

RealLife Shopper - Amazon Data



RealLife Shopper delivers deep, granular ecommerce data to enable brands, retailers and their agencies to derive insights into consumers' product browsing and purchasing behaviour within retailers' websites and apps, based on actual user behaviour.

Overview

Phase 1 of RealLife Shopper will provide our clients with a report that displays an in-depth view of the browsing sessions and purchase behaviour that consumers undertake within Amazon across iOS, Android, Windows, and Mac OS.

Benefits

Cross device measurement will provide a complete picture of behavioural variances across devices.

Single source data will provide a deep, reliable understanding of the context and behaviours that drove a user to purchase.

Access to **rich Amazon data** including detailed product information—both viewed and purchased—will help provide a wider context of a consumer's digital journey.

App and web browser capture will allow clients to understand the interplay between app and web, and assess conversion rates across platforms.

Data will be captured across **all major operating systems** allowing for more complete coverage and representative sample composition.

Insight into **actual user behaviour** will empower clients to become less reliant on consumer recall, which can oftentimes provide inaccurate information.

Use Cases

Path to Purchase — gain an increased understanding of product page browsing behaviour prior to purchase.

Competitive Intelligence — benchmark product, brand and category success against competitors.

Search Intelligence — gain visibility of the search queries that are often the first step in a purchase journey.

Amazon Insight — understand how consumers use the world's largest online retailer to browse and purchase products.

Available Data

The following fields will be available to clients within this report:

- Internal search query
- Product page views (by ASIN)
- Add to basket
- Proceed to checkout
- Purchase confirmation
- Basket contents

This data will then be enriched with information gathered from the web page to provide clients with the means to contextualise and categorise the browsing data that RealityMine collects. This will extend to:

- Product name
- Price
- Original price (if on sale)
- Currency
- Review score (average)
- Brand (manufacturer)
- Merchant
- Category breadcrumbs
- Proceed to checkout
- Purchase confirmation
- Basket contents

Countries Served

RealLife Shopper data is currently available in the below markets:

- United States
- Japan
- United Kingdom
- Germany
- France
- Spain
- Australia
- Canada
- Mexico
- Netherlands

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