

Advertise smarter with Amazon Attribution (beta)

Amazon Attribution is a free measurement solution that provides insight into the on-Amazon impact of your marketing strategies across paid and organic non-Amazon channels including search, social, display, video, email, third-party affiliate marketing, and more.



Optimize and plan your **non-Amazon marketing** based on how shoppers discover, research, and buy products **on Amazon**.

Full-funnel insights

Access Amazon conversion metrics across the shopping journey, including new-to-brand, detail page views, add-to-carts, and sales, to help you learn how your strategies lead to brand awareness and product consideration on Amazon in addition to sales

Quantifiable performance

Measure true sales impact instead of relying on engagement metrics to understand which channels and strategies are most effective for your business

Singular, cross-device view

Ensure all conversions are accounted for regardless of whether they occur on desktops, laptops, or mobile devices for a comprehensive view of the shopping journey

Multi-dimensional, visualized reporting

Review campaign performance in-flight, and select your report based on whether you're looking for reporting at the channel, publisher, campaign, creative, keyword, or product level

BeaverCraft achieved

100% ↑

In sales on Amazon using Amazon Attribution insights to optimize its strategy.

[Learn more >](#)

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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

Using Amazon Attribution measurement, you can:

1. Understand the on-Amazon shopping journey
2. Identify new, high-value opportunities
3. Test creatives, channels, and tactics
4. Optimize campaigns to maximize impact
5. Refine and remarket across channels

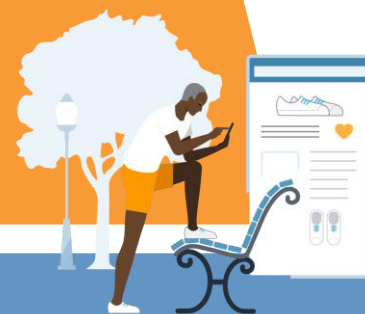


[Continue reading to learn more >>>](#)

5 ways to use Amazon Attribution insights:

1. Understand the on-Amazon shopping journey

Amazon Attribution reporting will help you learn how your non-Amazon marketing campaigns are leading to shopping engagement and sales on Amazon. Use these insights to find out how best to motivate shoppers to engage further with your brand and products.



Pet supply company MidWest Homes for Pets used Amazon Attribution to test search channels and optimize to achieve **32% increase in return on ad spend (ROAS)**.

[Learn how >](#)

2. Identify new, high-value opportunities

Learn which products shoppers choose to purchase after clicking through your non-Amazon campaigns to inform new marketing strategies, including opportunities to re-market and cross-sell or promote new products.

3. Test creatives, messaging, and tactics

Set up measurement tags across various elements you'd like to test. Use the resulting insights to understand which creatives, messaging, or strategies best help you achieve your marketing goals.

Advertisers that optimized their non-Amazon media using Amazon Attribution insights experienced an average **17.9% increase in New-to-Brand sales**.¹

Vitamin brand SmartyPants worked with tool provider Quartile to combine non-Amazon media and Amazon Advertising channels leading to **over 100% growth and full-funnel results**.

[Read more >](#)

4. Optimize campaigns in flight

Quickly pinpoint which strategies are working and which are not and optimize campaigns accordingly. You can make in-flight campaign optimizations to help you maximize campaign impact.

5. Refine and re-market across channels for full-funnel impact

Continue the conversation with shoppers that click through non-Amazon ads and explore your brand on Amazon. You can use Sponsored Display to re-market to audiences that visit your detail pages but haven't yet made a purchase.



[Continue reading to learn how to get started >>>](#)

Ready to get started with Amazon Attribution?

Amazon Attribution is available to sellers enrolled in [Amazon Brand Registry](#) and vendors that sell products on Amazon in the US, UK, Canada, France, Italy, Spain, and Germany at no additional cost. You do not need to advertise on Amazon to use Amazon Attribution.

Note: Agencies managing Amazon Attribution on behalf of their clients and tool providers integrated with the Amazon Attribution API should request access to their client accounts using manager account.



3 ways to access Amazon Attribution measurement

Amazon Advertising console

- Access measurement alongside other Amazon Advertising tools, including Sponsored Products, Sponsored Brands, and Sponsored Display
- Includes a multi-dimensional, visual reporting dashboard
- Use bulk operations capabilities for streamlined set up

Register for the advertising console or log in to your account to access Amazon Attribution.

[Visit the advertising console >](#)

Amazon Advertising API

- Access measurement through your integrated tool provider or your own integrated system
- Get unified channel reporting with Amazon conversion metrics featured alongside engagement metrics
- Unlock auto-optimization capabilities for non-Amazon ads and informed by Amazon conversions

Contact your tool provider to learn if they offer Amazon Attribution.

[Learn more about the benefits of the API >](#)

Sizmek Ad Suite

- Access measurement through Sizmek Ad Suite
- Unlock simplified campaign tagging
- Get unique, view-through measurement for your non-Amazon campaigns

Contact your Sizmek account manager for more information.

[Learn more about Sizmek Ad Suite >](#)

To learn more, visit advertising.amazon.com/amazon-attribution.

amazon advertising