



Beat the Category

Compare your Amazon CTR and conversion rate to the category — and see which terms you already win.

Who is it for?

Brand Registry sellers who can export Search Query Performance (Brand view).
Built for brands spending \$20k+/month on Amazon ads.

The permission check before you scale

Amazon conversion rate vs category

If your brand converts better than the category average on a search term, you have a reason to buy more visibility. If it converts worse, more traffic just makes the gap more expensive. This guide runs one report — the Search Query Performance (SQP) report from Amazon Brand Analytics — through a single decision: do you have permission to scale, and on which terms?

Run it with the free SQP Opportunity Finder skill (included with this pack) on your own Brand-view export. This guide explains what the skill checks and how to read the result.

HOW TO USE THIS PACK

Download the skill file, drop it into a Claude or ChatGPT project, and upload your Brand-view SQP export. Ask: **“Run Beat the Category on this file.”** You get a written report — not a slide deck.

CHAPTER 01

How to read this report

The input is one file: the Search Query Performance report, Brand view, from Seller Central (Brands → Brand Analytics → Search Query Performance → Brand view). Export as .xlsx or .csv.

Brand view rolls every ASIN in your brand into one set of counts — that is how a shopper meets your brand in search. ASIN view is one product at a time and is the wrong file for this check.

IF YOUR COLUMNS SAY “ASIN COUNT”, STOP

You have exported ASIN view. Re-export Brand view. Do not average ASIN rows and call it a brand result — the whole check depends on Brand Count vs Total Count columns.

What this report is not: it is a search-funnel report, not a sales ledger. Trade write-ups describe a 24-hour attribution window on purchase metrics, and cancelled or returned orders can remain in the counts. Use it to compare brand versus category — not to tie out revenue against Business Reports.

CHAPTER 02

The two signals

Everything starts with two numbers put next to the category: your click-through rate and your conversion rate. Sum the counts first, then divide. Never average the per-row rates Amazon shows.

Metric	Calculation — sum, then divide
Brand CTR	Clicks: Brand Count ÷ Impressions: Brand Count × 100
Category CTR	Clicks: Total Count ÷ Impressions: Total Count × 100
Brand CVR	Purchases: Brand Count ÷ Clicks: Brand Count × 100
Category CVR	Purchases: Total Count ÷ Clicks: Total Count × 100
Purchase share	Purchases: Brand Count ÷ Purchases: Total Count × 100

Report each value and the multiple of category (brand ÷ category) — for example, “Brand CVR 14.2% vs category 12.3% (1.15×).” Purchase share is the size of the prize, not a performance metric: you can convert well and still own a thin slice of the purchases. That slice is the opportunity.

THERE IS NO “GOOD” AMAZON CONVERSION RATE

No published cross-category CTR or CVR applies to every brand. The category line in your own file is the only benchmark that means anything. Do not swap it for a generic industry average.

The four-case permission check

Put brand and category on the same page for both CTR and CVR and you land in one of four boxes:

CTR BELOW category

CVR above · CTR below

Fix presentation. When they click, they buy — they just aren't clicking enough. Work the image, title, price, badge and position.

CVR below · CTR below

Don't scale. You win neither the click nor the sale. Diagnose the offer and the page first.

CTR ABOVE category

CVR above · CTR above

Push visibility. You earn the click and the sale; the only limit is impressions. Ads, ranking, or both.

CVR below · CTR above

Fix conversion first. Shoppers click, then leave — more traffic just makes the leak costlier.

CHAPTER 03

The growth list

The brand-level picture hides the useful rows. The growth list is the set of search terms where you already convert better than the market but capture almost none of the purchases — the clearest “permission to scale” you will find in the file.

A term qualifies when all three are true:

- Brand clicks are greater than 2
- Category purchases are greater than 10
- Brand CVR is above category CVR on that term

Sort by category purchases, largest first, and take the top ten. Split branded terms out into a separate note — branded queries convert higher because the shopper already chose you, so they flatter the list. Your report shows a table like this:

Search term	Brand CVR	Cat. CVR	Multiple	Brand share	Cat. purchases
(your unbranded term)	—	—	—	—	—
... top 10 by category purchases, largest first					

A REAL SHARE GAP (ANONYMISED)

One snack brand ran this and found a single term where it converted **15% better than its category** while capturing just **0.62%** of it — on nearly **39,000 monthly purchases**. That is not a keyword-research finding. It is a share gap on a term the brand already wins, and exactly the kind of term worth ranking and advertising against.

If fewer than three terms qualify, the skill says so rather than padding the list. And do not spend against the inverse — high-volume terms where you convert below category are the market's leftover shoppers.

CHAPTER 04

The cart-add leak

SQP also breaks the path into cart-adds, which splits the funnel into two stages you can diagnose separately:

- Stage 1 — Cart-adds ÷ Clicks: did the listing earn the basket?
- Stage 2 — Purchases ÷ Cart-adds: did the basket become an order?

Flag queries with at least five brand cart-adds where your stage-2 close rate is five percentage points or more below the category. Those are shoppers who wanted the product and then stopped — usually price at checkout, delivery promise, stock, or a competing offer, not a title problem.

Search term	Brand stage 2	Cat. stage 2	Gap (pp)	Brand cart-adds
(your leaking term)	—	—	—	—
... top 5–8 by category purchases or gap size				

IT'S A DIAGNOSTIC, NOT A RECONCILIATION

Because of the 24-hour attribution window, a Monday search and a Tuesday purchase can show the click and not the purchase. Read the cart-add leak as a list of terms to investigate — do not reconcile it to Business Reports.

CHAPTER 05

What to do with the result

The whole file resolves to three moves:

- 1. Buy visibility where both rates beat category** — these terms, and the growth list especially, are where more impressions pay off. Rank and advertise against a conversion advantage you already have.
- 2. Fix presentation where CTR is the gap** — CVR above, CTR below means the search results page is the problem: main image, title, price presentation, badge, or position. Fix that before treating it as a conversion issue.
- 3. Do not scale where CVR is below category** — more traffic makes a leak more expensive. The work here is the offer and the page — not a bid change.

PPC is how you buy the visibility you now have permission for. It is not how you discover whether you had it.

Want us to read the file with you?

If you spend \$20,000 or more a month on Amazon ads and the report shows a share gap you cannot close in-house, the next step is a free audit with Clear Ads.

Get My Free Audit → <https://clearadsagency.com/request-a-call-back/>