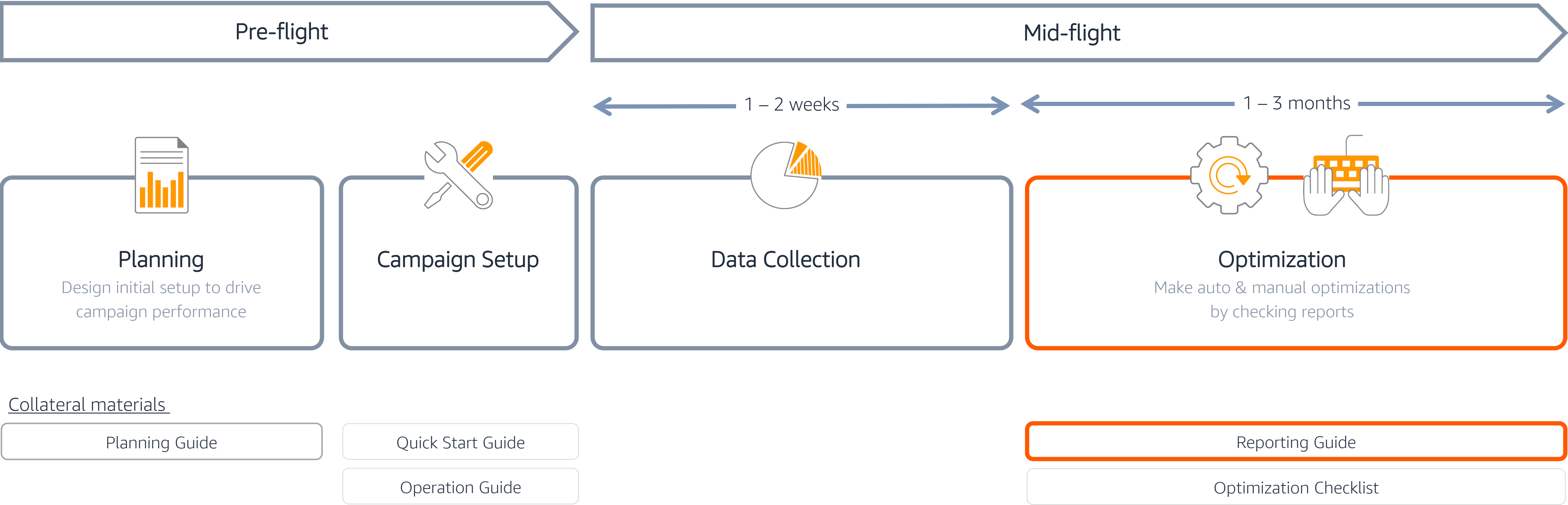


Amazon DSP Self-Service Reporting Guide

August, 2022

About this document

- This document outlines the metrics available in Amazon DSP reporting.
- Understanding Amazon metrics will help you analyze and optimize your campaign performance effectively.



Glossary

Term	Definition
Onsite	Amazon owned and operated sites
Onsite delivery	Running campaigns in Amazon owned and operated inventory
Offsite	Inventory outside of Amazon
Offsite delivery	Running campaigns outside of Amazon owned and operated inventory
Link-in	Ads linking to Amazon
Link-out	Ads linking to another website outside of Amazon
ASIN	Amazon Standard Identification Number: A unique identifier assigned to each product. ISBN is equivalent for books. ASIN is used to track campaign performance and to create retargeting segments in Amazon DSP.
ASINRT	Retargeting segments created with ASINs
eCommerce ads (DEA or REC)	eCommerce ads automatically optimize creatives based on Amazon's machine learning algorithm and a selected optimization goal such as click-through rate, purchase rate, or detail page view rate. Ads can be quickly created just by adding ASINs. (Learn more)



Amazon DSP Conversion Metrics

Attribution Logic

Last-touch model with 14-day lookback window

Ads are eligible for attribution if clicked or viewed within 14 days prior to conversion. If a shopper interacted with multiple ads, attribution considers each ad's relevance to the sold product, then uses a last-touch model that prioritizes the last click over the last view.

A View-through conversion is attributed to a viewable impression based on Media Rating Council (MRC) standard

Amazon Ads will record view-through conversions only if the impression meets the MRC standard of a viewable impression (50% of pixels in-view for at least 1 second for display ads, and 50% of pixels in-view for at least 2 seconds for video ads).

Clicks over views

Clicks are prioritized over views because they are a stronger engagement signal.¹

Conversions can be tracked across different channels and devices²

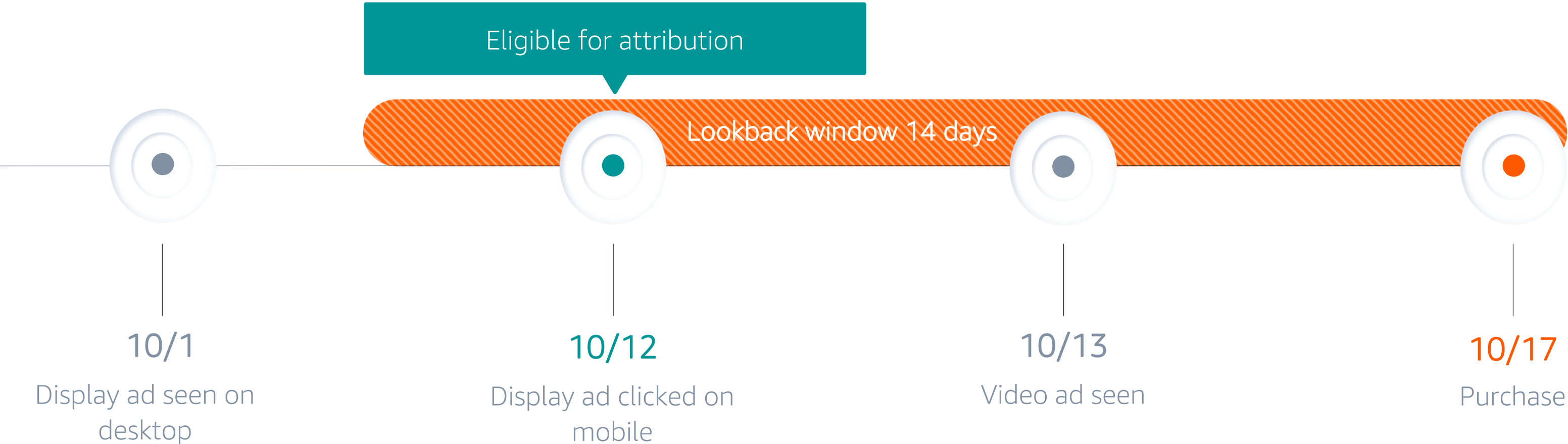
Amazon Ads will attribute a conversion to no more than one ad interaction across all campaigns and all advertisers.

