prime day

Beyond the peak:
Creating opportunities for continued loyalty

Level: All levels

amazon ads

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01

Evaluating performance after your peak period

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Q:

Once my peak period is over should I pause my campaigns?

A:

Keep the momentum going and adjust time-sensitive custom creatives and campaigns

- Adjust custom images, headlines, videos, Stores
- Pause Sponsored Brands campaigns that link to peak period specific Store sub-pages

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Q:

How can I check the performance of my peak period creatives and campaigns?

A:

2 to 4 weeks after the event look at the metrics in the campaign manager:

- Clicks
- Click through rate (CTR)
- Conversions

Top tip: **Keep refining custom creatives so they’re optimized**

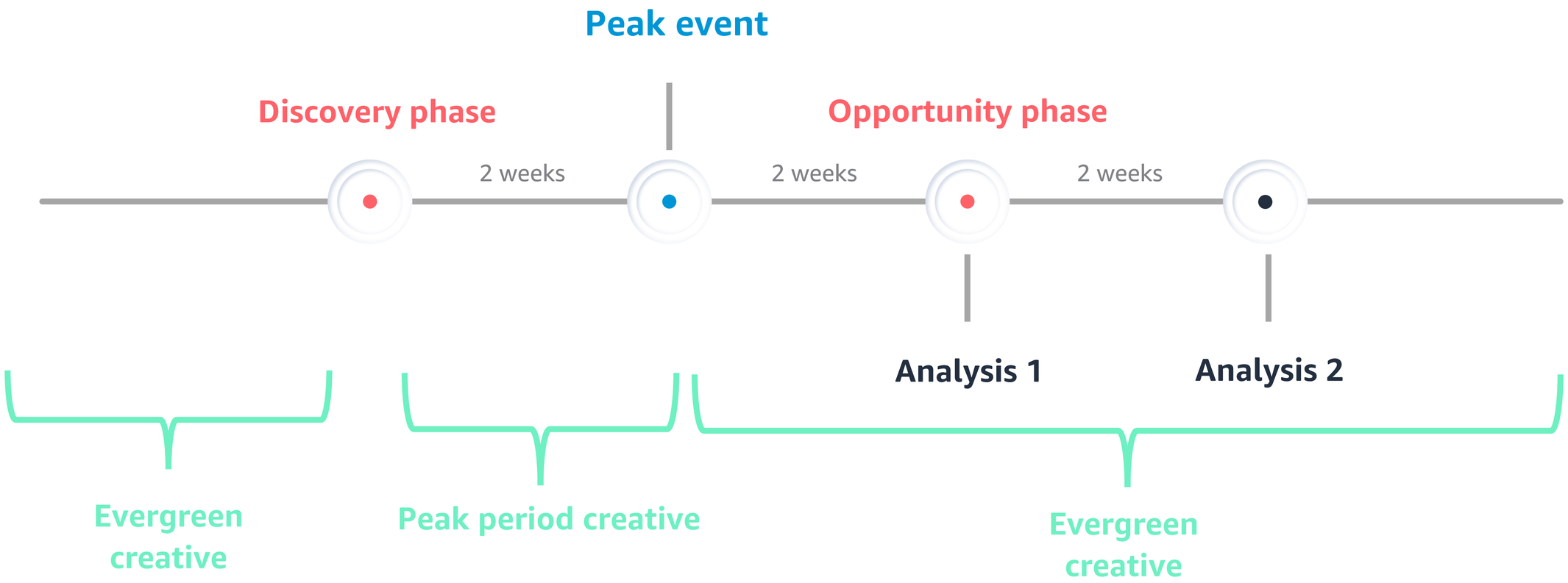
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Metrics to consider

Metric	Description
Impressions	The impressions metric is a count of how many times your ad has been served to a user.
Clicks	A click occurs whenever shoppers click on an ad. The clicks metric is a count of how many times an ad is clicked. We provide you the total number of clicks for each campaign and target.
Spend	The total click charges for a product ad. We provide the spend for each campaign and target.
Sales	The total product sales generated from clicks.
Store visitors and views	Total visitors to your Store and views of your Store in a given time period.

