

Sponsored Ads: Quinton UK

CLIENT

Prestara Ltd

PREPARED BY

Orellana

DATE

27 Oct 2026

Most ad sales came from brand searches Quinton kept without ads; non-brand spend and the structure need fixing first

EXHIBIT 1 Five numbers that frame the account

QUINTON SALES PER DAY, EX-VAT £543 with ads (Nov 2025 to Apr 2026) vs £499 without (Sep to Oct 2026)	SPONSORED PRODUCTS, LIFETIME £70,246.39 sales on £7,858.97 spend	BRAND-LED CAMPAIGNS 82.1% of sales on 39.6% of spend	NON-BRAND, NOV 2025 TO APR 2026 68.8% of spend for 24.3% of sales	QUINTON SHARE OF BRAND-SEARCH PURCHASES 97.9% without ads, Sep 2026 (138 of 141), vs 97.4% with ads
---	---	---	--	--

Source: Amazon Ads Sponsored Products data, 10 Jul 2025 to 12 Aug 2026; Amazon Business Reports, Quinton products, ex-VAT; Amazon Brand Analytics, Search Query Performance, Nov 2025 to Sep 2026

- 1

Ads were credited with 46.4% of Quinton sales (Nov 2025 to Apr 2026), yet sales ran at most 15% above ads-off months; Quinton kept over 96% of brand-search purchases without ads.
- 2

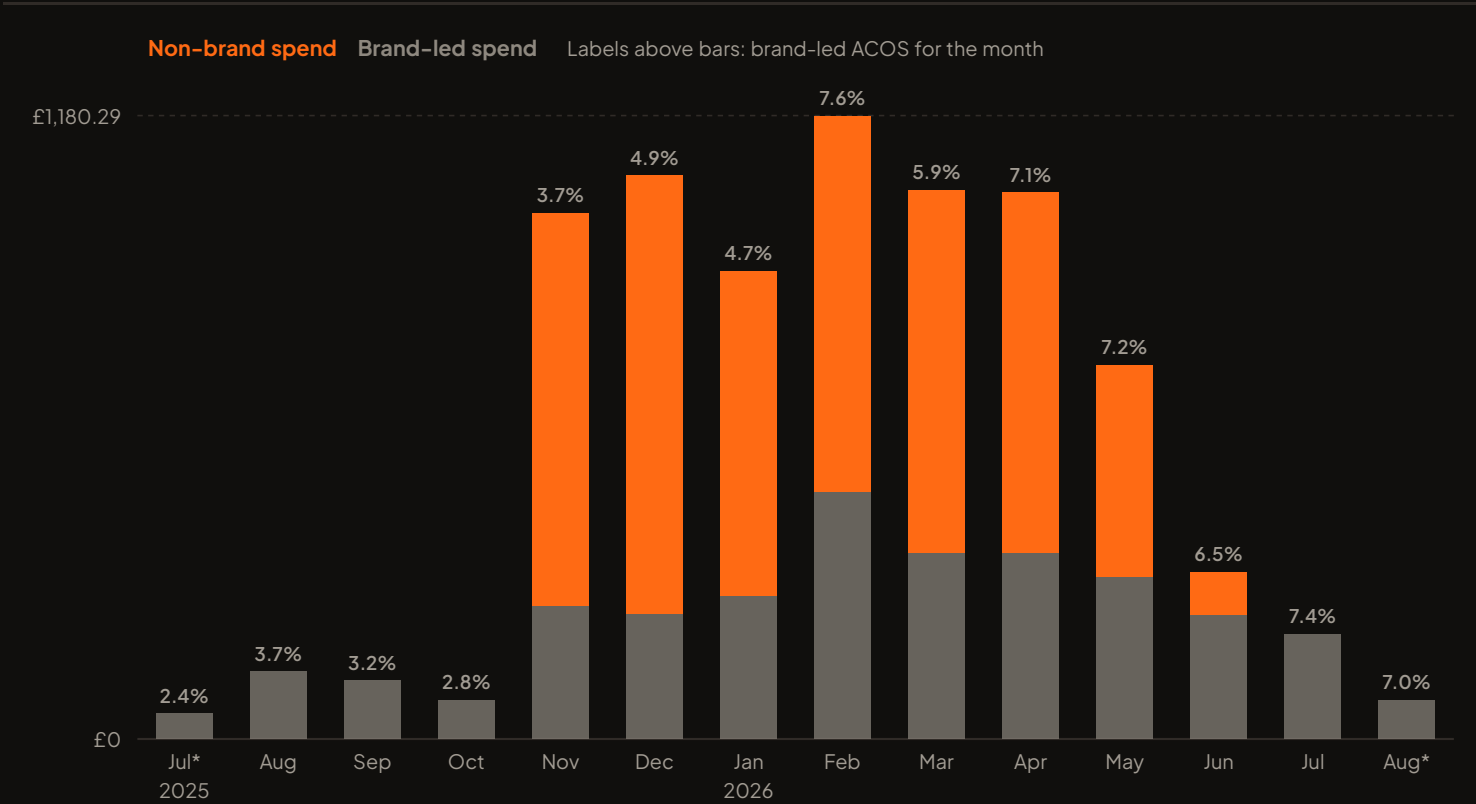
Non-brand ran at 38.5% ACOS over those months.
- 3

Brand searches fell 26 to 40%, Sep 2025 to Sep 2026.