¹ Ads should track the same ASIN.

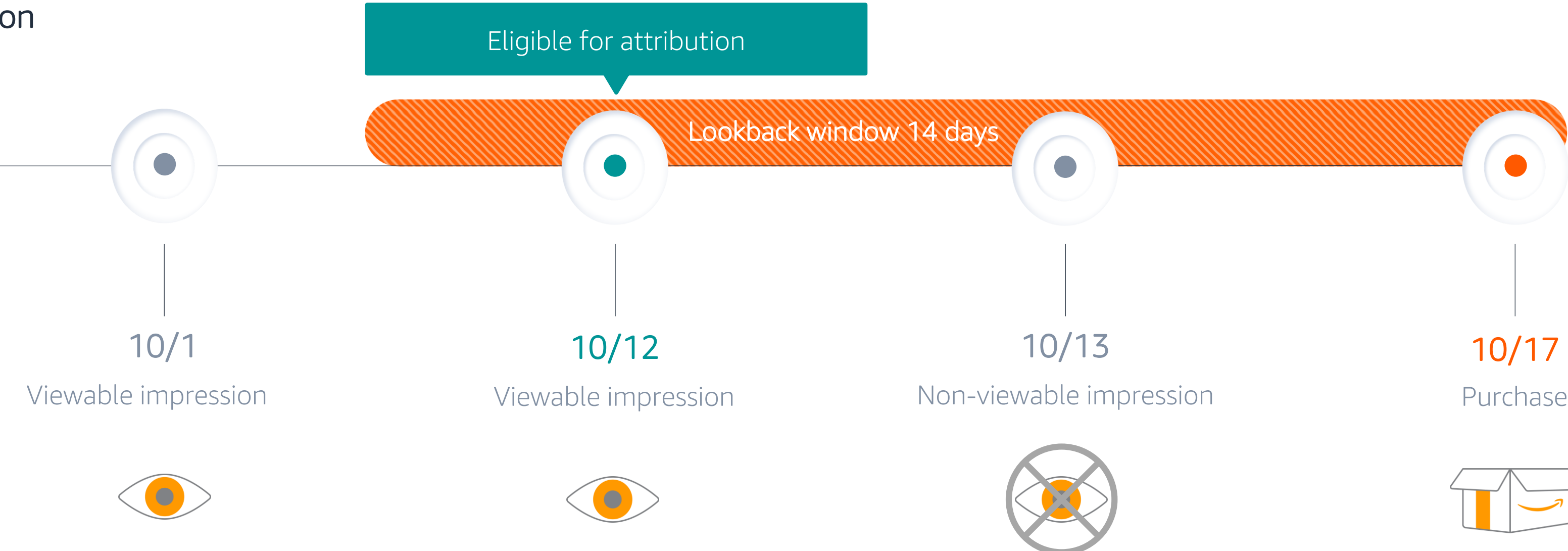
² A merchant token is required to be set in Advertiser settings page in case of a seller.

Amazon DSP's attribution logic

Click vs impression



Viewability consideration



Types of Conversion Metrics

- A wide variety of conversions can be tracked in Amazon DSP reporting. They are grouped into 3 categories as below:



eCommerce conversions

Amazon Customers' shopping activities in Amazon.
Adding ASINs to your campaign enables tracking of these conversions.

Metrics examples

- Detail page view
- Add to wish list
- Add to cart
- Purchase



Pixel conversions

Conversions counted based on the pixel fires embedded in an advertiser's website.
Conversion counts are aggregated based on an event name selected in a pixel page.

Metrics examples

- Homepage visit
- Store locator page
- Registration form
- Thank you page



Video conversions

Conversions metrics about video ads.

Metrics examples

- Video start
- Video completion rate
- Video complete
- Video midpoint

Important notes when checking conversion metrics

Conversion counts in reporting

The number of conversions displayed in reporting is the total of view-through conversions and click-through conversions.

- To check view-through and click-through conversions separately, look at the metrics which include “views” or “clicks” in their names.
Example :
Purchases → The total of view-through and click-through Purchases
Purchases views → View-through Purchases
Purchases clicks → Click-through Purchases

Cost per conversion and Conversion rate

Cost per conversions and conversion rate are calculated as below:

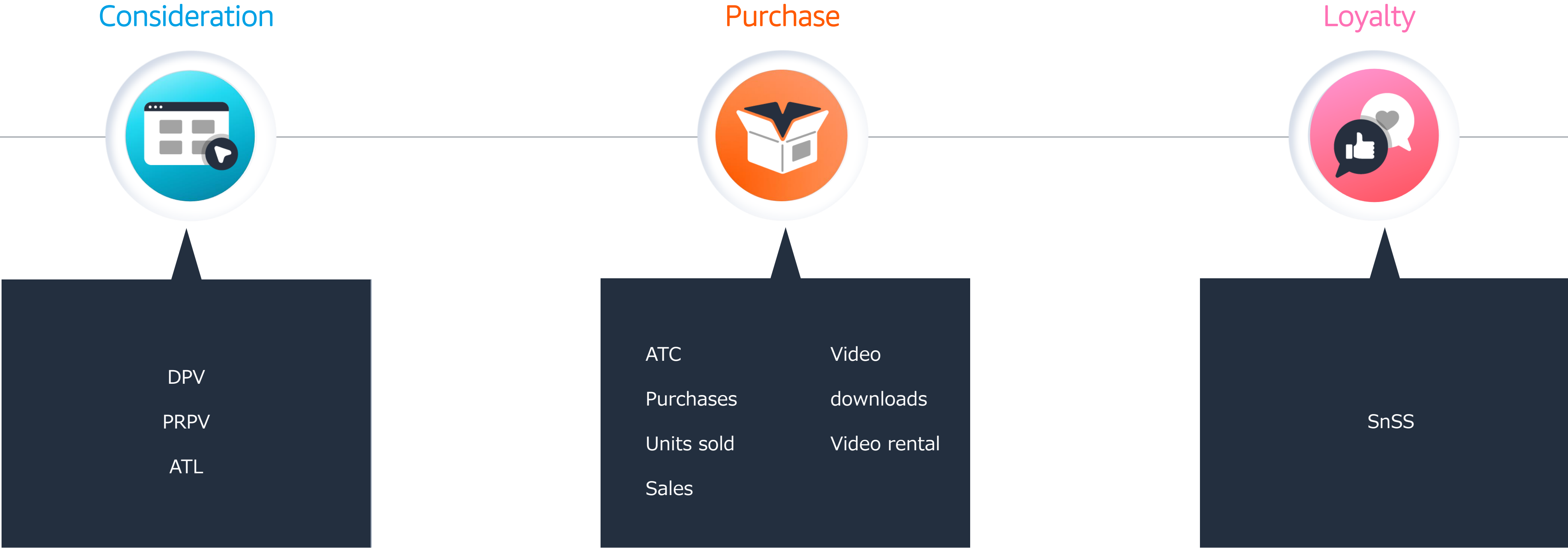
- **Cost per conversion = Total cost / the number of conversions**
Example : Cost per purchases (CPP) = Total cost / Purchases
- **Conversion rate = The total number of conversions / Impressions**
Example : Purchase rate (PR) = Purchases / Impressions



