

Nectar Introduces Nectar Cue: A Week of Amazon Marketing Cloud Analysis Becomes a Same-Day Answer, Measured in Dollars

Nectar Cue, built on iDerive, lets brands query Amazon Marketing Cloud audiences, sales, and margin in plain language and measure what ads returned in margin.

MOORESTOWN, NJ, UNITED STATES, August 6, 2026 /EINPresswire.com/ -- Nectar, an

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independent retail media and commerce agency and Amazon Ads Advanced Partner, today introduced Nectar Cue, an AI workflow platform for Amazon and marketplace brands. Cue is built on two systems Nectar already operates: iDerive, its proprietary commerce analytics platform, and the iDerive MCP server, which connects that data securely to AI assistants including Claude. Together they let a brand ask a question about its entire Amazon

business in plain language and get an answer the same day. The same analysis has historically taken an analyst most of a week.

Most brands can build a custom audience in Amazon Marketing Cloud. Most never act on it. Audiences built in AMC, Amazon’s clean-room analytics environment — lapsed Subscribe & Save customers, competitor-cart shoppers, high-LTV lookalikes, true new-to-brand segments with five-year suppression logic — only matter if their impact can be measured. iDerive unifies AMC audience and measurement data with sales, advertising, and profitability down to the SKU and search-term level, so every question about growth is answered against profit. That measurement layer is what Cue runs on.

Access runs through the iDerive MCP server, built on Model Context Protocol, the open standard introduced by Anthropic for connecting AI assistants to live data. Brands query their own marketplace data from their own Claude account, with no analyst in the loop. A brand manager can ask which new-to-brand segments are growing, how they overlap with current spend, and where the next dollar earns the most margin, and see the answer in seconds instead of waiting for a report to be assembled.

The insight does not stop at analysis. Nectar’s advertising teams take the same audience logic into Amazon DSP, Amazon’s programmatic ad platform, and into audience-based bid modifiers

on Sponsored Products and Sponsored Brands, reaching the shoppers search alone cannot: competitor buyers, lapsed customers, and category newcomers. iDerive then measures whether that activation was incremental, in new-to-brand rate and contribution margin rather than ROAS alone.

Cue extends the same foundation from answering questions to running the work. Reaching Amazon Marketing Cloud, Vendor and Seller Central, Amazon Ads, and additional marketplaces through one connection, Cue turns recurring analysis into monitored workflows. It surfaces exceptions, such as a suppressed listing or an emerging revenue opportunity, and routes them to the person who can act. For brands running thousands of SKUs, the binding constraint is rarely analysis; it is the hours available to catch and act on what the analysis finds. Cue is in use across Nectar's own analyst teams today and is rolling out to brand partners in phases.

"AMC changed the question from where should we bid to who are we bidding on," said Harriet Carson, VP of Advertising at Nectar. "Nectar Cue lets us answer that question in plain language and act on it the same day. We take the audiences we build straight into the DSP and Sponsored Ads campaigns our team runs, and we can prove in dollars whether they were incremental."

The approach is already producing results for Nectar's partners. Petmate grew new-to-brand orders by about 85 percent and Core ASIN revenue by 12 percent through audience-led advertising measured in iDerive. Boxie increased ordered revenue on Amazon Canada by 55.4 percent on roughly half a percent more ad spend. Epson lifted ad-attributed sales 153 percent while keeping ad spend steady.

"A custom audience is only as valuable as your ability to prove it moved the business," said Youval Peltier, Chief Strategy Officer at Nectar. "Nectar Cue gives our team and our clients the same answer, in dollars, the same day. Connecting iDerive to Claude means a brand can ask its own data a question and see where the profitable growth is, without waiting for a report."

The iDerive MCP server is available to iDerive clients today, and brands can connect iDerive to Claude as part of their engagement. Nectar Cue is rolling out in phases, beginning with Nectar's team and select brand partners.

About Nectar

Nectar (thinknectar.com) is a full-service e-commerce performance-marketing agency for mid-market and enterprise brands, managing more than \$3 billion in Amazon sales across 120+ brands. An Amazon Ads Advanced Partner and Walmart Connect Partner Network member, Nectar combines an in-house creative studio, marketplace advertising across Sponsored Ads, DSP, and AMC, 1P and 3P operations, and its proprietary iDerive analytics platform. Built by Amazon operators, for Amazon operators.

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