

**COMMERCE
LIVE** 

 Profitero

CASE STUDY

Crushing Q4: How to Double Down Your eCommerce Success on Amazon & Beyond



Discuss the session live:

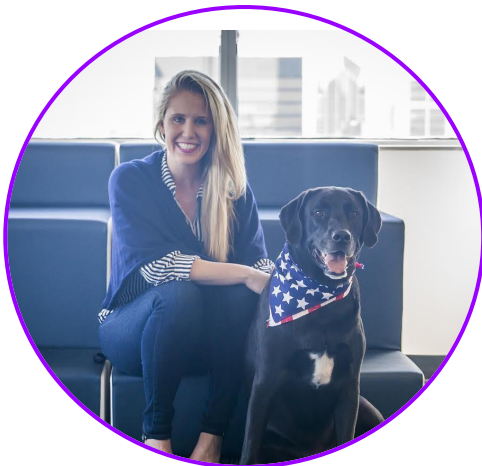
[#10-crushing-q4](#)



Nancy McLaughlin

Director of Marketplace Search
& Enterprise Service,
Tinuiti

Nancy-lee McLaughlin



Forrester Wave™: Performance Marketing Agencies, Q3 2019

“

Marketers who want to tie their Amazon presences to traditional performance marketing channels should consider Tinuti.

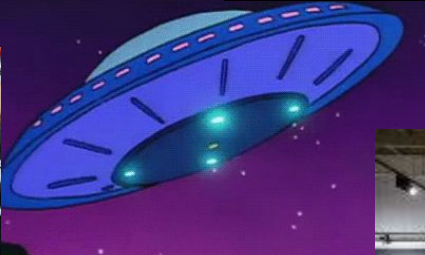
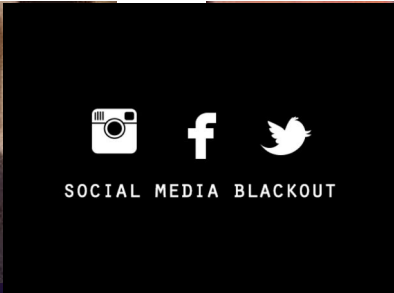
Tinuti has one of the strongest eCommerce offerings in this evaluation, with support for merchandising and product imagery and pages in addition to eCommerce advertising.

Clients applaud Tinuti for transitioning from channel experts to multi-channel partner.

”

TINUTI
BLOG
POST

2020





TINUITI
BLOG
POST

WHAT DOES THIS MEAN TO ME?



2.05 Billion Online Shoppers in 2020 | 7 Billion in the World (Oberlo)

4. 75 % Shop Online Once a Month (Statista)

TINUITI
BLOG
POST

State of Amazon & The eCommerce Nation

70%

of Amazon Customers never click past the first page of results.

20.1%

eCommerce will reach an all-time high of total retail sales in 2020

202M

Unique Shoppers on Amazon pm

64%

of clicks are on the first three items displayed in search results

69%

of Americans shopping online

35%

of Amazon Shoppers click on the first product featured on a search page

WHAT DOES THIS MEAN TO ME?



