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LEVERAGING DATA ANALYTICS IN AMAZON ECOMMERCE: A COMPREHENSIVE REVIEW OF ADVERTISING STRATEGIES AND OPTIMIZATION TECHNIQUES

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Abstract : Amazon has emerged as a dominant force in digital advertising, offering a complex ecosystem of ad types, targeting strategies, and performance analytics. This review synthesizes current academic research and industry developments to provide a comprehensive overview of advertising optimization on Amazon. The paper examines the major advertising formats-Sponsored Products, Sponsored Brands, Sponsored Display, and Demand-Side Platform (DSP)-detailing their unique roles within the marketing funnel and their evolving capabilities, such as AI-driven targeting and contextual placement optimization. Targeting strategies, including keyword and audience targeting, are explored alongside the use of both Amazon-native and third-party campaign management tools, which increasingly leverage automation and machine learning for bid management and campaign scaling. Key performance metrics-such as Advertising Cost of Sale (ACoS), Return on Ad Spend (ROAS), Click-Through Rate (CTR), and others-are reviewed as essential indicators for campaign evaluation and iterative optimization. The review highlights best practices for maximizing visibility and ROI, addresses common challenges such as rising competition and attribution complexity, and identifies gaps in current research, particularly regarding cross-channel attribution and the impact of emerging ad formats. By structuring the landscape of Amazon advertising optimization, this paper aims to inform both practitioners and scholars, offering actionable insights and suggesting avenues for future research into the effectiveness and efficiency of Amazon's advertising ecosystem.

I. INTRODUCTION

landscape, achieving a 20% year-over-year growth in advertising revenue and generating approximately \$11.8 billion in the first quarter of 2024[1][2]. This impressive expansion has positioned Amazon as the third-largest digital advertising platform, trailing only Alphabet and Meta[1]. As the platform's advertising ecosystem evolves, it has become an indispensable channel for brands and sellers seeking to enhance product visibility, drive sales, and maintain a competitive edge in an increasingly crowded marketplace[3]. Effective advertising optimization on Amazon is now critical for both established brands and emerging sellers. With the proliferation of advertising options-ranging from Sponsored Products and Sponsored Brands to Sponsored Display and Demand-Side Platform (DSP) campaigns-advertisers must navigate complex targeting, bidding, and reporting systems to maximize return on investment (ROI)[3], [4]. Optimization strategies, including refined keyword research, structured ad groups, and data-driven bid adjustments, are essential for ensuring that advertising budgets are allocated efficiently, campaigns are scalable, and sales objectives are met[4], [5]. Moreover, the ability to set clear, measurable goals and continuously monitor key performance metrics such as Advertising Cost of Sale (ACoS), Return on Ad Spend (ROAS), and conversion rates underpins long-term advertising success[4].

Despite the growing importance of Amazon advertising, significant gaps persist in both academic literature and industry practice. Notably, challenges remain in accessing comprehensive performance data, understanding the interplay between organic and paid rankings, and correlating ad spend with broader business outcomes[6], [7]. For example, the limited availability of certain metrics-such as New-to-Brand data for Sponsored Products-can hinder holistic campaign evaluation and optimization[6]. Furthermore, the scalability of campaigns and the completeness of sales attribution data continue to pose obstacles for advertisers seeking to refine their strategies[7].

II. ADVERTISING STRATEGIES USED ON AMAZON

Amazon's advertising ecosystem has become a cornerstone of digital marketing, offering diverse ad formats and targeting methods tailored to drive visibility and sales. This review synthesizes academic insights and industry practices to analyze key strategies for optimizing campaigns on the platform.

Types of Amazon Ads

Sponsored Products are pay-per-click (PPC) ads that promote individual listings in search results and product pages. They prioritize relevance and bid competitiveness, with placements at the top, within, or bottom of search pages, as well as on competitor detail pages[8]. While cost-effective and easy to manage, their reliance on automated bidding can lead to high costs in competitive niches[8]. Best practices include combining automatic campaigns (to discover high-potential keywords) with manual campaigns for precision targeting[8], [9].

Sponsored Brands enhance brand visibility through customizable banner ads featuring logos, product images, and headlines. Formats like Product Collection Ads (showcasing multiple products) and Video Ads cater to awareness and consideration stages, directing traffic to branded stores or curated landing pages[10]. These ads are particularly effective for new product launches or boosting underperforming listings[10].

