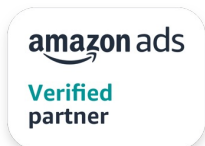




Amazon Marketing Cloud Insights, Tips & Visualization



Dominik Pietrowski
Co-Founder



Known from



INTERNET WORLD

Wirtschafts
Woche





Amazon Analytics.
For leaders.
Made easy.



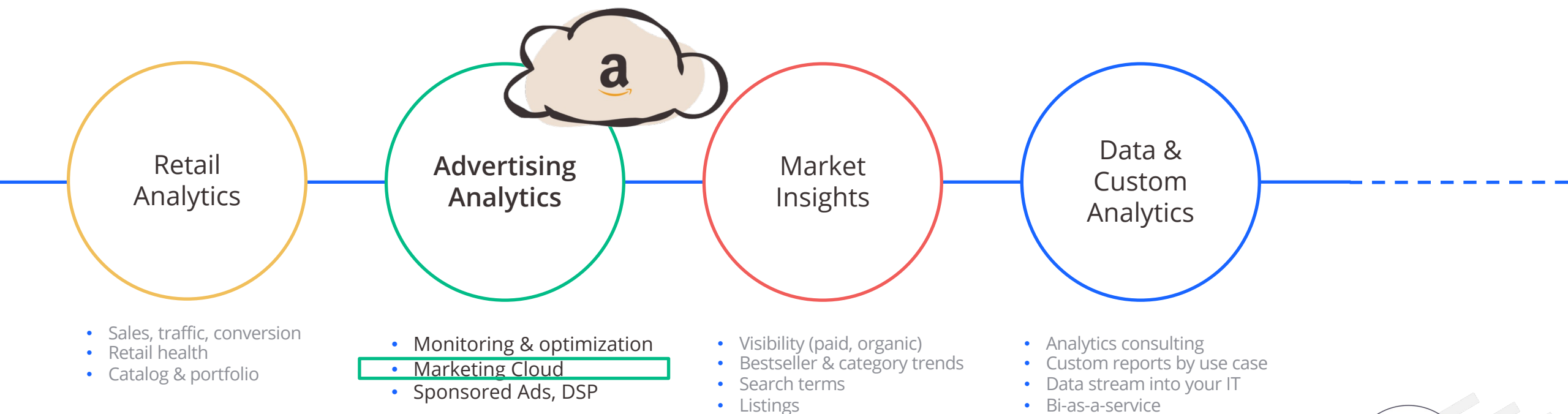
Supported by





Amazon insights & technology for vendors, sellers and hybrids

We give brands the data backed Amazon expertise they need to succeed globally





Analytics for leaders: Our software powers your Amazon business

analytics hub

Understand your business in record time

BI as-a-service

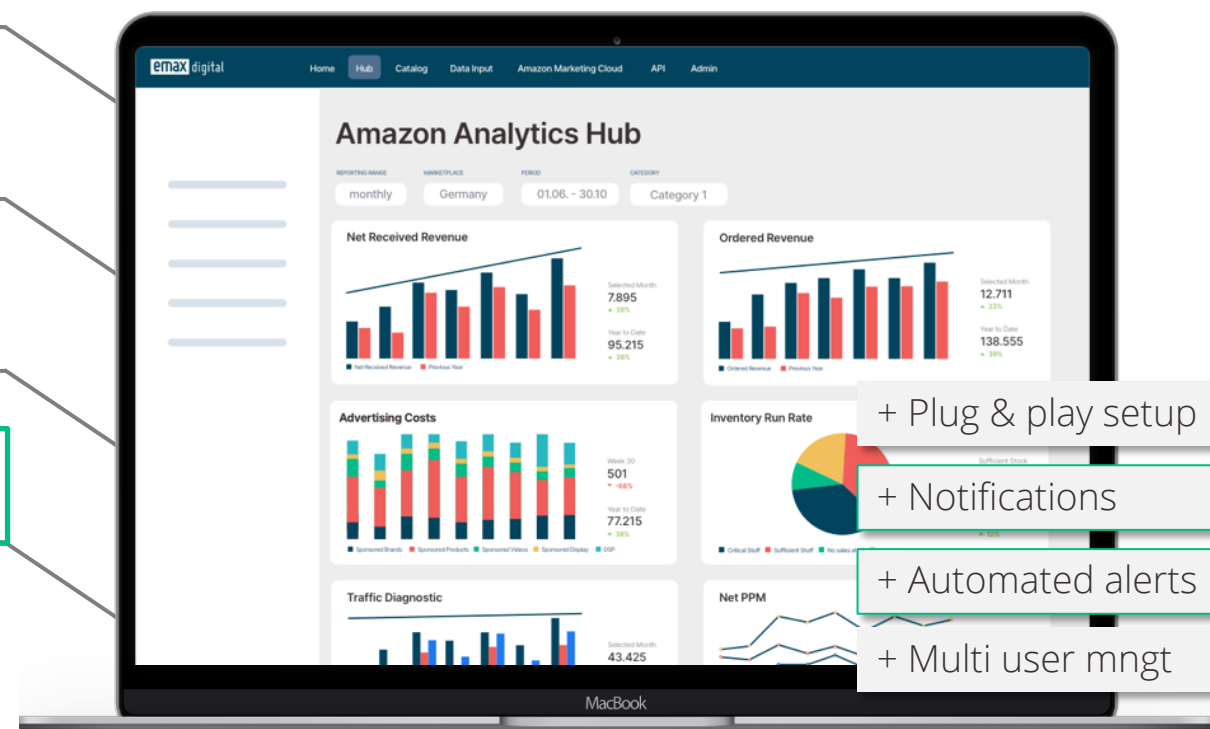
Easily integrate & customize with your IT

market insights

Read your market and competitors

marketing cloud

Ad-tech for higher ROAS





Amazon Marketing Cloud (AMC)

Data clean room solution
empowering holistic analytics
and deep insights



Definition by amazon ads

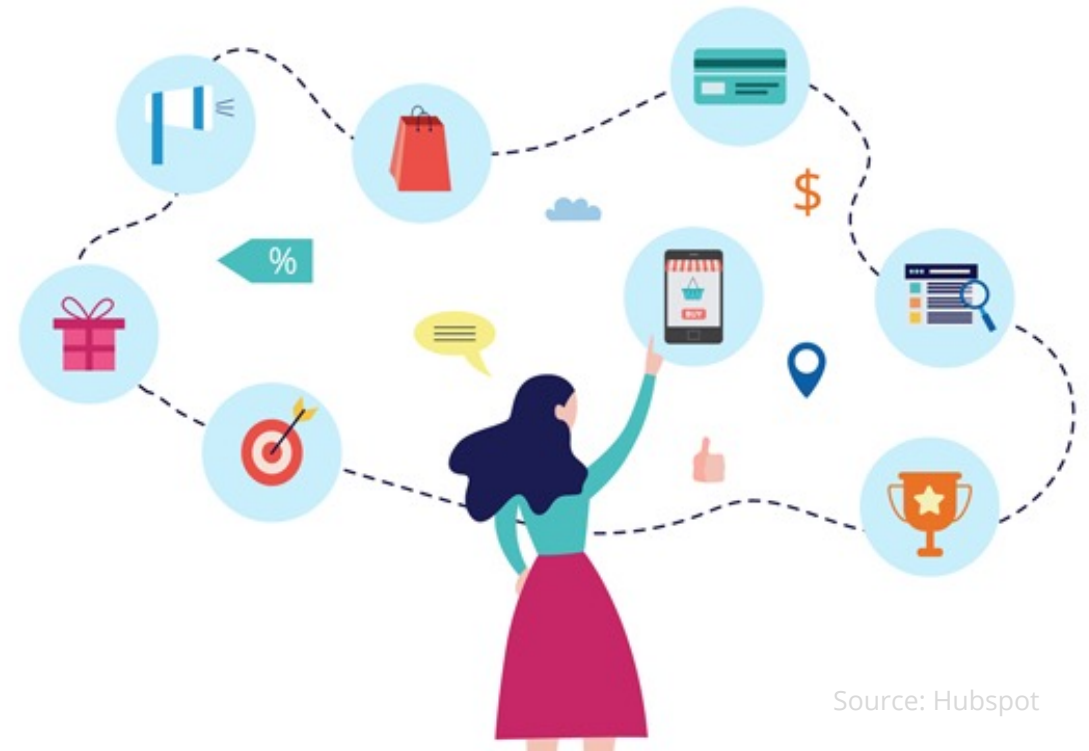




The AMC promise



- ✓ Holistic customer journey information
- ✓ Cross-channel analysis
- ✓ Comprehensive audience insights



