

The logo for BellaVix features the word "Bella" in a bold, black, sans-serif font, followed by "Vix" in a bold, red, sans-serif font. The background is white with faint, light blue circular and rectangular patterns.

BellaVix

WE GROW BRANDS ON AMAZON

New Marketing Features on Amazon

**Amazon's Newest Marketing Features to Increase
Your Sales Without Being an Expert**



Will Haire

Will Haire is the Co-Founder of **BellaVix**, a full-service Marketplace Marketing Agency for direct-to-consumer retail brands who want to aggressively grow sales on the world's largest marketplaces like Amazon and Walmart.

Will has worked with eCommerce businesses for many years in leading the strategic planning, implementation, and tactical execution of marketing strategies for products across all Amazon business segments.





Proud Amazon Partner



Service
Partner



Solution
Provider
Network



Verified
partner

Our inclusion in Amazon's limited network of certified agencies is a testament to our unparalleled success in scaling brands on Amazon.

BellaVix

Change is the Only Constant in Life (& Amazon)



Major Updates

*Amazon Implements
Low-Inventory-Level Fee to
Optimize Fulfillment*

BREAKING NEWS

Starting April 1, 2024, Amazon's new fee targets low-inventory standard-size products, encouraging adequate stock to speed up delivery and cut costs. Fees are based on inventory compared to past demand. Sellers must monitor inventory to avoid fees.

[Seller Central Help](#) > [Get started with Fulfillment by Amazon \(FBA\)](#) > [FBA inventory](#) > [Inventory performance](#) > [Low-inventory-level fee](#)

Low-inventory-level fee

On this page

[Fee details](#)

[Rates](#)

[Frequently asked questions](#)

Note: For an overview of all 2024 US selling fee changes, go to amazon.com/selling-fee-changes.

Effective April 1, 2024, a low-inventory-level fee will apply to standard-size products with consistently low inventory relative to customer demand. When sellers carry low inventory relative to unit sales, it inhibits our ability to distribute products across our network, degrading delivery speed and increasing our shipping costs.

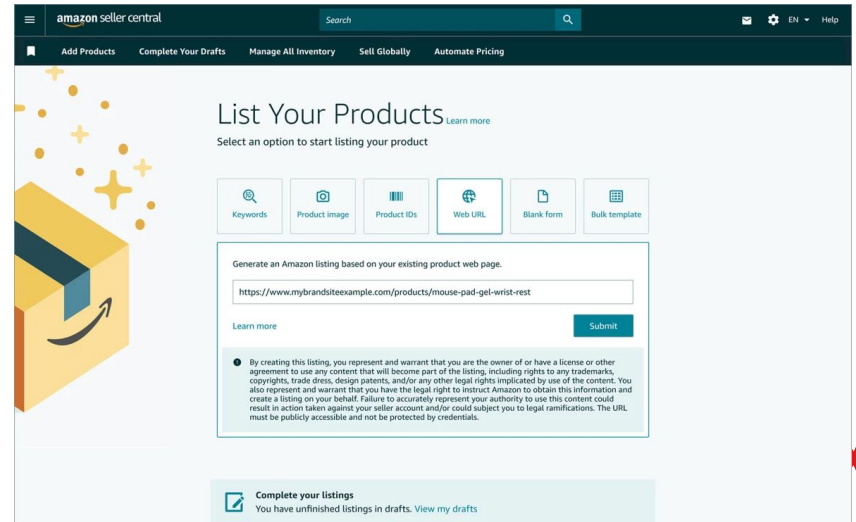
A low-inventory-level fee will only apply if a product's inventory level relative to historical demand (known as "historical days of supply") is below 28 days. We will only charge a low-inventory-level fee when both the long-term historical days of supply (last 90 days) and short-term historical days of supply (last 30 days) are below 28 days (4 weeks). For example, if a product's short-term historical days of supply is above 28 days but long-term historical days of supply is below 28 days, the low-inventory-level fee won't apply.

Major Updates

Amazon Rolls Out Innovative AI Tools for Automatic Product Listing Creation

BREAKING NEWS

Amazon's AI now helps sellers create listings from DTC sites, making it easier to meet marketplace standards. Over 100,000 sellers have used these tools for better product descriptions and details.



Major Updates

[Adapting to Amazon's New FBA Inbound Placement Service Fee](#)

BREAKING NEWS

Amazon's AI now helps sellers create listings from DTC sites, making it easier to meet marketplace standards. Over 100,000 sellers have used these tools for better product descriptions and details.

[Seller Central Help](#) > [Get started with Fulfillment by Amazon \(FBA\)](#) > [FBA features, services, and fees](#) > [2024 FBA inbound placement service fee](#)

2024 FBA inbound placement service fee

On this page

[FBA inbound placement service](#)

[FBA inbound placement service fee](#)

[Frequently asked questions](#)

Note: Starting April 15, 2024, on average, we will decrease FBA fulfillment fees for standard-size products by \$0.20 per unit and for Large Bulky-size products by \$0.61 per unit. This is the same date that the first inbound placement services fees will begin to be charged. For an overview of all 2024 US selling fee changes, go to amazon.com/selling-fee-changes.

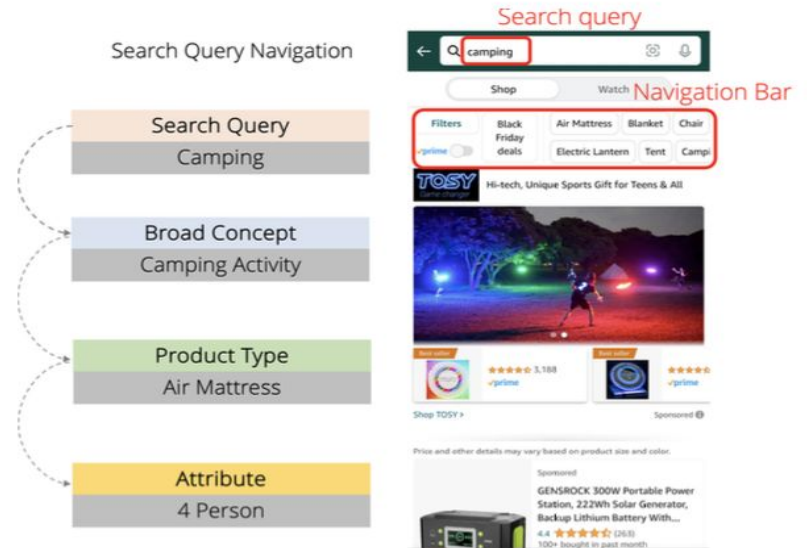
Placing inventory closer to customers in multiple fulfillment centers across the country is critical to delivering products faster and at a lower cost. The FBA inbound placement service fee for standard and large bulky sized products reflects the cost of distributing inventory to fulfillment centers close to customers. The fee is effective as of March 1, 2024.