• eCommerce Conversions

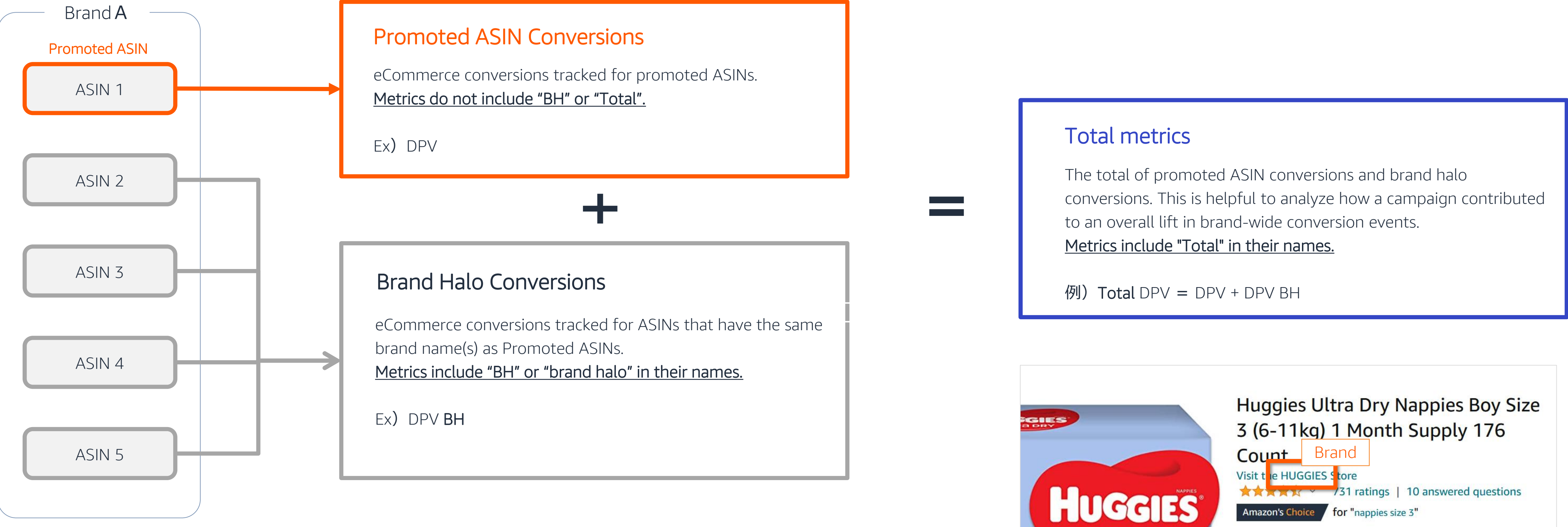
Events eligible for eCommerce conversions

- eCommerce conversions in Amazon can be tracked after promoted ASINs are associated to an order.
- Additionally, Brand Halo conversions are tracked, expanding attribution to all ASINs that have the same brand name(s) as the ASINs tracked by the order.



Promoted ASIN / Brand Halo / Total metrics

- By associating ASINs to an order, conversions are tracked for promoted ASINs, brand halo, and total metrics. Brand halo expands attribution to all ASINs that have the same brand name(s) as the ASINs tracked by the order. Brand halo metrics are helpful in measuring how a campaign contributed to an overall lift in brand-wide conversion events.

