

What does a Amazon Marketing Funnel Look like?



Diverse Range of Advertising Options are Available.

Native Amazon Advertising

- ❖ **Sponsored Products: Highest ROI Advertising vehicle**
 - Most like organic listings, generally converts best
 - Can target Competitors brands and product detail page
 - Direct measurable impact
 - ❖ **Sponsored Brands: Best for large catalogue or brand awareness**
 - First results consumers see
 - Can showcase product group in one ad. To appeal to different consumers preferences
- Can direct traffic to store page, were there are no other ads

Sponsored Products	Auto Targeting	Close Match Loose Match Substitutes Complements
	Manual Targeting	Keyword Targeting Exact Phrase Broad Broad Modifier
		Product Targeting Category Targeting Product Targeting (Exact) Product Targeting (Expanded)
Sponsored Brands (Store or Landing Page)	Product Collection	Keyword Targeting Exact Phrase Broad Broad Modifier
		Product Targeting Category Targeting Product Targeting
	Store Spotlight	Keyword Targeting Exact Phrase Broad Broad Modifier
		Product Targeting Category Targeting Product Targeting
	Video Ads	Keyword Targeting Exact Phrase Broad Broad Modifier
		Product Targeting Category Targeting Product Targeting

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Off Amazon Advertising

- ❖ **Sponsored Display: Can retarget shoppers who have purchased from you before.**
 - Can target shoppers who have viewed your product but didn't purchase
 - Can target shoppers who are in-market
- ❖ **DSP: Can target shoppers off of amazon**
 - Can target by geographic location
 - Can target by demographics
 - Can retarget shoppers who purchased from you before but off amazon.
 - Lower ROI, this should be done once you have maxed out native advertising

Sponsored Display (CPC or VCPM)	Image	Contextual Targeting (Product Targeting)	Category Targeting Dynamic Segments Product Targeting
		Audience Targeting	Amazon Audiences Views Remarketing Purchase Remarketing
	Video	Contextual Targeting (Product Targeting)	Category Targeting Dynamic Segments Product Targeting
		Audience Targeting	Amazon Audiences Views Remarketing Purchase Remarketing

DSP	Display Ads	Demographic Targeting
	Video Ads	Interest Targeting
	Native Ads	Contextual Targeting
	Rich media Ads	Behavioral Targeting
	Audio Ads	Geographic Targeting
		Device Targeting
		Retargeting
		Lookalike Targeting
		In-market Targeting
		Custom Audience Targeting