

Prime day with Amazon Pi



We will begin at
2:05pm

AGENDA :

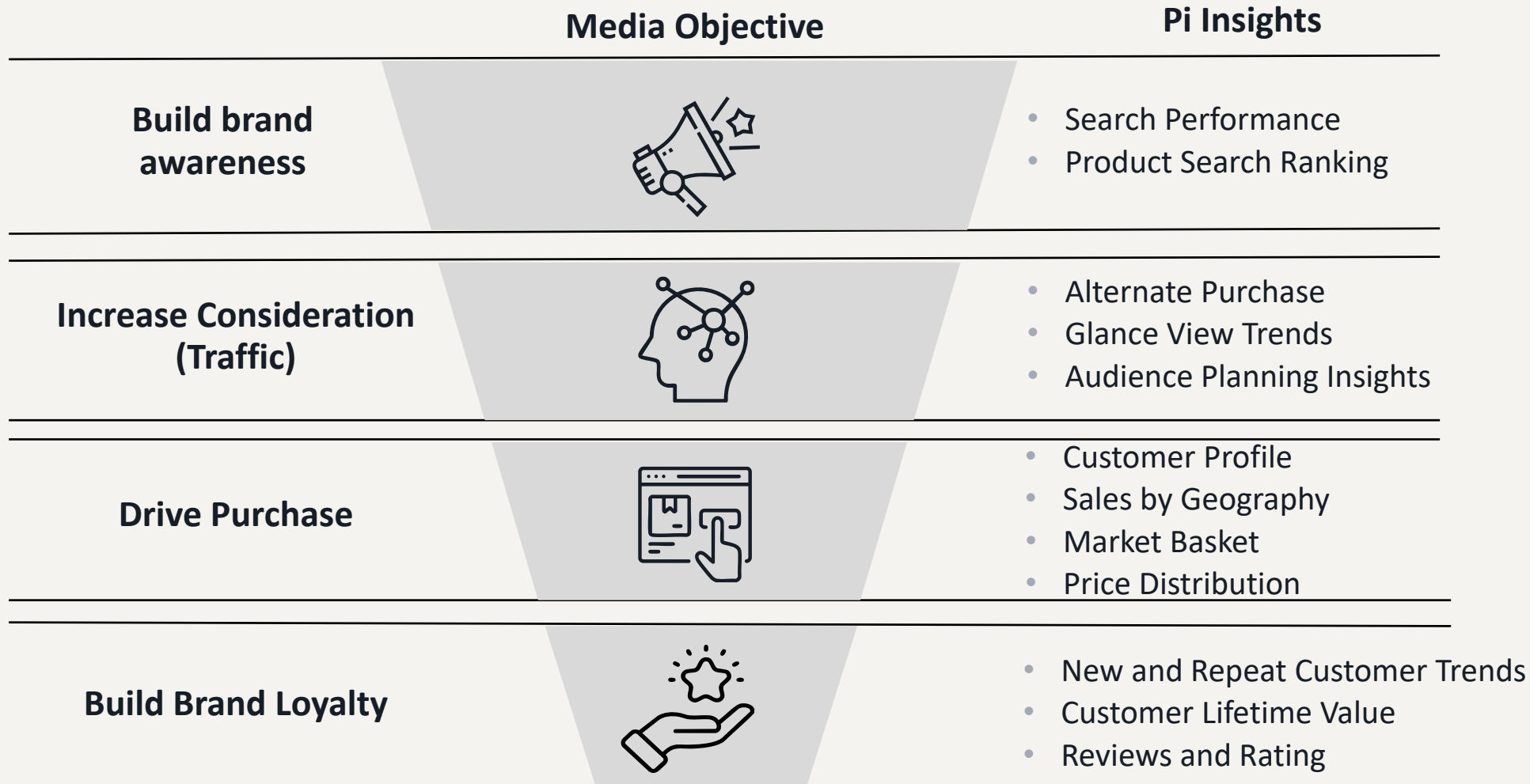
1. Brief introduction to Amazon Pi
2. Prime Day – Best Practices & Use cases
3. Q&A & Poll