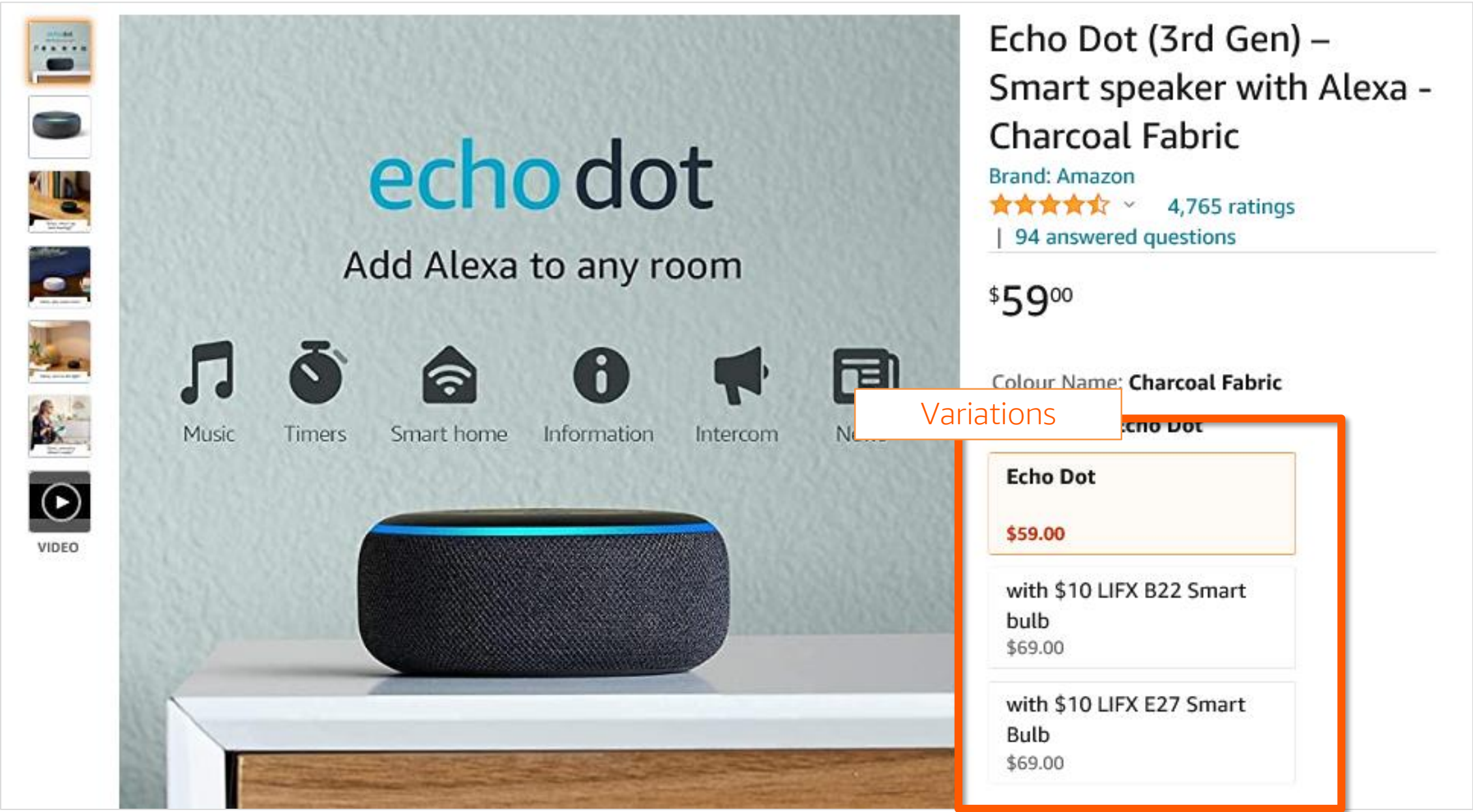


Brand: A brand is identified by the name in the byline. You can also manage ASINs within an brand in Brands tab in the console.

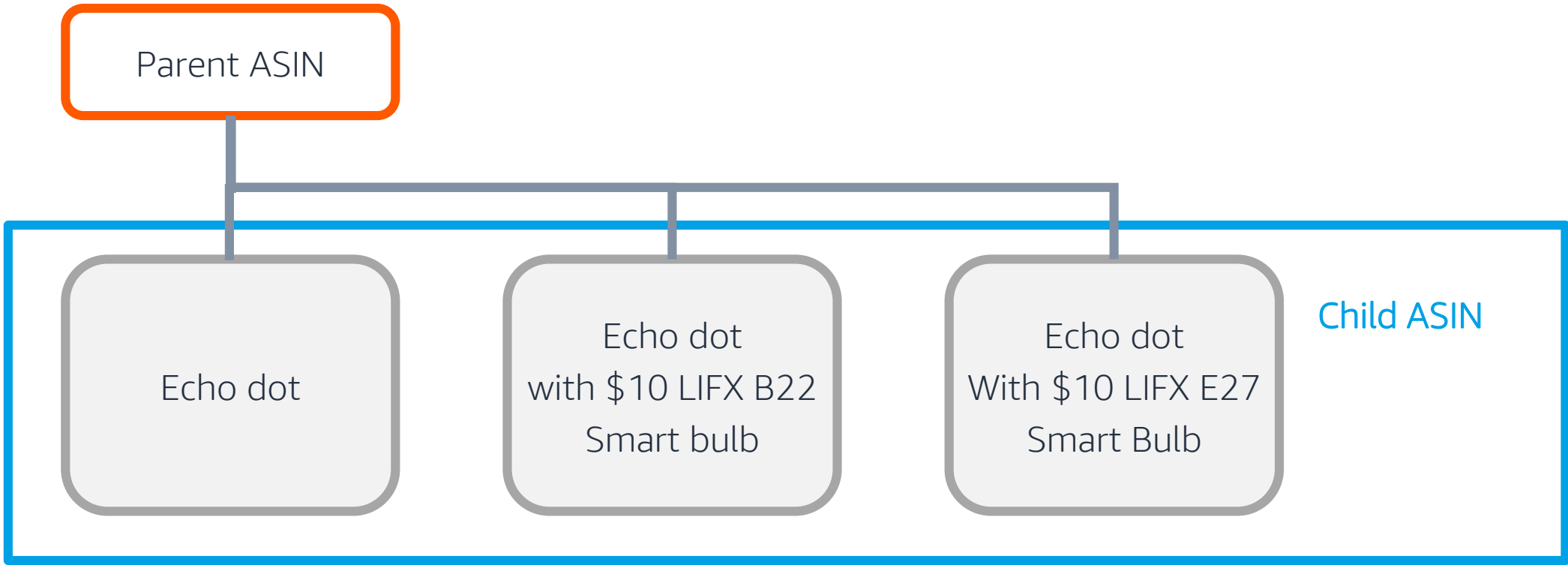
Variations / Parent ASINs / Child ASINs

- **Variations:** Variations (also known as parent-child relationships) are sets of products that are related to one another in terms of Size, Color, Flavor, etc.
- **Parent ASIN:** A non-buyable entity used to relate child products.
- **Child ASIN:** An instance of the parent product. You can have multiple child products that are all related to one parent product. Each child varies in some way, for example, by size, color, etc.
- Parent ASIN is required to associated to an order to track Subscribe and Save Subscriptions (SnSS). Please reach out to an advertiser to have parent ASINs.

ASIN example with variations

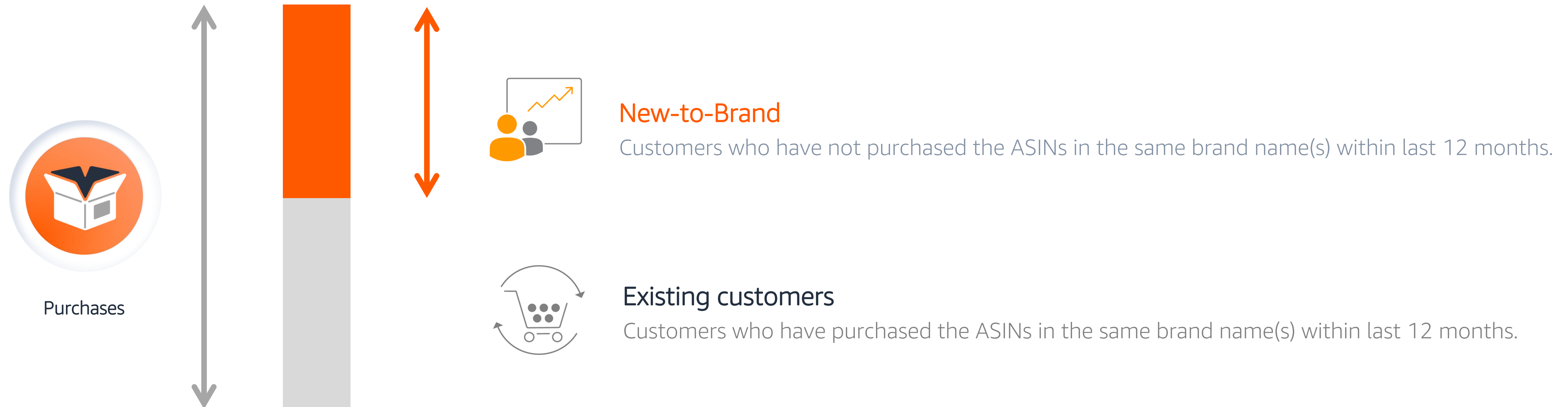


Parent ASIN and Child ASIN



New-to-brand metrics

- New-to-brand metrics enable you to measure ad-attributed purchases and sales of your products generated from first-time customers of your brand on Amazon.
- Amazon Advertising determines if a purchase is new to your brand by reviewing the last 12 months of shoppers purchase history.
- A brand is identified by the name in the byline.
- New-to-brand metrics are available for display, video and sponsor brand ads for campaigns after November 1, 2018.