Provisional a before/after comparison, not a controlled test.

From November 2025 to April 2026, non-brand campaigns took 69% of spend and returned 24% of sales

EXHIBIT 2 Monthly Sponsored Products spend by campaign group, with brand-led ACOS



Source: Amazon Ads Sponsored Products data, 10 Jul 2025 to 12 Aug 2026; TACoS also uses Amazon Business Reports, Nov 2025 to Apr 2026

* Partial months: July 2025 runs from 10 Jul 2025, the first day with spend; August 2026 runs to 12 Aug 2026, the last.

TAKEAWAYS

- Non-brand campaigns ran at a 38.5% ACOS against 5.6% for brand-led.
- Monthly Sponsored Products TACoS ran 5.1% to 8.0% ex-VAT, Nov 2025 to Apr 2026.
- Spend fell every month from May 2026; ads stopped on 12 Aug 2026.

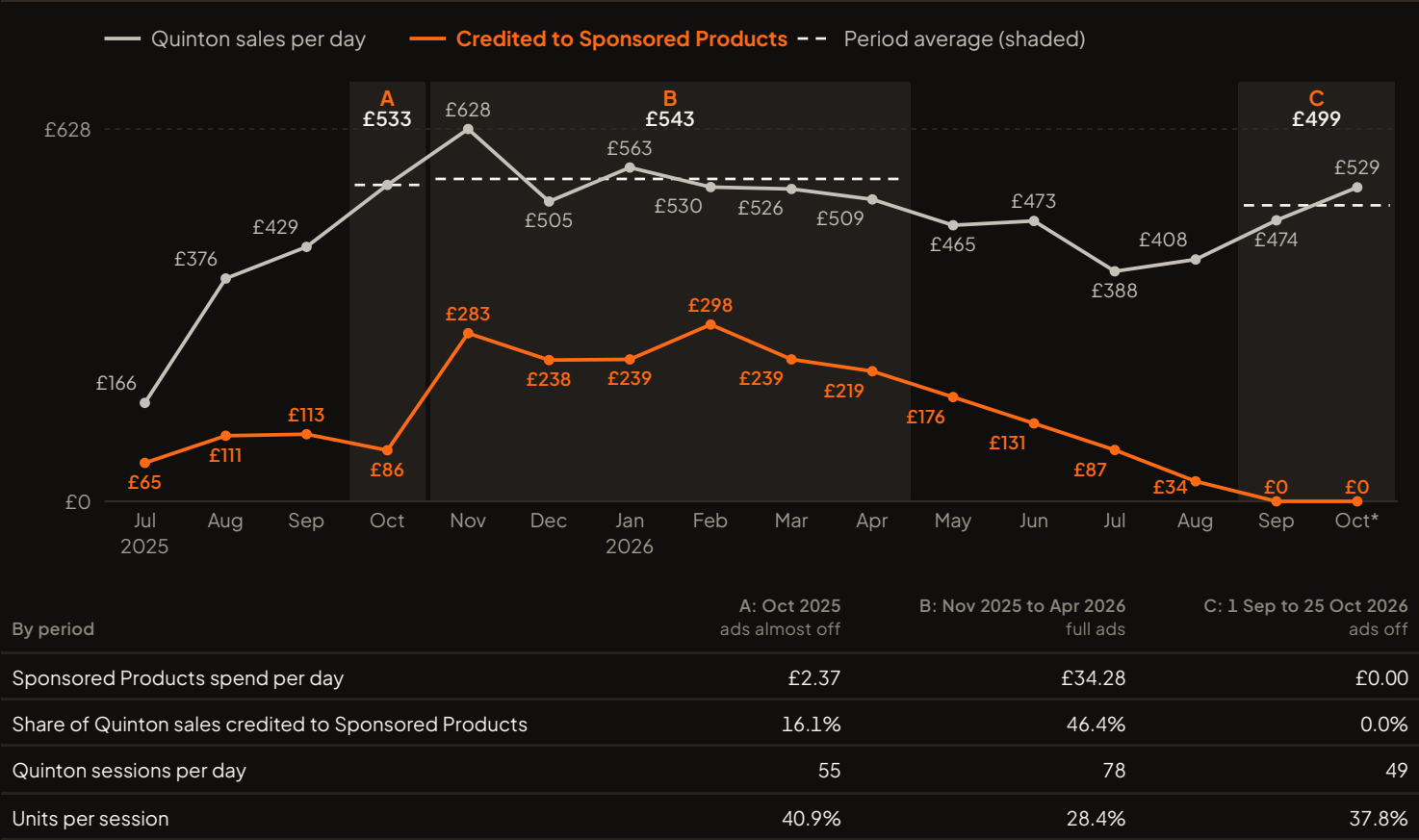
RECOMMENDATION

- Benchmark relaunched campaigns' ACOS and TACoS against November 2025 to April 2026, not the wind-down.

Provisional

Sponsored Products ads were credited with 46% of Quinton sales, yet sales with ads ran at most 15% higher than without

EXHIBIT 3 Quinton sales per day and sales credited to Sponsored Products, ex-VAT, by month



TAKEAWAYS

- With ads off, sessions fell from 78 to 49 a day.
- Units per session rose from 28.4% to 37.8%.
- October 2025, with ads almost off, averaged £533 a day.

RECOMMENDATION

- Test brand campaigns on and off in two-week blocks for at least eight weeks.
- Judge on total Quinton sales per day ex-VAT, on-weeks against the off-weeks either side.