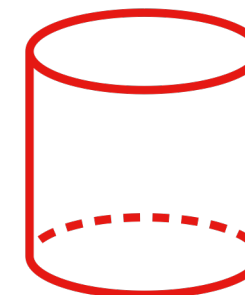
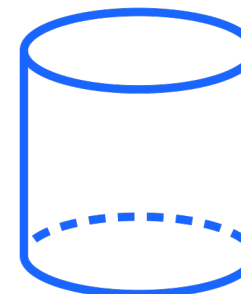
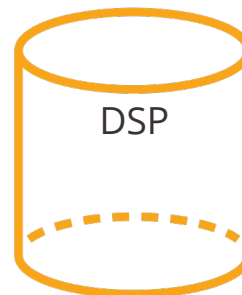
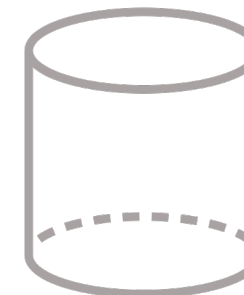
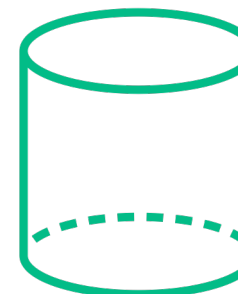
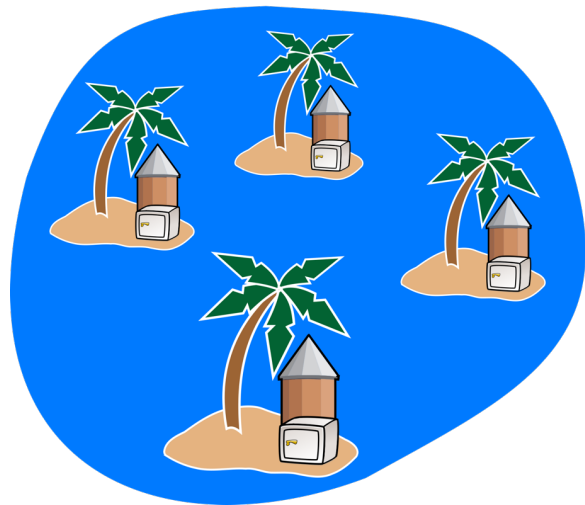
Source: Hubspot



Status quo: Data silos pose a major challenge to advertisers

Islands of data

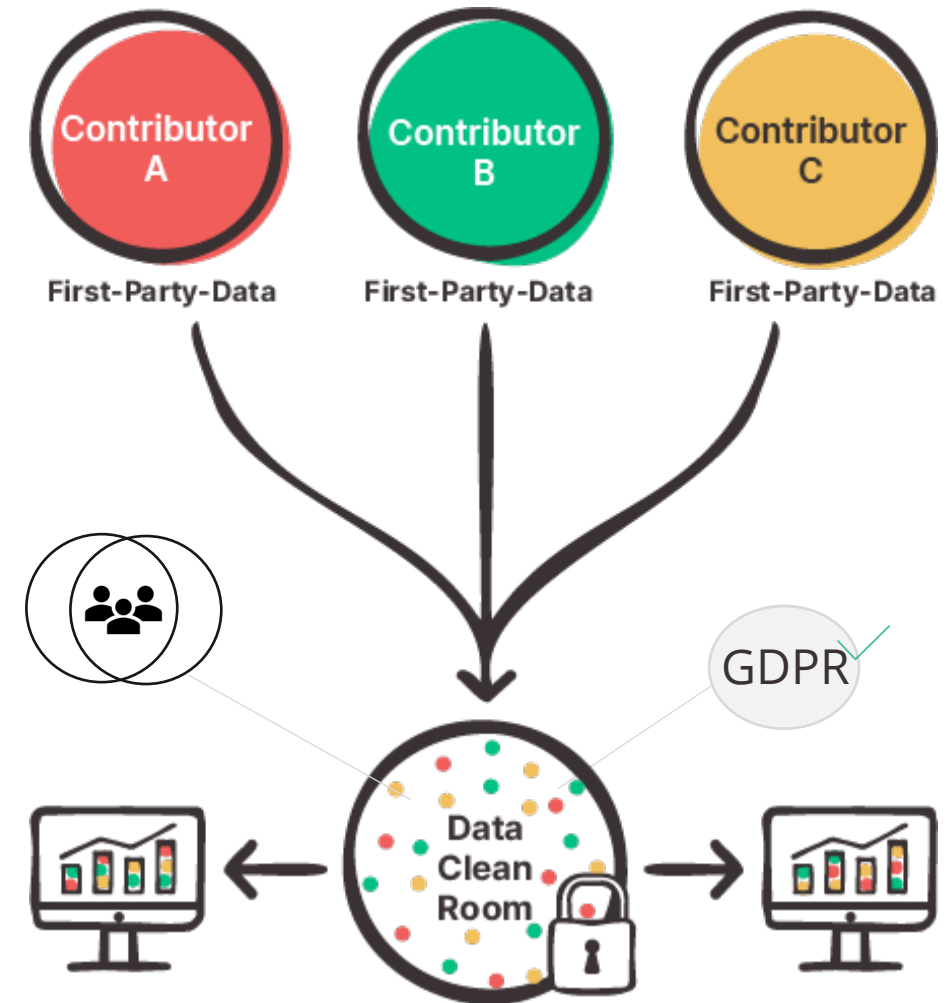
Disconnected data silos





Data clean rooms enable us to compare anonymous sets of user data

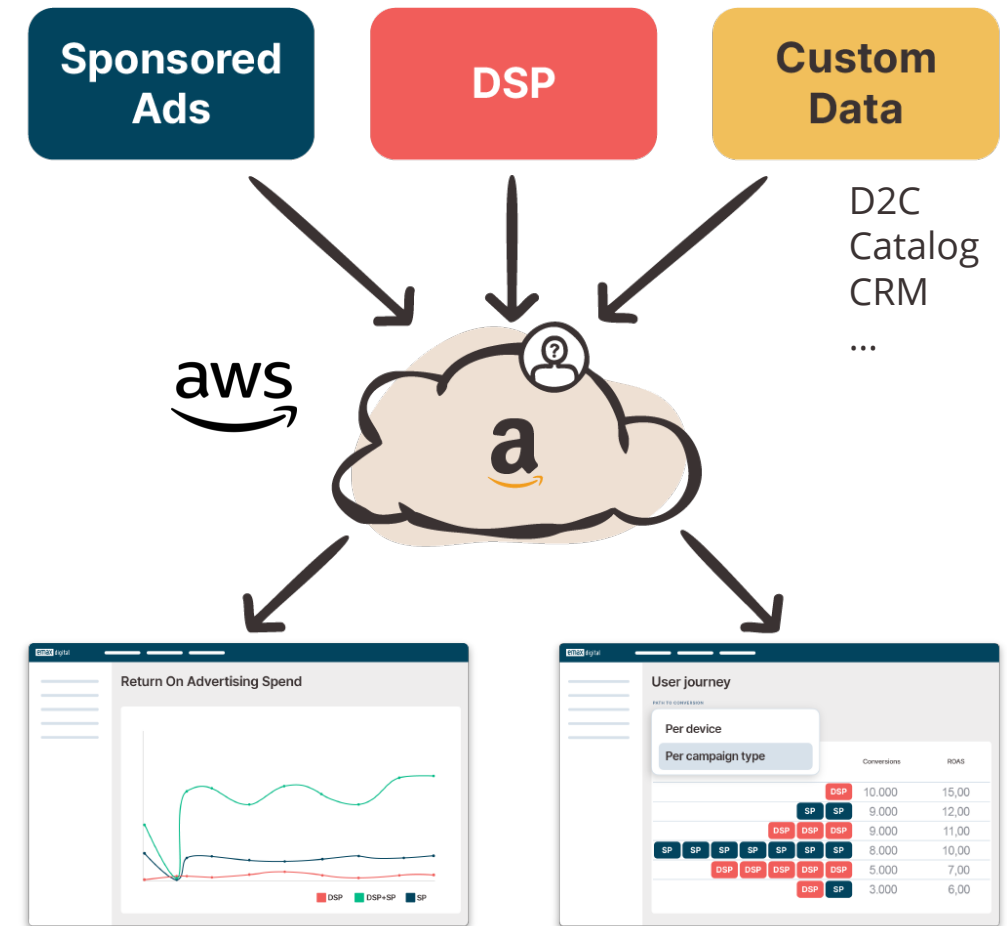
- Cloud-based tech solution
- Various data sources (first party)
- Pseudonymized signals
- Aggregated, anonymous user data
- Privacy safe





AMC: Combine PPC, DSP & custom data to gain cross-channel insights

- Evaluate data from DSP & Sponsored ads
 - Option: add your own data
 - Cross-channel impact
 - User behavior along the full funnel
-
- Flexibility on what to measure, how to query and display





Data engineering skills are needed to generate reports



AMC provides data that needs to be retrieved via **SQL** queries and evaluated yourself.