What is Amazon Pi?

amazon ads

Amazon Pi

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

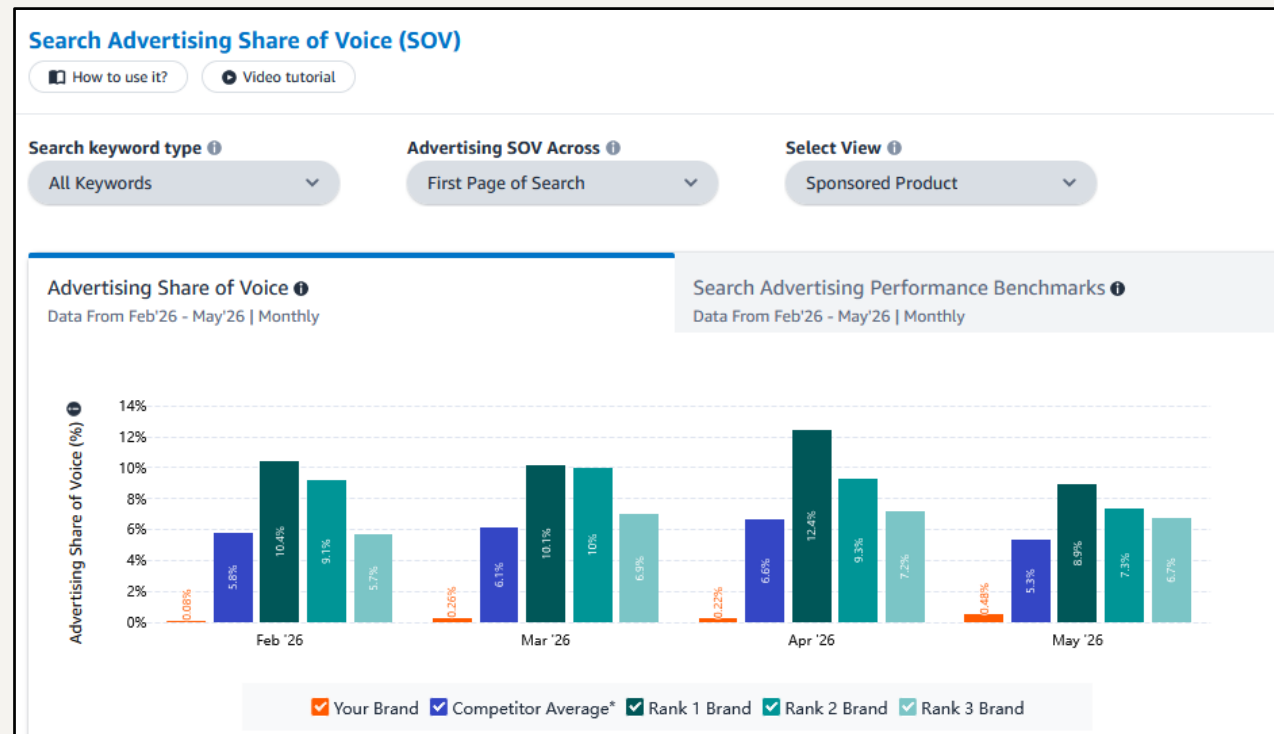


Prime Day - Best Practices & Use cases

amazon ads

How visible is your brand to customers?

1. Understand the impact of your Sponsored Ad campaigns on Amazon in driving your brand's visibility.
2. Higher SOV indicates higher visibility and hence more chances of customers discovering your products.



Use advertising SOV to understand your brands visibility in search ads.