Source: Amazon Business Reports by child item, Jul 2025 to 25 Oct 2026, Quinton only, + 1.2 for VAT; Amazon Ads Sponsored Products data, 10 Jul 2025 to 12 Aug 2026

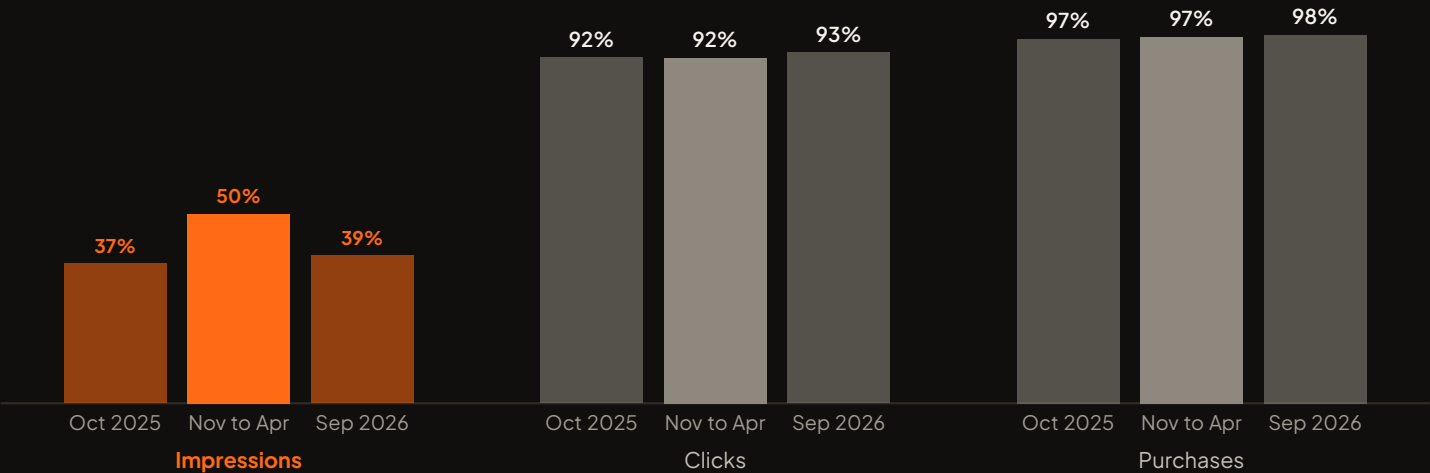
* October 2026 covers 1 to 25 Oct.

A before/after comparison, not a controlled test. Sales with ads ran 15% above Sep 2026 alone, 9% above Sep to Oct and within 3% of October alone. Quinton first sold in May 2025, so there is no earlier year to separate seasonality. The main hypertonic listing changed in Feb 2026. B00BQTXBTG held less Buy Box in Sep 2026 than in Nov 2025 to Apr 2026. Ads may have built organic rank that still carries sales. Brand-search share: page 5. A fixed baseline would mix the brand test with season (Nov 2025 was the peak month, £628 a day ex-VAT) and falling brand demand (searches 26 to 40% lower year on year).

Quinton kept over 90% of brand-search clicks and over 96% of purchases, with or without ads

EXHIBIT 4 Quinton's share of brand searches, by period (%)

Brighter bars: Nov 2025 to Apr 2026, with ads. Ember: impressions, the only share the ads moved.



Brand searches	Oct 2025 ads almost off	Nov 2025 to Apr 2026 full ads	Sep 2026 ads off
Quinton impressions, of all	11,965 of 32,158	85,095 of 169,158	6,506 of 16,567
Quinton clicks, of all	1,010 of 1,099	5,042 of 5,492	509 of 546
Quinton purchases, of all	239 of 247	1,270 of 1,304	138 of 141
Other brands' purchases, of all	8 of 247 (3%)	34 of 1,304 (3%)	3 of 141 (2%)

Source: Amazon Brand Analytics, Search Query Performance, brand view: Oct 2025, Nov 2025 to Apr 2026 and Sep 2026

Brand searches name Quinton; searches for other things with the name, such as "a d quinton" and "quinton hazell" (car parts), are excluded. Search Query Performance returns at most 1,000 searches a month and hit that cap in Jul 2025 and every month from Nov 2025. No data for Oct 2026 yet. A before/after comparison, not a controlled test. Periods start in Oct 2025: in Quinton's first months on sale, May to Aug 2025, its share of brand-search purchases was 49% to 69%.