Discoverability & Buyability Cycle



Advertising

The necessary boost to increase traffic



Increases Traffic

Content Optimization converts traffic into sales



Higher Sales

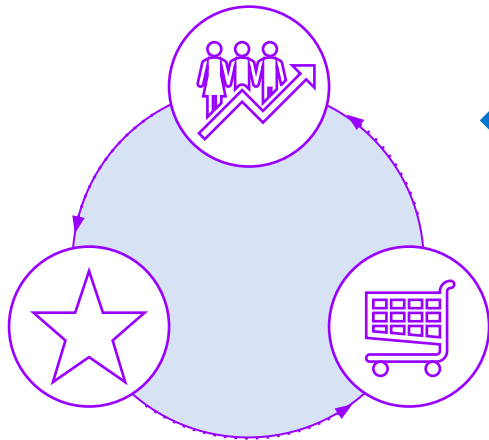
leads to higher organic rankings



Leveraging Advertising to Grow Organic Sales

Higher Rankings

leads to more traffic



TINUITI
BLOG
POST

Baby



Baby



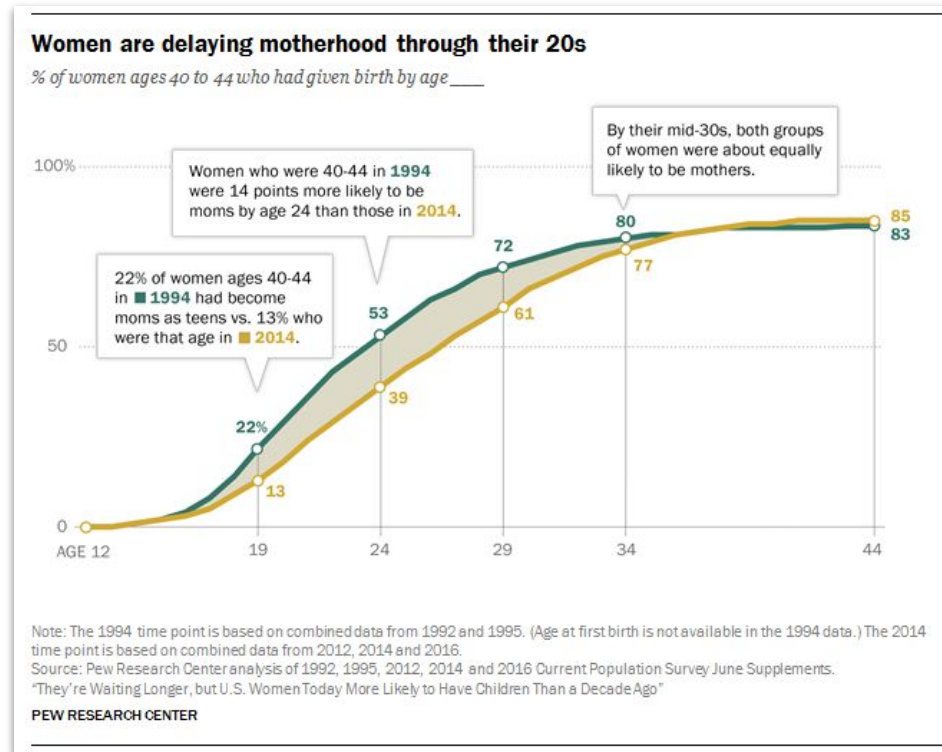
Women are delaying Motherhood

On Amazon, Higher HH income

US Parents are more connected than ever before

US Parents are more educated than ever before

49.2% of E-Comm Sales → Mobile Devices



WHAT DOES THIS MEAN TO ME?

