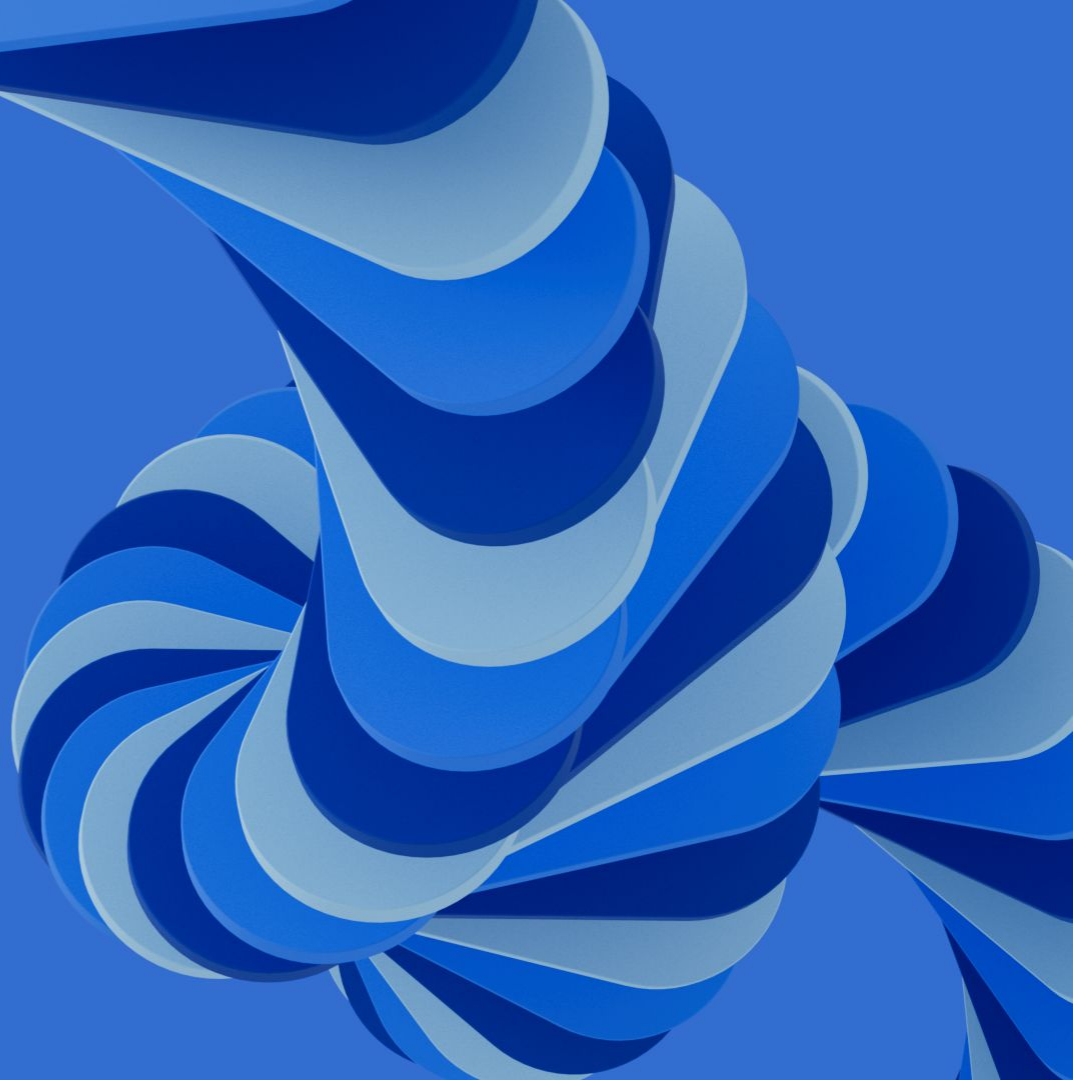




# THE KEYS TO UNBOXING REVITALIZED GROWTH

Amazon unBoxed, October 2024



ASHLEIGH SHAPIRO

SR. DIRECTOR,  
CODE3



