

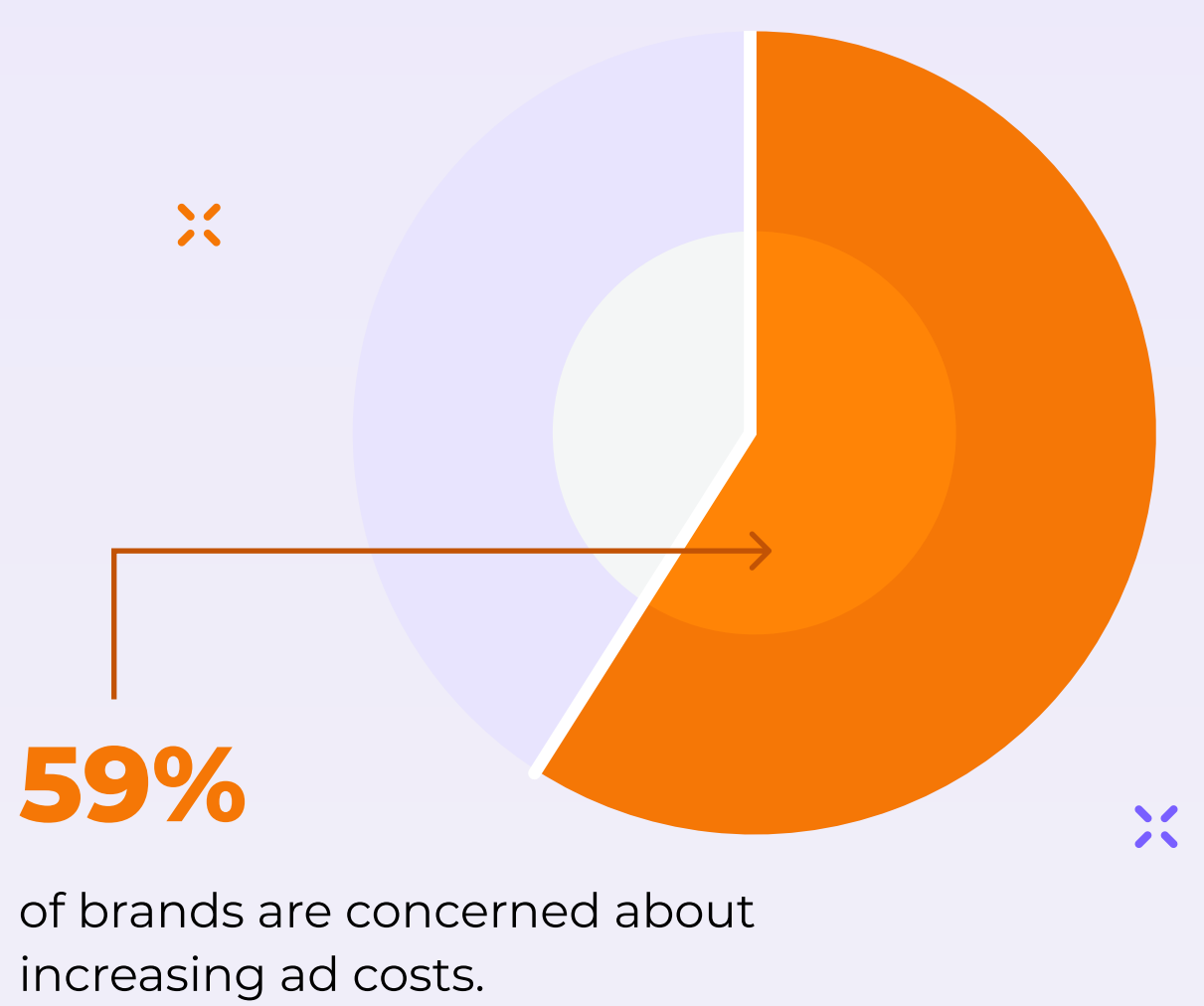
# 5 Ways to Automate, Analyze, and Optimize Your Amazon Advertising

63% of shoppers start their online product searches on Amazon, so it's no wonder that 97% of all Amazon brands advertise on the channel. In such a competitive landscape, streamlined advertising management can lead to better visibility, more conversions, and a winning Amazon brand.