Baby



Women are delaying Motherhood

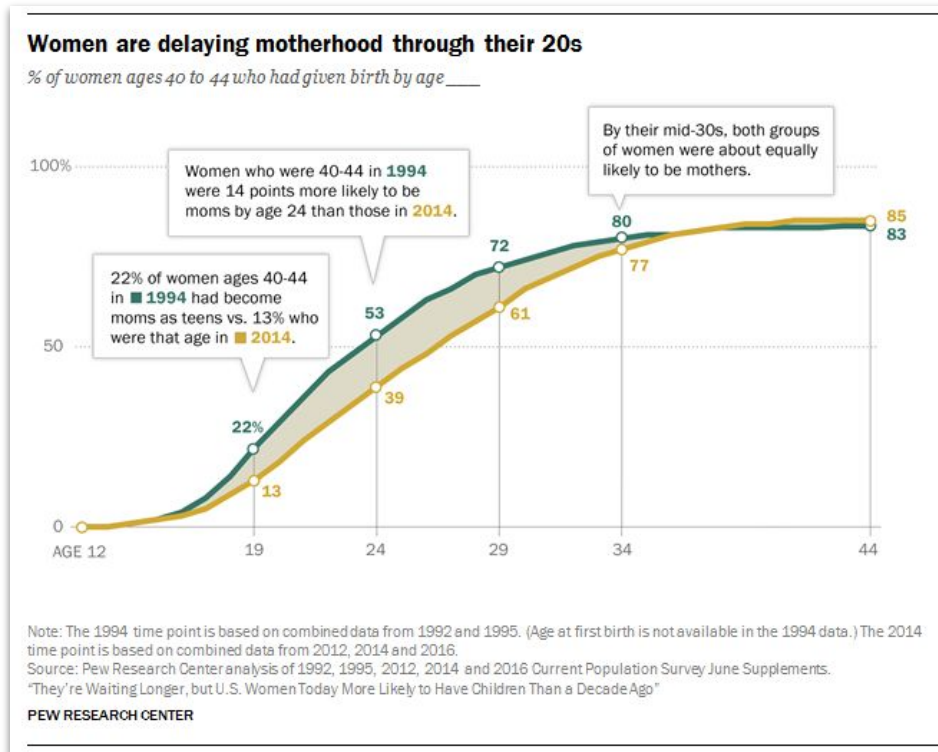
On Amazon, Higher HH income

US Parents are more connected than ever before

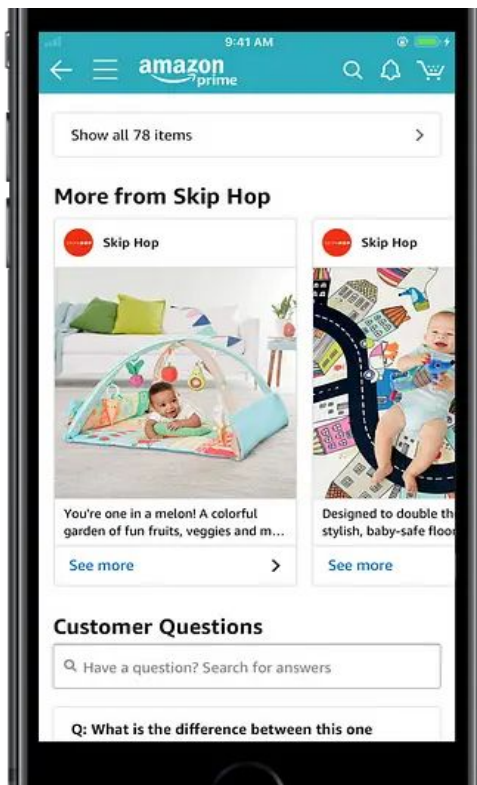
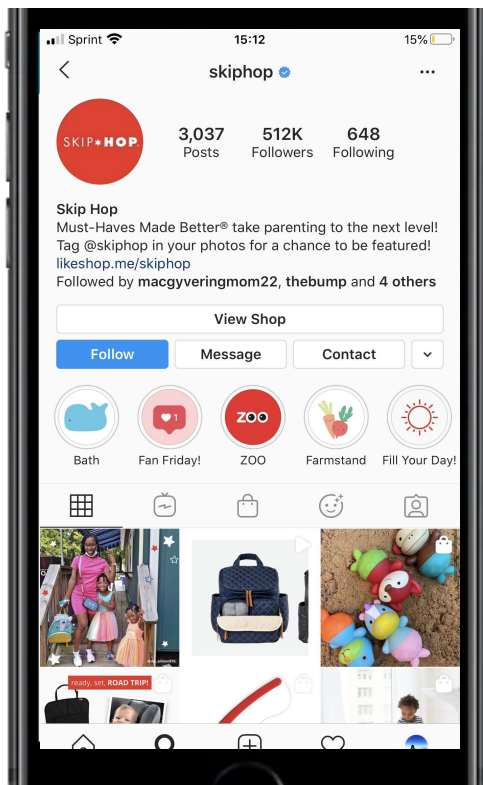
US Parents are more educated than ever before

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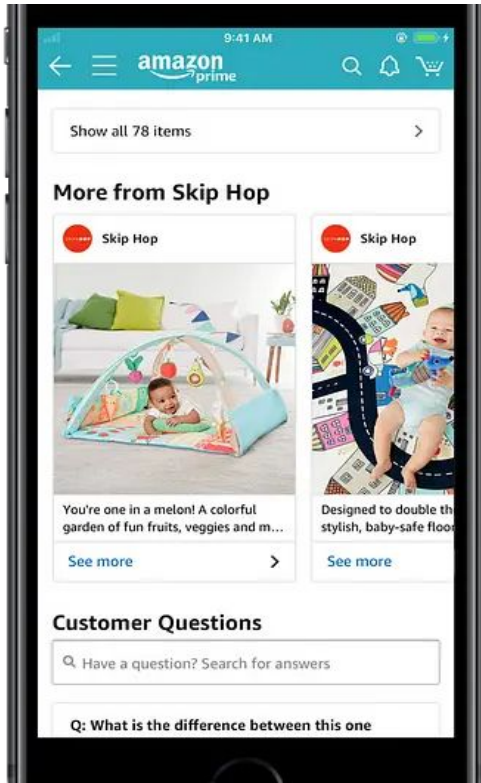
Content is King



Baby | Amazon Posts



Baby | Amazon Posts



Shorter Captions

Yield higher Engagement Scores (4 to 5 words in total).

A/B Testing

Encouraged to determine what types of images and captions work best

Posts can be Edited

after they have been published. No limitations to the editing feature – brands can alter the image, the caption, and even the ASIN.

Featured Product OOS

Post will not deliver

TINUITI
BLOG
POST

Baby



Looking to Leverage

"New parents will get just four hours and 44 minutes of sleep in an average night" (<https://www.independent.co.uk>)

Vitamin Brands: Sponsored Products | Product Targeting → Night Diapers → B12 Energy Vitamins

Apparel



Apparel



Apparel currently owns 19.1 % of total ECommerce Sales

36.7% of Apparel Sales are made online (May 2020)

Millennials are Amazon's Biggest Audience

Millennials Make More Apparel Purchases than Other Generations

More than 1 Million Clothing Listings on Amazon Fashion

Sustainability is becoming more important. (50%)

