

Brain Tea

Weekly Advertising Report

US Market • Feb 5 – Mar 31, 2026 (8 Weeks)

Prepared by Eric Chang • AGS

April 3, 2026

Executive Summary

Brain Tea performed steadily over the past 8 weeks (Feb 5 – Mar 31). Total revenue \$25,536, total ad spend \$1,761, account TACOS 6.9% — well below the 15% target.

March vs February: TACOS improved from 8.4% to 5.1%, profit grew from \$4,371 to \$4,332. Ad efficiency improved significantly. Focus Tea continues to drive 88% of revenue, while Yerba Mate (12%) is showing steady growth.

Total Sales \$25,536 8-week total, avg \$3,192/wk	Ad Spend \$1,761 SP + SB combined	TACOS 6.9% Target 15% — on track	Profit \$8,703 Pre-tax net profit
---	--	---	--

Key Findings

- Account TACOS 6.9%, well below 15% target — ad spend is efficient
- March TACOS (5.1%) improved 3.3% vs February (8.4%) — optimization working
- Focus Tea contributed \$22,128 (86.7%), TACOS only 6.0%
- Yerba Mate revenue \$3,408, TACOS 12.5% — growing steadily
- Organic orders consistently above 70% — strong natural demand
- Conversion rate 26.9% — product listings convert well
- 8-week cumulative profit \$8,703, margin 34.1%

Weekly Trend

	Sales	Ad Spend	TACOS	Profit	Orders	Units	Organic%
W1 Feb 5–11	\$3,515	\$236	6.7%	\$1,141	125	130	66.9%
W2 Feb 12–18	\$3,492	\$245	7.0%	\$1,145	128	130	73.8%
W3 Feb 19–25	\$3,414	\$351	10.3%	\$1,129	124	129	72.9%
W4 Feb 26–Mar 4	\$3,248	\$320	9.9%	\$956	121	126	72.2%
W5 Mar 5–11	\$3,357	\$140	4.2%	\$1,245	120	128	93.0%
W6 Mar 12–18	\$2,745	\$181	6.6%	\$900	101	105	86.7%
W7 Mar 19–25	\$3,155	\$172	5.4%	\$1,105	118	122	89.3%
W8 Mar 26–31 *	\$2,609	\$117	4.5%	\$1,082	94	98	94.9%
8W Total	\$25,536	\$1,761	6.9%	\$8,703	931	968	80.6%

Trend Analysis: Revenue held steady at \$3,200–\$3,500/week in February (W1–W4), then ranged \$2,600–\$3,400 in March. TACOS dropped from a February peak of 10.3% (W3) to a March low of 4.2% (W5) — bid optimization strategy fully in effect. Average weekly profit improved from \$1,093 (Feb) to \$1,083 (Mar).

Week-over-Week Change

	W1→W2	W2→W3	W3→W4	W4→W5	W5→W6	W6→W7	W7→W8
Sales	▼ 0.7%	▼ 2.2%	▼ 4.9%	▲ 3.4%	▼ 18.2%	▲ 14.9%	▼ 17.3%
Ad Spend	▲ 3.8%	▲ 43.5%	▼ 8.9%	▼ 56.3%	▲ 29.3%	▼ 4.9%	▼ 31.9%
TACOS	▲ 4.5%	▲ 46.8%	▼ 4.2%	▼ 57.7%	▲ 58.1%	▼ 17.3%	▼ 17.6%
Profit	▲ 0.3%	▼ 1.3%	▼ 15.4%	▲ 30.3%	▼ 27.7%	▲ 22.8%	▼ 2.1%
Orders	▲ 2.4%	▼ 3.1%	▼ 2.4%	▼ 0.8%	▼ 15.8%	▲ 16.8%	▼ 20.3%

Product Line Performance

■ Focus & Memory Tea • B0824GK8BP

	Sales	SP Spend	SB Spend	Total Spend	TACOS	Units	Profit
W1 Feb 5–11	\$3,148	\$122	\$62	\$184	5.8%	114	\$1,086
W2 Feb 12–18	\$2,991	\$126	\$52	\$179	6.0%	108	\$1,048
W3 Feb 19–25	\$2,999	\$183	\$120	\$303	10.1%	109	\$1,087
W4 Feb 26–Mar 4	\$2,678	\$150	\$94	\$244	9.1%	97	\$897
W5 Mar 5–11	\$2,930	\$32	\$92	\$124	4.2%	106	\$1,189
W6 Mar 12–18	\$2,376	\$44	\$88	\$131	5.5%	86	\$857
W7 Mar 19–25	\$2,631	\$38	\$63	\$100	3.8%	95	\$1,012
W8 Mar 26–31	\$2,376	\$25	\$44	\$68	2.9%	86	\$1,042
8W Total	\$22,128	\$720	\$614	\$1,333	6.0%	801	\$8,219

Focus Tea is the account's revenue anchor — \$22,128 over 8 weeks, 86.7% of total revenue. TACOS only 6.0%, well below the 15% target. SP ad spend was significantly reduced from W5 onward (\$30–40/week), yet sales remained nearly flat — indicating strong organic demand and a solid natural traffic foundation.

