

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.

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