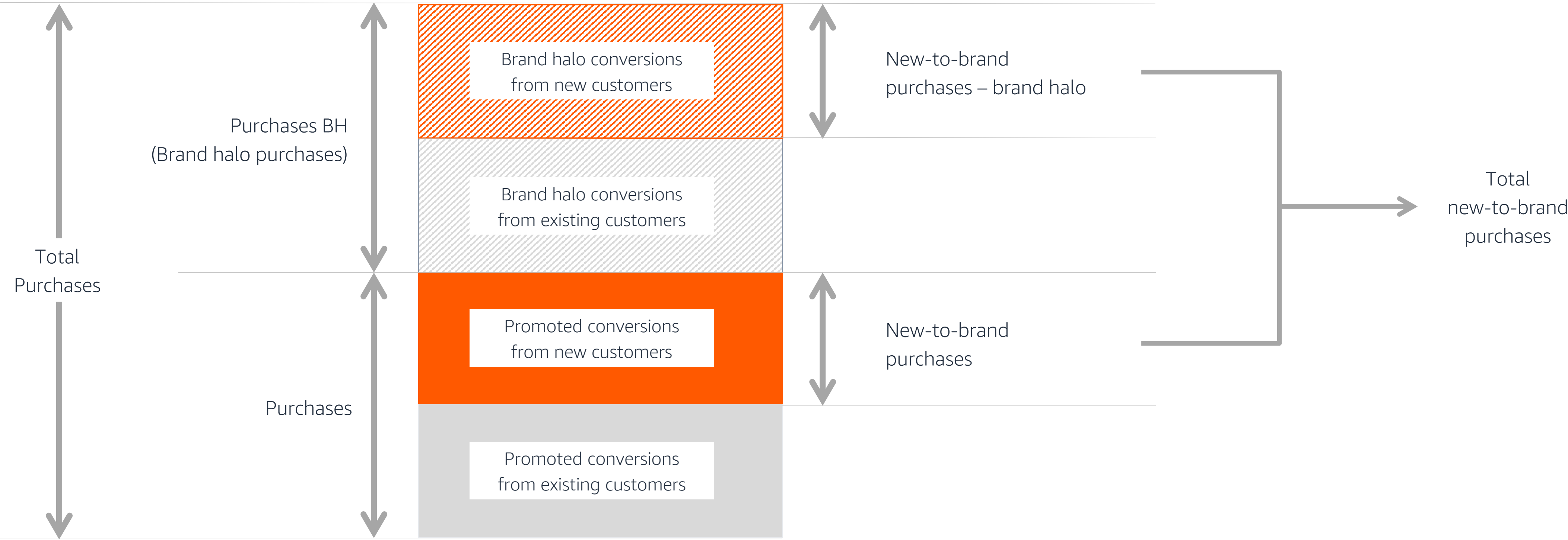
New-to-brand metrics

- Some examples of New-to-Brand metric ([Learn more in Help Center](#)):

Term	Definition
New-to-brand purchases	The number of first-time purchases for products within the brand over a 1-year period.
New-to-brand units sold	The quantity of promoted products purchased for the first time within the brand over a one-year lookback period after delivering an ad. A campaign can have multiple units sold in a single purchase event.
New-to-brand product sales	The total sales (in local currency) of promoted products purchased for the first time over a one-year lookback window by customers on Amazon.
New-to-brand return on ad spend (ROAS)	New-to-brand purchases for promoted products per local currency unit of ad spend (New-to-brand ROAS = New-to-brand sales / Total cost).
Percent of purchases new-to-brand	The percent of purchases that were first-time purchases for promoted products within the brand over a one-year lookback window. Purchases include Subscribe & Save subscriptions and video rentals.
New-to-brand effective cost per purchase (eCPP)	The average cost to acquire a new-to-brand purchase for promoted products. (New-to-brand CPP = Total cost / New-to-brand purchases)
New-to-brand purchase rate	The number of new-to-brand purchases for promoted products relative to the number of ad impressions. (New-to-brand purchase rate = New-to-brand purchases / Impressions)

New-to-brand metrics and Total metrics

- This illustrates the relationship between Promoted ASIN conversions, Brand halo conversions, Total metrics, and New-to-brand metrics.





• Pixel Conversions

Pixel conversion events

- Pixel conversions are aggregated by the event names. For example, if you create 2 pixels to track 1) Application and 2) Product purchased and choose "Application" for both pixels, conversions from 2 pixels are aggregated and reported as "Application" in the reporting.
- Event names cannot be edited. Please make sure to choose separate event names if conversions should be reported separately.

Unknown
Accept
Application
Decline
Email interaction
Email load
Game interaction
Homepage visit
Marketing landing page
Message sent
Product purchased
Purchase button
Referral
Registration confirmation page
Registration form

Sign up button
Sign up page
Store locator page
Submit button
Subscription button
Subscription page
Success page
Survey finish
Survey start
Thank you page
Video complete
Video started
Widget interaction
Widget load



• Video Conversions

Video conversions

- Video conversions are metrics used for video campaigns.

Term	Definition
Video start	The number of times a video ad was started.
Video first quartile	The number of times at least 25% of a video ad played. If rewind occurred, percent complete was calculated on the total percentage of unduplicated video viewed.
Video midpoint	The number of times at least 50% of a video ad played. If rewind occurred, percent complete was calculated on the total percentage of unduplicated video viewed.
Video third quartile	The number of times at least 75% of a video ad played. If rewind occurred, percent complete was calculated on the total percentage of unduplicated video viewed.
Video complete	The number of times a video ad played to completion. If rewind occurred, completion was calculated on the total percentage of unduplicated video viewed.
Video completion rate	The number of video completions relative to the number of video starts.
Effective cost per Video complete (eCPVC)	The cost per video complete. $\text{eCPVC} = \text{Total cost} / \text{Video complete}$
Video pause	The number of times a video ad paused.
Video resume	The number of times a video ad resumed.
Video mute	The number of times a video ad muted.
Video unmute	The number of time a video ad unmuted.



• Other Metrics

Reach and Frequency

- Amazon DSP provides the following metrics in reach and frequency.



Cumulative reach

Total number of unique users exposed to an ad from either a campaign or line item over the lifetime of the campaign or the past six months, whichever is shorter.