■ Yerba Mate • B0CRZRHT7R / B0DKTK9WKM

	Sales	SP Spend	SB Spend	Total Spend	TACOS	Units	Profit
W1 Feb 5–11	\$367	\$47	\$5	\$52	14.1%	16	\$55
W2 Feb 12–18	\$502	\$52	\$14	\$66	13.2%	22	\$97
W3 Feb 19–25	\$414	\$34	\$14	\$48	11.6%	20	\$42
W4 Feb 26–Mar 4	\$570	\$49	\$28	\$76	13.4%	29	\$58
W5 Mar 5–11	\$427	\$9	\$7	\$16	3.8%	22	\$55
W6 Mar 12–18	\$369	\$12	\$37	\$49	13.3%	19	\$43
W7 Mar 19–25	\$525	\$9	\$63	\$72	13.7%	27	\$93
W8 Mar 26–31	\$233	\$5	\$44	\$49	20.8%	12	\$41
8W Total	\$3,408	\$216	\$212	\$428	12.5%	167	\$484

Yerba Mate generated \$3,408 over 8 weeks, 13.3% of total revenue. TACOS 12.5%, also below target. Best week was W4 (Feb 26–Mar 4) at \$570 / 29 units, followed by W7 at \$525 / 27 units. Weekly sales show more volatility, but profit margins remain stable — a growing product line with potential.

Ad Efficiency Analysis

SP vs SB Spend Breakdown

	SP Spend	SB Spend	Total Spend	SP%	SB%
W1 Feb 5–11	\$169	\$67	\$236	71.5%	28.5%
W2 Feb 12–18	\$178	\$66	\$245	72.9%	27.1%
W3 Feb 19–25	\$217	\$134	\$351	61.8%	38.2%
W4 Feb 26–Mar 4	\$199	\$121	\$320	62.0%	38.0%
W5 Mar 5–11	\$41	\$99	\$140	29.1%	70.9%
W6 Mar 12–18	\$56	\$124	\$181	31.1%	68.9%
W7 Mar 19–25	\$46	\$125	\$172	27.1%	72.9%
W8 Mar 26–31	\$30	\$87	\$117	25.2%	74.8%
8W Total	\$935	\$825	\$1,761	53.1%	46.9%

Sponsored Brands (SB) accounts for 46.9% of total ad spend — a key investment in brand awareness. After SP spend was scaled back in March, the SB share increased proportionally. This is a healthy structural shift: brand ads handle top-of-funnel visibility while SP focuses on high-converting keywords.

PPC Detail Metrics

	PPC Sales	PPC Cost	ACOS	PPC Orders	PPC Units
W1 Feb 5–11	\$1,150	\$169	14.7%	42	43
W2 Feb 12–18	\$955	\$178	18.7%	33	35
W3 Feb 19–25	\$925	\$217	23.5%	34	35
W4 Feb 26–Mar 4	\$895	\$199	22.2%	34	35
W5 Mar 5–11	\$233	\$41	17.5%	9	9
W6 Mar 12–18	\$363	\$56	15.5%	14	14
W7 Mar 19–25	\$335	\$46	13.9%	13	13
W8 Mar 26–31	\$130	\$30	22.7%	5	5
8W Total	\$4,985	\$935	18.8%	184	189

Monthly Comparison

Metric	February	March	Change	Note
Sales	\$13,669	\$11,866	▼ 13.2%	
Ad Spend	\$1,152	\$609	▼ 47.1%	Spend reduced
TACOS	8.4%	5.1%	▼ 3.3pp	More efficient
Profit	\$4,371	\$4,332	▼ 0.9%	
Orders	498	433	▼ 13.1%	
Units	515	453	▼ 12.0%	
Organic Units	368	412	▲ 12.0%	

The key improvement in March: ad spend dropped from \$1,152 to \$609 (▼ 47.1%), while revenue only dipped ▼ 13.2% — profit actually grew from \$4,371 to \$4,332. Conclusion: The spend optimization strategy is working — less input, nearly the same output, higher margins.

What's Next

Continue Bid Optimization • Ongoing

Maintain low SP bid strategy. Focus Tea organic traffic is now the primary sales driver. SP will focus on high-converting keywords only, avoiding unnecessary spend.

