



Maximizing Your Amazon Festival Days Success

QUALITY MEETS VISIBILITY



Agenda

01

Past Festival Days Learnings

02

Full Funnel Approach

03

Lead In vs Lead Out Strategies

04

Tools, Tips & Tricks

Past Festival Days Learnings

01. Prepare Early

Plan ahead and build awareness for your brand and products well before Event Day itself. Launch new campaigns at least four weeks before event.

02. Invest in the Full Funnel

Customers who are exposed to STV, DSP, and SP ads are more than 10x more likely to convert than customers who only see a SP ad.

03. Have a Plan

Align on goals, objectives, and sales plans at least 2 weeks before event. Agree on thresholds where additional budget is warranted.

04. Be Flexible

Elaborate on how this negatively impacts people and their experiences. Have incremental budget approved and ready to deploy.

05. Learn Quickly

Leverage full suite of data (including AMC, Stream, and Rapid Retail Analytics) to reengage customers and drive repeat purchases.

Full Funnel Pre-Event Checklist



Align on budget flighting and contingency plans



Determine KPIs to track
Spend, Sales, Roas, CVR, SOV



Ensure sufficient brand protection and category keyword targeting strategy



Review historical Festival Days data to evaluate which products & keywords performed well



Source updated creatives assets in use in SBs and SBVs



Create AMC/Stream data analysis plan

During the Event

Shop the Site

Make real-time adjustments to your engagement and creative strategies based on what your competitors are doing, i.e. using Custom AI Creatives.

Leverage Hourly Data

Take advantage of new, hourly data sources like Amazon Stream and Rapid Retail Analytics, to optimize your campaigns based on real-time vs. daily data.

Pace Budgets Fluidly

Be prepared to react quickly to changes in the competitive landscape or customer demand. Have pre-approved budget increases ready to deploy if performance and traffic volume warrant it.

Use Cross-Funnel Learnings

Track and analyze customer and performance data quickly from all parts of the funnel. If you see a certain DSP audience performing well, consider running a complimentary Sponsored Display campaign.

Hourly Performance	Impressions	Sales	CPC
00:00 - 00:59			
01:00 - 01:59			
02:00 - 02:59			
03:00 - 03:59			
04:00 - 04:59			
05:00 - 05:59			
06:00 - 06:59			
07:00 - 07:59			
08:00 - 08:59			
09:00 - 09:59			
10:00 - 10:59			
11:00 - 11:59			
12:00 - 12:59			
13:00 - 13:59			
14:00 - 14:59			
15:00 - 15:59			
16:00 - 16:59			
17:00 - 17:59			
18:00 - 18:59			
19:00 - 19:59			
20:00 - 20:59			
21:00 - 21:59			
22:00 - 22:59			
23:00 - 23:59			

Amazon Stream Data

What is Amazon Stream Data?

Hourly Data feed from Amazon, providing visibility into hourly performance (vs. daily)

Allows advertisers to intelligently optimize campaign strategy based on hourly data, rather than directional assumptions

Hourly Inventory	ASIN 1	ASIN 2	ASIN 3	ASIN 4	ASIN 5
00:00	Green	White	Green	Yellow	Green
01:00	White	Green	Green	Green	Green
02:00	Green	White	Green	Green	Green
03:00	Green	Green	Green	Green	Green
04:00	White	Green	Green	Green	Green
05:00	White	Green	Green	Green	Green
06:00	Green	White	Light Green	Green	Green
07:00	White	Green	Light Green	Green	Green
08:00	Light Green	White	Light Green	Green	Green
09:00	White	Green	Light Green	Green	Green
10:00	White	Green	Light Green	Green	Green
11:00	Yellow	Green	Light Green	Green	Green
12:00	White	Green	Light Green	Green	Green
13:00	Yellow	Green	Light Green	Green	Green
14:00	White	White	Light Green	Green	Green
15:00	White	Green	Light Green	Green	Green
16:00	Yellow	White	Light Green	Green	Green
17:00	Yellow	Green	Light Green	Yellow	Green
18:00	Yellow	Green	Light Green	Yellow	Green
19:00	White	Green	Light Green	Yellow	Green
20:00	Yellow	White	Light Green	Yellow	Green
21:00	Yellow	Light Green	Light Green	Yellow	Green
22:00	Yellow	White	Yellow	Yellow	Yellow
23:00	Yellow	Yellow	Yellow	Yellow	Yellow

Rapid Retail Analytics

What is Rapid Retail Analytics?