# WHAT'S COVERED HERE

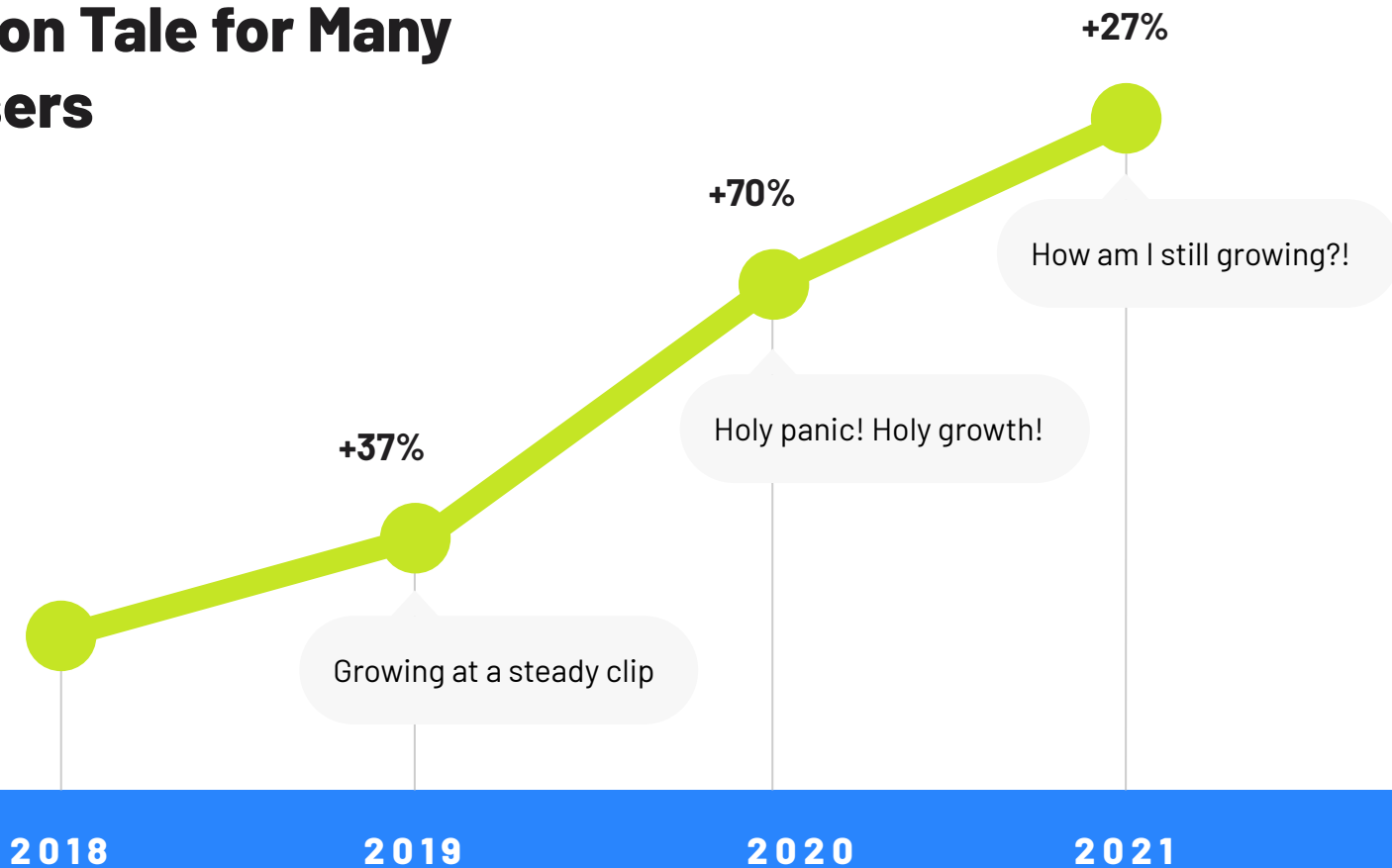
- 01** Stalled Growth: A Common Tale
- 02** The Diagnosis
- 03** The Turnaround
- 04** Measurement + Results

