

Introduction to Retail Readiness

May 2016

amazonadvertising



Learning objectives

Develop recommendations to clients to create successful campaigns

Utilize best practices for campaign development in order to create successful campaigns

Agenda: Introduction to Retail Readiness

- » Introduction
- » The Amazon Team
- » Detail Page Optimization
- » The Role of Inventory in Campaigns
- » Advertising vs. Merchandising
- » Campaign Readiness

Benefits of Amazon as a marketing platform

Additional marketing capabilities beyond traditional channels when working with Amazon

Integrated Retail and Marketing Platform

- Product display
- Promotions
- Advertising/media
- Videos and educational content
- Branding solutions

Targeting

- Leveraging consideration and purchase data
- In-market segment
- Lifestyle
- Category/store level
- Demographics
- By region

End to end metrics*

- Impressions, clicks, page views, ad attributed sales
- Amazon Retail Analytics
- Audience analysis

Timely response

- Customer feedback through reviews
- Live campaign and promotion optimization
- A/B testing
- Access to self-service

How advertising impacts the flywheel on Amazon



Understanding Amazon teams

Amazon Retail

Vendor Managers (VMs)

Owns the relationship with the Vendor

In-Stock Managers (ISMs)

Responsible for inventory for their corresponding categories

Site Merchandisers (SMs)

AKA Marketing Managers, responsible for generating and tracking internal & external traffic as well as their categories' store fronts and site campaigns.

Retail Strategic Vendor Services (SVS)

Dedicated to Gold/Platinum Vendors, the position is paid for by the vendor. An SVS can assume any task across all primary retail roles.

Brand Specialist

Focus on campaign promotion, planning, and analysis aimed at improving campaign performance

Amazon Media Group (AMG)

Account Executive (AE)

Builds marketing / advertising strategy for brand initiatives, liaise with other departments within Amazon - main point of contact for advertisers.

Account Manager (AM)

Campaign planning management – oversees optimization and reporting

Campaign Manager (CM)

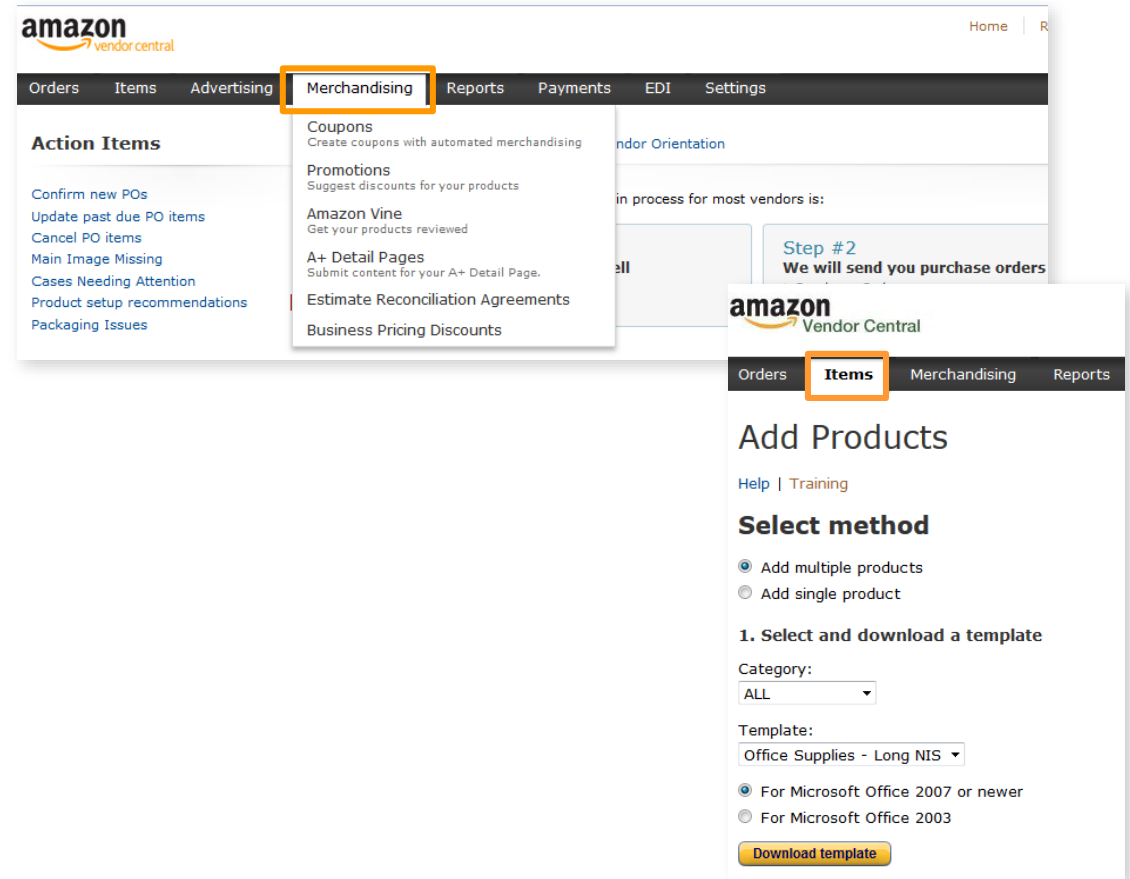
Campaign planning management – oversees development, creative and tagging