1-48 of over 20,000 results for "chocolate"

Sort by: Featured

Delivery Day

- Get It Today
- Get It by Tomorrow
- Get It in 2 Days

Price
₹8 - ₹15,100+

Go

- Up to ₹300
- ₹300 - ₹400
- ₹400 - ₹500
- ₹500 - ₹600
- Over ₹600

Deals & Discounts

- All Discounts
- Today's Deals

1 Sponsored ⓘ	2 Dummy brand Sponsored ⓘ	3 Sponsored ⓘ	4 Dummy brand Sponsored ⓘ
5 Dummy brand Sponsored ⓘ	6 Sponsored ⓘ	7 Dummy brand Sponsored ⓘ	8 Sponsored ⓘ
1 Dummy brand	2 Dummy brand	3 Dummy brand	4
5	6 Dummy brand	7 Dummy brand	8 Dummy brand
9	10	11	12

How is my brand's performance on search Ads? Is it better than the category?

Compare your brand's performance with category benchmarks & review Ad performance metrics (ACoS, CTR, etc.) to identify growth opportunities for your brand.

Search Advertising Share of Voice (SOV)

[How to use it?](#) [Video tutorial](#)

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

Advertising Share of Voice | **Search Advertising Performance Benchmarks**

Data From Feb'26 - May'26 | Monthly

Keyword Segment	Feb'26						Mar'26				
	Organic SOV	Adv SOV	CTR	CPC	Conv	ACoS	Organic SOV	Adv SOV	CTR	CPC	Conv
Your Branded	0%	0%	0%	₹0	0%	0%	0%	0%	0%	₹0	0%
Competitor	0.01%	0.29%	3.57%	₹6.42	0%	0%	0.02%	0.84%	1.25%	₹6.78	0%
Generic	0.03%	0.08%	0.32%	₹4.22	0%	0%	0.03%	0.26%	0.54%	₹8.14	0%
All Keywords	0.03%	0.08%	0.42%	₹4.77	0%	0%	0.03%	0.26%	0.55%	₹8.07	0%

[Download Search Advertising Benchmarks](#)

Download search advertising benchmarks report to compare performance with your category.

How can I identify the most relevant keywords for my category ?

Use this report to identify important keywords to bid on - basis their search volume, your current SOV and other performance metrics.

Keyword Performance

[How to use it?](#) [Video tutorial](#)

Top category keywords | Top branded keywords | Top competitor keywords | Top generic keywords | Movers and shakers

Shows top keywords in selected category and subcategories.

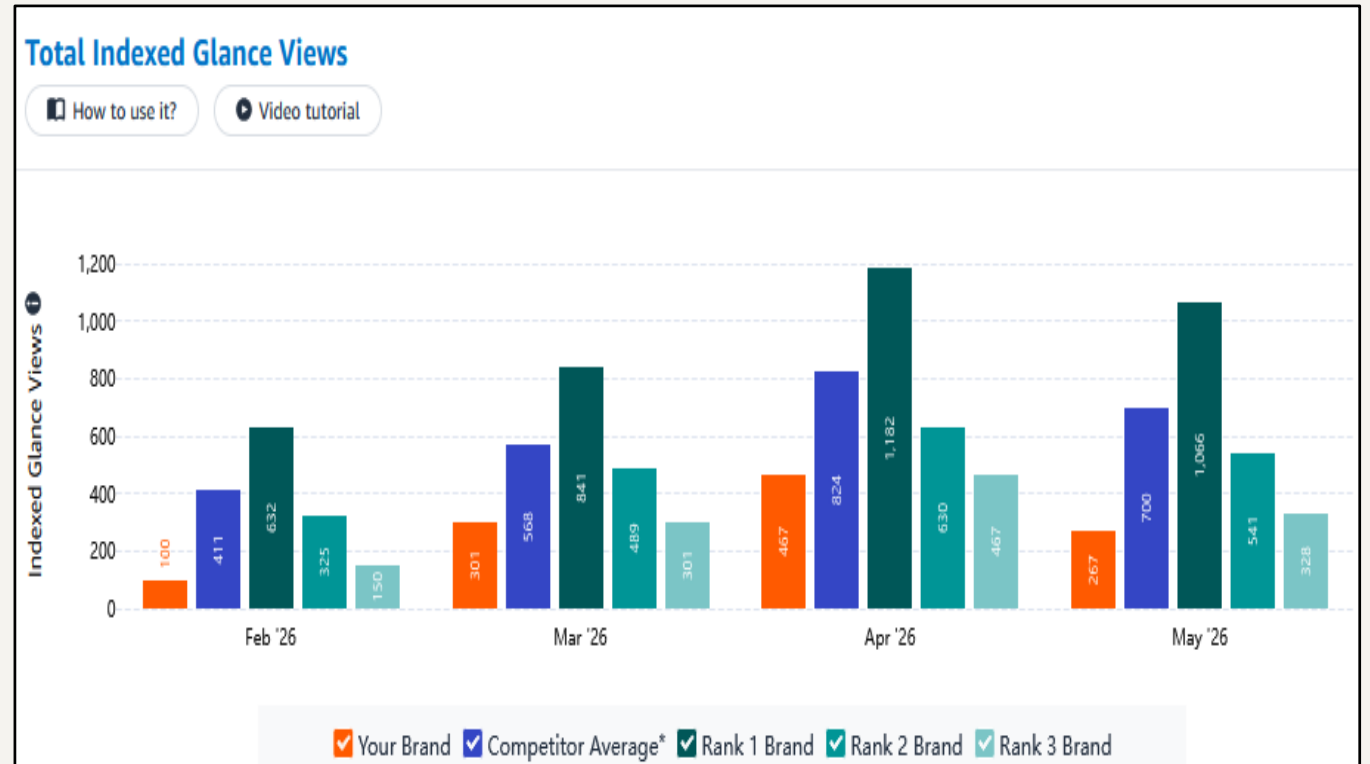
Keyword data duration: 7 days | 15 days | 30 days | [Select Metrics](#)

