

Win Great Indian Festival'26 with Amazon Pi



We will begin at

2:05 pm

Your team today from Amazon Pi

Mouliya

**GTM Program
Associate**



Sasi

**GTM Program
Associate**



AGENDA :

1. Brief introduction to Amazon Pi
2. Best Practices – before and during sale
3. Q&A & Poll

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.

	Media Objective	Pi Insights
Build brand awareness		• Search Performance • Product Search Ranking
Increase Consideration (Traffic)		• Alternate Purchase • Glance View Trends • Audience Planning Insights
Drive Purchase		• Customer Profile • Sales by Geography • Market Basket • Price Distribution
Build Brand Loyalty		• New and Repeat Customer Trends • Customer Lifetime Value • Reviews and Rating

Let's identify key priority areas
before the event to unlock growth

 amazon ads

Which keywords should be prioritized before the sale?

1. Use the All category Keyword report to identify the most **important keywords** in your category based on search volume, current SOV and other key performance metrics.
2. Analyze **Movers & Shakers** tab to spot **trending keywords** gaining momentum before Sale.

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.

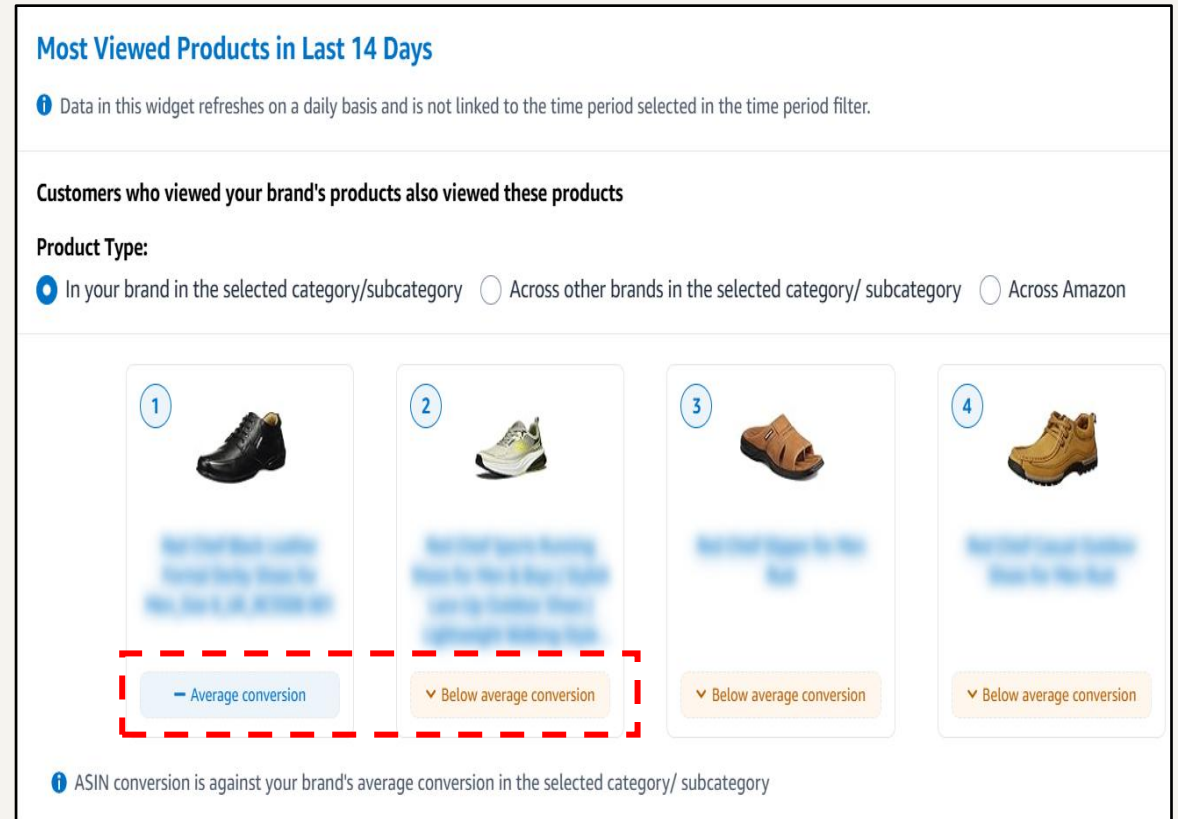
Keyword data duration: 7 days | 15 days | 30 days | [Select Metrics](#)

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

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

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. Check which products from your brand or competitors are getting most views, **spot potential best-sellers** & focus on promoting or targeting those.

