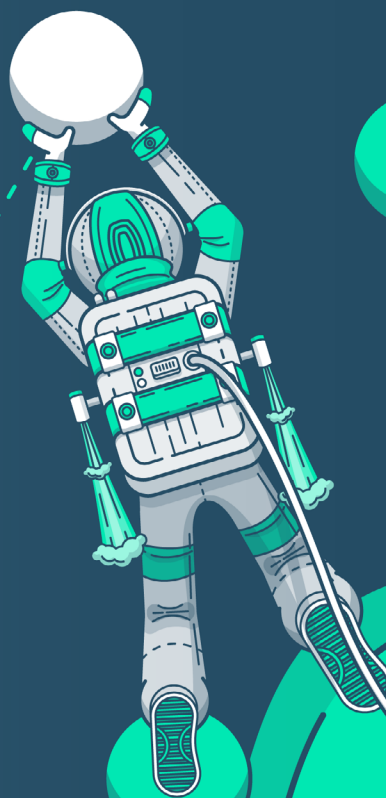


MASTERING AMAZON

A HANDBOOK FOR SELLERS AND VENDORS

BRAND ANALYTICS



nozzle

Mastering Amazon Brand Analytics

A handbook for Sellers and Vendors

For brands both big and small, Amazon can open the door to new customers and markets, generating huge profits. With 2019 net sales on Amazon exceeding \$170 billion in North America alone, and a 28.8% year-on-year growth for Q1 of 2020, Amazon is an ecommerce linchpin that deserves your full attention. Social distancing will only accelerate this trend.

The question that retailers need to ask is how do you succeed against your competition in an increasingly competitive landscape? The answer can be summarized in one word: data.

Data can give you insight into customer search behavior and trends. It can help expand your overall market share, increase ROAS/decrease ACoS, and drive sales. Data allows for smarter decisions by providing insight into the things that matter.

For both Sellers and Vendors, Amazon Brand Analytics (ABA) has become the central data reporting tool to drive decision-making on the platform.

What this eBook will deliver

Ever wonder what your main competitor's conversion rate is? Ever wanted to know whether new entrants are cheating their way to the top, or why someone prefers a competitor's product to yours?

ABA can answer these questions.

This eBook is about providing Sellers and Vendors with a set of best practices for getting the most out of ABA. Although chock-full of data and relatively easy to access, ABA silos information and can make

it hard to transform data points into real insights about what actions will benefit your Amazon strategy.

Here, we are going to walk you through ABA from start to finish. That means explaining the basics of what ABA now has to offer, looking at ways to augment and cross-reference that information for better effect, and then what those insights will allow you to accomplish on the platform. There is a lot to cover, so let's get started.

Introducing the new ABA

Amazon Brand Analytics was rolled out in 2019 as a reporting tool for Sellers – the first of its kind on the platform. This was a big move. Previously, the data contained within ABA reports was only available to 1P Vendors through Amazon Retail Analytics (ARA) Premium – a Vendor Central feature that cost upwards of \$30k per year. Sellers could only access information about inventory, payment processing, and shipment tracking – in addition to promotions and customer messaging functions.

The start of 2020 saw the next shakeup. Finalized in April, Vendor and Seller reports have been consolidated within ABA, and all associated costs for Vendors removed. However, Vendors now have to be ‘brand registered’ to access the data.

As we will get into, only Sellers and Vendors that participate in the Amazon Brand Registry program can gain access to ABA reports. Encouraging ‘Brand Registry’ might actually be one of the main motivating factors behind these changes. But, regardless of why Amazon has reduced costs for Vendors and expanded data access for Sellers, the result is better access to information for you and your brand.



What is Amazon Brand Analytics?

At its core, Amazon Brand Analytics provides Sellers and Vendors with valuable insights that answer essential questions. The aim here is to give you the information necessary to improve your brand's performance and increase sales.

These essential questions include:

- Which competitors' products are the most popular?
- Which products are customers buying alongside your own?
- What search terms are the most competitive?

ABA provides answers via its built-in reporting tools.

There are five primary types of reports:

- **Amazon Search Terms:** Overall rank of keywords in terms of volume, and the percentage of sales & clicks for the top three search terms of any keyword.
- **Repeat Purchase Behavior:** Information about the number of unique customers per product, and how repeat sales align as a percentage of total orders.
- **Market Basket Analysis:** What other items customers purchase along with your products.
- **Item Comparison and Alternate Purchase Behavior:** The top five other items that customers viewed along with yours. You also get the top five 'alternative purchases' a customer makes if they didn't buy your product.
- **Demographics:** Key demographics of your audience.

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Consumer Behavior Dashboards

- Amazon Search Terms[?]
- Repeat Purchase Behavior[?]
- Market Basket Analysis[?]
- Item Comparison and Alternate Purchase Behavior[?]
- Demographics[?]
- Amazon Attribution Beta[?]

Data Availability
Metric Locator

Scheduled Email Reports

Amazon Search Terms[?] ☆

Segment: Amazon.com

Search Term

Enter ASINs or Products

Filtering Range: Weekly

05/24/20 - 05/30/20

1,904,228 Rows

Department [?]	Search Term [?]	Search Frequency Rank [?] ▲
Electronics	face mask	1
Home & Kitchen	clorox wipes	2
Health & Household	pool	3

The data contained within ABA is relatively unique. For most brands, ABA insights would only otherwise be accessible for sales made through their in-house website. When it comes to things like 'alternative purchase behavior', that's information which is completely unique to Amazon – and, can not only help with Amazon sales, but wider retail strategy.

Who can use Amazon Brand Analytics?

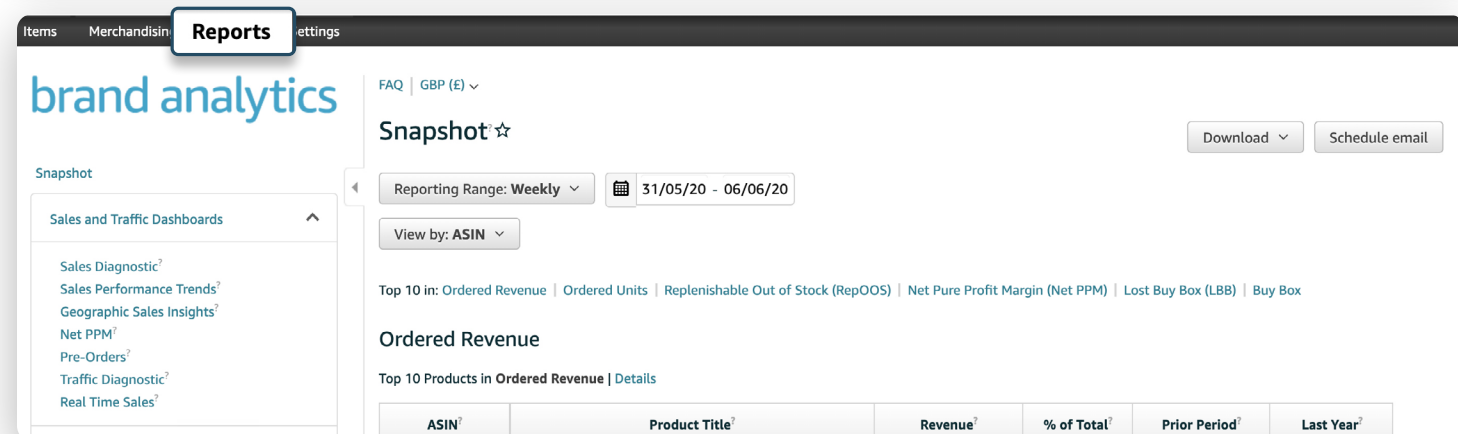
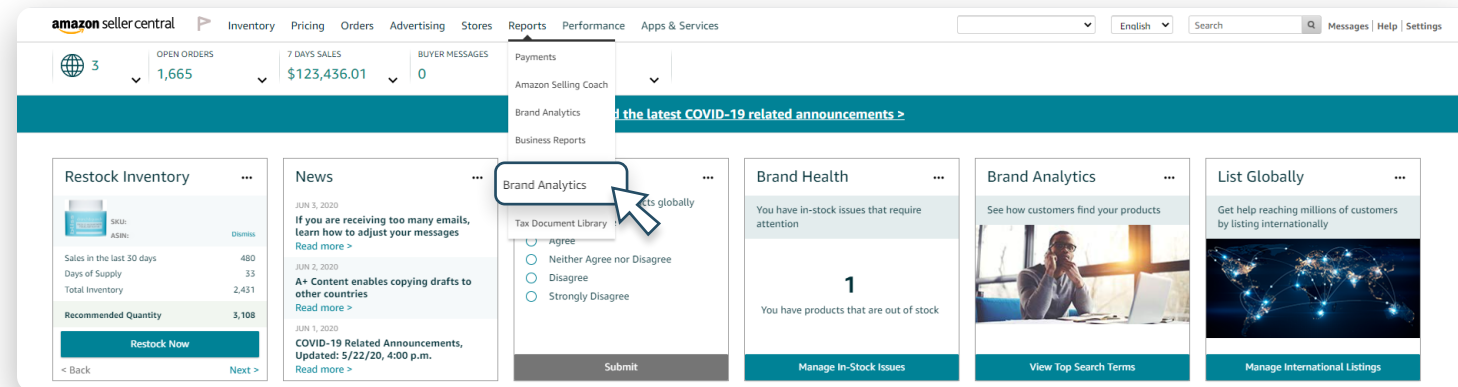
ABA is accessible to all Vendors and Sellers enrolled in the Amazon Brand Registry program. Registry is free, but is only available to brands with a registered trademark. Brand Registry comes with several perks beyond access to ABA – for example, A+ Content listings, final say over product descriptions and access to more advertising options. A full list of requirements can be found [here](#).

Vendors without brand registration still have access to Amazon Retail Analytics Basic, the old reporting tool available to all Vendors for free. This tool provides valuable information, but far fewer insights than were available through ARA Premium, or the new Vendor version of ABA.

Sellers that don't meet the Brand Registry requirements don't have access to any of the reporting functions provided by ABA.

Where can you find Amazon Brand Analytics?

