

THE OPERATOR PLAYBOOK

# The Ecom Sales Flywheel

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The step-by-step build for compounding demand off-Amazon into durable sales on-Amazon — creators, affiliates, and DSP retargeting working as one loop.

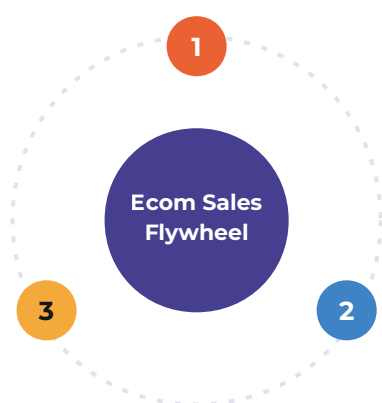
A field guide by

AMZ Advisers x Reach Social

## THE MODEL

# One loop. Three moves. Compounding returns.

Treat your channels as one system, not silos. Demand you **create** off-platform gets **captured** cheaply, then **converted & compounded** on Amazon — where sales velocity lifts rank, rank earns reviews, and that pulls in more creators. Each turn of the wheel makes the next one cheaper.



- 1 Create demand** — TikTok creators & the brand halo manufacture branded search on Amazon.
- 2 Capture demand** — affiliate traffic converts that interest at a CAC paid ads can't touch.
- 3 Compound** — DSP retargeting reclaims the warmed audience and builds repeat & LTV.
- Feedback** — velocity    rank    reviews    more organic + more creator pull.

**How to use this guide:** the next three pages are the build for each move, with what to do, what to measure, and the proof it works. The final page is a one-page launch checklist you can run against today.

# TikTok creators & the brand halo

Organic and creator content on TikTok manufactures demand that surfaces as branded search and conversions on Amazon. The halo comes from **exposure**, not on-platform checkout.

## How to run it

- 1 Seed 15–30 creators a month with product; brief them on hooks and angles, not rigid scripts.
- 2 Sustain 3–5 pieces of creator content per week for 60+ days — consistency is what moves Amazon search.
- 3 Don't gate on a TikTok Shop sale; the halo is driven by reach, so prioritize views and saves.
- 4 Re-run your best UGC as Spark / in-feed ads to scale the winners.

**Measure in Amazon Brand Analytics:** week-over-week branded search volume, Search Query Performance on your brand terms, and new-to-brand %. Expect a 5–14 day lag before the lift shows.

**43%**

Halo correlation: TikTok views to Amazon revenue.

**1.59×**

Off-platform revenue per \$1 of TikTok GMV.

**\$29,490**

Est. halo revenue in one 30-day window.

## Affiliate traffic that pays you back

Performance-based partners capture the demand your creators created — at a CAC cold ads can't match — and Amazon's Brand Referral Bonus rebates roughly 10% of every externally-driven sale back to you.

### How to run it

- 1 Stand up an affiliate program (we use [Levanta](#)) and enroll in the Amazon Brand Referral Bonus.
- 2 Recruit creators and publishers already adjacent to your category; pay on conversion, not impressions.
- 3 Put Amazon Attribution links on every external placement so each click and sale is tracked.
- 4 Reinvest the Brand Referral Bonus to fund higher commissions and out-recruit competitors.

Recommended tool — [get started with Levanta](#) for your affiliate program.

**Measure:** affiliate-attributed sales, conversion rate, blended CAC vs. paid search, and Brand Referral Bonus earned. Watch new-to-brand share to confirm you're buying incremental customers.

**\$151.9K**

Affiliate-attributed sales in one Q4 window.

**7.3×**

Sales returned per \$1 of commission paid.

**+10%**

Brand Referral Bonus, rebated on top.

## Bottom-funnel DSP retargeting

Creators and affiliates warm a huge audience that doesn't convert on the first pass. DSP reclaims it at the cheapest ROAS in the stack and turns one-time demand into repeat purchase and LTV.

### Build these audiences, in priority order

- 1 Cart and detail-page-view abandoners from the last 7–30 days.
- 2 Brand searchers and viewers who didn't purchase.
- 3 Past purchasers — for subscribe & save, repeat, and cross-sell.
- 4 Lookalikes of converters as your prospecting top-up; exclude recent buyers.

**Measure:** retargeting ROAS, detail-page-view rate (DPVR), purchase rate, new-to-brand, and repeat rate. Sequence creative to the funnel stage and cap frequency.

**3–5×**

Retargeting ROAS vs. cold prospecting.

**+93%**

Detail page views, coming out of Q4.

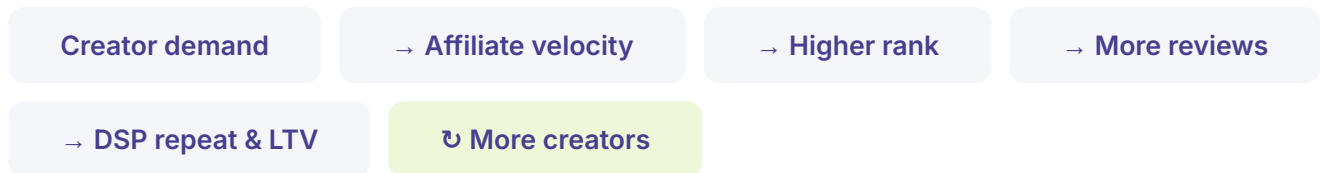
**+32%**

Ad purchases over the prior period.

## WHY IT COMPOUNDS

$$1 + 1 + 1 = 10$$

Run the three plays separately and they add up. Run them as a loop and they multiply, because each one feeds the next turn of the wheel:



## The KPIs that prove the wheel is turning

**Demand:** branded-search growth, new-to-brand %.

**Efficiency:** blended CAC across channels, TACoS.

**Compounding:** organic rank on hero terms, review velocity, repeat & subscribe rate.

**Outcome:** total ordered product sales — the line that should keep climbing after every seasonal spike.

If those numbers move together, the flywheel is real. If one stalls, that's the move to fix next.

RUN IT TODAY

# The Flywheel Launch Checklist

- ☐ 15–30 creators seeded this month, briefed on hooks
- ☐ 3–5 content pieces per week scheduled, with a 60-day commitment
- ☐ Amazon Brand Analytics baseline captured (branded search, NTB%)
- ☐ Affiliate program live (Levanta) and Brand Referral Bonus enrolled
- ☐ Amazon Attribution links on every external placement
- ☐ DSP audiences built: abandoners, brand searchers, purchasers, lookalikes
- ☐ Creative sequenced by funnel stage; frequency caps set
- ☐ KPI dashboard live: branded search, NTB%, blended CAC, TACoS, repeat rate, OPS

## Want us to run the loop for you?

AMZ Advisers and Reach Social build and operate the full flywheel — creators, affiliates, and DSP — as one system mapped to your brand and your numbers.

[Book a strategy call → calendly.com/mike-amzadvisers](https://calendly.com/mike-amzadvisers)