

# FAQ's

## **What kinds of insights are available?**

Examples of insights provided include Amazon audience segment reports for any domain or page group by unique users and page views. Benchmarking reports help you understand how sites and sections perform relative to similar publishers, both by demographic and by specific shopper audience segments. For example, for each Amazon audience segment available on Shopping Insights, you'll be able to answer questions like: how much more likely are my sites to have audiences from a particular segment, as compared to similar sites? What are the audience segments for which my sites and sections outperform other inventory?

## **Where is the data coming from?**

Unlike many measurement solutions which are based on panels and surveys, Shopping Insights are based on Amazon's first-party audience segments. For example, for a given website, if Shopping Insights shows that 26% of unique visits are from the Health and Personal Care segment, this means your audience has searched/ browsed for, visited product pages or purchased Health and Personal Care products on Amazon.com in a recent timeframe.

## **What type of sites are supported?**

Shopping Insights can be generated for web and mobile web domains with at least 5000 unique visitors per day.

## **How do I get started?**

Shopping Insights is available in the US for all publishers using Transparent Ad Marketplace. Ask your account manager to enable your domains. You can also get deeper level insights for page groups of your choice.

## Amazon Publisher Services

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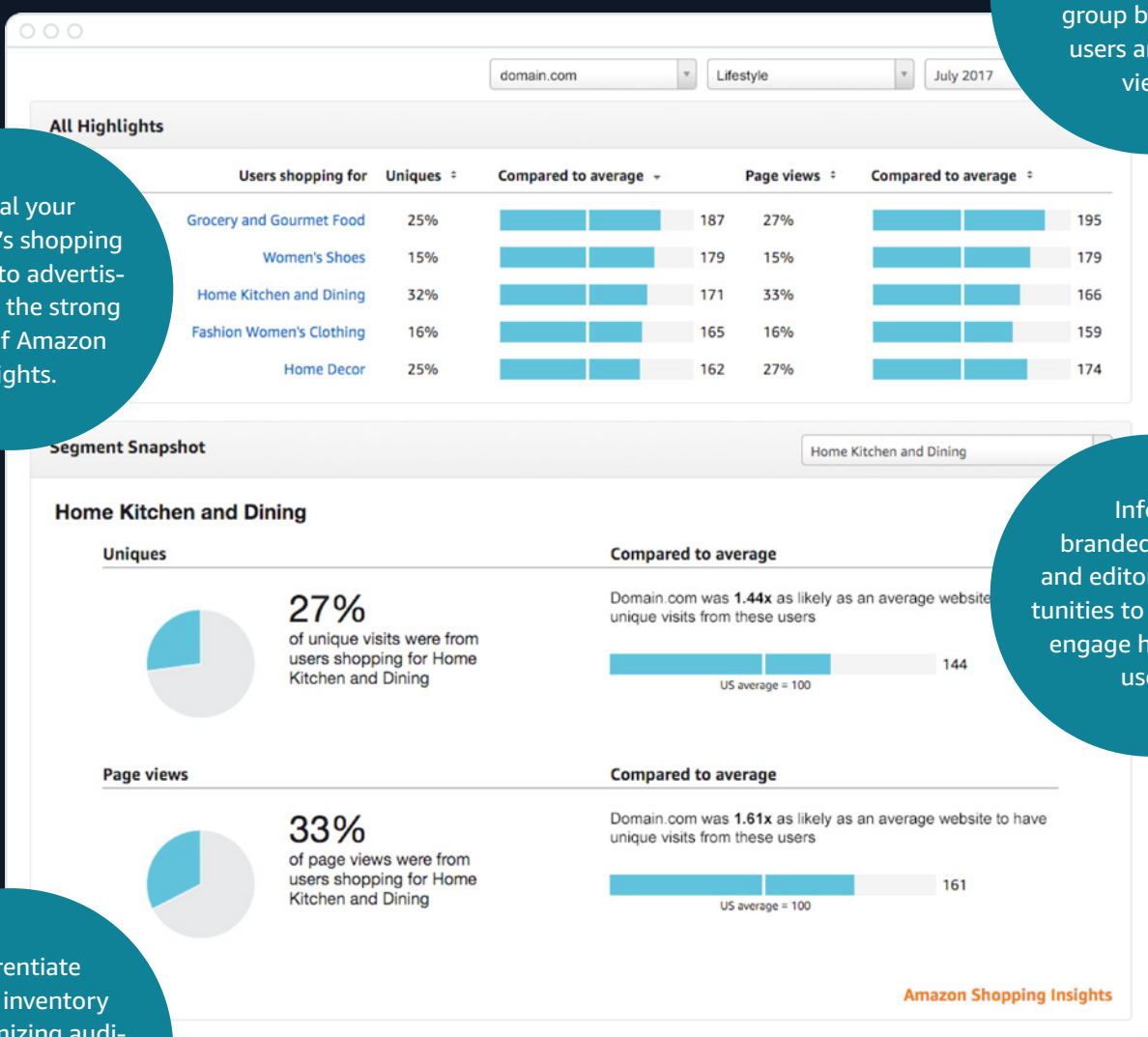
# Shopping Insights Service

SHOWCASE THE TRUE VALUE OF YOUR AUDIENCE

Shopping Insights lets you explore how your audience engages with Amazon across different product categories, using aggregate shopping data. Showcase the real value of your audience to advertisers and guide content creation that is better tailored for your users.

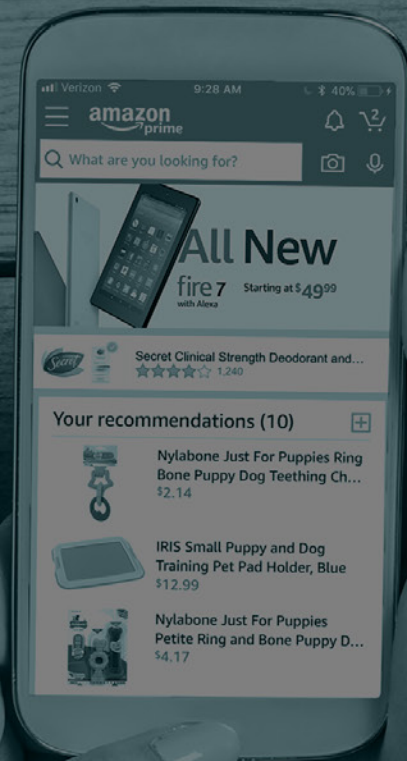
Audience segment reports for any domain or page group by unique users and page views

Reveal your audience's shopping patterns to advertisers using the strong signal of Amazon insights.



Inform branded content and editorial opportunities to attract and engage high-value users.

Differentiate your ad inventory by customizing audience packages around specific shopping categories.



# HOW DOES SHOPPING INSIGHTS SERVICE WORK

1

Shopping Insights surfaces the overlap between your audience and aggregated anonymous audience segments based on actual shopping on Amazon.

2

Your audience is indexed against the entire set of Amazon Publisher Services (APS) direct publishers.

3

Results are reported in a cloud-based dashboard for additional exploration and easy exporting.



*From Shopping Insights, we were able to learn what types of products are interesting to our audience and not only maximize revenue, but also inform our strategy for content production.*

Michael Shaughnessy, VP of Revenue at Bauer Xcel Media