

Jellyfish **ON**


The webinar will start in a few minutes


Leveraging AMC:

Maximize your insights and
measure the success of your
holiday campaigns on Amazon

ACORN-i
empowering brands & sellers

amazon ads

There will be a Q&A session
at the end of the presentation.
Use  to ask
your questions


Want to say Hi or react ?
Use the chat function

Jellyfish **ON**

Leveraging AMC:
Maximize your insights
and measure the success
of your holiday campaigns
on Amazon

ACORN-i
empowering brands & sellers

amazon ads



Today's Agenda

1. Introduction, our speakers
2. Learnings from Q4
3. Importance of Measurement
4. AMC a way to measure
 - a. What is AMC
 - b. How do we measure
 - c. Benefits
5. What's Next / Key Takeaways
6. Q&A

Our speakers today

amazon ads



Bobbie-Jean Shaw
Senior AdTech Consultant

ACORN-i & the brandtech group
empowering brands & sellers



Ellie Lathrope
Commercial Manager

jellyfish & the brandtech group



Larry Hannon
Senior Retail Media
Director

jellyfish & the brandtech group



Luis Pedro Martinez
VP Retail Media

Learnings from Q4

What are the 3 main trends so far in Q4?

Q4 is Over, or Isn't It?

Performance

USD 9.8 billion in Online Sales + 7.5% Y/Y increase

Winners:

Online and Mobile – best Channels.

Another Global Amazon Historical all time high for BFCM

Amazon UK flat performance
~-2% YOY and 9% of total BFCM retail sales

Our Clients

Prime Big Deals was a big deal!
Greater than 2x uplift in sales compared to Prime Early Access

Media Costs Decreased YoY During T11. CPCs declined 24%

Our UK clients benefited from uplifts in categories like Make up and consumer Electronics

More and more advertisers are investing in Display to drive brand awareness

Q4 Highlights

Amazon has announced constant deal **offering between now and 12/24 to keep the momentum going!**

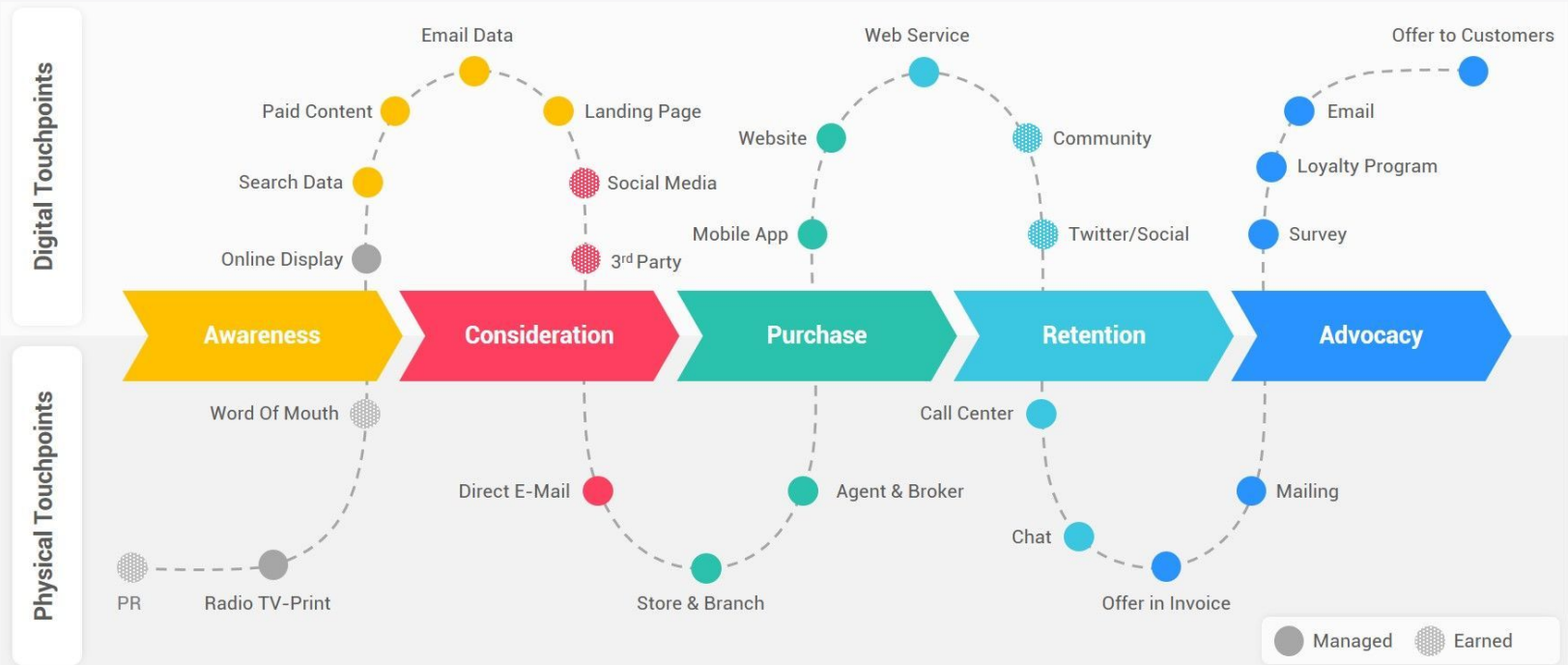
Buy with Prime kicked started the events with shoppers buying beyond Amazon