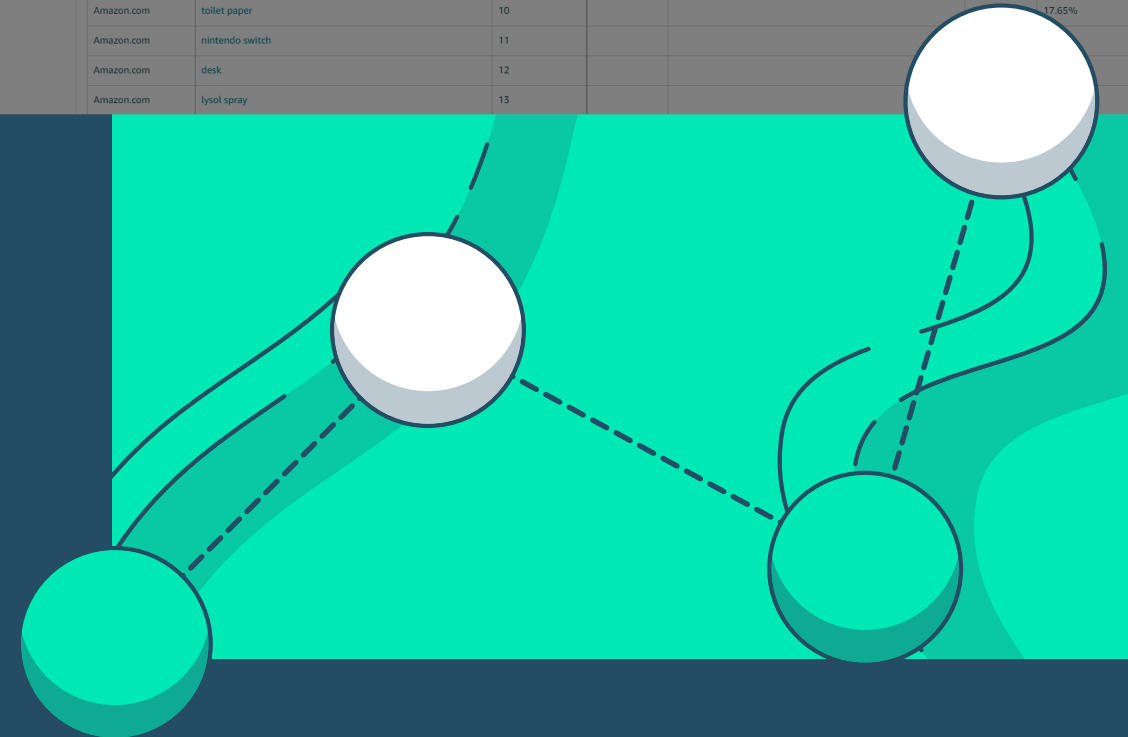
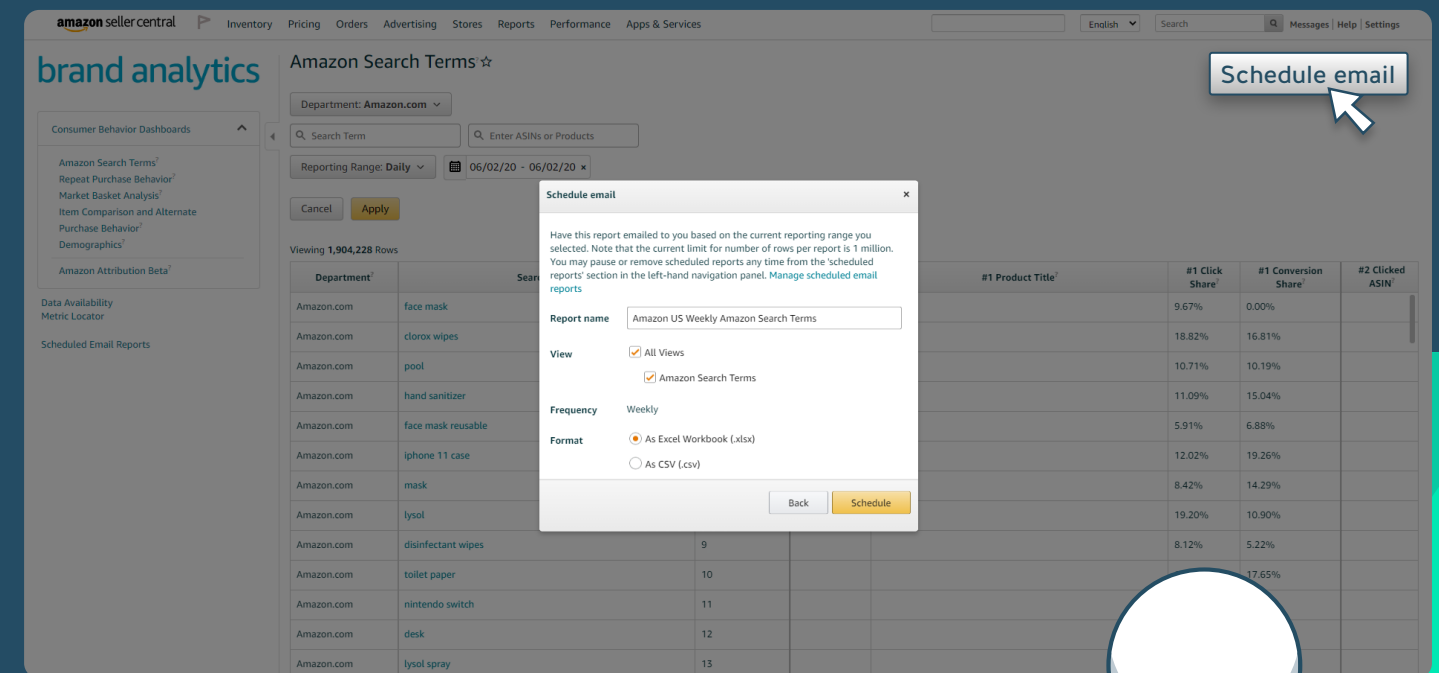
You can find Amazon Brand Analytics under the Reports tab in Seller Central and Vendor Central.



Data is usually available in ABA within 72 hours of the close of a given period.

How can you access data in Amazon Brand Analytics?

To access your data, you must first sign-in to your **Seller Central** or **Vendor Central** account. Then, navigate to the tab called Reports and click on Amazon Brand Analytics. Here, you can view Brand Analytics in the user interface (UI) and schedule downloads of data at various frequencies. Unfortunately, there is currently no API access for ABA.



Why should you use Amazon Brand Analytics?

ABA contains valuable marketing and advertising insights because it provides consumer information across a wide range of search queries, not just your current customer reach.

In effect, this gives you unprecedented access to your competitors' data. Using data from ABA, you can monitor your competitors and react in real-time to what they're doing. You can determine the key factors driving their sales and gain insight into their creative strategies.

Here's an example: Say you want to fine-tune your advertising strategies. You can use ABA to view which ASINs are attracting the most clicks for a given keyword. Armed with this data, you can make decisions to allocate extra budget to target these specific ASINs. And by showing which keywords have the highest conversion rates, you can increase advertising budgets and bids even more for those search terms/keywords.

That's just one of the many ways ABA can help you optimize your brand performance. In the following sections, we'll look at what you can get from ABA "straight out of the box" and how you can combine ABA's data with other sources to get hard-to-find, but extremely valuable insights into your advertising strategies, competitors, and customers.



What does the future look like for ABA?

Amazon originally developed separate platforms for Vendors and Sellers. However, ABA is really starting to blur the distinctions between **Amazon Vendor Central** and **Amazon Seller Central**. Many of the marketing tools Amazon provides to Vendors and Sellers are now similar or the same but with different names – and that isn't even always the case anymore.

As Amazon comes under more regulatory pressure, it's likely to provide Sellers and Vendors even greater access to its customer data, in an effort to be seen as more friendly to small/medium-sized brands. Some of these capabilities, such as Repeat Purchase Behavior and Demographics, have migrated from Vendor Central to Seller Central. However, new developments (either in how information is presented, or the detail of information provided), should be expected.

In the past, Amazon has made most of these functions available with no fanfare and in a region-by-region manner. As Amazon streamlines its platform for Sellers and Vendors, they'll likely continue this piecemeal release process – increasing the value of ABA by delivering more insights. But, as we'll see, it's still up to you to make sense of the data provided in these reports – only then will your brand benefit from its true potential.

Reporting functions of ABA

ABA is divided into a number of key reporting functions. In order to help you master the basics, we'll look at each report and explain the practical use cases. That means detailing the data delivered and why this information is useful for your brand. We will also highlight the limitations within each of these reporting functions in order to lay the groundwork for taking ABA insights to the next level.

Although Sellers and Vendors can't use this information in exactly the same way, it is valuable context for both. Sellers have far greater control over advertising strategies, and we will focus our advice on this type of granular decision-making. However, understanding the value of different search terms, competitor investments and customer behavior can help Vendors decide which product lines are the best investment (for new product launches or advertising), and how much to increase their Amazon-controlled advertising budget.

1. Amazon Search Terms

ABA's **Search Terms** reports, not to be confused with the standard search reports from Amazon advertising, enables you to look at search trends and the top three ranking ASINs per term. For most brands, Search Terms are possibly the most valuable reporting function within ABA. It's the only ABA report that deals with 'market data' – all of the other reports are directly tied to your ASINs.

Search Term reports give a ranking of a particular search term in terms of volume and the percentage of sales and clicks for the top three items for that search term. You can search the report via category, search term or ASIN – however, you will only be able to look up ASINs if they rank in the top three clicks of conversions for a given term.

Essentially, this report shows how customers find products on Amazon by revealing the most popular search terms at any given time, along with each term's search frequency rank. However, this report doesn't provide the actual search volume – just comparative rankings and shares.

amazon seller central

InventoryPricingOrdersAdvertisingStoresReportsPerformanceApps & Services

English

Search

MessagesHelpSettings

brand analytics

Amazon Search Terms

DownloadSchedule email

Department: Amazon.com

Search Term

Enter ASINs or Products

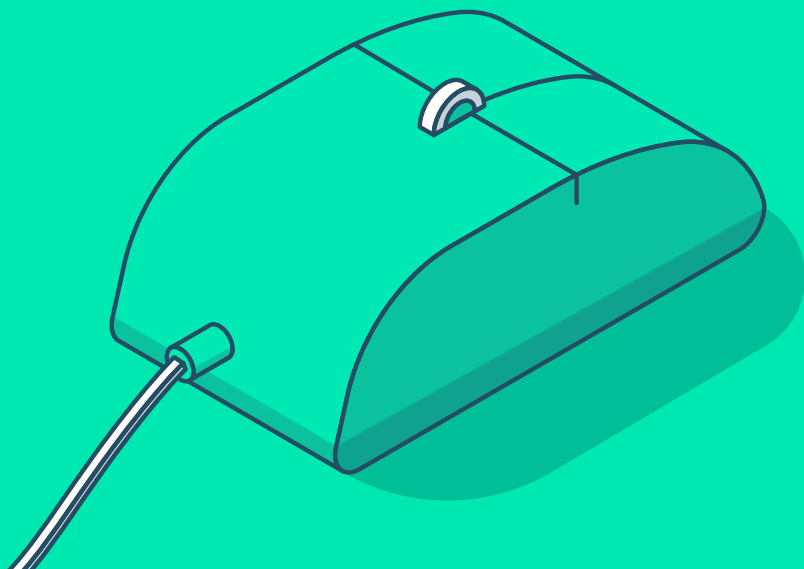
Reporting Range: Daily

06/02/20 - 06/02/20

CancelApply

Viewing 1,904,228 Rows

Department	Search Term	Search Frequency Rank	#1 Clicked ASIN	#1 Product Title	#1 Click Share	#1 Conversion Share	#2 Clicked ASIN
Amazon.com	face mask	1	0084H3JNW	face mask	9.67%	0.00%	B086KMYN55
Amazon.com	clorox wipes	2	0084H3JNW	clorox wipes	18.82%	16.81%	B004EKORJG
Amazon.com	pool	3	0084H3JNW	pool	10.71%	10.19%	B088GVZ23V
Amazon.com	hand sanitizer	4	0084H3JNW	hand sanitizer	11.09%	15.04%	B01M4GBWB
Amazon.com	face mask reusable	5	0084H3JNW	face mask reusable	5.91%	6.88%	B087T5DLFF
Amazon.com	iphone 11 case	6	0084H3JNW	iphone 11 case	12.02%	19.26%	B07X8KWVFW
Amazon.com	mask	7	0084H3JNW	mask	8.42%	14.29%	B087LXGQW6
Amazon.com	lysol	8	0084H3JNW	lysol	19.20%	10.90%	B01N6BP63M
Amazon.com	disinfectant wipes	9	0084H3JNW	disinfectant wipes	8.12%	5.22%	B004YD769C
Amazon.com	toilet paper	10	0084H3JNW	toilet paper	14.40%	17.65%	B074CRK54X
Amazon.com	nintendo switch	11	0084H3JNW	nintendo switch	49.92%	30.10%	B07VJRZ62R
Amazon.com	desk	12	0084H3JNW	desk	6.06%	6.90%	B01K7AOSQE
Amazon.com	lysol spray	13	0084H3JNW	lysol spray	21.85%	13.31%	B007RFGA64



Click share & conversion share

Within Search Term reports, you can view something called **Click Share**. This is the percentage of times that Amazon shoppers click on a particular product (in aggregate) after searching for a specified term. Click Share is divided by the number of times customers click on any product after searching for that term.

Conversion Share is similar, but it focuses on how many times buyers actually purchased an item (in aggregate) for a specific search term. This number is divided by how many times customers purchased anything from that search term.

Conversion Share differs slightly from Click Share, as it doesn't correspond to the ASIN that received the most conversions for the given search term. It represents the percentage of total sales the #1 clicked ASIN received for the given keyword. This can present a problem for understanding conversion share if the highest converting products aren't also the top three most clicked.

Clicked ASIN

The **Clicked ASIN** field is designated for the ASIN that received the most clicks from shoppers who searched this keyword. It's important to note that this field does not mean that the product ranked in the first organic position.

Search Frequency Rating (SFR)

Search Frequency Rank (SFR) is similar to Amazon's Best Seller Rank (BSR) in that it calculates the popularity of one keyword relative to the keywords around it.

What Search Term reports can do

ABA's Search Term report has many uses for brands looking to optimize their performance. These reports can:

- **Help with product research:** You can use Search Term reports to discover new search terms or competitive keywords that didn't originate from your auto-campaigns even when your products weren't ranking for them. Searching for relevant keywords is a great way to uncover high-volume search terms that might not have a lot of competition.
- **Better understand your competition:** By doing a reverse ASIN lookup (searching the report via ASINs rather than search terms) you can find out what search terms your main competitors are ranking for.
- **Benchmark clickthrough rates:** You can use Search Term reports to see what percentage of the time customers are clicking on your competitors' products. This data gives you a reliable indication of whether you should optimize your titles and/or main gallery image to increase your own click rates.
- **Reveal market share:** Search Term reports can reveal what percentage of conversions you get for a particular search term and what percentage your competitors are getting.



