amazonadvertising

Getting started with
Amazon Attribution (beta)

Help grow your business on Amazon by optimizing experiences off Amazon. Designed to help you understand how your non-Amazon marketing strategies impact shopping activity and sales on Amazon, Amazon Attribution gives you the opportunity to ensure your campaigns are resonating with customers no matter where they are in their journeys.

This guide will answer common questions about getting started with Amazon Attribution and using the tool to help maximize your sales opportunities on Amazon.

What will I learn in this guide?

Start from the beginning, or click to scroll directly to the section that's most relevant to you.

Product overview:

What is Amazon Attribution?

Amazon Attribution is a free measurement solution, available through a self-service console and the Amazon Advertising API, that aims to help you grow your business on Amazon by optimizing customer experiences off Amazon. It enables advertisers to understand how their non-Amazon marketing channels impact shopping activity and sales on Amazon. For the first time, Amazon vendors and sellers are able to connect their digital strategies—for search, social, display, email, and video campaigns—to Amazon conversion metrics, including sales, add to carts, and detail page views.

Key features of the Amazon Attribution console

Below are a few key features of the Amazon Attribution self-service console that help you start to draw insights and create optimization strategies.

Self-service console

Generate Amazon Attribution tags and begin measuring your non-Amazon campaigns quickly and at your own convenience.

Full-funnel Amazon metrics

Access insights from awareness to purchase, with metrics including clicks, detail page views, add to carts, and sales.

Singular view

Ensure all Amazon conversions are accounted for regardless of whether they occur on desktops, laptops, or mobile devices.

Quantifiable performance

Understand which non-Amazon strategies are helping you reach your business goals using Amazon conversion metrics to assess cross-channel campaign performance.

On-demand reporting

Get insight into campaign performance in-flight with Amazon conversion metrics available on demand for your campaigns.

Key features of the Amazon Attribution API

Amazon Attribution is also available through the Amazon Advertising API, enabling advertisers to seamlessly view Amazon Attribution measurement for campaigns that direct to Amazon from within their tool provider's familiar interface. Accessing Amazon Attribution through the API-integrated systems helps advertisers unlock the following benefits:

Streamlined operations

Access Amazon conversion metrics within the tool you're already using to manage campaigns and launch campaign measurement in just a few clicks.

Unified, comprehensive reporting

Get a holistic and quantifiable view of performance, viewing lower-funnel Amazon conversion metrics—such as detail page views, add to carts, and sales—alongside upper-funnel channel-specific metrics like clicks.

Singular view

Ensure all Amazon conversions are accounted for regardless of whether they occur on desktops, laptops, or mobile devices.

On-demand reporting

Get insight into campaign performance in-flight with Amazon conversion metrics available on demand for your campaigns.

Automated optimizations

Leverage your tool provider's automated optimization tools, now informed by Amazon conversion metrics, to maximize campaign impact.

> Kenshoo's Amazon Attribution integration completely revolutionizes the potential of our Paid Search campaigns. Measuring impact across the shopping journey from ad click to purchase allows our team to identify which keywords are most-likely to convert to purchases. This empowers us to A) hone our keyword mix B) inform creative adjustments and C) drive business growth on behalf of our clients.
>
> -Will Hoverman, Senior Search Specialist, Empower

Visit the Amazon Advertising blog to learn more about the benefits of accessing Amazon Attribution measurement through the Amazon Advertising API.
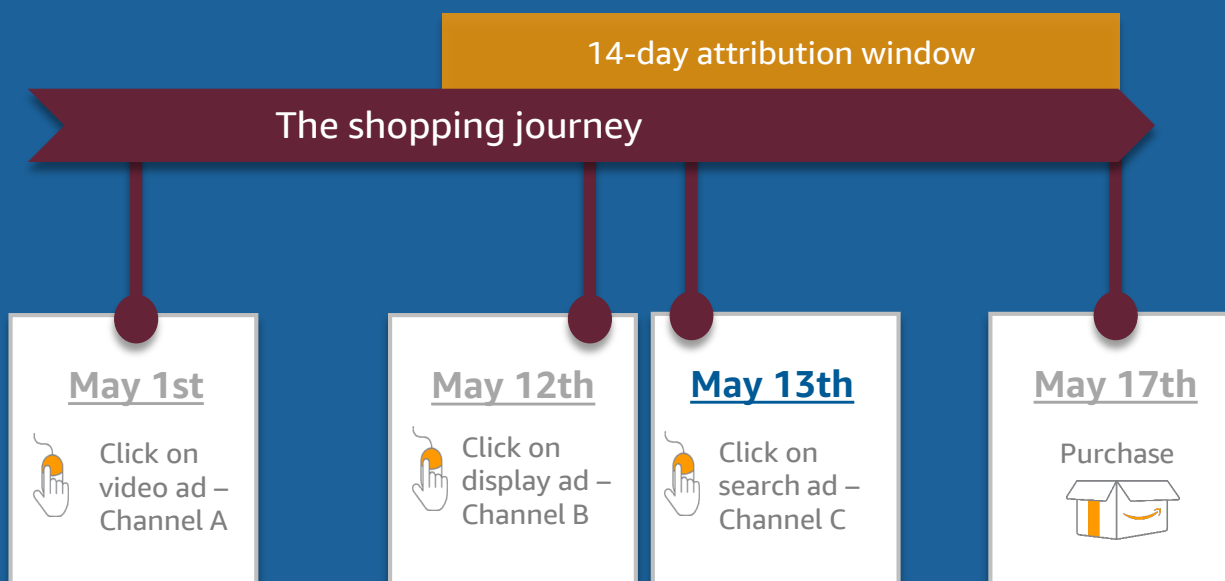
How can Amazon Attribution help me grow my business?

