2024

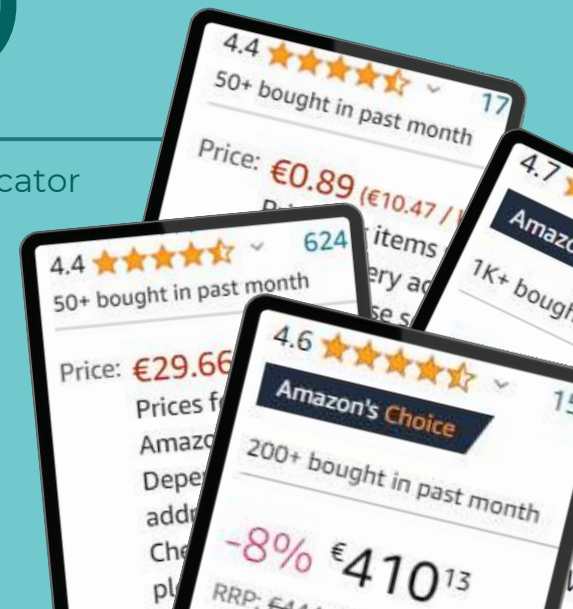*Magnified*

BOUGHT IN PAST MONTH

DECODED

Cracking the Amazon code: The new Bought in past Month Indicator

AMVisor

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Editorial

It's widely believed that the Bought in past Month (BPM) Indicator accurately reflects the number of items sold. But does it truly? We've observed instances where clients sold significantly more items than what Amazon displays on the product detail page. This raises the question: why the disparity?

Experience from our CEO

As CEO, I always ask many questions. Despite the BPM Indicator from Amazon suggesting items sold, we see that our customers generated more sales than indicated. This really piques my interest; I'm curious why this is the case.

Stephan Stoppok
CEO of AMVisor

#BoughtInPastMonth

Action taken. We have conducted a study to gain insights and experiences with this new Indicator. Our objective is twofold: to comprehend its significance ourselves and to assist you in understanding its impact on your business.

As a company dedicated to harmonizing 1P operations on Amazon with the platform's system, it's imperative for us to scrutinize even the slightest changes in Amazon's core functions.

Tina Friedrich
Marketing at AMVisor

What is the BPM Indicator?

BPM is not the Indicator for your heart beats per minute.
However, in the world of Amazon the BPM Indicator is almost as vital as such.

WHAT.

It describes a variable for items that are bought in the past month and is shown on the product detail page on Amazon.

However, the Indicator can change in a heart beat having crucial impact on your Amazon nervous system.

It is possibly moderated by variables like abonnements or bundle items or from where your items are shipped.

HOW.

The BPM Indicator was introduced to the German Amazon market in November of 2023. Since then we experienced an subtle impact on our customer sales performance which led us to believe that this Indicator might have a moderating effect on a consumers product perception.

The further we inspected the impact this factor had on the revenue of our Amazon vendors the question remains: What is the Indicator actually implying?

WHY.

Possible variables could be the component of social proof.

A product that showcases poor scores of sold items within a month might appear less desireable to a potential consumer compared to a product that showcases a higher score on the BPM.

Cracking the BPM Indicator

Approximately 10% of all reviewed items display a BPM Indicator on the Amazon product details page.
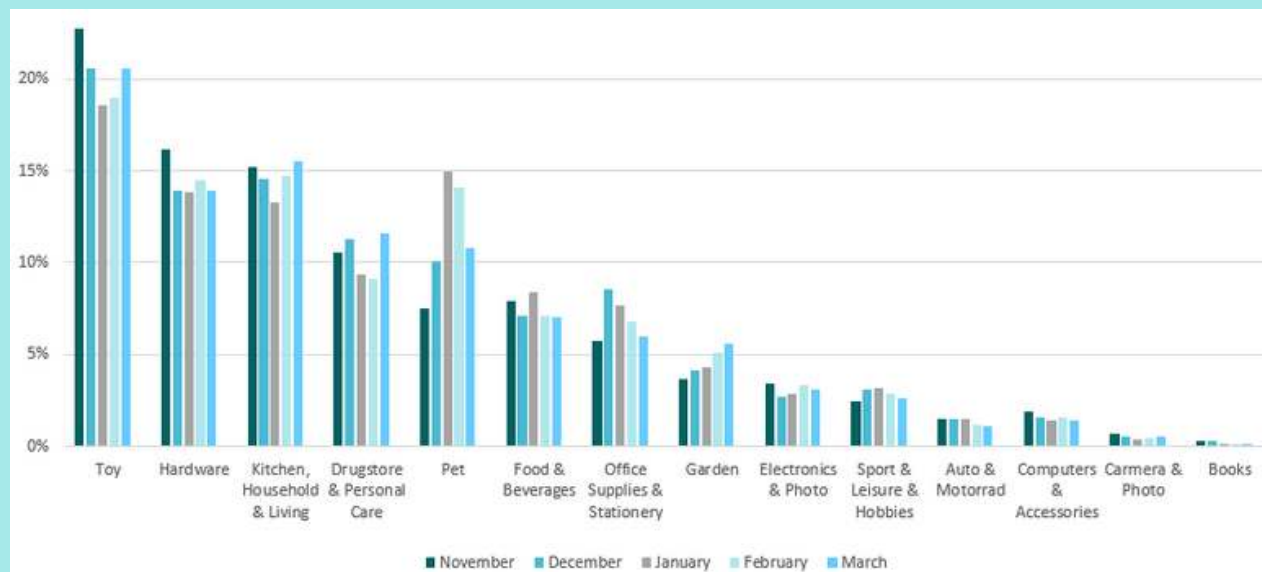
Our sample for analyzing sales trends consists of approximately 8% of all ASINs from our dataset, encompassing 170 different clients.