S.No.	Keyword	# of Searches	Most Clicked Organic ASIN	Most Clicked SP ASIN	Your First Search Page Organic SOV (%)	Your First Search Page SOV (%)
1.	...	1K-5K	0%	0%
2.	...	1K-5K	0%	0.1%
3.	...	1K-5K	0%	0.1%
4.	...	100-1K	0%	0.1%
5.	...	100-1K	0.1%	0.1%
6.	...	100-1K	0%	0%
7.	...	100-1K	0%	0%

Download keyword report to get top customer searches in the category.

Why is it important to track your brand's share of Glance Views within the category?

1. Compare and analyze your brand's GV trend –Trailing 3 or 6-month's average. Aim for higher GVs than past.
2. Identify ASINs that have shown strong engagement in the weeks leading to Prime day may keep attracting shoppers during the event.



Download Total Indexed GV report to get Asin level analysis and boost product page visits during sale events.

Understand traffic trend better with excel reports

1. Download ASIN level GV report from Pi.
2. Select your hero ASINs and identify trend.
3. Use Ad campaigns to drive more GVs and increase GV share.

Sum of glance views	2026					Overall
Row Labels	Jan	Feb	Mar	Apr	May	Grand Total
ASIN 1	297	9800	11878	445	10988	33408
ASIN 2	891	594	891	1336	742	4454
ASIN 3	5048	9057	12769	7572	12324	46771
ASIN 4	594	1782	2079	891	1336	6682
ASIN 5		3267	4751		3860	11878
Grand Total	6830	24499	32369	10245	29251	103194