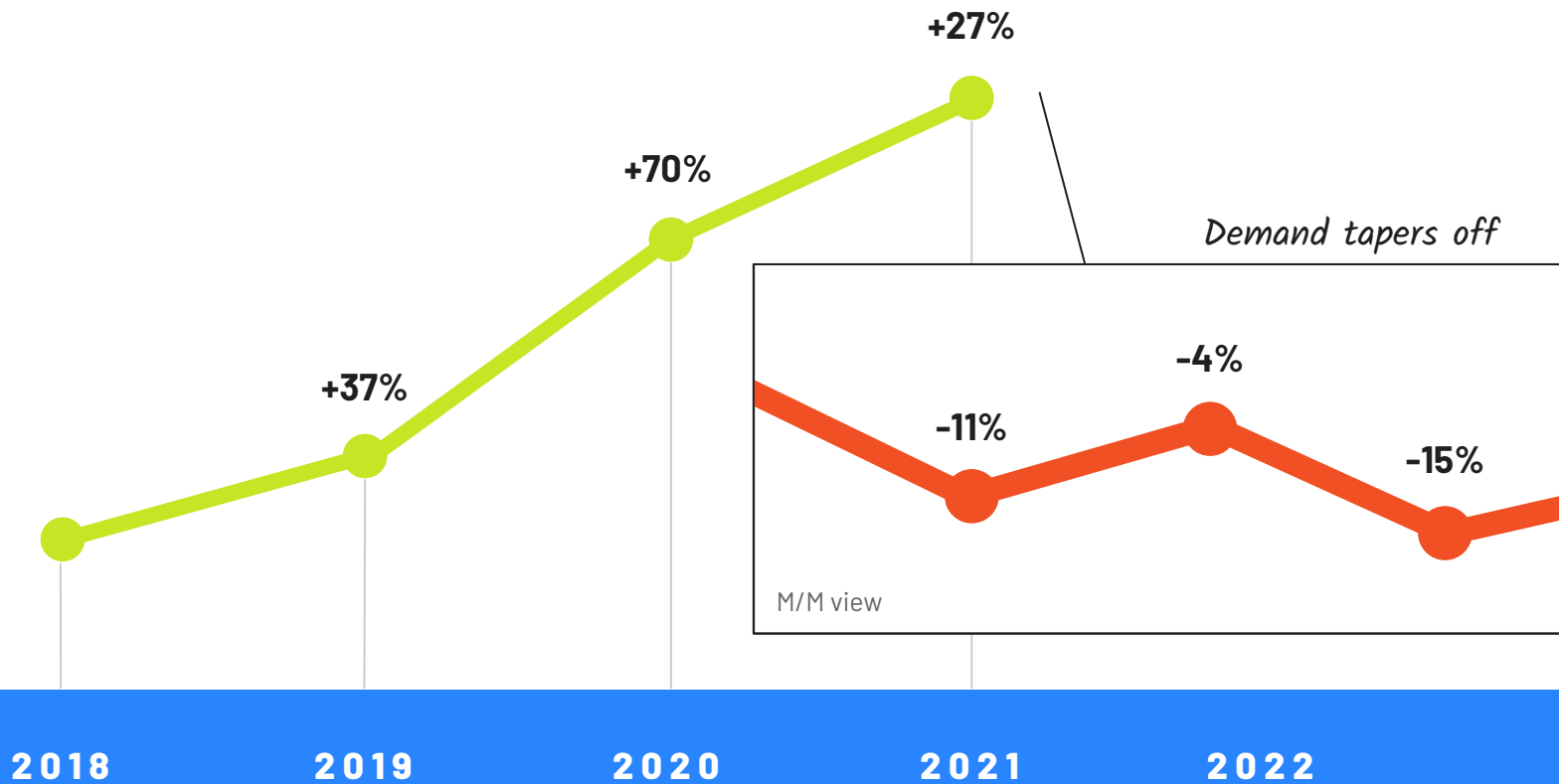
**Raise your Hand**

**If your Brand has  
Experienced**

**Stalled Growth**

# A Common Tale for Many Advertisers





**So... what now?**

# What *Really* Impacts Performance?

## Macroeconomic Context – Largely Outside Our Control



Sustained Inflation



Inventory & Supply  
Challenges



Less Disposable  
Income



Competitive  
Pressure

## Category Context – Within Our Control



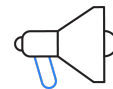
Negative Consumer  
Sentiment



Creative &  
Content Quality



Channel &  
Tactic Mix



Product + Brand  
Awareness



**Where** do your holistic media budgets live, within your org?

Are you **ready** to create demand?