There are no pre-defined reports for **AMC** which can be downloaded from Amazon.



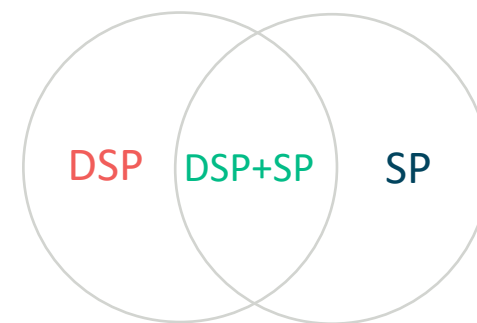
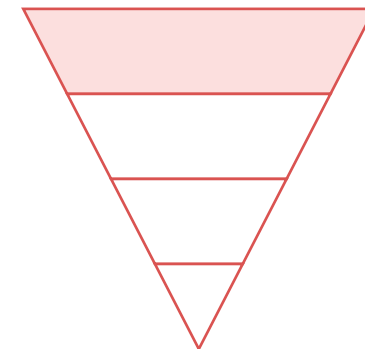
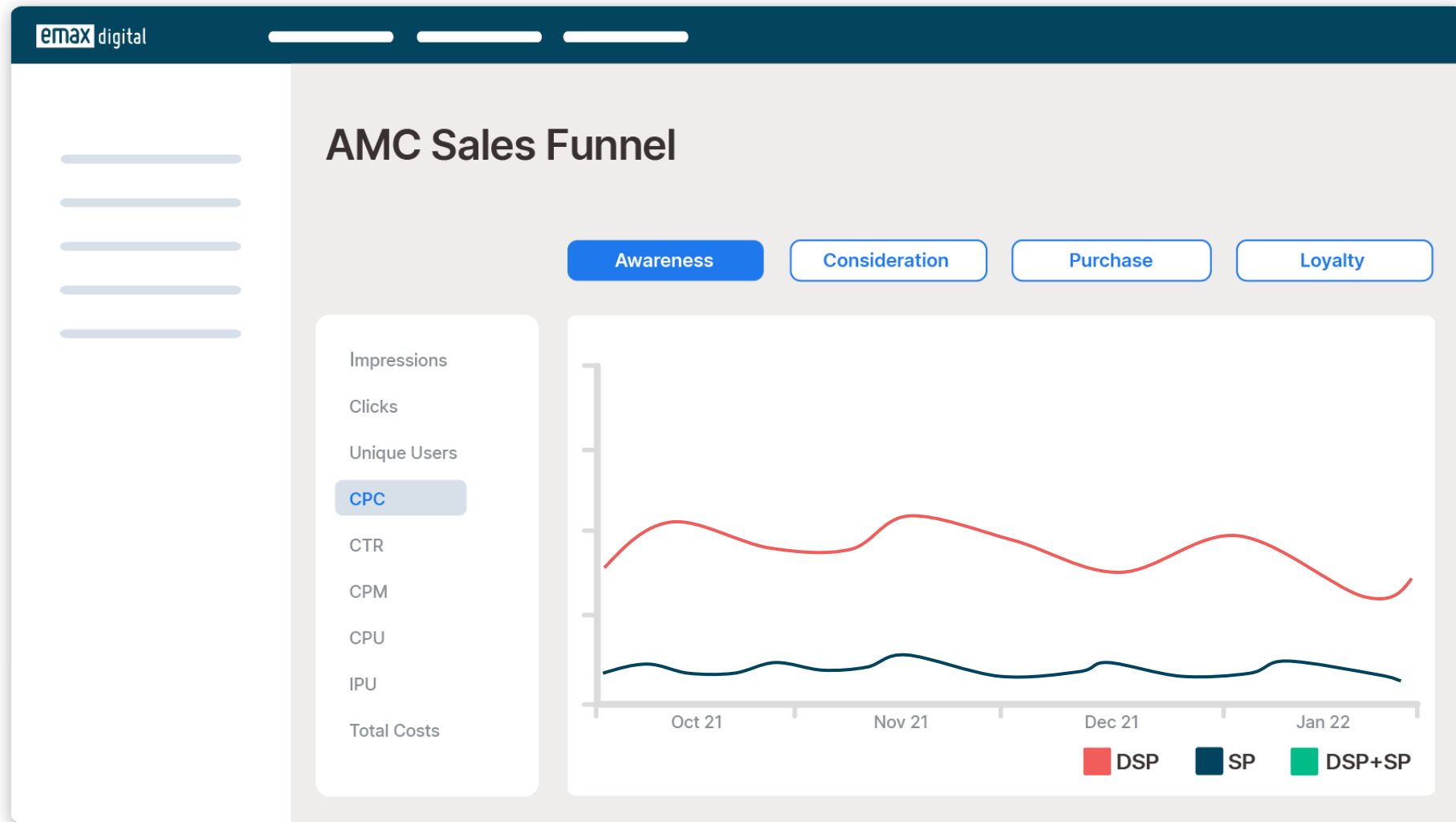
Advertiser's challenges & questions

What is the impact of my DSP investment on my sales?



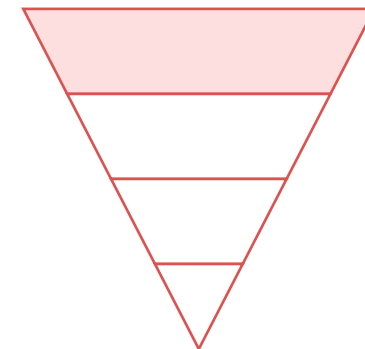
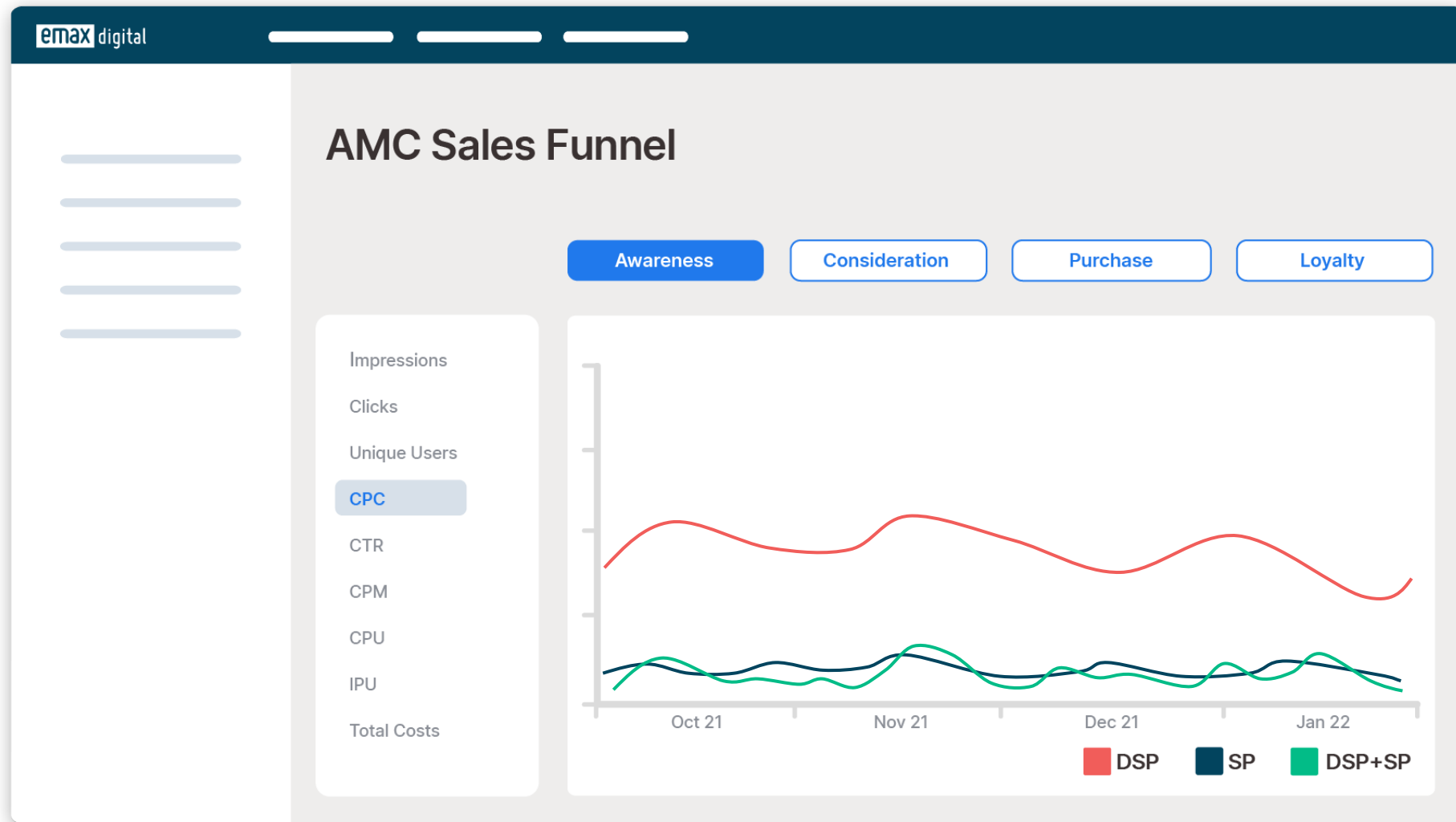