Agency Development Manager (ADM)

Agency relationship management and enablement – main point of contact for agencies

Vendor Central

- Product setup
- Detail page content submission
- A+, Vine, coupons and promotion suggestions*
- Amazon Retail Analytics
- PO and shipments management
- Your client's can access this tool at <https://vendorcentral.amazon.com>



What is an ASIN?

Amazon has an “**Amazon Standard Item Number**” (**ASIN**) for all products that are available on the website.

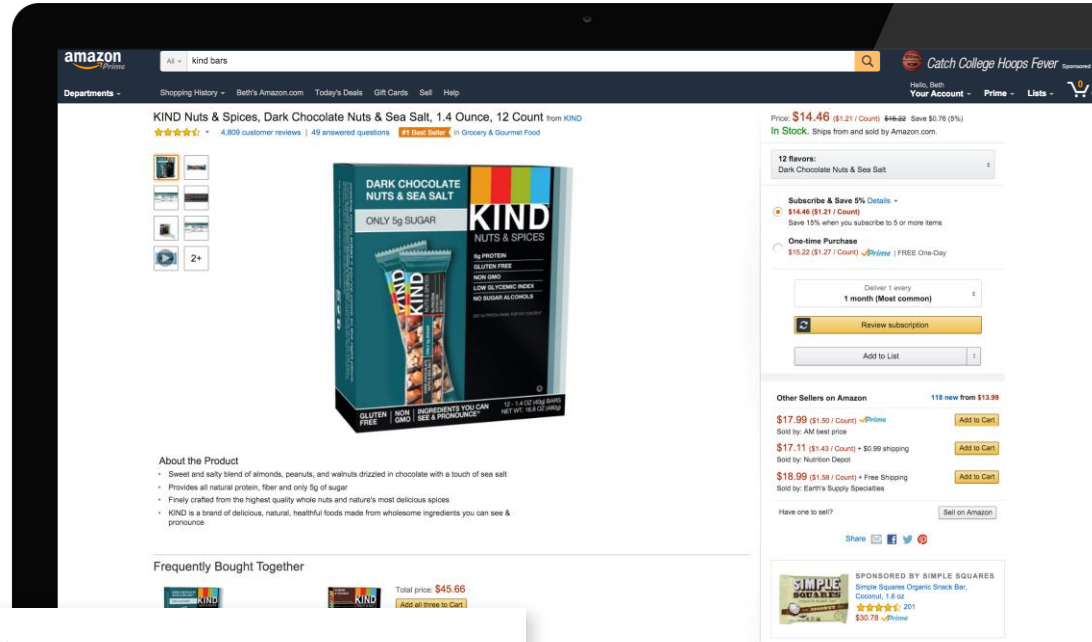
- **Parent ASIN:** Levi’s 501 Jeans
- **Child ASIN:** Levi’s 501 Jeans size large and color black



Product detail page

Elements of a product detail page

- ❑ Buy Box
- ❑ Product Details
- ❑ In Stock
- ❑ Delivery Promise
- ❑ Frequently bought together



Product Details

Flavor: Dark Chocolate Nuts & Sea Salt | Size: 12 Count
Product Dimensions: 2 x 6.4 x 0.9 inches ; 1.3 pounds
Shipping Weight: 1.4 pounds (View shipping rates and policies)
Domestic Shipping: Currently, item can be shipped only within the U.S. and to APO/FPO addresses. For APO/FPO shipments, please check with the manufacturer regarding warranty and support issues.
International Shipping: This item is not eligible for international shipping. Learn More

UPC: 021050112872, 8000112831, 7 795871598885 602652177514 342156718331 641438783549 641438063313 602652177514 490940820385 746111659705 641438425036 630013112843 801593239095 700598326727 640206710817 884940221349 602652176517 731646352511 806792040404 041116102615 885338410185 804993502097 602652178511 884940221295 823019652967 037000007197

Item model number: 17851
Average Customer Review: ★★★★★ (4,809 customer reviews)

