



REPRISE

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amazon

**THE REPRISE GUIDE TO
AMAZON MARKETING**

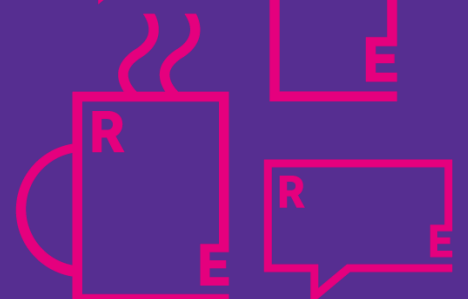
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AMAZON OVERVIEW

AMAZON: THE CHALLENGER HAS ARRIVED



In the digital advertising space, Amazon has arrived. It's now a channel in its own right that is mounting a serious challenge to the duopoly of Google and Facebook. This is good news for brands, because competition means better value for money and bigger potential returns on investment.

Amazon's on and offline ecosystem can deliver audiences across multiple platforms and screens. It is expanding rapidly across retail, fashion, FMCG, delivery, entertainment and content production; aiming to offer users a single platform catering to their many needs.

Half of all searches will be voice searches by 2020, and over half of all product searches start with Amazon (US stats). The company has invested heavily in voice and its popular virtual assistant, Alexa. It will capture a major slice of the future voice search market as a result, in a direct challenge to Google.

Amazon Prime has proved to be a strategic masterstroke, providing Amazon with an on-demand pipe into millions of households. As the subscription base grows, it will offer huge value to brands. Amazon doesn't reveal Prime numbers, but analysts estimate 90 million subscribers signed up in the US in 2017, and over 60% of Amazon customers are thought to be Prime subscribers.



THE AMAZON OPPORTUNITY FOR BRANDS

**R**

Amazon's ad platform will continue to grow and promises to be a profitable place for brands as product searches continue to migrate from Google to Amazon.

E

The sheer size of its audience of motivated buyers is what makes Amazon, and its almost limitless data repository, a unique challenger in the ad space. Amazon operates further down the purchase funnel than Google, so it has access to more first-hand consumer purchase data, which will be very attractive to potential brand partners.

A lot of brands are focused on Google Shopping and missing out on the huge opportunity presented by Amazon. It's a mistaken conception that you have to be a vendor on Amazon to advertise on their platform.

In fact, their advanced programmatic offering is available to any brand or advertiser. Brands have a huge opportunity to overlay their own customer data across the Amazon platform to both target their existing customer base and reach new audiences across the Amazon ecosystem.

WHAT DOES THIS MEAN FOR MARKETERS?

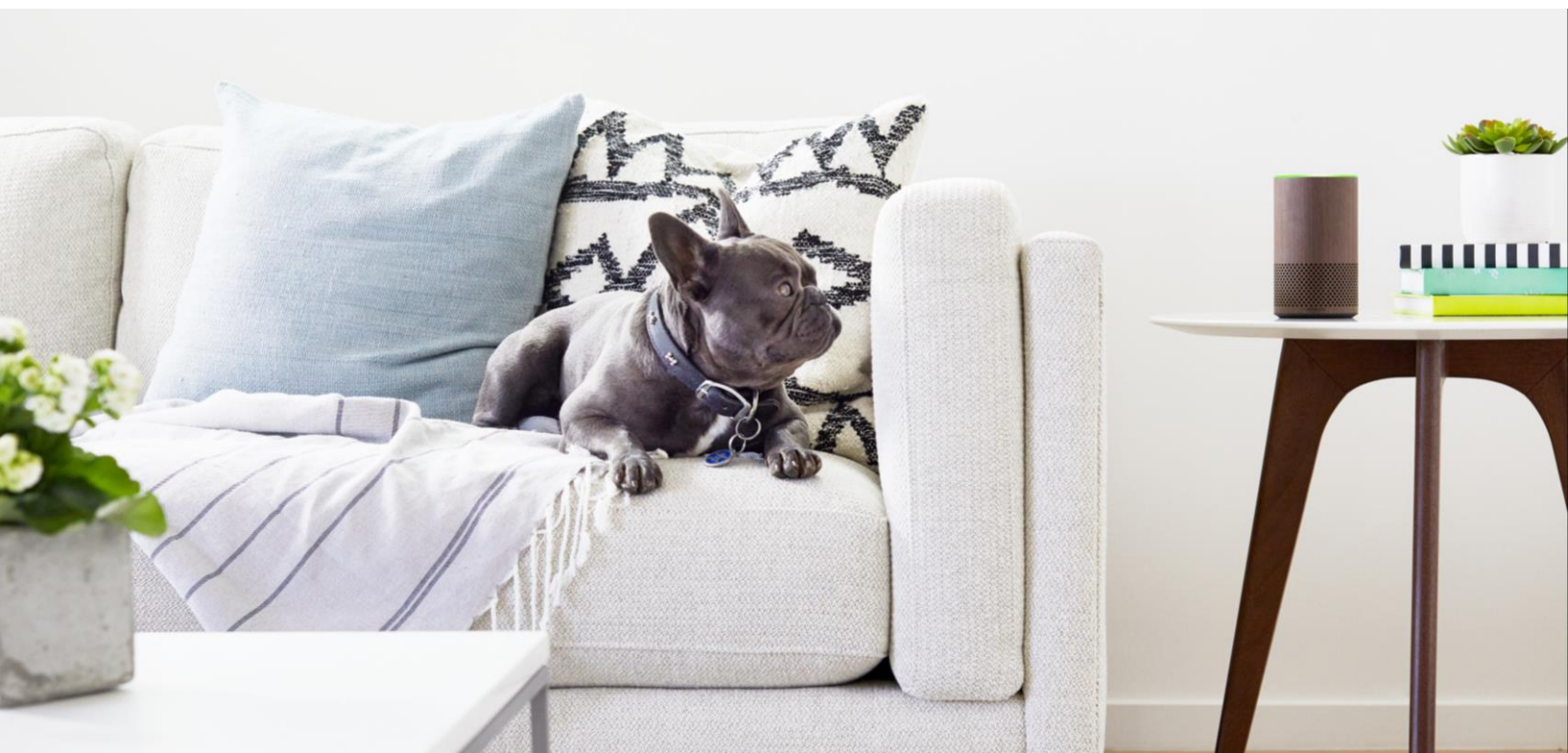
Brands that experiment with Amazon now and learn lessons early will gain a competitive advantage.

