



6 Amazon Metrics That Reveal Why Customers Buy (or Don't)

Quick guide to decode shoppers and performance — with an action plan.

310 million customers begin their product journeys on Amazon

Before shifting budgets or tweaking prices, leaders need a fast read on how customers behave — and what to do about it.

This guide highlights **six key metrics** you can check quickly to ground decisions and act based on data-driven insights.

The 6 Key Metrics

In this table, each row shows:

- A **signal or metric** you're seeing in your Amazon data
- A **customer insight** or what it reveals about your customer
- A **performance insight** or what might be happening — and a **quick action plan** to respond.

Signals	Customer Insight	Performance Insight	Action Plan
1. Keyword gets clicks but no conversions	Customers are interested, but something blocks them from purchasing.	There could be an intent-offer mismatch or out competed PDP (price, images, ratings).	1. Down bid or negative the query. 2. Fix PDP details (images, bullets, description, or A+ content).
2. Top search terms don't match your page-1 presence	Customers are searching for your category or brand using specific phrasing or brand but aren't finding you early.	Your targeting or listing content might not match actual customer language.	1. From Top Search Terms/Search Query Performance (SQP), shortlist priority keywords. 2. Mirror wording in titles, bullets, descriptions, etc. 3. Add/adjust ad targets and monitor impression » click » ATC » purchase funnel.
3. Your Buy Box share drops	Customers default to whoever holds the Buy Box; they're highly priced or availability-sensitive when purchasing.	Competitors win the Buy Box through lower landed price or better availability.	1. Tighten Minimum Advertised Price (MAP) and investigate unauthorized offers. 2. Align price/fulfillment to regain Buy Box. 3. Use targeted promos / deals where ROI-positive; track Average Selling Price (ASP) vs revenue.



Signals	Customer Insight	Performance Insight	Action Plan
4. Reviews repeat the same issue, and the returns cite the same reason	Customers are telling you exactly what blocks adoption/retention (e.g., sizing, quality, compatibility). Brand trust is at risk.	There's an expectation-reality gap or quality-check issue.	1. Update PDP (images, claims, sizing/compatibility, FAQs). 2. Relay the issues to product/pack teams. 3. Re check review sentiment and return reasons after fixes.
5. Stockout risk for peak periods or low IPI from slow-moving SKUs	Customers' demand is seasonal or uneven. You risk not being available when they want you or holding excess they don't want now.	Your forecast and replenishment don't align with seasonality or true demand. Aged stock locks your capital and storage.	1. Use Sales & Inventory + Inventory Performance Index (IPI) to stage POs for peak items. 2. Throttle reorders on slow movers. 3. Pair promos with inventory actions to unwind overstock. 4. Build a "never stockout" core list.
6. Competitor gains share or outrank you despite a lower CTR	Customers convert better on competitor pages.	Competitor PDP or value cues (ratings, images, claims, price/pack) might be closing the sale with fewer clicks.	1. Benchmark category or ASINs for CVR drivers. 2. Strengthen your PDP proof points and test value packs or bundles. 3. Retarget comparison customers with tailored creatives or offers.



What's Next: Turn Signals into a System

What if you could see all these signals in one place — and know exactly what to do next?

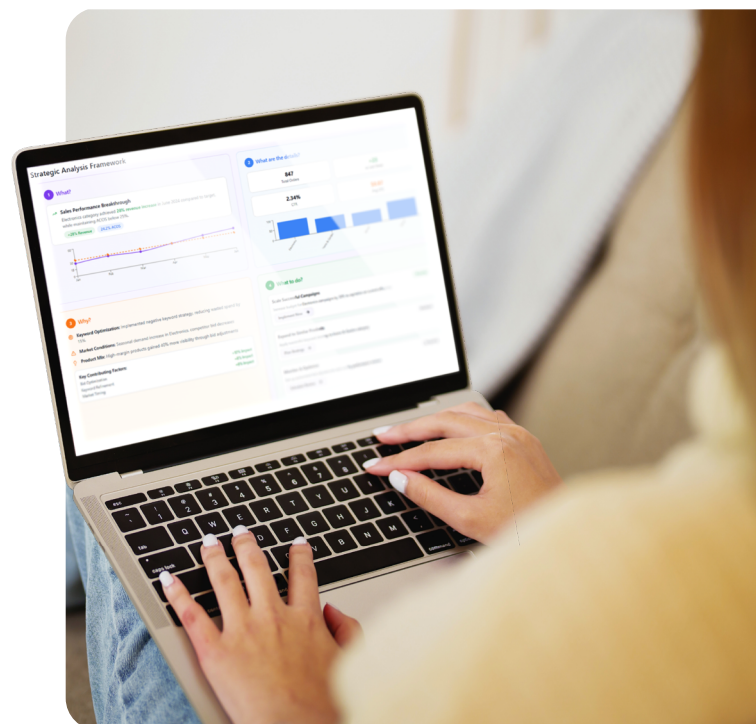
Amazon 360 Intelligence by Lingaro

One solution. Every signal connected.

Our solution unites ads, sales, and analytics data to reveal the full story of your Amazon performance, powered by our verified Amazon partnership.

Get Started with Lingaro

If you want to learn more about our Amazon 360 Intelligence solution, contact us and meet our expert.



Dima Smakolskiy

Senior Consultant, E-Commerce Analytics

[Contact us](#)

Lingaro

Achieve More With Data



in