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5 Ways DataWeave Helps Brands Drive Growth With Amazon Ads

23rd Aug, 2022

BY PRAVEEN

Consumers are discovering and trialing new eCommerce marketplaces, brands and products at a faster rate than ever before, given the vast amount of choices encountered browsing for products online. A recent analysis shows how events like Amazon Prime Day, Black Friday, and Cyber Monday are especially **fruitful for new-to-brand customer advertising**, encouraging B2C marketers to increase their digital advertising spend to fuel product discovery, sales and market share for their brands.

Amazon advertisers who offered a discount and ran display advertising during 2019 Prime Day and Black Friday/Cyber Monday saw a greater increase in their total 'New-to-Brand' customers than those offering a discount alone.

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The majority of eCommerce consumers are discovering products via relevant keywords attributable to their needs, with most clicks happening on page one results for the first few products listed. Simplifying the digital shopping experience is critical for brands to be in the consideration set for the majority of consumers who won't venture past page one results.

An internal analysis conducted shows getting a product to page one on retailer websites can improve sales by as much as 50 percent, but figuring out the right levers to pull to get there organically—without paid advertising—is a real challenge, especially given fast-changing algorithms. While more than half of all retail related online browsing sessions are "organic", sometimes brands need to boost their product visibility by investing in sponsored (paid) opportunities to improve a product's rank.

Data analytics can equip brands with intelligence to help them decide when, where, and how to make digital advertising investments profitably, while simultaneously acting on insights that help drive organic growth. Considering a majority of U.S. consumers begin their product discovery on marketplaces like Amazon, it makes sense for brands to prioritize digital advertising opportunities with Amazon.

Maximize Return on Ad Spend (ROAS) with Amazon Ads

Brands use Amazon Ads to drive brand awareness, acquire new customers, drive sales and gain market share, with the goal of furthering their marketing return on investment. Top performing advertisers average 40 percent greater

year-on-year (YoY) sales growth, 50 percent greater YoY growth in customer product page viewership on Amazon, and **30 percent higher returns on ad spend (ROAS) with Amazon Ads**, according to a recent analysis. Sponsored Products, Sponsored Brands, Amazon DSP and Sponsored Display are among the types of Amazon Ads options cited that produce maximum return.

Ensuring your product listings appear at the top of page one results on Amazon for the most relevant discovery keywords is therefore the most important determinant for maximizing ROAS. DataWeave has become a vetted partner and measurement provider in the Amazon Advertising Partner Network, with the goal of supporting brands to **optimize digital advertising campaigns** by providing visibility to **Digital Shelf Analytics** (DSA) key performance indicators (KPIs), like Share of Search, Pricing and Product Availability, Content Audits, Ratings and Reviews, and Sales Performance and Market Share.

Below is a summary of how our **Digital Shelf** solutions, in partnership with Amazon Ads, can improve the performance of your Amazon Ads campaigns

1. Keyword Recommendations Improve Share of Search

With the DataWeave **Share of Search** solution, brands can monitor their placement of both organic and paid discovery keywords relative to their competition. Once your keywords are determined, you are also provided a weighted Share of Search score that helps measure how well each keyword performs relative to product discoverability. Below is an example of insights you'd gain.

Share of Search

Actionable Items

● 13 Product instances lost position in the top 10 ranks for 4 keywords across 4 retailers — View	● 15 Product instances gained position in the top 10 ranks for 4 keywords across 4 retailers — View

Share of Search Audit

The share of search score across all your products. The filtered score shows the Share of Search score across the products that have been filtered.

