

AMAZON RETARGETING FACTSHEET

The most important facts about ASIN Retargeting and how to use it effectively.

05/2020

THE AIDA MODEL APPLIED TO AMAZON ADVERTISING

The interaction of awareness campaigns, paid search and retargeting on Amazon can also be compared with the classic AIDA model:

A = Attention

Brand awareness campaigns with Amazon DSP (top level of conversion funnel)

I = Interest

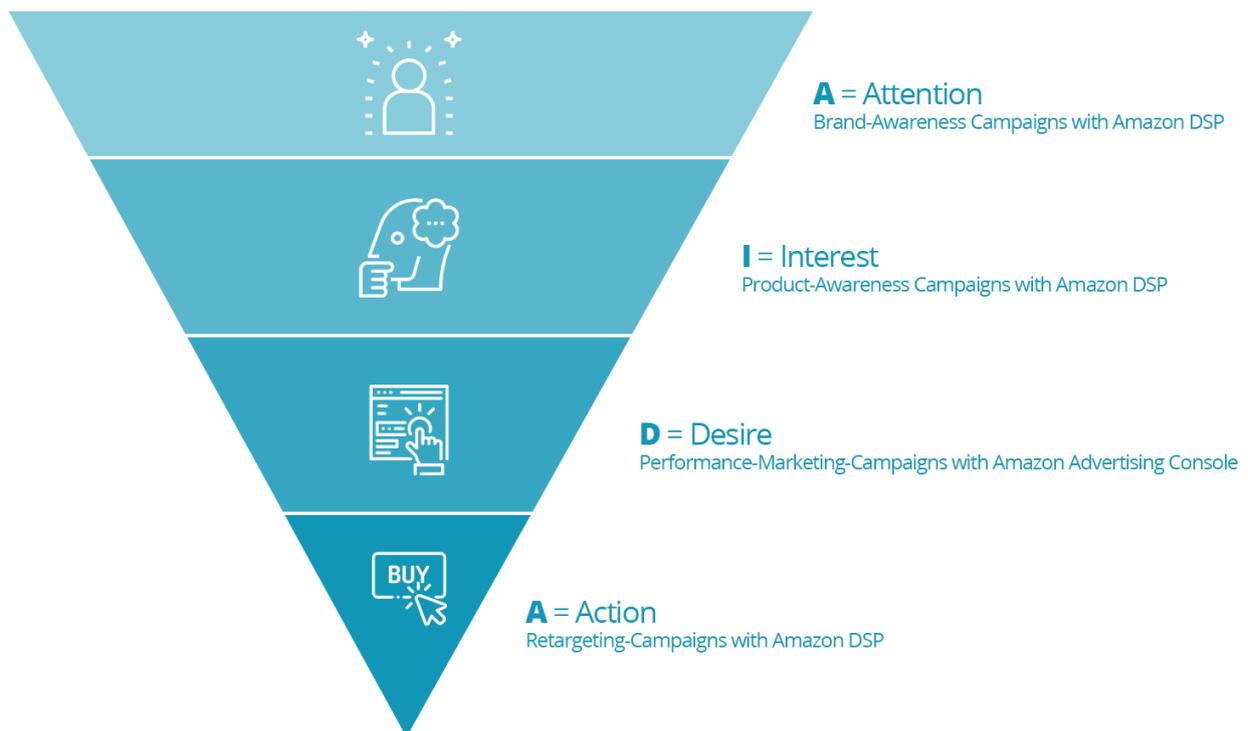
Product awareness campaigns with Amazon DSP (one step down and one step further in the customer journey)

D = Desire

Performance marketing campaigns with Amazon PPC (high buying interest, but no final decision yet)