75% wanted to see less packaging

Retail Ecommerce Sales in the US, by Product Category, 2020

	Sales (billions)	% change	% of retail ecommerce	% of total retail
Computer & consumer electronics	\$156.50	17.9%	22.0%	49.5%
Apparel & accessories	\$135.49	8.6%	19.1%	36.7%
Furniture & home furnishings	\$78.31	12.4%	11.0%	29.9%
Health, personal care & beauty	\$72.10	32.4%	10.2%	13.0%
Auto & parts	\$51.54	12.6%	7.3%	5.2%
Toys & hobby	\$51.23	20.9%	7.2%	47.8%
Books, music & video	\$42.30	13.9%	6.0%	62.7%
Food & beverage	\$41.52	58.5%	5.9%	3.7%
Office equipment & supplies	\$15.62	17.9%	2.2%	39.3%
Other	\$65.18	17.8%	9.2%	6.1%

Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales

Source: eMarketer, May 2020

T11040

www.eMarketer.com

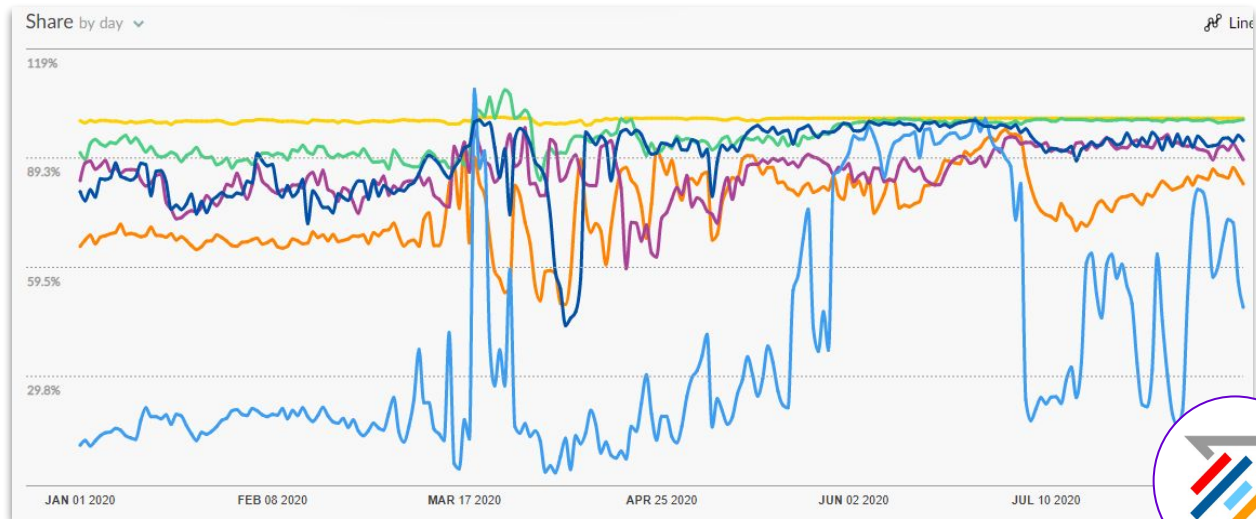
WHAT DOES THIS MEAN TO ME?

Apparel

- **Marketshare**
 - Brand Recognition
 - Strong
 - Low
 - Buyer Behavior

- **Unique Selling Points**
 - Price
 - Value
 - Brand Equity
 - Material
 - Variation etc

- **Trend Alignment**
 - Yes, Tie-Dye is Back



Apparel

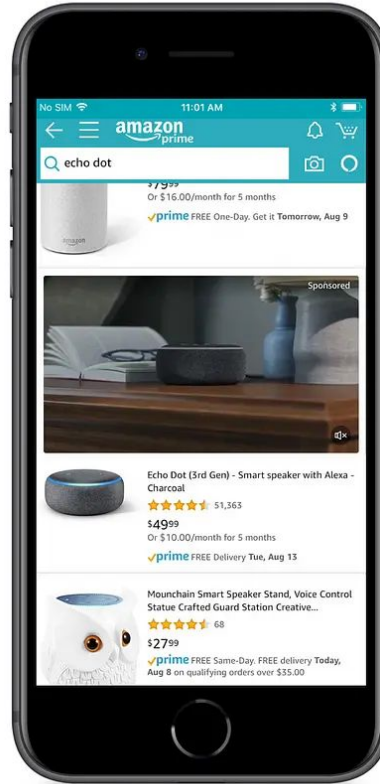


Apparel

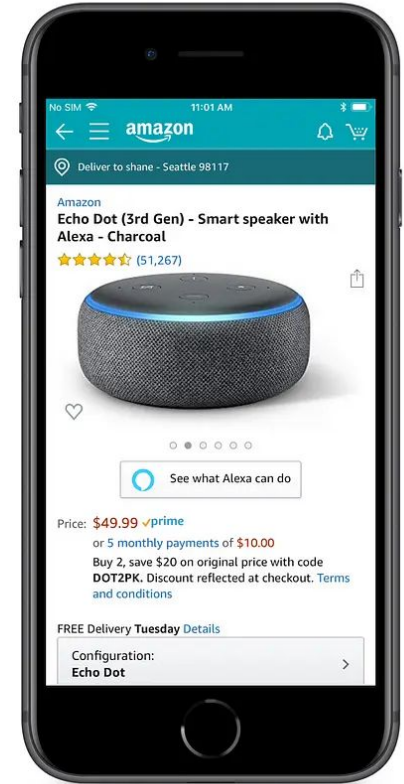
Low Brand Recognition

- Find & Advertise your USPs
- Sponsored Product Targeting
 - Price
 - Star Reviews
 - Negative Targeting
- Sponsored Brands
 - **Video Beta** →
 - Upsell
 - Cross-Sell

