



Sponsored Brands + Stores Creative Bundle

Benefits of leveraging Brand Shopping Experiences



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<https://prelude.amazon.com/s/ginZ67kei/fuuSz/-/amazon-advertising-meeting-with-rachel-willis>



Today's Webinar Agenda



- 1. Shoppers on Amazon**
- 2. Brand Stores & Posts**
- 3. Sponsored Brands Ads**

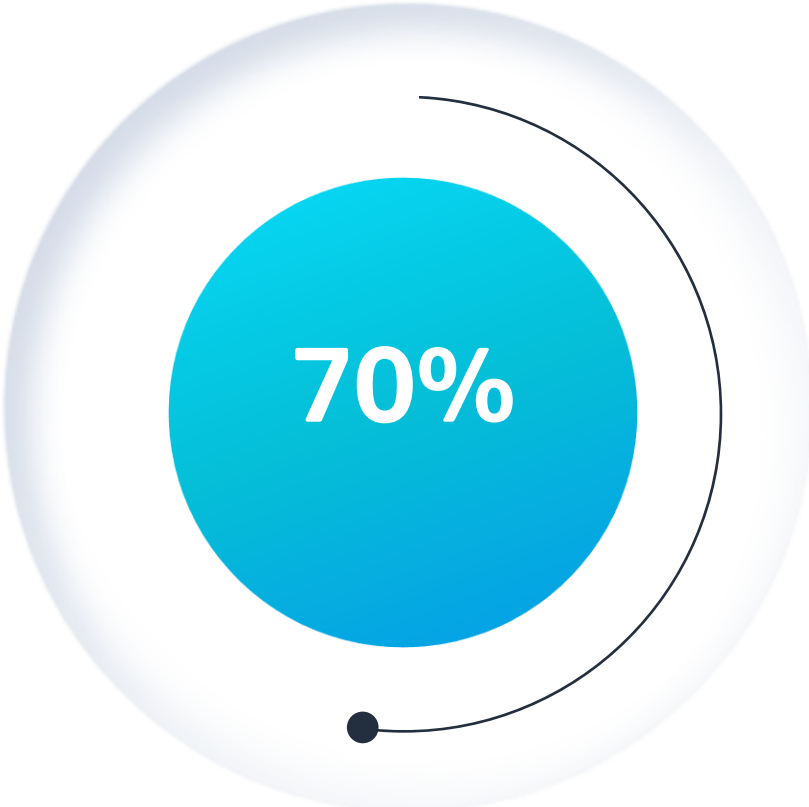
Start with the Shoppers

Shoppers come to Amazon to discover

Customers are looking to discover new brands and products. They want to learn more about your brand story.



