

Amazon DSP



Performance+ solution overview

Goal-based campaigns

1. Advertiser Events



Use **Amazon Event Manager** to ingest online and offline conversion events to seed bespoke **predictive models**, measure campaign performance, and optimize to your goal KPI.

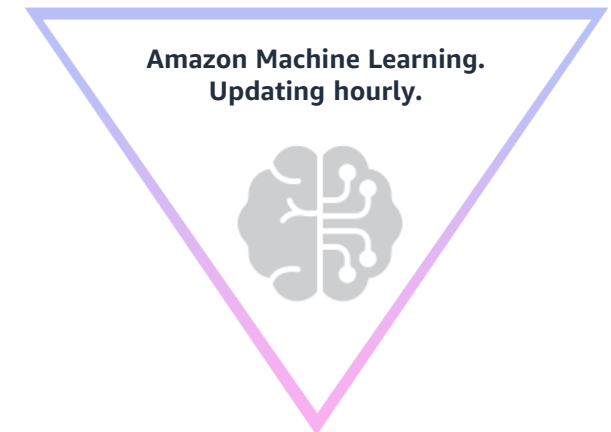
2. Amazon addressability graph



3. Predictive Models for specific outcomes

Brand+ (beta)

Predictive model finds and targets Amazon users most likely to have **brand affinity** and positively respond to **brand lift** measurement.



Performance+

Predictive model predicts the likelihood of users to **convert** hourly to drive **CPA** performance.

Performance+

Performance+ is a new Amazon DSP campaign type which **drives improved performance** for your conversion goals beyond Amazon.

It utilizes **first-party signals and machine learning** to automate campaign setup, audience creation, and optimization, while also ensuring that advertisers retain control over key levers and have access to transparent reporting.



1



Advertiser conversions ingested via Ad Tag or Conversion API from desired web or offline events

2



Amazon DSP creates an order designed for improved performance while allowing control over settings like brand safety

3



Neural network model uses Amazon 1p signals to rank users hourly and serve ads to those with the highest propensity to convert

Performance+ Campaigns Allow

- Brand safety control
- Transparent reporting
- Suppress existing customers
- Geographically target
- Display or video creative
- Pacing, Frequency and viewability control

Requirements

- Amazon DSP Self Service
- Amazon Ad Tag or Conversion API
- Sufficient conversion volume
- Amazon Publisher Direct and/or 3P Inventory

Creating a Performance+ order in Amazon DSP

1. Select 'Conversions' as the order goal

Goal ⓘ

 Awareness
Expose your brand or product to more potential customers

 Conversions
Drive purchases, leads, app installs, and other customer conversions

2. Select 'Cost per action (CPA)' as the KPI

KPI ⓘ

Return on ad spend (ROAS)
The average return on ad spend for promoted products sold on Amazon

Cost per action (CPA)
The average cost per completed action

3. Check the Performance+ box and choose either display or video for the order.

The Performance+ option is only visible if the order goal is conversions and KPI is CPA.

Performance+ ⓘ
Optional

☒ Use automated performance setup

Media type

☐ Display

☐ Video

4. Select which conversions the model will optimize to.

If the selected conversion doesn't have enough volume you will be asked to select additional conversions.

Off-A Amazon conversions ⓘ
optional

1 Off-A Amazon conversion associated

Add conversion

Name	Source	Conversion type	Optimized ⓘ	Action
P+ Test - SUFFICIENT EVENTS	WEBSITE AMAZON_AD_TAG	PAGE_VIEW	☒	Remove