48% of US households bought more than 2 items so far this peak season!

The importance of Measurement

Where do you Invest? How do you Measure?

- Customer journeys are non-linear
- Data Ownership is key



QR Codes increase Engagement on STV Campaigns

Amazon is no longer just an eCommerce site but a complete customer experience from top to down of the funnel



Amazon Marketing Cloud

Jellyfish AMC Advanced

Amazon Trusts Us

One of Amazon's largest and most advanced Global Partners

- Early AMC adopter, we are the most advanced agency using AMC in Europe
- Verified AMC provider in the partner network

Advanced Use Cases


We build on standard use cases for our own audience solutions. We co-develop with Amazon AMC uses cases like MTA.

Early Access

...to product, betas, and roadmaps

Discover how Jellyfish is using Amazon Marketing Cloud to help their clients

16 May 2022 | By: Gabriella Kursman, Marketing Manager


Di Wu, VP of Data Science at Jellyfish

Jellyfish is a marketing performance company that helps brands by navigating, connecting and harnessing solutions that drive growth. Jellyfish's global structure combines consultancy, training and technology to help their clients achieve success across the funnel of online retail.

Di Wu, VP of Data Science, leads the global data science capability at Jellyfish. She has extensive experience in this field with in-depth knowledge in advertising technology (AdTech) and marketing technology (MarTech). She has worked the past 15 years in both agency and client-side roles for some of the world's most recognisable brands and has a passion for driving business outcomes with insights, machine learning and automation. Amazon Ads sat

We are leading the way in using Amazon Marketing Cloud to uncover opportunities that lead to growth

Do we have a solid foundation?

Media Effectiveness

INSIGHTS EXAMPLES

- Reach & Frequency
- Time to conversion
- Search query
- ASIN conversions
- DSP KPIs by line item and supply source
- Time of day performance

Are we investing through the correct channels?

Channel Effectiveness

INSIGHTS EXAMPLES

- Path to conversion
- Overlap
- Custom attribution
- Incremental reach & timing of exposure
- Multi touch attribution**

Which targeting segments drive the most value?

Insights for Scale

INSIGHTS EXAMPLES

- Audience cloud
- Branded Searches
- Custom audience
- Geo location
- New to Brand customers
- Customer value

How do we surface learnings through testing?

Innovation

INSIGHTS EXAMPLES

- *Geo lifting
- Incremental reach and timing of exposures
- Store visit insights

"Jellyfish is uniquely positioned....and has consistently shown to be an early adopter and innovator of Amazon tech and products to drive [results] for advertisers."