lbrBrandName	snapshotDay	monthName	snapshotYear	asin	category	subcategory	glanceViews
Dummy	25	Apr	2026	ASIN 3	Kitchen-Home Storage & Organization	Dustbins	19
Dummy	25	Apr	2026	ASIN 4	Kitchen-Home Storage & Organization	Dustbins	19
Dummy	26	Apr	2026	ASIN 3	Kitchen-Home Storage & Organization	Dustbins	74
Dummy	27	Apr	2026	ASIN 3	Kitchen-Home Storage & Organization	Dustbins	74
Dummy	28	Apr	2026	ASIN 2	Kitchen-Home Storage & Organization	Dustbins	37
Dummy	28	Apr	2026	ASIN 3	Kitchen-Home Storage & Organization	Dustbins	19
Dummy	28	Apr	2026	ASIN 1	Kitchen-Home Storage & Organization	Dustbins	19
Dummy	29	Apr	2026	ASIN 3	Kitchen-Home Storage & Organization	Dustbins	37
Dummy	29	Apr	2026	ASIN 2	Kitchen-Home Storage & Organization	Dustbins	19
Dummy	30	Apr	2026	ASIN 4	Kitchen-Home Storage & Organization	Dustbins	19
Dummy	31	Apr	2026	ASIN 3	Kitchen-Home Storage & Organization	Dustbins	93
Dummy	1	May	2026	ASIN 1	Kitchen-Home Storage & Organization	Dustbins	37
Dummy	1	May	2026	ASIN 3	Kitchen-Home Storage & Organization	Dustbins	37
Dummy	1	May	2026	ASIN 4	Kitchen-Home Storage & Organization	Dustbins	19
Dummy	1	May	2026	ASIN 4	Kitchen-Home Storage & Organization	Dustbins	19
Dummy	1	May	2026	ASIN 3	Kitchen-Home Storage & Organization	Dustbins	37
Dummy	1	May	2026	ASIN 1	Kitchen-Home Storage & Organization	Dustbins	37

How can ASIN-level learnings help improve conversion & ad efficiency?

1. Identify conversion trends of top-viewed products and optimize listings, pricing, or ad focus on high-potential ASINs.
2. By checking which products from your brand or competitors are getting the most views, you can easily spot potential best-sellers and focus on promoting or targeting those.





Most Viewed Products in Last 14 Days

i Data in this widget refreshes on a daily basis and is not linked to the time period selected in the time period filter.

Customers who viewed your brand's products also viewed these products

Product Type:

In your brand in the selected category/subcategory Across other brands in the selected category/ subcategory Across Amazon

1  Average conversion	2  Below average conversion	3  Below average conversion	4  Below average conversion
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i ASIN conversion is against your brand's average conversion in the selected category/ subcategory

Download Top viewed products of your brand report to improve conversion basis glance views and conversion trends

To which products & brands am I losing sales?

1. Download Top 20 alternate purchased ASINs report for past 6 months.
2. Identify repeat & recurring ASINs to which you are losing sales.
3. Run Product Targeting campaigns by placing your brand's relevant ASINs against competition.

Alternate purchases after viewing the selected subcategory/category

[How to use it?](#)

Top Alternate Purchased brands		Top Alternate Purchased products	
Brands	Share of alternate purchased units (%) ⓘ	Products	Share of alternate purchased units (%) ⓘ
Brand 1	32.69%	Product 1	16.67%
Brand 2	23.72%	Product 2	13.46%
Brand 3	12.82%	Product 3	8.33%
Brand 4	12.18%	Product 4	5.13%
Brand 5	10.90%	Product 5	5.13%

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

Download Top 20 alternate purchased ASINs report to identify the most purchased products/brands.

Which competition ASIN's are customer buying instead?

1. Identify where competitors are winning on price and make quick corrections to recover lost sales.
2. Refine your product catalog based on what shoppers are buying to drive higher traffic and conversions.

Alternate purchases after viewing the selected product

How to use it?

Select Product

...

