LEARN TOGETHER

STRATABLY SHARE GROUPS

SHARE BEST PRACTICES & EXPAND YOUR NETWORK

- 60-minute virtual sessions
- 5-10 non-competing brands
- Personalized agenda creation
- Summary of key learnings shared
- Priority access for Stratably+ members

SHARE GROUP DISCUSSION TOPICS

- Amazon
- Retail media
- Walmart.com
- eCommerce hot topics
- Internal digital leadership
- More launching throughout 2024

INTERESTED? WORK AT A CONSUMER BRAND?

email: claire@stratably.com

Stratably

HOW TO

MAKE THE MOST OF YOUR TIME TODAY

ASK QUESTIONS

LEVERAGE THE REPLAY

SUBSCRIBE FOR MORE

Take advantage of our time together today

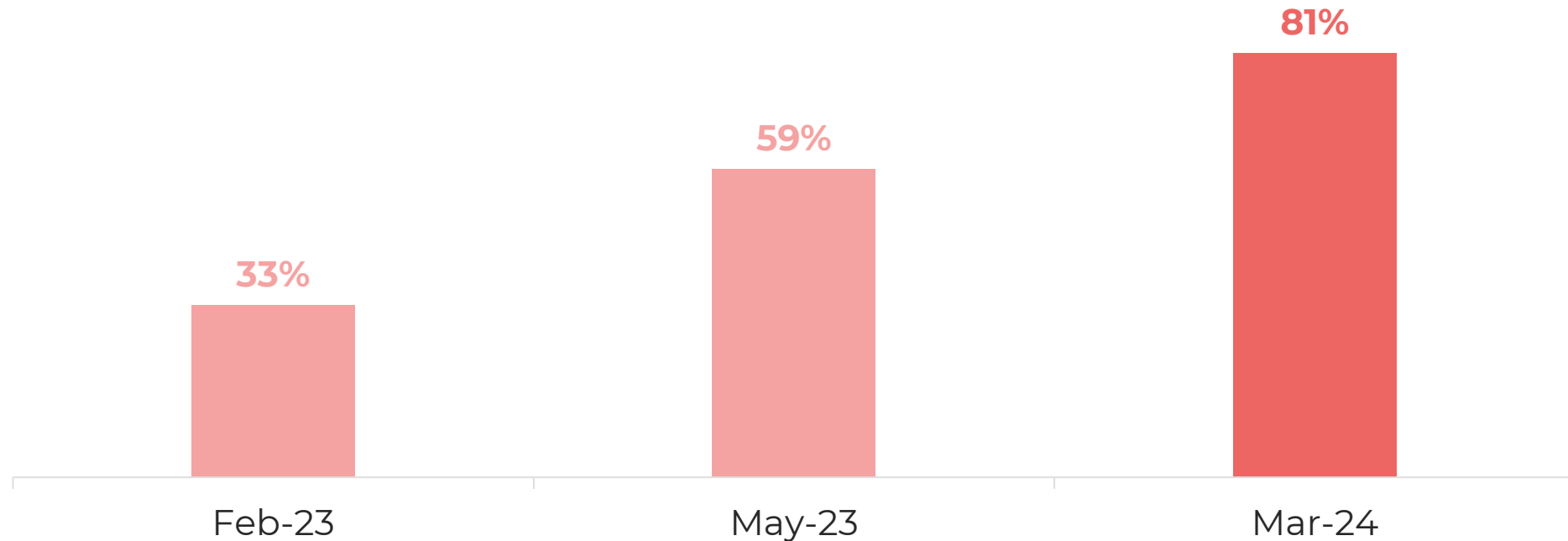Replay and recap will be sent to Stratably's Premium Individual Members and All Enterprise Subscribers

stratably.com/join

Interested in Enterprise?
Email claire@stratably.com

AMC Advanced

New Datasets, Custom Uploads, Future Of AMC, Frameworks For Adoption

Agenda

- New datasets
- Leveraging custom uploads
- Future state of AMC
- Frameworks for accelerating adoption

New Datasets

intentwise

1 — Amazon Ads

- Ad-exposed shoppers signals such as impressions, clicks, conversions, search terms and more
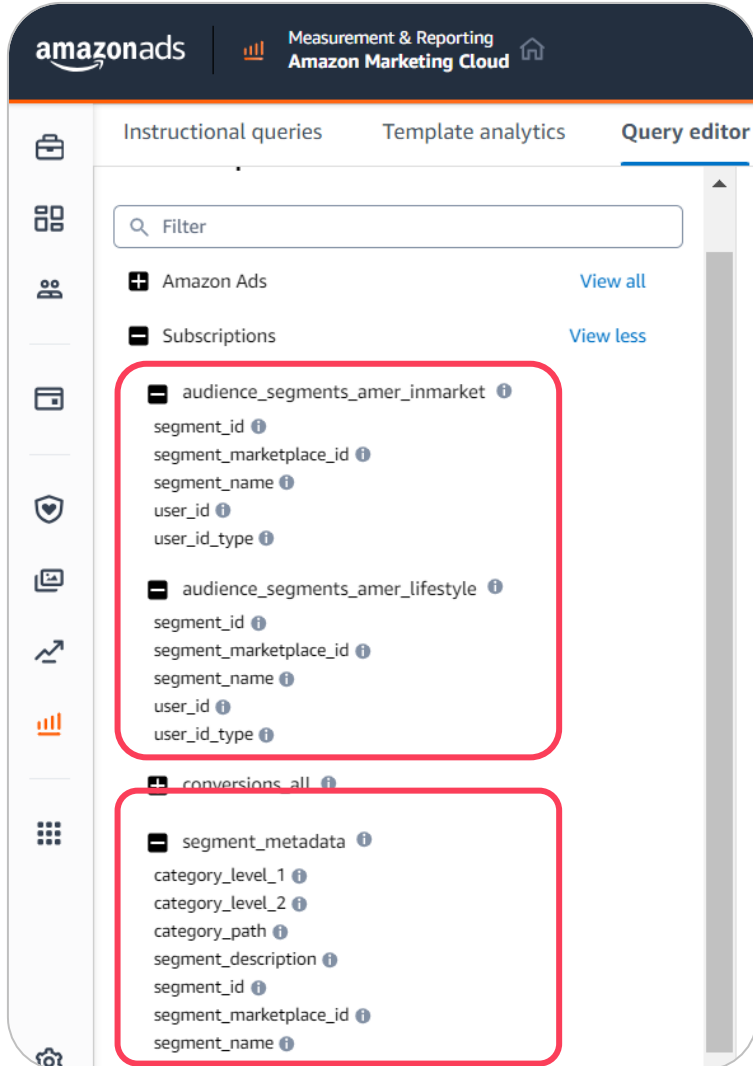
2 — Subscriptions (Paid)

