

Flux 廣告調整明細

(分市場)

Flux Ad Change Detail, by marketplace

近 7 天 10/22-10/28 | 近 30 天 9/29-10/28

Last 7 days 10/22-10/28 | last 30 days 9/29-10/28

近 7 天 941 項調整 近 30 天 3,312 項

941 adjustments in the last 7 days; 3,312 in the last 30 days

近 7 天：加碼 57 | 優化調整 382 | 整理收起 9 支 | 新增 210 支

近 30 天：加碼 630 | 優化調整 1921 | 整理收起 49 支 | 新增 420 支

Last 7d: increases 57 | optimisations 382 | tidied away 9 | new 210. Last 30d: increases 630 | optimisations 1921 | tidied away 49 | new 420

調整紀錄自 9/11 起（我們的逐筆記錄從那天開始）。各章依市場排列（澳洲 → 英國 → 德國 → 加拿大 → 美國）：7 天成效 → 30 天成效 → 近 7 天的調整 → 近 30 天的調整 → 成長機會。逐支 Campaign 的舊值 → 新值在 Excel「調整明細」。

The adjustment log starts on 9/11, when per-entry recording began; One chapter per marketplace (AU → UK → DE → CA → US): 7-day results → 30-day results → adjustments in the last 7 days → adjustments in the last 30 days → growth opportunities. Per-campaign old → new values are in the Excel detail sheets.

市場	近 7 天調整	近 30 天調整	近 30 天 TACOS
澳洲 AU	200	982	21.8%
英國 UK	210	898	31.1%
德國 DE	459	1,134	31.1%
加拿大 CA	37	203	41.6%
美國 US	35	95	49.2%

澳洲 Australia (AU)

近 7 天調整 Last 7d	加碼 Increases	優化調整 Optimised	收起／新增 Away/New
200 項	31	155	0 / 14
近 30 天調整 Last 30d	加碼 Increases	優化調整 Optimised	收起／新增 Away/New
982 項	305	548	11 / 117

本市場 7 天／30 天成效

Marketplace performance: last 7 / 30 days (廣告花費與廣告歸因銷售，Amazon Ads 報表 10/22–10/28 / 9/29–10/28；TACOS 為 ScaleInsights 口徑)

近 7 天 Last 7 days	花費 Spend	銷售 Sales	訂單	ACOS
市場總計 Total	A\$1,092	A\$2,470	67	44.2%
掛帶	A\$166	A\$573	31	28.9%
Avento	A\$745	A\$1,491	28	49.9%
Sportech	A\$47	A\$194	3	24.3%
其他眼鏡	A\$112	A\$211	5	53.0%
近 30 天 Last 30 days	花費	銷售	ACOS	TACOS
市場總計 Total	A\$4,228	A\$10,654	39.7%	21.8%
掛帶	A\$665	A\$1,948	34.2%	26.5%
Avento	A\$2,779	A\$7,284	38.2%	24.6%
Sportech	A\$225	A\$551	40.8%	67.2%
其他眼鏡	A\$357	A\$755	47.2%	14.3%

澳洲 | 近 7 天的調整 (10/22–10/28)

AU: adjustments in the last 7 days

10/28 | 出價・每日預算 | 共 6 支 / 12 項

10/28 | Bid / Daily budget | 6 campaigns / 12 items

調整：出價 A\$0.72–A\$1.42 → A\$0.79–A\$1.50 (10 項，4 支)；每日預算 A\$15.00 → A\$22.50 (2 支)

Change: Bid A\$0.72–A\$1.42 → A\$0.79–A\$1.50 (10 items, 4 campaigns); Daily budget A\$15.00 → A\$22.50 (2 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

觀察中 (調整後第 0 天)：花費 A\$0.00 | 銷售 A\$0.00 | 訂單 0

Observing (day 0 after): Spend A\$0.00 | Sales A\$0.00 | Orders 0

代表 Campaign：124757947100926 • AU_Flux_Avento_B01N3OVRWE_SBV_KW_20261019；119114210796372 • Flux AU P2 B0CNRK82V4 sports-sunglasses 20261020；543615662534713 • SB_BROAD_sunglasses lanyard_112125；等 6 支

10/27 | 出價 | 共 2 支 / 2 項

10/27 | Bid | 2 campaigns / 2 items

調整：出價 A\$1.00–A\$1.04 → A\$1.10–A\$1.14 (2 項，2 支)

Change: Bid A\$1.00–A\$1.04 → A\$1.10–A\$1.14 (2 items, 2 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

觀察中 (調整後第 1 天，10/28–10/28)：花費 A\$2.15 | 銷售 A\$0.00 | 訂單 0

Observing (day 1 after, 10/28–10/28): Spend A\$2.15 | Sales A\$0.00 | Orders 0

代表 Campaign：406267075925171 • SB_BROAD_sunglasses men_1201_0946；37635671413444 • AU_80Days_StrapNylon_B0FCRLQG4B_SP_KW_Exact_sunglass-strap

10/26 | 出價 | 共 43 支 / 155 項

10/26 | Bid | 43 campaigns / 155 items

調整：出價 A\$0.44–A\$1.70 → A\$0.36–A\$1.36 (155 項, 43 支)

Change: Bid A\$0.44–A\$1.70 → A\$0.36–A\$1.36 (155 items, 43 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

觀察中 (調整後第 2 天, 10/27–10/28)：花費 A\$3.64 | 銷售 A\$0.00 | 訂單 0

Observing (day 2 after, 10/27–10/28): Spend A\$3.64 | Sales A\$0.00 | Orders 0

代表 Campaign：535772113134352 • AU_Flux_Bowrider_B093P2DLLJ_SP_Auto_03；421298487427220 • AU_Flux_Avento_B0C3GC6N5W_SP_KW_U124&；145455064516423 •

AU_Flux_Bowrider_B093P2DLLJ_SP_KW_Broad_113_BIDHI_0529；等 43 支

10/26 | 出價 • 每日預算 | 共 4 支 / 7 項

10/26 | Bid / Daily budget | 4 campaigns / 7 items

調整：出價 A\$0.44–A\$1.49 → A\$0.48–A\$1.50 (5 項, 2 支)；每日預算 A\$2.00 → A\$3.00 (2 支)

Change: Bid A\$0.44–A\$1.49 → A\$0.48–A\$1.50 (5 items, 2 campaigns); Daily budget A\$2.00 → A\$3.00 (2 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

觀察中 (調整後第 2 天, 10/27–10/28)：花費 A\$29.39 | 銷售 A\$100.96 | 訂單 4

Observing (day 2 after, 10/27–10/28): Spend A\$29.39 | Sales A\$100.96 | Orders 4

代表 Campaign：450074094953280 • SB_BROAD_rayban sunglasses women_111825；130944643553346 • AU_80Days_StrapNylon_B0FD3PMPVC_SP_KW_U278_L120_0725L；40533403965751 •

AU_80Days_StrapNylon_B0FCRK9JCK_SP_Auto_20；等 4 支

10/25 | 出價 | 共 2 支 / 2 項

10/25 | Bid | 2 campaigns / 2 items

調整：出價 A\$1.20–A\$1.22 → A\$1.32–A\$1.34 (2 項, 2 支)

Change: Bid A\$1.20–A\$1.22 → A\$1.32–A\$1.34 (2 items, 2 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

觀察中 (調整後第 3 天, 10/26–10/28)：花費 A\$2.41 | 銷售 A\$0.00 | 訂單 0

Observing (day 3 after, 10/26–10/28): Spend A\$2.41 | Sales A\$0.00 | Orders 0

代表 Campaign：517879773340816 • AU_80Days_StrapNylon_B0FD3PSJG3_SP_KW_Exact_U273；542202657849155 • AU_Flux_Avento_B0C3GC6N5W_SP_Other_135

10/24 | 新增廣告 | 共 2 支 / 2 項

10/24 | New campaigns | 2 campaigns / 2 items

調整：新增 2 支廣告，每日預算 A\$1.20

Change: 2 new campaigns, daily budget A\$1.20

原因：為「reading glasses」新增專屬廣告，推動自然排名上第一頁

Why: Campaign structure update.

觀察中 (調整後第 4 天, 10/25–10/28)：花費 A\$0.00 | 銷售 A\$0.00 | 訂單 0

Observing (day 4 after, 10/25–10/28): Spend A\$0.00 | Sales A\$0.00 | Orders 0

代表 Campaign：62629088868198 • Flux AU P2 B0FCRLQG4B reading-glasses 20261024；35447932718337 • Flux AU P2 B0FCRLQG4B glasses-chain 20261024

10/24 | 新增廣告 | 共 6 支 / 6 項

10/24 | New campaigns | 6 campaigns / 6 items

調整：新增 6 支廣告，每日預算 A\$2.00

Change: 6 new campaigns, daily budget A\$2.00

原因：依 Amazon 搜尋查詢成效 (SQP) 找出顧客已偏好我們品牌的搜尋詞，開精準單字廣告集中加碼

Why: Campaign structure update.

觀察中 (調整後第 4 天, 10/25–10/28)：花費 A\$0.00 | 銷售 A\$0.00 | 訂單 0

Observing (day 4 after, 10/25–10/28): Spend A\$0.00 | Sales A\$0.00 | Orders 0

代表 Campaign：90890704540351 •

AU_80Days_StrapNylon_B0FD3PMPVC_SP_KW_Exact_glasses-neck-cord；246544635542153 •

AU_80Days_StrapNylon_B0FCRQRHJ8_SP_KW_Exact_glasses-straps-for-men；57247920461052 •

AU_80Days_StrapNylon_B0FCRLQG4B_SP_KW_Exact_eye-glasses-straps；等 6 支

10/24 | 新增廣告 | 共 6 支 / 6 項

10/24 | New campaigns | 6 campaigns / 6 items

調整：新增 6 支廣告，每日預算 A\$2.00

Change: 6 new campaigns, daily budget A\$2.00

原因：依 Amazon 搜尋查詢成效 (SQP) 找出顧客已偏好我們品牌的搜尋詞，加開品牌廣告集中加碼

Why: Campaign structure update.

觀察中 (調整後第 4 天, 10/25–10/28)：花費 A\$6.65 | 銷售 A\$0.00 | 訂單 0

Observing (day 4 after, 10/25–10/28): Spend A\$6.65 | Sales A\$0.00 | Orders 0

代表 Campaign：108056981020923 •

AU_80Days_StrapNylon_B0FD3PMPVC_SB_KW_Exact_glasses-neck-cord；252674760468337 •

AU_80Days_StrapNylon_B0FCRQRHJ8_SB_KW_Exact_glasses-straps-for-men；253979621951484 •

AU_80Days_StrapNylon_B0FCRLQG4B_SB_KW_Exact_eye-glasses-straps；等 6 支

10/23 | 出價 | 共 1 支 / 4 項

10/23 | Bid | 1 campaigns / 4 items

調整：出價 A\$0.88–A\$1.10 → A\$0.97–A\$1.21 (4 項, 1 支)

Change: Bid A\$0.88–A\$1.10 → A\$0.97–A\$1.21 (4 items, 1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

觀察中 (調整後第 5 天, 10/24–10/28)：花費 A\$0.00 | 銷售 A\$0.00 | 訂單 0

Observing (day 5 after, 10/24–10/28): Spend A\$0.00 | Sales A\$0.00 | Orders 0

代表 Campaign：72230077069035 • AU_80Days_StrapNylon_B0FCRK9JCK_SP_Auto_24

10/22 | 出價 | 共 1 支 / 4 項

10/22 | Bid | 1 campaigns / 4 items

調整：出價 A\$0.90 → A\$0.99 (4 項, 1 支)

Change: Bid A\$0.90 → A\$0.99 (4 items, 1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

觀察中 (調整後第 6 天, 10/23–10/28)：花費 A\$3.25 | 銷售 A\$0.00 | 訂單 0

Observing (day 6 after, 10/23–10/28): Spend A\$3.25 | Sales A\$0.00 | Orders 0

代表 Campaign：253216221264452 • AU_Flux_Avento_B01N3OVRWE_SP_Auto_66_L090_0725L

澳洲 | 近 30 天的調整 (較早的部分)

AU: adjustments in the last 30 days (earlier part)

10/21 | 新增廣告 | 共 3 支 / 3 項

10/21 | New campaigns | 3 campaigns / 3 items

調整：新增 3 支廣告，每日預算 A\$1.20/A\$1.60

Change: 3 new campaigns, daily budget A\$1.20/A\$1.60

原因：為「flux」新增專屬品牌廣告，推動自然排名上第一頁

Why: Campaign structure update.

調整後 7 天 (10/22-10/28)：花費 A\$46.26 | 銷售 A\$33.98 | 訂單 2

7 days after (10/22-10/28): Spend A\$46.26 | Sales A\$33.98 | Orders 2

代表 Campaign：142737323569244 • AU_FLUX_SB_P2_B093P2DLLJ_flux_20261020；171362960300047 •

AU_FLUX_SB_P2_B01N3OVRWE_golf-accessories-for-men_20261020；167365869920977 •

AU_FLUX_SB_P2_B0FD3PMPVC_glasses-anti-slip_20261020

10/21 | 出價・每日預算 | 共 17 支 / 29 項

10/21 | Bid / Daily budget | 17 campaigns / 29 items

調整：出價 A\$0.56-A\$1.65 → A\$0.62-A\$1.75 (28 項，16 支)；每日預算 A\$9.00 → A\$13.50 (1 支)

Change: Bid A\$0.56-A\$1.65 → A\$0.62-A\$1.75 (28 items, 16 campaigns); Daily budget A\$9.00 → A\$13.50 (1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/22-10/28)：花費 A\$300.61 | 銷售 A\$734.92 | 訂單 18

7 days after (10/22-10/28): Spend A\$300.61 | Sales A\$734.92 | Orders 18

代表 Campaign：478962575171969 • SB_mens sunglasses-mens sunglasses；340470252560562 • SB_BROAD_sunglass

retainer_112125；380144911378862 • SB_BROAD_polaroid eyewear oakley sunglasses mens_111825；等 17 支

10/20 | 新增廣告 | 共 7 支 / 7 項

10/20 | New campaigns | 7 campaigns / 7 items

調整：新增 7 支廣告，每日預算 A\$1.20/A\$1.60

Change: 7 new campaigns, daily budget A\$1.20/A\$1.60

原因：新增「glasses chain」關鍵字廣告，推動排名從第二頁進到第一頁

Why: Campaign structure update.

調整後 7 天 (10/21-10/27)：花費 A\$32.32 | 銷售 A\$49.99 | 訂單 1

7 days after (10/21-10/27): Spend A\$32.32 | Sales A\$49.99 | Orders 1

代表 Campaign：61414413189235 • Flux AU P2 B0FD3PSJG3 glasses-chain 20261020；119114210796372 • Flux AU P2

B0CNRK82V4 sports-sunglasses 20261020；140249515434685 • Flux AU P2 B0FD3PMPVC glasses-chain-for-women

20261020；等 7 支

10/20 | 版位 | 共 3 支 / 3 項

10/20 | Placement | 3 campaigns / 3 items

調整：版位「搜尋結果最上方」加成 +15%/+38% (3 支)

Change: Top-of-search placement boost +15%/+38% (3 campaigns)

原因：我們調整了廣告在不同版位的出價比例，讓每次點擊的成本維持在合理範圍。

Why: Bids aligned to a sensible level so cost per click is consistent.

調整後 7 天 (10/21-10/27)：花費 A\$145.97 | 銷售 A\$489.00 | 訂單 9

7 days after (10/21-10/27): Spend A\$145.97 | Sales A\$489.00 | Orders 9

代表 Campaign：28655660186457 • AU_Flux_Avento_All_Colors_SP_Auto_043；78774614095040 •

AU_Flux_AveSpor_Broad_sunglasses_men_20260427；394081648889034 •

AU_80Days_StrapNylon_B0FD3PMPVC_SP_KW_U278

10/20 | 出價 | 共 2 支 / 5 項

10/20 | Bid | 2 campaigns / 5 items

調整：出價 A\$1.29–A\$1.45 → A\$1.42–A\$1.50 (5 項, 2 支)

Change: Bid A\$1.29–A\$1.45 → A\$1.42–A\$1.50 (5 items, 2 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/21–10/27)：花費 A\$36.93 | 銷售 A\$91.94 | 訂單 6

7 days after (10/21–10/27): Spend A\$36.93 | Sales A\$91.94 | Orders 6

代表 Campaign：543615662534713 • SB_BROAD_sunglasses lanyard_112125；91880965506683 • AU_80Days_StrapNylon_B0FCRK9JCK_SP_Auto_25

10/19 | 新增廣告 | 共 1 支 / 1 項

10/19 | New campaigns | 1 campaigns / 1 items

調整：新增 1 支廣告，每日預算 A\$15.00

Change: 1 new campaigns, daily budget A\$15.00

原因：新增 Avento 影片廣告，在搜尋結果以影片展示 Avento 太陽眼鏡 (15 組熱門搜尋字)

Why: Campaign structure update.

調整後 7 天 (10/20–10/26)：花費 A\$185.76 | 銷售 A\$114.49 | 訂單 2

7 days after (10/20–10/26): Spend A\$185.76 | Sales A\$114.49 | Orders 2

代表 Campaign：124757947100926 • AU_Flux_Avento_B01N3OVRWE_SBV_KW_20261019

10/19 | 出價 | 共 42 支 / 69 項

10/19 | Bid | 42 campaigns / 69 items

調整：出價 A\$0.41–A\$1.50 → A\$0.33–A\$1.20 (69 項, 42 支)

Change: Bid A\$0.41–A\$1.50 → A\$0.33–A\$1.20 (69 items, 42 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/20–10/26)：花費 A\$10.98 | 銷售 A\$64.50 | 訂單 1

7 days after (10/20–10/26): Spend A\$10.98 | Sales A\$64.50 | Orders 1

代表 Campaign：510037124966522 • SB_BROAD_slim sunglasses men_111825；262530919538101 • SB_broad_20260211_gym sunglasses men2；225570347937578 • AU_Flux_Sportech_B06XSB9W9D_SP_KW_Broad_sunglasses；等 42 支

10/19 | 出價 | 共 7 支 / 10 項

10/19 | Bid | 7 campaigns / 10 items

調整：出價 A\$1.12–A\$1.50 → A\$1.23–A\$1.65 (10 項, 7 支)

Change: Bid A\$1.12–A\$1.50 → A\$1.23–A\$1.65 (10 items, 7 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/20–10/26)：花費 A\$19.58 | 銷售 A\$117.46 | 訂單 5

7 days after (10/20–10/26): Spend A\$19.58 | Sales A\$117.46 | Orders 5

代表 Campaign：445835197177584 • AU_80Days_StrapNylon_B0FD3PMPVC_SP_KW_Exact_U274；511071263671090 • SB_BROAD_sunglasses lanyard_1201251；477861836280965 • AU_Flux_Avento_B07NZM7X6F_SP_Other_092；等 7 支

10/18 | 出價・每日預算 | 共 15 支 / 23 項

10/18 | Bid / Daily budget | 15 campaigns / 23 items

調整：出價 A\$0.94–A\$1.38 → A\$1.00–A\$1.50 (19 項, 11 支)；每日預算 A\$2.10 → A\$3.15 (4 支)

Change: Bid A\$0.94–A\$1.38 → A\$1.00–A\$1.50 (19 items, 11 campaigns); Daily budget A\$2.10 → A\$3.15 (4 campaigns)

原因：旺季來了，我們把已經在賣的廣告加大曝光，讓更多買家看到。

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/19–10/25)：花費 A\$284.23 | 銷售 A\$830.43 | 訂單 22

7 days after (10/19–10/25): Spend A\$284.23 | Sales A\$830.43 | Orders 22

代表 Campaign：28655660186457 • AU_Flux_Avento_All_Colors_SP_Auto_043；535772113134352 • AU_Flux_Bowrider_B093P2DLLJ_SP_Auto_03；35965324368886 • AU_80Days_StrapNylon_B0FD3PMPVC_SP_KW_U278_L100_0725L；等 15 支

10/18 | 新增廣告 | 共 2 支 / 2 項

10/18 | New campaigns | 2 campaigns / 2 items

調整：新增 2 支廣告，每日預算 A\$1.20/A\$1.60

Change: 2 new campaigns, daily budget A\$1.20/A\$1.60

原因：新增「glasses chain」關鍵字廣告，推動排名從第二頁進到第一頁

Why: Campaign structure update.

調整後 7 天 (10/19–10/25)：花費 A\$8.59 | 銷售 A\$0.00 | 訂單 0

7 days after (10/19–10/25): Spend A\$8.59 | Sales A\$0.00 | Orders 0

代表 Campaign：223037950178748 • Flux AU P2 B0FD3MZ97V glasses-chain 20261018；98909120315636 • Flux AU P2 B0C3GNK3VF running-glasses-women 20261018

10/18 | 每日預算 | 共 1 支 / 1 項

10/18 | Daily budget | 1 campaigns / 1 items

調整：每日預算 A\$160.00 → A\$200.00 (1 支)

Change: Daily budget A\$160.00 → A\$200.00 (1 campaigns)

原因：我們提高了帳號整體的每日預算上限，讓有成效的廣告可以投放得更完整。

Why: Campaign structure update.

調整後 7 天 (10/19–10/25)：花費 A\$0.00 | 銷售 A\$0.00 | 訂單 0

7 days after (10/19–10/25): Spend A\$0.00 | Sales A\$0.00 | Orders 0

代表 Campaign：3601686309797276 • AU 帳號層 SP 每日預算上限 (profile dailyBudget)

10/18 | 出價・每日預算 | 共 4 支 / 4 項

10/18 | Bid / Daily budget | 4 campaigns / 4 items

調整：出價 A\$1.07 → A\$1.18 (1 項，1 支)；每日預算 A\$15.00 → A\$2.00 (3 支)

Change: Bid A\$1.07 → A\$1.18 (1 items, 1 campaigns); Daily budget A\$15.00 → A\$2.00 (3 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency. Campaign structure update.

