# Basics & Settings SOP: How to Create an Attribution Tag

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> **Who is this for?** For Individuals who need to create and monitor their attribution tag

> **Objective**: To provide step-by-step instructions for Amazon users on how to create and monitor Amazon attribution.

**What is Amazon attribution Tag?** Amazon Attribution is an advertising and analytics measurement solution that gives marketers insight into how their non-Amazon marketing channels perform on Amazon.

1. Go to Amazon Seller Central and access the Campaign Manager from the drop-down Menu.
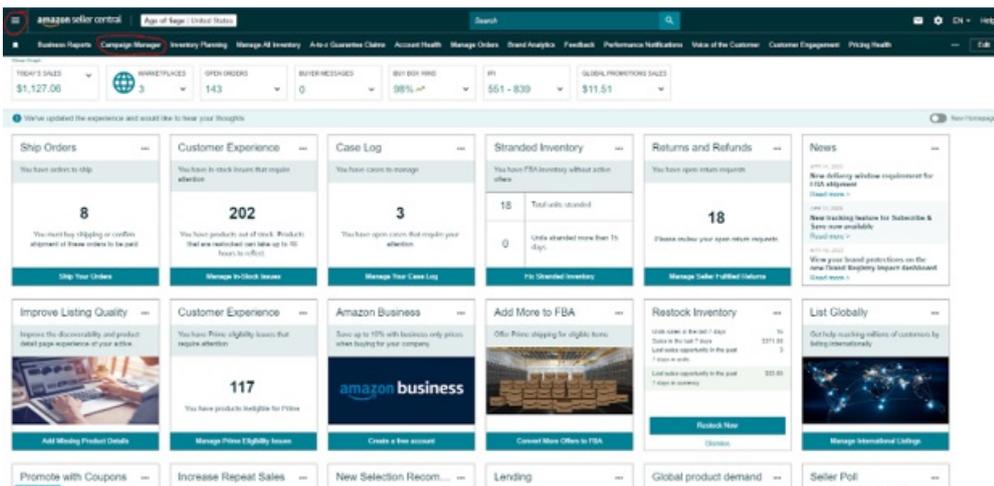


2. Once on the Campaign Manager page, Click on the "Measurement and Reporting" tab on the left side of the page then click on Amazon Attribution.
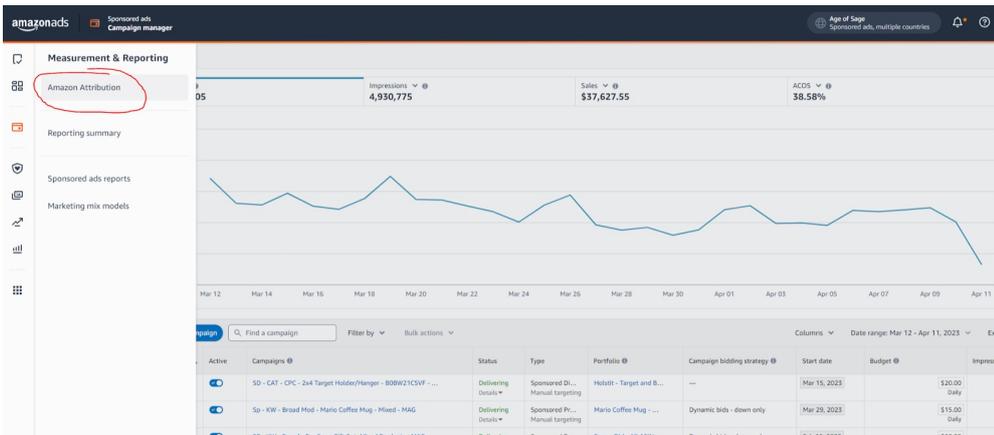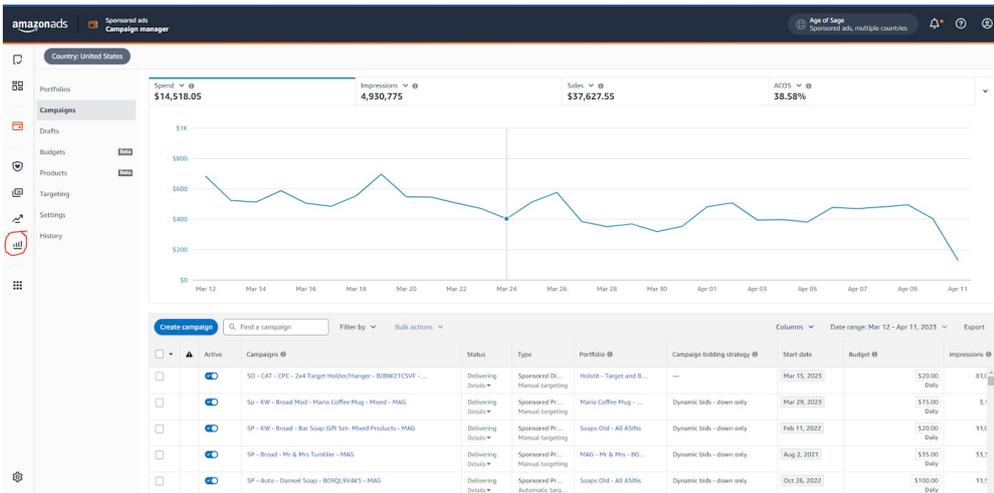
3. On the Amazon attribution page, you'll see if they have existing Amazon attribution campaigns and their metrics. To create a new campaign click on "Create new campaign"
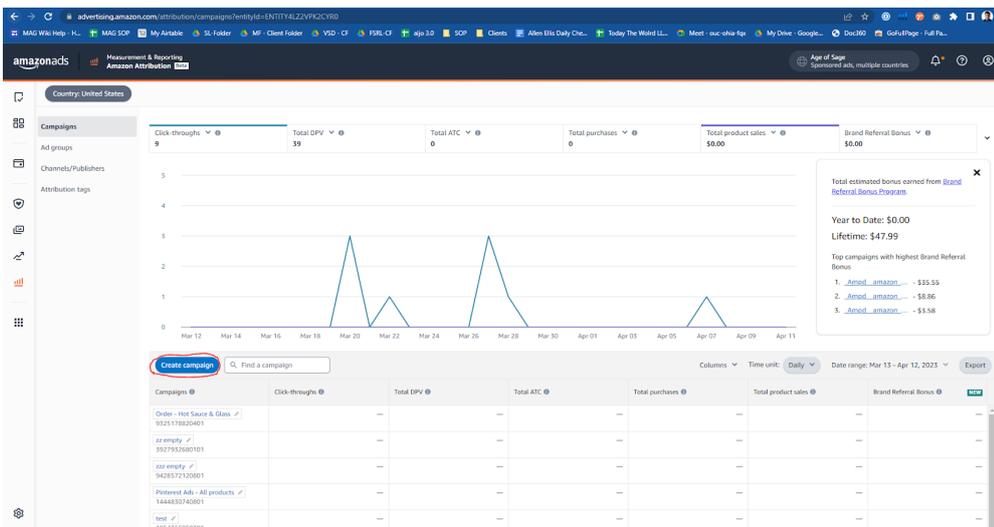


