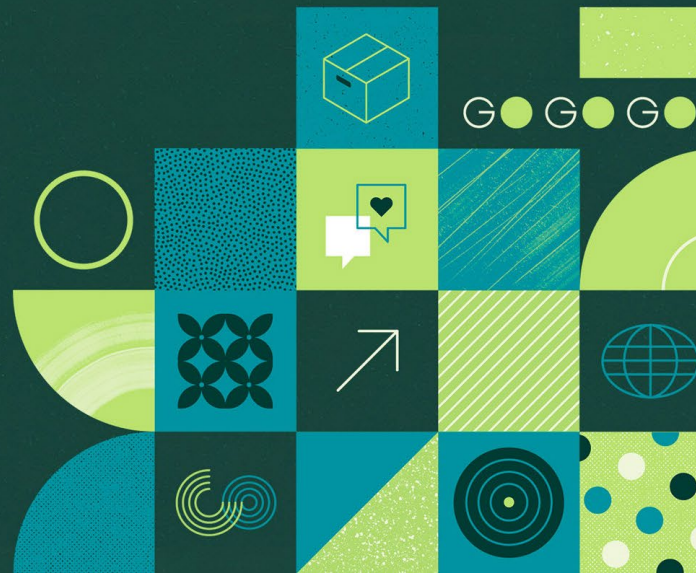


# Using a full-funnel advertising approach to find lasting success with selling on Amazon



## Background

It's challenging for a brand to find lasting success on Amazon. There's more competition than ever on the platform, and competition creates pressure to lower prices. This translates into slimmer margins.

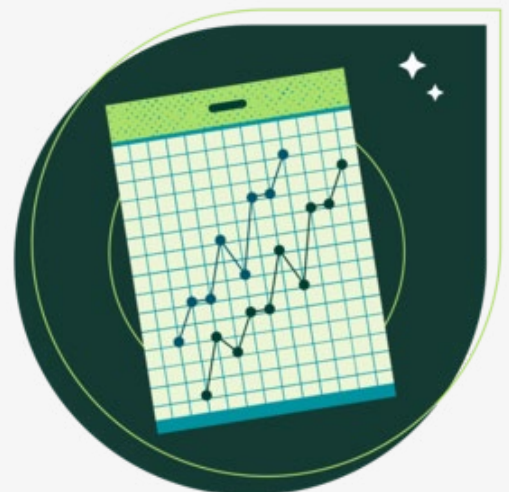
The most effective way to combat competition is to attract new customers with an effective marketing campaign. But what is the best way to measure effectiveness? When it comes to developing and executing a campaign, one of the best characteristics of Amazon is that brands can measure everything. On the other hand, one of the worst characteristics of Amazon is that brands can measure everything. It's easy to get lost in irrelevant minutia.

It might be tempting to focus on return on ad spend (ROAS), a metric that measures the amount of revenue earned for every dollar spent on advertising. The problem with this key performance indicator is that if the brand only reaches people who intend to convert anyway, its ROAS looks great because it's easy to convert those people.

Furthermore, for a brand with a solid customer base, many, if not most, of its transactions are repeat purchases. The brand is not necessarily reaching new customers that will drive its business over the long term.

Brands need to consistently usher new customers through the purchasing cycle—from the first visit to the purchase of the product. That's why many brands seek assistance from a marketing agency.

What your brand needs is the support of an agency that thoroughly understands the Amazon platform and can help your brand succeed.



# The Three Amazon Marketing Tools

Most brands only use one or two of Amazon's powerful marketing tools.

## Amazon Sponsored Ads

Amazon Sponsored Ads highlight a product or a brand. It is the core marketing tool that the majority of brands should leverage. The tool attracts shoppers as they browse and discover products on Amazon.

## Amazon DSP Ads

Amazon DSP Ads is a demand-side platform that is Amazon's version of display advertising. It's a web-server-based software system that allows brands and agencies that buy advertising inventory from publishers to manage multiple ad exchange and data exchange accounts—and it's all done through a single unified interface.