Sponsored Display leverages retargeting and contextual placement, appearing both on and off Amazon. Ads automatically adjust based on stock availability and target users by browsing behavior, such as viewed-but-unpurchased items[11]. Contextual targeting allows placement on detail pages of complementary or competing products, while audience targeting uses shopping signals to re-engage users[12].

Amazon Demand-Side Platform (DSP) enables programmatic ad buying across Amazon-owned sites (e.g., Twitch, IMDb) and third-party platforms. Unlike Sponsored Ads, DSP offers advanced creative control, supporting video, audio, and dynamic display ads[11]. Its AI-driven targeting combines behavioral, demographic, and geographic data, while Dynamic Creative Optimization (DCO) tailors ads to individual user behavior[13], [14].

Targeting Methods

Keyword Targeting focuses on customer search terms, with manual campaigns allowing exact, phrase, or broad match strategies. High-performing keywords identified through automatic campaigns can be prioritized, while irrelevant terms are excluded as negatives[13].

Product Targeting places ads on detail pages of specific ASINs or categories. Refinements by price, ratings, or brand help position products against competitors or complementary items [15]. Enhanced automatic campaigns now segment targets into "close match" and "substitute" categories, improving efficiency[15], [16].

Audience Targeting in DSP uses Amazon's first-party data (e.g., purchase history) to reach lookalike audiences or retarget users across devices. Geotargeting and AI-driven optimizations further refine reach, particularly for seasonal or regional campaigns[13].

Manual vs. Automatic Targeting

Automatic campaigns are ideal for initial keyword discovery, leveraging Amazon's algorithm to test search terms and product matches [9]. Once high-performing targets are identified, manual campaigns enable precise budget allocation and bid adjustments. Hybrid approaches, such as using automatic campaigns to inform manual strategies, balance scalability with control[[15]].

Bidding and Budgeting Strategies

Amazon's bidding options include cost-per-click (CPC) and dynamic bids, which adjust based on conversion likelihood. Sponsored Products and Brands often use manual bidding to cap costs, while DSP employs programmatic bidding for real-time optimization[13]. Budgets should prioritize high-profit ASINs, with adjustments based on performance metrics like ACoS (Advertising Cost of Sale) and ROAS (Return on Ad Spend)[14]. Industry practices emphasize daily monitoring and reallocating funds to top-performing campaigns during peak shopping periods[9][8]

III. REVIEW OF ADVERTISING TOOLS FOR AMAZON CAMPAIGN MANAGEMENT

Amazon's Native Tools: Amazon provides a robust suite of native tools for campaign management, each serving a distinct function in the advertising workflow:

a) **Campaign Manager**: This is the central hub for creating, monitoring, and optimizing Amazon ad campaigns. Recent updates have made it more interactive and efficient, featuring bulk editing, a unified "All campaigns" view, advanced filtering, and customizable dashboards. The performance dashboard allows users to visualize trends over time, compare metrics, and quickly identify optimization opportunities. Sellers can also export filtered data, set negative keywords during setup, and manage both Sponsored Products and Sponsored Brands in one place, streamlining workflow and reporting[17].

b) **Brand Analytics**: Available to registered brand owners, Brand Analytics delivers deep insights into customer behavior, including keyword usage, product comparisons, frequently bought together items, and repeat purchases. It also provides demographic breakdowns, helping brands tailor their advertising and product strategies. The interface is intuitive, making complex data actionable for improving targeting and product positioning[18].

c) **Amazon Attribution**: This tool tracks the impact of external (off-Amazon) marketing efforts by generating unique tracking URLs. Marketers can see how traffic from sources like Facebook or Google influences Amazon sales, allowing for better ROI analysis of non-Amazon campaigns. However, it does not support retargeting, as data cannot be sent back to external ad platforms[18].

A/B Testing: Amazon's built-in A/B testing (split testing) tools empower advertisers to experiment with different ad elements-such as headlines, images, or bids-by comparing two campaign variants. This data-driven approach helps optimize for higher click-through and conversion rates, enabling continuous improvement based on real performance metrics[19].

