NAVIGATING THE AMAZON ECOSYSTEM

SEPTEMBER 2018

BY: PMG

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FROM A TO Z, AND EVERYTHING IN BETWEEN

Now known as the second company in history to reach a $1 trillion valuation, and thus, fortifying its place as one of the most valuable brands in the world, Amazon is the leading online retailer with net sales amounting to over $175 billion just last year. While the majority of Amazon's revenues are made through their web service and other tech offerings, Amazon's ad business is now worth close to $2.2 billion; amounting to year-over-year growth of 129%.

But despite that, there are still dozens of enterprise-level retailers that have yet to make the leap into Amazon's arms. The difficult onboarding process, ad structure, and reporting nuances are repressing the ability and willingness for big brands to fully operate on the platform. But with over 55% of consumers first turning to Amazon's site when shopping for products online, hesitant retailers can no longer afford to ignore Amazon's dominance; resulting in the need to get onboard or devise a plan to compete. As one PMGer put it, "Amazon is the 'right now' of e-commerce. It's already disrupting the market."

Amazon's media business is growing and changing at breakneck speed as just this week, the names of Amazon's advertising services are being phased out and renamed to Amazon Advertising. Whether it's a new UI or unveiling different ad types, the only thing that stays the same with Amazon is that it's constantly changing. Through the work we've done on Amazon for current clients, PMG has developed well-thought-out, descriptive ways for enterprise-level brands to successfully onboard and operate on the platform amidst all these changes. That's not to say that this is the only way for enterprise-level brands to thrive on the platform nor is this a definitive technical playbook, but rather these practices are guiding how our clients successfully navigate the Amazon ecosystem.

From outline to final draft, we've revised this content to include the latest platform updates and enterprise-level best practices as Amazon Advertising's naming conventions may continue to change in the weeks to come. To the best of our ability, this information is up to date.

By sharing lessons learned and best practices from across PMG's Amazon advertisers, we've untangled the complexities of the Amazon ecosystem to guide brands through onboarding, campaign activations, reporting and beyond. Above all, we created this content to help advertisers and brands learn from our experiences and better understand how the different platforms of Amazon can work together to provide a holistic Amazon presence for enterprise-level brands.

From headline search ads to brand stores best practices, tips for Prime Day, and the specifics on Amazon's attribution windows, we hope our white paper can help you on your ventures through the labyrinth of Amazon Advertising and wish you the best of luck on the platform.

- THE PMG AMAZON TEAM

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DRIVING THE CUSTOMER EMPOWERMENT PHENOMENON

At its core, Amazon is not a media company. Striving to be the world's most customer-centric company, Amazon is known for many things: Amazon Web Services, 2-day delivery, the Kindle, the infamous Prime Day, but to marketers and retailers, Amazon is a major agent for the customer empowerment phenomenon.

By gobbling up other companies like Whole Foods and Twitch, Amazon has crept into almost every area of life — home, entertainment, work, and shopping. Amazon has not only provided a seamless cross-device experience for every consumer using its products and sites, but over time has even evolved and fine-tuned customer expectations.

Amazon has set the pace of the digital landscape by challenging retailers to deliver more for less, faster than ever.

Even though Amazon is sitting on mountains of consumer data (and we mean mountains), the money made (ad revenue) off advertising actions that use that data is bucketed as "other" revenue on Amazon's financial reports and earnings calls. This signals that while advertising is available and well-funded with human capital and technical support, it is not yet clear how high of a priority Amazon Advertising is to the larger, long-term strategy of Amazon.

OUR EXPERIENCE ON AMAZON

Brands selling on Amazon range from small niche coffee companies to large, well-known brands like Kenmore and Gatorade, and across all categories: consumer electronics, retail, household appliances, movies, toys & games, and so many more. The list goes on, but let's face it, Amazon may not be right for all brands.

The greatest considerations are 1) is your brand even allowed on Amazon or are you a competitor against Amazon's homegrown products like Amazon Basics? (check the Amazon Restricted Brands list to find out), and 2) do you and your team have the flexibility and time to navigate the ever-changing, complex Amazon ecosystem while keeping a laser-focus on who your audience is and their purchasing behavior? To help you make that decision, we've laid out the top benefits and challenges we've experienced while working with Amazon.

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CHALLENGES

Despite the monumental returns, quick purchase cycle, and a loyal fan base, advertising on Amazon has its challenges, especially surrounding the platform's **usability** and **transparency**. Early adopters of the Amazon ecosystem have noted that the biggest issue to Amazon Advertising is the reporting capabilities within the Amazon Advertising Console.

As digital marketers, we need data to learn, report, and optimize our marketing efforts. But without full-detailed reporting, it is difficult to find holistic learnings and optimizations to take back to each individual brand. Amazon's search-based advertising platform, Sponsored Ads (formerly known as Amazon Marketing Services (AMS)), has a 60-day lookback window. Meaning that with the current UI structure, brands cannot pull reports for custom date ranges directly in Amazon from more than 60 days past the current date. This makes it difficult to report MoM, QoQ, and of course, YoY insights. How can brands understand their growth if the information is lost from their one source of truth, the Amazon Advertising Console?