調整後 7 天 (10/19–10/25)：花費 A\$18.66 | 銷售 A\$93.48 | 訂單 3

7 days after (10/19–10/25): Spend A\$18.66 | Sales A\$93.48 | Orders 3

代表 Campaign：278598119204260 • SB_universal sunglasses strap_\$0.88_01020935；130944643553346 • AU_80Days_StrapNylon_B0FD3PMPVC_SP_KW_U278_L120_0725L；101962207519877 • AU_80Days_StrapNylon_B0FD3PSJG3_SP_KW_Exact_U273_L120_0725L；等 4 支

10/16 | 出價 | 共 3 支 / 3 項

10/16 | Bid | 3 campaigns / 3 items

調整：出價 A\$0.66–A\$0.88 → A\$0.73–A\$0.97 (3 項，3 支)

Change: Bid A\$0.66–A\$0.88 → A\$0.73–A\$0.97 (3 items, 3 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/17–10/23)：花費 A\$25.33 | 銷售 A\$0.00 | 訂單 0

7 days after (10/17–10/23): Spend A\$25.33 | Sales A\$0.00 | Orders 0

代表 Campaign：406267075925171 • SB_BROAD_sunglasses men_1201_0946；402646560658363 • SB_BROAD_wrap fit sunglasses_1126251；117954081704659 • SB_broad_20260211_beacool running sunglasses2

10/15 | 出價・每日預算 | 共 4 支 / 4 項

10/15 | Bid / Daily budget | 4 campaigns / 4 items

調整：出價 A\$0.83–A\$1.16 → A\$0.66–A\$0.94 (3 項，3 支)；每日預算 A\$15.00 → A\$20.00 (1 支)

Change: Bid A\$0.83–A\$1.16 → A\$0.66–A\$0.94 (3 items, 3 campaigns); Daily budget A\$15.00 → A\$20.00 (1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency. Campaign structure update.

調整後 7 天 (10/16–10/22)：花費 A\$95.80 | 銷售 A\$406.50 | 訂單 7

7 days after (10/16–10/22): Spend A\$95.80 | Sales A\$406.50 | Orders 7

代表 Campaign：28655660186457 • AU_Flux_Avento_All_Colors_SP_Auto_043；389225600227253 • SB_BROAD_fishing outdoor sunglasses_112625；302035081139205 • AU_80Days_StrapNylon_B0FD3PMPVC_SP_KW_Broad_054；等 4 支

10/14 | 每日預算 | 共 1 支 / 1 項

10/14 | Daily budget | 1 campaigns / 1 items

調整：每日預算 A\$2.10 → A\$3.15 (1 支)

Change: Daily budget A\$2.10 → A\$3.15 (1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/15–10/21)：花費 A\$2.33 | 銷售 A\$0.00 | 訂單 0

7 days after (10/15–10/21): Spend A\$2.33 | Sales A\$0.00 | Orders 0

代表 Campaign：35965324368886 • AU_80Days_StrapNylon_B0FD3PMPVC_SP_KW_U278_L100_0725L

10/12 | 出價 | 共 31 支 / 59 項

10/12 | Bid | 31 campaigns / 59 items

調整：出價 A\$0.35–A\$1.15 → A\$0.28–A\$0.92 (59 項，31 支)

Change: Bid A\$0.35–A\$1.15 → A\$0.28–A\$0.92 (59 items, 31 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/13–10/19)：花費 A\$0.02 | 銷售 A\$0.00 | 訂單 0

7 days after (10/13–10/19): Spend A\$0.02 | Sales A\$0.00 | Orders 0

代表 Campaign：50117634777941 • AU StrapWire Sponsored Brands May 2025；38519903502994 •

AU_Flux_AveSpor_Broad_sunnies_20260427；198450601550134 • SB_broad_20260211_big frame sunglasses men2；等 31 支

10/12 | 出價 | 共 3 支 / 6 項

10/12 | Bid | 3 campaigns / 6 items

調整：出價 A\$0.88–A\$1.32 → A\$0.97–A\$1.45 (6 項，3 支)

Change: Bid A\$0.88–A\$1.32 → A\$0.97–A\$1.45 (6 items, 3 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/13–10/19)：花費 A\$51.94 | 銷售 A\$204.20 | 訂單 14

7 days after (10/13–10/19): Spend A\$51.94 | Sales A\$204.20 | Orders 14

代表 Campaign：543615662534713 • SB_BROAD_sunglasses lanyard_112125；91880965506683 •

AU_80Days_StrapNylon_B0FCRK9JCK_SP_Auto_25；134063957247731 • SB_cotton sunglasses strap_\$0.88_01020940

10/11 | 每日預算 | 共 1 支 / 1 項

10/11 | Daily budget | 1 campaigns / 1 items

調整：每日預算 A\$200.00 → A\$160.00 (1 支)

Change: Daily budget A\$200.00 → A\$160.00 (1 campaigns)

原因：我們先調整了帳號整體的每日預算，把預算留給大促。

Why: Campaign structure update.

調整後 7 天 (10/12–10/18)：花費 A\$0.00 | 銷售 A\$0.00 | 訂單 0

7 days after (10/12–10/18): Spend A\$0.00 | Sales A\$0.00 | Orders 0

代表 Campaign：3601686309797276 • AU 帳號層 SP 每日預算上限 (profile dailyBudget)

10/11 | 出價 • 新增廣告 • 狀態 | 共 128 支 / 149 項

10/11 | Bid / New campaigns / Status | 128 campaigns / 149 items

調整：出價 A\$0.70–A\$1.30 → A\$0.56–A\$1.49 (49 項，28 支)；整理收起 (停止投放) 10 支；新增 90 支廣告，每日預算 A\$5.00

Change: Bid A\$0.70–A\$1.30 → A\$0.56–A\$1.49 (49 items, 28 campaigns); Tidied away (stopped serving) 10 campaigns; 90 new campaigns, daily budget A\$5.00

原因：

Why: Budget concentrated on ads that bring orders. Higher investment in campaigns with healthy orders and efficiency. Campaign structure update. Account structure tidied: inactive campaigns tucked away.

調整後 7 天 (10/12–10/18)：花費 A\$372.16 | 銷售 A\$1,099.58 | 訂單 38

7 days after (10/12–10/18): Spend A\$372.16 | Sales A\$1,099.58 | Orders 38

代表 Campaign：145455064516423 • AU_Flux_Bowrider_B093P2DLLJ_SP_KW_Broad_113_BIDHI_0529；478962575171969 • SB_mens sunglasses-mens sunglasses；102832213290213 • AU_Flux_Avento_B01N3OVRWE_SP_Other_004；等 128 支

10/10 | 出價 | 共 1 支 / 1 項

10/10 | Bid | 1 campaigns / 1 items

調整：出價 A\$0.97 → A\$1.07 (1 項, 1 支)

Change: Bid A\$0.97 → A\$1.07 (1 items, 1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/11–10/17)：花費 A\$0.57 | 銷售 A\$0.00 | 訂單 0

7 days after (10/11–10/17): Spend A\$0.57 | Sales A\$0.00 | Orders 0

代表 Campaign：278598119204260 • SB_universal sunglasses strap_\$0.88_01020935

10/8 | 出價 | 共 4 支 / 4 項

10/8 | Bid | 4 campaigns / 4 items

調整：出價 A\$0.70–A\$0.80 → A\$0.77–A\$0.88 (4 項, 4 支)

Change: Bid A\$0.70–A\$0.80 → A\$0.77–A\$0.88 (4 items, 4 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/9–10/15)：花費 A\$8.04 | 銷售 A\$64.50 | 訂單 1

7 days after (10/9–10/15): Spend A\$8.04 | Sales A\$64.50 | Orders 1

代表 Campaign：406267075925171 • SB_BROAD_sunglasses men_1201_0946；425444344440615 • SB_BROAD_anti-glare sunglasses_112625；402646560658363 • SB_BROAD_wrap fit sunglasses_1126251；等 4 支

10/7 | 每日預算 | 共 1 支 / 1 項

10/7 | Daily budget | 1 campaigns / 1 items

調整：每日預算 A\$3.60 → A\$7.20 (1 支)

Change: Daily budget A\$3.60 → A\$7.20 (1 campaigns)

原因：這支品牌廣告持續帶來訂單，我們把每日預算加倍，讓它在大促期間可以整天完整投放。

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/8–10/14)：花費 A\$10.42 | 銷售 A\$0.00 | 訂單 0

7 days after (10/8–10/14): Spend A\$10.42 | Sales A\$0.00 | Orders 0

代表 Campaign：510037124966522 • SB_BROAD_slim sunglasses men_111825

10/7 | 出價 | 共 4 支 / 4 項

10/7 | Bid | 4 campaigns / 4 items

調整：出價 A\$0.96–A\$1.10 → A\$1.10–A\$1.30 (4 項, 4 支)

Change: Bid A\$0.96–A\$1.10 → A\$1.10–A\$1.30 (4 items, 4 campaigns)

原因：澳洲站掛帶商品促銷期間，我們調高了這些已有成效廣告的競價，讓它們有更多曝光機會。

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/8–10/14)：花費 A\$42.02 | 銷售 A\$168.38 | 訂單 12

7 days after (10/8–10/14): Spend A\$42.02 | Sales A\$168.38 | Orders 12

代表 Campaign：40533403965751 • AU_80Days_StrapNylon_B0FCRK9JCK_SP_Auto_20；35965324368886 • AU_80Days_StrapNylon_B0FD3PMPVC_SP_KW_U278_L100_0725L；281126116083000 • AU_80Days_StrapNylon_B0FD3PSJG3_SP_KW_Exact_U273_L100_0725L；等 4 支

10/7 | 出價 | 共 8 支 / 14 項

10/7 | Bid | 8 campaigns / 14 items

調整：出價 A\$0.77–A\$0.88 → A\$0.85–A\$0.97 (14 項, 8 支)

Change: Bid A\$0.77–A\$0.88 → A\$0.85–A\$0.97 (14 items, 8 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/8–10/14)：花費 A\$24.17 | 銷售 A\$0.00 | 訂單 0

7 days after (10/8–10/14): Spend A\$24.17 | Sales A\$0.00 | Orders 0

代表 Campaign：389225600227253 • SB_BROAD_fishing outdoor sunglasses_112625；339771481836125 • SB_BROAD_wraparound sunglasses_112625；160445813722248 • AU_80Days_StrapNylon_B0FCRCZ1HC_SP_Auto_09；等 8 支

10/5 | 每日預算 | 共 1 支 / 1 項

10/5 | Daily budget | 1 campaigns / 1 items

調整：每日預算 A\$15.00 → A\$22.50 (1 支)

Change: Daily budget A\$15.00 → A\$22.50 (1 campaigns)

原因：這支廣告訂單最多、預算每天用完，我們提高了每日預算，讓它可以投放得更完整。

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/6–10/12)：花費 A\$122.30 | 銷售 A\$709.50 | 訂單 11

7 days after (10/6–10/12): Spend A\$122.30 | Sales A\$709.50 | Orders 11

代表 Campaign：28655660186457 • AU_Flux_Avento_All_Colors_SP_Auto_043

10/5 | 每日預算 | 共 1 支 / 1 項

10/5 | Daily budget | 1 campaigns / 1 items

調整：每日預算 A\$22.50 → A\$15.00 (1 支)

Change: Daily budget A\$22.50 → A\$15.00 (1 campaigns)

原因：這支廣告的每日預算調回原本的設定，大促後再評估。

Why: Campaign structure update.

調整後 7 天 (10/6–10/12)：花費 A\$122.30 | 銷售 A\$709.50 | 訂單 11

7 days after (10/6–10/12): Spend A\$122.30 | Sales A\$709.50 | Orders 11

代表 Campaign：28655660186457 • AU_Flux_Avento_All_Colors_SP_Auto_043

10/5 | 每日預算 | 共 2 支 / 2 項

10/5 | Daily budget | 2 campaigns / 2 items

調整：每日預算 A\$6.00 → A\$9.00 (2 支)

Change: Daily budget A\$6.00 → A\$9.00 (2 campaigns)

原因：這支廣告有訂單、預算每天用完，我們提高了每日預算，讓它可以投放得更完整。

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/6–10/12)：花費 A\$51.77 | 銷售 A\$129.00 | 訂單 2

7 days after (10/6–10/12): Spend A\$51.77 | Sales A\$129.00 | Orders 2

代表 Campaign：380144911378862 • SB_BROAD_polaroid eyewear oakley sunglasses mens_111825 ; 544675713431093 • SB_BROAD_mens polarized sports sunglasses_111825

10/5 | 出價 | 共 2 支 / 2 項

10/5 | Bid | 2 campaigns / 2 items

調整：出價 A\$0.57–A\$0.66 → A\$0.46–A\$0.53 (2 項，2 支)

Change: Bid A\$0.57–A\$0.66 → A\$0.46–A\$0.53 (2 items, 2 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/6–10/12)：花費 A\$0.00 | 銷售 A\$0.00 | 訂單 0

7 days after (10/6–10/12): Spend A\$0.00 | Sales A\$0.00 | Orders 0

代表 Campaign：110435271644270 • SB_broad_20260211_hiking sports sunglasses1 ; 19362440257462 • SB_broad_20260211_flux polarised sunglasses men

10/5 | 每日預算 | 共 1 支 / 1 項

10/5 | Daily budget | 1 campaigns / 1 items

調整：每日預算 A\$100.00 → A\$200.00 (1 支)

Change: Daily budget A\$100.00 → A\$200.00 (1 campaigns)

原因：我們提高了帳號整體的每日預算上限，讓有成效的廣告可以投放得更完整。

Why: Campaign structure update.

調整後 7 天 (10/6–10/12)：花費 A\$0.00 | 銷售 A\$0.00 | 訂單 0

7 days after (10/6–10/12): Spend A\$0.00 | Sales A\$0.00 | Orders 0

代表 Campaign：3601686309797276 • AU 帳號層 SP 每日預算上限 (profile dailyBudget)

10/5 | 出價 | 共 1 支 / 1 項

10/5 | Bid | 1 campaigns / 1 items

調整：出價 A\$2.20 → A\$2.00 (1 項, 1 支)

Change: Bid A\$2.20 → A\$2.00 (1 items, 1 campaigns)

原因：我們把這個關鍵字的 bidding 競價設在 A\$2.00，維持它的曝光。

Why: Bids aligned to a sensible level so cost per click is consistent.

調整後 7 天 (10/6–10/12)：花費 A\$69.44 | 銷售 A\$129.00 | 訂單 2

7 days after (10/6–10/12): Spend A\$69.44 | Sales A\$129.00 | Orders 2

代表 Campaign：354194500243164 • AU_Flux_Avento_B01N3OVRWE_SP_Other_312

10/4 | 出價 | 共 3 支 / 3 項

10/4 | Bid | 3 campaigns / 3 items

調整：出價 A\$0.66–A\$1.15 → A\$0.53–A\$0.92 (3 項, 3 支)

Change: Bid A\$0.66–A\$1.15 → A\$0.53–A\$0.92 (3 items, 3 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/5–10/11)：花費 A\$0.00 | 銷售 A\$0.00 | 訂單 0

7 days after (10/5–10/11): Spend A\$0.00 | Sales A\$0.00 | Orders 0

代表 Campaign：506443599669003 • SB_BROAD_polarised sunglasses men anti scratch_111825 ; 263304589381636 • SB_broad_20260211_driving sunglasses men ; 292029067525259 • AU_Flux_Avento_B0C3GNK3VF_SP_Other_153

10/3 | 出價 | 共 3 支 / 6 項

10/3 | Bid | 3 campaigns / 6 items

調整：出價 A\$0.83–A\$1.22 → A\$0.67–A\$0.98 (6 項, 3 支)

Change: Bid A\$0.83–A\$1.22 → A\$0.67–A\$0.98 (6 items, 3 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/4–10/10)：花費 A\$0.00 | 銷售 A\$0.00 | 訂單 0

7 days after (10/4–10/10): Spend A\$0.00 | Sales A\$0.00 | Orders 0

代表 Campaign：353808490312365 • AU_Flux_Avento_B0C3GC6N5W_SP_KW_Phrase_U149& ; 229424890176517 • AU_80Days_StrapNylon_B0FCRK9JCK_SP_Auto_18 ; 342961618404422 • AU_Flux_Bowrider_B093P2DLLJ_SP_KW_Broad_047

10/3 | 出價 | 共 1 支 / 1 項

10/3 | Bid | 1 campaigns / 1 items

調整：出價 A\$0.88 → A\$0.97 (1 項, 1 支)

Change: Bid A\$0.88 → A\$0.97 (1 items, 1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/4–10/10)：花費 A\$0.00 | 銷售 A\$0.00 | 訂單 0

7 days after (10/4–10/10): Spend A\$0.00 | Sales A\$0.00 | Orders 0

代表 Campaign：249193594757390 • Flux AU P2 B01KHB8DKA flux

10/2 | 出價 | 共 1 支 / 1 項

10/2 | Bid | 1 campaigns / 1 items

調整：出價 A\$0.88 → A\$0.97 (1 項, 1 支)

Change: Bid A\$0.88 → A\$0.97 (1 items, 1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/3–10/9)：花費 A\$0.00 | 銷售 A\$0.00 | 訂單 0

7 days after (10/3–10/9): Spend A\$0.00 | Sales A\$0.00 | Orders 0

代表 Campaign：278598119204260 • SB_universal sunglasses strap_\$0.88_01020935

10/1 | 出價・狀態 | 共 4 支 / 5 項

10/1 | Bid / Status | 4 campaigns / 5 items

調整：出價 A\$1.06–A\$1.22 → A\$0.85–A\$0.98 (4 項, 3 支)；整理收起 (停止投放) 1 支

Change: Bid A\$1.06–A\$1.22 → A\$0.85–A\$0.98 (4 items, 3 campaigns); Tidied away (stopped serving) 1 campaigns

原因：我們調整了尚未帶來訂單的關鍵字出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/2–10/8)：花費 A\$77.96 | 銷售 A\$113.50 | 訂單 2

7 days after (10/2–10/8): Spend A\$77.96 | Sales A\$113.50 | Orders 2

代表 Campaign：493273431065068 • SB_BROAD_sporty polarized glasses_1126251；158259955487448 •

AU_Flux_Avento_B01KHB8E4A_SP_Auto_043_L120_0725L；313492677204752 •

AU_Flux_Verano_B06XCRF7RF_SP_Auto_05；等 4 支

10/1 | 否定關鍵字 | 共 218,831 筆

10/1 | Negative keywords | 218,831 entries

調整：新增否定關鍵字 218,831 筆

Change: 218,831 negative keywords added

原因：依您提供的否定關鍵字清單，已套用到自動、廣泛與詞組比對的廣告；清單中近期仍有成交、與我們現有投放字詞或商品用字重疊，以及度數數字類的字詞先保留，未套用。

Why: Applied the negative keyword list you provided to auto, broad and phrase-match campaigns. Terms that recently generated orders, overlap with our active keywords or product wording, or are numeric lens-strength values were kept and not negated.

否定關鍵字不另列調整後成效。

No separate post-change results for negative keywords.

代表 Campaign：各 Campaign／廣告組 (自動、廣泛、詞組比對)

9/30 | 出價 | 共 43 支 / 223 項

9/30 | Bid | 43 campaigns / 223 items

調整：出價 A\$0.55–A\$1.70 → A\$0.44–A\$1.20 (223 項, 43 支)

Change: Bid A\$0.55–A\$1.70 → A\$0.44–A\$1.20 (223 items, 43 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/1–10/7)：花費 A\$4.40 | 銷售 A\$0.00 | 訂單 0

7 days after (10/1–10/7): Spend A\$4.40 | Sales A\$0.00 | Orders 0

代表 Campaign：421298487427220 • AU_Flux_Avento_B0C3GC6N5W_SP_KW_U124&；476173130691584 •

AU_Flux_Bowrider_B093P2DLLJ_SP_KW_Broad_113；302035081139205 •

AU_80Days_StrapNylon_B0FD3PMPVC_SP_KW_Broad_054；等 43 支

9/30 | 出價 | 共 5 支 / 11 項

9/30 | Bid | 5 campaigns / 11 items

調整：出價 A\$0.70–A\$0.88 → A\$1.01–A\$1.32 (11 項, 5 支)

Change: Bid A\$0.70–A\$0.88 → A\$1.01–A\$1.32 (11 items, 5 campaigns)

原因：依您的回饋，將表現良好的廣告恢復到先前的bidding競價

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/1–10/7)：花費 A\$24.88 | 銷售 A\$41.62 | 訂單 3

7 days after (10/1–10/7): Spend A\$24.88 | Sales A\$41.62 | Orders 3

代表 Campaign：543615662534713 • SB_BROAD_sunglasses lanyard_112125；91880965506683 •

AU_80Days_StrapNylon_B0FCRK9JCK_SP_Auto_25；517879773340816 •

AU_80Days_StrapNylon_B0FD3PSJG3_SP_KW_Exact_U273；等 5 支

9/29 | 出價 | 共 14 支 / 17 項

9/29 | Bid | 14 campaigns / 17 items

調整：出價 A\$0.44–A\$1.30 → A\$0.35–A\$0.88 (17 項, 14 支)

Change: Bid A\$0.44–A\$1.30 → A\$0.35–A\$0.88 (17 items, 14 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (9/30–10/6)：花費 A\$7.87 | 銷售 A\$0.00 | 訂單 0

7 days after (9/30–10/6): Spend A\$7.87 | Sales A\$0.00 | Orders 0

代表 Campaign：256122841555918 • AU_Flux_Ventura_B0CNRJXBYP_SP_Auto_20260912_01；9443684214391 • SB_broad_20260211_cool mens sunglasses；483179102838661 • SB_BROAD_sunglasses holder_1201251；等 14 支

9/29 | 出價・每日預算 | 共 51 支 / 75 項

9/29 | Bid / Daily budget | 51 campaigns / 75 items

調整：出價 A\$0.60–A\$1.33 → A\$0.72–A\$1.44 (28 項, 28 支)；每日預算 A\$1.40 → A\$2.10 (47 支)

Change: Bid A\$0.60–A\$1.33 → A\$0.72–A\$1.44 (28 items, 28 campaigns); Daily budget A\$1.40 → A\$2.10 (47 campaigns)

原因：我們提高了這些廣告的每日預算，讓已經有成效的廣告花得出去。

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (9/30–10/6)：花費 A\$827.98 | 銷售 A\$2,115.73 | 訂單 42

7 days after (9/30–10/6): Spend A\$827.98 | Sales A\$2,115.73 | Orders 42

代表 Campaign：102832213290213 • AU_Flux_Avento_B01N3OVRWE_SP_Other_004；28655660186457 • AU_Flux_Avento_All_Colors_SP_Auto_043；126872968293670 • AU_Flux_Avento_B01KHB8E4A_SP_Auto_038；等 51 支

9/29 | 出價 | 共 1 支 / 27 項

9/29 | Bid | 1 campaigns / 27 items

調整：出價 A\$0.55 → A\$0.60 (27 項, 1 支)

Change: Bid A\$0.55 → A\$0.60 (27 items, 1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (9/30–10/6)：花費 A\$1.39 | 銷售 A\$0.00 | 訂單 0

7 days after (9/30–10/6): Spend A\$1.39 | Sales A\$0.00 | Orders 0

代表 Campaign：497022870642055 • AU_Flux_Lantaka_B0DP27SKJN_SP_KW_Phrase_U260

近 7 天內的 10 批 (200 項) 已列於上，不重複列出 (見上)。

The 10 batches (200 items) from the last 7 days are listed above and not repeated (see above).