Metric	Description
Advertising cost of sales (ACOS)	ACOS is the percentage of sales spent on advertising (total spend / total sales x 100).
Return on advertising spend (ROAS)	ROAS divides the total sales by the total ad spend (total ad sales / total ad spend).
Click-through rate (CTR)	The percentage of shoppers who see your ad and also click it, calculated as clicks divided by impressions (clicks / impressions).
Cost per click (CPC)	The average amount paid for a click on the keyword, calculated as total spend divided by the number of clicks (spend / clicks).
New-to-brand metrics	For Sponsored Brands and Sponsored Display, the number of first-time orders and sales for products within the brand over a one-year lookback window.

Timeline to measure success



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Report to use: Category benchmark report

Start date	End date	Brand	Category	Impressions	Peer impression - bottom 25%	Peer impression - median	Peer impression - top 25%	Click-through rate (CTR)	Peer CTR - bottom 25%	Peer CTR - median	Peer CTR - top 25%
5/7/2022	6/7/2022	GreenPot	Kitchen Cookware Sets	284002	71094	284377	355471	0.90%	0.10%	0.42%	0.78%
5/7/2022	6/7/2022	GreenPot	Kitchen Cookware Sets > Pots & Pans	77587	17371	69484	86855	0.79%	0.08%	0.30%	0.54%
5/7/2022	6/7/2022	GreenPot	Kitchen Cookware Sets > Pots & Pans > Skillets	79667	21106	84424	105530	0.51%	0.14%	0.54%	0.88%
5/7/2022	6/7/2022	GreenPot	Kitchen Cookware Sets > Pots & Pans > Bakeware Sets	144802	32617	130469	163086	0.81%	0.13%	0.53%	0.83%

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Q:

How can I determine if my campaigns reached new customers or if I received orders from existing customers?

A:

Review metrics:

- New-to-brand orders
- New-to-brand sales
- New-to-brand units
- % of orders new-to-brand
- % of sales new-to-brand
- % of units new-to-brand

Top tip: **Use your new-to-brand metrics to determine which campaign strategies are creating loyalty with repeat shoppers or purchases from new customers shopping your brand for the first time.***

* New-to-brand metrics give visibility to advertisers to determine whether an ad-attributed purchase was made by an existing customer or a new buyer for the brand's product on Amazon within a year

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Metrics to measure:

Impressions and return on ad spend (ROAS)

Campaign Name	Impressions	Clicks	Click-Thru Rate (CTR)	Cost Per Click (CPC)	Spend	Total Advertising Cost of Sales (ACoS)	Total Return on Advertising Spend (RoAS)
SB|Landing|Generic|Kitchen|Prime Day	63,585	2544	4.00%	$1.39	$2,345.00	41.30%	2.42
SB|Landing|Products|Kitchen|Prime Day	10,340	52	0.50%	$1.38	$1,246.80	12.14%	8.24
SB|Store|Branded|Kitchen|Prime Day	123	1	0.81%	$0.53	$ 0.53	0.21%	485.85
SB|Store|Category|Kitchen|Prime Day	1,500	47	3.13%	$1.14	$53.55	45.63%	12.64
SB|Store|Generic|Kitchen|Prime Day	17,855	531	2.97%	$0.75	$399.69	8.36%	11.96