4

AMAZON CONFIDENTIAL

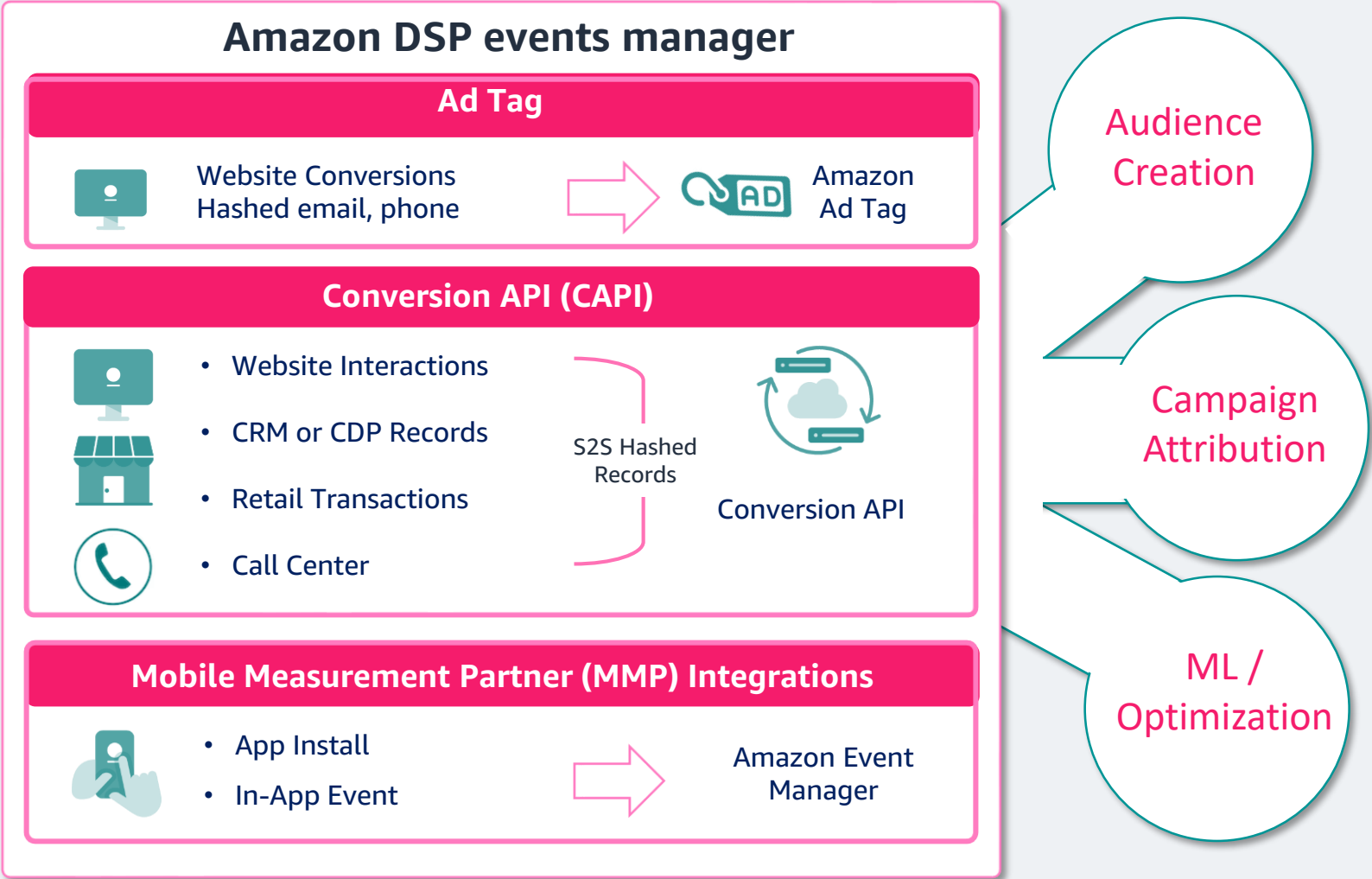
Bring your signals



Amazon DSP events manager

Use **Ad Tag, Conversion API, or both** to ingest online and offline conversion events for custom audience creation, campaign attribution, and optimization towards your advertising goal.

Durable Measurement
Amazon's Event Manager uses hashed identifiers such as email and phone to measure events in ID-less environments.



Performance+ CPA results



30% - 90%

Lower CPAs for the majority of Performance+ campaigns compared to ADSP orders with the same goal, ad format and time period.

79%

Of participants achieved target CPAs, averaging 73% below their goal.

- 73% of **Financial Services participants** achieved target CPAs, averaging 69% below their goal.
- 86% of **Automotive participants** achieved target CPAs, averaging 78% below their goal.
- 70% of **Telco & entertainment participants** achieved target CPAs, averaging 89% below their goal.

Success stories





US floor cleaning retailer **drives sales on and off of Amazon** with Performance+



The Challenge

A floor cleaning retailer sells products on their brand website and needed to generate sales and increase traffic for remarketing efforts. Driving new customers to their website to build the remarketing pool was costly with a target CPA of \$15 per pageview. Performance+ predictive audiences were created to achieve their goals.

Results

Within the first month, Performance+ exceeded the target pageview CPA by 95% with \$.71 cost per landing page view compared to a goal of \$15. Over 75,000 potential buyers visited the client's site due to the program, effectively filling the funnel for future remarketing campaigns.

Additionally, the Performance+ order generated over 2,900 sales for \$165k on retailer's website and Amazon. The result was a \$7.89 combined ROAS.

● **95%**
Lower CPA

Compared to the client's target CPA in the first two weeks of the Performance+ campaign.

● **\$7.98**
Combined ROAS

For sales on brand website and Amazon attributed to the Performance+ order.



Electronics brand in Canada **drives sales on and off of Amazon with Performance+**



The Challenge

A major electronics brand needed to increase traffic and ecommerce sales on their direct to consumer website. Their goal was to use Amazon signals to increase sales across both Amazon and the brand website efficiently.

Results

After 4 weeks, the Performance+ campaign achieved a healthy \$11 ROAS from sales on the direct to consumer website.

The Performance+ campaign also generated a halo benefit by driving sales on Amazon with a \$24 ROAS in Canada.

\$10

Brand Website ROAS

Return on ad spend for ecommerce sales directly on the advertiser's brand website.

\$35

Combined ROAS

For sales on brand website and Amazon attributed to the Performance+ order.



UK telco brand drives new customer acquisition efficiently with Performance+



The Challenge

A telco based in the UK has been active with Amazon DSP for the past 2 years. They used Performance+ to drive new customer acquisition for their sub-brand (SIM-only mobile network) with a specific target CPA.

Solution

Performance+ CPA was 14% lower than the client's goal based on their source of truth reporting. (Source: UK Campaign, Q2 2023.)
Performance continued to improve with CPA falling 61% between week 2 and week 6 based on customer source of truth reporting.

"We've been impressed how quickly the Performance+ activity has met our CPA goals and look forward to seeing how efficient this activity ends up...at this rate we'll be considering Performance+ for more business units across H2."

● **14%**
Lower cost per acquisition

Compared to the client's target CPA and measured based on client source of truth reporting.

● **48%**
Lower CPA

Performance+ orders were 48% lower than other Amazon DSP tactics in 2023.



IT telco brand drives new customer acquisition efficiently with Performance+

The Challenge

A telco based in Italy and has been working with Amazon DSP since 2021 to run always-on consideration and conversion for mobile SIMs and broadband products. Achieving a specific cost per new customer is important, so they became an early adopter of the Performance+ product.

Results

Performance+ CPA was 64% lower than other Amazon DSP prospecting tactics and has resulted in budget upweights, always-on Performance+ activity and accelerated adoption of Amazon Ad Tag.

"We are really happy with how Performance+ is working, so much so we are planning to use it on our other business units such as Broadband."



64%
Lower CPA

Performance+ orders were 64% lower than other Amazon DSP tactics in Q2, 2023.

Thank you