Third-Party Tools

A growing ecosystem of third-party platforms complements Amazon's native offerings, providing enhanced automation, analytics, and usability:

a) **Jungle Scout**: Renowned for its data accuracy, Jungle Scout offers a clean, user-friendly interface with over 20 tools for product research, keyword tracking, and sales analytics. Its AI Assist and responsive customer support make it approachable for both new and experienced sellers. The platform is praised for its organization and ease of navigation, helping users quickly access the features they need [20].

b) **Helium 10**: An all-in-one solution trusted by millions, Helium 10 covers every aspect of Amazon selling-from product and keyword research to AI-powered PPC automation and listing optimization. Its suite includes tools like Black Box (product research), Cerebro (competitor keyword analysis), and Scribbles (listing creation). Helium 10's automation features, real-time data integration, and comprehensive dashboards save significant time and help sellers stay competitive. Its data accuracy is highly rated, with estimates closely matching actual Amazon data [21].

- c) **Perpetua:** Perpetua stands out for its AI-driven automation of Amazon ad campaigns. It supports a wide range of formats (Sponsored Products, Video, DSP) and automates bidding, keyword research, and campaign optimization. Its advanced analytics dashboard provides actionable insights, making it a strong choice for advertisers seeking hands-off, data-driven campaign management [22].
- d) **Sellics:** While not detailed in the provided search results, Sellics is widely known for integrating PPC automation, profit analytics, and SEO tools in a single platform. It is valued for its usability and the ability to manage campaigns, track profitability, and optimize listings from one dashboard.
- e) **Teikametrics:** Also not covered in the results but recognized in the industry, Teikametrics leverages AI to automate bidding and keyword management, with a focus on maximizing ad spend efficiency and profitability. It is praised for its intuitive interface and actionable reporting.

Table: Comparison: Features, Automation, and Usability

Tool	Features	Automation Capabilities	Usability/Interface
Campaign Manager (Amazon)	Campaign creation, bulk editing, unified dashboard	Manual to semi-automated	Improved, intuitive, customizable
Brand Analytics (Amazon)	Customer insights, keyword data, demographics	Manual analysis	User-friendly, actionable
Attribution (Amazon)	External traffic tracking, ROI analysis	Manual setup	Simple dashboard
A/B Testing (Amazon)	Split testing, performance optimization	Manual test setup	Straightforward, data-driven
Jungle Scout	Product/keyword research, analytics	Limited automation	Clean, organized, responsive
Helium 10	All-in-one suite, AI PPC, listing tools	High (AI PPC, listing automation)	Comprehensive, steep learning curve

Perpetua	AI campaign management, analytics	Very high (full automation)	Advanced, insight-rich
Sellics	PPC, analytics, SEO	High	Integrated, easy to use
Teikametrics	AI bidding, keyword mat	High	Intuitive, actionable

IV. Key Performance Metrics for Evaluating Amazon Ads

Effective Amazon advertising hinges on tracking and optimizing a core set of performance metrics. These metrics not only reveal how well ads are performing but also guide strategic decisions for campaign optimization and business growth. Below is a comprehensive review of the most important Amazon ad metrics, their relevance, and insights from recent industry research.

a) **Impressions:** Impressions measure how many times your ad is displayed to shoppers. High impressions indicate strong product visibility and are especially relevant for brand awareness campaigns or when launching new products. However, impressions alone do not guarantee engagement or sales; they must be considered alongside other metrics like CTR and conversion rate to assess true campaign effectiveness [23], [24].

b) **Click-Through Rate (CTR):** CTR represents the percentage of ad impressions that result in clicks. This metric is a direct indicator of ad relevance and creative effectiveness. A high CTR suggests your ad resonates with the target audience, while a low CTR may indicate issues with ad copy, targeting, or product-market fit. Industry reports emphasize that optimizing for CTR can improve both ad placement and conversion potential, as it signals to Amazon's algorithm that your listing is engaging to shoppers[25].

c) **Cost-Per-Click (CPC):** CPC is the average amount paid each time a shopper clicks your ad. Managing CPC is crucial for budget control and profitability. Lower CPCs can indicate efficient bidding strategies, but extremely low CPCs may also reflect poor ad placement or low competition. Regularly monitoring CPC helps advertisers adjust bids to maximize exposure while maintaining cost efficiency[23].