Metrics to measure:
New-to-brand metrics

Campaign Name	14 Day Total Sales	14 Day Total Orders (#)	14 Day Total Units (#)	14 Day Conversion Rate	14 Day Brand Total Detail Page Views (#)	14 Day New-to-brand Orders (#)	14 Day % of Orders New-to-brand	14 Day New-to-brand Sales	14 Day % of Sales New-to-brand	14 Day New-to-brand Units	14 Day % of Units New-to-brand
SB|Landing|Generic|Living Room|Prime Day	$5,678.00	72	72	0.40%	253	70	97%	$5,507.66	97%	70	97%
SB|Landing|Products|Living Room|Prime Day	$10,272.46	131	135	14.52%	3275	20	15%	$1,568.31	15%	20	45%
SB|Store|Branded|Kitchen|Prime Day	$257.50	1	1	100.00%	13	1	100%	$257.50	100%	1	100%
SB|Store|Category|Kitchen|Prime Day	$180.73	11	15	23.40%	157	9	82%	$526.74	78%	13	87%
SB|Store|Generic|Kitchen|Prime Day	$4,778.46	62	62	11.68%	1876	44	71%	$3,516.01	74%	44	71%

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"The new-to-brand metrics is a great insight for us to make sure it's worth persisting investment in our campaigns, even if we're not hitting our ROAS target, but hitting a high new-to-brand %."

—Sophia Beinlich, Senior Media Analyst

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Q:

How do I reconnect with peak period customers who viewed my product detail pages?

A:

For Sponsored Brands campaigns

Try creating new campaigns featuring complimentary products to help deepen your engagement with existing customers.

For Sponsored Display campaigns

- **Use Amazon Audiences** to reach audiences who recently showed interest in categories that are relevant to your advertised products.
- **Use views remarketing** to reach shoppers who viewed your advertised products or other similar products.
- **Use purchases remarketing** to reach shoppers who purchased your advertised products or other related products.

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Sponsored Display audiences

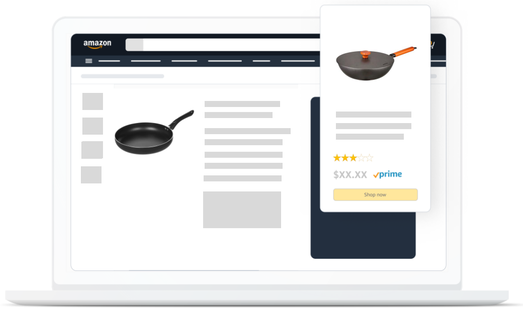
In-market audiences



Promoted product

Interests

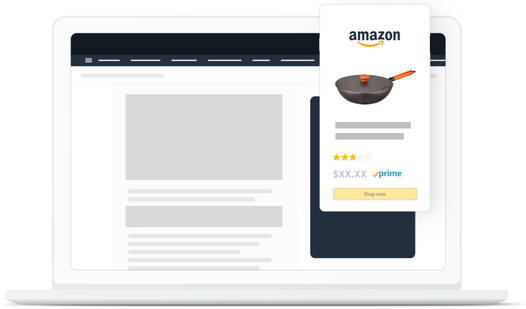
- Food & Drinks
- Pasta & Noodles
- Cuisines
- Popular dishes & Prepared Foods



Views remarketing



Promoted products



Q:

How should I adjust my Store after a peak period?

A:

Update your Store to remove any mention of your peak period, e.g Prime Day

Identify which pages drove the most sales and keep a record of the products on those pages

Assess your traffic sources and maintain the ones that drove the most engagement and sales

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Discovery

- [ ] Define your peak period goals
- [ ] Create or edit your Store
- [ ] Update your product detail pages
- [ ] Create a unique selling proposition
- [ ] Set up deals in your Store
- [ ] Start running Sponsored Brands campaigns for your best sellers

Purchase

- [ ] Add peak period branding to all creatives
- [ ] Launch your peak period Store with 3 subpages
- [ ] Launch addition Sponsored Brands campaigns
- [ ] Stay on top of your budget
- [ ] Check inventory levels
- [ ] Launch Sponsored Display campaigns

Opportunity

- [ ] Download and review your reports
- [ ] Adjust campaign creatives
- [ ] Identify top-performing campaigns and keep them running
- [ ] Continue to run Sponsored Brands campaigns
- [ ] Re-engage high-intent audiences with Sponsored Display
- [ ] Build off your peak period to drive loyalty