



2025 Prime Day readiness guide

A guide to help you improve consideration and conversions, generate awareness and build loyalty before, during, and after Prime Day.



Over the course of the two-day shopping event in 2024, Prime members purchased hundreds of millions of items worldwide in the Amazon store,¹ making it the biggest Prime Day event ever.

Prime members saved billions,¹ more than any previous Prime Day event, and they'll be looking forward to all the deals 2025 will bring!

Brands that advertised leading up to and during Prime Day showed a 216% increase in awareness and 214% increase in considerations, compared to the week before.² During Prime Day, there's also

the opportunity to increase brand loyalty: 69% of survey respondents were likely or highly likely to buy other products from the same brand.³

On Prime Day, your brand has the opportunity to reach customers who are at various stages of their shopping journeys, and we've put together some strategies and best practices to help you meet your business objectives during this mega sales event.

¹ aboutamazon.com/news/retail/prime-day-2024-recap

² Amazon Internal Data, 2021, US, CA, MX, UK, DE, JP, AU

³ Kantar Quickfire Survey, 2022. 3008 survey respondents (across US, CA, MX, UK, DE, JP, AU), who have shopped Prime Day week in 2020 and/or 2021 and plan to do so in 2022.

Table of contents

Identify Prime Day opportunities

Brand Analytics	3
Growth Opportunities	4

Drive Prime Day traffic

Advertising	5
Amazon Attribution and Brand Referral Bonus	7

Convert Prime Day customers

A+ Content	8
Amazon Shoppable Videos	12
Manage Your Experiments	15

Grow loyalty and brand presence during Prime Day

Brand Tailored Promotions and Coupons	17
Customer Reviews	18
Build Your Brand page	19



Program functionality, features, and benefits are subject to availability in your region, and seller country differences may apply.

Brand Analytics

Use actionable data to inform your strategy.

The dashboards available to you as a brand are powerful tools that can help you understand consumer behavior, connect with customers, and grow your business.

Here are some tips on how to make the best use of Brand Analytics during Prime Day:

- **Engage and acquire new customers:** Put your best foot forward to ensure you are capturing customer attention and driving conversions on your products. Use the [Search Catalog Performance dashboard](#) to identify ASINs with high traffic (impressions, clicks) and high sales (purchases, conversion rate) to understand customer demand. Determine which ASINs are driving awareness of your brand in the Amazon store and which to focus on. You can copy and paste an ASIN into the “ASIN View” of the [Search Query Performance](#) report (for the same reporting date range) to understand which customer search terms are driving the most traffic and sales to your listing. Use this data to update your listing titles, bullet points, and advertising campaigns with these search terms.
- **Get an edge over the competition:** Understand who your top competitors are on a selected search term and how your products measure up. You can click on a search query within the “ASIN View” of the [Search Query Performance](#) dashboard to drill down to the Search Query Details dashboard, which surfaces data on up to the top 10 ASINs for the selected query. You can compare your detail page quality, pricing, and keyword relevance for Prime Day optimization.
- **Grow your business:** Identify bundling and cross-sell opportunities to acquire new customers and drive repeat purchase. Use the Market Basket Analysis dashboard to see which products Amazon customers (in aggregate) most frequently purchased at the same time they purchased your other products. Use the Repeat Purchase Behavior dashboard to strategize and assess your marketing campaigns to drive repeat purchases and acquire new customers.



Get started

Growth Opportunities

As Prime Day approaches, it's crucial to optimize your business for success, and our Growth Opportunities feature is here to help you do just that.

Prepare for Prime Day success by leveraging Growth Opportunities to optimize your listings, drive traffic, and maximize your sales potential. With customizable views, filters, and sort options, you can prioritize actions that align with your business goals and ensure a seamless Prime Day experience for your customers. Here are some key aspects of how the program can help:

- **Save Time:** With Growth Opportunities, you can quickly view your portfolio and understand which programs to enroll your ASINs in, whether it's to drive discoverability, improve sales, or reduce costs in time for Prime Day. The tool ranks recommendations by potential sales lift, saving you valuable time in deciding the next action to take.
- **Get Tailored Recommendations:** Growth Opportunities provides tailored recommendations based on the potential lift that each action may generate on your product. Whether you're a brand owner or a reseller, you'll find actionable insights to optimize your catalog and maximize your Prime Day performance.
- **Access and Action:** You can access your recommendations directly from your ASINs opportunity listed in the dashboard, and the list of recommended actions is refreshed daily. Plus, you can act on the recommendations right away, ensuring you're always ahead of the game.
- **Access Key Performance Indicators (KPIs):** Understand the performance of your products with KPIs such as daily sessions, ASIN conversion rate, category conversion rate, sales rank, and inventory count. These metrics help you identify trends and make informed decisions to improve traffic, conversion, sales rank, and overall sales.