Given that shoppers today engage with brands across as few as three or as many as 300 touchpoints[1] before making a purchase, we designed Amazon Attribution to help advertisers better understand how these increasingly complex shopping journeys affect shopping activity and sales on Amazon. Amazon Attribution provides advertisers with the insights they need to execute cross-channel optimization strategies. This can help maximize the impact of their non-Amazon marketing campaigns, both paid and organic, to drive business growth on Amazon.

o **Connect cross-channel performance to business goals**
Instead of relying only on upper-funnel metrics for each of your marketing channels, get a full-funnel view of how your marketing strategies help you achieve your business objectives regardless of channel.

o **Discover new sales opportunities**
Using the insights from the Amazon Attribution console, you'll learn more about how shoppers are engaging with your brand on Amazon and uncover new opportunities to drive product discovery and sales.

o **Grow return on investment (ROI)**
Whether your campaigns are paid or organic, you can make in-flight optimizations, informed by Amazon conversion reporting, to ensure your strategies are effectively and efficiently driving sales on Amazon.

o **Plan future strategies insightfully**
With insight into which strategies drive sales performance for your brand, you can ensure your future marketing campaigns are set up for success from the start

Attribution methodology

Amazon Attribution utilizes a 14-day, last-touch attribution model. 14-day means that the lookback window from the point of conversion is 14 days.

14-day attribution window

The shopping journey

May 1st

Click on video ad – Channel A

May 12th

Click on display ad – Channel B

May 13th

Click on search ad – Channel C

May 17th

Purchase

In the above example, the May 1st video click would not be considered to receive credit since it is outside of the 14-day window. Last touch means that the last click receives credit for the conversion. In this case, that means the May 13th search ad click receives credit for the purchase on May 17th.

Getting started:

How to register for Amazon Attribution

Amazon Attribution is available to professional sellers enrolled in Amazon Brand Registry, vendors, and agencies that sell products on Amazon in the US, the UK, France, Spain, Italy, Germany, and Canada. Follow the below steps to register.
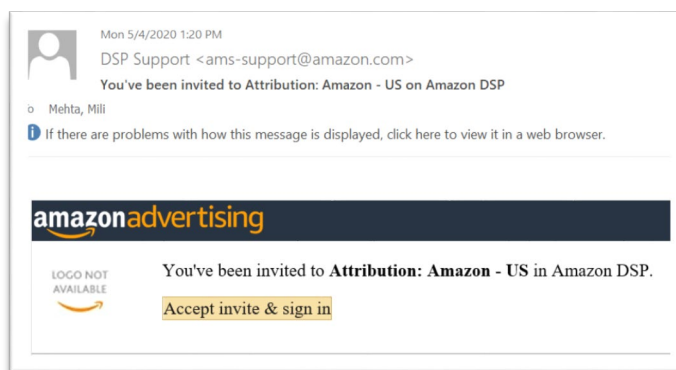
1. Log in to your Seller Central account.

Once logged in, visit sellercentral.amazon.com/attribution. Note: the Seller Central account used to register for Amazon Attribution must be considered a "brand representative" by Amazon Brand Registry. To verify that your account has "brand representative status" or to request it, reach out to support.

2. Click "Register" to receive your email invitation.

This will trigger an invitation to your corresponding email address.

3. Accept email invitation from DSP Support.

You should receive an email invitation from DSP Support. Click "Accept invite & sign in" to log in to the Amazon Attribution console. If you do not receive the email, check your spam folder or you can resend your invitation from the Amazon Attribution site within Seller Central.

4. Invite agency partners or other relevant users.

Invite relevant users, including agency partners, channel specialists, and managers of ad operations and analytics, to help manage your account by clicking "User management" under "Manage" in the top navigation bar. From the "User management" page, you can click "Invite user" to invite relevant users via email. Once they've accepted your invitation, they can log in and begin creating campaigns (orders) on your behalf.

For more information on how to register or to register as a vendor, visit advertising.amazon.com/amazon-attribution.

Getting started:
Amazon Attribution best practices

Before you start using Amazon Attribution to measure your non-Amazon marketing and media channels, we recommend keeping a few best practices in mind.

☐ **Become an expert—take our learning console course and attend our webinar.**

For a more in-depth overview of how to use Amazon Attribution, take our course in the Amazon Advertising learning console and attend one of our webinars. Access the learning console course and the pre-recorded webinar via the Amazon Attribution help center once you've registered. Note: Newly registered users should receive an invite to a live webinar with a Q&A session.

☐ **Have a specific campaign goal or hypothesis in mind.**

Since Amazon Attribution provides conversion metrics across the shopping journey, it's important to understand the goal of your strategies in advance. Are you aiming to boost brand awareness, grow consideration for your products, or drives sales? Identifying these objectives in advance will enable you to quickly understand what's working and what's not, so you can optimize as needed.

☐ **Use campaign goals to inform campaign set up.**

The way you set up your campaigns within Amazon Attribution determines how you view results in your reporting. You have the ability to test as many or as few strategies as you wish, depending on what insights you're hoping to receive. The more explicit the set up, the more useful the insights. Learn more about measurement best practices on page 20.

