

BUILDING AN OPTIMAL AMAZON STRATEGY

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Amazon has emerged as a force in digital advertising, pulling in the third highest ad revenues in 2018, trailing only the duopoly of Google & Facebook. It accounts for 4.1% of all digital ad spend and is expected to nearly double up to 7% in 2020 according to eMarketer. It may not seem an obvious partner for those outside of the retail and e-commerce space, but Amazon has grown its presence through key investments in inventory, technology, and data. It has acquired a portfolio of valuable owned and operated properties (IMDB, GoodReads, Twitch, etc.). They have built a programmatic buying platform, extending inventory access to most major supply side platforms (SSPs). Most importantly, they have made available their vast network of customer and shopping behavior data available for ads targeting and measurement. The result is an attractive value proposition connecting premium inventory, scale, and proprietary data.

Our chefs (an affectionate name for TMK employees) work with Amazon in a variety of ways. We access inventory on Amazon properties and across the web utilizing Amazon's newly unified buying and reporting platform, Amazon Advertising. We use this platform to ensure prime placement in Amazon.com search and product pages, while working directly with our dedicated representatives to activate premium display (takeovers), sponsorships, and other high impact opportunities.

Amazon's massive customer base allows them an almost unparalleled position to understand and influence the purchase journey. Their advertising products allow brands to leverage that power and it is paramount that brands prepare an Amazon strategy. We help clients understand the opportunity and recommend the right media mix across Amazon products to drive their business forward. Here is a sample menu of Amazon services we provide:

Data & Audience Strategy:

Our chefs use Amazon Advertising to purchase a wide variety of display, video, and e-commerce inventory on and off Amazon.com utilizing their powerful proprietary data. Past and current shopping behavior are strong signals that help us understand audience intent and drive strong performance. Arguably, no publisher or platform has more valuable proprietary data than Amazon's vast insight into shopping and in-market behavior and this makes them an important compliment to other programmatic platforms.

We tap into the data to:

- Drive repeat purchases by targeting past purchasers of our brand/products
- Reach prospects currently shopping within the vertical
- Grow reach among audiences who look like past purchasers

This data can also be combined with first party (CRM and pixel-based) sources to build custom segments.

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II Inventory Planning:

We help brands understand where Amazon's owned and operated properties fall within the media plan. Amazon.com, IMDb, and Twitch are key properties only accessible via the Amazon Advertising Platform. Amazon.com inventory is invaluable for e-tailers, opening up inventory at the point of sale driving traffic to product and brand pages. IMDb and Twitch add crucial video reach and unique audience demographics unavailable in other platforms.

III Product Search & Brand Discovery:

A Raymond James study in 2017 found that 52% of consumers chose Amazon as their first choice for product related searches. Maintaining a strong presence at the top of the Amazon results page requires sponsored product, headline search, and product display ads. Our chefs help brands build comprehensive campaigns targeting users by search keywords and product sets to ensure products are visible and driving maximum ROI. From launch, we prepare comprehensive reporting and cross-pollenate learnings from Google and Bing search campaigns to move search business forward holistically.

IV High Impact & Beta Opportunities:

Amazon is constantly developing new ad units across their growing suite of consumer services and hardware. Our Amazon partnership allows us to keep brands up to date on new products and help identify relevant beta opportunities. These range from custom display units, product pages, and brand stores on Amazon.com to Prime Video sponsorships and Kindle/Fire splash page placements.

Amazon is an important partner for brands today and will be a mainstay on media plans tomorrow. At TMK, we are passionate about innovation and love discussing the future of technology, media, content, and commerce. Amazon sits at the intersection of those forces they continue to evolve and expand their business. As they disrupted retail, Amazon is shaking up advertising and we are excited to help our clients adapt their media plans accordingly.

Does your brand have an Amazon strategy? How can we help improve it?

To find out, contact us at info@mediakitchen.com