Amazon A10 Algorithm Updates May 2023

What's New With Amazon A10?

While every Amazon algorithm update has brought improved features to the platform, the A10 update is something special. Here's a breakdown of the new sales-boosting tools, resources, and metrics available with A10.

New-To-Brand Metric

The A10 update introduced the "New-To-Brand" metrics, which measures the percentage of Amazon orders from customers who haven't purchased from a particular brand in the past 12 months. With this metric, Amazon identifies products that are bringing in new customers and gives those brands a ranking boost.

Purchased Together Feature

The brand new "Purchased Together" feature highlights products that are commonly purchased alongside the item a customer is currently viewing. This is a major boon for sellers, as it can increase the visibility of related products and improve cross-selling opportunities.

Relevance and Conversion Rates

To further their mission of delivering the most relevant search results to customers, Amazon emphasized relevance and conversion rate metrics in the A10 update. Now more than ever, sellers need to focus on optimizing their product listings, product descriptions, and enhanced content to drive relevance and conversions.

Sales Velocity and Performance Metrics

The marketplace behemoth will always reward consistent sales and positive customer experiences. And the A10 update places even greater weight on overall performance, so sellers should strive to create a steady stream of sales and maintain strong performance metrics, such as order defect rate, late shipment rate, and response time to customer inquiries.

Customer Satisfaction and Reviews

The A10 algorithm update also places more significance on customer satisfaction metrics, including product reviews and ratings — metrics that can significantly impact sales and repeat business. Sellers can use the new "Contact Customer" feature to communicate directly with consumers who leave a 1-3-star review. In many cases, offering a refund or hearing a customer out can resolve a complaint — and avoid damage to your brand reputation.

Advertising and Sponsored Products

Sponsored product ads have become an integral part of Amazon's revenue stream. Recent updates to the A10 algorithm have led to increased ad placements and visibility, providing sellers with more opportunities to promote their products. Utilizing Amazon Advertising campaigns strategically can help sellers boost their rankings and drive targeted traffic to their listings.

Read the full article

Stay on top of the latest trends in the marketplace with expert tools and resources from Carbon6. Learn more at **www.carbon6.io**