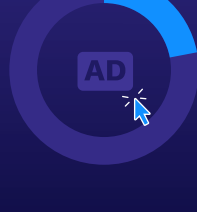


Powerful Post-Holiday Analysis with Downstream Dashboards

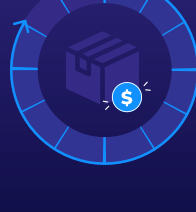
As consumers shop for holiday gifts, their engagement also delivers a valuable gift to your team: a wealth of advertising data right at your fingertips. From product sales to attribution to real-time search engine results, your Q4 lookback data is filled with insights to help fuel powerful reporting strategies for the year ahead.



THE HOLIDAYS ARE HUGE ON AMAZON



22%
of all annual ad spend
on Amazon occurs in November
and December*



Last year, brands sold an average of
11,500
products every minute
between Black Friday and Christmas**

5 Ways to Use Downstream Dashboards for Post-Holiday Analysis

1. Measure share of voice

Search rank and share of voice (SOV) are the key to unlocking new ownership of keywords that land your products in consumers' carts. Downstream's Shelf Intelligence feature tracks your ads' search rank throughout the day and stores the information in perpetuity, allowing you to easily integrate it into post-holiday dashboards.

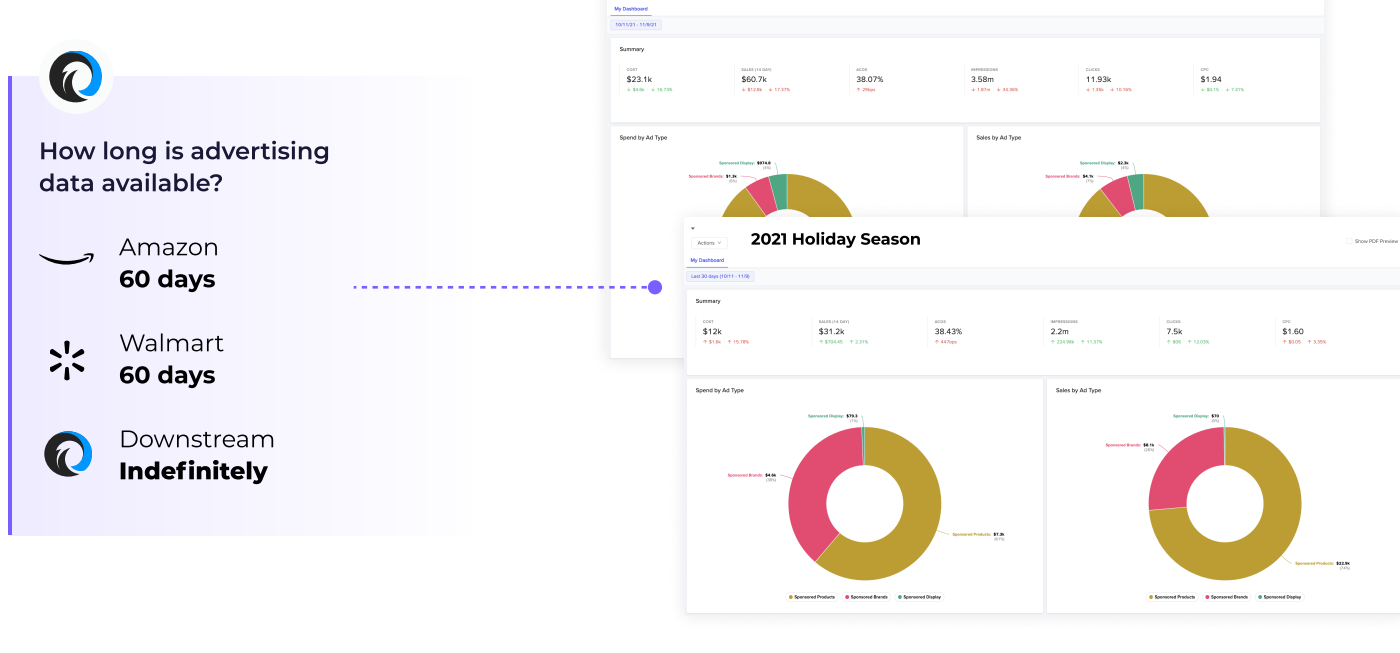


Shelf Intelligence data includes:

- Search share of voice (SOV)
- Average search rank
- Amazon's Choice percentage
- Best Seller percentage
- Average review

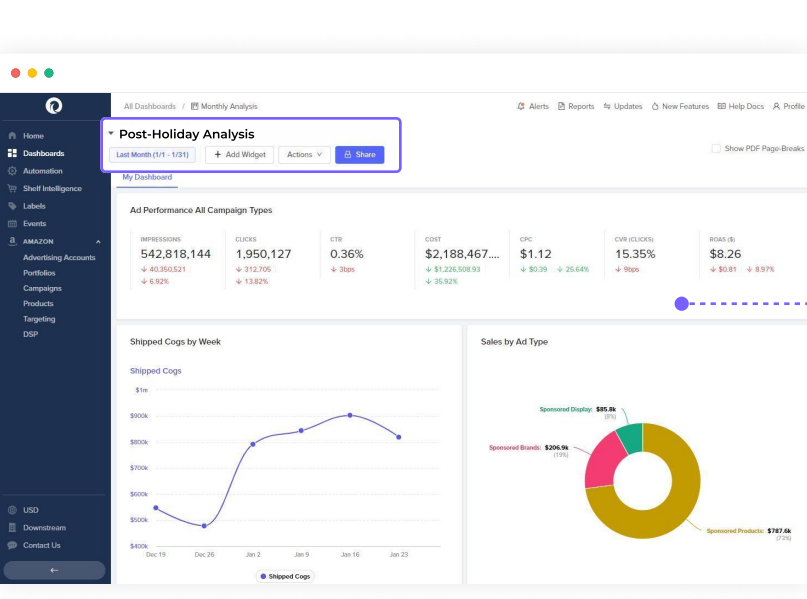
2. Compare YoY performance

Amazon and other ecommerce channels only archive data for a certain period of time, but Downstream archives data indefinitely, making year-over-year analysis a breeze. By assembling custom dashboards, you can easily compare YoY performance, shining a spotlight on successes that you can build on season after season.



3. Simplify reporting and collaboration

Swap cumbersome spreadsheets for dynamic data visualizations that auto-update as new data becomes available. Use cloneable Dashboard templates to quickly assemble custom reports, grant stakeholders read access for hands-off reporting, and collaborate with colleagues by sharing via email, in PDF format, or within the app.