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

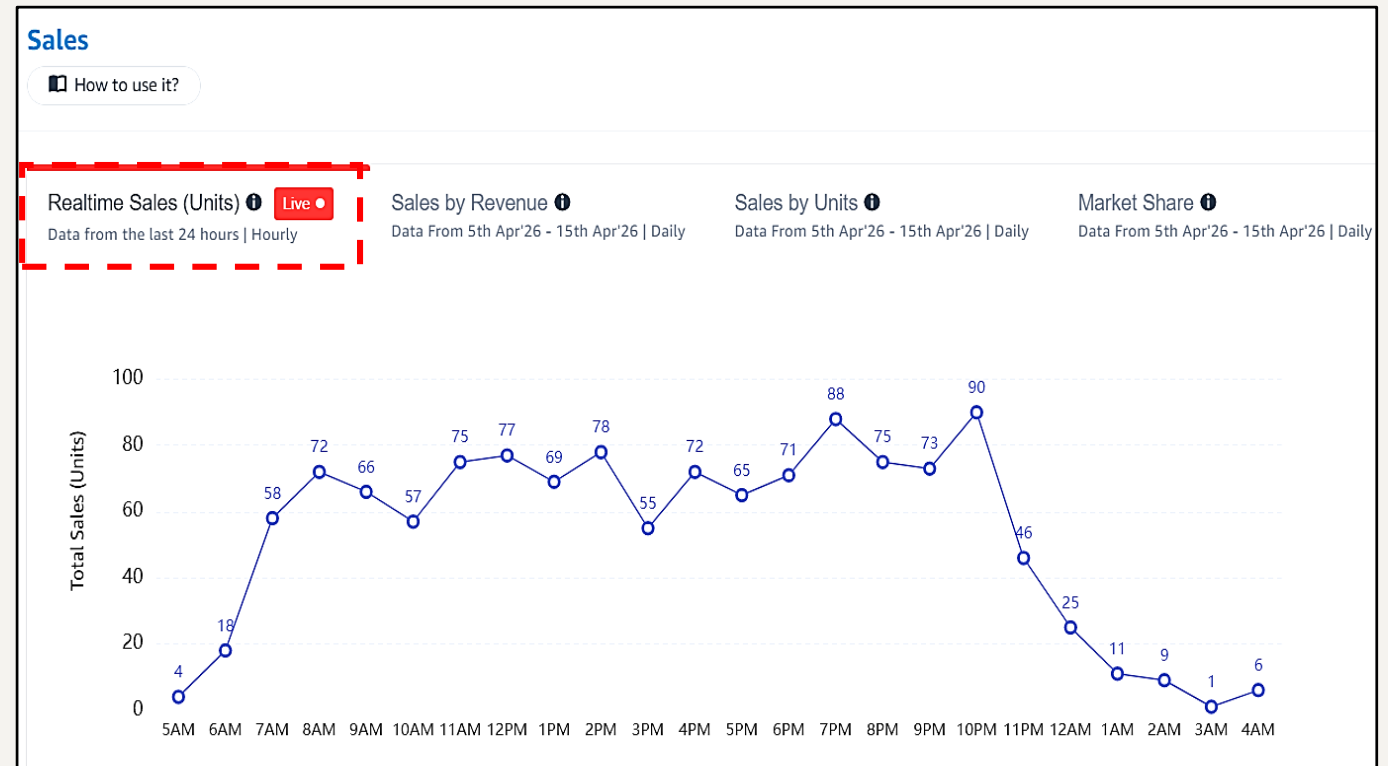
Include Demo Brand 1's products? Yes No

Products	Share of alternate purchased units (%)
...	30.00%
...	17.50%
...	15.00%
...	7.50%
...	7.50%
...	5.00%

Download Alternate Purchase report to identify the competitor ASINs where you are losing sales.

What is my brand's real time sales trend?

1. Monitor hourly sales over last 24 hours to gauge peak purchase periods.
2. Basis the peak periods plan your promotions and campaigns accordingly.



Download ASIN-wise Sales & Indexed GVs at a City Level report for ASIN level analysis.

How do I deep dive on my overall sales trends?