Product Details:
 #1 in Grocery & Gourmet Food > Breakfast Foods > Breakfast & Cereal Bars > **Cereal**
 #1 in Grocery & Gourmet Food > Breakfast Foods > Breakfast & Cereal Bars > **Energy & Nutritional**
 #1 in Grocery & Gourmet Food > Snack Foods > **Granola & Nutrition Bars**

Frequently Bought Together

Total price: **\$45.66**
 Add all three to Cart
 Add all three to List

- ☑ **This item:** KIND Nuts & Spices, Dark Chocolate Nuts & Sea Salt, 1.4 Ounce, 12 Count **\$15.22** (\$1.27 / Count)
- ☑ **KIND PLUS,** Peanut Butter Dark Chocolate + Protein, Gluten Free Bars, 1.4 Ounce, 12 Count **\$15.22** (\$1.27 / Count)
- ☑ **KIND Fruit & Nut,** Almond & Coconut, All Natural, 1.4-Ounce Gluten Free Bars,(pack of 12) **\$15.22** (\$0.91 / Ounce)

Price: **\$14.46** (\$1.21 / Count) ~~\$16.22~~ Save \$0.76 (5%)
In Stock. Ships from and sold by Amazon.com.

12 flavors:
 Dark Chocolate Nuts & Sea Salt

Subscribe & Save 5% Details

- \$14.46** (\$1.21 / Count)
 Save 15% when you subscribe to 5 or more items
- One-time Purchase**
\$15.22 (\$1.27 / Count) Prime | FREE One-Day

Deliver 1 every
1 month (Most common)

Review subscription

Add to List

Other Sellers on Amazon 118 new from **\$13.99**

- \$17.99** (\$1.50 / Count) Prime
 Sold by: AM best price
 Add to Cart
- \$17.11** (\$1.43 / Count) + \$0.99 shipping
 Sold by: Nutrition Depot
 Add to Cart
- \$18.99** (\$1.58 / Count) + Free Shipping
 Sold by: Earth's Supply Specialties
 Add to Cart

