

# Amazon Buy with Prime: An Independent Review of the Pros and Cons

February 21, 2024 @ 2pm EST

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Founder & CEO



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Chief Strategy  
Officer



WHAT STRATABLY DOES

# SUBSCRIPTION RESEARCH ON AMAZON, WALMART, RETAIL MEDIA, DIGITAL CAPABILITIES & MORE



## INDEPENDENT RESEARCH

Combine benchmarking,  
consumer insights,  
financial forecasts, and  
qualitative industry inputs



## EACH & EVERY WEEK

Weekly insights, live  
events, sharegroups, and  
one-to-one discussions



## BROAD REACH

Thousands of leaders  
across brands, retailers  
and agencies engage with  
Stratably on a weekly basis

**Email: [russ@stratably.com](mailto:russ@stratably.com) to learn more**



# STRATABLY LIVE HOUSEKEEPING

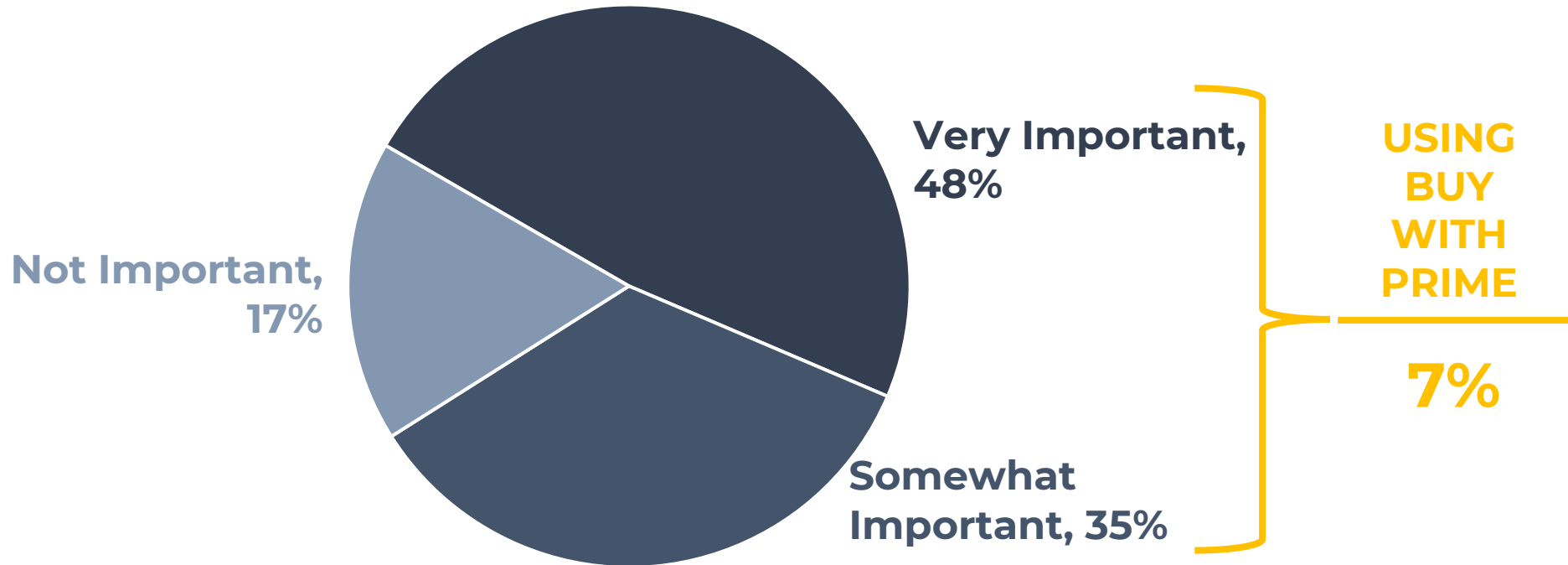
## ASK QUESTIONS

**Take advantage of  
our time together  
today and ask your  
questions**

## REPLAYS

**Replay and recap  
will be available to  
Stratably's  
Premium Individual  
Members and All  
Enterprise  
Subscribers**

## What best characterizes the strategic importance of DTC for your organization?



# passion + PURPOSE

netrush



# KEY CHALLENGES FOR BRANDRUNNERS



## SILOED ORGS

Basic digital success, including Amazon, DTC, and other digital retail, require strategies and tactics that cut across traditional boundaries for sales, marketing, and operations.