Ave. impression frequency

Total impressions/Daily Reach (Note: Daily Reach is used in the calculation to ensure that it captures effects of daily frequency caps that could skew a simple average over cumulative reach.)



Cumulative frequency (#)¹

Total unique users exposed to an ad once, twice, or more.²

For example, “Cumulative line item frequency (2)” means the total unique users exposed to an ad twice in the campaign duration.

¹ Available in Performance Report in Report Center

Reach and Frequency

- Reach and frequency is calculated as follows when one customer was exposed to the ads twice each on Day 1 and Day 2:

Metrics	Day 1	Day 2
Impression	2	2
Daily reach	1	1
Cumulative reach	1	-
Daily Frequency	2	2

Metrics in reporting	2-day total
Cumulative reach	1
Avg. impression frequency	2
Cumulative line item frequency (1)	0
Cumulative line item frequency (2)	0
Cumulative line item frequency (3)	0
Cumulative line item frequency (4)	1

Exclude a duplicate

Average number for 2 days

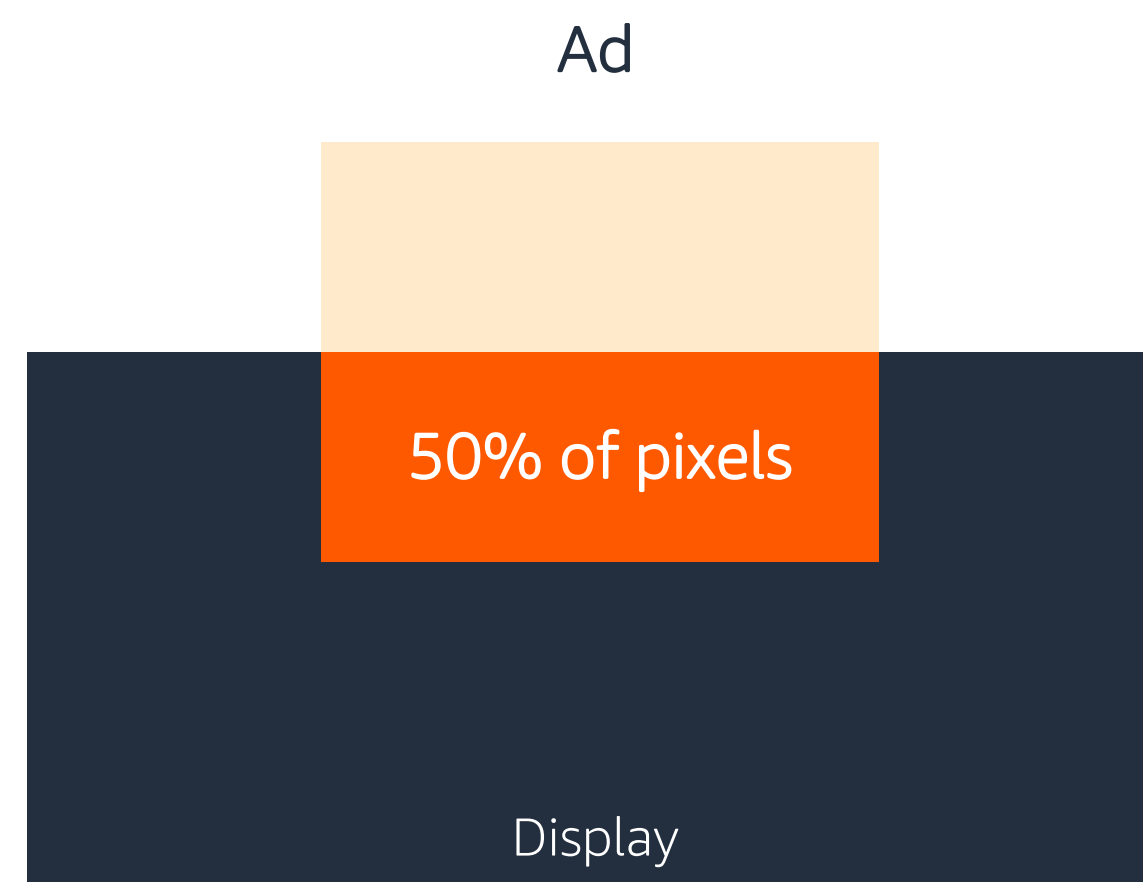
One customer exposed to the ads 4 times for 2 days.



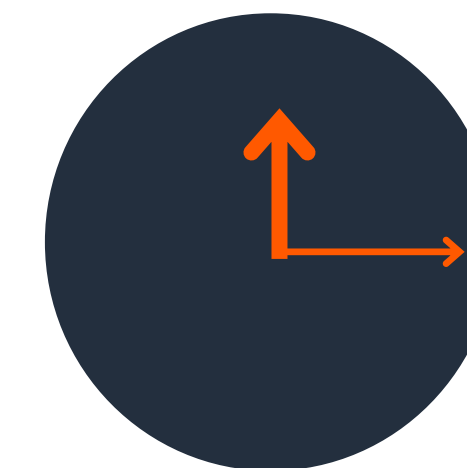
Cumulative reach is calculated based on either a campaign or line item over the lifetime of the campaign or the past six months, whichever is shorter. Cumulative reach outside of the above conditions cannot be pulled, such as monthly or a specific report period.

Viewability

- Amazon DSP uses Media Rating Council (MRC) standard.
- Impressions are viewable if 50% of pixels are in-view for at least 1 second for display ads, and 50% of pixels are in-view for at least 2 seconds for video ads.