As Amazon advertising increasingly moves to an auction and programmatic model, brands will need to master the Amazon ecosystem. Agencies with the in-house expertise are best placed to support brands' expanding Amazon profile.

An agency with dedicated teams trained to use the Amazon platform to the same level of quality and technical expertise as Amazon themselves, such as our own, will offer advantages in programmatic expertise, particularly in crafting campaigns with a holistic

blend of media to target your audience precisely and efficiently across Amazon as well as any other platforms and channels.

Amazon data can help brands to personalise their messaging and improve their targeting. It should be part of every advertiser's thinking, but it's not an automatic choice for everyone. Brands should first weigh up whether using Amazon would improve their marketing strategy and whether advertising on the platform will improve their outcomes.

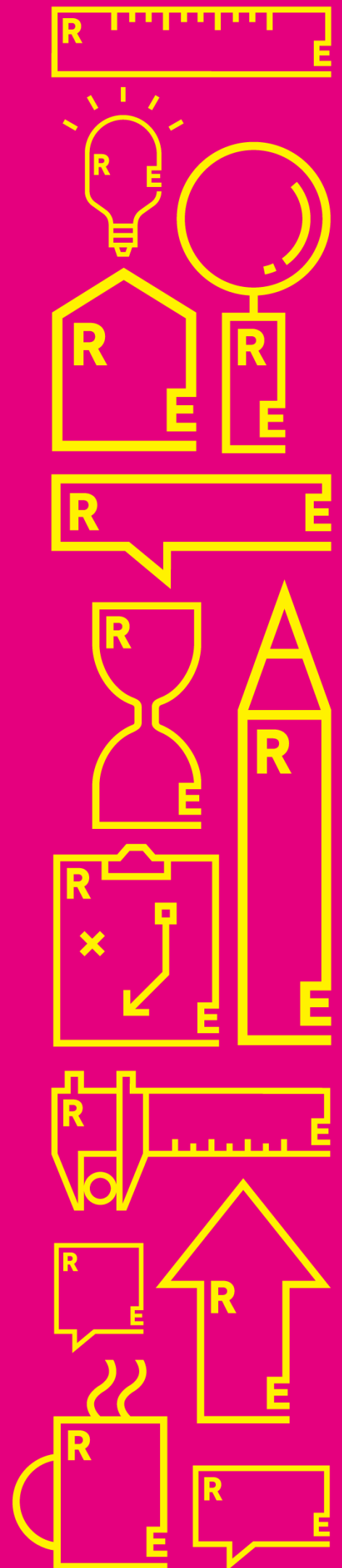


KEY TAKEAWAY

Amazon should now be part of every advertiser's thinking.

It's a channel in its own right that is mounting a serious challenge to the duopoly of Google and Facebook. Brands that experiment with Amazon now and learn lessons early will gain a competitive advantage.

As Amazon advertising increasingly moves to an auction and programmatic model, brands will need to master the Amazon ecosystem and work with agencies that have the expertise to support them.