Customers use Amazon to discover new products and brands

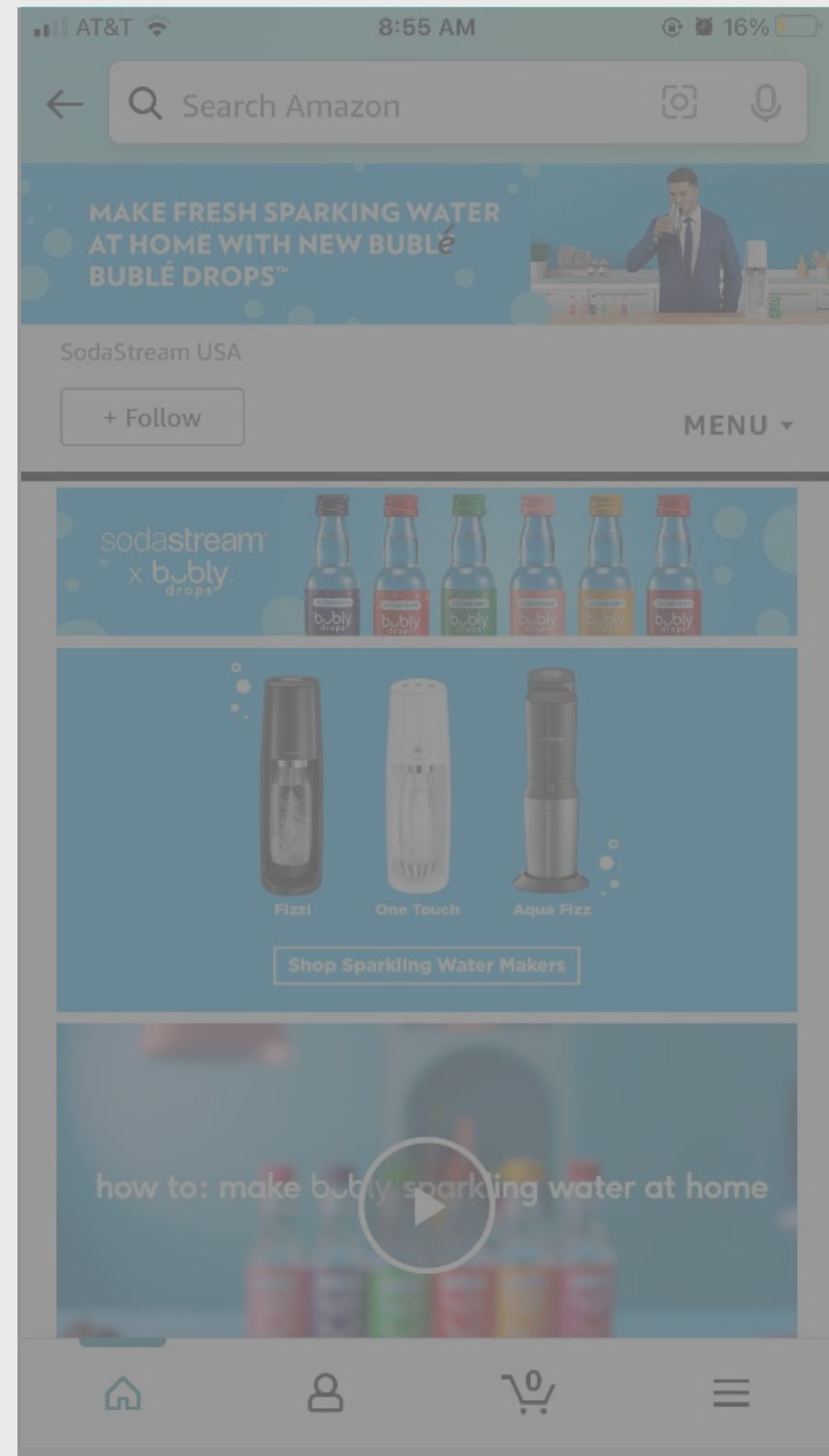


Of customer searches are non-branded

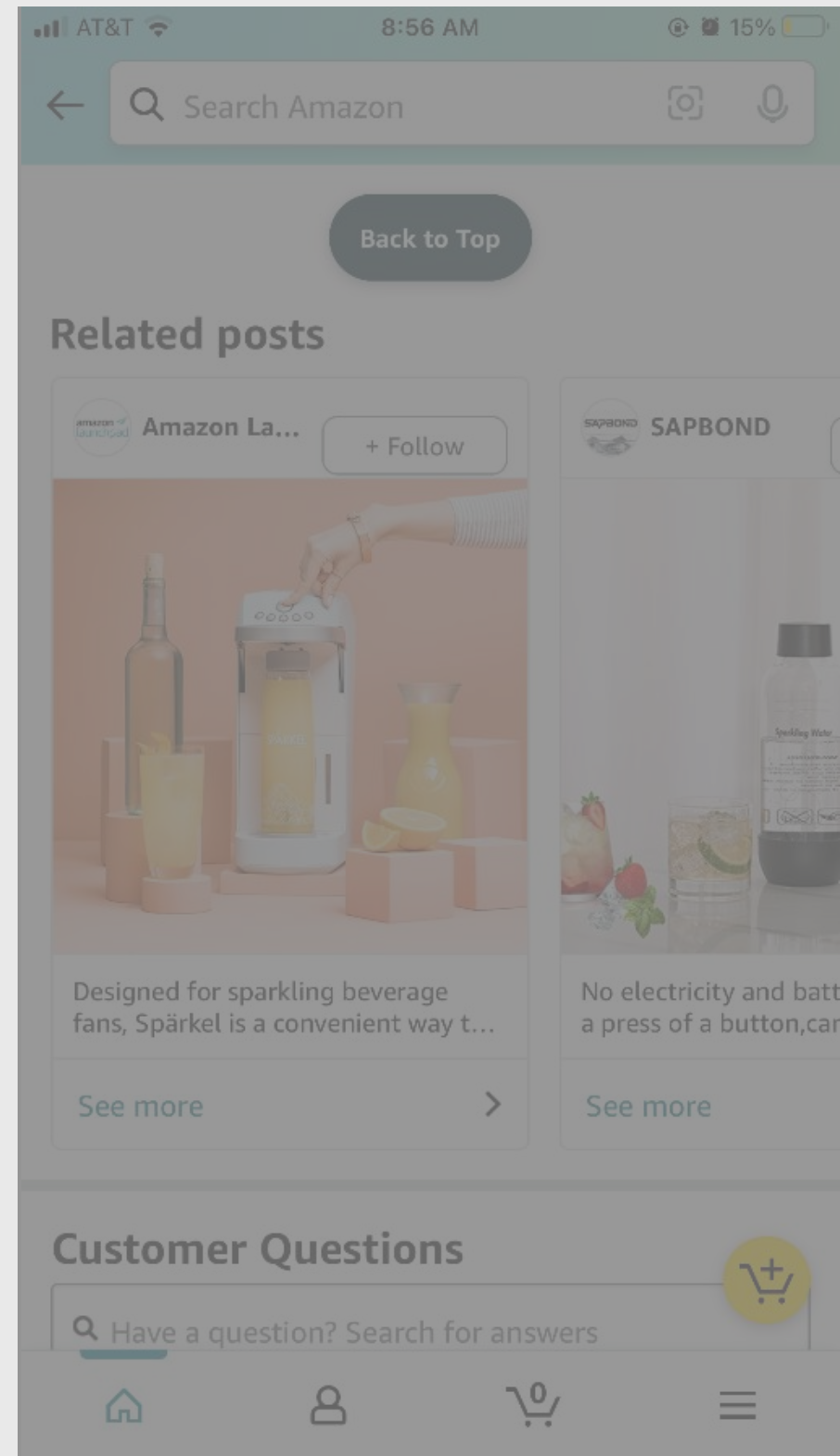


Of those using branded searches research multiple brands

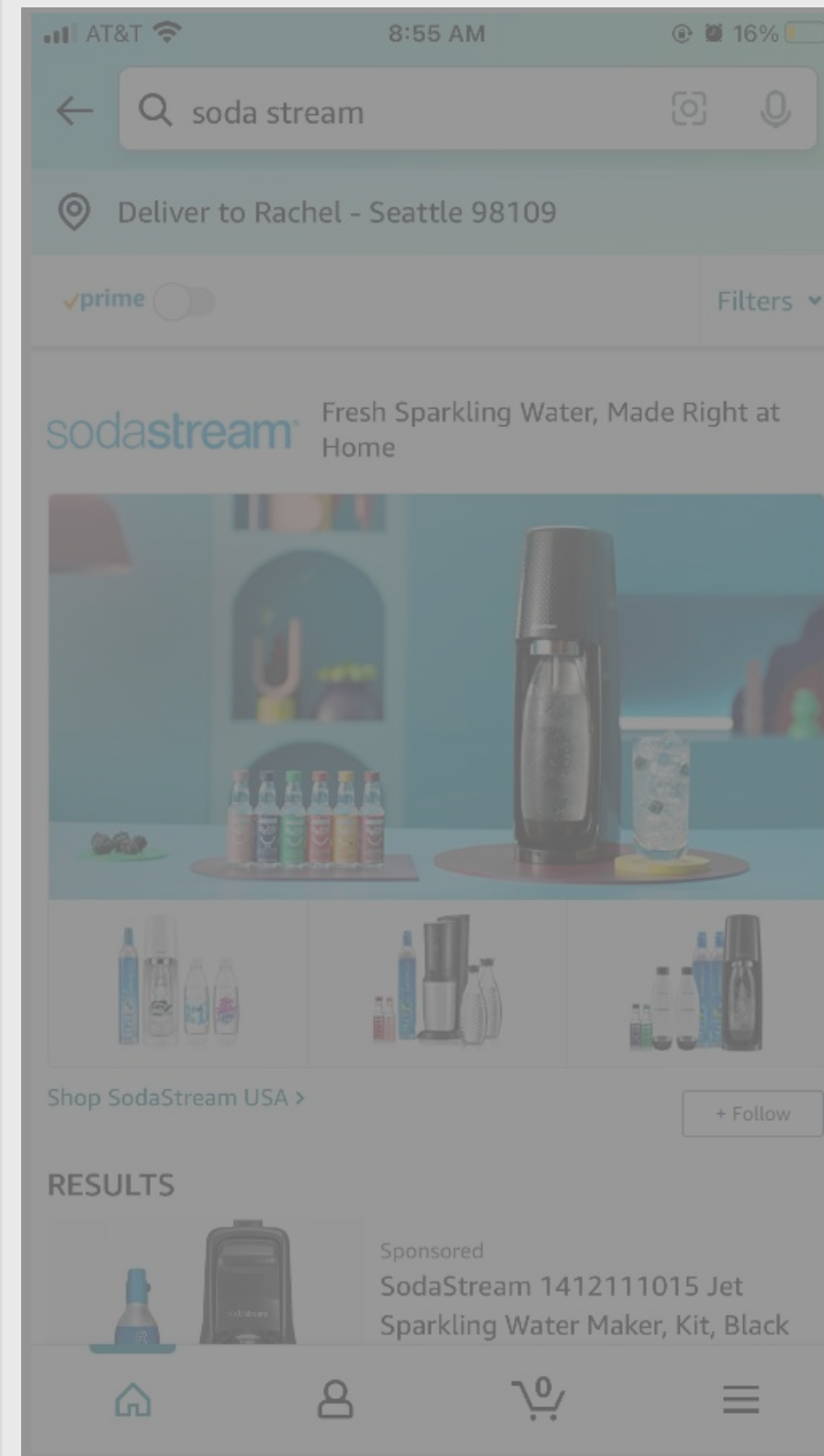
Creative Overview



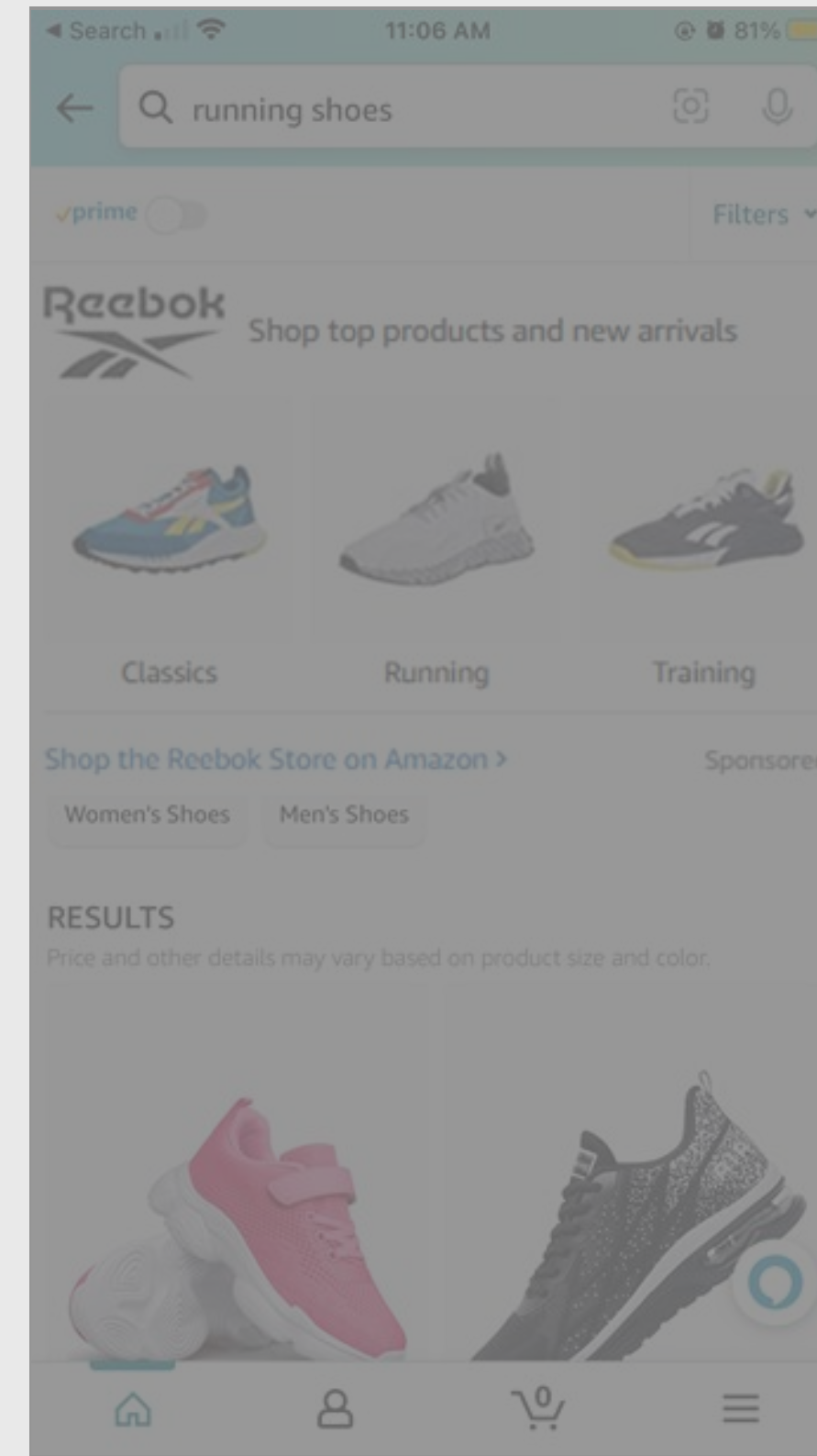
Stores



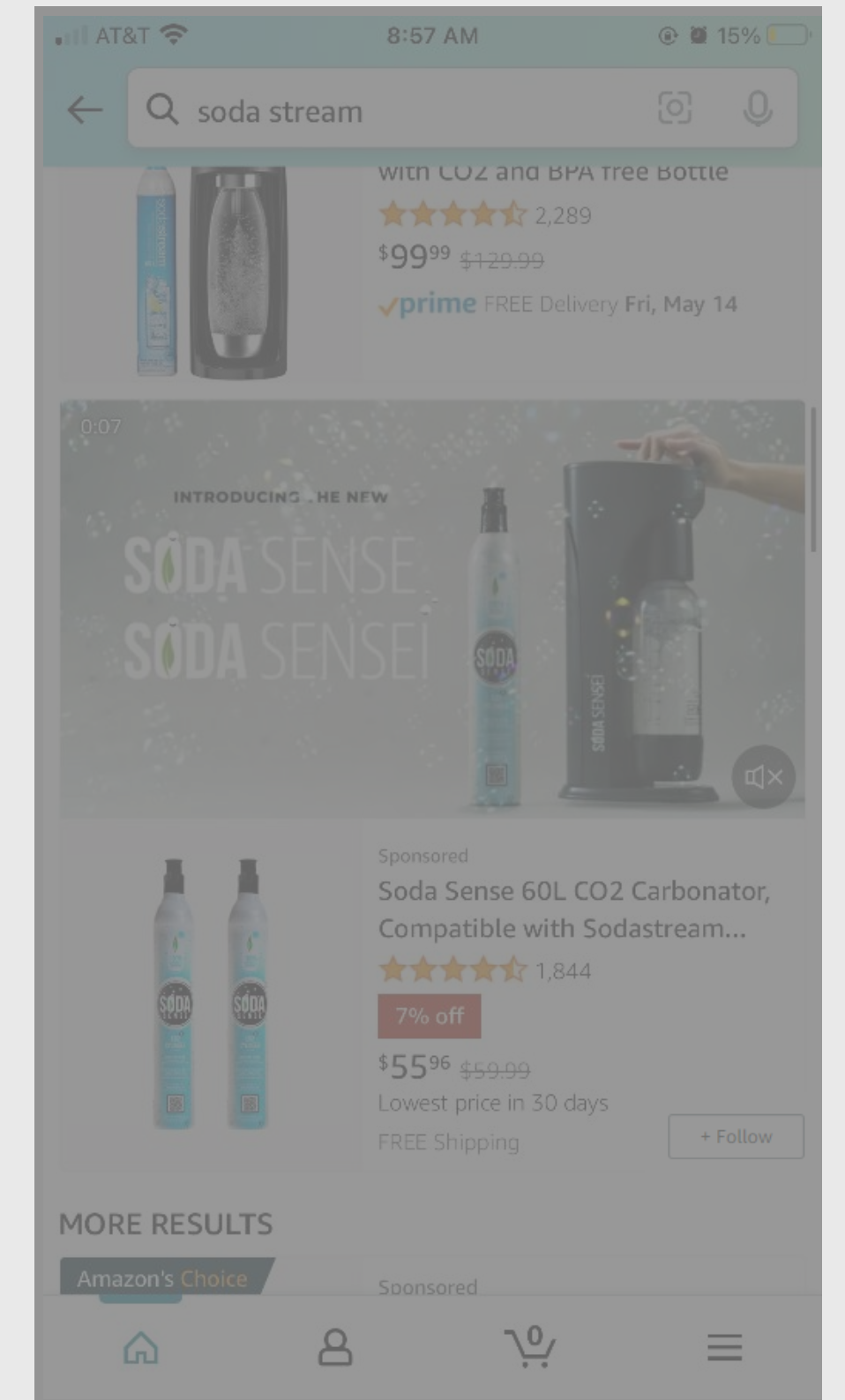
Posts



Sponsored Brands Lifestyle Image



Sponsored Brands Store Spotlight



Sponsored Brands Video Creative

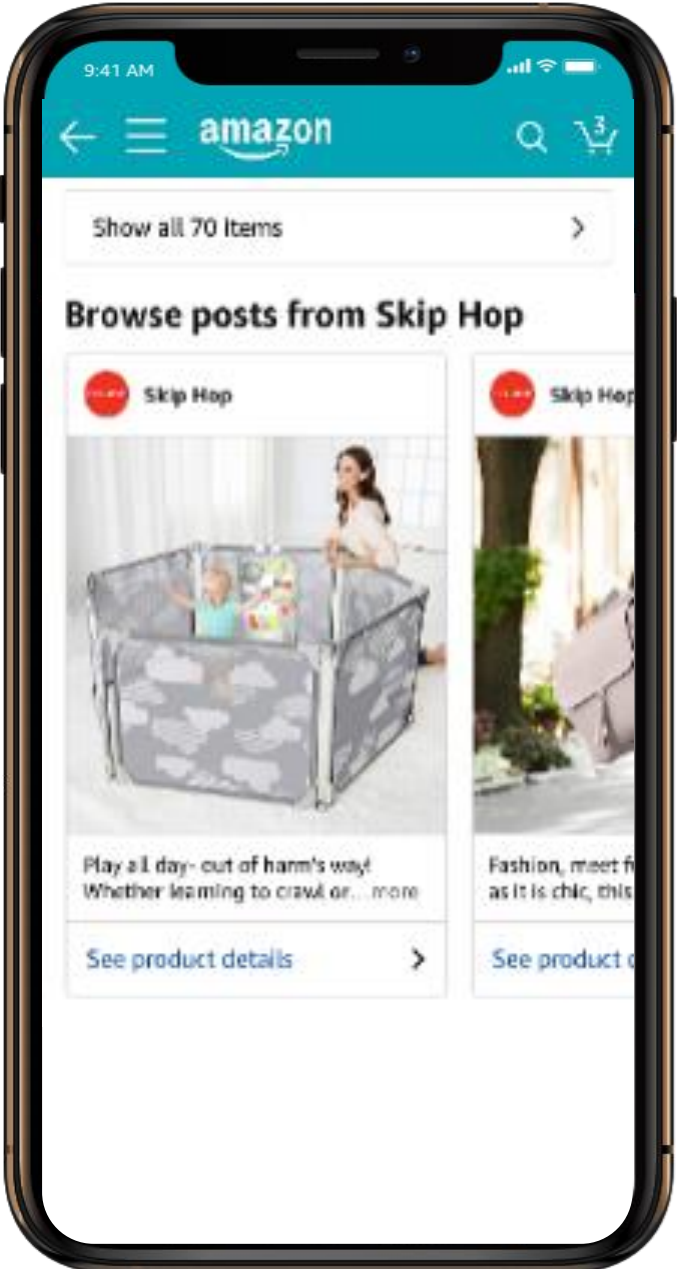
Brand Stores

Brand shopping experiences enable brands to engage and build long term relationship with shoppers in a relevant way.

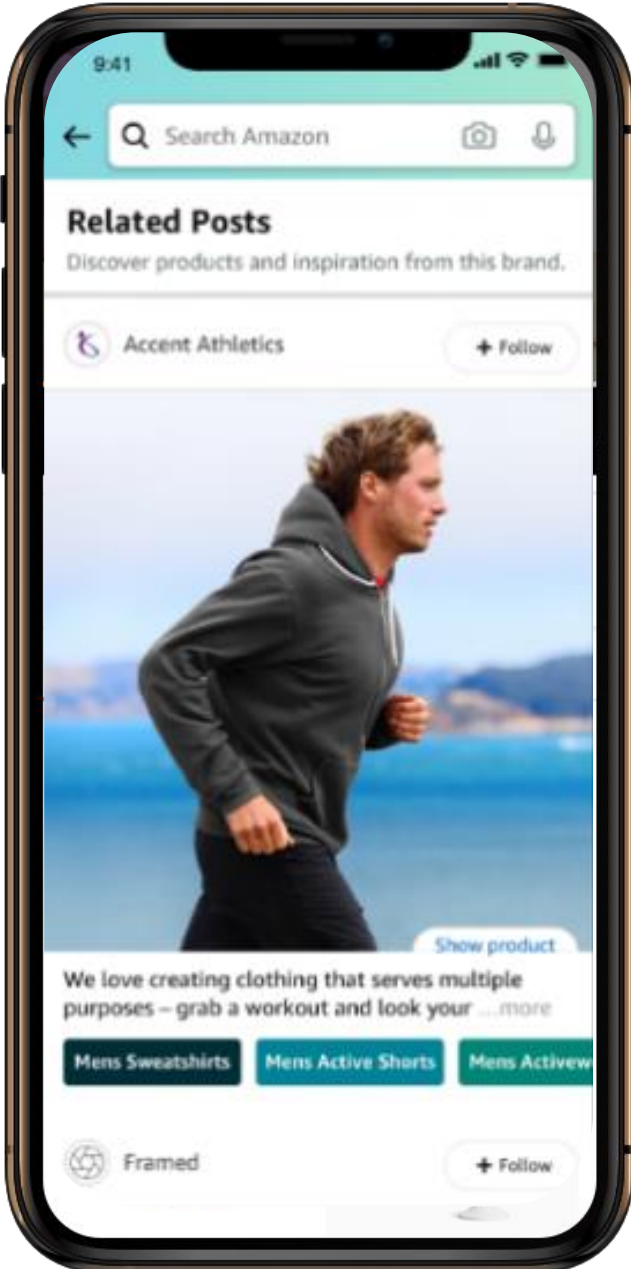
Stores



Posts



Brand Follow



A **Store** is a single destination that brands own and maintain on Amazon for shoppers to explore, discover and interact with.

Stores are self-service branded storefronts on Amazon where brands can curate content that inspires, educates, and helps shoppers discover products.



Increase branded search*

Shoppers who visit a Store end up performing **10.8% more branded searches**¹

* Number of branded searches means the number of times shoppers executed a shopping query in the Amazon store that contained your brand name.



Drive new-to-brand shoppers**

New-to-brand shoppers who visit a Store are **25.6% more likely to purchase** and on average **spend 4.5X more** on their order *than those who do not visit a Store*¹

** New-to-brand shoppers are first-time customers of your brand on Amazon. (No purchase history within the last 12 months on Amazon)

Engage customers during their shopping journey with Stores to help increase consideration and purchase.

Shoppers who visit a brand Store during their shopping journey¹:

- **Purchase 57% more frequently**
- **Have 67% higher average order value**
- **Have 52% higher add-to-cart rate**
- **Purchase a product from the brand with 41% higher average selling price**

compared to those who do not visit a Store



Refresh your Store to grow followers and drive sales and loyalty.

