



A COMPLETE GUIDE TO

# Auditing Your Amazon Strategy

By Incrementum Digital

# Audit your own Amazon Advertising Strategy Like A Pro.

This comprehensive blueprint serves as a checklist to guide you through auditing your Amazon strategy. It covers various aspects, starting from conversion factors and working up to traffic, market analysis, and leveraging free tools. Surprisingly, many existing Amazon brands fail to utilize these tools effectively, despite their potential to drive success on the platform.

Here's a brief summary of the sections included in the comprehensive Amazon audit blueprint and what they cover:

The blueprint covers four main sections:

1. **Creative Review** (Images, A+ Content, Storefront, Competitor Snapshot) This section focuses on assessing elements that influence conversion rates, such as product images, A+ content, brand storefront, and competitor analysis.
2. **Advertising Strategy Assessment** This extensive section delves into evaluating and optimizing various aspects of the brand's advertising approach, including SEO, account performance, campaign analysis, targeting strategies, and creative optimization.
3. **Market Analysis** This section emphasizes understanding the brand's position within its market landscape, including niche trends, search volume growth, click share, brand saturation, and market share analysis using tools like Jungle Scout's COBALT.
4. **Free Tools Activation** The final section highlights several free Amazon tools that brands should leverage to enhance their eCommerce strategy, such as Virtual Bundles, Brand Story, Brand Referral Bonus, Customer Engagement, B2B Pricing, and Manage Your Experiments (A/B testing).

Index

# Table of Contents

## Conversion

Images	7
A+ Content	10
Storefront	12
Competitor Snapshot	15
Checklist	16

## Advertising

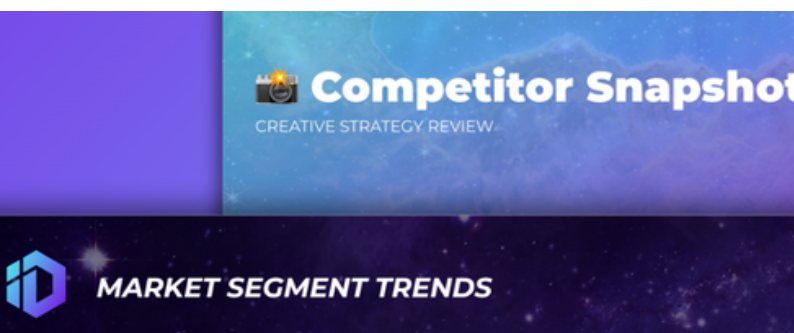
SEO	19
Performance Analysis	20
Campaign Analysis	22
Advertising Checklist	29

## Market

Searches	32
Benchmarks	33
Market Share	34
Market Checklist	35

## Free Features

All Free Features	37
Get an Audit from Us	39



Demand and category conversion rates are increasing throughout the year.



### TRENDS (LAST 12 MONTHS)



## Section 1:

# Assessing the Brand's Conversion Factors on Amazon

This section focuses on evaluating the factors that influence conversion rates, including images, A+ content, your Amazon storefront, and a competitor snapshot.

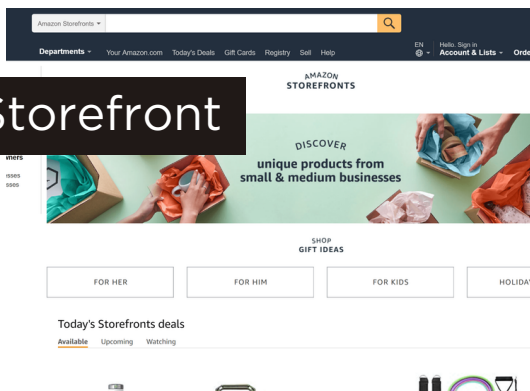


## Images



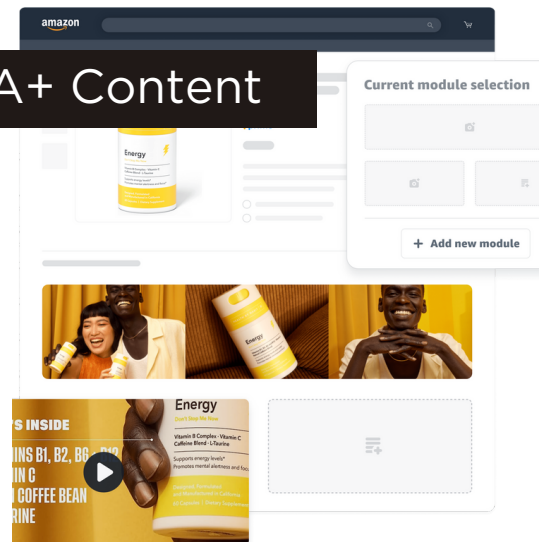
This subsection covers optimizing main product images for resolution and zoom, utilizing the maximum allowed images and videos, highlighting benefits over features, and leveraging Amazon's Product Opportunity Explorer to determine the most impactful benefits.

## Storefront



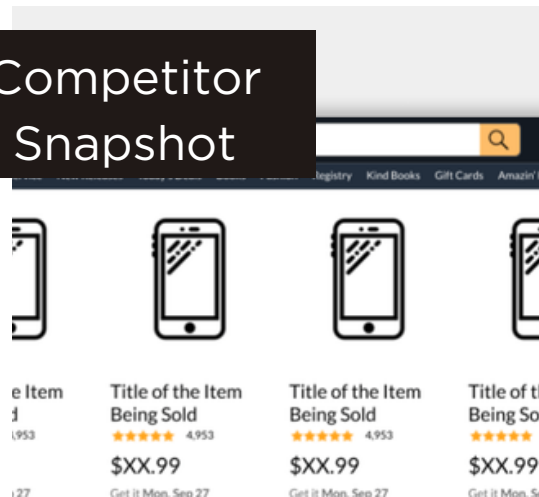
enhancing the brand storefront with lifestyle/branded images, shoppable images, optimized categorization, holiday updates, driving customer engagement through the "Follow Us" feature, and leveraging Amazon Posts for free traffic.

## A+ Content



Premium A+ Content, utilizing various modules (comparison charts, videos, hotspots, carousels, Q&A, etc.), and implementing shoppable content to cross-promote products.

## Competitor Snapshot



analyzing competitors' listings, Q&A sections, reviews, highlighted benefits, images, A+ content, brand stories, and storefronts to identify opportunities for differentiation.





Is your main image high resolution? And does it take up as much space in the frame as possible? Consider hiring an editor to slightly skew the dimensions of your product so that it still represents the actual shape, but takes up more real estate on the main image. Also, ensure that your resolution is as high as possible. Grainy main images can drive a brand to the graveyard.

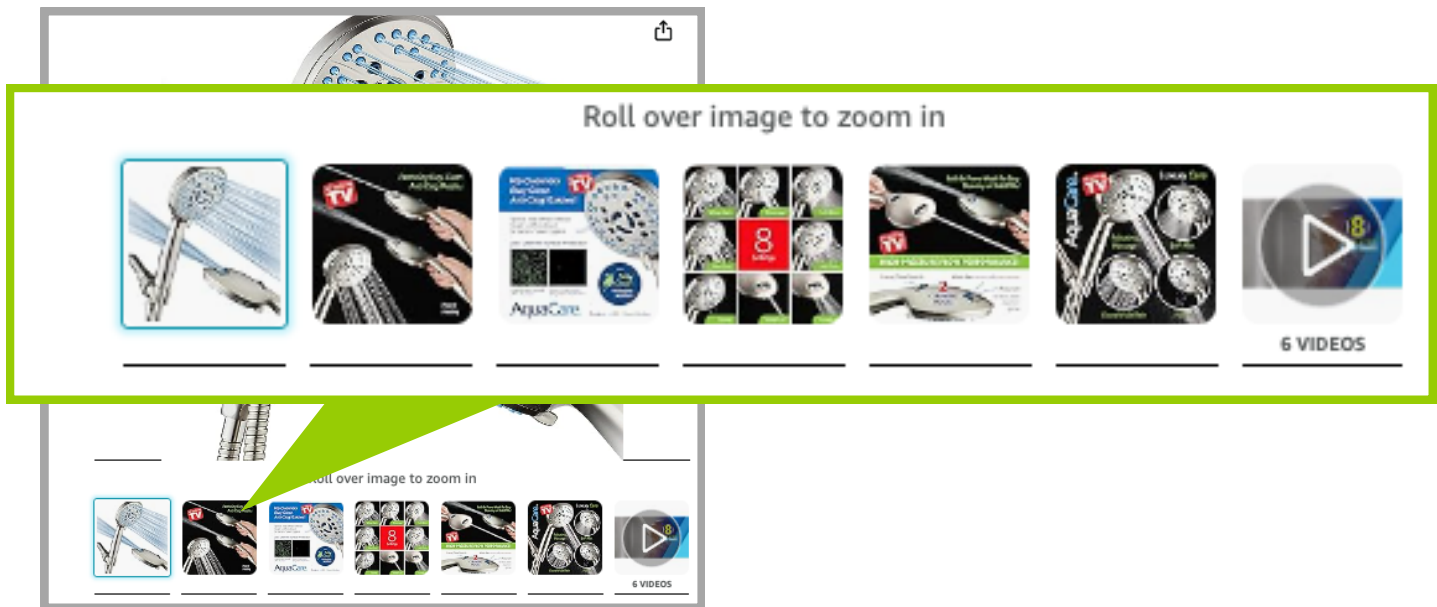
## MAIN IMAGE

- ✗ Low Res
- ✗ off-center
- ✗ Shadows
- ✗ Doesn't cover the full square



- ✓ High Res
- ✓ Takes up most space
- ✓ Minimal Shadows





9 Images + 1 Video

## Secondary Images

Amazon will index your product more accurately if they have 9 images and a video. Ensure that you are checking this box.



