FOSPHA

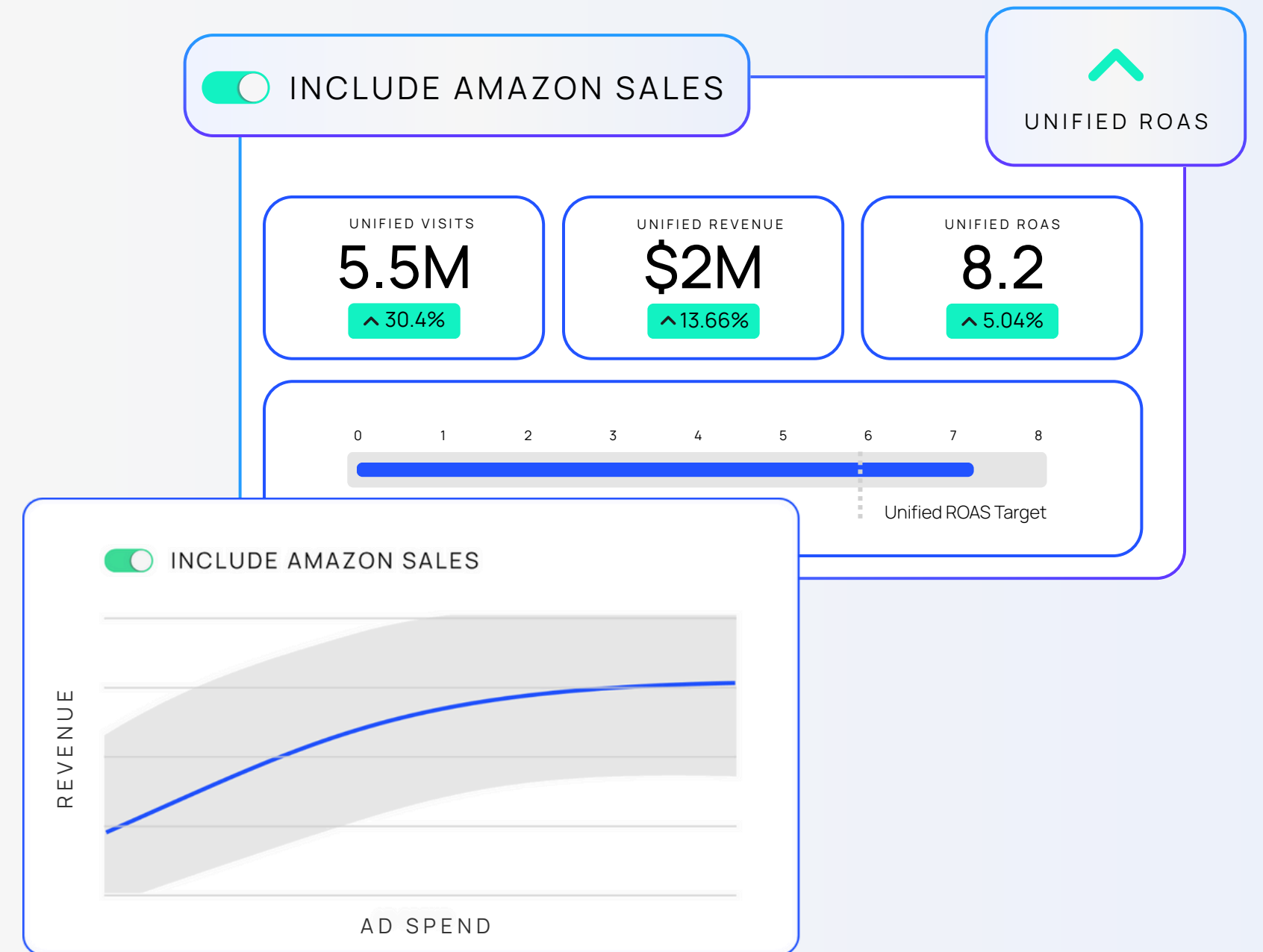## Halo

Measure and grow .com and beyond

New evidence revealing the hidden impact of your marketing beyond .com across Amazon and TikTok Shop.

INCLUDE AMAZON SALES

UNIFIED ROAS

UNIFIED VISITS	UNIFIED REVENUE	UNIFIED ROAS
5.5M	$2M	8.2
^30.4%	^13.66%	^5.04%

0 1 2 3 4 5 6 7 8

Unified ROAS Target

INCLUDE AMAZON SALES

REVENUE

AD SPEND

FOSPHA

TL;DR

The Pain:

- Retail commerce has changed, but measurement has been left behind. Most tools still focus on .com, missing impact across the wider commerce landscape.

- As consumers increasingly buy via Amazon and TikTok Shop, brands struggle to capture the full cross-channel impact of their marketing campaigns.

- Siloed reporting structures compound the measurement challenge. When .com and commerce teams plan in silo, they overlook key levers for growth.

The Data:

- **42%** of Amazon sales are influenced by marketing campaigns on TikTok, Meta, Google and Snap.

- When this impact is measured using Unified Metrics (i.e. web sales + Amazon sales), Fospha's analysis of $176m in ad spend shows that:

  - Unified ROAS is **37% higher** than web-only ROAS
  - Unified CPP is **42% lower** than web-only ROAS

- TikTok and Meta Brand campaign ROAS is **174% higher** when their impact on Amazon sales is included.

- TikTok Shop alone now accounts for **35% of total sales** across Fospha brands - making it too big to ignore.

Contents

Who is Fospha?

Fospha's measurement approach

Fospha delivers always-on, full-funnel measurement built on a Bayesian Media Mix Model (MMM) that updates daily. This approach combines speed and granularity with cross-channel scope, grounded in 10 years of scientific R&D, enabling brands to plan and optimize every dollar based on true incremental impact.

Full-channel scope starts with the data pipeline. We ingest and transform aggregated data from marketing channels, sales channels including Amazon, web and app analytics tools like Google Analytics and Appsflyer, and first-party data—creating a privacy-safe, holistic baseline for decision-making.

While Fospha's click measurement captures demand-capture activity, it's our impression measurement that unlocks true full-funnel insights—quantifying how views and impressions in awareness and discovery campaigns drive conversions, so upper-funnel channels get the credit they deserve.

With our incremental forecasting tool, Fospha reveals headroom for profitable growth and identifies channels that are saturated. This helps brands operationalize experimentation by pinpointing which channels to test and validate next.

Its marketplace measurement quantifies the halo effects of web media on platforms like Amazon and TikTok Shop—all within one unified system.

Designed to be both technically rigorous and operationally actionable, Fospha empowers marketers with insights that drive short-term efficiency and long-term growth.

See **Appendix** for definitions of Last Click, Multi-Touch Attribution (MTA) and Marketing Mix Modeling (MMM).

What is Halo?

Halo reveals what other models miss

Most measurement tools only track direct clicks and conversions, ignoring the true influence of full-funnel marketing. Fospha's **Halo** changes that - measuring how your campaigns on Meta, TikTok, and Google drive indirect sales on platforms like Amazon. These are known as **halo effects**: when someone sees an ad but converts through another path like Amazon search. Traditional models miss this. Fospha doesn't. Our daily Bayesian MMM quantifies these effects continuously - not in snapshots - so you can act fast and plan with confidence.

Fospha combines Amazon attribution, click data, and impression signals to identify unclaimed Amazon sales influenced by your media. That means campaigns that appear inefficient in platform dashboards often turn out to be critical growth drivers. Our **Unified ROAS** metric (Web Revenue + Amazon Revenue ÷ Channel Spend) brings everything into one view. And unlike other solutions that stop at campaign-level reporting, Halo goes down to the ad level, revealing which creatives and ad formats are driving real, multi-channel performance.

That's what sets Halo apart. Instead of relying on one-off incrementality tests or partial Amazon insights, Halo delivers daily, ad-level measurement of how paid media drives marketplace revenue. As an early adopter, Nécessaire discovered their **Meta ROAS** was **87% higher** and **TikTok ROAS 2X higher once Amazon sales were included**. Those insights powered a Prime Day strategy that drove **47% more revenue** than benchmark brands, with **65% of sales** coming organically.