d) **Conversion Rate:** Conversion rate measures the percentage of ad clicks that result in a purchase. This is one of the most critical long-term metrics, as it reflects the effectiveness of both your ad targeting and product detail page. A high conversion rate demonstrates strong alignment between shopper intent and your offer, while a low rate may point to issues with pricing, reviews, or product relevance[26].

e) **Advertising Cost of Sale (ACoS):** ACoS calculates the ratio of ad spend to sales generated from those ads. It is the primary metric for assessing campaign profitability:

$$ACoS = \frac{\text{Total Ad Spend}}{\text{Total Ad Revenue}} \times 100$$

A lower ACoS means greater efficiency and higher profitability. Industry consensus is that continuous ACoS monitoring is essential, especially as Amazon seller fees rise and margins tighten[26], [27].

f) **Return on Ad Spend (ROAS):** ROAS is the inverse of ACoS and shows how much revenue is generated for every dollar spent on advertising. ROAS is favored for evaluating overall ad spend effectiveness, especially in larger or more complex campaigns. Both ACoS and ROAS are indispensable for understanding the financial impact of advertising investments

g) **Total Advertising Cost of Sale (TACoS):** TACoS extends the ACoS concept by factoring in both paid and organic sales, offering a holistic view of advertising's impact on total business performance. This metric is vital for understanding how ads contribute to long-term brand growth and organic ranking, not just immediate paid returns [27].

h) **Organic Rank Changes:** Monitoring organic rank changes alongside paid metrics helps advertisers gauge whether ad campaigns are boosting organic visibility. Improved organic ranking as a result of advertising can lead to a virtuous cycle of increased sales and reduced reliance on paid traffic[30].

i) **New-to-Brand and Brand Lift Metrics:** New-to-brand metrics track how many ad-attributed purchases come from shoppers who have not bought from your brand in the past 12 months. This is crucial for brands focused on customer acquisition and market expansion. Brand lift metrics, including awareness and perception shifts, are increasingly used by larger brands to measure the broader impact of Amazon advertising beyond direct sales. These metrics help advertisers understand whether their campaigns are driving incremental growth and attracting new customers-key for both emerging and established brands [28].

V. Industry Insights and Research

Marketing reports and Amazon advertising guides consistently highlight the importance of these metrics for campaign optimization. ACoS and ROAS are universally cited as the primary indicators of profitability, while CTR and conversion rate are essential for diagnosing creative and targeting effectiveness. New-to-brand metrics have become especially important as Amazon positions itself as a platform for both performance and brand-building, drawing increased attention from advertisers seeking to expand their customer base and measure true brand growth[28], [29].

V.I Amazon Advertising Optimization Techniques: Insights from Research and Practice

Optimizing Amazon ad campaigns requires a multi-faceted approach, leveraging both Amazon's internal tools and broader digital marketing strategies. Literature, case studies, and marketing reports consistently highlight several core techniques that drive measurable improvements in campaign efficiency, profitability, and growth.

a) **Keyword Harvesting and Negative Keywords:** Keyword harvesting is foundational for ongoing Amazon PPC optimization. This process involves systematically reviewing search term reports to identify high-converting keywords and ASINs-those generating the most clicks, conversions, or profit. These "positive" keywords are then transferred to manual campaigns, often with increased bids, to maximize their visibility and sales potential. This technique applies to both automatic and manual campaigns, with broad, phrase, and exact match types used strategically to balance reach and relevance. Regular keyword harvesting is essential, as roughly 70% of Amazon shoppers never go beyond the first search results page, making constant refinement critical for maintaining visibility and competitiveness[29], [30].