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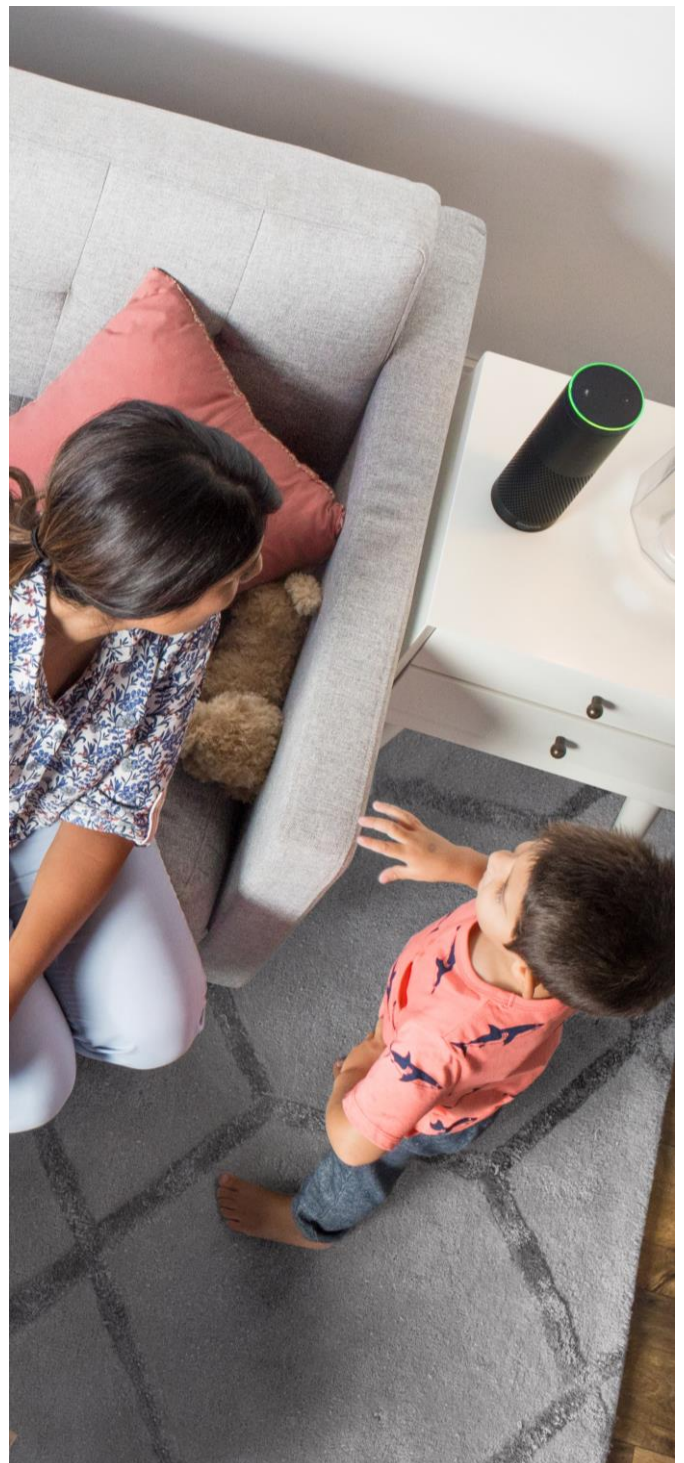
AMAZON AND ALEXA

The Future Of Voice

AMAZON AND ALEXA: THE FUTURE OF VOICE

Amazon has a vision for the future of voice search that will radically reshape the world's online shopping habits. Brands must now have voice-specific strategies, or forever be playing catch-up.

According to Google, half of all searches will be voice searches by 2020. More than half of all shopping searches already start with Amazon, so when it comes to shopping via voice, Amazon is the dominant player that all brands must pay attention to - consumer brands most of all.



ALEXA IS CENTRAL TO AMAZON STRATEGY

Amazon’s long-term strategy is to embed voice search in the home, as a key route to buying, via its increasingly popular virtual assistant, Alexa. Amazon CEO Jeff Bezos said the company had sold “tens of millions” of Alexa-enabled devices at the end of 2017. That means Alexa is already in at least 20 million Echo devices, with the figures for Fire devices inflating this figure still. Alexa devices dwarf the sales of competitors like Google Home.