Update your Store to stay relevant, and grow loyal customers.

Followers who visit the brand Store¹:

- **purchase 54% more units**
- **have 36% higher add-to-cart rate**
- **33% more likely to purchase**
- **have 11% higher average order value**

compared to followers who do not visit the brand Store

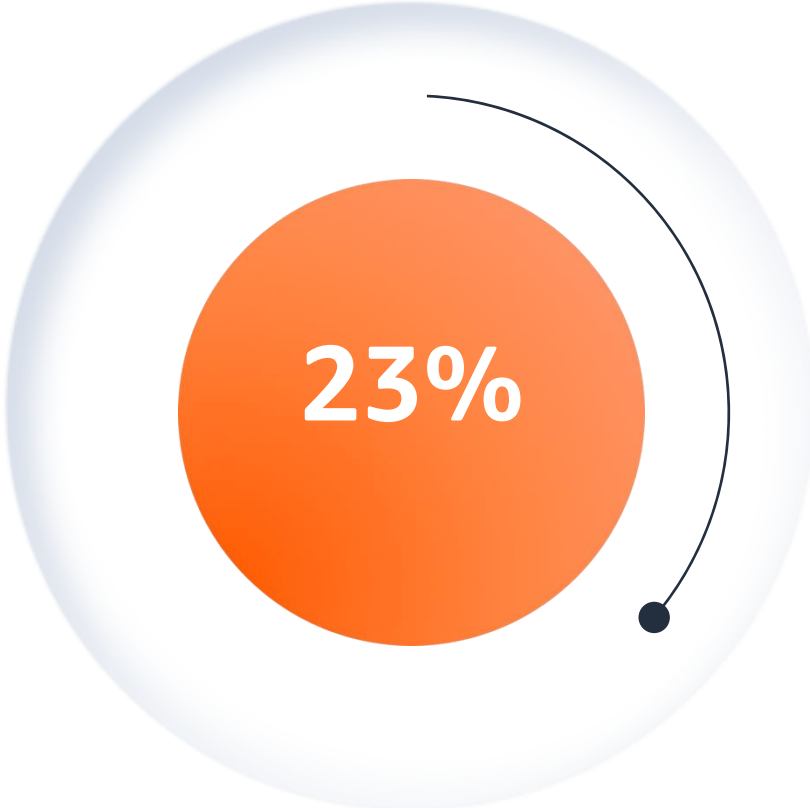


Posts

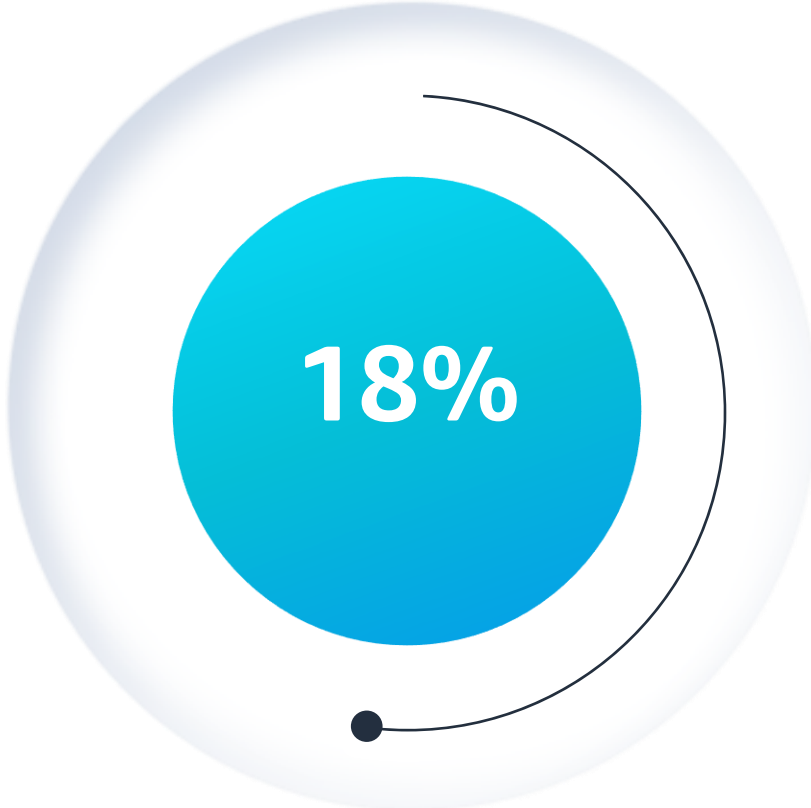


Why should you create Posts?

Customers tend to have higher engagement and purchase intent who interact (click) with Posts during their shopping journey.



More units purchased¹



higher average selling price¹



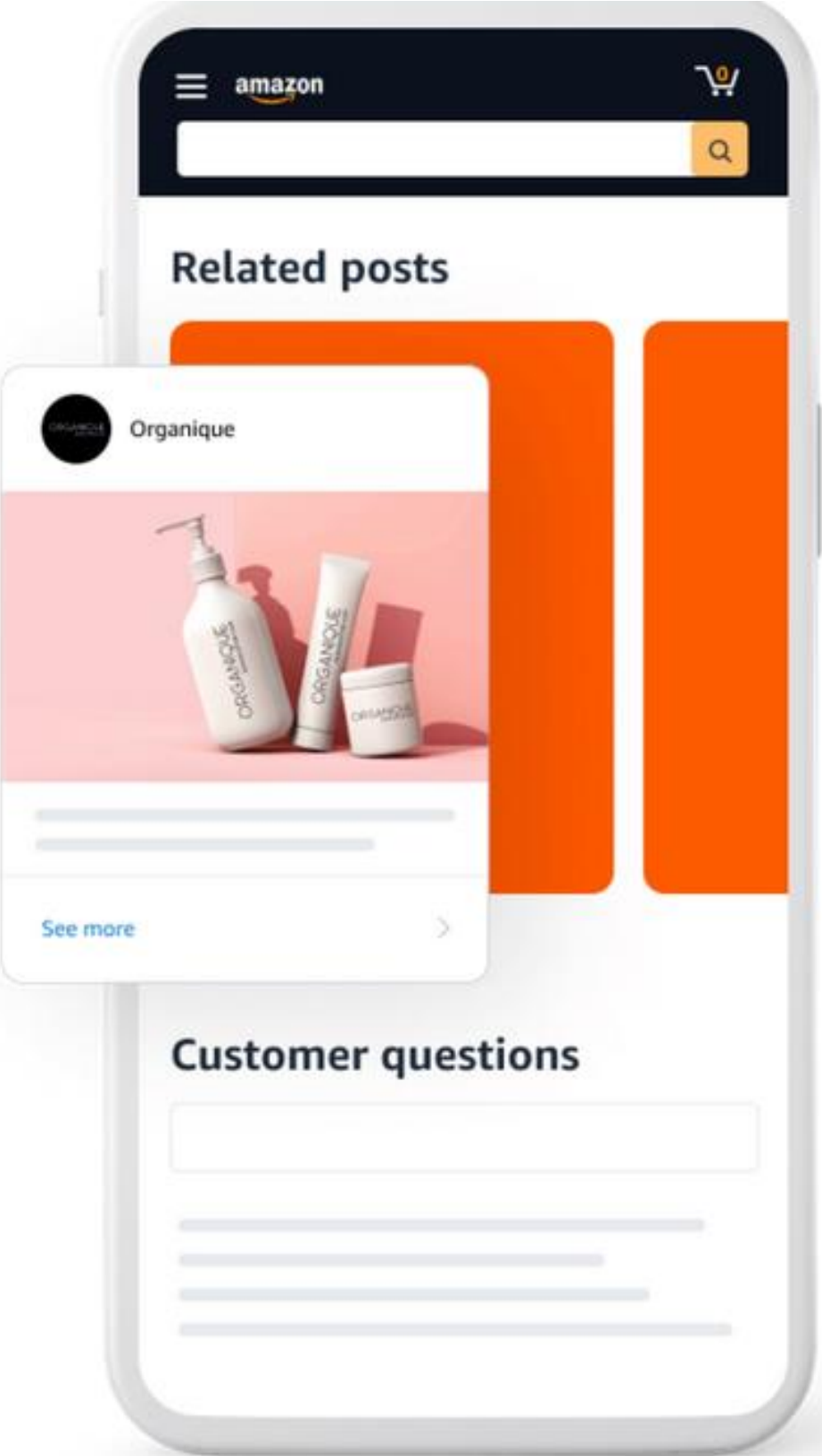
higher average order value¹



higher add-to-cart rate¹

1. Source: Amazon internal data, US, June 2022. Results are representative of performance across 1.8M sampled brands specific to the advertiser and agency and are not indicative of future performance. Amazon Ads does not guarantee similar results for other advertisers and agencies outside of US locale.

Posts curates high quality lifestyle imagery in placements across Amazon.



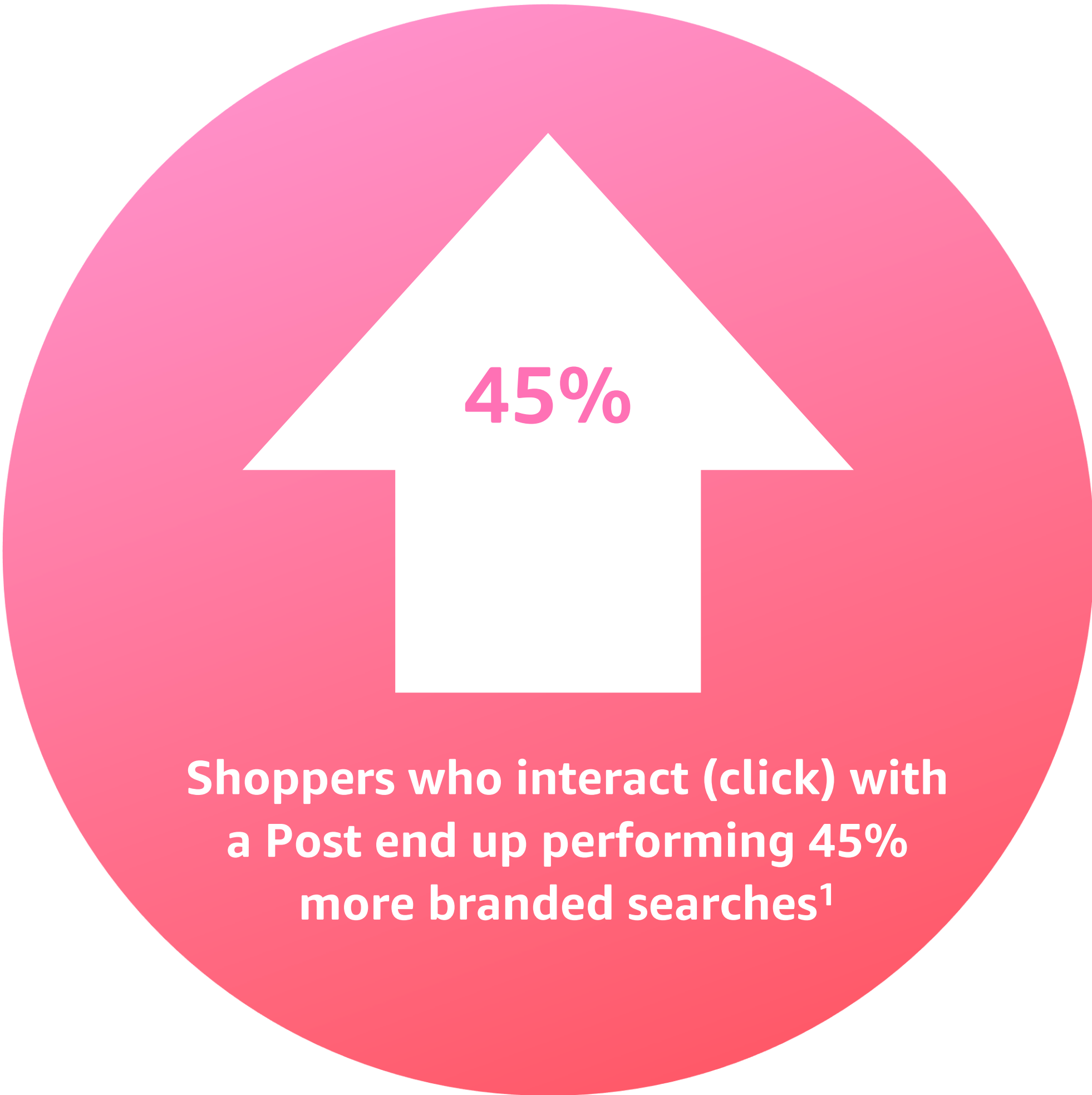
● —————

Posts allow you to create and share images of your brand and products that will appear throughout audiences' shopping journeys on Amazon.

By curating select images and sharing to help encourage browsing, you can help drive viewable impressions and observe other engagement metrics, such as clicks, at no cost to you.

Posts can help drive discovery and consideration of your brand and products.

Posts help you drive awareness and consideration for your brand and products with curated lifestyle imagery in a shoppable feed on Amazon.



1. Source: Amazon internal data, US, June 2022. Results are representative of performance across 1.8M sampled brands specific to the advertiser and agency and are not indicative of future performance. Amazon Ads does not guarantee similar results for other advertisers and agencies outside of US locale.

Brands that post frequently engage with shoppers effectively.



10+ times / month

Recommend posting 10+ times per month to keep the momentum of shopper engagement.

Brands that post frequently can see increase of followers, on average, *compared to those who do not post*¹:

- Brands that post **10+ times** per month see **154% more followers**
- Brands that post **5 - 10 times** per month see **44% more followers**
- Brands that post **1 - 3 times** per month see **29% more followers**

Brands with **10+ live posts** have, on average, *compared to brands that have fewer than 10 live posts*¹:

- **2.5X more Store visits**
- **3.7X more followers**

Stores + SB Creative Bundle Offering

CREATIVE SERVICES INCLUDED

1 Brand Store creation or optimization (update)

1 SB lifestyle ad creative + caption

1 Post + caption

ELIGIBILITY

\$10K USD in SB/SBv spend, driving to the Store within 3 months.