Major Updates

Adapting to COSMO: Navigating Amazon's New AI-Driven Search Landscape for Sellers

BREAKING NEWS

Amazon's COSMO AI redefines SEO focusing on shopper intent, valuing visual content and customer context over keywords. A strategic shift for sellers is essential.



Major Updates

Amazon Coupon Update: Trust & Eligibility

BREAKING NEWS

From Mar 12, 2024, Amazon requires 5%-50% discounts for coupons, mandating a sales history for product eligibility to ensure genuine discounts. Sellers must adjust strategies for compliance.

[Seller Central Help](#) > [Manage inventory](#) > [Price your item](#) > Amazon Policy on Reference Prices

Amazon Policy on Reference Prices

In many product categories, you have the option of supplying a reference price, such as a List Price (for example, a Manufacturer's Suggested Retail Price or MSRP). Reference prices are displayed in several places, including on product detail pages and in search results for your products, to show savings to customers.

- The List Price you provide should represent the price at which you, or other retailers or sellers, have recently made or intend to make substantial sales of the product in question.
- You also are responsible for ensuring that the reference prices you provide to us remain current.

If you do not have a ready-to-provide List Price, a possible value could be the first price at which you offered or will offer the product. You can also provide a value of 0 to indicate you do not have a List Price. If Amazon cannot verify your List Price, we might not use it.

Other reference prices

A Was Price is automatically computed and changes over time. The Was Price is determined using the 90-day median price paid by customers for the product on Amazon.. We exclude prices paid by customers for the product during a limited time deal.

For more information on how to add list prices or what values to provide, go to [Show a reference price on your products by proving a List Price](#).

The only way to make sense out of
change is to plunge into it, move
with it, and **join the dance.**

-Alan Watts



Workshop Overview

- [Brand Tailored Promotions](#)
- [Premium A+ Content](#)
- [Buy with Prime/Multi-Channel Fulfillment](#)
- [Product Lifecycle Support](#)
- [Amazon Brand Analytics Dashboards](#)
- [Q&A](#)

Brand Tailored Promotions

A promotional tool helps sellers acquire new customers & build brand loyalty.

What are Brand Tailored Promotions?

Are a promotional tool that allows you to create tailored discounts and offers for your past and prospective Amazon shoppers.

Offers show up in Search, Product Detail Pages, and Promotional Shopping Pages.



KaraMD Pure Nature | Greens, Fruits & Vegetables Whole Food Supplement | Vitamins, Fiber & Antioxidants | Support Energy & Digestion | Non-GMO, Gluten Free & Vegan Friendly (30 Servings)

[Visit the KaraMD Store](#)

4.2 ★★★★★ 4,839 ratings | [Search this page](#)

2K+ bought in past month

Price: **\$39.95** (\$0.33 / Count) ✓prime Two-Day

Coupon: Apply 20% coupon [Shop Items >](#) | [Terms](#)

Get a \$60 Amazon Gift Card instantly upon approval for the Prime Store Card. No annual fee.

Item Package Quantity: 1

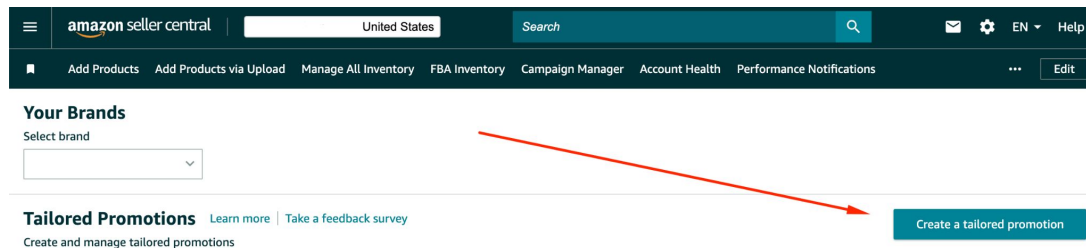
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What Audiences Can we Target?

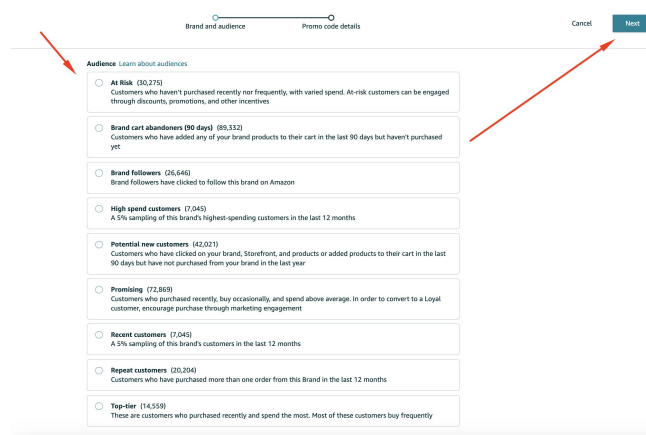
Audience	Definition	How to engage
Repeat customers	Customers who have ordered your brand's products more than once in the last 12 months	These are your loyal customers. Offer discounts to reward loyalty, deepen relationships, and motivate repeat purchases.
Brand cart abandoners	Customers who have added any of your brand products to their cart in the last 90 days but haven't bought yet	These are customers who were considering to buy your brand's products recently, added to the cart but haven't made a decision to buy yet. Offer discounts to them and improve your conversion.
Potential new customers	Customers who have clicked on brand's products or added to cart recently (90 days) but have not bought in the last 12 months	These are the high affinity customers who are most likely to make their first buy from brand with a nudge. Offer acquisition discounts to convert them to make their first buy.
High spend customers	The highest spending 5% of your brand's customers in the last 12 months	These customers spend the most on your brand's products.
Recent customers	The most recent 5% of customers who have bought from your brand	These customers have bought from you most recently.
Brand followers	Brand followers have clicked to "follow" this brand on Amazon	These customers have opted-in to hear from your brand. They may or may not have bought from you previously. Offer follower discounts to encourage customers to follow you brand.
Top-tier customers	These are customers who have bought recently and spend the most. Most of these customers buy frequently	These customers need to feel important in order to continue purchasing.
Promising customers	Customers who have bought recently, buy occasionally, and spend above average	To convert to a top-tier customer, encourage buy through marketing engagement.
At-risk customers	Customers who haven't bought recently nor frequently, with varied spend	At-risk customers can be engaged through discounts, promotions, and other incentives

How to Set Up Brand Tailored Promotions?

