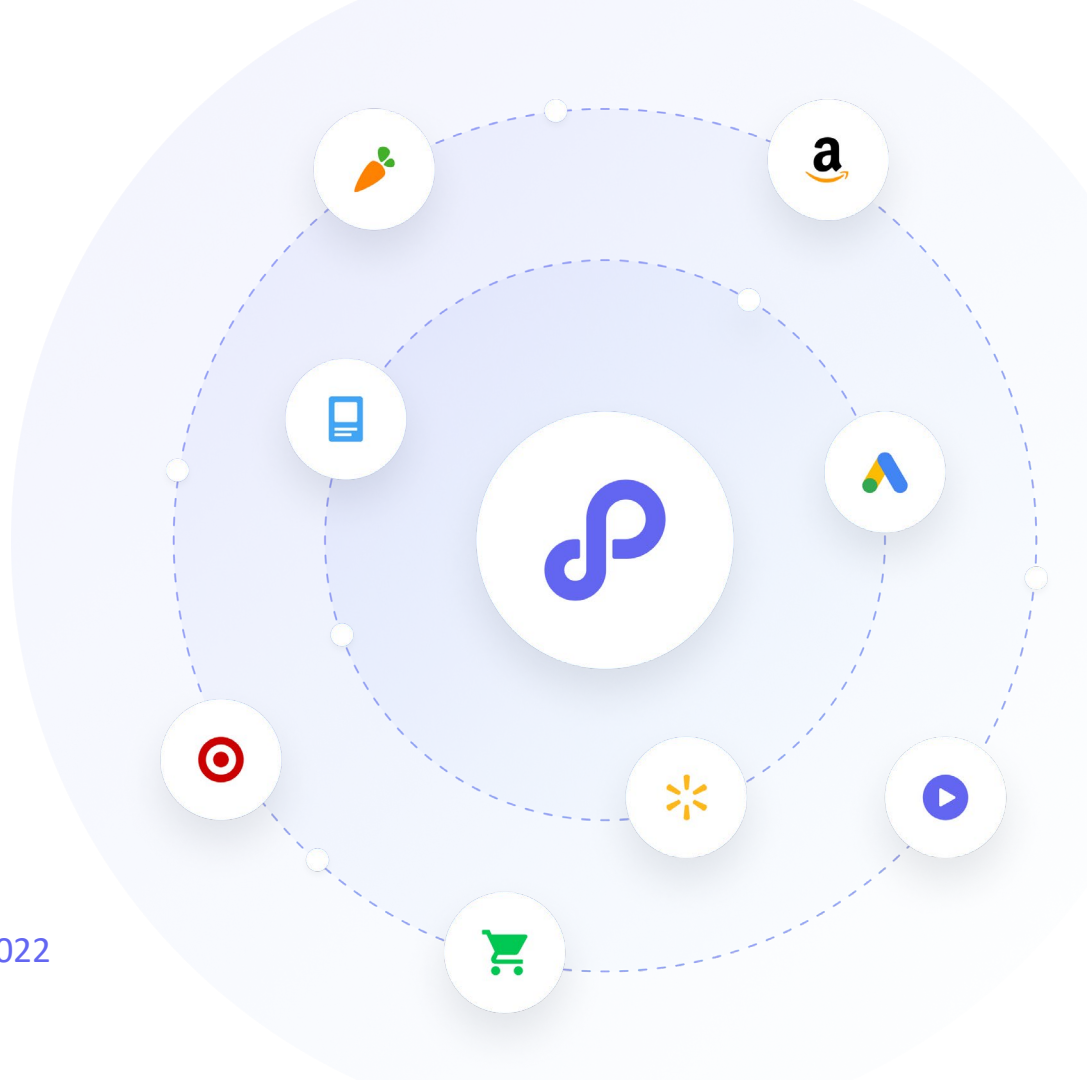





Amazon Ads

Winning with Hourly Data

Franz Jordan | Christie McLean – September 1, 2022





sellics + perpetua



Warum haben wir Sellics verkauft?

