



# The 3 Steps to Earn a Bonus

Learn the 3-step process for how you can start earning a bonus on sales you drive to your Amazon listings through your off-Amazon marketing efforts.

## What is the Brand Referral Bonus?

**Earn a bonus averaging 10% of sales from non-Amazon marketing traffic you drive to Amazon.**

The Brand Referral Bonus helps you make your marketing dollars go further. When you direct non-Amazon marketing traffic to Amazon, you earn a bonus averaging 10% of the sale of the promoted product, and any of the brand's products purchased by the customer in the subsequent two weeks. The bonus is provided as a credit on your seller referral fees.



# Why Drive Traffic to your Amazon Store?

Offer customers a familiar shopping experience while gaining insights into how your non-Amazon marketing channels perform in the Amazon store.

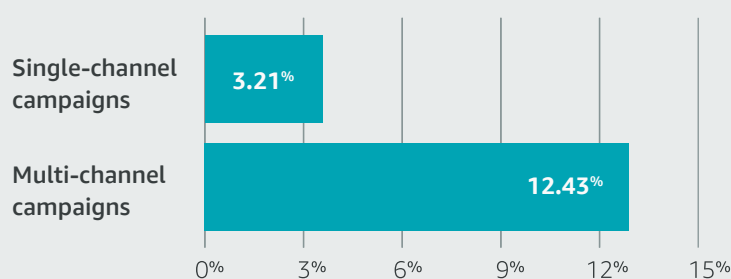
Today, brands and consumers are working with a complex customer journey. Customers use a number of touchpoints. In fact, a single customer journey can utilize 3 to over 300 touchpoints depending on the customer.<sup>1</sup>

The journey to actually making the purchase continues both actively, as consumers conduct product research, and passively, as they scroll through social media feeds

or their inbox. The opportunities for customers to connect with, and ultimately, build relationships with brands are virtually endless.

Research shows that advertisers who engage consumers across 3 or more channels experience 250% higher engagement and purchase rates than those using single-channel campaigns.<sup>2</sup>

## Single- vs. multi-channel: omnichannel purchase rate



# 250%

Higher Purchase rates for advertisers using multi-channel vs. single-channels campaigns

1 <https://www.thinkwithgoogle.com/consumer-insights/consumer-journey/#/>

2 <https://www.omnisend.com/resources/reports/omnichannel-marketing-automation-statistics-2020/>

With so many touchpoints, how can brands optimize these media sources to grow their businesses in the Amazon store?

With the help of the Amazon Attribution tool, brands can gain visibility into how their non-Amazon touchpoints help customers discover and consider their products in the Amazon store. Using these advertising analytics and insights, brands can optimize and plan their digital strategy based on what they know resonates with their customers and drives value for their brand in the Amazon store.

### **With Amazon Attribution, brands can:**

- Understand which non-Amazon strategies are helping to reach your goals.
- Access full-funnel advertising analytics with metrics including clicks, detail page views, Add to Carts, and sales.
- Discover new sales opportunities by learning more about how customers engage with your brand in the Amazon store.
- Get insight into campaign performance in-flight with Amazon conversion metrics for your campaigns.
- Grow return on investment by ensuring your marketing campaigns are driving value for your brand.



# Brand Case Study: SmartyPants

**Combining Amazon and non-Amazon media leads to over 100% growth for SmartyPants**



Founded in 2011 by a group of concerned parents, SmartyPants aims to simplify health. The brand offers a range of vitamins and supplements that suits a variety of needs across age, life stage, and dietary requirements. SmartyPants launched in the Amazon store in April 2015.

In 2019, to further scale their marketing, the brand decided to expand their efforts beyond Amazon Advertising. The SmartyPants team hypothesized that reaching customers across non-Amazon channels, including paid search and social media, would help them broaden their reach and grow their business. To measure

success, the brand registered for Amazon Attribution (beta), which would give them insight into how these non-Amazon campaigns impacted shopping activity and sales for their brand in the Amazon store.

## **SmartyPants' non-Amazon marketing strategy**

To help craft their non-Amazon marketing strategy, SmartyPants partnered with Quartile Digital, a pay-per-click advertising solution integrated with Amazon Attribution. The Quartile team devised a strategy to help grow awareness of the brand and consideration for its products through a series of paid social and search ads. While their social ads would help introduce the brand to new audiences, the search ads would help SmartyPants engage customers actively researching vitamins—meeting them in the moment they are looking to purchase.

Overall, SmartyPants' cross-channel advertising strategy helped the brand achieve over 100% sales growth year over year by October 2020. Specifically, during the month of September 2020 when the strategy was launched, the brand experienced the following impact across the shopping funnel—from awareness to consideration to loyalty—as compared to the previous month.



### Awareness

At the top of the funnel, the increased awareness due to its paid social campaigns helped drive 125% growth in new-to-brand orders for SmartyPants.



### Consideration

Meanwhile, the brand's paid search strategy helped grow consideration for SmartyPants' products. Leveraging Quartile's auto-optimization tool to focus spend toward the ads receiving the highest engagement, the brand was able to achieve a 1.6X ROAS (return on ad spend).