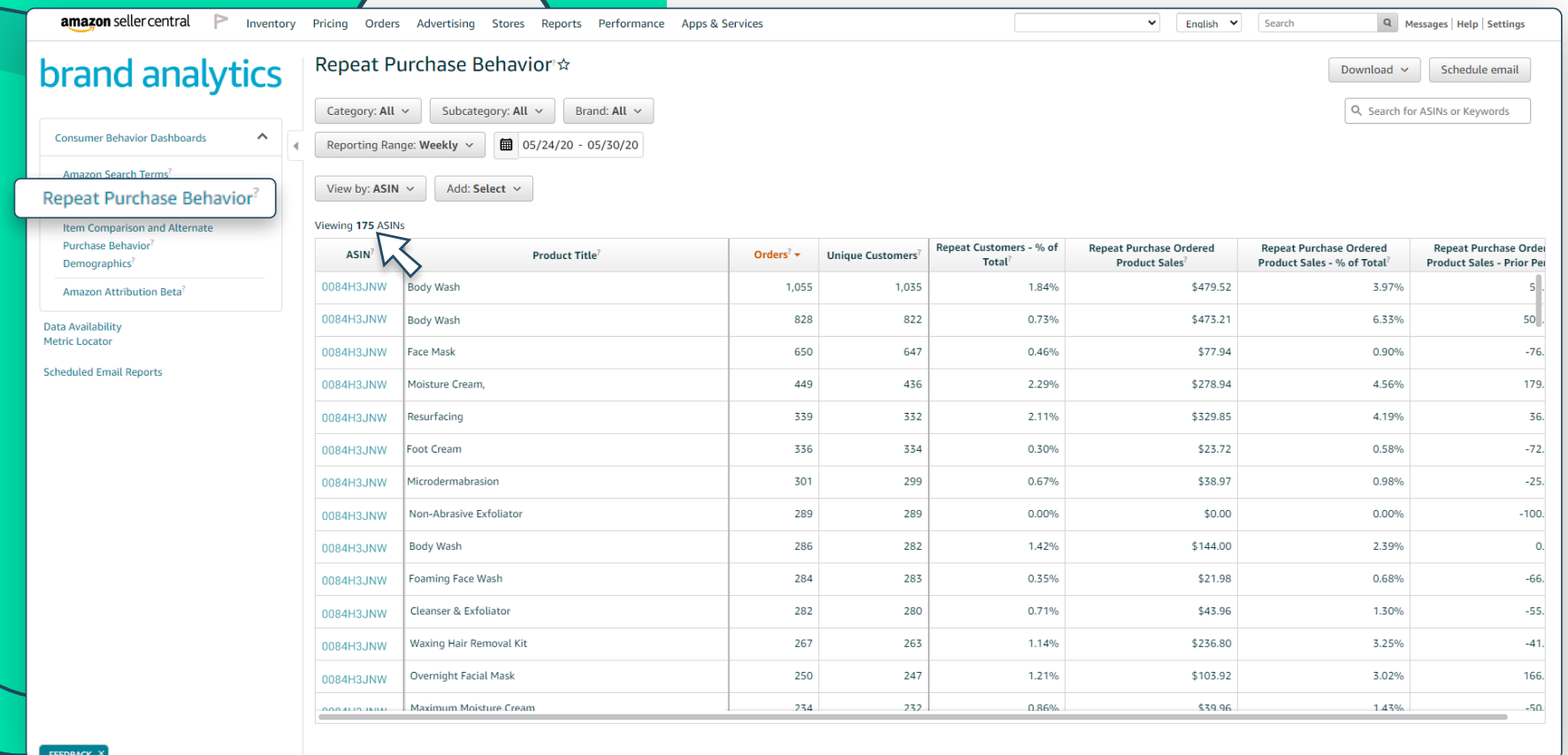
What Search Term reports can't do

ABA Search Term reports are useful, but they do have their limitations. Here's what these reports can't do:

- **Provide search volume data:** Unfortunately, the Search Term report only shows you the rank of frequency, not volume. Between each search frequency rank, there might be either a handful of searches or billions of searches, and there's no way to know how many.
- **Show all search term ranking:** The Search Term report only shows a maximum of three rankings for a given search term. Depending on the volumes, it might only be the top-ranking ASIN. There is a whole 'long-tail' of Amazon ASINs that simply aren't captured by this report.
- **Rank top ASINs by conversion share:** When you run a Search Term report, the top three ASINs are ranked by percentage of Click share, not Conversion Share. This means that sometimes the third ASIN has the fewest Click Shares but the highest Conversion Share.
- **Enable search term flexibility:** Because the Search Term function doesn't treat close variants and misspellings the same way as a normal exact keyword, you'll need to experiment with every possibility when determining your best keywords. Test synonyms to find the highest-searched search terms.

2. Repeat Purchase Behavior

Using the **Repeat Purchase Behavior** report, Sellers and Vendors gain insight into how many repeat buyers they have, and how these purchases break down across ASINs within their product catalog. The report outlines the units ordered, unique customers, and repeat customer percentages. It also gives you a monetary value of the repeat purchases made and what percentage of the total sales for that ASIN was due to repeat purchases.



amazon sellercentral | Inventory | Pricing | Orders | Advertising | Stores | Reports | Performance | Apps & Services

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Consumer Behavior Dashboards

Amazon Search Terms

Repeat Purchase Behavior

Item Comparison and Alternate Purchase Behavior

Demographics

Amazon Attribution Beta

Data Availability Metric Locator

Scheduled Email Reports

Repeat Purchase Behavior

Category: All | Subcategory: All | Brand: All

Reporting Range: Weekly | 05/24/20 - 05/30/20

View by: ASIN | Add: Select

Viewing 175 ASINs

ASIN	Product Title	Orders	Unique Customers	Repeat Customers - % of Total	Repeat Purchase Ordered Product Sales	Repeat Purchase Ordered Product Sales - % of Total	Repeat Purchase Ordered Product Sales - Prior Period
0084H3JNW	Body Wash	1,055	1,035	1.84%	\$479.52	3.97%	5
0084H3JNW	Body Wash	828	822	0.73%	\$473.21	6.33%	50
0084H3JNW	Face Mask	650	647	0.46%	\$77.94	0.90%	-76
0084H3JNW	Moisture Cream	449	436	2.29%	\$278.94	4.56%	179
0084H3JNW	Resurfacing	339	332	2.11%	\$329.85	4.19%	36
0084H3JNW	Foot Cream	336	334	0.30%	\$23.72	0.58%	-72
0084H3JNW	Microdermabrasion	301	299	0.67%	\$38.97	0.98%	-25
0084H3JNW	Non-Abrasive Exfoliator	289	289	0.00%	\$0.00	0.00%	-100
0084H3JNW	Body Wash	286	282	1.42%	\$144.00	2.39%	0
0084H3JNW	Foaming Face Wash	284	283	0.35%	\$21.98	0.68%	-66
0084H3JNW	Cleanser & Exfoliator	282	280	0.71%	\$43.96	1.30%	-55
0084H3JNW	Waxing Hair Removal Kit	267	263	1.14%	\$236.80	3.25%	-41
0084H3JNW	Overnight Facial Mask	250	247	1.21%	\$103.92	3.02%	166
0084H3JNW	Maximum Moisture Cream	234	232	0.86%	\$39.96	1.43%	-50

The Repeat Purchase Behavior report will let you sort products by category, brand, or ASIN. For Sellers, this is a relatively new report, migrating over for Vendor Central. Vendors have long had access to this information, which can help guide a number of strategic choices.

What you can do with Repeat Purchase Behavior

The Repeat Purchase Behavior report provides some great stand-alone features. However, most of its benefits are strategic, rather than tactical – for example, helping you better understand your customers and products, rather than make more informed ad purchases.

The main value offered by this report is simply the ability to identify which products are purchased over and over again, and which aren't. Here are a few ways you can use this information to your advantage:

- **Understand how many customers you have:** A great value of this report is to identify the total number of customers that you have. This can help you better understand your brand's market penetration, and make distinctions between different products.
- **Make strategic catalog decisions:** repeat purchases provide you with rudimentary customer lifetime value characteristics. Identifying a product as one that is repeatedly purchased allows you to increase the overall value you estimate generating with the acquisition of a new customer for that product. Knowing this can change the advertising spend and priorities for that product – allowing you to spend more than would otherwise seem useful.
- **Targeting your own customers:** Products that get purchased again and again are good targets for repeat advertising. This might be done on Amazon through Sponsored Product ads or discounts for repeat purchasing, or off Amazon with email lists. Fundamentally, this information gives you insights into how customers, in general, interact with your product line – don't forget that.
- **Create multi-packs:** Although not a proper 'bundle' by Amazon standards, products that are purchased repeatedly are obvious good candidates for multi-packs. This can help you raise your average order value and create a more convenient product for your customers.

Conversely, products that have no repeat purchase histories can be identified and looked at more singularly when it comes to customer acquisition costs. However, the value of this, as we will get to, can be overestimated.

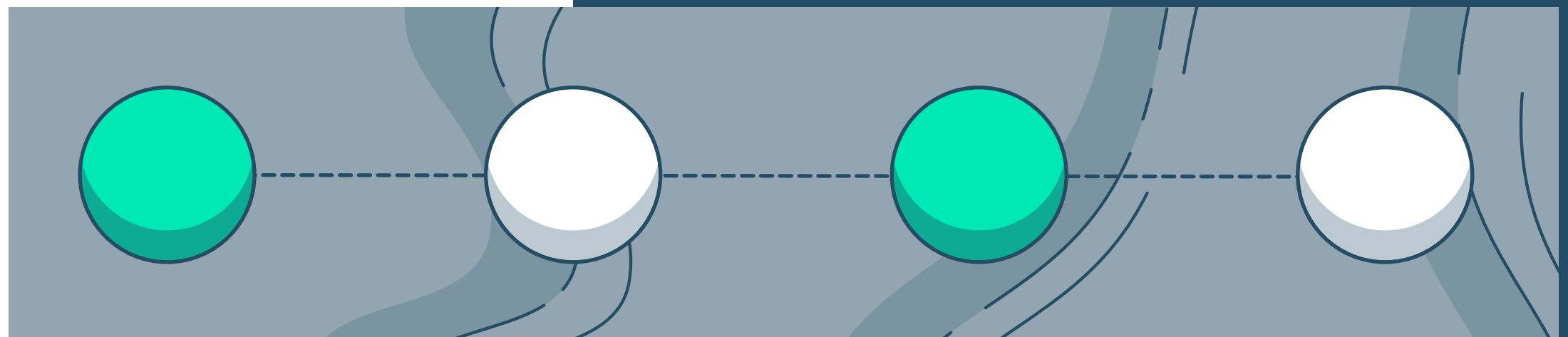
What you can't do with Repeat Purchase Behavior

Although the Repeat Purchase Behavior report provides a number of valuable insights, it also has limitations. You need to keep these in mind.

- **Understand low volume patterns:** To be effective, the Repeat Purchase Behavior report requires relatively high volumes of purchases. Low volume stats are simply too susceptible to anomalies to be representative. Remember this if looking at new or niche products.
- **Understand actual customer lifetime value:** Although one of the most captivating features of this report is its ability to start estimating the value that repeat purchases generate, this should not be confused for real CLV. This report does not capture the total repeat purchases of your brand that customers make – just of a single product.

In order to get into real CLV calculations, you will need to pull data from other sources and engage in far more complex computations, generally aided by third-party analytics tools. We will get back to this point later in this eBook. Right now, what's important to remember is that products that appear to generate little long-term value according to the Repeat Purchase Behavior report might be your biggest CLV generators. You simply can't tell because their value as gateway products to your brand is obscured by the focus of this report.