We only considered active products with Amazon in the BuyBox. The most common occurrence were products with 50 or more variations.

As seen in Figure 1, the majority of values were found in the Toys category, comprising 18.9% of all ASINs, while the Books category showed minimal indication.

Figure 1
Percentage of ASINs with a BPM Indficator within a category

Note. The numbers were drawn from our AMVisor database and cover the timeline since the introduction of the Indicator to the German market in November 2023 until March 2024.

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Learnings & Insights

This section covers our learnings and insights on the BPM Indicator so far. Given the short period of time the Indicator is part of Amazons interface we can only make assumptions based on our well extended knowledge and experience.

In our research and evaluation of the BPM Indicator we discovered that there is a significant difference in what the Indicator displays as bought in past month and how many pieces were actually sold within a period of 30-31 days.

We calculated a differential threshold that forms under the following equation:

Difference = shipped items – BPM Indicator

It defines the magnitude of the shown BPM Indicator deriving from the actual items sold.

Table 1
Acceptance range

BPM Indicator	negative valence	positive valence
50+	<= -100	
100+ to 500+	<= -150	>= 150
1000+ to 9000+	<= -1500	>= 1500
>= 10.000+	<= 3000	>= 3000

Note. Own representation based on our research.

Learnings & Insights

A POSITIVE VALENCE

The positive valence displays that the actual amount of sold items is laying significantly beneath the shown BPM Indicator.
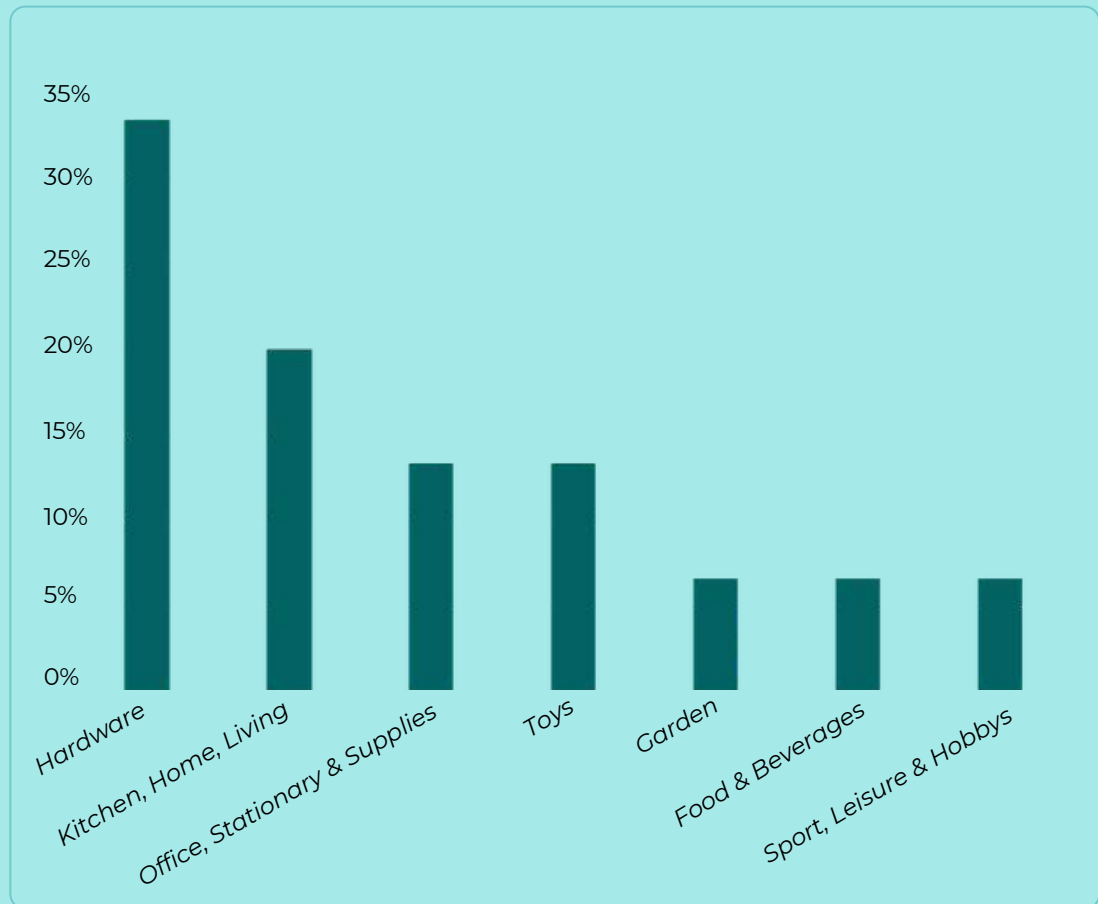
Which lead us to belief that this might impact the sales trend in a more positive way.