[Visit Growth Opportunities](#)

Advertising

Advertising creates opportunity during Prime Day.

By integrating brand advertising tactics into your strategy, you can increase the value of your brand—which in turn can help boost sales.

Prepare ahead of time

Use learnings from the results of previous campaigns that have run over a 30-day period, prior to Prime Day. If you don't have any active campaigns, consider running test campaigns before Prime Day. This will help you understand what keywords work best for your products, as well as refine your targeting approach.

Create a plan focusing on four key elements: the products you'll be advertising, your targeting strategy, the bid tactics, and your budget allocation.

Match your imagery with the event

Choose imagery for Prime Day that will resonate with your audience who are shopping for deals and looking to make savings. During peak events, help your brand stand out with memorable creatives by leveraging free access to Shutterstock's vast image library. Browse and download lifestyle images that relate to the shopping season, find images that represent your audience and their lifestyle, or assets that depict your brand's values. Try using them as custom images in your Sponsored Brands and Sponsored Display campaigns to drive further brand awareness and engagement.

Put your best products forward

Try advertising products you aren't yet advertising, but have been driving sales and/or impressions. Use deal ASINs and top-performing products in your campaigns to help drive traffic to your ads.

Explore ways to easily update and [improve your product detail pages](#) to increase your chance of making sales.

Prepare your advertising budget for higher traffic

During peak shopping events like Prime Day, your ads may receive more clicks than normal, which means you may run out of budget quicker than expected. When that happens, your ads pause until midnight the next day. One way to prevent this and keep your campaigns active is to increase your budget, and budget rules makes it easy to do in advance.

Schedule-based rules allow you to change budgets on your campaigns prior to special events like Prime Day, or based on a custom period. The rule will increase the campaign budget by the percentage you specify, either during the date range you set in the rule or during the special event selected.

Make the most of your budget

If you ran campaigns during Prime Day last year, use the learnings to make budget decisions for this year. If it's your first time advertising during Prime Day, you may have a set budget in mind. Try allocating the bulk of the budget in the lead-up to Prime Day and at the event peak, to make the most of incremental traffic during that time.

Reallocate and readjust your bids toward the end of the event, and after the event, to continue engaging with shoppers, while remaining within your budget: 52% of shoppers surveyed are likely/highly likely to rely on ads to remind them to purchase products after Prime Day week.⁴

Tip: Use custom product imagery as shoppable images in your Store to help audiences connect with your products.

Adjust your bids to stay competitive

When adjusting your ad campaigns for Prime Day, stay competitive by setting your bids to the maximum amount you're willing to pay for a click. You can lower your bids again anytime you choose.

Sponsored Products are a cost-per-click (CPC) ad option in the Amazon store. You can use dynamic bidding with your Sponsored Products campaigns, which increases your bids in real time for impressions that may convert to a sale. Sponsored Products also reduces your bids for impressions that are less likely to convert to a sale. This helps to focus your Prime Day spend on quality clicks and can improve the return on your advertising investment.

Use dynamic bidding to increase your chance of driving sales

Dynamic bidding can help save you time and optimize your campaign performance throughout Prime Day, by allowing Amazon Ads to automatically adjust your bids in real time. Dynamic bidding (up and down) will increase your bids when your ads may be more likely to drive sales, and decrease your bids when they're less likely to do so.

Follow a multi-ad product and ad format approach

Use a range of ad types together, at the same time, to help your ads appear in front of more shoppers—and, as a result, help boost sales. Amazon ad products offer a range of customizable features, including numerous creative ad formats, advertising placements, and targeting tactics. For example, if you haven't done so already, try using video ad formats—such as Sponsored Brands video—to help you engage shoppers during the high-traffic event.



Utilize automatic and manual targeting

There are two targeting tactics available for your Prime Day campaigns: automatic and manual. With automatic targeting,⁵ we'll do the work for you by matching your ads to shopping queries and products. Manual targeting⁶ gives you the control to select specific keywords or products and set bids accordingly.

Try automatic targeting for Prime Day campaigns if you want to get started quickly with Sponsored Products. This approach will also give your business insight into what shopping terms customers have used during Prime Day when shopping for items like yours. Running multiple manual campaigns at the same time, and using shopping queries you know are relevant to your products, can all help drive incremental sales.

Try manual targeting for Prime Day campaigns if you're creating Sponsored Brands or Sponsored Display campaigns, or if you've run automatic targeting campaigns with Sponsored Products before, and have enough data from your reports. This way you can be more precise by adding high-performing keywords, those with high sales and click-through rates (CTR), to optimize for conversions.

Start advertising

⁴ Kantar Quickfire Survey 2022; 3,008 survey respondents (across US, CA, MX, UK, DE, JP, AU) who have shopped Prime Day week in 2020 and/or 2021 and plan to do so in 2022.

