intentwise

Developing a
2022 Amazon
Data Strategy

Blazing a Path to Success with Amazon Ads
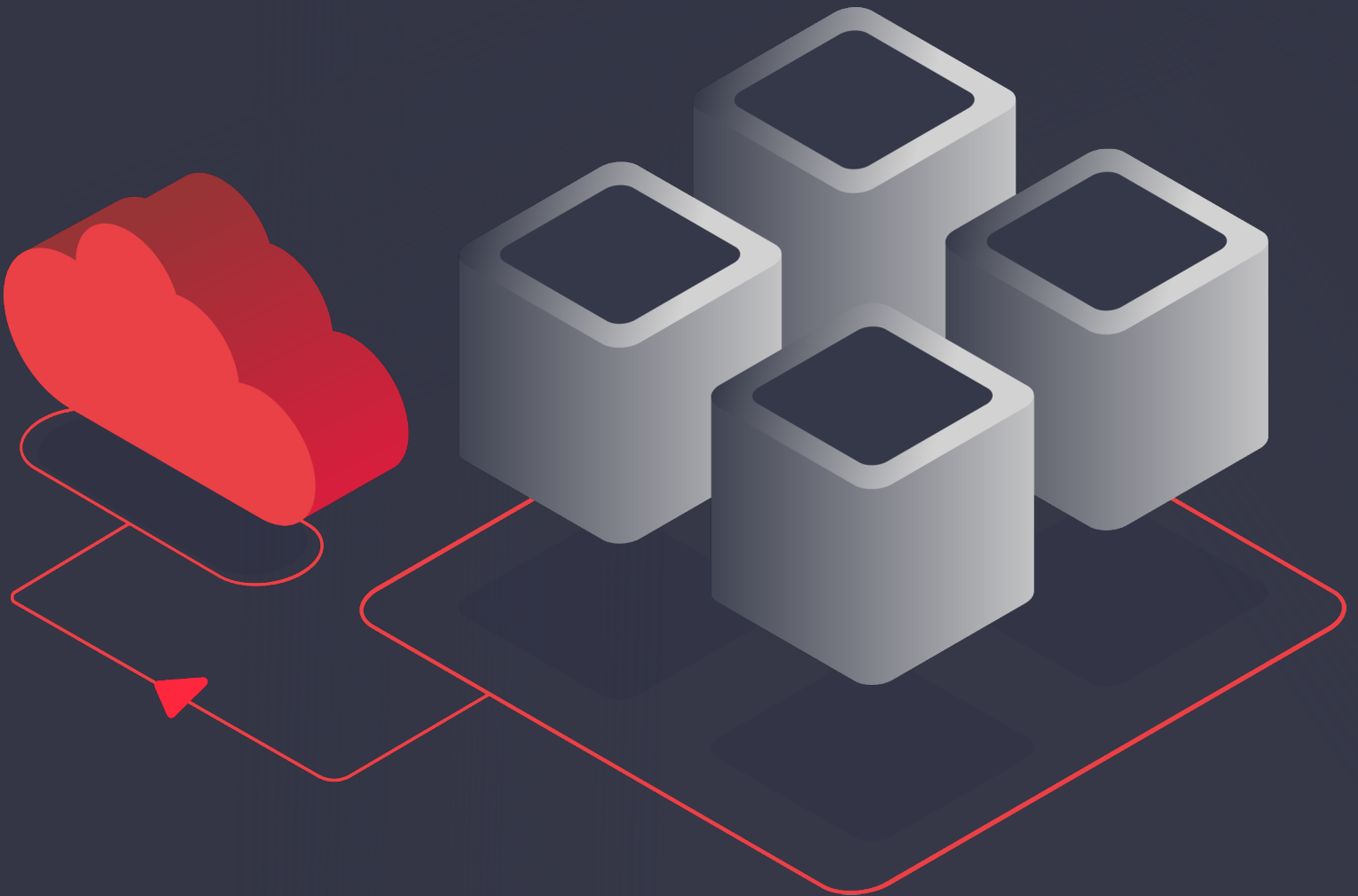
Managing Amazon advertising is complex. Ad formats are constantly changing, and various non-advertising factors influence advertising performance, such as inventory, pricing, reviews, content, delivery options, placement in search results, offers, and more. Unlike in traditional performance marketing channels like Google or Facebook, advertisers have limited control over a shopper's post-ad-click experience on Amazon.

