

The background features a close-up of a screen displaying the word 'Search' in a pixelated font. A thick, diagonal pink and purple graphic element cuts across the image from the top right to the bottom left.

Meeting Clients Needs & Innovating:
Spotlight on eCommerce Paid Search

Susan Tilou
Global Head of Partnerships
Kantar Media



Hi, how can I help?







“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

Advertising & Promotion

Mobile Marketing

Display & Programmatic Advertising

Search & Social Advertising

Native/Content Advertising

Video Advertising

Print

Content & Experience

Interactive Content

Video Marketing

Email Marketing

Content Marketing

Optimization, Personalization & Testing

DAM & MRM

SEO

Marketing Automation & Campaign/Lead Management

CMS & Web Experience Management

Social & Relationships

Call Analytics & Management

Events, Meetings & Webinars

Social Media Marketing & Monitoring

Advocacy, Loyalty & Referrals

Influencers

Community & Reviews

Bots & Live Chat

Customer Experience, Service & Success

CRM

Commerce & Sales

Retail, Proximity & IoT Marketing

Channel, Partner & Local Marketing

Sales Automation, Enablement & Intelligence

Affiliate Marketing & Management

Ecommerce Marketing

Ecommerce Platforms & Carts

Data

Audience/Marketing Data & Data Enhancement

Marketing Analytics, Performance & Attribution

Mobile & Web Analytics

Dashboards & Data Visualization

Business/Customer Intelligence & Data Science

iPaaS, Cloud/Data Integration & Tag Management

DMP

Compliance and Privacy

Customer Data Platform

Management

Talent Mgmt

Product Mgmt

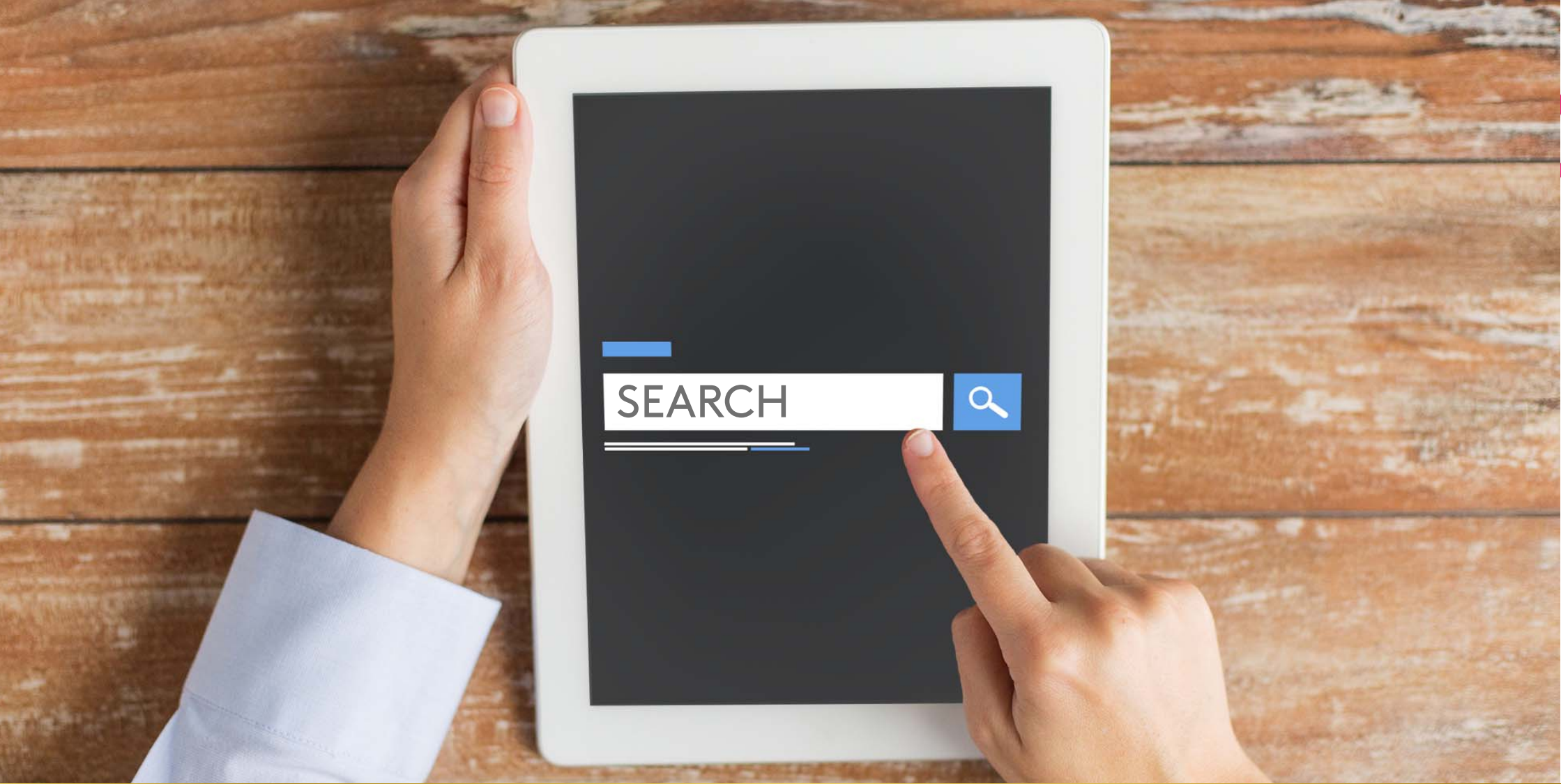
Budgeting & Finance

Collaboration

Projects & Workflow

Agile & Lean Mgmt

Vendor Analysis





- **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

Drive sales with Amazon Marketing Services

We offer fast, simple, effective advertising solutions to help you reach Amazon.com's 144 million shoppers and drive more sales. [Sign in](#) to start advertising today.

Sponsored Products
Target by keyword.
Appear below search results.