With Amazon now representing a third or more of total eCommerce sales, brands can't afford to overlook halo effects. Halo reveals the full impact of your marketing, unifies decision-making across teams, and helps you invest in what actually grows your business.
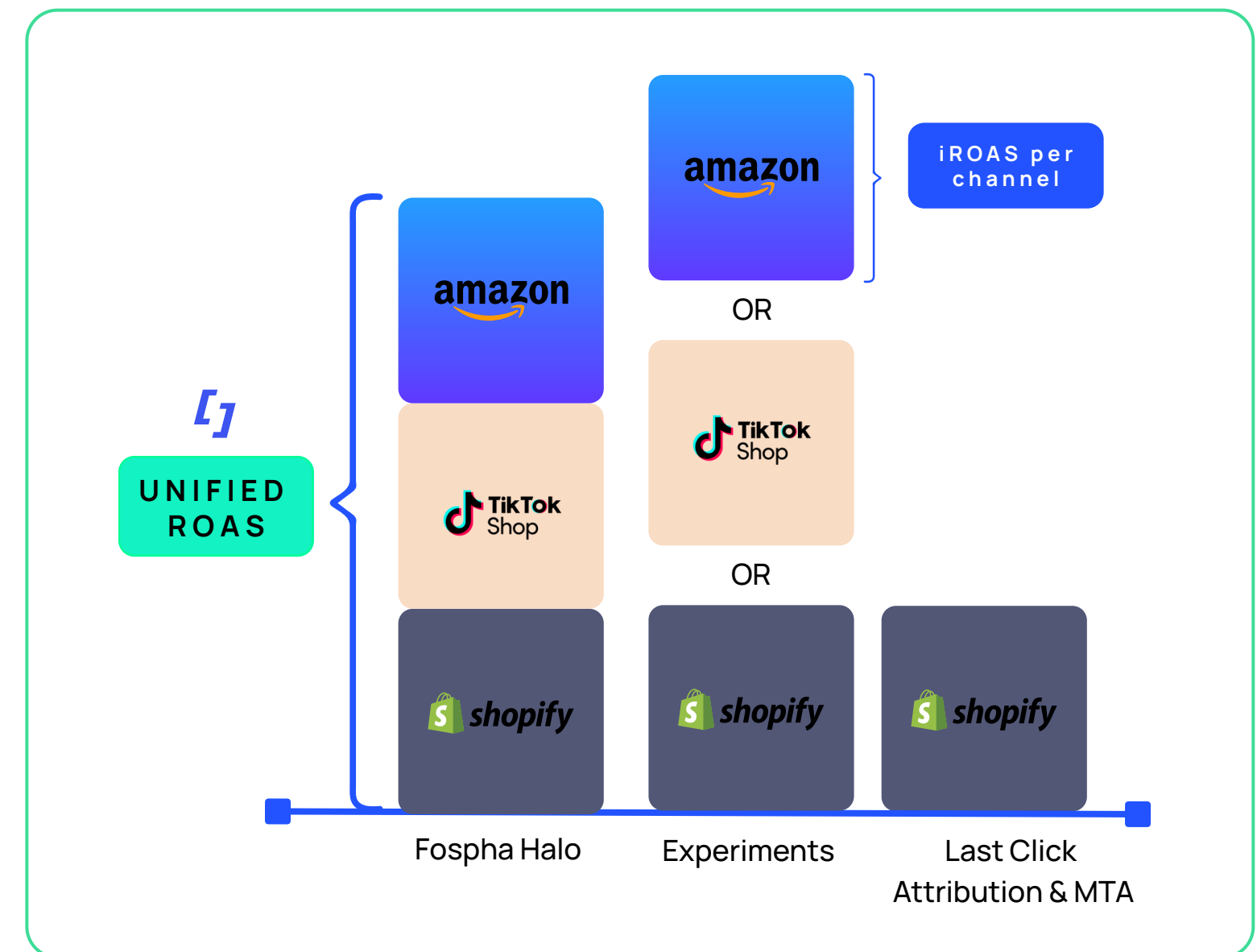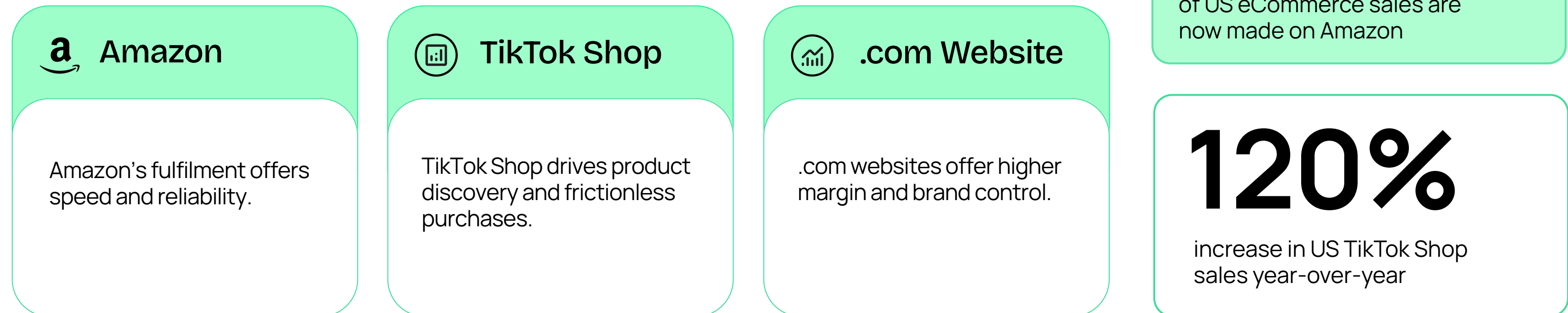
What's at stake?

Over the past five years, retail media and commerce have transformed. Platforms like Amazon and TikTok Shop have exploded in reach, reshaping where and how consumers buy.

This shift is creating new growth opportunities for brands. More customers are shopping across a mix of .com sites, marketplaces, and social platforms. The best-performing brands leverage each sales channel for its strengths - meeting customers where they shop to capture every path to purchase.

Here is the value with what each channel offers individually:

Amazon

Amazon's fulfilment offers speed and reliability.

TikTok Shop

TikTok Shop drives product discovery and frictionless purchases.

.com Website

.com websites offer higher margin and brand control.

40%
of US eCommerce sales are now made on Amazon

120%
increase in US TikTok Shop sales year-over-year

See **Appendix** for all sources.

These 3 barriers hold brands back from maximizing halo effects

The brands that get this mix right grow faster and more profitably. However, most retail organizations are not set up to take advantage.

Siloed measurement misses the full cross-channel impact

Most measurement tools, when used in silo, miss the cross-channel impact, especially as more sales channels enter the mix.

This leads to undervaluing high-performing media and misallocating spend.

Teams are structured for the past

Amazon, and TikTok Shop are often split by separate budgets, goals, and owners - making unified action hard even when the data exists.

Fear of cannibalization

Some brands avoid marketplaces, but the data shows they drive lower CAC, higher conversion, and incremental growth - when measured properly.

This report explores how unified measurement helps brands break silos, prove total impact, and unlock full-business growth.

The impact
you're missing

The new retail reality:
sales go beyond.com

Retail is no longer confined to brand websites. Shoppers now buy across web, marketplaces, and social platforms, each offering unique value.

Marketplaces like Amazon have become central to growth, projected to drive $700B in global retail sales by 2025 (**~40% of all online retail**).

Globally, marketplaces account for **~56% of eCommerce**, and **60% of Amazon sales** come from third-party sellers. **60% of advertisers** who sell on Amazon now name it their fastest growing channel.

TikTok Shop is pioneering discovery eCommerce, where content and shopping converge. In the US, it's already home to hundreds of thousands of sellers, and **83%** of all shoppers now say they have discovered a new product on TikTok Shop. From beauty to apparel, TikTok Shop is reshaping how - and where - people buy.

These platforms often outperform web on efficiency - Amazon's 10–15% conversion rate dwarfs the 1.5–3% typical of web. TikTok Shop shows similar promise; for example, Pacsun has sold nearly half a million pairs of jeans in just 18 months through TikTok Shop's live streaming.*

*See **Appendix** for all sources.