Upper funnel impact of DSP (looking at CPC)





Upper funnel impact of DSP (looking at CPC)

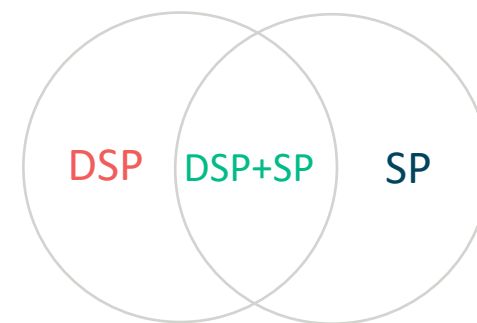
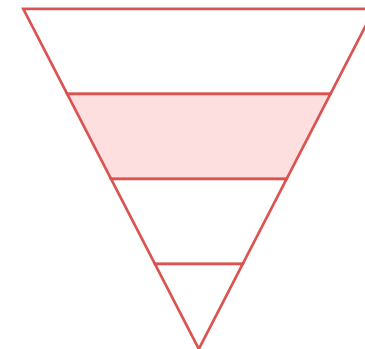
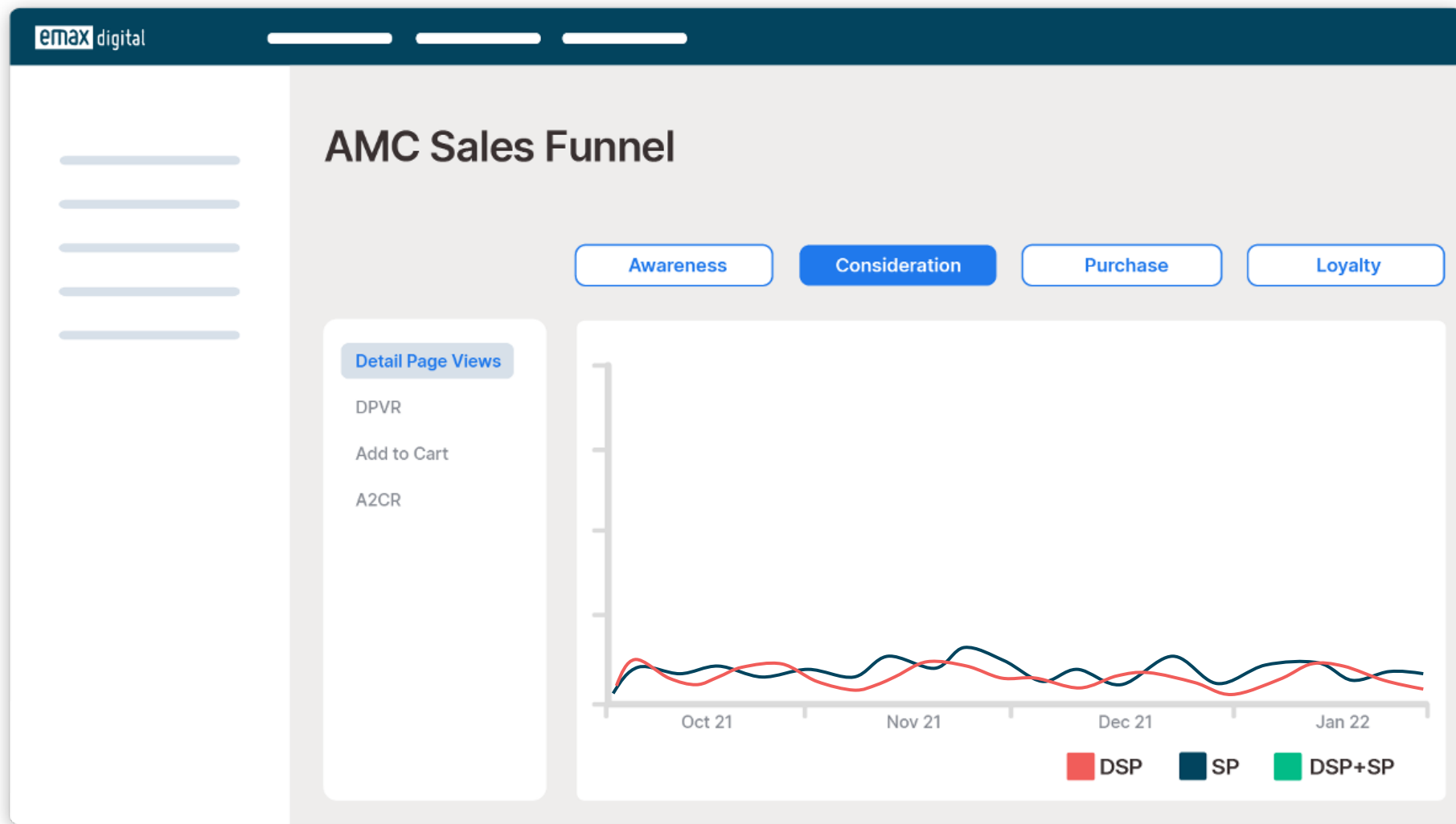


