

# Why New to Brand Sales is a Superior Ad Metric on Amazon

By Russ Dieringer // December 21, 2022 //

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Before AMC, we couldn't track New-to-Brand (NTB) for Sponsored Products, which usually accounted for 80%+ of PPC spend.

But that's all changed with AMC, meaning NTB can be used in new ways.

In this session, Russ Dieringer, Kiri Masters and Ross Walker will walk through several opportunities to put NTB to work including:

- Why NTB sales should replace ROAS as a key metric for brands focusing on growth.
- How to assess NTB performance and what to look for.

This session is designed for intermediate to advanced practitioners already using AMC or interested in learning more about its capabilities.

Presenters: Kiri Masters, Head of Marketplace Strategy, Acadia & Ross Walker, Senior Retail Media Manager, Acadia

All Signal, No Noise Format

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

Learn more about Acadia

Acadia is a trusted growth partner to mid-market disruptor brands, delivering results via technology, digital media, retail marketplace & analytics expertise to help our client partners out-flank their competition.

[Watch the Recording](#)

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