Overall Share of Search	27.96	-2.83

Organic	28.3	-3.52		Sponsored	24.64	4.16

Share Of Search Across Keywords

Retailers	chocolate milk	cat food	dog food	baby food	stouffers frozen meal	Overall
Amazon-US	18.33	0	18.33	28.33	68.18	24.38
Target-US	4.17	17.24	20.69	44.83	70.83	31.11
Walmart-US	--	--	--	53.33	--	53.33
Wegmans-US	0	26.98	19.05	10	100	26.04

> View All

Brands can provide their own list of keywords to monitor, or through our Amazon Ads collaborative solution, learn which keywords are the "best" for them to measure in the realm of Amazon. Performance results are based on data that shows which keywords consumers are actually using when browsing online alongside other keywords brands request to measure. Users are able to see exactly which keywords are most popular, competitive (and even unexpected), and relevant at an Amazon Standard Identification Number (ASIN) level of granularity.

We can also estimate the degree of relevance and estimated traffic for the recommended keywords. Brands can then use these insights to adjust campaign strategies based on these parameters, which can boost product discoverability and rank visibility. A brand could assume people find its products by brand name, yet traffic insights may reveal a **majority of people look for a generic product type** before they end up buying that particular brand.

2. Content Audits Increase Discovery Relevancy Scores

Strong product content is critical to succeeding on Amazon. Thorough, accurate, and descriptive content leads to better click through rates (CTR), conversion rates, more positive reviews, and fewer returns, which results in increased discoverability. DataWeave's **Content Audit** solution reviews existing copy and images on a per-attribute basis to highlight any gaps essential to improving visibility, as seen in the example below.
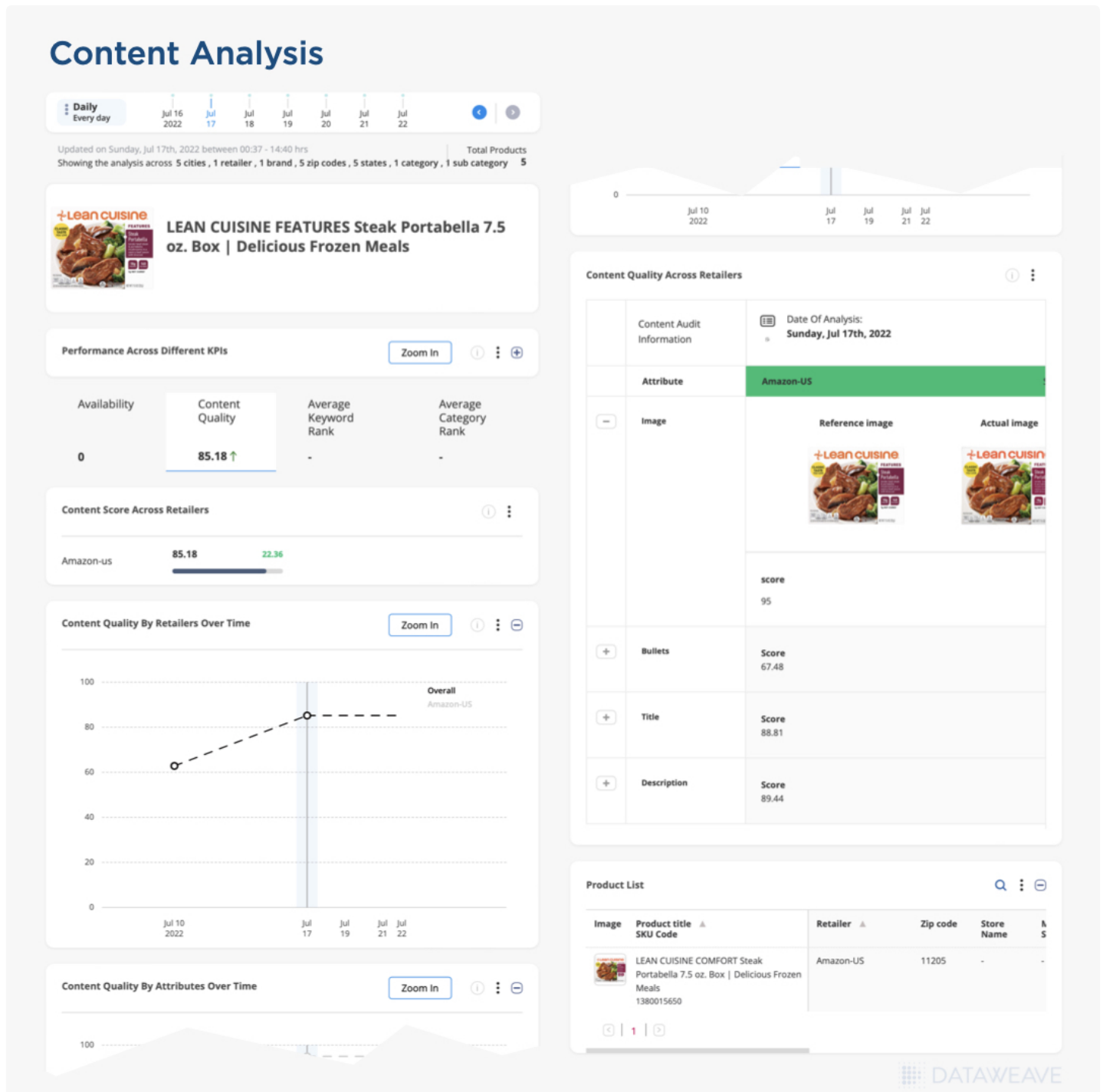