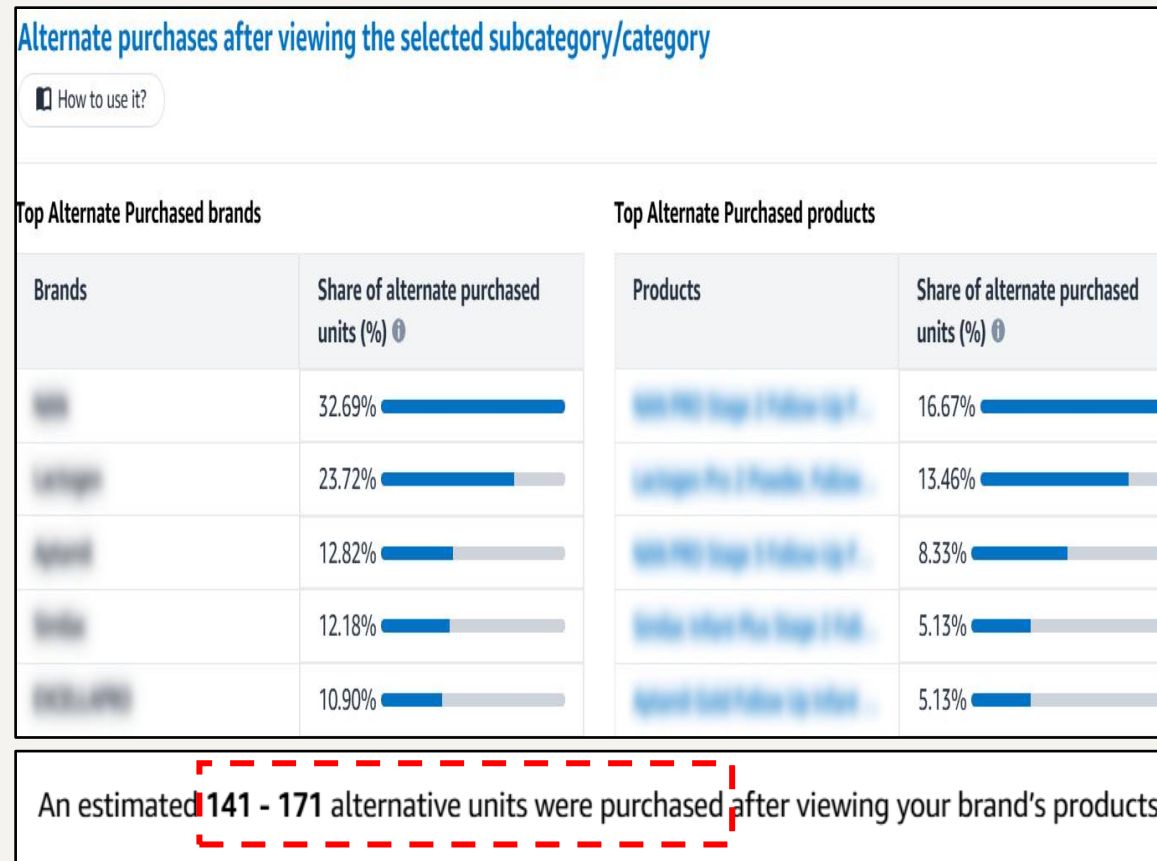


Download **Top viewed products of your brand report** to improve conversion basis glance views & conversion trends

Report – Product view (Glance view)

To which products & brands am I losing sales?

1. Identify the top 5 brands and products customers buy instead of yours.
2. **Spot repeat competitor ASINs** - Evaluate pricing, availability and expedited delivery.
3. **Run Product Targeting** campaigns by placing your brand's relevant ASINs against competition.
4. Track estimated opportunity loss for your brand.



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

Report- Alternate Purchase

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 during GIF'26.

Alternate purchases after viewing the selected product

How to use it?

Select Product ⓘ

COMPACT Baby Carrier with 100% Cotton Lining, 15... ▼

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 (%) ⓘ
Longer Plus 2 Padded Follow up Formula with Padded, Offer 1 10%	30.00% 
100% 100% Stage 1 Follow up Formula with Padded for Baby Offer 1	17.50% 
100% 100% Stage 1 Follow up Formula with Padded for Baby Offer 1	15.00% 
100% 100% Stage 1 Follow up Formula with Padded for Baby Offer 1	7.50% 
100% 100% Stage 1 Follow up Formula with Padded for Baby Offer 1	7.50% 
100% 100% Stage 1 Follow up Formula with Padded for Baby Offer 1	5.00% 

Download **Top 20 Alternate Purchased ASINs(ASIN level) Report** to identify the competitor ASINs where you are losing sales.

Report- Alternate Purchase

How is your historical sales trends?