澳洲 | 成長機會

Growth opportunities

Sportech 運動款太陽眼鏡

Sportech sport sunglasses

先優化 Optimise first

30 天花費 Spend	30 天總銷售 Total sales	ACOS	TACOS (30 天)
A\$737	A\$1,096	42.1%	67.2%
TACOS (7 天)	每日預算合計	實際日均花費	預算使用率
70.1%	A\$75	A\$6.71	9%

建議與待您決定：本組 30 天 TACOS 67.2%，比目標 30% 高 37.2 個百分點。我們先優化效率 (出價、版位、關鍵字)，回到目標內再請您決定加碼；目前不需要您決定。

Recommendation & decision: 30-day TACOS is 67.2% vs the 30% target (37.2 pts above). We optimise efficiency first and will ask you once it is back within target. Nothing for you to decide right now.

Avento 太陽眼鏡

Avento sunglasses

可加預算 Room
to invest

30 天花費 Spend	30 天總銷售 Total sales	ACOS	TACOS (30 天)
A\$1,682	A\$6,828	38.4%	24.6%
TACOS (7 天)	每日預算合計	實際日均花費	預算使用率
25.7%	A\$384	A\$106.39	28%

建議與待您決定：本組 30 天 TACOS 24.6%，優於目標 30%。有 21 支「近 30 天有訂單、出價還有空間」的廣告，建議把出價提高 10%（試算：每日約多投入 A\$6.93，以這些廣告近 30 天的 ACOS 推估約多帶來 A\$20.97 廣告銷售）。另有 4 支廣告已用到每日預算 8 成以上，建議這些廣告每日預算提高 20%（每日最多多 A\$9.20）。請問您是否同意？我們只加在有訂單的廣告上。

Recommendation & decision: 30-day TACOS is 24.6%, better than the 30% target. 21 converting campaigns still have bid room; we suggest +10% on their bids (estimate: about A\$6.93 more spend per day, roughly A\$20.97 more ad sales per day). 4 campaigns use 80%+ of their daily budget; we suggest +20% (at most A\$9.20 more per day). Do you agree? We only add to campaigns that bring orders.

其他太陽眼鏡系列

Other sunglasses lines

可加預算 Room
to invest

30 天花費 Spend	30 天總銷售 Total sales	ACOS	TACOS (30 天)
A\$598	A\$4,180	41.5%	14.3%
TACOS (7 天)	每日預算合計	實際日均花費	預算使用率
9.8%	A\$136	A\$16.02	12%

建議與待您決定：本組 30 天 TACOS 14.3%，優於目標 30%。有 3 支「近 30 天有訂單、出價還有空間」的廣告，建議把出價提高 10%（試算：每日約多投入 A\$0.56，以這些廣告近 30 天的 ACOS 推估約多帶來 A\$1.54 廣告銷售）。另有 2 支廣告已用到每日預算 8 成以上，建議這些廣告每日預算提高 20%（每日最多多 A\$1.00）。請問您是否同意？我們只加在有訂單的廣告上。

Recommendation & decision: 30-day TACOS is 14.3%, better than the 30% target. 3 converting campaigns still have bid room; we suggest +10% on their bids (estimate: about A\$0.56 more spend per day, roughly A\$1.54 more ad sales per day). 2 campaigns use 80%+ of their daily budget; we suggest +20% (at most A\$1.00 more per day). Do you agree? We only add to campaigns that bring orders.

掛帶

Straps

可加預算 Room
to invest

30 天花費 Spend	30 天總銷售 Total sales	ACOS	TACOS (30 天)
A\$684	A\$2,576	38.8%	26.5%
TACOS (7 天)	每日預算合計	實際日均花費	預算使用率
32.7%	A\$527	A\$23.68	4%

建議與待您決定：本組 30 天 TACOS 26.5%，優於目標 30%。有 2 支廣告已用到每日預算 8 成以上，建議這些廣告每日預算提高 20%（每日最多多 A\$1.00）。請問您是否同意？我們只加在有訂單的廣告上。

Recommendation & decision: 30-day TACOS is 26.5%, better than the 30% target. 2 campaigns use 80%+ of their daily budget; we suggest +20% (at most A\$1.00 more per day). Do you agree? We only add to campaigns that bring orders.

英國 United Kingdom (UK)

近 7 天調整 Last 7d	加碼 Increases	優化調整 Optimised	收起／新增 Away/New
210 項	8	73	9 / 120
近 30 天調整 Last 30d	加碼 Increases	優化調整 Optimised	收起／新增 Away/New
898 項	149	540	21 / 187

本市場 7 天／30 天成效

Marketplace performance: last 7 / 30 days (廣告花費與廣告歸因銷售，Amazon Ads 報表 10/22–10/28 / 9/29–10/28；TACOS 為 ScaleInsights 口徑)

近 7 天 Last 7 days	花費 Spend	銷售 Sales	訂單	ACOS
市場總計 Total	£903	£1,239	102	72.9%
掛帶	£262	£480	62	54.6%
Avento	£386	£379	15	101.9%
Sportech	£107	£228	11	46.8%
其他眼鏡	£124	£152	14	81.7%
近 30 天 Last 30 days	花費	銷售	ACOS	TACOS
市場總計 Total	£4,050	£5,872	69.0%	31.1%
掛帶	£1,148	£2,216	51.8%	35.3%
Avento	£1,235	£1,677	73.7%	58.7%
Sportech	£563	£1,019	55.2%	31.0%
其他眼鏡	£162	£279	58.0%	9.8%

英國 | 近 7 天的調整 (10/22–10/28)

UK: adjustments in the last 7 days

10/28 | 出價 | 共 2 支 / 2 項

10/28 | Bid | 2 campaigns / 2 items

調整：出價 £0.58–£0.67 → £0.64–£0.74 (2 項，2 支)

Change: Bid £0.58–£0.67 → £0.64–£0.74 (2 items, 2 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

觀察中 (調整後第 0 天)：花費 £0.00 | 銷售 £0.00 | 訂單 0

Observing (day 0 after): Spend £0.00 | Sales £0.00 | Orders 0

代表 Campaign：535906585103189 • UK_Flux_Verano_B07CNKWWQP_SP_Other_037；348311905521047 • UK_Flux_Verano_B07CNV8S82_SP_Other_21

10/27 | 出價・每日預算 | 共 4 支 / 4 項

10/27 | Bid / Daily budget | 4 campaigns / 4 items

調整：出價 £0.52 → £0.57 (1 項，1 支)；每日預算 £1.00 → £2.00 (3 支)

Change: Bid £0.52 → £0.57 (1 items, 1 campaigns); Daily budget £1.00 → £2.00 (3 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

觀察中 (調整後第 1 天，10/28–10/28)：花費 £28.96 | 銷售 £49.58 | 訂單 1

Observing (day 1 after, 10/28–10/28): Spend £28.96 | Sales £49.58 | Orders 1

代表 Campaign：328517864641356 • UK_Flux_Verano_B07CNKWWQP_SP_Other_031；188472371215298 • UK_Flux_Avento_B07G8WDT6H_SP_KW_Broad_sunglasses-mens；203901087045287 • UK_Flux_Avento_B07G8WDT6H_SBV_KW_20261019；等 4 支

10/26 | 出價 | 共 65 支 / 73 項

10/26 | Bid | 65 campaigns / 73 items

調整：出價 £0.10-£1.30 → £0.08-£1.04 (73 項, 65 支)

Change: Bid £0.10-£1.30 → £0.08-£1.04 (73 items, 65 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

觀察中 (調整後第 2 天, 10/27-10/28) : 花費 £22.85 | 銷售 £24.79 | 訂單 1

Observing (day 2 after, 10/27-10/28): Spend £22.85 | Sales £24.79 | Orders 1

代表 Campaign : 105830269139655 • UK_Flux_Sportech_B07CNN4FW7_SP_Auto_60_BIDHI_0605 ; 288827137214303 • SB_BROAD_outdoor sunglasses_120425_1 ; 397712547443061 • SB_BROAD_sunglasses men_1201_1139 ; 等 65 支

10/24 | 新增廣告 | 共 8 支 / 8 項

10/24 | New campaigns | 8 campaigns / 8 items

調整：新增 8 支廣告，每日預算 £0.60/£1.00

Change: 8 new campaigns, daily budget £0.60/£1.00

原因：為「vans sunglasses」新增專屬廣告，推動自然排名上第一頁

Why: Campaign structure update.

觀察中 (調整後第 4 天, 10/25-10/28) : 花費 £8.67 | 銷售 £6.24 | 訂單 1

Observing (day 4 after, 10/25-10/28): Spend £8.67 | Sales £6.24 | Orders 1

代表 Campaign : 257419641187590 • UK_Flux_P2_B07G8WDT6H_vans-sunglasses_20261024 ; 242513901918986 • UK_Flux_P2_B0FD3PSJG3_glasses-straps_20261024 ; 31691395385484 • UK_Flux_P2_B07CNN4FW7_lady-gaga-sunglasses_20261024 ; 等 8 支

10/24 | 新增廣告 | 共 7 支 / 7 項

10/24 | New campaigns | 7 campaigns / 7 items

調整：新增 7 支廣告，每日預算 £0.64/£1.00

Change: 7 new campaigns, daily budget £0.64/£1.00

原因：為「lady gaga sunglasses」新增專屬品牌廣告，推動自然排名上第一頁

Why: Campaign structure update.

觀察中 (調整後第 4 天, 10/25-10/28) : 花費 £15.92 | 銷售 £20.89 | 訂單 1

Observing (day 4 after, 10/25-10/28): Spend £15.92 | Sales £20.89 | Orders 1

代表 Campaign : 190583951569335 • UK_FLUX_SB_P2_B07CNN4FW7_lady-gaga-sunglasses_20261024 ; 187638801479752 • UK_FLUX_SB_P2_B0FD3PSJG3_eyeglass-chains-lanyards_20261024 ; 37751517375686 • UK_FLUX_SB_P2_B07G8WDT6H_hiking-sunglasses-women_20261024 ; 等 7 支

10/24 | 新增廣告 | 共 39 支 / 39 項

10/24 | New campaigns | 39 campaigns / 39 items

調整：新增 39 支廣告，每日預算 £2.00

Change: 39 new campaigns, daily budget £2.00

原因：依 Amazon 搜尋查詢成效 (SQP) 找出顧客已偏好我們品牌的搜尋詞，加開品牌廣告集中加碼

Why: Campaign structure update.

觀察中 (調整後第 4 天, 10/25-10/28) : 花費 £113.29 | 銷售 £127.54 | 訂單 13

Observing (day 4 after, 10/25-10/28): Spend £113.29 | Sales £127.54 | Orders 13

代表 Campaign : 92322017670153 • UK_Flux_Avento_B07G8WDT6H_SB_KW_Exact_cycling-sun-glasses ; 46378640605486 • UK_Flux_Sportech_B07CNN4FW7_SB_KW_Exact_sports-sun-glasses ; 10461751891014 • UK_Flux_Avento_B07G8WDT6H_SB_KW_Exact_wrap-around-sun-glassesfor-women ; 等 39 支

10/23 | 新增廣告 | 共 57 支 / 57 項

10/23 | New campaigns | 57 campaigns / 57 items

調整：新增 57 支廣告，每日預算 £2.00

Change: 57 new campaigns, daily budget £2.00

原因：依 Amazon 搜尋查詢成效 (SQP) 找出顧客已偏好我們品牌的搜尋詞，開精準單字廣告集中加碼

Why: Campaign structure update.

觀察中 (調整後第 5 天, 10/24–10/28)：花費 £3.08 | 銷售 £0.00 | 訂單 0

Observing (day 5 after, 10/24–10/28): Spend £3.08 | Sales £0.00 | Orders 0

代表 Campaign：239822240067237 •

UK_Flux_Sportech_B07CNNHJV5_SP_KW_Exact_women-s-sports-sunglasses；60337979663784 •

UK_Flux_Avento_B07G8WDT6H_SP_KW_Exact_tennis-sunglasses-for-men；267097709385047 •

UK_Flux_Avento_B07G8WDT6H_SP_KW_Exact_cycling-sun-glasses；等 57 支

10/23 | 新增廣告・狀態 | 共 18 支 / 18 項

10/23 | New campaigns / Status | 18 campaigns / 18 items

調整：整理收起 (停止投放) 9 支；新增 9 支廣告，每日預算 £2.00

Change: Tidied away (stopped serving) 9 campaigns; 9 new campaigns, daily budget £2.00

原因：Avento 自動廣告探索到的有效搜尋詞／商品，改開精準投放，集中預算在會轉換的標的

Why: Campaign structure update.

觀察中 (調整後第 5 天, 10/24–10/28)：花費 £12.23 | 銷售 £0.00 | 訂單 0

Observing (day 5 after, 10/24–10/28): Spend £12.23 | Sales £0.00 | Orders 0

代表 Campaign：105363007362749 • UK_Flux_Avento_B07G8WDT6H_SP_PT_ASIN_B07M6Z8FNB；170579121886000 •

UK_Flux_Avento_B07G8WDT6H_SP_PT_ASIN_B075SYV23G；258774485891161 •

UK_Flux_Avento_B07G8WDT6H_SP_PT_ASIN_B0GFWSN381；等 18 支

10/23 | 每日預算 | 共 1 支 / 1 項

10/23 | Daily budget | 1 campaigns / 1 items

調整：每日預算 £1.20 → £2.00 (1 支)

Change: Daily budget £1.20 → £2.00 (1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

觀察中 (調整後第 5 天, 10/24–10/28)：花費 £6.86 | 銷售 £0.00 | 訂單 0

Observing (day 5 after, 10/24–10/28): Spend £6.86 | Sales £0.00 | Orders 0

代表 Campaign：81729530371678 • UK_Flux_P2_B07G8WDT6H_sport-sunglasses-mens_v3_20260507_0077

10/22 | 出價 | 共 1 支 / 1 項

10/22 | Bid | 1 campaigns / 1 items

調整：出價 £0.76 → £0.84 (1 項, 1 支)

Change: Bid £0.76 → £0.84 (1 items, 1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

觀察中 (調整後第 6 天, 10/23–10/28)：花費 £0.00 | 銷售 £0.00 | 訂單 0

Observing (day 6 after, 10/23–10/28): Spend £0.00 | Sales £0.00 | Orders 0

代表 Campaign：536898355128465 • UK_Flux_Verano_B07CNV8S82_SP_Other_08

英國 | 近 30 天的調整 (較早的部分)

UK: adjustments in the last 30 days (earlier part)

10/21 | 新增廣告 | 共 1 支 / 1 項

10/21 | New campaigns | 1 campaigns / 1 items

調整：新增 1 支廣告，每日預算 £0.60

Change: 1 new campaigns, daily budget £0.60

原因：為「glasses lanyard」新增專屬廣告，推動自然排名上第一頁

Why: Campaign structure update.

調整後 7 天 (10/22–10/28)：花費 £1.08 | 銷售 £0.00 | 訂單 0

7 days after (10/22–10/28): Spend £1.08 | Sales £0.00 | Orders 0

代表 Campaign：21575687422215 • UK_Flux_P2_B0FCRLQG4B_glasses-lanyard_20261021

10/21 | 新增廣告 | 共 8 支 / 8 項

10/21 | New campaigns | 8 campaigns / 8 items

調整：新增 8 支廣告，每日預算 £0.64

Change: 8 new campaigns, daily budget £0.64

原因：為「glasses grips behind ears anti slip」新增專屬品牌廣告，推動自然排名上第一頁

Why: Campaign structure update.

調整後 7 天 (10/22–10/28)：花費 £35.16 | 銷售 £49.92 | 訂單 7

7 days after (10/22–10/28): Spend £35.16 | Sales £49.92 | Orders 7

代表 Campaign：6476892232549 •

UK_FLUX_SB_P2_B0FCRLQG4B_glasses-grips-behind-ears-anti-slip_20261020；274015185477354 •

UK_FLUX_SB_P2_B0FCRLQG4B_glasses-cord-for-men_20261020；108119818418911 •

UK_FLUX_SB_P2_B0FD3PMPVC_sports-glasses-straps-non-slip_20261020；等 8 支

10/20 | 版位 | 共 2 支 / 2 項

10/20 | Placement | 2 campaigns / 2 items

調整：版位「搜尋結果最上方」加成 +0%/+25% (2 支)

Change: Top-of-search placement boost +0%/+25% (2 campaigns)

原因：我們調整了廣告在不同版位的出價比例，讓每次點擊的成本維持在合理範圍。

Why: Bids aligned to a sensible level so cost per click is consistent.

調整後 7 天 (10/21–10/27)：花費 £51.08 | 銷售 £85.29 | 訂單 11

7 days after (10/21–10/27): Spend £51.08 | Sales £85.29 | Orders 11

代表 Campaign：5214249722932 •

FX_UK_P2_B0FD3PSJG3_009_sunglasses-chain_20260415_1435_BIDHI_0605；129481711907137 •

UK_80Days_StrapNylon_B0FD3PMPVC_SP_Auto_16_BIDHI_0605

10/20 | 出價・每日預算 | 共 3 支 / 3 項

10/20 | Bid / Daily budget | 3 campaigns / 3 items

調整：出價 £0.53–£0.61 → £0.58–£0.67 (2 項，2 支)；每日預算 £2.00 → £3.00 (1 支)

Change: Bid £0.53–£0.61 → £0.58–£0.67 (2 items, 2 campaigns); Daily budget £2.00 → £3.00 (1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/21–10/27)：花費 £9.18 | 銷售 £0.00 | 訂單 0

7 days after (10/21–10/27): Spend £9.18 | Sales £0.00 | Orders 0

代表 Campaign：535906585103189 • UK_Flux_Verano_B07CNKWWQP_SP_Other_037；348311905521047 •

UK_Flux_Verano_B07CNV8S82_SP_Other_21；83306187507719 •

UK_Flux_Avento_B07G8WDT6H_SP_KW_Broad_sunglasses-mens-wraparound

10/19 | 新增廣告 | 共 1 支 / 1 項

10/19 | New campaigns | 1 campaigns / 1 items

調整：新增 1 支廣告，每日預算 £10.00

Change: 1 new campaigns, daily budget £10.00

原因：新增 Avento 影片廣告，在搜尋結果以影片展示 Avento 太陽眼鏡（15 組熱門搜尋字）

Why: Campaign structure update.

調整後 7 天 (10/20–10/26)：花費 £124.89 | 銷售 £24.79 | 訂單 1

7 days after (10/20–10/26): Spend £124.89 | Sales £24.79 | Orders 1

代表 Campaign：203901087045287 • UK_Flux_Avento_B07G8WDT6H_SBV_KW_20261019

10/19 | 出價 | 共 48 支 / 57 項

10/19 | Bid | 48 campaigns / 57 items

調整：出價 £0.13–£1.10 → £0.11–£0.88 (57 項，48 支)

Change: Bid £0.13–£1.10 → £0.11–£0.88 (57 items, 48 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/20–10/26)：花費 £46.85 | 銷售 £89.94 | 訂單 4

7 days after (10/20–10/26): Spend £46.85 | Sales £89.94 | Orders 4

代表 Campaign：298897756836777 • UK_Flux_Sportech_B07CNN4FW7_SP_Auto_37；329418438897969 • Flux UK P2

B0FD3PMPVC spectacles-cord；188472371215298 • UK_Flux_Avento_B07G8WDT6H_SP_KW_Broad_sunglasses-mens；等 48 支

10/19 | 出價・每日預算 | 共 20 支 / 20 項

10/19 | Bid / Daily budget | 20 campaigns / 20 items

調整：出價 £0.47 → £0.52 (1 項, 1 支) ; 每日預算 £1.00 → £2.00 (19 支)

Change: Bid £0.47 → £0.52 (1 items, 1 campaigns); Daily budget £1.00 → £2.00 (19 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency. Campaign structure update.

調整後 7 天 (10/20-10/26) : 花費 £103.67 | 銷售 £89.04 | 訂單 5

7 days after (10/20-10/26): Spend £103.67 | Sales £89.04 | Orders 5

代表 Campaign : 328517864641356 • UK_Flux_Verano_B07CNKWWQP_SP_Other_031 ; 183328510382385 •

UK_Flux_P2_B07G8WDT6H_wraparound-sunglasses_v3_20260507_0077_L080_0725L ; 272437166887466 • Flux UK Avento Black Auto 1.14 ; 等 20 支

10/18 | 新增廣告 | 共 16 支 / 16 項

10/18 | New campaigns | 16 campaigns / 16 items

調整：新增 16 支廣告，每日預算 £0.60/£1.00

Change: 16 new campaigns, daily budget £0.60/£1.00

原因：新增「spectacles cord」關鍵字廣告，推動排名從第二頁進到第一頁

Why: Campaign structure update.

