

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 winning strategies for the year ahead.



THE HOLIDAYS ARE **HUGE** ON AMAZON



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

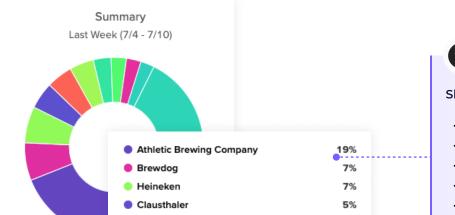


Last year, brands sold an average of **11,500** products every minute between Black Friday and Christmas**

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.



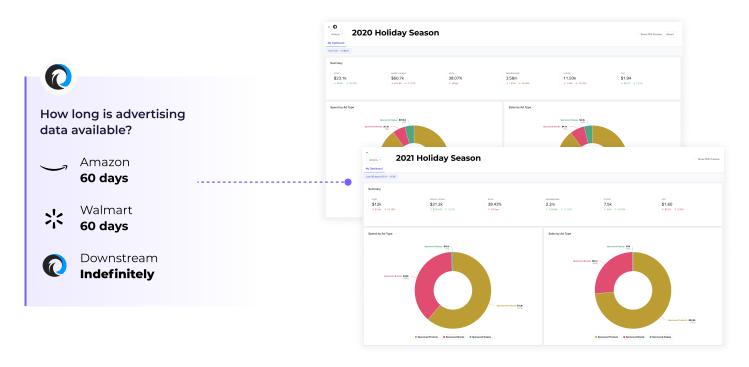
Shelf Intelligence data includes: Search share of voice (SOV)

- Average search rank
- · Amazon's Choice percentage
- Best Seller percentage
- Average review

😑 Orchard Hill	5%
SPIRITY COCKTAILS	4%
Bravus Brewing Company	3%
Nippon Beer	3%
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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.

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Home Po	st-Holiday An	alysis					
	Last Month (1/1 - 1/31) + Add Widget Actions V A Share						Show PDF Page-Breaks
utomation My	Dashboard						
	ad Performance All Can	npaign Types					
AMAZON A	IMPRESSIONS	CLICKS	CTR	COST	CPC	CVR (CLICKS)	ROAS (\$)
Advertising Accounts	542,818,144 + 40,350,521	1,950,127	0.36%	\$2,188,467 \$1,226,508,93	\$1.12 \$0.39 \$25.64%	15.35%	\$8.26 + \$0.81 + 8.975
Portfolios Campaigns	↓ 40.350,521 ↓ 6.92%	↓ 312,705	₩ 30ps	↓ 31,226,508,93 ↓ 35,92%	4 30.39 ¥ 25.64%	A appe	\$ 30.81 \$ 8.976
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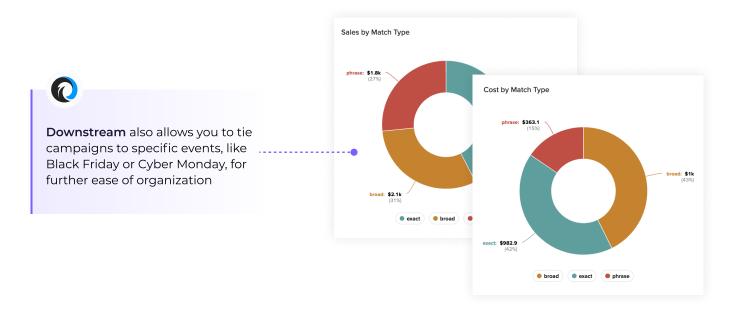
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Downstream clonable dashboard templates

- 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

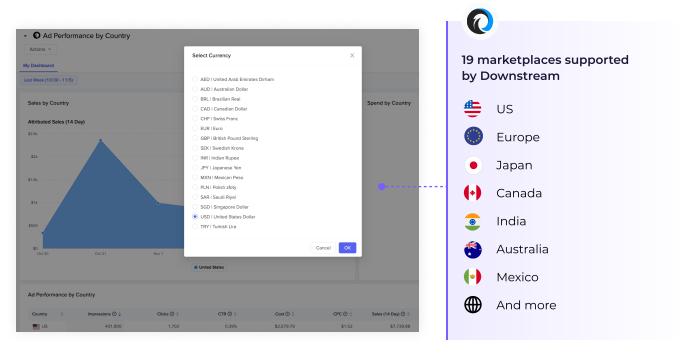
4. Segment data for pointed analysis

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.





Learn more about Dashboards and other Downstream features designed to supercharge your advertising performance and sharpen analysis.

Book a demo

*data from <u>Jungle Scout's 2022 Seasonal Amazon Advertising Report</u> **data from <u>Amazon.com</u>

Jungle Scout ENTERPRISE