## CHALLENGE #1

### Rising ad costs



#### TYPICAL APPROACH

Manage and adjust bids manually for more control over how budget is allocated and what time of day your budget is exhausted.



#### WITH DOWNSTREAM

Use **Advanced Budget Control and Dayparting** to set automatic bid adjustments and limit spend to times when customers are most likely to convert.

## CHALLENGE #2

### Limited performance data

#### TYPICAL APPROACH

Compare high-level metrics from current and recent campaigns to analyze and optimize your ad strategy using Amazon's 90-day historical data.



#### WITH DOWNSTREAM

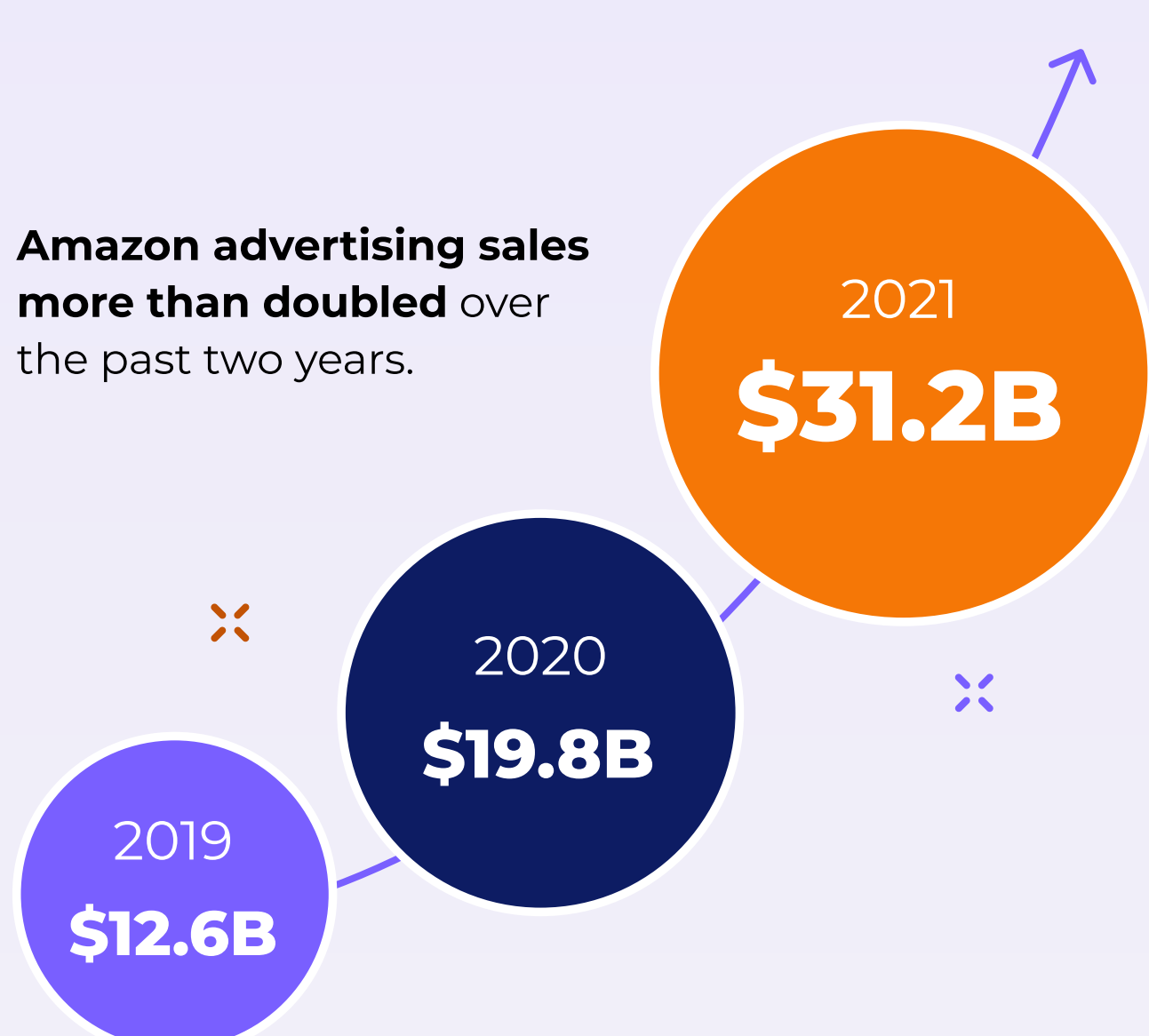
Access a secure data warehouse that stores brand, keyword, and ASIN-level advertising data, including 2 years of historical data, for granular analysis and optimization.