調整後 7 天 (10/19-10/25) : 花費 £27.26 | 銷售 £7.07 | 訂單 1

7 days after (10/19-10/25): Spend £27.26 | Sales £7.07 | Orders 1

代表 Campaign : 162440515645423 • UK_Flux_P2_B0G653WYKH_spectacles-cord_20261018 ; 125510036344076 •

UK_Flux_P2_B07G8SL62W_photochromic-cycling-glasses_20261018 ; 103989709605597 •

UK_Flux_P2_B0FD3PSJG3_glasses-string_20261018 ; 等 16 支

10/18 | 出價 | 共 2 支 / 2 項

10/18 | Bid | 2 campaigns / 2 items

調整：出價 £0.55-£0.61 → £0.60-£0.70 (2 項, 2 支)

Change: Bid £0.55-£0.61 → £0.60-£0.70 (2 items, 2 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/19-10/25) : 花費 £44.51 | 銷售 £99.84 | 訂單 12

7 days after (10/19-10/25): Spend £44.51 | Sales £99.84 | Orders 12

代表 Campaign : 296342399505188 • UK_80Days_StrapNylon_B0FCRCZ1HC_SP_Other_84 ; 286602002770146 •

UK_80Days_StrapNylon_B0FD3PMPVC_SP_Auto_41

10/17 | 每日預算 | 共 1 支 / 1 項

10/17 | Daily budget | 1 campaigns / 1 items

調整：每日預算 £3.00 → £4.50 (1 支)

Change: Daily budget £3.00 → £4.50 (1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/18-10/24) : 花費 £16.03 | 銷售 £24.79 | 訂單 1

7 days after (10/18-10/24): Spend £16.03 | Sales £24.79 | Orders 1

代表 Campaign : 38900297409777 • UK_Flux_Avento_B07G8WDT6H_SP_KW_Broad_ray-bans

10/15 | 出價・每日預算・新增廣告 | 共 18 支 / 21 項

10/15 | Bid / Daily budget / New campaigns | 18 campaigns / 21 items

調整：出價 £0.29-£1.33 → £0.23-£1.30 (15 項, 12 支)；每日預算 £2.00 → £3.00 (1 支)；新增 5 支廣告，每日預算 £2.00/£3.00

Change: Bid £0.29-£1.33 → £0.23-£1.30 (15 items, 12 campaigns); Daily budget £2.00 → £3.00 (1 campaigns); 5 new campaigns, daily budget £2.00/£3.00

原因：

Why: Higher investment in campaigns with healthy orders and efficiency. Campaign structure update. Bids aligned to a sensible level so cost per click is consistent.

調整後 7 天 (10/16-10/22)：花費 £41.21 | 銷售 £0.00 | 訂單 0

7 days after (10/16-10/22): Spend £41.21 | Sales £0.00 | Orders 0

代表 Campaign：38900297409777 • UK_Flux_Avento_B07G8WDT6H_SP_KW_Broad_ray-bans；25017534328797 • UK_Flux_Avento_B07G8WDT6H_SP_KW_Exact_sunglasses-amazon-uk；275795401920769 • UK_Flux_Avento_B07G8WDT6H_SP_KW_Exact_ray-ban-sunglasses-mens；等 18 支

10/14 | 出價 | 共 4 支 / 4 項

10/14 | Bid | 4 campaigns / 4 items

調整：出價 £0.69-£1.20 → £0.64-£1.06 (4 項, 4 支)

Change: Bid £0.69-£1.20 → £0.64-£1.06 (4 items, 4 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency. Bids aligned to a sensible level so cost per click is consistent.

調整後 7 天 (10/15-10/21)：花費 £8.57 | 銷售 £0.00 | 訂單 0

7 days after (10/15-10/21): Spend £8.57 | Sales £0.00 | Orders 0

代表 Campaign：536898355128465 • UK_Flux_Verano_B07CNV8S82_SP_Other_08；336515184035779 • FX_UK_P2_B0FD3PSJG3_008_chain-for-glasses_20260415_1435；267657801827760 • UK_Flux_P2_B07G8WDT6H_polaroid-glasses_v3_20260507_0077；等 4 支

10/13 | 出價 | 共 3 支 / 9 項

10/13 | Bid | 3 campaigns / 9 items

調整：出價 £0.95-£1.50 → £0.80 (9 項, 3 支)

Change: Bid £0.95-£1.50 → £0.80 (9 items, 3 campaigns)

原因：

Why: Bids aligned to a sensible level so cost per click is consistent.

調整後 7 天 (10/14-10/20)：花費 £5.75 | 銷售 £41.60 | 訂單 5

7 days after (10/14-10/20): Spend £5.75 | Sales £41.60 | Orders 5

代表 Campaign：47766767959854 • Flux UK P2 B0FD3PMPVC glasses-accessories_BIDHI_0605；233289600790017 • UK_Flux_SD_Contextual_PD1006；11621503788031 • UK_Flux_SD_Retargeting_PD1006

10/12 | 出價 | 共 101 支 / 121 項

10/12 | Bid | 101 campaigns / 121 items

調整：出價 £0.20-£1.10 → £0.16-£0.88 (121 項, 101 支)

Change: Bid £0.20-£1.10 → £0.16-£0.88 (121 items, 101 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/13-10/19)：花費 £55.06 | 銷售 £83.26 | 訂單 8

7 days after (10/13-10/19): Spend £55.06 | Sales £83.26 | Orders 8

代表 Campaign：512370154303365 • SB_string for glasses-string for glasses；320902337361884 • Flux UK P2 B07G8SL62W sports-sunglasses；397712547443061 • SB_BROAD_sunglasses men_1201_1139；等 101 支

10/12 | 出價 | 共 2 支 / 2 項

10/12 | Bid | 2 campaigns / 2 items

調整：出價 £0.48-£0.55 → £0.53-£0.61 (2 項, 2 支)

Change: Bid £0.48-£0.55 → £0.53-£0.61 (2 items, 2 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/13-10/19)：花費 £1.59 | 銷售 £0.00 | 訂單 0

7 days after (10/13-10/19): Spend £1.59 | Sales £0.00 | Orders 0

代表 Campaign：535906585103189 • UK_Flux_Verano_B07CNKVWQP_SP_Other_037；348311905521047 • UK_Flux_Verano_B07CNV8S82_SP_Other_21

10/11 | 投放對象・出價・新增廣告・狀態 | 共 87 支 / 156 項

10/11 | Audience / Bid / New campaigns / Status | 87 campaigns / 156 items

調整：出價 £0.12-£1.30 → £0.10-£1.33 (92 項, 41 支)；掛上/更換再行銷受眾，該受眾出價 (18 支)；整理收起 (停止投放) 12 支；新增 34 支廣告，每日預算 £2.00/£3.00

Change: Bid £0.12-£1.30 → £0.10-£1.33 (92 items, 41 campaigns); Retargeting audience attached/swapped, audience bid (18 campaigns); Tidied away (stopped serving) 12 campaigns; 34 new campaigns, daily budget £2.00/£3.00

原因：

Why: Higher investment in campaigns with healthy orders and efficiency. Budget concentrated on ads that bring orders. Campaign structure update. Retargeting audience attached with a higher audience bid.

調整後 7 天 (10/12-10/18)：花費 £481.43 | 銷售 £588.11 | 訂單 31

7 days after (10/12-10/18): Spend £481.43 | Sales £588.11 | Orders 31

代表 Campaign：328517864641356 • UK_Flux_Verano_B07CNKVWQP_SP_Other_031；246155712714895 • UK_80Days_StrapWire_B0G64L8VGX_SP_Auto_19；195893845382726 • UK_Flux_Avento_B0C42LHKQ8_SP_KW_01；等 87 支

10/7 | 每日預算 | 共 1 支 / 1 項

10/7 | Daily budget | 1 campaigns / 1 items

調整：每日預算 £5.00 → £10.00 (1 支)

Change: Daily budget £5.00 → £10.00 (1 campaigns)

原因：這支品牌廣告持續帶來訂單，我們把每日預算加倍，讓它在大促期間可以整天完整投放。

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/8-10/14)：花費 £43.47 | 銷售 £78.95 | 訂單 3

7 days after (10/8-10/14): Spend £43.47 | Sales £78.95 | Orders 3

代表 Campaign：288827137214303 • SB_BROAD_outdoor sunglasses_120425_1

10/7 | 每日預算 | 共 2 支 / 2 項

10/7 | Daily budget | 2 campaigns / 2 items

調整：每日預算 £10.00 → £20.00 (2 支)

Change: Daily budget £10.00 → £20.00 (2 campaigns)

原因：大促最後一天，我們提高了這支站上投放廣告的每日預算，讓它能把握活動流量、完整投放到結束。

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/8-10/14)：花費 £0.00 | 銷售 £0.00 | 訂單 0

7 days after (10/8-10/14): Spend £0.00 | Sales £0.00 | Orders 0

代表 Campaign：233289600790017 • UK_Flux_SD_Contextual_PD1006；11621503788031 • UK_Flux_SD_Retargeting_PD1006

10/6 | 每日預算 | 共 4 支 / 4 項

10/6 | Daily budget | 4 campaigns / 4 items

調整：每日預算 £1.00 → £2.00 (4 支)

Change: Daily budget £1.00 → £2.00 (4 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/7–10/13)：花費 £135.94 | 銷售 £176.84 | 訂單 20

7 days after (10/7–10/13): Spend £135.94 | Sales £176.84 | Orders 20

代表 Campaign：17761491667916 •

UK_Flux_P2_B07G8SL62W_pola-optics-hd-sunglasses-jml_v3_20260507_0088；47244838404141 •

UK_Flux_P2_B07G8WDT6H_men-s-sunglasses-uk_v3_20260507_0077；129481711907137 •

UK_80Days_StrapNylon_B0FD3PMPVC_SP_Auto_16_BIDHI_0605；等 4 支

10/5 | 出價 | 共 10 支 / 13 項

10/5 | Bid | 10 campaigns / 13 items

調整：出價 £0.20–£0.88 → £0.16–£0.71 (13 項，10 支)

Change: Bid £0.20–£0.88 → £0.16–£0.71 (13 items, 10 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/6–10/12)：花費 £3.94 | 銷售 £37.49 | 訂單 2

7 days after (10/6–10/12): Spend £3.94 | Sales £37.49 | Orders 2

代表 Campaign：5214249722932 •

FX_UK_P2_B0FD3PSJG3_009_sunglasses-chain_20260415_1435_BIDHI_0605；124474017170944 • Flux UK Avento Black

Auto 0.86；170208400542527 • UK_Flux_P2_B07G8WDT6H_mens-sports-sunglass_v3_20260507_0088；等 10 支

10/5 | 每日預算 | 共 1 支 / 1 項

10/5 | Daily budget | 1 campaigns / 1 items

調整：每日預算 £200.00 → £140.00 (1 支)

Change: Daily budget £200.00 → £140.00 (1 campaigns)

原因：我們先調整了帳號整體的每日預算，把預算留給大促。

Why: Campaign structure update.

調整後 7 天 (10/6–10/12)：花費 £0.00 | 銷售 £0.00 | 訂單 0

7 days after (10/6–10/12): Spend £0.00 | Sales £0.00 | Orders 0

代表 Campaign：2347387401732870 • UK 帳號層 SP 每日預算上限 (profile dailyBudget)

10/5 | 新增廣告 | 共 2 支 / 2 項

10/5 | New campaigns | 2 campaigns / 2 items

調整：新增 2 支廣告，每日預算

Change: 2 new campaigns, daily budget

原因：大促期間加開站上投放與再行銷廣告，把關注過商品的買家再帶回來，僅限兩天、設有每日花費上限。

Why: Campaign structure update.

調整後 7 天 (10/6–10/12)：花費 £0.00 | 銷售 £0.00 | 訂單 0

7 days after (10/6–10/12): Spend £0.00 | Sales £0.00 | Orders 0

代表 Campaign：233289600790017 • UK_Flux_SD_Contextual_PD1006；11621503788031 •

UK_Flux_SD_Retargeting_PD1006

10/4 | 出價 | 共 13 支 / 19 項

10/4 | Bid | 13 campaigns / 19 items

調整：出價 £0.13–£1.06 → £0.16–£1.20 (19 項，13 支)

Change: Bid £0.13–£1.06 → £0.16–£1.20 (19 items, 13 campaigns)

原因：我們調高了這些廣告的 bidding 競價，讓它們有更多曝光機會。

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/5–10/11)：花費 £323.12 | 銷售 £413.80 | 訂單 37

7 days after (10/5–10/11): Spend £323.12 | Sales £413.80 | Orders 37

代表 Campaign：59314369916234 • UK_Flux_Sportech_B07CNNHJV5_SP_Other_08_L100_0725L；442588803873718 •

UK_Flux_Sportech_B07CNN4FW7_SP_Other_008；288827137214303 • SB_BROAD_outdoor sunglasses_120425_1；等 13 支

10/4 | 出價 | 共 20 支 / 29 項

10/4 | Bid | 20 campaigns / 29 items

調整：出價 £0.36-£0.92 → £0.29-£0.74 (29 項, 20 支)

Change: Bid £0.36-£0.92 → £0.29-£0.74 (29 items, 20 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/5-10/11)：花費 £0.00 | 銷售 £0.00 | 訂單 0

7 days after (10/5-10/11): Spend £0.00 | Sales £0.00 | Orders 0

代表 Campaign：140313734373372 • Flux UK Avento Black Auto 0.90；116000989026459 • Flux UK Avento Black Auto 0.88；319831800129767 • UK_80Days_StrapNylon_B0FD3PMPVC_SP_Auto_38；等 20 支

10/4 | 每日預算 | 共 32 支 / 32 項

10/4 | Daily budget | 32 campaigns / 32 items

調整：每日預算 £1.00 → £1.20 (32 支)

Change: Daily budget £1.00 → £1.20 (32 campaigns)

原因：我們提高了這些廣告的每日預算，讓已經有成效的廣告花得出去。

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/5-10/11)：花費 £333.72 | 銷售 £431.31 | 訂單 27

7 days after (10/5-10/11): Spend £333.72 | Sales £431.31 | Orders 27

代表 Campaign：298897756836777 • UK_Flux_Sportech_B07CNN4FW7_SP_Auto_37；59314369916234 • UK_Flux_Sportech_B07CNNHJV5_SP_Other_08_L100_0725L；445253488500245 • FX_UK_P2_B07CNT173P_004_oakley-sunglasses_20260415_1435；等 32 支

10/3 | 出價 | 共 5 支 / 11 項

10/3 | Bid | 5 campaigns / 11 items

調整：出價 £0.39-£0.92 → £0.32-£0.74 (11 項, 5 支)

Change: Bid £0.39-£0.92 → £0.32-£0.74 (11 items, 5 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/4-10/10)：花費 £1.89 | 銷售 £0.00 | 訂單 0

7 days after (10/4-10/10): Spend £1.89 | Sales £0.00 | Orders 0

代表 Campaign：67460176980441 • Flux UK Avento Black Auto 0.92；418972559311973 • UK_80Days_StrapNylon_B0FD3PMPVC_SP_Auto_12；47766767959854 • Flux UK P2 B0FD3PMPVC glasses-accessories_BIDHI_0605；等 5 支

10/3 | 出價 | 共 1 支 / 1 項

10/3 | Bid | 1 campaigns / 1 items

調整：出價 £0.39 → £0.43 (1 項, 1 支)

Change: Bid £0.39 → £0.43 (1 items, 1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/4-10/10)：花費 £0.00 | 銷售 £0.00 | 訂單 0

7 days after (10/4-10/10): Spend £0.00 | Sales £0.00 | Orders 0

代表 Campaign：328517864641356 • UK_Flux_Verano_B07CNKWWQP_SP_Other_031

10/2 | 出價 | 共 1 支 / 1 項

10/2 | Bid | 1 campaigns / 1 items

調整：出價 £0.66 → £0.53 (1 項, 1 支)

Change: Bid £0.66 → £0.53 (1 items, 1 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/3-10/9)：花費 £0.00 | 銷售 £0.00 | 訂單 0

7 days after (10/3-10/9): Spend £0.00 | Sales £0.00 | Orders 0

代表 Campaign：445298209745477 • Flux UK P2 B0FD3PMPVC glasses-neck-strap

10/1 | 出價 | 共 3 支 / 35 項

10/1 | Bid | 3 campaigns / 35 items

調整：出價 £0.13-£0.70 → £0.11-£0.56 (35 項, 3 支)

Change: Bid £0.13-£0.70 → £0.11-£0.56 (35 items, 3 campaigns)

原因：我們調整了尚未帶來訂單的關鍵字出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/2-10/8)：花費 £101.25 | 銷售 £224.64 | 訂單 27

7 days after (10/2-10/8): Spend £101.25 | Sales £224.64 | Orders 27

代表 Campaign：37857217297246 · Sponsored Brand Ad Trial 2023；129481711907137 ·

UK_80Days_StrapNylon_B0FD3PMPVC_SP_Auto_16_BIDHI_0605；460392533511822 ·

UK_80Days_StrapNylon_B0FD3PMPVC_SP_Auto_42

10/1 | 出價 | 共 1 支 / 1 項

10/1 | Bid | 1 campaigns / 1 items

調整：出價 £0.66 → £0.53 (1 項, 1 支)

Change: Bid £0.66 → £0.53 (1 items, 1 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/2-10/8)：花費 £0.53 | 銷售 £0.00 | 訂單 0

7 days after (10/2-10/8): Spend £0.53 | Sales £0.00 | Orders 0

代表 Campaign：332041564399578 · UK_80Days_StrapNylon_B0FCRCZ1HC_SP_Other_77

10/1 | 否定關鍵字 | 共 153,664 筆

10/1 | Negative keywords | 153,664 entries

調整：新增否定關鍵字 153,664 筆

Change: 153,664 negative keywords added

原因：依您提供的否定關鍵字清單，已套用到自動、廣泛與詞組比對的廣告；清單中近期仍有成交、與我們現有投放字詞或商品用字重疊，以及度數數字類的字詞先保留，未套用。

Why: Applied the negative keyword list you provided to auto, broad and phrase-match campaigns. Terms that recently generated orders, overlap with our active keywords or product wording, or are numeric lens-strength values were kept and not negated.

否定關鍵字不另列調整後成效。

No separate post-change results for negative keywords.

代表 Campaign：各 Campaign／廣告組（自動、廣泛、詞組比對）

9/30 | 出價 | 共 22 支 / 42 項

9/30 | Bid | 22 campaigns / 42 items

調整：出價 £0.17-£1.08 → £0.14-£0.86 (42 項, 22 支)

Change: Bid £0.17-£1.08 → £0.14-£0.86 (42 items, 22 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/1-10/7)：花費 £41.81 | 銷售 £29.17 | 訂單 1

7 days after (10/1-10/7): Spend £41.81 | Sales £29.17 | Orders 1

代表 Campaign：98286700677926 · UK_Flux_Sportech_B07CNN4FW7_SP_Other_005_BIDHI_0605；397421871973587 ·

SB_glasses straps for women-glasses straps for women；121996613896069 · Flux UK Avento Black Auto 1.08；等 22 支

9/29 | 出價 | 共 1 支 / 1 項

9/29 | Bid | 1 campaigns / 1 items

調整：出價 £0.55 → £0.44 (1 項, 1 支)

Change: Bid £0.55 → £0.44 (1 items, 1 campaigns)

原因：我們針對只帶來曝光型助攻、尚未實際點擊的關鍵字/投放調降出價，保留排名曝光同時控管花費。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (9/30-10/6)：花費 £0.00 | 銷售 £0.00 | 訂單 0

7 days after (9/30-10/6): Spend £0.00 | Sales £0.00 | Orders 0

代表 Campaign：70314352796449 · UK_Flux_Sportech_B07CNNHJV5_SP_Other_08_L110_0725L

9/29 | 出價・每日預算 | 共 24 支 / 38 項

9/29 | Bid / Daily budget | 24 campaigns / 38 items

調整：出價 £0.22-£1.13 → £0.26-£1.30 (29 項, 24 支) ; 每日預算 £1.00 → £1.50 (9 支)

Change: Bid £0.22-£1.13 → £0.26-£1.30 (29 items, 24 campaigns); Daily budget £1.00 → £1.50 (9 campaigns)

原因：我們調高了這些廣告的 bidding 競價，讓它們有更多曝光機會。

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (9/30-10/6) : 花費 £279.30 | 銷售 £681.11 | 訂單 27

7 days after (9/30-10/6): Spend £279.30 | Sales £681.11 | Orders 27

代表 Campaign : 463461955390376 •

FX_UK_P2_B07CNT173P_001_oakley-sunglasses-mens_20260415_1435 ; 246155712714895 •

UK_80Days_StrapWire_B0G64L8VGX_SP_Auto_19 ; 24179526466355 •

UK_Flux_P2_B0C42LHKQ8_mens-sunglasses_v1_20260507_KW ; 等 24 支

9/29 | 出價 | 共 1 支 / 1 項

9/29 | Bid | 1 campaigns / 1 items

調整：出價 £0.85 → £0.68 (1 項, 1 支)

Change: Bid £0.85 → £0.68 (1 items, 1 campaigns)

原因：我們調整了尚未帶來訂單的關鍵字出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (9/30-10/6) : 花費 £30.17 | 銷售 £24.99 | 訂單 1

7 days after (9/30-10/6): Spend £30.17 | Sales £24.99 | Orders 1

代表 Campaign : 195893845382726 • UK_Flux_Avento_B0C42LHKQ8_SP_KW_01

9/29 | 出價 | 共 14 支 / 29 項

9/29 | Bid | 14 campaigns / 29 items

調整：出價 £0.39-£1.06 → £0.31-£0.85 (29 項, 14 支)

Change: Bid £0.39-£1.06 → £0.31-£0.85 (29 items, 14 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (9/30-10/6) : 花費 £48.88 | 銷售 £48.67 | 訂單 5

7 days after (9/30-10/6): Spend £48.88 | Sales £48.67 | Orders 5

代表 Campaign : 329418438897969 • Flux UK P2 B0FD3PMPVC spectacles-cord ; 246155712714895 •

UK_80Days_StrapWire_B0G64L8VGX_SP_Auto_19 ; 86306960917423 • Flux UK Avento Black Auto 1.06 ; 等 14 支

近 7 天內的 10 批 (210 項) 已列於上，不重複列出 (見上)。

The 10 batches (210 items) from the last 7 days are listed above and not repeated (see above).