Time



1 second for display
2 seconds for video

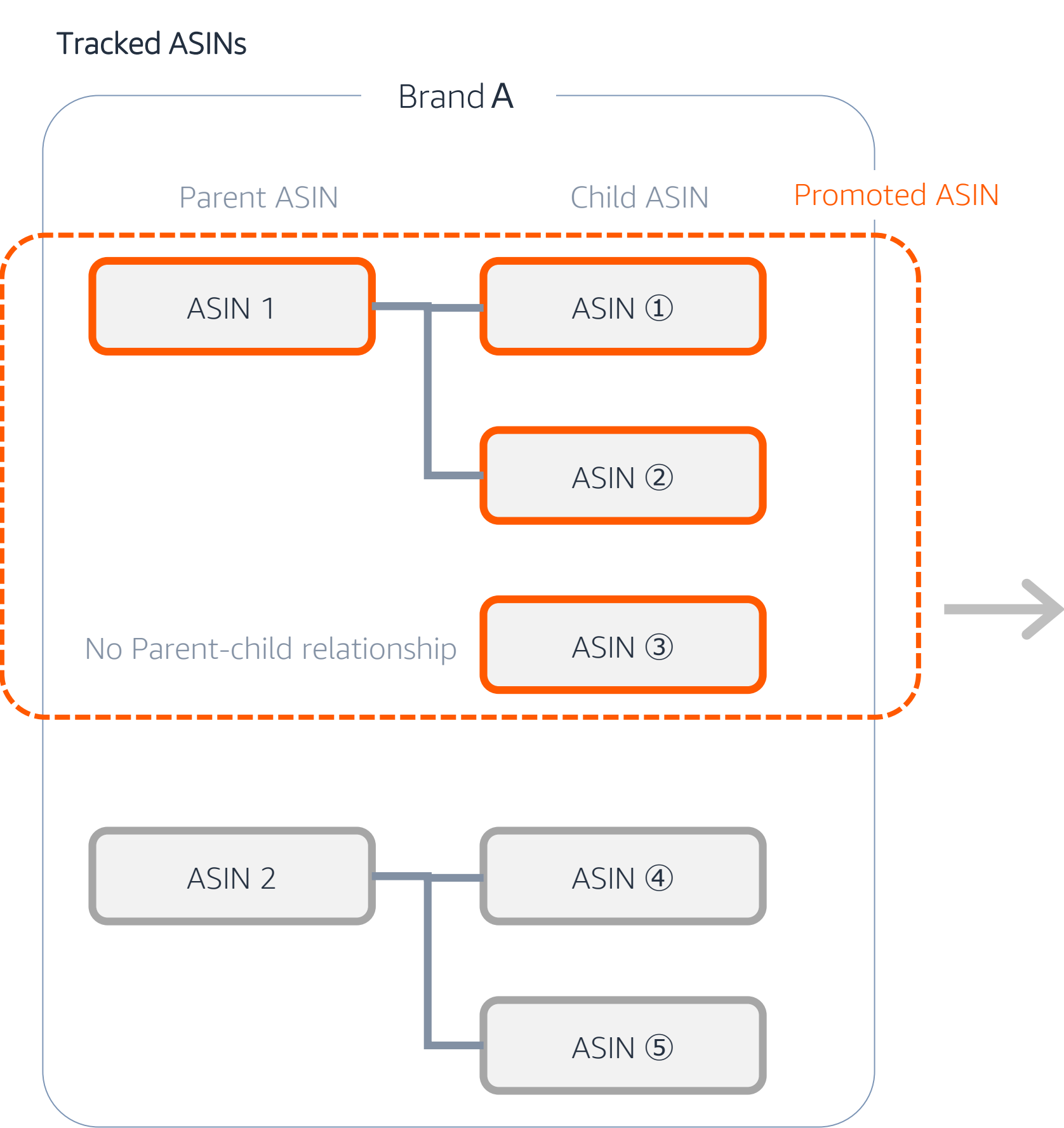
Viewability

Term	Definition
Viewable Impressions	Based on MRC standard, the number of times an ad was viewed by customers minus invalid traffic. An ad is counted as viewable when at least 50% of the ad shows on screen for one second or longer for display ads and two seconds or longer for video ads.
Viewability Rate	$\text{Viewable impressions} / \text{Measurable Impressions}$
Measurable Impressions	$\text{Measurable impressions} / \text{served impressions d for viewability.}$
Measurable Rate	$\text{Measurable impressions} / \text{served impressions}$



• Reporting

Reporting: Custom Report > Product dimension



Example

Child or Parent

Promoted ASIN or Brand Halo

Promoted ASIN

Brand Halo

Total metrics

Brand Name	Report granularity	ASIN	Parent ASIN	ASIN conversion type	DPV	DPV BH	Total DPV
Brand A	ASIN level	ASIN ①	ASIN 1	Promoted	10	0	10
Brand A	ASIN level	ASIN ②	ASIN 1	Promoted	10	0	10
Brand A	Parent ASIN level	ASIN 1		Promoted	20	0	20
Brand A	ASIN level	ASIN ③		Promoted	10	0	10
Brand A	Parent ASIN level	ASIN ③		Promoted	10	0	10
Brand A	ASIN level	ASIN ④	ASIN 2	Brand halo	0	10	10
Brand A	ASIN level	ASIN ⑤	ASIN 2	Brand halo	0	5	5
Brand A	Parent ASIN level	ASIN 2		Brand halo	0	15	15



Parent ASIN level data includes child ASIN data ("ASIN level"). Use the filter to exclude duplicates. An ASIN with no variations will appear in both "ASIN level" and "Parent ASIN" level.

Reporting: Custom Report > Audience dimension

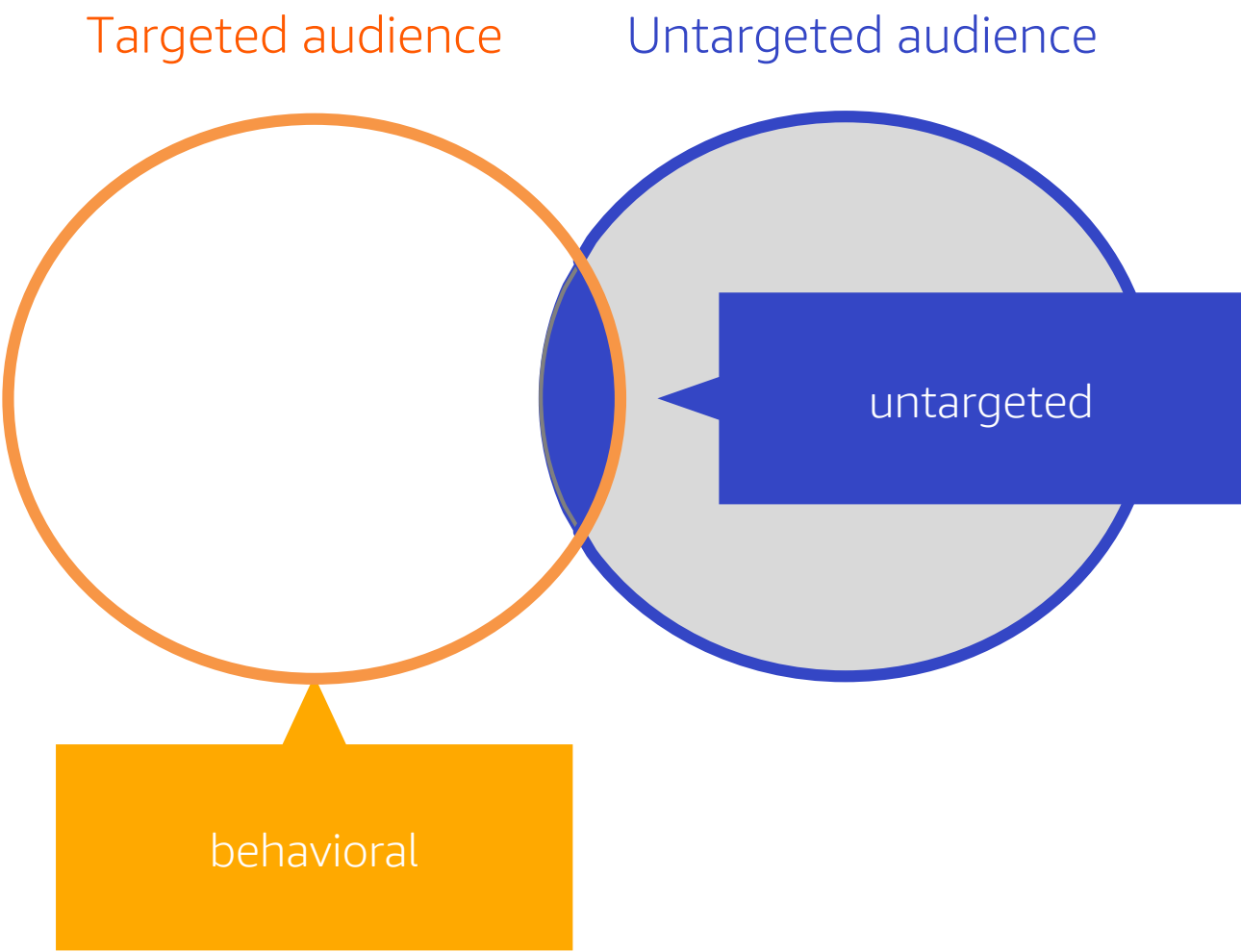
- Audience dimension in Custom Report provides transparency in performance per audience segment.
- Not only targeted segments but untargeted segments can be included in the reporting, which are the overlapping of the targeted segments.
- Untargeted segment data is available if that segment has over 100,000 impressions per line item.
- As there is overlapping between audiences, the sum of the metrics such as impressions and clicks does not match to those of line items.
- Untargeted audience data is pulled in the reporting only for the overlapping section. When adding segments, it is recommended to check the segment sizes and/or affinity in the audience overlap report as well.

