

# Amazon Pi Webinar – Discover what's new in Amazon Pi



Welcome to **Amazon Pi**

We're so glad you've joined us today for Amazon Pi  
Webinar

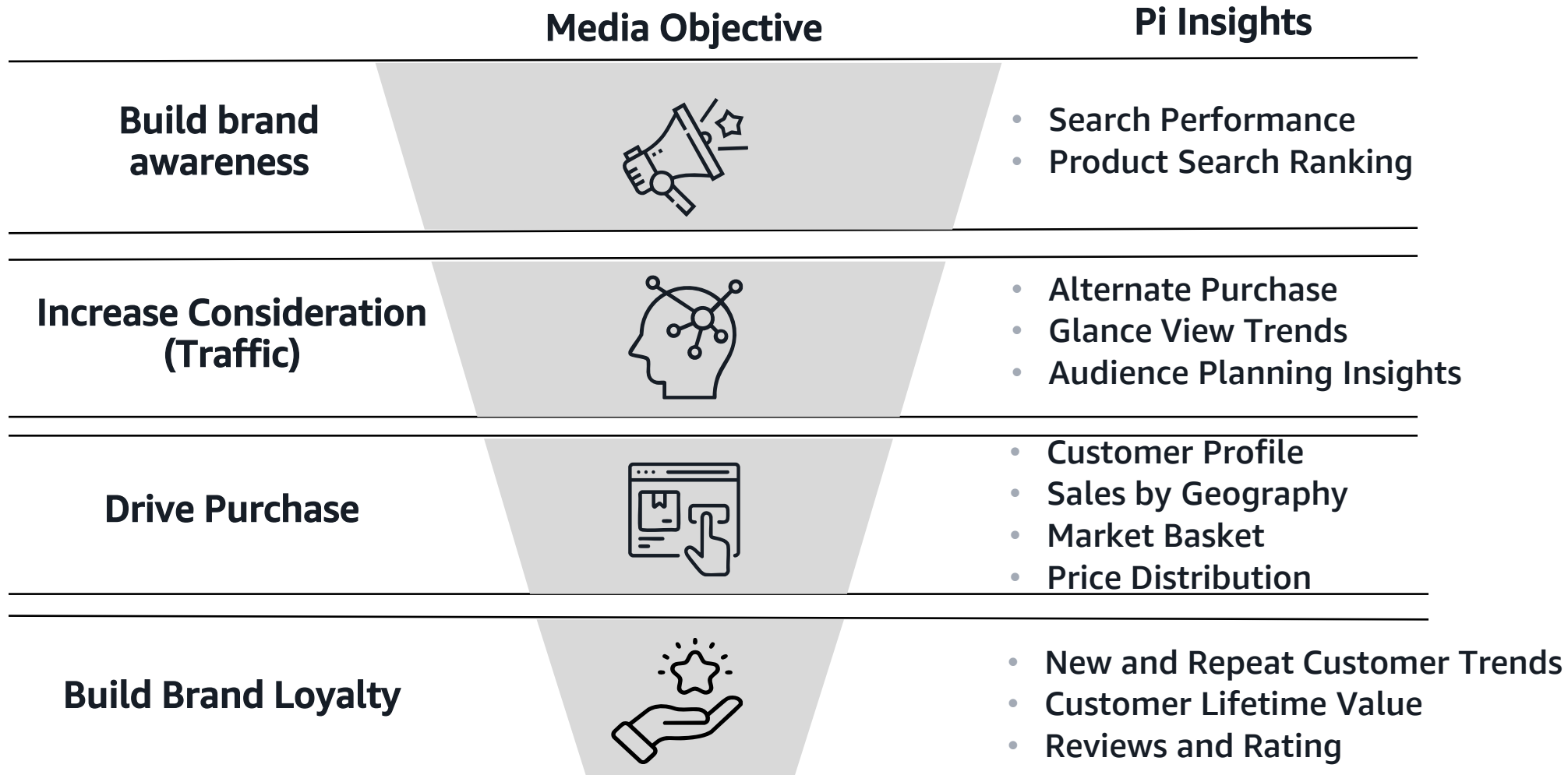
## Agenda

1. **Brief introduction to Amazon Pi**
2. **Latest features and enhancements in Amazon Pi**
3. **May Summer sale – best practices & use cases**
4. **Questions**

# What is Amazon Pi?

# Amazon Pi

*An advertising tool providing comprehensive set of insights across every stage of the customer purchase journey that helps you make smarter decisions.*