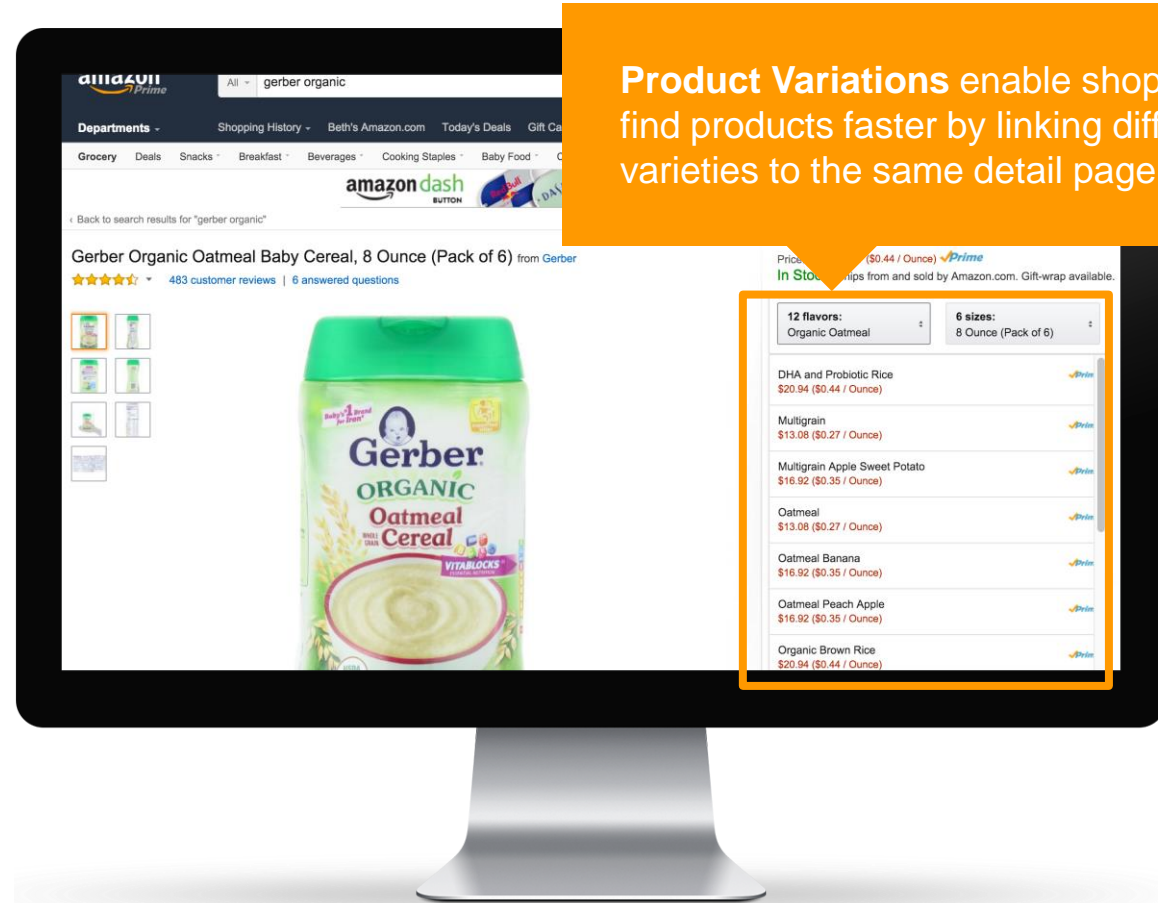
Have one to sell? Sell on Amazon

Product setup & product variations

Take advantage of the limitless shelf space on Amazon: **register your whole product catalog!***

For SEO, **register keywords that are relevant** to your product and category

Consider selling **bundle packs or in bulk** for low price items or CPG



*Functionality available to your clients through Vendor Central.

Images and product title are important

Encourage your clients to **upload product images**.* Products that don't have images don't sell.

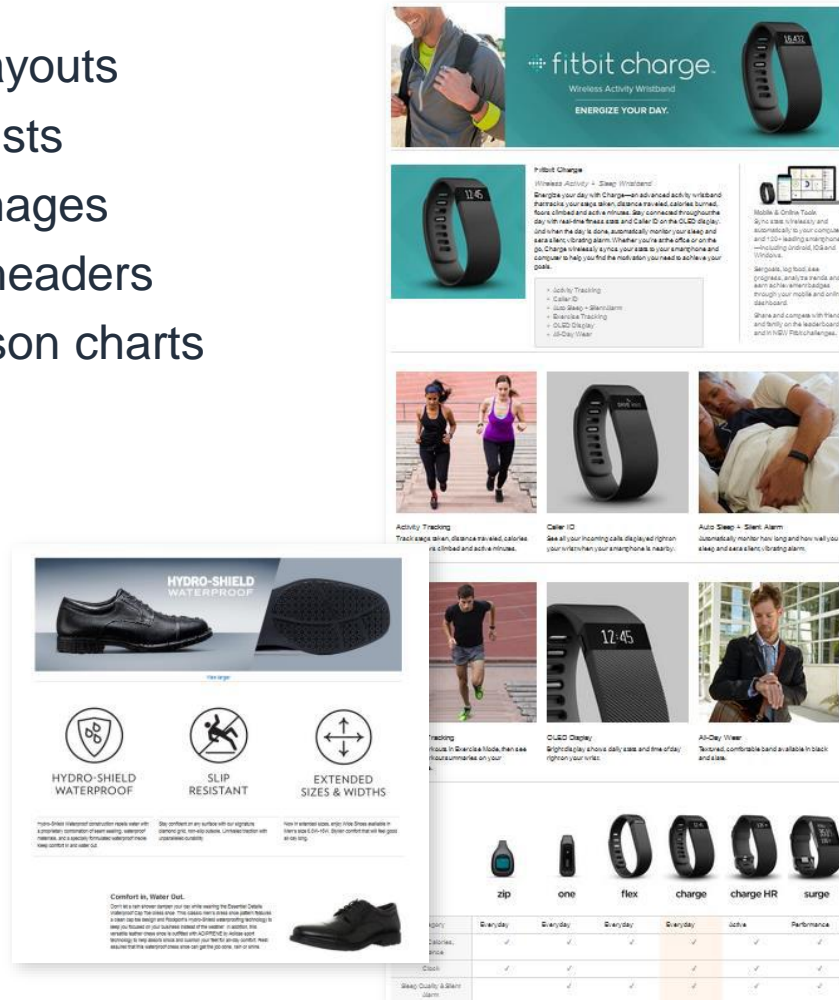
Titles should be **clear, concise** and include **quantity**



*Functionality available to your clients through Vendor Central.

Enhanced Marketing Content: A+ detail pages

- Unique layouts
- Feature lists
- Richer images
- Custom headers
- Comparison charts



↑ Unit Sales: avg. **+3-10%**

A great A+ page:

- Addresses purchase barriers
- Has descriptive content making the purchase decision simple
- Tells the brand story
- Has impactful high-resolution images
- Provides new, precise and non-repetitive information

Customer reviews

ONE review
can drive
immediate
and
measurable
sales results

90%
of online shoppers
read product reviews
and these reviews
influence their buying
decision



Helping customers make the right choice

- Positive reviews improve product conversion
- Help SEO

Bringing the voice of customers to brands

- Precise feedback on products' positive and negative points
- Brands can use this feedback to inform their communication or new product development

Amazon Vine



As soon as your client's product is setup, enroll it in the Vine sampling program **to quickly increase customer reviews***: it puts the products in the hands of the most trusted reviewers ('Vine Voices') across Amazon's website.