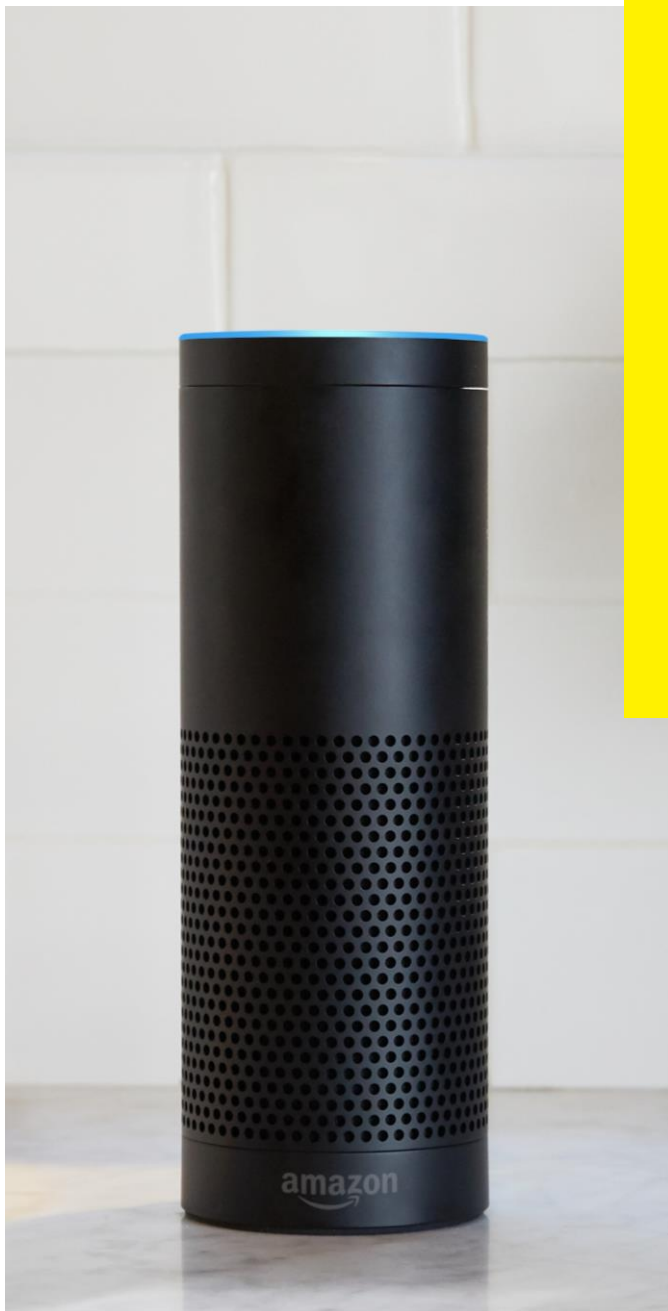
The popularity of Alexa voice-enabled products like the Amazon Dot and Echo has been helped by their low price points. These prices will continue to fall to secure yet more market penetration.



Amazon have already seen increases in purchases from those customers who use Alexa. Echo owners increased their purchases of certain consumer products, such as nappies, by 13.5% in the third quarter of 2017, and continued to buy products from the same brand afterwards. Amazon is in a unique position here, with its wealth of consumer shopping data allowing for ease of repeat purchase cross-device.

+13.5% 

IN VOICE, FIRST PLACE IS EVERYTHING



In voice search, brand recognition will secure a huge advantage. Without a visual element, the purchasing decision-making process is streamlined and takes mere seconds. If brands aren't coming first in Amazon voice search, they may not be seen or heard. They must either strive to get there or adopt creative new strategies to win visibility in the Amazon ecosystem.

Similar to Google's quality score, the 'Amazon Choice' algorithm uses Amazon's database of user reviews, previous product purchases and most popular purchases to decide which product it promotes. Just like Google or Facebook, Amazon won't ever reveal its precise methodology, so the expertise of marketers and agencies is the key to securing voice visibility.

ALEXA IN THE CONNECTED HOME

At current rates, Alexa looks set to be at the centre of the connected home of the near future. It will control our entertainment, information, shopping, kitchen appliances, heating, lighting, security – you name it. As today's simple voice speakers become full AI virtual assistants, they will integrate into our lives – managing our schedules and booking our travel, meetings and tables for dinner.

Amazon has opened up Alexa to third-party developers and brands, which means more voice-enabled devices for more applications. Amazon aims to introduce Alexa beyond your home into your car, workplace and devices. Alexa can exist in virtually any product and is being built into everything from washing machines to toothbrushes. The 'everything store' will soon be everywhere.

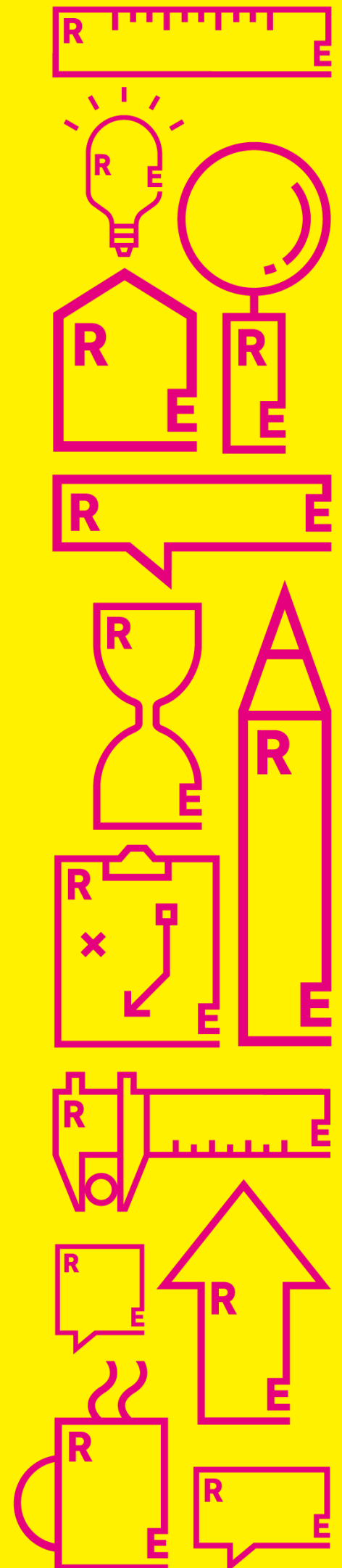


KEY TAKEAWAY

Half of all searches will be voice searches by 2020, and over half of all shopping searches start with Amazon.