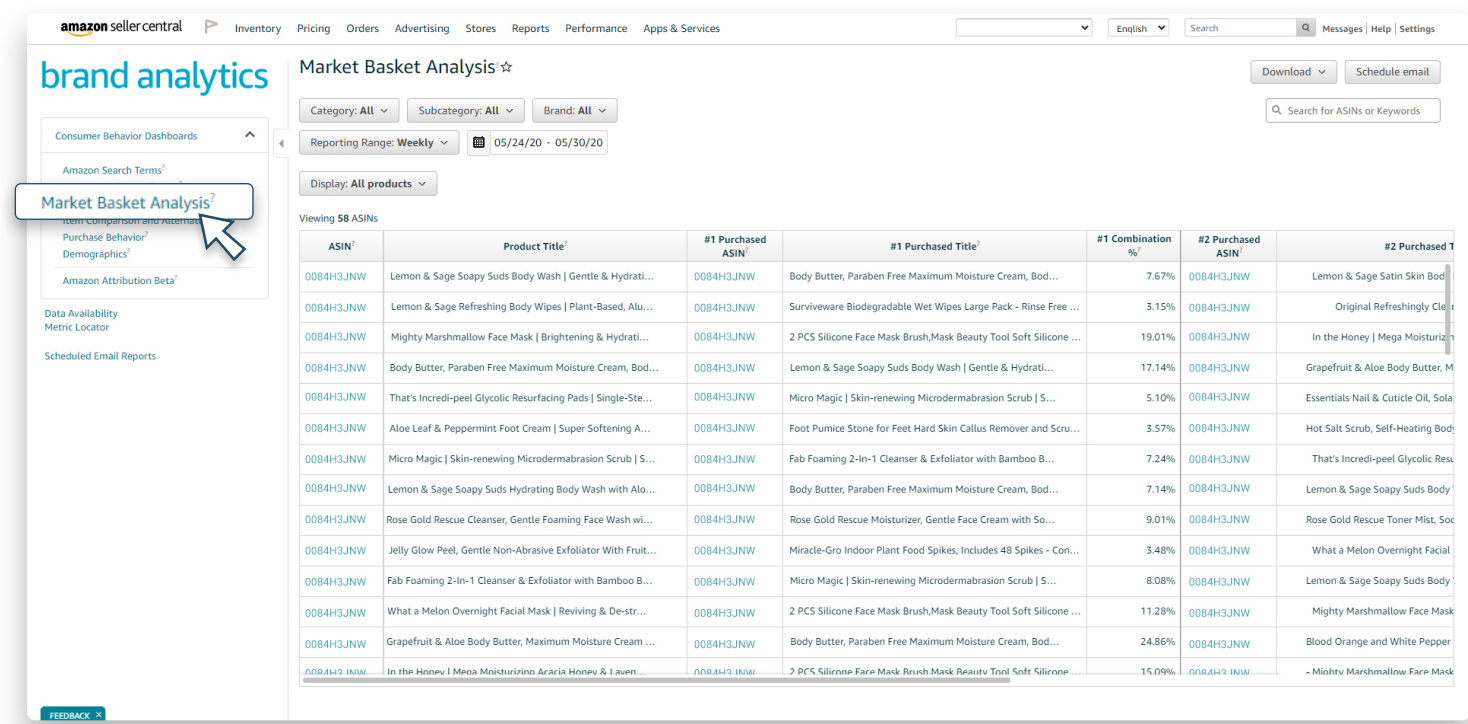
You also need to be aware of the buying cycles for products. A monthly review of the data from this report would be a decent frequency to gain the most insight. Although it has limitations, this report is an excellent way to evaluate your campaigns by seeing which products tend to be repeat purchases and help target those shoppers.



3. Market Basket Analysis

Market Basket Analysis displays all of your ASINs and allows you to see what other items customers have been purchasing with your products. Amazon offers quarterly, monthly, weekly, or daily reporting timeframes.

When you run a Market Basket Analysis report, you'll see the top three products that customers purchase most frequently at the same time as your products. After you select a reporting timeframe, you can view the percentage of times each of these top three products was purchased with your products.



What you can do with Market Basket Analysis

Here are some of the things you can do to improve your brand's performance using Market Basket Analysis:

- **Target your ads:** A great use case for this report is finding other products to target with sponsored product ads. This is especially true if the other products have fewer reviews, a lower BSR (best seller rank), higher prices, or longer delivery times than your ASIN. This contextual information is not provided by the report, and needs to be found manually.

The only word of caution here is that the Market Basket Analysis report can be a bit 'noisy'. People leave items in their basket for many reasons and often buy unrelated products. Some common sense and long-term comparison analysis can help you determine which products you should be targeting and which you should ignore.

- **View combination percentage figures:** According to Amazon, this is the percentage of orders that contain both your product and the number-one purchased product, in comparison with the total number of orders that contained at least two different items, including your product. This can help you determine which items are most relevant to your customers, helping you to cross-sell and up-sell more effectively.

With that said, most of the items listed in this report don't belong to you. However, even here, this gives you insights into which items complement or substitute for your products. But, again, this data can be 'noisy' – and should be 'taken with a grain of salt'.

- **Build better bundles:** Market Basket Analysis is the study of bundling. In simpler terms, Market Basket Analysis strives to arm brands with the data necessary to understand shoppers' purchase behaviors, which allows you to create bundles customers want to buy. Building unique bundles can also help you 'win' the Buy Box. If there isn't another comparable bundle, you aren't competing against anyone.

What you can't do with Market Basket Analysis

While Market Basket Analysis can help you build better bundles, it cannot do the following:

- **Explain the 'why' of customer behavior:** Basically, Market Basket Analysis reports show the result, but they don't explain the motivation. You do not know how or why frequently bundled products arrived in the same shopping cart. You cannot tell if a shopper purposely and knowingly searched for and purchased the two items as a pair, or if the pairing was mere coincidence. Drawing connections and making inferences here is likely to involve some guesswork and human reasoning.
- **Access relevant data on low-volume products:** Your product needs to have a high sales volume for Amazon to generate meaningful Basket Analysis data. This is because, to compile data, Amazon relies on significant numbers of customers purchasing the same item along with yours. For most items, though, and especially those without natural complements, there's not enough similar buying behavior for Amazon to generate meaningful data.

4. Item Comparison and Alternate Purchase

Item Comparison and Alternate Purchase can help you improve your competitive intelligence by gaining insight into the products most frequently viewed together with yours. These reports also show you the customers’ final purchase choice after viewing your product. Within ABA, this report is split into two main areas. Item Comparison is located within the table on top, while Alternate Purchases are listed below.

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InventoryPricingOrdersAdvertisingStoresReportsPerformanceApps & Services

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Consumer Behavior Dashboards

Amazon Search Terms¹
Repeat Purchase Behavior²
Item Comparison and Alternate Purchase³
Demographics⁴
Amazon Attribution Beta⁵

Data Availability
Metric Locator

Scheduled Email Reports

Item Comparison and Alternate Purchase Behavior ☆

Category: AllSubcategory: AllBrand: All

Reporting Range: Weekly05/24/20 - 05/30/20

DownloadSchedule email

Search for ASINs or Keywords

Item Comparison

Viewing 137

ASIN ¹	Product Title ²	#1 Compared ASIN ³	#1 Compared Product Title ⁴	#1 Compared % ⁵	#2 Compared ASIN ⁶	#2 Compared Product Title ⁷
0084H3JNW	Rose Gold Rescue Resurfacing Peel Pads for All Skin Types...	0084H3JNW	That's Incredi-peel Glycolic Resurfacing Pads Single-Ste...	15.65%	0084H3JNW	That's Incredi-peel Glycolic Resu...
0084H3JNW	Bright Idea Vitamin C & Tri-Peptide Collagen Protecting &...	0084H3JNW	Bright Idea Vitamin C & Tri-Peptide Collagen Face Serum, ...	2.84%	0084H3JNW	Ex-glow-sion Super Rich Face Moist...
0084H3JNW	Bright Idea Vitamin C & Tri-Peptide Collagen Face Serum, ...	0084H3JNW	Vitamin C Serum for Face, Topical Facial Serum with H...	1.38%	0084H3JNW	Glow & Hydrate Day Serum, Replen...
0084H3JNW	Bright Idea Vitamin C & Tri-Peptide Collagen Protecting &...	0084H3JNW	Bright Idea Vitamin C & Tri-Peptide Collagen Protecting &...	1.41%	0084H3JNW	Bright Idea Vitamin C & Tri-Peptide...
0084H3JNW	Stay-Cay Glow Gradual Bronzing Overnight Face Mask for ...	0084H3JNW	Mega Moisturizing Acacia Honey & Laven...	6.09%	0084H3JNW	What a Melon Overnight Facial Ma...
0084H3JNW	Glow & Hydrate Day Serum, Replenishing & Hydrating Fac...	0084H3JNW	Renew & Smooth Night Serum, Resurfacing & Brightenin...	3.18%	0084H3JNW	Bright Idea Vitamin C & Tri-Peptide...
0084H3JNW	Renew & Smooth Night Serum, Resurfacing & Brightenin...	0084H3JNW	Glow & Hydrate Day Serum, Replenishing & Hydrating Fac...	5.77%	0084H3JNW	Bright Idea Vitamin C & Tri-Peptide...
0084H3JNW	What a Melon Replenishing Watermelon Toner with Witch...	0084H3JNW	What a Melon Overnight Facial Mask Reviving & De-str...	1.41%	0084H3JNW	Mighty Marshmallow Face Mask E...
0084H3JNW	Green Tea Wonder Clarifying Overnight Gel Mask with Az...	0084H3JNW	Mighty Marshmallow Face Mask Brightening & Hydrati...	3.90%	0084H3JNW	In the Honey Mega Moisturizing /
0084H3JNW	What a Melon Jelly Hydrator for Combination Skin, Hydra...	0084H3JNW	What a Melon Replenishing Watermelon Toner with Witch...	4.00%	0084H3JNW	Ex-glow-sion Super Rich Face Moist...
0084H3JNW	Pumpkin Powerhouse Resurfacing and Exfoliating Enzym...	0084H3JNW	Mighty Marshmallow Face Mask Brightening & Hydrati...	4.28%	0084H3JNW	In the Honey Mega Moisturizing /
0084H3JNW	Detoxifier Holographic Foil Sheet Mask With Charcoal, Exf...	0084H3JNW	Eye Got This Holographic Foil Moisturizing Eye Mask for R...	30.00%	0084H3JNW	Mini Meow Trio Peel Off Ma...
0084H3JNW	Eye Got This Holographic Foil Moisturizing Eye Mask for R...	0084H3JNW	Under Eye Collagen Patch, 24K Gold Anti-Aging ...	1.49%	0084H3JNW	Mighty Marshmallow Face Mask E...
0084H3JNW	Lemon & Sage Soapy Butter Daily Moisturizing Cream for ...	0084H3JNW	Body Butter, Paraben Free Maximum Moisture Cream, Bod...	78.17%	0084H3JNW	Lemon & Sage Soapy Butter Daily M...

Alternate Purchase

Viewing 212

ASIN ¹	Product Title ²	#1 Purchased ASIN ³	#1 Purchased Product Title ⁴	#1 Purchased % ⁵	#2 Purchased ASIN ⁶	#2 Purchased Product Title ⁷
0084H3JNW	Body Butter, Paraben Free Maximum Moisture Cream, Bod...	0084H3JNW	Grapefruit & Aloe Body Butter, Maximum Moisture Cream ...	0.80%	0084H3JNW	Lemon & Sage Soapy Suds Body Wa...
0084H3JNW	Rose Gold Rescue Cleanser, Gentle Foaming Face Wash wi...	0084H3JNW	Pore Patrol Cleanser, Clay-to-Foam Purifying and Detoxify...	0.30%	0084H3JNW	Fab Foaming 2-In-1 Cleanser & Exf...
0084H3JNW	Aloe Leaf & Peppermint Foot Cream Super Softening A...	0084H3JNW	Beauty Walk Triplemint Foot Crème, 3.4 Fluid Ounce	0.44%	0084H3JNW	Hut Shea Sugar Scrub Tropical Man...
0084H3JNW	Micro Magic Skin-renewing Microdermabrasion Scrub S...	0084H3JNW	Microdermabrasion Facial Scrub and Face Exfoliator....	0.65%	0084H3JNW	icrodermabrasion Facial Scrub and Face
0084H3JNW	That's Incredi-peel Glycolic Resurfacing Pads Single-Ste...	0084H3JNW	Glycolic Acid 20% Resurfacing Pads with Vitamins B5, C & E, Gr...	1.68%	0084H3JNW	Micro Magic Skin-renewing Microd...
0084H3JNW	Poetic Waxing Hair Removal Kit No-Strip Wax Straight-...	0084H3JNW	Wax Strip-Free (120g), Parissa Salon Style Hair rem...	1.03%	0084H3JNW	The Original Blue Wax Beads by P...
0084H3JNW	Lemon & Sage Soapy Suds Hydrating Body Wash with Alo...	0084H3JNW	Lemon & Sage Soapy Suds Body Wash Gentle & Hydrati...	3.60%	0084H3JNW	Body Butter, Paraben Free Maximum
0084H3JNW	Jelly Glow Peel, Gentle Non-Abrasive Exfoliator With Fruit...	0084H3JNW	Carson Magic Fragrant Shaving Powder, 4.5 oz	0.26%	0084H3JNW	Mighty Marshmallow Face Mask E...
0084H3JNW	What a Melon Overnight Facial Mask Reviving & De-str...	0084H3JNW	Silicone Face Mask Brush,Mask Beauty Tool Soft Silicone ...	0.99%	0084H3JNW	Mighty Marshmallow Face Mask E...
0084H3JNW	Fab Foaming 2-In-1 Cleanser & Exfoliator with Bamboo B...	0084H3JNW	Rose Gold Rescue Cleanser, Gentle Foaming Face Wash wi...	1.30%	0084H3JNW	Lemon & Sage Soapy Suds Body Wa...
0084H3JNW	In the Honey Mega Moisturizing Acacia Honey & Laven...	0084H3JNW	Mighty Marshmallow Face Mask Brightening & Hydrati...	1.35%	0084H3JNW	Silicone Face Mask Brush,Mask Bea...
0084H3JNW	Drench and Quench Cream-To-Water Daily Moisturizer an...	0084H3JNW	Ex-glow-sion Super Rich Face Moisturizer Straight-from-...	0.81%	0084H3JNW	Bright Idea Vitamin C & Tri-Peptide...
0084H3JNW	Grapefruit & Aloe Body Butter, Maximum Moisture Cream ...	0084H3JNW	Body Butter, Paraben Free Maximum Moisture Cream, Bod...	1.36%	0084H3JNW	Lemon & Sage Soapy Suds Body Wa...