# IMAGES

Many brands believe in their product immensely, and will make the mistake of assuming that their target audience understands the benefits intuitively as a result of reading through the product features. This is a fallacy. Make sure that your images and feature points highlight the benefits of your product and even your brand in order to ensure higher conversion rates. If you're struggling to determine which benefits are most important to your customer, head over to the Product Opportunity Explorer under the Growth tab in Seller Central. This will provide you with the most data-centric comprehensive overview of the positive and negative conversion drivers in your niche.



This



Not This





**Comfortable protection**  
that stretches and flexes as you move

- Stays on for up to 24 hours
- HURT-FREE<sup>®</sup> pad won't stick to the wound, allowing for gentle removal
- QUILT-AID<sup>®</sup> Comfort Pad designed to cushion painful wounds while you heal

**CLEAN** **TREAT** **COVER**

**Why clean, treat, and cover your wounds?**

- Clean to remove dirt and debris.
- Treat with an antibiotic ointment to help prevent infection.
- Covered wounds heal faster than if left uncovered.
- Covering wounds helps prevent scabs, which may cause scarring.

**Your minor cuts and scrapes deserve care and protection from the #1 doctor recommended brand.**

**THE #1 DOCTOR RECOMMENDED BRAND**

\*Kaiser Brandview Annual Survey July 1, 2016-June 30, 2017

Discover other BAND-AID<sup>®</sup> Brand Adhesive Bandage products

Product	Quantity	Price
BAND-AID <sup>®</sup> Brand Adhesive Bandage, 200 Ct.	200	2.99
BAND-AID <sup>®</sup> Brand Adhesive Bandage, 100 Ct.	100	1.49
BAND-AID <sup>®</sup> Brand Adhesive Bandage, 50 Ct.	50	0.79
BAND-AID <sup>®</sup> Brand Adhesive Bandage, 25 Ct.	25	0.39
BAND-AID <sup>®</sup> Brand Adhesive Bandage, 10 Ct.	10	0.19

**CREATIVE**

**FLONASE**  
ALLERGY RELIEF

**NON-DROWSY 24-HOUR LONG LASTING ALLERGY RELIEF**

FLONASE NASAL SPRAY RELIEVES

- NASAL CONGESTION
- PLUS
- ITCHY EYES
- WATERY EYES
- RUNNY NOSE
- ITCHY NOSE
- SNEEZING

**24 HOUR RELIEF**

**WORKS AT THE SOURCE**

**FREE Facial Tissue**

**FLONASE**  
ALLERGY RELIEF

**How does FLONASE Allergy Relief work?**

FLONASE Allergy Relief is a corticosteroid nasal spray that works directly in your nose to reduce inflammation and relieve allergy symptoms. It's safe, effective, and easy to use.

**Get back in control**

FLONASE helps you tackle allergy symptoms and get back in control of your life.

**FREE Facial Tissue**

**CHOOSE YOUR COMPANION**

**Temptations**

**America's #1 Cat Treat Brand**

**IRRESISTIBLE Inside & Out**

**Why TEMPTATIONS<sup>™</sup> Cat Treats?**

TEMPTATIONS<sup>™</sup> are some of the best, most tantalizing cat treats around. Hover your paw over to see why!

**Reasons to Love TEMPTATIONS<sup>™</sup> Classic Treats**

- Cats can't resist<sup>™</sup>
- Less than 25cal per treat
- 100% nutritionally complete and balanced for adult cats
- With vitamins and minerals
- No artificial flavors

**So Many Fun Ways to Treat Your Cat**  
Try them all!

**Q&A:**

- Q: What makes TEMPTATIONS treats so irresistible?
- Q: Are TEMPTATIONS treats good for my cat?
- Q: Do TEMPTATIONS treats contain nutrients?
- Q: How many TEMPTATIONS treats can I give per day?
- Q: At what age can my cat have TEMPTATIONS treats?

# A+ Content

Most of our A+ assessment ties into the benefits/features conversation, however, there are so many brands underutilizing the modules available to them in their A+ content section. Activating Premium A+ (make sure to review Amazon's rules for this), using high-resolution images, not text stuffing, and not repeating the exact same content as your main images are among the most common mistakes.

Comparison Charts, Videos, Hotspots, Carousels, Q&A, Technical Specs, Brand Highlight, Shoppable Content.



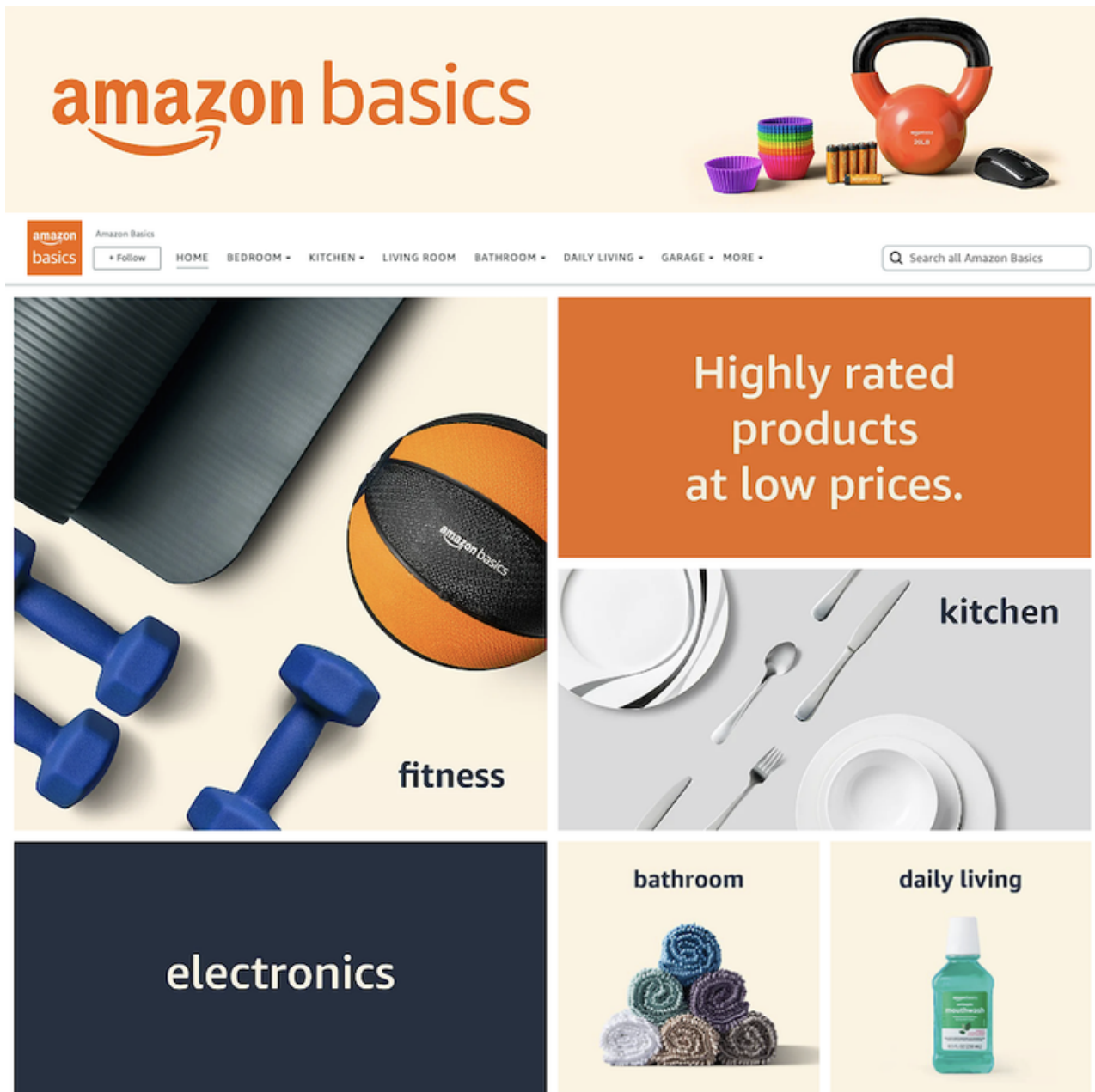
## SHOPPABLE CONTENT

This is also referred to as "A+ Hotspots" but deserves an additional shoutout. This is because many brands looking to increase CLV are overlooking the opportunity to cross-promote products for free without disruptive competition in this section.



\*Hospitals: based on hospital sales data; nurses: vs. other hospital brands among those with a preference; parents: based on retail sales





# Storefront

Many brands use storefronts in an incredibly basic way, and don't consider it a major opportunity to increase customer loyalty, conversion, and engagement. Adding lifestyle images to the storefront can take your brand from generic to experiential. Additionally, making images shoppable removes yet another seam in the customer journey from discovery to conversion.



# Categorization

The chaotic categorization of Amazon storefronts could be its own coffee table book... you would be shocked at what we've seen after conducting thousands of these audits ourselves. Your storefront categories should align with your catalog, without overwhelming your customer. Too many choices will decrease conversion, and too few will do the same. Find a happy medium that aligns with your catalog nicely. Additionally, consider making this friendly with your storefront headline ads strategy. If you plan to feature one group of three products together in a headline ad, it might make more sense to drive clicks to a relevant subpage in your storefront as opposed to just driving to the homepage.