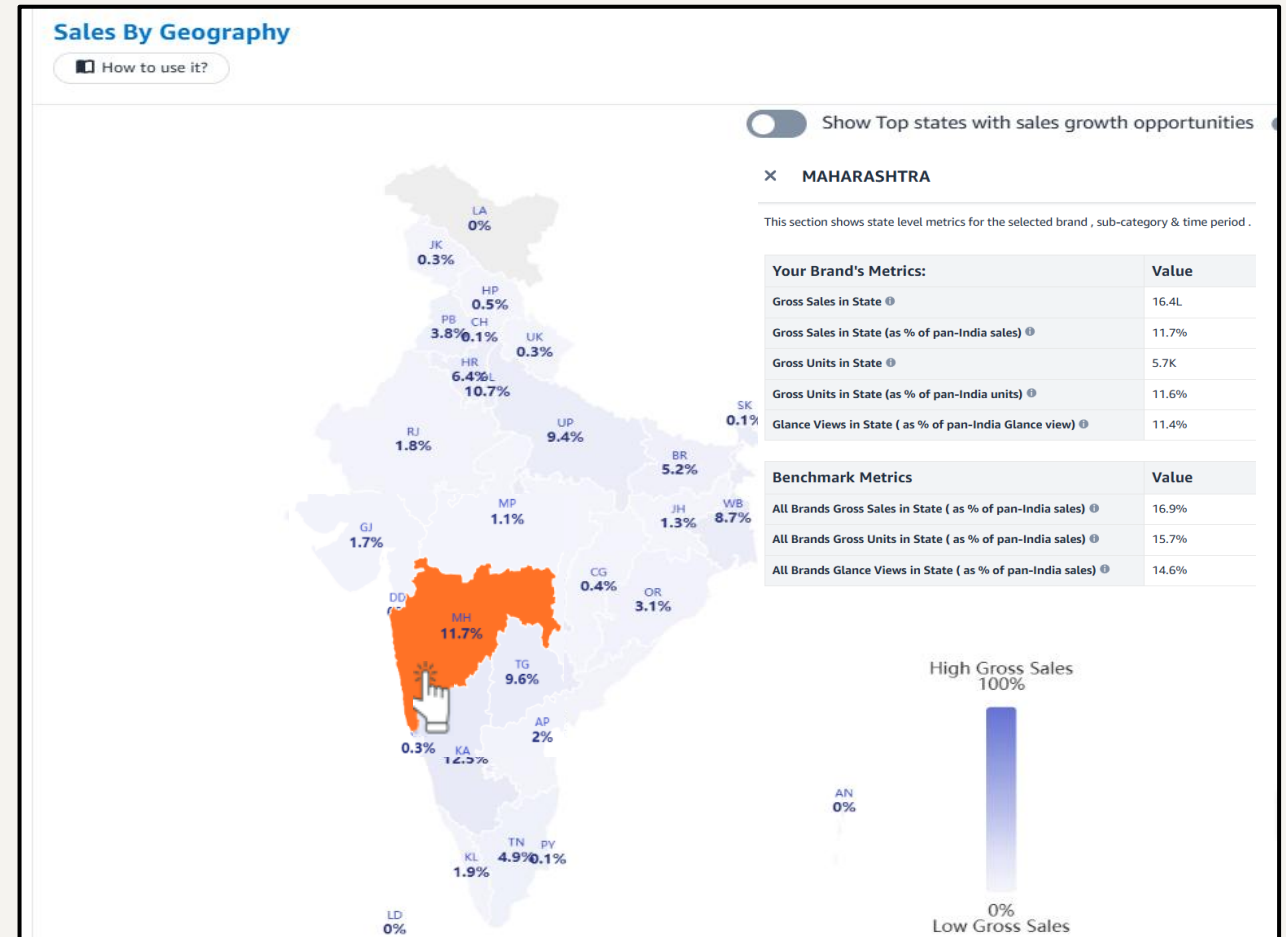
1. Analyze **gross sales vs net sales** to derive insights on return and cancellation rates before the sale. If a state shows high gross sales but significantly lower net sales → high return/cancellation rate. Investigate product quality or delivery issues.
2. Download ASIN-level sales vs. glance views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



