

AMAZON ADS SPOTLIGHT



FACTS > FIX > FOCUS
EXAMPLE REPORT



Amazon Ads Spotlight Audit Example Reports and Commentary As To Why Each Report Matters

The following pages will give you clarity on what the Amazon Ads Audit will involve in terms of the analytics we pull from your Amazon Ads account.

The audit will look back on your last 60 days, unless you've been downloading regular reports.

The last 60 days, in the majority of cases, are a fair representation of results, even if there have been events like Prime Day in the middle of that period.

5 Common Mistakes Brands Discover When They Have an Amazon Ads Spotlight Audit.

1. Not utilising all advertising types that are available to brands
2. Wasted spend, represents a high percentage of overall spend
3. Losing market share in areas that they can and should dominate
4. Overspending on their own brand terms or not defending their brand at all
5. Advertising gaps in their product catalogue that advertising could significantly grow sales

Executive Summary

FACTS > FIX > FOCUS > GROWTH



Utilize All Ad
Types
\$207k per
year

What are the Problems?

Under utilized ad types for products with upside potential.

What are the Solutions?

Research and launch new ad types. We have seen brands increase ad sales by a minimum of 10% when introducing new quality ad types.



Wasted Spend
Reduction
\$12k per
year

What are the Problems?

Wasted Spend on non-relevant search terms

What are the Solutions?

Reduce spend on irrelevant search terms.



Increase Share of
Search
\$216k per
year

What are the Problems?

Not controlling market share on key search terms, including branded search terms.

What are the Solutions?

Losing share of search to competitors such as Remington



Continual
Optimization
CVR
Increase

What are the Problems?

Premium products necessitate messaging that consistently reinforces their commitment to excellence and quality.

What are the Solutions?

Continuously enhance optimization efforts to strategically convey the value of superior quality, thereby substantiating ghd premium pricing

Advertising Audit Summary

Ad Type Distribution



Ad Type Distribution

- What ad types are you taking advantage of?
- How much room is there for you to grow?
- What ad types are your competitors taking advantage of?

Why is this important?

- Finding the cheapest clicks is the aim of the game; if we can find cheaper clicks than your competitors, we win.
- Using different ad types is a very effective way of finding ad types your competitors are not using.
- By testing different ad types, you can open up additional traffic that you otherwise don't have access to.

#1 Ad Type Distribution - Account level - 60 Days

Key Takeaways

- Low Sponsored Display Targeting, Brands that introduce more SD targeting generally increase their ad sales by 10% the next month. This could equate to an increase of \$34k per year.
- High ACOS on Sponsored Brand opportunity to improve ad type through better targeting.
- Strong Performance on Sponsored Products indicates room to increase spend and drive sales while maintaining a healthy margin.

Account Level - Ad Type Distribution



Match Type	All Types	Sponsored Products	Sponsored Brand	Sponsored Display
Ad Sales	\$28,908	\$20,376	\$6,780	\$1,751
Ad Spend	\$10,730	\$5,044	\$4,261	\$1,425
ACOS	37.1%	24.8%	62.9%	81.4%
% of Total Ad Sales	100%	70.5%	23.5%	6.1%
% of Total Ad Spend	100%	47%	39%	7%

Opportunity for Optimization

Opportunity for Growth

Advertising Audit Summary

Unbranded vs Branded



Unbranded vs Branded

- How does the account perform without branded search ad sales?
- How much opportunity is there for category targeting?
- Can you be doing more?
- Do any of the brands show more opportunity than others?

Why is this important?

- Strong Branded presence allows you to acquire new to brand customers and continue to improve the brand's loyal customer base.
- Understanding how you are allocating your advertising budget, helps drive important strategic decisions.

#2 Unbranded vs Branded - Sponsored Products - 60 Days

All Search Terms

Average CVR

5.1%

Average ACOS

24.8%

Ad Sales

\$20,376

100%

Ad Spend

\$5,044

100%

Total Orders

138

100%

Clicks

2,702

100%

Unbranded Search Terms

Average CVR

2.8%

Average ACOS

48.8%

Ad Sales

\$8,332

41%

Ad Spend

\$4,069

81%

Total Orders

53

38%

Clicks

1,901

70%

Low CVR

Poor ACOS

Branded Search Terms

Average CVR

10.6%

Average ACOS

8.1%

Ad Sales

\$12,044

59%

Ad Spend

\$975

19%

Total Orders

85

62%

Clicks

801

30%

Low ACOS

Great Branded Sales

Sponsored Product



Advertising Audit Summary

Wasted Spend & Spending Efficiency



Wasted Spend and Spending Efficiency

- How much do you spend on clicks with zero orders (Wasted Spend)?
- How much could we be saving you per year by eliminating that spend?
- What does your spend distribution look like across different targeting types?
- What targeting types drive the majority of your sales?
- How much of your total spend converts?

