



Amazon Brand Analytics

Actionable data to inform your strategy and grow your business

The Opportunity

A lot goes into building a brand. If you are a brand owner in the Amazon store, having data-driven insights can help you make smarter, faster business decisions. Whether it's creating a more customized experience for new and existing audience or assessing your marketing campaigns to identify areas that drive repeat purchases and acquire new audiences, having the right data can help inform your strategy and grow your business.



Brand Analytics

With Brand Analytics, Brand Owners enrolled in Brand Registry get a suite of insightful tools that provide actionable data including customer purchase behavior, competitive analysis, and search optimization. Two new Search Analytics Dashboards give you new views into your

audiences' shopping funnel and the top queries relevant to your brand. The two new Search Dashboards join Amazon Brand Analytics' growing list of analytic tools including Repeat Purchase Behavior dashboard, Market Basket Analysis, Demographic dashboard and Search Terms.



With this data we can see the performance of an ASIN, brand and entire catalog by week.

-ROSETTA SHAW, THINK BLUE MARBLE

Benefits



Understand consumer behavior

Identify opportunities to expand your product portfolio based on seeing the top search terms associated with your products.



Connect with customers

Connect with your target audience more effectively or identify customization opportunities with customer demographics insights.



Grow your business

Identify bundling and cross-marketing opportunities to acquire new customers and drive repeat purchase with Repeat Purchase Behavior Reports and Market Basket Reports.

Brand Analytics Dashboards

These are the dashboards currently available to registered brands:

Search Catalog Performance dashboard **NEW**

Understand your sales funnel at the product level to quickly resolve conversion issues or drop-off points where you lose customer attention.

Search Query Performance dashboard **NEW**

Understand the performance of the top queries relevant to your brand with Brand and ASIN level performance for each query.

Amazon Search Terms

See how consumers (in aggregate) search you and your competitors' products in the Amazon store.

Repeat Purchase Behavior

Helps you strategize and assess your marketing campaigns to drive repeat purchases and acquire new customers.

Market Basket

Surface new bundling and cross-marketing opportunities by seeing which products Amazon customers (in aggregate)

most frequently purchased at the same time they purchased your other products.

Demographics

Surface opportunities to tailor and gauge the effectiveness of your marketing campaigns by understanding who is purchasing from your brand and your target audience.

Note: Item Comparison and Alternate Purchase Behavior Report are no longer available as of 6/30/2022.

How to get started

The dashboards listed above are available to you in the Brand Analytics dashboard under the Brands tab in Seller Central. Click on each link to learn more about the data provided in each report. Data is generally available in Brand Analytics within 72 hours of the close of a given period.

[Get Started](#)

Resources:

[About Amazon Brand Analytics](#)

[Metric Gallery](#)