Thriving in such an environment requires a unique combination of technology and data infrastructure, analytical skills, and dedicated resources to help brands, sellers, agencies, and aggregators (advertisers) navigate these complexities and drive sustainable growth.

Data Strategy Must-Haves

Successful advertisers understand that many factors influence Amazon channel performance, including advertising, inventory management, share-of-voice, content, and more. A sound data strategy serves as the cornerstone of this approach and should support the following objectives:

- Manage a brand's performance holistically.
- Enable in-depth analysis, and turn data into a strategic asset.
- Automate time-consuming tasks such as reporting and troubleshooting.
- Develop onboarding and training processes to scale teams rapidly.
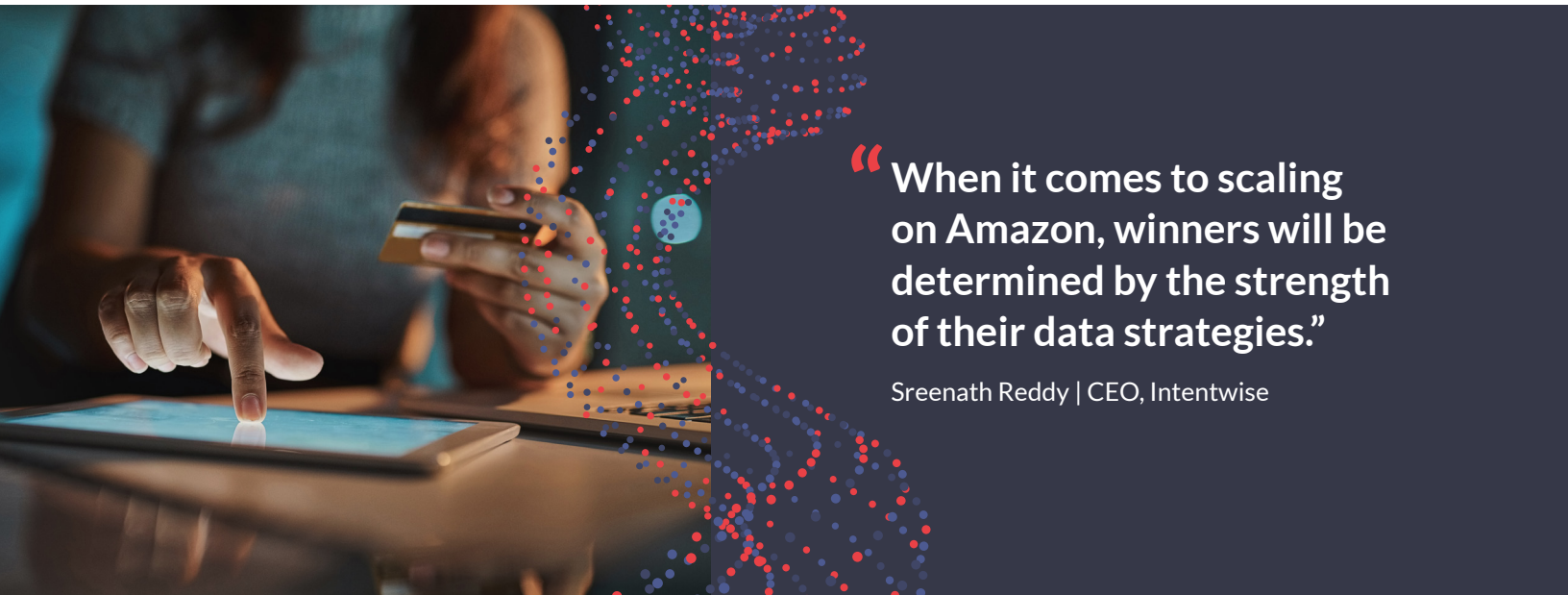
intentwise