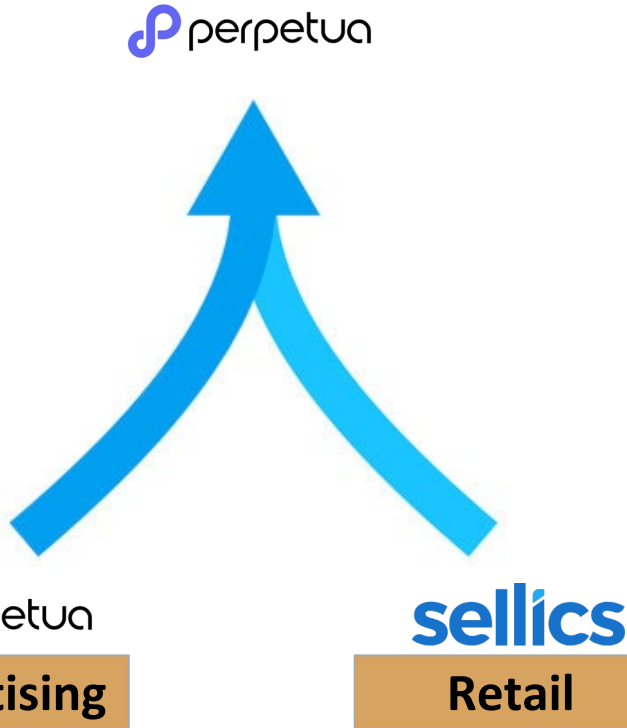
- Amazon und andere Plattformen entwickeln Advertising immer schneller
- Größe (d.h. Ressourcen) wird immer relevanter um mit den Plattformen mithalten zu können



- Zugang zu **Ressourcen** (+250 Mitarbeiter, 5 Büros, +4.000 Kunden)
- Ist **führende Software** für Amazon / E-Commerce Management und Optimierung

**Warum haben wir
speziell an Perpetua
verkauft?**

Ziel: **Eine Software** mit dem besten aus beiden Welten



- Top Sellics Features werden nach Perpetua migriert
- Sellics wird anschließend als eigenständige Software eingestellt

Who's heard of Dayparting?

Dayparting is a tactic in which you turn on or off or raise or lower your PPC bid prices based on time of day.

The reality of this chart is why Dayparting exists



Amazon Auction Dynamics

change dramatically throughout the day

Traffic changes

Likelihood of shopper
buying changes

Competitors exhaust
budgets, pause
campaigns, start
campaigns, or change
bid prices

Amazon Auction Dynamics

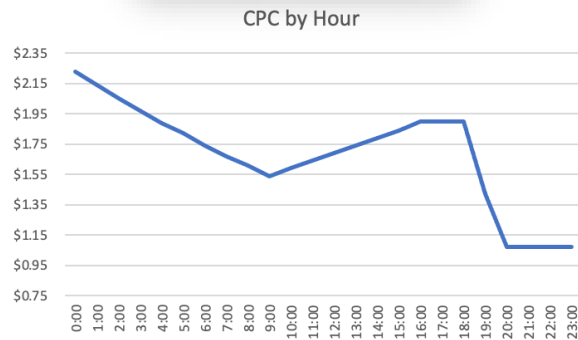
change dramatically throughout the day

The numbers

\$191

Amazon's Reported CPC for the day

The reality



Why **Dayparting** hasn't worked for Amazon Advertisers



Hourly data does not exist in Amazon's Ad Console



Software providers depend on Amazon's Advertising API but it doesn't push data quickly or reliably



Strategies founded in human biases



Results are not measurable

The Future

Amazon's hourly data

**Amazon Marketing
Stream**

What does Amazon's Marketing Stream offer?



Hourly performance metrics



Granular to campaign, can be aggregated across account



Currently available through API in North America

~33%

of Sponsored Product
Purchases happen
within the first 3
minutes



~70%

of Sponsored Product
Purchases happen
within the first hour

Why this data matters

For example...