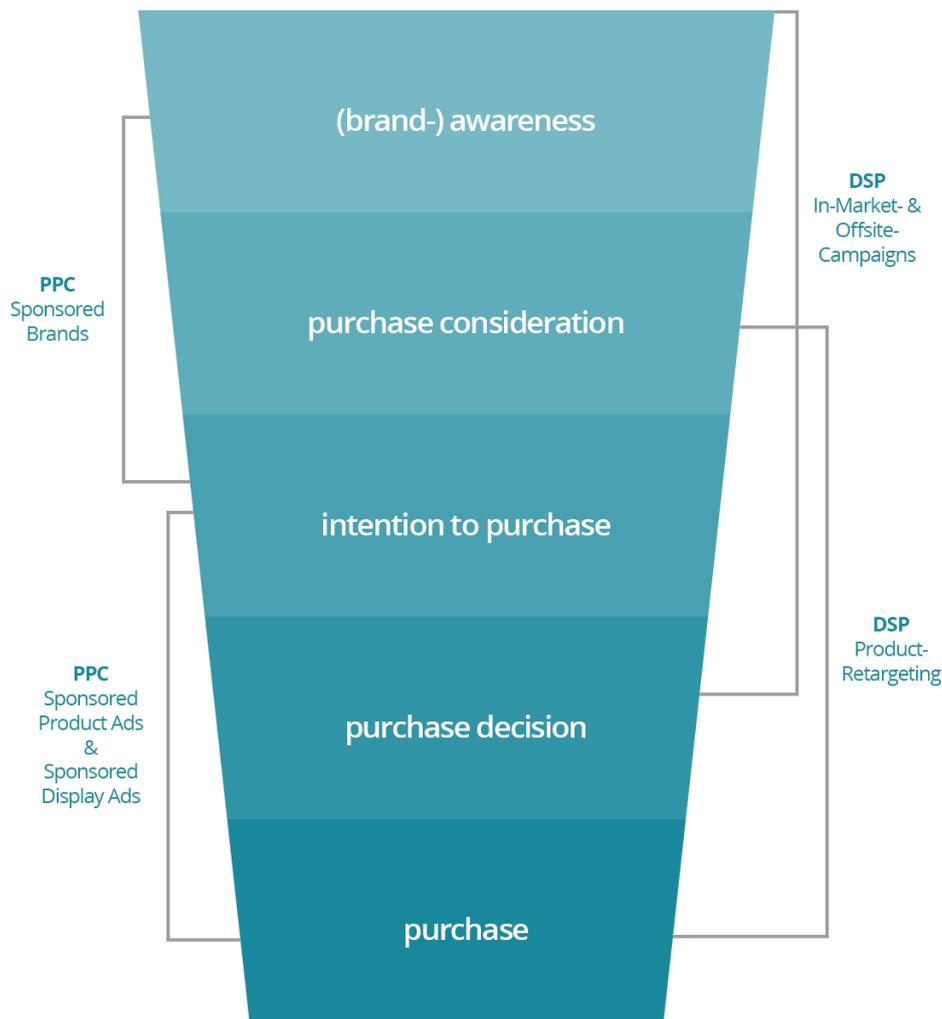
A = Action

Retargeting campaigns with Amazon DSP (user is redirected to the products and the purchase is completed)



RETARGETING AND PPC COMBINED EFFECTIVELY

If you start at the highest level, where a user is to be brought to the product or sensitized for the purchase, then you will not reach this target group with paid search or retargeting ads. This is where awareness campaigns come into play, which can also be managed and operated via the Amazon DSP. Once the user is „activated“ for the product, i.e. his interest in buying is sparked, the next step is often the targeted product search on Amazon. This is where Amazon PPC, i.e. keyword-based advertising, reveals its potential. Assuming that the product is professionally optimized for the A9 search algorithm and a possible conversion by the user (retail readiness), this provides the basis for a high organic and inorganic reach.



AMAZON RETARGETING

HOW DOES IT WORK

In general, the following principle applies to retargeting (as with any programmatic campaign): a significant amount of data is needed to enable the advertisements to be shown. In the case of retargeting, this means that before the start of such a campaign, enough users willing to buy must have seen the product before you can send them back there.

Afterward, the user can be targeted and advertised in the Amazon DSP with **various targeting options**:



