

A New Era of Metrics: How Market Share and iROAS Can Bolster Brands' Measurement Strategies

By Claire McBride // October 23, 2024 //

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Many brands use Share-of-Voice (SOV) in the absence of market share data. While SOV offers valuable insights into on-site brand visibility, it falls short of providing a complete picture that market share offers.

The same can be said for Return on Ad Spend (ROAS). Although it provides insight into how efficient your ad spend is, it doesn't reveal anything about the incrementality of that spend or the lifetime value of the customers you acquired.

With how much brands are investing in Amazon, it's critical for them to understand how their investment is paying off.

Focusing on the right metrics and the right methodologies are essential for brands to understand the true impact of their advertising strategies and how that relates to their position in the market.

Yet, this can be a challenging proposition with how market share data is gated today. It's time for the industry to move towards commoditizing this data to empower brands to make more informed investment decisions.

Join Russ Dieringer of Stratably and Gabe Fishbein of Flywheel as they dive into measurement

philosophies and how brands should consider metrics like market share and iROAS as part of their core KPIs.

All Signal, No Noise Format

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

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