## PROFIT + GROWTH

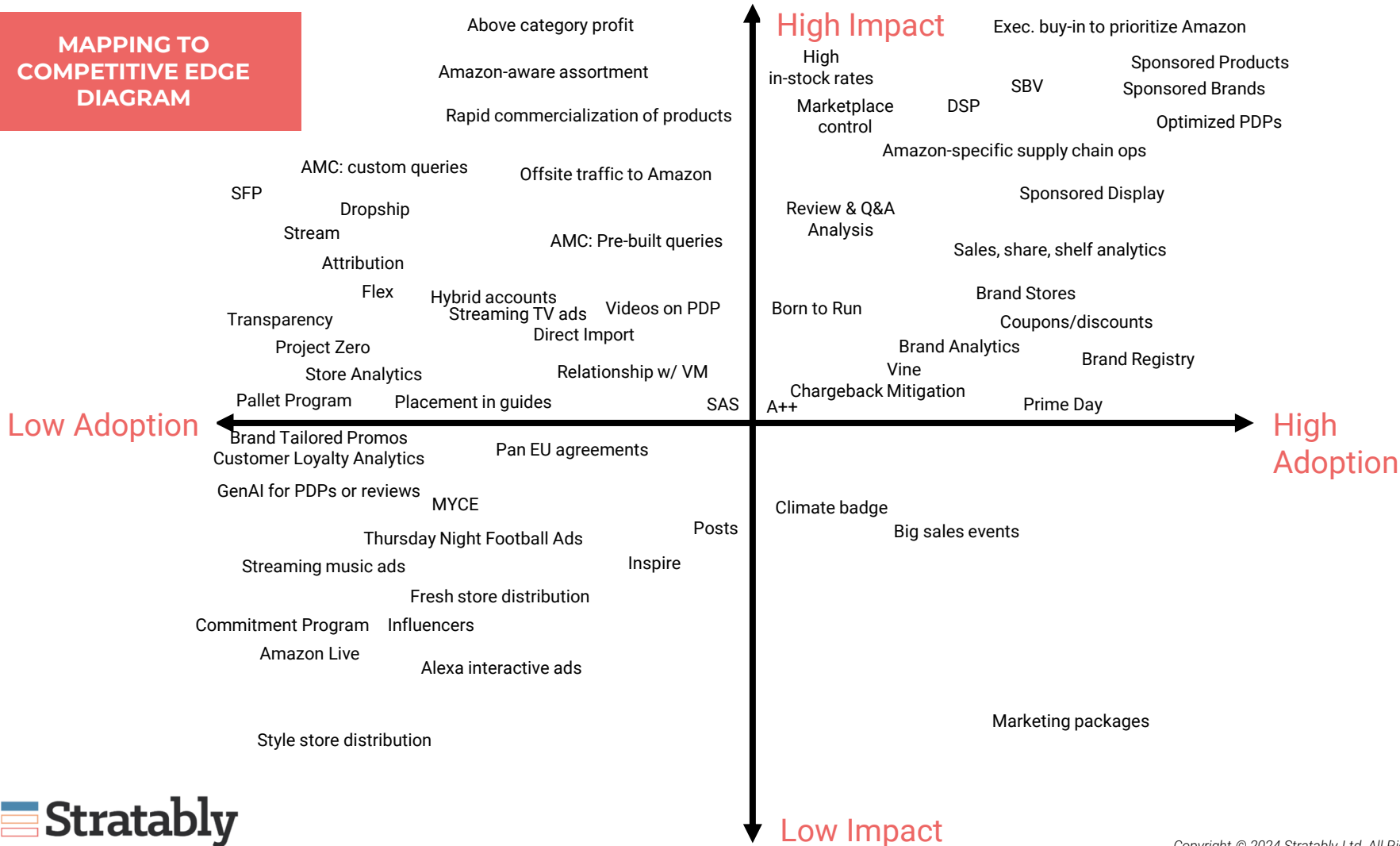
Both growth and savings opportunities should be on the table, and they also require alignment across key functions. If you can't do that, you've capped your opportunity.