For example, if you're only interested in looking at overall metrics for each channel (email, social, display, video), you can create a single tag and implement that tag across each channel's placements. All social campaigns would use the same tag; all email campaigns would use the same tag; etc. If you want to understand how different strategies within a channel perform, each of those would have different tags. Social campaign A would use tag 1; social campaign B would use tag 2; display campaign C would use tag 3; display campaign D would use tag 4.
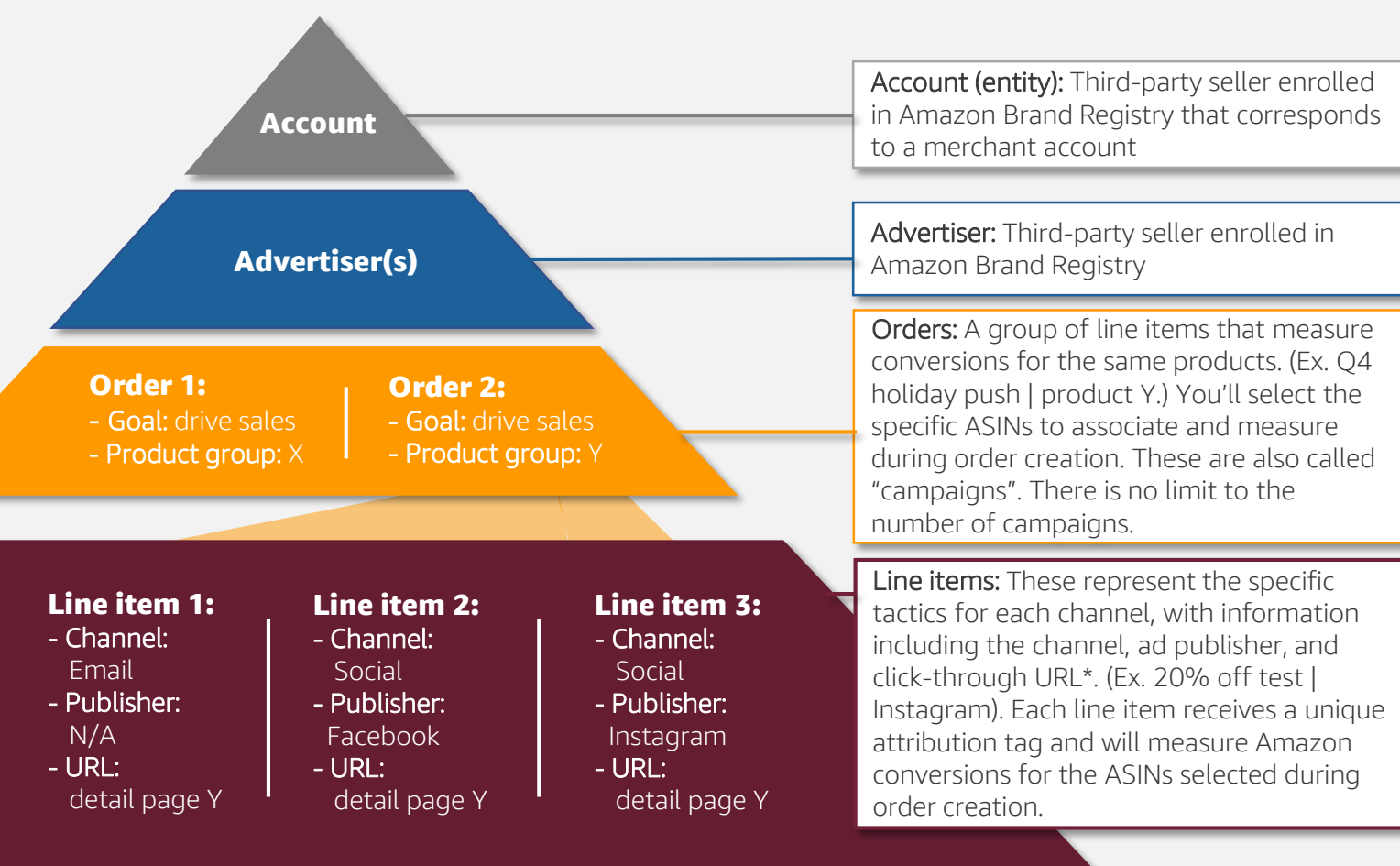
☐ **Provide feedback—we want to hear from you.**

Our mission is to create a tool that helps you grow your business on Amazon, so we're constantly trying to understand how we can improve. Click here to provide feedback on what's working well, what can be improved, and how we can help.

Getting started:

Understanding Amazon Attribution campaign hierarchy and terminology

You'll set up your Amazon Attribution campaigns based on the Amazon products you are promoting. The below graphic will help you understand the hierarchy and terminology to keep in mind when creating campaigns.

Account

Account (entity): Third-party seller enrolled in Amazon Brand Registry that corresponds to a merchant account

Advertiser(s)

Advertiser: Third-party seller enrolled in Amazon Brand Registry

Order 1:
- **Goal:** drive sales
- **Product group:** X

Order 2:
- **Goal:** drive sales
- **Product group:** Y

Orders: A group of line items that measure conversions for the same products. (Ex. Q4 holiday push | product Y.) You'll select the specific ASINs to associate and measure during order creation. These are also called "campaigns". There is no limit to the number of campaigns.

Line item 1:
- Channel:
  Email
- Publisher:
  N/A
- URL:
  detail page Y

Line item 2:
- Channel:
  Social
- Publisher:
  Facebook
- URL:
  detail page Y

Line item 3:
- Channel:
  Social
- Publisher:
  Instagram
- URL:
  detail page Y

Line items: These represent the specific tactics for each channel, with information including the channel, ad publisher, and click-through URL*. (Ex. 20% off test | Instagram). Each line item receives a unique attribution tag and will measure Amazon conversions for the ASINs selected during order creation.

*Note: When considering destination URL, we recommend thinking about your goals and the products you selected during order creation. If you are hoping to drive sales for a specific product, you probably want to drive to the associated product page. If you are hoping to drive consideration across a number of products, it may make sense to drive to your Store on Amazon instead.
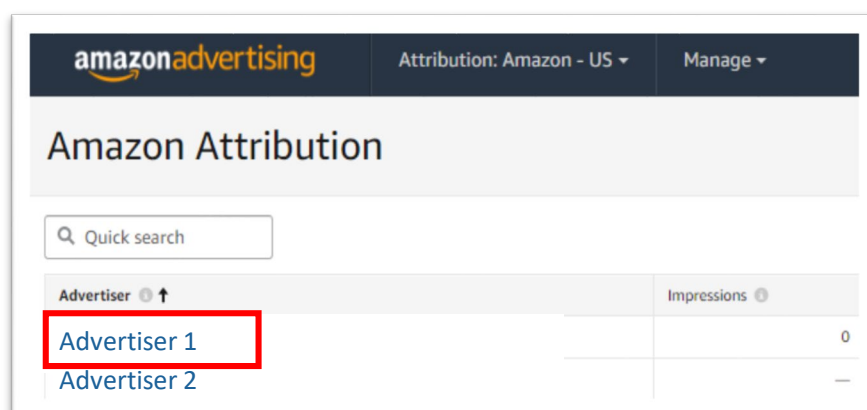
How to create Amazon Attribution campaigns

Follow these step-by-step instructions to generate and implement unique Amazon Attribution tags for each of the marketing and media tactics you want to measure. **Note:** For Google search and Facebook ads campaigns, skip to page 14 to learn how to use bulk operations for campaign creation.