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

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

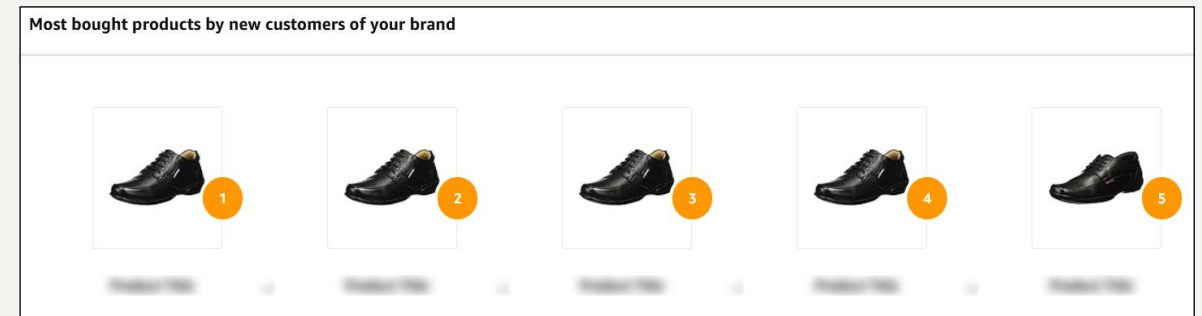
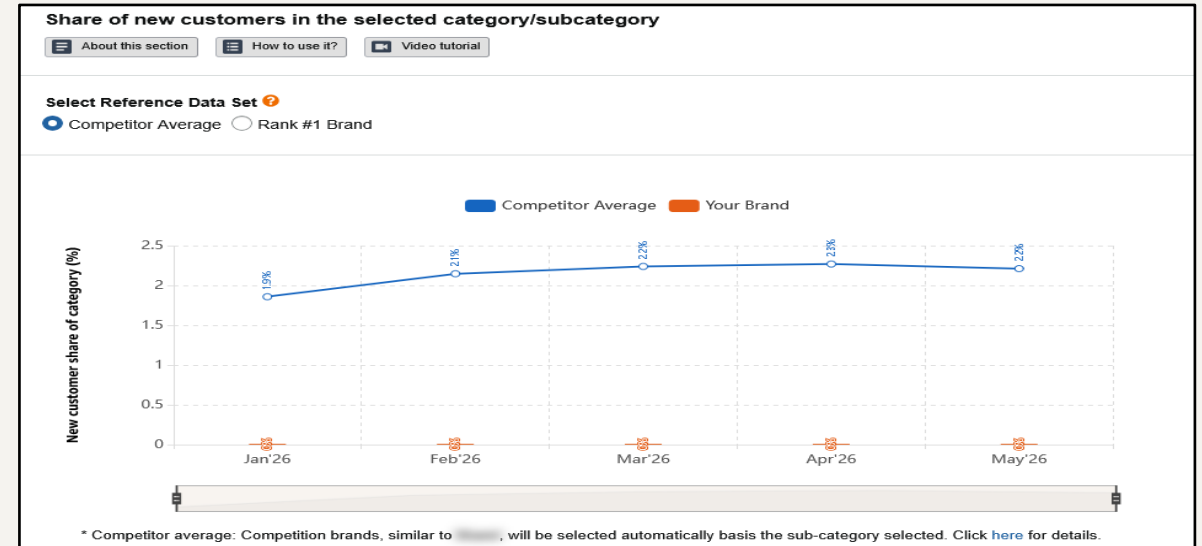
1. Discover **growth opportunities** in top 5 states.
2. **Analyze glance views** share as a % of pan-India to understand product visibility levels by state.
3. Correlate the GV share with **sales performance** to identify conversion gaps
4. **Compare brand's sale share** with subcategory sale to identify city level growth opportunities.



Download **ASIN-wise Sales & Indexed GVs at a City level report** to compare brand sales share with category.

Which customer segment is driving overall customer growth for your brand?

1. Understand the growth potential basis your current share in the category and benchmark trends.
2. Identify **top 20 most purchased products** by your new customers and promote them further through advertising.
3. Do the same **analysis for repeat customers** and further promote them to leverage on customer purchase trend.