## SHORTTERMISM

Higher value customers cost less and need to be nurtured over time.

# MAPPING TO COMPETITIVE EDGE DIAGRAM



# MAPPING TO COMPETITIVE EDGE DIAGRAM

?

SFP  
 Dropship  
 Stream  
 Attribution  
 Flex  
 Transparency  
 Project Zero  
 Store Analytics  
 Pallet Program  
 Brand Tailored Promos  
 Customer Loyalty Analytics  
 GenAI for PDPs or reviews  
 MYCE  
 Thursday Night Football Ads  
 Streaming music ads  
 Commitment Program  
 Amazon Live  
 Style store distribution  
 AMC: custom queries  
 Offsite traffic to Amazon  
 AMC: Pre-built queries  
 Hybrid accounts  
 Streaming TV ads  
 Videos on PDP  
 Direct Import  
 Relationship w/ VM  
 Placement in guides  
 Pan EU agreements  
 Inspire  
 Fresh store distribution  
 Influencers  
 Alexa interactive ads

Above category profit  
 Amazon-aware assortment  
 Rapid commercialization of products



High Impact

Exec. buy-in to prioritize Amazon  
 High in-stock rates  
 Marketplace control  
 Amazon-specific supply chain ops  
 Review & Q&A Analysis  
 Born to Run  
 Chargeback Mitigation  
 A++  
 DSP  
 SBV  
 Sponsored Products  
 Sponsored Brands  
 Optimized PDPs  
 Sponsored Display  
 Sales, share, shelf analytics  
 Brand Stores  
 Coupons/discounts  
 Brand Analytics  
 Vine  
 Brand Registry  
 Prime Day

High Adoption

Low Impact

Climate badge  
 Big sales events

Marketing packages

# WHAT IS IT

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An Amazon program that  
brings together:

**amazon** | multi-channel  
fulfillment  
+  
**amazon pay**  
+

a few other things like a custom portal  
and integration app and some code



# MOST RELEVANT FOR

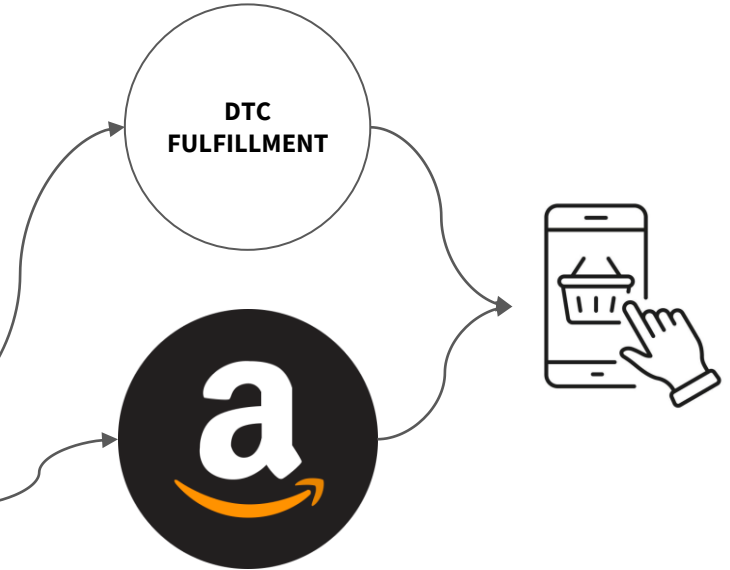
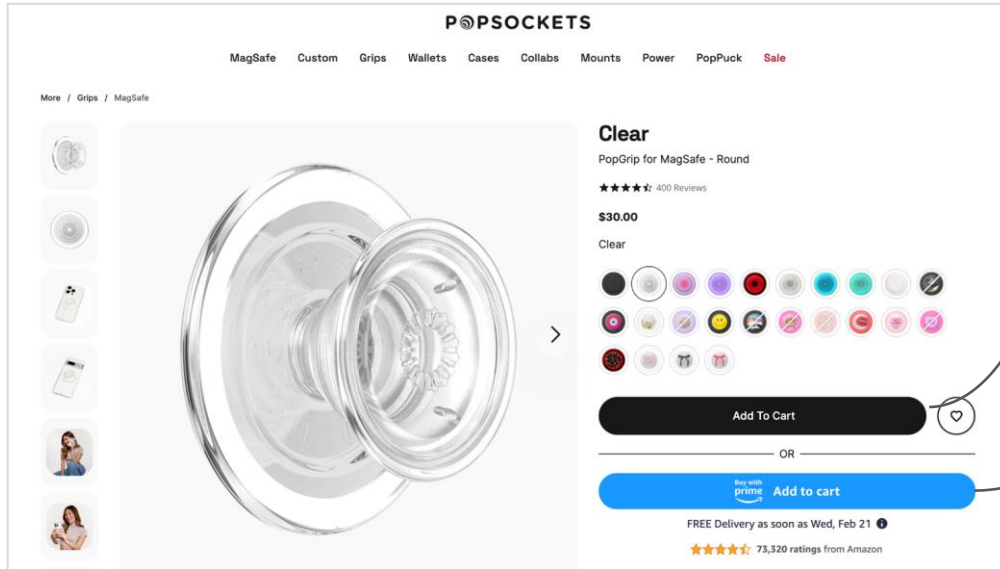
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**Brands with DTC** websites