Another challenge we face as digital marketers in Amazon's search-based advertising platform, Sponsored Ads, is the pain of campaign management. With the way the UI is created, marketers have to spend hundreds of man hours manually diving into campaigns and optimizing accordingly. We know this challenge will be solved in time and with technology, and the new Amazon Advertising API connection is a great first step towards fixing this challenge. There are also several tech companies like Teikametrics, Kenshoo, Marin, and OneClick that have Amazon API connections and have built their own tools to help marketers with these reporting needs.

BENEFITS

Despite all of those challenges, utilizing Amazon Advertising can pay off in a number of big ways. The greatest advantage to advertising on Amazon is its vast, loyal consumer base, especially since over 55% of online shoppers shop Amazon first before navigating to other sites. For most, if not all, PMG clients currently on Amazon, we've seen lift over Amazon's provided forecasts and YoY comparisons.

Not only is the consumer base loyal, but they are also in the shopping mindset and ready to buy. Through Sponsored Ads keyword reports and Amazon Advertising audience targeting, we are able to learn more about consumer behavior.

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BENEFITS (continued)

Supplying us with audience insights that answer client questions like:

- Who exactly is our online audience?
- When are they buying?
- What influences their purchasing decisions?

With new search query reports, we can see that consumer searches vary from Amazon to Google or Bing. In our experience, Amazon search return is similar to what we see from other platforms like Google, and the insights you gain about your audience are reason enough for some clients to heavily invest their media budgets into Amazon Advertising.

ADVANCEMENTS

With experience managing over $7 million in media spend across Amazon Advertising, PMG utilizes proprietary technology to better optimize and manage our clients' Amazon campaigns with near real-time performance reporting using our Amazon API integration. Because other tools on the market weren't able to do these things, PMG's technology suite was custom-developed and is always evolving to meet client needs.

At a high-level, this technology acts as:

- An always-on quality assurance solution that monitors things like daily cost changes.
- A big data platform that works to automate client reporting needs, and help our client teams make data-driven optimizations and creative solutions for clients.

At Amazon, the customer is first and to utilize Amazon Advertising, you'll need to understand how each ad type and offering works together to create a seamless experience for each online shopper.

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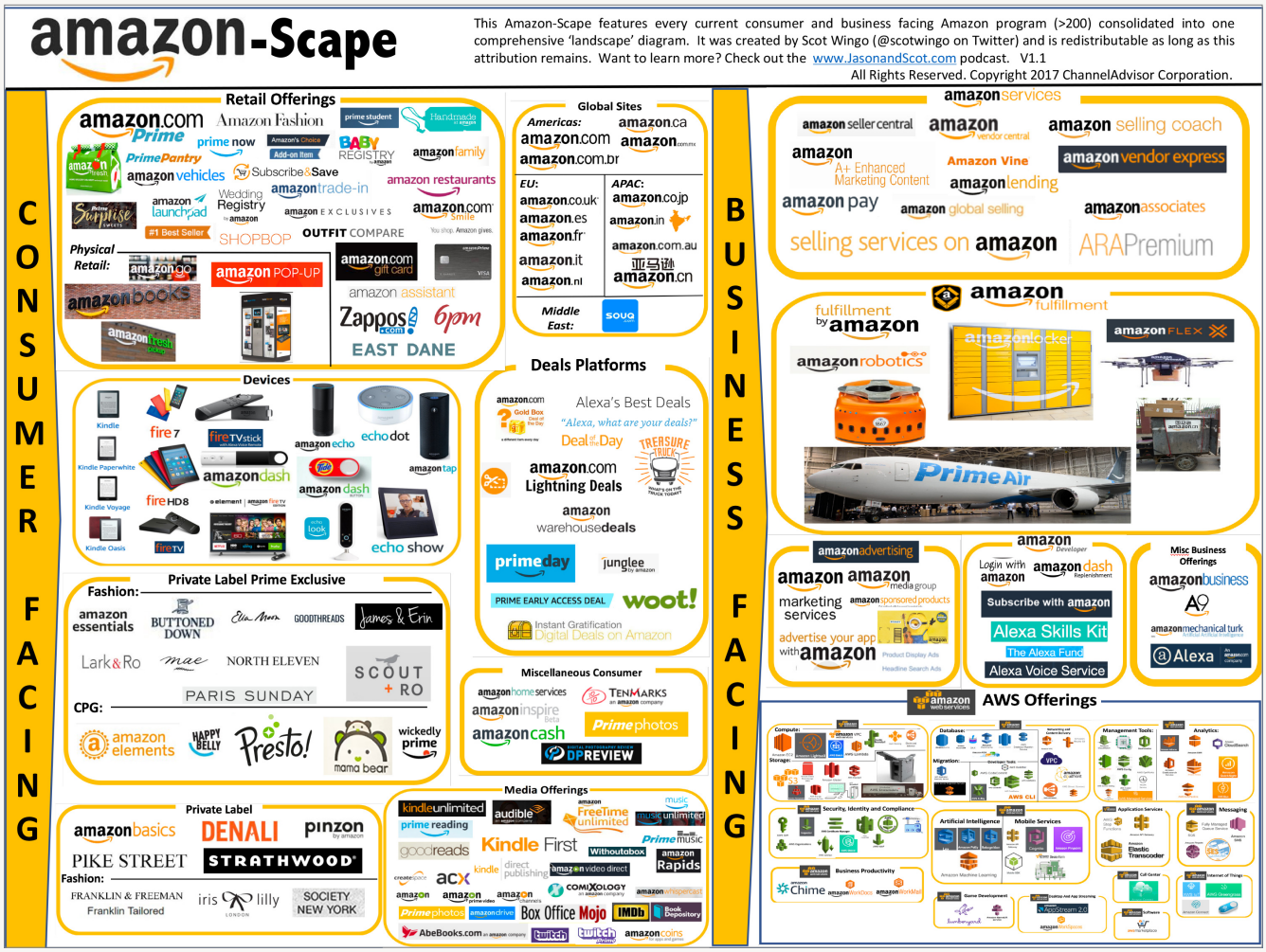
ROADMAP OF AMAZON ADVERTISING

