THE SUMMIT 2018

Meeting Clients Needs & Innovating: **Spotlight on eCommerce Paid Search**

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Hi, how can I help?

amazon alexa

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"Success in creating effective AI could be the biggest event in the history of our civilization. Or the worst. We just don't know."

Stephen Hawking
physicist, cosmologist, author

"We are truly in a technology renaissance, an exciting time where we can see applications across nearly every segment of modern society. However, such powerful tools also bring with them new questions and responsibilities."

Sergey Brin
Alphabet President & Google co-founder

"Artificial Intelligence is the biggest risk that we face as a civilization."

Elon Musk
founder/co-founder and CEO of Tesla, SpaceX, Neuralink & The Boring Company

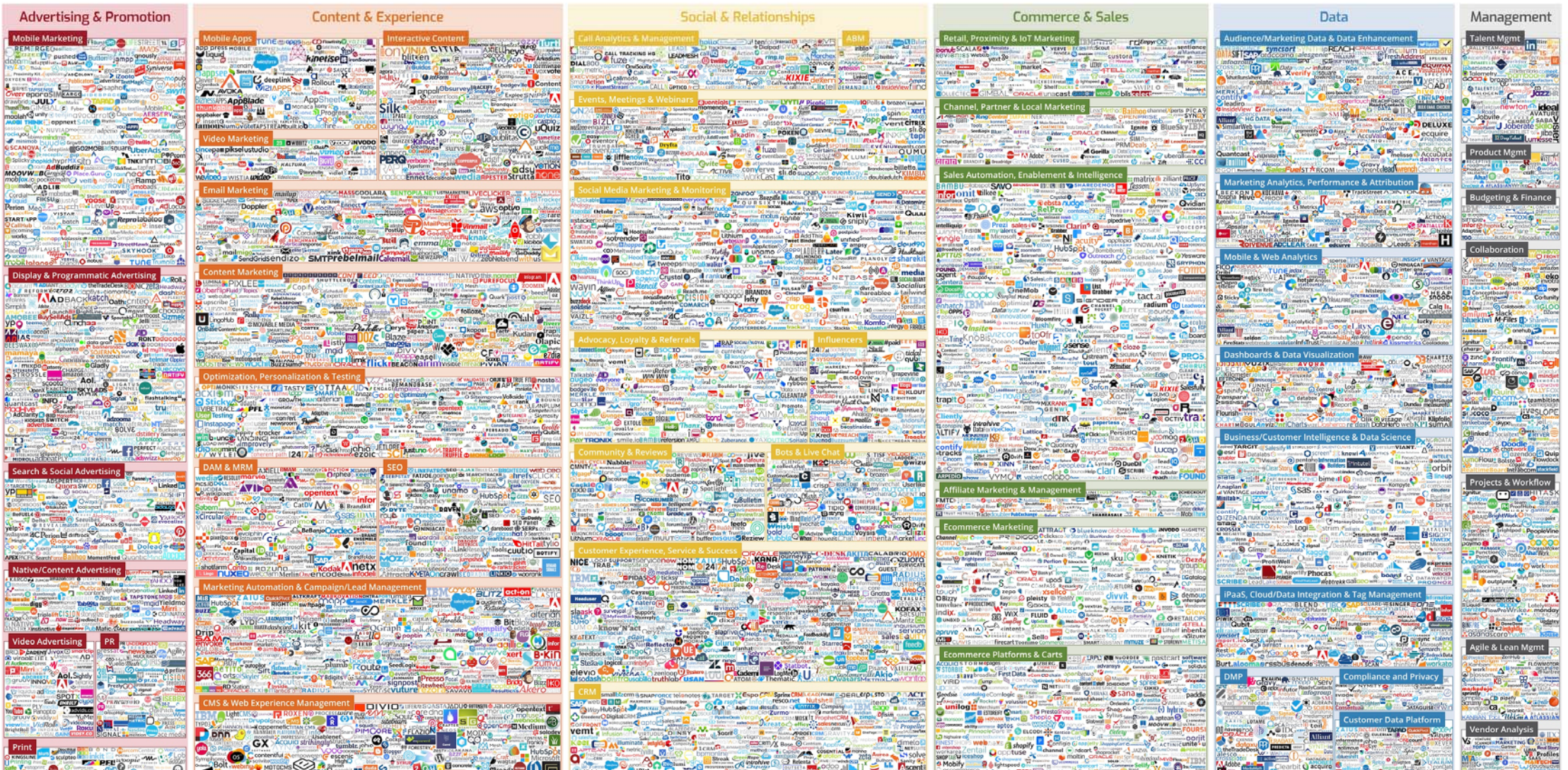
"If greater-than-human artificial general intelligence is invented without due caution, it is all but certain that the human species will be extinct in very short order."