Web generates just 43% of total sales*

TikTok Shop 35%

DTC 43%
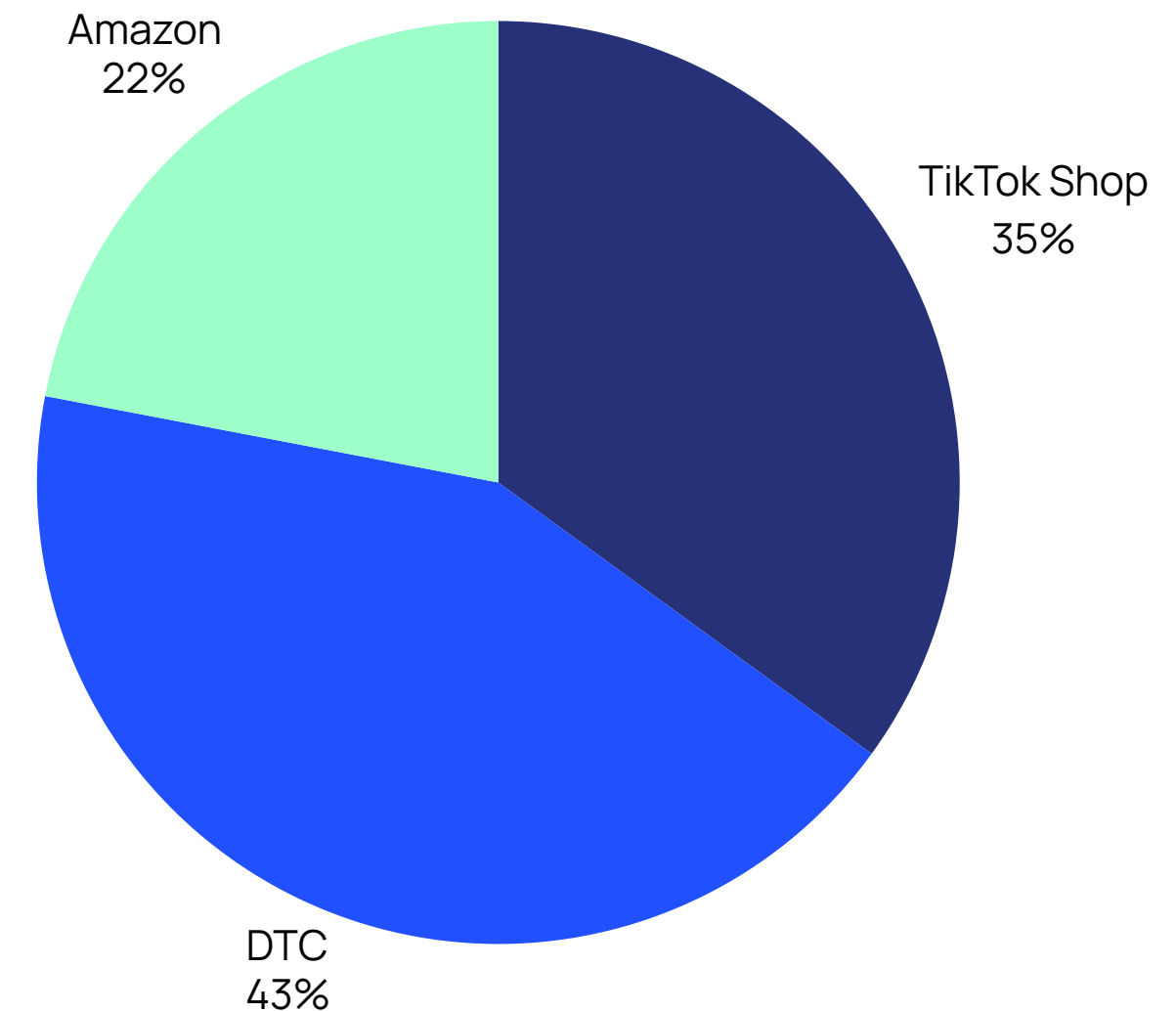
Amazon 22%

*For Fospha brands spending across web, Amazon and TikTok Shop

Click-based measurement is no longer sufficient

As discovery and conversion become decoupled - where a TikTok video triggers an Amazon sale or a Meta ad influences a branded search - traditional attempts to track individual customer journeys fall short.

Deterministic tracking can't reliably connect these behaviours, especially across walled gardens and privacy-restricted environments. Instead of trying to track users across platforms, brands need to adopt probabilistic and causal models that measure how different channels contribute to outcomes collectively. This means quantifying incremental impact, identifying cross-channel interactions, and capturing halo effects.

Amazon and TikTok Shop are becoming more influential as sales channels:

179%
YoY increase in Amazon sales for Fospha brands

25%
YoY increase in TikTok Shop sales for Fospha brands

As growth now happens across a fragmented ecosystem, beyond .com measurement must evolve to match.

The eCommerce journey has become increasingly fragmented with the rise of marketplaces and sales channels. There exists many potential paths that can lead to a purchase:

Where users see ads:
- TikTok
- Meta
- Demand Gen
- YouTube

Where users buy:
- Amazon
- Web
- TikTok Shop
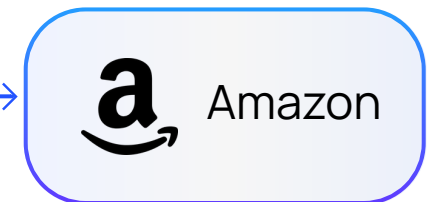
Measurement's
blind spot

Measurement must catch-up with the new retail reality

Unified cross-channel measurement is still out of reach for most retail brands, largely due to how existing tools operate in silos.

Each platform - Amazon, Meta, Google, TikTok - offers strong analytics, but without being able to place pixels, the full impact of their campaigns is still obstructed.

For example, Amazon Attribution tracks tagged traffic that converts on Amazon, but can't account for the more common journey where a customer sees a TikTok or Meta ad and later purchases on Amazon.

Similarly, tools like GA4 and Meta's Ads Manager provide valuable in-channel data but lack visibility into closed ecosystems or how different platforms interact to drive sales.

Multi-touch attribution (MTA) and incrementality experiments try to bridge the gap but often fall short. MTA models fail to measure cross-channel impact accurately because they rely on user-level data that isn't available across platforms like Amazon.

Experiments provide strong causal proof - but are too slow, narrow, and expensive to use continuously or across channels.

Undervalued channels

Upper and mid-funnel platforms often look inefficient because they don't convert on Last Click.

However, Fospha data shows **42%** of Amazon sales are influenced by non-Amazon media, meaning $200B in revenue goes uncredited by siloed metrics.

Insufficient budget allocation

With incomplete visibility, brands risk cutting high-impact channels and overinvesting in those with misleading short-term returns.

This slows growth and drives up CAC.

Why siloed tools miss the bigger picture

Approach	Data science perspective	Marketers' key question answered	But it can't answer…
Last Click	✓ Deterministic ✗ Ignores causality & indirect effects	"Which ad drove the final conversion?"	"What drove the decision before they converted?"
MTA	✓ Granular, user-level view (in theory) ✗ Based on incomplete data — loses visibility across devices, platforms, and privacy-restricted environments	"Which channels or touchpoints appear most often before conversion?"	"What actually influenced the customer to buy?" — MTA can't track walled gardens (e.g. Amazon, TikTok), so journeys are partial and misleading
MMM	✓ Correlative & full-funnel ✗ Too slow, low resolution	"What's working at a high level over time?"	"What should I do this week, by campaign or creative?"
Incrementality testing	✓ Causal proof ✗ Channel-specific, difficult to scale	"Did this tactic drive lift in isolation?"	"How do all my channels work together everyday to grow the business?"
Ad platform data	✓ Complete view within the platform ✗ Siloed — no cross-platform linkage or de-duplication	"How is performance trending inside this platform?"	"How do channels interact across the journey?" "Which platform really drove the sale when all claim credit?"

The solution:
Unified ROAS

The need for Unified metrics

At the core of Halo is a suite of Unified metrics, designed to capture the total impact of your marketing investment. These metrics combine web and Amazon sales to reflect how your ads truly perform. Here's how they work:

Unified Revenue

Calculation:

Web Revenue + Amazon Revenue

Captures all tracked sales influenced by your marketing - whether the final purchase happened on your site or on Amazon.

Unified ROAS

Calculation:

(Web Revenue + Amazon Revenue) / Channel Spend

Gives a true measure of return on investment by including all sales your media drove, not just those attributed in-platform or via GA4.

Unified CPP

Calculation:

Channel Spend / (Web Conversions + Amazon Conversions)

Reflects actual cost-efficiency by incorporating Amazon orders influenced by non-Amazon ads.

Which channels drive the strongest Halo effect on Amazon?

When brands start measuring the impact on Amazon sales , they see an average **37% uplift in ROAS**. That's because many high-impact campaigns don't always convert directly on .com - they can influence customers who later buy on Amazon.

These results show the risk of relying only on site-side data or click based measurement alone. When performance is measured in silos, marketers undervalue the channels driving real revenue.

Measuring only .com sales means you'll miss the platforms driving real demand. Optimizing on incomplete data risks cutting high-impact campaigns.

Instead:
- Use Unified ROAS to measure total impact across all sales channels
- Identify which platforms drive Amazon, web, and TikTok Shop revenue
- Scale campaigns with strong cross-channel returns
- Layer in margin to focus on profitable growth

Unified measurement reveals what's truly working - so you can invest in real drivers of incremental revenue, not just the most trackable clicks.