⁵ Available only with Sponsored Products.

⁶ Available with Sponsored Products, Sponsored Brands, and Sponsored Display.

Amazon Attribution and Brand Referral Bonus

Earn a bonus averaging 50% of the referral fees of product sales you drive to Amazon.

In preparation for Prime Day, you may already be maximizing your marketing efforts on- and off-Amazon. So why not make those marketing dollars go further? When you drive traffic to Amazon with the Brand Referral Bonus program, you will receive a bonus averaging 50% of the referral fees of product sales driven to Amazon.

Maximize conversions and returns on your ad spend during Prime Day with the new Amazon Attribution re-marketing feature. Offering the only two audiences on Amazon that are eligible for Brand Referral Bonus, re-engage off Amazon audiences with Sponsored Display and Demand Side Platform campaigns to acquire new customers and increase deal sales. [Get started with the Re-Marketing guide.](#)



Take a page out these brand playbooks for successful strategy ideas using Brand Referral Bonus:

- Anker built a strategy to help drive sales and increase their bottom line with Amazon Attribution and Brand Referral Bonus during events such as Prime Day. [Read more](#)
- The team at Honest Paws saw 12% conversion rates and sometimes \$12K to \$15K in sales on a single link. [Read more](#)
- Lumineux sold \$2.1 million worth of products in a Deal of the Day, including \$1 million through Brand Referral Bonus and Amazon Attribution links. With the 10% bonus built into the Brand Referral Bonus program, Lumineux earned \$100,000 back from Amazon in addition to their standard revenue. Moreover, they noticed four times the clickthrough rate when the link text mentioned Amazon versus their website, and also saw conversion rates grow four to five times over what they were seeing on their website. [Read more](#)
- The team at Spigen gained access to new insights that helped them evaluate product interest, product purchases, and customer preferences. These performance insights were used to know where to increase their marketing budget. [Read more](#)

