand is ___ and my core keyword is ___."

Claude hands back your grade, your wasted spend in dollars and per year, your root-word and exact-term cut list, the terms to leave alone, and a ready-to-use CSV. Paste the negatives into Seller Central and the biggest part of the leak stops the same day.

WHAT A REAL AUDIT LOOKS LIKE

Here's an anonymized result from one account, pulled in under fifteen minutes:

Audit result	
Grade	F (72% of ad spend wasted)
Wasted	$895/month → $10,889/year
Recoverable now	$799/month with just 14 negatives → $9,721/year
Recovered share	89% o the waste, in one sitting
Left untouched	1 relevant term flagged as a listing fix, not a cut

Fifteen minutes to find roughly ten thousand dollars. That's the trade.

THE LEAK REFILLS — THAT'S WHERE WE COME IN

One audit recovers a big chunk fast. The catch is that fresh wasteful terms appear every week as new shoppers find you, and clearing waste is only half the job — the recovered budget has to move into the keywords that actually convert, or you've just lowered spend without growing sales. That ongoing loop is what we run for clients: every week, across every campaign, waste pulled out and proven winners funded.

Want us to run this audit on your account for free?

We'll grade your account, hand you the cut list, and show you what a managed version looks like.

BOOK A 15-MINUTE TEARDOWN

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