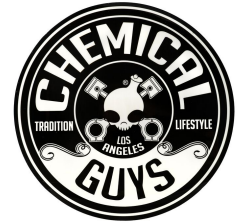


amazon

# Most Active Advertisers

YEAR-TO-DATE

amazonbasics



ANALYTIC  
INDEX

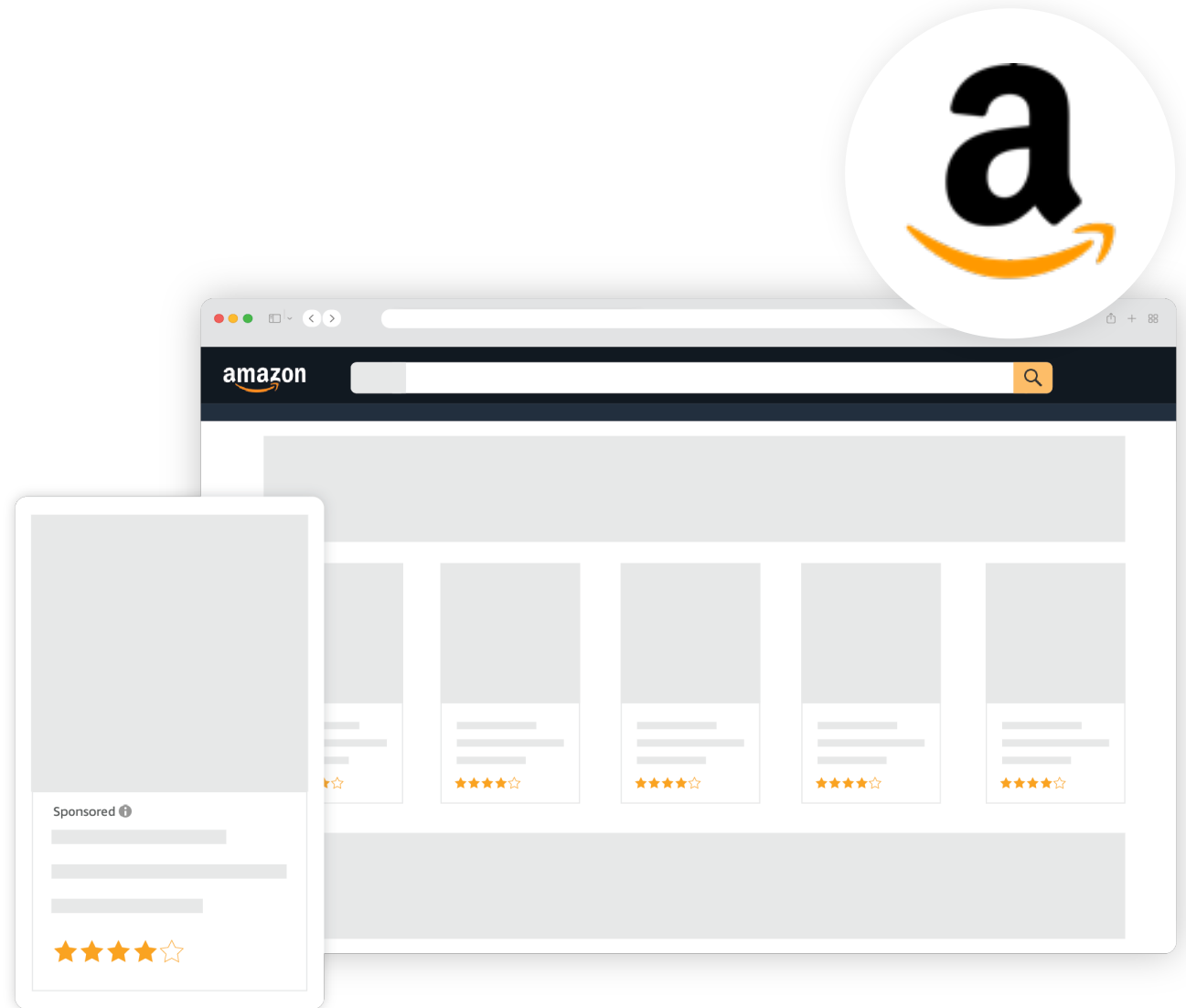
# Analysis Overview

Have you ever wondered who the most active advertisers are throughout the year on Amazon? This analysis looks at the top 5 brands that rank the highest in Sponsored Search Visibility in each major category on Amazon year-to-date (January 2023 – October 2023)

## Sponsored Search Visibility

Search Visibility is a composite metric that estimates how often a product/brand was viewed in shopper searches (a proxy for impressions). It is estimated by combining the number of keywords, search volume of those keywords, item/ad position on the page, and how long the item appeared on that page in that position.

Disclaimer: Analytic Index has no affiliation with Amazon. All data is proprietary to the Analytic Index. This report is based on performance items that are in the top-performing sales or search items.



# About Analytic Index

Actionable **search, sales, and shelf** insights for all major retail ecommerce platforms.



US, CA, UK, DE, FR, IT, ES



## Reasons to partner with Analytic Index:



HIGHER **SEARCH RANKINGS**



HUGE **TIME SAVINGS**



BETTER **CLICK THROUGH RATES & CONVERSION**



MORE **EFFECTIVE & AD SPEND**



UNPRECEDENTED **COMPETITIVE INTELLIGENCE**



**CROSS-RETAILER** VISIBILITY



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sales@analyticindex.com



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1

amazonbasics

2

cricut™

4

QUEFE

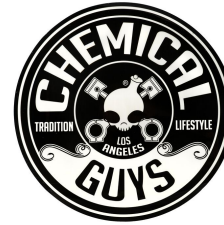
3

Shuttle Art

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MGNAOOI

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**HUGGIES**

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momCOZY

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1

*Dove*

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Neutrogena®

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REVLON®

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Beetles®  
GEL POLISH

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*SOL DE JANEIRO*

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 **SPiGen**

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**POPSOCKETS**

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**amazon essentials**

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**PrettyGarden**  
*Be Your Fashion Stylist*

4



CUPSHE

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Lovevook

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4



LIQUID IV.  
Fueling Life's Adventures

3



5



1

**nutricost**<sup>®</sup>

2

**amazonbasics**

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3

**DURACELL**<sup>®</sup>

5



**LIQUIDI.V**<sup>®</sup>  
Fueling Life's Adventures

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amazonbasics

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Simple  
Houseware

4

3

Bedsure®

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amazonbasics

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simple  
MODERN

4

Instant Pot®

3

**NINJA**®

5

**CHEFMAN**®



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amazonbasics

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Shuttle Art

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Sharpie®

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Mr. Pen

1

amazonbasics

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**1** **INTUIT**

**2**  **NortonLifeLock™**

**4** **Rosetta Stone** 

**3**  **H&R BLOCK**

**5**  **Microsoft**

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amazonbasics

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adidas

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BALEAF

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ROBLOX

5





# Interested in leveraging Amazon **search, sales, and shelf analytics?**

Schedule an analytics deep-dive with one of our retail search experts to see how you can leverage Analytic Index data and tools to **optimize and measure performance on Amazon.**

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