TAKEAWAYS

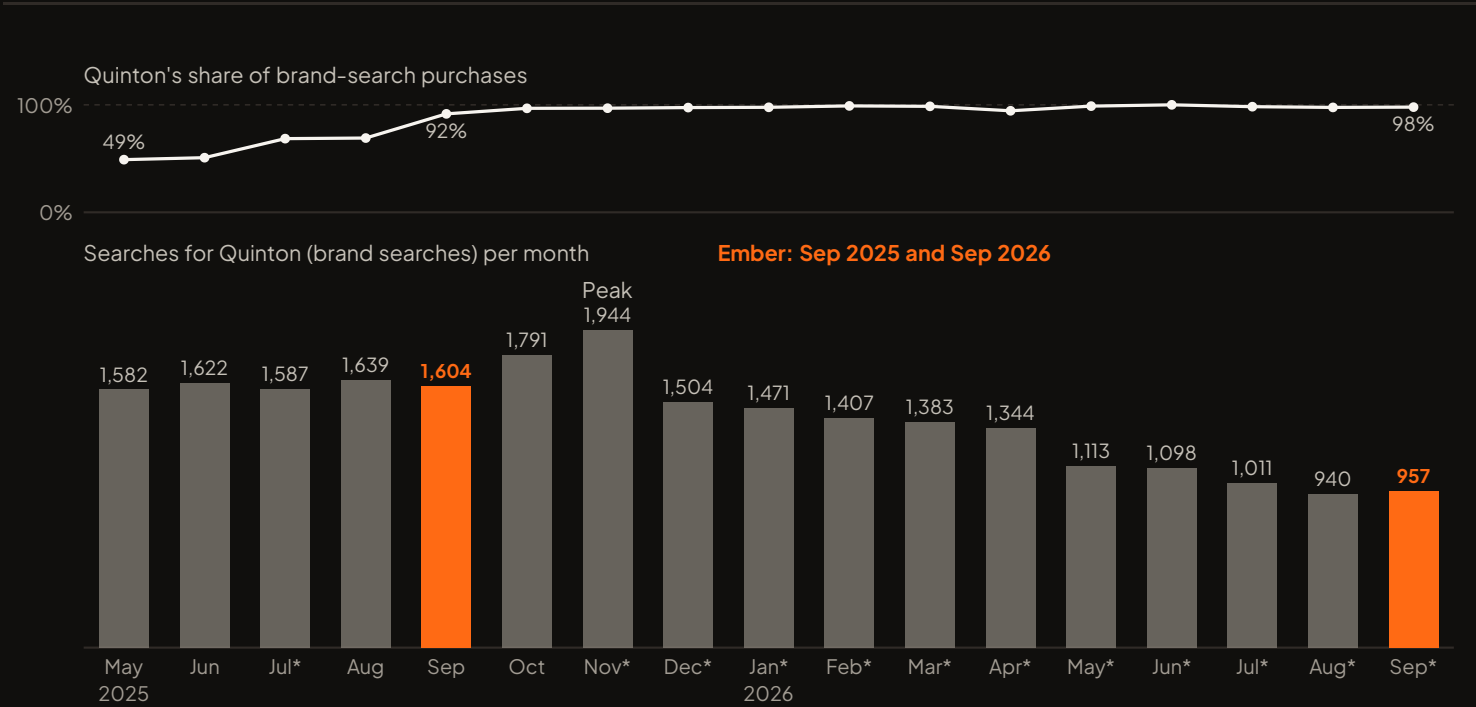
- The ads bought impressions (37% to 50% to 39%), not clicks or purchases.
- Other brands' purchase share: 3% with ads (34 of 1,304), 2% after (3 of 141).

RECOMMENDATION

- Brand campaigns are not needed to defend Quinton's share of brand-search clicks and purchases.
- Judge any brand test on total Quinton sales.

Searches for Quinton were 26 to 40% lower in September 2026 than a year earlier

EXHIBIT 5 Monthly searches for Quinton, with Quinton's share of their purchases



Source: Amazon Brand Analytics, Search Query Performance, brand view, May 2025 to Sep 2026

* Search Query Performance hit its 1,000-search cap that month.

Sep 2026 hit the 1,000-search cap and Sep 2025 did not, so the cap could hide some Sep 2026 brand searches. 40% is the fall as measured. 26% is the floor: the fall if every Sep 2025 brand search missing from Sep 2026 had been cut by the cap. A cut that large is unlikely: Amazon ranks the searches it returns, and no brand search ranked below 760th of 1,000 in Sep 2026. Purchase rate on brand searches (purchases ÷ volume): 13.2% to 15.6% in every month from Sep 2025 to Jun 2026, and 14.7% in Sep 2026; dips to 11.5% in Jul 2026 and 8.8% in Aug 2026 (83 purchases from 940 searches). Quinton first sold in May 2025; its share of brand-search purchases was 49% to 69% from May to Aug 2025.

TAKEAWAYS

- Lower demand, not other brands: Quinton still took 98% of Sep 2026 brand-search purchases.
- Search drove 20 to 31% of Quinton sales (Jul to Sep 2026).
- So most Quinton sales arrive by routes other than search.

RECOMMENDATION

- Size any brand test to current brand-search volume, not the winter peak.

Brand-led campaigns returned 82% of sales on 40% of spend; four of five non-brand groups ran above 45% ACOS

EXHIBIT 6 Lifetime ACOS by campaign group, with spend and sales

	ACOS	Spend	Sales
Brand-led	5.4%	£3,110.09	£57,675.98
Auto	16.6%	£980.24	£5,911.69
Product targeting	48.1%	£1,867.00	£3,884.52
Generic, other keywords	46.5%	£997.50	£2,145.85
Competitor targeting	122.8%	£587.41	£478.35
Generic, keyword-research list	211.2%	£316.73	£150.00

Source: Amazon Ads Sponsored Products data, 10 Jul 2025 to 12 Aug 2026; groups assigned from campaign names

Group labels are name-based. Moving two broader brand-led campaigns to non-brand gives non-brand a 25.3% lifetime ACOS instead of 37.8%. Brand searches made up 58.7% of non-brand campaigns' winter sales.