In Seller Central, you can find BTP in Menu under Advertising. The first page looks like this, and below are summaries of all your recent promotions you created. To create new one, go to “Create a tailored promotion” button



You select your brand, and below it, you will get an overview of the audiences available to you and how big they are. Note that the minimum size for eligible audiences is 1000 or more. Choose one you want to offer a special promo code to depending on your goals that you like to achieve.



How to Set Up Brand Tailored Promotions? (cont.)

Enter promotion details on the next page, including an internal Promotion Name, applicable products (specific selection coming soon), a customer discount of 10-50%, and a minimum \$100 budget. Set the promotion start date for at least 24 hours ahead, with a redemption limit of one per customer. Submit your promo code to finalize.

Brand and audience

Promo code details

Cancel

Back

Submit promo code

Promotion details

Enter details of your promotion. [Learn more](#)

Promotion Name ⓘ

Applicable Products ⓘ

Customer discount

Minimum 10%; maximum 50%

 %

Budget ⓘ

Minimum \$100

Promotion start date ⓘ

Promotion end date ⓘ

Redemptions per customer ⓘ

Combinability ⓘ

Preferential

Results

Results can be found under the [Amazon Fulfillment Reports > Promotions](#)

Our data

For a brand selling in the Calendars, Planners & Organizers category (US)

Audience: Brand cart abandoners (90 days) - Audience size was 60,102

Duration: It was running for 9 days in December - it was well-timed for this category to offer discounts around holidays and before the New year

Discount Amount: The discount offered was 10%

Results:

Your Brands

Select brand

 x v

Tailored Promotions [Learn more](#) | [Take a feedback survey](#)

Create and manage tailored promotions

Create a tailored promotion

Displaying 1-4 of 4 promotions

Brand	Promotion Name	Audience Size at creation	Status	Start date End date	Discount	Redemptions	Sales Spends	Action
[Redacted]	Brand Cart Abandoners 03-21 to 03-31	Brand cart abandoners (90 days) 83,744	Complete	03/21/2024 04/01/2024	10%	302	\$7,697 \$572	
[Redacted]	MARCH CA BTP	Potential new customers 39,408	Canceled by brand	03/13/2024 03/31/2024	10%	28	\$716 \$62	
[Redacted]	Brand cart abandoners Dec 2023	Brand cart abandoners (90 days) 60,102	Complete	12/17/2023 12/24/2023	10%	332	\$10,901 \$846	

Results

Results can be found under the [Amazon Fulfillment Reports > Promotions](#)

Our data

For a brand selling in the Fitness & Exercise|category - case 1

Audience: Potential new customers - Audience size was 29,501

Duration: It was running for 19 days - after Fall Prime Day, to recapture audiences coming from higher traffic days during it

Discount Amount: The discount offered was 10%

Results:

Your Brands

Select brand

 x v

Tailored Promotions [Learn more](#) | [Take a feedback survey](#)

Create and manage tailored promotions

Create a tailored promotion

Displaying 1-2 of 2 promotions

Brand	Promotion Name	Audience Size at creation	Status	Start date End date	Discount	Redemptions	Sales Spends	Action
	NTB Acquisition pre-BF	Potential new customers 59,100	Complete	11/05/2023 11/20/2023	10%	48	\$5,732 \$573	
	Post PD Recapture	Potential new customers 29,501	Complete	10/14/2023 11/01/2023	10%	57	\$6,694 \$682	

Premium A+ Content

Premium A+ Content boosts Amazon pages with videos, interactive elements, and tables, helping sellers showcase their products and brand effectively.



WHAT IS AMAZON PREMIUM A+ CONTENT?

Premium A+ Content provides the best-in-class detail page experience available for supplemental marketing information, enabling sellers to use differentiated content such as video, interactive hotspot modules, image carousels, and enhanced comparative tables to tell their brand story and showcase product information on the marketplace.

Top Advantages of Premium A+ Content

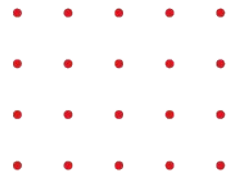
Premium A+ Content provides a more sophisticated way to share information about your products, cross sell products, and educate shoppers about your brand.

- **Higher Conversion Rates:** According to Amazon, effective use of Premium A+ Content features can invite up to a 15% increase in your sales figures. It is an excellent tool to stand out and accelerate your business on Amazon.
- **Enhanced Visuals:** The expanded space for content helps brands create a great visual impact with their listings. The engaging banners with powerful images and interactive features grab the attention of the shoppers.
- **Interactive Modules:** Interactive modules like 'Hotspot' allow the creation of call-out images. The prospective customer instantly gets the key product information by simply hovering over or clicking the text box.
- **High-Definition Videos:** You can utilize embedded high-definition videos to provide finer details about your products. The HD videos can be watched in full-screen mode to get a better viewing experience.
- **Comparison Tables:** Premium A+ content is an amazing tool for comparing similar products within your portfolio. A scrolling image allows users to browse through your products and a table highlights the key attributes. The shoppers get pertinent information about the products through these interactive comparison tables.
- **Q&A Section:** It is the perfect platform to help shoppers with their pressing questions and offer advice and assistance to them. This clickable dropdown section is a great source to know more about your products.

Feature	Amazon A+	Amazon A+ Premium
Layout	Pre-defined templates with limited customization options.	Fully customizable templates with extensive design options.
Media	9 images and a 30-second video.	Advanced 5-minute video and interactive media (e.g., comparison tables, hotspots).
Content Modules	Standard modules available (e.g., product description, comparison charts, warranty information).	Additional modules are available (e.g., image sliders, customer reviews).
Content Blocks	Limited options are available for each module.	Fully customizable content blocks with multiple design options and placement choices.
Branding	Limited branding options, with a small brand logo at the top of the page.	Complete control over branding, including logos, colors, and custom backgrounds.