Hourly Operational Data that allows Brands & Sellers to action their retail operations in real time based off hourly updated conversion, engagement, and inventory data.

Full Funnel Approach - Ad Products

**01**

Sponsored TV

Reach net-new customers + tell brand story with rich video content across devices

02

DSP

Leverage dynamic creative + powerful targeting tools to reach engaged audiences

03

Sponsored Display

Engage customers, both on and off site, while moving them down the funnel

04

Sponsored Brands

Display enhanced content (incl. video) within search results and detail pages

05

Sponsored Products

Finish customer journey through the funnel with highly-targeted product ads.

Lead-In Vs Lead-Out Strategies

Lead-In Period

Finalize Deals and Promos

Align on deals, promoted items, and advertising budgets. Start to build awareness for promo items, including launching any new campaigns.

Leverage Upper Funnel

Build brand awareness and engage customers before the event with upper funnel tactics, like Sponsored TV or DSP campaigns. Launch any new Sponsored Brands ads, especially Video.

Complete Pre-Event Checklist

Ensure foundational retail readiness components are in order. Agree on event budget plan, and build in contingencies in case demand is higher than expected and incremental budget is needed.

Use AMC, Stream for Insights

Learn how your customers are interacting with your ads and products pre-event with AMC and Stream data. Make last-minute optimizations to your ads and event strategy based on updated, real-time customer engagement data.

Lead-Out Period

Capture Remaining Demand

Customer traffic, demand, and conversion opportunities remain high in the lead-out period. Plan ahead to ensure you can engage with customers and meet this demand vs. competitors.

Move Budget Down the Funnel

Now that you've grown brand awareness and reached net-new customers, increase your investment in lower-funnel tactics to capture the halo in increased traffic and customer demand post-event.

Reengage Customers

Serving ads to customers in the lead-out period who viewed and/or purchased your items during the event can be a very powerful tool in driving conversion and long-term brand loyalty.

Gather Learnings for Future

Perform a post-mortem on what went well and what didn't during the event. Since each brand and category are different, use all the rich data sources at your disposal to create custom Preparation Decks for future events.