What product challenges are we selling **around**?

Has your leadership been in a warm bath of bottom funnel comfort?

# Control the Controllable s

Do you have the right kind of content and creative?

What big bets can we tolerate testing?

Is your data and measurement house in order?

What new strategies have yet to be tested?

# A Full Body Diagnostic – Nothing is Sacred

## Use Your Toolkit

### Wisely

Pair 1st + 3rd Party Data analysis with market research and competitive analysis to understand the category and market opportunity.



MOAT



Pathmatics

## Is Your Media Mix Serving?

If budgets between sales channels and marketing live in silos – come together or break down the walls and realign the mix.

You have **1 customer** seeing all marketing efforts across channels.

## Take an Honest Look at Content

**How** and **why** is your content produced? What content resonates with your audience? Are you truly retail ready?

## Are Tactics Aligned

Take a fresh look at your tactics with an audit – there are no sacred babies.

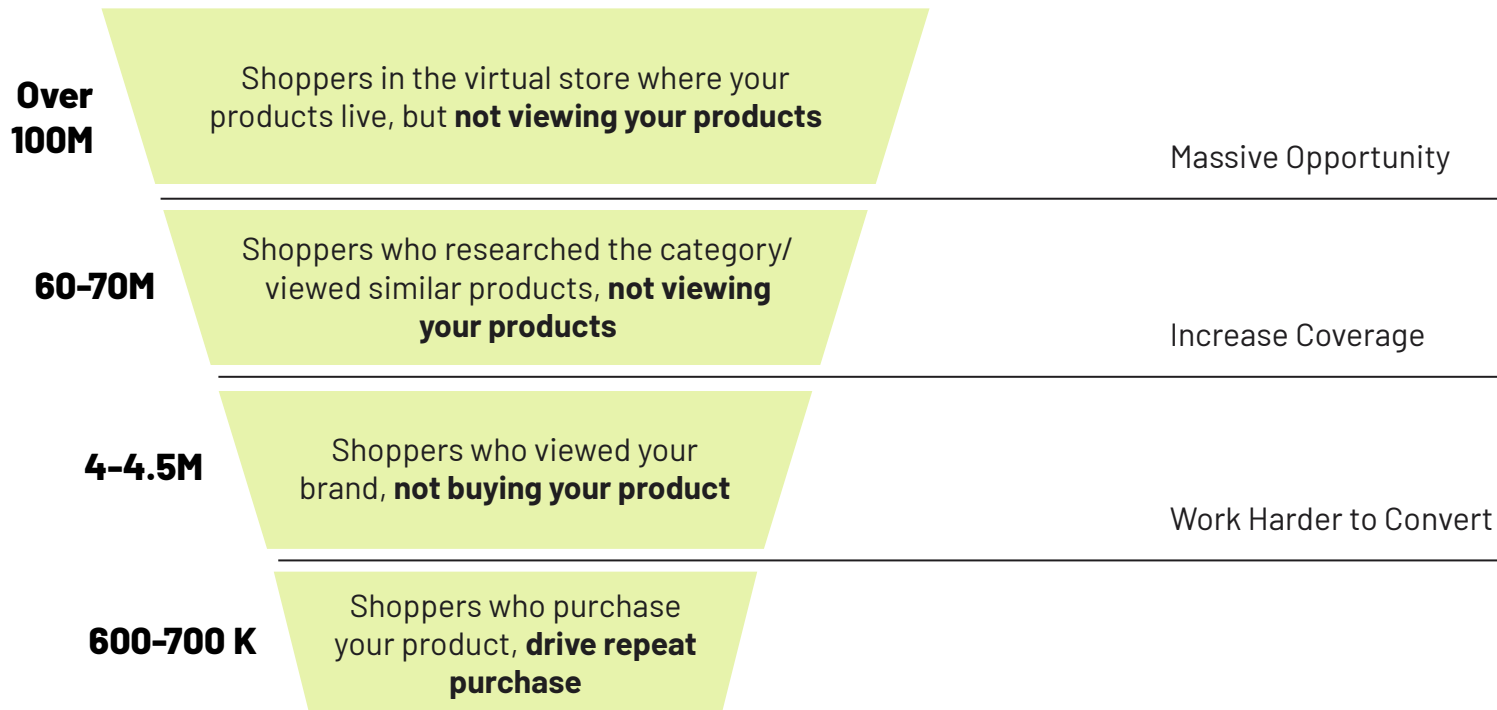
Just because something worked (or didn't!) for years, doesn't mean you can't re-approach.