Amazon flows available for Merchant & Vendor (**3P**/1P)

Brands that value **customer connection**

# WHAT IS IT




# WHAT IS IT: TRADITIONAL EXPERIENCE

**POPSOCKETS**

MagSafe Custom Grips Wallets Cases Collabs Mounts Power PopPuck **Sale**

More / Grips / MagSafe



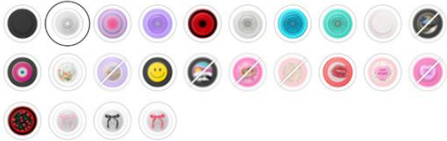
## Clear

PopGrip for MagSafe - Round


★★★★☆ 400 Reviews

**\$30.00**

Clear



Add To Cart




OR

Buy with prime


Add to cart

FREE Delivery as soon as Wed, Feb 21 ⓘ

★★★★☆ 73,320 ratings from Amazon





Customize 

Pay in 4 interest-free payments of \$7.50 with **PayPal**. [Learn more](#)










# WHAT IS IT: TRADITIONAL EXPERIENCE

POP SOCKETS

Search    

MagSafe Custom Grips Wallets Cases Collabs Mounts Power PopPuck **Sale**

More / Grips / MagSafe




## Clear


PopGrip for MagSafe - Round

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**POPSOCKETS**

Search



[MagSafe](#)
[Custom](#)
[Grips](#)
[Wallets](#)
[Cases](#)
[Collabs](#)
[Mounts](#)
[Power](#)
[PopPuck](#)
[Sale](#)

[Continue Shopping](#)

1 Item

Need Help? Chat Now



**Clear — PopGrip for MagSafe - Round**

Color: Clear

**In Stock**

1

Move to Wishlist 

**\$30.00**

You are \$10.00 away from free shipping

## Promo Codes

### Shipping

DHL Standard Ground Shipping - Carbon Neutral (3-5 Busi 

### Order Summary

Subtotal	\$30.00
----------	---------

Shipping cost	\$4.00
---------------	--------

Sales Tax	\$0.00
-----------	--------

<b>Estimated Total</b>	<b>\$34.00</b>
------------------------	----------------

 Checkout Pay Later

# WHAT IS IT: TRADITIONAL EXPERIENCE

POPSOCKETS



## Customer

\* Email

Already have an account? [Sign In](#)

## Shipping

\* First Name

\* Last Name

\* Address 1

+ Add additional address line (optional)

\* Country

State

\* City

\* ZIP Code

Phone Number

☒ Please add me to Popsockets email list.

## Shipping Method:

- ☒ DHL Standard Ground Shipping - Carbon Neutral (3-5 Business Days) \$4.00
- ☐ First Class USPS (4-6 Business Days) \$4.99
- ☐ FedEx Express Saver (2-3 Business Days) \$30.00

Continue to Payment

## Order Summary

Subtotal	\$30.00
Shipping	\$4.00
Sales Tax	\$0.00
<b>Total</b>	<b>\$34.00</b>

1 Item \$30.00



Clear — PopGrip for MagSafe - Round  
Color: Clear  
Qty: 1

**\$30.00**



Round up your purchase to support important nonprofit partners.

