

How To Analyse Amazon PPC Data: 8 Must-Read Secrets

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Analysing Amazon PPC data is vital for effective campaign management and data-driven decision-making. Key metrics such as click-through rates, conversion rates, and cost-per-click provide valuable insights into the aspects of your campaign that may require adjustments.

Therefore, strategic analysis of Amazon PPC data can optimise campaigns for increased efficiency and profitability with improved sales performance and visibility on Amazon. Additionally, using informed data analytics enables sellers to identify potential opportunities for growth and make informed decisions about budget allocation and targeting strategies.

This article aims to provide insights into the effective analysis of Amazon PPC data. You'll learn about the different benefits of data-driven decision-making and more tips on performing better data analysis. Stay tuned!

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1. Benefits Of Data-Driven Decision-Making

Data-driven decision-making for PPC campaigns offers several benefits for sellers.

Improved ROI: Analysing PPC data helps sellers identify what works and what doesn't, allowing them to optimise campaigns for maximum return on investment.

Better targeting: Data analysis provides insights into customer behaviour, allowing sellers to target their campaigns effectively.

Increased sales: By using data to make informed decisions, sellers can create more effective campaigns that drive sales and increase revenue.

Cost savings: Analysing data can help identify campaign inefficiencies, allowing sellers to adjust and reduce unnecessary spending.

Competitive advantage: By utilising data to make better decisions, sellers can gain a competitive advantage in their market and outperform their competitors.

2. Types Of Amazon PPC Data

Keyword Data: This data provides information about the performance of individual keywords in your PPC campaigns. It includes metrics such as clicks, impressions, conversion rates, and cost per click (CPC). Keyword data is crucial in identifying top-performing keywords that are driving conversions and optimising bids accordingly.

Campaign Data: Campaign data provides an overview of the performance of your PPC campaigns as a whole. It includes metrics such as total spending, total sales, and ACoS. Analysing campaign data helps you understand the overall impact of your campaigns on your business and identify areas for improvement.

Search Term Data: This data provides insight into customers' search terms to find and click on your ads. It includes metrics such as clicks, impressions, and conversions by search term. Analysing search term data helps you identify new keywords to add to your campaigns and negative keywords to exclude, as well as improve your targeting.

3. Key Metrics To Monitor

Impressions

Impressions refer to the number of times your ad was displayed to a shopper on Amazon. Monitoring impressions can help you understand your ads' visibility and your campaign's potential reach.

Clicks

Clicks refer to the number of times a shopper clicks on your ad. This metric helps you understand how compelling your ad is and how effectively it drives traffic to your product listing.

Click-Through Rate (CTR)

CTR is the ratio of clicks to impressions. It measures the percentage of shoppers who saw and clicked on your ad. The higher the CTR, the more relevant your ad is to your desired audience.

Cost-Per-Click (CPC)

CPC is the relative [cost of every click for your ad](#). Monitoring your CPC can help you understand your keywords' competitiveness and your bidding strategy's effectiveness.

Spend

Spend is the total amount of money spent on your campaign. Monitoring your spending can help you stay within your budget and optimise your ad spending for better ROI.

Sales

Sales refer to the number of units your ad sells. This metric helps you understand your campaign's effectiveness in driving sales and generating revenue.

Advertising Cost of Sales (ACoS)

The ratio of ad spend to sales. This metric helps you understand the efficiency of your ad spend and how much profit you are making.

Conversion Rate

Conversion rate refers to the percentage of users who complete a desired action after interacting with an advertisement or website.

Return on Ad Spend (ROAS)

The revenue generated to ad spend ratio. This metric helps you understand how much revenue you generate for every dollar spent on ads.

4. Reports To Keep Track On

Several types of reports available in Amazon PPC can provide insights into campaign performance. Some of the commonly used types of reports are:

Advertising Report

Amazon advertising reports provide an overview of the campaign performance, including metrics such as impressions, clicks, spending, and sales. It helps in analysing the campaigns' overall performance and identifying improvement areas.