CPC of DSP+SP
on level with SP

Insight

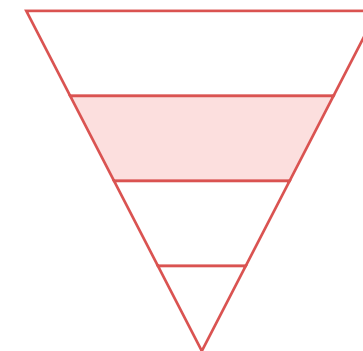
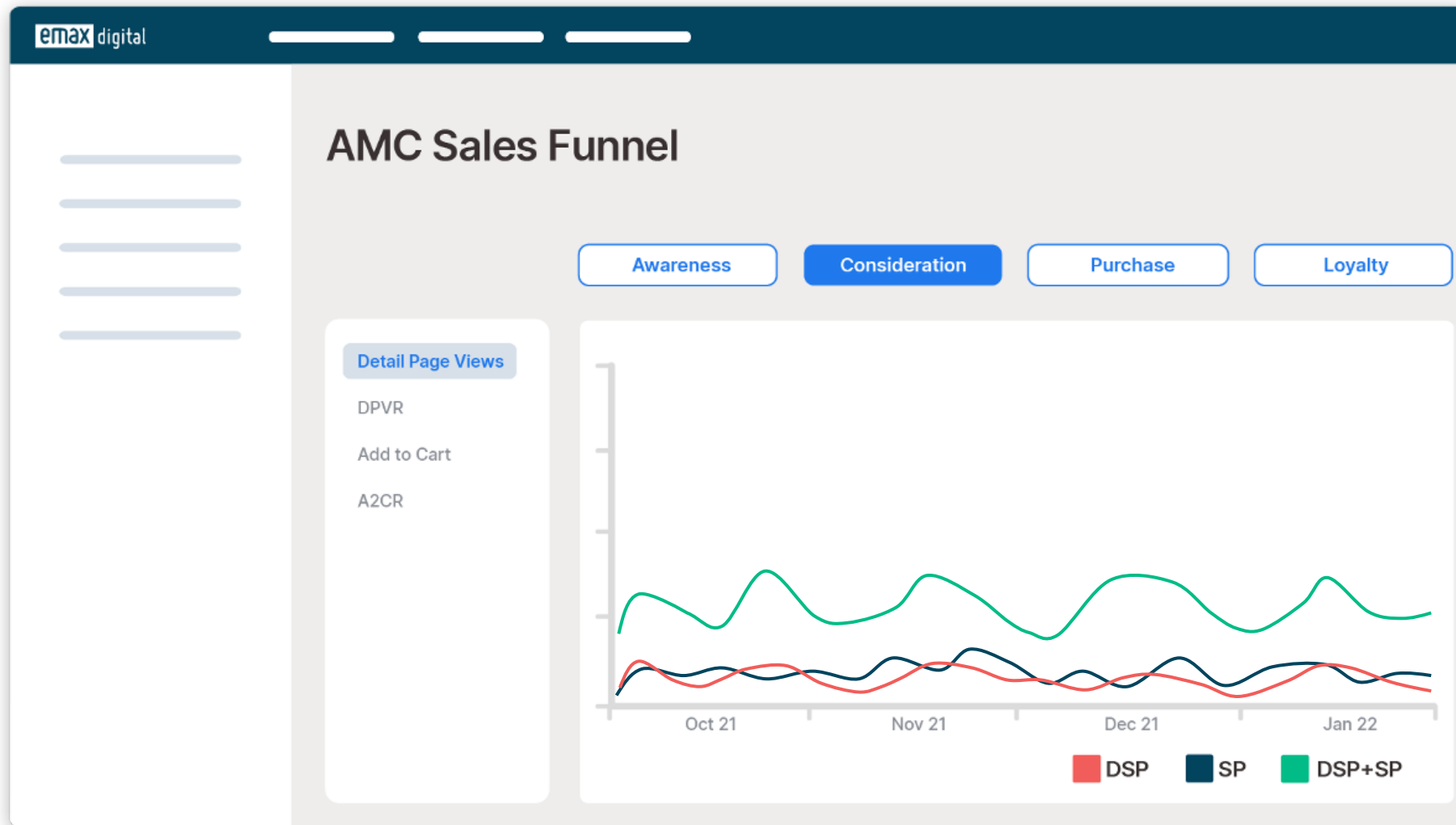


Mid funnel impact of DSP (looking at detail page views)





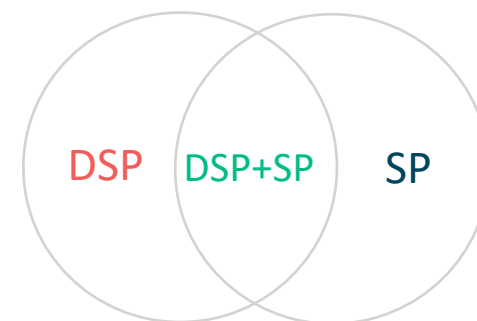
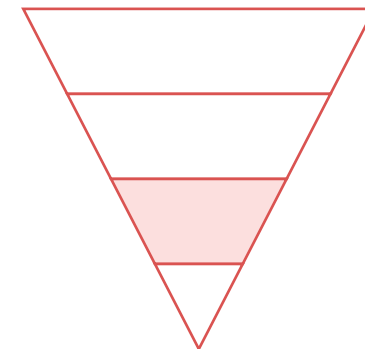
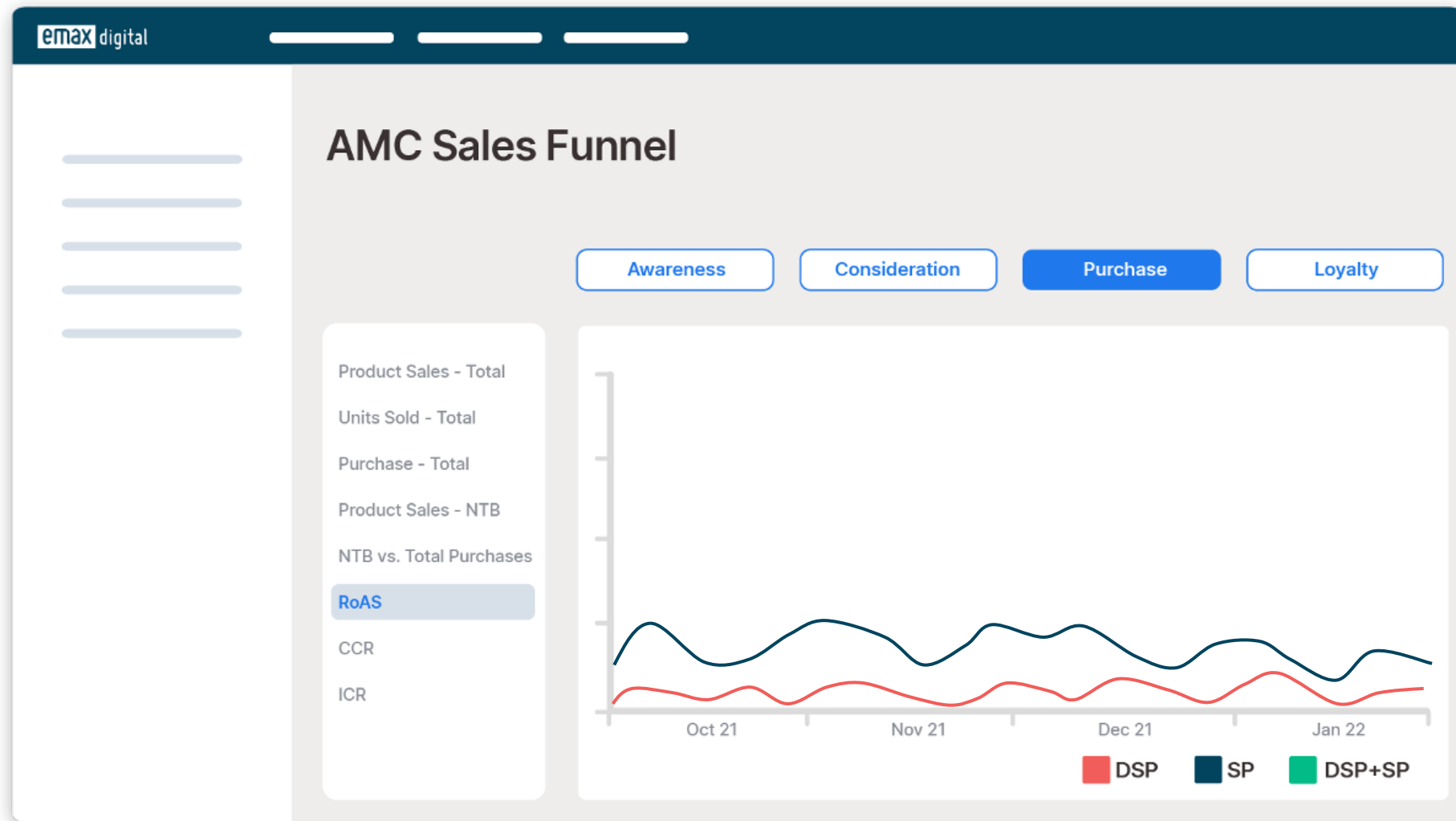
Mid funnel impact of DSP (looking at detail page views)



