

Amazon DSP At-A-Glance Roadmap



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When used effectively, Amazon DSP offers dynamic targeting to reach your shoppers, giving you the ability to maximize your audience, name recognition, and, most importantly, sales. Navigating such a powerful platform can be tricky. This guide compiles everything you need to know to get started.

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Reaching Shoppers Where They're At – Amazon DSP

No one has more shopper data than Amazon. Harnessing and applying this data to reach customers at every stage of the shopping journey can dramatically elevate your conversions. Amazon DSP (Demand Side Platform) allows advertisers to run extremely targeting display ads on and off Amazon, reaching Amazon shoppers who visit your product detail pages but don't convert. These ads can also target shoppers at the beginning of their shopping journey in your category and reach your audience in other segments.

Because Amazon is so competitive, relying exclusively on sponsored product ads or on your organic rankings can leave you vulnerable. Amazon DSP opens you up to converting more of the shoppers who see your product detail page. DSP also gives you a chance to potentially reach people before they see your competitor's sponsored product ads or product details pages. When done properly, Amazon DSP ads can play a powerful role in the overall growth of your Amazon business or even your business off Amazon.

Hitting the Right Screens— Audience Targeting

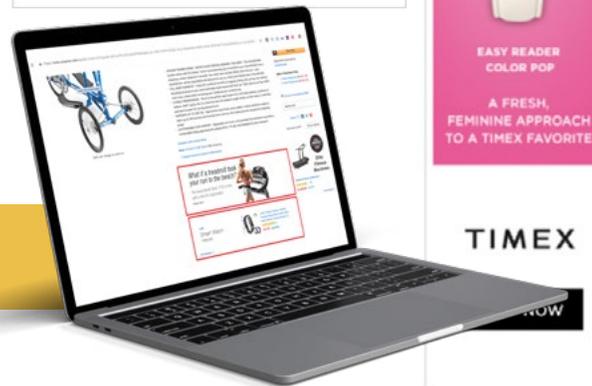
- ★ **Lifestyle** - Lifestyle audiences are based on shoppers ongoing online behavior. You can choose from lifestyle categories like “Favorite Streaming Genre - Romantic Comedy”, “Acura Owners”, “Beatles fans”, “baseball fans”, and thousands of other options.
- ★ **In-Market** - In-Market audiences are based on a shopper's behavior on Amazon, specifically related to the category pages they visit. For example, if a shopper is currently visiting organic dog food category pages and they have not yet made a purchase, Amazon determines that they are “in the market” for organic dog food. These in-market audiences can be as broad as “apparel (kids and baby)” or as specific as “applesauce and fruit cups”.
- ★ **Similar ASINs** - When you upload your Amazon Standard Identification Numbers (ASINs) to the DSP audience builder, Amazon automatically builds an audience of shoppers who have visited similar ASINs without purchasing. This audience combines visitors from both complementary and competitive products, so multiple segments of shoppers will see your ad.
- ★ **Competitor ASINs** - Uploading your competitors ASINs to the DSP audience builder allows Amazon to build an audience of shoppers who have visited those ASIN. This audience can include those who have visited competitive ASINs but have NOT purchased and an audience for those who HAVE purchased.
- ★ **ASIN Retargeting** - ASIN retargeting audiences are built based on people who visit your product detail pages and don't convert.
- ★ **Loyalty** - Loyal audiences consist of shoppers who have already purchased one of your products. Targeting these audiences is especially effective with consumable products or those that require reordering. Targeting loyal shoppers also allows you to cross promote and make a second sale. It's much easier to sell to someone who is happy when they're already happy with another of your products.

Starting on the Right Foot— Retargeting Ads

- ★ Start with retargeting ads. These ads will reach people who visit your ASINs but don't purchase. Shoppers who have viewed your product are already familiar with your specific features and are more likely to complete purchase with a simple reminder.
- ★ Once you start to see a good Return on Ad Spend (ROAS) on your retargeting campaigns, you can consider reaching shoppers earlier in their purchase journey by targeting in-market audiences, lifestyle audiences, competitor audiences and more.

Nailing the Look— Ad Design

These display ads can look like your Amazon listing and feature pictures of your products, reviews (optional), a headline, and a shop now button. You can also upload custom ad graphics, match the ad to your website or other display ads.



TIP: Ads that look like your Amazon listing usually convert better.



Finding Your Ad—Ad Placement

Your ads appear on Amazon.com, on sites that Amazon owns, like IMDB, and on news and blog sites that are part of Google's ad exchange called AdX. They can also appear across several other open ad exchanges including AOL's exchange, Pubmatic and more.

Measuring Success— Return on Ad Spend

- ★ Return on Ad Spend (ROAS) varies across industry, a shoppers place in their journey, and several other factors. This makes setting a range difficult, but it's not uncommon to see between 300% return on ad spend up to 2,000% return on ad spend or higher for retargeting ads.
- ★ Different audience targeting that reaches shoppers earlier in the buying journey can result in lower direct ROAS, but these broader audiences often create a nice brand halo effect.
- ★ Direct ROAS for in-market, lifestyle and competitor audiences can range from 50% to 400% with averages in the 100-300% range.

Creating a Lasting Impression— Brand Halo Effect Report

Not everyone who sees a display ad will immediately buy your product. Often, shoppers will click through an ad and not buy until later on a subsequent visit to Amazon. When this happens, you won't see a conversion directly in your ad report. Your Brand Halo report will show the total purchases from people who've seen your ads, clicked on them, but didn't convert immediately.