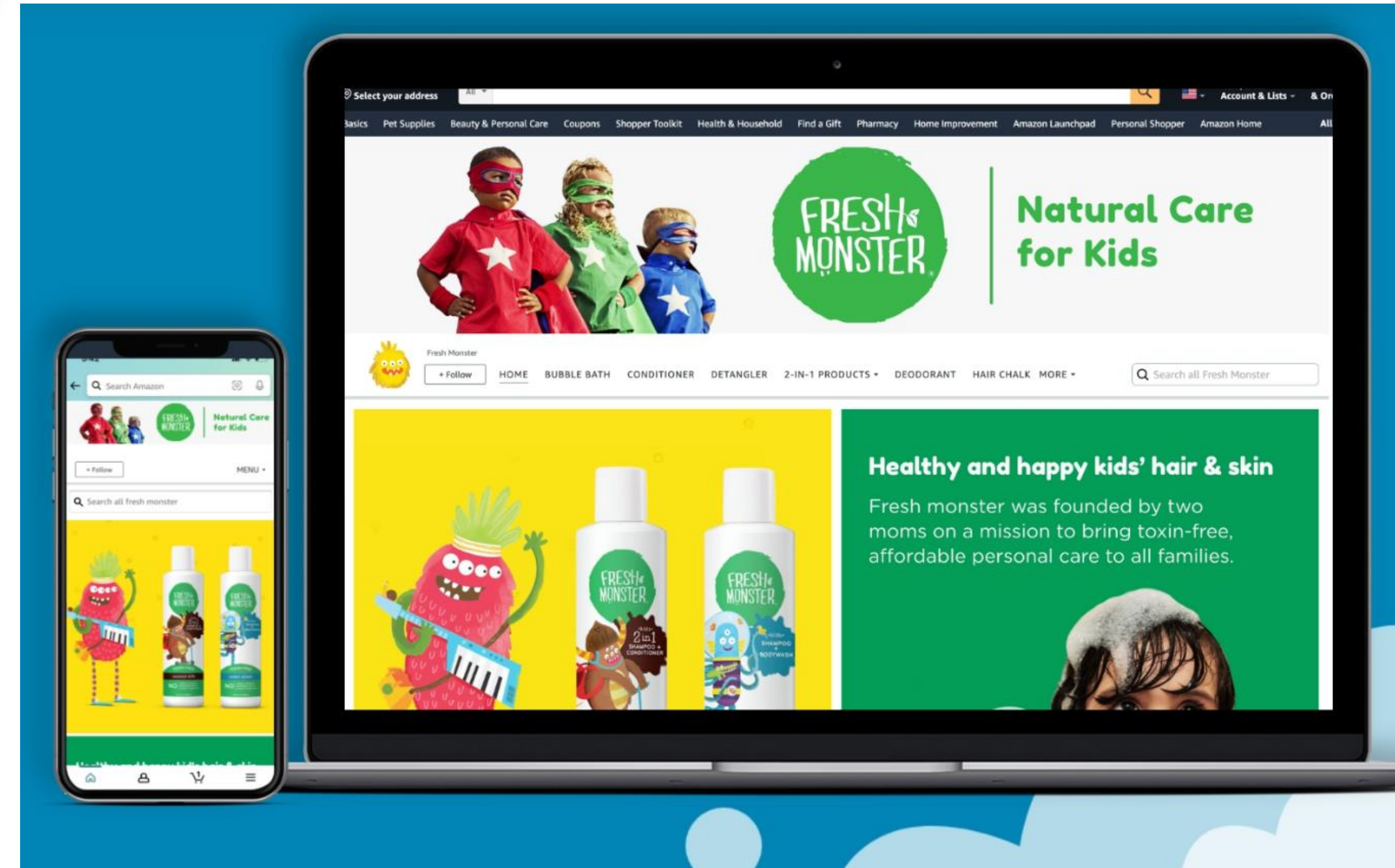
How are our designs different?

The Amazon Advertising Brand Content Creative team has designed over 2,500 Stores. We use our experience, mixed with performance data and insights to support UX and design decisions.

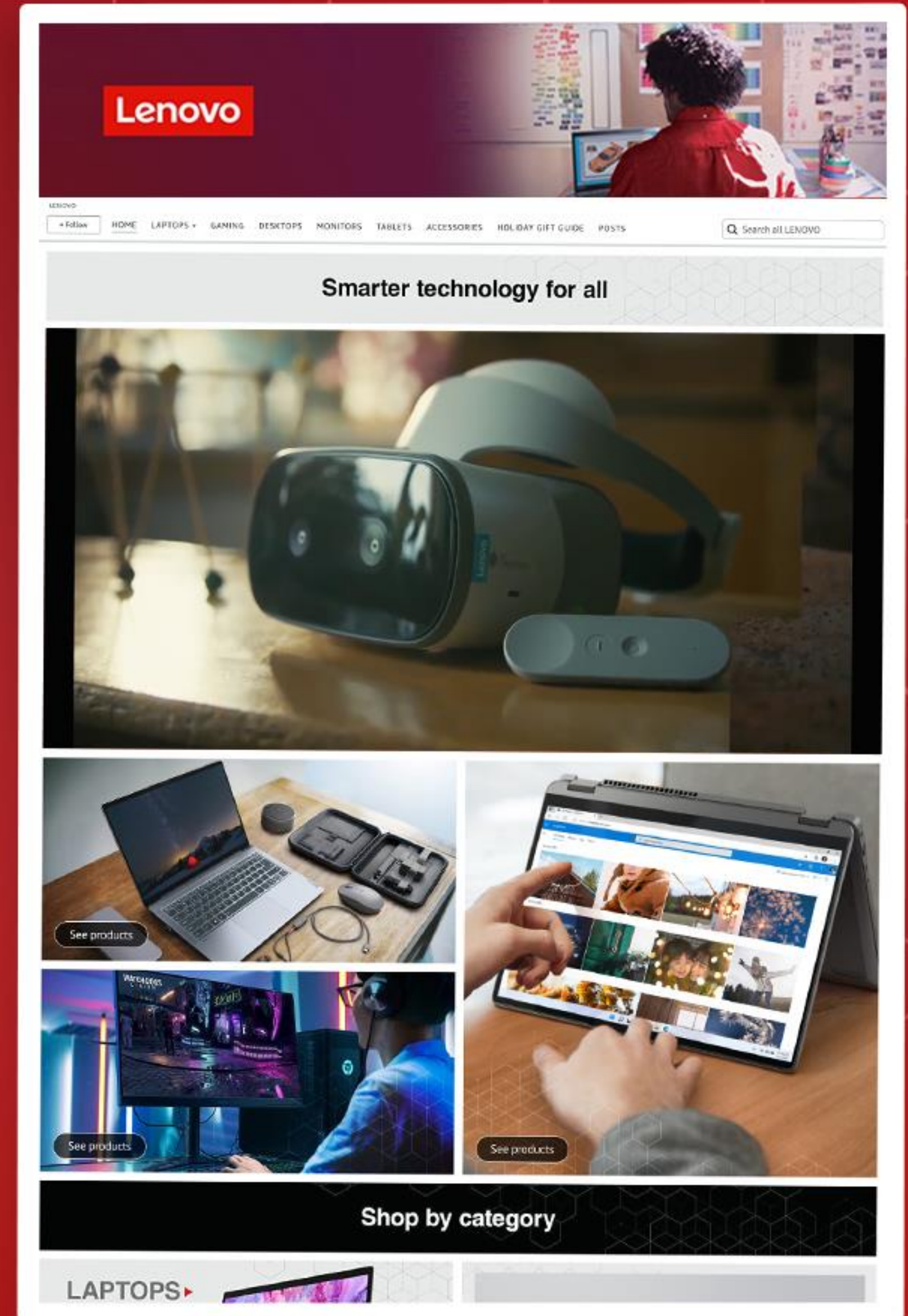
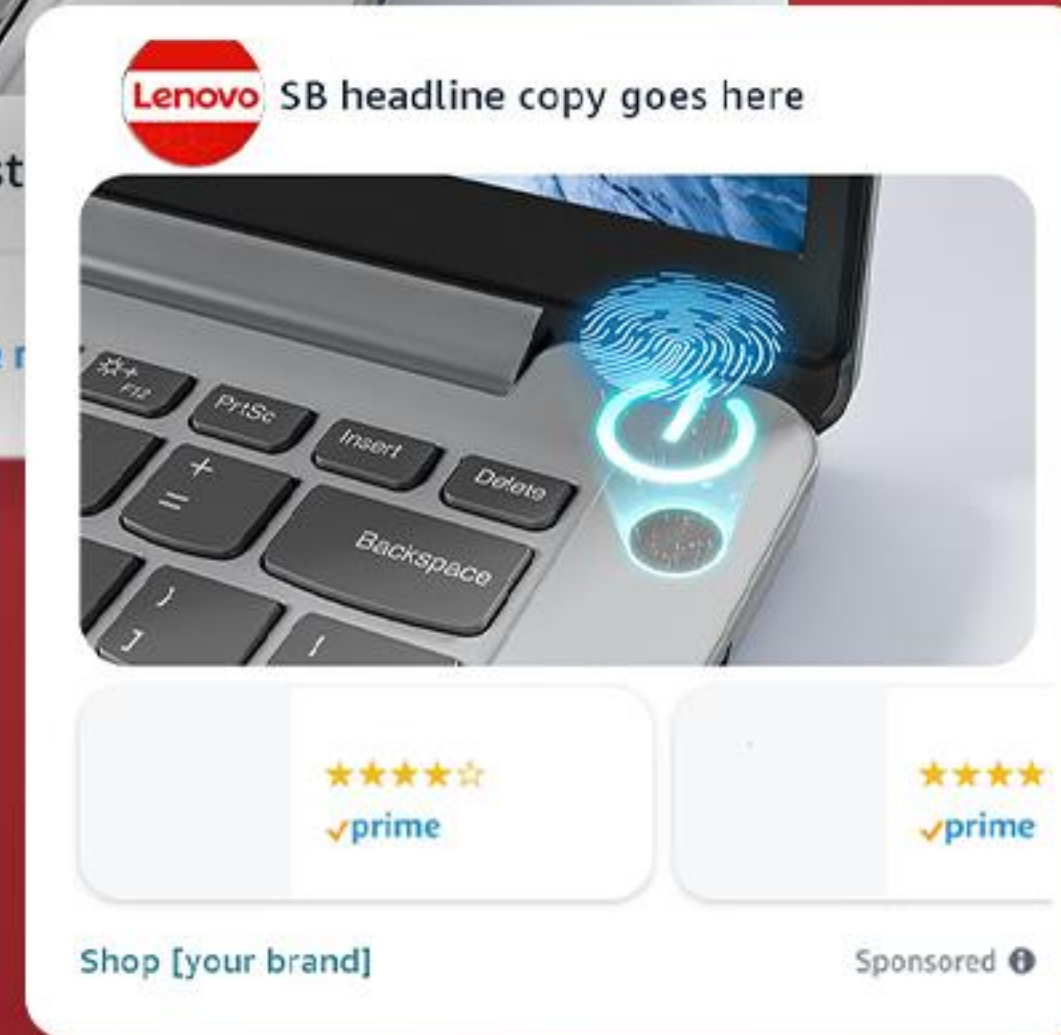
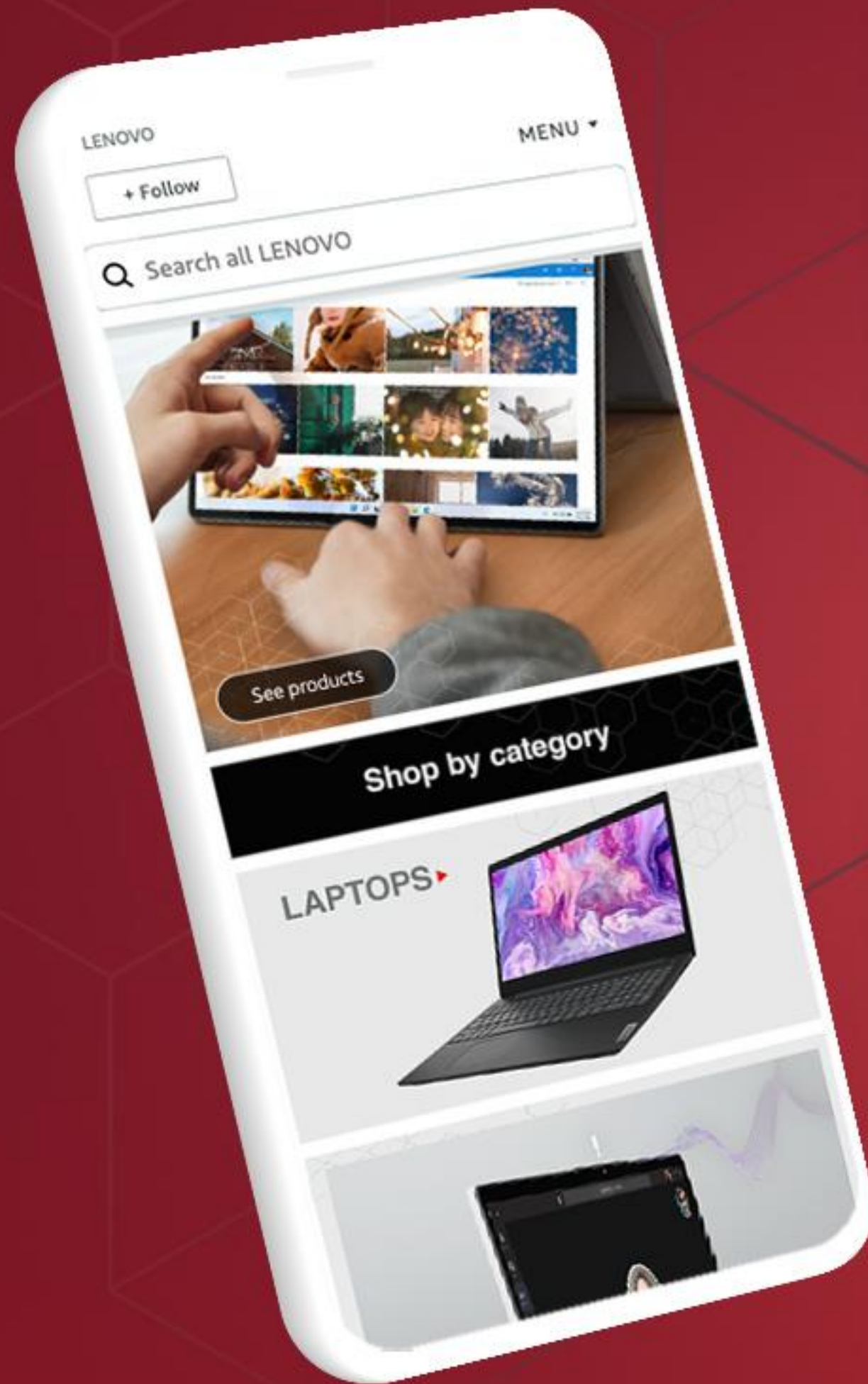
Data driven insights

