SUNLY on Amazon US — H1 2027 Account Plan (Sample)

November 10, 2026 · Prepared by Yooseop Seong

SUNLY is a fictional Korean sun-care brand; every client and market figure in this plan is illustrative.

Executive summary and the ask

SUNLY's Amazon US ad spend grew 45% last year, but total Amazon sales grew only 6%. Most of the spend sits on Sponsored Products for branded searches, so ads are mostly re-buying shoppers who were already looking for SUNLY.

To reach +25% total sales in H1 2027, this plan moves budget toward shoppers who have not found SUNLY yet: streaming TV ads, display ads and Sponsored Brands video. It also tests Amazon's new Full-Funnel Campaigns, launched in the US on September 29, 2026, against the same formats built by hand.

> **The ask:** approve **+$40K per month for an 8-week test (March 2 to April 26, 2027)**, one 15-second streaming TV cut from SUNLY's existing campaign film, and a 4-week branded-search holdout. On April 30 we decide, on total sales rather than attributed ROAS, how to spend a $160K monthly budget in May and June.

What it means for Amazon Ads: if the plan scales, SUNLY's annualized Amazon Ads spend rises from $1.32M to about $1.92M (+45%). Streaming TV, display and Sponsored Brands grow from 8% to about 40% of the manually run budget, so SUNLY's growth no longer rests on one ad type.

Client snapshot and opportunity sizing

Ad-attributed sales grew $1.46M last year while total sales grew only $0.54M, so at least $0.92M of the new "ad sales" were orders SUNLY would likely have won anyway.

Amazon US, last 12 months (Nov 2025 to Oct 2026)	Value	Change YoY
Total sales (ad + organic)	$9.6M	+6%
Ad spend	$1.32M ($110K per month)	+45%
Ad-attributed sales	$5.3M (ROAS 4.0x)	+38%
TACoS (ad spend / total sales)	13.8%	up from 10.0%
Spend on Sponsored Products / Sponsored Brands	92% / 8%, no video, display or streaming TV	—
Branded keywords' share of Sponsored Products spend	58%	—
New-to-brand share of ad-attributed orders	21%	—
Category: Amazon US searches for "korean sunscreen"	Peak May to July	+40%
Top 3 Korean sun-care rivals running video or streaming TV ads	2 of 3	up from 0 of 3

The category is growing faster than SUNLY: category searches rose 40% while SUNLY's total sales rose 6%, and two of its three largest Korean rivals now reach new shoppers with video before they search.

H1 2027 target: total sales of $5.5M, up 25% on H1 2026 ($4.4M). The gap is **$1.1M**.

Lever, March to June 2027	Spend	Planning iROAS (on total sales)	Incremental sales
New budget (test +$40K x 2 months, scale +$50K x 2 months)	$180K	2.5x	$450K
Branded Sponsored Products spend redirected to prospecting ($12K x 4 months)	$48K	2.5x	$120K
Total	**$228K**		**$570K, about 52% of the gap**

The 2.5x is a planning assumption, set well below today's 4.0x attributed ROAS because attributed ROAS overstates what ads add. The test replaces it with a measured number. The rest of the gap depends on catalog, pricing and review work that the brand team owns; this plan does not count on it.