1. Select the appropriate advertiser.

Once you've logged in to your account, select the advertiser for which you're creating campaigns. To add additional advertisers, please reach out to Amazon Attribution support.
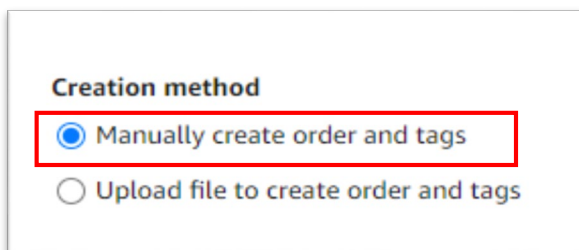

2. Create a new order.

Click "New order" to begin creating your campaign. As a reminder, an order represents a grouping of line items which track conversions and activity for the same products.

3. Select the appropriate creation method.

On the "New order" page, you'll see two options under creation method. Select "**Manually create order and tags**" for all campaign types *with the exception of Google search and Facebook ads*. For instructions on using bulk operations to create tags for your Google search and Facebook ads campaigns, skip to [page 14](#).
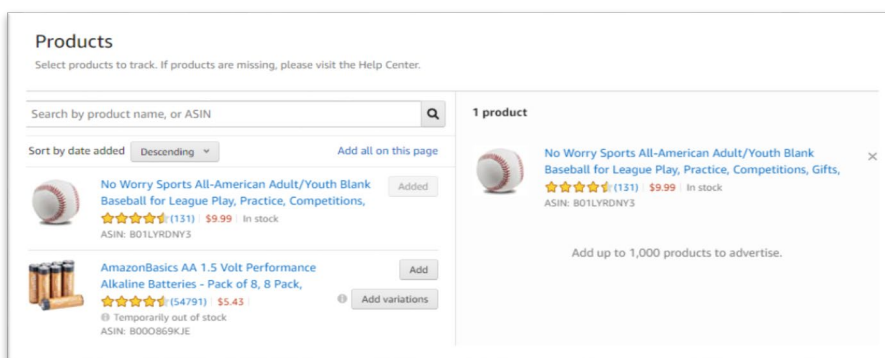
Creation method

- ◉ Manually create order and tags
- ○ Upload file to create order and tags

4. Select the corresponding products.

Once you've selected to manually create the order, you'll see the "Products" pane. Here you should see all the products your selected advertiser is currently selling on Amazon. We recommend selecting the specific products, and any associated variations (click "Add variations"), featured in the campaign's creative. Note: Performance for all other products under the same brand will be captured within "Total" metrics in reporting.

Products
Select products to track. If products are missing, please visit the Help Center.

	1 product
Search by product name, or ASIN	No Worry Sports All-American Adult/Youth Blank Baseball for League Play, Practice, Competitions, Gifts, ⭐⭐⭐⭐⭐ (131) | $9.99 | In stock ASIN: B01LYRDNY3
Sort by date added Descending Add all on this page	
No Worry Sports All-American Adult/Youth Blank Baseball for League Play, Practice, Competitions, ⭐⭐⭐⭐⭐ (131) | $9.99 | In stock ASIN: B01LYRDNY3 **Added**	Add up to 1,000 products to advertise.
AmazonBasics AA 1.5 Volt Performance Alkaline Batteries - Pack of 8, 8 Pack, ⭐⭐⭐⭐⭐ (54791) | $5.43 ⓘ Temporarily out of stock ASIN: B00O869KJE **Add** **Add variations**	

If you don't see the products you're looking for, reach out to [support](#) and include a list of the missing ASINs, reference Amazon Attribution, and provide your MCID.

5. Enter your Order settings and click "Continue to line items".

In the "Order settings" pane, enter an identifiable name for your order. We recommend ensuring your order name reflects the products you're advertising or your campaign theme or goal.

Order settings

Name

External ID
optional

6. Create your line item.

Line item name: Enter an identifiable name for your line item. We recommend naming your line item based on the strategy for the specific placement where this tag will be implemented.
Publisher: Select the publisher that corresponds to your ad or post. If you don't see the publisher listed, select "New" and enter the publisher's name.
Channel: Once you've selected the publisher, a "Channel" dropdown will appear. Select the channel that corresponds with the campaign you're looking to measure.
Click-through URL: Enter the Amazon destination that you want to drive customers to once they click your campaign.
Note: If your non-Amazon marketing tactics include Amazon Associates for affiliate marketing, just use the customized link as the destination URL.
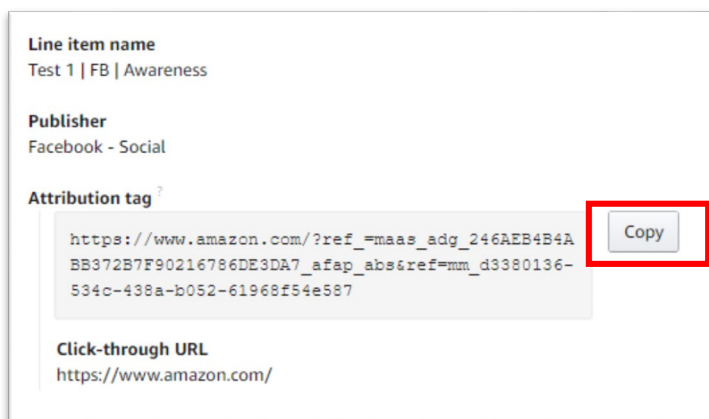
```
Line item name
Test 1 | FB | Awareness

Publisher?
Facebook                    ÷

Channel?
Social                      ÷

Click-through URL?
https://www.amazon.com/
```

7. Copy generated tag within the Amazon Attribution console.

Once you've successfully created a line item within the Amazon Attribution, you'll see the unique tag. Click to copy this tag.
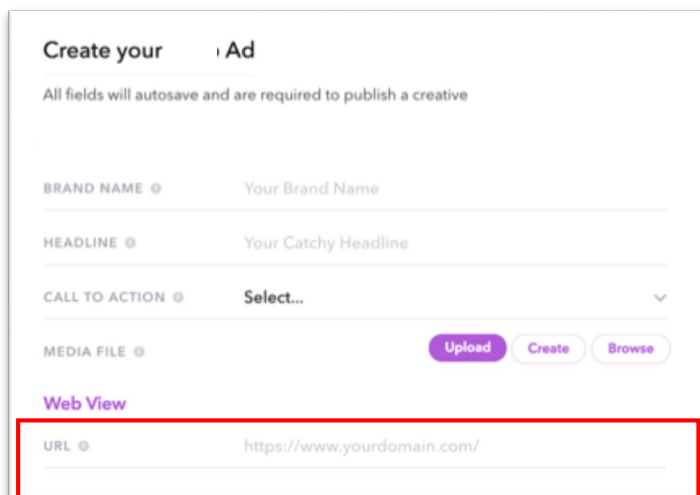
```
Line item name
Test 1 | FB | Awareness

Publisher
Facebook - Social

Attribution tag?
https://www.amazon.com/?ref_=maas_adg_246AEB4B4A        Copy
BB372B7F90216786DE3DA7_afap_abs&ref=mm_d3380136-
534c-438a-b052-61968f54e587

Click-through URL
https://www.amazon.com/
```

8. Paste the tag in the relevant campaign.

Paste each copied tag into your self-service campaign manager, or provide the tag directly to the publisher if your media is site-served. The Amazon Attribution tag should be implemented in the destination URL field for the specific ad unit, link, or button.