Feature Comparison Between A+ and A+ Premium

Biggest Improvements from A+ Content



Video

Incorporate video about your product or brand into 3 different modules -full video, video with text, and/or video with an image carousel.



Navigation Carousel

This feature is available in 4 different modules, that allows the customer to scroll through different images or product detail and can be combined with comparison charts and video.



Hotspots

Add descriptive text over different areas you want to highlight on an image. There are 2 different modules that allow for up to 6 hotspots on an image.



Q&A Module





Answer up to 5 questions about your product through an interactive menu-style drop down.

Comparison Chart

Use this section to include the Standard Comparison Chart. This is the perfect opportunity to showcase the different products, how they are similar and different to the product in question.

Premium Comparison Table 1

Compare these dog breeds

	 English Bulldog Add to cart	 German Shepherd Add to cart	 Jack Russell Terrier Add to cart	 Golden Retriever Add to cart
Customer Rating	★★★★☆ (9,999)	★★★★☆ (9,999)	★★★★☆ (9,999)	★★★★☆ (9,999)
Price	\$49.99	\$49.79	\$47.49	\$47.99
Size	Medium	Large	Small	Medium - Large
Energy Level	Low	Moderate	High	Low
Shedding	None	Heavy	Little	Moderate
Friendliness	Cautious	Cautious	Very	Very
Independence	Low	Moderate	High	Low
Bark Level	Low	Moderate	Moderate	Moderate
Needs Grooming	✗	✓	✗	✓
Lifespan	12-14 years	12-14 years	14-16 years	12-14 years

Fun

Super fun, hands-on making experience that ignites open-ended, immersive play. Reduce your kids' screen time with hours and hours of engaging play!

Educational

Cultivates hands-on learning, nurtures STEM comprehension, problem-solving, and stimulates creativity, imagination, and collaboration.

Safe

Makedo tools are custom-designed to be safe and easy to use (global safety standards tested to age 3+), allowing kids to have fun independently.

Sustainable

Makedo tools are reusable forever. Once you're done playing with your creation, gather the Scrus and recycle the cardboard. No tape or glue needed!



[VIEW PRODUCT](#)

Explore

[Add to Cart](#)



[VIEW PRODUCT](#)

Starter

[Add to Cart](#)



[VIEW PRODUCT](#)

Discover

[Add to Cart](#)



[VIEW PRODUCT](#)

Invent

[Add to Cart](#)



[VIEW PRODUCT](#)

Scru Combo 160

[Add to Cart](#)

Customer Reviews	★★★★☆ 1,200	★★★★☆ 1,200	★★★★☆ 1,200	★★★★☆ 1,200	★★★★☆ 210
Price	\$27.50	\$11.95	\$50.00	\$189.95	\$19.95
Pieces Included	50	36	126	360	160
Age Group	5+	4+	5+	5+	4+
How many makers?	1-2 Makers	1 Maker	2-5 Makers	12-24 Makers	Scru Top-Up
Safe-Saw	1	-	2	14	-
Scru-Driver	1	-	1	7	-
Fold-Roller	-	-	1	7	-
Scru	36	28	90	240	120
Scru+	12	7	30	80	40
Mini-Tool	1	1	2	12	-

Premium Navigation Carousel

Leverage the redesigned Premium Navigation Carousel in A+ Content Manager for clearer, more compelling listings. Highlight product use cases, and upsell higher-value items directly within your brand's catalogue.



Loved By Thousands

For An Emergency Refresh

Cruelty-Free & Vegan

The Perfect Gift

Gold, Pink Or Blue

Loved By Thousands

A cult favorite, our viral gold eye masks are loved worldwide, by thousands - just ask **Jessica Alba**!



Grace & Stella Example

BellaVix

Premium Full Video

Use the Premium A+ Full Video for dynamic product showcases. Ideal for explaining features, demonstrating benefits, or providing how-tos, it enriches listings and enhances customer understanding, making it perfect for new product launches or highlighting key differentiators.

Premium Full Video





2% RETINOL

helps *rejuvenate* aging skin &
increase collagen



CREPE REPAIR CREAM

helps *smooth, lift & tighten*
crepey and aging skin



BETA GLUCAN

helps *firm & plump* skin while
calming inflammation



SCIENCE MEETS NATURE

Beautiful & Radiant Skin At Any Age

Hygieia Beauty Example

BellaVix

Premium Q&A

Leverage the Q&A Premium A+ Content module on product detail pages to directly address common queries, manage customer expectations, and enrich your brand's story. This interactive feature allows for 2-5 tailored Q&As, offering a seamless way to guide the conversation and provide clear, concise answers.



Premium Q&A

Q What breeds are best for children? 

A Golden retrievers are an excellent choice for children. They are affectionate, energetic and friendly.

Q What breeds are best for the elderly? 

Q What breeds make good hunting dogs? 

Q What breeds are best for working households? 

Q What breeds shed the least? 

Find Joy in Organization with Erin Condren



AWARD WINNING

Featured in New York Times,
TODAY Show, USA Today,
Refinery29, BuzzFeed & more.



PROVEN LAYOUTS

15+ years of expertise in
planning and thick paper that
resists ink show through.



STYLISH DESIGNS

Trending designs
to showcase your
personal style.



MADE IN THE USA

Proudly designed in
Los Angeles, California
& made in Austin, Texas.

- Q** What is the best paper quality for notebooks? ▾
- Q** Which notebook is best for college? ▾
- Q** Which notebook is best for journaling? ▾
- Q** Which notebook is best for work? ▾
- Q** What are the benefits of writing by hand in a notebook? ▾

Erin Condren Example

BellaVix

Premium Hotspots 1

The Premium A+ Hotspots 2 module enhances eCommerce listings by combining visuals with a header and subtext over images. Despite the lack of specific examples on Amazon, its design supports engaging storytelling and product feature exploration in a visually interactive way, ideal for spotlighting unique attributes through captivating imagery.