Demand Gen's ROAS change when including Amazon sales:
46%

YouTube's ROAS change when including Amazon sales:
39%

TikTok's ROAS change when including Amazon sales:
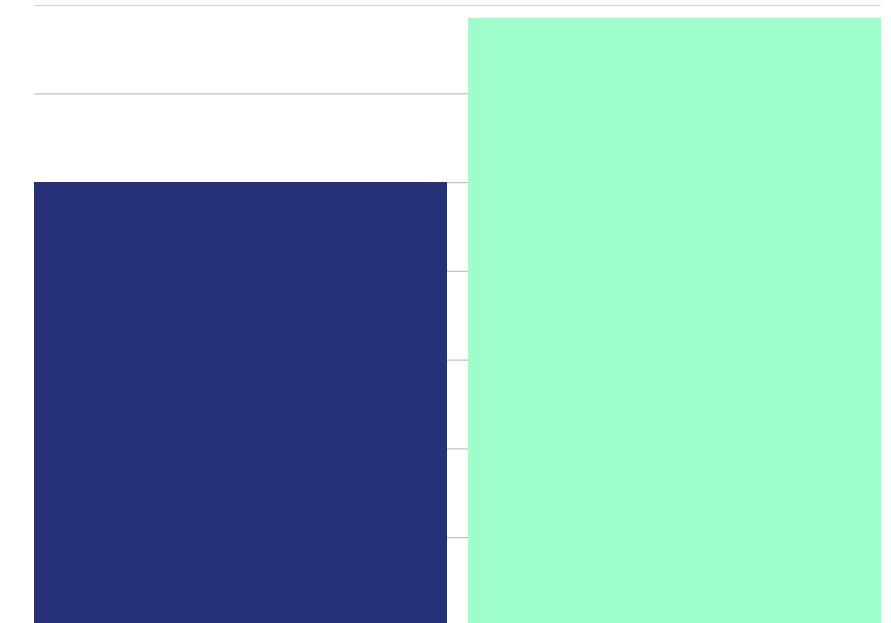## 33%

Snapchat's ROAS change when including Amazon sales:
32%

Factoring in Amazon sales increases cross-channel ROAS by 37% on average

● DTC-only ROAS   ● Unified ROAS

Average cross-channel ROAS*

*includes TikTok, Meta, Snapchat, Demand Gen & YouTube

Halo reveals cross-channel efficiencies

The cross-channel change in CPP is another clear signal that siloed and MTA models are miss a huge portion of conversions driven by upper- and mid-funnel activity.

Snapchat sees the biggest efficiency gain because it's built for discovery. Traditional tracking misses its impact, but Unified CPP captures the value of long-term brand building and off-site purchases.

TikTok and Meta already perform well at scale, so a **28% and 56% CPP drop** proves even top channels are undervalued without full-funnel measurement.

The data makes it clear: full-funnel measurement doesn't just highlight overlooked channels - it changes how we define efficiency altogether.

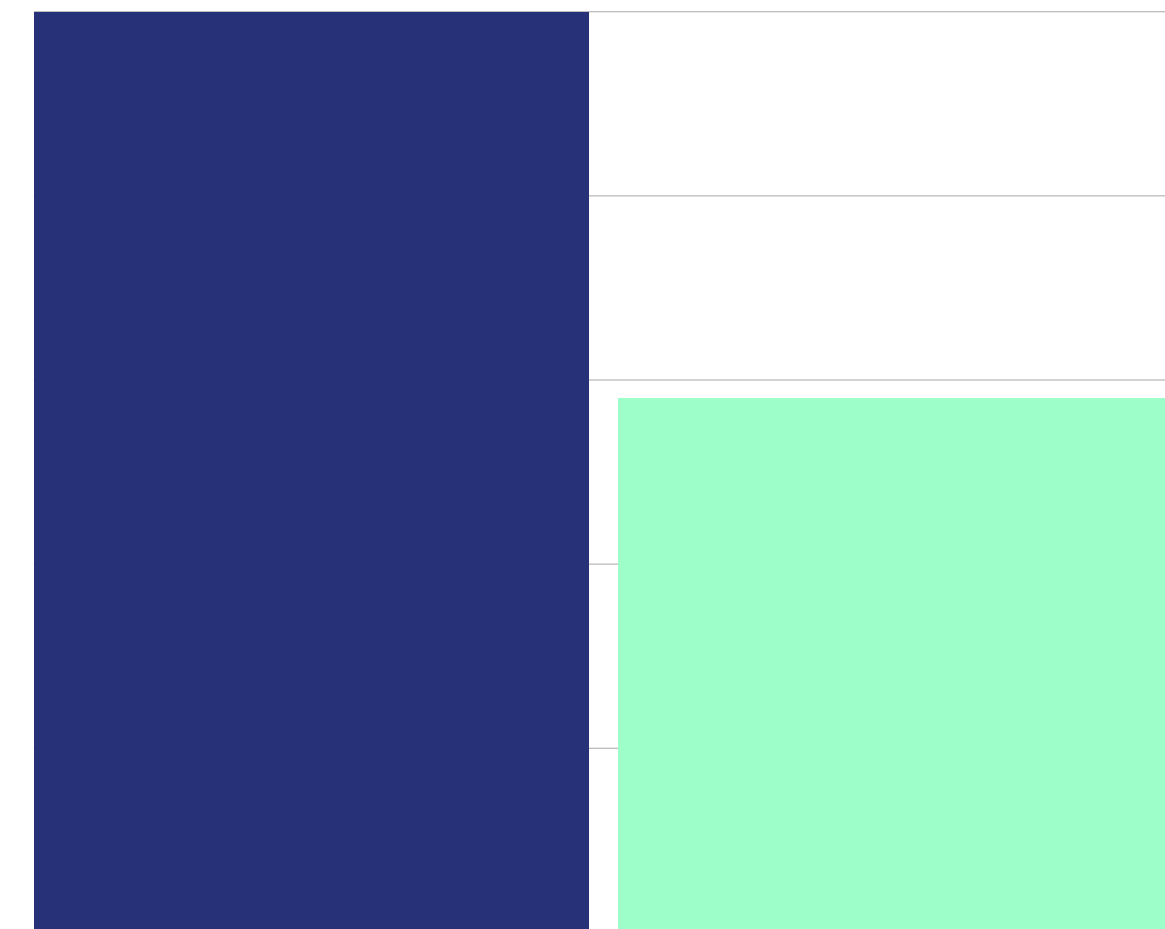## -36%
change in Meta's CPP when including Amazon sales

-22%
change in TikTok's CPP when including Amazon sales

Unified CPP is 42% lower when Amazon sales are included

● DTC-only CPP   ● Unified CPP

Average cross-channel CPP*

*includes TikTok, Meta, Snapchat, Demand Gen & YouTube

Which campaign objective has the highest Unified ROAS?

Brand-building campaigns on Meta and TikTok often drive conversions off-platform, especially on marketplaces. Traditional web metrics miss this value, making high-performing Brand activity look inefficient. Unified ROAS reveals the true impact, helping marketers scale what's really working.

We see a striking change in performance when TikTok and Meta campaigns are measured using Unified ROAS rather than web-only ROAS:

- Meta Brand campaigns see a **100% ROAS increase**.

- TikTok Brand campaigns show an even steeper rise - **a 245% ROAS increase**.

- On average, that's a **174% uplift in ROAS** once Amazon sales are factored in.

> "Understanding TikTok's Halo effect is key for understanding TikTok's full impact. It captures what traditional web metrics overlook - sales happening off their D2C sites. It's a critical step towards measuring true business outcomes across the full customer journey."
>
> **Casey Hamlyn**
> Head of Measurement (North America), TikTok

Unified ROAS of TikTok & Meta Brand activity 174% higher on average than web-only