Why is this important?

- Wasted spend not only costs you money, it drives lower rankings. Amazon does not want to show products that don't convert.
- Without the correct structure, you cannot control your advertising; this will put a limit on what you will be able to achieve.

#3 Unbranded Spend Efficiency - Sponsored Products - 60 Days

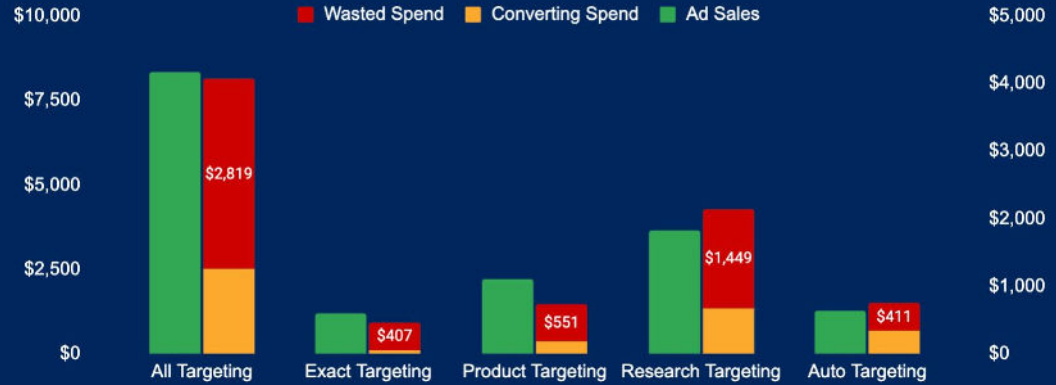
Wasted Spend

- Total Wasted Spend of \$2,819 for 60 days of data
- 17k in wasted spend per year
- 69% of spend is going to waste

Targeting

- Product Targeting presents the best ACOS group and the biggest opportunity for growth.
- Research Targeting represents 36% of total waste and biggest opportunity to drive efficiency,

Sponsored Product - Unbranded



Match Type	All Targeting	Exact Targeting	Product Targeting	Research Targeting	Auto Targeting
Ad Sales	\$8,332	\$1,183	\$2,207	\$3,664	\$1,279
Ad Spend	\$4,069	\$461	\$728	\$2,131	\$749
ACOS	48.8%	39.0%	33.0%	58.2%	58.6%
Converting Spend	\$1,250	\$53	\$177	\$682	\$338
Wasted Spend	\$2,819	\$407	\$551	\$1,449	\$411
Wasted Spend %	69%	10%	14%	36%	10%

Best ACOS Group

Opportunity for Efficiency

Advertising Audit Summary

Search Term Efficiency



Search Term Efficiency

- What terms drive the majority of your orders?
- How many terms do you have that are in the higher ACOS groups?
- What percentage do these terms make up of your whole advertising portfolio?

Why is this important?

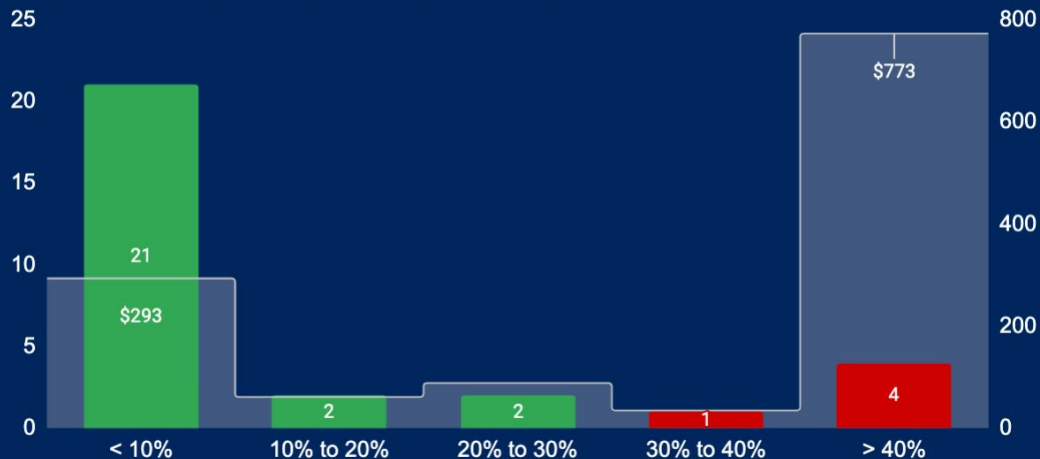
- Identifying search terms that do not meet your advertising goals is fundamental to advertising optimisation.
- It becomes very clear what is and is not relevant to the consumer through this process.