VERSATILE MULTI-COOKER

Slow cooking, pressure cooking and more



10+ BUILT IN SAFETY FEATURES

Overheat Protection and safe locking lid



EASY CLEAN-UP

Dishwasher safe pressure cooker lid and inner pot



WORKING SMARTER

Uses less energy *



Instant Pot Example

BellaVix

Buy with Prime/Multi-Channel Fulfillment

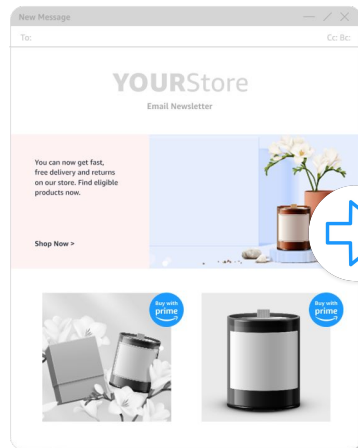
*Boost Your Business: Seamless Shopping and
Fulfillment Solutions*

Give your customers a shopping experience that they love and the fast, reliable delivery that they expect



Increase shopper conversion by an average of 25%* on your site by offering Prime shopping benefits like fast, free delivery and a checkout experience that shoppers love.

For Prime members on your site



amazon | multi-channel fulfillment

Provide fast, reliable fulfillment across your ecommerce channels—with shipping speeds as fast as one day and a >97% on-time delivery rate—by leveraging Amazon's global network of 200+ fulfillment centers.

For all shoppers across your sales channels

*Note: This data point measures the average increase in shoppers who placed an order when Buy with Prime was an available purchase option versus when it was

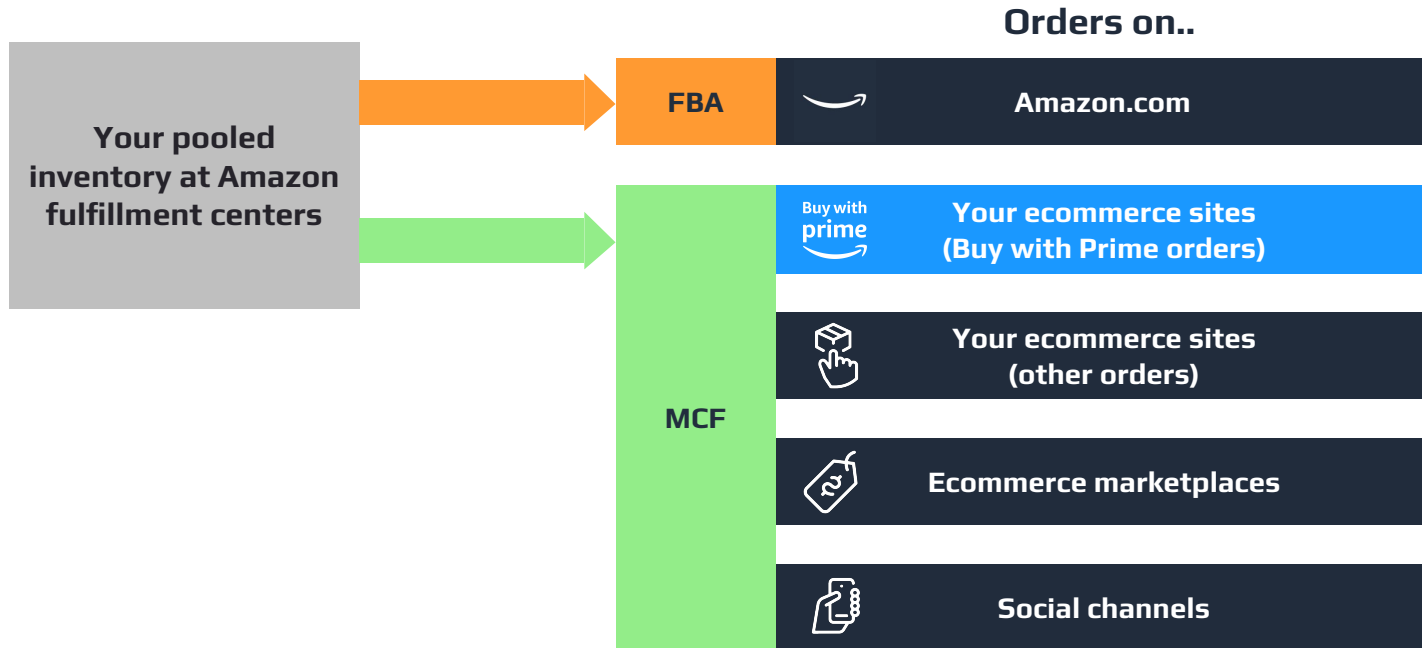
not, during the same time period.

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amazon | multi-channel fulfillment

Buy with prime

Helps boost sales and reduce the risk of stock out across sales channels by using one pool of inventory to fulfill orders on and off Amazon



Amazon has built different solutions to help power your growth on and beyond Amazon.com

CHANNEL	Grow on Amazon.com	Grow on your ecommerce site	Grow on more ecommerce channels
CUSTOMERS	Engage Amazon shoppers	Convert Prime members	Engage all online shoppers
FULFILLMENT	Fulfill orders on Amazon.com	Fulfill orders on your brand website only	Fulfill orders on: <ul style="list-style-type: none"> • Brand websites • Ecommerce marketplaces • Social media stores
SHIP SPEEDS	Fast, free shipping	1-2 day, free shipping	3 speed options: Standard (5 business days), Expedited (3 business days), or Priority 2 business days)
OTHER BENEFITS	Let Amazon fulfillment, customer service, and returns	<ul style="list-style-type: none"> • Convert more shoppers • Build brand trust • Let Amazon handle fulfillment • Receive customer data 	<ul style="list-style-type: none"> • Real-time order tracking • Single, consolidate pool of inventory across all sales channels
SOLUTION	Fulfillment by Amazon (FBA)	Buy with Prime (Fulfilled by MCF)	Amazon Multi-Channel Fulfillment (MCF)

How Buy with Prime works

Convert Prime members with the Buy with Prime badge



Display the trust of Prime to indicate that you offer a familiar shopping experience.



Offer Prime members an easy checkout



Provide a secure, easy payment experience by letting shoppers check out using their Amazon account.



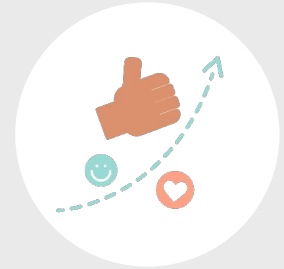
Delight Prime members with fast, free delivery



Offer fast, free delivery to incentivize Prime members at checkout.