● Web-only ROAS ● Unified ROAS

Meta Brand Activity   TikTok Brand Activity
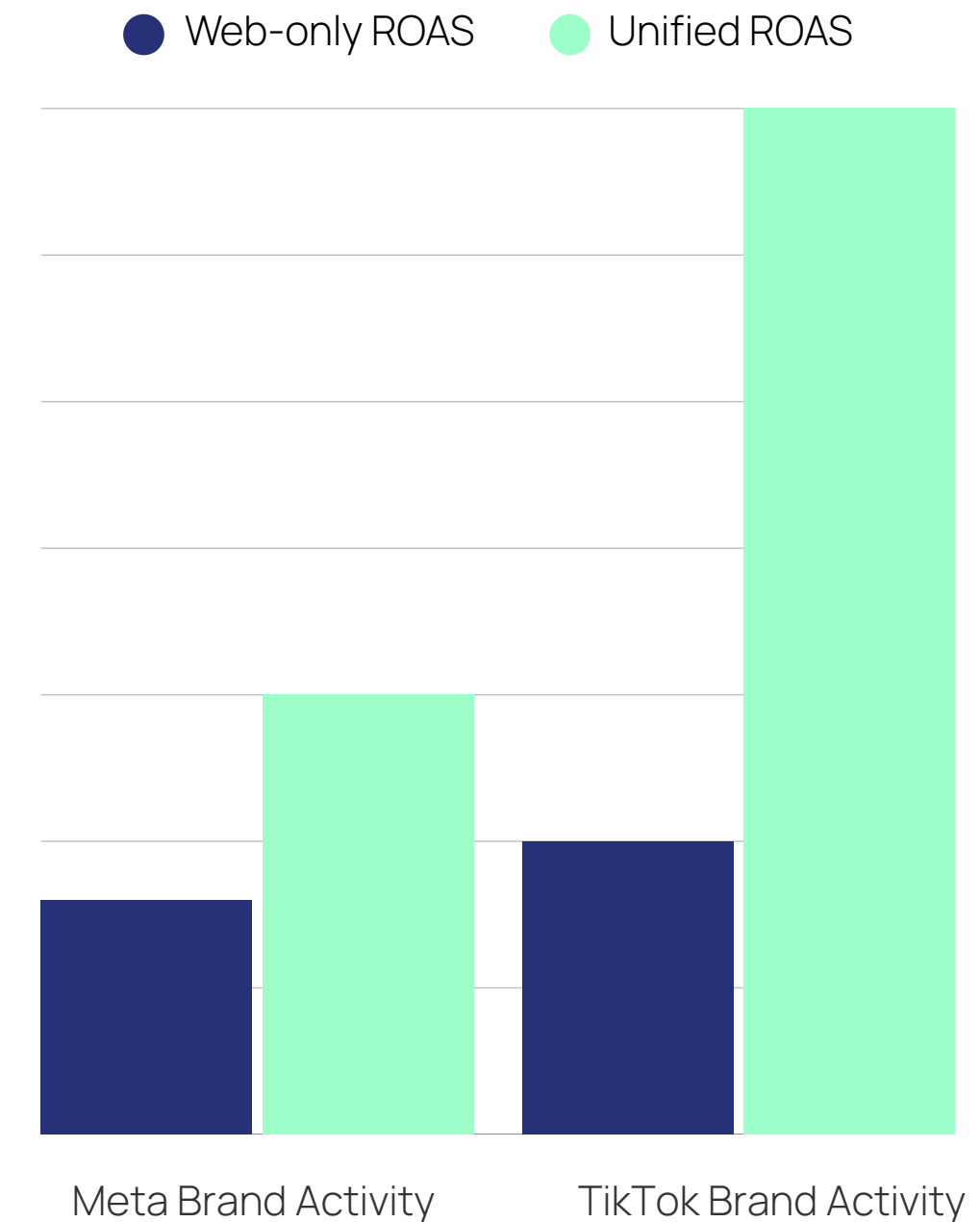
The org barrier:
The walls must
come down

The org barrier:
The walls must come down

Fragmented visibility isn't just a reporting challenge; it creates strategic and organizational barriers. Without a unified view of ROAS, including the "halo effect" on Amazon, brands are making budgeting decisions with incomplete data.

Since launching Halo, our **Unified ROAS** (uROAS) metric, we've seen that while it answers the measurement question, many brands struggle to operationalize the data.

uROAS highlights the need for:

- **Breaking down budgeting silos:** Identifying that campaigns deemed inefficient in one channel may actually drive high-volume sales on Amazon. Brands need to move away from sales channel-specific budgeting to maximize overall business value.

- **Eliminating organizational inefficiencies:** Data exposes the issues of separate .com and Amazon teams with conflicting KPIs, budget competition, and missed cross-channel opportunities.

To overcome these challenges, brands must:

- **Adopt a joined-up strategy:** Shift from channel-specific targets to shared business-level eCommerce goals.

- **Create Unified leadership:** Ensure organizational structures and tech stacks align with today's integrated eCommerce landscape.

Key takeaway

Leading brands are using uROAS to fuel sustainable growth across all channels. Great decisions stem from great measurement.

Nécessaire optimized to uROAS and beat benchmark brands by 47% during Prime Day

Amazon became Nécessaire's most important sales channel, driving more revenue than their website. With access to Halo, the team adopted uROAS as a shared metric across both Amazon and .com - aligning efforts and optimizing holistically. What followed was a mindset shift that paid off during one of the most competitive peak periods.

While they knew that TikTok and Meta played a role in generating Amazon conversions, they lacked the data to substantiate their impact.

Determined to address this blind spot, Nécessaire partnered with Fospha to better understand the omnichannel impact of their .com ads. With Halo, they were able to measure the true impact of Paid Social on both their .com website and Amazon sales.

The insights were striking - Halo revealed that TikTok's true Unified ROAS was twice as high as when only website revenue is considered, while Meta's ROAS was **87% higher**.

Halo revealed Necessaire's TikTok and Meta ads delivered far higher ROAS than previously measurable

+87%

+100%

Target ROAS

● Shopify Sales   ● Shopify + Amazon Sales
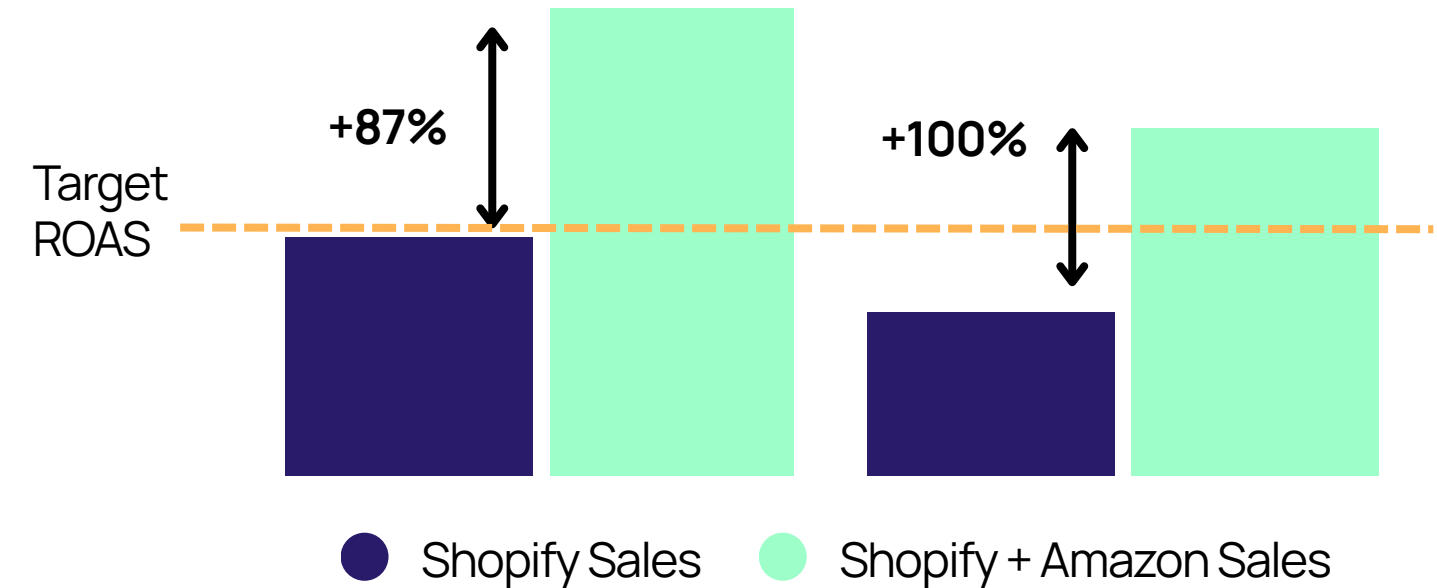
How Nécessaire harnessed
Halo for Prime Day success

As Amazon Prime Day approached, Nécessaire used Halo data to inform their strategy.

Finally able to prove the true value of TikTok and Meta, Nécessaire maintained a full-funnel approach in the lead up to Prime Day, investing in upper-funnel channels to generate demand for Amazon to capture.