In the **Item Comparison** report, you will see your products and the products that they were most often compared to (as well as a percentage of how often the two were compared), within a 24-hour period. Amazon determines the compared percentage based on the number of times a product was viewed by customers within the same day.

The **Alternate Purchase** percentage shows the portion of consumers who purchased something else. For example, 50% doesn’t mean that half the people bought that other product; it means that of the people who did buy another product, half of them bought that specific product.

- Pro Tip:** It’s important to note here that Amazon doesn’t show how often shoppers bought an alternative. For instance, if you have 100 views of your product, and one person buys another product one time (and the other 99 people did not end up making a purchase at all), then the alternate purchase is 100% instead of 1%.

What you can do with Item Comparison and Alternate Purchase reports

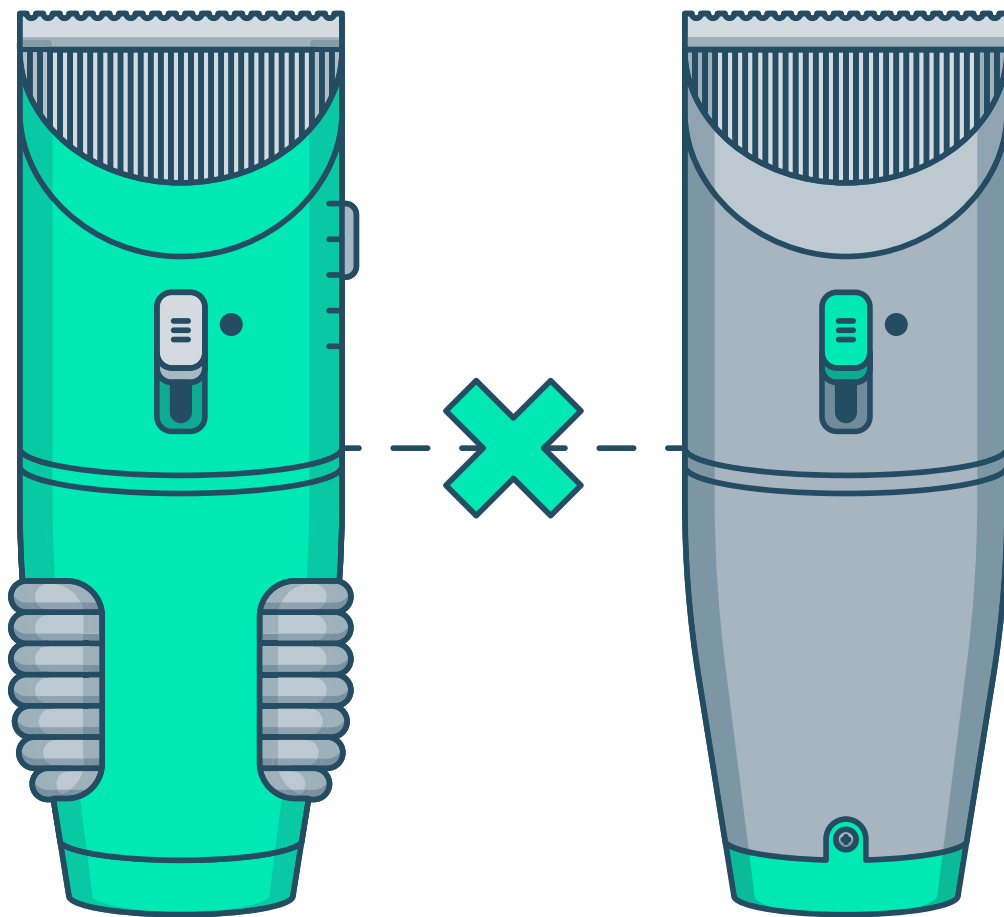
The Item Comparison and Alternate Purchase behavior report is at its most valuable when flagging issues or anomalies you should address. Here are some of the things you can do with these reports:

- Target your ads:** Like the Market Basket Analysis report, the Item Comparison and Alternate Purchase reports allow you to identify good opportunities for product targeting ad campaigns. Be on the lookout for products that show up in all three reports. If you spot other ASINs that have fewer reviews, a lower BSR (best seller rank), higher prices, or longer delivery times, target those products with your sponsored ads. You will need to look up this information manually.
- Identify your competition:** The Alternate Purchase report shows which products Amazon customers (in aggregate) most frequently purchased on the same day they viewed but did not purchase your products. This allows you to see which specific products are beating you, and you can then perform your own market research to pinpoint why – e.g. pricing, more reviews, better BSR (best seller rank), faster delivery times, etc.
- Indicate overall performance:** Comparing your product with others provides a valuable indication of your overall performance. You can then revisit your price, product images, or descriptions and experiment with product optimization and differentiation techniques.

What you can't do with Item Comparison and Alternate Purchase reports

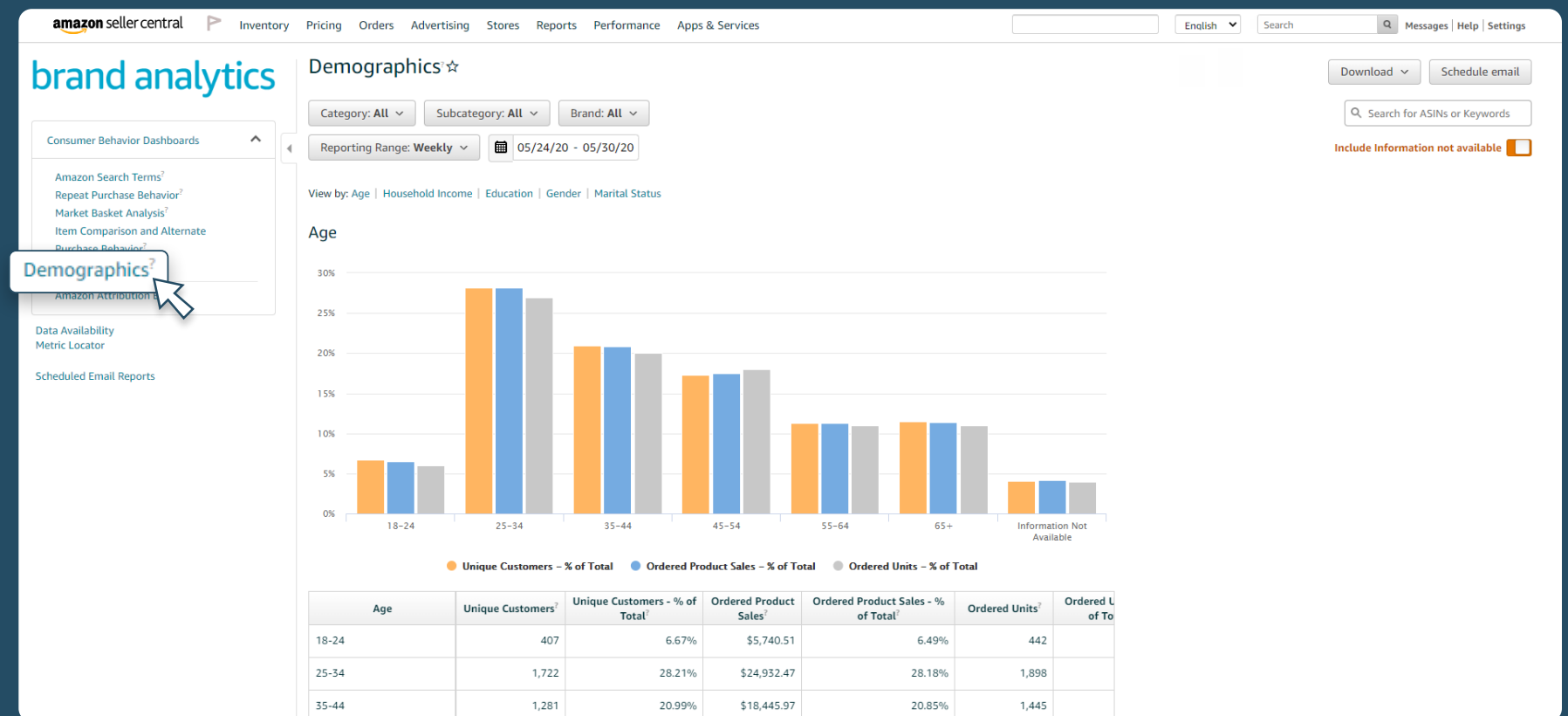
While these reports are useful for identifying competition and tracking overall performance, they cannot do the following:

- **Let you view competitors' data:** Unlike some of the other reports within Brand Analytics, the Item Comparison report only allows you to see your own items. You cannot look up another ASIN to see what other items are viewed.
- **Provide useful data on low-volume products:** Again, a significant issue with this function is low volume and how that impacts data. The report only works well for products with high numbers of views. Any item that has a low search volume or that is out of stock will naturally have very high comparison rates.



5. Demographics

Amazon's **Demographics** tool is useful for gaining insight into your audience's key demographics. If you don't have a website, this data is probably the only customer insight you will be getting. This tool provides you with a demographic overview of your audience, including age, household income, education, gender, and marital status. If you're familiar with Facebook's Audience Insight tool, Amazon Demographics is very similar.



The Demographics report allows users to search for specific products with the ASIN search box at the top of the page. The ASIN search box supports searches for up to 500 ASINs at once. You can use either a space or comma to separate each ASIN. This means that if you wanted to see demographics for an entire line of products, you could add all of those ASINs to the report.

- **Pro Tip:** The data availability for this report is weekly, monthly, or quarterly. However, you can't customize the dates – for example, January 3rd to March 8th.

What you can do with Demographics

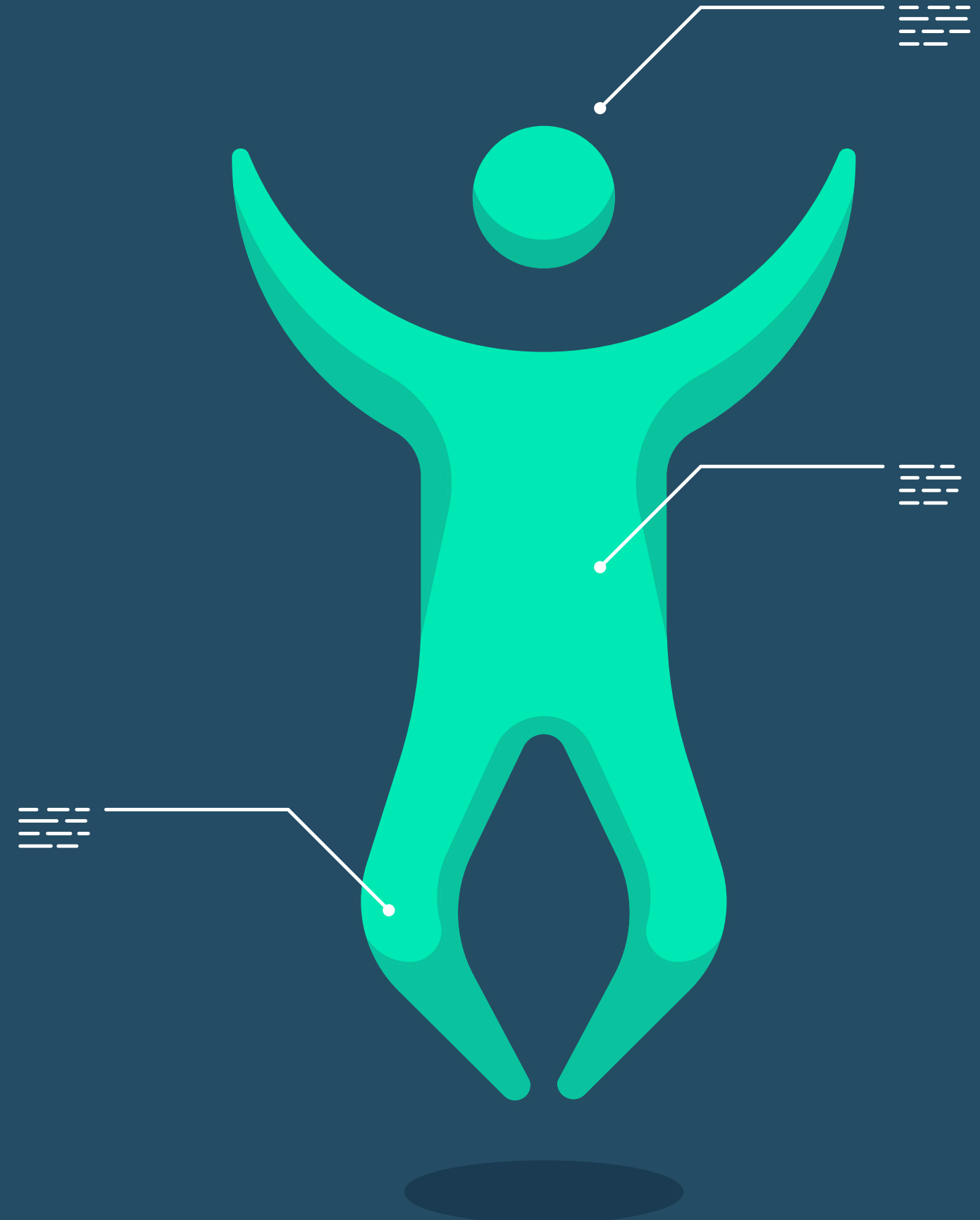
- **Understand your customers:** Once you know who your customers are, you can tailor your campaigns to reach them. If you know all of your customers are senior citizens or new parents, for example, you could then tailor your lifestyle photography to match.
- **Personalize your Sponsored Brand ads:** Knowing who your customers are should help you better personalize your Sponsored Brand Ads, including videos, images, and headlines.
- **Prepare for the future:** In the future, Amazon may introduce demographic targeting ads. Demographic targeting would allow Sellers to bid differently on different market segments. Google, Facebook, and Instagram already offer this feature, so it would not be surprising for Amazon to follow suit. Developing an understanding of your customer base, personas, and segmentation now would put you one step ahead if this does come about. Either way, an enhanced understanding of your customers will put you in a stronger position to drive sales.

