Amazon Opportunity for Advertisers

1/26/23

Why Amazon?

Leverage digital ads on the world's top shopping platform, drawing from billions of data points on consumer shopping habits, to influence purchase of products on and off Amazon.

- Reach over 230 million unique monthly visitors to Amazon and affiliate sites

- Influence consumers who are ready to act and convert at a rate of more than 9%

- Access exclusive audiences for targeting both on Amazon-owned sites and their leading publisher network

Sources: Similar Web, Jul 2022; Ad Badger, Nov 2022; Statista, Jan 2023

Driving Purchase Decisions

Reach

Amazon is the most visited eCommerce space in the U.S. with 2.4 billion total monthly visits and an average 7 pages per visit.

Amazon manages a **wide range of affiliated sites and devices** including FireTV, Kindle, Fire Tablet, IMDb, Woot, Shopbop, Zappos, Goodreads, and Twitch.

Influence

8 in 10 US shoppers are Amazon customers, and they place an average of 74 orders per year.

61% of U.S. consumers begin an online product hunt on Amazon, vs. half on a search engine like Google, or retailer sites like Walmart.com (32%).

Impact

As of late last year, Amazon commanded **14.6% of the U.S. digital ad market**.
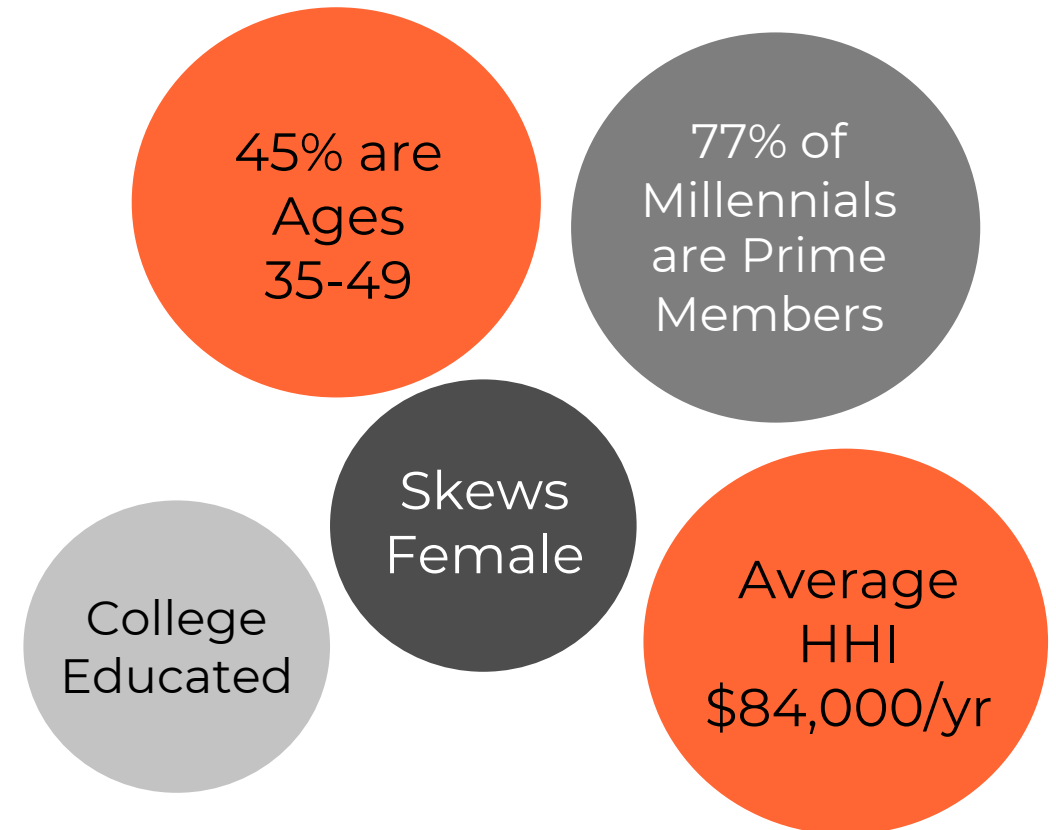
Amazon is nearing $10 billion in quarterly revenue from ads, ahead of other retailers and competitors who are expanding their ad networks.