Spending Wisely— How Much Does This Cost?

- ★ You pay for ad impressions rather than paying for clicks. Ad impressions are billed on a cost per thousand (CPM) model. The bids you set inform Amazon what you are willing to pay for each 1,000 shoppers you want to target.
- ★ CPMs range from less than \$2 for broad audiences to over \$30 CPM for very targeted audiences during peak shopping months.
- ★ Amazon typically requires a minimum initial commitment of \$35,000 to work directly with them.
- ★ Alternatively, partnering with an agency like OMG Commerce waives these minimums. As an agency, OMG Commerce meet all of Amazon's minimum spend requirements for agencies so they don't pass on the \$35,000 minimum spend requirements onto clients.

Knowing If You Nailed It— When to Expect Results

Following the tips outlined in this guide, particularly beginning with retargeting ads should guide you to relatively quick success. You should expect to be close to hitting your ROAS target by the end of the first month and meeting or exceeding it by months 2-3.

In-market campaigns, competitor targeting campaigns, and other broader audiences often take longer to dial in. As an example, if you test 3-4 audiences, it's possible that only 1 will actually convert and result in a sensible ROAS. This unpredictability makes it important to hold out with these audiences for a minimum of 2-3 months. It takes time to test these audiences and measure brand halo effect, direct sales and the impact these campaigns have on your total sales.



Kicking It All Off— How to Get Started

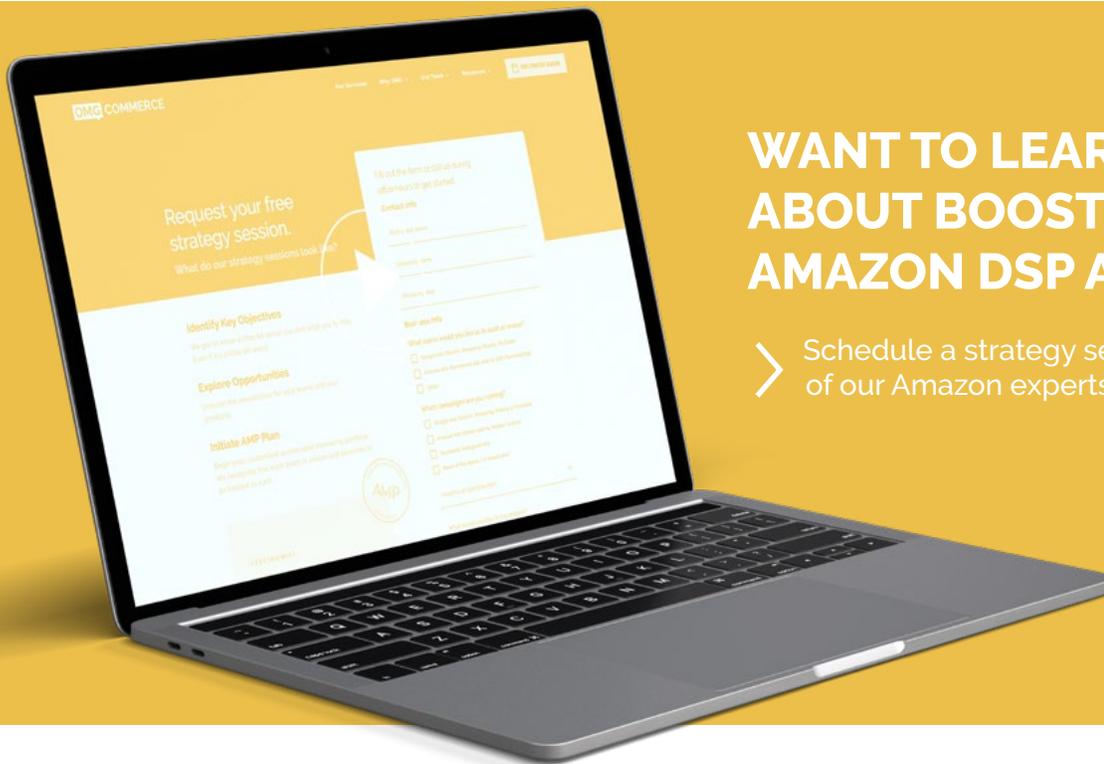
HERE'S WHAT YOU'LL NEED:

- ★ List of ASINs you want to promote.
- ★ Child business report for ASINs you want to promote including sessions, conversion rate, and sales.
- ★ Note - you'll need 5,000 unique monthly visitors to each ASIN or group of ASIN before you can run retargeting ads to those ASINs.
- ★ Your goal Return on Ad Spend (ROAS).

Choosing an Ad Partner— Who is OMG Commerce?

- ★ In 2018 OMG Commerce was one of the fastest growing agency in terms of total ad spend managed on Amazon DSP.
- ★ Currently OMG Commerce is in the Top 10 agencies world-wide managing Amazon DSP Ads.
- ★ OMG Commerce is trusted by leading international Amazon experts like Tom Wang, Zack Franklin, and companies like PandaLeap, AMZ Kungfu, and more.
- ★ CEO, Brett Curry has presented at top Amazon events like Prosper Show and has appeared on Top Ecommerce podcasts such as Ecommerce Fuel, Ecommerce Influence, Perpetual Traffic and more.
- ★ As a Google Premier Partner Agency OMG Commerce has been running successful marketing campaigns for eCommerce brands since 2010.

That's a Wrap!



WANT TO LEARN MORE ABOUT BOOSTING YOUR AMAZON DSP ADS?

> Schedule a strategy session with one of our Amazon experts today.



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