Brands must strive to win first place in streamlined voice searches, or forever be playing catch-up.

Amazon and Alexa will be at the centre of the connected home of the future, so brands must have strategies to make sure they can be seen, or heard, on this emerging channel.



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AMAZON AND DATA

AMAZON AUDIENCE DATA IS A HUGE OPPORTUNITY FOR BRANDS

As the world's biggest online retailer, Amazon holds unrivalled data about its customers along every touchpoint of the user's experience from search to sale and beyond. This makes Amazon an ideal platform for advertisers looking to engage and interact with audiences they haven't yet reached.

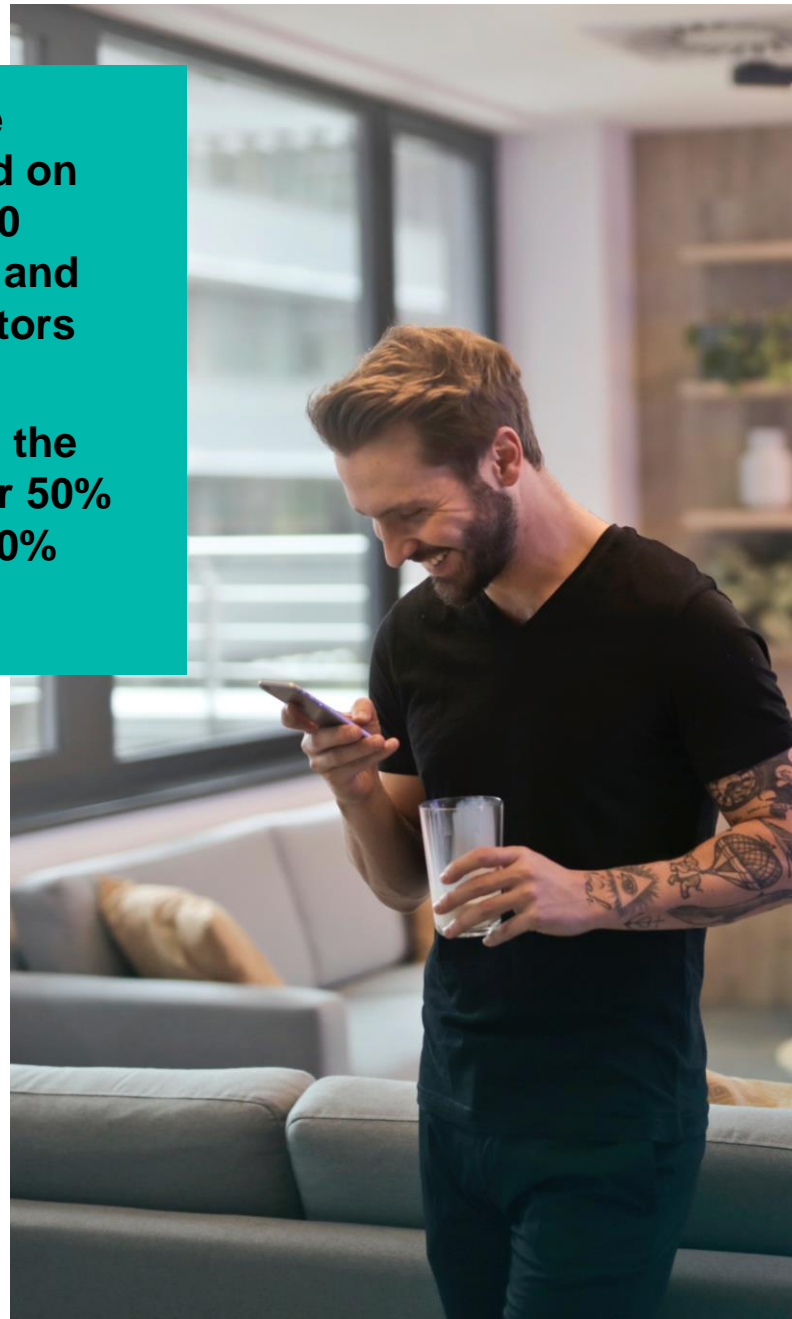
In the past, brands could only buy media in the Amazon ecosystem, but Amazon's programmatic offering means they can now access their target audience segments outside Amazon to drive campaigns across the web, video, mobile devices and apps.