# **Live Demo - Navigation of the tool**



# Latest Features and Enhancements in Amazon Pi

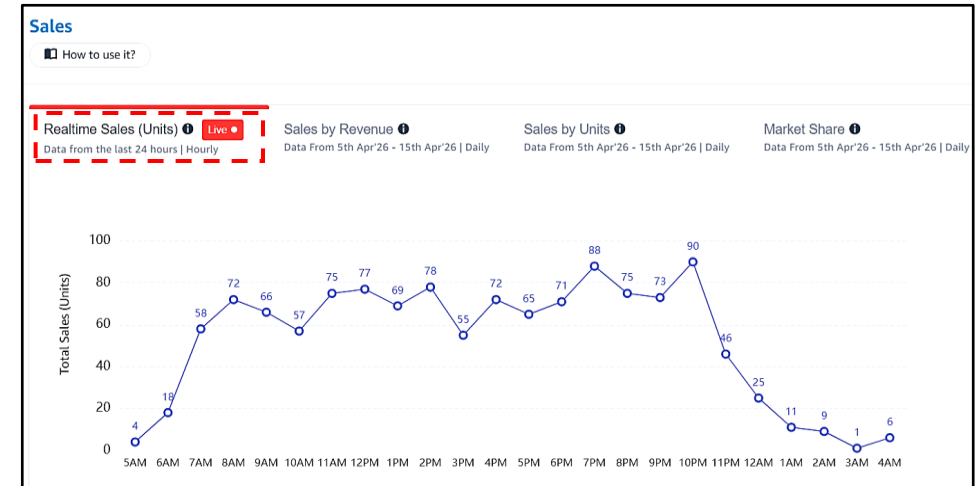


# Enhancements in Sales by Geography report

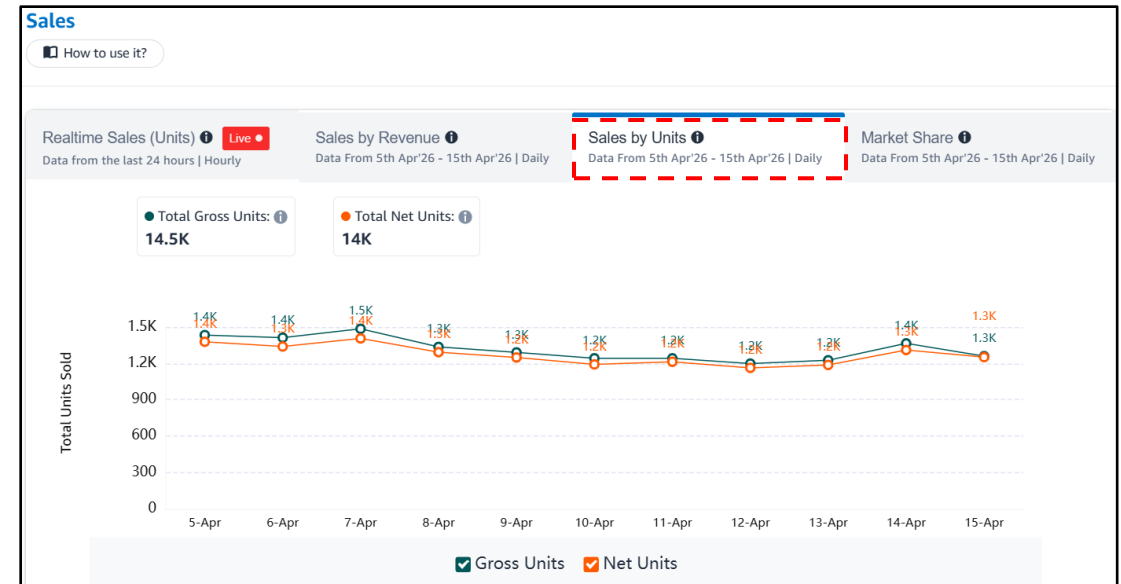
# The Sales by geography (SBG) report helps to understand the sales trend on Amazon for the selected category/ subcategory across different time periods and geographies.

## What's new in Sales by geography report:

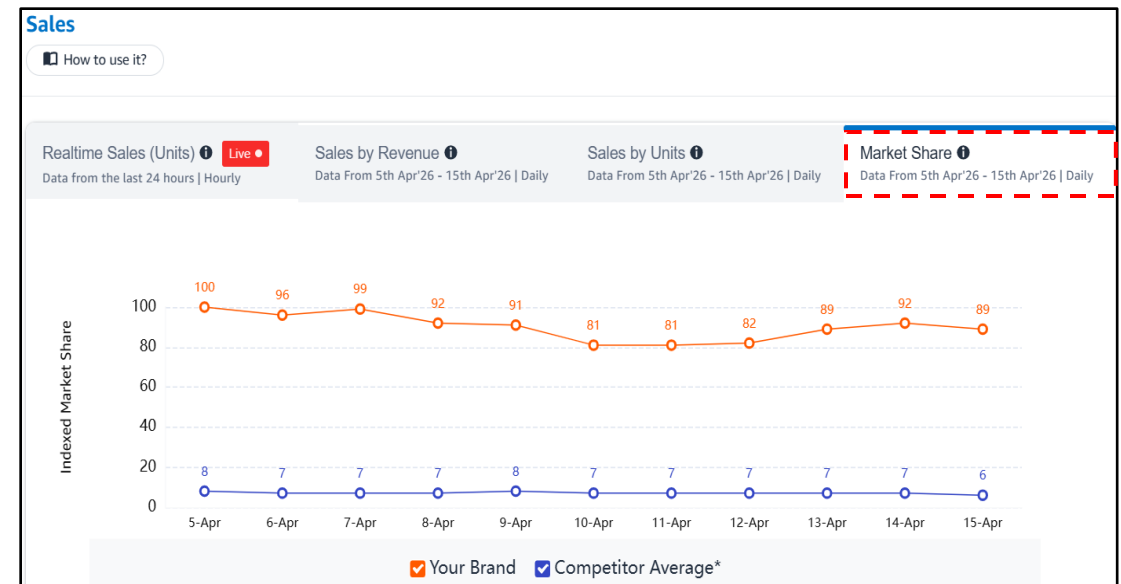
- 1. You can now track hourly sales (units sold) in the last 24 hours, available up till 4 hours from the current hour.*
- 2. You can now analyze gross sales by revenue vs net sales by revenue to derive insights on return and cancellation rates.*

