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Amazon's conversion attribution

Conversion attribution is the measurement of which ad event(s) led a customer to an advertiser's desired behavior, whether it be a purchase, detail page view, or other advertiser-defined success metric (see [Campaign success metrics](#) for our recommendations). When an ad is served by Amazon Advertising, conversion attribution is based on five factors:

1. Our attribution window is 14 days after each conversion event. Since Amazon's product catalog ranges from everyday household goods with low prices to high-end products like TVs, we've found that using a 14-day window as the standard accounts for the majority of eCommerce conversions. This is also why you may see conversion counts increasing up to 14 days after a campaign has ended.
2. We use a last-touch model where the last click always wins attribution.
3. We prioritize clicks over impressions, as they show intent and engagement and increase the likelihood that a user will convert. Impressions are still attributable to conversions as they may have influenced user behavior after exposure. If a click occurs before an impression in the 14-day conversion window, the conversion will be attributed to the ad where the click occurred.
4. We will not count both an impression and click when a click event occurs.
5. If no clicks occurred prior to a conversion, an ad placement's historic view rate is used to determine the likelihood of conversion. Historic view rate is based on the type of placement and site it was served on. For example, if a billboard ad historically had a 90% chance to be viewable on imdb.com, it will have a higher chance to be linked to the conversion than a mobile banner ad on amazon.com with a 10% chance of being viewable.

How Amazon attributes brand halo conversions

Amazon will not double count ad-attributable conversion events within all display products (eg. Amazon DSP, Kindle

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special offers), Headline Search Ads, Product Display Ads and Sponsored Products vendor campaigns. This applies to all conversion events, including brand halo and total metrics, which include both promoted and brand halo ASINs.

Amazon's attribution system uses the following order of precedence to credit a campaign with a conversion:

- 1. Tracked ASIN click
- 2. Tracked ASIN view
- 3. Brand halo ASIN click
- 4. Brand halo ASIN view

To illustrate, if a campaign had an ASIN associated with it and ran at the same time as one for another product by the same brand, only the campaign with the associated ASIN will get conversions counted for that ASIN.

Comparison between post-impression and post-click conversions	
Post-click conversions	Post-impression conversions
<ul style="list-style-type: none">• Provide a higher confidence that ads had a direct impact on the customer converting.• Have a higher rate of occurring on connected devices like phones, tablets, Fire TV, and Kindles, and on larger ad placements.• Have a higher rate of occurring on ads that drive to Amazon product detail pages or on external sites with conversion pixels placed.	<ul style="list-style-type: none">• Are usually the majority of conversions for ad campaigns.• Have a higher rate of occurring when ads reach a lot of unique users.• Are measured more during branding and awareness campaigns.• Have a higher rate of occurring on Below the Fold placements because they are less likely to be seen than Above the Fold placements, which means users are usually engaged after an impression, but not a click.

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