Search Term Report

Search term reports show the actual search terms that users have used to trigger the ads. It helps identify high-performing and negative keywords that must be added to the campaign.

Placement Report

This report shows the performance of the ads on different ad placements, such as the top of the search, product detail page, and rest of the search. It helps in identifying which placements are driving the most traffic and sales.

Performance Over Time Report

These reports provide insights into the performance of the campaigns over time. It helps in identifying trends and patterns and adjusting the campaign strategy accordingly.

Product Targeting Report

Product targeting reports provide insights into the performance of product targeting campaigns. It helps identify which products drive the most traffic and sales and optimise the campaign accordingly.

Keyword Report

A keyword report is a type of Amazon PPC report that provides data on the performance of individual keywords within a campaign. It includes metrics such as impressions, clicks, conversions, and spend for each keyword. This report is helpful in identifying which keywords are performing well and which ones need to be optimised or removed from the campaign.

5. Tools For Analyzing Amazon PPC Data

Amazon Advertising console, Google Analytics, and third-party analytics tools can provide valuable insights to help sellers optimise their Amazon PPC campaigns.

Amazon Advertising console is a popular tool among Amazon sellers, providing data and reports tailored to Amazon PPC campaigns. The console provides detailed metrics such as impressions, clicks, spending, and ACoS. It allows sellers to make adjustments to their campaigns based on this data.

Google Analytics is another powerful tool that can be used to analyse Amazon PPC data. It allows sellers to track website traffic and conversions and measure the effectiveness of their advertising campaigns. By integrating Google Analytics with Amazon PPC campaigns, sellers can gain a more comprehensive understanding of the impact of their advertising efforts on website traffic and sales.

Third-party analytics tools such as Sellics, Helium 10, and Jungle Scout can also analyse Amazon PPC data. These tools provide advanced analytics and automation features, such as automated bid adjustments and keyword research tools, to help sellers optimise their campaigns and improve their ROI.

Leveraging the power of these tools can help sellers gain a deeper understanding of their Amazon PPC data, make informed decisions, and optimise their campaigns for better results.

6. Steps For Analysing Amazon PPC Data

Analysing Amazon PPC data is crucial to understanding campaign performance and making data-driven decisions to optimise results. Here are the steps involved in analysing Amazon PPC data:

Data Collection: The first step is to collect the relevant data from your Amazon PPC campaigns. This includes keyword data, campaign data, and search term data. You can access this data through the Amazon Advertising console or third-party analytics tools.

Data Organisation: Once you have collected the data, the next step is to organise it to make it easy to analyse. This can be done using spreadsheets or data visualisation tools.

Review your key metrics: Start by reviewing your key metrics, including impressions, clicks, click-through rate (CTR), conversion rate, cost per click (CPC), and advertising cost of sales (ACoS). This will give you a broad overview of your campaign's performance.

Identify top-performing keywords: Identify the top-performing keywords that are driving the most clicks and conversions. This will help you optimise your campaign by focusing on the keywords generating the most sales.

Analyse search terms: Review the search terms that are triggering your ads to appear. This will help you identify any irrelevant search terms that are wasting your ad spend and negative keywords that you should add to your campaign.

Monitor your competition: Monitor your competitors' ad campaigns to see what they're doing well and where you can improve. Use tools like Amazon Advertising Console and third-party analytics tools to monitor your competitors' campaigns.

Look for patterns and trends: Look for patterns and trends in your data over time. For example, you may notice that certain keywords perform better at certain times of the day or week. Use this information to adjust your campaign settings for optimal performance.

Make data-driven decisions: Use the insights from your data analysis to make data-driven decisions about your campaign. Experiment with different targeting options, bidding strategies, and ad formats to see what works best for your business.