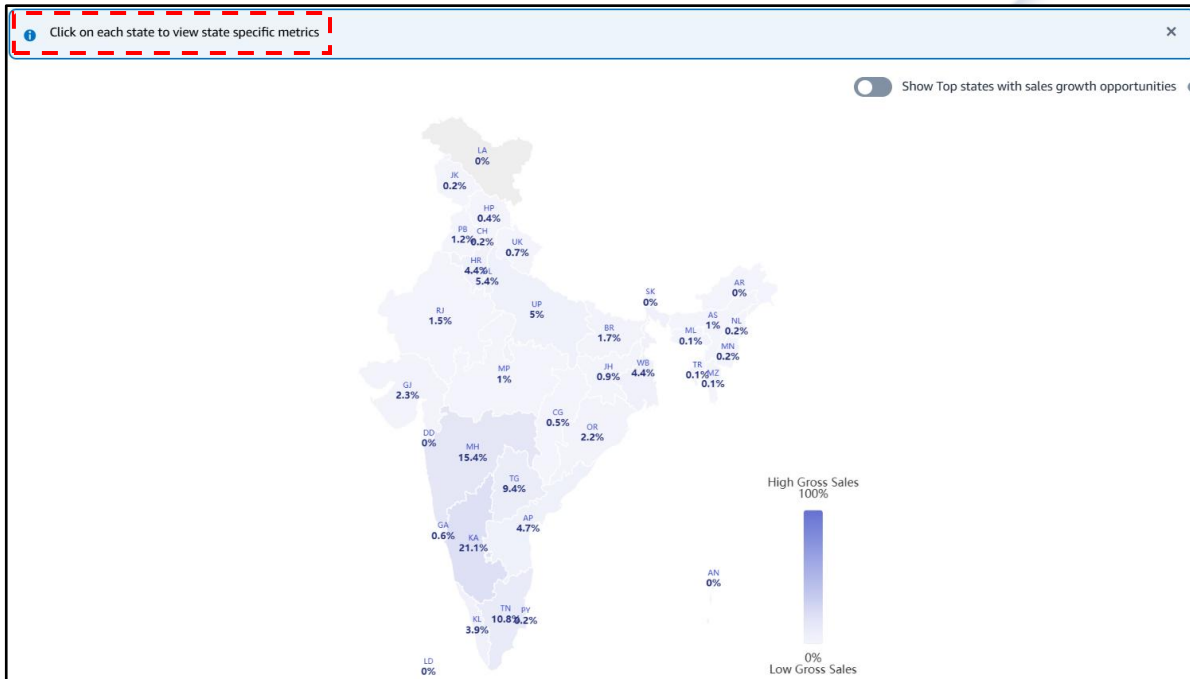


3. You can now analyze gross sales by units vs net sales by units to derive insights on return and cancellation rates



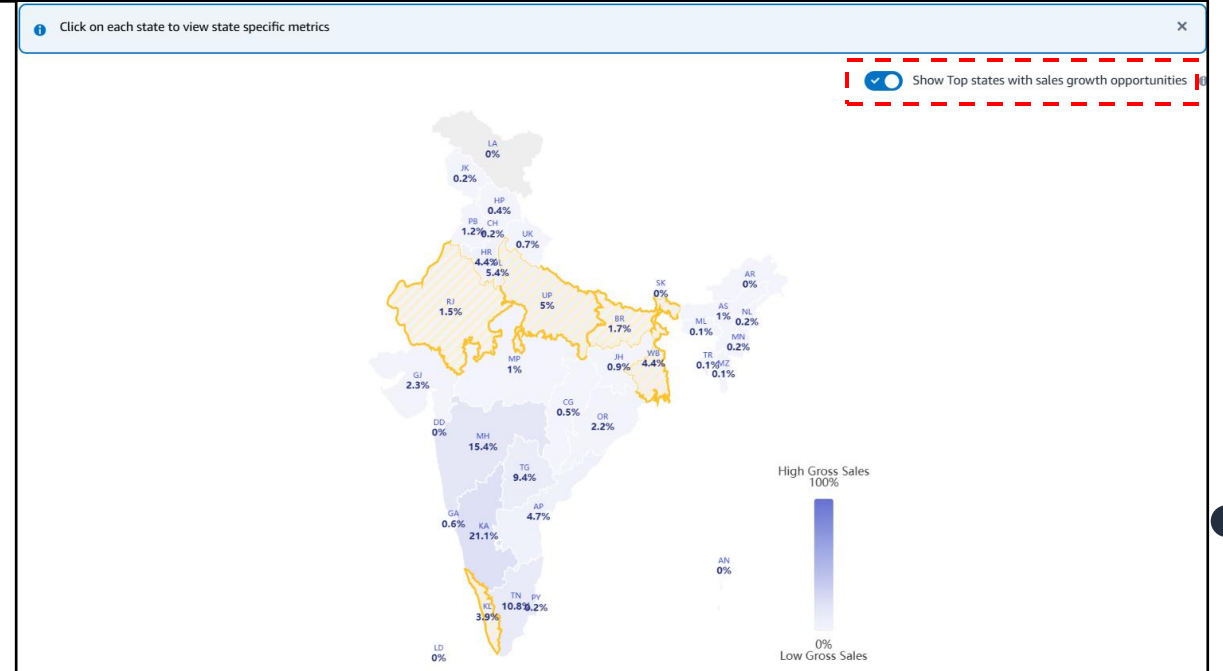
4. You can now use the Indexed market share to understand changes in your brand's market share vis-à-vis your competition.





