

Using Share of Voice & Market Share Data to Build an Investable Amazon Ad Strategy

By Russ Dieringer // January 15, 2024 //

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Brands are using Share of Voice (SOV) too simplistically.

If they can even agree on what SOV actually means on Amazon.

Instead of a simplistic approach to SOV, brands need to use an SOV metric tied to consumer behavior.

Once a sophisticated SOV metric is in place, it can then inform Amazon ad strategies and what additional levers to pull, like content.

Our guest presenter Alexander Sunde-Brown from Momentum Commerce has been at the forefront of advanced SOV measurement, and he plans to share his research on:

- Developing a more advanced SOV metric
- Quantifying how much it costs to improve SOV
- Understanding the relationship between SOV and market share

During this live session, we'll cover the nuances associated with these measurements, the lessons learned when it comes to making decisions from that information, along with how to incorporate

this kind of modeling into actual ad buying decisions on Amazon.

This session is designed for intermediate to advanced practitioners that want to improve their understanding of how well their brand is performing on Amazon, and best practices to drive more impactful results from Amazon Advertising.

All Signal, No Noise Format

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

[Recap & Replay Here](#)