Peter Shin - AdTech Development, Amazon Ads

*Proprietary tool of Jellyfish

** Advanced analysis

A unique proprietary tool to accelerate performance and efficiency

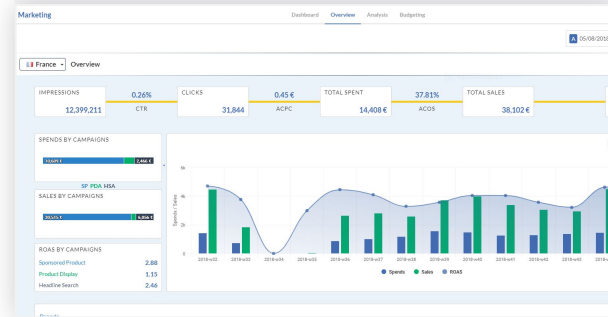
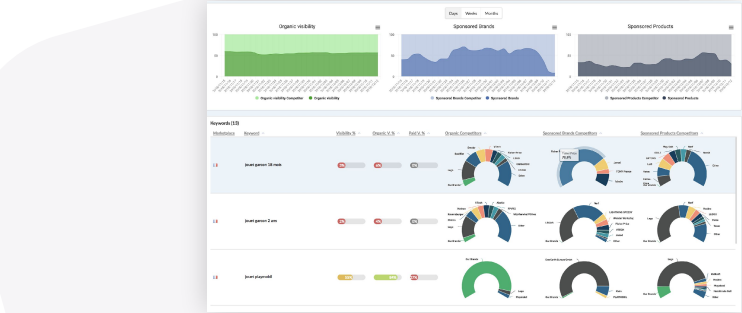


Unlocking business growth with a unique 360° Amazon dedicated analytics suite

- We ingest data from Amazon's various sources and transform it into custom visuals and insights for global brands to fuel and optimize their business strategy.
- 250+ KPIs tracked across all Amazon data sources: VendorCentral, SellerCentral, ARA, AMS, AAP
- Real-time analytics and insights on all retail dimensions: Content, SEO, Reviews, Media, In-Stock, Share of Voice, Pricing, Logistics

\$1.1bn retail sales tracked across 12 Amazon marketplaces

**Deployed on 40+ Global Jellyfish Clients
Increased efficiency on audits, campaign creation & reporting**



Measuring Amazon & Omni-Channel Impact with Ignite

Omnichannel Shopper Analytics

Understand your customer.

Leverage consumer search, browsing and purchase behavior to super-charge media planning and performance.

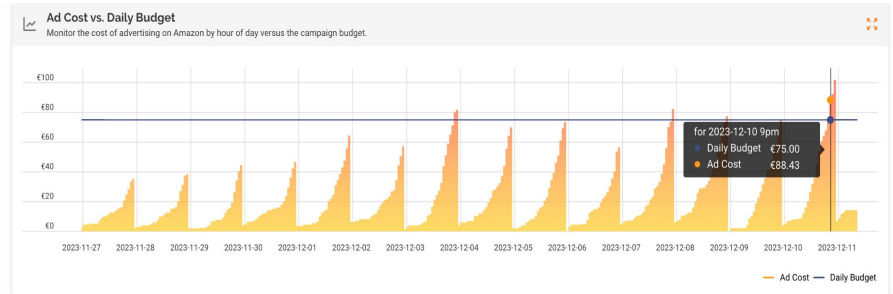
- Combine DTC sites and 3P marketplaces
- Optimize campaigns pre-launch
- eRetail channel dynamics and position
- Merge retail + media
- 1P + competitor search and purchase data
- OO's of shopper data sets globally

Beyond Media Measurement

Enhanced understanding of paid media

Integrate eRetail channel data to understand halo effects of paid media and optimize investments.

- Enhanced reporting - LTV, TACOS vs ROAS
- Measure holistic outcomes of campaigns
- Understand customer types and behavior
- Develop accurate CAC
- Improve investment decisions
- Increase purchase intent