Michael Vassar
AI expert, former president of Machine Learning Intelligence Institute

But even with **good data and great AI,**
we still **struggle to measure all touchpoints**
along the consumer's journey

chiefmartec.com Marketing Technology Landscape ("Martech 5000")

April 2018



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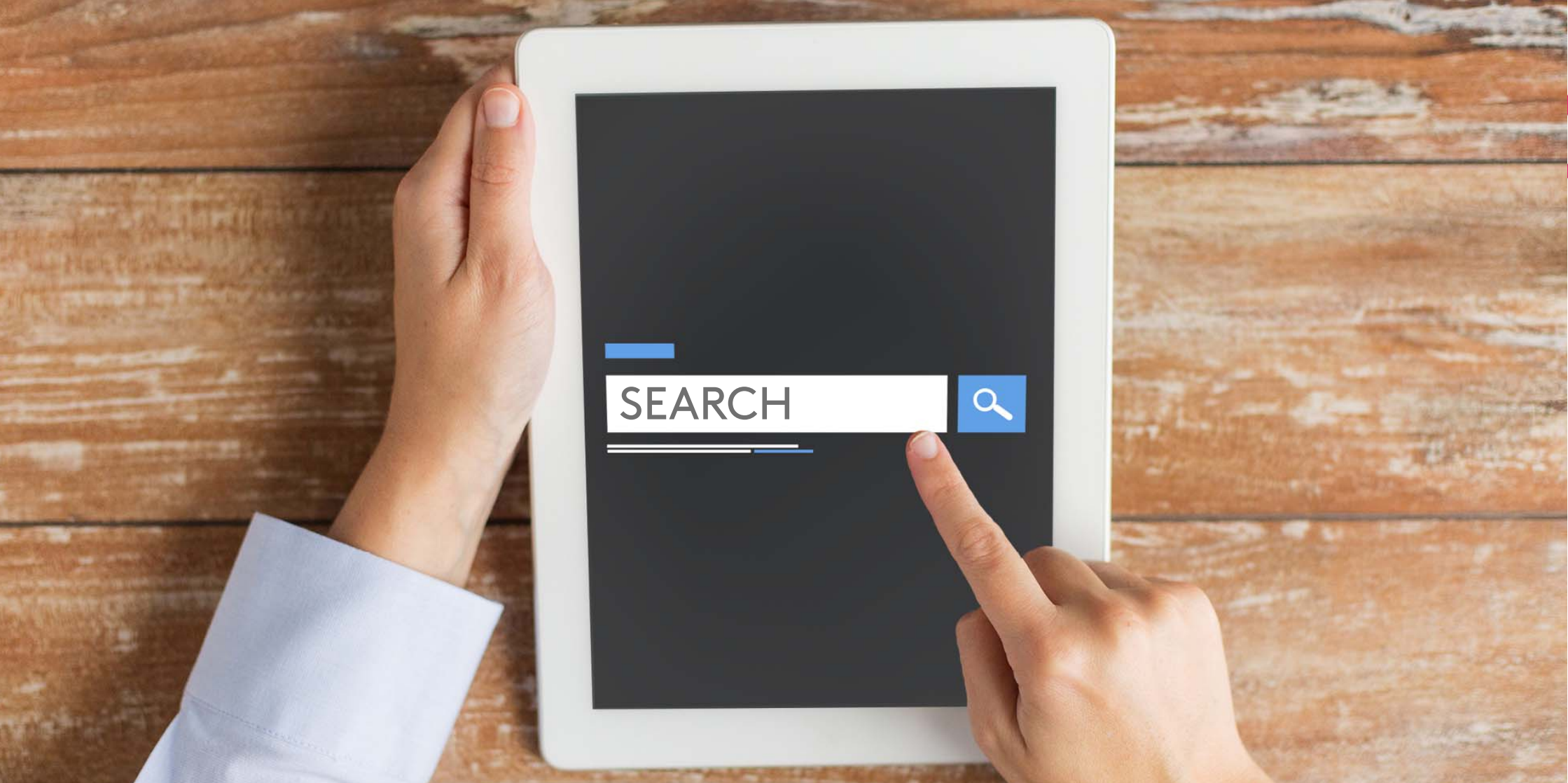
Produced by Scott Brinker (@chiefmartec), Anand Thaker (@AnandThaker), and Blue Green Brands.