Home
100% ALPACA BLANKETS
VARIEGATED BLANKETS
STRIPED BLANKETS
LARGE WOOL BLANKETS
PANAMA HAT
POSTS



This



Not This

SHAMROCK	
CAPS	>
BLANKETS	
WALKING STICKS	
NECKLACES	>
JEWELRY	>
CLOTHING	>
IRISH ACCESSORIES	>



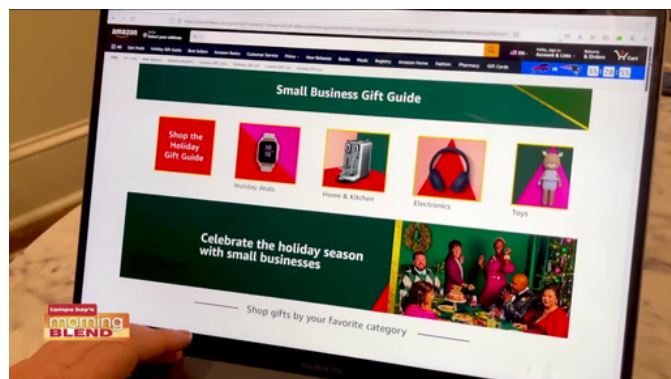


# Storefront



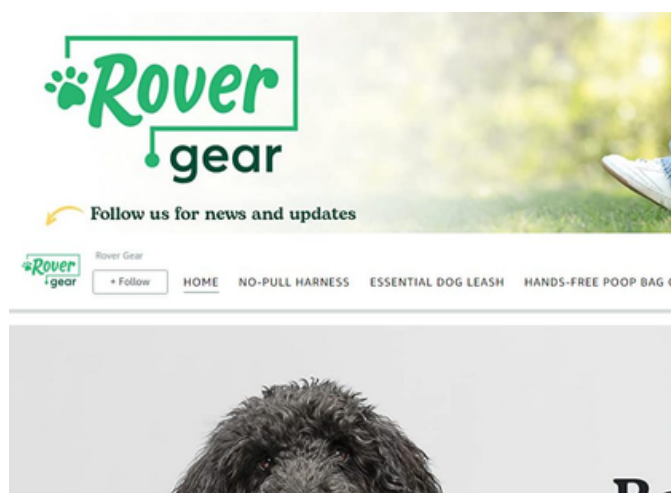
## HOLIDAY UPDATES

Many brands will update their storefront for Q4 with holiday imagery to increase relevance and conversion. Our only advice would be to ensure that you have an updated storefront scheduled to go live as soon as the holiday season ends, so that you're not featuring Haunakkuh gift ideas in March.



## FOLLOW US

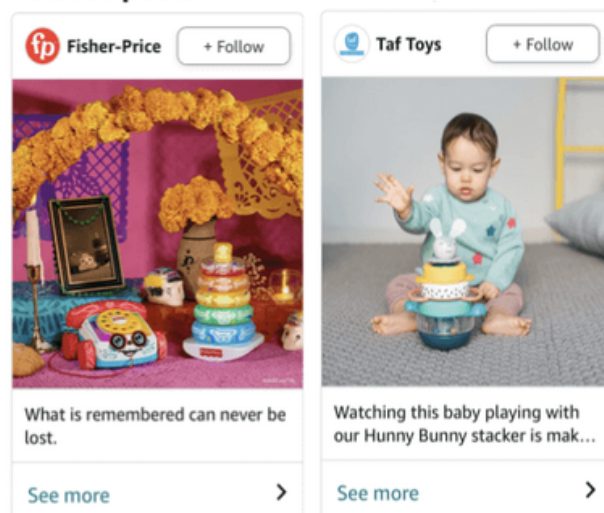
If you visit a brand storefront in 2024, you'll likely see a small "follow us!" note in the upper left-hand corner of the homepage banner. This isn't technically against Amazon's rules, and is an excellent way to drive increased value to your customers. Once 1000 customers follow you, you are eligible to promote your product through Amazon's customer engagement tools.



## AMAZON POSTS

Say this with us "FREE TRAFFIC TO MY LISTING"... say it ten more times or until you understand how valuable this feature is. Amazon Posts are the single most underutilized traffic opportunity for brands today, and are so frequently overlooked. These will be placed all over Amazon's listing pages, including your competitors! It's even more of an opportunity if you already have product-centric social media posts that exist on Instagram & Facebook, that you can simply copy over to Amazon posts. Don't sleep on this feature like many brands do!

### Related posts




# Competitor Snapshot

Briefly explore your competitor's listings. What questions are they answering in their Q&A? What are the reviews saying, and are there opportunities to differentiate your brand as a direct solution to these grievances? Which benefits are they highlighting? Look through their images, A+ content, Brand story, Storefront, and Q&A to understand how they might be appealing to their segment of the market.


## Based on your recent views

Sponsored @


Page 1 of 100




DAVLINA, Alpaca Wool Throw Blanket | Super Soft, Lightweight, Breathable and Hypoallergenic  
★★★★☆ 210  
\$122.99 ✓prime



Coffee Grinder, Wancle Electric Coffee Grinder, Quiet Spice Grinder, One Touch Coff...  
★★★★☆ 3,572  
Amazon's Choice In Electric Coffee Blade Grinders  
\$17.99 ✓prime




Coffee Grinder, Electric Coffee Grinder with 3.50z Large capacity, One-Touch Coffee...  
★★★★☆ 15  
\$16.99 ✓prime




SHARDOR Silent Spice Grinder for Quiet Grinding, Coffee Bean Grinder Electric for E...  
★★★★☆ 17  
\$29.99 ✓prime  
Save \$5.00 with coupon

## You might also like


Page 1 of 6




SHARDOR Coffee Grinder Electric, Coffee Bean Grinder Electric, Herb Grinder, Nut Grain Grinder with 1 Removable Stainless Steel Bowl, Black  
★★★★☆ 1,244  
\$29.99  
Get it as soon as Wednesday, Apr 3  
FREE Shipping on orders over \$35 shipped by Amazon



SHARDOR Adjustable Coffee Grinder Electric, Herb Grinder, Spice Grinder, Coffee Bean Grinder, Espresso Grinder with 1 Removable Stainless Steel Bowl, White  
★★★★☆ 4,914  
22% off Limited time deal  
\$28.58  
List: \$36.50  
Get it as soon as Wednesday, Apr 3  
FREE Shipping on orders over \$35 shipped by Amazon



SHARDOR Conical Burr Coffee Grinder, Electric Adjustable Burr Mill with 35 Precise Grind Setting for 2-12 Cup, Black  
★★★★☆ 3,511  
\$59.99  
Get it as soon as Wednesday, Apr 3  
FREE Shipping by Amazon



Krups One-Touch Coffee and Spice Grinder 3 Ounce Bean Hopper Easy to Use, One Touch Operation 200 Watts Coffee, Spices, Dry Herbs, Nuts, 12 Cup Black  
★★★★☆ 72,103  
\$18.95  
Get it as soon as Wednesday, Apr 3  
FREE Shipping on orders over \$35 shipped by Amazon

Storefront



## Section 1: Assessing Brand Conversion

- ☐ Creative Review Images:
- ☐ Optimize main image resolution and zoom
- ☐ Include 9 images + 1 video
- ☐ Highlight benefits over features in images
- ☐ Use Product Opportunity Explorer to identify key benefits

### A+ Content:

- ☐ Activate Premium A+ Content
- ☐ Utilize modules (charts, videos, hotspots, carousels, Q&A, etc.)
- ☐ Implement shoppable content

### Storefront:

- ☐ Add lifestyle/branded images
- ☐ Make images shoppable
- ☐ Optimize categorization
- ☐ Update for holidays
- ☐ Enable "Follow Us" feature
- ☐ Leverage Amazon Posts
- ☐ Conduct competitor snapshot analysis

# CREATIVE CHECKLIST

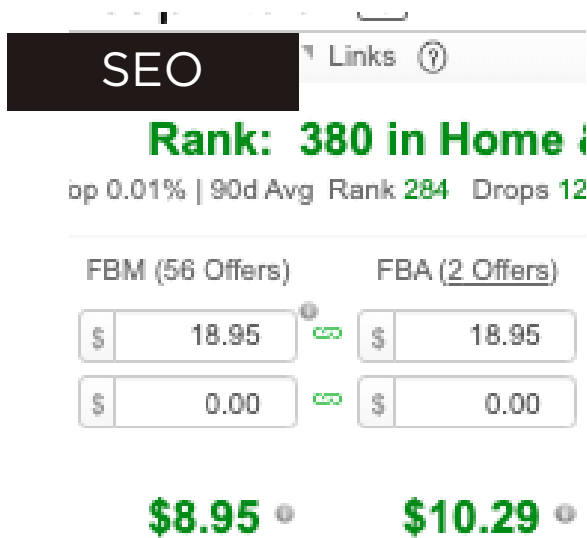


## Section 2:

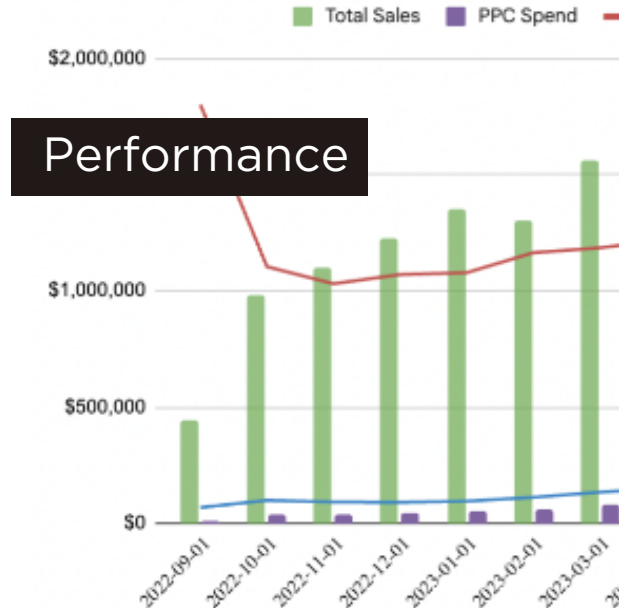
# Assessing Your Brand's Amazon Advertising Strategy

This is the bread and butter of your Amazon strategy - driving traffic cost-effectively is integral to any successful eCommerce brand. This will be the longest checklist so far, and we will include the tools (including those on/off Seller Central) that we use to assess each item in this list.



