



AMAZON

ATTRIBUTION:

**WHERE MEDIA &
COMMERCE COLLIDE**

**INCREASE AMAZON SALES BY OPTIMIZING
YOUR BRAND'S OFF-AMAZON MEDIA STRATEGY**

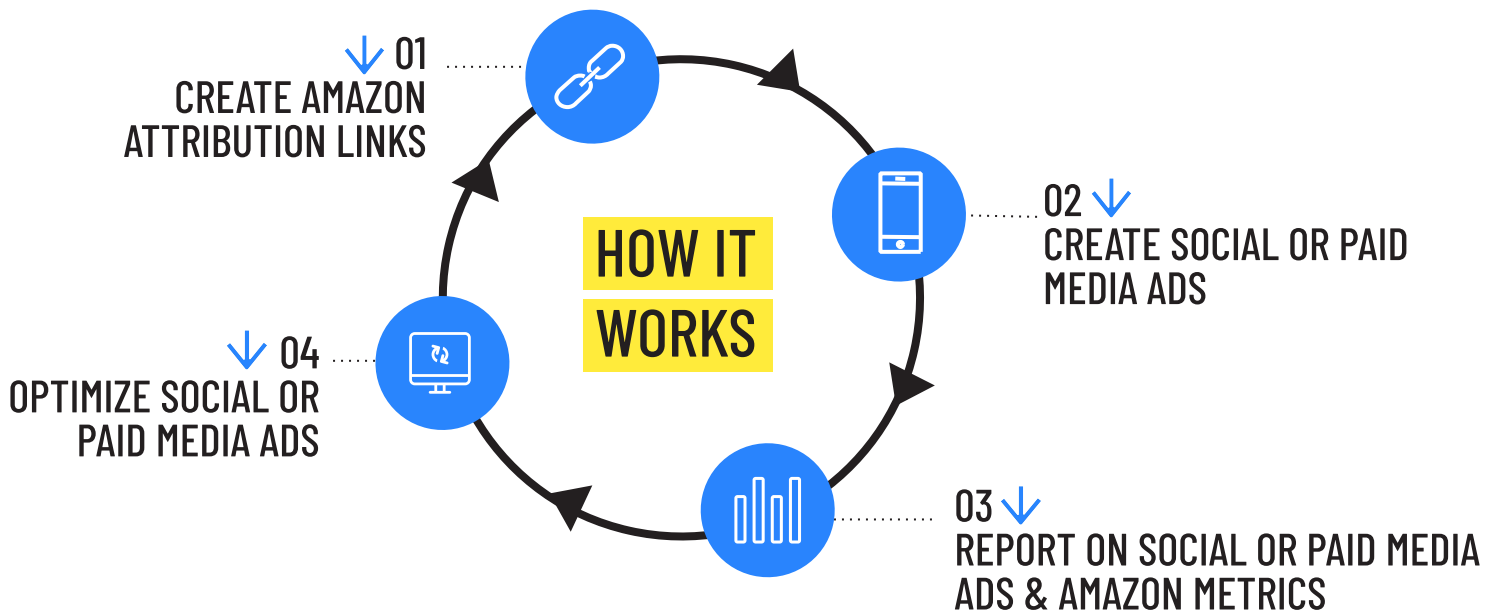
AMAZON ATTRIBUTION MATTERS

Amazon Attribution offers insight into how a brand's non-Amazon efforts impact shopping activity and sales performance on Amazon. The analytics and data available through this tool show brands what resonates with their customers.



- Do you run social ads that direct to an Amazon Store or Product Detail Page?
- Looking for a deeper understanding of the impact your social ads have on Amazon sales?
- Which platform is converting the most?
- How can you track the consumer journey from social platform to Amazon Stores?

Brands can leverage these learnings to optimize and plan their social and media strategies in a way that supports their Amazon performance.





WHERE MEDIA &

COMMERCE INTERSECT

At Code3, our Media and Commerce teams collaborate to deliver world-class analytics and optimization strategies that maximize ROI. Our team helps uncover what's possible by discovering new opportunities for shoppers to engage with your brand.



Understand Cross-Channel Performance

Use Amazon conversion metrics to assess cross-channel performance and uncover which social channels help you reach your goals.



Analyze Full-Funnel Metrics

Tap into Amazon Attribution to access holistic and quantifiable performance data. Metrics span the awareness, consideration, and purchase phases. In addition, measurements like clicks, detail page views, add-to-carts, and sales are available.



Increase ROI on Amazon

Increase ROI by ensuring your media campaigns are driving value for your brand on Amazon.

START GAINING VISIBILITY INTO HOW PAID SOCIAL IMPACTS AMAZON SALES TODAY. CONTACT US TO ACTIVATE