- Amazon Insights
  - Flexible shopping insights
  - Audience segments insights
- Experian vehicle purchase insights
- Foursquare store visit insights

3 — Advertiser Uploaded

- First party data uploads
- Custom meta-data uploads for improved measurement

Audience Segment Insights

1 Lifestyle Segments

- LS - Basketball Fans
- LS - Bulk Shoppers
- LS - Coffee Lovers
- LS - New Parent
- LS - Baseball Fans

2 In Market Segments

- IM - Action & Toy Figures
- IM - Vitamins, Minerals & Supplements
- IM - Mattresses
- IM - Men's Athletic Shoes
- IM - Smart Watches

Using Audience Segment Insights

In-Market: Baby Products
Audience Size (20m)

Reach
(1.2M, 5%)

Conversions
(5K, 0.5%)

- Measure in-market & life-style segment penetration as a KPI. Optimize media spend based on this KPI
- Target un-exposed audiences
- Excluding audiences that have already been reached to fine tune DSP media spend

Leveraging Advertiser Uploaded Data

Advertiser Uploaded

- First party data uploads
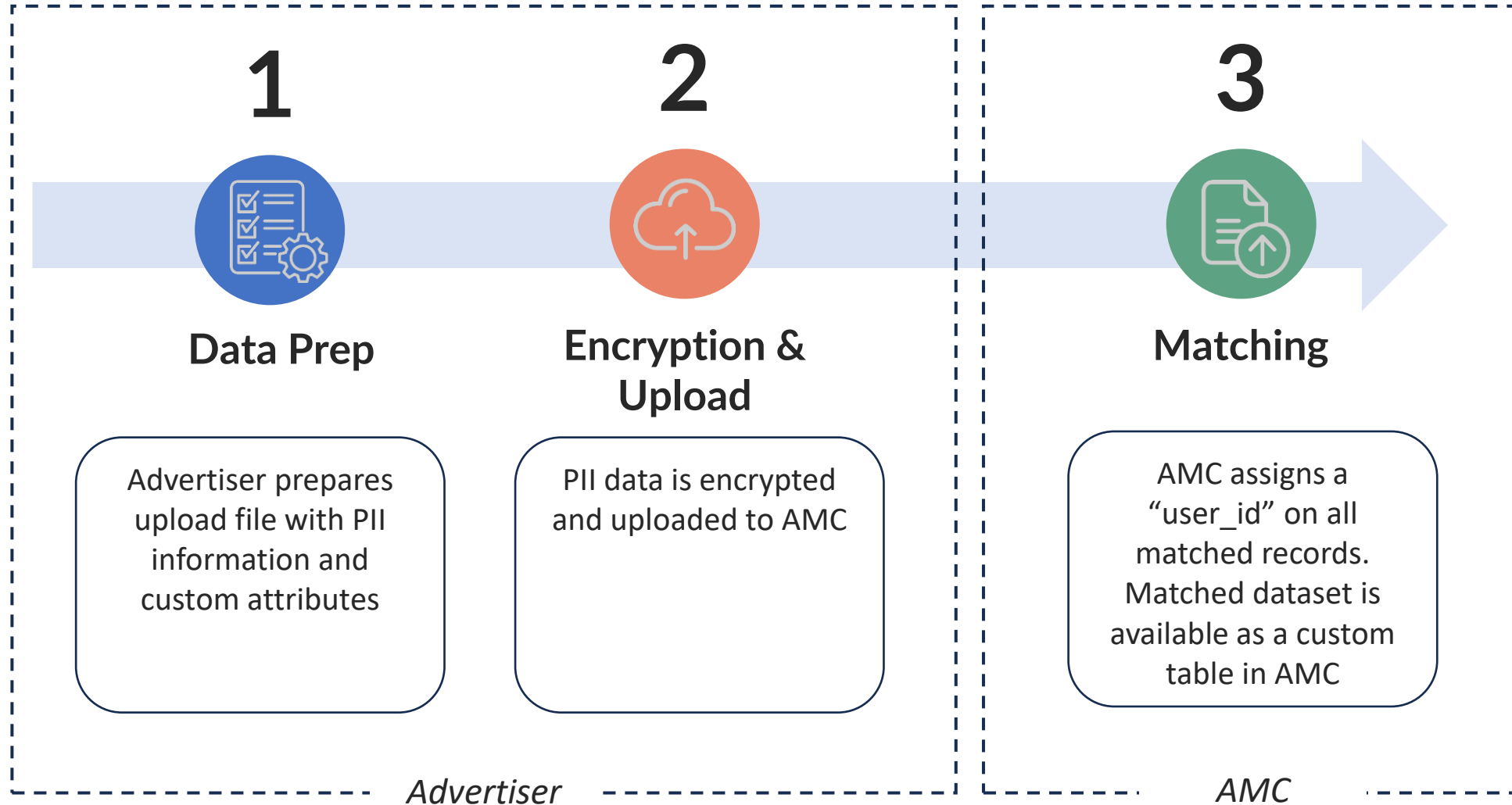- Custom meta-data uploads for improved measurement