SEARCH

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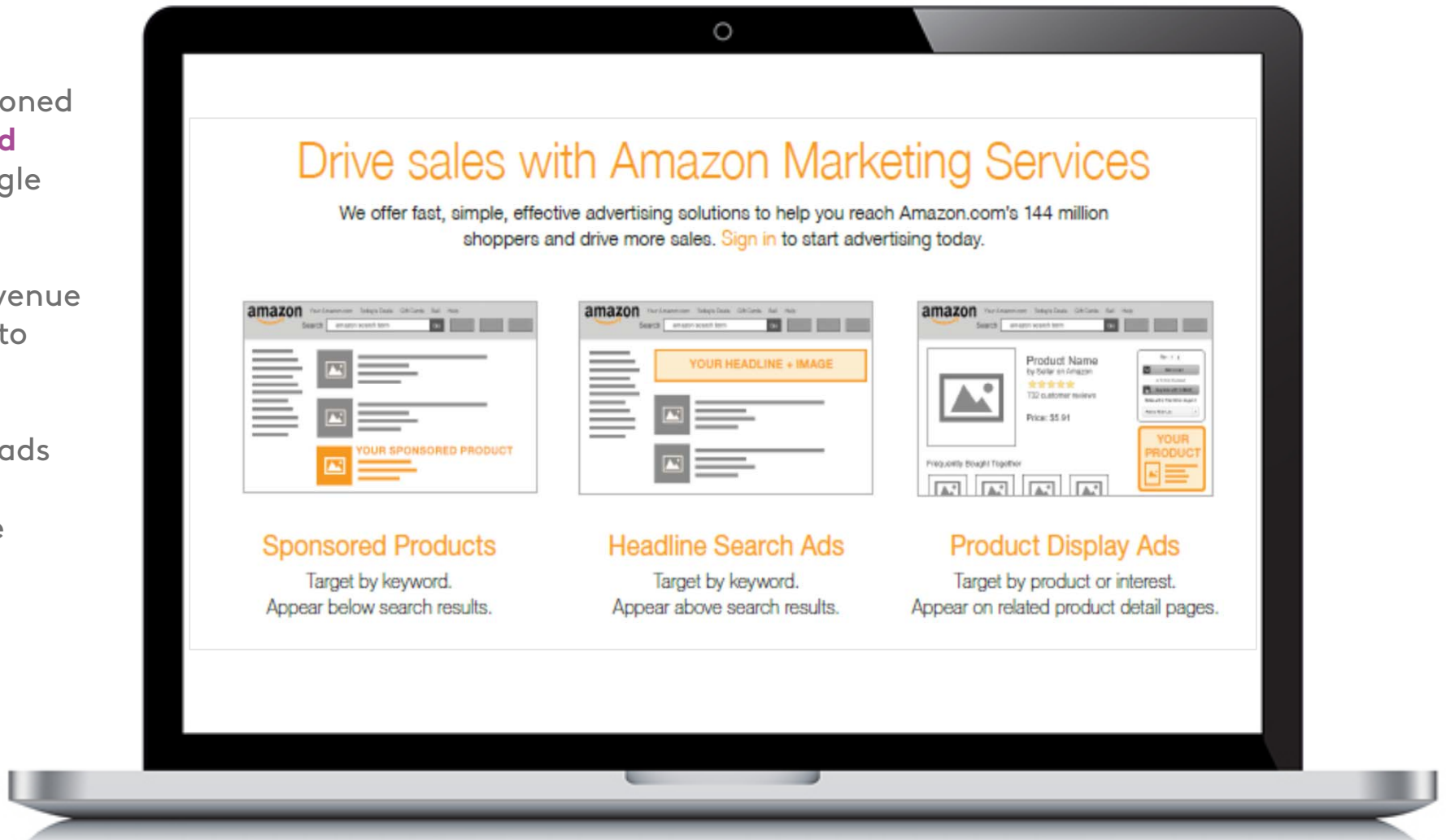
- **Amazon** well-positioned as **the 3rd digital ad platform** after Google and Facebook
- $2.8 billion in ad revenue in 2017, could grow to $4.5 billion in 2018*
- Sponsored Product ads represents ~80% of Amazon ad revenue