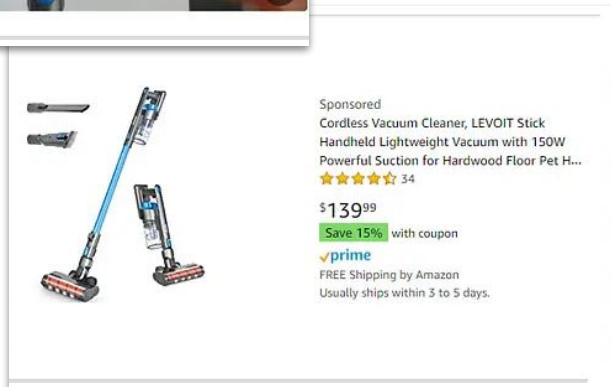
Search results



Product detail page



Apparel | Sponsored Brands Video Beta



Device Neutral

Video in Sponsored Brands ads are now showing on desktop (Jan 2020)

Optimize video for Ad Format

Auto-plays without sound and runs inline in the search results

No option for full-screen viewing

Product

Show your product in the first few seconds

Video Length

Optimal video length is 15-20 seconds.



Apparel



Looking to Leverage

*"Temporarily prioritizing products coming into our fulfillment centers"- Amazon
→ Brands pull back on Advertising Dollars*

Use tools to understand Basket Building and Frequently Bought Together Items and target traditional "large brand" ad placements with your category complimentary - IE "Beauty & Personal Care"

Grocery



Grocery



1 in 3 Americans Have a Prime Membership

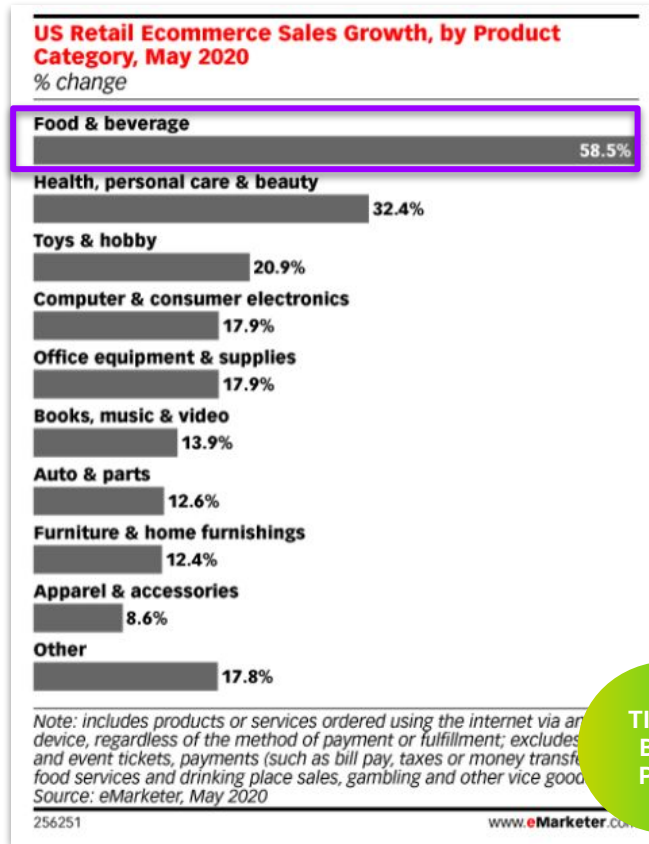
Food & Beverage = fastest-growing EComm category at 58.5%