**This is where the real
magic happens**

Hourly advertising data



Hourly digital shelf metrics

Marrying with hourly
Share of Voice + Rank
Data, it becomes very
powerful

With enough data,
you can begin to
price the entire
search results page

Eligible for Free Shipping

☐ Free Shipping by Amazon

All customers get FREE Shipping on orders over \$25 shipped by Amazon

Delivery Day

☐ Get It Today

Amazon Local Stores

☐ Amazon Fresh

☐ Bristol Farms

☐ Whole Foods Market

Climate Pledge Friendly

☐ Climate Pledge Friendly

Department

Baby Food Meals

Health & Household

Baby Snack Foods

Frozen Foods

Baby & Toddler Smoothies

Yogurt

Soups, Stocks & Broths

Packaged Broths

See All 21 Departments

Customer Reviews

★★★★★ & Up

★★★★☆ & Up

★★★☆☆ & Up

★★☆☆☆ & Up

★☆☆☆☆ & Up

Brand

☐ Gerber

☐ Happy Baby

☐ 365 by Whole Foods Market

☐ Earth's Best

☐ Serenity Kids

☐ Plum Organics

☐ Mama Bear

See more

Price

Under \$25

\$25 to \$50

\$50 to \$100

\$100 to \$200

SPROUT

Healthy and Delicious Meals Your Baby Will Love

Shop the Sprout Store on Amazon

Stage 2 - Plant Protein

\$4.61

Stage 3 - Meat Protein

\$3.75

Stage 2 - Veggie and Fruit

\$3.56

\$2.05

Sponsored

Serenity Kids Baby Food, Organic Savory Veggies and Ethically Sourced Meats Variety Pack, For 6+ Months, 3.5 Ounce Pouch (8 Pack)

★★★★★ ~ 1,372

Limited time deal

\$25⁴⁵ (\$0.91/Ounce) \$29.95

\$22.91 with Subscribe & Save discount

prime Get it as soon as Today, Dec 3

FREE Shipping by Amazon

Sponsored

Sprout Organic Baby Food, Stage 2 Pouches, Sweet Potato White Bean, Strawberry Apple Beet Bean & Apricot Chickpea Fig Variety Pack, 3...

3.5 Ounce (Pack of 18)

★★★★★ ~ 231

\$38³⁵ (\$0.61/Ounce)

SNAP EBT eligible

prime Get it as soon as Tomorrow, Dec 4

FREE Shipping by Amazon

Climate Pledge Friendly

See 1 certification

Sponsored

SpoonfulONE Early Allergen Introduction Crunchy Puffs | Smart Feeding Snack Food for an Infant or Baby 9+ Months | Certified Organic...

★★★★★ ~ 7

\$12⁵⁹ (\$1.80/Count)

prime Get it as soon as Tomorrow, Dec 4

FREE Shipping on orders over \$25 shipped by Amazon

Climate Pledge Friendly

See 1 certification

Sponsored

SpoonfulONE Food Allergen Introduction Mix-Ins | Smart Feeding for an Infant or Baby 4+ Months | Certified Organic (28 Packets)

0.07 Ounce (Pack of 28)

★★★★★ ~ 767

\$39⁹⁹ (\$20.40/Ounce)

\$35.99 with Subscribe & Save discount

prime Get it as soon as Today, Dec 3

FREE Shipping by Amazon

What does this unlock?



Understand
CPCs (and CPAs)
for every search
ad ranking by
hour of the day



Identify
opportunities
to invest in
step changing
ad ranking

Example

Above the fold
vs. below the fold



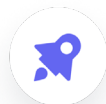
Identify where
investment in
increasing ad
ranking does not
deliver increased
performance

Example

Ad Rank #1 vs. #2



Understand at
what time of the
day key
competitor
budgets are
exhausted;
invest where
they win.



Ultimately,
deploy your
budget with
the highest level
of efficiency
throughout the
day against your
key performance
metrics.