### Loyalty

Finally, contributing to the year-over-year sales growth, the Amazon Advertising remarketing campaigns lead to a 5% sales increase. Additionally, the campaign focus on reaching customers that had previously purchased from the brand helped drive a 268% increase in Subscribe & Saves.

By broadening its reach across non-Amazon marketing channels in addition to engaging customers across Amazon Advertising channels, SmartyPants was able to not only engage new customers but also grow its base of loyal customers.

## BRAND STORIES

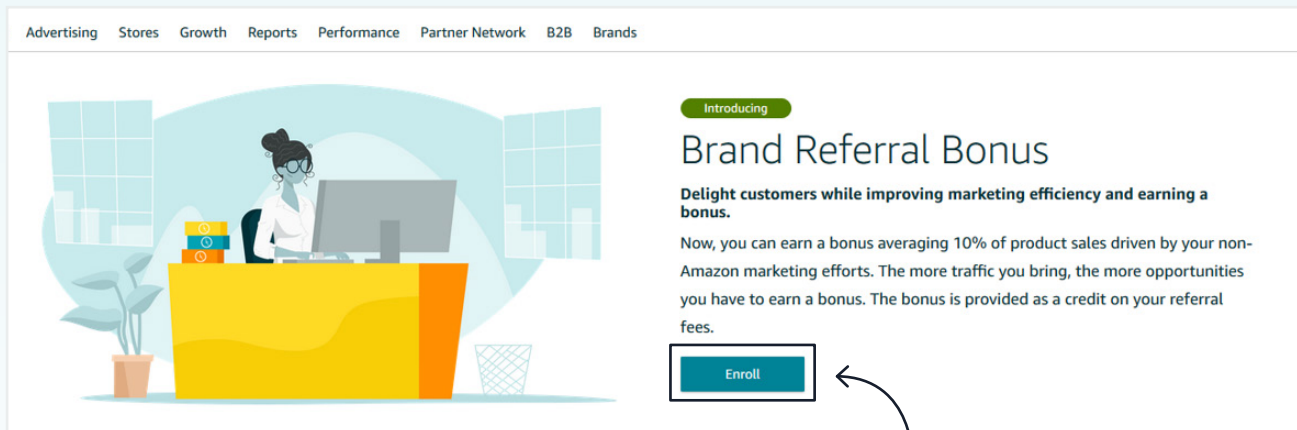


For the first time, we were able to view Facebook, Instagram, and Google engagement metrics alongside Amazon conversion and sales metrics. This comprehensive reporting has allowed us to create a truly full-funnel strategy—one that has led to over 100% sales growth for our brand on Amazon this year.”

**Gordon Gould, co-CEO**

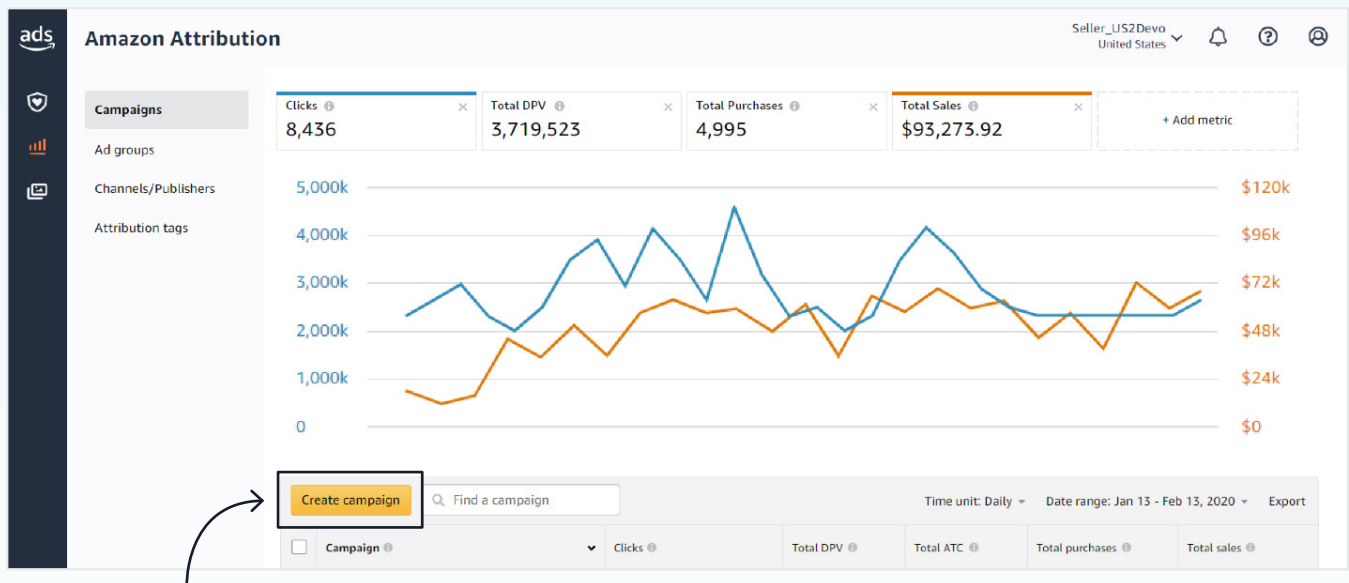
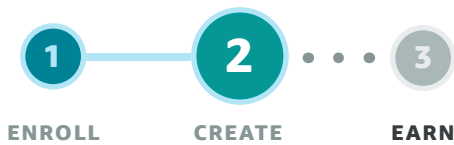
SMARTYPANTS VITAMINS