Note: The above image is an example. The UI and experience will differ based on the campaign management tool you're using.

9. Launch your campaign and begin measuring.

After implementing your Amazon Attribution tags and launching your campaigns, we recommend waiting 1-2 days to validate Amazon Attribution reporting against the reports in your channel manager. Note: You may see a small variance (10-15%) in reported clicks due to differences in click-counting methodologies.

For more information on how to test and troubleshoot your tags, follow the instructions under "Attribution tags" in the help center.

How to create Amazon Attribution campaigns –
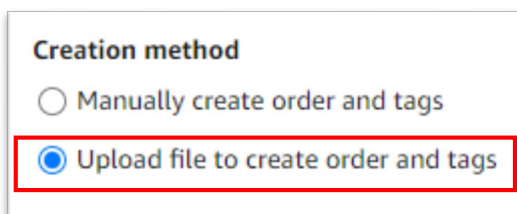## bulk operations for Google search and Facebook ads

Bulk operations is currently available for Google search and Facebook ads campaigns in the Amazon Attribution console. It enables you to easily tag and measure up to 100,000 Google search keywords or 8,500 Facebook ads by uploading a single file. Follow the below instructions to create Amazon Attribution tags using bulk operations and implement them in your campaigns

1-2. Follow steps 1 and 2 on page 10.

This will let you select the appropriate advertiser and create a new order.

3. Select the appropriate creation method.

On the "New order" page, you'll see two options under creation method. Select "Upload file to create order and tags".
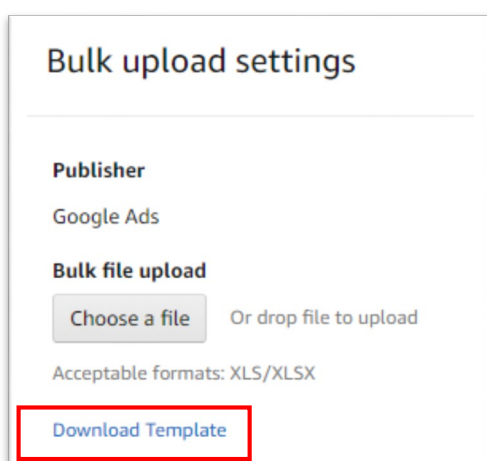
Creation method

◯ Manually create order and tags

🔘 Upload file to create order and tags

4. Download the bulk file template.

Under "Bulk upload settings, click "**Download template"** to retrieve the bulk file.

Bulk upload settings

Publisher

Google Ads

Bulk file upload

Choose a file   Or drop file to upload

Acceptable formats: XLS/XLSX

Download Template

5. Follow the instructions to pull required information from Google Ads or Facebook Ads.

Follow the steps on the "Instructions" tab of the downloaded template to create a report that includes the required columns listed in the template. Copy that information into your downloaded template.

6. Upload your completed bulk file template and ensure no errors.

After you've completed your file, click "Choose a file" under "Bulk upload settings". Once selected, the file will be immediately reviewed for errors. If you receive error messaging, correct these errors and reselect the file to be uploaded. Once the file passes the error-check process, click "Continue to bulk operations" to begin the tag creation process. This process will take roughly 10 minutes and you'll be notified via email once complete. You can also check the progress on the Bulk operations page. Once complete, the status will change to "Add products" to help guide you to the next step.

7. Select the corresponding products.

Once your template has processed, you'll visit the "Products" page where you'll see all the products your selected advertiser is currently selling on Amazon. You can find this page by clicking through your notification email or by navigating to your bulk template in the console and selecting "Add products". We recommend selecting the specific products, and any associated variations (click "Add variations"), featured in the campaign's creative. Note: Performance for all other products under the same brand will be captured within "Total" metrics in reporting.

8. Upload your final bulk sheet to your Google Ads or Facebook Ads manager.

Download the resulting bulk sheet, with the associated Amazon Attribution campaign information, to your Google Ads or Facebook Ads manager. In Google, navigate to "Keywords", select "More", and click "Upload".

9. Launch your campaign and begin measuring.

After implementing your Amazon Attribution tags and launching your campaigns, we recommend waiting 1-2 days to validate Amazon Attribution reporting against the reports in your channel manager. Note: You may see a small variance (10-15%) in reported clicks due to differences in click-counting methodologies.

For more information on how to test and troubleshoot your tags, follow the instructions under "Attribution tags" in the help center.

Reporting 101

Visit the "Report center" under "Manage" in the Amazon Attribution navigation to access reporting for your tagged campaigns. Here you'll find two types of downloadable reports available to help you understand the impact of your campaigns.

- **Performance report:** Use this to access reporting across all campaigns that were not created using Bulk Operations for Google search

- **Keyword and creative report:** Use this to access keyword-level performance or creative-level performance for Google search or Facebook advertising campaigns created using bulk operations

In the "Report center", click the arrow to select the report you're looking to download.

Regardless of which report you're using, you can schedule your report to be delivered to your inbox on a regular basis. Just select "Scheduled" next to "Report request time" and set your schedule and subscribe.