5. You can now analyze state-level sales performance across India through an interactive heatmap.

6. Discover growth opportunities in top 5 states where subcategory demand is high, but your brand penetration is low.



# How will you utilize this report?

1. *Monitor hourly sales over last 24 hours to gauge peak purchase periods and plan your promotions and campaigns accordingly.*
2. *Analyze gross sales vs net sales to derive insights on return and cancellation rates.*
3. *Discover region wise sales distribution for your brand to plan your inventory and geo-targeted ads.*
4. *Discover potential growth opportunities in states where the subcategory is strong, but your brand is underperforming.*
5. *Compare your brand's state-level performance with subcategory benchmarks to understand your brand's position relative to the market.*
6. *Analyze glance views share as a % of pan-India to understand awareness levels by state, then correlate with sales performance to identify conversion gaps.*
7. *Track enhanced downloadable files with ASIN wise sales & Sub-category wise sales for your brand.*



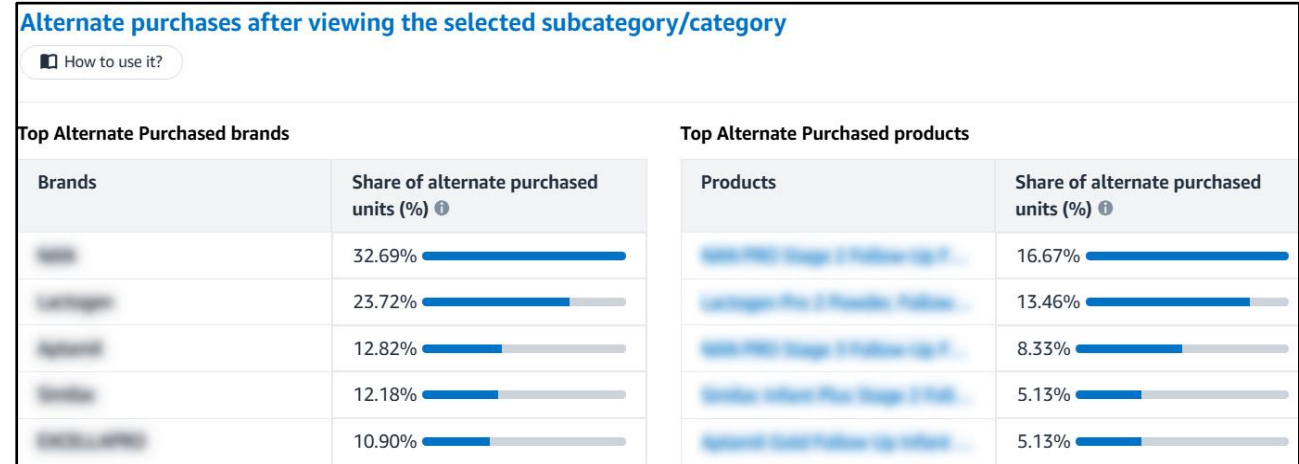
# Alternate Purchase

The Alternate Purchase report highlights the top products and brands that customers purchased instead of yours.

## Alternate purchase report:

1. The report provides top 5 alternatively purchased brands and products in the selected category/subcategory.

2. An estimated potential unit sale lost to your brand in your sub-category/category level.



An estimated **141 - 171** alternative units were purchased after viewing your brand's products.

3. You can also view the list of alternatively purchased products for a selected ASIN, along with their estimated sale volumes.

**Alternate purchases after viewing the selected product**

How to use it?

Select Product ⓘ

2025-01-01 00:00:00 - 2025-01-31 23:59:59 (12 months)

An estimated 3.7K - 4.5K alternative units were purchased after viewing the selected product.

Include Demo Brand 1's products?  Yes  No

| Products  | Share of alternate purchased units (%) <span>ⓘ</span> |
|---|---|
| Amazon Pro 1, Follow up Period: 100 Days, After 12 Months up to 12 Months, Buy in the Past: 100 Days  | 26.78%  |
| Amazon Pro 2, Follow up Period: 100 Days, After 12 Months up to 12 Months, Buy in the Past: 100 Days  | 11.64%  |
| Amazon Pro 3, Follow up Period: 100 Days, After 12 Months up to 12 Months, Buy in the Past: 100 Days  | 6.56%   |
| Amazon Pro 4, Follow up Period: 100 Days, After 12 Months up to 12 Months, Buy in the Past: 100 Days  | 5.97%   |
| Amazon Pro 5, Follow up Period: 100 Days, After 12 Months up to 12 Months, Buy in the Past: 100 Days  | 5.97%   |
| Amazon Pro 6, Follow up Period: 100 Days, After 12 Months up to 12 Months, Buy in the Past: 100 Days  | 5.32%   |
| Amazon Pro 7, Follow up Period: 100 Days, After 12 Months up to 12 Months, Buy in the Past: 100 Days  | 3.77%   |
| Amazon Pro 8, Follow up Period: 100 Days, After 12 Months up to 12 Months, Buy in the Past: 100 Days  | 3.56%   |
| Amazon Pro 9, Follow up Period: 100 Days, After 12 Months up to 12 Months, Buy in the Past: 100 Days  | 3.24%   |
| Amazon Pro 10, Follow up Period: 100 Days, After 12 Months up to 12 Months, Buy in the Past: 100 Days | 2.32%   |

4. You can now also Include/exclude your brand's products from the list of alternatively purchased products.

**Alternate purchases after viewing the selected product**

How to use it?

Select Product ⓘ

2025-01-01 00:00:00 - 2025-01-31 23:59:59 (12 months)

An estimated 36 - 44 alternative units were purchased after viewing the selected product.

Include Demo Brand 1's products?  Yes  No

| Products   | Share of alternate purchased units (%) <span>ⓘ</span> |
|--|---|
| Amazon Pro 1, Follow up Period: 100 Days, After 12 Months up to 12 Months, Buy in the Past: 100 Days | 30.00%  |
| Amazon Pro 2, Follow up Period: 100 Days, After 12 Months up to 12 Months, Buy in the Past: 100 Days | 17.50%  |
| Amazon Pro 3, Follow up Period: 100 Days, After 12 Months up to 12 Months, Buy in the Past: 100 Days | 15.00%  |
| Amazon Pro 4, Follow up Period: 100 Days, After 12 Months up to 12 Months, Buy in the Past: 100 Days | 7.50%   |
| Amazon Pro 5, Follow up Period: 100 Days, After 12 Months up to 12 Months, Buy in the Past: 100 Days | 7.50%   |
| Amazon Pro 6, Follow up Period: 100 Days, After 12 Months up to 12 Months, Buy in the Past: 100 Days | 5.00%   |