**How can you leverage
Amazon Marketing Stream?**



**Amazon Marketing Stream allows advertisers to
track hourly trends of key performance metrics
and identify areas of opportunity
to achieve advertising goals**



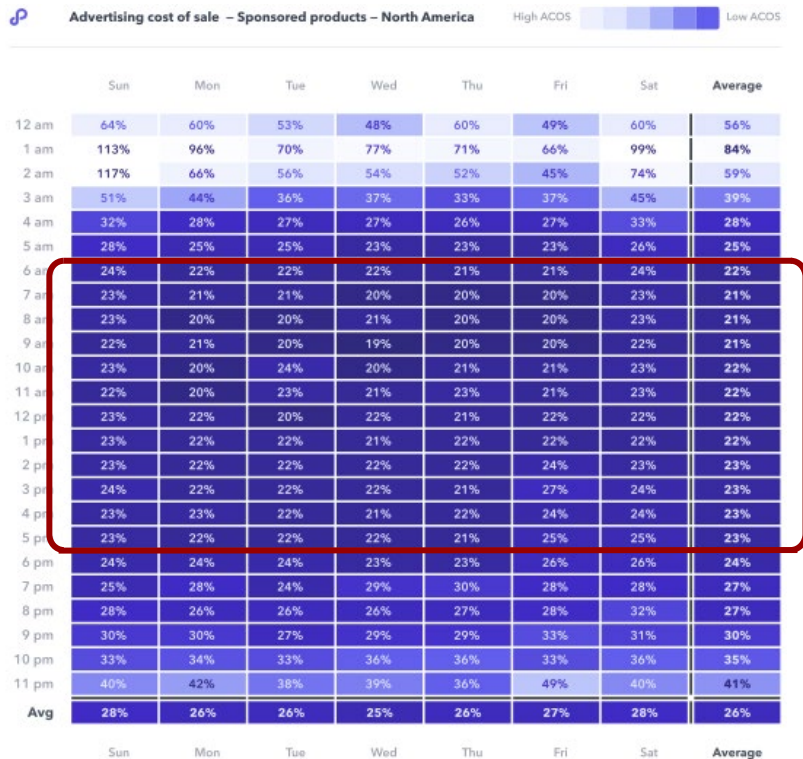
Recommendation I: Optimize for ACoS

Maximizing profitability means minimizing ACOS.

Using hourly bid multipliers, you can shift your investment away from **low-profit periods (high expected ACoS)** and focus on the specific hours of the day — or days of the week — when your **campaign ACOS is lowest**.



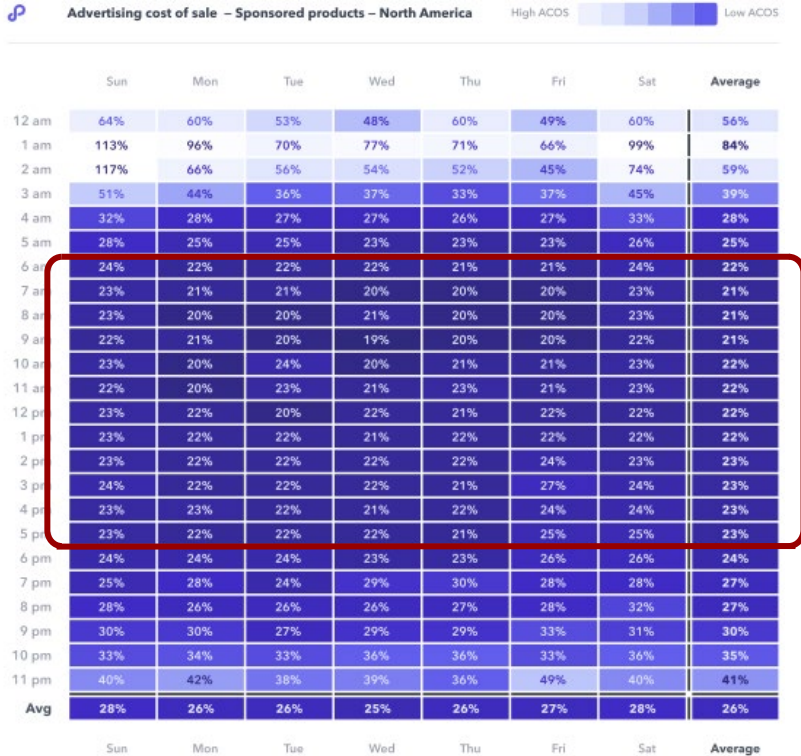
ACoS of Sponsored Products ads is the lowest during 6:00 am - 6:00 pm PST, 9:00 am - 9:00 pm EST