18% increase in shoppers that purchased online for the first time

20% increase in shoppers that purchased habitually

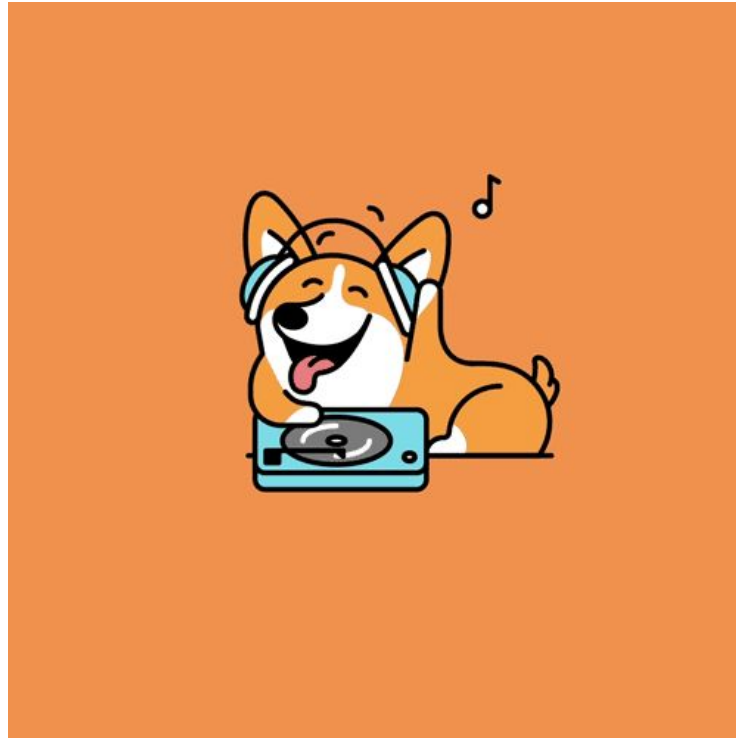
2,000 high-population cities → Amazon Fresh and Whole Foods

85% of US Grocery consumers say convenience persuades them to shop online, more than price or selection



WHAT DOES THIS MEAN TO ME?

GROCERY IS HAVING A MOMENT



Grocery

Dual-Channel Grocery = Hybrid of In-store & Online

March 2019, AmazonFresh & Prime Pantry ASINs Now

Available in Sponsored Products

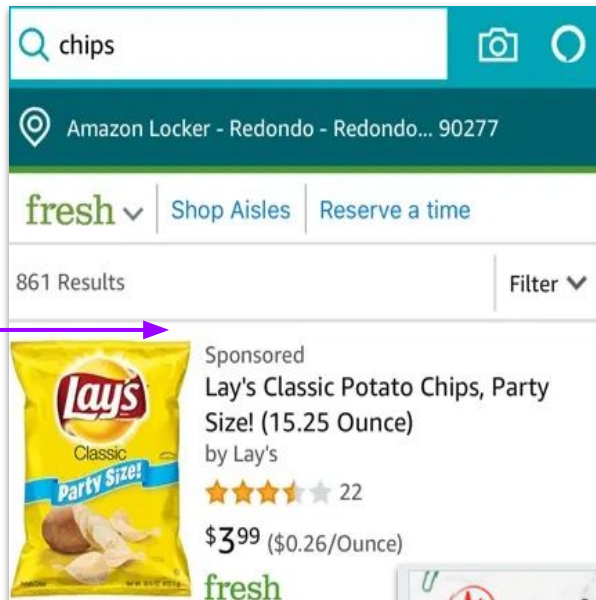
Display Ads

Lighter Color Backgrounds

Open Simple Design

Concise & Clear Message for Mobile & Desktop

Savings Message Drives a Higher ATC



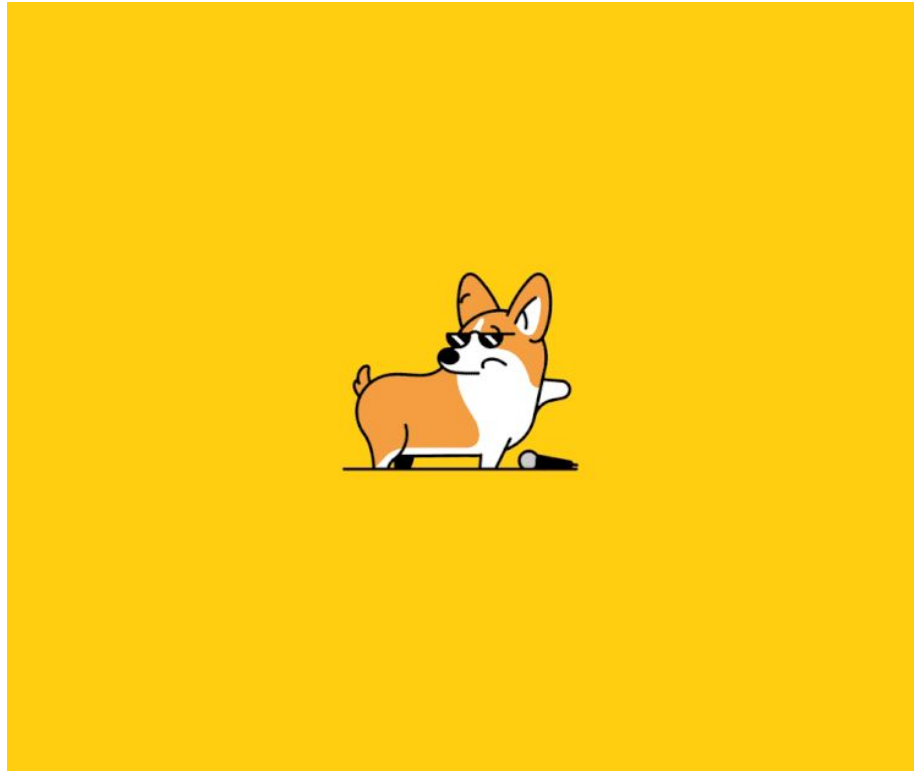
Grocery



Looking to Leverage

"Babies & Bananas"