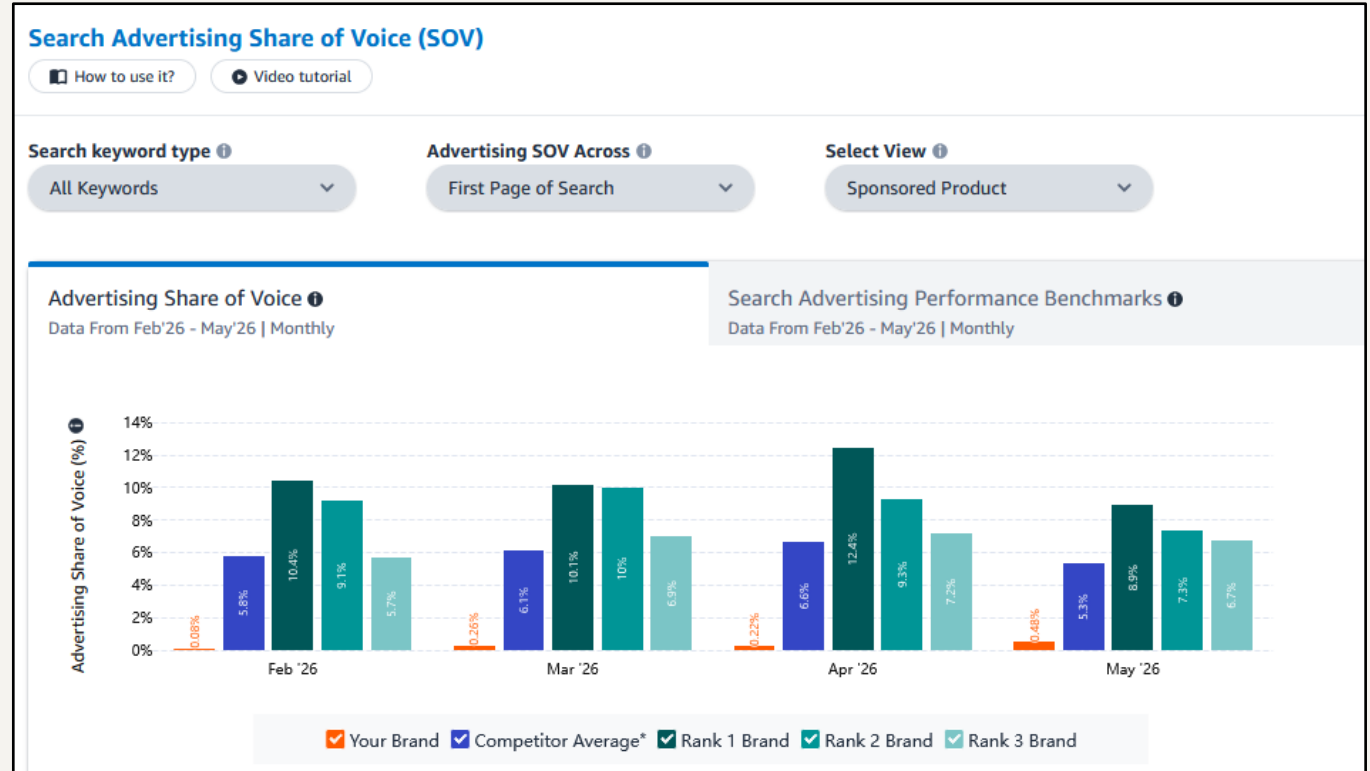
Download **Top 1000 ASINs (New/Repeat Customer) report** to identify high growth products and promote.

Review your brand's progress
during the sale

 **amazon ads**

Measure your brand's visibility throughout the sale event

1. **Higher SOV** indicates higher visibility and hence more chances of customers discovering your products.
2. Understand the impact of your **Sponsored Ad spends** on Amazon in **improving your SOV**.



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

Report – Search Performance

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	Dummy brand 2 Sponsored	3 Sponsored	Dummy brand 4 Sponsored
Dummy brand 5 Sponsored	6 Sponsored	Dummy brand 7 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

Track your performance vs competitor/ category average and identify opportunity areas

1. Compare your brand's performance with **category benchmarks & review Ad performance metrics (ACoS, CTR, CPC, 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 [?]

Data From Feb'26 - May'26 | Monthly

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%

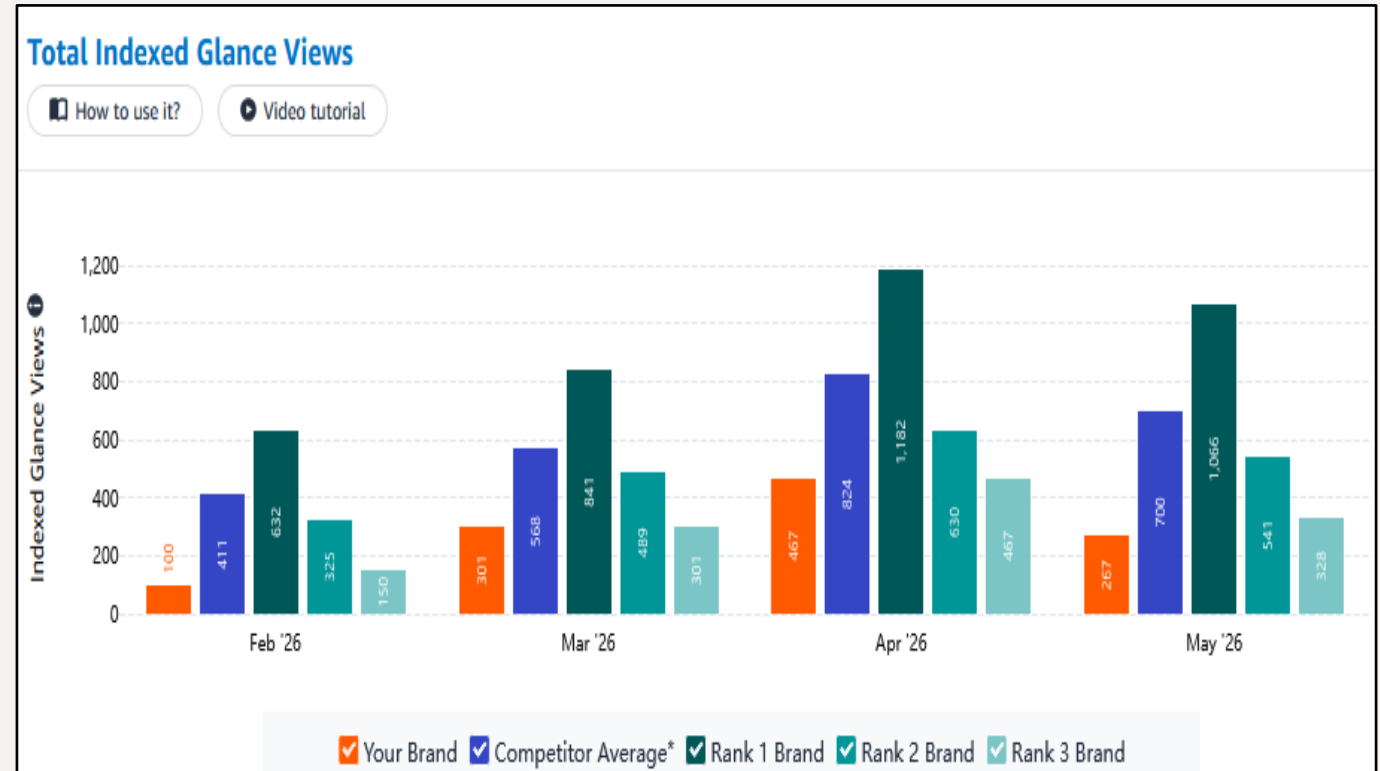
[Download Search Advertising Benchmarks](#)