> **"When it comes to scaling on Amazon, winners will be determined by the strength of their data strategies."**
>
> Sreenath Reddy | CEO, Intentwise

Three Words to Remember: Characteristics of Enabling Data Infrastructure

While advertisers have different data strategy requirements based on size, clients, and existing (legacy) infrastructure, a handful of common characteristics persist across successful operations.

EXPANSIVE

Innovative advertisers capture every piece of data they have access to—shopper, brand, operational—and use it as a foundation for sophisticated analysis and competitive advantage.

ACCESSIBLE

Data has little value if it's difficult to access and manipulate—either for regular reporting or ad-hoc analysis.
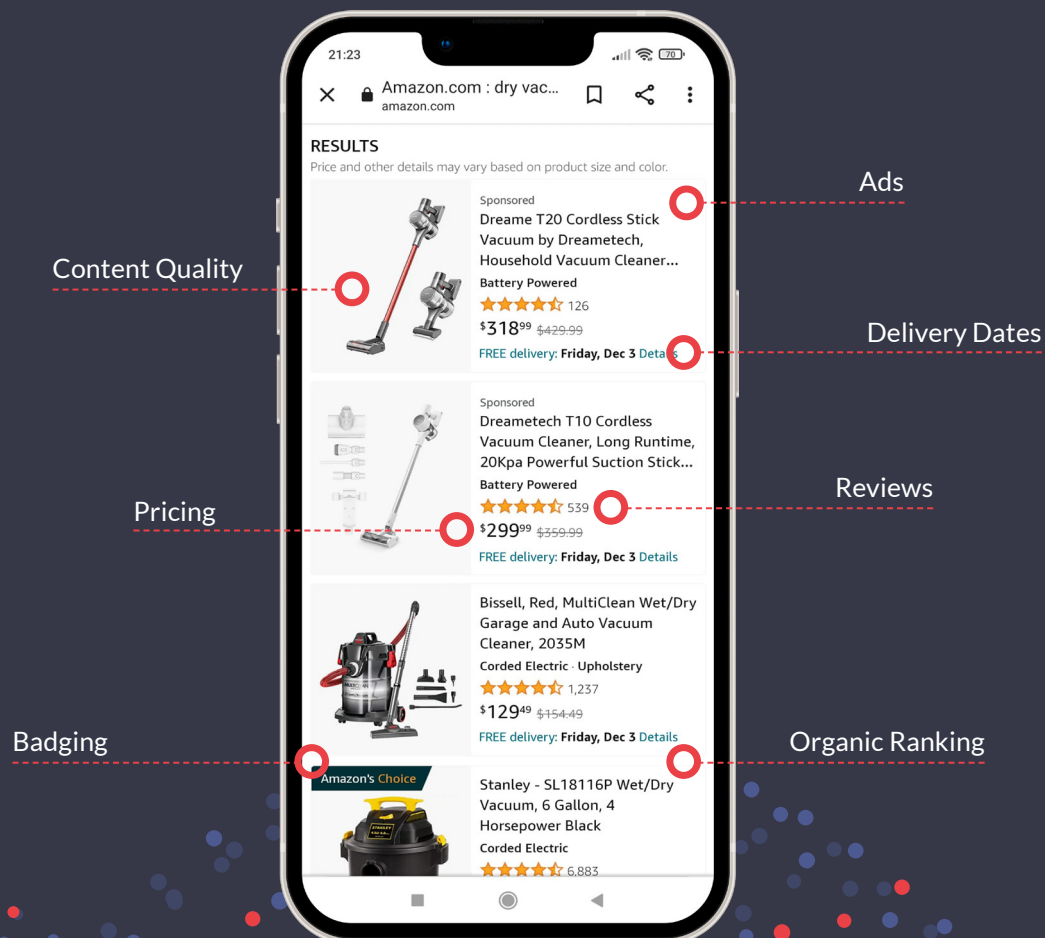
CUSTOMIZABLE