**\$0.00**

## Supersize your donation!

☒ No, Thanks ☐ \$1.00 ☐ \$5.00 ☐ \$10.00



Wildlife Conservation Network



# WHAT IS IT: TRADITIONAL EXPERIENCE

POPSOCKETS



Need Help? Chat Now

## Checkout

### Customer

Edit

Customer Information:

rajsapru@gmail.com

### Shipping

Edit

Shipping Address:

Raj Sapru  
3624 NE Multnomah St  
Portland OR 97232  
United States  
4152837372

Shipping Method:

FedEx Express Saver ( 2-3 Business Days )

\$30.00

### Order Summary

Subtotal	\$30.00
Shipping	\$30.00
Sales Tax	\$0.00
<b>Total</b>	<b>\$60.00</b>

1 Item \$60.00



Clear — PopGrip for MagSafe - Round  
Color: Clear  
Qty: 1

**\$30.00**



Round up your purchase to support important nonprofit partners.

**\$0.00**

### Supersize your donation!

No, Thanks \$1.00 \$5.00 \$10.00



Wildlife  
Conservation  
Network

### Payment

☒ Billing Address same as shipping

### Promo Codes



### Payment Options

☒ Credit Card  

Card number

1234 5678 9012 3456

Expiry date

MM/YY

CVC / CVV

123

☐ Pay over time with Klarna. 

☐ PayPal 

Review Order





# WHAT IS IT: BUY WITH PRIME EXPERIENCE

POPSOCKETS

MagSafe Custom Grips Wallets Cases Collabs Mounts Power PopPuck **Sale**

More / Grips / MagSafe



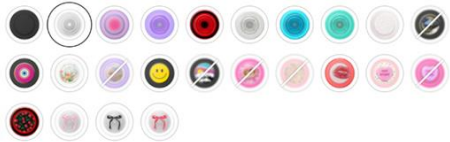
### Clear

PopGrip for MagSafe - Round

★★★★☆ 400 Reviews

**\$30.00**

Clear



Add To Cart

OR

Buy with prime Add to cart

FREE Delivery as soon as Wed, Feb 21

★★★★☆ 73,320 ratings from Amazon

Customize

Pay in 4 interest-free payments of \$7.50 with [PayPal](#). [Learn more](#)

# WHAT IS IT: BUY WITH PRIME EXPERIENCE

Free shipping on all orders over \$40

POPSOCKETS

MagSafe Custom Grips Wallets Cases Collabs Mounts Power PopPuck Sale

More / Grips / MagSafe

Clear

PopGrip for MagSafe - Round

★★★★★ 403 Reviews

\$30.00

Clear

Add To Cart

OR

Add to cart

FREE Delivery as soon as We

★★★★★ 73,320 ratings

Customize

Pay in 4 interest-free payments of \$7.50 with PayPal

You May Also Like

Black PopWallet+ for MagSafe

Aura iPhone 15 Pro Max for MagSafe

Cart 1 item

POPSOCKETS

Buy with prime

Round - PopGrip for MagSafe (Aura, Blue, Black, Clear, Horchata)

Clear

1

+

Delete

Continue shopping

Subtotal \$30.00

Taxes and promotions are calculated at checkout. For multiple promotions, the biggest discount will apply.

Proceed to checkout

Popsockets | Terms of service | Privacy policy

# WHAT IS IT: BUY WITH PRIME EXPERIENCE



Hello, Raj ▾

## PopSockets

### Shipping address

[Change](#)

Raj Sapru 3624 NE MULTNOMAH ST, PORTLAND, OR 97232-1915 United States

### Payment method

[Change](#)



Chase Debit Card ending in 5688

[Continue to checkout](#)

By continuing, you agree to Amazon's [conditions of use](#) and [privacy notice](#). You also agree to allow PopSockets to access your name, email, address and phone number, and the last 4 digits of your payment method used during checkout. PopSockets has agreed to use this information in accordance with its [privacy policy](#).