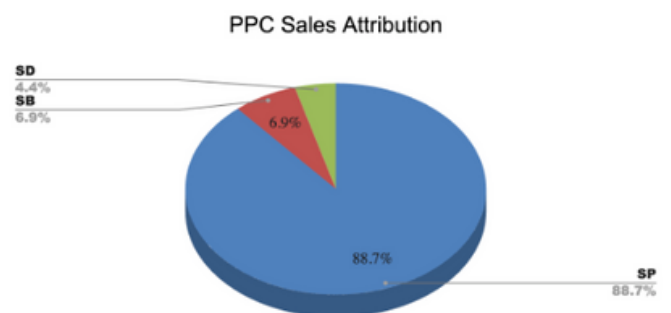
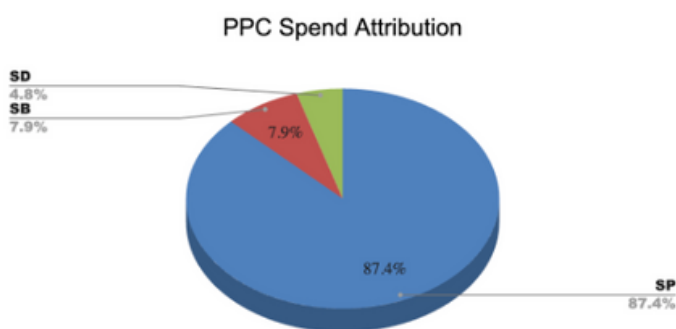


Evaluate your organic search rankings and optimization compared to competitors.



Analyze key performance metrics like sales trends, distribution across SKUs, ad sales ratio, spend attribution, and month-over-month fluctuations.

## Campaign Analysis



Dive deep into campaign structure, targeting strategies, keyword distribution, budget allocation, creative optimization, competitor monitoring, and brand defense tactics.



This report will provide the most granular insight into not only your own title strategy, but that of your top 10 competitors. This report shows the title, ranking, search volume top keywords relevant to your title, and whether or not your title is matching in exact phrase or broad.

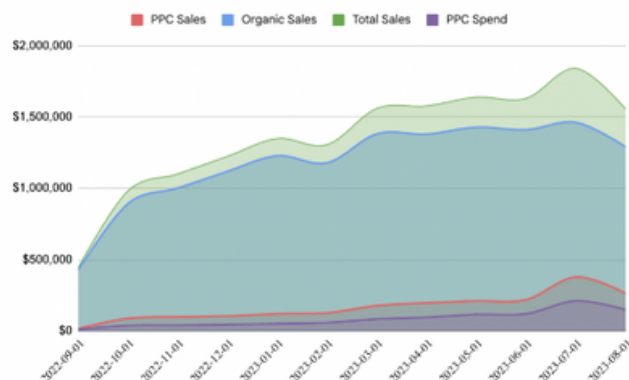
[illegible]

## Organic Rank Comparison via Datadive

# ACCOUNT PERFORMANCE

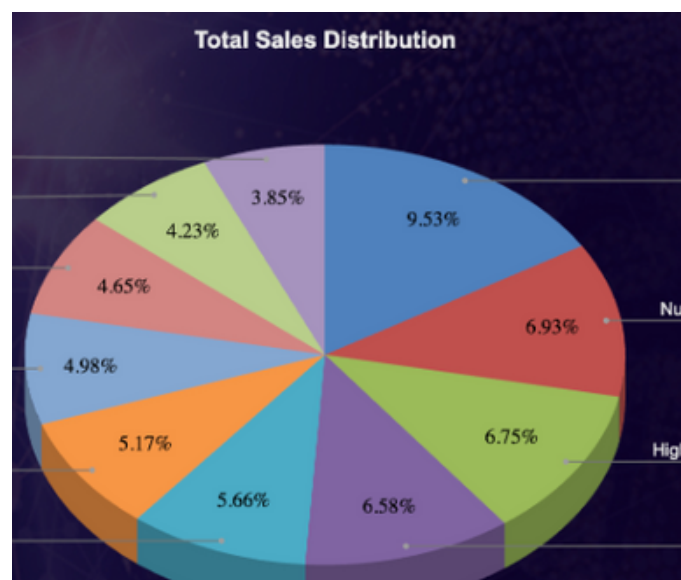
## 12 MOS SALES TRENDS

(business reports, Seller Central) Assess how this trend has changed over time, particularly in relation to your advertising spend over the same period.



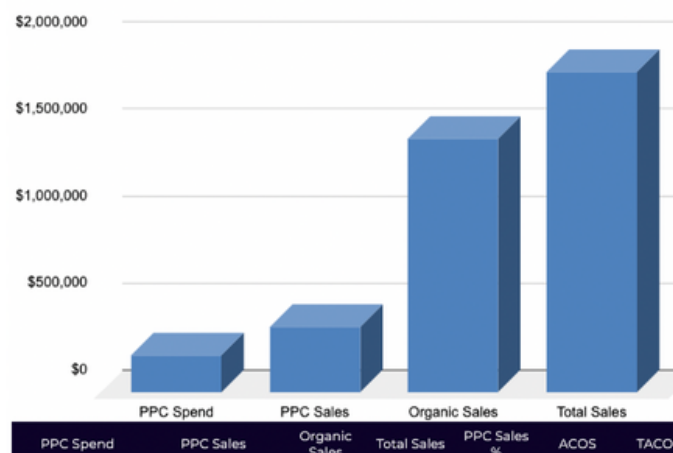
## SALES DISTRIBUTION ACROSS SKUS

How does your sales distribution look across the catalog? Most brands see sales fall into a "pareto" distribution, where 20% of products are driving 80% of sales. The more sales the smaller portion of SKUs drive relative to the rest of the catalog, the higher the risk. For example, if a catalog with 20 products is generating \$3M annually thanks to 1-2 of the products, there is a high risk to consider if something gets flagged or suspended for any reason.



## AD SALES/TOPLINE SALES RATIO

(Pull these numbers from Ad Console & Business reports) This will be the result of dividing Advertising sales / total sales. A higher ratio often appears in newer brands/listings naturally.



# ACCOUNT PERFORMANCE

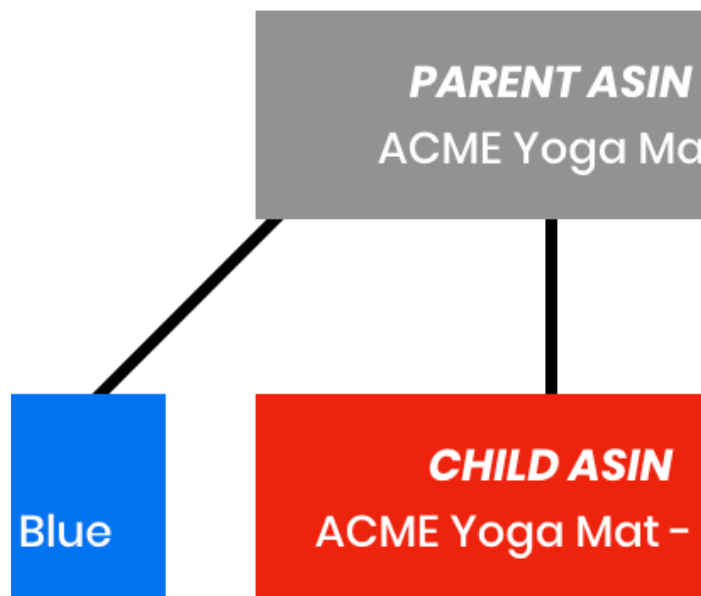
## MONTH BY MONTH PERFORMANCE

(Ad console reports) How are things performing month after month? Is your brand seasonal? What are the KPIs you're targeting in each quarter if so? For example, for a brand whose sales favor Q4, Q1-Q2 might be a time to increase top-of-funnel efforts. The more customers that the brand has in the middle funnel stage by Q3-Q4, the more effective conversion-focused advertising will be during the peak season.