#4 Search Term Efficiency - Sponsored Products - 60 Days

ACOS Segment

- Majority of spend going to terms 40% ACOS group.
- Below 10% ACOS group showing the biggest opportunity to continue to grow.
- Biggest opportunity to improve 40% ACOS group with 62% of spend going to this group.

Sponsored Product - Unbranded ACOS Group



ACOS Segment	< 10%	10% to 20%	20% to 30%	30% to 40%	> 40%	Total
Ad Sales	\$5,983	\$399	\$398	\$100	\$1,453	\$8,332
Ad Spend	\$293	\$61	\$88	\$34	\$773	\$1,250
Converting UB Terms	21	2	2	1	4	30
% of Total Terms	70%	7%	7%	3%	13%	100%

21 Search Terms, Opportunity to drive Growth

4 Search terms over 40% ACOS

Advertising Audit Summary

Market Share



Market Share

- What is your market share percentage?
- How much more room do you have to grow on your current search terms?
- How big is your category's market share?

Why is this important?

- By understanding your market share and your search term performance, we know how much more we can push on terms that we are already advertising.
- Understanding your category and what's available gives us an understanding of what's still left to research.

#5 Market Share - Sponsored Products - 60 Days

Key Insights

- You currently hold 71% of the market share for the current targeted search terms.
- There is a 33% sales increase available by maximising your current advertising. This equates to over \$25k per year in additional sales.
- We will need to increase spend by 14% to drive new sales.
- Consideration around market growth and new targeting should be factored in.

Sponsored Product - 60 Days



Market Share for SP	Impressions	Clicks	Orders	Sales	Spend Increase
Current Share	94,758	1,901	53	\$8,332	\$4,069
Available Share	38,059	868	28	\$4,215	\$676
Current Market Share %	71.3%	68.6%	65.6%	66.4%	85.8%
Available Market Share %	28.7%	31.4%	34.4%	33.6%	14.2%

Additional \$25k In sales Available

Additional \$676 per month in spend required.

Amazon Ads Spotlight Audit - 6 Outcomes You Can Expect

You will;

1. Discover what you are doing well with your Amazon Ads set up and performance.
2. Get new awareness and visibility about areas of your Amazon Ads performance and set up that are causing wasted spend, but, more importantly, missed growth opportunities.
3. Get clarity on the right ad types and campaign structure balance for your product and brand range.
4. Understand the pathway to growth based on the metrics that matter and what budgets will be required to help you achieve your goals utilising Amazon Ads.
5. Get a benchmark of how you compare to your competition and what market share opportunities you are missing out on right now.
6. Learn a lot about Amazon Ads that will expand your thinking and give you confidence to invest in the right way for growth.

Get Your Amazon Ads Spotlight Audit

1. Get \$1,000 off the usual \$1,500 Amazon Ads Spotlight Audit and pay only \$500. Call Seb to make sure it is the right approach for your brand and ask any other questions you may have about the audit.
2. Schedule a 30 minute call with Sebastian Hargreaves - Sell Global's Head of Advertising, at this link; <https://calendly.com/sebastianhargreaves/amazon-summit-ads-spotlight-audit-call> . There are a few questions for you to answer to help him prepare for the call.
3. Prior to the call, we'll send you some preparation and background information. Review this before the call, so on the call we can focus on you and any questions you have in relation to your Amazon ads.
4. On the call, Seb will explain the limited access he will need to complete the Amazon Ads Spotlight Audit.
5. Seb will also schedule a call for the following week to go over the audit results.