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

Report – Search Performance

Find traffic trend on your Hero ASINs from Total Indexed Glance view report

1. GV is an indicator of customers viewing your PDP.
2. During the event, it needs to be ensured that customers view your **brand's details page (PDP)** and consider the product offerings.

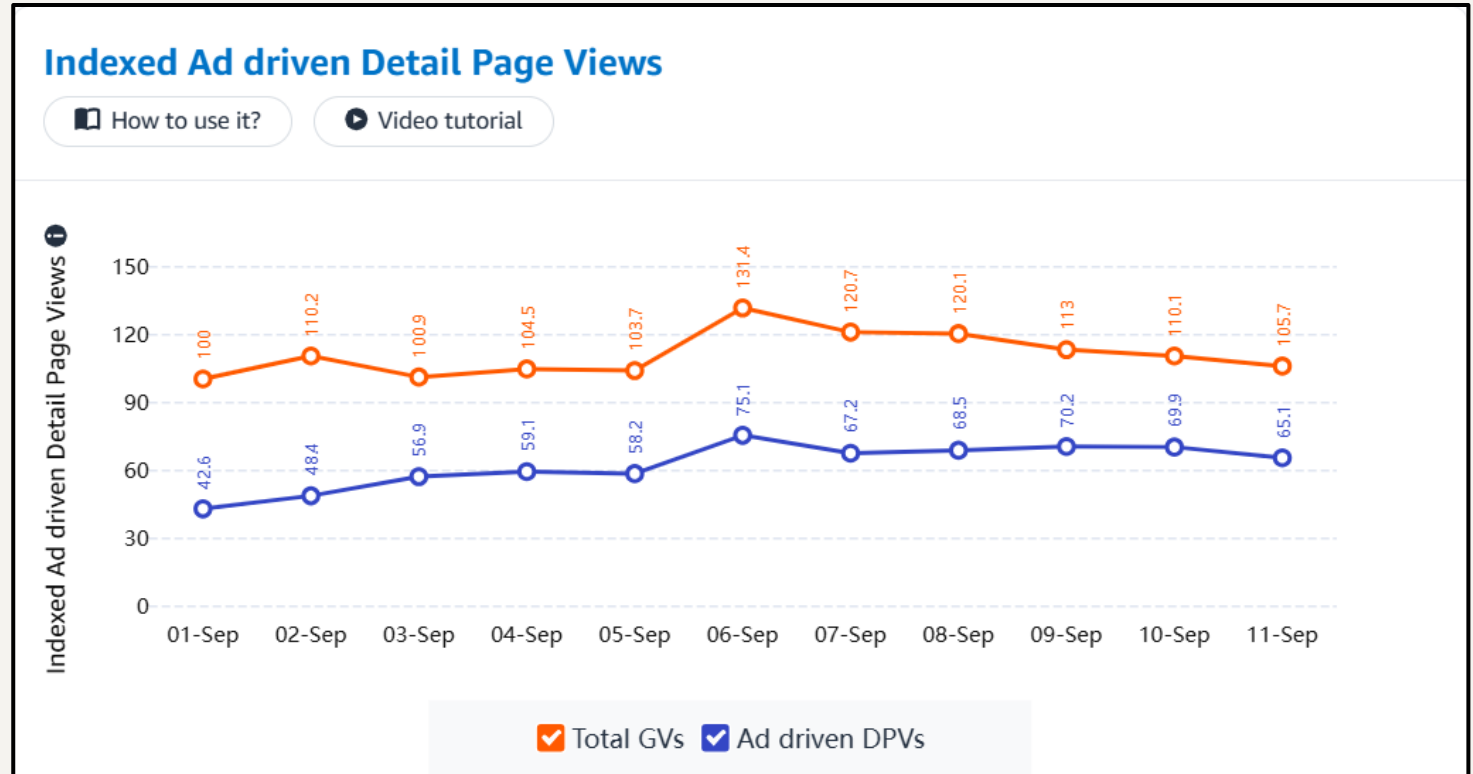


Download **Total Indexed GV report** to get Asin level analysis and boost product page visits during sale events.