1. Unlock new insights and audiences using first party data

2. Enriching AMC outputs with additional dimensions: Campaign groupings, product groupings

First Party Data Uploads

Your First Party Data

Amazon Marketing Cloud

- AMC allows you to upload your first party data

- Datasets can include PII as well as custom attributes

- Matched first party records can be joined with standard AMC datasets to create new **audiences** and extract new **insights**

First Party Data Uploads: Process

intentwise

1

Data Prep

Advertiser prepares upload file with PII information and custom attributes

2

Encryption & Upload

PII data is encrypted and uploaded to AMC

3

Matching

AMC assigns a "user_id" on all matched records. Matched dataset is available as a custom table in AMC

Advertiser

AMC

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First Party Data Uploads: Data Prep
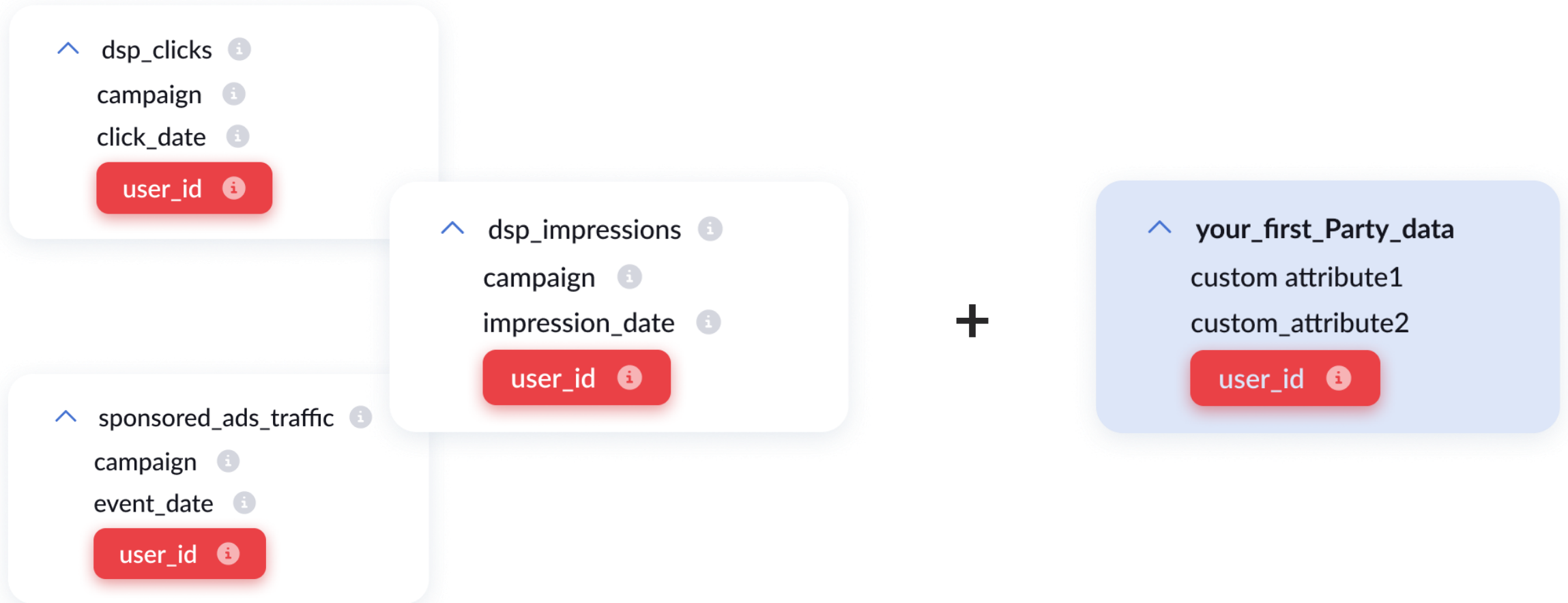
Personal Identifiable Information (PII)   **Custom Fields**

First Name	Last Name	Email	Bought in the last 6 months	Last ASIN Bought	Customer Value
Sreenath	Reddy	sreenath@intentwise.com	N	B0006N8X3M	Low
Ryan	Burgess	ryan@intentwise.com	Y	B09BFZSQ2K	High
Jake	Wolpert	jake@intentwise.com	Y	B00NGVF4II	Medium
Jason	Chan	jason@intentwise.com	N	B0BQ2T2TH9	Low
Raghu	Kashyap	raghu@intentwise.com	Y	B0B2D77YB8	High

First Party Data Uploads: AMC Matching

	Personal Identifiable Information (PII)			Custom Fields			AMC Matched
First Name	**Last Name**	**Email**		**Bought in the last 6 months**	**Last ASIN Bought**	**Customer Value**	**User_id**
	X			N	B0006N8X3M	Low	X
				Y	B09BFZSQ2K	High	123456
				Y	B00NGVF4II	Medium	456879
	X			N	B0BQ2T2TH9	Low	X
				Y	B0B2D77YB8	High	268943

First Party Data Uploads: AMC Matching

intentwise

dsp_clicks ⓘ
campaign ⓘ
click_date ⓘ
user_id ⓘ

dsp_impressions ⓘ
campaign ⓘ
impression_date ⓘ
user_id ⓘ

sponsored_ads_traffic ⓘ
campaign ⓘ
event_date ⓘ
user_id ⓘ

+

your_first_Party_data ⓘ
custom attribute1
custom_attribute2
user_id ⓘ

First Party Data Uploads: Possible Use Cases

- Analyzing overlap of your DTC and Amazon shoppers
- Reaching your existing DTC customers who have specific attributes
- Excluding current customers from DSP campaign exposure

Custom Meta-Data: Example Use Case

Campaign	Add to Carts	NTB Share	CAC
Brand 1_Consideration_SB_CT	363	22.76%	$8.76
Brand 3_Conversion_SP_PT	2,871	65.34%	$5.13
Brand 1_Awareness_STV_DSP	9,474	54.12%	$14.74
Brand 2_Consideration_IM_DSP	5,428	34.23%	$6.89
Brand 2_Conversion_SD_Retargeting	1,106	70.06%	$2.41
...	...	...	...