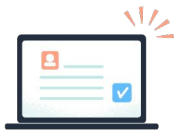
Give Prime members post-purchase peace of mind



Deliver on a promise millions of Prime members trust—transparent delivery estimates and easy returns.

Launch Buy with Prime in five steps

STEP 1



Sign up for Buy with Prime

Enter your business name, address, and phone number to get started.

STEP 2



Set up Buy with Prime

Link your Seller Central account or Supply Chain account, and your Amazon Pay account, import your existing Amazon product catalog information, and authorize Amazon to fulfill your Buy with Prime orders

STEP 3



Pick which products offer Buy with Prime

Confirm that your Buy with Prime product SKUs, titles, and prices match your site, and then choose which products will offer Buy with Prime.

STEP 4



Create and install the Buy with Prime button code

Confirm your ecommerce provider, and then create and install the Buy with Prime button code one time on your site.

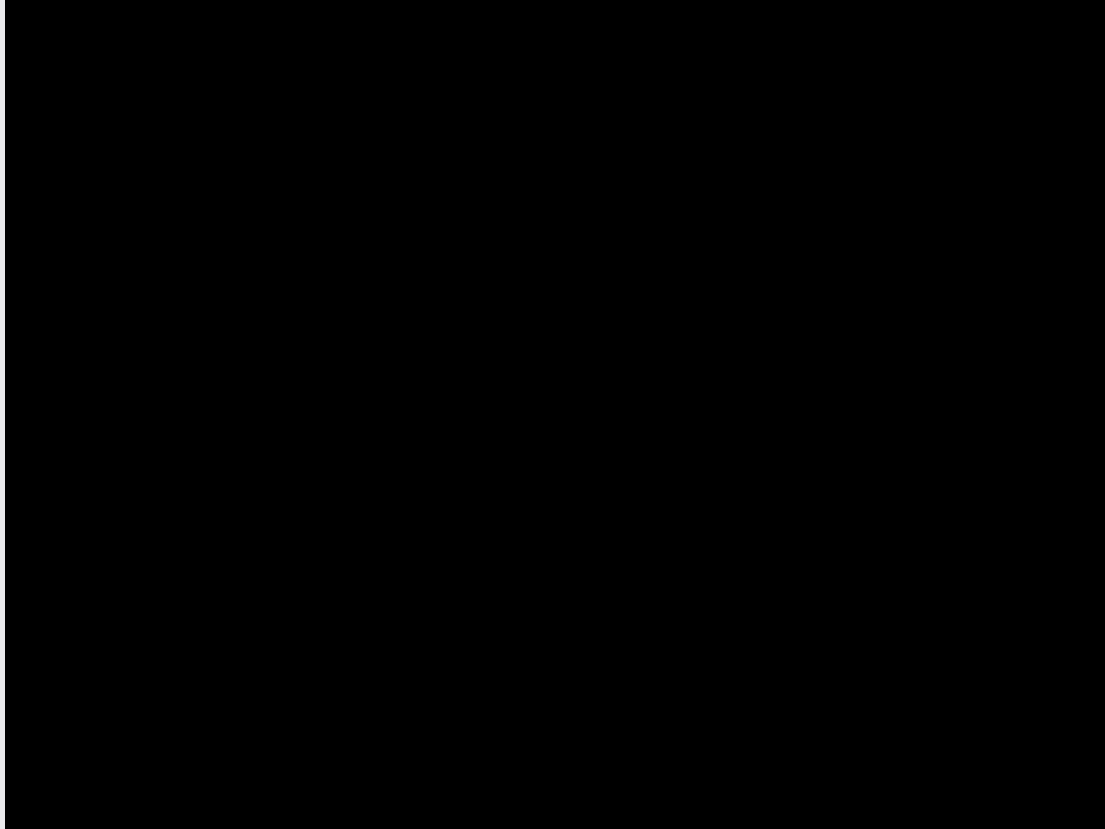
STEP 5



Optimize your website and Buy with Prime shopping experience

Go to your dashboard to track orders, manage your product catalog, check analytics, and more.

Checkout Process



Product Lifecycle Support

*Maximize Every Moment: Enhancing CLV with
Strategic Product Lifecycle Support*

Product Lifecycle Support Insights

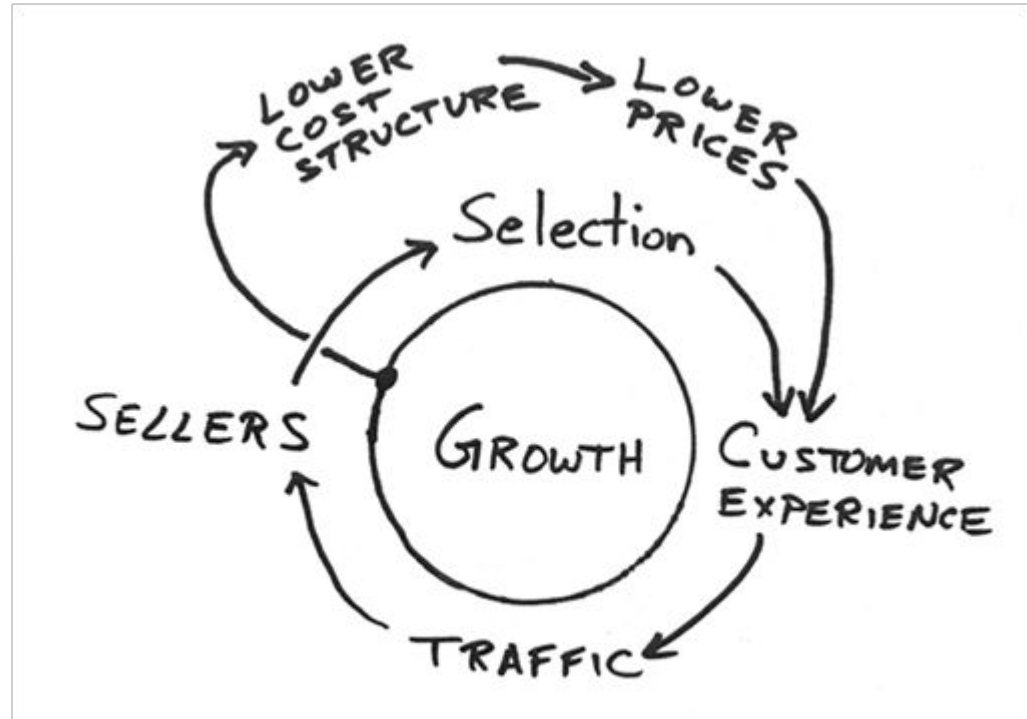
Discover the power of Product Lifecycle Support to enhance Customer Lifetime Value (CLV). By understanding each phase from introduction to decline, tailor your strategies to meet customer needs, optimize inventory, and boost profitability throughout your product's journey on Amazon.