- During the most efficient hours, ACoS ranges from 20-23%
 - This corresponds closely with the increase in conversion rates from 6:00 am PST
 - Low ACoS is sustained throughout the afternoon hours *by steadily falling CPC*
- ACoS rises to 41% at 11:00 pm PST
 - It is caused by the dramatic decrease in conversion rates towards the end of the day



ACoS of Sponsored Products ads is the lowest during 6:00 am - 6:00 pm PST, 9:00 am - 9:00 pm EST



Key takeaways:

- Consider pausing or reducing bids during evening and night-time hours when ACoS can increase to almost double that of your late morning/afternoon periods
- Shift your investment away from low-profit periods (high expected ACoS) and focus on the specific hours of the day — or days of the week — when your campaign ACoS is lowest



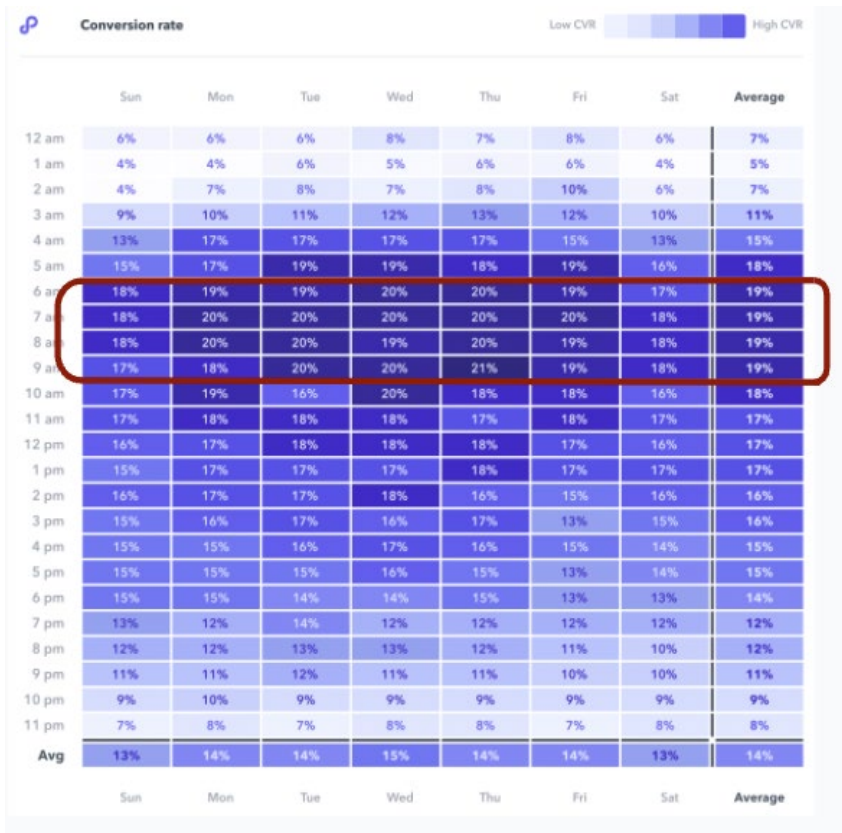
Recommendation II: Optimize for sales

Identify the times of day and days of the week when your campaigns have the highest **conversion rate**, coupled with **below-average CPC**.

This is your chance to bid more aggressively and **drive sales** at the most efficient converting time.