To further growth, it is equally as important that your product content aligns with your advertising strategy. With Amazon Ads partner add-on, our solution can also audit your content to measure how effectively you are incorporating

Amazon Ads keywords into your product content to enhance discovery relevancy.

3. Discover More Opportunities with Pricing and Product Availability Insights

Quality content and keyword updates will only get you so far if your products are not consistently available and priced competitively. With DataWeave's **Pricing and Promotions** and **Product Availability** modules, advertisers can monitor their selling prices and availability trends alongside their competitors to uncover more opportunities to incorporate into advertising campaigns, as seen in the Pricing and Promotions dashboard example below.
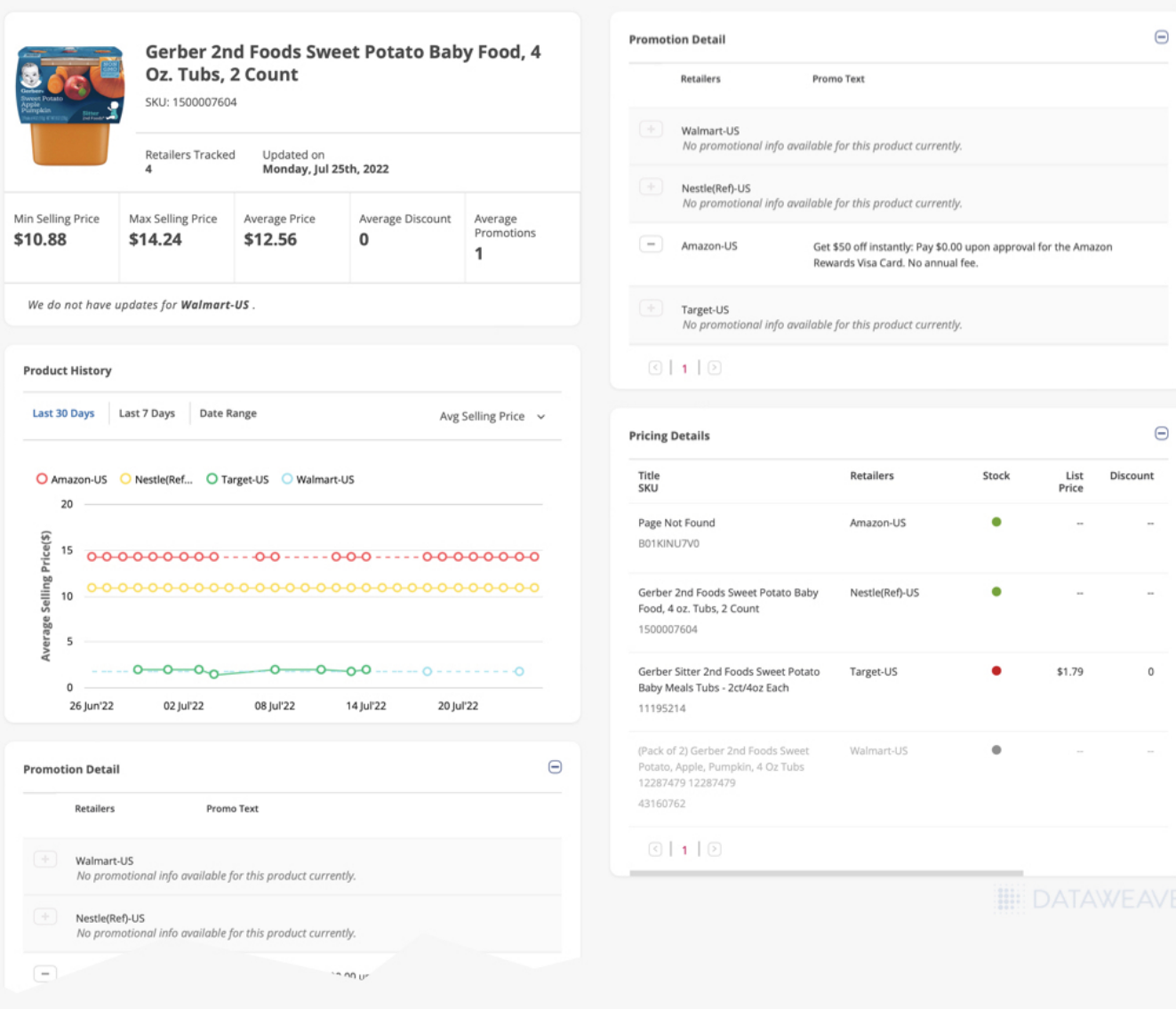
Additionally, product targeting recommendations can be utilized to target a competitor's ASIN that may be overpriced or that is having issues staying in

