

WLAB



WOMEN IN AMAZON BUSINESS

AMC QUERY PACK (NO CODING EDITION)

*WHAT TO PULL, WHAT IT MEANS,
AND HOW TO USE IT TO
MAKE BETTER DECISIONS*



WELCOME



HI THERE!
Women in Amazon Business (WIAB) exists to increase visibility, elevate voices, and open doors for women across the Amazon and e-commerce ecosystem.

We create spaces where women can connect, grow, and lead — whether they are just starting out or already driving impact.


THROUGH COMMUNITY, RESOURCES, AND OPPORTUNITIES, WE AIM TO:

- ✓ Remove barriers
- ✓ Amplify talent
- ✓ Build leadership pathways
- ✓ Support women at every stage of their careers

We believe in a future where women are not the exception in Amazon — but the standard.

ABOUT US

Built by women who have led, scaled, and navigated the realities of Amazon firsthand, WIAB was created to challenge the norm. With deep experience across strategy, growth, and commercial performance, Asha and Hannah bring a sharp, practical approach — while creating space for more women to be seen, heard, and backed to lead.

HANNAH & ASHA 



MOST PEOPLE ARE USING AMC WRONG

Too many teams pull data they don't actually use. Many avoid AMC because it feels too technical.

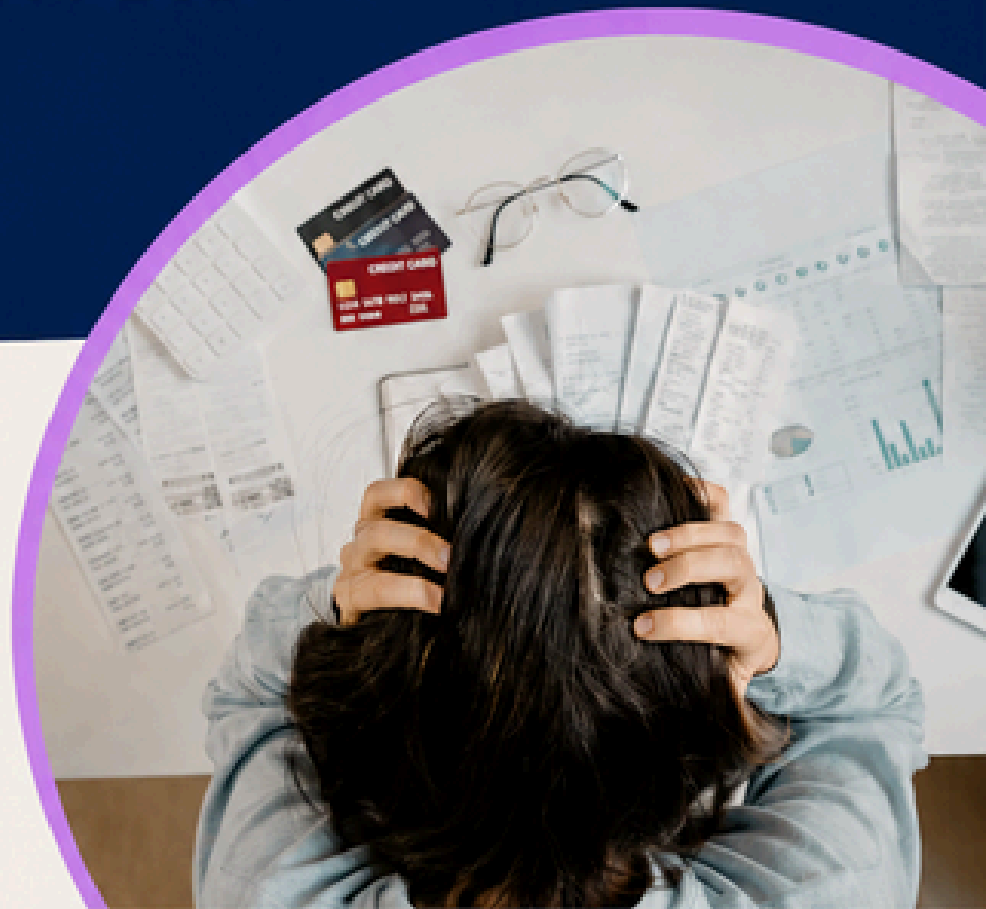
The result? Decisions based on incomplete data.



This guide shows you what to actually pull, and how to use it.



Let's make your data work for you.



START WITH THE QUESTION, NOT THE DATA

Great analysis starts with clarity.
Answer the right questions to unlock the right insights.



1

IS DSP ACTUALLY
DRIVING VALUE?

Pull Path to Conversion +
Exposed vs Non-Exposed.



2

WHY IS PERFORMANCE
DROPPING?

Pull Time to Conversion +
Path Analysis.



3

ARE WE MEASURING
THE FULL IMPACT?

Pull Incrementality (Exposed vs
Non-Exposed) to see true lift.