What you can't do with Demographics

- **Get completely accurate demographic data:** The overall demographics show the demographics of the purchaser's account, not necessarily the customer. It doesn't take into account multiple family purchasers on one account.

Amazon readily admits the unreliable nature of this information, and will report the error rate for each of the metrics – make sure to check that; it can sometimes be as high as >20%. Marital status, particularly, is often the highest, and is, realistically, an entirely unreliable data point. The Demographics report still provides valuable information – just keep its limitations in mind.

- **Rely on sales figures as cold, hard fact:** There have been some reports of inaccuracies with reporting of total sales within the Demographics tool. You should view these numbers as approximations, not precise, indisputable facts.



How to get more from ABA

ABA reports are a fundamental source of Amazon customer and competitor information. However, they present two significant challenges that you need to overcome. These are:

1. A lack of hard numbers
2. A lack of context

As we have addressed, most of the ABA reports don't provide you with specific data points, rather focusing on comparative analysis. For example, the Search Term Report will tell you the most searched for phrases, and the most clicked on ASINs, but not search volumes or how many clicks.

There isn't really a ABA workaround to this limitation, it's simply something you need to keep in mind, and potentially augment with third-party data sources. However, a little common sense will go a long way. 'Men's shirts' will obviously have far greater total conversions, clicks and search rates than a more niche product like 'cummerbunds'.

'Context' is the critical challenge to overcome if you want to transform ABA data points into actionable insights. The comparative information provided by ABA is only valuable if you can accurately determine what differentiates your products from your competitors. This is particularly important when looking at Search Term or Basket Analysis reports to try and identify ways to improve your positioning. Although ABA reports will tell you which ASINs you are up against, they won't tell you anything about those ASINs – e.g., prices, star rating, the number of reviews, delivery times, delivery costs, etc.

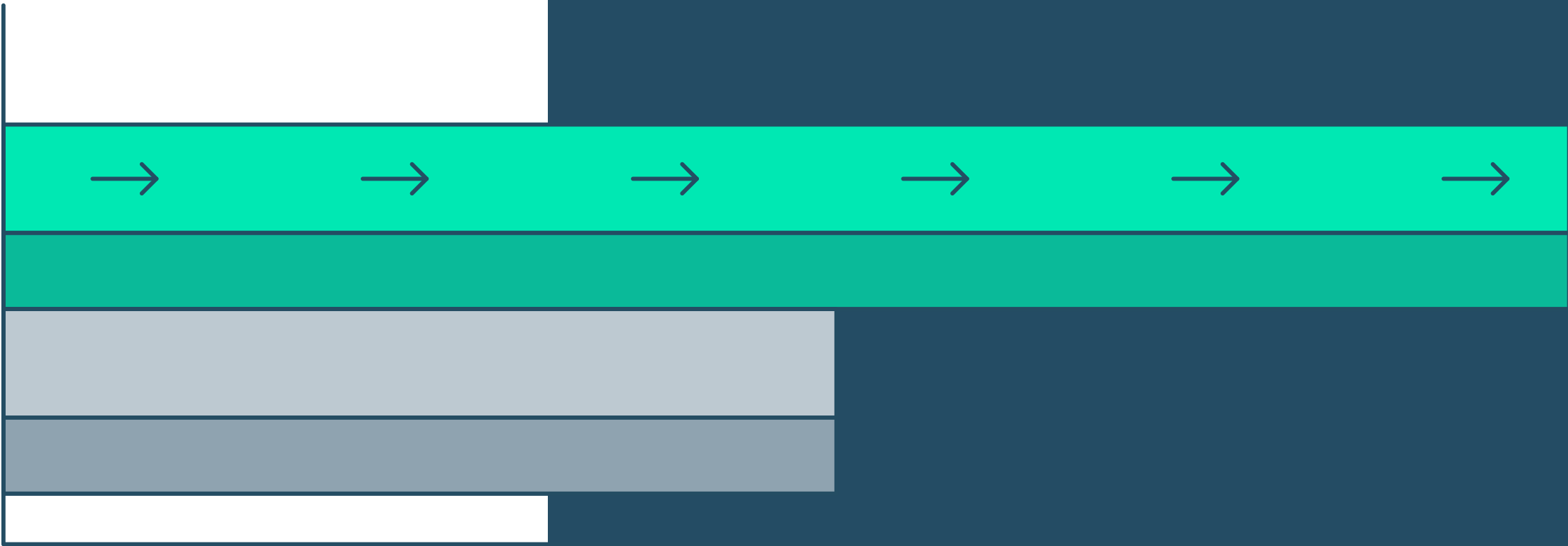
Augmenting your data

In order to make an informed decision about how to improve your rank, you will need to augment the information provided by ABA with details about those products. This is the most basic and crucial step for transforming ABA data from something that's helpful into something that can transform your decision-making process. To do this, you have two options.

1. Use ABA to determine the ASINs you should learn more about, and then look up those ASINs manually and populate a spreadsheet with the context you need to make an informed decision.

2. Purchase a third-party analytics tool that will do the heavy lifting for you and present the information in customizable reporting functions.

In this section, we are going to look at ways to use a manual approach to not only augment your data, but cross-reference the information provided between different reports to grasp less obvious insights. Using analytics tools can make your job far easier, and provide you with more time to take action. However, the key to developing a competitive advantage is simply adding context to your ABA data in order to make informed strategic and tactical decisions.



Strategy # 1: Take a holistic view

First things first. If you haven't done so already, now is the time to begin pulling the reports we detailed in the previous section. Combine the basic data from these reports with an analysis of your customer reviews and repeat purchase behavior. Taking a broad view here will allow you a more holistic idea of how well products are selling and advertising campaigns are functioning.

You should also look at which pages are converting and determine if there's any correlation between high-quality A+ and Premium A+ content. If you discover that your optimized pages are outperforming those without such content, consider improving the content on the pages that aren't performing as well.

With this 'back to basics' approach, you should also find out which search terms are working and integrate them into your product pages. Integrating search terms is the best way to ensure products stand out on the crowded digital shelf.

Once your basics are all in place, you're ready to move onto the more advanced strategies.

Strategy # 2: Optimize keywords and campaigns

One of the top benefits of using ABA is that it helps you spend your ad budget more intelligently. Optimizing keywords and campaigns can ensure that customers who want your products are able to find them.

Here are some strategies to accomplish this:

Look for search patterns

To identify search patterns, you should first pull historical keyword rankings for the most-clicked ASINs per keyword and date ranges. You can use the reverse ASIN lookup function within the Amazon Search Terms Report.

amazon sellercentral

InventoryPricingOrdersAdvertisingStoresReportsPerformanceApps & Services

brand analytics

Consumer Behavior Dashboards

Amazon Search Terms?

Repeat Purchase Behavior?

Market Basket Analysis?

Item Comparison and Alternate Purchase Behavior?

Demographics?

Amazon Attribution Beta?

Data Availability

Metric Locator

Scheduled Email Reports

Amazon Search Terms?

Department: Amazon.com

Search Term

Enter ASINs or Products

Reporting Range: Weekly05/24/20 - 05/30/20

Viewing 1,904,228 Rows

Department?	Search Term?	Search Frequency Rank? ▲
Amazon.com	face mask	1
Amazon.com	clorox wipes	2
Amazon.com	pool	3
Amazon.com	hand sanitizer	4

Although less often used than the “search terms” box, the “ASINs or Product” search box allows you to look up top ranking ASINs directly. Only ASINs that rank in the top three products for at least one search term will appear using this function. However, it’s a valuable feature that you should explore.

Third-party tools often come with simpler reverse ASIN functionality, allowing you to search multiple products simultaneously, and automatically contextualize the results with product data – as we have already discussed. Either way, use the data you gather here to chart both clicks and ranking positions per ASIN for the top three most-clicked products per week.

By doing this across multiple weeks for critical keywords (and then contextualizing those results with product information), you can identify patterns that will enable you to gain a better understanding of your consumers and your competitors, as well as the Amazon algorithm.

- **Pro Tip #1:** You can also use the Item Comparison and Alternate Purchase report to find new keywords. Use successful ASINs in Search Terms reports and note what the competition does differently. Is there anything distinct or noteworthy about their images or their pricing?

- **Pro Tip #2:** You might discover that the list of top-five ASINs also includes products that might not be obvious competitors, allowing you to expand the scope of products to target. With a greater number of products to consider targeting, you’ll have a greater chance to get your ads in front of more potential customers.

- **Pro Tip #3:** When downloading your reports, take daily snapshots. It’s tempting to do weekly, monthly, or quarterly downloads. This is better than nothing, and is useful if you don’t have the administrative capacity for more regular downloads. However, having daily data leaves you with more options. For example, you can isolate specific events (like Prime Day vs post-Prime Day), or look at how specific current events impact sales.

You can set up ABA to deliver these reports via email on a regular basis (be that daily or otherwise). Then you can compile that data into a single spreadsheet on less regular intervals. With that said, third-party reporting tools will do this automatically, making the collection of daily data trends far simpler to execute.



Focus your single keyword campaigns

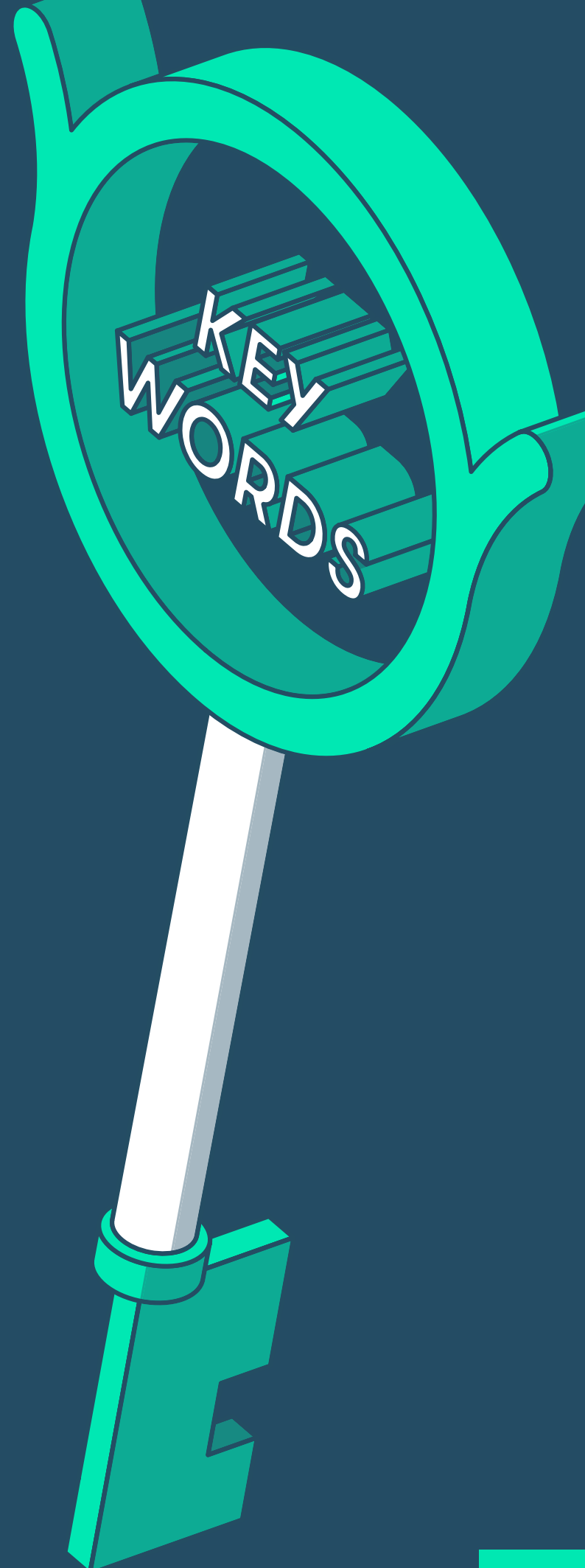
Knowing your highest traffic search term, per the Search Frequency Rank, can help you easily determine where to place your single keyword campaign. You might choose to run a single keyword campaign if traffic for a particular keyword is very high, as this allows you to control where to place the ad for maximum gains.

