

The Creator Halo Playbook

Stop paying Amazon to buy back demand you already created.

Every dashboard is a silo. Every silo is a blind spot.

The sale can move channels. The demand doesn't disappear.

Amazon is the capture layer. TikTok creates. Amazon captures.

1 Judge creators by Amazon, not by TikTok.

Open Brand Analytics, Search Query Performance, Brand View. Filter to search terms containing your brand name. Read weekly branded purchases and Amazon sessions week over week against content velocity (how many creator posts went live that week). Compare the 4 weeks before a creator push with the 4 weeks starting about a week after it began. Pull your top 3 non branded category terms for the same weeks as a seasonality control. If branded purchases grew faster than the category, that gap is the halo. New to brand buyers are the leading indicator. No tracking pixel, no attribution link required.

2 Seed first, then amplify.

Product to creators before any paid media. Let organic posts prove what resonates. Put paid (GMV Max or Spark Ads) only behind content that already earned organic attention. Enroll in Amazon Creator Connections and run a campaign in parallel: you set the products, dates and commission budget, pay only on qualifying sales, and Amazon handles creator reporting and payments with no additional service charge.

3 Make Amazon pay you for the traffic.

Enroll in the Brand Referral Bonus (Brand Registry required). Create Amazon Attribution tags and put one on every off Amazon link that points to Amazon. The bonus averages about 10% of sales from tagged off Amazon traffic, paid as a credit against Amazon fees. One agency reports more than half of the brands it audits this year are not enrolled or are enrolled wrong.

Note: an Amazon Attribution tag and an Amazon Associates affiliate tag cannot both be on the same link, so decide per creator which one applies.

The two numbers that tell you it's working

- Branded purchases in SQP
- New to brand buyers

What it looks like when it works

A health and wellness brand

+54%
Amazon sessions

300 creators seeded, 400 organic assets, then a \$5K GMV Max test behind the content that had already earned attention. Amazon sessions and detail page views up 54% (18,400 to 28,336 a month, an extra 9,936 a month), 887 new to brand customers a month, and more than \$80K a month in new to brand Amazon revenue.

No Attribution tags, no Brand Referral Bonus, no traffic pointed directly at Amazon. The halo showed up anyway. Step 3 is the one thing we would add on the next push.

One brand's result, not a guarantee.

\$1M+ brands: book a 20 minute Demand Halo Review at eleviam.io/halo. Send one SQP export. We tell you whether off Amazon demand is moving your brand, and how much Sponsored Brands spend is buying back demand you already own.

Sources. Creator Connections: advertising.amazon.com/help/GPARAL6JVGFEJKG2. Brand Referral Bonus: sellercentral.amazon.com/help/hub/reference/external/GL9HPJ34VBF76HX. Amazon Attribution and Brand Registry: advertising.amazon.com/solutions/products/amazon-attribution. Attribution and Associates tags: affiliate-program.amazon.com/help/operating/policies. Enrollment figure: Velocity Sellers, published audit findings, May 2026. Health and wellness brand figures: Eleviam client account.