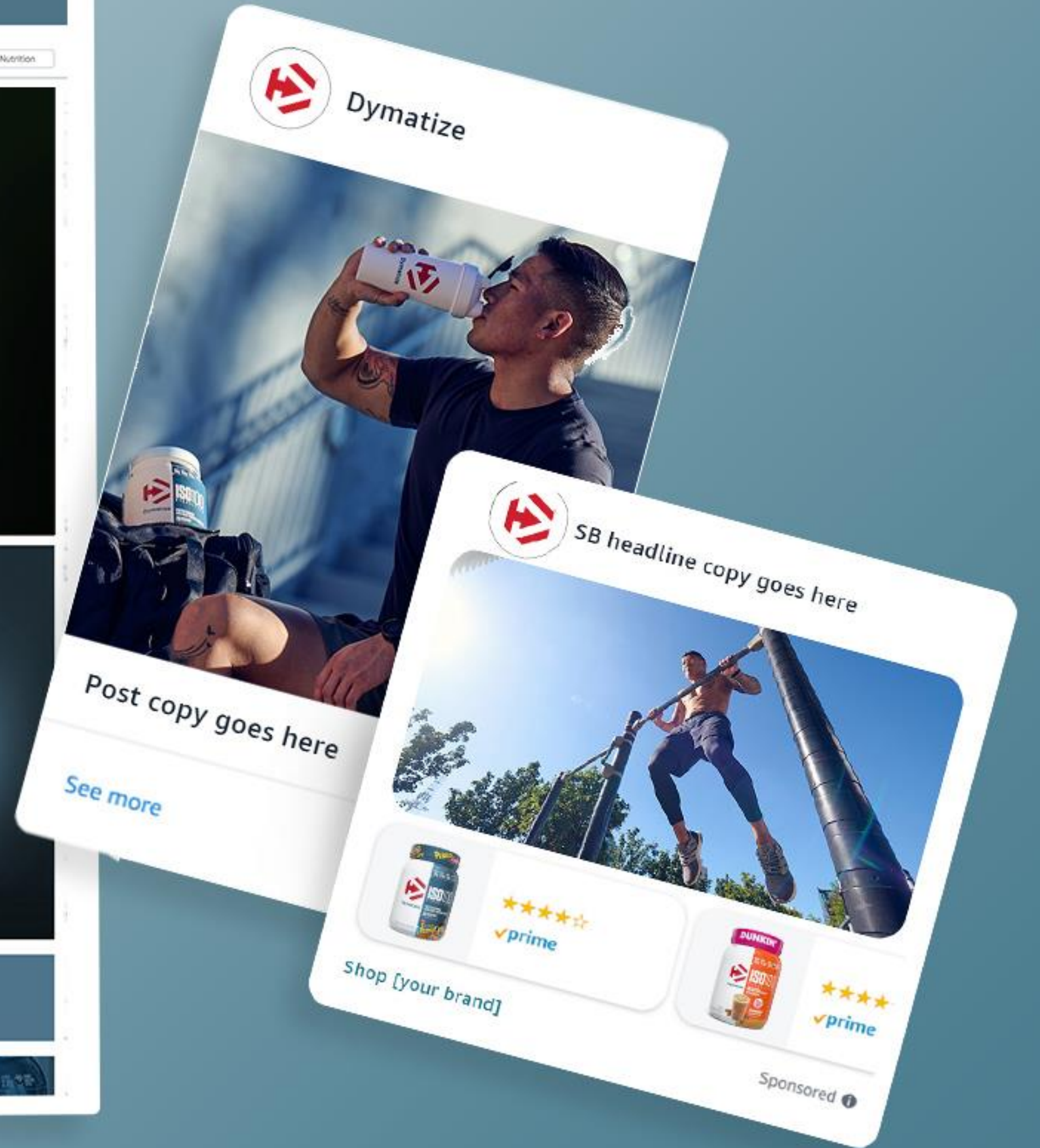
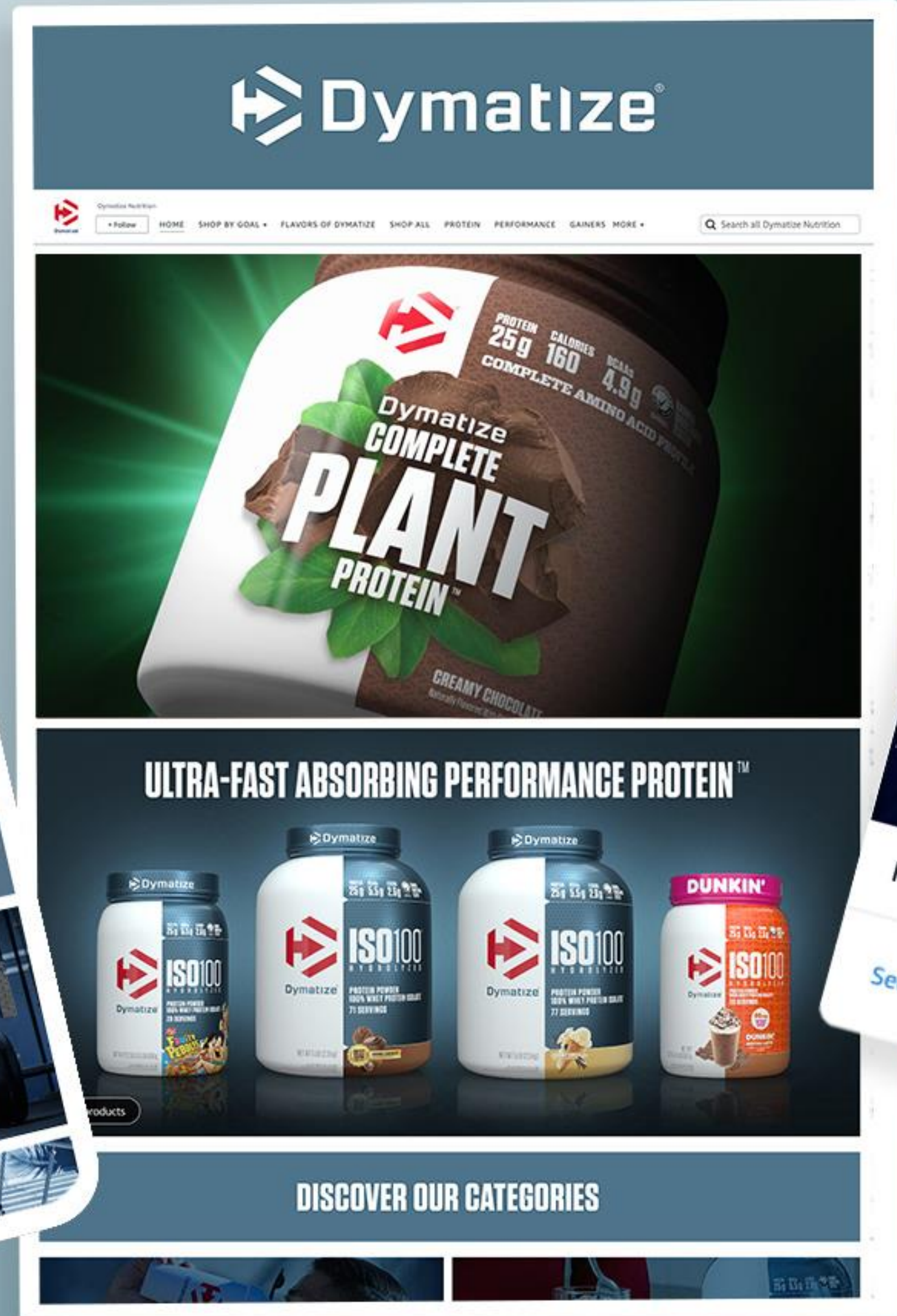
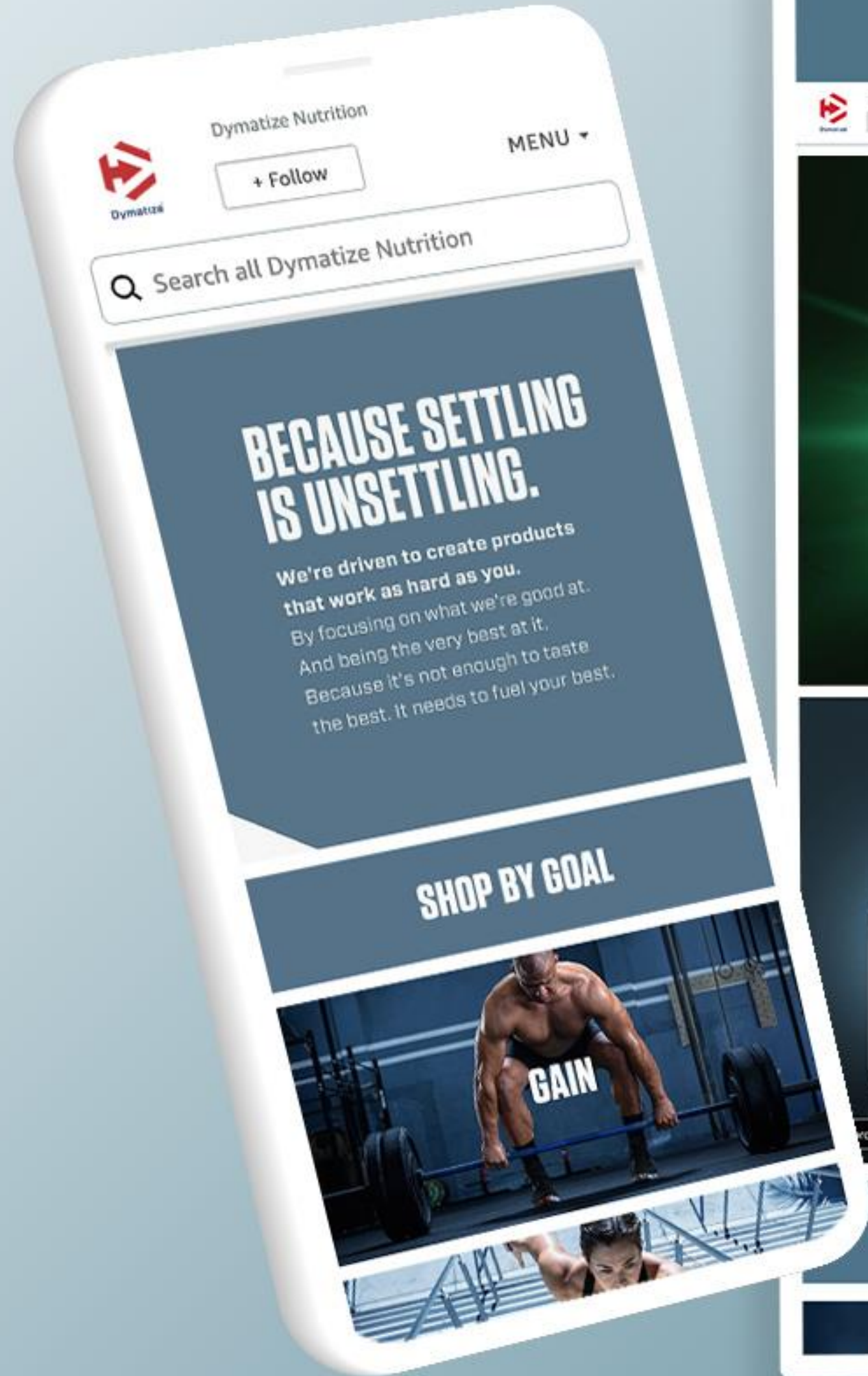
- *69% of all Store visits were made from a mobile device. Our team is trained to design Stores for mobile devices first for a better customer experience.*
- *Stores with 1+ shoppable image see 23% higher dwell time on average.*
- *Stores with 1+ video see 12% higher shopper dwell time on average.*
- *Stores with best-selling ASINs linked had 10% higher dwell time on average.*
- *Stores with 3+ pages have an 83% higher dwell time & 32% higher attributed sales on average.*

We include custom animations, video editing, shoppable images and design all Stores with 3+ pages.