9 of 11 people found the following review helpful

★★★★★ **An Incredible Number of Tools - But You Need Space**

By [S. Rudge](#) [TOP 1000 REVIEWER](#) [VINE VOICE](#) on November 18, 2013

[Amazon Vine Review](#) ([What's this?](#))

When you use a multi-function printer, what you gain in convenience you give up in desk space. The Brother Printer MFCJ6920DW Color Inkjet Multi-Function Center with Scanner, Copier and Fax is no exception to this rule. The thing is huge.

Enrolling in Vine in advance of a new product launch is strongly recommended.

Average indexed sales lift reported on products incorporating Reviews from Vine reviewers



+145

Electronics



+130

Consumables



+125

Books

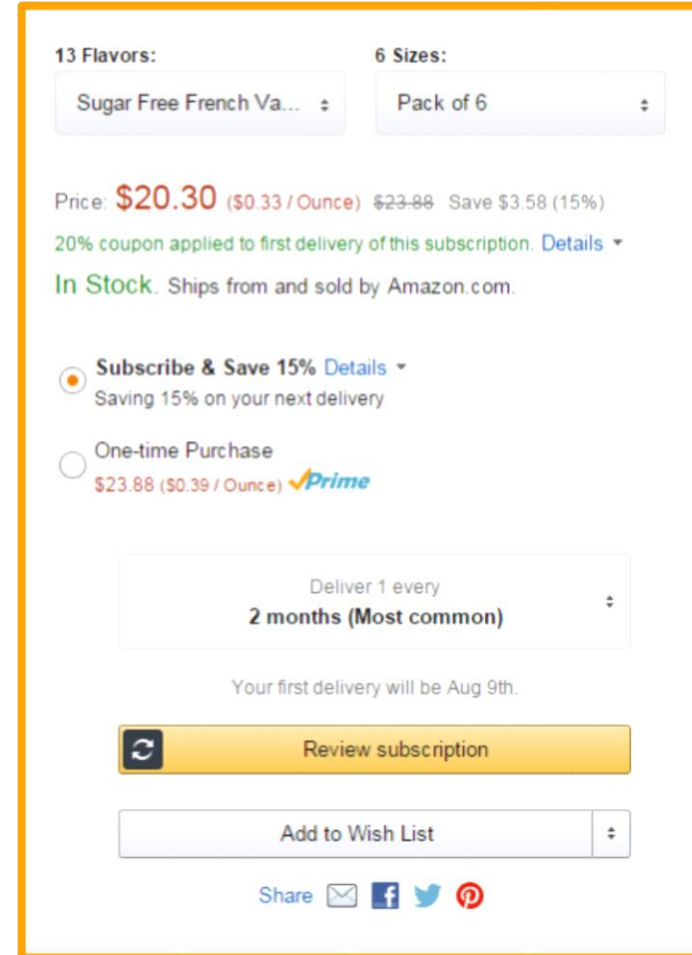
Subscribe & Save

Subscribe & Save **benefits for Amazon customers**

- Discounts up to 15%
- Automatic free regular deliveries

Subscribe & Save **benefits for your client's brand**

- Secured base of regular shoppers which can lead to sales growth and market segment share gain
- Visibility in the SnS store and promotions
- Generate brand and product loyalty



The screenshot shows the Amazon Subscribe & Save interface for a product. At the top, there are two dropdown menus: "13 Flavors:" with "Sugar Free French Va..." selected, and "6 Sizes:" with "Pack of 6" selected. Below these, the price is displayed as "\$20.30 (\$0.33 / Ounce)" in red, with a crossed-out price of "\$23.88" and a "Save \$3.58 (15%)" label. A green note states "20% coupon applied to first delivery of this subscription. Details". Below this, it says "In Stock. Ships from and sold by Amazon.com." There are two radio button options: "Subscribe & Save 15% Details" (selected) with the subtext "Saving 15% on your next delivery", and "One-time Purchase" with the price "\$23.88 (\$0.39 / Ounce)" and a Prime logo. A delivery frequency dropdown is set to "Deliver 1 every 2 months (Most common)". Below this, it says "Your first delivery will be Aug 9th." There are two buttons: a yellow "Review subscription" button with a refresh icon, and a white "Add to Wish List" button. At the bottom, there are social sharing icons for "Share", email, Facebook, Twitter, and Pinterest.

Knowledge check

The detail page includes a number of key pieces of information about the product being sold. Which area of this page features the product ASIN?

