



E-COMMERCE INSIGHT

PART III: BUZZING ABOUT AMAZON'S NEW BRAND METRICS TOOL

BY ZACH SHAH, HEAD OF SEARCH & ECOMMERCE

A graphic featuring the Amazon logo in white and yellow, with the word 'amazon' in white and 'advertising' in yellow. The text is set against a dark grey background with several large, curved yellow arrows pointing in various directions.

amazon advertising

Amazon advertising

A study by Salesforce showed that nearly 60% of consumers believe they will be shopping online more after the pandemic than before. The eCommerce revolution has ratcheted up a notch over the last 20 months.

Data shows us that 78% of searches on Amazon are unbranded. Consumers are searching for options, and your brand can benefit from being more visible amongst the results. This makes paid ads an indispensable part of an eCommerce strategy.

But once on Amazon, apart from sales data, you may ask how can brands measure their performance within their category and in the eyes of the consumer?

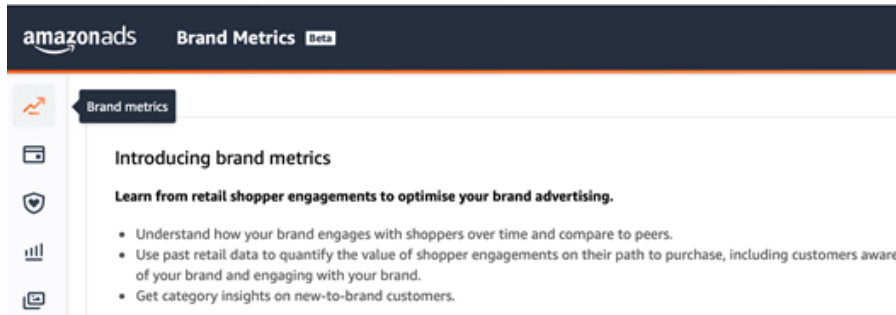
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ZACH SHAH

JOHN AYLING &
ASSOCIATES

Enter Amazon's New Brand Metrics Tool

The latest addition of a tool that is still in beta called Brand Metrics can help brands see category level engagement and conversion. Found on the Amazon Advertising column on the left-hand side, within this tool marketers will have access to a list of categories from which they are gaining shoppers, engagement levels and conversion rate within each category.



The congregation of this data can help you analyse which product types are converting and engaging better for the different categories. Upon selecting a specific category, you can then see some vital benchmarking data that allows you to compare how your brand is measuring up against other sellers and vendors in the category. This data can also be presented over time, to give insight as to how your brand is trending.

	Shoppers (23/10/21 – 29/10/21)		
	Your brand	Category median	Category top
100th Percentile Awareness Learn how to grow awareness			
Brand searches only (data applies to all categories)	29,162 ↑ 5.54%	2,829	Data not available
100th Percentile Consideration Learn how to grow consideration			
Detail page view only	14,393 ↑ 27.77%	1,068	
Brand searches and detail page views	9,221 ↑ 3.7%	459	Data not available
Add to basket	1,217 ↑ 11.75%	79	
100th Percentile Purchased Learn how to grow purchases			
Top 10% and Subscribe & Save customers	170 ↑ 20.37%	11	
Brand customers	1,529 ↑ 21.06%	94	Data not available

In this example we can see that this JAA client is a sector leader – achieving a 100th percentile for awareness, consideration and purchase rate – or more simply speaking, 100% of competitors perform below our client. Such insight gives us clear evidence that our strategic approach is not only working but setting the category benchmarks – all at crucial time when we're just around the corner from biggest shopping event of the year, Black Friday.

If you would like to know more about how we can help you and your brand stand out on Amazon, just get in touch!

ZACH SHAH IS HEAD OF SEARCH & ECOMMERCE AT JAA.

OUR STRATEGIC, CREATIVE MEDIA THINKING DRIVES GROWTH FOR OUR CLIENTS' BUSINESSES IN AN EVER-CHANGING AND FAST PACED WORLD.

