

# Optimize your Q4 strategy with **Amazon Attribution (beta)**

Maximize the impact of your non-Amazon Q4 Holiday strategies--across search, social, display, video, and email--with Amazon Attribution.

## Holiday shopping starts early.

By the first week of November last year, more than half of consumers surveyed had already started their holiday shopping.<sup>1</sup> This early shopping gives you an opportunity to test and learn so you understand how to refine your holiday campaigns based on what resonates most with your customers.



Test which of your marketing strategies resonate based on how shoppers discover, research, and buy products during the **lead up to Holiday**.



Find out how different messaging or creatives impact shopping activity on Amazon.



Get insight into which non-Amazon audiences are most valuable to your business.



Learn how performance changes based on where you direct shoppers: Stores or detail pages.

Find out how  
one brand achieved a

**32%** ↑  
return on investment  
(ROI)

## Optimize to maximize impact during **Holiday**.

Analyze campaign performance during the lead up to Holiday, and optimize your peak period campaigns in preparation for key shopping days like Black Friday and Cyber Monday based on the strategies you know drive value for your business.

## Refine and re-engage to maintain sales momentum during the **holiday stretch & beyond**.

Make in-flight optimizations using on-demand reporting to keep your sales momentum going through the end of the year.

[Click here to get started with Amazon Attribution >](#)