*source : JPMorgan, global figures

Sponsored Ads performance vs. competitors?
How can campaigns be optimized for maximum performance?
Which keywords best drive clicks and traffic?

No Amazon data were used in testing of this product

- Independent search volume data at keyword level
- Competitive keywords based on observed data
- Whether a listing is paid or organic
- Creative listings, including price and title
- Daily insights on performance, creative & pricing
- Brand visibility at category and keyword level

Observed Ad Data
Obtained using Kantar Media's advanced collection technology

Behavioral Data
Using Kantar and partner data with proprietary Kantar algorithms & machine learning

Categories tested

Beauty & Health

Household & Tools

Home Improvement

Kantar Media eCommerce Search Ad Insight

Keyword opportunities based on search volume

'Findability' across paid & organic listings

Dominant brands within target categories

Ad creatives & pricing

The only company to use and combine multiple data sources in one solution

First company to deliver key insights on Amazon Search **for sponsored products**

Most transparent methodology for search ad intelligence

The Solution

Scorecard Report

KANTAR MEDIA | eCommerce Search Ad Insight — Amado

Marketplace: Amazon

SCORECARD FINDABILITY KEYWORD MANAGER

SCORECARD

Category: Beauty and Personal Care

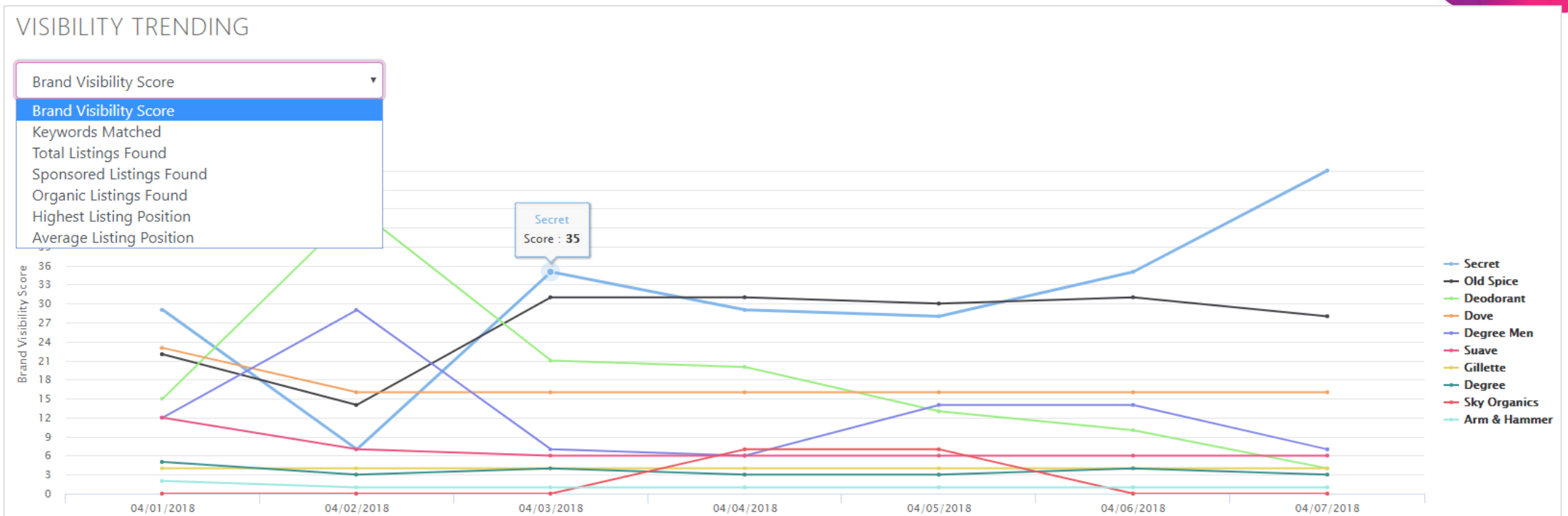
Group: deodorant

Date range: 04/01/2018 - 04/07/2018

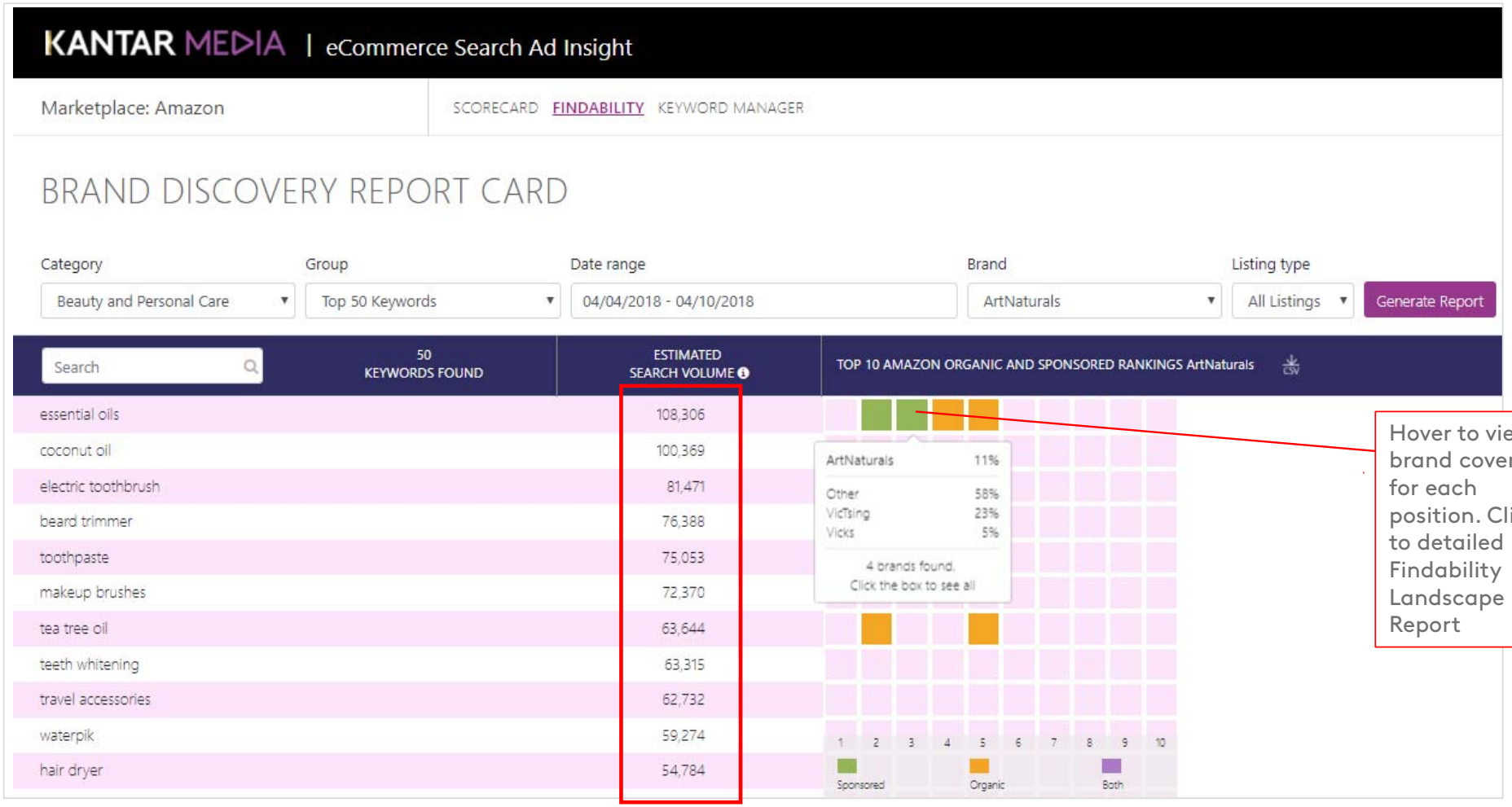
Generate Scorecard

BRANDS	KEYWORDS MATCHED (OUT OF 1)	TOTAL LISTINGS FOUND	SPONSORED LISTINGS FOUND	ORGANIC LISTINGS FOUND	HIGHEST LISTING POSITION	AVERAGE LISTING POSITION	BRAND VISIBILITY SCORE (OUT OF 100)	BRAND DOMINANCE (POSITIONS 1-3)	BRAND SATURATION (POSITIONS 1-40)
Secret	1	152	24	128	1	24	31		
Old Spice	1	81	18	63	1	16	27		
Deodorant	1	152	34	118	1	21	18		
Dove	1	188	3	185	2	20	17		
Degree Men	1	38	9	29	1	10	13		
Suave	1	49	0	49	3	16	7		
Gillette	1	23	2	21	6	9	4		
Degree	1	67	4	63	7	22	4		