Learn how to earn a bonus

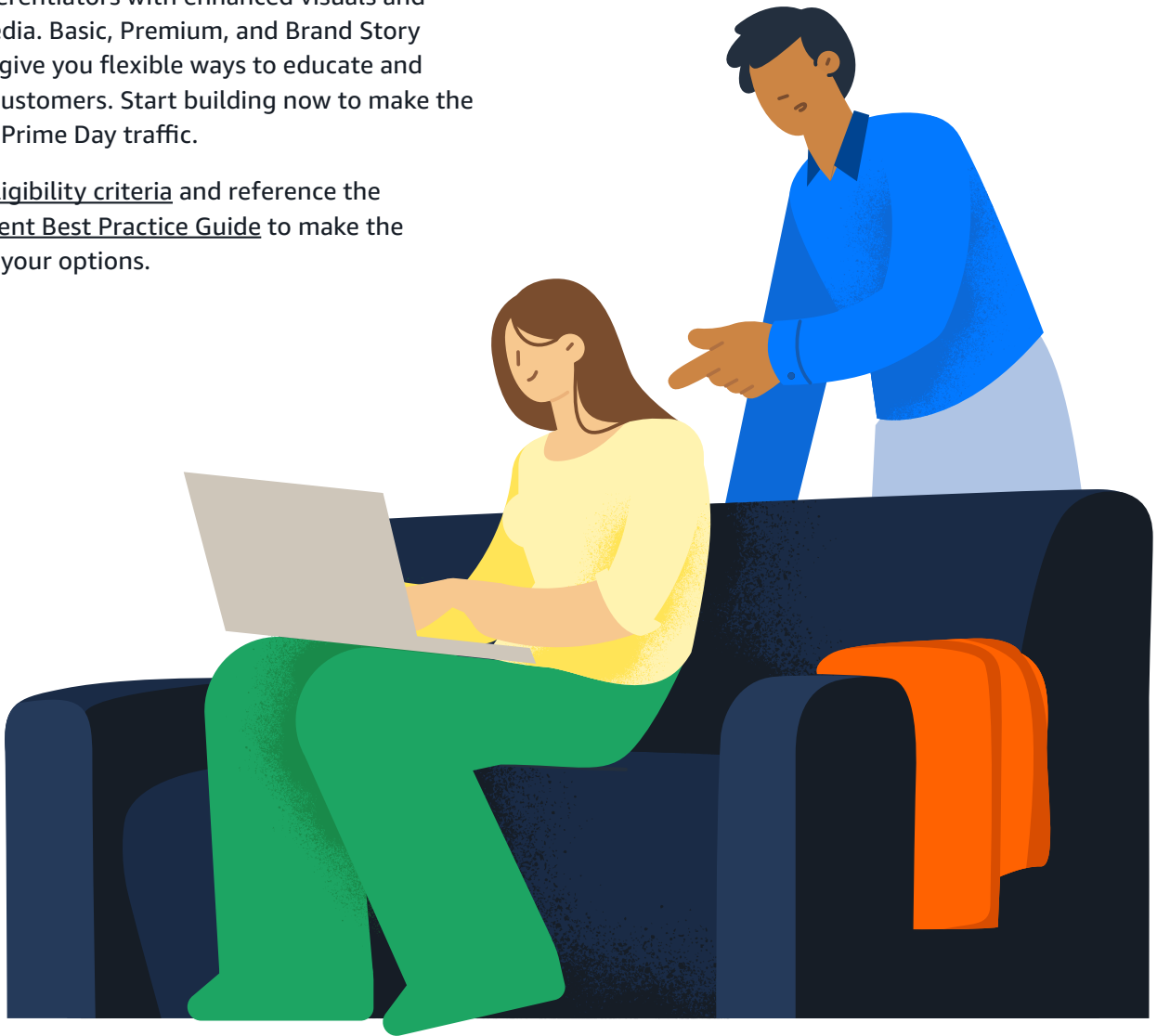
A+ Content

Maximize your conversion rate from all the Deals you're running by adding top-notch A+ Content that resonates with customers. Thoughtfully implemented Premium A+ Content can increase sales by up to 20%.⁷

Creating A+ Content takes time, so get started early

A+ Content helps increase sales by up to 20% by showcasing your brand story, product features, and differentiators with enhanced visuals and multimedia. Basic, Premium, and Brand Story options give you flexible ways to educate and inspire customers. Start building now to make the most of Prime Day traffic.

Check [eligibility criteria](#) and reference the [A+ Content Best Practice Guide](#) to make the most of your options.



⁷ Amazon has conducted studies to measure the current performance for products that have A+ Content vs no A+ Content. The results of these studies found that, on average, there is a 20% sales lift for Premium. Results of A+ Content on the Detail Page may vary based on numerous factors including content quality, product price, and product category. This study of A+ Content is based on internal research conducted by Amazon and is not a guarantee of future sales.

A+ Content best practices



Educate

Tell your brand story

Use banner images to show your products in use. Maximize your cross-selling opportunities during the event by highlighting your top products and deals, linking to your Brand Store, and showcasing new product launches. You can also easily implement Brand Story content across your catalogue by using the bulk upload feature.

Convey product value

Share specific information—like sizing, materials, or how the product is used—to help customers make confident decisions.



Optimize

Understand customers and purchase barriers

To help reduce returns and negative reviews, be sure to address your customers' most common concerns. Pull insights from customer reviews, returns, and customer communication to identify what topics you should cover.

Improve discoverability

Elevate your listings by using high-quality text as overlays rather than embedding within images. Overlaid text is indexed in Amazon Search, which can help improve discoverability. Use text fields across modules, limit the amount of text embedded in images, and use descriptive Image Keywords (alt-text) for each of your uploaded images.



Convert

Double your cart conversion rate⁸

The Shoppable Comparison Chart modules feature your product's Price, Review Rating Summary, and an 'Add To Cart' button. This considerably shortens the purchase journey for customers by allowing them to add the item to their cart directly from the module. This module type is available for both Basic and Premium A+ Content.

⁸ Based on internal Amazon A/B testing and research conducted in 2023. Cart conversion rate is defined as the attributed cart additions over number of clicks on the widget within a 24-hour attribution window.

Tips to consider

Before you start, here are some ideas to build your A+ Content strategy:

- Setting up A+ Content requires preparation: If you're short on time, try using the Generative AI tool in Content Manager to kick-start your A+ Content creation, including images, text, and videos. Check out the [setup video](#) to learn how to create the assets you'll need to upload to a variety of modules in the A+ Content Manager. It can take two to three hours to upload assets for each product, and up to seven business days for content to be reviewed and approved, so get started early!
- Make use of the Brand Story feature: Highlight your top products and Prime Day-exclusive deals to maximize your cross-selling opportunities during the event. Brand Story is a great feature to showcase other products from your brand that you want to promote for Prime Day deals.
- Unlock Premium A+ Content: If you want to take advantage of the Premium A+ features for the upcoming Prime Day, you need five approved projects published within the last 12 months and your Brand Story published across your entire branded catalog. Use the bulk upload feature to get your Brand Story applied to all your ASINs to complete your eligibility for Premium A+ access. Access will be automatically granted every Friday for newly eligible sellers.
- Use a variety of modules to keep your layout dynamic. Double-check that text is readable, images are sharp, and videos are working properly.
- Help customers make informed purchase decisions by proactively addressing their needs and answering frequently asked questions.

High Resolution Image

Good use of space to educate the customer

Product use cases and comparison

Superior call quality
Precise voice pickup, combines five built-in microphones with advanced audio signal processing.