Conversion Rate peaks between 6:00 am - 10:00 am PST, 9:00am - 1:00pm EST



- The morning spike during the working week is significant, with conversion rates around 3x higher than in the night-time (20% vs 6-8%)
- Data shows a slight drop in conversion rates at the weekend



CPC for Sponsored Products campaigns falls steadily over the course of the day

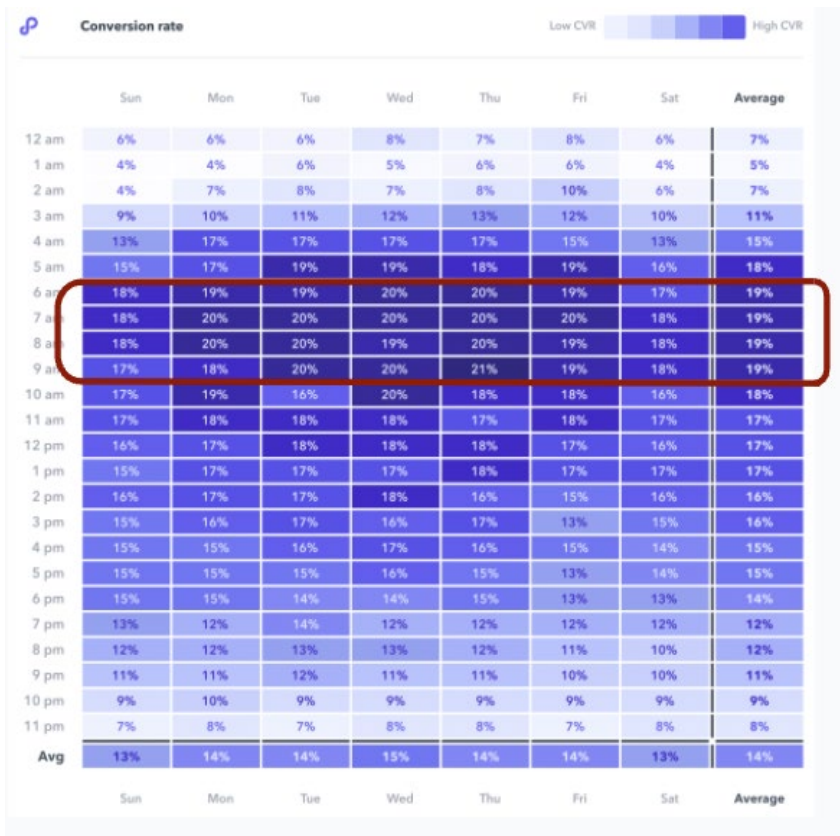


- In the early hours of the morning, the average CPC stands at \$1.12, falling to \$0.84 by the end of the day, a 25% decrease
- Very little variations across the week
- Without Amazon Marketing Stream, the daily average would have been all we know



Conversion Rate peaks between 6:00 am - 10:00 am PST, 9:00am - 1:00pm EST

CPC for Sponsored Products campaigns falls steadily over the course of the day



Key takeaways:

- Consider increasing bids, especially on high traffic terms (flagship category keywords, top competitor keywords) during late morning to early afternoon hours when conversion rate is high and CPC is low
- More impressions and clicks indicate a high shopper volume – these are the keywords you'll want to double down on



Recommendation III: Consider peak shopping events

2022 is the first year that we can evaluate hourly insights into how advertising performance fared over the **48-hour Prime Day**.

Thanks to data available via Amazon Marketing Stream, we are now able to provide aggregated Sponsored Products campaign data for **every single hour** of Prime Day.



Prime Day data shows best ACOS and sale are likely to occur on the morning of Day 1



