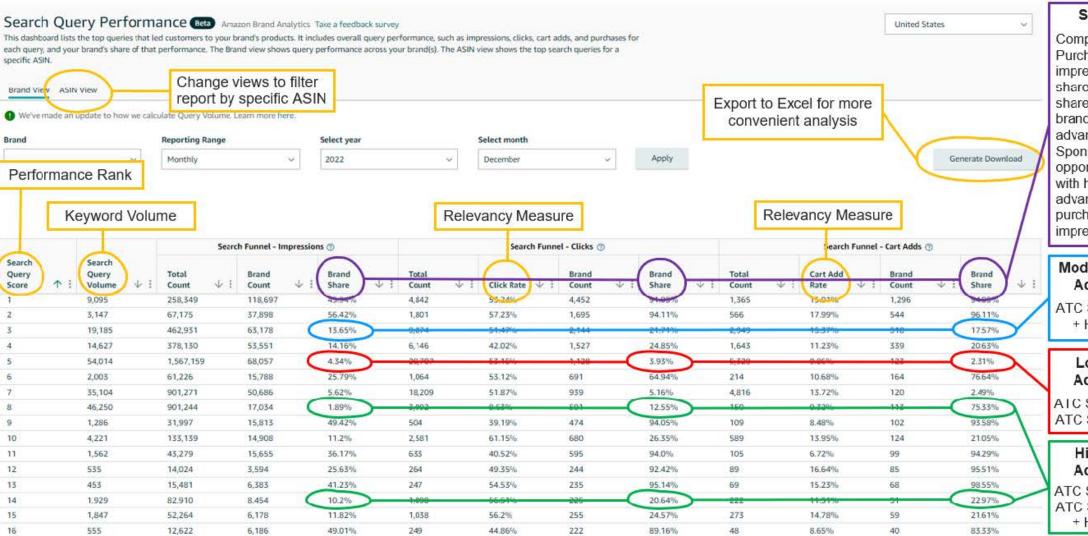
# **Search Query Performance Guide**

## **Amazon Brand Analytics**





#### 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

ATC Share < Click Share ATC Share < Impr Share

### High Sponsored Ads Opportunity

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