Up to 100%
higher
Detail Page
View Rate
Insight

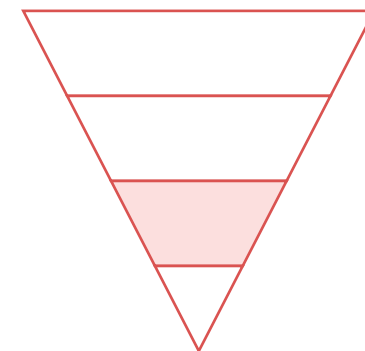
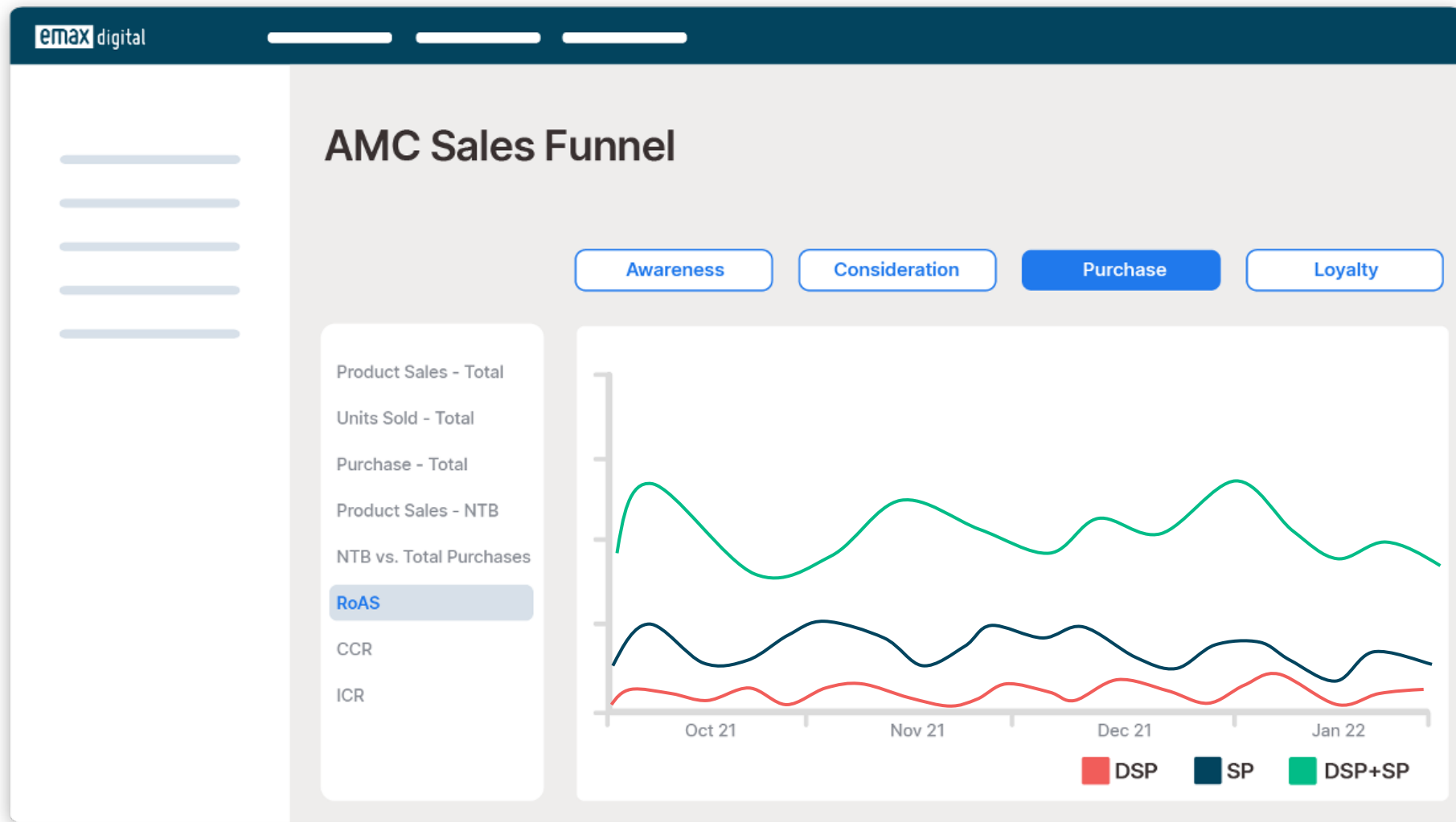


Lower funnel impact of DSP (on RoAS)





Lower funnel impact of DSP (on RoAS)

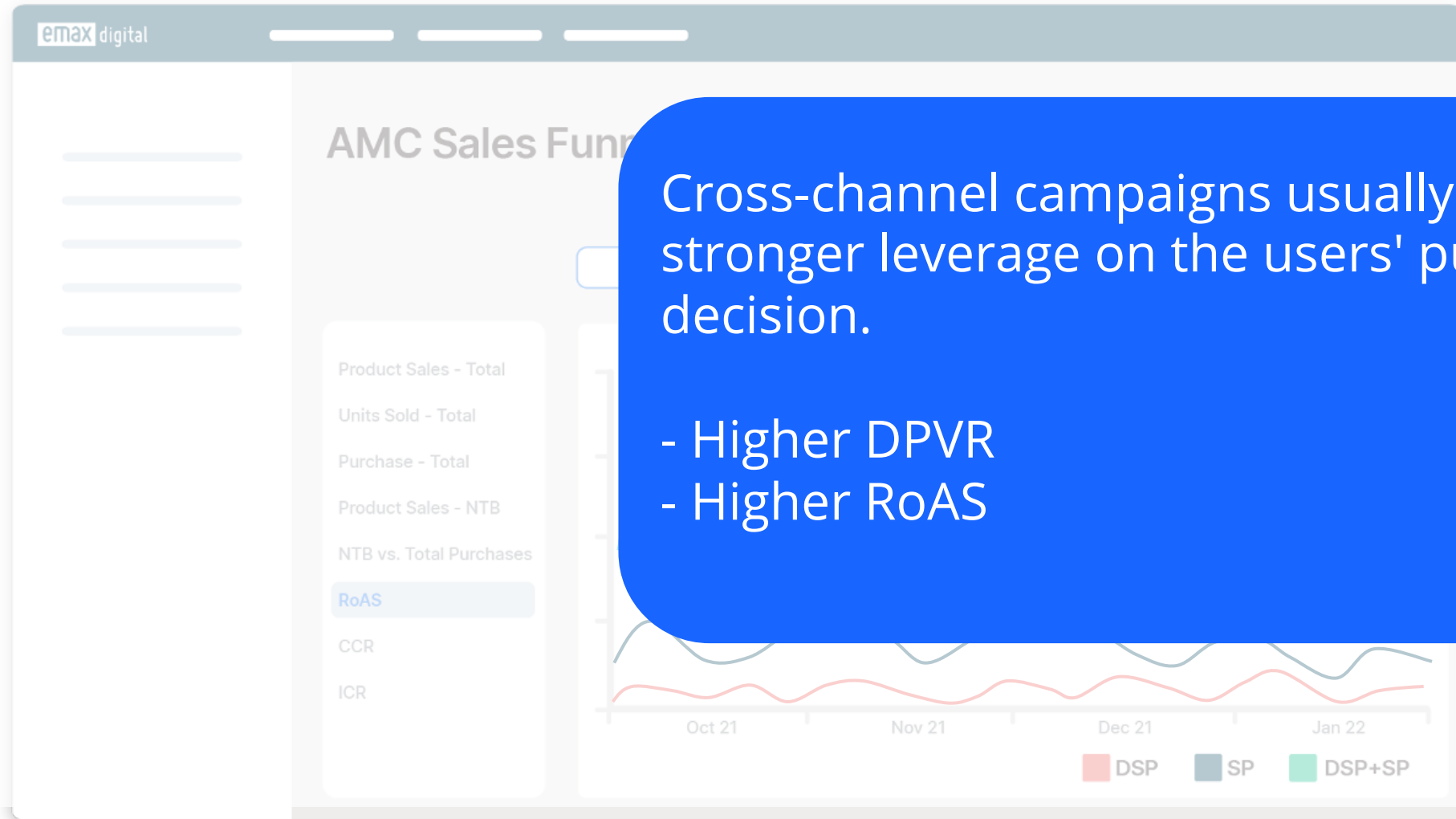


RoAS 30%
higher for DSP
+ SP vs. SP only

Insight



What is the impact of my DSP investment on my sales?



Cross-channel campaigns usually have a stronger leverage on the users' purchase decision.

- Higher DPVR
- Higher RoAS

Insight

There is more to discover...





Understand the ad-supported customers journey along the **campaign types**

Path to Conversion by Campaign Type											Path Occurrences	Impressions	Conversions	Sales	Sales Brand	Roas	Brand Roas
Ct 10+	Ct 9	Ct 8	Ct 7	Ct 6	Ct 5	Ct 4	Ct 3	Ct 2	Ct 1								
1									DSP								
2									SP								
3								SP	SP								
4								DSP	DSP								
5							SP	SP	SP								
6							DSP	DSP	DSP								
7						SP	SP	SP	SP								
8						DSP	DSP	DSP	DSP								
9					DSP	DSP	DSP	DSP	DSP								
10					SP	SP	SP	SP	SP								
11				DSP	DSP	DSP	DSP	DSP	DSP								
12				SP	SP	SP	SP	SP	SP								
13	SP	SP	SP	SP	SP	SP	SP	SP	SP								
14				DSP	DSP	DSP	DSP	DSP	DSP								
15	DSP	DSP	DSP	DSP	DSP	DSP	DSP	DSP	DSP								
16				SP	SP	SP	SP	SP	SP								
17			DSP	DSP	DSP	DSP	DSP	DSP	DSP								
18			SP	SP	SP	SP	SP	SP	SP								
19		DSP	DSP	DSP	DSP	DSP	DSP	DSP	DSP								

Which combination of campaign generated

- ✓ most conversions
- ✓ most impressions
- ✓ highest ROAS?