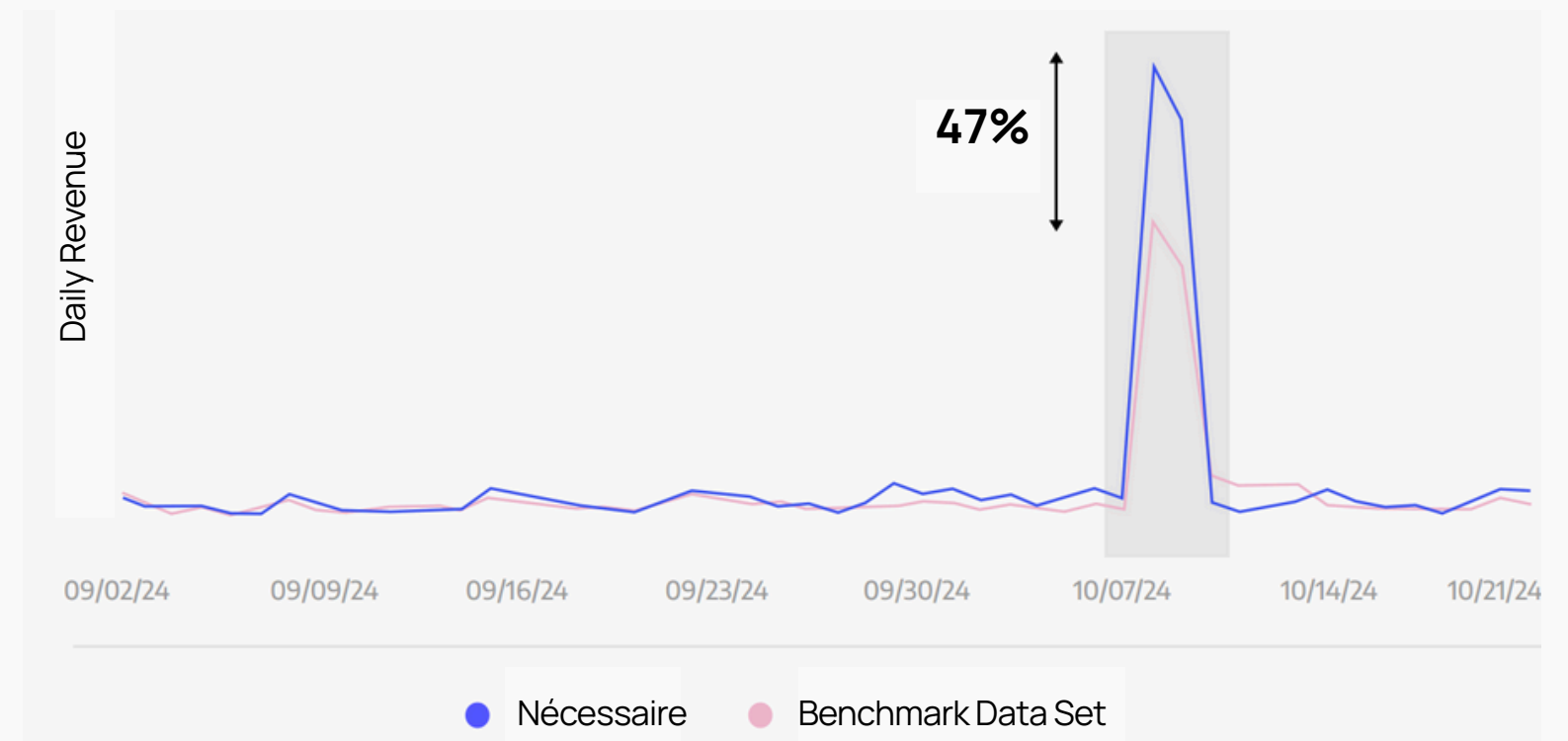The strategy proved highly successful:

47%
higher Prime Day revenue than benchmarking data

65%
of Amazon Prime Day conversions were organic (without influence of PPC Ads), reflecting successful demand generation done in upper-funnel channels

Nécessaire's Prime Day revenue outperformed benchmarking data by 47%

Daily Revenue

47%

09/02/24 09/09/24 09/16/24 09/23/24 09/30/24 10/07/24 10/14/24 10/21/24

● Nécessaire   ● Benchmark Data Set

Cannibalization or growth?

Cannibalization or growth? The truth about marketplaces

We sat down with **FordeBaker**, a leading marketplace agency that helps brands grow sales both on-platform and across the wider eCommerce ecosystem. Through experience working with dozens of brands spending across TikTok Shop and Amazon, they help answer a crucial question: does a marketplace + .com focus lead to cannibalization - or growth?

The challenge: Will marketplaces cannibalize my website sales?

Adding Amazon or TikTok Shop often sparks concerns that marketplace sales will simply replace website sales. But the truth is – customers shop where they prefer to shop.

Some might shift from buying on your website to buying on Amazon or TikTok Shop. But far more are new customers you wouldn't reach without being on these marketplaces.

The reality: It's not a zero-sum game

"Cannibalization" suggests loss. Instead, brands should see net growth when adding marketplaces: The small group that switches from your website to marketplaces is outweighed by the many new customers who only buy on Amazon or TikTok Shop.

> "Consumers will shop where they prefer. If a brand isn't on Amazon or TikTok Shop, there's a huge audience waiting to be tapped into."

Tom Baker
Founder, Forde Baker

FORDE BAKER

Cannibalization or growth?
The truth about marketplaces

In reality, most brands are adopting marketplaces, so those that don't build a presence risk losing customers to competitors.

Watchouts that can lead to cannibalization:

- Marketplace pricing undercuts your website.

- Customers abandon checkout to buy cheaper on Amazon or TikTok Shop.

- Resellers force down prices on marketplaces, eroding margins and driving sales away from your site.

But for most brands, the bigger problem isn't cannibalization – it's lack of visibility. The fastest growing brands are:

- Embracing marketplaces as part of a unified strategy.

- Measuring how marketing drives sales across both their website and marketplaces.

- Optimizing for total revenue and profitable growth, not just protecting your website's share.

Key takeaway

Think total revenue, not channels in isolation. Marketplaces aren't just another channel – they're where your customers already shop.

Where Halo fits in

Fospha's Halo empowers brands to measure sales across all channels – website and marketplaces – so they can easily track total revenue growth as they expand into new sales channels. It provides a clear view of overall sales, broken down by each channel.

It goes further by revealing the strongest cross-channel paths to optimise. For example, it quantifies how marketing on Meta, Google, and TikTok drives Amazon sales, or how TikTok Shop impacts Amazon performance.

FORDE BAKER

The value of TikTok Shop

This section showcases the opportunity on TikTok Shop and how a brand saw a overall growth in adding it as a marketing and sales channel.

Which campaign objective has the highest Unified ROAS?

TikTok Shop is a storefront built into culture. It meets people where they already are: watching creators, scrolling trends, discovering new products without trying.

TikTok's new AI-powered ad product, **GMV Max,** supercharges performance by optimizing your total TikTok Shop including paid, organic, and affiliate content. It automates campaign setup and management by testing and learning what works and what doesn't, helping brands scale faster with less effort.

So why should brands care?

TikTok drives momentum - when someone sees your product trending in a video, maybe they buy it on the spot, but maybe they don't. Maybe they think about it, talk about it, or search for it on Amazon later that night. That's the halo effect. And Fospha's data proves it's real.

TikTok Shop drives a halo effect across web, Amazon, and beyond.

When we connect TikTok Shop order data and impression-level ad signals into Fospha's daily MMM, the impact becomes clear: TikTok Shop ads lift performance across all your sales channels, not just TikTok. That means higher ROAS, stronger conversion, and smarter spend across web, Amazon, and more.

In short: people may not always convert in-app, but TikTok is where the journey begins. And with unified measurement, brands can finally see - and scale - the true value of every scroll, swipe, and spark of curiosity.

TikTok Shop's Unified ROAS is 20% higher than web-only

● Web-only ROAS   ● Unified ROAS

TikTok Shop ROAS

# Why TikTok Shop has more untapped opportunities

TikTok Shop is a powerful conversion engine, but for every brand to scale it confidently, we need to first address the measurement gap.

No comparable trusted view of TikTok Shop Ads next to other channels

Brands can't validate what's working outside of TikTok Ads Manager.

That limits their ability to scale spend or prove value internally.
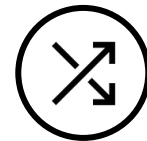
TikTok Shop Ads impact goes beyond TikTok Shop

TikTok Shop Ads influence web and Amazon sales - but this Halo effect is invisible to traditional measurement.

