

The Branded Search Self Check

Did your last creator or TikTok push move Amazon? Ten minutes, Amazon data only.

Where to look

Seller Central, Brands, Brand Analytics, Search Query Performance. Brand View. Reporting range: weekly. Pull the last 16 weeks. Export.

Fill in eight weeks

The 4 weeks before the push, then the 4 weeks starting about a week after it began.

Week	Creator posts live that week	Branded search purchases	Amazon sessions	New to brand orders	Top 3 category term purchases (control)
Before, week 1					
Before, week 2					
Before, week 3					
Before, week 4					
After, week 1					
After, week 2					
After, week 3					
After, week 4					

The read

Branded purchases, before vs after (percent change)

Category control, before vs after (percent change)

The gap between the two is the halo

Compare the weekly average of the 4 weeks after with the weekly average of the 4 weeks before.

Then check your Sponsored Brands report

Spend on search terms containing your brand name for the same 8 weeks. Write it in the box.

Sponsored Brands spend on branded terms

What the numbers mean

- If branded purchases grew faster than the category, the channel worked wherever the sale landed.
- If you are spending on branded terms while owning the organic result and no competitor bids on your name, that spend is buying back your own demand.

\$1M+ brands: send us this sheet and one SQP export.
20 minute Demand Halo Review at eleviam.io/halo.