Insights

Which combination of campaigns generated

- ✓ most conversions
- ✓ most impressions
- ✓ highest ROAS?

Insight



Understand the ad-supported customer journey by **device (phone, PC, tablet)**

Path to Conversion by Device										Path Occurrences	Impressions	Conversions	Sales	Sales Brand	Roas	Brand Roas
D 10+	D 9	D 8	D 7	D 6	D 5	D 4	D 3	D 2	D 1							
1									PC							
2									Phone							
3								PC	PC							
4								Phone	Phone							
5							PC	PC	PC							
6	PC	PC	PC	PC	PC	PC	PC	PC	PC							
7								Phone	Phone	Phone						
8					PC	PC	PC	PC	PC							
9							PC	PC	PC							
10	Phone	Phone	Phone	Phone	Phone	Phone	Phone	Phone	Phone							
11					Phone	Phone	Phone	Phone	Phone							
12							Phone	Phone	Phone							
13				PC	PC	PC	PC	PC	PC							
14									Tablet							
15				Phone	Phone	Phone	Phone	Phone	Phone							
16			PC	PC	PC	PC	PC	PC	PC							
17		PC	PC	PC	PC	PC	PC	PC	PC							
18			Phone	Phone	Phone	Phone	Phone	Phone	Phone							
19		PC	PC	PC	PC	PC	PC	PC	PC							
Total																

Which combination of campaigns generated

- ✓ most conversions
- ✓ most impressions
- ✓ highest ROAS?

Insight



Find out **what day and time of day** customers engange with your ads

Purchases

Impressions

Time

Day

Purchases Day Of Week vs Hour of Day									Impressions Day Of Week vs Hour of Day								
	1	2	3	4	5	6	7	Total		1	2	3	4	5	6	7	Total
0	2	570	734	470	307	204	203	2,490	0	6,025.305	3,249.382	6,064.903	6,364.256	5,696.552	6,044.757	6,463.264	39,908.419
1	258	44	117	0	197	120	80	816	1	4,799.598	2,329.442	4,198.620	4,462.072	4,116.597	4,208.263	4,626.849	28,741.441
2	78	69	0	200	84	0	0	431	2	2,799.888	1,450.687	3,085.565	3,099.142	2,691.026	2,705.309	2,767.670	18,599.287
3	0	36	132	198	56	2	2	426	3	1,892.643	1,283.038	2,430.785	2,490.790	2,534.680	2,318.918	2,229.183	15,180.037
4	0	40	117	199	310	96	195	957	4	2,242.220	1,897.942	3,401.468	3,712.824	3,339.277	3,077.518	2,328.267	19,999.516
5	365	697	929	1,341	688	465	0	4,485	5	2,863.670	4,961.743	6,618.708	7,242.891	6,659.594	5,858.592	4,155.455	38,360.653
6	1,038	2,059	1,794	1,865	1,390	1,016	638	9,800	6	4,505.479	9,281.147	10,401.313	11,481.227	9,925.587	9,725.868	7,647.901	62,968.522
7	2,069	3,686	2,816	3,137	3,473	2,211	1,496	18,888	7	8,317.349	13,353.733	14,170.933	14,603.914	13,604.502	13,145.425	12,289.913	89,485.769
8	5,004	5,807	4,163	4,002	3,637	3,429	2,121	28,163	8	11,280.655	18,984.276	20,325.570	19,599.903	16,861.139	16,115.725	16,419.224	119,586.492
9	5,537	5,976	3,165	3,662	3,814	2,994	3,180	28,328	9	15,766.873	20,651.680	21,905.689	21,571.653	19,804.483	18,206.492	19,820.140	137,727.010
10	5,300	5,415	3,657	4,683	3,911	2,641	3,602	29,209	10	15,875.858	22,107.814	21,012.216	22,396.791	20,921.164	18,445.905	20,744.170	141,503.918
11	4,897	5,188	3,686	4,189	3,162	3,709	3,271	28,102	11	15,783.634	25,118.433	20,833.190	20,980.091	20,184.870	19,635.013	21,002.326	143,537.557
12	5,282	4,141	3,577	4,605	3,530	3,039	2,520	26,694	12	16,732.651	26,627.629	24,398.145	21,558.401	19,443.024	19,042.756	20,907.968	148,710.574
13	4,632	4,606	3,629	4,305	3,009	2,787	2,602	25,570	13	14,176.613	26,375.392	24,286.397	21,136.275	19,335.397	19,264.564	20,191.736	144,766.374
14	5,213	5,258	3,803	3,543	3,002	2,468	2,237	25,524	14	16,017.900	25,231.583	21,734.935	21,606.688	20,190.035	17,523.165	18,877.490	141,181.796
15	4,511	5,523	3,763	3,982	3,076	1,580	2,797	25,232	15	15,844.072	23,856.563	21,696.002	19,665.150	19,004.832	18,473.447	18,898.757	137,438.823
16	5,480	5,472	4,685	3,906	3,197	3,089	3,378	29,207	16	15,532.634	22,083.935	22,933.383	20,715.563	19,254.651	18,395.303	18,826.253	137,741.722
17	5,732	7,147	6,339	4,468	3,165	2,052	2,680	31,583	17	16,639.756	21,922.985	23,892.481	19,915.400	18,427.413	19,019.160	16,544.840	136,362.035
18	6,919	7,246	6,982	5,058	3,684	2,938	2,312	35,139	18	16,720.909	27,038.134	25,613.537	20,189.753	20,481.404	18,088.238	18,304.380	146,436.355
19	6,937	8,950	8,294	6,461	3,654	2,950	2,994	40,240	19	16,802.254	30,260.283	28,555.821	23,644.317	20,135.016	19,550.022	16,989.325	155,937.038
20	6,219	9,445	7,108	5,619	3,089	3,017	1,042	35,539	20	14,423.704	27,239.508	29,257.903	22,026.366	21,154.135	19,495.240	15,950.503	149,547.359
21	3,709	7,456	5,716	3,798	2,464	2,584	865	26,592	21	12,577.058	24,229.226	23,406.340	20,017.913	19,130.452	17,670.415	13,838.048	130,869.452
22	2,777	6,663	2,878	1,804	1,273	1,599	485	17,479	22	9,810.947	16,383.743	15,973.685	13,924.033	14,663.953	14,277.100	10,868.174	95,901.635
23	628	1,105	1,236	848	444	634	320	5,215	23	5,822.075	9,883.225	9,501.075	9,206.184	9,277.149	9,702.413	8,069.206	61,461.327
Total	82,587	102,599	79,320	72,343	54,616	45,624	39,020	476,109	Total	263,253.745	405,801.523	405,698.664	371,611.597	346,836.932	329,989.608	318,761.042	2,441,953.111