- A. Product details
- B. Buy box
- C. Delivery promise
- D. In stock

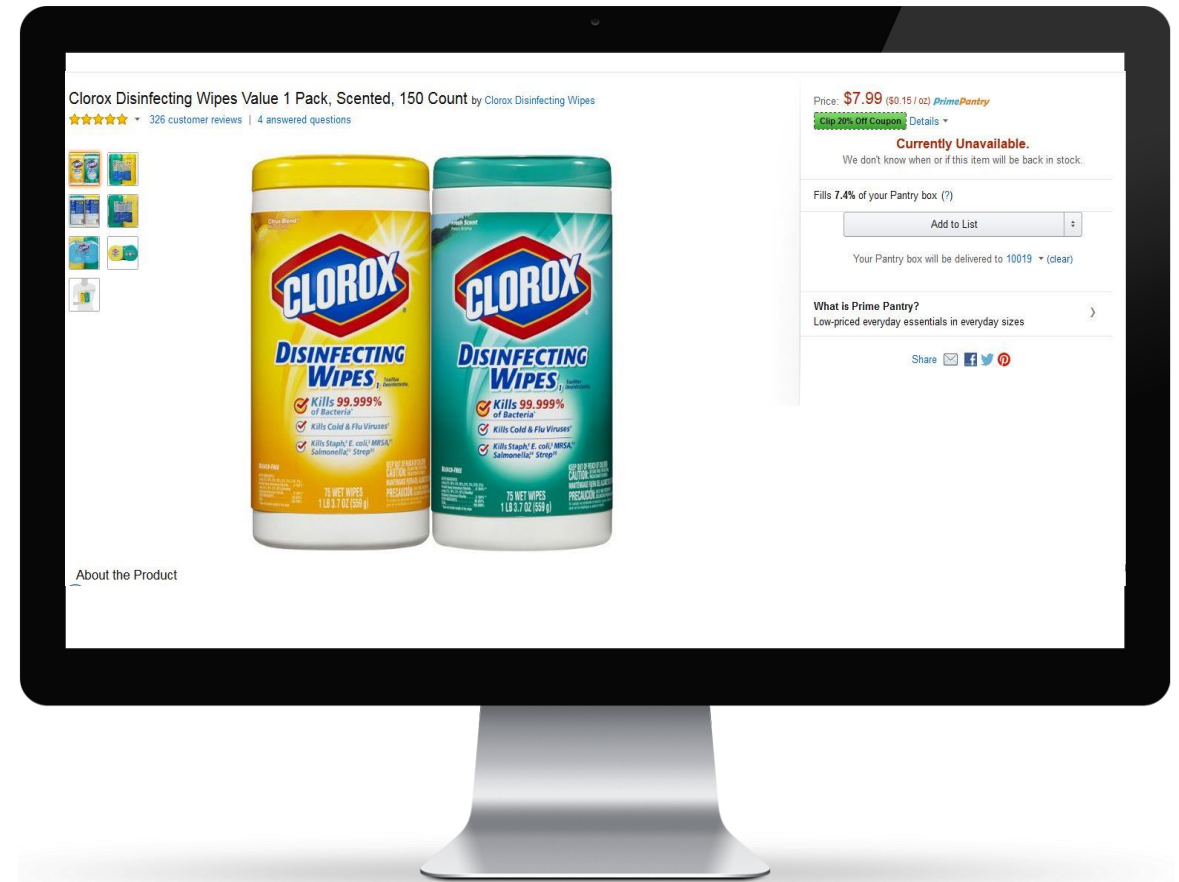
Knowledge check

The detail page includes a number of key pieces of information about the product being sold. Which area of this page features the product ASIN?

- A. Product details**
- B. Buy box
- C. Delivery promise
- D. In stock

So what happens to a campaign if we run out of stock?

It's important to remember that Amazon is focused on the customer, so we PAUSE campaigns until products are back in stock to ensure the best customer experience.