Speak-to-chat technology
Automatically pauses music when you speak, letting sound in so you can conduct your conversation.

Sony Noise Canceling Wireless Headphones

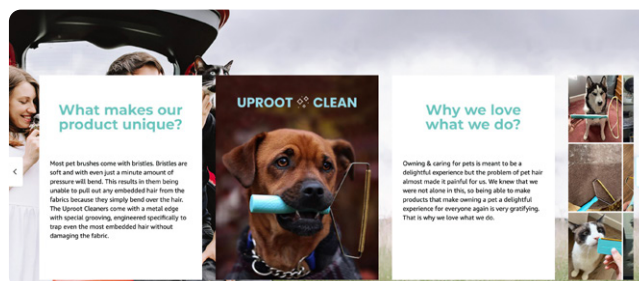
WH-1000XM5	WH-1000XM4	ULT WEAR
Noise Canceling Yes / Industry Leading	Noise Canceling Premium Noise Cancelation	Noise Canceling Digital Noise Cancelation
Battery Life Up to 30 hrs. Quick charging: 5 min charge for up to 3 hrs playback	Battery Life Up to 30 hrs. Quick charging: 10 min charge for up to 5 hrs playback	Battery Life Up to 30 hrs. Quick charging: 5 min charge for up to 90 min playback
Calling Features Beamforming microphones, AI noise reduction, Multi-device connection	Calling Features Beamforming microphones, Multi-device connection	Calling Features Beamforming microphones, Multi-device connection
Audio Features Hi-Res audio compatible	Audio Features Hi-Res audio compatible	Audio Features Hi-Res audio compatible
Special Features Auto Noise Canceling Optimizer, Carrying Case, Wearing detection, Touch Control	Special Features Hi-Res audio compatible, Foldable design, Carrying Case, Wearing detection, Touch Control	Special Features Foldable design, Carrying Case, Wearing detection, Touch Control

On average, sellers who added videos to their detail pages observed a **23.8% increase in sales** compared to an ASIN without a video.⁹

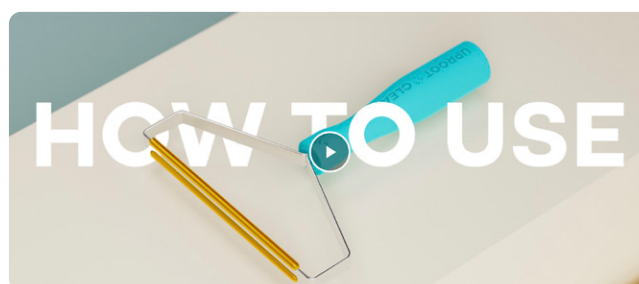
- Simplify the benefits for complex, feature-rich products by answering questions like, “What does this button do?” and, “What does this material look and feel like?”
- Showcase photos of all angles of the product or different uses of the product so customers have a better understanding of what product they'll receive if they purchase.
- Include technical specifications to simplify key details of your product that customers need to know.
- Keep videos short and clear—15-30 seconds highlighting key benefits. For example, show the product in use, then zoom in on a unique feature.
- Once your content is live, test and refine it with Manage Your Experiments to see what resonates most before Prime Day.



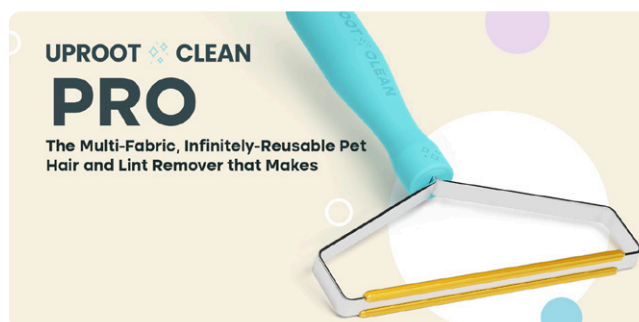
BRAND STORY - LONO LIFE



BRAND STORY - UPROOT



PREMIUM VIDEO MODULE - UPROOT



PREMIUM FULL IMAGE - UPROOT

⁹ Amazon internal US historical data, January – June 2024.

Create A+ Content

Amazon Shoppable Videos

Maximize Prime Day product sales and reduce returns with detail page videos. 87% of people report that watching a video has influenced their decision to purchase a product or service.¹⁰ Have you identified the ASINs you're planning to feature on Prime Day? Next up, add some engaging videos!

Shoppable Videos, also known as detail page videos, live in the Media Block on a product's detail page next to the main imagery. They can also appear below the fold and in search.