stock. Alternatively, broaden your strategy to target specific brands, complementary products, or category listing pages.

You can also create alerts on your own products to **monitor when items are low on inventory** or out of stock to ensure key products are consistently available when customers are shopping.

4. Leverage Ratings and Reviews to Increase Conversion

Product ratings and reviews are also a critical component to running a successful Amazon Ads campaign. A large number of reviews and a positive star rating will provide customers with the confidence to purchase, resulting in higher conversion rates. Conversely, negative feedback can have a detrimental impact, resulting in lost sales and wasted ad spend. DataWeave's **Ratings and Reviews** module can help you monitor your reviews and extract attribute-level insights on your products. This information can then be utilized to further optimize your advertising strategy.

If you see consistent feedback in your reviews on aspects of a product not meeting customer expectations, address them in your product content to prevent potential misplaced expectations. Alternatively, if customer reviews are raving about certain product features, ensure these are promoted and relevant keywords are populated throughout your descriptions and feature bullets. Below is an example of insights seen within the DSA Ratings & Reviews dashboard.

Ratings & Reviews

Friskies Gravy Wet Cat Food, Prime Filets Chicken & Tuna Dinner In Gravy, 5.5 Oz. Can

SKU: 5000010044

Updated on
2022-07-25 06:38:04

Retailers Tracked	Average Rating	Average Reviews	Total Reviews
4	4.58 ★★★★★	209	417

We do not have latest update for 1 retailer(s).

Average Rating Over Time

Last 30 Days | Last 7 Days | Date Range
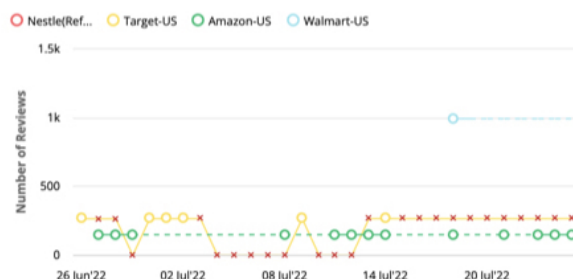
Nestle(Ref... Target-US Amazon-US Walmart-US