Again, if the showcasing is scoring relativly high it might imply that this product is very desirable and often bought by consumers.

Figure 2 summarizes our findings to show how the positive valence is represented within the different Amazon categories.

Figure 2
Amount of ASINs with a positive valence within a category

Note. All information are drawn from the AMVisor database.

Learnings & Insights

A NEGATIVE VALENCE

The negative valence displays that the actual amount of sold items is laying significantly above the shown BPM Indicator value.
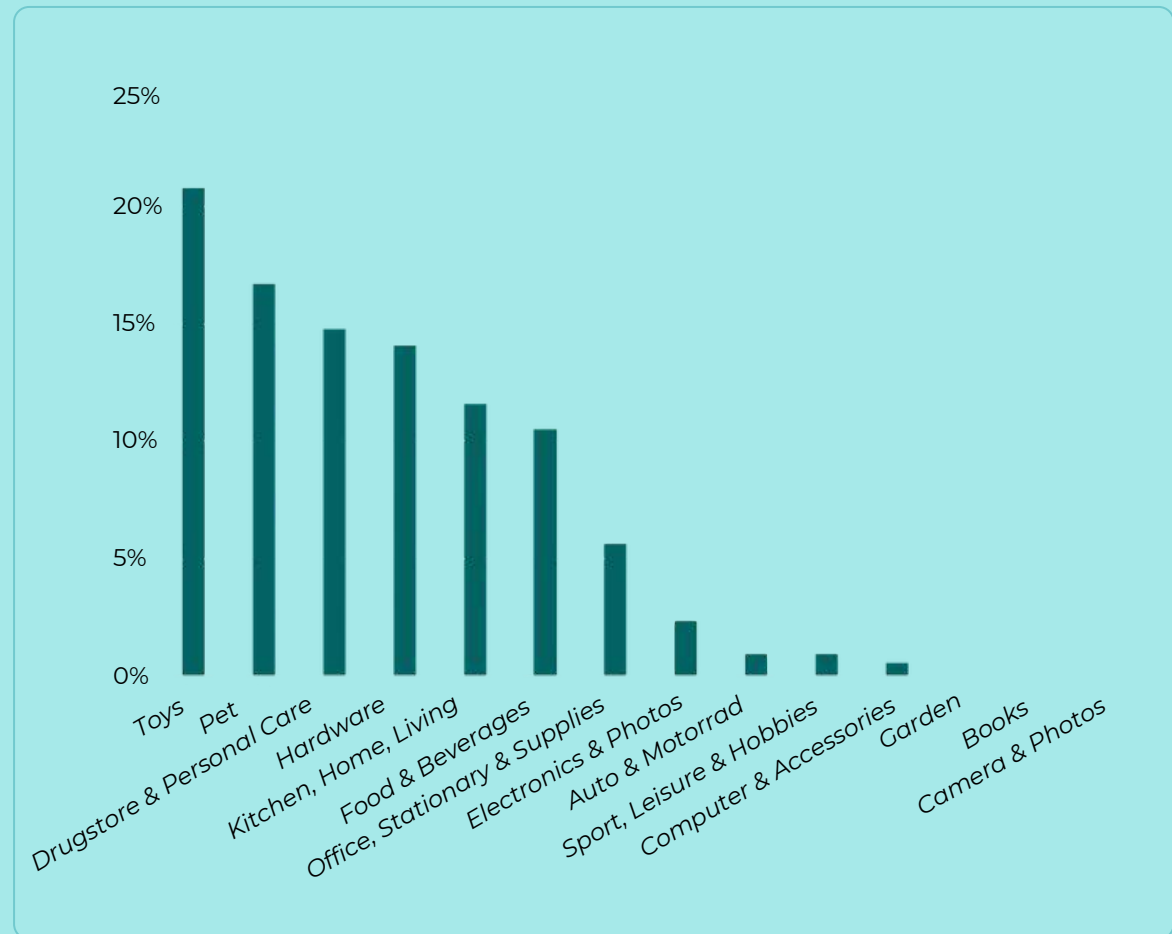
In this case the actual amount of sold items is underestimated by the BPM Indicator. We therefore theorize that this showcasing has a negative impact on the sales trend.