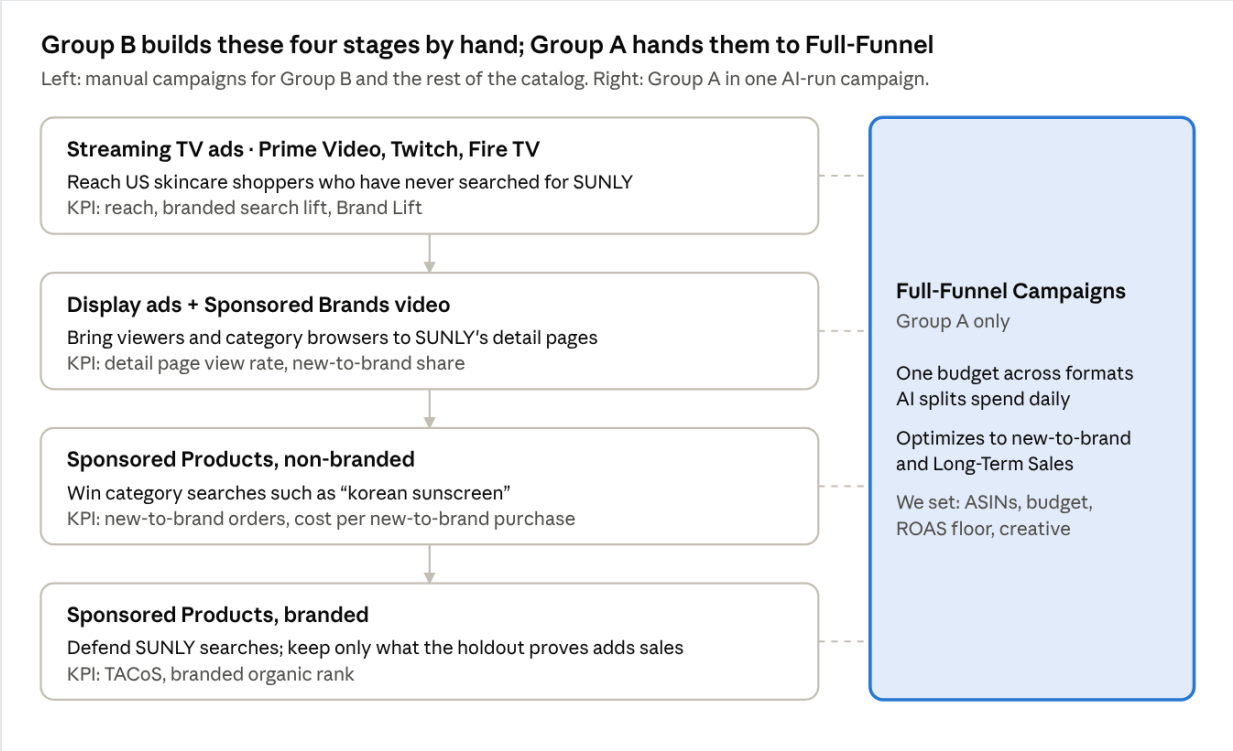
Key growth constraints

Three things hold growth back, and each comes with an objection we should expect from SUNLY's team in Seoul.

Constraint	Evidence	Likely objection	Our answer
Ads harvest demand instead of creating it	58% of Sponsored Products spend is branded; new-to-brand share is 21%	"Branded ads have our best ROAS. Cutting them is risky."	A 4-week on/off holdout shows how many branded orders arrive organically before we cut anything
Attributed ROAS hides the problem	Attributed sales +38% vs total sales +6%; TACoS rose from 10.0% to 13.8%	"Our ROAS is 4.0x, so ads are working."	We judge every change on total sales per product group and TACoS, not on attributed ROAS
No reach beyond people already searching	No streaming TV, display or video spend; US awareness of SUNLY is low while 2 of 3 Korean rivals run video	"Video does not convert. We tried YouTube in Korea."	Streaming TV is judged on branded search lift and new-to-brand orders, with Brand Lift where eligible

Proposed full-funnel structure

Each stage has one job and one KPI, so SUNLY can see which part of the funnel is paying back instead of reading one blended ROAS.



Group B and the rest of the catalog run the four stages as separate campaigns; Group A runs the same formats inside one Full-Funnel campaign, so the test compares a hand-built funnel with an AI-run one.

Monthly budget

During the test, monthly spend rises from $110K to $150K. Branded Sponsored Products spend on the manually run products falls by 30%, and new money goes to formats that reach new shoppers.