Report – Product view (Glance view)

Measure the impact of Ad campaigns in driving GV

1. Use Indexed Ad DPV trend to evaluate your Ad strategy on Amazon to drive traffic for your brand.
2. Identify ASINs with low Ad DPV & overall GVs and include them in your Ad campaigns to drive overall traffic for your brand.

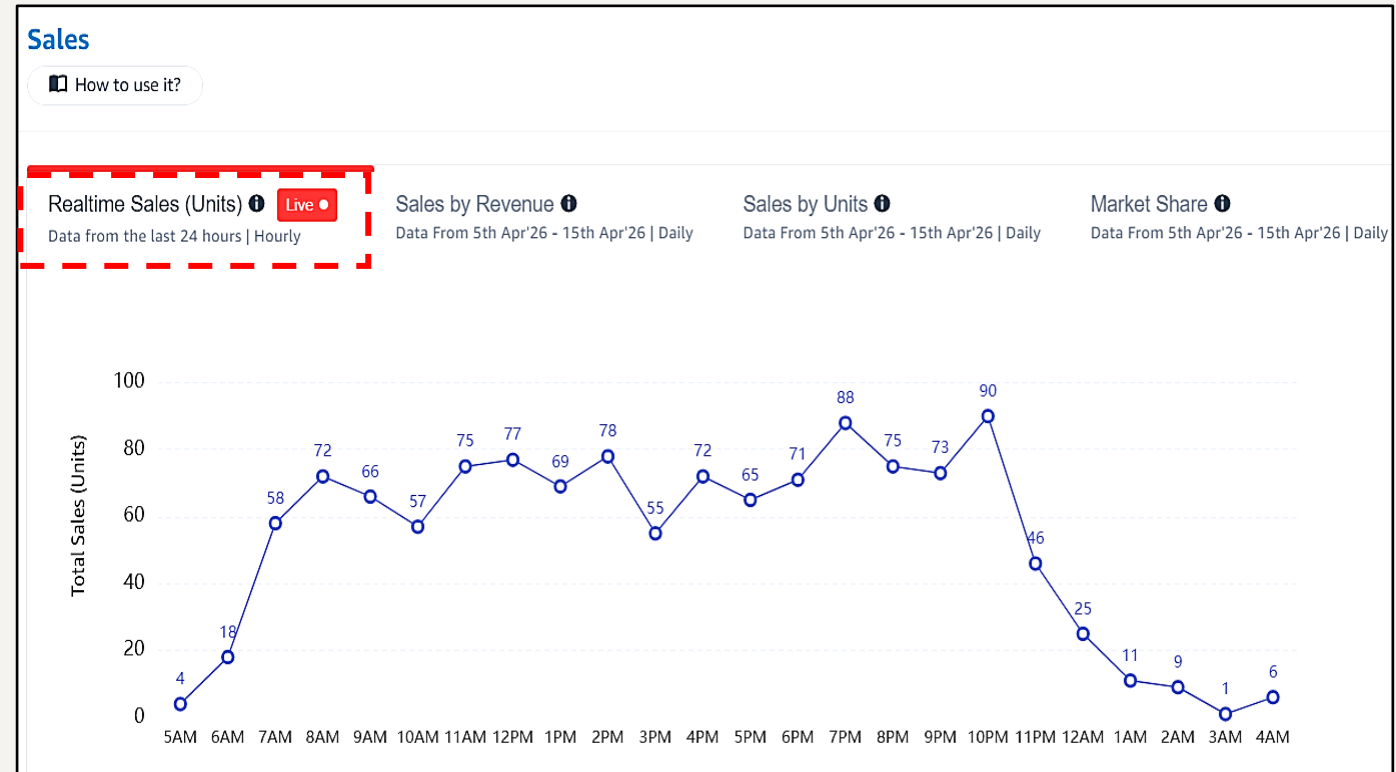


Download **Indexed Ad DPVs (ASIN level)** and optimize your Ad campaigns to drive overall traffic for your brand.