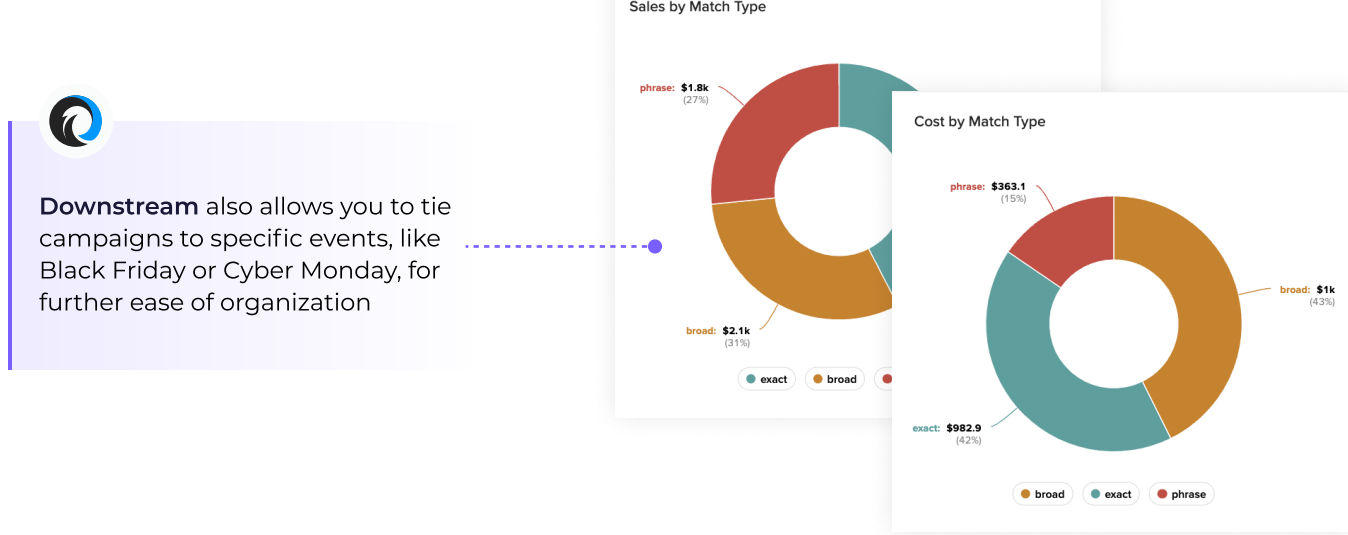


Downstream cloneable dashboard templates

- Quarterly Business Review
- Prime Day Review
- Basic Audit
- Budget Pacing
- Vendor Central
- Changelog
- Ad Performance by Country
- Ad Performance by Portfolio
- Performance by Ad and Targeting Type
- Keywords and Search Terms
- Automation Review
- Campaign and Keyword Summary

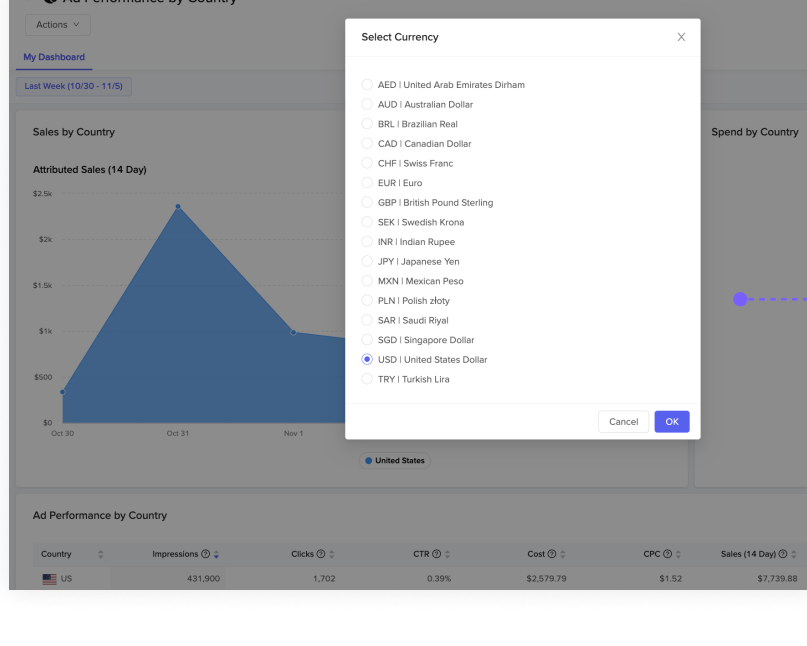
4. Segment data for pointed analysis

Downstream allows you to create custom labels to organize your data (i.e., products with promotions, branded vs non-branded campaigns, hero ASINs, etc.) for segment analysis. This enables ultra-fast Dashboard assembly and much more relevant, actionable data analysis for your business.



5. Analyze global performance

Black Friday, Cyber Monday, and many holidays are global events, so it's important to harmonize your data across all Amazon marketplaces. Downstream automatically converts data to uniform currencies to enable cross-marketplace analysis and allows you to customize the currency shown on shared Dashboards for each stakeholder or user.



19 marketplaces supported by Downstream

- US
- Europe
- Japan
- Canada
- India
- Australia
- Mexico
- And more