Uploading videos to your Amazon product pages can help:

- 1 Improve product sales**
On average, detail pages with videos uploaded saw a 23.8% increase in sales.¹¹
- 2 Decrease returns by more than 40%¹²**
Upload informative videos like product assemblies, unboxings, and how-to guides.
- 3 Optimize customer experience**
Entertain, inspire, and inform customers with authentic video content.
- 4 Differentiate your product/brand perception**
Tell your brand story and let customers know what makes your product unique.

¹⁰ Video marketing statistics 2025, <https://www.wyzowl.com/video-marketing-statistics/>

¹¹ Amazon data US January to June 2024

¹² Amazon internal data, Worldwide, January - December 2022

Diversify your video content

Provide customers with videos that address more than one customer need. For example, some customers might need assembly instructions while others might want to understand what makes your brand or product different from competitors.

Make use of existing content

Leverage any existing content from your social media platforms, brand websites, and existing content library to enhance the Amazon shopping experience.

Feature purpose-built content

Most importantly, focus on creating informative and authentic content that aids with pre-purchase decision making and/or post-purchase product use.



What kind of content should you feature?



Storytelling



Troubleshooting



Social media
lifestyle



How-to / Try-ons



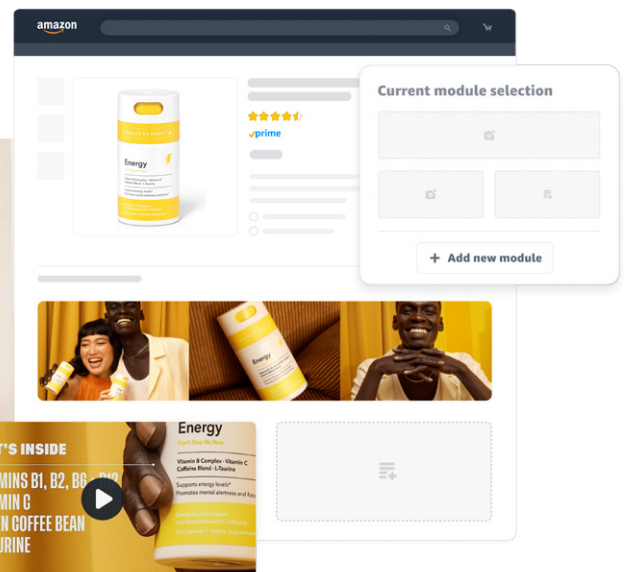
Unboxing



Product setup



Product
demonstration



Final checks

Keep in mind, your videos don't need to be high-budget productions. Your customers care about the quality of your content, but that doesn't mean content creation needs to be complicated. Keep it simple and make sure to check your lighting, background, and audio before uploading!

Start uploading videos in Seller Central:

1. Under Catalog select Upload and manage videos.
2. Click Upload Video on the right side of the screen.
3. Fill in the required fields, upload a video, and submit.

Note: You can assign a single video to multiple relevant products and/or upload multiple videos to a single product listing.

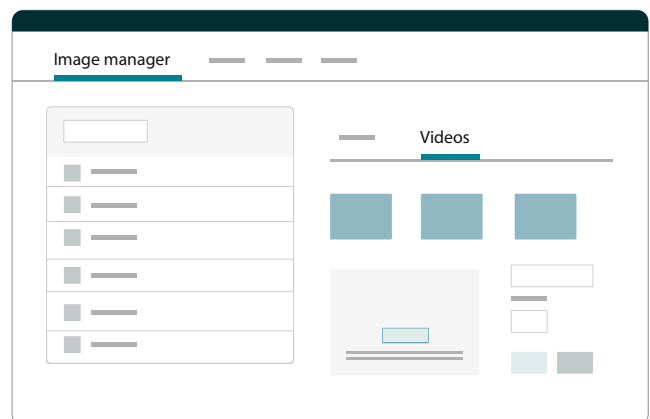
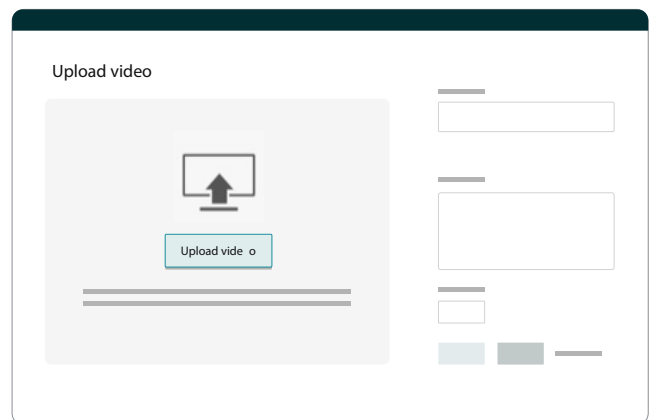
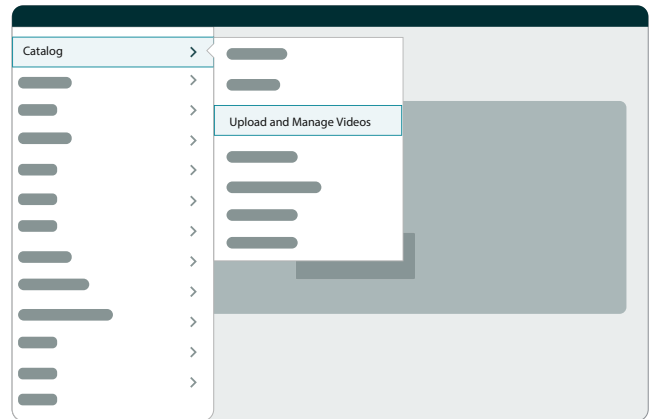
Helpful tools to get you started