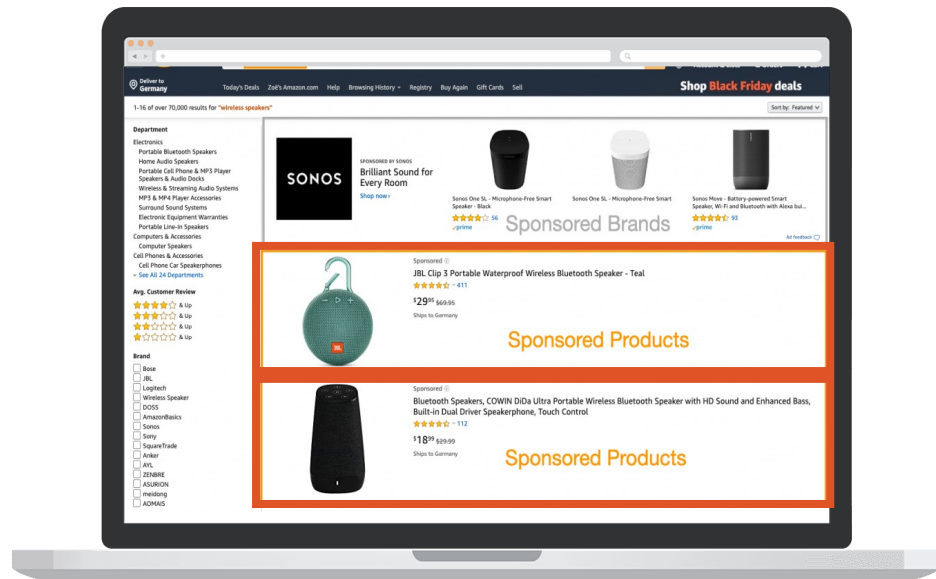# Top Shoppers on Amazon

Top 10 Product Categories

Health & Household

Home & Kitchen

Pet Supplies

Office Products

Beauty & Personal Care

Grocery & Gourmet food

Clothing, Shoes & Jewelry

Tools & Home Improvement

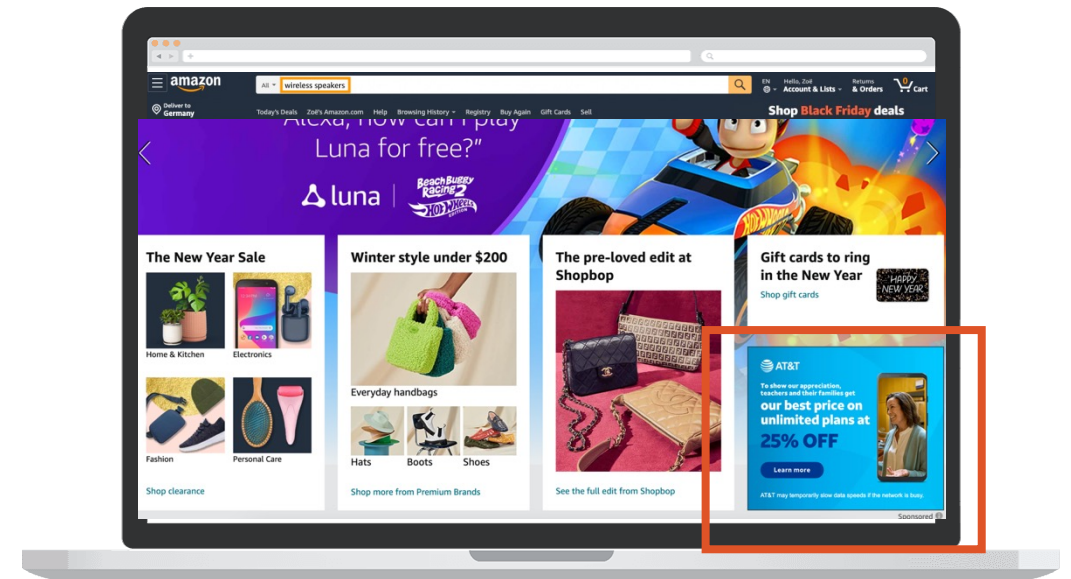Kitchen & Dining

Sports & Outdoors

Top Shopper Audience

45% are Ages 35-49

77% of Millennials are Prime Members

Skews Female

College Educated

Average HHI $84,000/yr

Primary Ad Products

Link-In Campaigns

Drive traffic to <u>products on Amazon</u>;
uses ASINs to track conversions

Link-Out Campaigns

Direct customers to sites and
products <u>off Amazon,</u>

Link-In Campaigns