Custom Meta-Data: Campaign Groupings

Campaign	Add to Carts	NTB Share	CAC
Brand 1_Consideration_SB_CT	363	22.76%	$8.76
Brand 3_Conversion_SP_PT	2,871	65.34%	$5.13
Brand 1_Awareness_STV_DSP	9,474	54.12%	$14.74
Brand 2_Consideration_IM_DSP	5,428	34.23%	$6.89
Brand 2_Conversion_SD_Retargeting	1,106	70.06%	$2.41
...	...	...	...

Sub Brands	Add to Carts	NTB Share	CAC
Brand 1	59,532	43.94%	$6.83
Brand 2	98,437	62.76%	$8.04
Brand 3	46,919	35.63%	$3.12
...	...	...	...

Goal Type	Add to Carts	NTB Share	CAC
Awareness	45,243	45.23%	$9.52
Consideration	69,596	35.96%	$5.96
Conversion	87,049	26.24%	$4.24
...	...	...	...

Custom Meta-Data: The Process Without Advertiser Uploads

intentwise

1
- Every campaign is retrieved and assigned the appropriate sub-brand or group.

- Sub-brands / groups are maintained withing the SQL

2
- Aggregations are run on top of the assigned sub-brand or group

3
- Visuals are built using sub-brand or campaign group dimensions

THE CHALLENGES

- Maintaining groupings withing SQL is cumbersome and not scalable
- If campaign count is large, queries do not run

Custom Meta-Data: The Process With Advertiser Uploads

intentwise
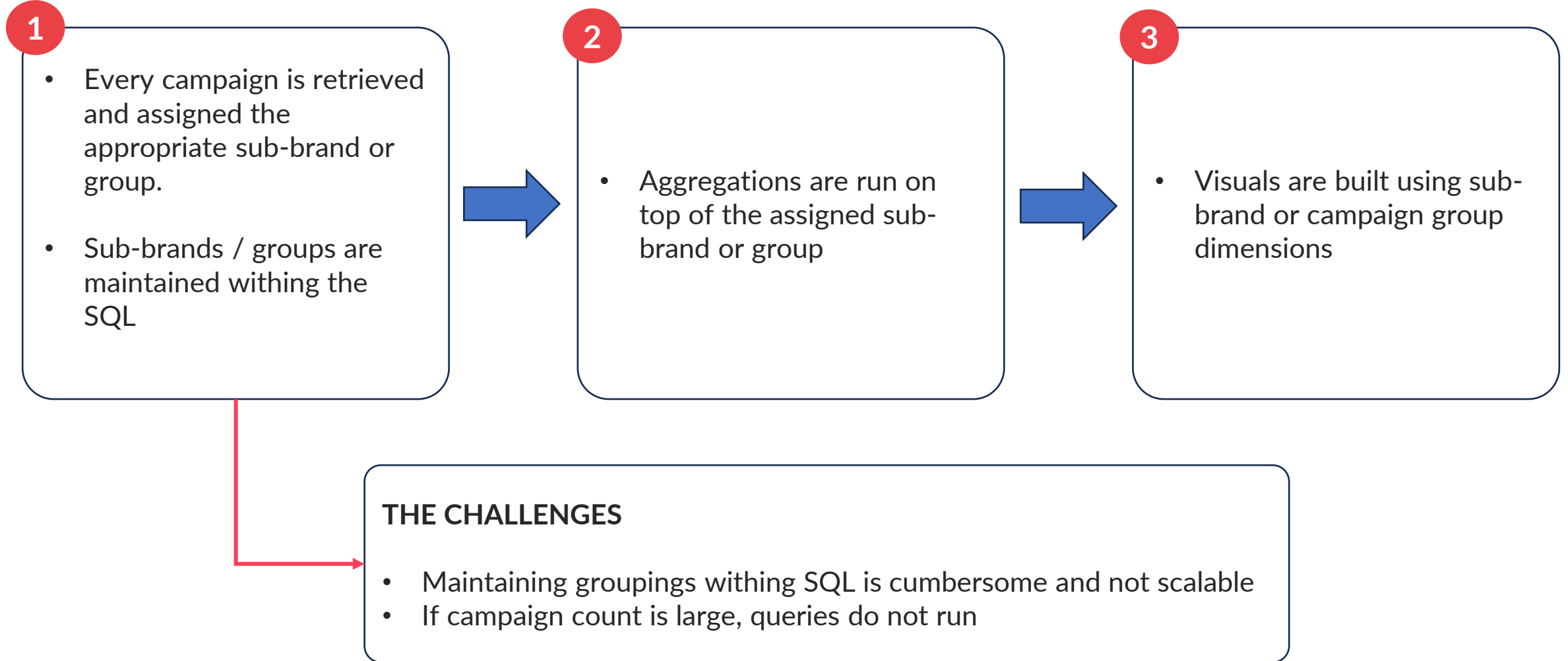
STANDARD AMC TABLES
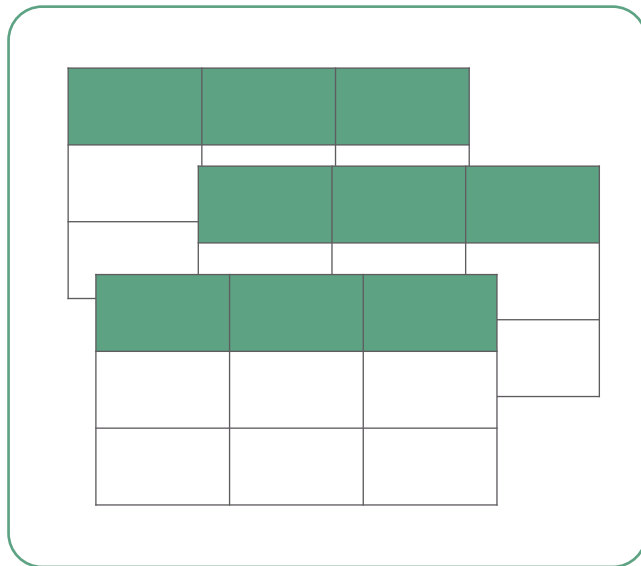
ADVERTISER UPLOADED TABLES
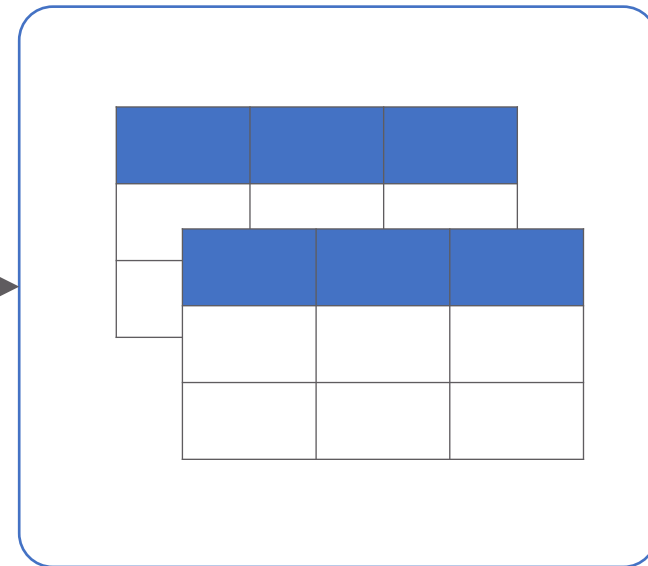
JOINS