英國 | 成長機會

Growth opportunities

Sportech 運動款太陽眼鏡

Sportech sport sunglasses

先優化 Optimise first

30 天花費 Spend	30 天總銷售 Total sales	ACOS	TACOS (30 天)
£508	£1,638	54.9%	31.0%
TACOS (7 天)	每日預算合計	實際日均花費	預算使用率
46.3%	£42	£15.23	37%

建議與待您決定：本組 30 天 TACOS 31.0%，比目標 25% 高 6.0 個百分點。我們先優化效率（出價、版位、關鍵字），回到目標內再請您決定加碼；目前不需要您決定。

Recommendation & decision: 30-day TACOS is 31.0% vs the 25% target (6.0 pts above). We optimise efficiency first and will ask you once it is back within target. Nothing for you to decide right now.

Avento 太陽眼鏡

先優化 Optimise first

Avento sunglasses

30 天花費 Spend	30 天總銷售 Total sales	ACOS	TACOS (30 天)
£2,291	£3,902	94.0%	58.7%
TACOS (7 天)	每日預算合計	實際日均花費	預算使用率
88.2%	£221	£55.16	25%

建議與待您決定：本組 30 天 TACOS 58.7%，比目標 25% 高 33.7 個百分點。我們先優化效率（出價、版位、關鍵字），回到目標內再請您決定加碼；目前不需要您決定。

Recommendation & decision: 30-day TACOS is 58.7% vs the 25% target (33.7 pts above). We optimise efficiency first and will ask you once it is back within target. Nothing for you to decide right now.

其他太陽眼鏡系列

維持 Hold steady

Other sunglasses lines

30 天花費 Spend	30 天總銷售 Total sales	ACOS	TACOS (30 天)
£60	£613	40.8%	9.8%
TACOS (7 天)	每日預算合計	實際日均花費	預算使用率
5.3%	£62	£17.77	29%

建議與待您決定：本組 30 天 TACOS 9.8%，在目標 25% 內。目前出價已在我們規劃的水位，每日預算只用到 29%（預算不是限制因素），成長主要來自新增關鍵字與商品頁面，我們會持續擴充；不需要您決定。

Recommendation & decision: 30-day TACOS is 9.8%, within target. Bids are at our planned level and only 29% of daily budget is used, so growth comes from new keywords and product pages. Nothing for you to decide.

掛帶

先優化 Optimise first

Straps

30 天花費 Spend	30 天總銷售 Total sales	ACOS	TACOS (30 天)
£1,095	£3,104	50.2%	35.3%
TACOS (7 天)	每日預算合計	實際日均花費	預算使用率
45.5%	£143	£37.38	26%

建議與待您決定：本組 30 天 TACOS 35.3%，比目標 25% 高 10.3 個百分點。我們先優化效率（出價、版位、關鍵字），回到目標內再請您決定加碼；目前不需要您決定。

Recommendation & decision: 30-day TACOS is 35.3% vs the 25% target (10.3 pts above). We optimise efficiency first and will ask you once it is back within target. Nothing for you to decide right now.

德國 Germany (DE)

近 7 天調整 Last 7d	加碼 Increases	優化調整 Optimised	收起／新增 Away/New
459 項	8	118	0 / 50
近 30 天調整 Last 30d	加碼 Increases	優化調整 Optimised	收起／新增 Away/New
1,134 項	123	635	17 / 75

本市場 7 天／30 天成效

Marketplace performance: last 7 / 30 days (廣告花費與廣告歸因銷售，Amazon Ads 報表 10/22–10/28 / 9/29–10/28；TACOS 為 ScaleInsights 口徑)

近 7 天 Last 7 days	花費 Spend	銷售 Sales	訂單	ACOS
市場總計 Total	€709	€824	28	86.0%
掛帶	€11	€8	1	134.3%
Avento	€556	€697	21	79.7%
Sportech	€64	€34	1	190.9%
其他眼鏡	€58	€85	5	68.6%
近 30 天 Last 30 days	花費	銷售	ACOS	TACOS
市場總計 Total	€3,378	€5,121	66.0%	31.1%
掛帶	€11	€8	134.3%	0.0%
Avento	€2,571	€3,723	69.1%	35.3%
Sportech	€382	€649	58.8%	31.1%
其他眼鏡	€212	€546	38.9%	32.4%

德國 | 近 7 天的調整 (10/22–10/28)

DE: adjustments in the last 7 days

10/28 | 其他調整 | 共 1 支 / 1 項

10/28 | Other | 1 campaigns / 1 items

調整：其他調整 1 項

Change: Other adjustments: 1 items

原因：收起與主力自動廣告重疊、轉換偏低的自動廣告

Why: Campaign structure update.

觀察中（調整後第 0 天）：花費 €0.00 | 銷售 €0.00 | 訂單 0

Observing (day 0 after): Spend €0.00 | Sales €0.00 | Orders 0

代表 Campaign：312841567191963 • DE ICECUBE Avento B07G8SL62W Auto 0.58 A1

10/28 | 每日預算 | 共 2 支 / 2 項

10/28 | Daily budget | 2 campaigns / 2 items

調整：每日預算 €1.00 → €2.00 (2 支)

Change: Daily budget €1.00 → €2.00 (2 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

觀察中（調整後第 0 天）：花費 €0.00 | 銷售 €0.00 | 訂單 0

Observing (day 0 after): Spend €0.00 | Sales €0.00 | Orders 0

代表 Campaign：22348806237566 • DE ICECUBE Avento B07G8SL62W Auto 0.49

A2_BIDHI_0529_L100_0725L；134199736353460 •

DE_FLUX_SB_P2_B07G8SL62W_sonnenbrille-selbsttoenend-herren_20261020

10/27 | 每日預算 | 共 2 支 / 2 項

10/27 | Daily budget | 2 campaigns / 2 items

調整：每日預算 €1.00 → €2.00 (2 支)

Change: Daily budget €1.00 → €2.00 (2 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

觀察中 (調整後第 1 天, 10/28–10/28)：花費 €1.72 | 銷售 €0.00 | 訂單 0

Observing (day 1 after, 10/28–10/28): Spend €1.72 | Sales €0.00 | Orders 0

代表 Campaign：256975862118659 • DE_FLUX_SB_P2_B07G8WDT6H_wanderbrille-herren_20261020；491167967621598 • SB_BROAD_men in black sonnenbrille_1201_1156

10/26 | 出價 | 共 80 支 / 118 項

10/26 | Bid | 80 campaigns / 118 items

調整：出價 €0.20–€1.04 → €0.16–€0.84 (118 項, 80 支)

Change: Bid €0.20–€1.04 → €0.16–€0.84 (118 items, 80 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

觀察中 (調整後第 2 天, 10/27–10/28)：花費 €7.48 | 銷售 €0.00 | 訂單 0

Observing (day 2 after, 10/27–10/28): Spend €7.48 | Sales €0.00 | Orders 0

代表 Campaign：111482728540060 •

DE_Flux_ICECUBE_Sportech_B07CNNHJV5_SP_KW_Broad_v6_20260430；518298245304567 • DE ICECUBE Avento B07G8SL62W Auto 0.55 A2；425821504906310 • DE ICECUBE Avento B07G8SL62W KW sport-sonnenbrille-herren；等 80 支

10/26 | 每日預算 | 共 1 支 / 1 項

10/26 | Daily budget | 1 campaigns / 1 items

調整：每日預算 €1.00 → €2.00 (1 支)

Change: Daily budget €1.00 → €2.00 (1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

觀察中 (調整後第 2 天, 10/27–10/28)：花費 €0.00 | 銷售 €0.00 | 訂單 0

Observing (day 2 after, 10/27–10/28): Spend €0.00 | Sales €0.00 | Orders 0

代表 Campaign：263546672842588 • DE_Flux_P2_B07G8WDT6H_fahrradbrille-winter_20261018

10/25 | 每日預算 | 共 2 支 / 2 項

10/25 | Daily budget | 2 campaigns / 2 items

調整：每日預算 €1.00 → €2.00 (2 支)

Change: Daily budget €1.00 → €2.00 (2 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

觀察中 (調整後第 3 天, 10/26–10/28)：花費 €3.60 | 銷售 €0.00 | 訂單 0

Observing (day 3 after, 10/26–10/28): Spend €3.60 | Sales €0.00 | Orders 0

代表 Campaign：77685200333008 • DE 80Days PilotDB B0F1D2QG1X KW sonnenbrille-angeln 050326-1457；364647678648165 • DE ICECUBE Sportech B07CNN4FW7 KW sonnenbrille A2

10/24 | 其他調整 | 共 3 支 / 3 項

10/24 | Other | 3 campaigns / 3 items

調整：其他調整 3 項

Change: Other adjustments: 3 items

原因：移除競品品牌搜尋詞的投放

Why: Campaign structure update.

觀察中 (調整後第 4 天, 10/25–10/28)：花費 €0.00 | 銷售 €0.00 | 訂單 0

Observing (day 4 after, 10/25–10/28): Spend €0.00 | Sales €0.00 | Orders 0

代表 Campaign：233132513084297 • DE_Flux_P2_B07G8WDT6H_bliz-sonnenbrille_20261024；144688682405986 • DE_FLUX_SB_P2_B07G8WDT6H_vans-sonnenbrille_20261024；279037208521968 • DE_FLUX_SB_P2_B07G8WDT6H_bliz-sonnenbrille_20261024

10/24 | 新增廣告 | 共 8 支 / 8 項

10/24 | New campaigns | 8 campaigns / 8 items

調整：新增 8 支廣告，每日預算 €1.00

Change: 8 new campaigns, daily budget €1.00

原因：為「uv brille」新增專屬品牌廣告，推動自然排名上第一頁

Why: Campaign structure update.

觀察中（調整後第 4 天，10/25–10/28）：花費 €9.53 | 銷售 €0.00 | 訂單 0

Observing (day 4 after, 10/25–10/28): Spend €9.53 | Sales €0.00 | Orders 0

代表 Campaign：41621620347963 • DE_FLUX_SB_P2_B07G8WDT6H_uv-brille_20261024；170199573288354 •

DE_FLUX_SB_P2_B07G8WDT6H_fahrradbrille-winddicht_20261024；145414720550807 •

DE_FLUX_SB_P2_B07G8WDT6H_photochrome-sonnenbrille_20261024；等 8 支

10/24 | 新增廣告 | 共 15 支 / 15 項

10/24 | New campaigns | 15 campaigns / 15 items

調整：新增 15 支廣告，每日預算 €0.60/€1.00

Change: 15 new campaigns, daily budget €0.60/€1.00

原因：為「brillenband damen」新增專屬廣告，推動自然排名上第一頁

Why: Campaign structure update.

觀察中（調整後第 4 天，10/25–10/28）：花費 €13.60 | 銷售 €0.00 | 訂單 0

Observing (day 4 after, 10/25–10/28): Spend €13.60 | Sales €0.00 | Orders 0

代表 Campaign：135490731383551 • DE_Flux_P2_B0FD3PMPVC_brillenband-damen_20261024；43205495224875 •

DE_Flux_P2_B07G8WDT6H_autofahrerbrille_20261024；200312098431664 •

DE_Flux_P2_B0FD3PMPVC_brillenkette-herren_20261024；等 15 支

10/24 | 新增廣告 | 共 12 支 / 12 項

10/24 | New campaigns | 12 campaigns / 12 items

調整：新增 12 支廣告，每日預算 €2.00

Change: 12 new campaigns, daily budget €2.00

原因：依 Amazon 搜尋查詢成效（SQP）找出顧客已偏好我們品牌的搜尋詞，加開品牌廣告集中加碼

Why: Campaign structure update.

觀察中（調整後第 4 天，10/25–10/28）：花費 €28.25 | 銷售 €62.93 | 訂單 2

Observing (day 4 after, 10/25–10/28): Spend €28.25 | Sales €62.93 | Orders 2

代表 Campaign：223761206702480 •

DE_Flux_Avento_B07G8W7FR8_SB_KW_Exact_sonnenbrille-herren-schmales-gesicht；84575966138232 •

DE_Flux_Avento_B07G8WDT6H_SB_KW_Exact_motorradbrille-selbsttoenend；55163596152530 •

DE_Flux_Avento_B07G8SL62W_SB_KW_Exact_sport-sonnenbrille-herren-polarisiert；等 12 支

10/23 | 狀態 | 共 279 支 / 279 項

10/23 | Status | 279 campaigns / 279 items

調整：重新開啟 279 支

Change: Re-opened 279 campaigns

原因：德國掛帶已補貨到德國倉，依您的通知恢復掛帶廣告投放

Why: Campaign structure update.

觀察中（調整後第 5 天，10/24–10/28）：花費 €7.67 | 銷售 €8.39 | 訂單 1

Observing (day 5 after, 10/24–10/28): Spend €7.67 | Sales €8.39 | Orders 1

代表 Campaign：525871848892892 • DE 80Days StrapNylon B0FD3PMPVC Auto 0.21 A1；338908779877864 • DE 80Days

StrapNylon B0FD3PMPVC Auto 0.24 A1；307994726808452 • DE 80Days StrapNylon B0FD3PMPVC Auto 0.27 A1；等 279 支

10/23 | 新增廣告 | 共 15 支 / 15 項

10/23 | New campaigns | 15 campaigns / 15 items

調整：新增 15 支廣告，每日預算 €2.00

Change: 15 new campaigns, daily budget €2.00

原因：依 Amazon 搜尋查詢成效 (SQP) 找出顧客已偏好我們品牌的搜尋詞，開精準單字廣告集中加碼

Why: Campaign structure update.

觀察中 (調整後第 5 天, 10/24–10/28) : 花費 €1.82 | 銷售 €21.82 | 訂單 3

Observing (day 5 after, 10/24–10/28): Spend €1.82 | Sales €21.82 | Orders 3

代表 Campaign : 35392696238689 •

DE_Flux_Avento_B07G8W7FR8_SP_KW_Exact_sonnenbrille-herren-schmales-gesicht ; 177918298909092 •

DE_Flux_Avento_B07G8WDT6H_SP_KW_Exact_motorradbrille-selbsttoenend ; 91840548133595 •

DE_Flux_Avento_B07G8SL62W_SP_KW_Exact_sport-sonnenbrille-herren-polarisiert ; 等 15 支

10/23 | 每日預算 | 共 1 支 / 1 項

10/23 | Daily budget | 1 campaigns / 1 items

調整：每日預算 €2.25 → €3.38 (1 支)

Change: Daily budget €2.25 → €3.38 (1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

觀察中 (調整後第 5 天, 10/24–10/28) : 花費 €6.40 | 銷售 €0.00 | 訂單 0

Observing (day 5 after, 10/24–10/28): Spend €6.40 | Sales €0.00 | Orders 0

代表 Campaign : 316612934065531 • DE ICECUBE Sportech B07CNN4FW7 KW sonnenbrille-grau A2

德國 | 近 30 天的調整 (較早的部分)

DE: adjustments in the last 30 days (earlier part)

10/21 | 新增廣告 | 共 2 支 / 2 項

10/21 | New campaigns | 2 campaigns / 2 items

調整：新增 2 支廣告，每日預算 €1.00

Change: 2 new campaigns, daily budget €1.00

原因：為「polbrille angeln」新增專屬品牌廣告，推動自然排名上第一頁

Why: Campaign structure update.

調整後 7 天 (10/22–10/28) : 花費 €13.58 | 銷售 €0.00 | 訂單 0

7 days after (10/22–10/28): Spend €13.58 | Sales €0.00 | Orders 0

代表 Campaign : 230676772847872 • DE_FLUX_SB_P2_B07G8WDT6H_polbrille-angeln_20261021 ; 27880363517095 •

DE_FLUX_SB_P2_B0C2P48NCR_brille-mit-kopfhoerer-bluetooth_20261021

10/21 | 新增廣告 | 共 2 支 / 2 項

10/21 | New campaigns | 2 campaigns / 2 items

調整：新增 2 支廣告，每日預算 €1.00

Change: 2 new campaigns, daily budget €1.00

原因：為「herren sonnenbrille polarisiert」新增專屬廣告，推動自然排名上第一頁

Why: Campaign structure update.

調整後 7 天 (10/22–10/28) : 花費 €16.97 | 銷售 €0.00 | 訂單 0

7 days after (10/22–10/28): Spend €16.97 | Sales €0.00 | Orders 0

代表 Campaign : 206473153557776 •

DE_Flux_P2_B07CNN4FW7_herren-sonnenbrille-polarisiert_20261021 ; 206954900580659 •

DE_Flux_P2_B0C2P48NCR_brille-mit-kopfhoerer-bluetooth_20261021

10/20 | 新增廣告 | 共 4 支 / 4 項

10/20 | New campaigns | 4 campaigns / 4 items

調整：新增 4 支廣告，每日預算 €1.00

Change: 4 new campaigns, daily budget €1.00

原因：新增「angel brille」關鍵字廣告，推動排名從第二頁進到第一頁

Why: Campaign structure update.

調整後 7 天 (10/21–10/27)：花費 €29.70 | 銷售 €0.00 | 訂單 0

7 days after (10/21–10/27): Spend €29.70 | Sales €0.00 | Orders 0

代表 Campaign：91365515484285 • DE_Flux_P2_B07G8SL62W_angel-brille_20261020；281439419684460 • DE_Flux_P2_B07G8SL62W_sonnenbrille-selbsttoenend-herren_20261020；5407064825776 •

DE_Flux_P2_B07G8W7FR8_sportbrillen-herren-uv-schutz_20261020；等 4 支

10/19 | 出價 | 共 52 支 / 65 項

10/19 | Bid | 52 campaigns / 65 items

調整：出價 €0.30–€1.04 → €0.24–€0.84 (65 項，52 支)

Change: Bid €0.30–€1.04 → €0.24–€0.84 (65 items, 52 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/20–10/26)：花費 €4.14 | 銷售 €0.00 | 訂單 0

7 days after (10/20–10/26): Spend €4.14 | Sales €0.00 | Orders 0

代表 Campaign：467203635323728 • SB_BROAD_Sonnenbrille klar_120425；367920905998126 • DE ICECUBE Avento B07G8SL62W Auto 0.50 A2；471533110970986 • DE ICECUBE Avento B07G8SL62W ASIN B0999NVQ6Y；等 52 支

10/19 | 每日預算 | 共 2 支 / 2 項

10/19 | Daily budget | 2 campaigns / 2 items

調整：每日預算 €1.00 → €2.00 (2 支)

Change: Daily budget €1.00 → €2.00 (2 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/20–10/26)：花費 €40.41 | 銷售 €100.83 | 訂單 3

7 days after (10/20–10/26): Spend €40.41 | Sales €100.83 | Orders 3

代表 Campaign：22348806237566 • DE ICECUBE Avento B07G8SL62W Auto 0.49

A2_BIDHI_0529_L100_0725L；491167967621598 • SB_BROAD_men in black sonnenbrille_1201_1156

10/18 | 新增廣告 | 共 15 支 / 15 項

10/18 | New campaigns | 15 campaigns / 15 items

調整：新增 15 支廣告，每日預算 €1.00

Change: 15 new campaigns, daily budget €1.00

原因：新增「wander brille」關鍵字廣告，推動排名從第二頁進到第一頁

Why: Campaign structure update.

調整後 7 天 (10/19–10/25)：花費 €100.03 | 銷售 €134.45 | 訂單 4

7 days after (10/19–10/25): Spend €100.03 | Sales €134.45 | Orders 4

代表 Campaign：20242006093526 • DE_Flux_P2_B07G8WDT6H_wander-brille_20261018；29631300254083 • DE_Flux_P2_B07G8SL62W_sonnenbrille-selbsttoenend_20261018；13222268792318 •

DE_Flux_P2_B07G8W7FR8_wanderbrille-damen_20261018；等 15 支

10/18 | 每日預算 | 共 3 支 / 3 項

10/18 | Daily budget | 3 campaigns / 3 items

調整：每日預算 €1.20 → €2.20 (3 支)

Change: Daily budget €1.20 → €2.20 (3 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/19–10/25)：花費 €38.39 | 銷售 €100.83 | 訂單 3

7 days after (10/19–10/25): Spend €38.39 | Sales €100.83 | Orders 3

代表 Campaign：44331105016335 • DE ICECUBE Avento B07G8SL62W Auto 0.28 A2_BIDHI_0529；210604328447862 • DE ICECUBE Avento B07G8SL62W KW sportbrille_BIDHI_0529；491548252764065 • DE ICECUBE Verano B07CNKVWQP KW verspiegelt-sonnenbrille A1

10/16 | 每日預算 | 共 1 支 / 1 項

10/16 | Daily budget | 1 campaigns / 1 items

調整：每日預算 €1.50 → €2.25 (1 支)

Change: Daily budget €1.50 → €2.25 (1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/17–10/23)：花費 €23.31 | 銷售 €0.00 | 訂單 0

7 days after (10/17–10/23): Spend €23.31 | Sales €0.00 | Orders 0

代表 Campaign：103411902130583 • DE ICECUBE Avento B07G8WNCK3 Auto 1.60 A1

10/15 | 出價 · 每日預算 | 共 11 支 / 17 項

10/15 | Bid / Daily budget | 11 campaigns / 17 items

調整：出價 €0.44–€1.33 → €0.35–€1.30 (16 項, 10 支)；每日預算 €1.00 → €1.50 (1 支)

Change: Bid €0.44–€1.33 → €0.35–€1.30 (16 items, 10 campaigns); Daily budget €1.00 → €1.50 (1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency. Campaign structure update. Bids aligned to a sensible level so cost per click is consistent.

調整後 7 天 (10/16–10/22)：花費 €37.02 | 銷售 €0.00 | 訂單 0

7 days after (10/16–10/22): Spend €37.02 | Sales €0.00 | Orders 0

代表 Campaign：103411902130583 • DE ICECUBE Avento B07G8WNCK3 Auto 1.60 A1；233916443031439 • DE_Flux_P2_B07G8WDT6H_ray-ban-sonnenbrille-herren-polarisiert_v3_20260507_0088；346522005620274 • DE ICECUBE Verano B07CNYLXCC KW günstige-sonnenbrille-herren；等 11 支

10/14 | 出價 | 共 1 支 / 1 項

10/14 | Bid | 1 campaigns / 1 items

調整：出價 €1.07 → €1.06 (1 項, 1 支)

Change: Bid €1.07 → €1.06 (1 items, 1 campaigns)

原因：

Why: Bids aligned to a sensible level so cost per click is consistent.