BRAND PURCHASES



PRODUCT SEARCHES



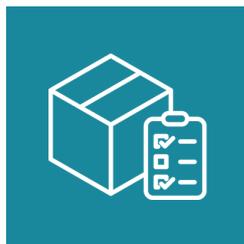
PRODUCT PURCHASES



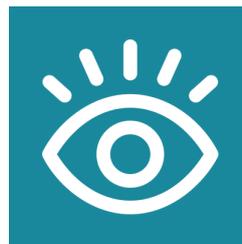
COMPETITOR CONQUESTING



PRODUCT VIEWS



SIM PRODUCT VIEWS



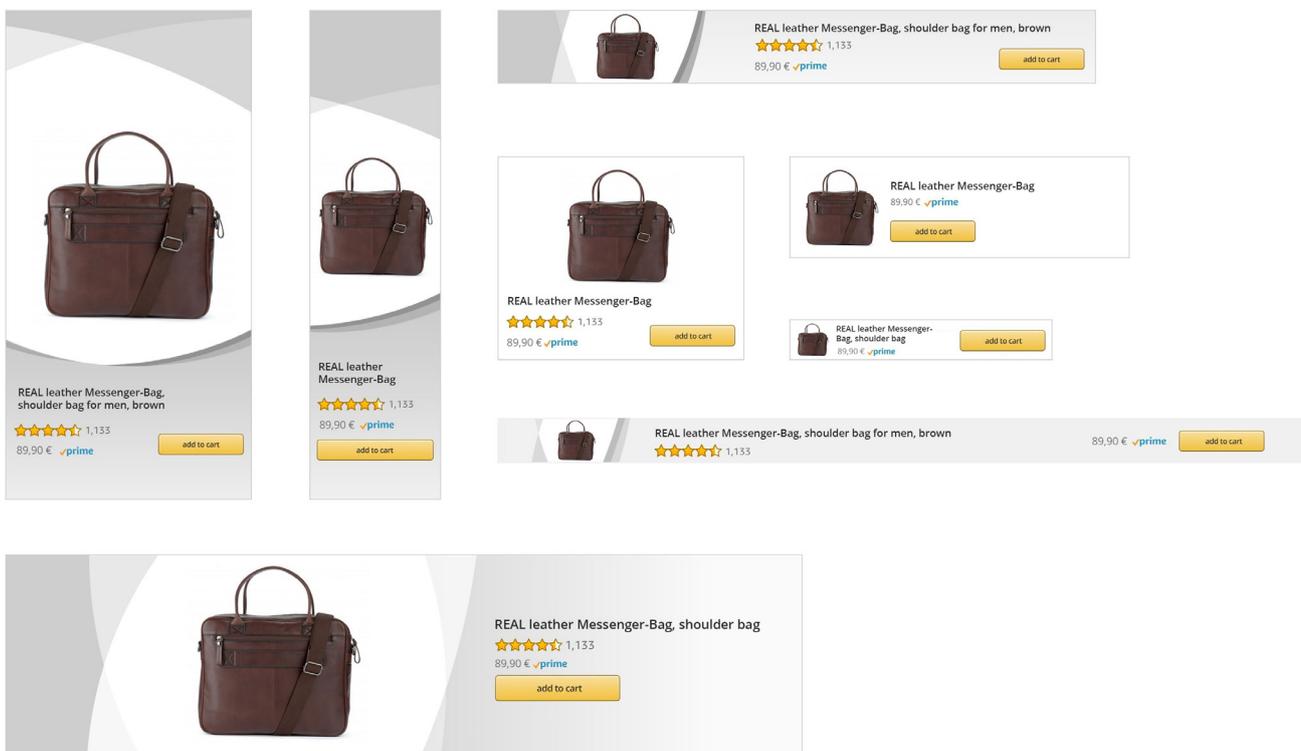
BRAND VIEWS

AMAZON RETARGETING WITH DYNAMIC ECOMMERCE ADS

If you want to run a programmatic advertising campaign, you naturally also need a so-called „visual“ or „creative“, i.e. the designed advertisement that the target group should see later. In the past, such ads had to be designed completely by the users themselves, and whether or not they would attract the users and actually click on them was always a matter of luck, or was based on the „trial and error“ principle. Amazon offers an alternative way of retargeting: The „Dynamic eCommerce Ads“ or „DEA“. These are automatically generated advertisements, which are based on the product data of the corresponding ASIN.

The DEAs usually contain the following elements, which are automatically generated by the respective Amazon product can be fetched and displayed:

- product title
- price
- product photo
- Prime label
- reviews
- Call-to-Action button