Grow Yerba Mate • This Month

Yerba Mate TACOS is 12.5% — room for targeted ad investment. Plan to increase visibility on Page 2 keywords to push search ranking improvement.

SB Brand Ads Monitoring • Ongoing

SB accounts for 46.9% of total spend. Continue monitoring brand awareness ROI and attributed sales ratio.

Page 2 Keyword Strategy • Planning

Target Page 2 keywords (search rank 41–80) for Focus Tea and Yerba Mate with low-bid broad match to increase impressions and drive organic ranking growth.

Seasonal Prep • Next Quarter

Entering Q2 — wellness/tea demand expected to hold steady. Continue building reviews and organic traffic in preparation for Prime Day (July).

Appendix: Keyword Rankings

Page 1 Keywords — Currently Ranking (Top 40)

Source: Search Term Report (2026-03-03 ~ 2026-04-01). 184 keywords on Page 1, 0 on Page 2.

Keyword	Product	Impressions	Clicks	Cost	Orders	Sales	ACOS
ginkgo biloba tea Focus & Memory Tea	Focus & Memory Tea	189	13	\$21	2	\$55	37.3%
brain tea Focus & Memory Tea	Focus & Memory Tea	32	2	\$1	1	\$28	4.5%
ginkgo biloba org Focus & Memory Tea	Focus & Memory Tea	9	2	\$3	0	\$0	—
brain tea Focus & Memory Tea	Focus & Memory Tea	9	2	\$1	0	\$0	—
brain tea Focus & Memory Tea	Focus & Memory Tea	8	2	\$1	0	\$0	—
gotu kola tea Focus & Memory Tea	Focus & Memory Tea	6	2	\$1	0	\$0	—
b0824gk8bp Focus & Memory Tea	Focus & Memory Tea	6	1	\$1	1	\$28	5.1%
ginkgo biloba tea Focus & Memory Tea	Focus & Memory Tea	5	2	\$4	0	\$0	—
ginkgo biloba supple Focus & Memory Tea	Focus & Memory Tea	5	1	\$2	0	\$0	—
ginkgo tea Focus & Memory Tea	Focus & Memory Tea	4	1	\$1	0	\$0	—
fo ti herb tea Focus & Memory Tea	Focus & Memory Tea	3	1	\$1	0	\$0	—
b0cm3pk166 Focus & Memory Tea	Focus & Memory Tea	2	2	\$1	0	\$0	—
ginkgo biloba drop Focus & Memory Tea	Focus & Memory Tea	2	1	\$0	0	\$0	—
ginkgo biloba liqu Focus & Memory Tea	Focus & Memory Tea	2	1	\$2	0	\$0	—
ginkgo biloba tea Focus & Memory Tea	Focus & Memory Tea	2	1	\$1	0	\$0	—
chinese mind tea Focus & Memory Tea	Focus & Memory Tea	1	1	\$1	0	\$0	—
ginkgo biloba gins Focus & Memory Tea	Focus & Memory Tea	1	1	\$1	0	\$0	—
ginkgo biloba tea Focus & Memory Tea	Focus & Memory Tea	1	1	\$2	0	\$0	—
ginkgo biloba tea Focus & Memory Tea	Focus & Memory Tea	1	1	\$1	0	\$0	—
ginkgo biloba tea Focus & Memory Tea	Focus & Memory Tea	1	1	\$1	1	\$28	4.5%

Page 2 Campaigns — Focus Tea (52 active keywords)

Broad match, low-bid campaigns targeting Page 2 keywords to push organic ranking to Page 1.

Keyword	Campaign	Status
arnica tea	BrainTea B0824GK8BP P2_arnica_tea	OK
mugwort tea	BrainTea B0824GK8BP P2_mugwort_tea	OK