Examples of bundles our team has created





Post

REACH Reach



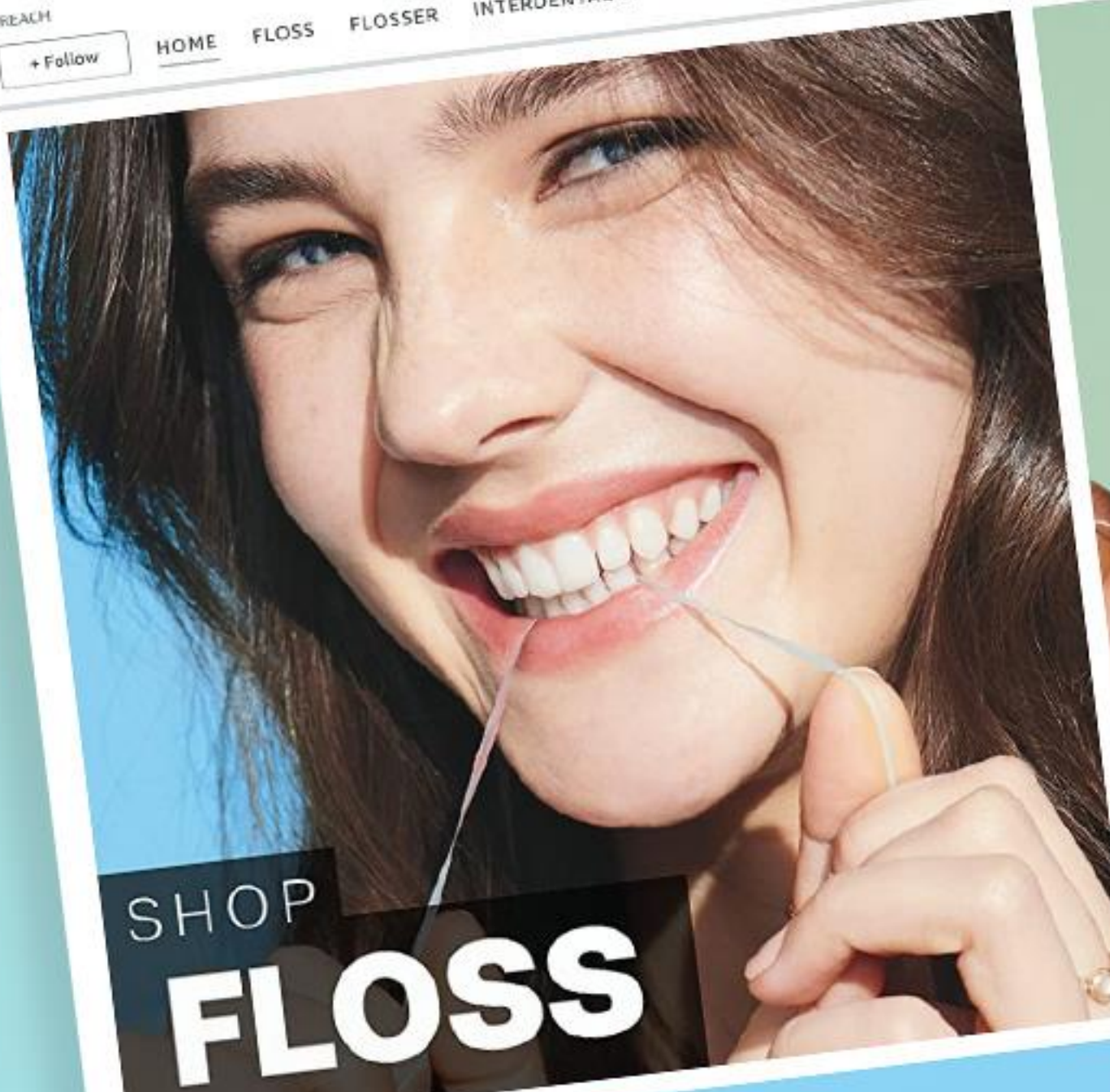
See more

REACH®

Smile like a pro

Search all REACH

REACH + Follow HOME FLOSS FLOSSER INTERDENTAL BRUSH WHY REACH? DEALS



SHOP FLOSS



See products

Sponsored Ad

REACH Smile like a pro



5 stars prime



5 stars prime

Sponsored

Shop [your brand]



Effective Plaque

Timeline for a design project

1

Commit to spending at least \$10K in Sponsored Brands, driving to your Store, over 3 month post launch (via email confirmation)

Day 0

2

Provide any existing assets/creatives to our Brand Content Creative team

Day 1

3

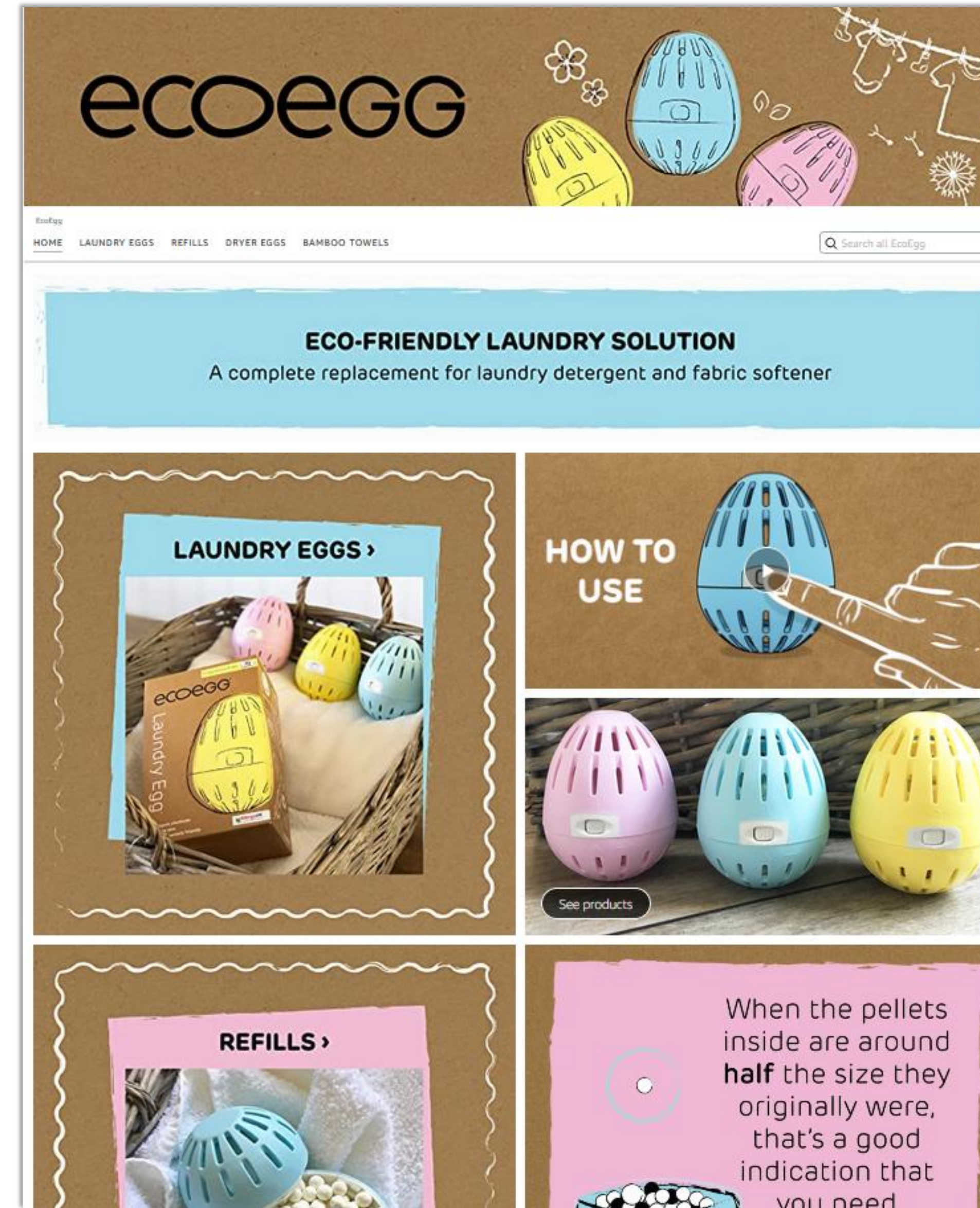
Review first mocks of Store and creative assets

Day 8

4

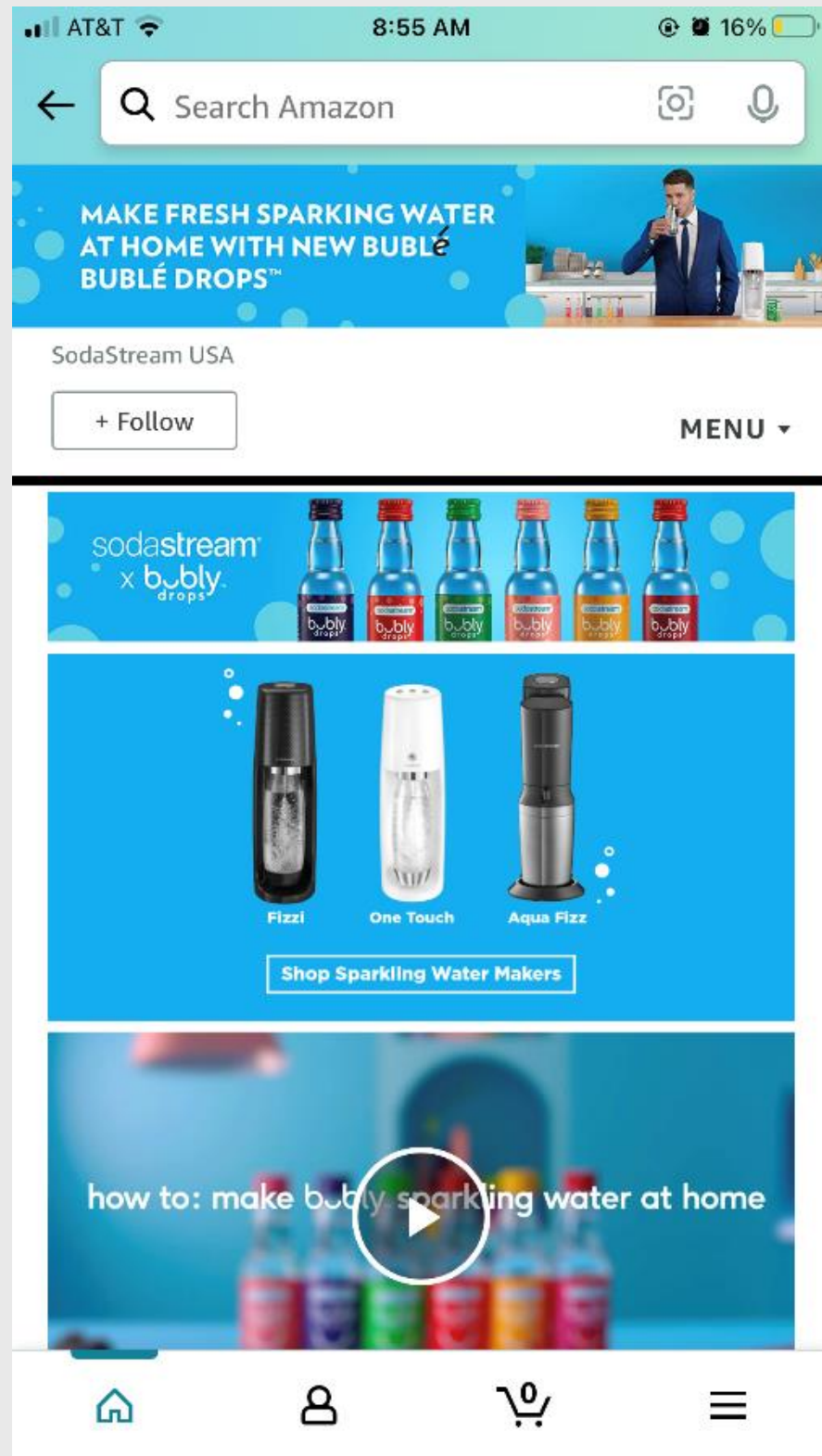
Final versions approved, set Store, Posts and SB ads LIVE