Brands are undervaluing TikTok Shop's true ROAS because they're not seeing the full impact.
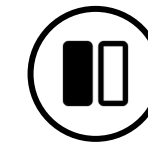
TikTok Shop is measured separately from web and Amazon
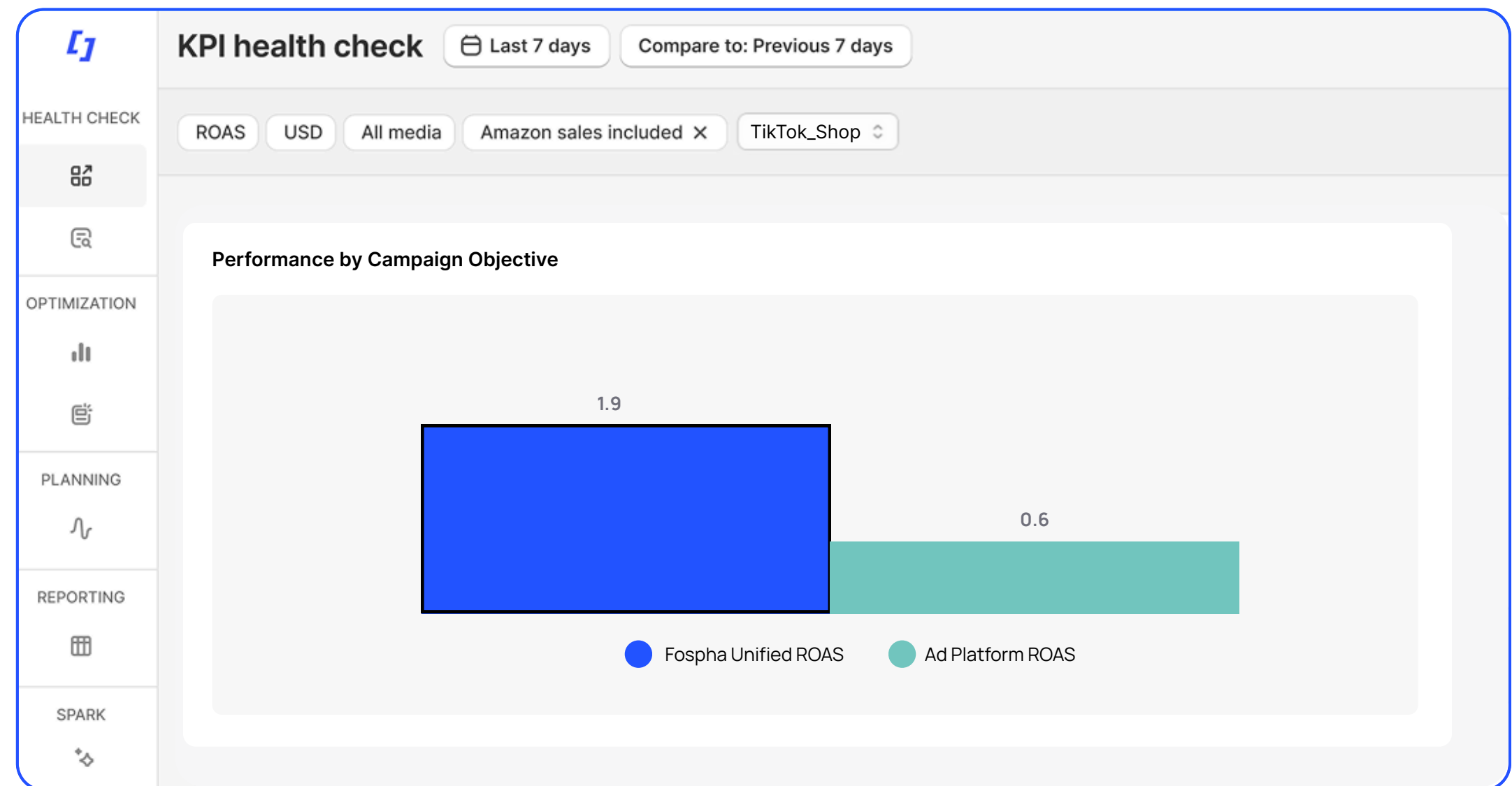
TikTok Shop operates in a separate ecosystem.

This makes it hard for brands to measure performance across web, Amazon, and TikTok Shop combined - and optimize budgets accordingly.

Fospha makes TikTok Shop's full impact measurable

Fospha unifies TikTok Shop data with the rest of a brand's marketing performance - revealing the true cross-channel impact, not just what's visible in-platform.

With Fospha, you finally can:

- Measure TikTok Shop Ads performance side-by-side with other channels.

- Prove the value of TikTok Shop with trusted third-party measurement.

- Reveal how TikTok Shop Ads drive sales beyond TikTok - on Amazon and web.

KPI health check   📅 Last 7 days   Compare to: Previous 7 days

HEALTH CHECK

ROAS   USD   All media   Amazon sales included ✕   TikTok_Shop ⇅

OPTIMIZATION

PLANNING

REPORTING

SPARK

Performance by Campaign Objective

1.9

0.6

● Fospha Unified ROAS   ● Ad Platform ROAS

Give Me Cosmetics: How Fospha captured TikTok Shop's complete halo effects

Previously, Give Me Cosmetics relied on TikTok Ads Manager and TikTok Shop analytics - but these tools couldn't track how TikTok Shop ads influenced sales that occurred outside of the TikTok ecosystem (e.g., on their web site). This meant a major piece of the puzzle was missing: the halo effect of TikTok on other sales channels.

Fospha's TikTok Shop Integration gave them the full picture and revealed that TikTok Shop was driving **29% higher ROAS** than was previously measurable.

With the confidence that Fospha's data gave them, Give Me Cosmetics scaled baseline daily TikTok Shop ad spend by **73%** and saw brilliant results.

"Fospha gave us the data confidence we needed. For the first time, we could clearly see how our TikTok Shop spend was influencing performance across our business."

Phoebe Powell
Paid Social Strategist, Give Me Cosmetics

13%
increase in blended average daily ROAS after scaling TikTok Shop spend

73%
Increase in daily TikTok spend

Driving Halo impact through TikTok Shop: FordeBaker's winning insights

FordeBaker, a leading marketplace agency, have drawn up a winning success strategy for these channels.

TikTok Shop success is driven by leaning into platform-first content, with a key driver being creators. On average, **70% of sales come through creator-led content (Forbes, 2024)**, making them central to any high-performing TikTok Shop strategy.

While formats like Live Shopping work for some - particularly charismatic founders or impulse-friendly products - most brands will see stronger and more scalable returns by doubling down on affiliate creators.

Key takeaway

Creators are the engine of TikTok Shop and the catalyst for sales everywhere.

FordeBaker's advice to brand harnessing TikTok Shop:

FORDE BAKER **TikTok Shop**

1) Start strong with commission: High affiliate rates attract top creators, especially when your brand is still unknown.

2) Build relationships: Direct comms via WhatsApp, tailored deals, and creator incentives foster long-term advocacy.

3) Make sampling seamless: Fast, frictionless product seeding keeps creators engaged.

4) Go beyond TikTok: Creators can boost sales on Amazon and .com websites. Activations tied to Prime Day or Black Friday can fuel halo impact well beyond the app.

Call to action: start seeing the big picture

Halo

INCLUDE AMAZON SALES

REVENUE

AD SPEND
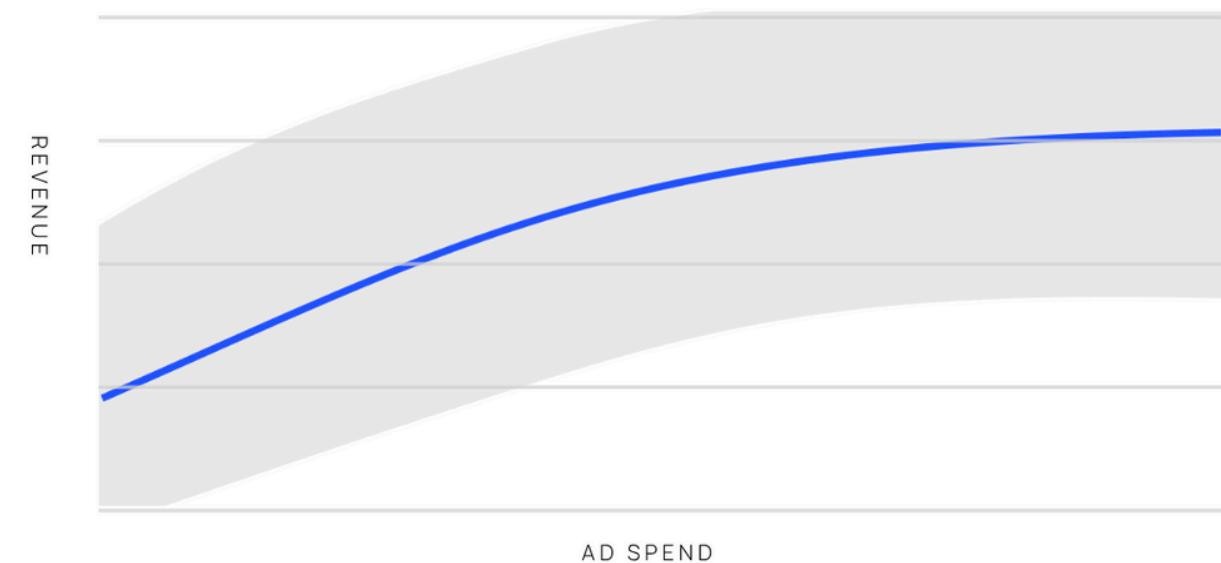
Measurement maturity matrix

The way marketing performance is measured and optimized is evolving - from siloed, channel-level decision-making to a unified, business-wide strategy driven by full-funnel impact.