TAKEAWAYS

- Auto ran at 16.6%, but brand searches gave 67.2% of its winter sales.
- Competitor-targeting and keyword-research-list campaigns spent more than they returned.

RECOMMENDATION

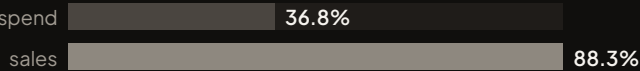
- Relaunch auto only after brand negatives are in place.
- Do not relaunch competitor-targeting or keyword-research-list campaigns as built.

Competitor product pages took a third of search-term spend for under 3% of sales

EXHIBIT 7 Share of search-term spend and sales by segment

Winter: 10 Dec 2025 to 11 Feb 2026

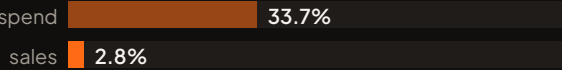
Brand searches



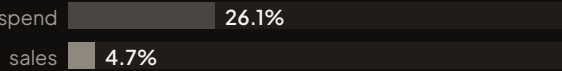
Own product pages



Competitor pages



Generic searches



Spring: 25 Apr 2026 to 24 May 2026

Brand searches



Own product pages



Competitor pages



Generic searches



Source: Amazon Ads search-term reports, 10 Dec 2025 to 11 Feb 2026 and 25 Apr to 24 May 2026
Bars run from 0% to the largest share shown, 88.3%. Each window's four segments add to its full search-term spend and sales.

TAKEAWAYS

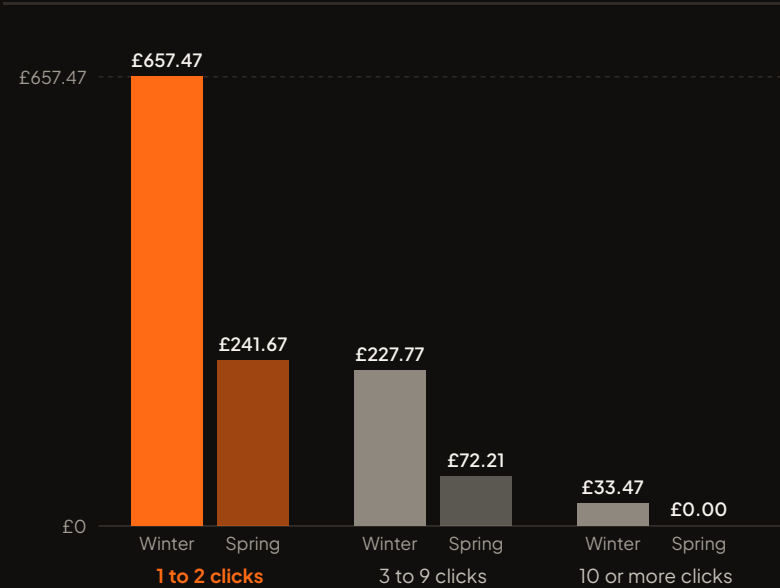
- Competitor pages cost £38.51 per order in winter and £46.61 in spring.
- Quinton's own product pages returned £673.41 on £69.81 in winter.

RECOMMENDATION

- Hold competitor-page targeting as built.
- At most, test page 9's two pages (2 orders each), capped, after Stage 3.

43 to 45% of search-term spend bought no orders, mostly one or two clicks at a time

EXHIBIT 8 Search-term spend with no orders, by clicks per term



Source: Amazon Ads search-term reports, 10 Dec 2025 to 11 Feb 2026 and 25 Apr to 24 May 2026

EXHIBIT 9 Harvest candidates, winter

GENERIC SEARCH, NO EXACT KEYWORD YET	ORDERS
"isotonic"	5
"isotonic sea water"	2
"sea water"	2
"sea water isotonic"	2
COMPETITOR PAGE: TEST CANDIDATE AFTER STAGE 3	ORDERS
B0883F9Y6Y	2
B0F84LCWHW	2

Source: Amazon Ads search-term reports, 10 Dec 2025 to 11 Feb 2026 and 25 Apr to 24 May 2026

Rule: two or more orders in one window. No spring term qualified.

TAKEAWAYS

- One- and two-click terms held 71.6% of winter and 77.0% of spring waste.
- No spring search term met the harvest bar.

RECOMMENDATION

- Add the four harvest terms as exact keywords.
- Tighten match types rather than negating terms one by one.

Quinton's non-brand purchases mostly come from niche sea-water searches; "electrolytes" brought 3 in 11 months

EXHIBIT 10 Non-brand searches that brought Quinton purchases, Nov 2025 to Sep 2026

Search	Quinton purchases	All purchases	Quinton share	Quinton clicks	Searches	Ads harvest term
"hypertonic"	16	26	62%	81	331	
"isotonic"	13	577	2%	76	8,379	Yes
"isotonic water"	9	36	25%	62	806	
"sea water"	9	72	13%	134	3,971	Yes
"isotonic sea water"	6	8	75%	31	185	Yes
"sea water isotonic"	2	3	67%	4	25	Yes
BROAD SEARCH						
"electrolytes"	3	369,946	0%	31	4,381,113	
All non-brand searches	178					

Source: Amazon Brand Analytics, Search Query Performance, brand view, Nov 2025 to Sep 2026; harvest list from the Amazon Ads search-term report, 10 Dec 2025 to 11 Feb 2026

Non-brand: searches that do not name Quinton. A search counts only in months it was among the 1,000 searches returned; the cap applied in every month shown. Samples are small, so every share is shown with its counts. Sea-water searches (sea water, marine, isotonic, hypertonic and similar) brought 126 of the 178 non-brand purchases.

