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Faster Profit Signals on Amazon: Optimizing Ads for Product and Portfolio Margin Between AVNs

By Russ Dieringer // December 22, 2022 //

December 5, 2023 @ 2pm EST

Most advertising efficiency is measured against <u>revenue</u> with common metrics like ROAS, ACoS and TACoS, masking investment in unprofitable products leading to investment demands and CRaP-out conversations.

But <u>profit</u> is the critical input to QBR and AVN success, driving Amazon's long-term interest in your products and brands, investment demands, and more. The challenge comes in the form of quickening your insight on Amazon profitability so that you can optimize for profit at the same speed you're accustomed to optimizing your ad campaigns.

Join Claire McBride and guest presenter Andrew Hamada of Reason Automation as they outline a three-step process for optimizing ads for profit, using weekly profit signals from the combination of retail analytics, coop invoices, and PPC spend reports.

The framework will include:

1. Measure: Net PPM and margin reporting strategy
2. Diagnose: Granular profitability data from coop invoices and PPC reports
3. Influence: Frameworks for retail media implementation

This session is designed for intermediate to advanced Amazon practitioners, along with their

finance and retail media colleagues.

Presenter: Andrew Hamada, Co-Founder & CEO, Reason Automation

All Signal, No Noise Format

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

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