Find out **what day and time of day** customers engage with your ads

Purchases

Impressions

Time

Day

Purchases Day Of Week vs Hour of Day									Impressions Day Of Week vs Hour of Day								
	1	2	3	4	5	6	7	Total		1	2	3	4	5	6	7	Total
0	2	570	734	470	307	204	203	2,490	0	6,025,305	3,249,382	6,064,903	6,364,256	5,696,552	6,044,757	6,463,264	39,908,419
1	258	44	117	0	197	120	80	816	1	4,799,598	2,329,442	4,198,620	4,462,072	4,116,597	4,208,263	4,626,849	28,741,441
2	78	69	0	200	84	0	0	431									
3	0	36	132	198	56	2	2	426									
4	0	40	117	199	310	96	195	957									
5	365	697	929	1,341	688	465	0	4,485									
6	1,038	2,059	1,794	1,865	1,390	1,016	638	9,800									
7	2,069	3,686	2,816	3,137	3,473	2,211	1,496	18,888									
8	5,004	5,807	4,163	4,002	3,637	3,429	2,121	28,166									
9	5,537	5,976	3,165	3,662	3,814	2,994	3,180	28,322									
10	5,300	5,415	3,657	4,683	3,911	2,641	3,602	29,200									
11	4,897	5,188	3,686	4,189	3,162	3,709	3,271	28,106									
12	5,282	4,141	3,577	4,605	3,530	3,039	2,520	26,696									
13	4,632	4,606	3,629	4,305	3,009	2,787	2,602	25,570									
14	5,213	5,258	3,803	3,543	3,002	2,468	2,237	25,520									
15	4,511	5,523	3,763	3,982	3,076	1,580	2,797	25,230									
16	5,480	5,472	4,685	3,906	3,197	3,089	3,378	29,207									
17	5,732	7,147	6,339	4,468	3,165	2,052	2,680	31,583									
18	6,919	7,246	6,982	5,058	3,684	2,938	2,312	35,139	18	16,720,909	27,038,134	25,613,537	20,189,753	20,481,404	18,088,238	18,304,380	146,436,355
19	6,937	8,950	8,294	6,461	3,654	2,950	2,994	40,240	19	16,802,254	30,260,283	28,555,821	23,644,317	20,135,016	19,550,022	16,989,325	155,937,038
20	6,219	9,445	7,108	5,619	3,089	3,017	1,042	35,539	20	14,423,704	27,239,508	29,257,903	22,026,366	21,154,135	19,495,240	15,950,503	149,547,359
21	3,709	7,456	5,716	3,798	2,464	2,584	865	26,592	21	12,577,058	24,229,226	23,406,340	20,017,913	19,130,452	17,670,415	13,838,048	130,869,452
22	2,777	6,663	2,878	1,804	1,273	1,599	485	17,479	22	9,810,947	16,383,743	15,973,685	13,924,033	14,663,953	14,277,100	10,868,174	95,901,635
23	628	1,105	1,236	848	444	634	320	5,215	23	5,822,075	9,883,225	9,501,075	9,206,184	9,277,149	9,702,413	8,069,206	61,461,327
Total	82,587	102,599	79,320	72,343	54,616	45,624	39,020	476,109	Total	263,253,745	405,801,523	405,698,664	371,611,597	346,836,932	329,989,608	318,761,042	2,441,953,111

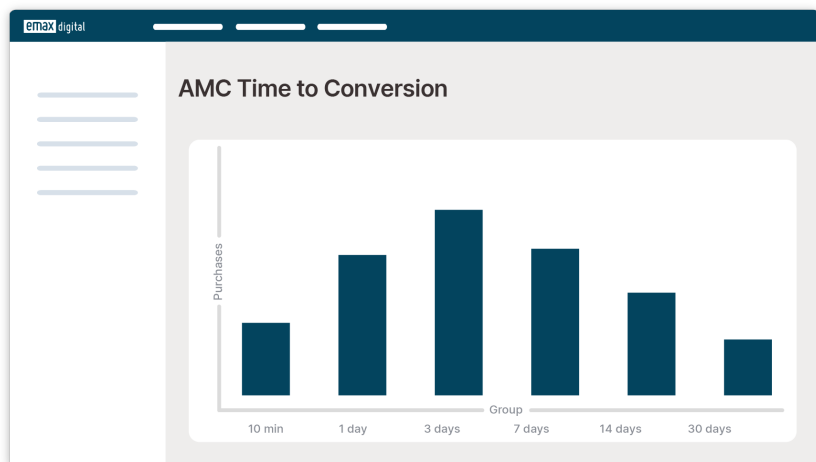
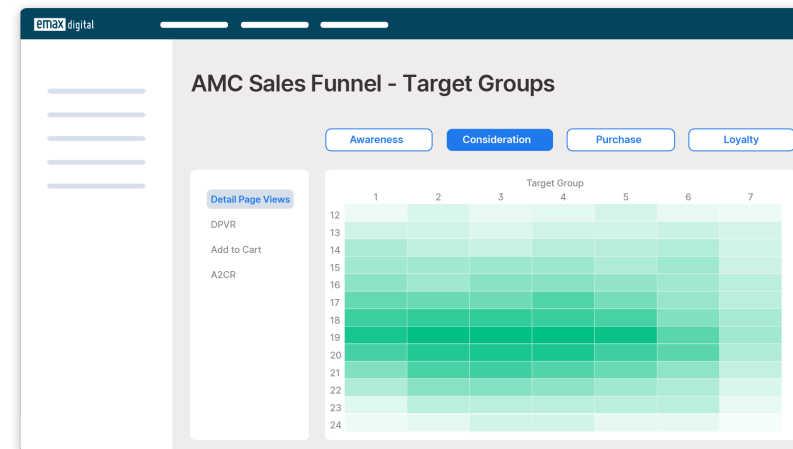
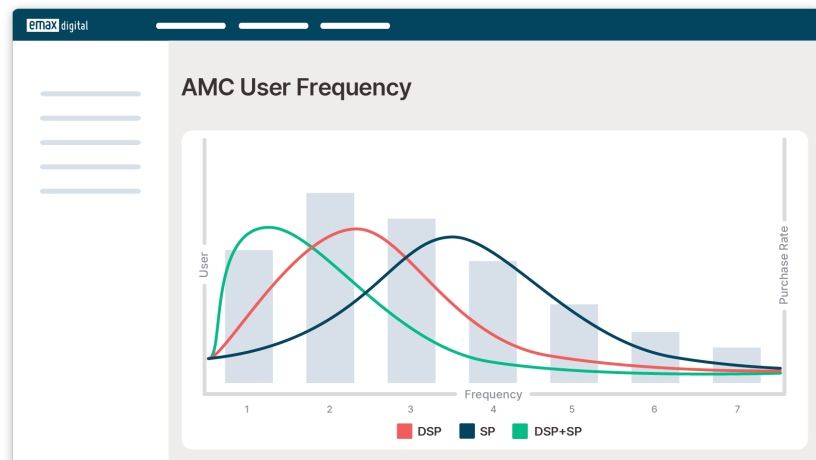
Adapt your advertising setup and tactics according to the behaviour of your customers

- Time of day
- Device, ...

Action



What else...



Start exploring...



Your first steps

How to get started with Amazon Marketing Cloud?





How-to-get started

1. Define your questions
2. Ask data/SQL expert
3. Start exploring
 1. Access via web interface & API
 2. Simple standard queries
 3. Amazon's instructional library
4. Share & discuss learnings with team



No inhouse data experts? Talk to your Amazon (data) expert!



Instructural Libray

amazonads

All instances >

Emax Digital: DE
Deutschland

Query editor

Instructional queries

Instance info

Documentation

Tables used

☐ amazon_attributed_events_by_conversion_time

☐ amazon_attributed_events_by_traffic_time

☐ conversions

☐ conversions_non_ad_exposed

☐ conversions_with_relevance

☐ dsp_clicks

☐ dsp_impressions

☐ dsp_impressions_by_user_segments

☐ dsp_views

☐ sas_conversions

☐ sas_traffic

☐ sponsored_ads_traffic

Search instructional queries

45 results

Sort by: Most recently added

Customer Value - Average Spending by Exposure Group

New

Available for US advertisers only. Understand how much your customers spend with your brand and evaluate your return on investments by calculating customer value. This instructional query will enable you to evaluate your customers' average customer value based on total product sales and unique customers grouped by ASIN sets. You must add the Amazon Shopping Insights to your instance to use this instructional query; to learn more and subscribe, navigate to Paid Features.

How to query Digital Subscriptions, Purchases, and Downloads

Digital subscription, purchase, and download metrics are provided for streaming partners to measure their attributed conversions. Streaming partners have Prime Video Channels (PVCs) or Streaming TV (STV) Apps, or both available in the Amazon Appstore. This instructional query (IQ) provides an introduction to querying subscription and download metrics from streaming partners. It also includes recommendations for using the metrics in related IQs.

SAS - Site Overlap and Conversions

Sizmek Ad Suite (SAS) use case: Measure the size of the audience (reach) and their overlap for sites in the campaign media plan. Estimate the incremental reach generated by each site. Analyze how overlapping and incremental reach impacts conversion KPIs. This query answers questions such as: 1) How many users were exposed to the ads exclusively for a given site/publisher and how many were also reached on other sites/publishers? 2) Are users more likely to convert when exposed to ads from multiple sites/publishers? 3) What is the incremental reach every site generates when an ad is served on multiple sites?

SAS - Campaign Overlap and Conversions

Sizmek Ad Suite (SAS) use case: Measure the size of the audiences (reach) and their overlap for SAS campaigns. This query answers questions such as: 1)What's the size of unique audience reached by multiple campaigns? 2) What's the incremental audience reach by respective campaign? 3) How did reach impact conversions?

SAS - Amazon DSP Media Cost for SAS Attributed Conversions

Sizmek Ad Suite (SAS) use case: Evaluate Amazon DSP media cost for brand site conversions measured by SAS. Check the average bid price and winning cost for Amazon DSP line items that were attributed a brand site conversion.

Let`s talk about Amazon Marketing Cloud!



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