Last 12 Months						
Date	Impressions	PPC Spend	PPC Sales	Organic Sales	Total Sales	Total Un
2023-08-01	36,008,078	149,400	264,084	\$1,289,647	\$1,553,731	47,52
2023-07-01	50,565,143	211,713	379,317	\$1,461,443	\$1,840,760	56,54
2023-06-01	32,920,009	120,811	220,018	\$1,409,786	\$1,629,804	50,22
2023-05-01	29,216,423	116,504	211,682	\$1,427,215	\$1,638,896	50,39
2023-04-01	24,924,163	96,478	197,708	\$1,379,027	\$1,576,735	48,33
2023-03-01	24,905,895	84,580	178,405	\$1,381,455	\$1,559,860	49,22
2023-02-01	19,432,361	59,211	127,153	\$1,178,339	\$1,305,492	40,11
2023-01-01	21,056,332	52,247	121,121	\$1,228,196	\$1,349,317	40,73
2022-12-01	18,327,038	45,135	105,399	\$1,119,079	\$1,224,478	36,45
2022-11-01	18,989,935	41,096	99,647	\$1,001,105	\$1,100,752	33,59
2022-10-01	13,427,598	39,499	89,431	\$893,294	\$982,725	32,96
2022-09-01	3,619,308	12,374	17,184	\$427,141	\$444,324	16,11

## PARENT/CHILD ASIN STRUCTURE

(Seller Central Catalog) Many brands - including extremely well-known brands - have TERRIBLE Parent/Child ASIN structures. Many times, brands will parent "similar" children under a single SKU, exceeding 10+ child ASINs in order to keep everything in one place, but this ultimately confuses the customer, and they leave the listing to convert on a simpler competitor page. There may be opportunities to split your listings into multiple parents while preserving reviews, and taking up more space on the search results page. Consider this approach if you have two SKUs that might not necessarily need to be parented together.





# CAMPAIGN ANALYSIS

## PARENT ASIN TACOS BREAKDOWN

(Ad Console Reports by ASIN pivoted with ASIN level business reports showing topline sales) Take a moment to understand which of your ASINs require the most ad spend, have high TACoS, and which ASINs might need more allocation in comparison to the rest of the catalog.

Sessions	Total Orders	Total Sales	Order Session %	Sales % to Total	SP ACOS	TACOS (Just SP)
46,650	4,613	\$175,391	9.89%	9.53%	68.13%	29.35%
14,431	4,222	\$127,506	29.26%	6.93%	20.99%	6.32%
7,928	3,565	\$124,346	44.97%	6.75%		0.00%
18,893	2,330	\$121,038	12.33%	6.58%	33.80%	13.88%
11,668	3,258	\$104,147	27.92%	5.66%	79.34%	10.45%
15,978	2,986	\$95,243	18.69%	5.17%	47.72%	10.03%
14,257	3,768	\$91,730	26.43%	4.98%	70.35%	26.77%
3,924	1,331	\$85,691	33.92%	4.65%		0.00%
13,325	3,135	\$77,926	23.53%	4.23%	51.99%	23.27%
3,808	1,408	\$70,829	36.97%	3.85%		0.00%
2,977	1,869	\$64,943	62.78%	3.53%		0.00%
2,688	737	\$55,682	27.42%	3.02%		0.00%
3,537	1,462	\$54,204	41.33%	2.94%		0.00%

## EXACT/PHRASE/BROAD DISTRIBUTION

(Ad Console Reports) Most of your top keywords should be targeted via Broad, Phrase, and Exact match targeting. This analysis requires a bit of excel knowledge, but pulling each ASIN into its own tab to show which keywords are targeted via which match types will provide you with a clear picture of where your dollars are deployed, and where they might need to be spent.

SPONSORED PRODUCTS		HEADLINE ADS
EXACT	PHRASE	EXACT
Not Targeted	Targeted	Not Targeted
Not Targeted	Targeted	Not Targeted
Targeted	Not Targeted	Not Targeted
Targeted	Targeted	Not Targeted
Targeted	Not Targeted	Not Targeted
Targeted	Not Targeted	Targeted
Targeted	Not Targeted	Not Targeted
Targeted	Targeted	Targeted
Targeted	Not Targeted	Not Targeted
Not Targeted	Targeted	Not Targeted
Targeted	Targeted	Not Targeted
Targeted	Not Targeted	Not Targeted
Not Targeted	Targeted	Not Targeted
Not Targeted	Not Targeted	Not Targeted
Targeted	Targeted	Not Targeted
Targeted	Targeted	Targeted
Not Targeted	Not Targeted	Not Targeted
Targeted	Not Targeted	Not Targeted
Targeted	Not Targeted	Not Targeted
Targeted	Targeted	Not Targeted
Not Targeted	Targeted	Not Targeted
Not Targeted	Not Targeted	Not Targeted
Targeted	Targeted	Targeted
Not Targeted	Not Targeted	Not Targeted
Targeted	Not Targeted	Not Targeted
Not Targeted	Targeted	Not Targeted



# CAMPAIGN ANALYSIS

## PLACEMENT MODIFIER USAGE

(Ad Console Reports) Often times we see brands targeting the top of search on terms where they already rank #1 organically, own 80%+ impression share in the sponsored brand space, and have several branded listings throughout the rest of the search page. This is redundant, wasteful, and inefficient. There is no need to target terms with top of search bids if the listing already ranks #1 organically. Consider using that space to promote another product in your catalog, or just pull back all together. There are a few cases where dominating this area makes sense, but in many cases this is just a waste of ad dollars.

Placement	Campaign bidding strategy	Bid adjustment	Impressions	Clicks	CTR	Spend	CPC	Orders	Sales	ACOS
Total: 3			755,474	1,449	0.19%	\$3,841.73	\$2.65	220	\$5,412.46	70.98%
Top of search (first page)	Dynamic bids - down only	0 %	12,780	404	3.16%	\$1,021.96	\$2.53	78	\$2,031.56	50.30%
Product pages	Dynamic bids - down only	0 %	639,884	382	0.06%	\$1,097.79	\$2.64	64	\$1,705.05	50.11%
Rest of search	Dynamic bids - down only	-	102,810	663	0.64%	\$1,811.95	\$2.73	78	\$1,675.85	108.12%

## TOP KEYWORDS

(ad console reports) Understand where your allocation is going keyword-wise, and which keywords are responsible for most of your advertising returns.

SPONSORED PRODUCTS IMPRESSION SHARE									
Customer Search Term	Impression Share Rank	Impression Share	Impressions	Clicks	Spend	Sales	Orders	CPC	
	1	99.31%	497,004	1,828	\$4,003	\$23,803	770	\$2.19	
	1	95.26%	335,189	1,161	\$3,702	\$18,295	432	\$3.19	
	3	8.61%	334,887	858	\$3,390	\$5,887	236	\$3.95	
	9	2.48%	730,517	1,366	\$3,556	\$10,960	235	\$2.60	
	1	42.59%	1,176,148	966	\$4,676	\$5,263	211	\$4.84	
	8	3.97%	824,307	1,405	\$3,523	\$8,397	196	\$2.51	
	1	19.44%	1,645,385	1,061	\$4,766	\$4,626	194	\$4.49	
	2	19.21%	326,550	1,095	\$2,951	\$4,209	135	\$2.70	
	9	3.09%	640,557	966	\$2,454	\$5,953	130	\$2.54	
	1	95.69%	52,463	234	\$883	\$4,479	120	\$3.77	
	8	2.31%	460,775	933	\$2,136	\$2,902	120	\$2.29	
	5	5.23%	268,002	373	\$1,757	\$2,859	115	\$4.71	
	1	83.30%	39,413	210	\$835	\$4,485	96	\$3.98	
	1	22.50%	392,423	429	\$2,079	\$2,215	94	\$4.85	
	6	2.11%	350,435	754	\$1,758	\$2,267	88	\$2.33	
	5	10.23%	290,620	889	\$2,320	\$2,521	78	\$2.61	
	1	89.91%	6,013	149	\$215	\$1,945	75	\$1.44	
	9	3.69%	674,132	346	\$1,068	\$1,700	70	\$3.09	
	1	20.58%	559,364	406	\$1,867	\$1,666	70	\$4.60	
	4	11.97%	58,571	339	\$1,001	\$1,904	64	\$2.95	

**CENSORED**

<div>Filter</div> <div>Active status: Enabled X</div> <div>Orders: equals 0 X</div> <div>Remove all</div>													
<div>Search targets</div> <div>Filter by</div> <div>Bulk actions</div> <div>Hide chart</div> <div>Columns</div> <div>Date range: Jul 1 - Aug 29, 2023</div>													
<input type="checkbox"/>	Active	Target	S	CPC	Bid	Suggested bid	Impressions	Top-of-se...	Clicks	Spend	Orders		
<input type="checkbox"/>			—	\$2.40	\$1.20	\$0.38 \$0.25-\$0.59	8,987	5.88%	52	\$124.84	—		
<input type="checkbox"/>			—	\$1.39	\$2.00	No current data	46,175	—	50	\$69.35	—		
<input type="checkbox"/>			—	\$0.07	\$2.45	No current data	8,553	—	49	\$3.31	—		
<input type="checkbox"/>			—	\$1.85	\$2.10	No current data	39,347	—	48	\$89.00	—		
<input type="checkbox"/>			—	\$3.01	\$2.00	\$1.12 \$0.61-\$1.40	8,518	0.48%	42	\$126.35	—		
<input type="checkbox"/>			—	\$2.40	\$1.20	\$0.34 \$0.25-\$0.73	33,829	2.59%	40	\$96.00	—		
<input type="checkbox"/>			—	\$4.41	\$5.00	No current data	46,092	0.79%	38	\$167.71	—		
<input type="checkbox"/>			—	\$4.75	\$8.00	\$10.00 \$9.00-\$11.00	61,795	7.03%	38	\$180.33	—		
<input type="checkbox"/>			—	\$5.38	\$4.90	\$6.25 \$4.69-\$7.81	4,691	35.95%	36	\$193.55	—		
<input type="checkbox"/>			—	\$2.46	\$2.50	\$7.07 \$4.90-\$8.84	10,995	0.39%	33	\$81.24	—		
							4,082,076	—	3,946	\$10,897.84	0		

## CAMPAIGN ANALYSIS

# Non-converting spend

(ad console reports) The next few analyses will require some excel skill, but are absolutely integral to this audit. These may be the most important components of improving your ad strategy. Log in to ad console, and pull a keyword report. Now sort the keywords by non-converting, High ACoS/low conversion, High ACoS/high conversion, and low ACoS/high conversion. Eliminate spend towards all non-converting and low conversion keywords, to be reallocated towards those with high conversions.