Enhancing Customer Lifetime Value on Amazon

Customer Lifetime Value (CLV) is pivotal for Amazon sellers, focusing on retaining customers and growing your base through targeted strategies for long-term profit growth. Strategies include:

- Product Bundles
- Subscribe and Save
- Package Inserts
- Amazon Posts
- Encouraging Brand Loyalty
- Prioritizing High-CLV Products
- Customer Engagement Emails
- Brand Tailored Promotions
- Amazon Live



Understanding Your Customers

Gaining insights into customer buying patterns is crucial. Use data to predict future purchases and tailor ads for maximum CLV impact.

Critical Reports:

- **Search Term Report**
 - Leverage Amazon Search Terms from Seller Reports to optimize listings with customer-preferred keywords, enhancing visibility and sales.
- **Item Comparison and Alternative Purchase Behavior**
 - Utilize item comparison and alternate purchase behavior reports to understand customer choices and improve listings, pricing, and marketing for higher sales and satisfaction.
- **Repeat Purchase Behavior**
 - Analyze Repeat Purchase Behavior using Amazon reports to gauge customer loyalty and improve retention strategies through exceptional service and loyalty incentives.
- **Market Basket Analysis**
 - Leverage Market Basket Analysis to uncover product combinations frequently bought together, optimizing bundling and cross-selling strategies for increased sales and customer satisfaction.

Amazon Brand Analytics Dashboards

*Insightful Decisions, Enhanced Performance: Your
Data-Driven Edge*

What is the Build Your Brand Dashboard?

The Build Your Brand dashboard on Amazon is a tool designed for brand owners to track and enhance their brand-building efforts on the platform. It provides key metrics such as Branded Search Ratio, Star Rating, Brand Conversion Rate, and Repeat Customer Ratio to measure brand performance. This dashboard offers actionable insights and recommendations to improve brand visibility, customer consideration, conversion rates, and loyalty, along with access to related programs and resources aimed at brand growth.

amazon brand registry



Build Your Brand View registered brands

Building a brand with a unique and compelling value proposition helps your products stand out among the competition, and creates a loyal customer base. The Build Your Brand page highlights programs specifically designed for brand owners registered under Amazon Brand Registry to achieve their brand-building objectives.



Brand Announcements

Stay up to date with the latest brand announcements, releases, and content exclusively for brand owners.

[View all announcements](#)



2024-05-29

[See what's new in Manage Your Experiments](#)

New updates include drafts and automatic title experiments.



2024-05-28

[Want to build deeper customer relationships? Try Brand Tailored Coupons](#)

Select specific brand audiences while creating percentage-off or money-off discount coupons.



2024-05-20

[Amazon Accelerate: Save the Date](#)

Mark your calendar - Amazon Accelerate, our fifth annual seller conference, is returning to Seattle from September 17 to 19, 2024!

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What are the new features?

New Features on the "Build Your Brand" Dashboard

Enhance Brand Performance with Innovative Metrics

Branded Search Ratio & Star Rating: Track how your brand stands out and is rated by customers.

Brand Conversion & Repeat Customer Ratios: Gauge sales effectiveness and customer loyalty.

Visual Graphs & Actionable Insights

Graphical representations offer clear progress tracking on crucial brand objectives.

Strategic Recommendations

Tailored advice on elevating brand awareness, consideration, conversion rates, and loyalty.

Elevate your brand on Amazon with these new, insightful tools.



Branded Search Ratio

Grow Your Brand Awareness

Having a strong brand presence is essential to stand out and attract the attention of millions of customers visiting the Amazon store each day.

- [A+ Content Brand Story](#)
- [Sponsored Brands](#)
- [Posts](#)
- [Amazon Brand Analytics: Top Search Terms dashboard](#)
- [Amazon Brand Analytics: Search Query Performance dashboard](#)
- [Brand Metrics](#)

[Explore all programs](#)

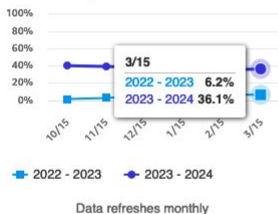
Branded Search Ratio: Percentage share of branded impressions compared to the total impressions for a brand in the timeframe.

Grow Your Brand Awareness

Having a strong brand presence is essential to stand out and attract the attention of millions of customers visiting the Amazon store each day. By measuring your ratio of branded queries to total queries, you can gauge the strength of your brand recognition and determine how your top-of-funnel marketing efforts are driving customers to look for your brand by name.

BRANDED SEARCH RATIO [®]

36.1% ↑ 482.3% YoY



Recommended Actions:

- **Tell your story:** Make your brand memorable by sharing its history and values, and showcase products on offer by adding an [A+ Content Brand Story](#).
- **Increase brand visibility:** Get your brand in front of more shoppers with creative ads that appear in relevant Amazon shopping results by using [Sponsored Brands](#).
- **Highlight your brand:** Featuring high-quality lifestyle imagery within Posts can drive brand awareness. Shoppers who click on a [Posts](#) perform 45.1% more branded searches, leading to 22.7% more units purchased.
- **Optimize your keywords:** Learn how customers are searching for your brand and identify opportunities for new high-volume keywords with [Amazon Brand Analytics: Top Search Terms dashboard](#) and [Amazon Brand Analytics: Search Query Performance dashboard](#).
- **Analyze advertising efforts:** Understand how your advertising reaches new and existing customers with a holistic view of how customers engage with your brand through [Brand Metrics](#).

[Explore all programs](#) to help you grow your brand awareness.

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Star Rating

Improve Your Consideration

Drive customer consideration by showcasing your products in their best light with engaging, high-quality content.