[Cancel Amazon Pay checkout and return to merchant >](#)



# WHAT IS IT: BUY WITH PRIME EXPERIENCE

## POPSOCKETS


**Ship to** Raj Sapru, 3624 NE MULTNOMAH ST PORTLAND, OR, 97232-1915 >

**Delivery** Tomorrow, Feb 20 >

✓prime FREE Delivery & Returns

1



**Pay with**  Debit Card \*\*\*\*5688 >

 **Place order**

Sold by PopSockets. By placing an order, you agree to PopSockets's [privacy policy](#) and [terms](#).

Subtotal \$30.00

Shipping \$0.00

Taxes \$0.00

---

**Order total** **\$30.00**

[Add a promo code](#)

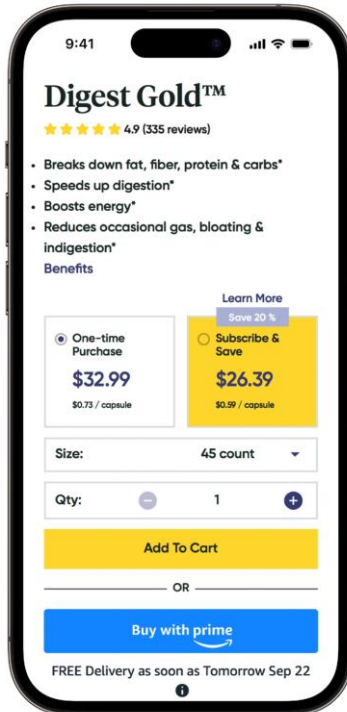
# ASSESSING THE THREE KEY FLOWS

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Traditional DTC		Buy with Prime
Inventory	From brand or 3PL	Ships from Amazon MCF/FBA
Money	Collect through commerce site shopping cart payment system	Amazon Pay
Data	Commerce site	Buy with Prime portal. App syncs Buy with Prime order and customer data with your ecommerce site.

# EXAMPLE: ENZYMEDICA

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Started in April 2023  
Learned alongside Amazon  
Learning many things along the way

# EXAMPLE: ENZYMEDICA TRADITIONAL EXPERIENCE




#1 Seller of Digestive Enzymes and Supplements in the USA

**ENZYMEDICA** Shop Learn

Take Our Digestive Quiz Help

Product Overview Benefits & Quality The Science Suggested Use Reviews

Home > Shop All Products > Digest Gold™



## Digest Gold™

★★★★★ 4.9 (335 reviews)

- Breaks down fat, fiber, protein & carbs\*
- Speeds up digestion\*
- Boosts energy\*
- Reduces occasional gas, bloating & indigestion\*

Benefits

☒ One-time purchase  
**\$13.87**


☐ Subscribe & save 5%  
**\$13.18**

Learn More

Size: 21 count Qty: 1

Add To Cart

OR

 Add to cart

GET 20% OFF

We use cookies to improve your experience. Please read our [Privacy Policy](#) or click [Accept](#)

FREE Delivery as soon as Mon, Feb 19



# EXAMPLE: ENZYMEDICA TRADITIONAL EXPERIENCE


#1 Seller of Digestive Enzymes and Supplements in the USA

ENZYMEDICA® Shop Learn

Learn more about Subscribe & Save Help 🔍 🛒 ⓘ

Cart

Add \$ 36.13 more to the cart for free shipping.



**Digest Gold™**  
Size: 21 count

Qty: 1

Price: \$ 13.87

remove

Orders greater than \$50 qualify for a free gift.

Taxes: --  
Shipping: \$ 5.00  
Subtotal: \$ 13.87

Checkout

Get the latest deals. Be The first to get  
promo offers straight to your inbox.