Link-in campaigns are used to **drive consideration and sales of goods or services on Amazon**.
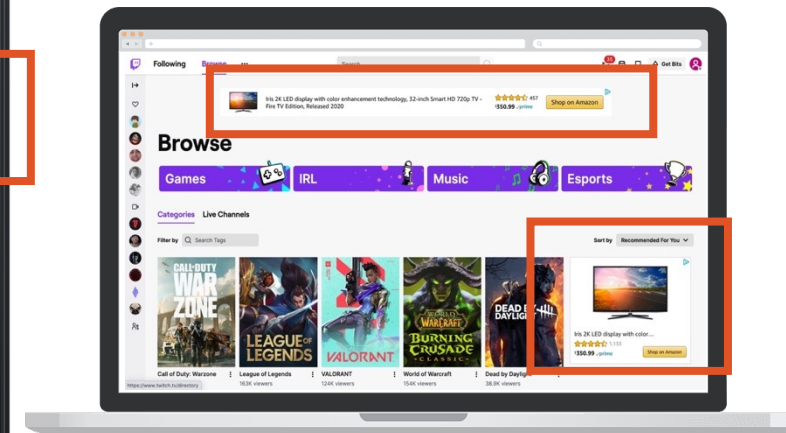
These campaigns use ads on Amazon or third-party sites and apps, that direct customers to your product(s) on Amazon.

Access deep reporting analysis with key metrics such as add-to-cart rate, total purchases, product units sold on Amazon and more.

Amazon Link In Ex:
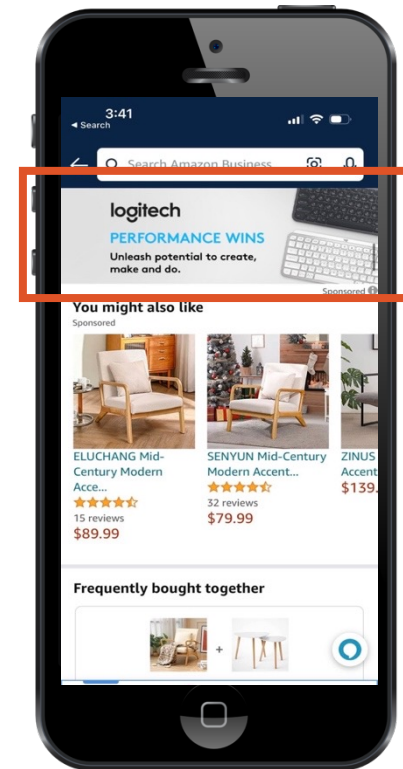
3rd Party Site Link In Ex:

Link-Out Campaigns

Leverage the Amazon DSP to direct audiences to a site or product not available on Amazon.

Available for products and services categories that Amazon does not offer.
Exs: Hospitality, insurance, financial, higher ed, auto sales, restaurants, real estate, entertainment/ticket sales, etc.