## CHALLENGE #3

### Optimizing spend to retain market share

Amazon advertising sales more than doubled over the past two years.



#### TYPICAL APPROACH

Respond to increased Amazon advertising competition by performing competitive research to estimate market share and testing ad strategies to hone in on optimal spend over time.



#### WITH DOWNSTREAM

Use **Shelf Intelligence** to track precise positioning in the market and gain insight into the direct impact of your ad investment on brand awareness among Amazon shoppers.

## CHALLENGE #4

### Managing multiple campaigns or brands

#### TYPICAL APPROACH

Individually gather and manipulate data from Amazon Ads, DSP, Vendor Central, and Seller Central for each campaign and/or brand to create holistic reports.



#### WITH DOWNSTREAM

Load global Amazon data from all accounts into a single portal with permission settings to control access and protect data.

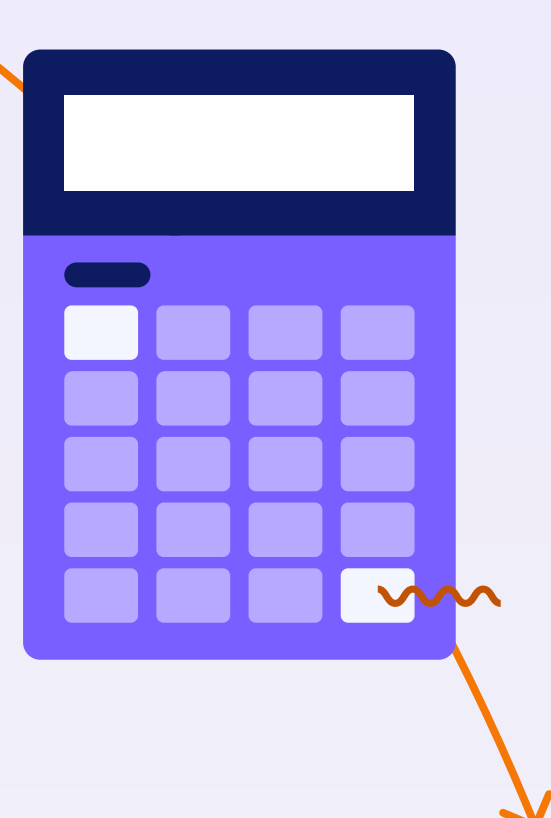


**32%** of Amazon brands operate in more than one Amazon marketplace.

## CHALLENGE #5

### Declining Return on Ad Spend (RoAS)

Returns trended lower across all but one Amazon ad targeting type in 2021.



#### TYPICAL APPROACH

Target highly-specific keywords that are likely to have lower competition than broader queries (i.e., "pink capri workout pants" instead of "yoga pants") to help maximize returns.



#### WITH DOWNSTREAM

Leverage intelligent campaign recommendations and automation tools that continuously optimize keyword targeting and yield an average RoAS improvement of 40%.