**The Toolbox:**

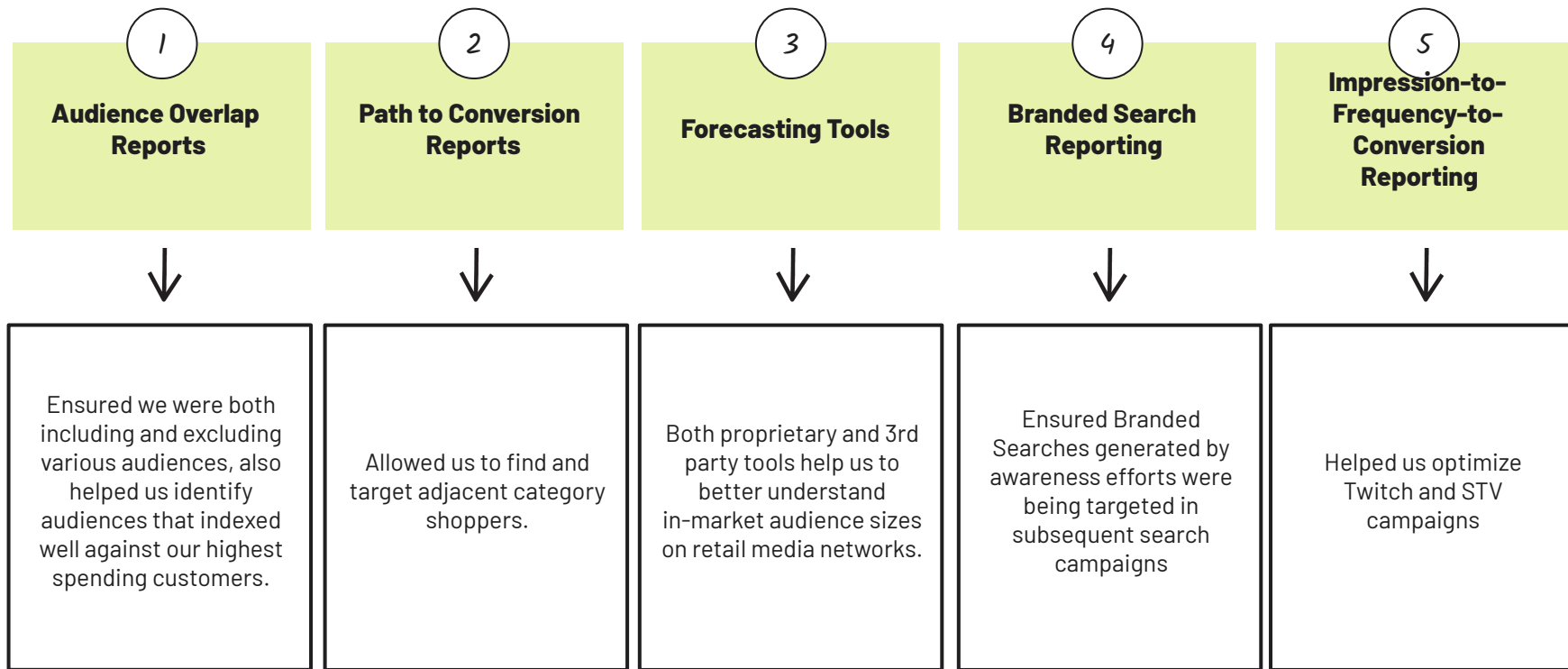
**Where we go for  
answers**

**Audience Overlap Reports and  
AMC help us diagnose what  
the white space is at each  
stage**

# We Didn't Have a Market Problem. We Had Simply Over-Indexed on Demand Capture Tactics During a Demand Boom



# Leverage AMC and Other Planning Tools for Answers



**Getting to the bottom of our  
media mix created some  
tough conversations about  
silos.**

# BREAKING DOWN SILOS



## Brand Media

The majority of video budgets sat with a media team not affiliated with RMN and Amazon.



## D2C Media

Storytelling and key moments to plug product benefits sat in D2C media channels such as social.



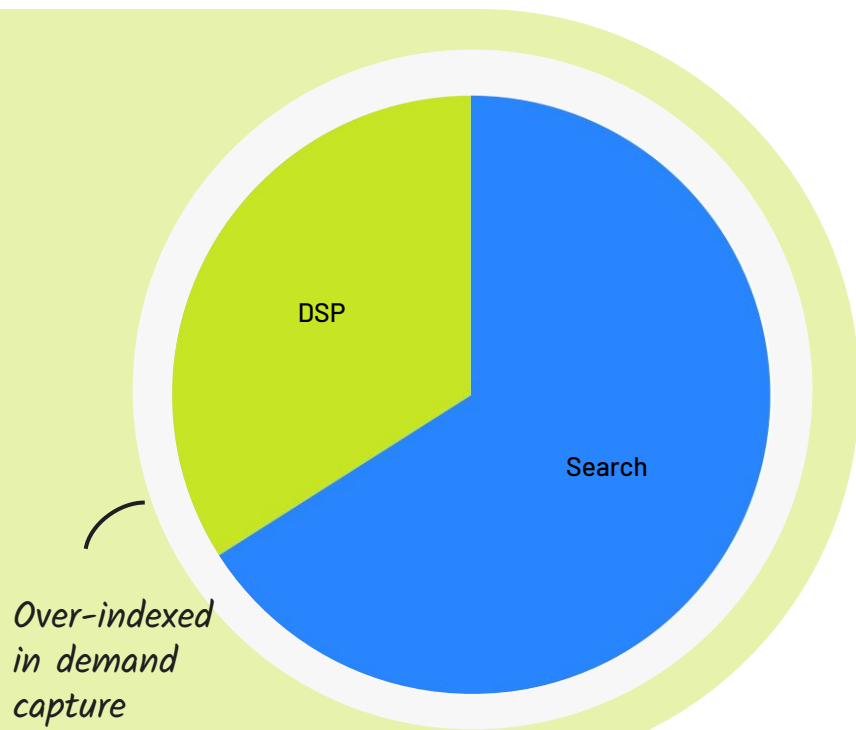
## Marketplace Media

Amazon was seen as a place to capture existing demand, with strict targets on expected return, and heavy promos.