THE BENEFITS

- Custom groupings maintained in a table (Not in SQL). Hence more scalable and reusable
- Eliminates need for retrieving large amount of data before groupings are applied

Custom Meta-Data: The Process With Advertiser Uploads

intentwise

1
- Campaign groupings are uploaded as **custom tables**

2
- Campaign groups are assigned without having to retrieve all campaign records

3
- Visuals are built using sub-brand or campaign group dimensions

THE BENEFITS

- Maintaining groupings is scalable and does not have to be embedded in SQL queries
- Queries run successfully even if campaign counts are large
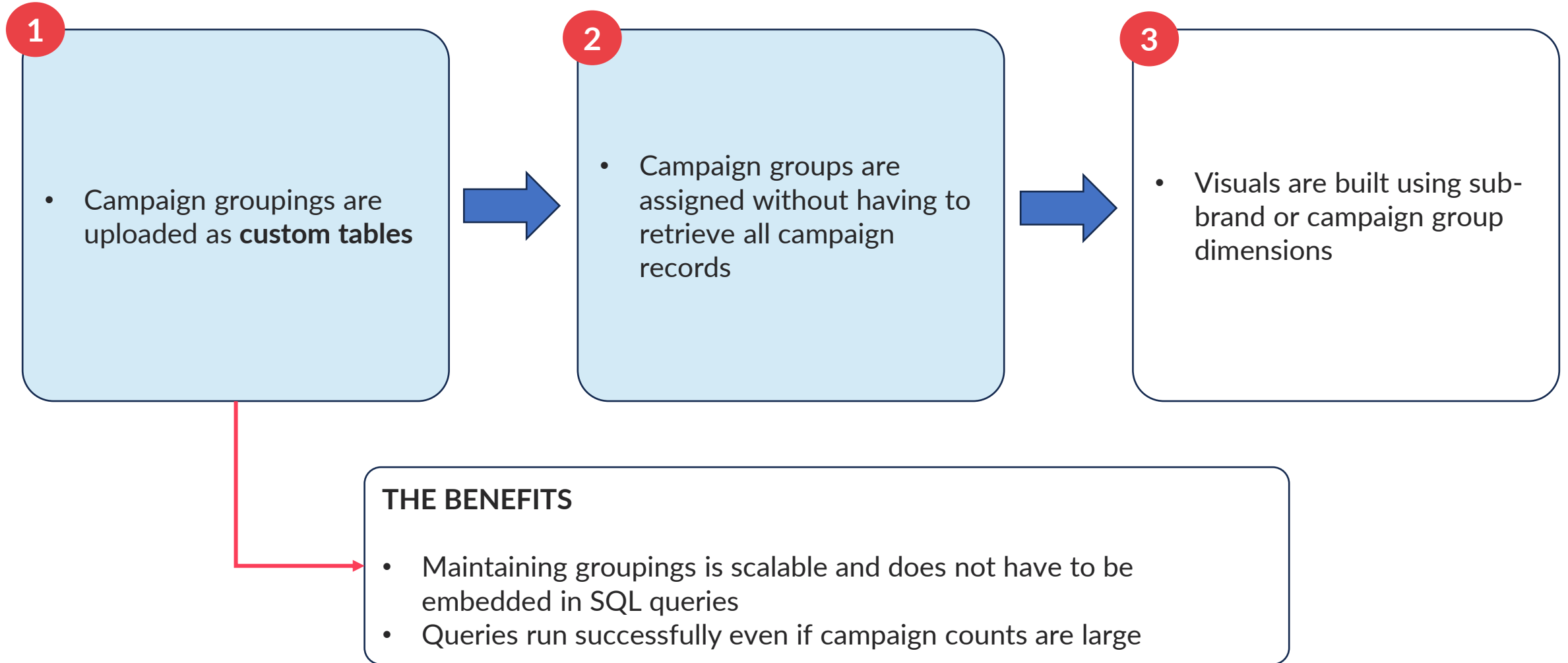
Future State Of AMC: Continued Inventory Expansion