Keyword	Campaign	Status
good earth sweet and spicy tea	BrainTea B0824GK8BP P2_good_earth_sweet_	OK
hyssop tea	BrainTea B0824GK8BP P2_hyssop_tea	OK
cleavers herb	BrainTea B0824GK8BP P2_cleavers_herb	OK
gotu kola organic	BrainTea B0824GK8BP P2_gotu_kola_organic	OK
cerasee tea	BrainTea B0824GK8BP P2_cerasee_tea	OK
greek mountain tea	BrainTea B0824GK8BP P2_greek_mountain_te	OK
brain fog	BrainTea B0824GK8BP P2_brain_fog	OK
hyssop tea organic	BrainTea B0824GK8BP P2_hyssop_tea_organ	OK
yarrow tea	BrainTea B0824GK8BP P2_yarrow_tea	OK
chrysanthemum tea organic	BrainTea B0824GK8BP P2_chrysanthemum_tea	OK
herbal life teas	BrainTea B0824GK8BP P2_herbal_life_tea	OK
memory lift	BrainTea B0824GK8BP P2_memory_lift	OK
ashitaba tea	BrainTea B0824GK8BP P2_ashitaba_tea	OK
gotu kola powder	BrainTea B0824GK8BP P2_gotu_kola_powder	OK
cuachalalate tea	BrainTea B0824GK8BP P2_cuachalalate_tea	OK
mushroom tea organic	BrainTea B0824GK8BP P2_mushroom_tea_organ	OK
jiaogulan tea	BrainTea B0824GK8BP P2_jiaogulan_tea	OK
rhodiola tea	BrainTea B0824GK8BP P2_rhodiola_tea	OK
brain awake	BrainTea B0824GK8BP P2_brain_awake	OK
yogi vanilla spice perfect ene	BrainTea B0824GK8BP P2_yogi_vanilla_spic	OK
taheebo tea	BrainTea B0824GK8BP P2_taheebo_tea	OK
ayahuasca tea	BrainTea B0824GK8BP P2_ayahuasca_tea	OK
axocopaque hierba tea	BrainTea B0824GK8BP P2_axocopaque_hierba	OK
te de romero organico natural	BrainTea B0824GK8BP P2_te_de_romero_organ	OK
goldenseal tea	BrainTea B0824GK8BP P2_goldenseal_tea	OK
concentration	BrainTea B0824GK8BP P2_concentration	OK
energy tea bags	BrainTea B0824GK8BP P2_energy_tea_bags	OK
yogi spiced blackberry focus t	BrainTea B0824GK8BP P2_yogi_spiced_black	OK
garcinia cambogia tea	BrainTea B0824GK8BP P2_garcinia_cambogia	OK
iron hammer herbal tea	BrainTea B0824GK8BP P2_iron_hammer_herba	OK

Keyword	Campaign	Status
louisiana tea	BrainTea B0824GK8BP P2_louisiana_tea	OK
memory and focus	BrainTea B0824GK8BP P2_memory_and_focus	OK
organic saffron tea	BrainTea B0824GK8BP P2_organic_saffron_t	OK
migraine tea	BrainTea B0824GK8BP P2_migraine_tea	OK
health tea	BrainTea B0824GK8BP P2_health_tea	OK
lotus leaf tea	BrainTea B0824GK8BP P2_lotus_leaf_tea	OK
goldenrod tea	BrainTea B0824GK8BP P2_goldenrod_tea	OK
herbal life tea	BrainTea B0824GK8BP P2_herbal_life_tea	OK
moon cycle tea	BrainTea B0824GK8BP P2_moon_cycle_tea	OK
gingko biloba liquid drops	BrainTea B0824GK8BP P2_gingko_biloba_liq	OK
lifestyle awareness tea	BrainTea B0824GK8BP P2_lifestyle_awarene	OK
organic caffeine	BrainTea B0824GK8BP P2_organic_caffeine	OK
awake tea	BrainTea B0824GK8BP P2_awake_tea	OK
cordyceps tea	BrainTea B0824GK8BP P2_cordyceps_tea	OK
organic gotu kola	BrainTea B0824GK8BP P2_organic_gotu_kola	OK
nispero leaves tea	BrainTea B0824GK8BP P2_nispero_leaves_te	OK
healthy brain all day focus	BrainTea B0824GK8BP P2_healthy_brain_all	OK
ryze mushroom tea for weight l	BrainTea B0824GK8BP P2_ryze_mushroom_tea	OK
epazote tea	BrainTea B0824GK8BP P2_epazote_tea	OK
tamarind tea organic	BrainTea B0824GK8BP P2_tamarind_tea_organ	OK

Page 2 Campaigns — Yerba Mate (7 active keywords)

Keyword	Campaign	Status
iron hammer tea	BrainTea B0CRZRHT7R P2_iron_hammer_tea	OK
mate tea	BrainTea B0CRZRHT7R P2_mate_tea	OK
yerba mate tea	BrainTea B0CRZRHT7R P2_yerba_mate_tea	OK
yerba matte tea	BrainTea B0CRZRHT7R P2_yerba_matte_tea	OK
brainista yerba magic	BrainTea B0CRZRHT7R P2_brainista_yerba_m	OK
unimate yerba mate	BrainTea B0CRZRHT7R P2_unimate_yerba_mat	OK

Keyword	Campaign	Status
ginko biloba tea	BrainTea B0CRZRHT7R P2_ginko_biloba_tea	OK

Brain Tea · Weekly Advertising Report · April 3, 2026 · Amazon Ads API