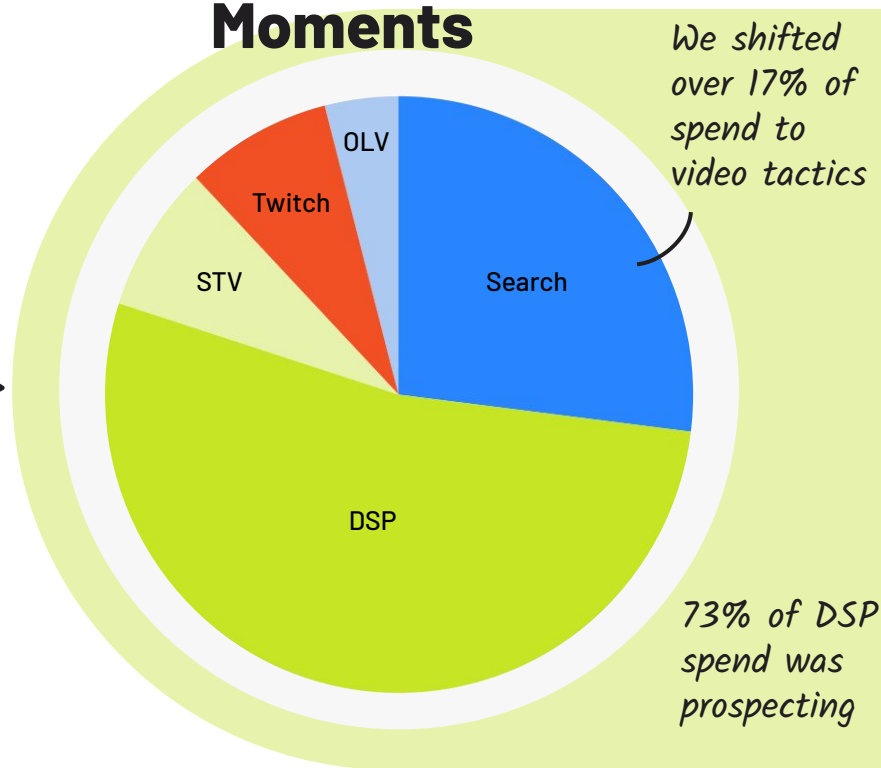
*We needed to reposition Amazon as a full-funnel powerhouse media + content player*



# Shifting from Response Tactics



# To Create Space for Engaging Moments



**Amazon launched  
3 new products that paired  
perfectly with our new  
video-heavy strategy.**

# THE MAGIC OF MIXING IT UP



## **Twitch Guaranteed Campaigns**

Secured premium inventory, guaranteeing that we got in front of a highly engaged audience that sat squarely in our target market.



## **Amazon Persona Audiences**

We built custom audience personas alongside Amazon's Analytics & Insights team, to ensure stronger returns upper funnel