Advertisers have varying strategies and needs, and success depends on the ability to rapidly build out and deliver custom visualizations and analysis.
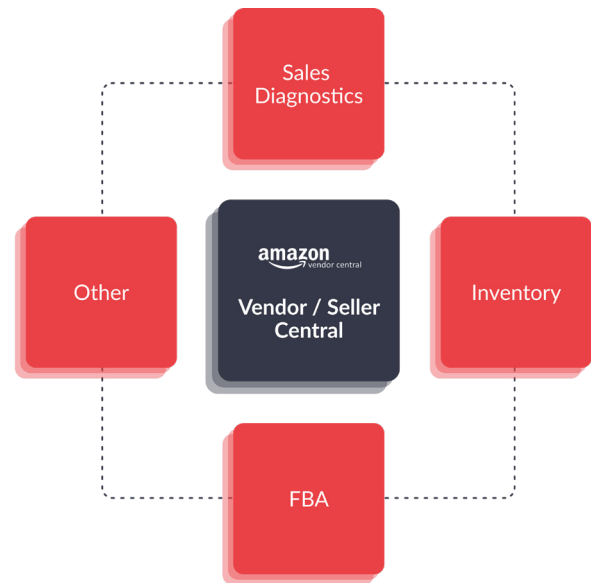
Know These Data Types

Online retail data exists in two broad categories: shopper-centric signals and retail operations.

- **Shopper-Centric Signals.** This data includes factors that influence a shopper's purchase decision. Examples include pricing, reviews, badging, and organic placement.

- **Retail Operations Data.** Amazon makes this data available via application programming interfaces (APIs), and it includes all of the operations data such as sales, advertising, and inventory management.
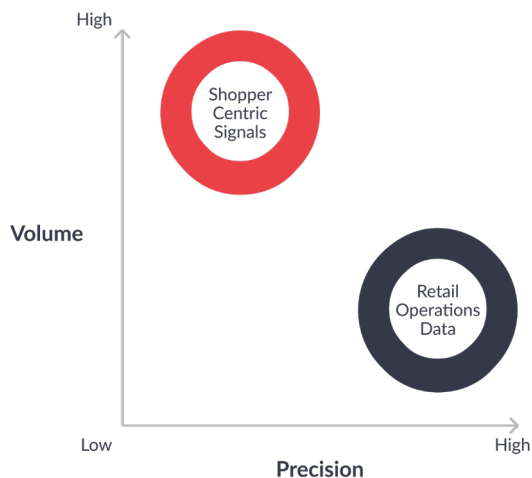
Shopper-Centric Signals

Retail Operations Data

Sponsored
Ads

DSP

amazon ads
**Amazon Ads
Portal**

Amazon
Marketing
Cloud

Amazon
Attribution

Sales
Diagnostics

Other

amazon vendor central
**Vendor / Seller
Central**

Inventory

FBA

Classes Of Data

High

Shopper
Centric
Signals

Volume

Retail
Operations
Data

Low · High

Precision

> **Competing effectively on retail platforms like Amazon requires the ability to collect, organize, and leverage disparate datasets."**
>
> Sreenath Reddy | CEO, Intentwise

Connect the Dots, See the Big Picture

When an advertiser connects siloed data sets, the most compelling results of an effective Amazon data strategy come to life, facilitating game-changing insights. Examples of these new insights include:

- Optimizing media spend based on inventory levels (connecting Ads + Inventory)
- Analyzing the impact of advertising on organic ranking (connecting Ads + Share Of Voice)
- Juxtaposing advertising return on ad spend and total return on ad spend (connecting Ads + Organic Sales)
- Constructing a 360-degree view at a product level (connecting Organic Sales + Ads + Content + Reviews + Inventory + Competitive Intelligence)

Data Can Be Challenging

Areas that require regular attention range from devising effective ways to store vast amounts of data to organizing and accessing the information to facilitate analysis and insights. Some of the most common challenges include:

Collection

- Not all data is easily accessible via APIs.
- Manual collection is exceedingly time-consuming.
- Access methods are constantly changing.

