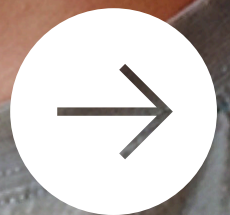


PRO-ANALYSIS
@nivoads

AMAZON'S NEW ADS REPORT!

Conversion Path Report



2/8

What is the Conversion Path Report?

Amazon's Conversion Path Report shows how customers interact with multiple ad touchpoints before converting. For now it includes:

- Date
- Brand
- Sales Purchases
- **New-to-brand product sales**
- New-to-brand purchases
- Path sales %

Take a closer look at the report...



3/8

Glimpse of the Conversion Path Report

D	E	F	G	H	I
Conversion path	Sales	Purchases	NTB product sal	NTB purchases	Path sales %
Sponsored Products > [Purchase]	\$ 295,092.81	16026	\$ 256,113.01	13896	79.9
Display (Amazon DSP) > [Purchase]	\$ 36,097.32	1878	\$ 16,545.13	890	8.36
Sponsored Products > Display (Amazon DSP) > [Purchase]	\$ 17,384.04	820	\$ 11,665.78	603	4.46
Display (Amazon DSP) > Sponsored Products > [Purchase]	\$ 12,207.31	516	\$ 3,240.86	169	2.83
Display (Sponsored Brands) > [Purchase]	\$ 9,584.79	530	\$ 7,998.05	439	2.22
Online Video (Sponsored Brands) > [Purchase]	\$ 2,873.08	88	\$ 2,777.11	85	1.13
Display (Sponsored Brands) > Sponsored Products > [Purchase]	\$ 2,496.28	120	\$ 1,426.42	77	0.6
Sponsored Products > Display (Sponsored Brands) > [Purchase]	\$ 1,845.49	110	\$ 1,241.86	70	0.43
Display (Sponsored Brands) > Display (Amazon DSP) > [Purchase]	\$ 537.23	30	\$ 401.91	22	0.15

By analyzing paths like '**Display (Sponsored Brands) > Sponsored Products > [Purchase]**' you can identify which campaign types contribute the most to your conversions.



4/8

What's Missing from the Conversion Path Report?

A good initiative from Amazon, yet still limited. Key metrics that could make it a truly actionable report:

- **⊘ ACoS/Spend:** No visibility into the total cost of advertising across paths.
- **⊘ CPC:** No breakdown of cost per click for each touchpoint.
- **⊘ Conversion Rate:** No data on how path sequences affect the likelihood of a sale.
- **⊘ Organic Interactions:** No way to see if organic clicks influenced the path.



5/8

Hidden Gems in the Conversion Path Report

While the Conversion Path Report lacks Clicks, CPC, ACoS and Spend data... it introduces a game-changing insights for Amazon Sellers.

It now includes **New-to-Brand metrics for Sponsored Products**—accessible for the first time in this report.

Discover next how you can unlock greater value and drive efficiency from the Conversion Path Report...



6 / 8

3 Ways to Optimize with the Conversion Path Report

Conversion path	Sales	Purchases	NTB product sales	NTB purchases
Sponsored Products > [Purchase]	\$ 295,092.81	16026	\$ 256,113.01	1389



Repeat Customers	Repeat Customers %
2130	13%

1 Low Purchases: Identify paths with low purchases and check spend for those campaign types to uncover inefficiencies.

2 Repeat Customers: Subtract total purchases from New-to-brand purchases to discover how many repeat customers you've got per path.



7 / 8

3 Ways to Optimize with the Conversion Path Report...

3 Repeat Customer %: Divide repeat customers by total path conversions. Paths with high repeat customer percentages will indicate campaign/types that retarget your loyal customer base.




If LTV is a priority for your brand this is particularly helpful KPI to help drive repeat purchases and revenue.

The CPR is only available by brand, I'm excited to see if Amazon will expand this to SKU-level insights.



8 / 8

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