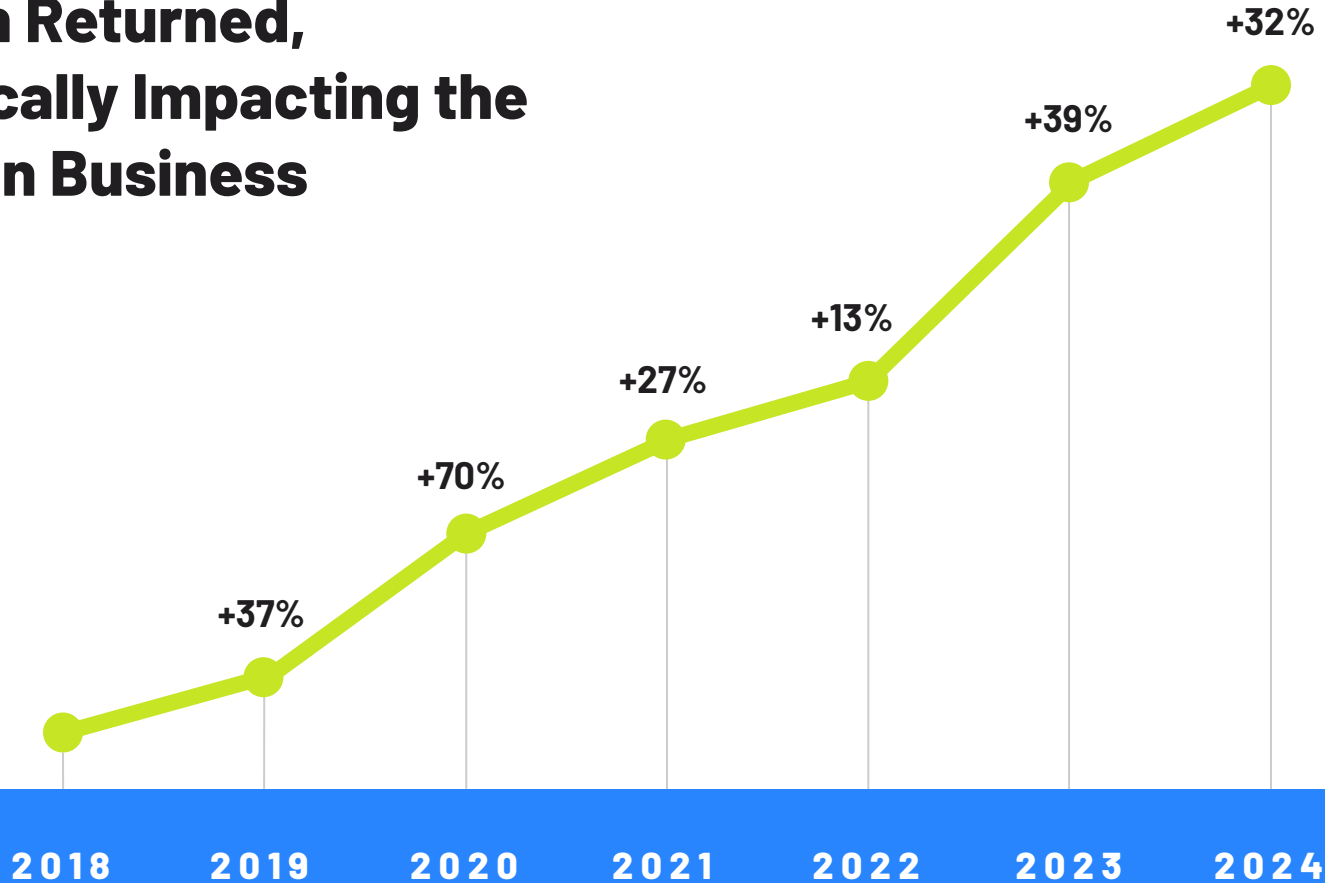
## **STV & OLV**

Leveraged proven products that haven't been a big piece of budgetary pie: STV, OLV, more budget for sponsored display

*We needed to test a diverse mix of new and proven products allowed for continued strategy optimization*

# **Measure the Magic:** **A Multi-Dimensional View of Performance is Critical**

## Growth Returned, Holistically Impacting the Amazon Business



# We Measured a Few Key Indicators

If our mid and upper funnel efforts were delivering, we expected to see not only incremental reach, but also more consumer ultimately searching for our branded products.

95%

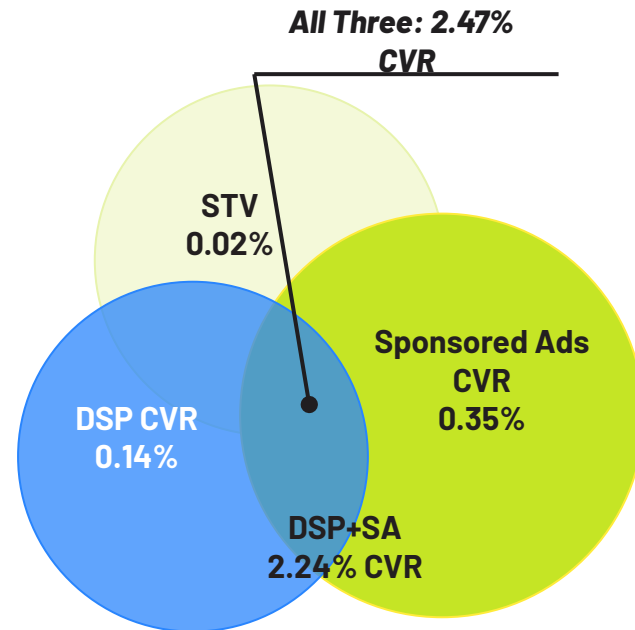
Incremental reach increase

108%

Increase in branded search rate

# Exposure to Multiple Ad Types Wins.

AMC showed that the investment in STV, while driving a lower direct CVR, positively contributed to increases in CVR on when shoppers were exposed to STV, DSP, and Sponsored Ads.



## Leaving You With 3 Thought Starters...

**Are you (and your budgets) working in tandem with external sales and marketing teams?**

**Are you fully leveraging all the tools and insights available to evaluate your growth potential?**

**Is your comfort of strong ROAS holding you back from testing new products and tactics?**



# THANK YOU!



*Scan to  
chat more!*

WE LIVE AT THE

INTERSECTION OF

CONNECTIONS

COMMERCE

& CREATIVE