Day 15

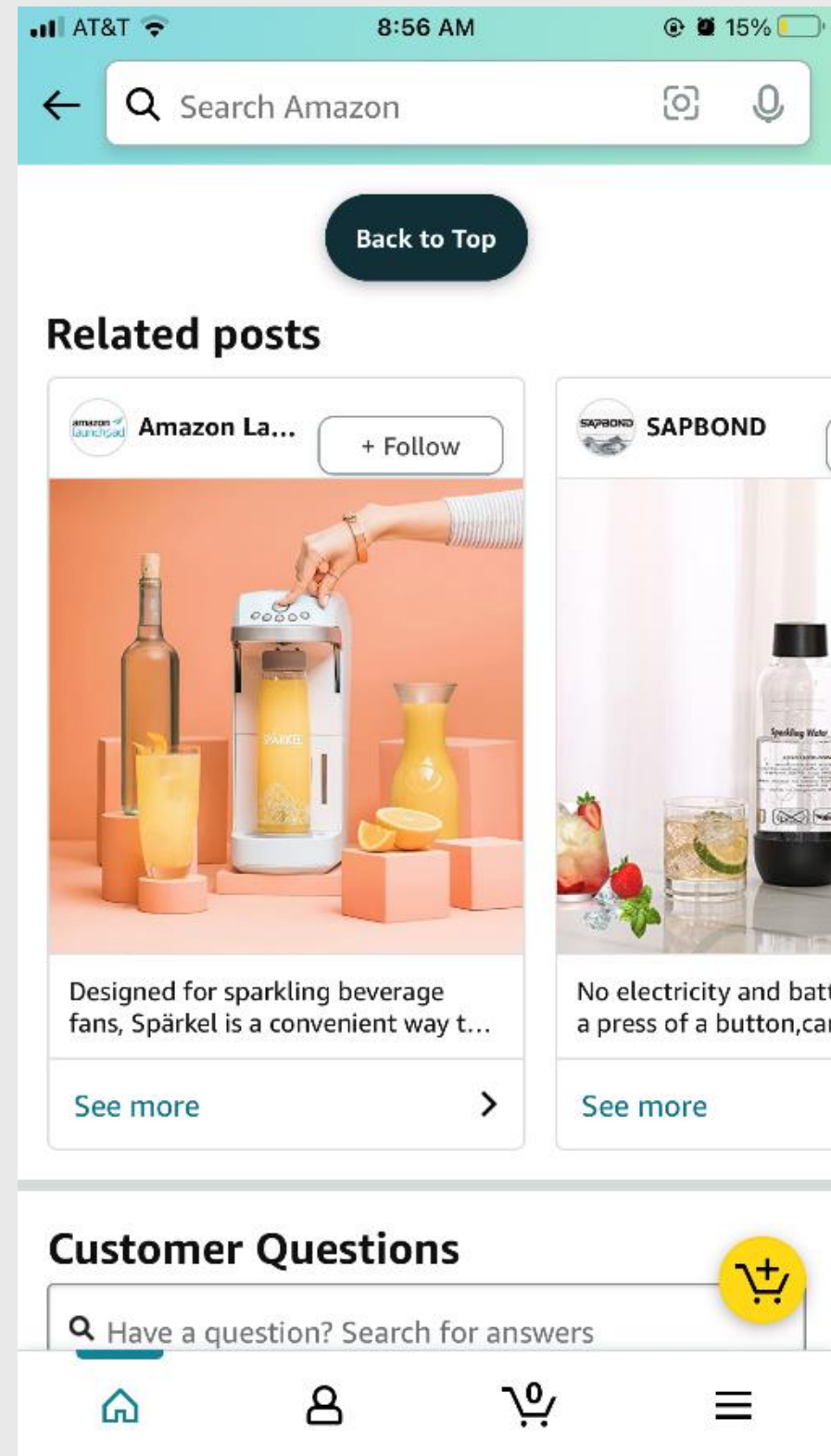


Sponsored Brands

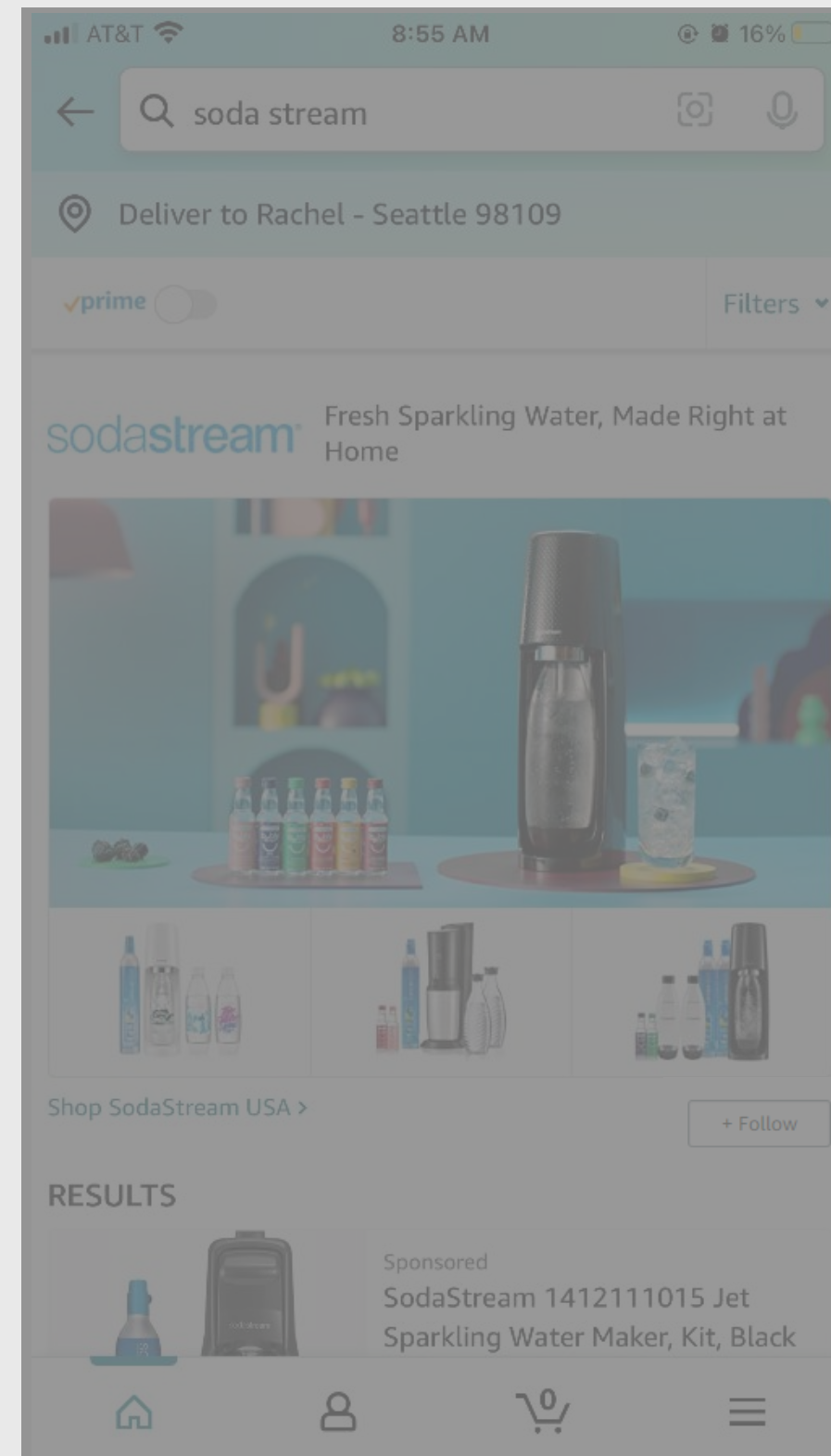
Creative Overview



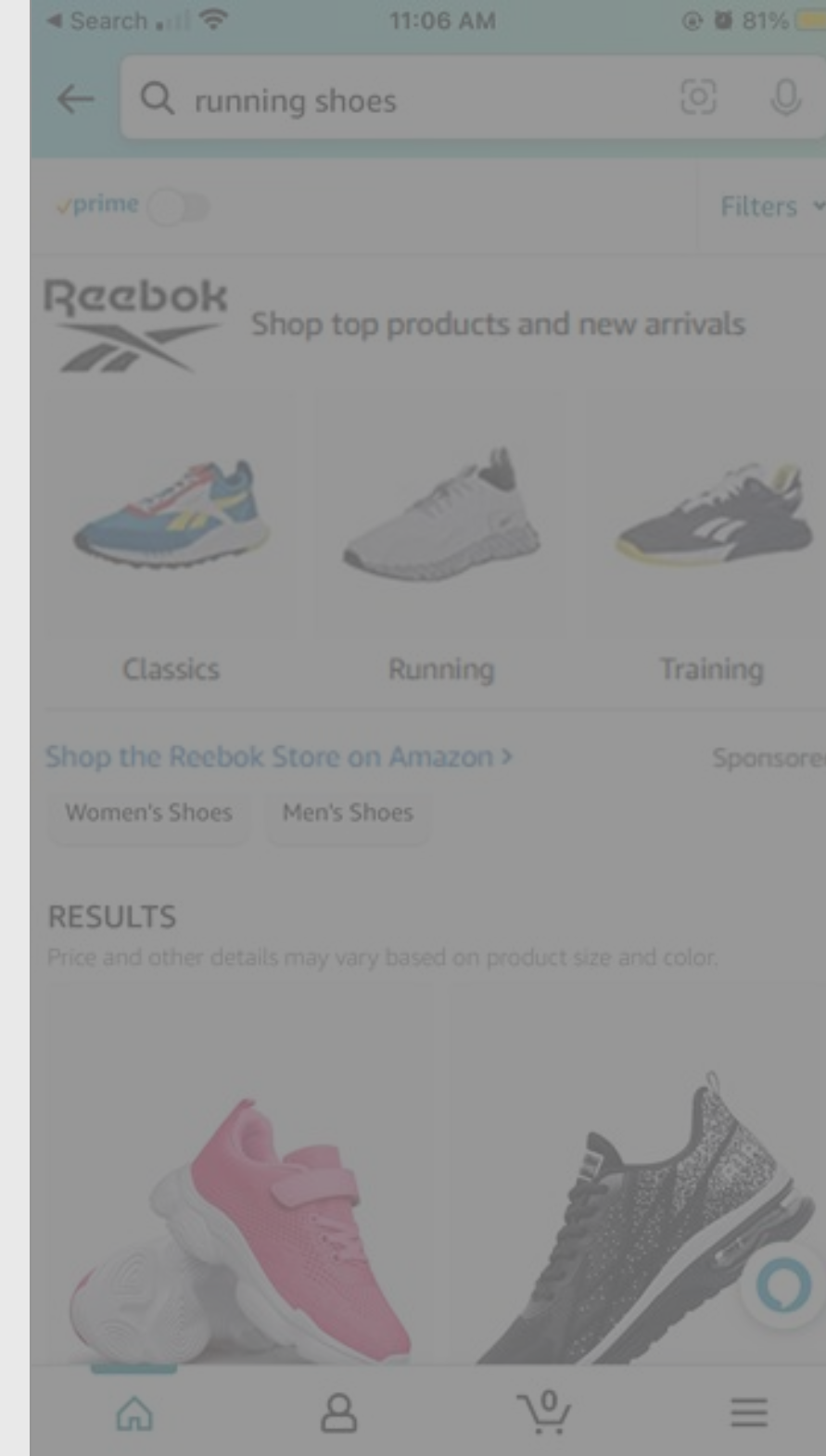
Stores



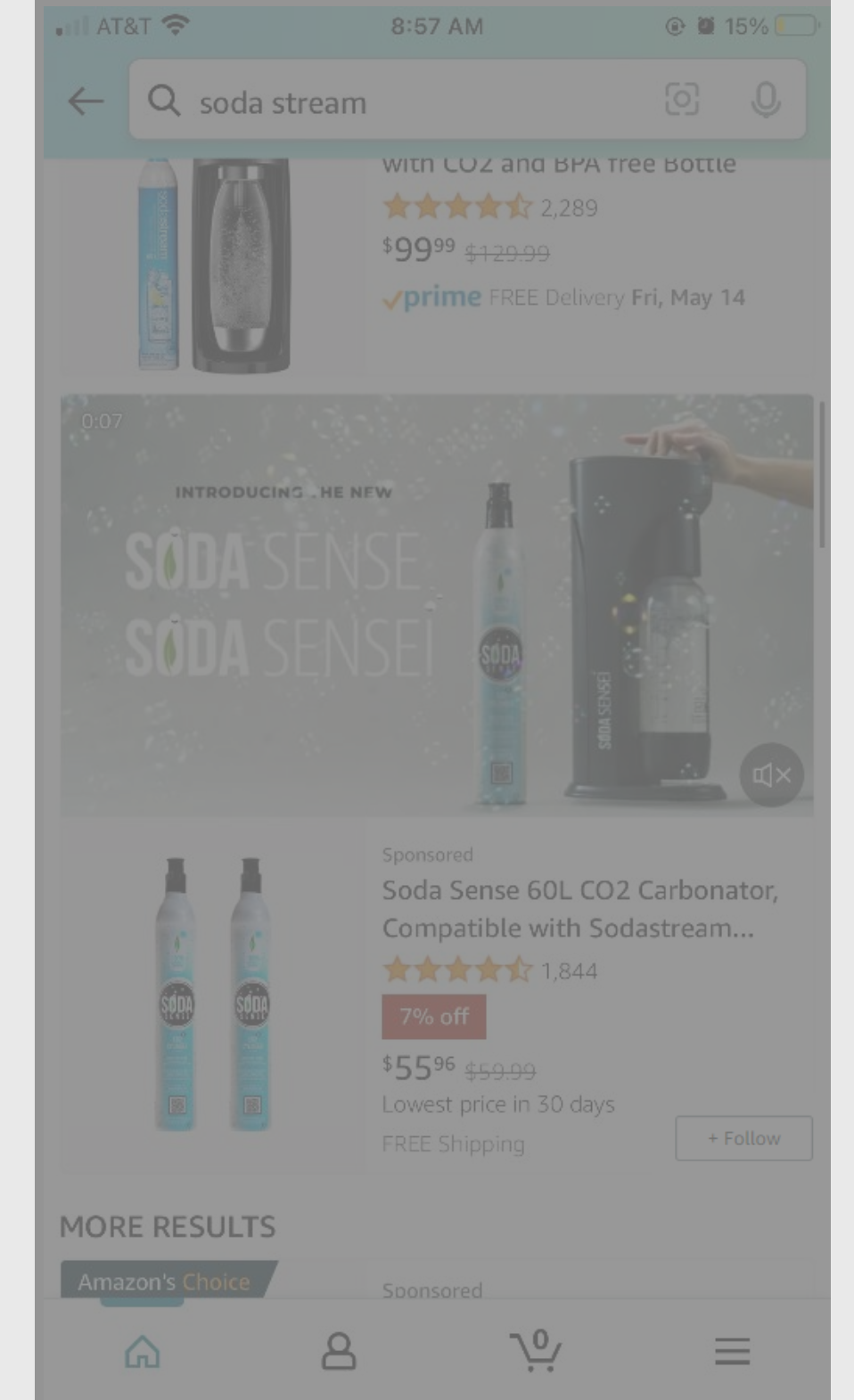
Posts



Sponsored Brands Lifestyle Image



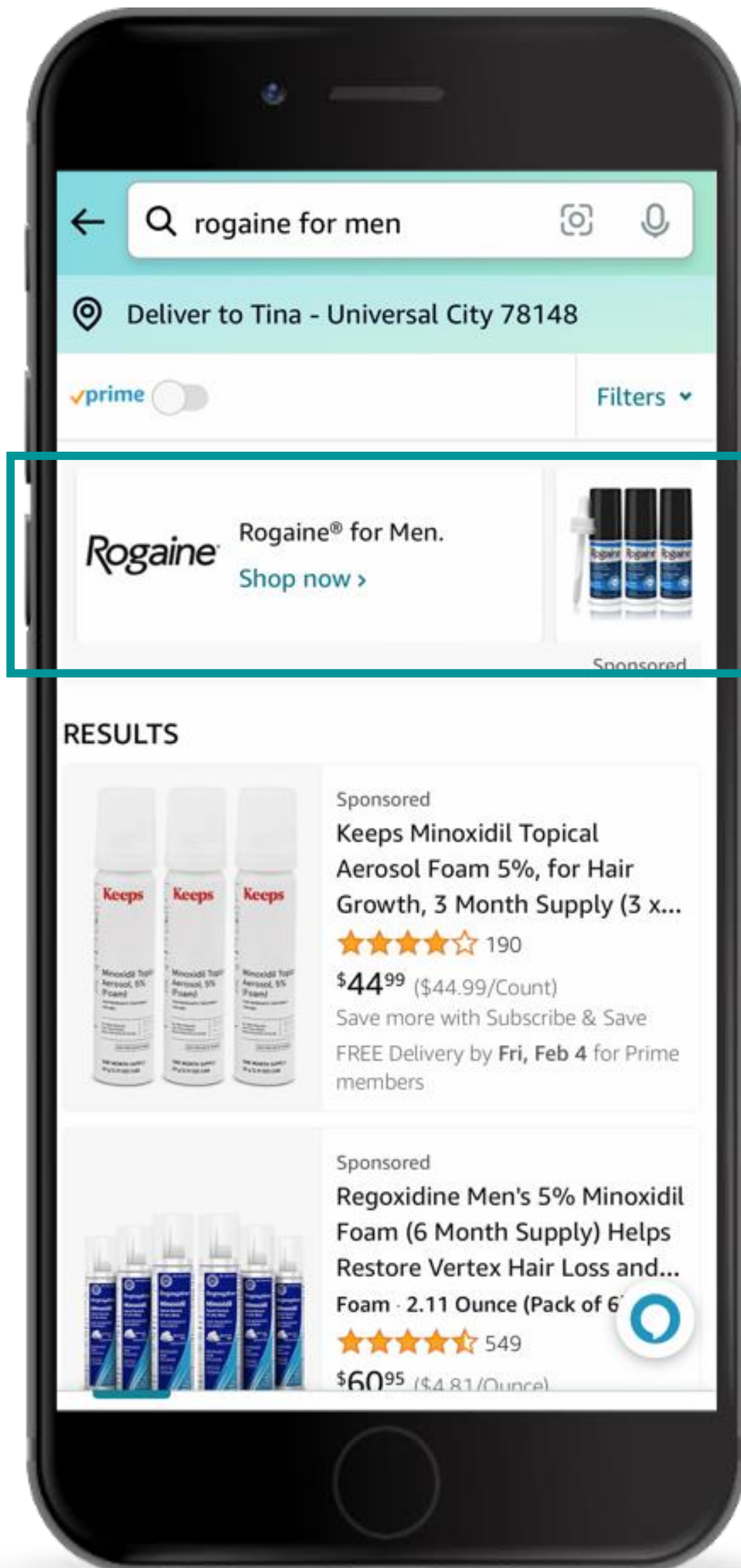
Sponsored Brands Store Spotlight



Sponsored Brands Video Creative

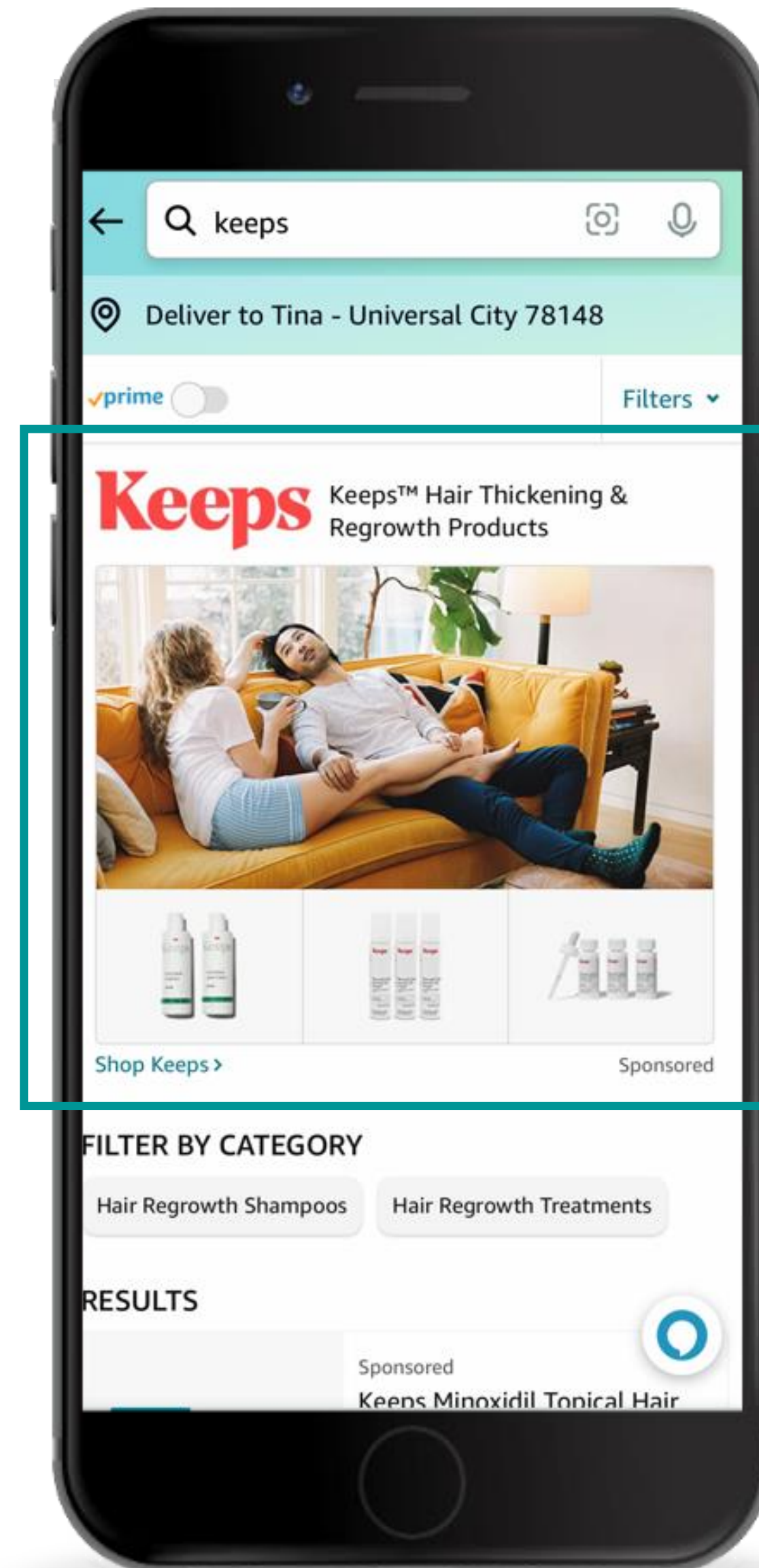
Why should you use lifestyle (custom) images with your SB campaigns?

Standard
Sponsored Brands



VS

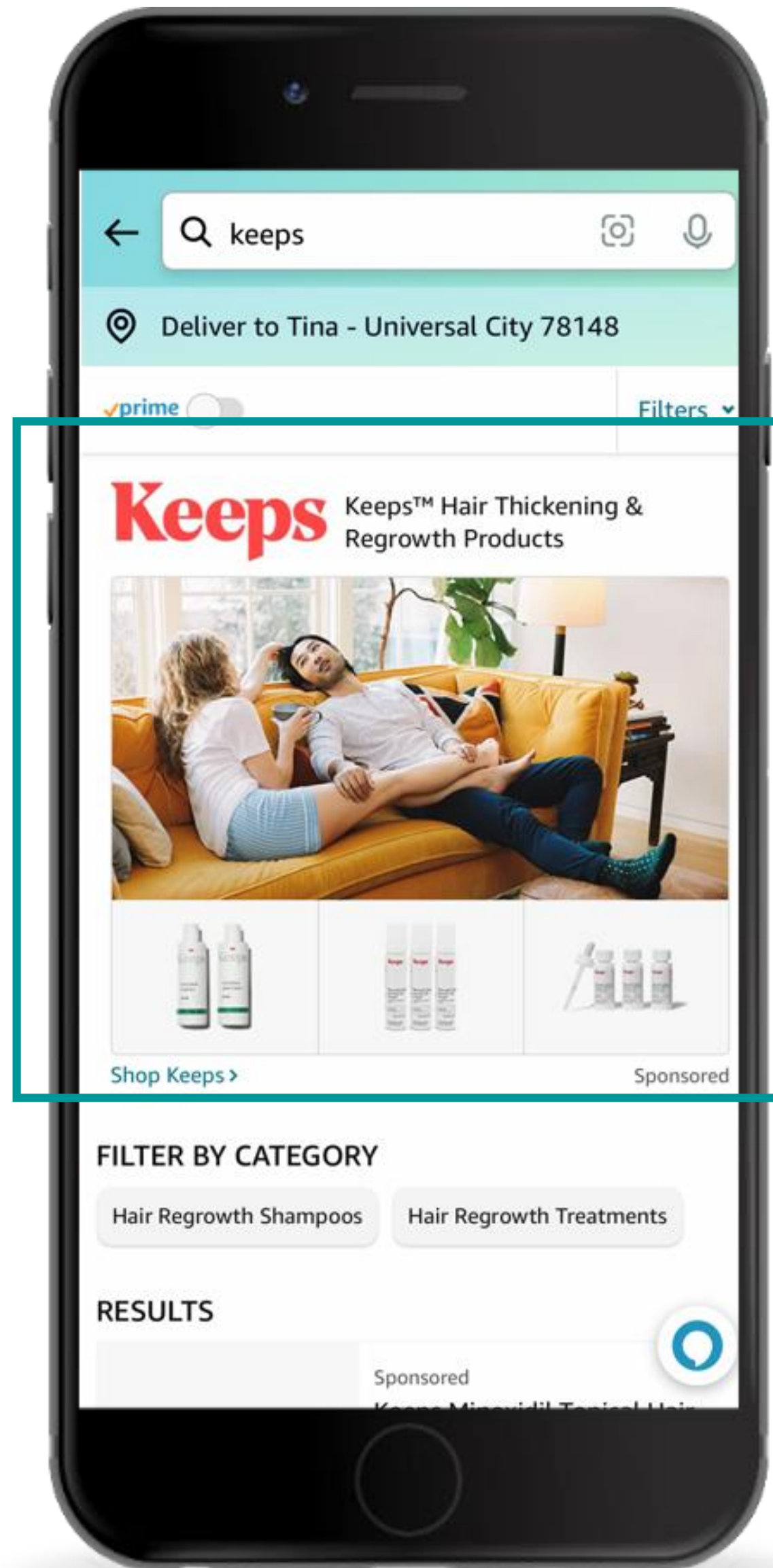
Sponsored Brands
with lifestyle Image



Custom Lifestyle
Images
+40%

CTR vs product only
campaigns on mobile

Deepen the conversation with Store Spotlight



Features:

- Drive traffic straight to your Brand Store
 - Must have 3 sub-pages on Brand Store
- Include Brand Logo
- Include Headline
- Include Custom Image

+34%

Increase in ROAS

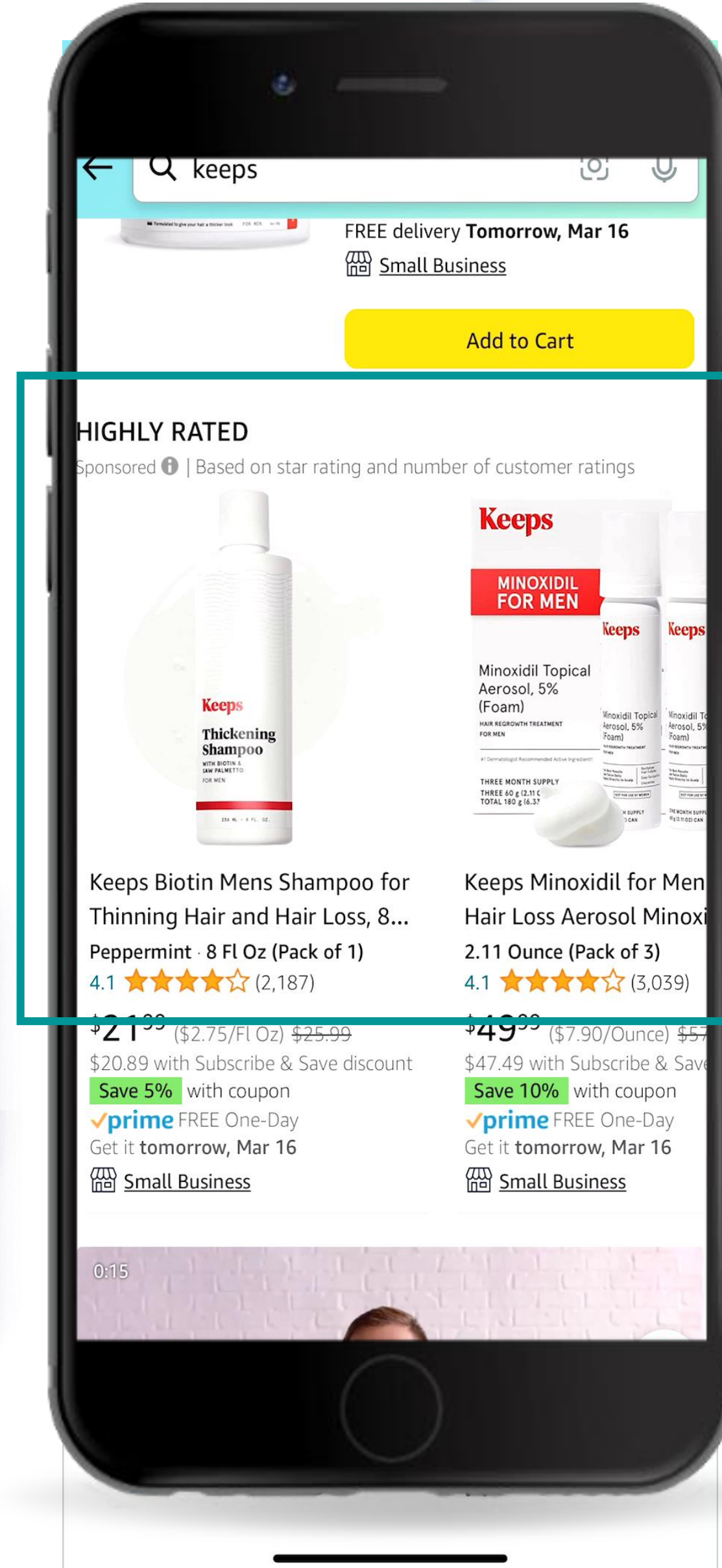
Showcase your brand creatively with Video

Features:

- **Highly Engaging**
 - 1/5 Shoppers have made a purchase decisions as a result of watching a Sponsored Brand Video
- **Redirect traffic to multiple places**
 - Choose either the Store or the Product Detail Page
- **Video Creation Support**
 - Amazon can create your video for you – free of cost!
 - Utilize the Video Creative Builder in your ad console to create your own ad

+20%

Purchase Rate



Q&A



FAQ / Next Steps

Will someone from Amazon help me with SB campaign creation?

Yes: the Amazon Ad Success Team will reach out after the project is completed and offer to set up SB campaigns linked to the Store.

Does the Store in this package have to go through Stores moderation?

No! Our internal ad design teams have their own approved QA process separate from moderation.

How do I set a Post creative live?

See the "[Create a Post](#)" page on Amazon Ads Support Center. A member of the Ad Success Team (AST) will reach out to you to help with this process if you need it.

How do I set a Sponsored Brands ad live using the custom (lifestyle) ad provided?

Navigate to Step 5 "Custom Image" section on [this Amazon Ads page](#). A member of the Ad Success Team (AST) will reach out to you to help with this process if you need it.

Do the SB ads and Posts have to go through moderation?

Yes.

Thank you

