



Maximize Your Ecommerce Advertising ROI with Proven Automation and Analytics

Downstream by Jungle Scout can help your ecommerce business build and execute goal-crushing ad campaigns on Amazon and Walmart.

Downstream helps maximize ROI for enterprise brands and agencies by streamlining and optimizing their ecommerce advertising strategies on Amazon and Walmart.

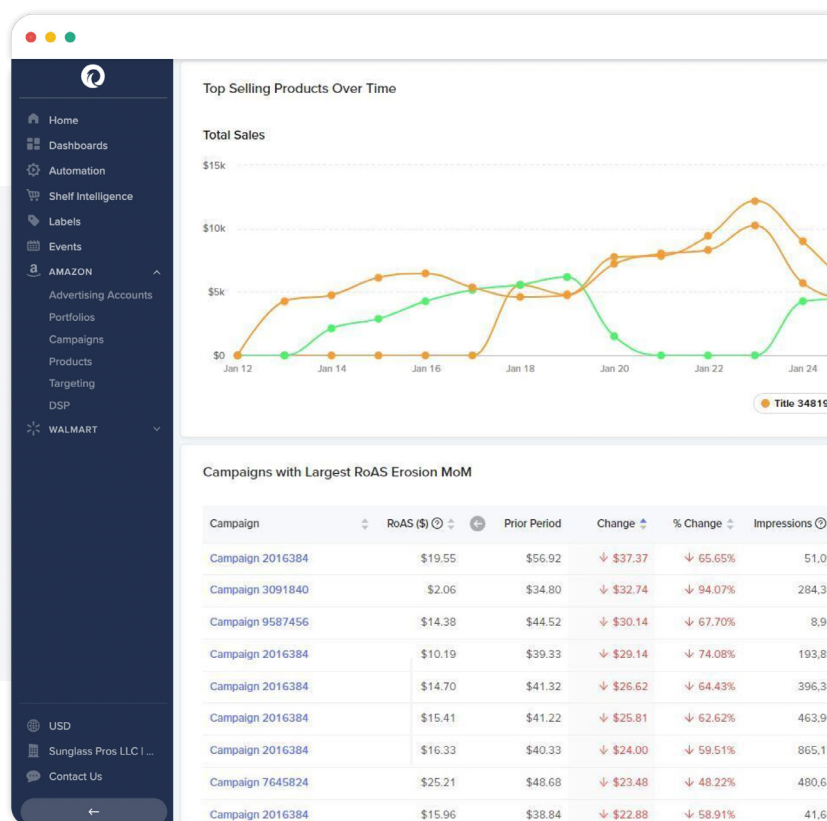
With Downstream you can:

1. Automate repetitive campaign management tasks while optimizing spend
2. Access a high volume of performance data across multiple ecommerce channels
3. Track your position in the market relative to your biggest advertising competition
4. Gain robust insight into consumer search activity and discover untapped high-potential keyword targets
5. Create and easily share highly-customizable analytics dashboards to measure campaign effectiveness and identify new opportunities
6. Evaluate advertising performance at a brand, keyword, and product level

*"Downstream has helped us drive results for our clients and has **expanded reporting and automation capabilities for our client services and advertising teams.**"*



Mario Volpe
Ecommerce Analyst



Trusted By



Why Downstream?

Downstream offers superior flexibility in maximizing the impact of your advertising dollars.

Enterprise and agency ready

Complex enterprises and agencies can easily manage multiple organizations with simplified reporting, streamlined dashboards, and enterprise-grade governance controls to maintain full control over access to brand and client data.

Downstream makes it easier to access and protect data, eliminating headaches that come with managing multiple channels, accounts, or organizations.

Customizable dashboards

Easily build highly customizable analytics dashboards and set up recurring shares for regular reporting to stakeholders and clients.

Downstream allows you to precisely measure the impact of your ad investments by providing access to real-time KPIs.

Competitive intelligence

Compare your brand or client's position in the market directly to competitors by analyzing paid and organic share of voice for specific keywords and uncover new opportunities to win by tracking trends in search activity.

Downstream's Shelf Intelligence helps improve the ROI of campaigns by identifying new search terms to target to overtake competitors.

Multi-level performance metrics

Measure the impact of your ad investments by evaluating performance metrics at a brand, keyword, and ASIN-level.

By enabling you to aggregate and evaluate performance metrics at multiple levels, Downstream leads to more actionable insights and more confident strategic planning.

AI-powered automation to maximize RoAS

Automate your ad spend to increase campaign effectiveness and maximize sales while keeping spend on pace with Downstream's automation features:

- **ROI Optimization** improves ACoS/RoAS by actively updating bids and gathering keyword data
- **Shelf Planning** adjusts campaigns to achieve a target "digital shelf" for a search term
- **Budget Maximization** boosts sales by automatically updating spend to maintain your desired budget while achieving the best ROI possible
- **Rulebooks** enables you to easily make bulk bid adjustments and set specific rules on how bids are updated
- **Dayparting** helps control spend down to the hour so ads deliver at the most optimal times of the day

- **ASIN Harvesting** identifies your highest-performing target ASINs and builds ads around them
- **Keyword Harvesting** finds unexplored search terms that drive conversions and adds them to your campaigns
- **Advanced Budget Control** allows you to set custom bid multipliers for each day of the week or hour of the day

"Downstream gives you the power to do as much as you want. If you want to set campaigns on autopilot, it will allow you to do that. If you want to get into the most minute, granular detail, it will allow you to do that, too."

