

HOW TO OPTIMIZE YOUR AMAZON MARKETPLACE PERFORMANCE WITH SMART DATA



Amazon Marketplace is a great place to **sell your product in an easy and efficient** way... But what if we told you that you can do even more! **The Amazon Marketplace Web Service (MWS)** is an integrated web service API that enables programmatic data exchange with Amazon Marketplaces for **listings, orders, payments, reports, and more.**

This is where the right **smart data analytics tools**, can give you the power to **utilize the MWS API** and **make rapid, data-driven decisions on your Amazon marketplace.** Below we've compiled a list of some of the most important features that your **eCommerce analytics tool** should include to be able to reap the fruits of this API and help **boost your sales** on Amazon.

REAL-TIME ANALYSIS OF YOUR AMAZON MARKETPLACE DATA

Find a solution that can **easily deliver data on different reporting criteria** from your Amazon marketplace to your preferred BI and analytics tools, **in real-time.**

This will allow you to achieve fast, up-to-date performance analysis on the likes of, **payments, inventory and sales orders.**



COMPARE RESULTS ACROSS PRODUCTS, COUNTRIES ETC.

Your tool should include a feature that allows you to contrast **sales performance across products, countries, and other criteria** by bringing together data from multiple **Amazon marketplaces**, allowing you to achieve the **optimum mix.**



HOLISTIC VIEW ACROSS ALL SELLING PLATFORMS

Make sure you can get the **full picture** across all **seller platforms and sites** by combining Marketplace data with other sources. Compare the **overall results** of different campaigns and products across those platforms, to make more effective decisions.



ANALYZE AD PERFORMANCE AND ITS IMPACT ON SALES

Your solution should be able to combine **Marketplace data** with your **Amazon Advertising metrics** to more effectively **understand your overall advertising performance** and its **effect on sales.** This will allow you to allocate budget efficiently and ultimately **boost your ROI.**



If you are lacking one or more of these elements in your marketing technology stack, then **you are not using the full potential of data** at your disposal and the benefits it can bring to your eCommerce business.

The **Adverity platform** easily connects to the **Amazon MWS API**, and hundreds of other sources. It automates the process of seller and marketing data collection and management, enables fast and easy harmonization and transformation of that data, and delivers **compelling visualization dashboards and reports.** It also facilitates a straightforward route to analyzing the data in many other BI and analytics tools, and advanced AI features, for even greater insights.

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