Type your e-mail →

Home

Shop

Explore Our Mission

Meet Our Team

Behind the Science

Awards

Blog

FAQ

Practitioners

Billing & Shipping

Return Policy

Contact

Careers

International Distributors

Privacy Policy

Terms

Press Releases

Affiliate Program

THE  
ENZYMEDICA®  
GROUP



771 Commerce Drive  
Venice, FL 34292  
request@enzymedica.com  
888-918-1118

Find A Store



# EXAMPLE: ENZYMEDICA TRADITIONAL EXPERIENCE

## ENZYMEDICA®

[Cart](#) > [Information](#) > [Shipping](#) > [Payment](#)

shop 

 PayPal

 G Pay

OR

### Contact

Have an account? [Log in](#)

Email

 Email me with news and offers

### Shipping address

Country / region  
United States

First name

Last name

Company (optional)

Address

Apartment, suite, etc. (optional)

City

State  
Oregon

ZIP code

Phone (optional)

[Return to cart](#)

[Continue to shipping](#)

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Digest Gold™  
21 count

\$13.87

Discount code or gift card

[Apply](#)

Subtotal

\$13.87

Shipping

Calculated at next step

Total

\$13.87



# EXAMPLE: ENZYMEDICA TRADITIONAL EXPERIENCE


**ENZYMEDICA®**

[Cart](#) > [Information](#) > [Shipping](#) > [Payment](#)

Contact [rajsapru@gmail.com](#) [Change](#)


Ship to [N/A, 3624 NE Multnomah St, Portland OR 97232, United States](#) [Change](#)

### Shipping method

 Standard Shipping \$5.00

[Return to information](#)

Continue to payment

<sup>1</sup>

Digest Gold™

21 count

\$13.87

Discount code or gift card

Apply

Subtotal

\$13.87

Shipping


\$5.00

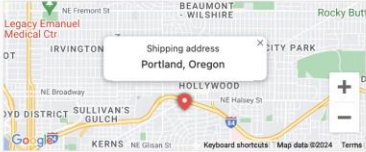
Total

\$18.87

# EXAMPLE: ENZYMEDICA TRADITIONAL EXPERIENCE

**ENZYMEDICA**

 Order #71250  
**Thank you, Raj!**



Shipping address  
Portland, Oregon

**Your order is confirmed**  
You'll receive a confirmation email with your order number shortly.  
[Track order with Shop](#)

**Order details**

**Contact information**  
rajsapru@gmail.com

**Shipping address**  
Raj Sapru  
N/A  
N/A  
3624 NE MULTNOMAH ST  
PORTLAND, OR 97232


**Shipping method**  
Standard Shipping

**Payment method**  
VISA ending with 5688 - \$18.87

**Billing address**  
Raj Sapru  
N/A  
3624 NE Multnomah St  
Portland OR 97232  
United States  
4152837372

Your information was successfully saved with [shopify](#) [Learn more](#)

[Need help? Contact us](#) [Continue shopping](#)

 **Digest Gold™**  
21 count

**\$13.87**

**Subtotal** **\$13.87**

**Shipping** **\$5.00**

**Total** **\$18.87**

# EXAMPLE: ENZYMEDICA BUY WITH PRIME EXPERIENCE


#1 Seller of Digestive Enzymes and Supplements in the USA

**ENZYMEDICA** Shop Learn

Take Our Digestive Quiz Help

Product Overview Benefits & Quality The Science Suggested Use Reviews

Home > Shop All Products > Digest Gold™



Thera:blend

### Digest Gold™

★★★★★ 4.9 (335 reviews)

- Breaks down fat, fiber, protein & carbs\*
- Speeds up digestion\*
- Boosts energy\*
- Reduces occasional gas, bloating & indigestion\*

Benefits

☒ One-time purchase  
**\$13.87**


☐ Subscribe & save 5%  
**\$13.18**

Learn More

Size: 21 count Qty: 1

Add To Cart

OR

 Add to cart

GET 20% OFF

We use cookies to improve your experience. Please read our [Privacy Policy](#) or click [Accept](#)

FREE Delivery as soon as Mon, Feb 19




# EXAMPLE: ENZYMEDICA BUY WITH PRIME EXPERIENCE

#1 Seller of Digestive Enzymes and Supplements in the USA

ENZYMEDICA® Shop Learn

Product Overview Benefits & Quality The Science Suggested Use

Home > Shop All Products > Digest Gold™



Non GMO ENZYMEDICA™ The Enzyme Experts™ Most Advanced Enzyme Formula  
Optimal digestive support\*  
America's #1 selling digestive enzyme  
1 DIGESTION

Digest Gold™ with AIPro™  
Most Advanced Enzyme Formula  
Dietary Supplement Vegan & Kosher 21 CAPSULES

Thera:blend  
Gut Health & Digestion

### Digest Gold™

★★★★★ 4.9 (335 reviews)

- Breaks down fat, fiber, protein & carbs\*
- Speeds up digestion\*
- Boosts energy\*
- Reduces occasional gas, bloating & indigestion

Benefits


☒ One-time purchase  
**\$13.87**

☐ Sub  
\$1

Size: 21 count Qty:

Add To Cart

OR


 Add to cart


FREE Delivery as soon as Mon.