Number Of Reviews Over Time

Last 30 Days | Last 7 Days | Date Range

Number Of Reviews Over Time

Last 30 Days | Last 7 Days | Date Range

Nestle(Ref... Target-US Amazon-US Walmart-US

Product Information Across Retailers

Title	Retailer	Number of reviews	Average rating	Last Updated
Friskies Gravy Wet Cat Food, Prime Filets Chicken & Tuna Dinner in Gravy, 5.5 oz. Can	Nestle(Ref)-US	--	--	06:38 2022-07-25 06:38:04
Friskies Gravy Wet Cat Food, Prime Filets Chicken & Tuna Dinner in Gravy, 5.5 oz. Can	Target-US	267	4.66	00:55 2022-07-25 00:55:37
Friskies Gravy Wet Cat Food, Prime Filets Chicken & Tuna Dinner in Gravy, 5.5 oz. Can	Walmart-US	995	4.57	09:48 2022-07-18 09:48:03
Friskies Gravy Wet Cat Food, Prime Filets Chicken & Tuna Dinner in Gravy, 5.5 oz. Can	Amazon-US	150	4.5	11:27 2022-07-25 11:27:02

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5. Correlate Digital Shelf KPIs to Sales Performance and Market Share

The newest DSA module, **Sales Performance and Market Share**, provides SKU, sub-category, and brand-level sales and market share estimates on Amazon for brands and their competitors, via customer defined taxonomies, to easily benchmark performance results.

This data can also be correlated with other Digital Shelf KPIs, like Content Audit and Product Availability, giving brands an easy way to check the effect of attribute changes and how they impact sales and market share. Similarly, brands can see how search rank, both organic and sponsored, affects sales and market share estimates.

Understanding the correlation between your advertising campaigns and your Digital Shelf brand visibility will help you identify which areas to prioritize to drive sales and win more market share.

Digital Shelf Insights Help Brands Win with Amazon Ads

The need for access to flexible, actionable eCommerce insights is growing exponentially as a way to help brands drive growth, increase their Share of Voice, and to gain a competitive edge. As a result, more global brands are seeking **Digital Shelf Analytics** for access to near real-time marketplace changes and to develop data-driven growth strategies that leverage pricing, merchandising, and competitive insights at scale.

By monitoring, measuring and analyzing key performance indicators (KPIs) like Sales Performance and Market Share, Share of Search, Content Audits, Product Availability, Pricing and Promotions and Ratings and Reviews alongside competitors, brands will know what actions to take to boost brand visibility, customer satisfaction, and online sales.

DataWeave's acceptance into the Amazon Advertising Partner Network enables Amazon advertisers to effectively build their Amazon growth strategies and determine systems that enable faster and smarter advertising and marketing decision-making to optimize product discoverability and overall results.

Connect with us now to learn how we can scale with your brand's analytical needs, or for access to more details regarding our **Amazon Ads Partnership** or Digital Shelf solutions.

- Praveen Sheethalnath
23rd Aug, 2022

AI   AMAZON   ARTIFICIAL INTELLIGENCE   BRANDS   BRANDS STRATEGY

CONTENT AUDIT   DASHBOARD   DIGITAL SHELF   DISCOVERABILITY   E COMMERCE

EUROPE   GLOBAL   INDIA   KPI   OUT-OF-STOCK   PRICING   PRICING ANALYTICS

PRICING INSIGHTS   PRICING STRATEGIES   PRODUCT ASSORTMENT

PRODUCT AVAILABILITY   PRODUCT CONTENT   PRODUCT DISCOVERABILITY

PROMOTION   PROMOTIONAL STRATEGIES   RATINGS   REGIONS   RETAIL   REVIEWS

SENTIMENT ANALYSIS   SHARE OF SEARCH   SHARE OF SEARCH KEYWORD

SOUTH AFRICA   SOUTH EAST ASIA   STOCK REPLENISHMENT   UNITED KINGDOM   US