7. Tips For Effective Data Analysis

Set Clear Goals—To streamline your data analysis process, establish specific campaign objectives prior to delving into any data. By doing so, you'll be able to zero in on the most significant metrics that aid in fulfilling your desired outcome.

Utilize Visualisation Tools—Data visualisation tools are helpful in simplifying the process of detecting patterns and trends when reviewing data. They use visual aids such as graphs, charts, and heat maps that present data in a simplified format, allowing you to spot areas that need improvement easily.

Compare Performance Over Time—Eventually, by analysing your data, you can identify trends and patterns in how your metrics change. Comparing performance over different periods helps reveal areas of improvement and areas that may require adjustments to sustain or boost success.

Segment Your Data—Segmenting your data lets you pinpoint which products, keywords, or campaigns are succeeding or struggling. By identifying these areas, you can direct your optimization efforts to where they will be most effective.

Look for Outliers—You can specify underperforming elements such as keywords or products by analysing metrics like ACoS and conversion rates. Identifying these outliers is key to determining where to focus your

optimization efforts to boost campaign performance.

Make Data-Driven Decisions—Making informed changes to your campaigns based on data analysis is critical in optimising for better performance and achieving your goals.

8. Using Data Analysis To Optimise Campaign Performance

Data analysis is a powerful tool that can be used to optimise campaign performance. Here are some ways that data analysis can be used to improve Amazon PPC campaigns:

Keyword Optimisation

Data analysis can help you identify which keywords are performing well and which need optimisation. By analysing search term data, you can identify new keywords to add to your campaigns and identify negative keywords to exclude.

Bid Management

Data analysis can help you determine the optimal bid for each keyword based on its performance. By analysing campaign data, you can identify keywords that are generating a high ACoS (Advertising Cost of Sales) and adjust bids accordingly to reduce costs and improve profitability.

Ad Optimisation

Data analysis can help you identify which ad variations are performing well and which need improvement. By analysing ad performance data, you can identify which elements of an ad (such as the headline or image) generate the most clicks and conversions and optimise accordingly.

Budget Allocation

Data analysis can help you determine how to allocate your budget across different campaigns and keywords based on their performance. By analysing campaign data, you can identify which campaigns and keywords generate the highest ROI (Return on Investment) and allocate more budget accordingly.

Conclusion: Analysing Amazon PPC Data

Data analysis is crucial in improving your Amazon PPC campaign performance. By regularly monitoring and analysing campaign data, sellers can identify trends, patterns, and areas for improvement.

With the help of popular tools like Amazon Advertising Console, Google Analytics, and third-party analytics tools, sellers can effectively collect, organise, and analyse data. Sellers can optimise their PPC campaigns for better results by using data-driven decision-making.

There are many examples of how data analysis has led to improved campaign performance, making it clear that data analysis is key to success on Amazon. Therefore, sellers should prioritise and utilise data analysis to optimise their campaigns for better sales and visibility.

[Scale Insights](#) is a powerful AI-driven analytics tool focused on optimising your Amazon ads. Fully AI-powered, our Amazon analytics software gives you all the data you need at a glance to run successful Amazon PPC campaigns.

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Frequently Asked Questions About Analysing Amazon PPC Data

Why Is Data Analysis Important For Amazon PPC Campaigns?

Data analysis helps sellers understand their campaign performance and identify areas for improvement.

What Are The Key Metrics To Analyse For Amazon PPC campaigns?

Key metrics include impressions, clicks, CTR, conversion rate, ACoS, and ROI.

What Tools Can I Use For Data Analysis?

Popular tools include Amazon Advertising Console, Google Analytics, and third-party analytics tools.

How Can I Use Data Analysis To Optimise My Campaign Performance?

Data analysis can help you identify trends and patterns in your campaign performance and make data-driven decisions to improve your targeting, bidding, and ad creatives.

What Are Some Tips For Effective Data Analysis?

Tips include setting clear goals, using reliable data sources, organising data effectively, and using visualisation tools to present data clearly and concisely.

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