- Amazon Vine
- Customer Reviews
- Basic A+ Content
- Stores
- Brand Tailored Promotions: Potential Customer and Cart Abandoner Audience
- Amazon Live
- Sponsored Display
- Amazon Brand Analytics: Search Catalog Performance dashboard

Explore all programs

Star Rating: The average product star rating across all brand ASINs.

Improve Your Consideration

Over 90% of Amazon customers rely on customer reviews to make their purchase decision. Star ratings offer an immediate indicator of a product's merit, giving potential buyers a snapshot of its quality. Higher ratings not only build trust but also streamline decision-making for customers.

STAR RATING [Ⓞ]

4.1 ★★★★★☆



Recommended Actions:

- **Overcome sales cold start:** Help boost sales of new products by up to 30% with **Amazon Vine** by recruiting Voices to provide product reviews that help customers make informed purchasing decisions.
- **Obsess over Customers:** Analyze product **reviews** to understand what customers love and where opportunities for improvements may exist. Provide exceptional post-purchase support by requesting more information or offering a refund on critical (1-3 star) reviews.
- **Create engaging content:** Help customers learn about your brand and make informed purchase decisions by creating engaging **A+ Content** to showcase product details and lifestyle imagery.
- **Launch your storefront:** Showcase your entire catalog and introduce shoppers to your story, mission, and products with an immersive shopping experience by designing your own brand **Store**.
- **Motivate potential buyers:** With **Brand Tailored Promotions**, you can reach new customers who have engaged with your brand or added your products to their cart but have not yet purchased.
- **Capture your audience's attention:** Visually engage your audience with unique value propositions by hosting product videos on your listings through shopping videos and engaging with customers in real time with **Amazon Live**.
- **Drive greater consideration:** Boost engagement with relevant audiences across their shopping journey with **Sponsored Display** ads.

Explore all programs to help you improve your consideration.

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Conversion Rate

Increase Your Conversion Rate

Optimize your return on every investment by maximizing your ability to convert deliberating customers into customers.

- Premium A+ Content
- Sponsored Products
- Manage Your Experiments
- Brand Referral Bonus
- Amazon Brand Analytics: Market Basket Analysis dashboard
- Amazon Brand Analytics: Demographics dashboard
- Virtual Bundles
- Amazon Attribution

Explore all programs

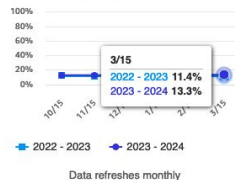
Conversion Rate: The percentage share of total purchased brand units compared to total brand detail page glance views.

Increase Your Conversion Rate

Optimize your return on every investment by maximizing your ability to convert deliberating customers into customers. Tracking your conversion rate will help you fine-tune your approach, ensuring that your products and brand strategy resonate deeply with new and existing customers.

CONVERSION RATE [©]

13.3% ↑ 16.7% YoY



Recommended Actions:

- **Showcase your brand:** Help boost sales by up to 20% by showcasing your brand's unique benefits through high-resolution images, videos, interactive hotspots, carousel modules, and more with **Premium A+ Content**.
- **Drive off-Amazon traffic:** Brands report boosting conversion rate by 4x when directing traffic to their Amazon listings instead of their own websites. Enroll in the **Brand Referral Bonus** program and earn an average 50% credit back on referral fees for off-Amazon driven product sales.
- **Improve product visibility:** After launching a **Sponsored Products** campaign, ASINs experienced a +50% weekly increase in units ordered, helping customers find products through ads in related shopping results, product pages, and premium apps/websites.
- **Unlock customer insights:** Use the **Brand Analytics Market Basket Analysis** and **Brand Analytics Demographics Dashboard** to learn more about your customers by seeing key demographic data and the top 3 products Amazon customers purchased alongside your product.
- **Optimize your content:** By experimenting with content variations (A/B testing) for product images, supporting images, titles, descriptions, A+ Content, and Brand Story using **Manage Your Experiments**.
- **Cross promote catalog:** Help customers buy more from your catalog by offering a convenient and cost-effective experience by packaging complementary products together with **Virtual Bundles**.

Explore all programs to help you improve your conversion rate.

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Repeat Customer Ratio

Build Your Brand Loyalty

Loyal customers bring steady revenue and often become brand advocates, spreading the brand message through positive word-of-mouth marketing and amplifying your efforts to increase visibility.

- [Amazon Brand Analytics: Customer Loyalty Analytics dashboard](#)
- [Amazon Brand Analytics: Repeat Purchase Behavior dashboard](#)
- [Brand Tailored Promotions](#)
- [Subscribe & Save](#)
- [Product Lifecycle Support](#)
- [Buy with Prime](#)
- [Multi-Channel Fulfillment](#)

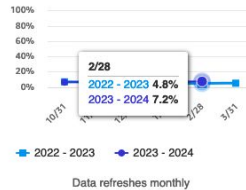
[Explore all programs](#)

Repeat Customer Ratio (RCR): percentage share of customers that have purchased more than once from the brand in the previous 12-months compared to total customers that have purchased from the brand in the previous 12-months.

Build Your Brand Loyalty

Loyal customers bring steady revenue and often become brand advocates, spreading the brand message through positive word-of-mouth marketing and amplifying your efforts to increase visibility. Your repeat customer rate is a direct measurement of the trust and quality your brand has built among loyal customers.

REPEAT CUSTOMER RATIO ⓘ



Recommended Actions:

- **Improve customer lifetime value (CLV):** Inform your strategy with data-backed customer shopping insights to improve customer loyalty and drive repeat purchases with [Brand Analytics Customer Loyalty Analytics Dashboard](#) and [Brand Analytics Repeat Purchase Behavior Dashboard](#).
- **Reward brand loyalty:** Encourage repeat purchases by offering exclusive discounts to select customer audience segments including brand followers, recent, repeat, and high-spend customers with [Brand Tailored Promotions](#).
- **Streamline purchasing:** Drive repeat purchases by offering customers recurring deliveries of products at a discounted rate with [Subscribe & Save](#).
- **Increase brand affinity:** Empower your customers to make the most of their products, reduce returns volume, and increase brand loyalty by enrolling your product support information into the [Product Lifecycle Support](#) portal.

[Explore all programs](#) to help you build your brand loyalty.

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THANK YOU!

Questions?

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