Vendor Central → Market Basket Analysis → Sponsored Display → Product Targeting



Thank you

Tinuiti's Beauty Industry Trends Report 2020

Exclusive Insights on the
Shoppers Shaping The Future

<https://tinuiti.com/profitero>



Nancy-lee McLaughlin



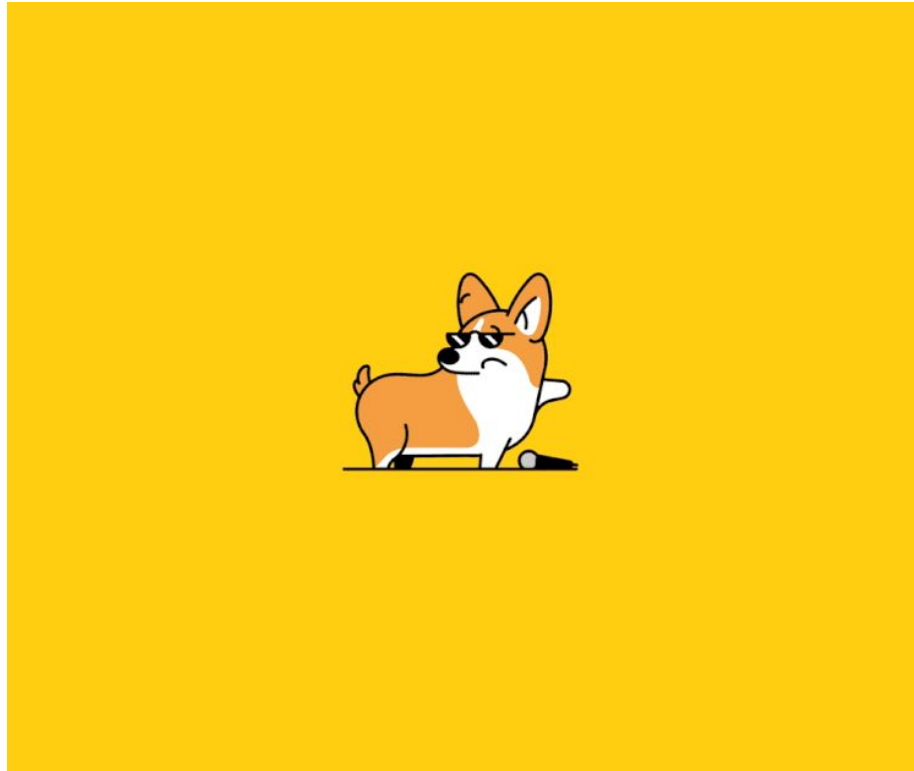
@NanceMcLaughlin



@nance.mclaughlin

PRIME
DAY
PREP



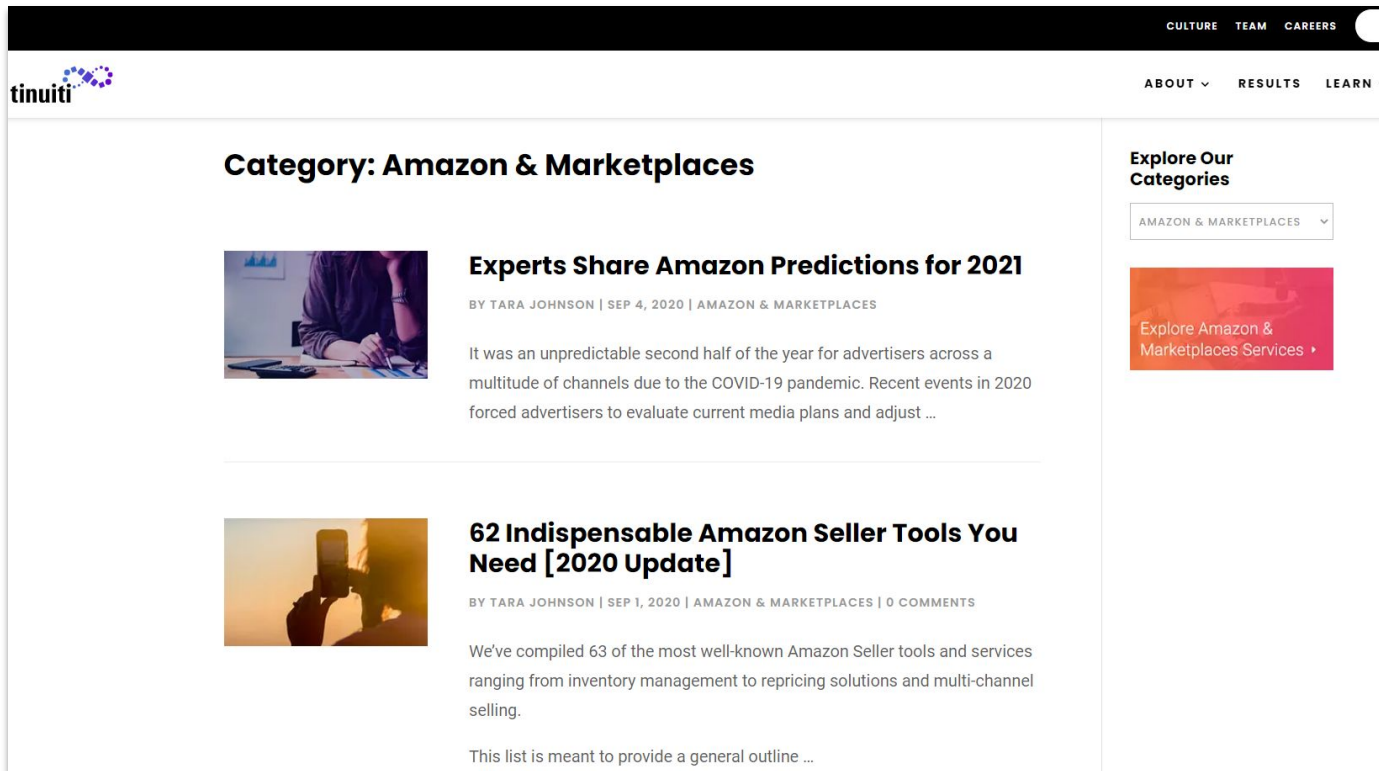
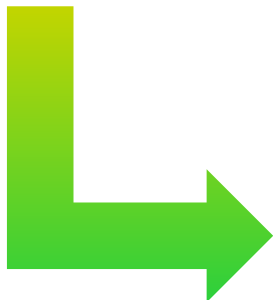




THANK YOU

Sources

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- https://advertising.amazon.com/en-us/resources/library/basics-of-success-understanding-amazon-advertising?tag=googhydr-20&hvadid=435692602254&hvpone=&hvexid=&hvnetw=g&hvrnd=4564275316883123523&hvpone=&hvptwo=&hvqmt=e&hvdev=c&hvdvcmld=&hvllocint=&hvllocphy=9061215&hvtargid=kwd-313057751&ref=pd_sl_3ilo2o5pi9_b_sspa_qgl_d_us_ct_435692602254#offer
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- <https://tinuiti.com/blog/amazon/amazon-experts-share-inventory-preparedness-for-holiday-shopping-q4-update/>
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- <https://digiday.com/marketing/amazons-next-ad-move-amazonfresh-sponsored-products/#:~:text=In%20its%20latest%20expansion%2C%20Amazon.details%20pages%20as%20well%20as>
- <https://tinuiti.com/blog/amazon/amazon-fresh-prime-pantry/>
- <https://tinuiti.com/blog/amazon/amazon-fresh-free-prime-members/>