The most competitive setting is the **Top of Search (ToS)** only campaign. These are sponsored product ads that only appear in the top row of the first page of search results. For keywords you have identified as high-value and high-relevance, focusing on ToS is advisable – if you have the budget. ToS campaigns are by far the most expensive to operate. So, it can be a tricky trade-off.

Rest of search and **product page** ads are cheaper options, but they often don't deliver the same results. It's worth noting that 66% of clicks are from ads above the fold (or at the Top of Search). This percentage indicates why these campaigns are worthy of your attention and ad spend.

A ToS campaign doesn't necessarily generate more traffic (there are limited spots available), but the increased likelihood of conversions generates more reviews, which then generates more conversion shares, and this cycle increases the likelihood of winning an Amazon Choice badge. ToS campaigns are best able to gain traction and momentum on keywords with long-term gains potential.

The screenshot shows the Amazon.co.uk search results for 'bike helmet'. The page displays a variety of cycling helmets with their respective prices and customer ratings. A red box highlights a 'ToS' (Top of Search) sponsored product ad for a 'meteor Cycle Helmet MTB Bike'. The ad is positioned at the top of the search results, above the organic product listings. The ad features a large image of the helmet and a 'Best Seller' badge. The product details include the name, price (£21.99), and a 'FREE Delivery' badge. The ad is sponsored by 'meteor' and has a rating of 4.5 stars from 362 reviews. The organic product listings below the ad show various other cycling helmets from brands like C ORIGINALS, SUNRIMOON, fischer, and ABUS. The page also includes a sidebar with filters for department, brand, and color.



Investigate the value of Sponsored Ads (under the right context)

For some product markets, Sponsored Ads drive an overwhelming portion of traffic and generate a high percentage of sales. But for other products, customers pay far less attention to sponsored ads, making them a less worthwhile investment.

ABA can help you investigate the value of **Sponsored Ads** – be that Sponsored Brand, Sponsored Product, or Sponsored Display. Under the right circumstances, ABA data allows you to estimate the total number of clicks and sales on a keyword basis that are coming from ads. You can do this if an ASIN for a specific keyword and date range is:

1. Running aggressive sponsored ads (i.e., displaying in the first two ad positions), *and*
2. Not ranking well organically (e.g., not ranking in the top 15 positions), *and*
3. Has a top-3 click share...

Then the Seller can visit their **Sponsored Product/Brand/Display** campaign and see how many clicks they received for the target keyword during the given timeframe. Once the Seller has the number of clicks, they can divide that by the click share percentage found in ABA for that keyword.

Key takeaway: The point here is that if you are in the top 3 conversions/click share of the keywords you are targeting, you know your ad is in the first two positions. But what if you discover that you are organically ranked in the top position? If that's the case, you might consider whether it's worth it to continue running Sponsored Ads at all.

Fundamentally, this trick won't always work (you can't be organically ranking for it to function). However, if you test this metric on certain ASINs, it will provide you contextual information about what is likely to be occurring with similar ASINs that *are* ranking organically.



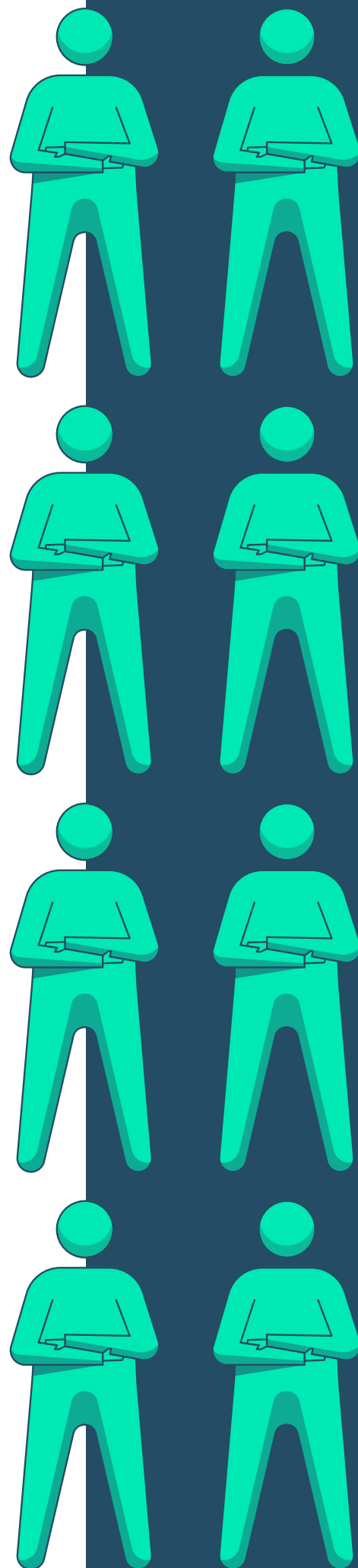
Strategy # 3: Get better at audience targeting

Getting better at audience targeting is another way to get more from ABA. You already know that by using ABA, you can understand who is buying your products, what else they search for, what else they buy, and more. One of the best ways to put this valuable data to use is through **Product Targeting** ad campaigns.

Put Product Targeting ad campaigns to work

We already know that Item Comparison and Alternate Purchase behavior is all about competing products. Like the Market Basket report, it offers ASIN target research opportunities. These reports provide data on which products consumers are considering for purchase in your market – and getting creative here means realizing that this shows you where your Sponsored Ads should appear.

Placing Sponsored Ads on those product pages should increase your visibility to the customers you want to reach. And if you have a better offer than your competition, you have a straightforward route to growing sales. The key here is knowing where else your customers will be looking, meeting them there, and bringing them back to your product page.



Strategy # 4: Know what to sell

For many brands, knowing what to sell is half the battle. You want to offer products that meet your customers' wants and needs – and determining exactly what these products are can be a challenge.

Fortunately, technology and data allow you to bypass some of the lengthy market research processes. Using ABA, you can gain a critical competitive advantage by offering or developing products based on features that real customers are searching for. A couple of critical things you can do are:

Find the best-converting ASINs

Knowing your competitors' relative conversion rates can give you tremendous insight and help you gain that vital competitive advantage.

While you can't directly see your competitors' conversion rates in the Amazon Search Term report, you can still access and use that data. When you're in the Search Term report function, you'll need to look at the Click Share and Conversion Share.

Then, divide the Conversion Share by Click Share to reach a number (R). R shows you how your products are doing compared to the average conversion rate for a given search term.

Here are a few pointers:

- If the baseline figure is when R is greater than 1, your share is above average.
- When R is less than 1, you have a smaller share than most of your competitors.

For example, consider you get an R of 1.4. This means that with that keyword, you are performing 40% better than your competitors.

This also means Conversion Share can be higher than Click Share. They're independent of one another, but they do have a relationship. Just because something is clicked on doesn't mean it immediately converts. But the inverse is also true – just because something isn't clicked on very often, it doesn't mean it can't get a lot of conversions.

Win 'Frequently Bought Together'

To win the **Frequently Bought Together** spot on a product page, you can use your Market Basket report. Market Basket Analysis will show the ASINs that are frequently purchased with your product.

To get your product into shopping carts with another specific product as often as possible, you can then use product targeting and a unique **Product Page Only** campaign. In the Campaign setting, bid low on product targets to reduce search impressions and increase bids on product page targeting. Then, create a manual Sponsored Product campaign, followed by a product targeting ad group by entering specific ASINs as product targets.



Validate search volume estimates

Since ABA doesn't offer search volume data, many brands deploy third-party tools to gather this information. In ABA, you do have the ability to know relatively that Keyword A is more important than Keyword B thanks to the Search Frequency Rank function. However, you probably still want to know exactly how important each keyword is. After all, knowing whether Keyword A has 1,000,000 searches/month or 1,000 searches/month will significantly impact your keyword and PPC strategy.

While third-party search volume estimates are indeed only estimates, ABA gives Sellers and Vendors the ability to judge the accuracy of third-party keyword tools to confirm that the estimated numbers make sense.

Running a Search Frequency Rank report will allow you to put a number against Search Frequency Rank comparisons and cross-reference your third-party figures against the comparative values in SFR. This isn't a perfect solution, but it helps bring clarity.

Strategy # 5: Understand when cheating is going on

Although the majority of Amazon Sellers play by the rules, there are always going to be a few who cheat to win customers and drive sales. There are many Seller actions that violate Amazon's Terms of Service (ToS), ranging from review manipulation to false keyword rankings.

A common tactic these Sellers use is deploying bots, which run searches. The bots then click the target product and perform a range of actions intended to mimic what a customer might do organically. This results in a higher keyword ranking for the product without a purchase.

You can use ABA to identify rank and keyword abuse, which are against Amazon's ToS. Some signs to look for include:

- No ranking or ads
- Large click share for a single ASIN
- 0% conversion share

If, during your competitor research, you begin to suspect that your competition is cheating or otherwise violating Amazon's ToS, you should report this information to Amazon.

Strategy # 6: Undertake long-term analysis

ABA only stores data for one year. If you want to look at seasonal trends over time, you are going to need to export ABA information and store it yourself. This is one more reason that third-party tools are so handy – they will do this for you. However, if you want to look long-term, at the very least, you will need to regularly export ABA reports and keep them as .CSV files. This isn't actually that complicated, but it is important.

Doing something with the data you export from ABA is where things get tricky. But, fundamentally, it revolves around applying the strategies discussed here over a long period of time. By recording those results, you can identify patterns, and use that information to your advantage.



Strategies for upgrading ABA

Although ABA contains some great information, it's not the be-all-and-end-all of Amazon customer data. In this section, we'll focus on specific processes and outside data sources that can connect the dots and fill in the gaps within ABA.

Much of this is accomplished with third-party analytics tools. You can use these tools to not only generate basic and advanced insights but also to deliver them more easily. Simplifying the process leaves you more time to take action using that data – and action is what delivers results.

Getting granular with MWS

There are other sources of data on Amazon that you can combine with ABA data to provide a more vibrant picture of the customer and competitive positioning. **Amazon Marketing Web Services (MWS)** is central here.

MWS is an integrated web service API that enables software to automatically exchange data on listings, orders, payments, and reports. This is also where most third-party tools get their transactional data to be able to provide their analytics services. MWS is the only source of transactional data available from Amazon, apart from downloading multiple spreadsheets and reports.

If you do not use these data-driven APIs, you'll lose out on opportunities to link customer purchase frequency and spending levels to your ABA data. Using this combination of data, you can start to calculate **customer lifetime value (CLV)**, understand buying trajectories, and work out individual purchasing patterns.