Hourly Prime Day Averages 2022 – Amazon Ads – North America

	Prime Day 1			Prime Day 2		
	CPC	ACOS	Sales*	CPC	ACOS	Sales*
12 am	\$1.07	–	–	\$1.07	–	–
1 am	\$1.21	–	–	\$1.25	–	–
2 am	\$1.19	–	–	\$1.25	–	–
3 am	\$1.25	83%	-68%	\$1.24	94%	-68%
4 am	\$1.22	34%	-21%	\$1.22	43%	-36%
5 am	\$1.24	30%	+14%	\$1.22	34%	-13%
6 am	\$1.18	26%	+64%	\$1.23	31%	+18%
7 am	\$1.19	25%	+81%	\$1.24	30%	+37%
8 am	\$1.21	25%	+90%	\$1.22	29%	+52%
9 am	\$1.21	25%	+85%	\$1.20	30%	+30%
10 am	\$1.15	26%	+90%	\$1.19	29%	+40%
11 am	\$1.12	26%	+84%	\$1.15	31%	+43%
12 pm	\$1.10	27%	+72%	\$1.13	31%	+43%
1 pm	\$1.06	28%	+81%	\$1.07	30%	+49%
2 pm	\$1.04	28%	+60%	\$1.06	32%	+27%
3 pm	\$1.00	27%	+69%	\$1.07	30%	+36%
4 pm	\$1.00	28%	+69%	\$1.03	31%	+42%
5 pm	\$0.96	27%	+63%	\$0.99	31%	+43%
6 pm	\$0.93	29%	+71%	\$0.95	31%	+57%
7 pm	\$0.92	28%	+54%	\$0.94	30%	+59%
8 pm	\$0.88	35%	+17%	\$0.90	32%	+27%
9 pm	\$0.83	39%	-14%	\$0.88	37%	-5%
10 pm	\$0.82	49%	-48%	\$0.85	44%	-46%
11 pm	\$0.79	–	–	\$0.84	73%	-71%
Daily	\$1.06	32%	+8%	\$1.08	36%	-6%

* Sales given as percentages in comparison to the median hourly sales rate over Prime Day 2022.

- Peak period for attributed sales came between 7 am to 1 pm on Day 1, suggesting that most shoppers had already planned Prime Day purchases, and were quick to grab their sought-after deals on the first morning
- Day 2 did not appear to show a peak period as shown by the similar ranges of ACOS and sales levels across various hours being spread out rather than within a period of consecutive hours



Prime Day data shows best ACOS and sale are likely to occur on the morning of Day 1



Hourly Prime Day Averages 2022 – Amazon Ads – North America

	Prime Day 1			Prime Day 2		
	CPC	ACOS	Sales*	CPC	ACOS	Sales*
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1 am	\$1.21	–	–	\$1.25	–	–
2 am	\$1.19	–	–	\$1.25	–	–
3 am	\$1.25	83%	-68%	\$1.24	94%	-68%
4 am	\$1.22	34%	-21%	\$1.22	43%	-36%
5 am	\$1.24	30%	+14%	\$1.22	34%	-13%
6 am	\$1.18	26%	+64%	\$1.23	31%	+18%
7 am	\$1.19	25%	+81%	\$1.24	30%	+37%
8 am	\$1.21	25%	+90%	\$1.22	29%	+52%
9 am	\$1.21	25%	+85%	\$1.20	30%	+30%
10 am	\$1.15	26%	+90%	\$1.19	29%	+40%
11 am	\$1.12	26%	+84%	\$1.15	31%	+43%
12 pm	\$1.10	27%	+72%	\$1.13	31%	+43%
1 pm	\$1.06	28%	+81%	\$1.07	30%	+49%
2 pm	\$1.04	28%	+60%	\$1.06	32%	+27%
3 pm	\$1.00	27%	+69%	\$1.07	30%	+36%
4 pm	\$1.00	28%	+69%	\$1.03	31%	+42%
5 pm	\$0.96	27%	+63%	\$0.99	31%	+43%
6 pm	\$0.93	29%	+71%	\$0.95	31%	+57%
7 pm	\$0.92	28%	+54%	\$0.94	30%	+59%
8 pm	\$0.88	35%	+17%	\$0.90	32%	+27%
9 pm	\$0.83	39%	-14%	\$0.88	37%	-5%
10 pm	\$0.82	49%	-48%	\$0.85	44%	-46%
11 pm	\$0.79	–	–	\$0.84	73%	-71%
Daily	\$1.06	32%	+8%	\$1.08	36%	-6%

* Sales given as percentages in comparison to the median hourly sales rate over Prime Day 2022.