# USE CASE :

1. *Identify where competitors are winning on price and make quick corrections to recover lost sales.*
2. *Discover the top brands customers are choosing instead of yours and target the same.*
3. *Refine your product catalog based on what shoppers are actually buying to drive higher traffic and conversions.*



# How to enable Agency access on Pi?

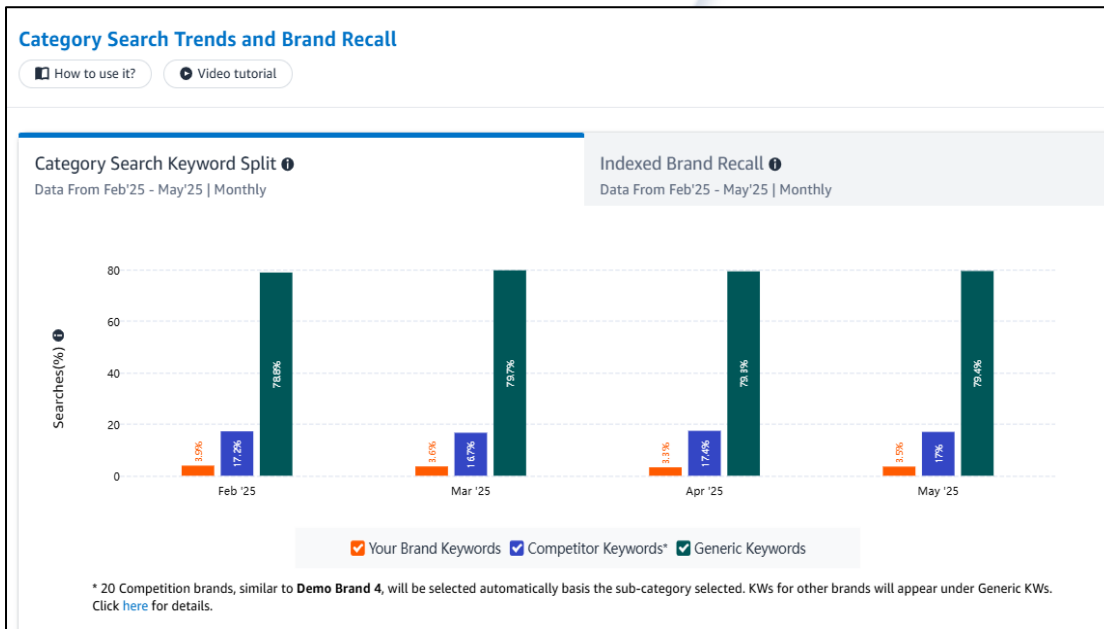
## To get your agencies added on Pi, please follow below steps

- ✓ Share your Pi company name, Pi brand name and advertising entity id with your Ads Account Manager.
- ✓ Ads AM will share the details with Pi team and we will enable agency addition feature.
- ✓ An online form will also be shared along with webinar's session summary where agency request's can be submitted.
- ✓ Post you receive communication from Ads AM, you can start adding agency users.



# Pre sale – best practices & use cases

# Discover which keyword types present the biggest growth opportunity



1. *Understand your category's search pattern basis the distribution of searches across branded, competition and generic keyword groups.*
2. *Use this search keyword distribution trend to plan your Sponsored Ad budgets in the category.*

# Which keywords are shoppers using in your category & are you targeting them?

| Top category keywords   |                               |                      |                           |                       |  |
|---|-------------------------------|----------------------|---------------------------|-----------------------|--|
| Top category keywords   |                               | Top branded keywords | Top competitor keywords   | Top generic keywords  |  |
| Shows top keywords in selected category and subcategories.                          |                               |                      |                           |                       |  |
| Keyword data duration <span>7 days</span> <span>15 days</span> <span>30 days</span> |                               |                      |                           |                       |  |
| S.No.   | Keyword                       | # of Searches        | Most Clicked Organic ASIN | Most Clicked SP ASIN  | Your First Search Page Organic SOV (%) |
| 1.  | washing machine               | 100K-200K            | VW 7.5 kg 5 Star ...      | Whirlpool 6.5 Kg ...  | 9.8%                                   |
| 2.  | washing machine 7kg           | 100K-200K            | Whirlpool 7 kg Ma...      | Godrej 7 Kg 5 Star... | 15.7%                                  |
| 3.  | fridge                        | 100K-200K            | Whirlpool 184 L 2...      | Whirlpool 270 L (...) | 29.8%                                  |
| 4.  | refrigerator                  | 100K-200K            | Samsung 236 L, 3...       | Whirlpool 270 L (...) | 26.5%                                  |
| 5.  | fridge double door fridge ... | 100K-200K            | Whirlpool 235 L F...      | Whirlpool 270 L (...) | 18%                                    |
| 6.  | washing machine 10kg          | 100K-200K            | Samsung 10 Kg, 5...       | Whirlpool 10 Kg 5...  | 9.4%                                   |

1. Download keyword report to get top customer searches in the category
2. Use this report to identify important keywords to bid on - basis their search volume, your current SOV and other performance metrics.

**Downloads**

The downloadable excel sheets provide upto 3000 top search campaigns on Amazon.