Scorecard Trends

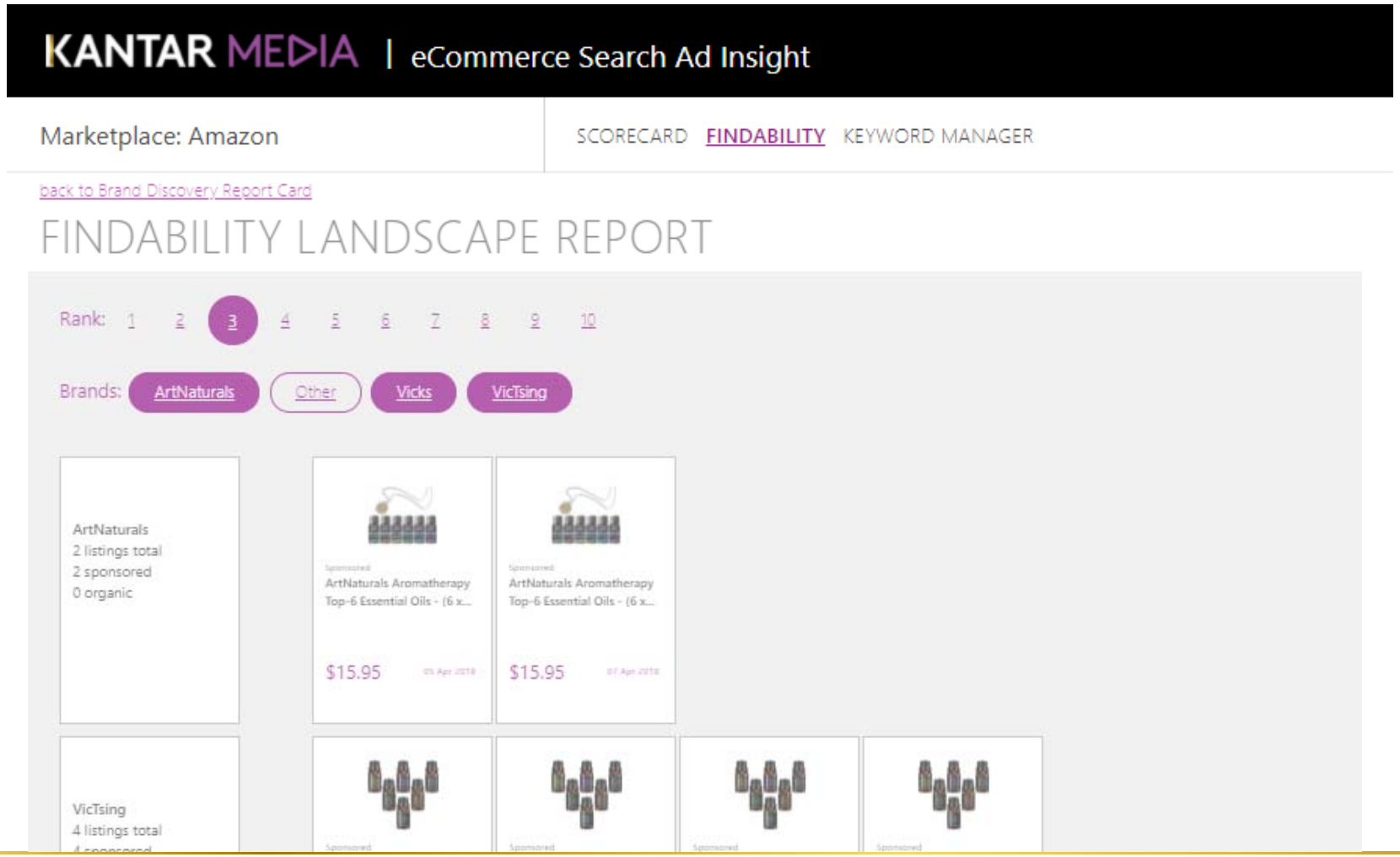


Keyword 'Findability'



Hover to view brand coverage for each position. Click to detailed Findability Landscape Report

Creative Detail



eCommerce Search Ad Insight

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What beta clients are saying...

"Our client is raving about the insights"

Partner, Search Director
(Evaluating Multiple Categories)

"This product provides us insights on Amazon that we cannot get from any other tool on the market"

Associate Director of Paid Search
(Evaluating Health & Household Category)

"The product is put together well...makes us want to use this product more"

"Scorecard, Brand Dominance and Brand Saturation are **miles ahead of any other tool we have seen"**

Senior Manager, Paid Search/ eCommerce
(Evaluating Beauty & Personal Care Category)

"Can we see if (competitor) is conquesting our cleaning product?"

Client-side CMO
(Evaluating Health & Household Category)