Amazon Advertising is revolutionizing the marketing industry and owe much of its widespread adoption to Amazon's coveted first-party data and the site's visibility into the shopping behavior of millions of shoppers (in the U.S. alone, Amazon has over 150 million monthly unique visitors).

Advertisers can utilize search and programmatic buying practices across Amazon's diverse ecosystem of sites, apps, and devices to tap into Amazon's media ecosystem and reach millions of shoppers through the use of Amazon Advertising, formerly known as Amazon Media Group (AMG), Amazon Advertising Platform (AAP) now called Amazon DSP, and Amazon Marketing Services (AMS) now called Amazon Sponsored Ads.



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AMAZON ADVERTISING REPRESENTATIVES

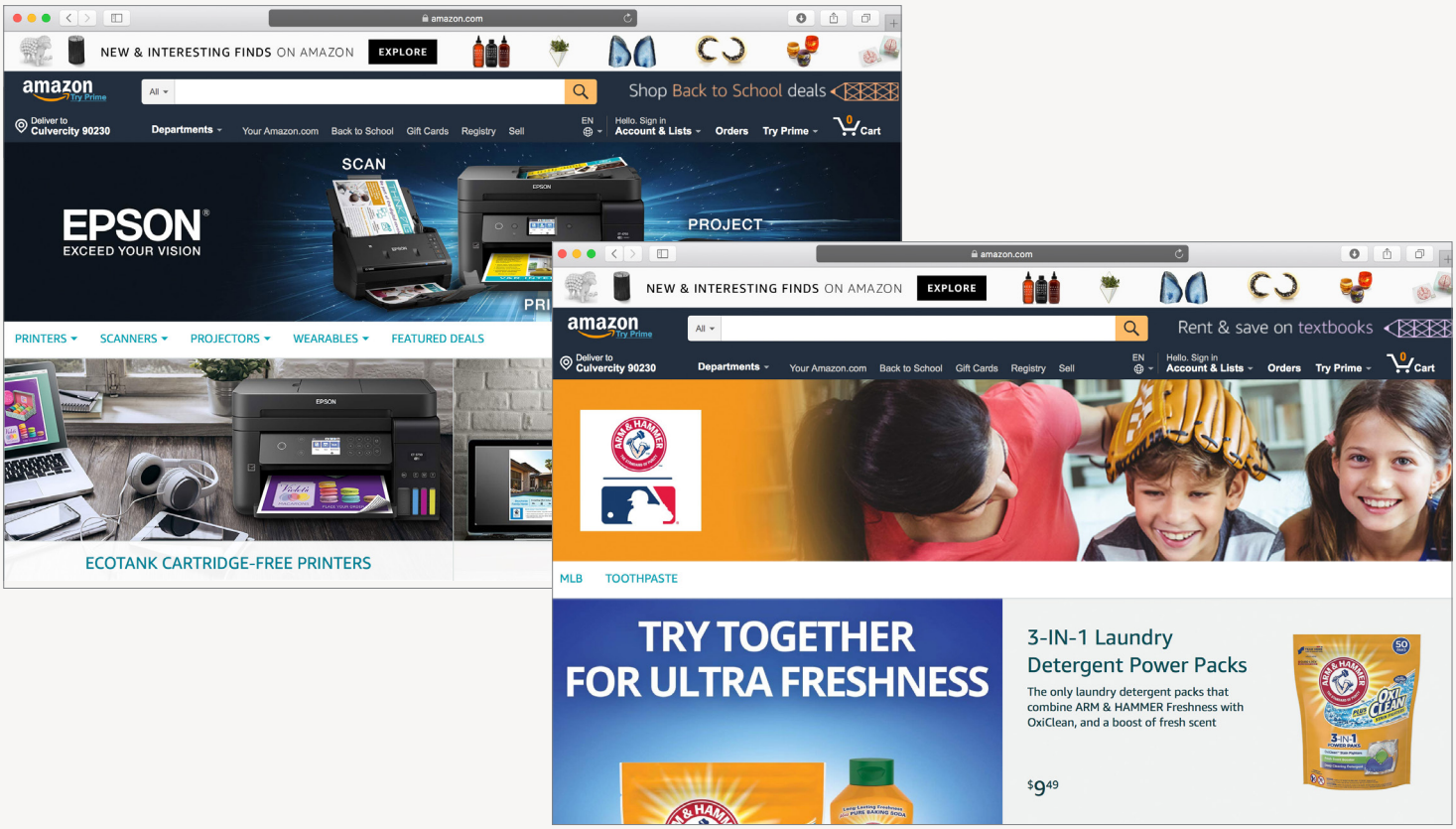
Best described as a business team tasked to sell Amazon's ad products and direct buys, Amazon Advertising representatives, formerly known as Amazon Media Group (AMG), work alongside agencies and brands to pitch direct buy packages and educate advertisers on the capabilities of Amazon Advertising.