Report example

Line item	Segment	Targeting method	Impression	DPV
Line item A	Segment 1	behavioral	200,000	10
Line item A	Segment 2	behavioral	10,000	5
Line item A	Segment 3	untargeted	150,000	20
Line item A	Segment 4	untargeted	100,000	10

behavioral : Targeted audience in a line item
untargeted : Audience not targeted in a line item but overlapping with a targeted audience

Targeted and untargeted audience





FAQ

FAQ

- **Is the time shown on the report in local time?**
 - ✓ Yes, delivery data is aggregated based on the local time zone you set for your account.
- **How long does it take for the reports to reflect my delivery data?**
 - ✓ The update time differs depending on the type of data, but unless it's an Audience segmentation report, they are updated multiple times a day, and there is a maximum delay of 12 hours. Audience segmentation reports have a maximum delay of 72 hours.
- **Why does my report seem to be missing some data?**
 - ✓ Reports reflect impressions and clicks most quickly, followed by other data. Unless it's an Audience segmentation report, the data is usually reflected within 12 hours. If you are concerned about significant delays or losses, please contact Amazon.
- **It seems that some of the data in the reports I created in the past has been modified. Why is that? (Example: When I checked two days ago, the number of clicks on the first day of publication was 100, but now it is at 98)**
 - ✓ The data reflected in the report may be revised at a later time. For example, if there were invalid clicks or impressions that shouldn't be included in the invoice.
- **Why are there times when the numbers on my reports don't match the numbers on the console? Which is the correct data?**
 - ✓ It takes longer to reflect the data in the report than it does on the console. Even if the data does not match due to time lag, the data will eventually match.
- **Does the delivery cost that is visible on the console match the amount on my invoice?**
 - ✓ Delivery costs visible on the console may be fine-tuned after they are reflected. For the final cost data, refer to the numbers in the invoice.

FAQ

- **There's a difference between the numbers on the console and the data of external measurement tools provided by third parties. Why is that?**
 - ✓ This is due to different definitions of data measurement. Some key examples are as follows:
 - If a user clicks on the same ad multiple times within the same session, Amazon DSP will record multiple clicks. However, the external measurement tool may recognize it as a single click.
 - After a user clicks on an ad, they may be taken to a different page before the page is completely loaded, or they may click the browser's "back" button. At this time, Amazon DSP records the click, but the external measurement tool may not recognize it as a click.
 - We've set the lookback window to 14 days, but that for the external measurement tool may be different.
 - Something that we measure as the last conversion may be recognized as an assisted conversion by external measurement tools (so not recognized as the last conversion).
 - ✓ Removing invalid impressions, clicks, and so on: Amazon DSP reports exclude things like impressions and clicks that Amazon considers invalid, but external measurement tools record them as valid.
 - ✓ If you are using a third-party delivery server and you do not use cache invalidation or click tracking macros, there may be differences in impression counts between the DSP and the third-party delivery server.
- **Can I pull reports for REC/DEA by ASIN and by format (e.g., the "Shop Now" or "Customer Review")?**
 - ✓ If you are creating a creative with multiple ASINs, you will not be able to see performance by ASIN. In terms of REC, since you can create creatives by specifying any format, you can check the performance of each format by creating an ad for each format. As for DEA, this is not possible because the format cannot be specified.
- **Third-party delivery and third-party measurement tool reports are tracking impressions and clicks outside the flight. Why is that?**
 - ✓ Amazon periodically conducts security scans starting from when creatives are associated to the Line item until the end date of the flight. Security scans result in impressions and clicks, but they are not actually delivered.

FAQ

- When looking at the reports by area, it seems that they are also being delivered to outside of the country, which should not be targeted. Why is that?
 - ✓ Amazon DSP targets Japan for JP (or Australia for AU) as a Region by default, but in rare cases, they may also be delivered to overseas IPs due to VPN connections. This can be avoided by targeting local IPs with Location targeting.

Location

☒ IP address only
☐ Amazon postal code or IP address

Search Enter your own

Japan Country Added

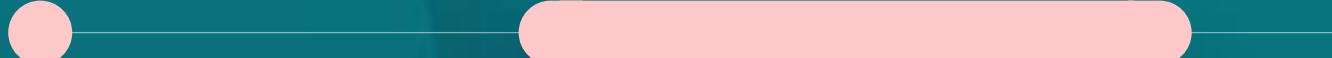
1 targeted Remove all

Japan Country

0 excluded No locations excluded

- Can I get the reporting by the vendor or seller(s)?
 - ✓ No.
- Why does the Product dimension report include brands that are different from the promoted brand?
 - ✓ If associated ASINs to an order include an ASIN which brand is not specified or registered with a different brand, it is possible that the different brands can be included in the reporting as Brand Halo.

Thank you



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