ADVANTAGES AND REACH OF AMAZON RETARGETING

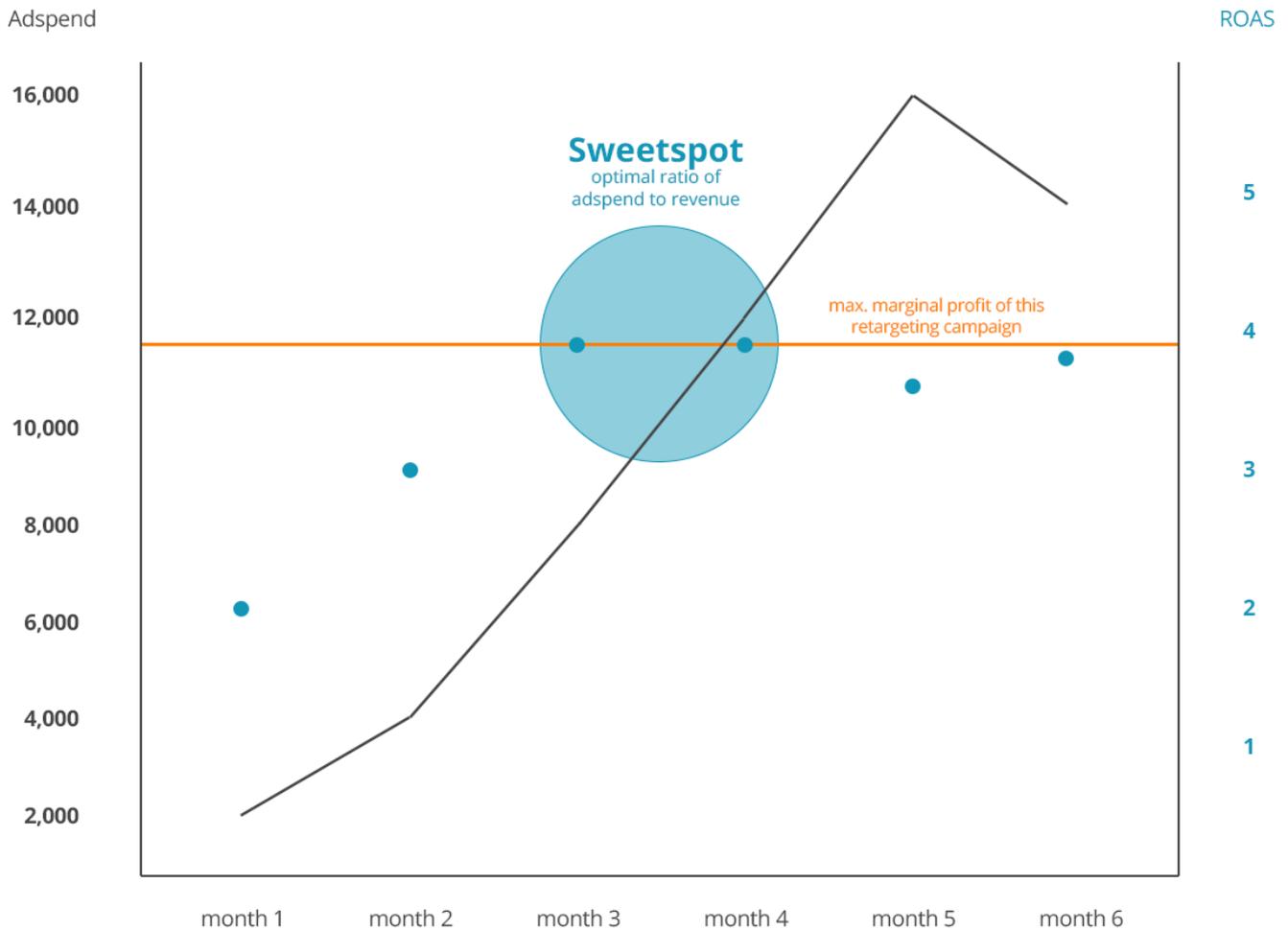
The incredibly wide range of products with hundreds of millions of active offers on Amazon is a **great benefit** from the consumer's point of view, but for sellers and vendors it is an enormous challenge and sometimes even a disadvantage. A potential buyer is often distracted tremendously fast by the product variety and leaves the product detail page without making a purchase. For some products with a high purchase price, the customer journey and the related research phase is also significantly longer off Amazon. This is exactly where retargeting enables its benefits, because instead of leaving the user ready to buy to himself and the products of competitors, he is followed up with **individual advertisements based on his product interest** and the conversion funnel is not interrupted but effectively reinforced.



CAMPAIGN EXAMPLE WITH AMAZON RETARGETING

Advertising campaigns never work linearly in terms of the cost/income ratio, and that applies to performance marketing as much as to programmatic advertising. Even for DOOH (Digital Out Of Home) campaigns and even for printed advertisements the same basic rule applies: Above a certain threshold, no higher, even decreasing return on campaigns can be expected. In other words, above a specific value of advertising spending, the campaigns have reached a maximum level of profitability.

This is based on the decreasing threshold value that we experience in every market - there are no endless returns, because at some point every market is „saturated“ and at some point „over-saturated“.



ASIN RETARGETING IS A MUST-HAVE

It would be fatal to hope that a potential buyer will find his way back to the purchase conclusion on his own after a one-time product contact. On the other hand, following the potential buyer throughout the entire purchase decision process with retargeting campaigns and thus significantly increasing the conversion rate and sales is the smarter strategy. If this advertising support of the user until the actual purchase is profitable, then there is only one question:

Why should you not invest in Amazon Retargeting?

TEST ASIN RETARGETING NOW AND INCREASE SALES

Would you like to try ASIN Retargeting for your products on Amazon without long contract periods and risks? We are convinced that retargeting can lead to significant and profitable sales increases for almost any product.

Please send us your TOP-ASINs directly without obligation. We will then check promptly whether retargeting will be feasible and if so, with what budget, and will get back to you as soon as possible.

intomarkets.com/en/retargeting

Or you can contact us directly:

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pa@intomarkets.com

We look forward to supporting you on Amazon in the future.

By the way: intomarkets is one of the TOP Amazon agencies in Germany and supports well-known and international brands also with the optimization of product data on Amazon as well as the professional placement of PPC campaigns. We would be happy to advise you without obligation and comprehensively on all topics concerning Amazon Marketing.