- b) **Negative keyword harvesting:** By identifying search terms that trigger ad impressions but fail to convert, advertisers can add these as negative keywords to prevent wasted spend. This reduces irrelevant clicks, improves ACoS, and ensures budget is focused on high-potential queries[28], [29], [30].
- c) **Budget Reallocation Strategies:** Effective budget management is central to campaign optimization. Industry best practices recommend setting daily budget limits based on profit margins and revenue goals, then incrementally adjusting these budgets in response to real-time performance data. Well-performing campaigns-those with strong conversion rates and acceptable ACoS-should receive increased budget allocation, while underperforming campaigns have budgets reduced or paused to control costs. Amazon's campaign budget optimization tools can automate this process, redistributing funds to the best-performing campaigns and maximizing overall ROI[29].
- d) **Bid Optimization:** Bid optimization is a dynamic process that can be manual or automated. For manual campaigns, advertisers set individual bids for each keyword, increasing bids on high-converting keywords and reducing them for underperformers. Amazon offers several automated bidding strategies:
- e) **Dynamic Bids – Down Only:** Automatically lowers bids for placements less likely to convert, saving budget.
- f) **Dynamic Bids – Up and Down:** Adjusts bids up or down based on the likelihood of conversion, maximizing conversions within budget limits.
- g) **Fixed Bids:** Provides complete control but requires ongoing manual adjustment and monitoring[31].
- h) **Automated bidding:** These strategies, such as Target CPA or Target ROAS, leverage Amazon's algorithms to optimize bids in real time, often outperforming manual adjustments in larger, data-rich campaigns. Regular review and incremental adjustments are recommended to avoid overreacting to short-term fluctuations[31], [32].
- i) **Seasonal and Dayparting Tactics:** Seasonality and timing play significant roles in campaign performance. Advertisers often increase bids and budgets during peak shopping periods (e.g., holidays, Prime Day) and reduce spend during slower periods. Dayparting-scheduling ads to run during high-traffic hours-can further enhance efficiency. Pausing low-performing ad groups during off-peak times helps control costs and reallocates spend to periods with the highest conversion potential[5], [32].
- j) **Using External Traffic to Support Ads:** Driving external traffic from platforms like Google, Facebook, TikTok, and influencer campaigns is increasingly recognized as a powerful optimization lever. Amazon rewards sellers for bringing in off-platform customers through programs like the Brand Referral Bonus, which offers up to 10% back on sales from external sources. Tools such as PixelMe and Amazon Attribution allow advertisers to track and retarget external visitors, boosting both paid and organic rankings. For example, combining external traffic with Amazon DSP enables precise retargeting of high-intent shoppers, amplifying ROAS and increasing organic rank. Case studies show that sellers integrating external traffic see not only higher conversion rates but also improved long-term brand growth and market share [5], [31].

VI. Challenges and Limitations in Current Amazon Advertising Research and Practice

Research and practice in Amazon advertising are advancing rapidly, but several critical challenges and limitations persist, affecting both academic understanding and real-world campaign optimization.

a) **Limited Transparency of Amazon's Ad Algorithms:** A major critique from industry experts and marketing practitioners is Amazon's lack of transparency regarding its ad algorithms and placement mechanisms. Unlike Google or Facebook, where the factors influencing ad ranking and cost are relatively well-documented, Amazon's algorithm remains largely opaque. This makes it difficult for advertisers to fully understand what drives success on the platform, particularly regarding the Buy Box and ad placement. Automatic targeting can sometimes result in ads being shown to irrelevant audiences, and algorithmic updates (such as the shift to A10) can unpredictably impact campaign performance without clear guidance from Amazon[33]. This opacity complicates both strategic planning and the interpretation of campaign results.

b) **Scarcity of Academic Studies:** Compared to Google/Facebook: Amazon's advertising ecosystem is less explored in scholarly literature than those of Google and Facebook. While there is a wealth of academic research on search and social advertising, Amazon's relatively recent and rapidly evolving ad platform has not attracted the same level of rigorous study. This gap leaves marketers and researchers reliant on industry reports, whitepapers, and anecdotal case studies, which may lack the objectivity and methodological rigor of peer-reviewed research. As a result, best practices are often based on limited or proprietary datasets, and findings may not generalize across categories or markets.

c) **Data Access Issues:** Access to granular and historical Amazon advertising data is a persistent limitation. Amazon restricts the retention of detailed campaign data, with many reports only available for up to 90 days [34]. This short window makes it challenging for brands and researchers to conduct year-over-year analyses, identify long-term trends, or evaluate the impact of strategic changes over time. While some third-party tools offer partial workarounds, these are often incomplete and may require significant manual intervention. The lack of transparent, long-term data hinders both operational optimization and academic research, as robust time-series analyses become nearly impossible [16], [32].