Having a 'person on the inside' via Amazon Advertising representatives helps advertisers navigate the murky waters of Amazon, especially around the busy Holiday season, Prime Day, and the onboarding and optimization processes.

Amazon Advertising representatives offers brands, agencies, and advertisers:

- Technical support
- Optimization recommendations
- Key seasonal strategies (Prime Day, Holiday, Back to School, etc.)
- First access to testing, alphas, and betas

However, not all brands receive dedicated Amazon support. Since there are no official requirements to receiving hands-on Amazon support from an Amazon Advertising representative, it's important to have a general understanding on how the Amazon ecosystem works, starting with Amazon's search-based advertising platform.



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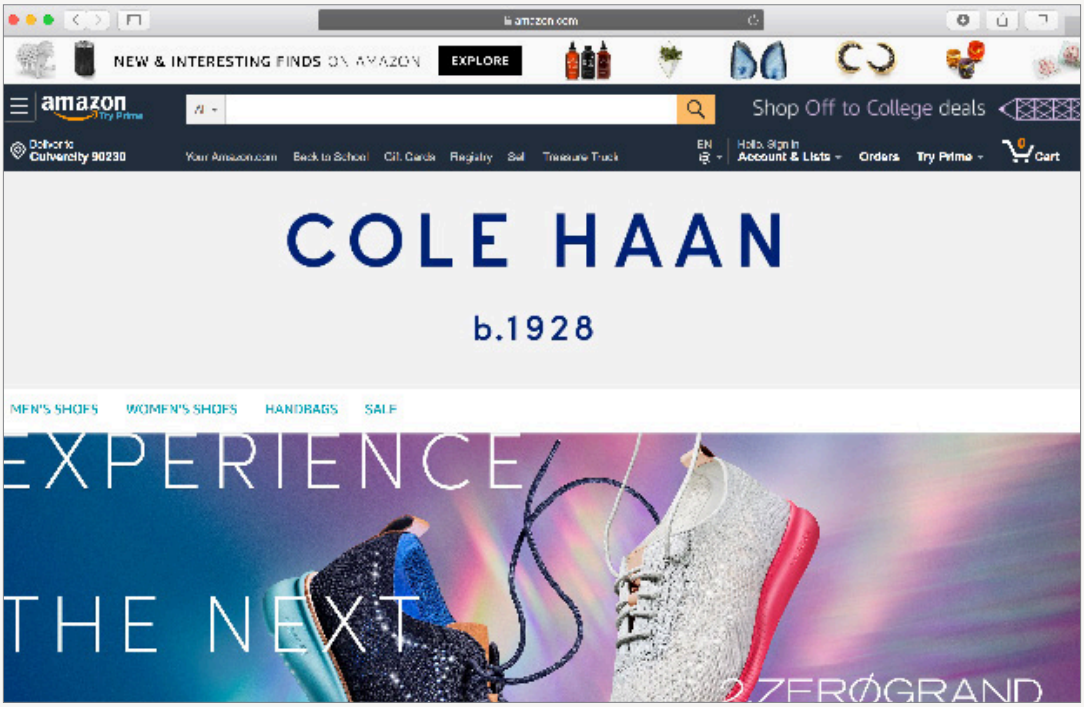
AMAZON SPONSORED ADS

Amazon's self-serve, pay-per-click search platform, Sponsored Ads, formerly called Amazon Market Services (AMS) offers three search ad formats — Sponsored Products, Sponsored Brands (formerly called Headline Search Ads), and Product Display Ads — and is commonly used as a paid search tool like Google Ads (previously AdWords) despite its many differences. One being that ad rankings on Sponsored Ads are primarily determined by a product's popularity and sales on Amazon.com rather than an advertiser's optimizations.

It's important to remember that Amazon Sponsored Ads are only available for brands that sell on Amazon, Sponsored Ads only appear on Amazon, and Sponsored Ads can only be linked to a brand's product pages, curated list pages, or the brand's Amazon Store. Amazon Stores allow brands to create a branded in-store-esque experience directly on Amazon.com through the use of customizable templates, a brand-specific Amazon URL, and at no extra cost to the brand.



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AMAZON DSP

The Amazon DSP, formerly known as Amazon Advertising Platform (AAP), is the e-commerce giant's very own demand-side platform (DSP). Advertisers can either work with an Amazon Advertising representative to help execute campaigns or do their own programmatic buying via the Amazon DSP, first released in 2014. The Amazon DSP has a variety of ad formats including Display and Video Ads that can be used across web, mobile, and video inventory. Because access to the Amazon DSP requires a Sponsored Ads login, it's best to think of the Amazon DSP as an enabled capability versus a standalone platform, but that may be changing soon.