As you review reporting for your non-Amazon campaigns, here are few things to keep in mind.

o **Calculating conversion rates for promoted metrics**

Conversions rates for the following promoted metrics are not available in your downloadable reports: detail page view rate (DPVR), add to cart rate (ATCR), and purchase rate. However, they are available for total metrics. Use the below formulas to calculate conversion rates for promoted metrics:

- **DPVR** (detail page view rate) = Detail page views / clicks
- **ATCR** (add to cart rate) = Add to carts / clicks
- **Purchase rate** = Purchases / clicks

o **Understanding campaign cost efficiency to grow return on ad spend**

While Amazon Attribution metrics report on the volume of conversions and the rate at which conversions occur, it's important to remember that campaigns that drive the most conversions may not be the most efficient.

To protect your confidential information, Amazon Attribution does not ask for cost data. You can download the offline **cost performance calculator**, available in the Amazon Attribution Help Center, to easily incorporate your media costs. The template includes formulas to help you calculate media efficiency metrics, including **cost per detail page view, cost per add to cart, cost per purchase** and **return on ad spend.**

o **Using visuals to understand campaign results**

Amazon Attribution reports are available in Excel spreadsheet form. That said, we understand that visuals can help you more quickly assess performance of trends over time.

Download the **cost performance calculator**, available in the Amazon Attribution Help Center, to easily visualize your reporting.

Using Amazon Attribution:
Understanding Amazon conversion metrics

Amazon Attribution offers a number of Amazon Attribution metrics to help close the loop on shopping journeys as customers engage and make purchases on Amazon. It's crucial to understand where each metric fits into the shopping journey, so you can understand the full-funnel impact of your non-Amazon marketing campaigns.

Awareness: Invest in growing the total audience of Amazon shoppers who are aware of your brand

- Clicks

Consideration: Help maximize purchase intent by telling your brand and product story

- Detail page views
- Add to carts

Purchase: Stay present when shoppers are ready to buy

- Purchases
- Sales

Loyalty: Help re-engage your current customers and drive additional purchases

All of the above metrics

Understanding how each metric impacts the shopping journey helps you ensure your campaigns are meeting your business goals. If the original campaign objective was to drive awareness, focus on clicks to understand the total audience your campaigns are engaging. Alternatively, if you aimed to drive purchases, focus on sales.

The metrics that fall outside of your direct goal can help guide next steps. For example, imagine your campaign to drive sales received a high add-to-cart rate but low sales performance. What can you test to improve campaign results? Maybe a different audience, a stronger CTA, or another landing page to grow add-to-cart rate, which in turn can help drive sales.

Using Amazon Attribution:
Metrics glossary

You'll find two types of metrics in the Amazon Attribution console and reporting: total and promoted. Below is a glossary of defined metrics, including these types.

- **"Total" conversions:** Conversions that happened across all products under the advertiser selected during campaign creation. (Promoted conversions + brand halo conversions).
- **"Promoted" conversions:** Conversions that happened for the specific products selected during campaign creation. In the console, promoted metrics are not labeled. For example, you'll see Total DPV views and DPV views. In this case, DPV views refers to detail page views that happen after your campaign was viewed for the specific products selected during campaign creation.
- **Clicks:** The total number of times your campaign was clicked.
- **Detail page views:** The total number of times one of your product detail pages is viewed after clicks to your campaign.
- **Add to carts:** The total number of times a product is added to cart after clicks to your campaign.
- **Purchases:** The total number of times a product is purchased after clicks to your campaign.
- **Sales:** The dollar value associated with the number of purchases.

Using Amazon Attribution:
Drawing actionable insights

As you review your campaign results, ask yourself these questions to help inform your optimization strategy.

☐   **Did the campaign meet your original objective?**

Think back to the goal you originally set for your campaign. Were you aiming to boost brand awareness, grow product consideration, or drive sales? Based on your goal, use the shopping journey to determine which metrics you should focus on to understand whether your campaign was successful.

☐   **Are there elements you can test to improve performance?**

If you answered yes to the above question, consider whether there are additional tests you can run to drive even more impact from your campaign. If your goal is to grow product consideration, for example, you might consider testing a different landing page—your Store vs. a product detail page— to see if it leads to a higher add-to-cart rate.

If you answered no to the above question, consider whether it makes sense to end the campaign completely or to test various elements to try and improve performance. If your campaign to grow product consideration received low detail page views and add to carts, maybe it's worth testing different campaign messaging.

☐   **How can you improve return on investment?**

For paid channels, use the cost performance calculator to ensure your campaigns are driving performance efficiently. You can adjust your bidding strategies based on performance to help drive efficiencies. For organic channels, consider the amount of resources that goes into creating these campaigns to help you determine whether the performance makes your efforts worthwhile. For example, if you're spending a lot of time and effort creating a YouTube channel, but seeing low performance driven by these videos on Amazon, are they worth the resources?

Using Amazon Attribution insights:
Best practices for measurement and optimization

There are a number of ways you can use insights from the Amazon Attribution console to help you measure and optimize your non-Amazon marketing campaigns. Below are a few basic use cases to consider as you begin using Amazon Attribution. Note: We recommend waiting at least 14 days after campaign launch to begin making optimizations due to the attribution methodology.

1. Maximize the channel impact
Find out which channels and publishers are most effectively and efficiently driving value for your business on Amazon. Optimize toward the highest performing channels or test to learn how you can improve performance on the low performers.

2. Reach the right audiences
Get insight into which non-Amazon audiences* are most valuable to your business and which require different engagement strategies. Test unique ways to motivate them to continue to connect with your business.

3. Ensure your creatives resonate
Learn how different messaging or creatives* across various channels impact shopping activity on Amazon. Test different ways to better tailor your messaging to your audiences regardless of where they are in their shopping journeys.

4. Create engaging on-Amazon experiences
Understand how shopping activity changes based on where you direct your customers to Stores or detail pages. Test different landing page strategies based on where shoppers are in their journeys, where they're coming from, or what they can do next.

*Note: When running creative or audience tests, be sure to create a unique Amazon Attribution tag for each tactic.

Additional resources

The links below can help you navigate Amazon Attribution more easily. On the following pages, you'll find success stories and blog posts to help you understand how you can use Amazon Attribution to drive business growth on Amazon.