Line	Now (Nov 2026)	Test (Mar to Apr 2027)	Role and KPI
Sponsored Products, branded	$58K	$29K	Defend SUNLY searches · TACoS, branded organic rank
Sponsored Products, non-branded	$43K	$32K	Win category searches · new-to-brand orders
Sponsored Brands, including video	$9K	$14K	Brand story on search pages · detail page view rate
Display ads	—	$10K	In-market shoppers and viewers on and off Amazon · new-to-brand share
Streaming TV ads	—	$20K	Reach on Prime Video, Twitch and Fire TV · branded search lift, Brand Lift
Full-Funnel Campaigns (Group A only)	—	$45K	All formats in one AI-run campaign · total sales, cost per new-to-brand purchase
Total	**$110K**	**$150K**	

Today's lines include Group A's $33K. In the test, Group A's spend moves entirely into Full-Funnel Campaigns, so the manual lines cover Group B and the rest of the catalog. May and June ($160K per month) follow the April 30 decision in the next section.

Measurement and scale-up criteria

Full-Funnel Campaigns and our manual setup each report their own attributed sales, so their ROAS figures cannot be compared. The test compares them on the one number both affect: **total Amazon sales of matched product groups**.

Group	Products	Share of sales	Test setup (8 weeks)
A	4 sun serum ASINs	30%	Full-Funnel Campaigns only: ASINs, a $1.5K daily budget (about $45K a month), ROAS floor and creative set by us; formats and spend split set by Amazon's AI
B	4 sun stick ASINs, matched to A on pre-period weekly sales trend	30%	Manual full funnel: Sponsored Products, Sponsored Brands video, display ads, streaming TV ($45K)
Rest	Toners and creams	40%	Manual, not part of the comparison

How we read it

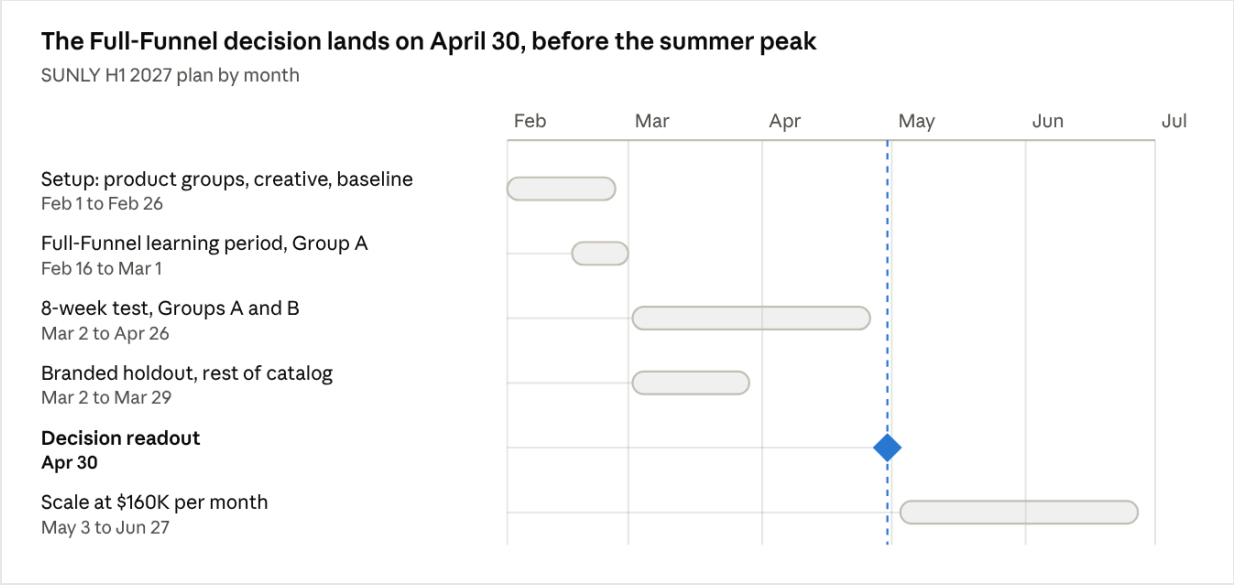
- **Primary result:** change in each group's total sales against its own 8 weeks before the test, compared between A and B (difference-in-differences).
- **Noise check before launch:** we measure how much the A-minus-B sales gap moves week to week over the 8 pre-test weeks, and compare both groups' summer ramp last year. The 5-point decision bar must sit above that normal movement; if it does not, the test runs 10 weeks instead of 8.
- **New customers:** new-to-brand orders and cost per new-to-brand purchase.
- **Guardrails:** TACoS at or below 15%, branded organic rank stable, at least 8 weeks of stock for summer.
- **Long-Term Sales:** Full-Funnel reports a 12-month estimate of future sales from new-to-brand shoppers. We treat it as directional and check it against the accumulated sales report as cohorts age.
- **Branded holdout (weeks 1 to 4, rest of catalog):** branded Sponsored Products switches on and off by week; the share of orders that still arrive organically sets how much branded spend to keep.
- **Amazon Marketing Cloud:** paths from streaming TV exposure to branded search to purchase, audience overlap between A and B (a contamination check), and new-to-brand share by exposure.
- **Brand Lift:** an awareness and consideration study on the streaming TV campaign where eligible.