Additionally, the Amazon DSP is the only way to reach Amazon's impressive audience segments on third-party sites and apps, and buy programmatic ad space on Amazon-owned properties like IMDb, Amazon.com, and Bezos' army of Kindle devices.

Amazon uses a variety of targeting segments to reach specific shoppers including:

- **Behavioral Targeting — based on historical search, browsiåzng and purchase history**
- **Demographic and Geographic Targeting — based on age/gender, location, income level, and time of day**
- **Lookalike — pixel-based, used to extend campaign reach, anonymous customer match**
- **Contextual Targeting — based on the detail page a consumer is actively viewing**

Since Amazon is both e-commerce site and media company, the anonymized user/audience data in the DSP is tied to transaction data, allowing advertisers the ability to break down audience segments based on a variety of options like buyer intent. The Amazon DSP is quickly becoming one of the most popular DSPs on the market because advertisers can match their email/CRM lists to Amazon's audience data to build lookalike models and segments.

Amazon Display Ads campaigns via the Amazon DSP are often best evaluated through the lens of building brand and product awareness.

AMAZON AUDIENCES

Advertisers can group customers into audience segments based on buyer intent signals specific to Amazon (like consumers showing certain lifestyle purchasing habits or displaying in-market signals). For example, in-market audience segments are consumers showing signals that they will soon buy an item within a specific category while contextual segments reach real-time audiences as they search and discover products on Amazon.com.

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The core audience segments of Amazon are pre-built and based on a variety of behavioral, contextual, and demographic signals shown by Amazon shoppers.

Brands can even remarket to audiences that have recently viewed their product pages or searched for their brand on the site. While targeting on other DSPs is based on keywords, retargeting past visitors, or past behavior, brands using the Amazon DSP can target potential buyers through an assumed future intent to buy or consumer habits around specific categories or products.

These granular targeting capabilities are all possible with the help of Amazon's holistic, full-funnel ecosystem.

This is just the tip of the iceberg to advertising on Amazon, and we recommend checking out Amazon's Advertising Best Practices Guide to learn even more. But now that you have the lay of the land, let's see what it takes to get on the platform.

ONBOARDING ONTO AMAZON

Before selling products on Amazon, your brand needs to register with a selling plan. The details are on Amazon's site, but for most, a Professional plan is the route to take since it allows you to sell an unlimited number of products. Once that's settled, you'll need to create your Seller Central account which is where you'll manage the selling of products on Amazon.

We admit that the existence of multiple Centrals (again, Centrals are the platform interfaces used to sell and market products on Amazon) can be confusing to some. But in short, Seller Central allows your brand to sell directly to Amazon shoppers as a third-party seller (3P) and with Vendor Central, you'll be a first-party seller (1P) so Amazon's retail team buys and resells your products to Amazon shoppers. Without diving too deep into the specifics, here are the benefits and challenges to each.

SELLER CENTRAL	VENDOR CENTRAL
Open To Anyone	Invite Only
Sell Directly to Amazon Customers	Sell To Amazon
Flexible Logistical Options	Fixed Logistical Options
Quick Payment Terms	Traditonal Payment Terms
Brand Controls Retail Pricing	Amazon Controls Retail Pricing
Limited Advertising Options	Multiple Advertising Options
Complex Sales Process	Traditional Sales Process
Enhanced Brand Content	A+ Content

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If you're looking for a wholesale business relationship with Amazon, you'll need to switch gears and manage the selling of products through Vendor Central. Registration for Vendor Central is a strict invitation-only process that will be initiated by Amazon, which will provide a registration key/code to get you into the Vendor Central login page. To be considered for a first-party partnership, your brand will likely need to be vetted by Amazon in some way to ensure that the brand is in good standing and can be moving (selling) enough product for it to make sense for Amazon to take you on as a Vendor.

Onboarding onto Amazon

- **Pick a Plan**
- **Determine a Vendor Type**
- **Enroll in Amazon's Brand Registry Program**
- **Load & Optimize Products**
- **Advertise**

Then, we recommend having your brand enrolled in Amazon's brand registry program. This program enables proactive brand protection measures that will give your brand greater influence and control over your brand's product listings on Amazon through search tools and infringement reporting capabilities.

To enroll, you'll need an active registered trademark for your brand that appears on your products or packaging, the ability to verify yourself as the rights owner or the authorized agent for the trademark, and an Amazon account with Vendor or Seller Central credentials (or the ability to get them).

First- and third-party sellers get the ability to create A+ content and enhanced brand content (EBC), which are beneficial offerings that enable you to add more detailed item descriptions, comparison charges, product videos, heightened images, and more.

Following registration and payment verification (bank account, ID, etc.), you'll be able to list your products on Amazon. The amount of time it takes from account setup to seeing your products live on Amazon varies case by case, especially if you're wanting to be considered a first-party seller. For some, it has taken close to a month just to verify payment information after the Seller account has been set up, and for others, a quick 24 hours is all that's needed to verify your identity and begin uploading and selling products.