- Amazon Advertising blog—Amazon Attribution product page
- Amazon Attribution Seller Central—registration page
- Advertising Support
- Amazon Attribution console—log in page
- Amazon Attribution console—help center
- Amazon Brand Benefits—Amazon Attribution

Frequently asked questions

Eligibility for Amazon Attribution

- **What are the requirements to participate in the Amazon Attribution beta?**
  Amazon Attribution is available to professional sellers enrolled in Amazon Brand Registry, vendors, and agencies that sell products on Amazon in the US, the UK, France, Spain, Italy, Germany, and Canada. Follow the below steps to register. Participants must have at least one active ASIN (non-digital).

- **I work at an agency, can I sign up for an Amazon Attribution account?**
  Amazon Attribution accounts are created for and owned by advertiser. Enrolled advertisers can invite their respective agency teams to receive access. Agencies who work across multiple advertisers will need to be invited to each.

- **How exactly is access determined for sellers enrolled in Amazon Brand Registry?**
  To be eligible for Amazon Attribution, a merchant account must be both brand-registered and also the Brand Representative. Both of these designations are controlled by the Amazon Brand Registry team. Also, merchants must not have suspensions or fraud blocks on their account. Any user with access to an eligible Brand Representative merchant account can register for Amazon Attribution.

- **How can we verify whether my Seller account has "Brand Representative" status, and how do we get it assigned?**
  To request "Brand Representative" status, reach out to support.

Account access and setup

- **After signing up, how do I log in?**
  If signup was successful, you will receive an email invite from "DSP Support". You must click the link in the invite to accept the terms and conditions. After, you can access the console and invite other users. The console shares a login with the Amazon Advertising DSP system, which is separate from Seller Central and Vendor Central.

- **How can I add more brands to my account?**
  An Amazon Attribution account is automatically created based on the details of your seller merchant account, so you can only associate a single brand with your account. To find out if another merchant account is eligible for the beta, toggle to that merchant account in Seller Central and visit https://sellercentral.amazon.com/attribution.

- **My brand operates both as a vendor and a seller. How do I make this work?**
  First-party vendor accounts and third-party seller accounts must be separate because they are wired into the product catalog differently: vendor accounts use vendor codes and Seller accounts use merchant IDs. If you want to use Amazon Attribution for your vendor-sold ASINs as well as your seller-sold ASINs, please sign up for two separate accounts.

Measurement methodology

- **Is Amazon Attribution able to report on conversions that occur while shoppers are not logged into Amazon?**
  If a user is not logged into Amazon, Amazon Attribution can measure tagged traffic and attribute conversions within a single browser session if the browser permits. To perform cross-device attribution (e.g. tie a conversion to a click which occurred on a different device) the user must log in within the 14-day attribution window.

- **Can I measure if a shopper lands on one of my products but ends up purchasing one of my other products?**
  Yes, the "Total" variant of the metrics will show the promoted ASINs as well as the brand halo. For example, Total Sales = Sales (of the ASINs you select) + Brand Halo Sales (for other products under the same brand).

- **Can I see all of my conversions or only ad-attributed conversions?**
  You can only see conversions attributed to the non-Amazon ads you are measuring. Amazon ads are not included in attribution (see methodology questions on this topic for more detail).

Frequently asked questions

Measurement methodology (cont.)

- **Can I measure my social media campaigns (including Facebook and Instagram)?**
  Yes, but due to limitations in cookie-less environments at this time, your social media posts and ads must drive directly to Amazon. Additionally, impression measurement is not currently available for any social media campaigns. We are continually working on solutions to improve these limitations.

- **What is the lag time for reporting data?**
  Traffic data is 4-6 hours delayed, and Amazon conversion reporting can experience a 24-48 hour lag for conversions/sales attributed to your measured campaigns.

Success Story:
MidWest Homes for Pets

Digital marketing solution provider Tinuiti helped pet supply company MidWest Homes for Pets accelerate business growth on Amazon using **Amazon Attribution**

The challenge:

Tinuiti and MidWest Homes for Pets were looking to understand the impact of their non-Amazon paid search campaigns, as a whole and at the category level, on Amazon sales and engagement.

> " By recommending that we register for the Amazon Attribution beta, the Tinuiti team helped us access a more holistic measurement solution that ultimately has enabled us to accelerate our sales growth on Amazon. "
>
> -Neil Smith, Director, e-Commerce at MidWest Homes for Pets

The solution: Amazon Attribution

MidWest Homes for Pets registered for the Amazon Attribution beta to access on-demand, Amazon conversion metrics, including sales, detail page views, and add to carts, for each of their non-Amazon marketing strategies.

Specifically, they focused on measuring the performance of their paid search campaigns, both at the publisher and at the category level to get insight into what was driving the most sales for their business.

The results (January – February 2020)

With insight into which channels were driving Amazon sales, Tinuiti was able to optimize its bidding strategies to focus on the publishers and categories driving the most sales for MidWest Homes for Pets on Amazon. These optimizations ultimately helped drive increased sales on Amazon and helped the brand improve its return on investment with increase campaign efficiency.

Amazon Attribution insights helped MidWest Homes for Pets achieve

32%↑

return on investment (ROI)

Measure

Amazon Attribution enabled Tinuiti to measure the Amazon sales impact of their client's paid search campaigns.

Optimize

Amazon Attribution insights informed optimizations to their marketing strategy.

Plan

Using their learnings, the Tinuiti Team can better plan future strategies to ensure their client meets sales goals.

Link to blog post: **https://advertising.amazon.com/en-us/resources/library/midwest-homes-for-pets**

Success Story:
BeaverCraft

How shifting from paid to organic marketing using insights from **Amazon Attribution** helped craft and supply brand BeaverCraft double its sales on Amazon.

The challenge:

During the 2019 holiday season, the BeaverCraft team launched a multi-channel marketing strategy to help drive awareness for their brand and sales for their products. Their holiday campaign included paid social and search ads, in addition to organic tactics on social media and their owned website—all of which directed to their product listings on amazon.com.

Using Amazon Attribution's unique insights, which provide visibility into the sales impact of non-Amazon marketing channels, the BeaverCraft team quickly realized that relying solely on paid efforts for a niche category like wood carving was not driving sufficient value for the business. For example, between November 25-29, one campaign aimed at increasing sales for BeaverCraft Wood Carving Kit S15 on Black Friday resulted in a negative return on ad spend for the brand. The team saw other instances of this as well.