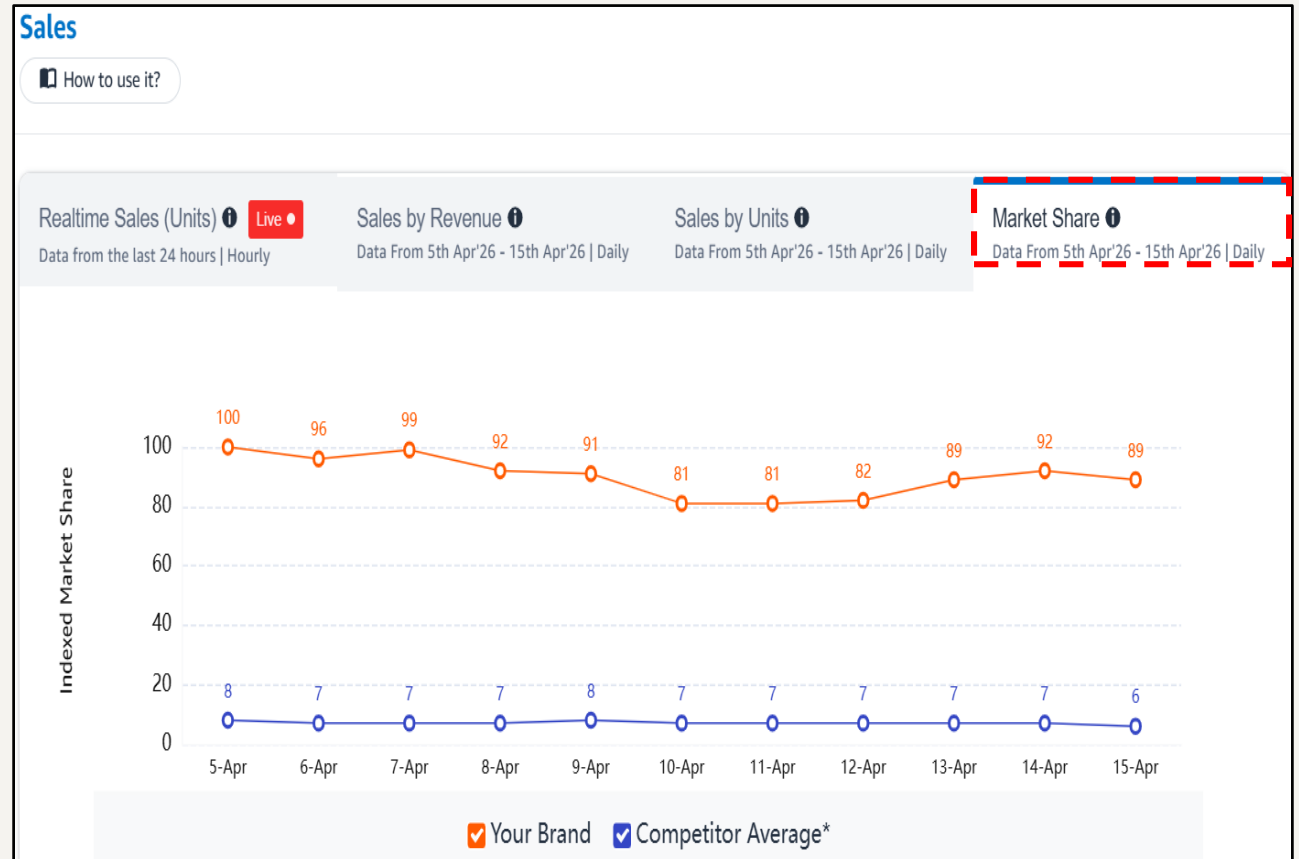
1. Analyze gross sales vs net sales to derive insights on return and cancellation rates.
2. Download the report to track ASIN-level sales vs. glance views & identify top-performing ASINs with high sales but low glance views and boost them further through sponsored ads.
3. If a state shows high gross sales but significantly lower net sales → high return/cancellation rate. Investigate product quality or delivery issues.



Download ASIN-wise Sales & Indexed GVs at a City Level report for ASIN level analysis.