April 30 decision for May and June ($160K per month)

Result at week 8	Decision
A's total sales lift beats B's by 5 points or more, with TACoS at or below 15% and a lower cost per new-to-brand purchase	Move Group B into Full-Funnel Campaigns; keep manual control for the rest of the catalog
A and B within 5 points of each other	Keep both: Full-Funnel for new launches, where setup time matters; manual where SUNLY needs control
B beats A by more than 5 points, or A's TACoS goes above 15%	Return Group A to manual and carry over what Full-Funnel's spend split taught us

Execution plan, stakeholders and risks

Full-Funnel Campaigns needs about two weeks to learn, so Group A starts on February 16 and the measured test runs from March 2. The decision lands on April 30, ahead of the summer peak.



Setup and the Full-Funnel learning period overlap in February, so the measured test starts on a clean date for both groups.

Retail readiness comes first. Before any new spend, SUNLY's US e-commerce manager and I check each test ASIN's detail page, rating and review count, Brand Store link and stock cover. An ASIN that fails is swapped out of its group before February 16, so ads never push traffic to a page that cannot convert.

Who	Role in this plan	Cadence
SUNLY global marketing director (Seoul)	Budget owner; approves the test and the April 30 decision	Biweekly readout, in Korean
SUNLY US e-commerce manager	Catalog, pricing, inventory for the summer peak	Weekly
SUNLY's US agency	Builds and runs the manual campaigns day to day	Weekly operations call
Amazon Ads account manager (author)	Plan, test design, readouts, decision memo	Weekly; monthly business review
Amazon Ads specialists	Streaming TV creative, Amazon Marketing Cloud queries, Brand Lift setup	As needed

Risks and mitigations

- **Full-Funnel Campaigns launched in late September 2026 and gives less control.** We limit it to one product group, set a ROAS floor, and review its spend split weekly.
- **The two groups can reach the same shoppers.** No ASIN appears in both groups, and Amazon Marketing Cloud checks audience overlap.
- **Long-Term Sales is a model estimate.** The decision rests on actual total sales; the estimate is checked as cohorts age.
- **Seoul may read early ROAS as failure.** Biweekly readouts show leading indicators (branded search, new-to-brand share, Brand Lift) next to sales, so no one judges streaming TV on week-2 ROAS.
- **Korean creative may not land with US viewers.** The 15-second streaming TV cut reuses SUNLY's campaign film with English subtitles and a US end card, and we read early branded-search lift before adding spend; Amazon's creative tools can fill Sponsored Brands video gaps.

Sources

Product facts come from Amazon Ads pages read on November 10, 2026. All SUNLY figures are fictional.

- Introducing Amazon Ads Agent: the unified platform and its three campaign types, announced at unBoxed on September 29, 2026
- Full-Funnel Campaigns: inputs, formats, about two-week learning period, Long-Term Sales reporting, US eligibility
- Display ads: Sponsored Display is now part of display ads
- Streaming TV ads: Sponsored TV is now streaming TV ads, across Prime Video, Twitch and Fire TV
- Amazon Brand Lift: survey-based brand measurement for Amazon DSP campaigns
- Amazon Marketing Cloud: self-service access for sponsored ads advertisers
- Understanding Amazon Ads: Sponsored Products and Sponsored Brands basics