Merchandising and Advertising

Merchandising is always on

- A+ detail pages
- Category placements and emails
- Brand store

Merchandising helps put your product ahead of others in the same category



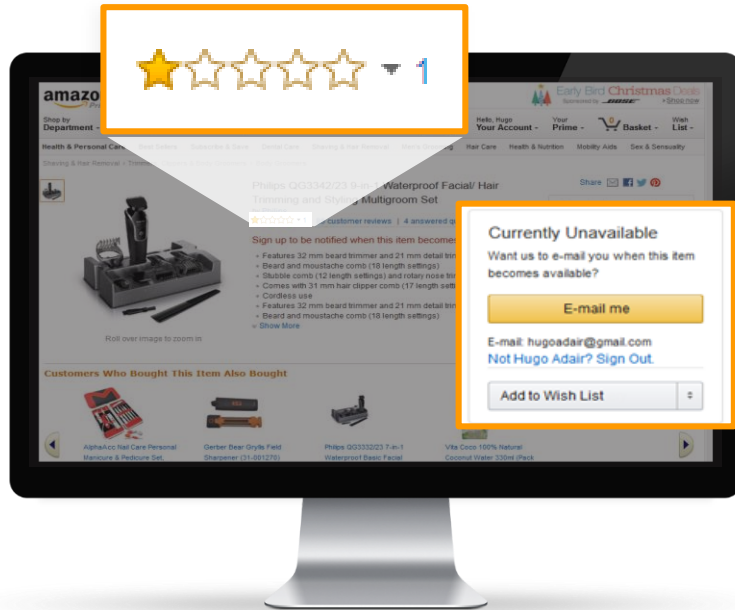
AMG delivers cross-platform advertising

- Desktop Display Ads On & Off Amazon
- Connected Devices – Tablet & Mobile
- Digital Video
- Custom Sponsorships & Out of Home
- Keyword Search on Amazon

AMG placements reach people who are not yet shopping for your product, or even similar products...

Set your campaign up for success

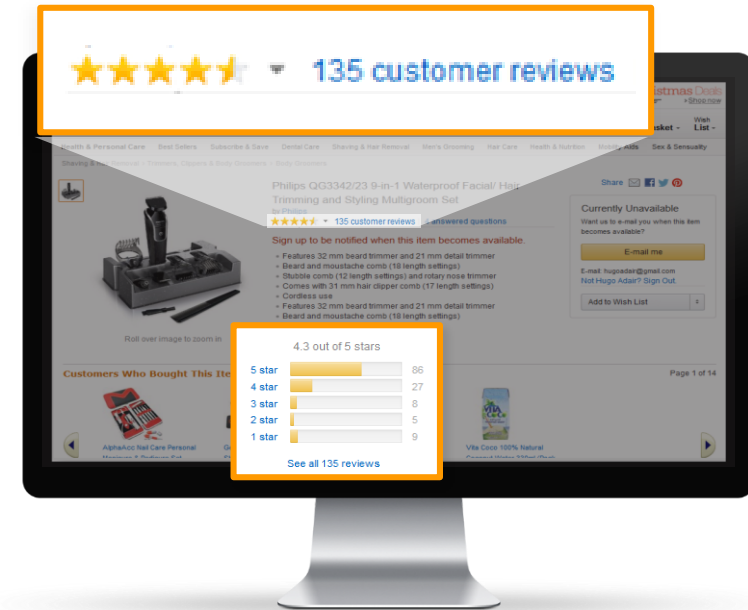
Poor Product Health:



- Low Stock
- Low Rating
- Minimal Reviews
- Incomplete Product Description

vs

Good Product Health:

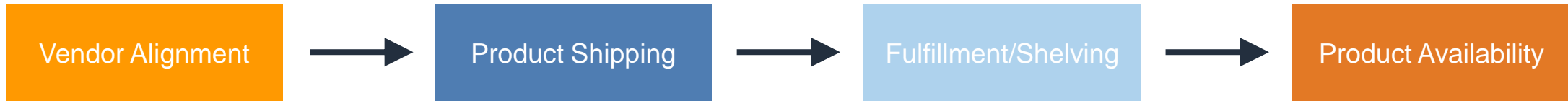


- Average Rating above 3.5
- High # of Reviews
- A+ Content

Campaign development best practices

It's important to understand the requirements around campaign lead times to ensure success

- ASIN selection for link-in campaigns should be complete **30-45 days prior** to campaign launch
- Product ordering process (this is why it's 45 days....lots of people involved):