TAKEAWAYS

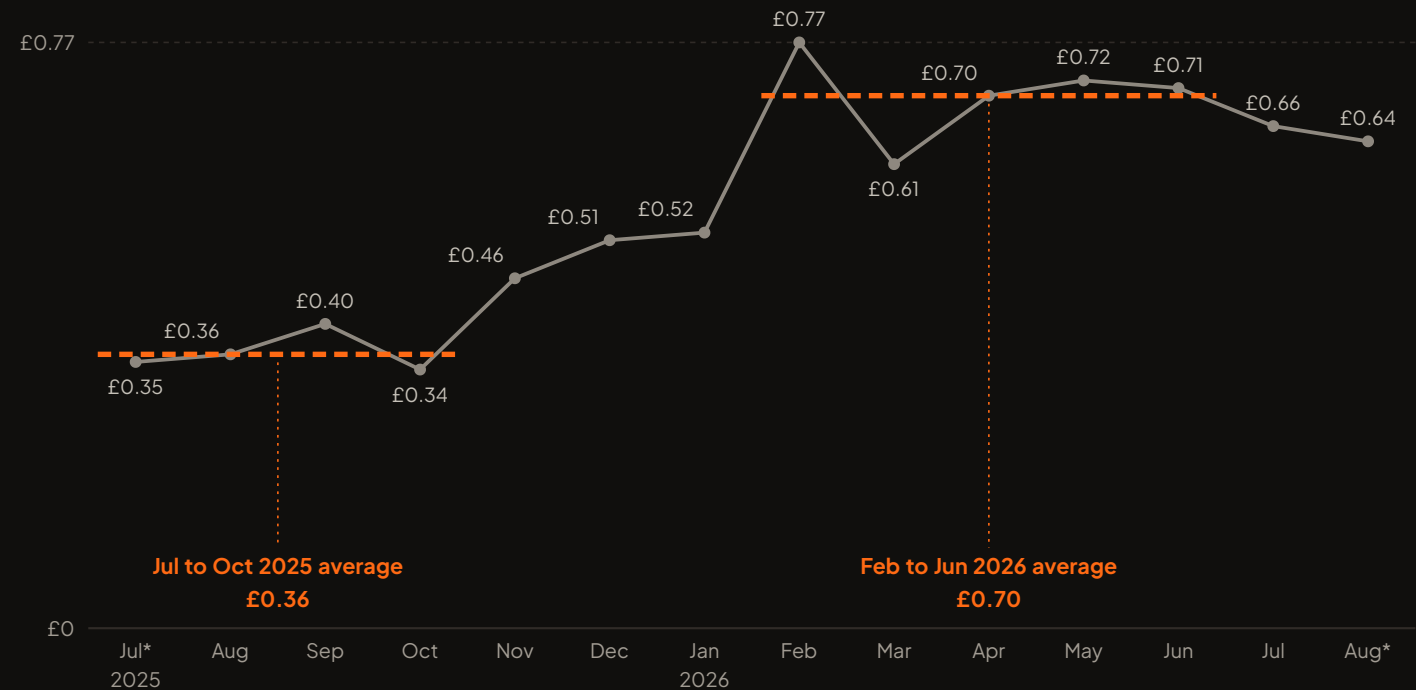
- All four ads harvest terms also convert in Brand Analytics.
- "isotonic water" is a new candidate (9 of 36); "hypertonic" is already an exact keyword.
- "electrolytes": 4,381,113 searches, 31 Quinton clicks, 3 Quinton purchases.

RECOMMENDATION

- Keep keyword targeting to these niche searches.
- Hold "electrolytes" in all match types, including as a negative in auto.

Brand clicks cost nearly twice as much in Feb to Jun 2026 as in Jul to Oct 2025

EXHIBIT 11 Monthly cost per click, brand-led campaigns



TAKEAWAYS

- Campaigns now carrying top-of-search increases took 85.5% of Feb to Jun 2026 brand-led spend.
- None in Jul to Oct 2025; the increases likely explain part of the CPC rise.
- Competitor bids on Quinton searches may explain the rest (external section).

RECOMMENDATION

- Set brand budgets from the brand test's result, not past cost per click.

Source: Amazon Ads Sponsored Products data, brand-led campaigns, 10 Jul 2025 to 12 Aug 2026

* Partial months: July 2025 runs from 10 Jul 2025, the first day with spend; August 2026 runs to 12 Aug 2026, the last.

A straight un-pause would bring back five structural problems

EXHIBIT 12 Ad groups advertising each Quinton product, by targeting type

PRODUCT	BRAND KEYWORDS			GENERIC KEYWORDS			AUTO	ASIN TARGETS	CATEGORY
	EXACT	PHRASE	BROAD	EXACT	PHRASE	BROAD			
B0187L9NOW	5	1	4	3	1	3	2	4	3
B00BQTXBTG	4	1	4	3	3	3	2	3	2
B0G36YD96S	4	1	2		2	2	1	2	1
B00X02G2NU	3	1	2		2	2	1	2	1
B0FCDCPC7KS	1	1	2			1			
B0FJJ62PGD	1	1	2			1	1		
B0FK33P1V4	1	1	2			1			
B0H34WQN24	no ads								
B07NR77V5P	no ads								
B016QS2YLC	no ads								
B07MCXL2JM	no ads								
B084HS6THH	no ads								

Source: Amazon Ads bulk export, current settings

Cells count ad groups advertising the product with each targeting type. Two product targets use keyword groups and are not shown. All five no-ad products are live listings in Prestara's Business Reports.

