5 signs your ads *look* healthy but your brand isn't *growing*

Strong ROAS and a clean report are not the same thing as growth. These are the five patterns we see most often in Amazon accounts past $5M, and exactly how to check each one in your own data. Tick the ones that sound like your brand.

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1 ROAS is climbing, but total sales are flat.

Ad efficiency is improving while the business underneath it is not. That usually means advertising is harvesting demand you already had rather than creating new demand.

> **How to check it:** Pull the last six months. Put ad sales growth next to total sales growth. If ad sales are up double digits and total sales are up low single digits, advertising is moving money around, not growing the brand.

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2 Most ad sales come from people already searching your brand name.

Branded search converts beautifully, which makes the whole account look healthy. It is also the traffic you would have won for free.

> **How to check it:** Export your search term report. Split spend and sales into branded and non-branded terms. If more than half of ad sales sit on branded terms, your blended ROAS is telling you very little about growth.

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3 You don't know your category share, or whether it is moving.

Sales can rise in a growing category while your share of it falls. Share is the number that says whether you are winning.

> **How to check it:** In Brand Analytics, open Search Query Performance. Track purchase share on your top non-branded queries month over month. Flat or falling share with rising spend is the clearest warning sign there is.

Two more to check.

4 You can't say how many buyers are new to your brand.

Growth is new customers. Without a new-to-brand number, nobody can tell whether the budget bought new buyers or repeat buyers who were coming back anyway.

> **How to check it:** Check new-to-brand orders in the ads console, and ask for an AMC read on new-to-brand rate by ad type. If nobody has ever shown you this, that is the answer.

5 Your reports explain what happened, never what to do next.

A report that only narrates last month puts the strategy back on you. That is the difference between a vendor and a partner.

> **How to check it:** Open your most recent report. Does it end with a recommendation tied to your goal, with a number attached? If not, you are paying for reporting, not thinking.

Your score

0 signs Your advertising and your growth are telling the same story. Keep measuring share and new-to-brand so it stays that way.

1 to 2 signs Worth a closer look. One or two signs usually points to a fixable gap in account structure or measurement rather than a strategy problem.

3 or more Your advertising is being optimized for the report, not the brand. This is the pattern we fix most often, and the gap is usually worth more than the ad budget itself.

If three or more sound familiar.

What we would look at first

If you want a second set of eyes, our growth assessment covers three things before any proposal:

A **Your account**

Structure, branded versus incremental spend, placement and bid strategy, wasted spend, and where the next dollar should go.

B **Your category**

How large the winnable demand really is, which queries you under-claim, and what share is realistically available.

C **Your competitors**

Who is taking share from you, where they are winning it, and what it would take to get it back.

You get a straight recommendation at the end, even when that recommendation is to keep the work in-house.

Request your growth assessment

Send us your brand and your biggest growth question. We will read your account and category before we reply.

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