# CAMPAIGN ANALYSIS

## ALLOCATION BY TARGETING TYPE

(exact phrase broad | Orders, ACoS, Spend, CVR) Understanding how much of the allocation is going towards each targeting type is essential. This will tell you how much long-tail opportunity is being captured with your existing ad strategy. If compared with the results from your earlier assessment at the ASIN level showing which ASINs are targeting keywords in each match type, this will show you how much opportunity there is to capture as a whole.

Targeting type: Exact keywords X	Conversion rate ⓘ 14.84% AVERAGE
Targeting type: Phrase keywords X	Conversion rate ⓘ 25.38% AVERAGE
Targeting type: Broad keywords X	Conversion rate ⓘ 15.54% AVERAGE
Targeting type: Product targets and audiences X	Conversion rate ⓘ 6.48% AVERAGE

## NEW TO BRAND ORDERS

If your goal is to grow the brand, we assume that new to brand customers are gold in your mind. Assess how many new to brand customers are coming through your campaigns at an ASIN, keyword, campaign and ad level.



## SB, SP, SD BREAKDOWN

In most cases we recommend a 70/20/10 breakdown of spend across Sponsored Products/Sponsored Brands/Sponsored Display. In some cases this distribution might look different, for example in the case of a demo-friendly product that does very well in sponsored brand videos, but most of the time this distribution should follow a 70/20/10 split.

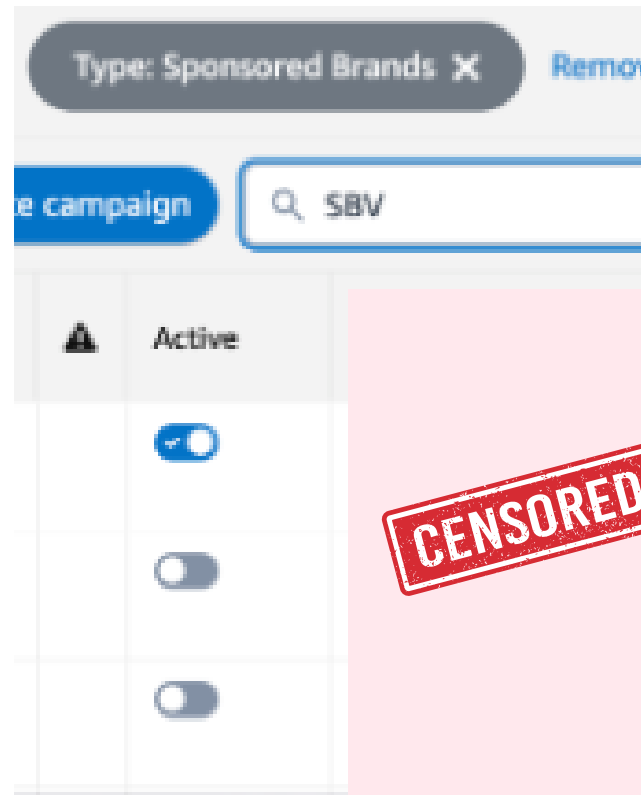
Spend & Sales Allocation		
	Ad Spend	Ad Sales
Total	\$211,713	\$379,317
SP	\$184,943	\$336,472
SB	\$16,677	\$26,152
SD	\$10,093	\$16,693



# CAMPAIGN ANALYSIS

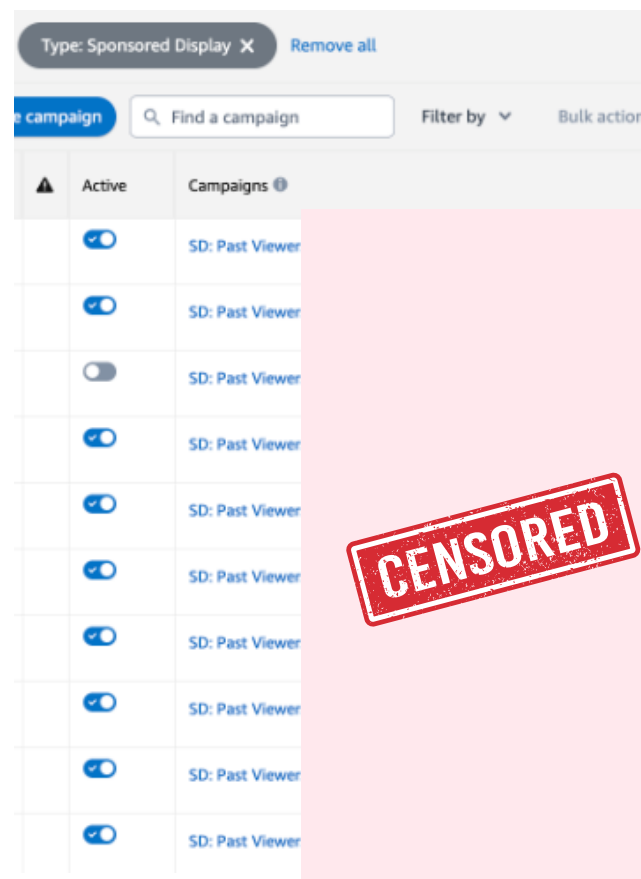
## SBV ACTIVATION & CONTENT OPTIMIZATION

You might be surprised to hear that most brands are not activating their Sponsored Brand Video ads. That's right - MOST BRANDS. It's crazy. This ad type is only effective if the video creative follows best practices. Consider using Amazon's new video builder tool in ad console to guide this process. Most successful videos in our experience mention the benefits of the product via text (most viewers don't use sound) in the first 3-5 seconds. This must be easy to read while scrolling down the search page. Consider testing the following creative variations: mentioning different benefits via text in the first 3 seconds, lifestyle footage first as opposed to product footage, and static image slideshows



## SD TARGETING TYPE

Many brands are not leveraging Sponsored Display ads at all, or they're only leveraging them halfway. Check your activations to ensure your brand is testing targeting competitors, categories, ASIN lists, interests and otherwise. This data can easily be translated into Amazon DSP campaigns when your brand is ready to activate more aggressively on the programmatic side.





# CAMPAIGN ANALYSIS

## SEARCH TERM HARVESTING

(pull a search term report and aggregate by match type) While you assess the distribution of your match types, take a look at what conversion rates look like at the phrase and broad match level. If high conversion rates exist, this is indicative of opportunities to harvest terms and move them "down" a match type. From broad to phrase, then phrase to exact for example.


Last 30 Days	NO. of Search Terms not being targeted in Sponsored Products			NO. of Search Terms not being targeted
	NO.	Exact	Phrase	Headline Ad Exact
Search terms with Orders>= 3	494	310	411	489
ASINs with Orders>= 3	80	22		

## CUSTOM CREATIVE USAGE

SB custom image, SD (check each campaign in ad console) Many sponsored brand ads we audit are using 1-2 custom images across several sponsored brand ads, despite the image being completely irrelevant to the search they're targeting. Consider adding custom images to each sponsored brand campaign that are highly relevant to the search being targeted. Same thing for the Sponsored Display ads.

## COMPETITOR AD TARGETING

(view your listing pages in incognito mode) If your competitors are targeting your product pages and you have a low TACoS, it's very likely that there's room in your budget to protect your brand from siphoning market share to competitors. Note: in the next chapter, we'll show you how to measure your market share over time.



**About this item**


- Crafted with durable stainless-steel blades, this grinder accommodates a variety of grinding needs from coffee beans to nuts, grains, spices, and herbs.
- Achieve your desired coarseness or fineness by simply pressing the lid for varying durations. Experience user-friendly, one-touch operation that makes grinding a breeze.
- The coffee grinder operates with whisper-quiet grinding, emitting only a low 63 dB noise level.
- The detachable grind bowl allows for easy filling and effortless disposal after use. Both the bowl and lid are dishwasher-safe for added convenience in cleaning.
- We have a professional after-sales service team. Just try it risk-free! Our total satisfaction promise covers all our products. In the unlikely event that you don't satisfied, will offer you a replacement or a full refund.