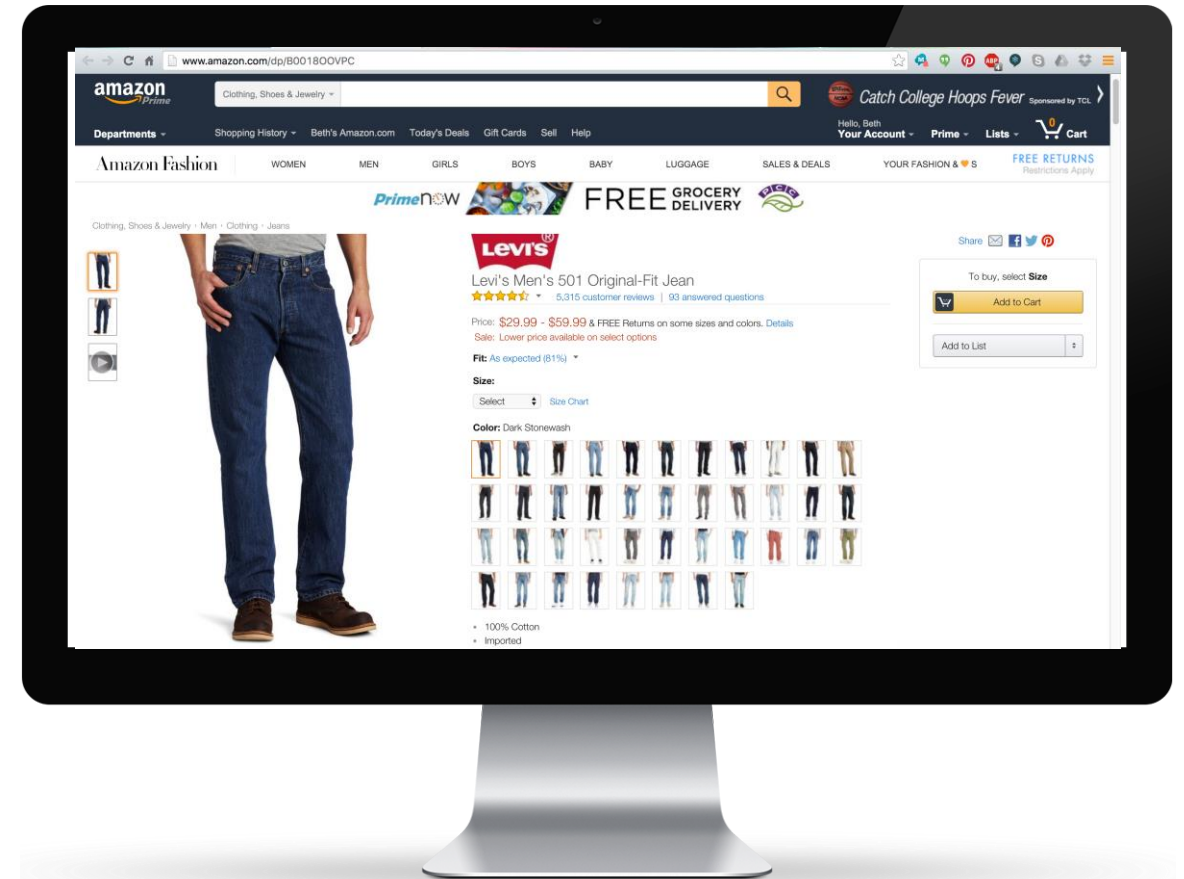
Ensuring campaigns follow Amazon's creative policy will set you up for success

- Advertiser's logo / brand name
- Clear and strong call to action
- Clear, consistent and accurate pricing / savings messages
- Amazon program benefits (such as Subscribe & Save) must be clear
- Cannot use Amazon's name or logo without prior consent

Note: There are additional policies around sweeps, pharma and alcohol-related content.

Preparing an ASIN for campaign success

- ❑ Ensure the ASIN is sold by Amazon
- ❑ Ensure the ASIN Detail Page is optimized
 - ❑ Correct product title
 - ❑ Correct product image
 - ❑ More than 15 customer reviews
 - ❑ Greater than 3.5 stars
- ❑ Ensure the ASIN is a replenishable product



Knowledge check

What if the product featured in a campaign runs out of stock?

- A. We automatically swap out campaign creative to point to another product from the same brand
- B. The campaign ends
- C. We pause the campaign
- D. The campaign continues to point to the product page

Knowledge check

What happens if product stock runs out while a campaign pointing to that product page runs out?

- A. We automatically swap out campaign creative to point to another product from the same brand
- B. The campaign ends
- C. We pause the campaign – for the best customer experience we pause the campaign and work to resolve the issue before we relaunch**
- D. The campaign continues to point to the product page

Campaign readiness checklist

TASK

Completed all tasks on ASIN readiness checklist:

- ASIN is sold by Amazon
- Detail Page is optimized
 - Correct product title
 - Correct product image
 - More than 15 customer reviews
 - Greater than 3.5 stars
- ASIN is a replenishable product

ASIN selection complete 30-45 days prior to campaign launch

Campaign creative follows Amazon Creative Policies:

- Used advertiser name/logo
- Clear and strong call to action
- Clear, consistent and accurate pricing / savings messages
- Amazon program benefits are clear
- Received consent to use Amazon name/logo (if applicable)

Retail summary

- ❑ Successful Amazon campaigns will always include clear messaging, strong brand visuals and a clear call to action
- ❑ In order to launch a successful retail campaign, Amazon requires 30-45 days lead time to ensure proper inventory
- ❑ Vendor Central is a self-service tool where your clients can set up and optimize their detail pages