BIG DATA DRIVES AMAZON SUCCESS

Amazon's unrivalled insight into the consumer path to purchase is based on sheer volume of data. It has over 300 million active customers worldwide and attracts over 180 million unique visitors to its US website each month.

For shopping, Amazon is effectively the number one search engine with over 50% of product searches, compared to 30% on Google.

For over 20 years, Amazon has gathered a vast data repository about consumer purchasing habits that its rivals can't match. While Google knows what people are searching for and Facebook knows what people are interested in, Amazon knows what people are buying, how they're buying it and how often.



AUDIENCE MATCHING HAS NEVER BEEN SO PRECISE

Amazon offers a host of tools to help brands bring their own audience segments into Amazon Advertising, so they can match Amazon audience data with their own and reach their exact target audience on Amazon and beyond, with a high level of efficiency that boosts ROI.

Amazon can segment its vast audience data to a granular level with almost infinite variety. They can combine names, email addresses and postcodes, for example, with how much an individual spends on the platform, to create models based on disposable income to match the exact audience a brand is targeting.

Brands can match their CRM data to Amazon's too. If email addresses match, which is highly likely, we can target people who shop on Amazon a lot, or match them by the products they choose, or use a host of other variables to extend your audience profiles beyond your own CRM.



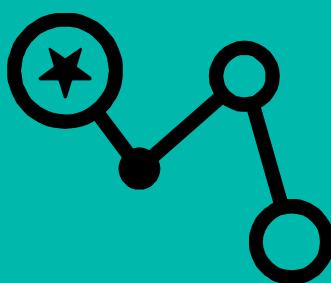
USING AMAZON TO TARGET PERSONAS



Brands often draw up detailed personas to help them target specific customer groups. Amazon makes this process more precise than ever before.

On other platforms, incomplete data means we must make assumptions to build an audience persona, based on their interests, behaviour and website visits.

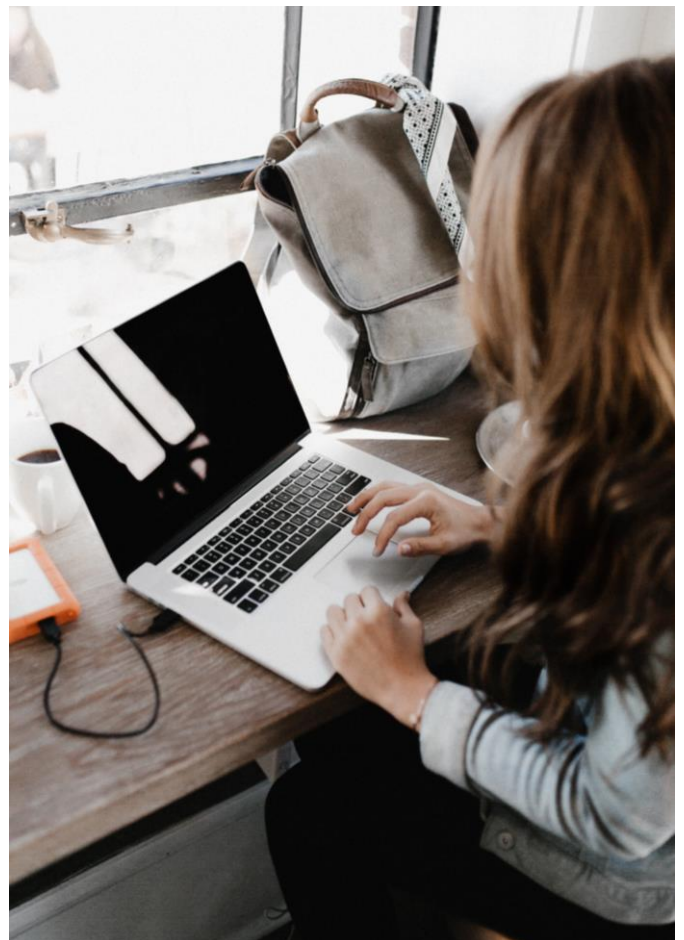
Amazon product purchasing history removes the guesswork. The data reveals if you're a parent, for example, or if you're tech savvy, or an outdoor enthusiast, or if you have the disposable income to buy luxury items like perfume, and on and on to infinity. Whoever your target audience, Amazon can match it.



SEAMLESS TRACKING ON AND OFF AMAZON

Amazon makes it easy for brands to find their customers who are also Amazon users and identify these targets across other websites and publishers, so they can mount sophisticated retargeting campaigns to track targets seamlessly as they move around the Amazon ecosystem and across the web.

This offers a perfect opportunity for sequential messaging. When we know where someone has seen your ad, whether inside or outside Amazon, we can identify where they are in the funnel. If it suits a brand's strategy, we can then serve personalised ads to match the consumer's position in the funnel. At the entry point, we could serve ads or content to explain the product, moving later to price, and finally delivering a strong call to action to buy now.