Stage	Org Structure	Measurement Approach	Mindset	Risks	Example Behaviors
Fragmented	Separate web & Amazon / TikTok Shop teams	Channel-specific KPIs and siloed dashboards	"We optimize each channel in isolation"	Misallocated budget, duplicated spend	web ROAS focus; Amazon PPC treated separately; TikTok Shop not measured
Correlated	Some coordination between teams	Uses MTA or blended ROAS models with partial visibility	"We suspect there's impact, but can't prove it"	Incomplete ROI picture, cautious investment	Teams meet monthly to share data; Amazon Attribution links used manually
Modeled	Shared KPIs across teams	Daily MMM or modeled uROAS using tools like Halo	"We invest based on total business impact"	Org change required to unlock full value	CMO sees TikTok spend → Amazon uplift → scales TikTok ahead of Prime Day
Unified & Strategic	Integrated planning + budget ownership	Always-on causal measurement & forecasting across all channels	"We grow by seeing the whole picture"	Fewer—but more confident —bets	Budgeting across .com + marketplaces, full-funnel mix modeled, performance aligned org-wide

How can brands use Halo to drive more total sales during Q4 peak period?

Peak periods like Prime Day are the highest-intent shopping moments of the year—making them the perfect time to understand which channels are truly driving performance across the funnel and double down on what works.

Understand the full impact of your marketing channels

Halo reveals how upper- and mid-funnel channels like TikTok, YouTube, Meta, and Demand Gen contribute to Amazon sales - even if they don't get Last Click credit.

This helps you invest in the channels that actually drive total business impact, not just web performance.

Use Beam to forecast growth and uncover potential

Beam is Fospha's incremental forecasting tool. It allows you to model different budget scenarios and forecast how changes to spend will affect sales and overall marketing ROI.

Brands that treat discovery channels as growth engines, rather than optional spend, stand to gain the most during Peak.

Prove the ROI of awareness-driving media

Peak success isn't just about lower-funnel conversion.

Fospha's unified model shows the true return on your upper-funnel investment, helping you justify budget allocation to brand-building and discovery-focused channels that ultimately lift total sales.

Recommendations:
The hidden opportunity

The Opportunity

● **Reveal hidden impact and efficiency across channels**
Brands that adopt Unified measurement see an average
+27% change in revenue and **-46% change in CPP** across
key channels when including Amazon sales - not just web - in
their performance metrics.

● **Reclaim efficiency through smarter measurement**
Discovery channels like TikTok, Snapchat, Demand Gen, and
YouTube show substantial KPI improvements that are
invisible in Last Click models.

● **Profitably scale discovery channels**
Use forecasting tools like Beam to gauge the extent to which
you can scale these channels. When factoring in the impact
of TikTok ads on Amazon sales for example, many brands find
that their profitable scaling potential significantly increases.

Why brands are missing out

● **Siloed measurement limits visibility**
Most brands only measure web outcomes, overlooking how
upper- and mid-funnel channels drive Amazon conversions.

● **Click-based measurements distorts ROI**
Traditional attribution models undervalue platforms that spark
consideration, leading to underinvestment in channels that
influence actual purchase decisions.

● **Fear of cannibalization holds teams back**
Many brands hesitate to scale Amazon-driven growth due to
margin concerns, without realizing the total revenue
opportunity and operational advantages it offers.

Recommendations: strategies for success

1 **Adopt full-funnel, Unified measurement**

Shift to metrics like Unified ROAS and Unified Revenue to see how each channel contributes to both web and Amazon performance.

2 **Use Unified measurement and forecasting together**

Use Halo to surface hidden performance and forecasting tools like Beam to model scaling scenarios - maximizing returns from your highest-potential channels.

3 **Make Prime Day a full-funnel play**

Don't just optimize bottom-funnel. Invest in Demand Gen, YouTube, and Paid Social to build awareness and capture high-intent traffic converting on Amazon.

4 **Educate internally on measurement gaps**

Align teams on the limitations of last-click and the value of awareness-driving media to shift mindset and secure upper-funnel investment.

5 **Prove value with Unified metrics**

Use Fospha's Unified CPP, Revenue, and ROAS to provide a credible, cross-channel performance view, powering smarter budget decisions and long-term growth.

Glossary

Term	Definition	Why it matters
uROAS (Unified ROAS)	Unified Return on Ad Spend = (web Revenue + Marketplace Revenue) / Total Marketing Spend	Gives a true view of marketing effectiveness across all channels - not just .com
Halo Effect	The indirect revenue driven on marketplaces (like Amazon) by media spend that doesn't originate there (e.g. Meta or TikTok ads)	Often invisible in platform analytics - Halo captures this spillover to reveal full campaign value
Incremental Sales	Sales that would not have happened without a specific campaign or media investment	The north star of performance - what marketers should be measuring to know where to invest
Marketplace Cannibalization	When sales shift from web to Amazon or TikTok Shop, potentially lowering margin or eroding brand equity	A key fear - Halo helps brands determine if marketplace sales are truly incremental or just shifting channels
Walled Garden	Platforms like Amazon and TikTok that restrict external tracking or customer data access	Makes cross-channel measurement difficult - Halo breaks through those walls with modeled attribution
Omnichannel Measurement	A unified approach to measuring marketing impact across multiple sales channels (.com, Amazon, TikTok Shop, etc.)	Required for modern retail success - avoids siloed decisions and enables smarter, more scalable growth

What's next for Fospha?

GMV Max

Measure GMV Max as a marketing solution

Measure the impact of GMV Max campaigns on TikTok Shop, website and Amazon sales.

BETA

Glow

Prove and predict the business impact of brand

Measure the lagging impact of Awareness and Consideration campaigns on business outcomes.
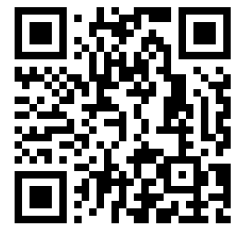
BETA

Measurement 3.0

The most powerful model to date

Enhance strategic decisions by capturing the delayed impact of awareness impressions and improving model accuracy.

BETA

More from Fospha

Halo

Report

Discover the halo effect of non-Amazon Paid Ads on Amazon Sales

Growth

Accelerator Guide

Full-funnel strategies, frameworks, and benchmarks for sustainable growth in 2025

Google

Demand Gen and YouTube Playbook

Spark demand, fuel discovery, and amplify downstream performance through full-funnel investment

Appendix

What is Last Click?	Last Click attribution assigns 100% of the conversion credit to the last touchpoint. It's deterministic and simple to understand, but overly simplistic as it ignores the influence of earlier touchpoints in the customer journey.
What is Multi-Touch Attribution (MTA)?	MTA distributes conversion credit across all touchpoints in the customer journey. While highly actionable, it relies on user-level data, making it vulnerable in privacy-focused environments and prone to bias towards the bottom-of-funnel. For example, Fospha research shows MTA averages only 1.4 touchpoints, essentially mirroring Last Click attribution.
What is Marketing Mix modeling (MMM)?	MMM is a statistical analysis technique that uses sales and marketing data to measure the impact of various marketing activities on sales or other KPIs. It provides a full-funnel perspective and insights into long-term marketing effectiveness, but can be expensive and slow to generate, with limited granularity for immediate action.

Sources cited:

120% increase in US TikTok Shop sales year-over-year (TikTok, 2025)

Amazon is 40% of global ecom market (eDesk, 2024)

Amazon's sales revenue projected to hit $700B by 2025 (eDesk, 2024)

60% of Amazon sales come from 3rd-party sellers (eDesk, 2024)

56% of global eCommerce sales happen on marketplaces (UK Gov / Digital Exporting Programme, 2024)

85% of shoppers have discovered a new product on TikTok Shop (TikTok, 2025)

60% of advertisers say Amazon is their fastest-growing channel (Tradebyte, 2024)

Average Amazon conversion rate (10–15%) (AiHello, 2024)

Average DTC conversion rate (1.5–3%) (Shopify Benchmarks, 2024)

Pacsun sells 60,000 jeans in 4 days via TikTok Shop (Marketing Dive, 2024)

Creators drive 70% of purchases on TikTok (Forbes, 2024)

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