However, using Amazon Attribution to measure their organic marketing campaigns, the team discovered that educational content focused on wood carving drove higher customer engagement and ultimately a larger portion of their holiday sales. Their organic campaigns included YouTube videos, social posts on Instagram and Facebook, and blog posts on their website.

The results (January—March 2020):

With insight into how their non-Amazon marketing impacted sales performance on Amazon, the BeaverCraft team used the following learnings to optimize their marketing strategy:

1. Because wood carving is a niche hobby, customers are looking to learn—about topics like what it is, how to get started, and what to do once you do get started—before they are willing to make a purchase.
2. Publishing more educational content across organic channels—like the BeaverCraft blog, their social page, YouTube, and email—drove consideration and ultimately sales among both new audiences just discovering a new hobby, and returning audiences that had already discovered their brand and have shown interest in the category.
3. They realized they could maximize results using social as a paid channel to help surface their content to new and relevant audiences to continue to drive brand discovery.

With these insights, the team focused more of their efforts on creating a more robust content strategy, including tips and tricks, how-to tutorials, and patterns for those using wood-carving products—all of which linked to specific BeaverCraft product listings on Amazon. They launched this content in both video and article form across their website and on YouTube, using owned channels like their brand's Facebook and Instagram pages in addition to their email list to drive engagement with this content.

BeaverCraft launched its new organic marketing strategy, informed by insights from Amazon Attribution, in January 2020. As of March 2020, BeaverCraft has experienced a 100% increase in sales on amazon.com in comparison to the brand's 2019 holiday campaigns. The BeaverCraft team intends to use the learnings from Amazon Attribution to inform their marketing strategies across Germany and Canada to continue to grow their business.

"With the learnings from Amazon Attribution, we have been able to better understand which channels and strategies resonate with our niche audience and mirror that approach across all our marketing efforts."

– Irene Pinchuk, Head of Marketing, BeaverCraft

Amazon Attribution insights helped BeaverCraft achieve:

100%↑
sales on Amazon

Link to blog post: https://advertising.amazon.com/en-us/library/case-studies/beavercraft/?ref_=a20m_us_libr

Amazon Advertising Blog:

Optimize your organic marketing to help grow your Amazon business

Organic marketing channels, like your brand's social media, email lists and blog, represent key opportunities to engage your most loyal customers. These customers have taken an action to learn more about your business – like signing up for your newsletter, following your social posts, or reading the latest article on your blog; understanding how your messaging is resonating with these audiences and impacting awareness, consideration, and purchase decisions is important to help grow your business.

Amazon Attribution, a free beta measurement solution, can help do this by providing insights into whether your organic marketing efforts are effective in helping shoppers discover your brand and products on Amazon. With Amazon Attribution's measurement console, you'll have access to insights and metrics to better understand if your cross-channel campaigns are resonating with your audience, and driving your business goals.
Let's look at a sample marketing campaign: imagine you're promoting a particular product across a few organic channels. Your goal is to drive sales for the product while also growing awareness for your brand. As part of this effort, you publish an educational blog post, send an email, and post about it on social. Each of these channels link to that product's detail page on Amazon.

Below are a few suggestions for how to think about using the metrics provided in the Amazon Attribution console—including detail page views, click-through rate, and sales—to ensure your organic strategy is resonating with customers and helping meet your brand's goals.

Awareness: Grow the total audience of Amazon shoppers exposed to your brand

Let's say you take a look at the Amazon Attribution console and notice that your blog post drove a high number of detail page views but a disproportionately low number of sales. You also check your blog analytics and find that this particular post has received high traffic volume.

These insights suggest that your blog is reaching a larger, top-of-funnel audience that is still in the awareness stage. So while they're engaged enough to read the post and click through to the Amazon detail page, they're likely not yet ready to make a purchase.

With this in mind, you might consider running a landing page test focused on improving customer engagement, and helping educate shoppers about your product and brand. Instead of linking to the product detail page, you can try linking to your Store. Doing so would give shoppers the opportunity to become more familiar with your brand before making a purchase. Ultimately, you can use the Amazon Attribution console alongside your Stores Insights dashboard to determine which experience drives the most value for your brand.

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Link to blog post: https://advertising.amazon.com/en-us/blog/optimize-your-organic-marketing/

Amazon Advertising Blog:

Optimize your organic marketing to help grow your Amazon business

Consideration: Encourage engagement by telling your product story

Another look at the Amazon Attribution console tells you that, unlike your blog post, your social post drove a very low number of detail page views. However, you check your social analytics and find that the post received a large volume of likes indicating high engagement.

In this case, you might review the post itself. While the volume of likes suggests that your community is engaged with your brand, the low volume of detail page views tells you that the post may not have effectively communicated the product benefits.

In a medium where creativity is crucial, you might consider testing creative options—try swapping the original image with one that more clearly displays the product's value and assess the associated metrics. This will help you understand how your creative resonates with customers, and informs purchase decisions.

Purchase: Maximize purchase intent when shoppers are ready to buy

Finally, let's take a look at the performance of your email campaign. You'd decided to run a test to understand how two different calls to action (CTAs), "Shop now" versus "Learn more," affect email engagement.

Based on the click-through rates provided by your email analytics tool, "Learn more" was the winner and resonated with a larger audience. However, in looking at the Amazon Attribution console, you see that "Shop now" actually drove a significantly higher sales volume meaning it resonated with those most likely to make a purchase.

With this insight in mind, you might consider segmenting your email list in the future, sending emails with softer CTAs to those who are still becoming familiar with your brand and products, and sending purchase-oriented emails to customers who have already purchased from your brand.

Amazon Attribution is available to professionals sellers enrolled in the Amazon Brand Registry that sell products in the US on amazon.com and to vendors that sell products on Amazon in the US, UK, France, Italy, Spain, Germany, and Canada.

Learn more about how you can use Amazon Attribution to measure and optimize both your organic and paid marketing efforts, and understand how your non-Amazon marketing tactics are helping drive sales on Amazon.

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Link to blog post: https://advertising.amazon.com/en-us/blog/optimize-your-organic-marketing/

Help grow your business on Amazon by optimizing customer experiences off Amazon with **Amazon Attribution.**

Learn more at
advertising.amazon.com/amazon-attribution.

amazonadvertising