EXHIBIT 13 Five structural problems

18 brand exact pairs run in more than one campaign, up to 5	24 of 28 non-brand campaigns have no brand negative	68% of product ads sit on two products	5 campaign names contradict their settings	6 campaigns can bid 4x base at top of search
--	--	---	---	---

Source: Amazon Ads bulk export, current settings

TAKEAWAYS

- Five Quinton products have no Sponsored Products ad set up.
- B0187L9NOW and B00BQTXBTG each appear in 19 campaigns.

RECOMMENDATION

- Fix all five problems before un-pausing any campaign.
- Spread coverage to ad-eligible products beyond the two leads.

Sponsored Display returned £86 on £427, and none of its six campaigns targets Quinton's own shoppers

EXHIBIT 14 Sponsored Display results and targeting

SPEND	SALES	ACOS	PURCHASES
£427.04	£85.84	497.5%	3

TARGETING, BY CAMPAIGN



Source: Amazon Ads campaign summary, campaign lifetime; bulk export, current settings

TAKEAWAYS

- Display cost almost five times what it returned in sales.
- Spend ran from November 2025 to May 2026, peaking at £187.70 in April.

RECOMMENDATION

- Leave Display off at relaunch.
- Later, test one campaign aimed at shoppers who viewed Quinton products.

Four advertised listings lost or dropped the Buy Box, and ads only serve on listings that hold it

EXHIBIT 15 Share of page views with Prestara's offer in the Buy Box, by listing and month (%)

Listing	2025								2026									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
ADVERTISED WITH SPONSORED PRODUCTS																		
B0187L9NOW							93	93	93	98	99	99	98	97	97	96	96	92
B00BQTXBTG	0	1	28	69	92	96	96	97	95	63	88	96	73	86	51	59	69	81
B0G36YD96S							95	100	98	98	98	100	96	98	99	98	96	96
B00X02G2NU	6	66	97	96	98	94	97	98	92	6								
B0FCDPC7KS		100	94	64	9	6	10	0										
B0FJJ62PGD			91	96	84	96	93	15	0	0	7	19	38	79	0	5	0	0
B0FK33P1V4			100	99	99	99	99	96	97	99	98	96	99	99	94	92	90	93
NO SPONSORED PRODUCTS AD SET UP																		
B0H34WQN24														86	46	50	55	83
B07NR77V5P										48	83	83	64	22	23	34	88	77
B016QS2YLC										84	91	72	58	24	10	18	11	3
B07MCXL2JM										94	91	95	87	76	96	91	86	34
B084HS6THH												82	100	93	93	100	100	100

Source: Amazon Business Reports by child item, May 2025 to 25 Oct 2026

Ember shading shows the share of page views without the Buy Box; darker means more was lost. Blank: the listing was not in that month's report. Variation-parent listings with no sales are not shown. Sales figures on this page include VAT.

TAKEAWAYS

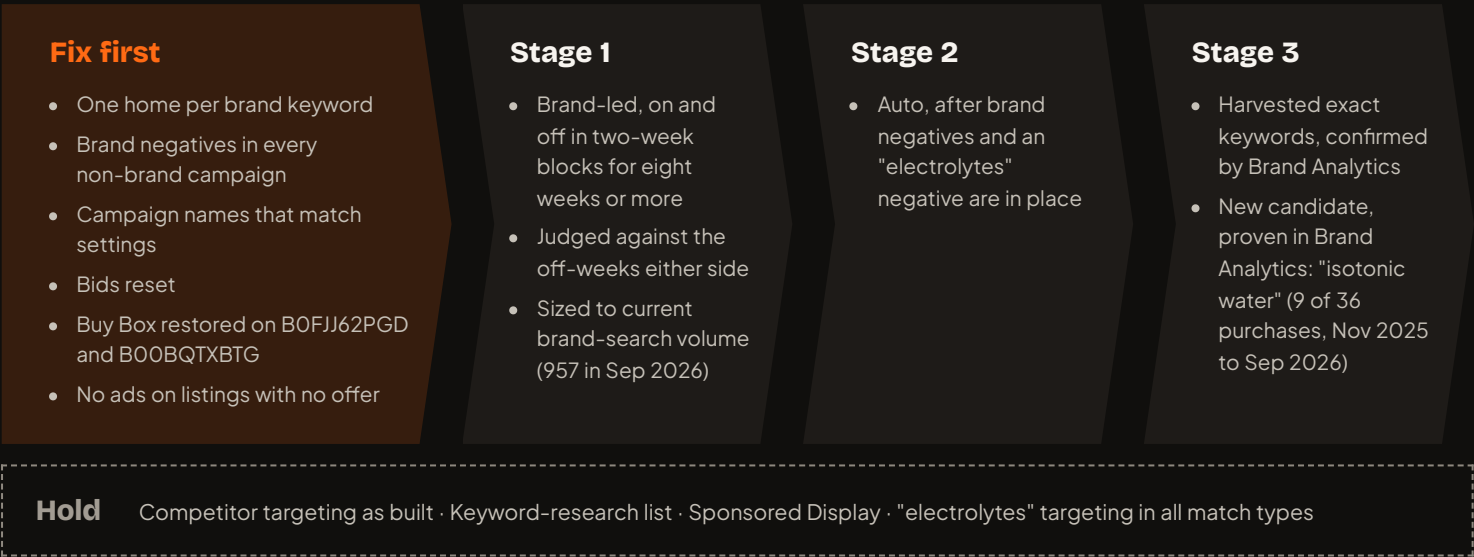
- B00X02G2NU lost the Buy Box in Feb 2026; sales moved to B0187L9NOW and B0G36YD96S.
- B0FJJ62PGD (twin pack): £2,308 in Oct 2025, then £151 a month on average in 2026.
- B00BQTXBTG held the Buy Box on 51% to 69% of views, Jul to Sep 2026.