With a DSP advertising solution, brands can bid on ads (e.g., banners, video, native, and other types of formats) and optimize ad performance based on effective KPIs, such as effective cost-per-click. We target audiences that are based on anonymous shopping behaviors that Amazon has tracked. With DSP, we're able to follow shoppers across the internet based on the shopping behaviors they exhibited within Amazon.

With a focus on consumers that show intent to purchase, DSP advertising tells shoppers a story that brings them back to Amazon to consider a brand's products. The result is that a brand can reach beyond the shoppers that it already reached.

## Amazon Streaming TV Ads

Television viewers are cutting the cord and moving to streaming services. This means that brands must rethink their media strategies. Amazon Streaming TV Ads are video ads that target shoppers on streaming services, such as IMDb TV and Fire TV, based on Amazon's shopper data. Ads that are 15, 30, or 60 seconds put brands in the spotlight alongside the shopper's favorite movies, TV shows, news, and live sports.

These ads deliver incremental reach—the unique audience a streaming TV ad campaign engages, in addition to the audience reached by a brand's linear TV campaign. A study conducted by Amazon found that Streaming TV Ads campaigns delivered an average of 6.5 percent incremental reach to a brand's linear TV campaign reach. That means if a brand had a campaign that engaged 100 million viewers on linear TV, that brand could reach an incremental 6.5 million viewers by adding Amazon Streaming TV Ads to its media mix.



## The Solution

Most brands rely on one advertising tactic. However, Global Overview approaches Amazon advertising holistically. To drive success on the platform, we synthesize operational fundamentals, our retail expertise, and a strategic approach to display and sponsored advertising, which is powered through our proprietary machine learning tool. It allows us to craft campaigns designed to help our partners acquire new customers, retain loyal shoppers, and achieve long-term, sustainable growth.

We call our full-funnel advertising approach the Global Overview Acceleration Program or (GAP).

Our team believes in the power of a full-funnel approach that utilizes a variety of Amazon's advertising tools. When used together, Sponsored Amazon Ads, Amazon DSP Ads, and Streaming TV Ads work synergistically to enable a brand to reach new shoppers and bring them back to Amazon to search for the brand or its product. By layering all three of the Amazon marketing tactics, we constantly strive to capitalize on the opportunities that diversify our partners' reach and exceed their goals.

## The Results

Brands tend to see more positive results on Amazon when one cohesive team is responsible for the development and implementation of a multifaceted strategy across all aspects of the business. Global Overview is one such team, and using our GAP approach, we've helped brands see increases in the following areas:



- **Awareness**
- **Sales**
- **New customers**
- **Repeat customers**
- **Annual customer value**
- **An increase in branded search index**

# Sample Success Story

## Challenge

The brand had strong customer loyalty, with 80 percent of transactions coming from repeat purchases. Though sales grew steadily, with an annual customer value of \$130 to \$140, the brand was not acquiring new customers.

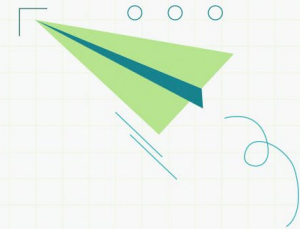
## Solution

Executing GAP, we expanded customer acquisition first through Sponsored Ads. Then, we expanded awareness by layering in DSP Ads and Streaming TV Ads. After providing complete brand coverage as well as expanded category and competitor campaigns to acquire new customers using Sponsored Ads, we launched more than 20 Sponsored Ad videos.

Next, we introduced DSP Ads for prospecting and retargeting, and we launched four product-focused Streaming TV Ad campaigns to drive consumer acquisition.

## Results

- Boosted the number of new customers to 85 percent of all new transactions
- Compelled 45 percent of new-to-brand customers to make repeat purchases
- Increased the branded search index 11x during the course of three months
- Grew the annual customer value to \$280–\$340



**Number of new customers by month**