Kevin Call

EVP of Advertising and Web Development for a Downstream brand customer

Optimized ad spend

Improve ROI and drive sales with advanced controls that allow you to define budget rules down to the hour, auto-optimize campaigns, and set alerts to react to performance fluctuations in real time.

Downstream maximizes your advertising dollars by allowing you to define custom ACoS and RoAS targets and continuously optimize toward the most impactful goals for your brand or client.

Insights across marketplaces

Get a consolidated view of your multi-channel campaign performance across Amazon and Walmart.

With Downstream, you can access data from multiple geographies, client accounts, or sources — including Amazon Ads, DSP, Vendor Central, Seller Central, Walmart Ad Center, and more — with a single login.

Improved campaign organization

Gain new flexibility in campaign management and reporting by using customizable labels to organize campaigns, keywords, brands, or products in your own way.

Easily find, categorize, and analyze data to suit your business needs, without being limited by the constraints of other platforms' hierarchies.

Bulk editing capabilities

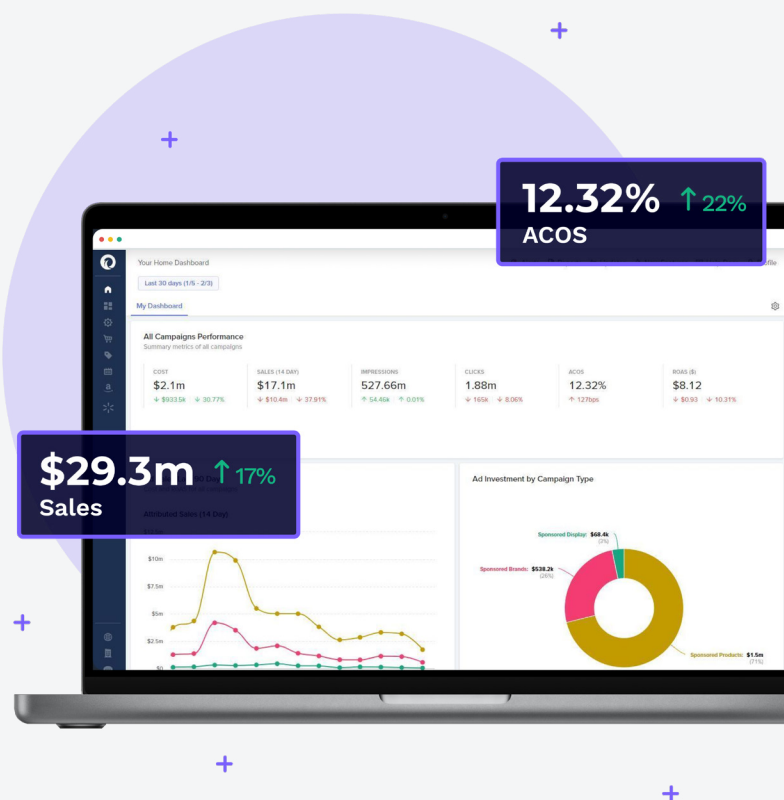
Easily make changes to campaigns, keywords, and bids with bulk editing capabilities that allow you to synchronize updates across multiple campaigns or ad sets simultaneously.

Downstream can significantly decrease manual campaign management, reducing risk of error, allocating your team's time to more strategic tasks, and improving RoAS.

Downstream Data Warehouse Integration

Get the most out of your advertising with Downstream's robust and reliable data warehouse integration that standardizes, preserves, and stores all of your advertising data, giving you:

- the freedom to query data on your terms
- superior analytics and a 360-degree view of your ad performance
- access to a consolidated view of Downstream data across multiple marketplaces
- the ability to replicate all data into your internal analytical reporting
- an easier way to perform extensive analysis of advertising data
- a large and accurate storehouse of historical advertising data for advanced reporting, analysis, and decision-making



Trust Downstream to help your business

What Downstream customers say

CALERES
★ 5 ★

"Since using Downstream, the reporting that used to take up 20 hours of my week now only takes one."

Natalie Shatro

Senior Digital Media Specialist, Caleres



"With Downstream, clients don't need to log into three different platforms to pull together insights or reporting."

Sam Jennings

VP of Operations, Code3

RADIO SYSTEMS
CORPORATION

"Downstream has been an exciting tool to use with our Walmart campaigns. The format of the tool allows me to quickly gather insights and make changes that would require many more steps and time on the Walmart portal. In the time I've been able to use Downstream, I've seen impactful updates that improve my ability to be strategic."

Erin Ensor

Retailer Advertising Specialist, Radio Systems



"After introducing Downstream we were able to save 10-12 hours per week on creating reports thanks to the customizable dashboards. Furthermore, it enables us to analyze data on a granular level to generate a deeper understanding of our campaign performance."





Andreas Kreismayr

Digital Marketing Manager, Tractive



About Jungle Scout

Jungle Scout is the leading all-in-one platform for selling on Amazon and beyond. Founded in 2015 as the first Amazon product research tool, Jungle Scout today features a full suite of best-in-class business management solutions and powerful market intelligence resources to help brands, agencies and investors manage their ecommerce businesses.

-  Supports \$40 billion in Amazon revenue
-  Serves more than 600,000 customers worldwide
-  Raised \$110 million in growth equity in 2021
-  Monitors nearly 2 billion data points daily
-  Supports up to 17 global marketplaces

Recognized as the most trusted platform for selling on Amazon

Industry Leaders



Top E-Commerce
Apps and Software



2021

Best Online
Marketplace
Optimization Tools



Learn more about how Downstream can help your ecommerce business.

Speak with a Jungle Scout expert today!

[Request a Demo](#)