**CSV:**

- 1) Definition
- 2) All category keywords (Upto 3000 Keywords)
- 3) All branded Keywords (Upto 3000 Keywords)
- 4) Low visibility branded keywords
- 5) All competition keywords (Upto 3000 Keywords)
- 6) Low visibility competition keywords
- 7) All generic keywords (Upto 3000 Keywords)
- 8) Low visibility generic keywords

| Top category keywords  |                               |                                   |                                   |   |                           |                      |
|--|-------------------------------|-----------------------------------|-----------------------------------|---|---------------------------|----------------------|
| Top category keywords  |                               | Top branded keywords              | Top competitor keywords           | Top generic keywords                                    |                           |                      |
| Movers and shakers   |                               |                                   |                                   |   |                           |                      |
| Movers and shakers for   |                               |                                   |                                   |   |                           |                      |
| <input checked="" type="radio"/> Category Keywords <input type="radio"/> Branded Keywords <input type="radio"/> Competitor Keywords <input type="radio"/> Generic Keywords |                               |                                   |                                   |   |                           |                      |
| S.No.  | Keyword                       | No. of Searches (Trailing 7 Days) | % Growth in No. of Searches (WoW) | % Growth in No. of Searches (vs. Trailing 4 Weeks Avg.) | Most Clicked Organic ASIN | Most Clicked SP ASIN |
| 1.   | washing machine               | 100-1K                            | 110.5%                            | 259.4%  | Samsung 8 kg, 5 s...      | Whirlpool 7 Kg 5 ... |
| 2.   | automatic laundry machine     | 100-1K                            | 109.9%                            | 315.5%  | Godrej 12 Kg 5 St...      | he Laundry Altern... |
| 3.   | aero dryer for clothes        | 100-1K                            | 104.1%                            | 286.8%  | COFENDY Semi A...         | COFENDY Semi A...    |
| 4.   | xpress dryer for clothes      | 1K-5K                             | 100%                              | 251.6%  | Semi Automatic F...       | Pititna Semi Auto... |
| 5.   | whirlpool refrigerator 4 door | 100-1K                            | 95.7%                             | 259.3%  | Whirlpool 192 L 4...      | Whirlpool 192 L 4... |

# Benchmark your performance against category and identify key improvement areas

Subcategory: Flakes | Time Period: Monthly | Dec'24 - Feb'25

Search keyword type: All Keywords | Advertising SOV Across: First Page of Search | Select View: Sponsored Product

Advertising Share of Voice: Data From Dec'24 - Feb'25 | Monthly

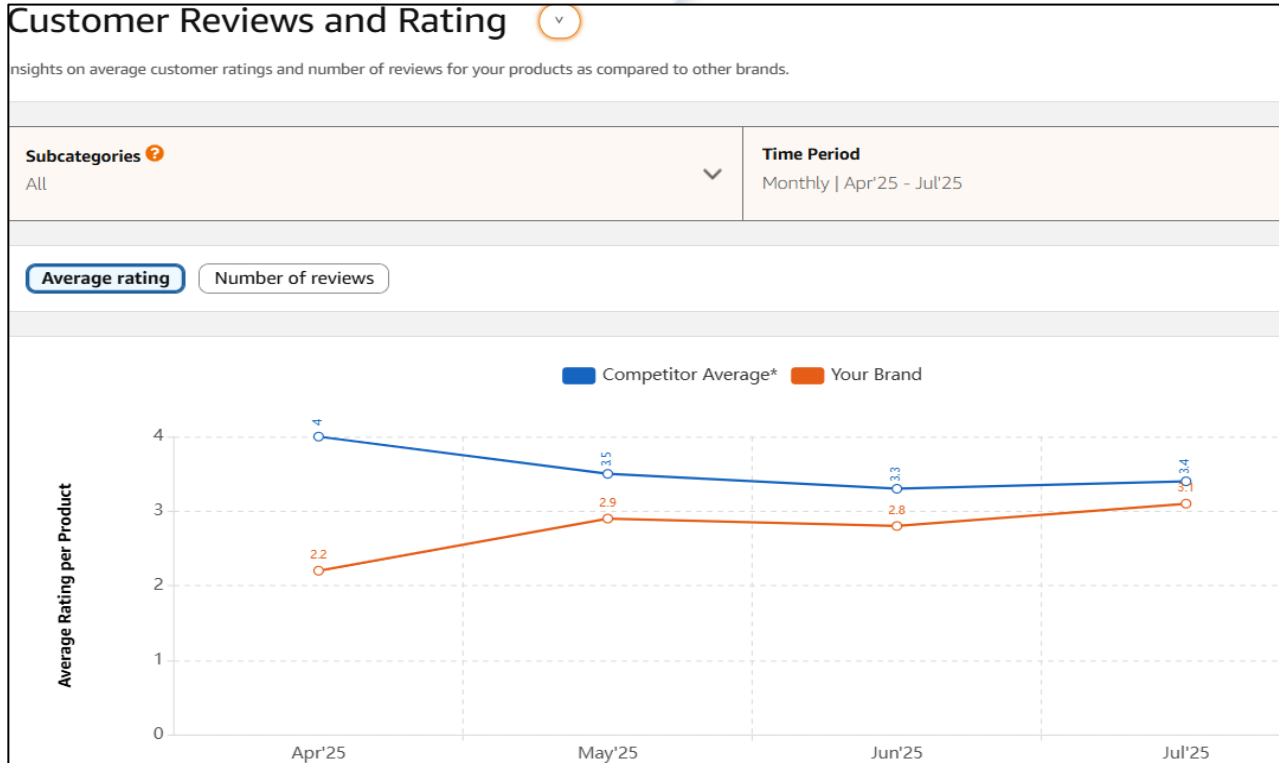
Search Advertising Performance Benchmarks: Data From Dec'24 - Feb'25 | Monthly

| Keyword Segment | Jan'25 |         |        |         | Feb'25      |         |       |         |        |         |
|-----------------|--------|---------|--------|---------|-------------|---------|-------|---------|--------|---------|
|                 | CTR    | CPC     | Conv   | ACoS    | Organic SOV | Adv SOV | CTR   | CPC     | Conv   | ACoS    |
| Your Branded    | 2.95%  | ₹42.56  | 51.43% | 33.54%  | 84.89%      | 32.12%  | 2.28% | ₹31.49  | 85.93% | 14.22%  |
| Competitor      | 1.09%  | ₹196.72 | 11.82% | 697.65% | 3.01%       | 0.02%   | 1.07% | ₹51.47  | 14.29% | 160.44% |
| Generic         | 1.34%  | ₹60.43  | 16.02% | 153.8%  | 4.03%       | 0.05%   | 1.85% | ₹134.85 | 18.75% | 306.74% |
| All Keywords    | 2.88%  | ₹43.48  | 50.74% | 34.74%  | 11.35%      | 2.21%   | 2.27% | ₹32.48  | 85.17% | 14.8%   |