We are fully integrated with AMC Audiences for the holiday season and beyond

Shoppers who Added To Cart, but did not purchase

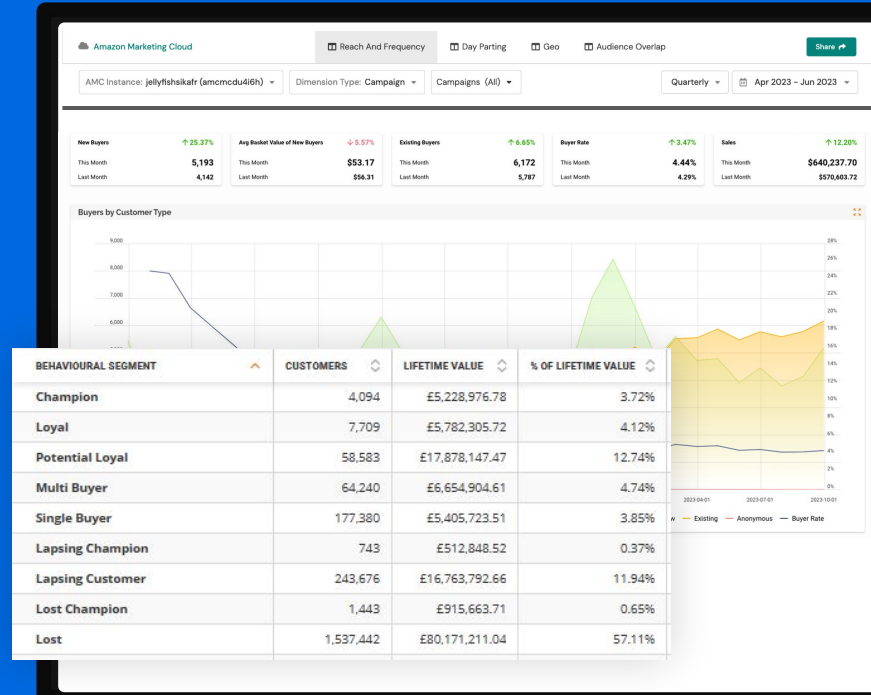
Shoppers who have purchased, but have not opted in for Subscribe & Save

Shoppers who searched for Sponsored Ads Keywords, but did not purchase

Shoppers who added to their wish list, but have not purchased

AMC Audiences goes a step ahead by enabling you to go beyond just collecting audience insights. It empowers you to create custom audiences for precise targeting in Amazon DSP campaigns.

By the implementation of AMC audiences, we can understand both New-To-Brand & Lifetime Value insights of your consumer. Audience segments can be created based on behaviours, meaning advertisers can retarget single purchasers, or those that have not purchased over a specific period of time.



Queries that will lead to holiday success

Reach & Frequency

Are we overexposing my consumers with my Products?

Day Parting*

When in the day do I get the most attention and sales to my advertised products?

Geography

Where in the region/country do I get the most advertising and sales efficiencies?

Overlap & Path To Conversion

How do I achieve the optimal mix of SA/ DSP/Device/Format for the products I advertise?



Retail Media > Technology & Innovation > Geo-Experiments

How Jellyfish Manages Measurement for our clients?

Business challenge

Brand X is dedicated to helping customers improve the ways they take care of their home. The vacuum cleaner and floor care product manufacturer invested in Amazon DSP STV campaigns, but faced measurement limitations to connect the impact beyond Amazon. Brand X needed to measure the impact of these campaigns on both its online and offline business in order to determine whether the investment yielded the necessary ROI

Jellyfish solution

Jellyfish developed an A/B testing protocol leveraging geo-segmentation to create control and test groups. Jellyfish identified similar geo areas in the US, and adjusted STV spend based on our test design. Jellyfish also collected on and offline revenue data on a daily basis to measure business impact.

Impact

The successful project demonstrated that STV campaigns have a positive impact on Brand X's revenue, with a 477% incremental return on advertising spend (ROAS) – data that is only available thanks to the newly developed protocol. This resulted in Amazon STV campaigns becoming the number one platform for STV and an always-on part of the media plan overnight.