Amazon's advertising platform now offers a PPC model similar to Google, so we can target Amazon users with different customised ad copy, using granular messaging customised for particular customers. This is a powerful bridge between channels. Search can't be connected to programmatic and social presents challenges, but advertising via Amazon offers a very clear path to purchase.



KEY TAKEAWAY

Amazon has a vast data repository about consumer purchasing habits along every touchpoint.

These unrivalled behavioural insights allow brands to engage and interact with audiences they haven't yet reached, and to seamlessly track both existing customers and targets as they move around the Amazon ecosystem, across the web, video, mobile devices and apps.





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AMAZON

WHY AMAZON ADVERTISING?

Reaching Amazon customers wherever they shop, browse, watch, share, listen and engage online.

Leverage billions of 1st party, real-time shopping behaviours to deliver relevant ads to active Amazon customers. Explore how Amazon Advertising helps increase discoverability while fuelling awareness throughout low and high points of the shopping season.

Solutions across devices, the web, and outside the box.



Programmatic

Amazon Advertising Platform (AAP) displays your ads or videos ads – at scale – across the web, mobile web, and apps. Self-service and managed campaign options are available.



Fire

Promote your products with ads on Amazon devices, which were top-selling products on Amazon this past holiday season.¹



Mobile

In a recent study, 53% of DE eCommerce site traffic came from smartphones and tablets together when compared to desktops and laptops.²

Reach more than 16M unique shoppers on Amazon's mobile app.³



Amazon Owned

In addition to placements on high traffic pages on Amazon, reach audiences on other Amazon owned sites and apps like IMDb.



Custom

We're thinking big. Bring us your branding objectives and we'll explore how to connect with customers via an array of unique advertising possibilities on ad off Amazon.

Informed Amazon insights

We use first-party shopping behaviours to define audience segments, optimising your campaigns towards the most relevant customers for your brand. This consists of targeting options across in-market, lifestyle, or custom segments including remarketing and lookalike targeting.

Managed by a team of industry experts

Dedicated account managers and strategists, campaign design work, managed optimisations, and reporting throughout your campaign help ensure your success.

AD PRODUCT GUIDE

SEARCH ADS

Sponsored Product Ads



Ad placements on top of and within search results and product detail pages

- + Creates ads in minutes
- + Takes shoppers directly to a product detail page
- + Manages spend with a daily budget

Availability: Buy via self-service user interface

Locale: US, CA, UK, DE, FR, IT, ES, JP, CN

Channels

Desktop, mobile

Pricing Model

CPC

Headline Search Ads



Prominently placed ads above and within search results

- + Captures attention of qualified shoppers with relevant ads displayed based on brand and/or product-related keywords
- + Directs shoppers to a custom landing page or Amazon Store page
- + Automated bidding and placement reports to help advertisers manage new placements effectively
- + Ad placements include; above search, left side of search results (only desktop) & below the fold

Availability: Buy via self-service user interface

Locale: US, CA, UK, DE, FR, IT, ES, JP, CN, IN

Channels

Desktop, mobile

Pricing Model

CPC

DISPLAY ADS

Display Ads



Informative ads to help customers make knowledgeable purchase decisions

- + Native ecommerce creatives, with star ratings, reviews, coupons, and product images, help drive performance outcomes
- + Automated optimisation tools do the heavy lifting to drive customer goals by dynamically presenting the right creative, at the right bid, on the right placement
- + Retail insights help customers understand their ads' impact to business KPIs
- + Brands can increase campaign performance by reaching audiences based on Amazon shopper interests, past browsing behaviours, or current browsing context
- + Display campaigns can reach prospective customers outside search and beyond Amazon

Availability: Buy via self-service user interface

Locale: US, CA, UK, DE, FR, IT, ES, JP, CN, IN

Channels

Desktop, mobile

Pricing Model

CPM

dCPM via programmatic (dynamic CPM)

VIDEO ADS

Out-stream



Video ads served in non-video environments across Amazon.com

- + Drives awareness and consideration for brands by reaching customers at scale with auto-play video ads served across Amazon.com, Amazon devices and third-party sites and apps
- + Captures shoppers' attention and drives video views across Amazon desktop, mobile, and Fire tablet

Availability: Buy via direct sale or programmatic technology through Amazon Advertising Platform, the Amazon DSP (managed or self-service)

Locale: US, CA, UK, DE, FR, IT, ES, JP

Channels

Desktop, mobile, Fire tablet

Pricing Model

CPM
dCPM via programmatic (dynamic CPM)

In-stream



Pre-roll video ads served before requested content – both on and off Amazon

- + Delivers an ad experience similar to traditional television advertising surrounded by premium content
- + Utilises the added bonus of content with IMDb

Availability: Buy via direct sale or programmatic technology (managed or self-service)