Our findings show that a negative valence of the BPM Indicator arises in 36% of our total sample size.

Figure 3 summarizes our findings to show how the negative valence is represented within the different Amazon categories.

Figure 3
Amount of ASINs with a negative valence within a category

Note. All information are drawn from the AMVisor database.

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Does the BPM Indicator reflect the number of customers...

...who purchased last month, not just the quantity of items? If so, we should observe customers buying multiple units for all negative variations.

DEODORANT
Drugstore & Personal Care

3.8 ★★★★☆ ✕   226 ratings | Search this page
50+ bought in past month

-19% €2⁹⁹ (€57.50 / kg)
RRP: €3.69 ⓘ

Prices for items sold by Amazon include VAT. Depending on your delivery address, VAT may vary at Checkout. For other items, please see details.

BPM
1000+

Shipped
> 4000

Clicks
> 700

Note. Retrieved from Amazon frontend 29th of April 2024.
Pictures have been manipulated due to privacy and copyright reasons.

Does the BPM Indicator reflect the number of customers...

To investigate, we've analyzed the top 100 items with the largest deviation from units sold.

CAT FOOD
Pets

4.4 ★★★★☆ ⌄   624 ratings
100+ bought in past month

Price: €0.89 (€10.47 / kg)
Prices for items sold by Amazon include VAT. Depending on your delivery address, VAT may vary at Checkout. For other items, please see details.

BPM
100+

Shipped
> 2.500

Clicks
> 700

Note. Retrieved from Amazon frontend 29th of April 2024.
Pictures have been manipulated due to privacy and copyright reasons.

Does the BPM Indicator reflect the number of customers...

Most examples turn out to be heavily driven by subscription-based items, often with a minimum order quantity

FIRST AID
Drugstore & Personal Care

BPM
1000+

Shipped
> 4000

Clicks
> 700

Note. Retrieved from Amazon frontend 29th of April 2024.
Pictures have been manipulated due to privacy and copyright reasons.

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What does that mean for you?

Amazon provides this metric to give customers a more complete picture of which products are currently popular and allow them to make an informed purchase decision.

Our so far findings reflect a subtle impression on what this Indicator displays and how it might impact your sales and overall performance on Amazon.

We came to the temporary conclusion that this Indicator is influenced by a couple potential factors:

- For example if your products are available within a abonnement.
- Your items could also sell really good within a certain season, because your product character is of a seasonal nature. Your revenue will be higher in those months compared to others.

Furthermore we believe, that this BPM Indicator might impact your products covetousness.

A product with the indication of 10.000 units sold in the last 30-31 days might appear to be more likeable, desireable compared to a product that was sold only 50-100+ times. It therefore influences further decision making and might impact whether a consumer is intending or actually purchasing a product.

Would you buy something that is being declared as only sold 50+ times and having missing reviews?

Social impact is an essential aspect of your brands loyalty especially on Amazon, because Amazon is all about customer contentment.

This can pertain to the immediate impact on your Amazon vendor success and performance, as well as the long-term impact on your Amazon operations. All those potential moderating variables are just ideas we had due to our decade long experience in the business.

It is absolutely inevitable to further track this Indicator to get a better understanding of how it is impacting your sales performance and your success as an Amazon vendor.

Further Reading

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