Download Search Advertising Benchmarks

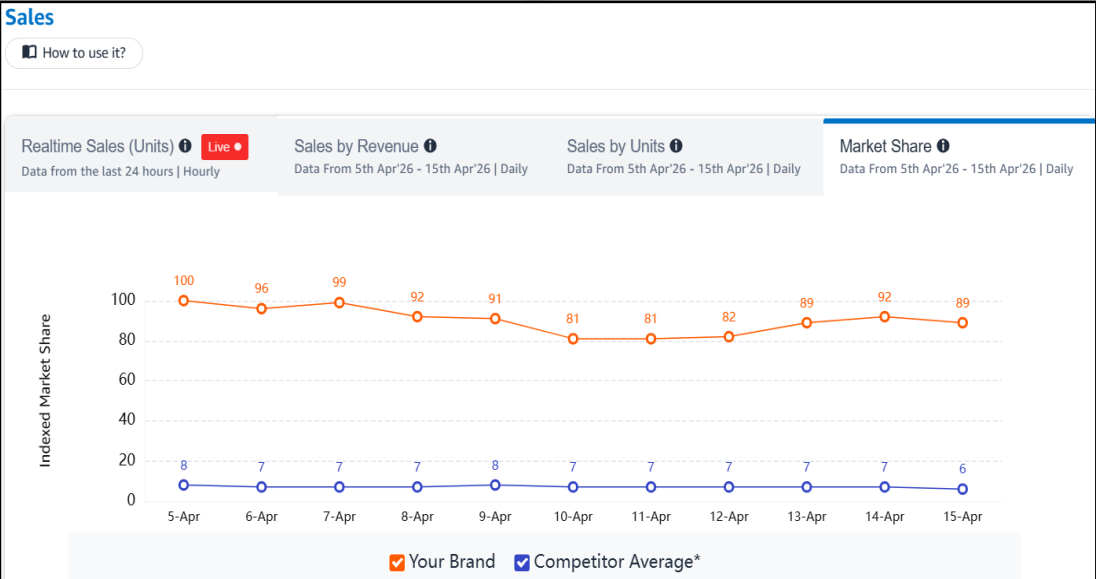
1. Download search advertising benchmark report
2. Compare your brand's performance with category benchmarks & review Ad performance metrics (ACoS, CTR, etc.) to identify growth opportunities for your brand.

# What are your top rated and most reviewed products in the recent time?



1. *Identify your top rated/reviewed products across months and promote them during sale*
2. *Identify bottom rated/reviewed products and improve its visibility among potential customers*
3. *Monitor reviews and ratings for newly launched products*

# View your Market Share

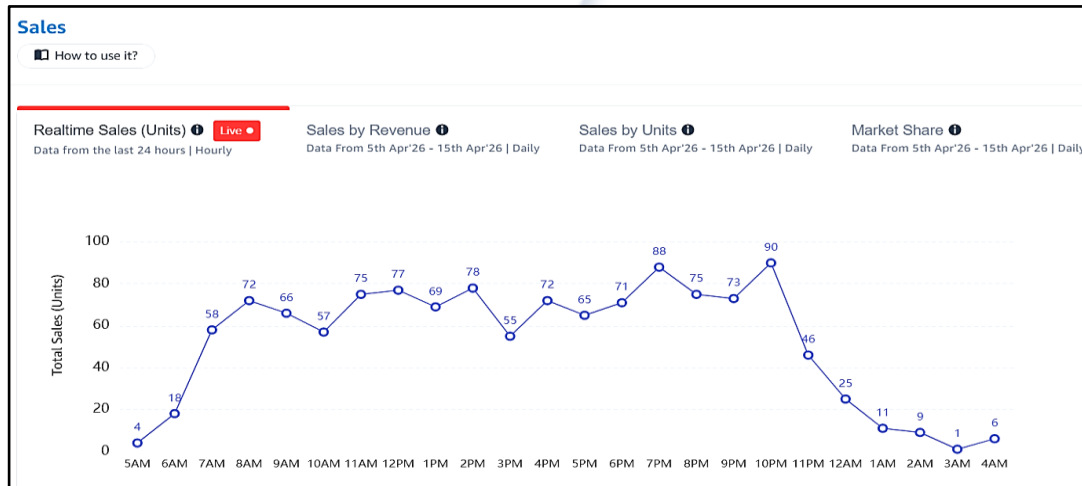


1. You can now use the Indexed market share to understand changes in your brand's market share vis-à-vis your competition.