Enhanced reporting metrics including off-Amazon conversion rate, video completion rate and more.

Amazon Ad Link Out Ex:
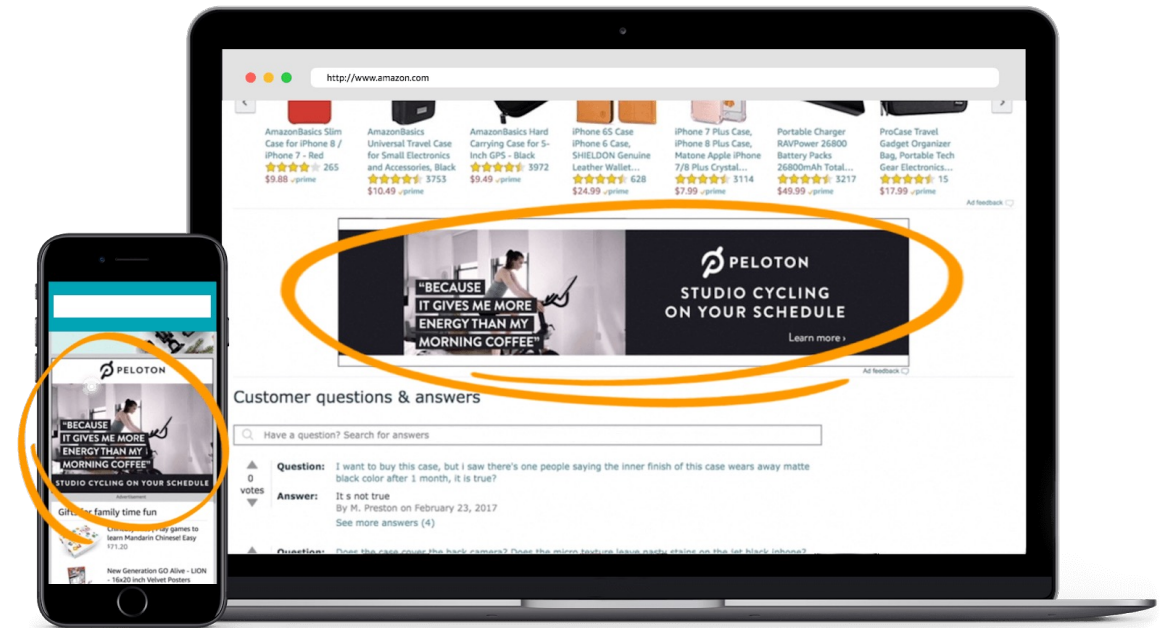
Opportunity for Advertisers

- **Niche audience influence:** valuable in-market, lifestyle, and Amazon-specific data that can be only be used through Amazon's DSP.

- **Build awareness:** engage with consumers at scale.

- **Conversion-power:** align ads with products and pages highly relevant to your brand to influence consumer who is already in spending mode.

- **Flexibility:** supports a wide variety of ad types and formats including display, mobile, image and video.

- **Results-driven:** Amazon DSP provides audience insights and robust performance analytics pre-, during, and post-campaigns.

Amazon Ads with Gigawatt

Expert solutions to plan, execute and optimize Amazon Ad campaigns alongside other media efforts, to activate customers and maximize performance.

Customized Amazon Ads strategies
backed by strong retail and e-commerce experience.

Precise targeting
and audience alignment across media channels, to amplify consumer response.

Transparent reporting
with key metrics to best optimize campaigns and enhance ad impact.

Amazon Ad's connect advertisers to exclusive audiences on and off the world's top shopping platform. We help clients get the most from Amazon through best-in-class campaigns that are an integrated part of your wider media strategy.

GIGAWATT MEDIA

Contact your Gigawatt Media rep for more information on this opportunity or reach out at connect@gigawatt.media.