Review video performance metrics:

1. In Seller Central, navigate to the "Upload and Manage Videos" page under "Catalog."
2. Select your desired date range by clicking the dropdown above your total catalog data.
3. Scroll to the right in your video catalog table to view all available metrics.

Get personalized video upload recommendations:

1. In Seller Central, navigate to the "Upload and Manage Videos" page under "Catalog."
2. Review our video upload recommendations at the top of the page.
3. Select "Improve sales" or "Reduce returns" to see customized recommendations based on your desired incentive.



Get started

Manage Your Experiments

Start running experiments on all your eligible ASINs now to upgrade your listing page details in time for Prime Day. Publishing the winning content that resonates with your customers may increase sales by up to 20%.



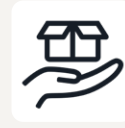
Improve conversion rates

Understand the impact of optimizing content by running experiments on high-impact ASINs.



Showcase your brand

By experimenting with A+ Content you can stand out among the competition with optimized content, share your story with customers, and help them make the best shopping decisions.



Increase sales

View sales and conversation data on the content you test, so you can implement the best performing content.

Features and optimization ideas to prepare your content:

- Check out machine learning-based suggestions for your Title and A+ Content experiments. These suggestions are based on content-level insights generated from thousands of experiments that have already been conducted on similar products in the past.
- Test multiple content variations simultaneously with the new Multi-Variant Experiments feature. Find optimal content combinations for the best conversion rates more efficiently, including title, main image, bullet points, and description.
- Run simultaneous experiments on a single ASIN across multiple countries. This new feature will help you run a market research experiment to see how customers respond to gain location-specific insights to tailor your content to that country.
- With the save-as-draft feature you don't need to finish setting up the experiment in one session—save, edit, and launch experiments at your own pace.
- Make sure to change your setting to Auto-Publish and Experiment to Significance so the winning content can be automatically published once the experiment reaches statistical-relevance.
- Brand Story type added to Manage Your Experiments: Brand Story is an A+ Content feature that gets a dedicated section on your listings and detail page under "From the brand." You can use Manage Your Experiments to run experiments to test the content that highlights your unique brand story and values.

Need inspiration? Here are some ideas:

For title and bullet point experiments:

- Add benefits of the product. Adding benefits to the title or bullet points may help introduce customers to your differentiating factor and improve click-through rates. While it may not guarantee a purchase, it could pique interest in the product.
- Reduce your product title length to under 100 characters to help reduce noise and increase focus on the differentiating aspects of the product that can appeal to customers.

For Image experiments:

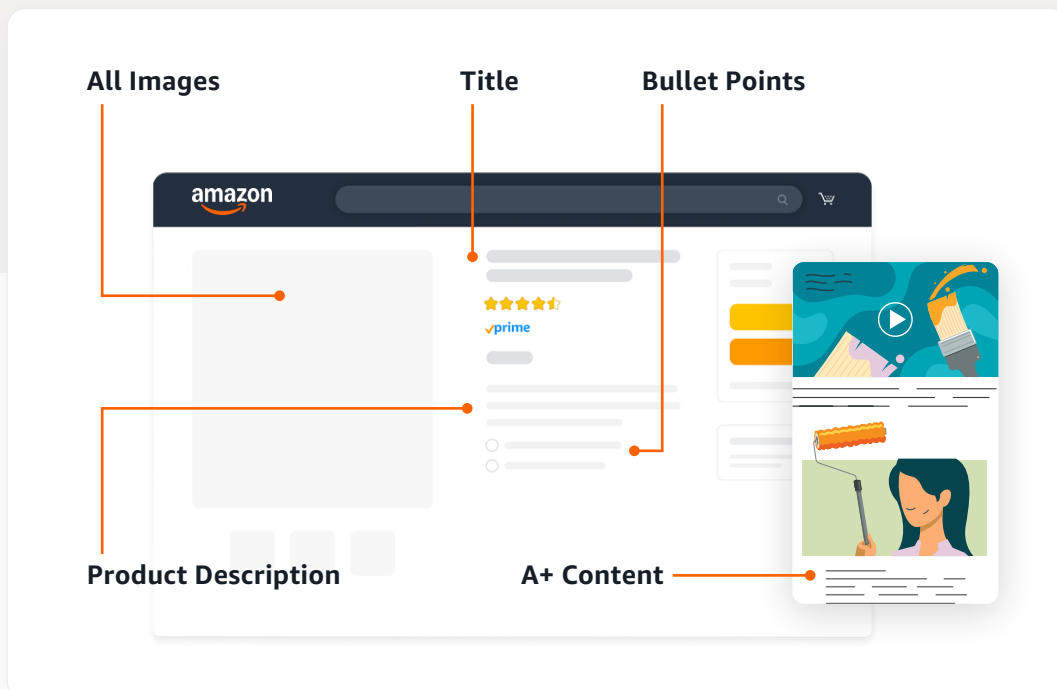
- Add high-resolution images to your content, and refresh your existing images.
- Include lifestyle imagery and attractive product shots, and test the variations.