4

WHERE SHOULD WE
INVEST NEXT?

Pull Campaign Performance
Overview to compare channels,
ad groups and campaigns.



**Better insights.
Smarter decisions.**
MORE GROWTH.



THE 5 KEY AMC ANALYSES

Focus on what matters.

Make every ad dollar work harder for your business.



1 PATH TO CONVERSION

Understand how customers interact with ads before buying. This analysis reveals the touchpoints that lead to purchase decisions.



2 NEW-TO-BRAND ANALYSIS

See what's actually driving new customers. Identify which campaigns and channels are most effective at customer acquisition.



3 TIME TO CONVERSION

How long it really takes someone to purchase. Understanding this timeline helps you set realistic attribution windows.



4 EXPOSED VS NON-EXPOSED

Measure the true impact of your ads by comparing customers who saw your ads vs. those who didn't. See the real lift you're driving.



5 CAMPAIGN PERFORMANCE OVERVIEW

Get a clear view of which campaigns, ad groups and channels are delivering results—so you can invest more in what works.



**Better insights.
Smarter decisions.**
MORE GROWTH.



COMMON AMC MISTAKES



Avoid these pitfalls to get real value from your attribution.



1 PULLING REPORTS WITH NO ACTION PLAN

Data without decisions is just a snapshot. Always ask, "What will we do with this?"



INSTEAD:

Go in with a clear objective and define the decisions you'll make from the insights.



2 OPTIMISING TOO EARLY

Cutting budgets before the full conversion cycle leads to missed conversions and lost growth.



INSTEAD:

Allow enough time for conversions to mature before making big budget decisions.



3 LOOKING ONLY AT ROAS

ROAS doesn't tell you the full story. Focus on incremental impact, not just returns.



INSTEAD:

Evaluate incrementality, new-to-brand customers, and long-term value—not just short-term ROAS.



4 IGNORING OVERLAP

Overlapping audiences across channels wastes budget and skews results.



INSTEAD:

Identify audience overlap to avoid double-paying and to understand true channel impact.



5 TREATING CHANNELS IN ISOLATION

Customers don't see channels separately. Your measurement shouldn't either.



INSTEAD:

Use AMC to understand how channels work together across the full customer journey.



*Better attribution.
Better decisions. Better growth.*

Avoid the common pitfalls.
Focus on what **drives** growth.



**Better insights.
Smarter decisions.
MORE GROWTH.**



INSIGHTS → ACTIONS

Turn analysis into action.
Focus on what moves the needle.



DSP LOOKS WEAK ON ROAS BUT STRONG ON NTB

- **Don't cut budget — rethink success metrics.**
Most conversions happen after multiple touchpoints.
- **Stop judging campaigns in isolation.**



KEY TAKEAWAY

Short-term metrics can be misleading.
Think full funnel.



LONG CONVERSION WINDOW

- **Extend attribution mindset and avoid early optimisation.**
High audience overlap.
- **Refine targeting and reduce wasted spend.**



ACTION FOCUS

Look at the bigger picture to drive smarter, more profitable decisions.



**Better insights.
Smarter decisions.**
MORE GROWTH.



WHAT GOOD AMC QUESTIONS LOOK LIKE



Great AMC starts with better questions.
These are the questions that drive insight—and growth.

01	 <p>What % of customers are new-to-brand? Understand how much you're growing versus just re-engaging existing customers.</p>	<p>★ WHY IT MATTERS: New-to-brand % is a leading indicator of future growth and brand strength.</p>	
02	 <p>Which touchpoints actually assist conversion? Identify the real path to purchase across channels, not just the last click.</p>	<p>★ WHY IT MATTERS: It shows which interactions influence buyers—so you can invest in what really moves the needle.</p>	
03	 <p>Are DSP + Sponsored Ads overlapping? Spot audience overlap and make sure you're not paying twice to reach the same people.</p>	<p>★ WHY IT MATTERS: Overlap inflates spend and skews results. Understanding it helps you allocate budget smarter.</p>	
04	 <p>How long does it REALLY take customers to buy? Use the right conversion window to capture the full value of your marketing.</p>	<p>★ WHY IT MATTERS: Buying cycles vary by category. The right window gives you a truer picture of performance.</p>	
05	 <p>Which campaigns are driving incremental growth? Focus on what's driving new customers and revenue—not just what looks good on ROAS.</p>	<p>★ WHY IT MATTERS: Incrementality reveals the real impact of your marketing and helps you scale what's working.</p>	



Good AMC isn't about pulling more data.

It's about asking smarter questions.



Better insights.
Smarter decisions.
MORE GROWTH.



THIS IS JUST THE START

We go deeper into this inside WIAB sessions — including how to apply this in real accounts. Join WIAB to access sessions, resources, and a community of women working in Amazon.



*STAY CONNECTED. KEEP LEARNING.
KEEP BUILDING.*

WIAB



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