Report – Product view (Glance view)

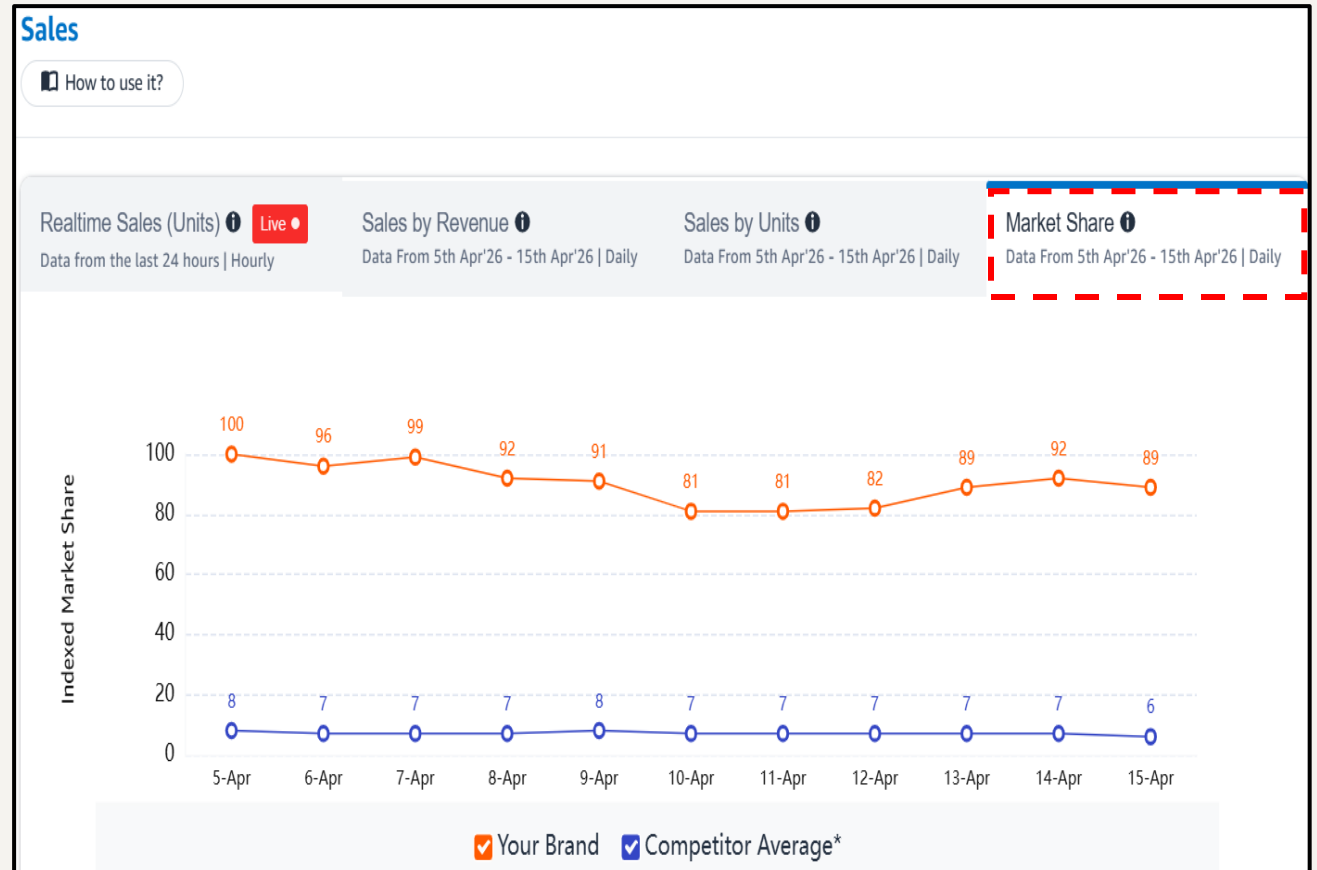
What is my brand's real time sales trend?

1. You can now track hourly sales (**units sold**) in the last 24 hours, available up till 4 hours from the current hour.
2. During sale time with this hourly view, you can see the impact in real time, hour by hour, and make quick decisions like **increasing your ad budget during peak hours** or **adjusting your deals on the go**.



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

1. Monitor your market share changes during and after sale events to measure competitive impact.
2. Use indexed market share to track change in your **market share vis-à-vis your competitors**.
3. If market share drops during sale events competitors may have **stronger deals or better search visibility or stockouts impacting availability** etc.



Best Practices

Before Sale

- ✓ Spot trending keywords.
- ✓ Analyze conversion trends of top-viewed products.
- ✓ Discover top alternate purchased brands and products.
- ✓ Uncover growth opportunity states.
- ✓ Identify top 20 most purchased products by your new/repeat customers.

After Sale

- ✓ Track Ad SOV during sale.
- ✓ Analyze GV's at ASIN level.
- ✓ Leverage real-time hourly sales for live tracking.
- ✓ Benchmark market share vis-à-vis your competitors.

Poll Questions

 **amazon ads**

Thank you!



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