intentwise

Audio Ads

Online Video

Streaming TV

IMDB Mobile Web

IMDB App

Twitch DSP

Sponsored Display

Sponsored Brands

Sponsored Products

Thursday Night Football (TNF) / Live Sports

Sponsored Brands Video

Sponsored TV

Fire Tablet

Mobile App

IMDB Website

Mobile Web

Freevee

Desktop Banners

Alexa Home Screen Display

Fire TV Ads

Amazon Ad Server
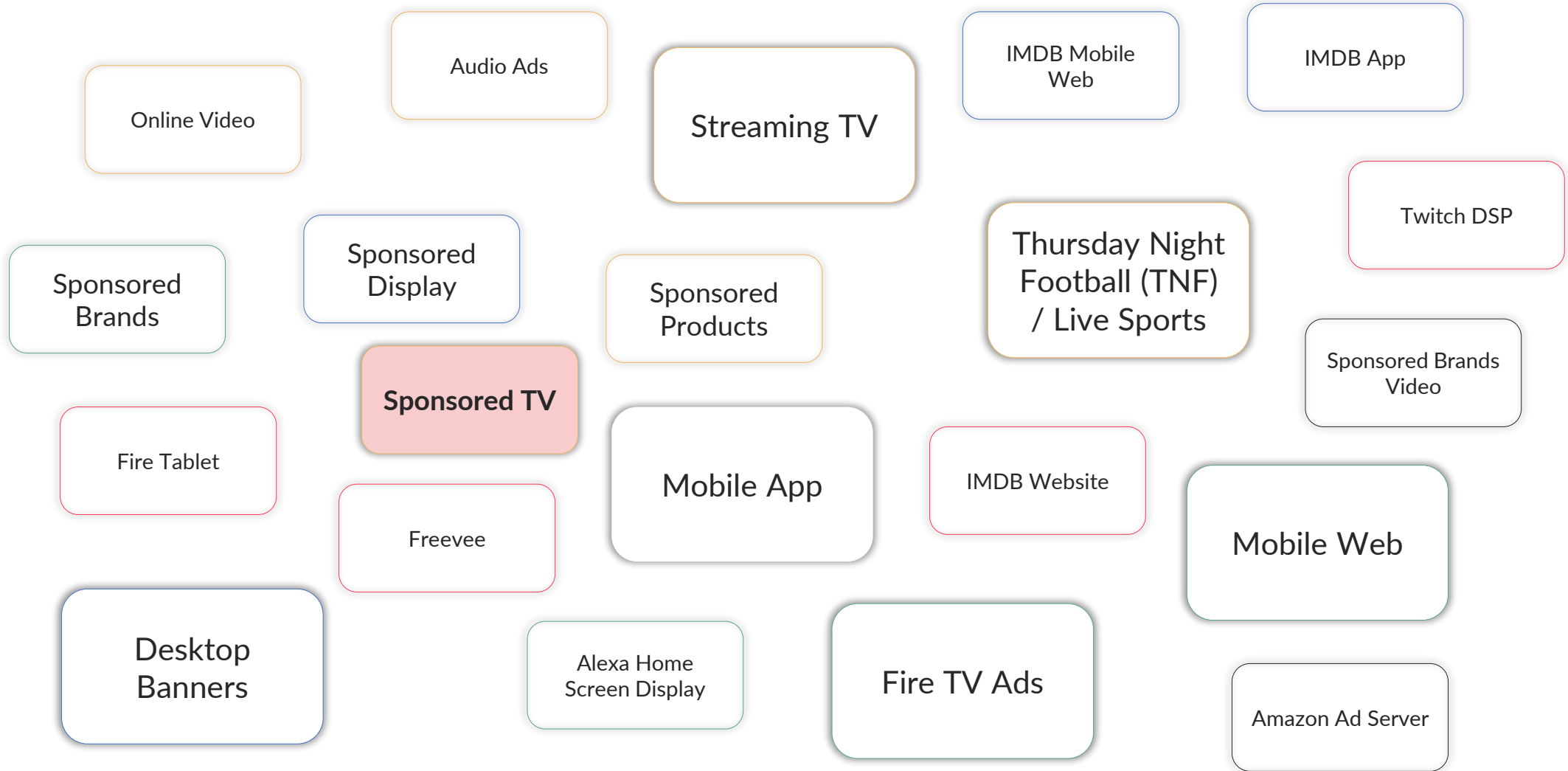
AMC is fast becoming the center of all advertising measurement

22

Future State Of AMC: Seamless integration with Sponsored Ads & DSP

Sponsored Ads

DSP

3 Selected		Create Audience
☐	STATUS	KEYWORD
		Total
☑	⊘ ⌄	height permission permiss...
☑	⊘ ⌄	insurance distance insura...
☑	⊘ ⌄	charge damage charge ch...
☐	⊘ ⌄	filters range filters range b...
☐	⊘ ⌄	distance size size

1 Selected		Build View: Path To Conversion	
☐	STATUS	NAME	
		Total	
☑	⊘ ⌄	Wiser_Drones_Auto_Improve_Enga...	✎
☐	⊘ ⌄	Wiser_Drones_Manual_Improve_E...	✎

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Future State Of AMC: New Utilities