調整後 7 天 (10/15–10/21)：花費 €8.89 | 銷售 €0.00 | 訂單 0

7 days after (10/15–10/21): Spend €8.89 | Sales €0.00 | Orders 0

代表 Campaign：253035026789004 • DE_Flux_P2_B07G8WDT6H_wander-sonnenbrille-damen_v3_20260507_0077

10/13 | 出價 | 共 2 支 / 8 項

10/13 | Bid | 2 campaigns / 8 items

調整：出價 €1.50 → €1.33 (8 項, 2 支)

Change: Bid €1.50 → €1.33 (8 items, 2 campaigns)

原因：

Why: Bids aligned to a sensible level so cost per click is consistent.

調整後 7 天 (10/14–10/20)：花費 €0.00 | 銷售 €0.00 | 訂單 0

7 days after (10/14–10/20): Spend €0.00 | Sales €0.00 | Orders 0

代表 Campaign：214662643960740 • DE_Flux_SD_Contextual_PD1006；191200364951153 • DE_Flux_SD_Retargeting_PD1006

10/12 | 出價 | 共 62 支 / 92 項

10/12 | Bid | 62 campaigns / 92 items

調整：出價 €0.22–€0.84 → €0.18–€0.68 (92 項, 62 支)

Change: Bid €0.22–€0.84 → €0.18–€0.68 (92 items, 62 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/13–10/19)：花費 €1.70 | 銷售 €0.00 | 訂單 0

7 days after (10/13–10/19): Spend €1.70 | Sales €0.00 | Orders 0

代表 Campaign：102615082233501 • DE 80Days PilotDB B0F1CWQCXB KW pilotenbrille-damen 050326-1457_BIDHI_0529；177134720702227 • DE_Flux_ICECUBE_Sportech_B07CNN4FW7_SP_Auto_v6_20260430；326170099709522 • DE ICECUBE Sportech B07CNNHJV5 KW sonnenbrille-herren A2；等 62 支

10/12 | 每日預算 | 共 1 支 / 1 項

10/12 | Daily budget | 1 campaigns / 1 items

調整：每日預算 €1.50 → €2.25 (1 支)

Change: Daily budget €1.50 → €2.25 (1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/13–10/19)：花費 €24.12 | 銷售 €63.01 | 訂單 2

7 days after (10/13–10/19): Spend €24.12 | Sales €63.01 | Orders 2

代表 Campaign：294127668374513 • DE ICECUBE Verano B07CNYLXCC KW polarisierte-sonnenbrille-herren A4

10/11 | 出價 · 每日預算 · 狀態 | 共 62 支 / 147 項

10/11 | Bid / Daily budget / Status | 62 campaigns / 147 items

調整：出價 €0.24–€1.09 → €0.20–€1.07 (129 項, 44 支)；每日預算 €1.00 → €1.50 (2 支)；
整理收起 (停止投放) 16 支

Change: Bid €0.24–€1.09 → €0.20–€1.07 (129 items, 44 campaigns); Daily budget €1.00 → €1.50 (2 campaigns); Tidied away (stopped serving) 16 campaigns

原因：

Why: Higher investment in campaigns with healthy orders and efficiency. Budget concentrated on ads that bring orders. Campaign structure update.

調整後 7 天 (10/12–10/18)：花費 €308.34 | 銷售 €617.16 | 訂單 18

7 days after (10/12–10/18): Spend €308.34 | Sales €617.16 | Orders 18

代表 Campaign：294127668374513 • DE ICECUBE Verano B07CNYLXCC KW polarisierte-sonnenbrille-herren A4；467925802559157 • SB_BROAD_schwarze sonnenbrille_1201_1156；103411902130583 • DE ICECUBE Avento B07G8WNCK3 Auto 1.60 A1；等 62 支

10/7 | 每日預算 | 共 2 支 / 2 項

10/7 | Daily budget | 2 campaigns / 2 items

調整：每日預算 €1.50 → €3.00 (2 支)

Change: Daily budget €1.50 → €3.00 (2 campaigns)

原因：這支品牌廣告持續帶來訂單，我們把每日預算加倍，讓它在大促期間可以整天完整投放。

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/8–10/14)：花費 €28.46 | 銷售 €67.22 | 訂單 2

7 days after (10/8–10/14): Spend €28.46 | Sales €67.22 | Orders 2

代表 Campaign：505590602355100 • SB_BROAD_schwarze brille_1201_1156；467203635323728 • SB_BROAD_Sonnenbrille klar_120425

10/7 | 每日預算 | 共 2 支 / 2 項

10/7 | Daily budget | 2 campaigns / 2 items

調整：每日預算 €10.00 → €20.00 (2 支)

Change: Daily budget €10.00 → €20.00 (2 campaigns)

原因：大促最後一天，我們提高了這支站上投放廣告的每日預算，讓它能把握活動流量、完整投放到結束。

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/8–10/14)：花費 €0.00 | 銷售 €0.00 | 訂單 0

7 days after (10/8–10/14): Spend €0.00 | Sales €0.00 | Orders 0

代表 Campaign：214662643960740 • DE_Flux_SD_Contextual_PD1006；191200364951153 • DE_Flux_SD_Retargeting_PD1006

10/7 | 每日預算 | 共 1 支 / 1 項

10/7 | Daily budget | 1 campaigns / 1 items

調整：每日預算 €1.50 → €2.25 (1 支)

Change: Daily budget €1.50 → €2.25 (1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/8–10/14)：花費 €8.29 | 銷售 €0.00 | 訂單 0

7 days after (10/8–10/14): Spend €8.29 | Sales €0.00 | Orders 0

代表 Campaign：316612934065531 • DE ICECUBE Sportech B07CNN4FW7 KW sonnenbrille-grau A2

10/6 | 每日預算 | 共 9 支 / 9 項

10/6 | Daily budget | 9 campaigns / 9 items

調整：每日預算 €1.00 → €1.50 (9 支)

Change: Daily budget €1.00 → €1.50 (9 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/7–10/13)：花費 €59.44 | 銷售 €94.36 | 訂單 3

7 days after (10/7–10/13): Spend €59.44 | Sales €94.36 | Orders 3

代表 Campaign：316612934065531 • DE ICECUBE Sportech B07CNN4FW7 KW sonnenbrille-grau A2；38517218492132 • DE ICECUBE Avento B07G8WNCK3 Auto 0.75 A1；67362826604060 •

DE_Flux_P2_B07G8WDT6H_wayfarer-sonnenbrille-herren_v3_20260507_0088；等 9 支

10/5 | 投放對象 | 共 5 支 / 5 項

10/5 | Audience | 5 campaigns / 5 items

調整：掛上/更換再行銷受眾，該受眾出價 (5 支)

Change: Retargeting audience attached/swapped, audience bid (5 campaigns)

原因：我們針對看過、點過商品但還沒買的人，在他們搜尋時多給一點出價力道。

Why: Retargeting audience attached with a higher audience bid.

調整後 7 天 (10/6–10/12)：花費 €41.83 | 銷售 €67.22 | 訂單 2

7 days after (10/6–10/12): Spend €41.83 | Sales €67.22 | Orders 2

代表 Campaign：294127668374513 • DE ICECUBE Verano B07CNYLXCC KW polarisierte-sonnenbrille-herren

A4；367920905998126 • DE ICECUBE Avento B07G8SL62W Auto 0.50 A2；38517218492132 • DE ICECUBE Avento B07G8WNCK3 Auto 0.75 A1；等 5 支

10/5 | 出價 | 共 5 支 / 5 項

10/5 | Bid | 5 campaigns / 5 items

調整：出價 €0.37–€0.94 → €0.30–€0.76 (5 項，5 支)

Change: Bid €0.37–€0.94 → €0.30–€0.76 (5 items, 5 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/6–10/12)：花費 €0.00 | 銷售 €0.00 | 訂單 0

7 days after (10/6–10/12): Spend €0.00 | Sales €0.00 | Orders 0

代表 Campaign：87367965372653 •

DE_Flux_P2_B07G8WDT6H_sonnenbrille-herren-polarisiert-uv400_v3_20260507_0088；47070436995057 • Flux DE P2 B07G8SL62W sport-sonnenbrille_BIDLO_0529；444451531572914 • DE ICECUBE Verano B07CNYLXCC KW

premium-sonnenbrille A3；等 5 支

10/5 | 每日預算 | 共 1 支 / 1 項

10/5 | Daily budget | 1 campaigns / 1 items

調整：每日預算 €140.00 → €98.00 (1 支)

Change: Daily budget €140.00 → €98.00 (1 campaigns)

原因：我們先調整了帳號整體的每日預算，把預算留給大促。

Why: Campaign structure update.

調整後 7 天 (10/6–10/12)：花費 €0.00 | 銷售 €0.00 | 訂單 0

7 days after (10/6–10/12): Spend €0.00 | Sales €0.00 | Orders 0

代表 Campaign：4003401656487187 • DE 帳號層 SP 每日預算上限 (profile dailyBudget)

10/5 | 新增廣告 | 共 2 支 / 2 項

10/5 | New campaigns | 2 campaigns / 2 items

調整：新增 2 支廣告，每日預算

Change: 2 new campaigns, daily budget

原因：大促期間加開站上投放與再行銷廣告，把關注過商品的買家再帶回來，僅限兩天、設有每日花費上限。

Why: Campaign structure update.

調整後 7 天 (10/6–10/12)：花費 €0.00 | 銷售 €0.00 | 訂單 0

7 days after (10/6–10/12): Spend €0.00 | Sales €0.00 | Orders 0

代表 Campaign：214662643960740 • DE_Flux_SD_Contextual_PD1006；191200364951153 •

DE_Flux_SD_Retargeting_PD1006

10/4 | 出價 | 共 19 支 / 37 項

10/4 | Bid | 19 campaigns / 37 items

調整：出價 €0.21–€0.80 → €0.17–€0.64 (37 項, 19 支)

Change: Bid €0.21–€0.80 → €0.17–€0.64 (37 items, 19 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/5–10/11)：花費 €0.44 | 銷售 €0.00 | 訂單 0

7 days after (10/5–10/11): Spend €0.44 | Sales €0.00 | Orders 0

代表 Campaign：69140595942622 • DE ICECUBE Avento B07G8SL62W Auto 0.41 A2_BIDLO_0529；342649377156863 • DE ICECUBE Sportech B07CNN4FW7 KW sonnenbrille-herren-klassisch A1；364046266339893 • DE ICECUBE Avento B07G8SL62W Auto 0.60 A1；等 19 支

10/3 | 出價 | 共 5 支 / 8 項

10/3 | Bid | 5 campaigns / 8 items

調整：出價 €0.44–€0.61 → €0.36–€0.49 (8 項, 5 支)

Change: Bid €0.44–€0.61 → €0.36–€0.49 (8 items, 5 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/4–10/10)：花費 €0.00 | 銷售 €0.00 | 訂單 0

7 days after (10/4–10/10): Spend €0.00 | Sales €0.00 | Orders 0

代表 Campaign：257835205056109 • DE ICECUBE Avento B07G8SL62W Auto 0.27 A2_BIDLO_0529；313585200679611 • Flux DE P2 B07G8WDT6H sonnenbrille-herren-rayba；261807243129663 • DE_Flux_P2_B07G8WDT6H_uvex-brille_v3_20260507_0077；等 5 支

10/2 | 出價 | 共 4 支 / 10 項

10/2 | Bid | 4 campaigns / 10 items

調整：出價 €0.52–€0.84 → €0.42–€0.68 (10 項, 4 支)

Change: Bid €0.52–€0.84 → €0.42–€0.68 (10 items, 4 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/3–10/9)：花費 €0.68 | 銷售 €0.00 | 訂單 0

7 days after (10/3–10/9): Spend €0.68 | Sales €0.00 | Orders 0

代表 Campaign：205843635708308 • DE ICECUBE Avento B07G8WDT6H Auto 0.65 A2 #2；459345822012172 • DE ICECUBE Sportech B07CNN4FW7 KW fashion-sonnenbrille-damen A2；359297202241267 • DE ICECUBE Avento B07G8SL62W Auto 0.37 A1；等 4 支

10/2 | 否定關鍵字 | 共 356,304 筆

10/2 | Negative keywords | 356,304 entries

調整：新增否定關鍵字 356,304 筆

Change: 356,304 negative keywords added

原因：依您提供的否定關鍵字清單，已套用到自動、廣泛與詞組比對的廣告；清單中近期仍有成交、與我們現有投放字詞或商品用字重疊，以及度數數字類的字詞先保留，未套用。

Why: Applied the negative keyword list you provided to auto, broad and phrase-match campaigns. Terms that recently generated orders, overlap with our active keywords or product wording, or are numeric lens-strength values were kept and not negated.

否定關鍵字不另列調整後成效。

No separate post-change results for negative keywords.

代表 Campaign：各 Campaign／廣告組（自動、廣泛、詞組比對）

10/1 | 出價 | 共 4 支 / 5 項

10/1 | Bid | 4 campaigns / 5 items

調整：出價 €0.34–€0.72 → €0.28–€0.58 (5 項, 4 支)

Change: Bid €0.34–€0.72 → €0.28–€0.58 (5 items, 4 campaigns)

原因：我們調整了尚未帶來訂單的關鍵字出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/2–10/8)：花費 €68.28 | 銷售 €134.44 | 訂單 4

7 days after (10/2–10/8): Spend €68.28 | Sales €134.44 | Orders 4

代表 Campaign : 22065964849186 • DE ICECUBE Avento B07G8SL62W Auto 0.44 A2_BIDHI_0529 ; 71167246602900 • DE_Flux_ExactHarvest_B07G8SL62W_20260807 ; 103411902130583 • DE ICECUBE Avento B07G8WNCK3 Auto 1.60 A1 ; 等 4 支

9/30 | 出價 | 共 18 支 / 37 項

9/30 | Bid | 18 campaigns / 37 items

調整：出價 €0.35–€1.20 → €0.28–€0.96 (37 項, 18 支)

Change: Bid €0.35–€1.20 → €0.28–€0.96 (37 items, 18 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/1–10/7)：花費 €39.58 | 銷售 €108.57 | 訂單 4

7 days after (10/1–10/7): Spend €39.58 | Sales €108.57 | Orders 4

代表 Campaign : 22348806237566 • DE ICECUBE Avento B07G8SL62W Auto 0.49 A2_BIDHI_0529_L100_0725L ; 58563152782044 • DE ICECUBE Avento B07G8SL62W KW sport-sonnenbrille-herren_BIDHI_0529_L090_0725L ; 228226434733422 • DE ICECUBE Avento B07G8SL62W Auto 0.49 A2_BIDHI_0529_L090_0725L ; 等 18 支

9/29 | 出價 | 共 10 支 / 10 項

9/29 | Bid | 10 campaigns / 10 items

調整：出價 €0.32–€0.64 → €0.26–€0.51 (10 項, 10 支)

Change: Bid €0.32–€0.64 → €0.26–€0.51 (10 items, 10 campaigns)

原因：我們針對只帶來曝光型助攻、尚未實際點擊的關鍵字/投放調降出價，保留排名曝光同時控管花費。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (9/30–10/6)：花費 €134.62 | 銷售 €122.93 | 訂單 4

7 days after (9/30–10/6): Spend €134.62 | Sales €122.93 | Orders 4

代表 Campaign : 274746433227919 • DE_Flux_P2_B07G8WDT6H_sonnenbrille-uvex_v3_20260507_0088_BIDHI_0529_L120_0725L ; 251612723202442 • DE ICECUBE Avento B07G8SL62W KW sport-sonnenbrille-herren_BIDHI_0529_L120_0725L ; 234659517228903 • DE ICECUBE Avento B07G8SL62W Auto 0.44 A2_BIDLO_0529 ; 等 10 支

9/29 | 出價 • 每日預算 | 共 38 支 / 47 項

9/29 | Bid / Daily budget | 38 campaigns / 47 items

調整：出價 €0.28–€1.02 → €0.34–€1.06 (38 項, 38 支)；每日預算 €1.00 → €1.50 (9 支)

Change: Bid €0.28–€1.02 → €0.34–€1.06 (38 items, 38 campaigns); Daily budget €1.00 → €1.50 (9 campaigns)

原因：我們調高了這些廣告的 bidding 競價，讓它們有更多曝光機會。

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (9/30–10/6)：花費 €630.94 | 銷售 €1,027.14 | 訂單 33

7 days after (9/30–10/6): Spend €630.94 | Sales €1,027.14 | Orders 33

代表 Campaign : 44331105016335 • DE ICECUBE Avento B07G8SL62W Auto 0.28 A2_BIDHI_0529 ; 182180852251937 • DE_Flux_P2_B07G8WDT6H_attcl-sonnenbrille-herren_v3_20260507_0088 ; 181957527230883 • DE_Flux_ICECUBE_Avento_B07G8WDT6H_SP_Auto_v7_20260506_L080_0725L ; 等 38 支

9/29 | 出價 | 共 4 支 / 4 項

9/29 | Bid | 4 campaigns / 4 items

調整：出價 €0.53–€0.80 → €0.42–€0.64 (4 項, 4 支)

Change: Bid €0.53–€0.80 → €0.42–€0.64 (4 items, 4 campaigns)

原因：我們調整了尚未帶來訂單的關鍵字出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (9/30–10/6)：花費 €56.56 | 銷售 €60.75 | 訂單 2

7 days after (9/30–10/6): Spend €56.56 | Sales €60.75 | Orders 2

代表 Campaign：56707526242973 • SP_Manual_Avento_SpringDeal_20260310_1200；44331105016335 • DE ICECUBE Avento B07G8SL62W Auto 0.28 A2_BIDHI_0529；209987028188043 •

DE_Flux_ICECUBE_Sportech_B07CNT173P_SP_KW_Broad_v6_20260430；等 4 支

9/29 | 出價 | 共 75 支 / 128 項

9/29 | Bid | 75 campaigns / 128 items

調整：出價 €0.21–€0.83 → €0.17–€0.66 (128 項, 75 支)

Change: Bid €0.21–€0.83 → €0.17–€0.66 (128 items, 75 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (9/30–10/6)：花費 €9.16 | 銷售 €0.00 | 訂單 0

7 days after (9/30–10/6): Spend €9.16 | Sales €0.00 | Orders 0

代表 Campaign：427449118064907 • SB_BROAD_brille orange_1201_1156；392202148586094 • SB_BROAD_herren sonnenbrille_1201_1156；192063368361541 • DE ICECUBE Avento B07G8WNCK3 Auto 0.80 A1；等 75 支

9/29 | 狀態 | 共 1 支 / 1 項

9/29 | Status | 1 campaigns / 1 items

調整：整理收起 (停止投放) 1 支

Change: Tidied away (stopped serving) 1 campaigns

原因：依您的安排，德國掛帶廣告先停止投放，待德國倉補貨後再恢復

Why: Campaigns tucked away while a product is temporarily unavailable.

已整理收起，無後續投放

Tidied away; no further serving

代表 Campaign：475337058835674 • SB_BROAD_brillen halter_1201_1256

近 7 天內的 13 批 (459 項) 已列於上，不重複列出 (見上)。

The 13 batches (459 items) from the last 7 days are listed above and not repeated (see above).

德國 | 成長機會

Growth opportunities

Sportech 運動款太陽眼鏡

Sportech sport sunglasses

先優化 Optimise first

30 天花費 Spend	30 天總銷售 Total sales	ACOS	TACOS (30 天)
€457	€1,469	55.8%	31.1%
TACOS (7 天)	每日預算合計	實際日均花費	預算使用率
35.2%	€86	€9.17	11%

建議與待您決定：本組 30 天 TACOS 31.1%，比目標 25% 高 6.1 個百分點。我們先優化效率 (出價、版位、關鍵字)，回到目標內再請您決定加碼；目前不需要您決定。

Recommendation & decision: 30-day TACOS is 31.1% vs the 25% target (6.1 pts above). We optimise efficiency first and will ask you once it is back within target. Nothing for you to decide right now.

Avento 太陽眼鏡

先優化 Optimise first

Avento sunglasses

30 天花費 Spend	30 天總銷售 Total sales	ACOS	TACOS (30 天)
€2,953	€8,373	67.8%	35.3%
TACOS (7 天)	每日預算合計	實際日均花費	預算使用率
38.9%	€324	€79.44	25%

建議與待您決定：本組 30 天 TACOS 35.3%，比目標 25% 高 10.3 個百分點。我們先優化效率（出價、版位、關鍵字），回到目標內再請您決定加碼；目前不需要您決定。

Recommendation & decision: 30-day TACOS is 35.3% vs the 25% target (10.3 pts above). We optimise efficiency first and will ask you once it is back within target. Nothing for you to decide right now.

其他太陽眼鏡系列

先優化 Optimise first

Other sunglasses lines

30 天花費 Spend	30 天總銷售 Total sales	ACOS	TACOS (30 天)
€261	€807	47.4%	32.4%
TACOS (7 天)	每日預算合計	實際日均花費	預算使用率
25.9%	€52	€8.31	16%

建議與待您決定：本組 30 天 TACOS 32.4%，比目標 25% 高 7.4 個百分點。我們先優化效率（出價、版位、關鍵字），回到目標內再請您決定加碼；目前不需要您決定。

Recommendation & decision: 30-day TACOS is 32.4% vs the 25% target (7.4 pts above). We optimise efficiency first and will ask you once it is back within target. Nothing for you to decide right now.

掛帶

維持 Hold steady

Straps

30 天花費 Spend	30 天總銷售 Total sales	ACOS	TACOS (30 天)
€0	€192	0.0%	0.0%
TACOS (7 天)	每日預算合計	實際日均花費	預算使用率
0.0%	€17	€1.61	9%

建議與待您決定：本組 30 天 TACOS 0.0%，在目標內；近 30 天花費只有 €0，樣本還小，先累積數據再評估。

Recommendation & decision: 30-day TACOS is 0.0%, within target; spend is small (€0), so we build up data first.

