CONVERSION

RATE

≠

UNIT SESSION

PERCENTAGE

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1

UNIT SESSION % ≠ CONVERSION RATE

Did you know that 'Unit Session %' *isn't your true conversion rate* and is often higher?

Here's why and how to understand the difference."

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2

UNIT SESSION %

Formula: (Total Units Ordered ÷ Total Sessions) x 100

Example: If someone buys 3 units of soap in one session, it skews the % higher.

What it doesn't tell you: The actual number of buyers relative to sessions.

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3

YOUR TRUE CONVERSION RATE

Formula: (Total Orders ÷ Total Sessions) x 100

Why it matters: This reflects how many people actually made a purchase, not just how many units were bought.

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4

HOW TO CALCULATE IT?

Amazon Business Reports *WON'T* calculate this for you. 👉 You need to manually calculate your conversion rate manually by:

Dividing (Total Orders ÷ Total Sessions) x 100, for Each Child/Parent ASIN.

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Save as Default View

Show/Hide Fields

- ☑ (Parent) ASIN
- ☑ (Child) ASIN
- ☐ Growth Opportunitie
- ☑ Title
- ☐ Sessions - Mobile Ap
- ☐ Sessions - Mobile AP B2B
- ☐ Sessions - Browser
- ☐ Sessions - Browser -
- ☑ Sessions - Total
- ☐ Sessions - Total - B2
- ☐ Session Percentage - Mobile App
- ☐ Session Percentage - Mobile APP - B2B
- ☐ Session Percentage - Browser
- ☐ Session Percentage - Browser - B2B
- ☐ Session Percentage - Total
- ☐ Session Percentage - Total - B2B
- ☐ Page Views - Mobile App
- ☐ Page Views - Mobile APP - B2B

5

LEARNINGS
OUT OF THIS?

For skus you thought you had great conversion rate, it can be actually lower than the category standard and simply your "Avg. units/order item" is high.

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6

TIP/GIFT
OF THE DAY

Adopt the habbit of **comparing your whole/true conversion rate VS your advertising conversion rate.**

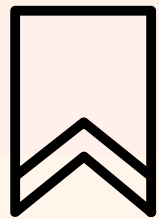This shall help you determine **how efficient your Amazon ads relative to your whole listing traffic**.

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WAS THIS HELPFUL?

Save this post for future reference, and feel free to **share your thoughts in the comments!**

Much love ❤️