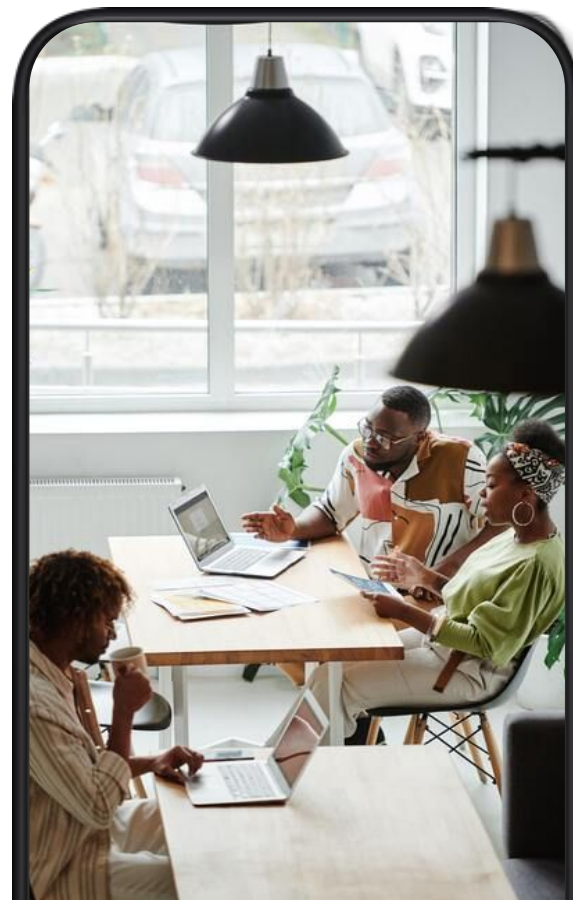
Results

22x

Increase in Amazon DSP investment based on these findings

477%

Incremental ROAS measured for STV campaigns



Retail Media > Amazon Marketing Cloud

Leveraging Reach and Frequency Insights to Balance Portfolios

Business challenge

SBD had several inquiries regarding DSP and SPADS activations. **Their primary objective was to strike the optimal balance across each channel to guarantee the utmost effectiveness of their campaigns.** To achieve this, we needed to embark on thorough analyses to gain a deeper understanding of how each of these levers interacted with one another.

Jellyfish solution

Working in partnership with Amazon's teams and using data provided by AMC, we are able to **better understand customer behaviour, identify key touchpoints and optimise targeting strategies.** Using a data measurement approach, we have been able to drive higher profitability from DSP campaigns. We have therefore been able to adapt our approach to the conversion funnel with Stanley Black & Decker via an always-on strategy as well as the frequency of campaigns in order to make the most of the positive effects of such a strategy.

Impact

Thanks to the AMC analysis conducted, we were able to put in place a more effective approach with the aim of both seeking increment and securing a good level of conversion and profitability.

- Set up a frequency capping of campaigns
- Recommended a budget mix to find the most effective balance
- Set up always-on DSP campaigns

StanleyBlack&Decker

Results

103%

Increase in revenue despite a reduction in spend

224%

Higher ROAS with retargeting audience & always on

26%

Lower frequency with capping in place

2pts

Higher NTB with consideration audience

BLACK+DECKER

*Découvrez la boutique Bricolage
Black+Decker*



BLACK+DECKER - Perceuse à percussion 1...

★★★★★ 1.598

165,38 € prime

Détails produit et livraison

Ajouter au panier

What's Next ?

So What's Next?

Act now- Mid January

Leverage AMC to understand performance and inform your SA/DSP portfolio, reach of DSP campaigns, and path to conversions, upper Funnel investments like FireTV, etc

Ingest first party data to understand online vs. offline conversions and the role of Amazon to your Q4 budgets

Simply set up AMC now to build for the future

What to expect in 2024

Upper Funnel & Audiences

Simplified Queries in the UI

First Party Data

More opportunities to invest across the funnel with products like Online Video



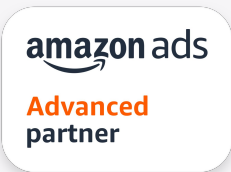
Q&A

Opens for our viewers questions

Thank you

Amazon Trusts Us

- **One of Amazon's largest and most advanced Global Partners**
 - Early AMC adopter, we are the most advanced agency using AMC in Europe
 - Verified AMC provider in the partner network
- **Advanced Use Cases**
 - We build on standard use cases for our own audience solutions
 - We co-develop with Amazon AMC uses cases like MTA.
- **Early Access**
...to product, betas, and roadmaps



Get a free audit of
your Amazon Account



Learn more
about our solutions