加拿大 Canada (CA)

近 7 天調整 Last 7d	加碼 Increases	優化調整 Optimised	收起／新增 Away/New
37 項	9	25	0 / 3
近 30 天調整 Last 30d	加碼 Increases	優化調整 Optimised	收起／新增 Away/New
203 項	50	138	0 / 10

本市場 7 天／30 天成效

Marketplace performance: last 7 / 30 days (廣告花費與廣告歸因銷售，Amazon Ads 報表 10/22–10/28 / 9/29–10/28；TACOS 為 ScaleInsights 口徑)

近 7 天 Last 7 days	花費 Spend	銷售 Sales	訂單	ACOS	
市場總計 Total		C\$227	C\$526	21	43.2%
掛帶		C\$68	C\$157	13	43.2%
Avento		C\$9	C\$60	1	15.5%
Sportech		C\$105	C\$250	5	41.8%
其他眼鏡		C\$46	C\$60	2	76.0%
近 30 天 Last 30 days	花費	銷售	ACOS	TACOS	
市場總計 Total		C\$992	C\$1,937	51.2%	41.6%
掛帶		C\$210	C\$554	37.8%	9.6%
Avento		C\$65	C\$219	29.6%	30.8%
Sportech		C\$407	C\$889	45.7%	54.5%
其他眼鏡		C\$279	C\$274	102.0%	57.9%

加拿大 | 近 7 天的調整 (10/22–10/28)

CA: adjustments in the last 7 days

10/28 | 每日預算 | 共 1 支 / 1 項

10/28 | Daily budget | 1 campaigns / 1 items

調整：每日預算 C\$2.00 → C\$3.00 (1 支)

Change: Daily budget C\$2.00 → C\$3.00 (1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

觀察中 (調整後第 0 天)：花費 C\$0.00 | 銷售 C\$0.00 | 訂單 0

Observing (day 0 after): Spend C\$0.00 | Sales C\$0.00 | Orders 0

代表 Campaign：127312528078021 • Men's Sunglasses Sportech- Bulk Auto 0.74 - 11-Jun-26

10/26 | 出價 | 共 7 支 / 25 項

10/26 | Bid | 7 campaigns / 25 items

調整：出價 C\$0.36–C\$0.85 → C\$0.29–C\$0.68 (25 項，7 支)

Change: Bid C\$0.36–C\$0.85 → C\$0.29–C\$0.68 (25 items, 7 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

觀察中 (調整後第 2 天，10/27–10/28)：花費 C\$2.94 | 銷售 C\$0.00 | 訂單 0

Observing (day 2 after, 10/27–10/28): Spend C\$2.94 | Sales C\$0.00 | Orders 0

代表 Campaign：108277892127437 • CA_Flux_Lantaka_B08G4RWBWD_SP_Auto_055_20260418；164323075424585 • Women's Sunglasses B0F1D1CFHP - Bulk Auto 0.85 - 08-Jun-26；110916204472704 • CA_Flux_80DaysSq_B0F1D3VGX6_SP_Auto_055_20260418；等 7 支

10/25 | 出價・每日預算 | 共 3 支 / 6 項

10/25 | Bid / Daily budget | 3 campaigns / 6 items

調整：出價 C\$0.47–C\$0.73 → C\$0.52–C\$0.80 (5 項, 2 支)；每日預算 C\$2.00 → C\$3.00 (1 支)

Change: Bid C\$0.47–C\$0.73 → C\$0.52–C\$0.80 (5 items, 2 campaigns); Daily budget C\$2.00 → C\$3.00 (1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

觀察中 (調整後第 3 天, 10/26–10/28)：花費 C\$8.92 | 銷售 C\$0.00 | 訂單 0

Observing (day 3 after, 10/26–10/28): Spend C\$8.92 | Sales C\$0.00 | Orders 0

代表 Campaign：447402453372591 • Eyewear Retainers B0FD3PMPVC - Bulk Auto A2 0.78 - 17-Nov-25；537051772110604 • SB_BROAD_glasses retainer_120525；142106279465152 • Men's Sunglasses Sportech- Bulk Auto 0.70 - 11-Jun-26

10/24 | 新增廣告 | 共 2 支 / 2 項

10/24 | New campaigns | 2 campaigns / 2 items

調整：新增 2 支廣告，每日預算 C\$0.64

Change: 2 new campaigns, daily budget C\$0.64

原因：為「eye glasses strap」新增專屬廣告，推動自然排名上第一頁

Why: Campaign structure update.

觀察中 (調整後第 4 天, 10/25–10/28)：花費 C\$2.56 | 銷售 C\$0.00 | 訂單 0

Observing (day 4 after, 10/25–10/28): Spend C\$2.56 | Sales C\$0.00 | Orders 0

代表 Campaign：135550950868580 • CA_Flux_P2_B0FD3PMPVC_eye-glasses-strap_20261024；194170744434633 • CA_Flux_P2_B0FD3PMPVC_chain-for-glasses_20261024

10/24 | 新增廣告 | 共 1 支 / 1 項

10/24 | New campaigns | 1 campaigns / 1 items

調整：新增 1 支廣告，每日預算 C\$0.64

Change: 1 new campaigns, daily budget C\$0.64

原因：為「chain for glasses」新增專屬品牌廣告，推動自然排名上第一頁

Why: Campaign structure update.

觀察中 (調整後第 4 天, 10/25–10/28)：花費 C\$3.19 | 銷售 C\$11.19 | 訂單 1

Observing (day 4 after, 10/25–10/28): Spend C\$3.19 | Sales C\$11.19 | Orders 1

代表 Campaign：19762633992699 • CA_FLUX_SB_P2_B0FD3PMPVC_chain-for-glasses_20261024

10/24 | 每日預算 | 共 1 支 / 1 項

10/24 | Daily budget | 1 campaigns / 1 items

調整：每日預算 C\$1.00 → C\$2.00 (1 支)

Change: Daily budget C\$1.00 → C\$2.00 (1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

觀察中 (調整後第 4 天, 10/25–10/28)：花費 C\$1.98 | 銷售 C\$0.00 | 訂單 0

Observing (day 4 after, 10/25–10/28): Spend C\$1.98 | Sales C\$0.00 | Orders 0

代表 Campaign：212881888296036 • CA_Flux_Avento_B01KHB8E4A_SP_Auto_055_20260418_L090_0725L

10/23 | 每日預算 | 共 1 支 / 1 項

10/23 | Daily budget | 1 campaigns / 1 items

調整：每日預算 C\$5.00 → C\$6.00 (1 支)

Change: Daily budget C\$5.00 → C\$6.00 (1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

觀察中 (調整後第 5 天, 10/24–10/28)：花費 C\$54.26 | 銷售 C\$149.97 | 訂單 3

Observing (day 5 after, 10/24–10/28): Spend C\$54.26 | Sales C\$149.97 | Orders 3

代表 Campaign：250883957708341 • Men's Sunglasses Sportech- Bulk Auto 0.78 - 11-Jun-26

加拿大 | 近 30 天的調整 (較早的部分)

CA: adjustments in the last 30 days (earlier part)

10/21 | 新增廣告 | 共 4 支 / 4 項

10/21 | New campaigns | 4 campaigns / 4 items

調整：新增 4 支廣告，每日預算 C\$0.64

Change: 4 new campaigns, daily budget C\$0.64

原因：為「glasses strap kids」新增專屬廣告，推動自然排名上第一頁

Why: Campaign structure update.

調整後 7 天 (10/22–10/28)：花費 C\$1.28 | 銷售 C\$11.49 | 訂單 1

7 days after (10/22–10/28): Spend C\$1.28 | Sales C\$11.49 | Orders 1

代表 Campaign：176672432375544 • CA_Flux_P2_B0FD3PMPVC_glasses-strap-kids_20261020；48189480981615 •

CA_Flux_P2_B0FCRK9JCK_glasses-strap-for-sports_20261020；142259228292074 •

CA_Flux_P2_B0FD3PMPVC_eye-glasses-slide-stoppers_20261020；等 4 支

10/21 | 新增廣告 | 共 3 支 / 3 項

10/21 | New campaigns | 3 campaigns / 3 items

調整：新增 3 支廣告，每日預算 C\$0.64

Change: 3 new campaigns, daily budget C\$0.64

原因：為「glasses strap kids」新增專屬品牌廣告，推動自然排名上第一頁

Why: Campaign structure update.

調整後 7 天 (10/22–10/28)：花費 C\$9.93 | 銷售 C\$34.17 | 訂單 3

7 days after (10/22–10/28): Spend C\$9.93 | Sales C\$34.17 | Orders 3

代表 Campaign：183348592274552 • CA_FLUX_SB_P2_B0FD3PMPVC_glasses-strap-kids_20261020；245888987889889 •

CA_FLUX_SB_P2_B0FD3PMPVC_eye-glasses-slide-stoppers_20261020；45572897870134 •

CA_FLUX_SB_P2_B0FD3PMPVC_eyeglass-ear-grips_20261020

10/20 | 每日預算 | 共 1 支 / 1 項

10/20 | Daily budget | 1 campaigns / 1 items

調整：每日預算 C\$1.00 → C\$2.00 (1 支)

Change: Daily budget C\$1.00 → C\$2.00 (1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/21–10/27)：花費 C\$4.40 | 銷售 C\$0.00 | 訂單 0

7 days after (10/21–10/27): Spend C\$4.40 | Sales C\$0.00 | Orders 0

代表 Campaign：208214309596000 • CA 80Days Square B0F1D2B3FG SP Auto 041626

10/19 | 出價 | 共 5 支 / 17 項

10/19 | Bid | 5 campaigns / 17 items

調整：出價 C\$0.45–C\$0.80 → C\$0.36–C\$0.64 (17 項，5 支)

Change: Bid C\$0.45–C\$0.80 → C\$0.36–C\$0.64 (17 items, 5 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/20–10/26)：花費 C\$1.59 | 銷售 C\$0.00 | 訂單 0

7 days after (10/20–10/26): Spend C\$1.59 | Sales C\$0.00 | Orders 0

代表 Campaign：127220317499732 • Men's Sunglasses Sportech- Bulk Auto 0.60 - 11-Jun-26；33139802635006 • Women's

Sunglasses B0F1D1CFHP - Bulk Auto 0.65 - 08-Jun-26；99410763823161 • CA StrapNylon eyeglass strap11.00；等 5 支

10/19 | 每日預算 | 共 2 支 / 2 項

10/19 | Daily budget | 2 campaigns / 2 items

調整：每日預算 C\$1.50 → C\$2.00 (2 支)

Change: Daily budget C\$1.50 → C\$2.00 (2 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/20–10/26)：花費 C\$16.92 | 銷售 C\$84.49 | 訂單 3

7 days after (10/20–10/26): Spend C\$16.92 | Sales C\$84.49 | Orders 3

代表 Campaign：113644456675635 ·

CA_Flux_Avento_B01KHB8E4A_SP_Auto_055_20260418_L080_0725L；534966944187493 · SB_BROAD_glasses straps_120525

10/18 | 每日預算 | 共 1 支 / 1 項

10/18 | Daily budget | 1 campaigns / 1 items

調整：每日預算 C\$1.25 → C\$2.25 (1 支)

Change: Daily budget C\$1.25 → C\$2.25 (1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/19–10/25)：花費 C\$31.54 | 銷售 C\$59.98 | 訂單 2

7 days after (10/19–10/25): Spend C\$31.54 | Sales C\$59.98 | Orders 2

代表 Campaign：164323075424585 · Women's Sunglasses B0F1D1CFHP - Bulk Auto 0.85 - 08-Jun-26

10/17 | 出價 · 每日預算 | 共 4 支 / 10 項

10/17 | Bid / Daily budget | 4 campaigns / 10 items

調整：出價 C\$0.35–C\$0.66 → C\$0.39–C\$0.73 (9 項, 3 支)；每日預算 C\$3.00 → C\$4.00 (1 支)

Change: Bid C\$0.35–C\$0.66 → C\$0.39–C\$0.73 (9 items, 3 campaigns); Daily budget C\$3.00 → C\$4.00 (1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/18–10/24)：花費 C\$29.90 | 銷售 C\$83.55 | 訂單 7

7 days after (10/18–10/24): Spend C\$29.90 | Sales C\$83.55 | Orders 7

代表 Campaign：104734735601998 · CA StrapNylon SB glasses strap|0.85；447402453372591 · Eyewear Retainers B0FD3PMPVC - Bulk Auto A2 0.78 - 17-Nov-25；366587961419225 · CA Strap 1PC Blk Auto Nov 2025；等 4 支

10/16 | 出價 | 共 2 支 / 8 項

10/16 | Bid | 2 campaigns / 8 items

調整：出價 C\$0.35–C\$0.90 → C\$0.39–C\$0.99 (8 項, 2 支)

Change: Bid C\$0.35–C\$0.90 → C\$0.39–C\$0.99 (8 items, 2 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/17–10/23)：花費 C\$5.52 | 銷售 C\$0.00 | 訂單 0

7 days after (10/17–10/23): Spend C\$5.52 | Sales C\$0.00 | Orders 0

代表 Campaign：212881888296036 ·

CA_Flux_Avento_B01KHB8E4A_SP_Auto_055_20260418_L090_0725L；87652908682225 · CA_Flux_Avento_B01KHB8DKA_SP_Auto_055_20260418

10/14 | 出價 | 共 1 支 / 1 項

10/14 | Bid | 1 campaigns / 1 items

調整：出價 C\$0.43 → C\$0.47 (1 項, 1 支)

Change: Bid C\$0.43 → C\$0.47 (1 items, 1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/15–10/21)：花費 C\$2.32 | 銷售 C\$0.00 | 訂單 0

7 days after (10/15–10/21): Spend C\$2.32 | Sales C\$0.00 | Orders 0

代表 Campaign：398898830415293 · Eyewear Retainers B0FCRCZ1HC - xl glasses strap

10/12 | 出價 | 共 9 支 / 32 項

10/12 | Bid | 9 campaigns / 32 items

調整：出價 C\$0.44–C\$1.00 → C\$0.36–C\$0.80 (32 項, 9 支)

Change: Bid C\$0.44–C\$1.00 → C\$0.36–C\$0.80 (32 items, 9 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/13–10/19)：花費 C\$23.71 | 銷售 C\$0.00 | 訂單 0

7 days after (10/13–10/19): Spend C\$23.71 | Sales C\$0.00 | Orders 0

代表 Campaign：108277892127437 • CA_Flux_Lantaka_B08G4RWBWD_SP_Auto_055_20260418；14807064779296 •

Women's Sunglasses B0F1D1CFHP - Bulk Auto 0.90 - 08-Jun-26；119573436614293 • Women's Sunglasses B0F1D1CFHP -

Bulk Auto 0.95 - 08-Jun-26；等 9 支

10/9 | 出價 • 每日預算 | 共 5 支 / 11 項

10/9 | Bid / Daily budget | 5 campaigns / 11 items

調整：出價 C\$0.32–C\$0.60 → C\$0.35–C\$0.66 (9 項, 3 支)；每日預算 C\$1.00 → C\$1.50 (2 支)

Change: Bid C\$0.32–C\$0.60 → C\$0.35–C\$0.66 (9 items, 3 campaigns); Daily budget C\$1.00 → C\$1.50 (2 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/10–10/16)：花費 C\$31.37 | 銷售 C\$120.32 | 訂單 9

7 days after (10/10–10/16): Spend C\$31.37 | Sales C\$120.32 | Orders 9

代表 Campaign：104734735601998 • CA StrapNylon SB glasses strap10.85；534966944187493 • SB_BROAD_glasses

straps_120525；537051772110604 • SB_BROAD_glasses retainer_120525；等 5 支

10/7 | 每日預算 | 共 1 支 / 1 項

10/7 | Daily budget | 1 campaigns / 1 items

調整：每日預算 C\$1.50 → C\$2.25 (1 支)

Change: Daily budget C\$1.50 → C\$2.25 (1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/8–10/14)：花費 C\$10.74 | 銷售 C\$59.50 | 訂單 1

7 days after (10/8–10/14): Spend C\$10.74 | Sales C\$59.50 | Orders 1

代表 Campaign：113644456675635 • CA_Flux_Avento_B01KHB8E4A_SP_Auto_055_20260418_L080_0725L

10/6 | 出價 • 每日預算 | 共 2 支 / 2 項

10/6 | Bid / Daily budget | 2 campaigns / 2 items

調整：出價 C\$0.39 → C\$0.43 (1 項, 1 支)；每日預算 C\$1.00 → C\$1.50 (1 支)

Change: Bid C\$0.39 → C\$0.43 (1 items, 1 campaigns); Daily budget C\$1.00 → C\$1.50 (1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/7–10/13)：花費 C\$9.53 | 銷售 C\$59.50 | 訂單 1

7 days after (10/7–10/13): Spend C\$9.53 | Sales C\$59.50 | Orders 1

代表 Campaign：398898830415293 • Eyewear Retainers B0FCRCZ1HC - xl glasses strap；113644456675635 •

CA_Flux_Avento_B01KHB8E4A_SP_Auto_055_20260418_L080_0725L

10/5 | 出價 | 共 3 支 / 12 項

10/5 | Bid | 3 campaigns / 12 items

調整：出價 C\$0.46–C\$0.70 → C\$0.37–C\$0.56 (12 項, 3 支)

Change: Bid C\$0.46–C\$0.70 → C\$0.37–C\$0.56 (12 items, 3 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/6–10/12)：花費 C\$0.00 | 銷售 C\$0.00 | 訂單 0

7 days after (10/6–10/12): Spend C\$0.00 | Sales C\$0.00 | Orders 0

代表 Campaign：254503531340325 • Men's Sunglasses Sportech- Bulk Auto 0.62 - 11-Jun-26；1805594166110 • Women's

Sunglasses B0F1D1CFHP - Bulk Auto 0.70 - 08-Jun-26；244558339704113 • 80Days_Straps_B0G64L8VGX - Bulk Auto A1

0.46 - 19-Feb-26

10/4 | 出價 | 共 1 支 / 4 項

10/4 | Bid | 1 campaigns / 4 items

調整：出價 C\$0.64 → C\$0.52 (4 項, 1 支)

Change: Bid C\$0.64 → C\$0.52 (4 items, 1 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/5–10/11)：花費 C\$0.00 | 銷售 C\$0.00 | 訂單 0

7 days after (10/5–10/11): Spend C\$0.00 | Sales C\$0.00 | Orders 0

代表 Campaign：116510290653757 • Men's Sunglasses Sportech- Bulk Auto 0.64 - 11-Jun-26

10/3 | 出價 | 共 4 支 / 16 項

10/3 | Bid | 4 campaigns / 16 items

調整：出價 C\$0.55–C\$0.80 → C\$0.44–C\$0.64 (16 項, 4 支)

Change: Bid C\$0.55–C\$0.80 → C\$0.44–C\$0.64 (16 items, 4 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/4–10/10)：花費 C\$7.28 | 銷售 C\$49.99 | 訂單 1

7 days after (10/4–10/10): Spend C\$7.28 | Sales C\$49.99 | Orders 1

代表 Campaign：127312528078021 • Men's Sunglasses Sportech- Bulk Auto 0.74 - 11-Jun-26；115765418936507 • Women's Sunglasses B0F1D1CFHP - Bulk Auto 0.75 - 08-Jun-26；194827351073823 • CA 80Days Geo v1 B0F1D4F97T SP Auto 041626；等 4 支

10/2 | 出價 | 共 1 支 / 4 項

10/2 | Bid | 1 campaigns / 4 items

調整：出價 C\$0.66 → C\$0.53 (4 項, 1 支)

Change: Bid C\$0.66 → C\$0.53 (4 items, 1 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/3–10/9)：花費 C\$0.00 | 銷售 C\$0.00 | 訂單 0

7 days after (10/3–10/9): Spend C\$0.00 | Sales C\$0.00 | Orders 0

代表 Campaign：169978801247325 • Men's Sunglasses Sportech- Bulk Auto 0.66 - 11-Jun-26

10/1 | 出價 | 共 6 支 / 7 項

10/1 | Bid | 6 campaigns / 7 items

調整：出價 C\$0.39–C\$0.85 → C\$0.32–C\$0.68 (7 項, 6 支)

Change: Bid C\$0.39–C\$0.85 → C\$0.32–C\$0.68 (7 items, 6 campaigns)

原因：我們調整了尚未帶來訂單的關鍵字出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/2–10/8)：花費 C\$31.27 | 銷售 C\$0.00 | 訂單 0

7 days after (10/2–10/8): Spend C\$31.27 | Sales C\$0.00 | Orders 0

代表 Campaign：110916204472704 • CA_Flux_80DaysSq_B0F1D3VGX6_SP_Auto_055_20260418；113644456675635 • CA_Flux_Avento_B01KHB8E4A_SP_Auto_055_20260418_L080_0725L；187625908642918 • CA_Flux_Verano_B0FQBWKCKK_SP_KW_Broad_v5_20260430；等 6 支

10/1 | 出價 | 共 1 支 / 4 項

10/1 | Bid | 1 campaigns / 4 items

調整：出價 C\$0.55 → C\$0.44 (4 項, 1 支)

Change: Bid C\$0.55 → C\$0.44 (4 items, 1 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/2–10/8)：花費 C\$0.00 | 銷售 C\$0.00 | 訂單 0

7 days after (10/2–10/8): Spend C\$0.00 | Sales C\$0.00 | Orders 0

代表 Campaign：12472378399743 • Men's Sunglasses Sportech- Bulk Auto 0.86 - 11-Jun-26

10/1 | 出價・狀態 | 共 4 支 / 5 項

10/1 | Bid / Status | 4 campaigns / 5 items

調整：出價 C\$0.85 → C\$0.80 (1 項, 1 支)；重新開啟 4 支

Change: Bid C\$0.85 → C\$0.80 (1 items, 1 campaigns); Re-opened 4 campaigns

原因：加拿大站品牌廣告重新開啟，沿用先前有成效的投放設定。

Why: Campaign structure update.

