

# Search Query Performance Guide

## Amazon Brand Analytics

### Search Query Performance Beta Amazon Brand Analytics [Take a feedback survey](#)

United States

This dashboard lists the top queries that led customers to your brand's products. It includes overall query performance, such as impressions, clicks, cart adds, and purchases for each query, and your brand's share of that performance. The Brand view shows query performance across your brand(s). The ASIN view shows the top search queries for a specific ASIN.

Brand View ASIN View **Change views to filter report by specific ASIN**

**Export to Excel for more convenient analysis**

Generate Download

**Performance Rank**

**Keyword Volume**

**Relevancy Measure**

**Relevancy Measure**

Brand Reporting Range Monthly Select year 2022 Select month December Apply

Search Query Score	Search Query Volume	Search Funnel - Impressions			Search Funnel - Clicks			Search Funnel - Cart Adds				
		Total Count	Brand Count	Brand Share	Total Count	Click Rate	Brand Count	Brand Share	Total Count	Cart Add Rate	Brand Count	Brand Share
1	9,095	258,349	118,697	46.34%	4,842	53.24%	4,452	91.88%	1,365	15.01%	1,296	94.95%
2	3,147	67,175	37,898	56.42%	1,801	57.23%	1,695	94.11%	566	17.99%	544	96.11%
3	19,185	462,931	63,178	13.65%	2,074	51.47%	2,144	21.91%	2,949	15.57%	310	17.57%
4	14,627	378,130	53,551	14.16%	6,146	42.02%	1,527	24.85%	1,643	11.23%	339	20.63%
5	54,014	1,567,159	68,057	4.34%	26,707	53.15%	1,120	3.93%	5,820	9.86%	127	2.31%
6	2,003	61,226	15,788	25.79%	1,064	53.12%	691	64.94%	214	10.68%	164	76.64%
7	35,104	901,271	50,686	5.62%	18,209	51.87%	939	5.16%	4,816	13.72%	120	2.49%
8	46,250	901,244	17,034	1.89%	2,002	8.63%	501	12.55%	150	9.32%	117	75.33%
9	1,286	31,997	15,813	49.42%	504	39.19%	474	94.05%	109	8.48%	102	93.58%
10	4,221	133,139	14,908	11.2%	2,581	61.15%	680	26.35%	589	13.95%	124	21.05%
11	1,562	43,279	15,655	36.17%	633	40.52%	595	94.0%	105	6.72%	99	94.29%
12	535	14,024	3,594	25.63%	264	49.35%	244	92.42%	89	16.64%	85	95.51%
13	453	15,481	6,383	41.23%	247	54.53%	235	95.14%	69	15.23%	68	98.55%
14	1,929	82,910	8,454	10.2%	1,000	56.51%	225	20.64%	222	11.51%	31	22.97%
15	1,847	52,264	6,178	11.82%	1,038	56.2%	255	24.57%	273	14.78%	59	21.61%
16	555	12,622	6,186	49.01%	249	44.86%	222	89.16%	48	8.65%	40	83.33%

### Share Analysis

Compare Cart Add and Purchase share to impression and click share. If conversion share > traffic share, the brand may have an advantage. The largest Sponsored Ads opportunities are those with high conversion advantages and low purchase, ATC, click, & impression shares.

### Moderate Sponsored Ads Opportunity

ATC Share > Impr Share + High Impr Upside

### Low Sponsored Ads Opportunity

AIC Share < Click Share  
ATC Share < Impr Share

### High Sponsored Ads Opportunity

ATC Share > Click Share  
ATC Share > Impr Share + High Impr Upside