

# Market Share and Incrementality Measurement on Amazon

By Russ Dieringer // November 12, 2024 // Research, Webinars

**TL;DR:** *The increasing prevalence of personalized experiences on Amazon and the multi-step consumer path to purchase render Share of Voice and ROAS metrics less useable. Market share and incrementality measurements are becoming more possible, particularly as Amazon provides more data directly to brands via vendor central, seller central, and Amazon Marketing Cloud.*

*2 minute read*

In today's Stratably Live session featuring Gabe Fishbein of Flywheel, Amazon practitioners tuned in to gain insights into evolving measurement strategies.

The presentation addressed the challenges of traditional metrics, including Share of Voice (SOV) and Return on Ad Spend (ROAS), and explored the advantages of integrating market share and incrementality into Amazon performance assessments.

For many brands, these metrics are increasingly critical as Amazon's ad offerings become more personalized, and measurement standards evolve to capture nuanced consumer behavior.

THIS IS A GATED ARTICLE JUST FOR MEMBERS

## Join the **Stratably** community

Access independent research on the omnichannel market

Enterprise membership unlocks:

Bite-sized market updates

Deep dive analyses

Industry benchmarks

Retailer forecasts

Invites to live events

And More!

Enterprise Membership unlocks our full insights that you and your team can use to drive alignment across your organization, improve your forecasting, and invest in the right capabilities.

Simply put, it makes your organization much more informed, providing a competitive edge over your rivals.

[Join Today](#)

Already have an account? [Login Now](#)