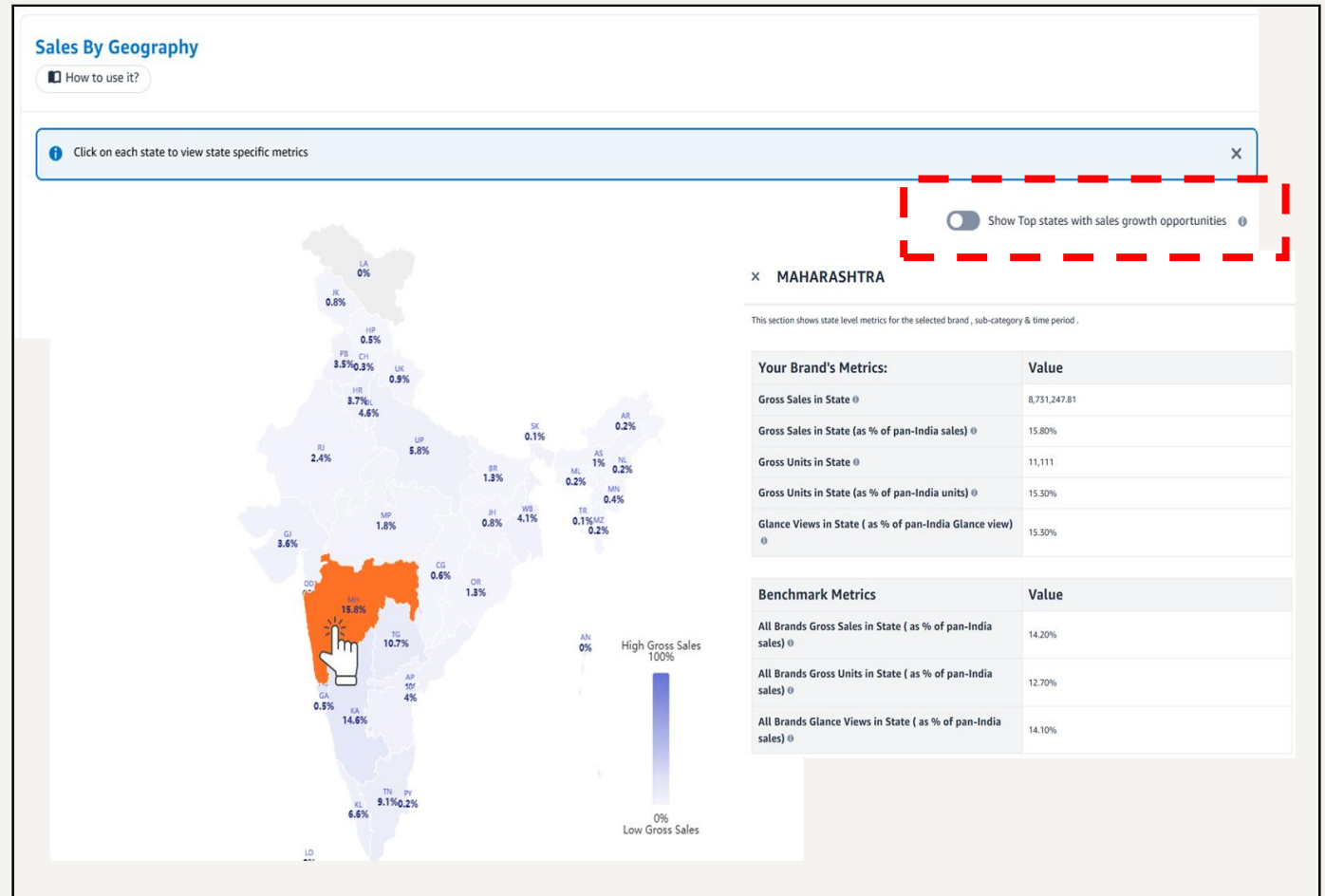
What is my brand's market share compared with competitor?

1. Monitor market share changes during and after sale events to measure competitive impact.
2. Compare market share trends across different subcategories to identify category-level strengths and weaknesses.
3. If market share drops during sale events, conduct a deep dive to identify the cause such as competitors offering better deals, gaining higher search visibility, or stockouts impacting availability etc.



What is my brand's state-wise sales trend?

1. Discover growth opportunities in top 5 states where subcategory demand is high, but your brand penetration is low.
2. If an opportunity state has higher GV% but low sales % → conversion gap. Fix pricing, display page content, reviews, or delivery.
3. Compare brand's sale share with subcategory sale to identify city level growth opportunities.



Download Sales by geography report to compare brand sales share with category.

How to enable Agency access on Pi?

amazon ads

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

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

Poll & Questions

amazon ads

Build your Brand on Amazon With Amazon Pi



*For any support, please reach out to your Amazon Advertising POC or write to
contact-pi@amazon.com*

Thank you!