RECOMMENDATION

- Restore Buy Box on B0FJJ62PGD and B00BQTXBTG before relaunch.
- Remove ads pointing at listings with no offer.

Relaunch in three stages, after fixing the structure and the Buy Box

EXHIBIT 16 Relaunch roadmap



Source: Orellana recommendation, based on the findings in this section; Amazon Brand Analytics, Sep 2026

EXHIBIT 17 Budget inputs: history and baseline for reference, not a forecast

WINTER SPEND PER ORDER		BRAND-LED MONTHLY SPEND, NOV 2025 TO APR 2026		ADS-OFF RANGE, SEP AND OCT 2026	
Brand searches	£1.52	£237.59 to £468.65 at a combined 5.6% ACOS Brand budget: size it from the test result		£474 to £551 a day Quinton sales ex-VAT by month, Oct as 24 days; context, not a pass mark	
Own product pages	£2.79				
Generic searches	£18.53				
Competitor pages	£38.51				
				SPONSORED PRODUCTS TACOS, NOV 2025 TO APR 2026	
				5.1% to 8.0% monthly, ex-VAT	

Source: Amazon Ads search-term report, 10 Dec 2025 to 11 Feb 2026; Sponsored Products data, Nov 2025 to Apr 2026; Amazon Business Reports, Quinton products, ex-VAT

TAKEAWAYS

- Un-pausing would put 176 keywords, 115 product targets and 72 product ads live at once.
- £772.00 of daily budget would return with them.

RECOMMENDATION

- Bring campaigns back one at a time, checking results before the next.
- Size the brand budget from the brand test's result.

Notes

Scope and windows

- Amazon UK, Prestara Ltd. Sponsored Products history runs 22 May 2025 to 12 Aug 2026; the first spend was on 10 Jul 2025.
- Search-term detail covers winter (10 Dec 2025 to 11 Feb 2026) and spring (25 Apr to 24 May 2026).
- Account structure and settings come from the current bulk export, with every campaign paused.
- Sponsored Display results are campaign lifetime totals.
- Ad results by product and placement exist only for 18 Jul to 12 Aug 2026, about 2% of lifetime spend.

Business Reports

- Monthly sales and traffic by product, May 2025 to 25 Oct 2026, and daily totals, 1 May 2025 to 24 Oct 2026.
- VAT basis: Business Report sales include VAT and ad sales do not. Business Report sales are divided by 1.2 wherever they are compared with ad figures.
- Quinton figures exclude 15 other products sold through the same account (£16,717.13 of sales including VAT).

Brand Analytics

- Search Query Performance by brand, monthly, May 2025 to Sep 2026, and by product for B0187L9NOW and B00BQTXBTG, Apr to Jun 2026, the latest quarter Amazon offers.
- Search Catalogue Performance and Repeat Purchase Behaviour, monthly, Jul to Sep 2026.
- Search Catalogue Performance sales are purchases that came from search. They include VAT, as Business Report sales do, so the two are compared as reported.

Definitions

- Brand-led campaigns: campaigns named as Quinton, "stable organic rank goal", "top organic KW" or "catch all". All other campaigns are non-brand. Groups come from names, so they are approximate.
- Brand searches: search terms containing quinton, quintin, quinto or quiton. In Brand Analytics, searches for other things with the name are excluded: 2,745 searches, including "a d quinton" (1,975) and "quinton hazell" car parts (409).
- Search Query Performance returns at most 1,000 searches a month. It hit that cap in Jul 2025 and every month from Nov 2025, so monthly totals may be understated.
- Repeat purchases: repeat buying within each month only. Customers who buy again in a later month are not counted.
- Own and competitor product pages: ads shown on Quinton's own product pages or on other brands' product pages.
- Generic searches: every other search term.
- Quinton sales: Business Report sales of products whose title names Quinton, ex-VAT.
- TACoS: Sponsored Products spend as a share of Quinton sales.
- Periods compared: Oct 2025 (ads almost off), Nov 2025 to Apr 2026 (full ads) and 1 Sep to 25 Oct 2026 (ads off), also read as Sep and 1 to 25 Oct separately. Brand Analytics uses Sep 2026 for the ads-off period.
- Buy Box share: the share of a listing's page views on which Prestara's offer held the Buy Box.

Provisional items

- Sales impact: a before/after comparison, not a controlled test. The gap depends on the ads-off window: at most 15%.

Data not available

- Search Query Performance by product for Jul to Sep 2026, not yet published by Amazon.