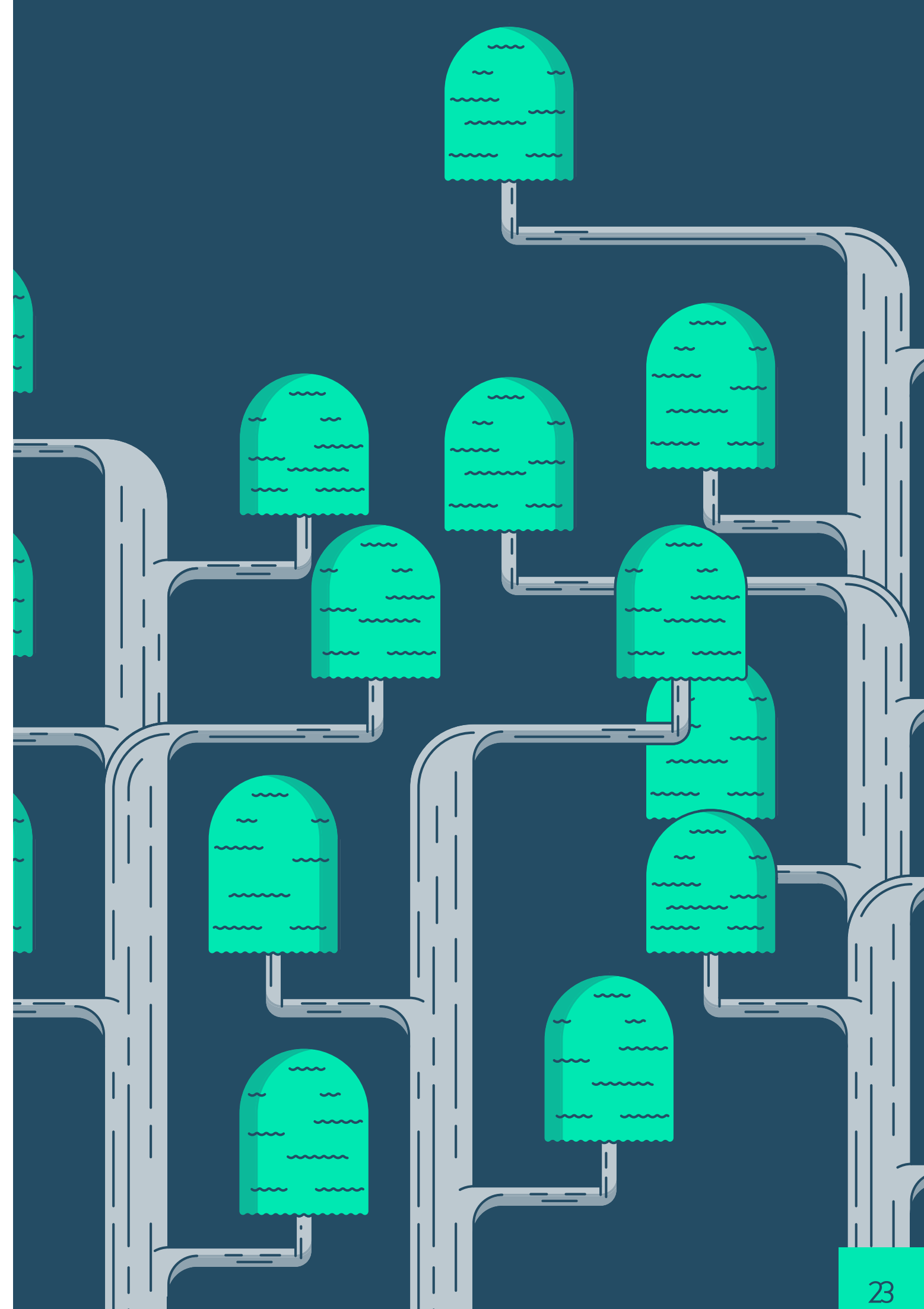
Seeing the wood for the trees

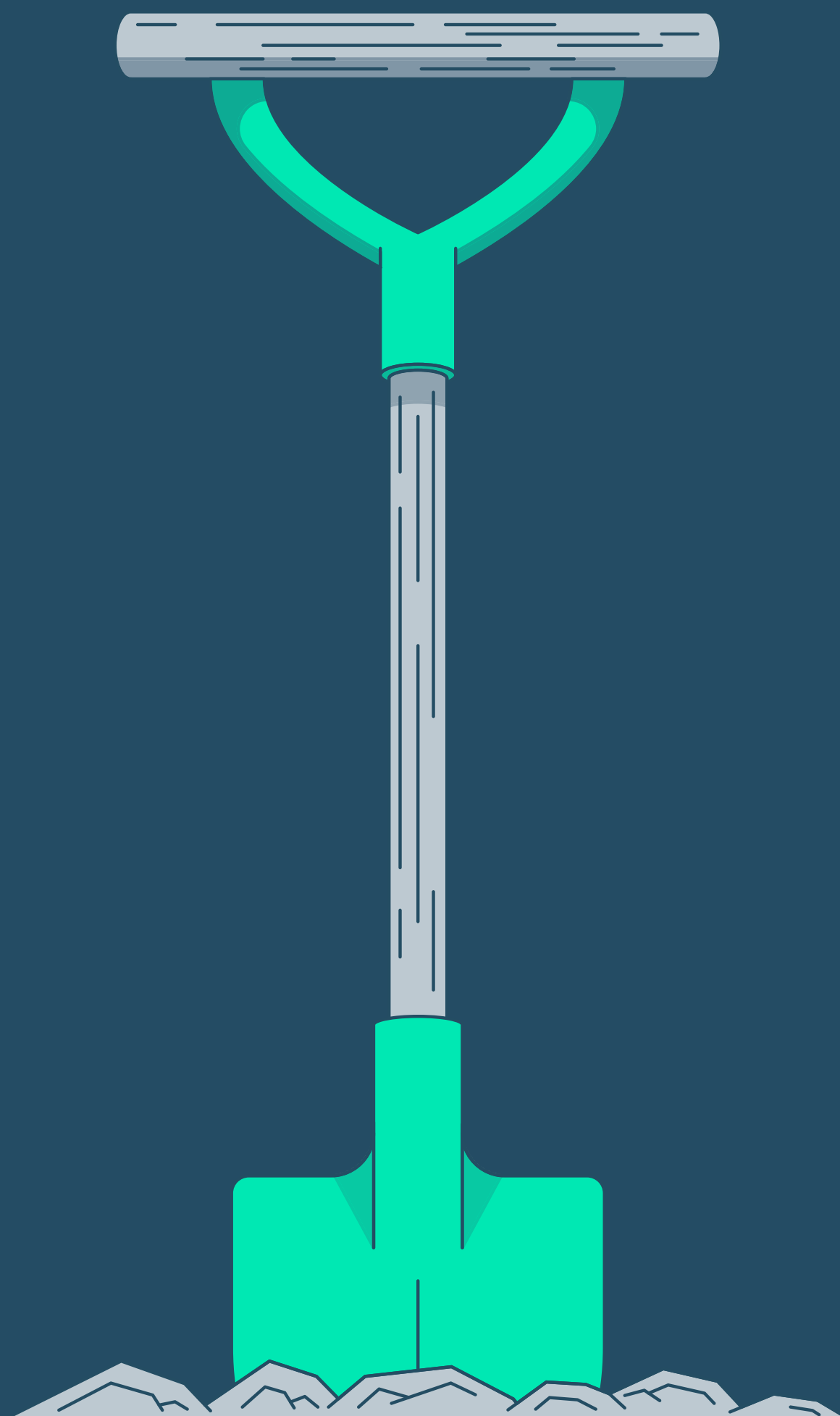
Data presented in ABA is very siloed and menu-driven. Simply by combining data from various Amazon sources into one dashboard via a third-party tool, you can immediately gain more insight.

For example, if a competitor's product is getting more conversions, you might ask yourself basic questions, like: What's its review rating? What's its price?

When the answers to these kinds of questions are provided on a single dashboard, you can immediately see where you are strong or weak, and then come up with an appropriate, competitive plan of attack.

With customizable dashboards, you can also monitor the impact of improvements on a variety of sales and advertising key performance indicators (KPIs). By making a link between improvements and new sales, you can drive repeat purchases and build CLV.





Understanding customer lifetime value

Maximizing CLV is critical to your brand's success on Amazon. It's easier (and less expensive) to retain an existing customer than to acquire a new one. This means that by working to increase CLV, you're increasing the profitability of your entire operation. Understanding CLV also allows you to know your absolute limit for customer acquisition costs – for example, advertising and affiliate fees.

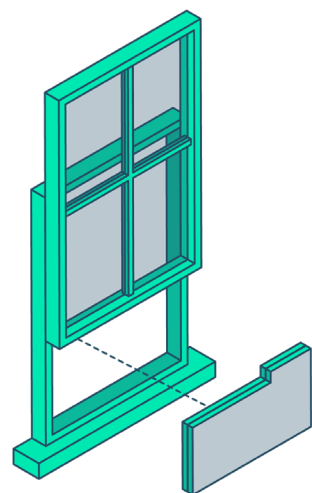
However, going beyond a rough overview of CLV requires dividing into individual-level and product-level analysis. Ultimately, ABA can't provide you with this information. Even the Repeat Purchase Behavior report (which is on a product-level) does not allow you to connect the dots when it comes to multiple product purchases made by the same customer.

Digging deeper into CLV

Savvy Sellers and Vendors know that CLV ultimately boils down to sales trajectories. In other words, it's all about being able to predict what customers will buy next and the likelihood of a repeat purchase.

Robust CLV calculations can be helped by the **Repeat Purchase Behavior** report available in ABA. You'll need sufficient data to forecast lifetime value based on past behavior to date. Models of behavior also need to match the data reasonably well, and these calculations must be completed quickly for you to benefit.

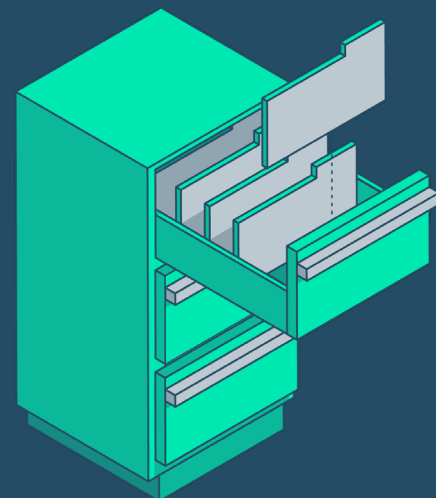
To really calculate CLV, you'll need to harness the power of machine learning (ML) and AI-enabled tools that will find subtle patterns on a transactional level – pulling data from MWS and ABA. The right investment will deliver detailed insights into customer-specific CLV calculations. This information can then let you make predictions about the CLV of different customers based on the set of products they buy and their demographic information. Best of all, these tools provide information in a simple dashboard, meaning you can focus all of your energy on putting that data to work.



Integrating outside information

You already know things about your customers, so it's essential that you develop systems to cross-reference this customer data with the customer analytics data contained within ABA. For instance, if you are originating sales on Facebook or Google and then moving completion to Amazon, you already have customer data from the beginning to the end of the process. You just need to gather the data from all of these platforms and integrate it so you can analyze the complete customer journey.

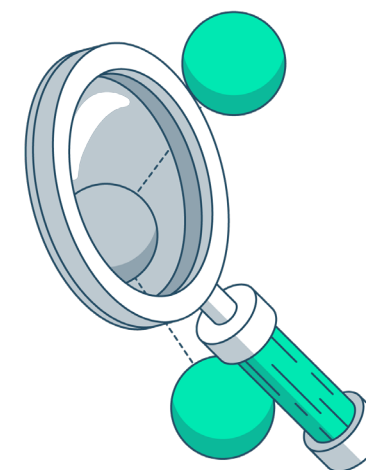
Recent offerings from Amazon Attribution will aid this process. For example, if you have or can create an existing customer list from Amazon, you can join that data set to MWS and ABA data, fill in the gaps, and improve the overall quality of your data.



Keeping all of your data

Having the right data, insights, and tools is vital for successful customer analytics, but it's not enough on its own. Tools will help combine data across channels, touchpoints, and systems along the customer journey. As a result, you can go a long way towards building great customer profiles. But you'll also need to store the data.

ABA data times out, so it's critical to store this information somewhere safe to benefit from long-term trend analysis. When you're looking for a third-party analytics tool, it's crucial to partner with a provider who can advise on storage solutions and help you organize your historical data so that it's easy to access. This way, you can keep your data and draw upon it to make future decisions – after all, there's no better teacher than the past.



Using analytics tools to pull it all together

For Sellers and Vendors, analytics solutions shape advertising, keyword, and content strategy based on a combination of customer behavior, journeys, and historical data. While some platforms can personalize the early stages of the customer life cycle, those that stand out can orchestrate actions across the entire customer life cycle (acquisition, engagement, and retention) and establish workflows to support this.

The best analytics tools stitch together ABA and MWS data horizontally, across silos, to provide you with an integrated view of the customer. Advanced data analysis, typically using AI and machine learning, finds insights across many variations of the customer journey. This will enable you to test a variety of approaches in near real-time to determine which combinations will yield the desired sales results.

Empowered by data means it's time to act

The biggest challenge with ABA derived insights is the amount of time that manual cross-referencing and data augmentation can consume. By presenting ABA data in enriched and intuitive visualization, third-party analytics tools allow you to spend more time putting those insights to good use. With third-party tools, it also becomes possible to augment your standard ABA data with transactional information in order to go beyond trends and look at real interactions on a product-specific basis.

Regardless of your investment in additional resources, the thing to remember is the need to take action. You need to spend as much time as you can digging out the best insights that ABA has to offer. But you need to make sure to set time aside in order to deploy those insights in a meaningful way.

Now that you have the skills necessary to better understand your products, your customers, and your competitors – use that information to inform your tactical and strategic decision-making. Data alone does not drive sales. Winning on Amazon is all about making the right choices. Data can help you do that, but if that information never leaves the spreadsheet – it won't deliver results. Now, stop researching and act!



Understand your customer to drive success

With Nozzle's proprietary customer and retail analytics platform, get all your decision-making data in one dashboard – revealing sales, repeat purchase, market basket, lifetime value (LTV), deals and geo hotspot analysis.

[Learn More](#)