Fragmentation

- Valuable information resides in separate datasets.
- Connecting datasets to extract impactful insights can be challenging.

Categorization

- Underlying data elements and formats are constantly changing.
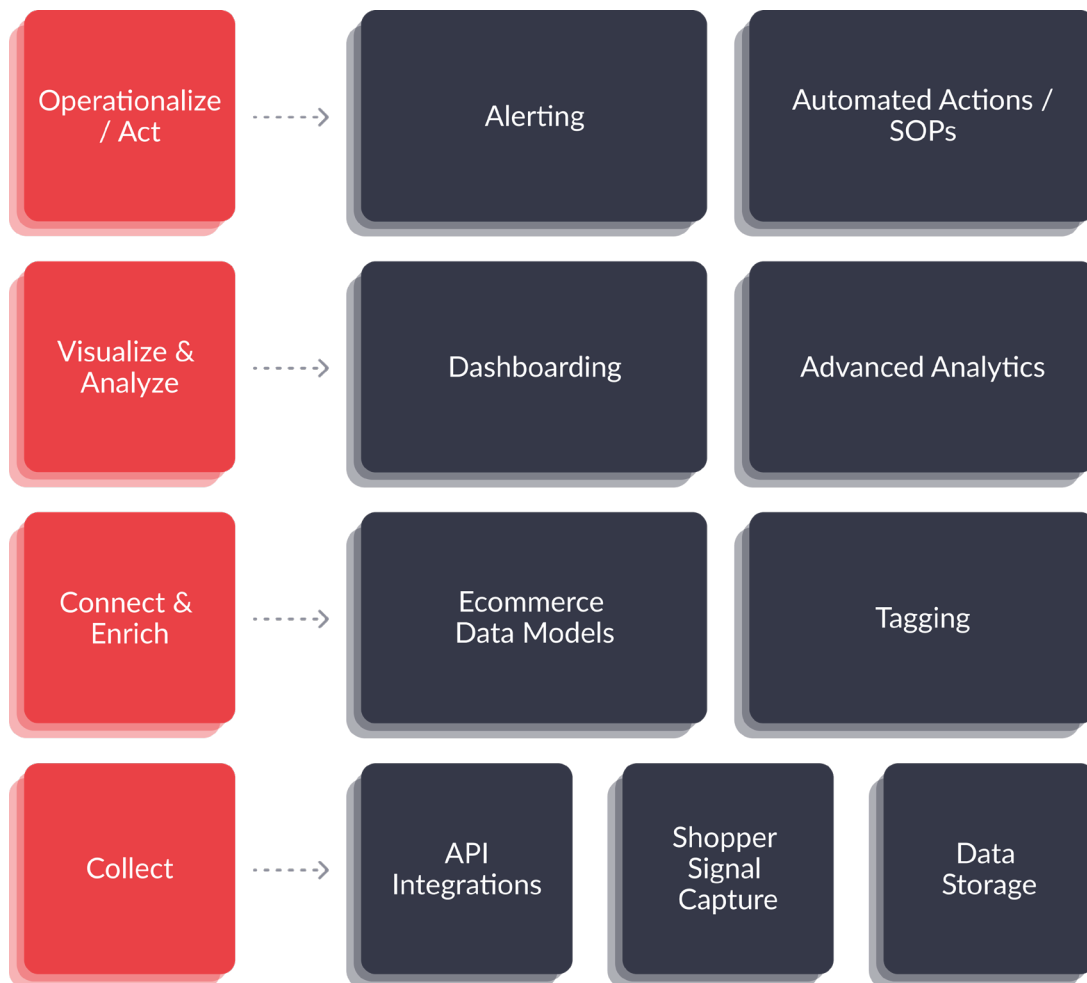- Continued maintenance and upkeep is necessary.