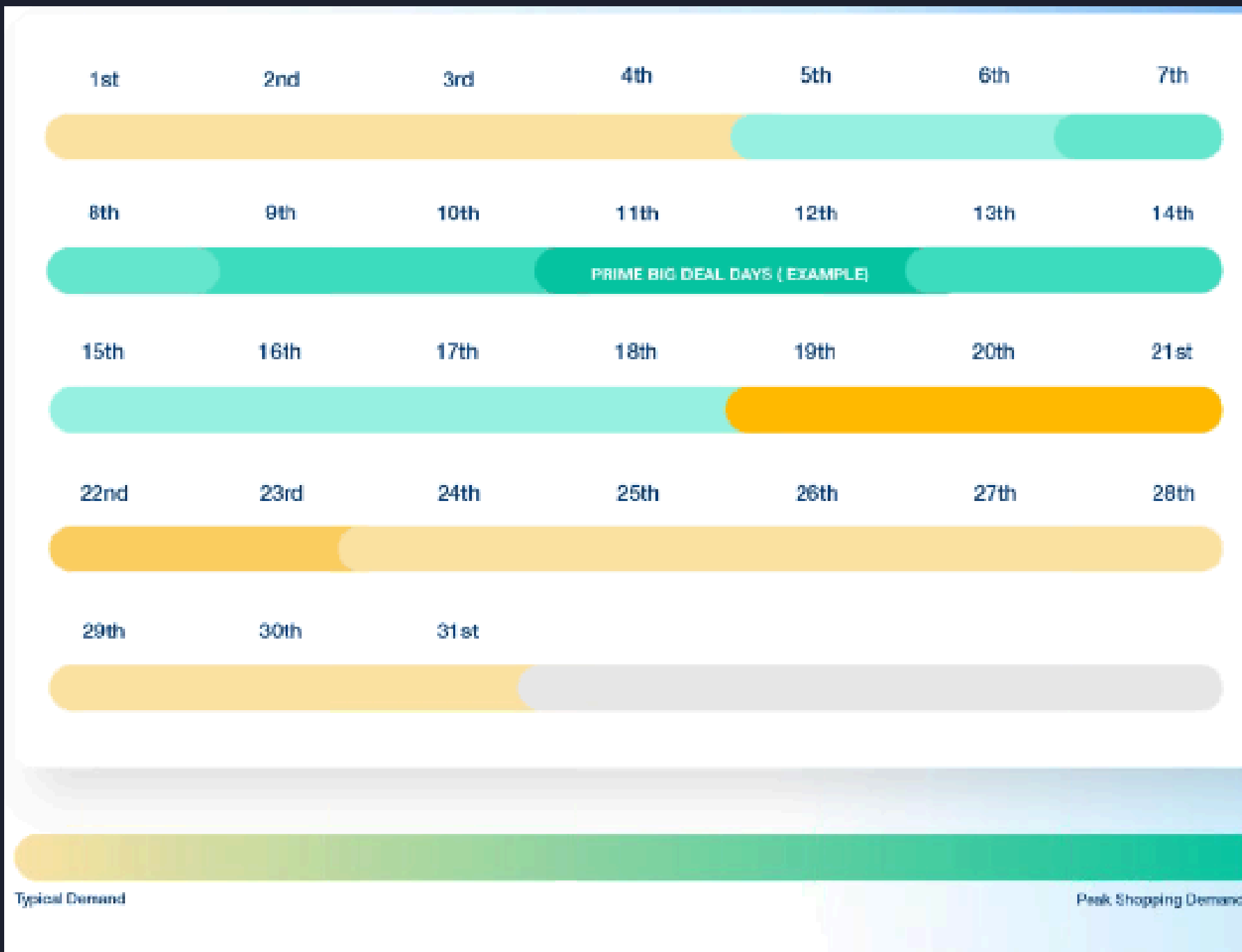
Lead-In Vs Lead-Out



Heavy Deal Period products require a strong lead in and will see a peak during the deal period

These products often see higher traffic directly following the deal period

Shoppers in this category are often holiday shopping looking for the best deal during lead in, during the deal period, and even lead out



Tentpole Budget Pacing

- **Consider your historical metrics**, which days have the most opportunity for you to capture sales.
- **Ramp up early and gradually** to drive more efficient CPCs, monitor conversion in lead-in period to pivot strategies and budget pacing if necessary.
- Have a **lead out plan** to capture late purchasers.
- **Pair budget and bid** competitiveness with promotions and omnichannel activity.
- **Use budget calendar** and dayparting to plan budgets and bids with automation.

Driving Digital Domination

with Innovation, Creativity & Storytelling

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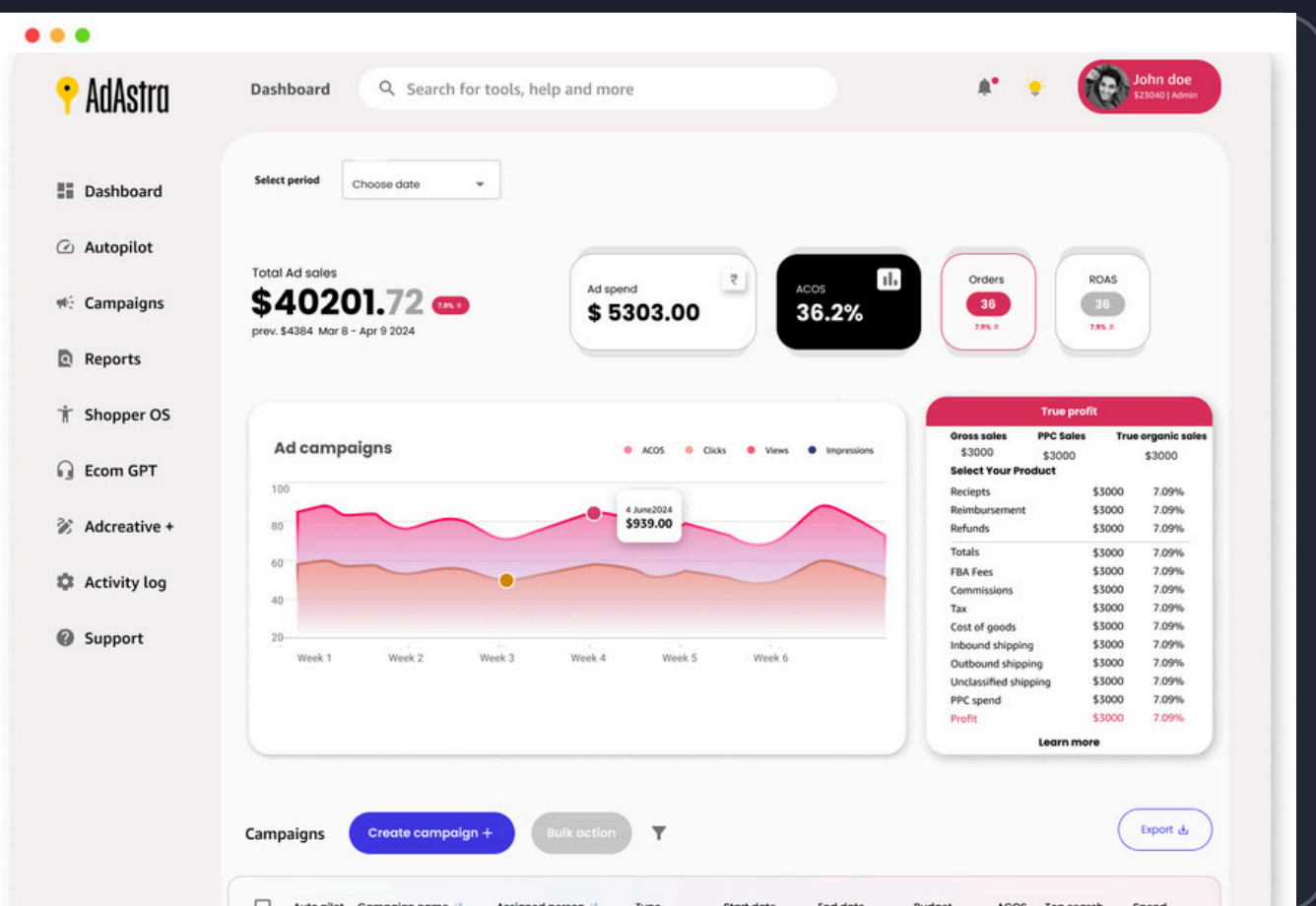