Once all that's settled and you're ready to sell products, just add the products (either one at a time or in bulk via API or feed) to your account. Adjust the conditions of the products (amount of products to sell, shipping options, etc.) and you're well on your way to selling on Amazon. For more tips and tricks for onboarding onto Amazon, we encourage you to check out the Amazon Seller Forums to learn more.

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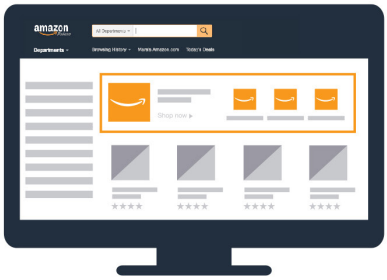
BEST PRACTICES FOR ADVERTISING ON AMAZON

Campaign success begins with a great ad setup and ends with brand and product reputation. We recommend following these best practices and advertising products with strong ratings and plenty of high-quality reviews.

As mentioned earlier, there are three ad types within Amazon's search-based advertising platform, Sponsored Ads, for your brand to take advantage of:

- Sponsored Products
- Sponsored Brands (formerly known as Headline Search Ads)
- Product Display Ads

UNDERSTANDING AMAZON'S AD TYPES



Sponsored Products

Since Sponsored Products are keyword-targeted ads that use a CPC auction-based pricing model, you can choose between manual and automatic targeting during ad setup. Because these ads display on the search results and product detail pages, shoppers who click on these ads will be taken directly to the product detail page — putting your product one step closer to their shopping cart.

By initially setting your campaigns up with automatic targeting, you can harvest top performing keywords then transition your campaigns to manual targeting after 2 to 3 weeks of automatic targeting. Another tip is to always optimize your campaigns by considering and implementing strategies like removing low performing keywords then increasing bids and rotating anything from seasonal ASIN best sellers to high-star rated products, or highly-reviewed ASINs to better highlight your best products.

Helpful Tip: To stay ahead of your competitors, Bid+ is a feature in Sponsored Ads that can increase your default bid by **up to 50%** in order for you to stay competitive on top performing campaigns without having to adjust bids manually. Thus, improving your brand's ability to outrank competitors and display at the top of the search results page. We advise using this feature with extreme caution, especially during your most competitive seasons.

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Sponsored Brands

Sponsored Brands, formerly known as Headline Search Ads, are keyword-targeted ads displayed above search results, within the left rail, and at the bottom of search results that can be customized by displaying multiple ASINs (Amazon's equivalent to an SKU), and a brand logo. This ad type is especially useful because of its placement on the search page above all other results (including sponsored product ads) and how native it looks to the page.

Helpful Tip: To track if a certain product ad is performing better than others, you can group specific products into one campaign with one variant (i.e., color). By tracking which product color is performing better than others, you can optimize your other campaigns based on campaign goals or product priority.

Product Display Ads

Product Display Ads can extend your reach by appearing in relevant categories or interest groups. By customizing ad images and headlines to capture the attention of Amazon shoppers, you can choose specific ASINs you wish to advertise then target the ad by product or interest. If you choose to target by product, you can advertise on your own ASINs to protect your digital space from competitors. You can also bid on competitor space to keep your product top of mind through the consumer purchase process.

Another way to increase the chance of conversion with Product Display Ads is to define your own cross-sell opportunities by adding ASINs of products commonly purchased together to the targeting options. This is an extremely manual process but can help take advantage of the shopping mindset.

Helpful Tip: Selecting Expand Targeting during the campaign setup will expand your reach further, and Product Display ads will upsell and cross-sell your products with highly relevant ads on detail pages of similar products.

Amazon Sponsored Ads Best Practices

- Advertise products with positive customer reviews or A+ detail page content.
- Preview your ads to confirm the logo is clear and legible.
- Target keywords relevant to the products you are advertising.
- Refer to Amazon's category bidding guide to set your bid.
- Use phrase match to maximize the impressions for your ads.

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One thing to note is that if you are new to Amazon, your products won't immediately have reviews. In our experience, it's an uphill battle to advertise products with no reviews as consumers are less likely to trust them but to work around this, you can create A+ content on all your product pages (assuming you've become a Seller or Vendor). Since most brands won't have Amazon as their sole marketplace, we recommend advertising your top products first as you build brand equity on Amazon.com then expand the number of products you advertise (especially if your first goal is ROI).

Maximize your impact by using all three ad products together.

Amazon Programmatic Advertising Best Practices

The programmatic ad types offered by Amazon range from Display Ads to Video Ads, all powered by the Amazon DSP. Similar to Product Display Ads (which are used to drive traffic to product detail pages through Amazon's search-based advertising platform, Sponsored Ads (formerly known as AMS)), Display Ads can be used to reach audiences on Amazon and third-party sites and apps through the use of customized creative. Amazon Video Ads also use the Amazon DSP to engage with customers on third-party apps, Amazon-owned sites and devices like IMDb, Fire TV, Amazon Kindle or Fire tablet.