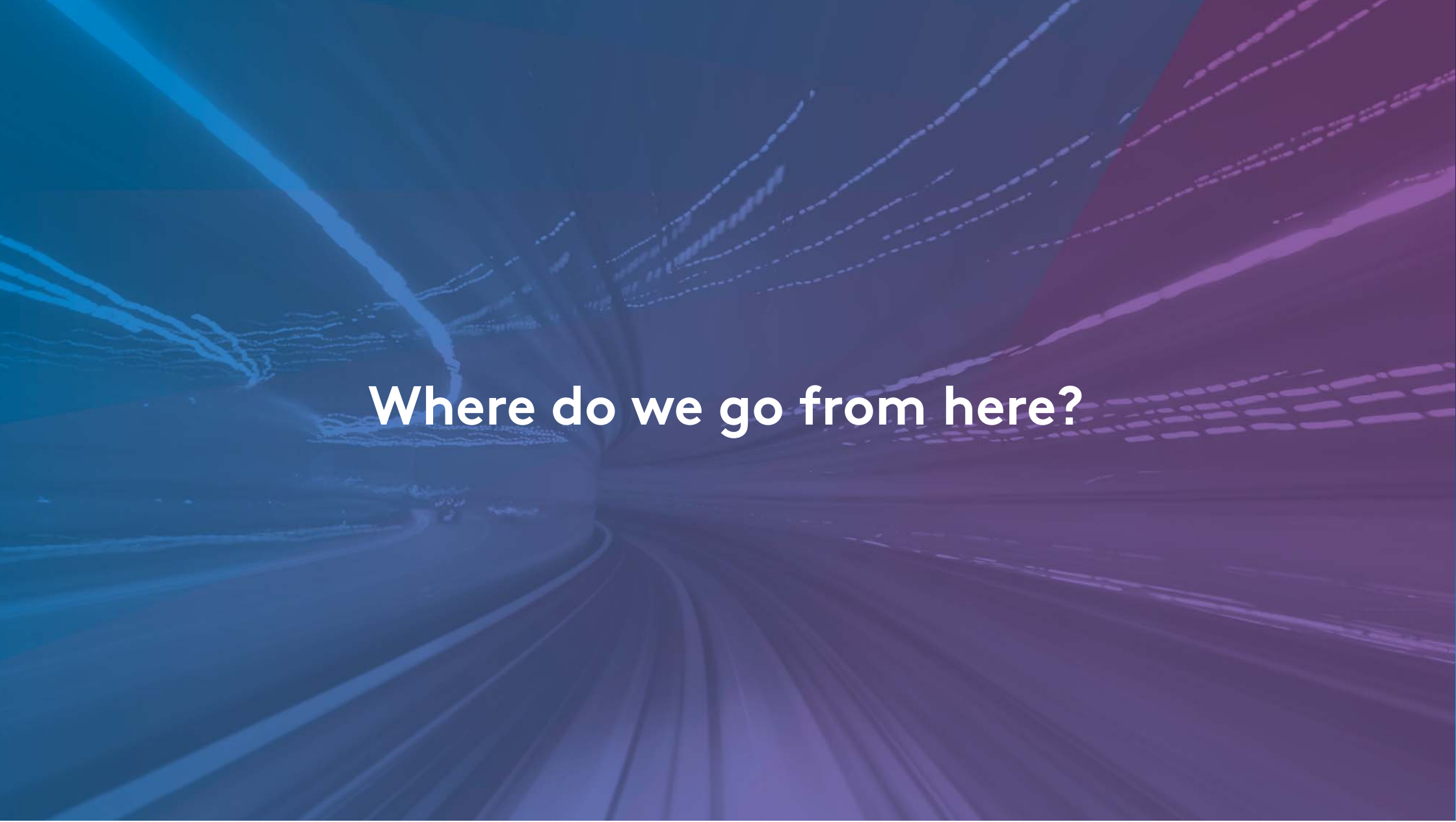
"We have **multiple uses and applications** for the data on your platform"

Head of Data
(Evaluating data across all Categories)

"The data is great"

"When will you start charging us"

Vice President, Client & Marketing Services
(Evaluating Beauty & Personal Care Category)


Where do we go from here?

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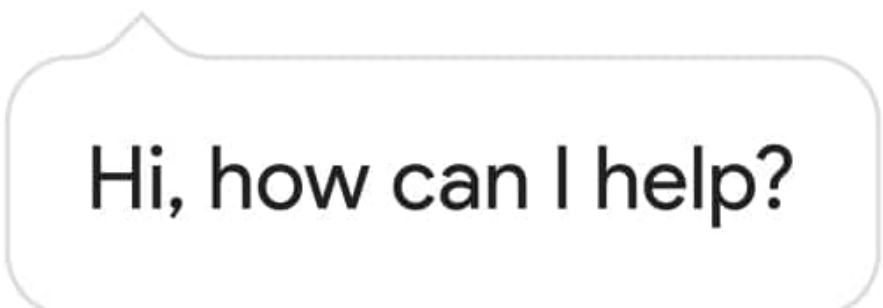

Thank You!

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