The problem

- Today's digital world is cluttered.
- Attention spans are shrinking.
- Customer acquisition is getting difficult.

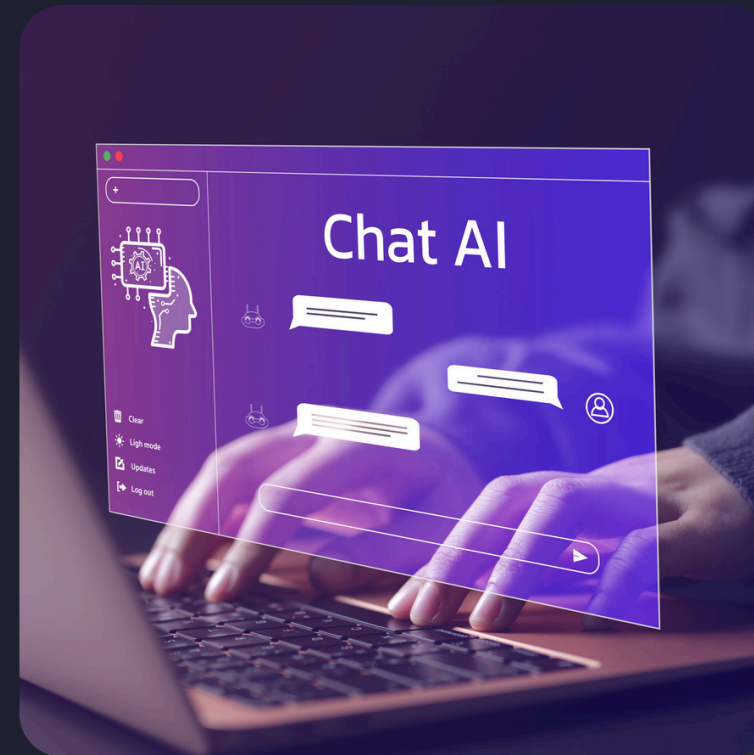


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Platform Demo

<https://demo.1trillionclub.com/adastra>



AdCreative+

Elevate your visual advertising with attention-grabbing banner ads, product images, and videos, designed for firms managing advertising and marketing for multiple clients to stand out from the competition.

Ecom GPT

An intelligent assistant that serves as a customer support, offering personalised conversations on everything from product, order delivery and many more.

MyBlissClub Gymwear

Save Additional **1,600**

COUPON CODE : DIWALI20

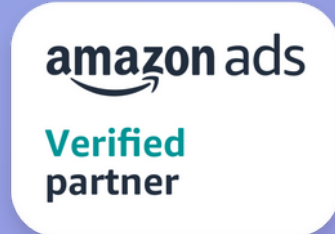
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