Think of using Amazon Display and Video Ads to buy high-impact placements and packages to achieve a certain goal (Amazon SOV, Unique Traffic, etc.) while the Amazon DSP should be thought as a way to extend reach and frequency of Amazon audiences, 'off platform'. The Amazon DSP is also a fairly new development within the space, therefore features that may exist among other, well-established DSPs may not exist with Amazon. That said, we have extensively tested both platforms and have developed best practices to maximize success.

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Strategically Pick Your Lane. Since the programmatic ad types (Display and Video Ads) can require working with a Amazon Advertising representative and end up being a direct-buy relationship, you should expect the price tag and subsequent CPMs to be higher than other offerings, thus picking and choosing what and when you buy is paramount. Buying on Prime Day and Black Friday/Cyber Monday, for instance, is not for the faint of heart but can offer a big return if done right. Of course, the benefit is the high impact nature of the buy as well as the 100% level of control of placement.

Plan Earlier Than You Think. Think about your typical planning cycle, start earlier than that, and then add one month earlier to that. This is a case of supply vs. demand. As Amazon's programmatic offering continues to scale from a demand perspective, the supply of ad space is not growing at the same rate. As a result, major packages on major days are sold many months in advance. This may feel uncomfortable for most, but it's the reality.

Understand Buying Packages. To the earlier point on the supply vs. demand of ad inventory, same goes for the internal Amazon support. As such, buying high-impact programmatic space can come in the form of a 'package'. A package is put together based on the goal of the campaign (i.e. Brand Awareness, Reach, CTR, etc.). There are areas of customization within the package (so be ready for that), but in some cases, a package is pretty much set in stone.

Using Amazon DSP to extend reach. Similar to many of the other programmatic offerings in the space, the Amazon DSP can and should be used to supplement the high impact feel and cost of programmatic Display and Video Ads. Amazon DSP allows you to not only buy corresponding ad placements and audiences from your programmatic buy but also buy 'off platform', which can really help reach new audiences.

Use a strong blacklist. As with many cases in the programmatic space, a strong blacklist to ensure brand protection is a **must.** As Amazon continues to grow their partner network, not all inventory sources will make sense for every brand. Be cautious and ensure a blacklist is in place from the get go.

Be mindful of creative guidelines. Use creative guidelines to successfully plan for launch with the Amazon DSP. Running with the Amazon DSP, in general, means adhering to strict ad content specifications. This might seem self-explanatory, but if passed over, can have you scrambling at the end preparing for launch. Examples of ad content guidelines include, but are not limited to: creative must display advertiser logo or brand name, creative must have an apparent call to action, creative cannot display Amazon logo or trademark without Amazon's prior consent.

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CAMPAIGN AND MEDIA REPORTING ON AMAZON

Some retailers have fully leaned into Amazon and leverage the full ecosystem to promote their entire suite of products but one of the biggest challenges to working with Amazon is reporting on campaigns as the UI is underdeveloped when compared to media partners like Google and Facebook.

If you don't have an API integration, we recommend pulling the raw data on a daily basis so you can find accurate metrics in a specific time frame for all campaigns.

The Amazon Advertising Console (Campaign Reporting UIs) shows an aggregate view of all your data in the campaign view tab so if you want to pull data from a specific date range, you have to go into each individual campaign and quickly pull the report. At the time of writing, this process is manual though an updated reporting UI is being rolled out to advertisers across the board. The new UI provides a data table with filters, configurable graphs, and much easier access to quick insights.

While clicks and impressions are helpful, we think the most useful metrics for reporting are in the ACoS tab (the Advertising Cost of Sales) which shows your spend to sales ratio. Remember that the lower the percentage, the greater efficiency and better campaign performance.