調整後 7 天 (10/2–10/8)：花費 C\$26.89 | 銷售 C\$97.11 | 訂單 8

7 days after (10/2–10/8): Spend C\$26.89 | Sales C\$97.11 | Orders 8

代表 Campaign：104734735601998 • CA StrapNylon SB glasses strapl0.85；537051772110604 • SB_BROAD_glasses retainer_120525；534966944187493 • SB_BROAD_glasses straps_120525；等 4 支

10/1 | 否定關鍵字 | 共 13,158 筆

10/1 | Negative keywords | 13,158 entries

調整：新增否定關鍵字 13,158 筆

Change: 13,158 negative keywords added

原因：依您提供的否定關鍵字清單，已套用到自動、廣泛與詞組比對的廣告；清單中近期仍有成交、與我們現有投放字詞或商品用字重疊，以及度數數字類的字詞先保留，未套用。

Why: Applied the negative keyword list you provided to auto, broad and phrase-match campaigns. Terms that recently generated orders, overlap with our active keywords or product wording, or are numeric lens-strength values were kept and not negated.

否定關鍵字不另列調整後成效。

No separate post-change results for negative keywords.

代表 Campaign：各 Campaign／廣告組（自動、廣泛、詞組比對）

10/1 | 出價 | 共 1 支 / 4 項

10/1 | Bid | 1 campaigns / 4 items

調整：出價 C\$0.35 → C\$0.39 (4 項, 1 支)

Change: Bid C\$0.35 → C\$0.39 (4 items, 1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/2–10/8)：花費 C\$0.29 | 銷售 C\$10.49 | 訂單 1

7 days after (10/2–10/8): Spend C\$0.29 | Sales C\$10.49 | Orders 1

代表 Campaign：447402453372591 • Eyewear Retainers B0FD3PMPVC - Bulk Auto A2 0.78 - 17-Nov-25

9/30 | 出價 | 共 4 支 / 16 項

9/30 | Bid | 4 campaigns / 16 items

調整：出價 C\$0.44–C\$0.95 → C\$0.35–C\$0.76 (16 項, 4 支)

Change: Bid C\$0.44–C\$0.95 → C\$0.35–C\$0.76 (16 items, 4 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/1–10/7)：花費 C\$17.96 | 銷售 C\$49.99 | 訂單 1

7 days after (10/1–10/7): Spend C\$17.96 | Sales C\$49.99 | Orders 1

代表 Campaign：119573436614293 • Women's Sunglasses B0F1D1CFHP - Bulk Auto 0.95 - 08-Jun-26；92981696447633 • Men's Sunglasses Sportech- Bulk Auto 0.76 - 11-Jun-26；87652908682225 • CA_Flux_Avento_B01KHB8DKA_SP_Auto_055_20260418；等 4 支

近 7 天內的 7 批 (37 項) 已列於上，不重複列出（見上）。

The 7 batches (37 items) from the last 7 days are listed above and not repeated (see above).

Sportech 運動款太陽眼鏡

Sportech sport sunglasses

先優化 Optimise first

30 天花費 Spend	30 天總銷售 Total sales	ACOS	TACOS (30 天)
C\$420	C\$770	53.7%	54.5%
TACOS (7 天)	每日預算合計	實際日均花費	預算使用率
82.6%	C\$20	C\$14.93	75%

建議與待您決定：本組 30 天 TACOS 54.5%，比目標 30% 高 24.5 個百分點。我們先優化效率（出價、版位、關鍵字），回到目標內再請您決定加碼；目前不需要您決定。

Recommendation & decision: 30-day TACOS is 54.5% vs the 30% target (24.5 pts above). We optimise efficiency first and will ask you once it is back within target. Nothing for you to decide right now.

Avento 太陽眼鏡

Avento sunglasses

先優化 Optimise first

30 天花費 Spend	30 天總銷售 Total sales	ACOS	TACOS (30 天)
C\$89	C\$288	26.0%	30.8%
TACOS (7 天)	每日預算合計	實際日均花費	預算使用率
—	C\$20	C\$1.32	6%

建議與待您決定：本組 30 天 TACOS 30.8%，比目標 30% 高 0.8 個百分點。我們先優化效率（出價、版位、關鍵字），回到目標內再請您決定加碼；目前不需要您決定。

Recommendation & decision: 30-day TACOS is 30.8% vs the 30% target (0.8 pts above). We optimise efficiency first and will ask you once it is back within target. Nothing for you to decide right now.

其他太陽眼鏡系列

Other sunglasses lines

先優化 Optimise first

30 天花費 Spend	30 天總銷售 Total sales	ACOS	TACOS (30 天)
C\$442	C\$762	89.2%	57.9%
TACOS (7 天)	每日預算合計	實際日均花費	預算使用率
45.6%	C\$16	C\$6.52	41%

建議與待您決定：本組 30 天 TACOS 57.9%，比目標 30% 高 27.9 個百分點。我們先優化效率（出價、版位、關鍵字），回到目標內再請您決定加碼；目前不需要您決定。

Recommendation & decision: 30-day TACOS is 57.9% vs the 30% target (27.9 pts above). We optimise efficiency first and will ask you once it is back within target. Nothing for you to decide right now.

掛帶

Straps

維持 Hold steady

30 天花費 Spend	30 天總銷售 Total sales	ACOS	TACOS (30 天)
C\$49	C\$509	46.7%	9.6%
TACOS (7 天)	每日預算合計	實際日均花費	預算使用率
23.5%	C\$37	C\$9.66	26%

建議與待您決定：本組 30 天 TACOS 9.6%，在目標 30% 內。配合加拿大庫存補貨節奏，我們先維持現有投放；補貨到位後再請您決定加碼。

Recommendation & decision: 30-day TACOS is 9.6%, within target. In step with Canada's restocking we hold current delivery and will ask you once stock is in place.

美國 United States (US)

近 7 天調整 Last 7d	加碼 Increases	優化調整 Optimised	收起／新增 Away/New
35 項	1	11	0 / 23
近 30 天調整 Last 30d	加碼 Increases	優化調整 Optimised	收起／新增 Away/New
95 項	3	60	0 / 31

本市場 7 天／30 天成效

Marketplace performance: last 7 / 30 days (廣告花費與廣告歸因銷售，Amazon Ads 報表 10/22–10/28 / 9/29–10/28；TACOS 為 ScaleInsights 口徑)

近 7 天 Last 7 days	花費 Spend	銷售 Sales	訂單	ACOS	
市場總計 Total		\$140	\$137	4	102.5%
掛帶		\$7	\$0	0	—
Avento		\$41	\$45	1	92.2%
其他眼鏡		\$0	\$0	0	—
近 30 天 Last 30 days	花費	銷售	ACOS		TACOS
市場總計 Total		\$562	\$870	64.5%	49.2%
掛帶		\$50	\$80	62.0%	32.4%
Avento		\$260	\$406	64.0%	57.4%
其他眼鏡		\$0	\$0	—	36.0%

美國 | 近 7 天的調整 (10/22–10/28)

US: adjustments in the last 7 days

10/26 | 新增廣告 | 共 11 支 / 11 項

10/26 | New campaigns | 11 campaigns / 11 items

調整：新增 11 支廣告，每日預算 \$1.06

Change: 11 new campaigns, daily budget \$1.06

原因：為「kastking sunglasses」新增專屬廣告，推動自然排名上第一頁

Why: Campaign structure update.

觀察中 (調整後第 2 天，10/27–10/28)：花費 \$1.67 | 銷售 \$0.00 | 訂單 0

Observing (day 2 after, 10/27–10/28): Spend \$1.67 | Sales \$0.00 | Orders 0

代表 Campaign：157211125756016 • US_Flux_P2_B0G7TL38TK_kastking-sunglasses_20261026；28221863153200 • US_Flux_P2_B0G7TL38TK_polarized-sunglasses-fishing_20261026；66725072024266 • US_Flux_P2_B0G7TL38TK_best-polarized-fishing-sunglasses_20261026；等 11 支

10/26 | 新增廣告 | 共 12 支 / 12 項

10/26 | New campaigns | 12 campaigns / 12 items

調整：新增 12 支廣告，每日預算 \$1.00

Change: 12 new campaigns, daily budget \$1.00

原因：為「kastking sunglasses」新增專屬品牌廣告，推動自然排名上第一頁

Why: Campaign structure update.

觀察中 (調整後第 2 天，10/27–10/28)：花費 \$0.00 | 銷售 \$0.00 | 訂單 0

Observing (day 2 after, 10/27–10/28): Spend \$0.00 | Sales \$0.00 | Orders 0

代表 Campaign：235706715970621 • US_FLUX_SB_P2_B0G7TL38TK_kastking-sunglasses_20261026；91744853722377 • US_FLUX_SB_P2_B0G7TL38TK_polarized-sunglasses-fishing_20261026；17023584231876 • US_FLUX_SB_P2_B0G7TL38TK_polarized-sunglasses-for-fishing_20261026；等 12 支

10/26 | 出價 | 共 4 支 / 11 項

10/26 | Bid | 4 campaigns / 11 items

調整：出價 \$0.44-\$1.00 → \$0.36-\$0.80 (11 項, 4 支)

Change: Bid \$0.44-\$1.00 → \$0.36-\$0.80 (11 items, 4 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

觀察中 (調整後第 2 天, 10/27-10/28)：花費 \$0.80 | 銷售 \$0.00 | 訂單 0

Observing (day 2 after, 10/27-10/28): Spend \$0.80 | Sales \$0.00 | Orders 0

代表 Campaign：157943727014215 • US_Flux_Avento_B01N3OVRWE_SP_Auto_v2_20260918；312795731782689 • SB_BROAD_glasses_cord_120525；204481657553039 • US_Flux_Avento_B01KHB8E4A_SP_Auto_055_20260418；等 4 支

10/26 | 每日預算 | 共 1 支 / 1 項

10/26 | Daily budget | 1 campaigns / 1 items

調整：每日預算 \$3.80 → \$4.80 (1 支)

Change: Daily budget \$3.80 → \$4.80 (1 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

觀察中 (調整後第 2 天, 10/27-10/28)：花費 \$7.43 | 銷售 \$0.00 | 訂單 0

Observing (day 2 after, 10/27-10/28): Spend \$7.43 | Sales \$0.00 | Orders 0

代表 Campaign：68663554831797 • US_Flux_SportechAS_B0G7TL38TK_SP_Auto_055_20260418

美國 | 近 30 天的調整 (較早的部分)

US: adjustments in the last 30 days (earlier part)

10/21 | 新增廣告 | 共 4 支 / 4 項

10/21 | New campaigns | 4 campaigns / 4 items

調整：新增 4 支廣告，每日預算 \$1.06

Change: 4 new campaigns, daily budget \$1.06

原因：為「polarized wrap around sunglasses」新增專屬廣告，推動自然排名上第一頁

Why: Campaign structure update.

調整後 7 天 (10/22-10/28)：花費 \$8.91 | 銷售 \$0.00 | 訂單 0

7 days after (10/22-10/28): Spend \$8.91 | Sales \$0.00 | Orders 0

代表 Campaign：181524303419027 •

US_Flux_P2_B0G7TL38TK_polarized-wrap-around-sunglasses_20261020；188066861446409 •

US_Flux_P2_B0G7TL38TK_mountaineering-sunglasses_20261020；76153570881524 •

US_Flux_P2_B0G7TL38TK_fishoholic-polarized-fishing-sunglasses_20261020；等 4 支

10/21 | 新增廣告 | 共 2 支 / 2 項

10/21 | New campaigns | 2 campaigns / 2 items

調整：新增 2 支廣告，每日預算 \$1.06

Change: 2 new campaigns, daily budget \$1.06

原因：為「polarized sunglasses men fishing」新增專屬廣告，推動自然排名上第一頁

Why: Campaign structure update.

調整後 7 天 (10/22-10/28)：花費 \$16.88 | 銷售 \$0.00 | 訂單 0

7 days after (10/22-10/28): Spend \$16.88 | Sales \$0.00 | Orders 0

代表 Campaign：191644021915152 •

US_Flux_P2_B0G7TL38TK_polarized-sunglasses-men-fishing_20261021；107689441543864 •

US_Flux_P2_B0G7TL38TK_wrap-sunglasses_20261021

10/21 | 新增廣告 | 共 2 支 / 2 項

10/21 | New campaigns | 2 campaigns / 2 items

調整：新增 2 支廣告，每日預算 \$1.00

Change: 2 new campaigns, daily budget \$1.00

原因：為「polarized sunglasses men fishing」新增專屬品牌廣告，推動自然排名上第一頁

Why: Campaign structure update.

調整後 7 天 (10/22–10/28)：花費 \$15.59 | 銷售 \$0.00 | 訂單 0

7 days after (10/22–10/28): Spend \$15.59 | Sales \$0.00 | Orders 0

代表 Campaign：87820546053262 •

US_FLUX_SB_P2_B0G7TL38TK_polarized-sunglasses-men-fishing_20261021；60719968694163 •

US_FLUX_SB_P2_B0G7TL38TK_wrap-sunglasses_20261021

10/19 | 出價 | 共 4 支 / 9 項

10/19 | Bid | 4 campaigns / 9 items

調整：出價 \$0.40–\$1.00 → \$0.32–\$0.80 (9 項，4 支)

Change: Bid \$0.40–\$1.00 → \$0.32–\$0.80 (9 items, 4 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/20–10/26)：花費 \$0.00 | 銷售 \$0.00 | 訂單 0

7 days after (10/20–10/26): Spend \$0.00 | Sales \$0.00 | Orders 0

代表 Campaign：540380418709188 • SB_BROAD_glasses retainer_120525；236858682600853 •

US_Flux_Sportech_Fishing_Phrase_T2_20260421；540379307116069 • SB_BROAD_reading glasses lanyard_120525；等 4 支

10/18 | 每日預算 | 共 2 支 / 2 項

10/18 | Daily budget | 2 campaigns / 2 items

調整：每日預算 \$2.45 → \$3.45 (2 支)

Change: Daily budget \$2.45 → \$3.45 (2 campaigns)

原因：

Why: Higher investment in campaigns with healthy orders and efficiency.

調整後 7 天 (10/19–10/25)：花費 \$48.00 | 銷售 \$94.00 | 訂單 4

7 days after (10/19–10/25): Spend \$48.00 | Sales \$94.00 | Orders 4

代表 Campaign：68663554831797 • US_Flux_SportechAS_B0G7TL38TK_SP_Auto_055_20260418；157943727014215 •

US_Flux_Avento_B01N3OVRWE_SP_Auto_v2_20260918

10/15 | 出價 | 共 1 支 / 1 項

10/15 | Bid | 1 campaigns / 1 items

調整：出價 \$0.55 → \$0.44 (1 項，1 支)

Change: Bid \$0.55 → \$0.44 (1 items, 1 campaigns)

原因：

Why: Campaign structure update.

調整後 7 天 (10/16–10/22)：花費 \$1.49 | 銷售 \$0.00 | 訂單 0

7 days after (10/16–10/22): Spend \$1.49 | Sales \$0.00 | Orders 0

代表 Campaign：312795731782689 • SB_BROAD_glasses cord_120525

10/13 | 出價 | 共 1 支 / 3 項

10/13 | Bid | 1 campaigns / 3 items

調整：出價 \$1.00 → \$0.80 (3 項，1 支)

Change: Bid \$1.00 → \$0.80 (3 items, 1 campaigns)

原因：

Why: Bids aligned to a sensible level so cost per click is consistent.

調整後 7 天 (10/14–10/20)：花費 \$0.00 | 銷售 \$0.00 | 訂單 0

7 days after (10/14–10/20): Spend \$0.00 | Sales \$0.00 | Orders 0

代表 Campaign：198169443894183 • US_Flux_StrapWire_B0G653WYKH_SP_KW_Phrase_CreditBurn_20260421

10/12 | 出價 | 共 1 支 / 6 項

10/12 | Bid | 1 campaigns / 6 items

調整：出價 \$0.80-\$1.00 → \$0.64-\$0.80 (6 項, 1 支)

Change: Bid \$0.80-\$1.00 → \$0.64-\$0.80 (6 items, 1 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/13-10/19)：花費 \$6.21 | 銷售 \$0.00 | 訂單 0

7 days after (10/13-10/19): Spend \$6.21 | Sales \$0.00 | Orders 0

代表 Campaign：119604958326116 • US_Flux_Multi_SP_KW_Broad_077_20260418

10/5 | 出價 | 共 9 支 / 30 項

10/5 | Bid | 9 campaigns / 30 items

調整：出價 \$0.33-\$1.00 → \$0.27-\$0.80 (30 項, 9 支)

Change: Bid \$0.33-\$1.00 → \$0.27-\$0.80 (30 items, 9 campaigns)

原因：我們調整了尚未帶來訂單的廣告出價，讓預算集中到已經有成交的廣告上。

Why: Budget concentrated on ads that bring orders.

調整後 7 天 (10/6-10/12)：花費 \$58.73 | 銷售 \$70.50 | 訂單 3

7 days after (10/6-10/12): Spend \$58.73 | Sales \$70.50 | Orders 3

代表 Campaign：68663554831797 • US_Flux_SportechAS_B0G7TL38TK_SP_Auto_055_20260418；87442529944212 • US_Flux_Avento_B01N3OVRWE_SP_Auto_055_20260418；2109459190928 • US_Flux_Avento_B01KHB8E4A_SP_Auto_v2_20260918；等 9 支

10/1 | 否定關鍵字 | 共 2,616 筆

10/1 | Negative keywords | 2,616 entries

調整：新增否定關鍵字 2,616 筆

Change: 2,616 negative keywords added

原因：依您提供的否定關鍵字清單，已套用到自動、廣泛與詞組比對的廣告；清單中近期仍有成交、與我們現有投放字詞或商品用字重疊，以及度數數字類的字詞先保留，未套用。

Why: Applied the negative keyword list you provided to auto, broad and phrase-match campaigns. Terms that recently generated orders, overlap with our active keywords or product wording, or are numeric lens-strength values were kept and not negated.

否定關鍵字不另列調整後成效。

No separate post-change results for negative keywords.

代表 Campaign：各 Campaign／廣告組（自動、廣泛、詞組比對）

近 7 天內的 4 批 (35 項) 已列於上，不重複列出（見上）。

The 4 batches (35 items) from the last 7 days are listed above and not repeated (see above).

美國 | 成長機會

Growth opportunities

Avento 太陽眼鏡

Avento sunglasses

先優化 Optimise first

30 天花費 Spend

\$275

30 天總銷售 Total sales

\$479

ACOS

86.3%

TACOS (30 天)

57.4%

TACOS (7 天)

40.2%

每日預算合計

\$45

實際日均花費

\$5.93

預算使用率

13%

建議與待您決定：本組 30 天 TACOS 57.4%，比目標 40% 高 17.4 個百分點。我們先優化效率（出價、版位、關鍵字），回到目標內再請您決定加碼；目前不需要您決定。

Recommendation & decision: 30-day TACOS is 57.4% vs the 40% target (17.4 pts above). We optimise efficiency first and will ask you once it is back within target. Nothing for you to decide right now.

其他太陽眼鏡系列

維持 Hold steady

Other sunglasses lines

30 天花費 Spend	30 天總銷售 Total sales	ACOS	TACOS (30 天)
\$214	\$594	69.0%	36.0%
TACOS (7 天)	每日預算合計	實際日均花費	預算使用率
21.4%	\$0	\$0.00	—

建議與待您決定：本組 30 天 TACOS 36.0%，在目標內，但目前沒有投放中的廣告。我們先規劃新廣告，完成後再提案請您決定。

Recommendation & decision: 30-day TACOS is 36.0%, within target, but no campaigns are serving; we will plan new ones and bring you a proposal.

掛帶

維持 Hold steady

Straps

30 天花費 Spend	30 天總銷售 Total sales	ACOS	TACOS (30 天)
\$49	\$152	73.4%	32.4%
TACOS (7 天)	每日預算合計	實際日均花費	預算使用率
60.3%	\$9	\$1.00	11%

建議與待您決定：本組 30 天 TACOS 32.4%，在目標內，但近 7 天為 60.3%。我們先觀察幾天，穩定後再請您決定加碼。

Recommendation & decision: 30-day TACOS is 32.4%, within target, but the last 7 days were 60.3%; we watch a few days first.

口徑說明

How the numbers are defined

- 這份紀錄怎麼來：我們每次調整當下自動記錄 Campaign ID／名稱／舊值 → 新值／原因；成效（花費、銷售、訂單）來自 Amazon Ads 每日報表；總銷售與 TACOS 來自 ScaleInsights。

How this log is made: every adjustment is recorded at the moment we make it (campaign ID, name, old → new value, reason); performance comes from the daily Amazon Ads reports; total sales and TACOS come from ScaleInsights.

- 多久一次：每週四隨週報寄「近 7 天 + 近 30 天」滾動報告（資料到前一天）；每天的日報另附前一天的調整摘要。

Frequency: every Thursday with the weekly report we send a rolling last-7-day and last-30-day view (data through the previous day); each daily report also carries the previous day's summary.

- 時間窗口：近 7 天 = 10/22–10/28，近 30 天 = 9/29–10/28。調整紀錄自 9/11 起（我們的逐筆記錄從那天開始）。

Windows: last 7 days = 10/22–10/28, last 30 days = 9/29–10/28. The adjustment log starts on 9/11, when our per-entry recording began.

- 「調整後 7 天」= 調整日隔天起連續 7 天，該批廣告的花費／銷售／訂單（廣告歸因，資料到 10/28）；未滿 7 天標「觀察中」。

"7 days after" = the 7 days from the day after the adjustment; fewer than 7 days is "Observing".

- 成長機會：近 30 天（09/21~10/20，ScaleInsights 總銷售，品牌廣告依各組廣告銷售佔比分攤）；每日預算合計 = 近 7 天有花費廣告的每日預算加總；「試算」僅供決策參考。

Growth: last 30 days; estimates are for decision support only.

- 成效表（7 天／30 天）：廣告花費與廣告歸因銷售、訂單來自 Amazon Ads 每日報表；「總銷售」與 TACOS 來自 ScaleInsights。

Performance tables: ad spend and ad-attributed sales/orders come from daily Amazon Ads reports; total sales and TACOS come from ScaleInsights.

- 帶「*」的客戶測試中廣告（本期 4 筆）不列入。

Customer-test campaigns marked "*" (4 entries this period) are not listed.