4. To create a campaign manually which is much simpler choose "**Create Manually**"

5. At the bottom of the page, 3 sections will pop up which are campaign settings, Products, and Ad group.

6. For the Campaign name, input your desired campaign name "Note: Naming is very important as we can create several attributions for the same ASIN especially when you are working with multiple 3rd parties advertising platforms such as TikTok, Facebook, Youtube, Instagram, and all other social media platforms. *(For example, you want to create an attribution tag for an IG account, and you have a tik tok account that you want to use an attribution tag. You need to create a separate Attribution/Campaign for both to separately monitor the performance of your ASIN from 2 different platforms.)* For this example, I am naming it "Age Of Sage - IG - B0BGQDQ7GW"

7. On the products section select the product that you want to be included in the advertisement

8. For the ad group name simply name it with your desired name, ad group name could be very helpful when you are working with multiple 3rd party advertising accounts and influencers on the same social media platform. In this example, I'll simply name it "AOS - IG - .B0BGQDQ7GW"

9. For Publisher Dropdown - If you cannot find the publisher from the list, simply choose "NEW" and enter the name of the publisher. For this example, we'll choose IG(Instagram)

10. Channel - Select the appropriate channel for the attribution tag. (Video, Social, Email, Display, and search) In this case, we'll choose Social.

11. Click-Through URL - this is the destination URL of the ad when a user clicks through. To get this simply go to the **child ASIN** that you want to advertise. (Important: The link should always start with https://). Just copy and paste the link to the space provided for Click-Through URL.

### Create ad group

Add ad groups and specify platforms and channels where your campaign is running on.

| Ad group 1 | | ··· |
|---|---|---|
| Ad group name | AOS - IG - .B0BGQDQ7GW | Enter a name for the unique attribution tag you are creating. |
| Publisher | Instagram | Choose the website, app, or other property where your media will be displayed. |
| Channel | Social | The ad type (for example Display, Video, Social, Search, or Email). |
| Click-through URL | https://www.amazon.com/dp/B0BGQDQ7GW | Enter the destination URL when a user clicks your ad, email or social media post. |

12. Once everything is filled out you can either click on "create" to create the campaign/Amazon attribution. Or add a new ad group if you are looking to create multiple ad groups at a time.

13. Once Created it will provide you with a receipt notification and the Attribution Tag/Link which you can use on your social media posts and other advertising outside Amazon. You may use link-shortener apps such as Bitly.

✓ Congratulations, your Amazon Attribution campaign was created successfully.
Next, download and implement your Amazon Attribution tags on your non-Amazon campaigns to start measuring their impact.

[Go back to campaigns list] [Edit campaign]

## Download your Attribution tag

Download your Attribution tags and external IDs and apply to your third-party campaigns dashboard

Download all tags in CSV file

| Campaigns | Ad group | Publisher | Channel | Attribution tags | Click-through URL |
|-----------|----------|-----------|---------|------------------|-------------------|
| Bicycling Magazine Digital - Test 591075498580367017 | BMD - B002VTWW3Q | Bicycling Magazine Digital | Display | https://www.amazon.com/dp/B002VTWW3Q?maas=maas_adg_F16FA72DFBEF2BDD569C971753609EA4_afap_abs&ref_=aa_maas&tag=maas | https://www.amazon.com/dp/B002VTWW3Q |

You can provide this link to your clients and can advise them to use link shortener apps such as bitly.

To monitor the performance of each attribution tag, you can simply go back to the attribution manager>Click on the Campaign name to see each adgroup's individual metrics.