Audience Input Parameters

DSP Order(s) : ✎

Sponsored Ads Entity : ✎   All

Sponsored Ads Campaign(s) : ✎

ASIN(s) : ✎

Overlap by campaign groups   Learn

Name	Overlap by campaign groups
Date range	📅 Last week
Time zone	UTC ⌄

Metrics
- ☐ Reach, sales, purchases and units sold
- ☐ New to brand metrics
- ☐ Detail page view
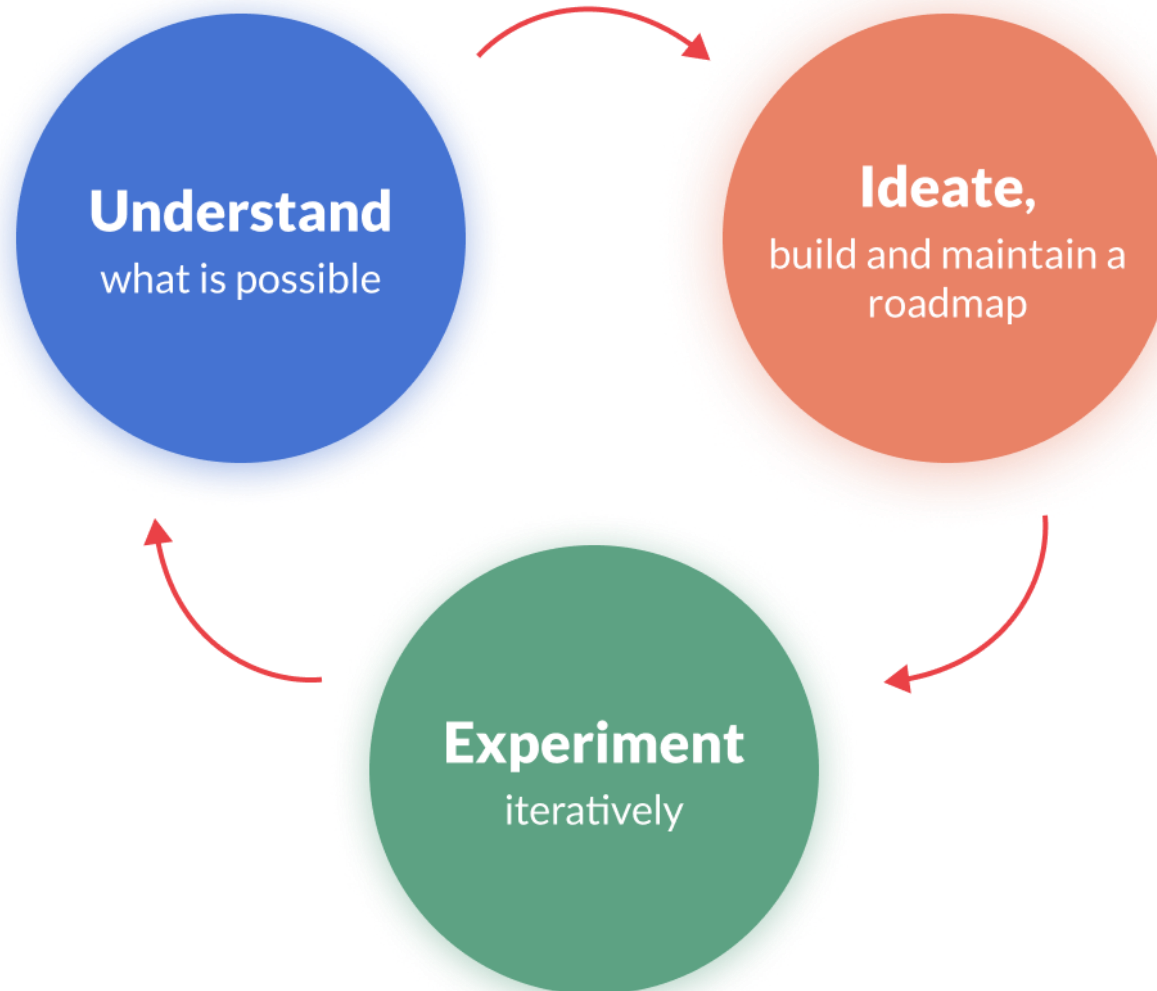- ☐ Add to cart
- ☐ Digital subscriptions

Group 1 name ⓘ   Example: DSP Awareness

Group 1 campaigns ⓘ   Enter DSP campaign IDs and/or sponsored ads campaign names separated by a new line

Group 2 name ⓘ   Example: SB Awareness

Group 2 campaigns ⓘ   Enter DSP campaign IDs and/or sponsored ads campaign names separated by a new line
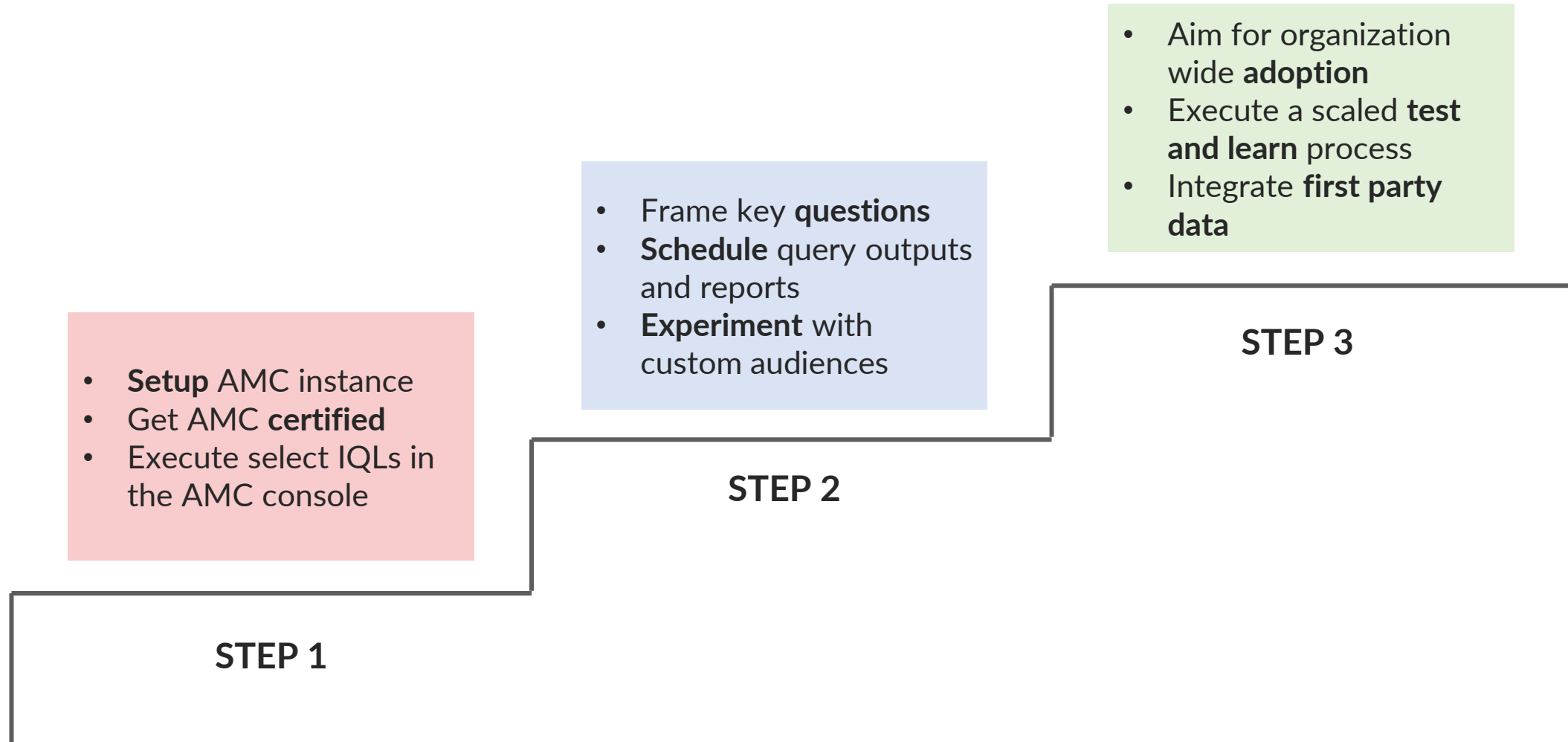
- Template Analytics
- Input parameters for audiences
- Playbooks

