5 Tips to Better Measure Full Funnel Advertising Returns Using Amazon Marketing Cloud

By Russ Dieringer // December 22, 2022 //

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Amazon Marketing Cloud (AMC) provides a wealth of insights not available through traditional reporting sources.

AMC allows those with access to take all the data sets that exist in Amazon, map them together, and produce meaningful information that helps manage campaigns, brands, and drive strategies. It's a game-changer for those wanting to make sense of their advertising data.

Join Russ Dieringer and guest presenter Joe Shelerud as they illustrate how to use AMC to access reporting that shows first touch attribution, ad exposure overlap, unique reach, new to brand customers and more.

Attendees will leave with a clear understanding of the basics of AMC and what's possible with the tool.

This session is designed for intermediate to advanced eCommerce practioners that have limited experience with AMC but want to learn more.

Presenter: Joe Shelerud, Co-Founder & CEO, Ad Advance

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All Signal, No Noise Format

- 20 minutes of prepared remarks
- 30 minutes of Q&A

Learn more about Ad Advance

Ad Advance is a digital advertising agency specializing in Amazon Sponsored, Display and Video ads. Our hybrid agency model combines the advantages of hands-on management with the efficiency and capabilities of our sophisticated proprietary software – making sense of volumes of data with our technology and expertise.

See the Takeaways & Replay

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