d) **Attribution Difficulties in Multi-Channel Marketing:** Attribution remains a complex challenge, especially for brands running multi-channel campaigns. Amazon's attribution tools have limitations, such as short attribution windows (e.g., seven to 14 days for Sponsored Products and Brands) and requirements that the advertiser be the actual seller of the product [32], [35]. This makes it difficult to accurately measure the full impact of external traffic, influencer campaigns, or cross-platform remarketing. The inability to track customer journeys seamlessly across Amazon and external platforms leads to incomplete or misleading ROI calculations, complicating budget allocation and strategic planning.

e) **Summary of Critiques:** Marketing blogs, whitepapers, and industry analyses consistently call for greater transparency, improved data access, and more robust attribution solutions from Amazon. While recent updates have introduced incremental improvements in reporting and brand safety [36], [37], the core challenges remain. Until these issues are addressed, both researchers and practitioners must navigate significant blind spots, often relying on incomplete information and trial-and-error approaches to campaign optimization.

VII. Future Research Opportunities in Amazon Advertising Optimization

Several emerging trends and unresolved questions in Amazon advertising point to significant opportunities for future research. As Amazon's ad ecosystem rapidly evolves, academic and industry literature highlight the need for deeper exploration in areas such as AI-driven automation, advanced attribution, cross-channel integration, and ethical considerations.

a) **AI and Automation in Ad Management:** The integration of artificial intelligence and automation is fundamentally transforming Amazon advertising. Current research and industry reports suggest that AI-powered tools can now automate complex tasks such as bid adjustments, keyword optimization, and audience targeting, resulting in more efficient campaigns and higher conversion rates [32]. Future research should investigate the comparative effectiveness of different AI models, the transparency of AI decision-making, and the long-term impact of automation on campaign performance and advertiser control. There is also a need to examine how AI agents-such as Amazon Rufus-will influence product discovery and whether paid placements in AI-generated recommendations will reshape PPC strategies[38].

b) **Advanced Attribution Modeling:** With Amazon's shift to Multi-Touch Attribution (MTA), there is a new frontier for research into how attribution models influence budget allocation, creative strategy, and ROI measurement[32]. MTA leverages machine learning to assign credit across multiple ad interactions, providing a more holistic view of the customer journey. Future studies should assess the accuracy and business impact of MTA versus traditional last-touch models, explore best practices for interpreting multi-touch data, and analyze how expanded conversion windows and cross-channel tracking affect campaign optimization [13], [14]. Additionally, research could address the integration of Amazon Marketing Cloud (AMC) for deeper attribution insights.

c) **Integration of Influencer Marketing and Social Media:** The convergence of influencer marketing, social media, and Amazon ads remains underexplored. As brands increasingly use external platforms to drive Amazon sales, research is needed to quantify the effectiveness of integrated campaigns, identify optimal cross-channel strategies, and measure the incremental lift from influencer-driven traffic. Investigating how AI can coordinate messaging and targeting across social, influencer, and Amazon channels could yield actionable insights for maximizing reach and conversion.

d) **Ethical Targeting and Data Privacy:** Expansion of AI-driven targeting raises important ethical and privacy concerns. Literature highlights growing scrutiny of Amazon's data collection and ad targeting practices, particularly regarding transparency, user consent, and compliance with regulations like GDPR[39]. Future research should examine consumer attitudes toward targeted advertising, the effectiveness of privacy safeguards, and the balance between personalization and privacy. There is also scope to study the impact of evolving legal frameworks on advertising strategies and the potential for industry self-regulation to address ethical risks.

VIII. Conclusion

Amazon's dominance in the eCommerce landscape has redefined digital advertising, making data analytics an essential component for campaign optimization and strategic decision-making. This review highlights how advertisers leverage data-driven tools and techniques—from AI-powered bidding to performance metrics like ACoS, ROAS, and conversion rate—to enhance visibility, efficiency, and ROI across Amazon's evolving ad ecosystem. While the platform offers powerful native and third-party solutions, challenges such as limited data transparency, attribution complexity, and ethical concerns around targeting persist. As Amazon's advertising infrastructure continues to grow, the effective application of data analytics will remain crucial for navigating its competitive environment and driving long-term success in digital commerce.

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