GET 20% OFF ✕

We use cookies to improve your experience. Please read our [Privacy Policy](#) or click [Accept](#).

Cart 3 items [Buy with prime](#)



Digest Gold™  
21 count  


− 3 +


Delete


[Continue shopping](#)

Subtotal \$41.61

Taxes and promotions are calculated at checkout.  
For multiple promotions, the biggest discount will apply.

[Proceed to checkout](#)





# EXAMPLE: ENZYMEDICA BUY WITH PRIME EXPERIENCE

Enzymedica

Ship to


Raj Sapru, 3624 NE Multnomah Portland, OR, 97232


>

Delivery


Tomorrow, Feb 18

>

 FREE Delivery



Pay with



Debit Card \*\*\*\*5688

>

Place order

Sold by Enzymedica. By placing an order, you agree to Enzymedica's [privacy policy](#) and [terms](#).

Subtotal

\$41.61

Shipping

\$0.00

Taxes

\$0.00

Order total

\$41.61

[Add a promo code](#)

# FACT CHECK

Area	Claim	Reality
Conversion	Increase shopper conversion by an average of 25%	Saw a > 25% average. 34% increase in the Enzymedica case. (w/ 81% increase in “new-to-brand” customers) Should have more than 50k monthly site visits
Commitment	No setup fees, No contract, No cancellation fees, No penalties	True
Cost	<ul style="list-style-type: none"><li>• 3% of order value, \$1.00 per order minimum</li><li>• Standard rate card (Starting \$5.33 per unit fulfilled and \$0.87 per cubic foot stored per month)</li><li>• 2.4% of order value and \$0.30 per transaction</li></ul>	True Shipping is more than FBA and overall transaction cost is lower than an Amazon sale. Very often better than current DTC rates when taking service level into account.
Ease	45 minute setup	1 hour prep 1 hour setup 1 hour follow-up Needs website tech to help



# SUMMARY

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## What's Interesting



- Amazon is invested
- Data is preserved
- Instant 2-day (or better) shipping
- Represents where we believe brands need to go - customer centric

## How To Sell It



- A way to increase DTC conversion
- Opportunity to align Amazon and DTC

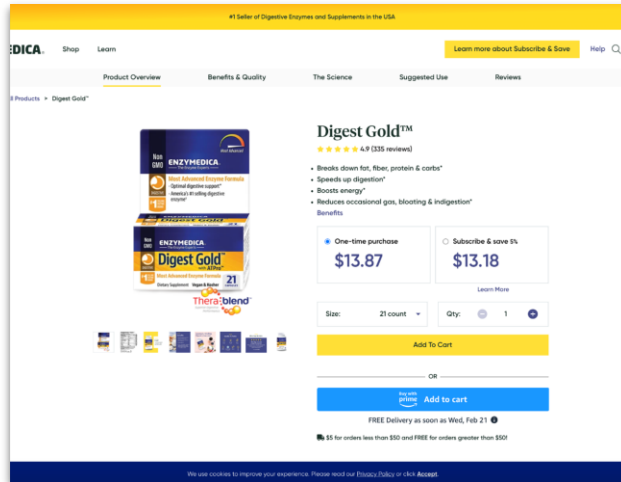
## Getting started



- Have a DTC site and Amazon 3P/FBA?
- Brand website redirects to Amazon from the product pages?
- 1P Amazon and a DTC site?
- Curious?

# THINKING AHEAD

This is DTC



This is DTC



# Q&A

What didn't we cover about that you need to know?

Do you need more clarity on anything presented today?

LEARN MORE

[raj@netrush.com](mailto:raj@netrush.com)

[buywithprime.amazon.com](https://buywithprime.amazon.com)