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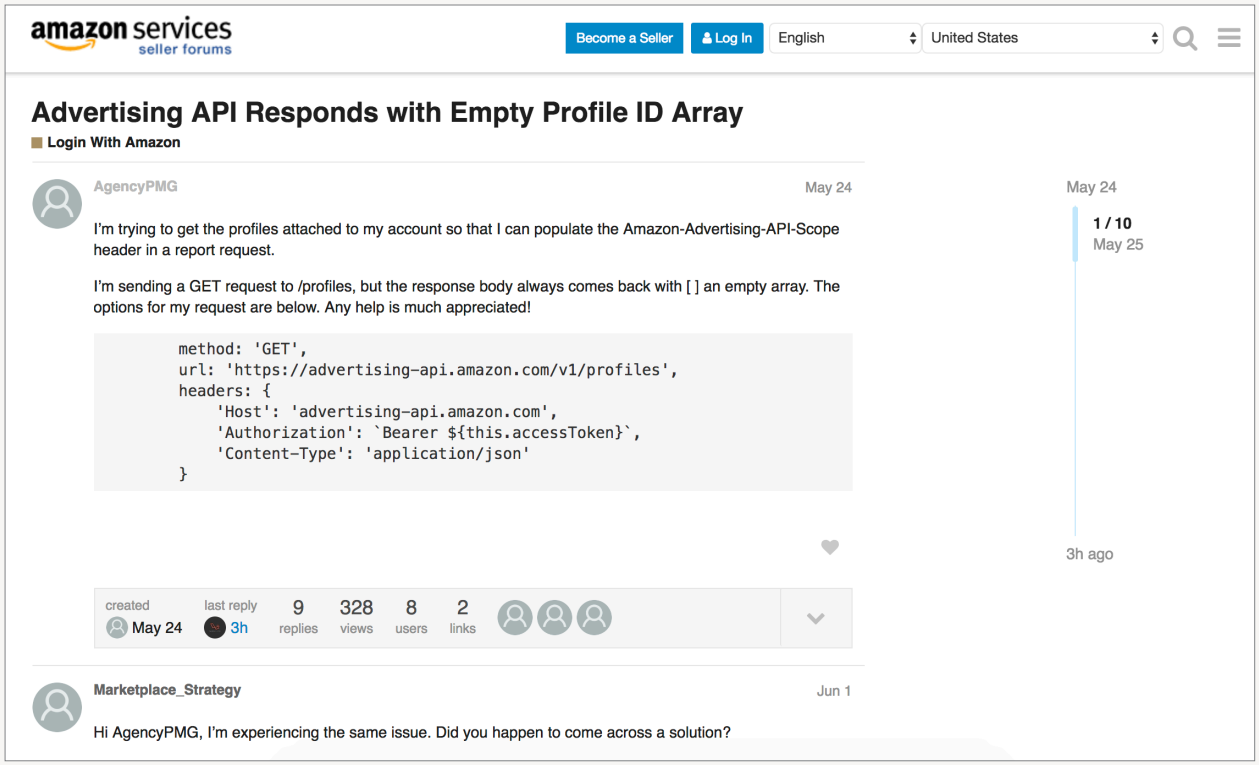
AMAZON API AS AN ENTERPRISE-LEVEL REPORTING SOLUTION

Amazon's API access is an excellent solution to enterprise-level reporting challenges especially if you're wanting to obtain more granular attribution data and reporting insights. Currently, Amazon only allows API access to Seller Accounts as vendor access for first-party sellers isn't open (yet) and trying with a vendor account causes API errors (just trust us). As an agency with an API integration, our clients have access to certain features that are unavailable to other vendors.

In our experience, getting the initial access to the API was the most difficult part of the integration. Throughout the process, we were working with multiple contacts at Amazon to get all the required approvals in place and at one point, we had several open email threads with our Amazon contacts in addition to a thread in the developer forums.



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Since then, that forum thread has actually received over 250 views and several more replies from other developers stuck in a similar situation to ours. In the end, we needed special access to the API as our clients did not satisfy the requirements for the version of the API we were originally invited to use. It was invaluable having an experienced sherpa to help navigate through Amazon.

At a high-level, a few noteworthy things that come with Amazon API integration are:

- Historical data via API only goes back 60 days.
- Same day reporting is available through the API but was only just added to the reporting UI.
- Additional attribution is available via the API that is not available in the Advertising Console UI.

One unique capability is that by using the API, you can join client data to build high-level (aggregate) views of Amazon reporting across multiple clients. For more information on utilizing the reporting capabilities of the API, we recommend this helpful guide.

THE CRAWL, WALK, RUN APPROACH TO AMAZON

Within the Amazon ecosystem, there is no 'one size fits all' solution. Certain verticals like consumer electronics or CPG products typically work better when it comes to Return on Ad Spend than something like luxury retail. The end result is different for every brand and since experience is the best teacher, take our learnings and get started.

Crawl. Our advice is to start slow by keeping these things in mind:

- Go ahead and set up with a Professional Selling Plan
- For Sponsored Ads specifically, start with Sponsored Products and Sponsored Brands (formerly called Headline Search Ads)
- Use a small testing budget
- Target keywords refined to your brand and/or product terms

Walk. Once a baseline of performance, campaign management, and platform knowledge has been established, it's time for advancement. The goal is to build momentum and typically at this stage (especially if you've seen strong performance from your early efforts), investment and inventory levels will start to increase and as such, we recommend:

- Well-planned (based on key seasonality) programmatic executions with the guidance of an Amazon Advertising representative
- Utilizing Amazon DSP as an additional reach and traffic driver
- Increase your investment in Sponsored Ads
- Test run Bid+ and other optimizations on top-performing keywords and categories

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Run. Time has passed and by now, well-established marketing efforts have been made, the Amazon eco-system is no longer scary, and it's time to make the most of it. To maximize your efforts, we recommend:

- Enabling an API integration to reduce reporting and optimization lag times, as well as the manual lift.
- Consider official wholesale relationships (where it makes sense, as this topic could be an entire other white paper) with Vendor Central support.
- Optimize your brand page with seasonal and/or regular product updates.
- Adopt betas, new offerings, and schedule regular strategy and planning sessions.
- Consider adopting 3rd-party tools for bulk operations, competitive insights, and the like.

In the end, we don't pretend that adopting an Amazon Advertising practice will be easy. But we feel as though, based on our extensive experience, PMG's approach can ease your way into the very complicated, ever-changing Amazon Advertising ecosystem. As we spoke to before, Amazon is not a media company at heart, but that shouldn't stop us from taking their advertising platform seriously. As more consumers are driven to search and shop Amazon first, it's our job to practice patience, get creative, and be there when they are ready to buy; no matter what platform they're using.

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