[Report an issue with this product or seller](#)

**Similar item to consider**

**Amazon's Choice**

Amazon Basics Stainless Steel Electric Coffee Bean Grinder  
  
 ★★★★★ (15862)  
 \$15.29 ✓prime

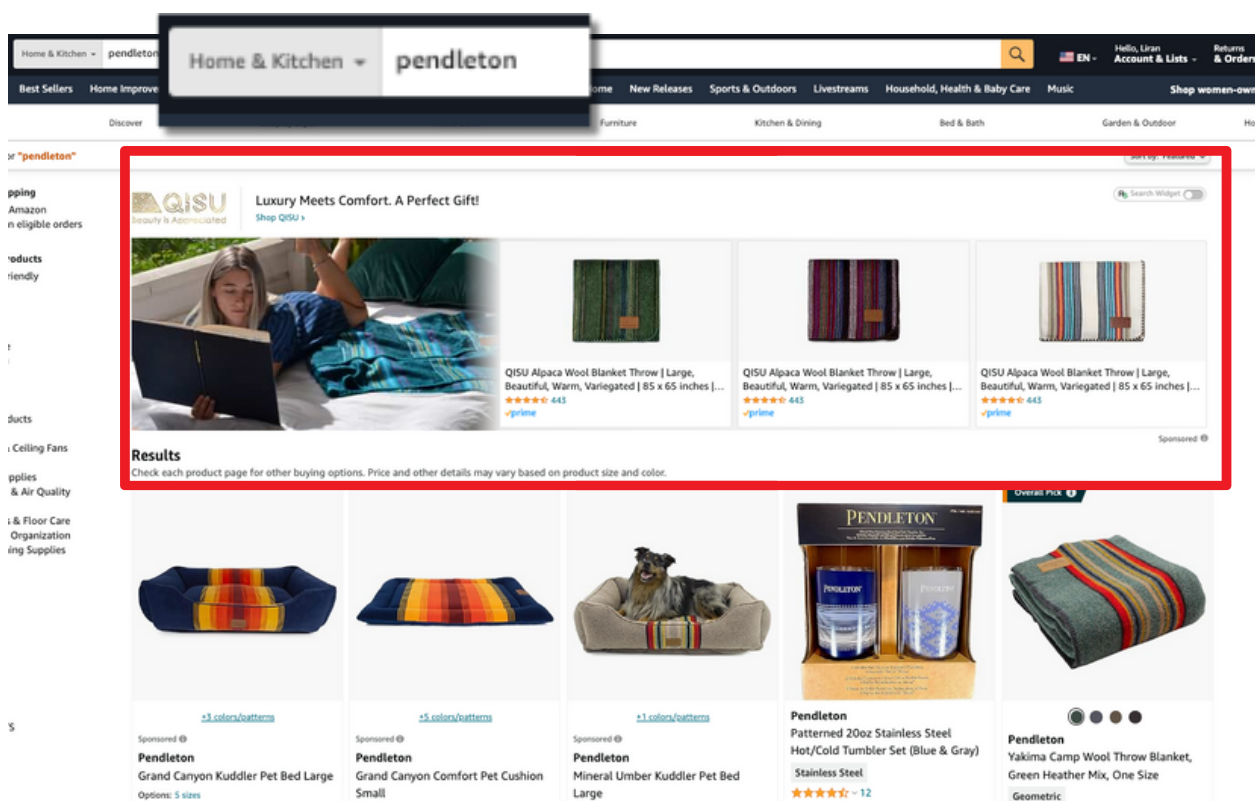
  
**Telcusine Coffee Bean Grinder, 200ml Small Coffee Grinder Electric Espresso Grinder with 304 Stainless Steel Blades f...**  
 ★★★★★ \$2  
 -30% \$20.99 \$29.99 ✓prime

Sponsored



# CAMPAIGN ANALYSIS

Sometimes it might not make sense to defend your branded terms as aggressively, but this is the minority of cases. Defending your branded real estate (brand search terms, and branded product search terms) is like setting up a moat around your market share. It's essential to ensure that your competitors don't take the share you've worked so hard to earn. It also allows you to control the customer experience strategically. This is similar to curating an end cap promoting your brand at a grocery store - not in the sense that end caps are an awareness play necessarily, but more in the sense that you can introduce new products to your customer while they search for your more popular listings.



Amazon search: your  
branded terms



## Section 2:

### Assessing Advertising Strategy

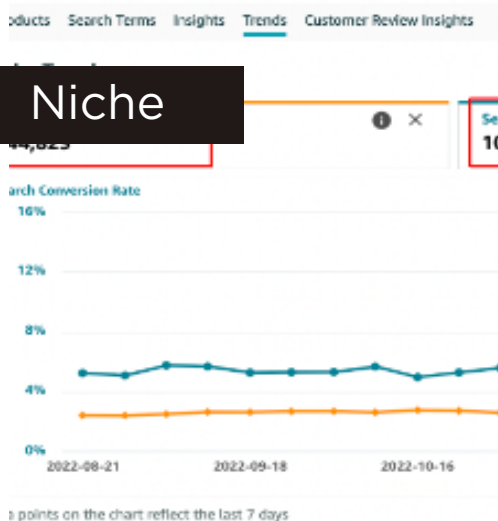
- ☐ Evaluate SEO and organic rank
- ☐ Analyze account performance metrics
- ☐ Optimize Parent/Child ASIN structure
- ☐ Assess TACoS breakdown by ASIN
- ☐ Analyze keyword match type distribution
- ☐ Optimize placement modifier usage
- ☐ Identify top keywords and non-converting spend
- ☐ Assess allocation by targeting type
- ☐ Track new to brand orders
- ☐ Balance SB, SP, SD spend
- ☐ Activate and optimize SBV
- ☐ Leverage SD targeting types
- ☐ Harvest search terms
- ☐ Customize SB and SD creative
- ☐ Monitor competitor ad targeting
- ☐ Defend branded terms

# ADVERTISING CHECKLIST

## Section 3:

# Assessing the Market

Many times a brand will approach us saying their sales have been continuously falling in the recent 3-9 months, despite increased ad spend and improved content. This immediately signals to our team that the market may be the culprit. Understanding how much of the market your brand owns, as well as how much demand is available to capture in the market, is essential to understanding which levers to pull.



Evaluate niche trends like search volume, growth rate, conversion rates, and average price points to understand your positioning. (product opportunity explorer)

#### Average Number of Reviews

# of Brands

## Benchmarks

Top 20 Brands Click Share

Average Brand Age in Niche (past 360 days)

# of Selling Partners (past 360 days)

Average Selling Partner Age in Niche

# of New Products Launched (past 180 days)

# of Successful Launches (past 180 days)

# of New Products Launched (past 360 days)

# of Successful Launches (past 360 days)

Benchmark your performance metrics like conversion rates and new-to-brand customer volume against key competitors in your niche. (product opportunity explorer)



Analyze search volume growth over time to identify emerging trends, determine your niche's click share and brand saturation levels, and track branded search volume.

## Market Share



Leverage tools like Jungle Scout's COBALT to measure your brand's revenue and overall market share within the niche over time.










MARKET ANALYSIS

Find your niche in the market (the example here is "grain free wet cat food") - you would be surprised to see how many niches & subcategories Amazon has included - and assess the following metrics: Search volume, Search volume growth, search conversion rate, and average price point. Assess where your brand's metrics fall in comparison to the market.

Seller Central >  
Growth > Product  
Opportunity Explorer

Matching Niches for "Yoga Ma

Showing 1 to 5 of 5

▼ Filter Results		Avg. Price 50 - 80
Customer Need Example image		Top Se
	<a href="#">lululemon yoga mat</a>	yoga m eco frie hot yog
	<a href="#">cork yoga mat</a>	yoga m bambo cork yo
	<a href="#">xl yoga mat</a>	xl yoga wide yo oversiz
	<a href="#">drum rug</a>	drum n drum n drum c
	<a href="#">gym mats</a>	gym flo gym flo rubber



Search Volume:

