

nozzle

Amazon sales metrics you need to be tracking



Customer Lifetime Value

Essentially, this is your profit per customer. By tracking the revenue generated by each customer over time, you gain valuable insights into future sales opportunities and growth potential.

Breakeven ACoS

The amount you can afford to spend on advertising and still expect to make a profit. When combined with CLV this can be one of your most powerful metrics.

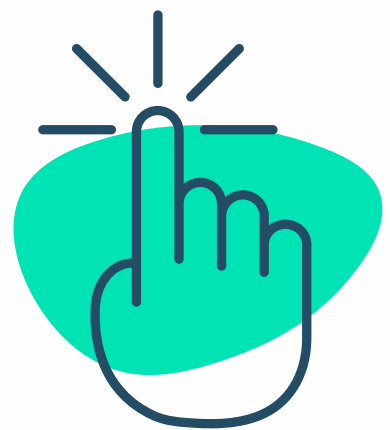


Repeat purchase rate

Understand purchasing habits over time by exploring which customers purchase more than once, and how much time between purchases

Click-through rate

A useful metric to see which products are most popular by the number of people that view and then click on them



Customer acquisition cost

Understand exactly how much it costs you to attract new customers. The investment you make in your marketing strategy should be a balance between what it costs to attract new customers and how much revenue they bring.