# During sale – best practices & use cases

# Track hourly sales



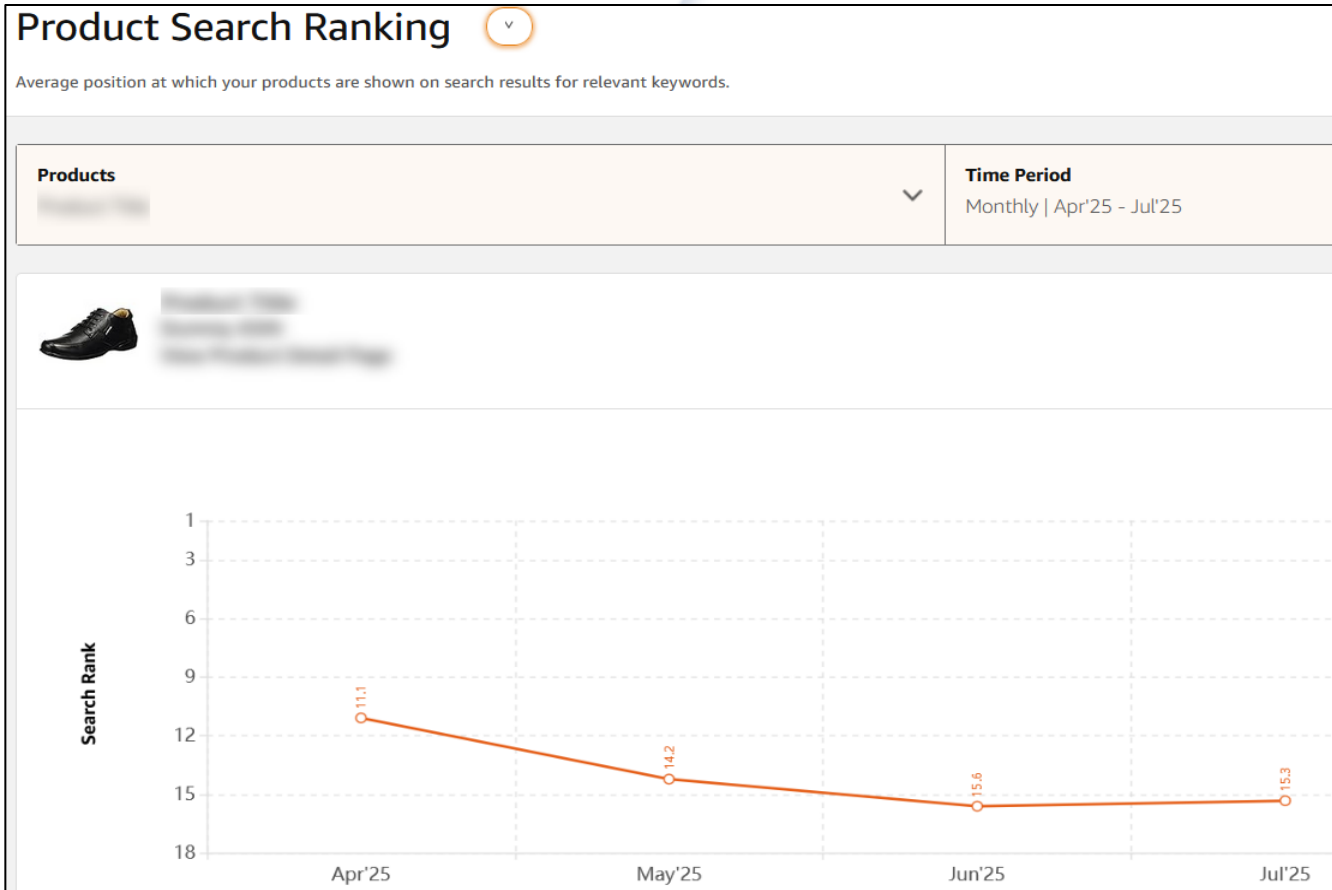
- 1. You can now track hourly sales (units sold) in the last 24 hours, available up till 4 hours from the current hour.*
- 2. You can now analyze gross sales and unit derive insights on return and cancellation rates.*

# Measure your brand's visibility throughout the sale event



1. Brand visibility during the sale period is important. Higher the visibility, better are the chances of customers discovering your products.
2. Understand the impact of your Sponsored Ad spends on Amazon in driving your SOV.
3. Use filters like keyword groups, 1st page or overall SOV and Sponsored product or Sponsored Brand Ads to identify SOV data at granular level.

# Which ASINs are gaining or losing visibility on Amazon search result page?



- 1. Track the rank at which your ASINs are appearing on search result page*
- 2. Identify underperforming hero products and boost them via ad campaigns.*

# Subscribe and get Pi reports delivered to your mailbox

Brand summary

Standard View

Save & Subscribe **New** ← 2. Click on Save & Subs

Brand: Demo Bran... Category: Total 3 - Health-Diet & Nutrition, Ba... Benchmark: Over past ...

1. Make a selection

Data displayed as on May 2024

Awareness

Indexed Brand Recall: Compared to Apr 2024 ▼ 13.2%

Share Of Voice: Compared to Apr 2024 ▲ 56.4%

Leaf - Brand Summary - My fav view - Inbox - nkshu@amazon.com

Message

Brand Summary - My fav view

Amazon Pi  
To: Shukla, Ankit

Yesterday at 9:01 AM

amazon pi

Report Name: Daily Report-My fav view

Brand: [redacted]

Category(s): Health-Home Medical Supplies & Equipment

Benchmark: Over past year

Data Aggregation level: Monthly

Awareness

Indexed Brand Recall  
Compared to May 2023

Share Of Voice  
Compared to May 2023

Consideration

Total Indexed GV  
Compared to May 2023

Ad Driven GV  
Compared to May 2023

Save & Subscribe

Name this view\*

Monthly\_All\_Cat\_PastMonth

Characters remaining: 103

Make this as Default view

Subscribe to get this custom view on email

Recurrence pattern\*

Daily Weekly Monthly

Subscription email list\*

myemail@gmail.com

contact-pi@amazon.com

Cancel Save



# Poll & Questions

# Thank You!

*For any support, please reach out to your Amazon Advertising POC or write to  
[contact-pi@amazon.com](mailto:contact-pi@amazon.com)*