The screenshot shows the tinuiti website interface. At the top, there is a navigation bar with links for CULTURE, TEAM, CAREERS, ABOUT, RESULTS, and LEARN. The main content area is titled "Category: Amazon & Marketplaces" and features two article cards. The first article is "Experts Share Amazon Predictions for 2021" by Tara Johnson, dated Sep 4, 2020. The second article is "62 Indispensable Amazon Seller Tools You Need [2020 Update]" also by Tara Johnson, dated Sep 1, 2020. A sidebar on the right titled "Explore Our Categories" has a dropdown menu set to "AMAZON & MARKETPLACES" and a button to "Explore Amazon & Marketplaces Services".

tinuiti CULTURE TEAM CAREERS ABOUT RESULTS LEARN

Category: Amazon & Marketplaces

Experts Share Amazon Predictions for 2021

BY TARA JOHNSON | SEP 4, 2020 | AMAZON & MARKETPLACES

It was an unpredictable second half of the year for advertisers across a multitude of channels due to the COVID-19 pandemic. Recent events in 2020 forced advertisers to evaluate current media plans and adjust ...

62 Indispensable Amazon Seller Tools You Need [2020 Update]

BY TARA JOHNSON | SEP 1, 2020 | AMAZON & MARKETPLACES | 0 COMMENTS

We've compiled 63 of the most well-known Amazon Seller tools and services ranging from inventory management to repricing solutions and multi-channel selling.

This list is meant to provide a general outline ...

Explore Our Categories

AMAZON & MARKETPLACES

Explore Amazon & Marketplaces Services

State of Amazon & The ECommerce Nation