Key takeaways:

- The best ACOS and highest sales are likely to occur on the morning of Day 1, so ad budget should be distributed appropriately over two days of advertising
- The data above of Prime Day 2022 suggested those investing on Day 1 have turned the biggest profits

**How Perpetua is helping brands win
with hourly data**

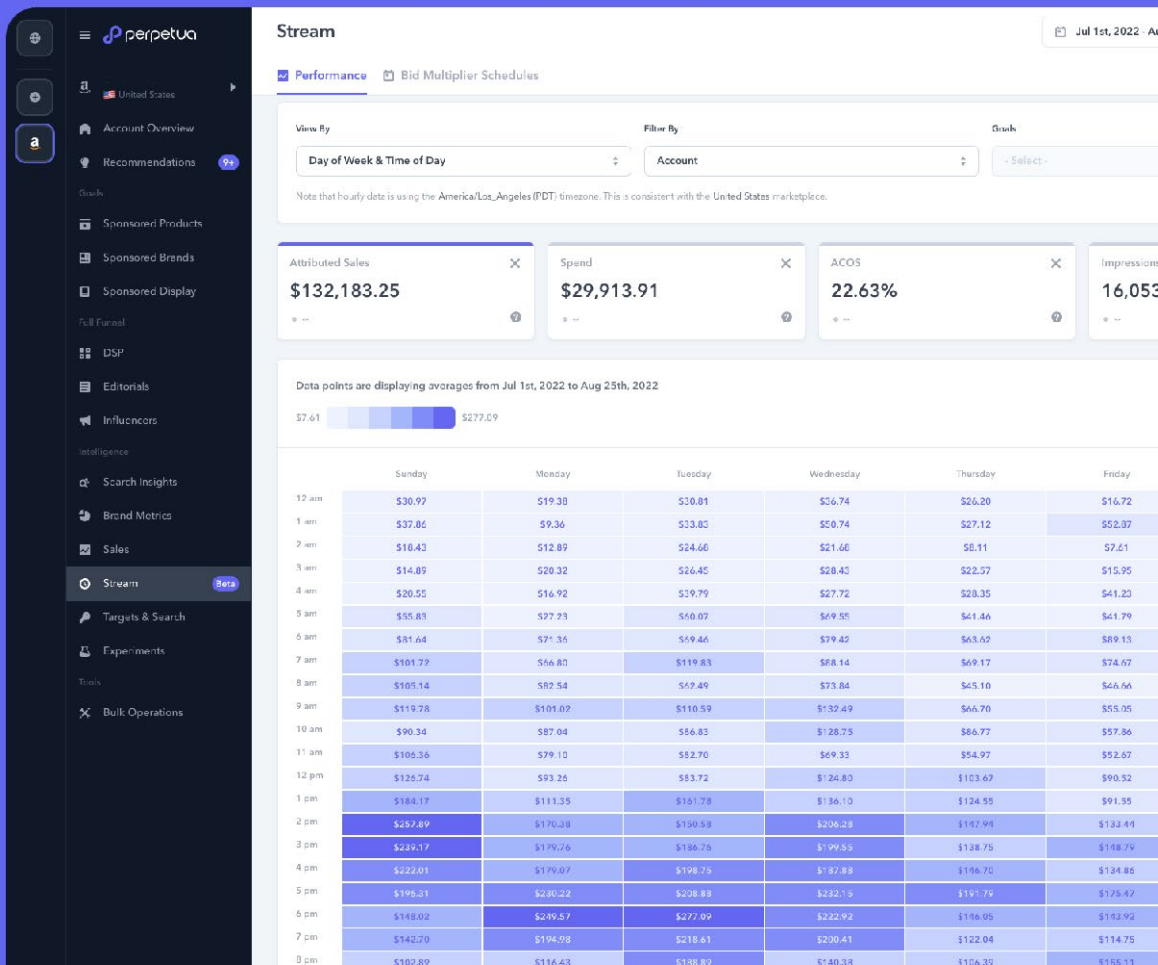


Stream Reporting & Bid Multiplier Schedules

Analyze relative performance of any advertising metric throughout the day

Leverage intra-day bid multiplier schedules based on your data

The tools you need to optimize your campaigns for every hour of the day based on whatever your objectives are - Sales, Efficiency, Share of Voice and more





Get in touch!

hello@perpetua.io

perpetua.io