Data collection Constant change

Fragmented
Amazon data
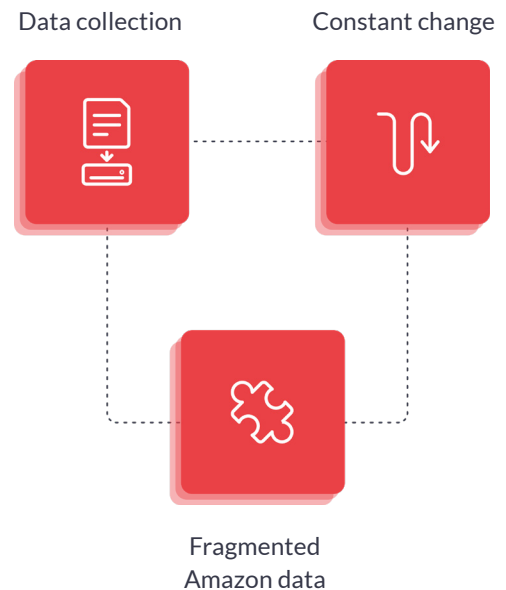
> **Advertisers that invest strategically in corralling Amazon data will outperform and outlast their competitors."**
>
> Sreenath Reddy | CEO, Intentwise

The Recommended Data Stack

Below is a list of components that every ecommerce data stack should include.

Operationalize / Act	---→	Alerting	Automated Actions / SOPs
Visualize & Analyze	---→	Dashboarding	Advanced Analytics
Connect & Enrich	---→	Ecommerce Data Models	Tagging
Collect	---→	API Integrations	Shopper Signal Capture	Data Storage

Data Strategy Checklist

ASSIGN OWNERSHIP.

If "Amazon and ecommerce data strategy" isn't a prominent line item on a staff member's job description, it's not going to get any attention.

THINK LIKE A DATA COMPANY.

Gather and store data at every opportunity, but know when enough is enough; don't let projects suffocate by "ocean boiling."

STREAMLINE AT EVERY OPPORTUNITY.

Get your staff the tools to manage data better, faster, and cheaper. (Your team will thank you.)

INVEST IN STAFF ANALYTICAL SKILLS.

Some particularly useful areas include Excel, SQL, and Statistics.

GET STARTED ON THE PLAN.

"A journey of a thousand miles begins with a first step" applies to data strategy, too.

Amazon Advertising Solutions From Intentwise

Intentwise Analytics is an out-of-the-box Amazon and ecommerce data stack, designed to help advertisers address their data needs and scale rapidly. Intentwise Analytics enables advertisers to level up their execution with a sound data strategy.

- ✓ **Comprehensive, automated data collection**

- ✓ **Seamless integration with your reporting tools and databases**

- ✓ **24/7 Live-Chat & Customer Support**

Contact us today to schedule a demo, or download our free 14-day trial.

> **After integrating Google Data Studio with Intentwise Analytics for our top clients, our reporting workload has reduced by over 50%."**
>
> Antonio Exsome | CEO, ProfitlogiQ,
> A full-service Amazon Agency Director

> **Our teams were spending so much time doing things manually, and it can be frustrating. With Intentwise Analytics, we are able to effectively manage reporting, decision-make, and look at trends for our clients. Our data infrastructure now is an extremely valuable asset."**
>
> Brent Zahradnik | Founder, AMZ Pathfinder

Intentwise, Inc.
1440 W. Taylor St # 877, Chicago, IL 60607
www.intentwise.com
866-346-8368

High Performer WINTER 2022

Users Love Us

Best Support WINTER 2022