# Step 1: Enroll in the Brand Referral Bonus Program



All brand owners selling in Amazon's US store are eligible to enroll. It's as simple as going to Seller Central, then navigating to the Brand Referral Bonus page under the Brands tab. If you are an eligible Brand, you can enroll with one click. Once enrolled, you will be prompted to fill out a tax form that is required to receive your bonus.

## Step 2: Create a Campaign with your Amazon Advertising Account



Once enrolled, navigate to Amazon Attribution using the link located within the Brand Referral Bonus landing page. With Amazon Attribution, you can start creating urls for your campaigns and select the products you want to track as well as the publisher and channel your off-Amazon

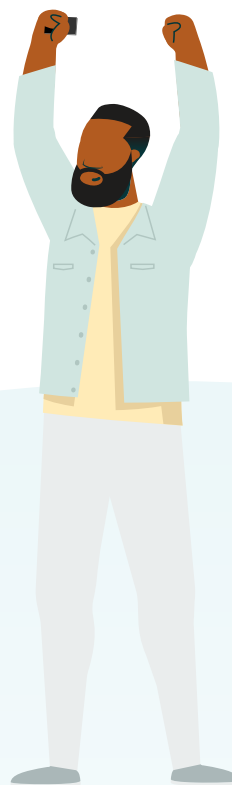
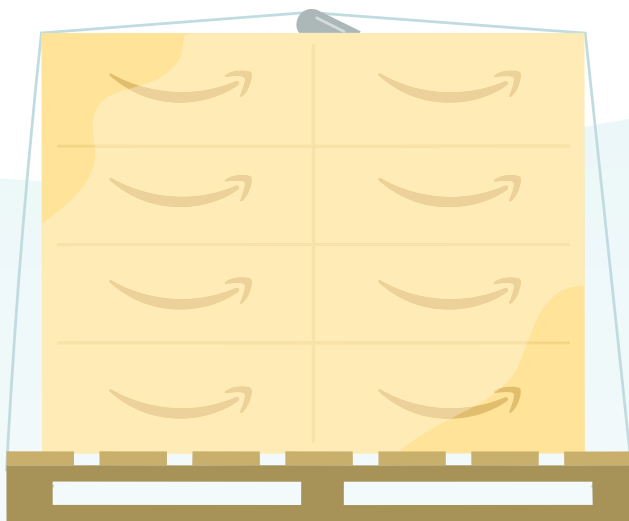
advertising media is coming from. Amazon Attribution measures the entire brand impact of the SINs you select and the Brand Referral Bonus program will provide a credit based off these sales.

## Step 3: Earn a Bonus



As your campaigns drive sales, you will start to earn a bonus. Bonuses average 10% of sales that are a result from your off-Amazon marketing efforts. The bonus is provided as a credit on your seller referral fees. For example, if you drive \$1000 in sales for your office products, you will earn a bonus worth \$100 applied as a credit to your referral fees. Bonuses vary by product category and are subject to a 2-month wait to accommodate cancellations and returns.

You can download your weekly bonus report on the Brand Referral Bonus page within Seller Central. Your weekly bonus report is updated every Friday with the estimated bonus amount earned up to the previous Friday.





# Frequently Asked Questions

## When and how do I receive the bonus?

There is a wait time (2 months) before the bonus is credited to your account to accommodate order cancellation and customer returns. For example, if a qualified sale occurred in September, the bonus will be credited to your account in November. The bonus will be used to deduct the referral fees in September and going forward, until the bonus gets exhausted.

## What purchases qualify for the Brand Referral Bonus program?

The bonus applies to brand-owned products with an Amazon Attribution tag that originates from a non-Amazon marketing effort. This includes promoted products and additional products purchased from the same brand up to 14 days after clicking on the ad.

## Who is eligible to join the Brand Referral Bonus program?

All brand owners selling in Amazon's US store are eligible to enroll. If you sell in Amazon's store but have not registered your brand yet, [click here](#) to enroll your brand in Amazon Brand Registry.

## I am a reseller, can I join?

The Brand Referral Bonus is only available for Brand owners. If you are not a brand owner, you may be able to join the [Amazon Associates program](#) to earn commissions from sales you help generate.

## I am an existing Amazon Attribution user. Do I get a bonus from sales from previously created Amazon Attribution tags?

Yes. We will calculate your bonus from all qualifying sales attributed by Amazon Attribution starting the day you enroll for Brand Referral Bonus.

### MORE INFORMATION

- [Enroll in the Brand Referral Bonus program](#)
- [Help page for Brand Referral Bonus program](#)
- [Register for Amazon Advertising](#)
- [Learn more about Amazon Attribution](#)