- Highlight one set of features versus a different set with your image, and see what works best.

For A+ Content experiments:

- Test your Brand Story to create iterations that really resonate well with customers.
- Reduce clutter by using a variety of modules.
- Try experimenting with including and excluding the company logo based on brand popularity. Including a brand name in a title may have a positive or negative impact based on customer perception, so test both options out.

If you have not optimized your listing before Prime Day, it's not too late. With Experiment to Significance, you can now complete your experiments in as little as two weeks if it reaches statistical-relevance!



Run an experiment

Brand Tailored Promotions and Coupons

Build lasting connections and encourage repeat purchases by setting up promotions and coupons to engage high purchase-intent customers.

Brand Tailored Promotions and Coupons can be used as part of your marketing and promotion strategy during Prime Day to create buzz and excitement around new and existing products that can benefit from the consideration boost.

With Brand Tailored Promotions, you can create promotional codes for your past and prospective customers (Tailored Audiences), the promotional discount offered can range from 10% to 50% off and can be offered on all ASINs within your brand, or only on a specific set of ASINs. Use Brand Tailored Coupons to engage your past and prospective customers (Tailored Audiences), create standard coupons featuring either percentage-off or money-off for specific products (standard coupon fees apply).

1. Activate Brand Tailored Promotions and Coupons to re-engage your past purchaser audience segments like Repeat, Top-tier customers, etc. with discounts to keep your brand top-of-mind with customers. Audiences are refreshed on a weekly basis, so your new customers can be retargeted for future promotions.
2. Convert your prospective customers into purchasers by offering your Potential New Customers and Cart Abandoners audiences discounts.
3. Leverage increased event traffic by creating post-event retention offers for Prime Day customers who browsed your offers, but did not purchase during Prime Day.

Use case tip: Access audiences outside your brand's current customer base. The In-market Customer and Complementary Product Remarketing audiences help you reach potential customers who haven't discovered your brand yet.



Get started with Brand Tailored Promotions

Create Brand Tailored Coupons

Customer Reviews

Monitor customer sentiment and provide exceptional customer service to buyers with critical product reviews.

Provide excellent post-Prime Day purchase support by reading your critical reviews and resolving customers' problems by reaching out to learn more about their product feedback or offering a courtesy refund.

Reaching out to customers to understand their review can help uncover valuable product insights, leading to increased brand affinity and customer retention.



[Go to Customer Reviews](#)


Build Your Brand page

Stay informed on Prime Day and all future updates with Build Your Brand Announcements, and measure and improve your efforts with Brand Building Metrics.

Visit the Build Your Brand page to explore the brand-exclusive programs designed to help you build a differentiated brand and achieve your business objectives.

Brand Building Metrics

With the Brand Building Metrics dashboard at your fingertips, you can measure the impact of your actions before and after Prime Day. Your brand-building metrics consist of:

- **Branded Search Ratio:** Gauge the strength of your brand recognition and determine how your marketing efforts are driving customers to search for your brand by name.
 - **Star Rating:** Better understand the overall customer perception of your brand's products and quality.
 - **Brand Conversion Rate:** Get insights into how well your brand and product listings convert customers from considering your product to purchasing it.
 - **Repeat Customer Ratio:** View a measurable reference for the trust and quality your brand has built, resulting in loyal customers who keep coming back.
- 
- **New to Brand Customers:** Evaluate how many new customers are shopping your brand.
 - **Sales from Repeat Customers:** Review the brand loyalty you've built by seeing what percentage of your sales are driven by repeat purchases by customers.
 - **Click Through Rate:** The percentage of clicks from search/total DP impressions at a total brand level within the reporting time-frame.
 - **Detail Page Impressions:** The ratio of clicks to detail page from search results by number of times the ASIN is displayed in search.

Explore the BYB page