Accelerating AMC Adoption: Recommended Path
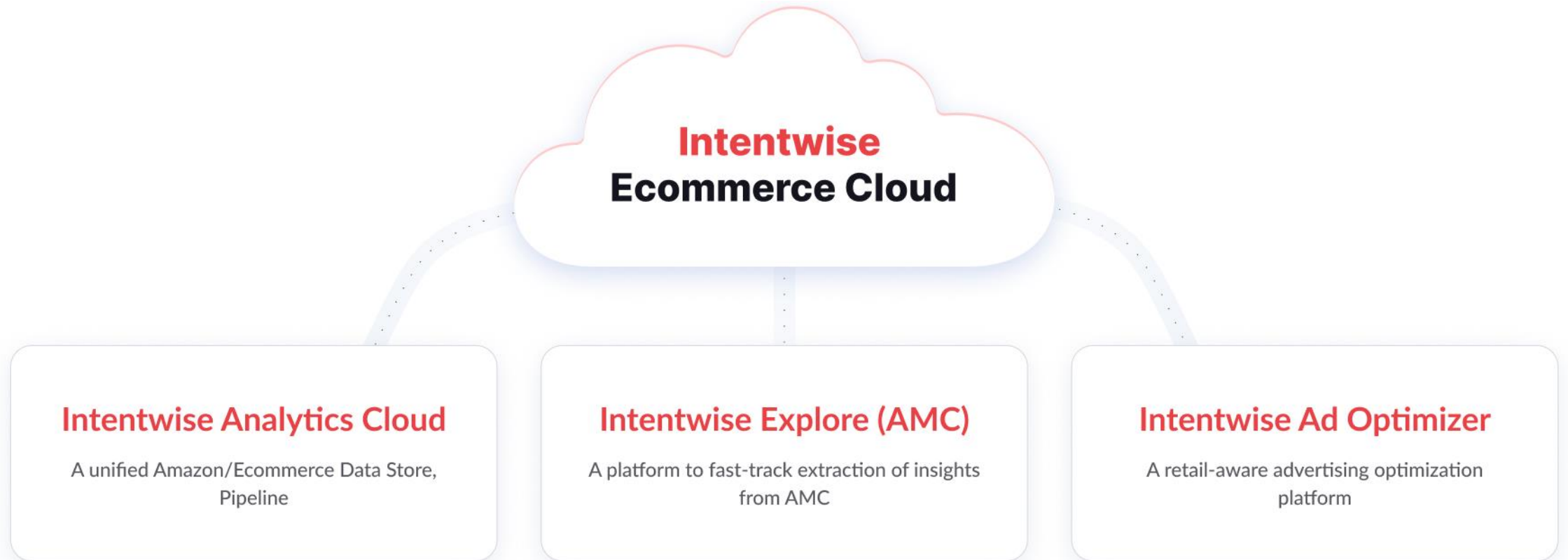
Accelerating AMC Adoption: Recommended Path

intentwise

- Aim for organization wide **adoption**
- Execute a scaled **test and learn** process
- Integrate **first party data**

STEP 3

- Frame key **questions**
- **Schedule** query outputs and reports
- **Experiment** with custom audiences

STEP 2

- **Setup** AMC instance
- Get AMC **certified**
- Execute select IQLs in the AMC console

STEP 1

A Frame-work To Build Your AMC Roadmap

intentwise

GOAL	INSIGHTS	AUDIENCES
Expanding Reach		
Increasing Efficiency		

A Frame-work To Build Your AMC Roadmap

GOAL	INSIGHTS	AUDIENCES
Expanding Reach	• What is my brand's penetration into the current in-market segment? • What is the impact of streaming TV ads on brand searches?	• In-market audiences that have never been reached before
Increasing Efficiency	• What should I set my DSP frequency caps to?	• Exclude over exposed DSP shoppers

Intentwise Solutions

Intentwise Ecommerce Cloud

Intentwise Analytics Cloud

A unified Amazon/Ecommerce Data Store, Pipeline

Intentwise Explore (AMC)

A platform to fast-track extraction of insights from AMC

Intentwise Ad Optimizer

A retail-aware advertising optimization platform