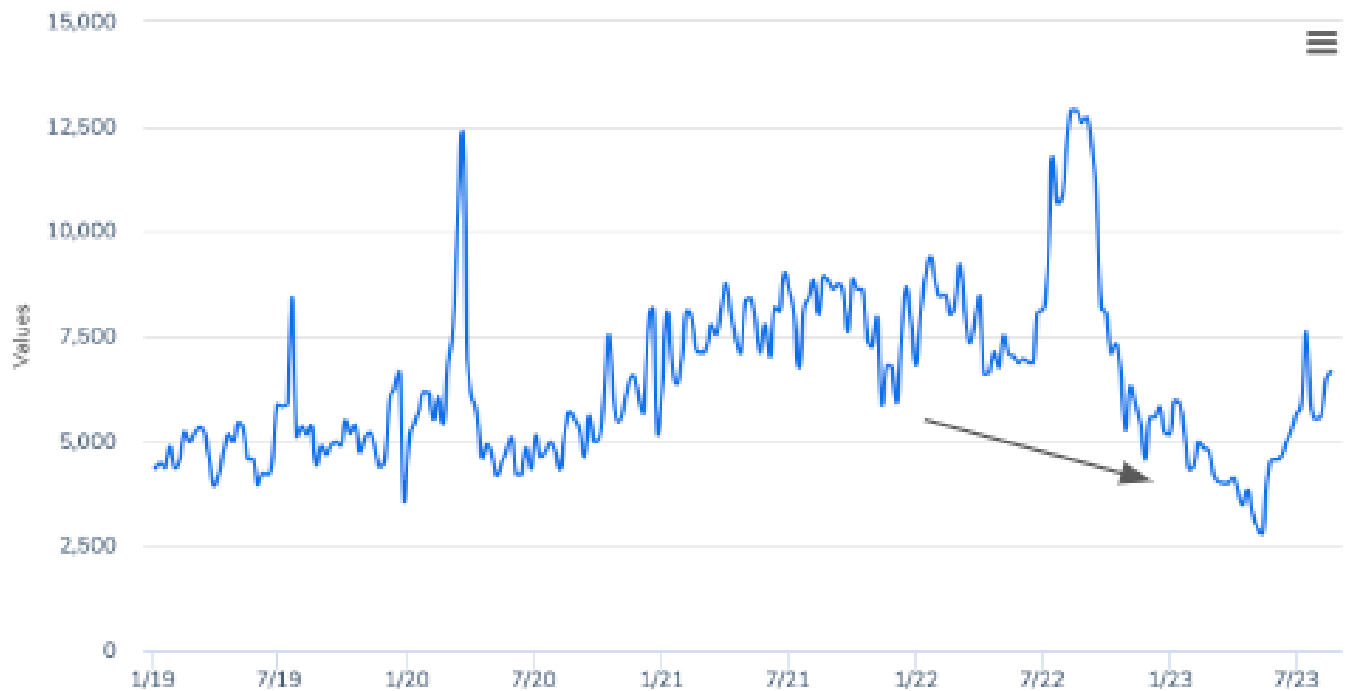
CENSORED

01/05/2019 – 08/19/2023

X

All time ▾

● Amazon ▾



## MARKET ANALYSIS

# Search Volume Growth

If the search volume is growing over time, it's likely that the market is growing over time, or that there could be an emerging trend. Evaluate hashtags on social media (TikTok, Instagram, YouTube, Facebook, Snapchat) to assess where this trend might be coming from.



# MARKET ANALYSIS

## NICHE CLICK SHARE

Determine whether the niche you're operating in is high, medium, or minimally oligopolistic. In other words, use Amazon's Product Opportunity Explorer to understand whether or not major brands are already capturing a majority of the new to brand and existing traffic.

## NUMBER OF BRANDS/SATURATION

Use Product Opportunity Explorer to find out how many brands are in the niche, new to the niche, and have left the niche over the past 360 days.

## BENCHMARKS

The Product Opportunity Explorer will also show you how your average competitor's conversion rate and new to brand customer volume stacks up compared to yours.

## BRANDED SEARCH VOLUME OVER TIME

Product Opportunity Explorer will show you how much branded search volume there is in the niche. If high BSV is observed, this may mean that you will spend allocation attacking your competitor terms.

Number of Products
% of Products Using Sponsored Products (past 360 days)
% of Prime Products (past 360 days)
Top 5 Products Click Share (past 360 days)
Top 20 Products Click Share (past 360 days)
Average Best Seller Rank
Average Number of Reviews
# of Brands
Top 5 Brands Click Share
Top 20 Brands Click Share
Average Brand Age in Niche (past 360 days)
# of Selling Partners (past 360 days)
Average Selling Partner Age in Niche
# of New Products Launched (past 180 days)
# of Successful Launches (past 180 days)
# of New Products Launched (past 360 days)
# of Successful Launches (past 360 days)

01/05/2019 – 08/19/2023

All time

Amazon



## Section 3:

### Assessing the Market

- Market Analysis
- Evaluate niche trends
- Analyze search volume growth
- Determine niche click share
- Assess number of brands/saturation
- Benchmark against competitors
- Track branded search volume
- Measure revenue and market share

# MARKET ANALYSIS

Section 4:

# Free Tools to Boost Brand Growth

The following list of free tools may seem arbitrary to many brands. If you're already active in every single one of these, it may surprise you to hear that you're in the minority of Amazon sellers. Many sellers don't see the immense value that these FREE tools can add to their eCommerce strategy, not just on Amazon but across the internet.



Make it a bundle  
bundles with this item:

## Virtual Bundles



DAPPER Age + Damage  
Facial Moisturizer | Dual  
Non-Toxic Face Lotion &...



RUGGED & DAPPER  
Men's Face and Eye  
Hydrating Bundle

\$44<sup>56</sup>

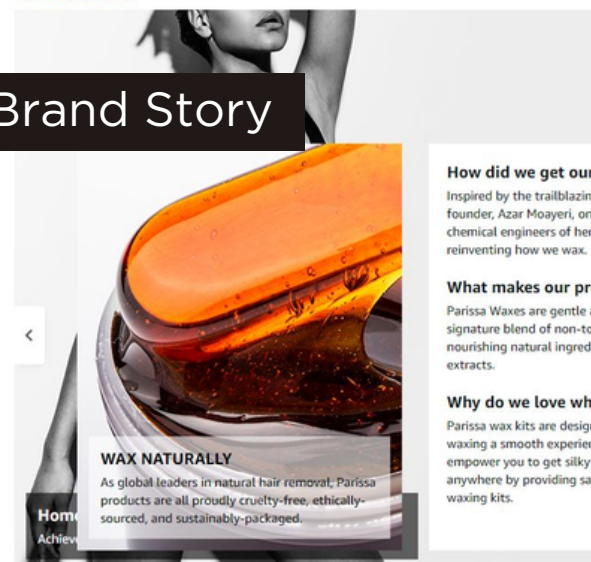
★★★★☆ 5

This bundle contains 2  
items

Amazon virtual product bundles allow grouping 2-5 existing products to sell together on one listing page, growing cart size and loyalty without extra advertising.

From the brand

## Brand Story



### WAX NATURALLY

As global leaders in natural hair removal, Parissa products are all proudly cruelty-free, ethically-sourced, and sustainably-packaged.

### How did we get our

Inspired by the trailblazing founder, Azar Moayeri, one chemical engineers of her i reinventing how we wax.

### What makes our pro

Parissa Waxes are gentle ai signature blend of non-tox nourishing natural ingredie extracts.

### Why do we love wha

Parissa wax kits are design waxing a smooth experien empower you to get silky s anywhere by providing sal waxing kits.

The Brand Story feature is a scrolling carousel to help brands stand out, highlight messaging, and showcase their catalog.

## Brand Referral Bonus

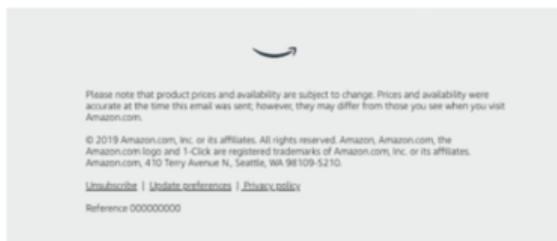
Get started today

The BRB program gives 10% referral fee credit when customers find products through non-Amazon ads and purchase within 2 weeks.





## Customer Engagement



The MYCE tool enables email marketing to existing and lookalike customers for increased engagement, loyalty and retention.

## Quantity discounts

Quantity discounts refer to your business price. Your business

## B2B Pricing

Minimum quantity	Your price/unit
5	Your price/unit
10	Your price/unit
50	Your price/unit

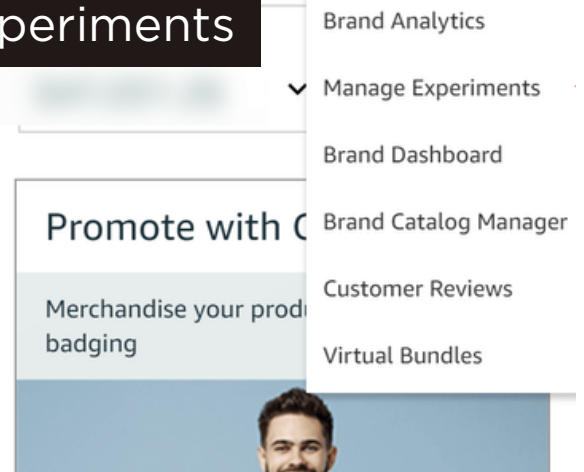
[Add more thresholds](#)

[Set prices](#)

B2B pricing lets merchants purchase from each other with custom prices based on volume, relationships, and helps boost A9 ranking considerations.

## Apps & Services B2B Brands

## Experiments



Manage Your Experiments in Seller Central allows A/B testing of titles, images, descriptions, bullets, and A+ content by showing different versions to customer groups.



## Conclusion

By following this comprehensive audit blueprint, you'll gain valuable insights into your Amazon strategy, identifying areas for optimization and growth opportunities. However, conducting a successful audit and implementing the necessary changes requires expertise and a data-driven approach.

Don't miss out on the opportunity to take your Amazon business to new heights. Sign up for a free comprehensive audit from Incrementum Digital's expert auditing team today. Our team will meticulously evaluate your Amazon strategy, providing data-driven recommendations to help you maximize sales, outperform competitors, and achieve long-term success on the platform.

Request your free audit now by clicking the button below. Unlock the full potential of your Amazon brand with Incrementum Digital's proven expertise.

**GET A FREE AUDIT**



# Thanks For Reading Our Guide!

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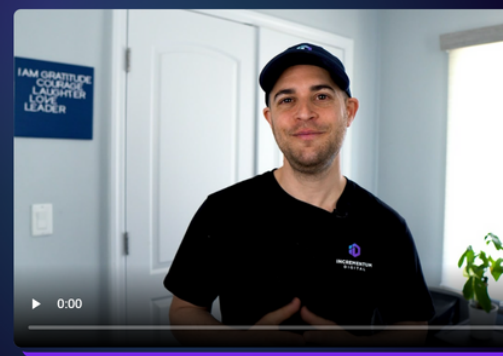
SERVICES

ABOUT

OUR WORK

RESOURCES

**We're the  
Growth Engine  
for your brand  
on Amazon.**



Connect with our team of experts

GET STARTED  →