Locale: US, CA, UK, DE, FR, IT, ES, JP

Channels

Desktop, mobile

Pricing Model

dCPM (dynamic CPM)

PLACEMENTS

AMAZON OWNED & OPERATED

Amazon.com



Search, display and video ads on Amazon.com

- + Allows brands to connect with shoppers on-site
- + Engages Amazon shoppers at every stage of the customer journey

Availability: Buy via direct sale or programmatic technology (unguaranteed) or automated guaranteed programmatic technology (self-service only)

Locale: US, CA, UK, DE, FR, IT, ES, JP

Channels

Desktop, mobile

Pricing Model

CPM

Amazon devices



The Amazon device family includes Kindle, Fire tablet, and Fire TV

- + Drive increased brand awareness, favourability and purchase intent across connected devices (Fire TV & Fire tablet)
- + Deliver high impact, full-screen ad experiences (out-stream video or display) on devices for increased reach, customer awareness, and engagement
- + Promote your Alexa skill through Amazon advertising solutions

Availability: Buy via direct sale

Locale: Varies by device

Channels

Fire TV, Fire tablet, Kindle eInk

Pricing Model

CPM

Amazon O&O

Display and video ads on IMDb and Goodreads

- + Place ads in IMDb, including within IMDb original content for seamless user experience
- + Place ads on the world's largest site for readers and book recommendations

Availability: Buy via direct sale or programmatic technology (managed or self-service)

Locale: Varies by site

Channels

Desktop, mobile

Pricing Model

CPM

dCPM via programmatic (dynamic CPM)

THIRD PARTY INVENTORY**Third party inventory**

Display and video ads on trusted third party sites

- + Direct inventory from Amazon publishing services
- + Third-party inventory from exchanges

Availability: Buy via programmatic (managed or self-service)

Locale: US, CA, UK, DE, FR, IT, ES, JP

Channels

Desktop, mobile

Pricing Model

CPM

LANDING PAGES**Campaign pages**

Brand generated pages that serve as an extension of advertising creative

- + Drives deeper customer engagement in a tailored experience within the familiar Amazon shopping environment, even if a brand doesn't sell on Amazon
- + Utilises videos, extended content, and imagery or work with Amazon's custom team to bring an idea to life
- + Supported by media driving to the page; this promotional execution provides metrics on dwell time, scroll depth, video views, sales and ad attributed sales

Availability: Buy via managed service

Locale: US, CA, UK, DE, FR, IT, ES, JP

Channels

Desktop, mobile, Fire TV, Fire tablet

Pricing Model

Min spend for managed, free for self-service

Amazon stores

Custom brand destination on Amazon.com

- + Helps customers discover brands' full product ranges in a permanent, dedicated shop that features a brand exclusively
- + Features a dynamic or handpicked assortment of products along with optional multimedia content to enhance the customer shopping experience
- + Uses built-in social features like social sharing buttons, couples with promotional extensions such as Headline search ads, to drive store awareness and traffic

Availability: Buy through self-service (only through Amazon Marketing Services)

Locale: US, CA, UK, DE, FR, IT, ES, JP, IN

Channels

Desktop, mobile

Pricing Model

Free to vendors and sellers

CUSTOM & SPONSORSHIPS**On-box advertising**

Custom branded boxes extending campaigns out of home

- + Surprises and delights customers with branded boxes that are delivered to homes of millions of people
- + Captures consumers' attention while in a relevant moment with eye catching creative and messaging with a custom, on-box call to action that elicits a prompt response

Locale: US, CA, UK, DE, FR, ES, JP

Channels

N/A

Pricing Model

Custom

Prime Now bags

Custom co-branded Prime Now bags. Available in 35 cities and growing.

- + Reaches Prime customers who are looking for instant gratification and provides a one-to-one interaction every time Prime Now comes to the doorstep
- + Generates brand affinity with sponsored deliveries and includes advertiser's branding on or inside Prime Now bags

Availability: N/A

Locale: US (in select cities)

Channels

N/A

Pricing Model

Custom

Tentpole event sponsorships

Custom sponsorships reaching audiences during key events.

- + Leverages unique opportunities for brands to reach and engage shoppers on Amazon.com and through Amazon devices during the busiest shopping days of the year, such as back to school, Prime Day, Black Friday or Cyber Monday

Availability: Buy via managed service

Locale: US, CA, UK, DE, FR, IT, ES, JP

Channels

Desktop, mobile, Fire TV, Fire tablet

Pricing Model

CPM

Sponsored custom video

Advertisers and Amazon work together to develop a video to educate customers on a brand's Alexa skill.

- + Demonstrates the skill in action using video
- + Runs videos across Amazon products and services
- + Provides users with ability to engage further with landing page upon video completion

Availability: Buy via managed service

Locale: US, CA, UK, DE, FR, IT, ES, JP

Channels

Desktop, mobile, Fire TV, Fire tablet

Pricing Model

Custom

REPRISE

**THANK
YOU**