Headline Search Ads
Target by keyword.
Appear above search results.

Product Display Ads
Target by product or interest.
Appear on related product detail pages.

*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

How do I improve performance on Amazon?

How can I gain visibility into the Amazon Paid Search Marketplace?

What are my competitors doing on Amazon?



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



Keyword opportunities based on search volume



'Findability' across paid & organic listings



Dominant brands within target categories



Ad creatives & pricing

Kantar Media eCommerce Search Ad Insight



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

Marketplace: Amazon

[SCORECARD](#) FINDABILITY KEYWORD MANAGER

SCORECARD

Category

Group

Date range

Beauty and Personal Care ▾

deodorant ▾

04/01/2018 - 04/07/2018

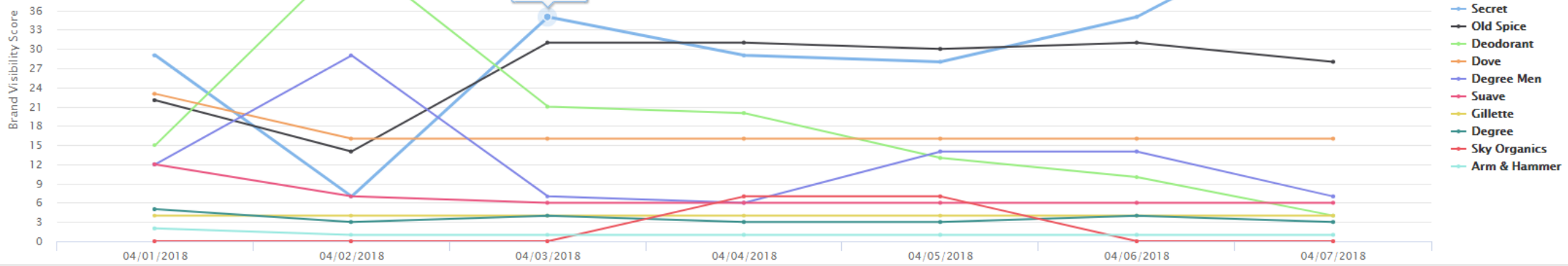
Generate Scorecard

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

VISIBILITY TRENDING

- Brand Visibility Score ▾
- Brand Visibility Score
- Keywords Matched
- Total Listings Found
- Sponsored Listings Found
- Organic Listings Found
- Highest Listing Position
- Average Listing Position



Keyword 'Findability'

KANTAR MEDIA | eCommerce Search Ad Insight

Marketplace: Amazon SCORECARD [FINDABILITY](#) KEYWORD MANAGER

BRAND DISCOVERY REPORT CARD

Category: Beauty and Personal Care Group: Top 50 Keywords Date range: 04/04/2018 - 04/10/2018 Brand: ArtNaturals Listing type: All Listings [Generate Report](#)

Search	50 KEYWORDS FOUND	ESTIMATED SEARCH VOLUME	TOP 10 AMAZON ORGANIC AND SPONSORED RANKINGS ArtNaturals
essential oils		108,306	
coconut oil		100,369	
electric toothbrush		81,471	
beard trimmer		76,388	
toothpaste		75,053	
makeup brushes		72,370	
tea tree oil		63,644	
teeth whitening		63,315	
travel accessories		62,732	
waterpik		59,274	
hair dryer		54,784	

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

Brand Coverage for 'essential oils':

Brand	Percentage
ArtNaturals	11%
Other	58%
VicTsing	23%
Vicks	5%

4 brands found. Click the box to see all

Marketplace: Amazon

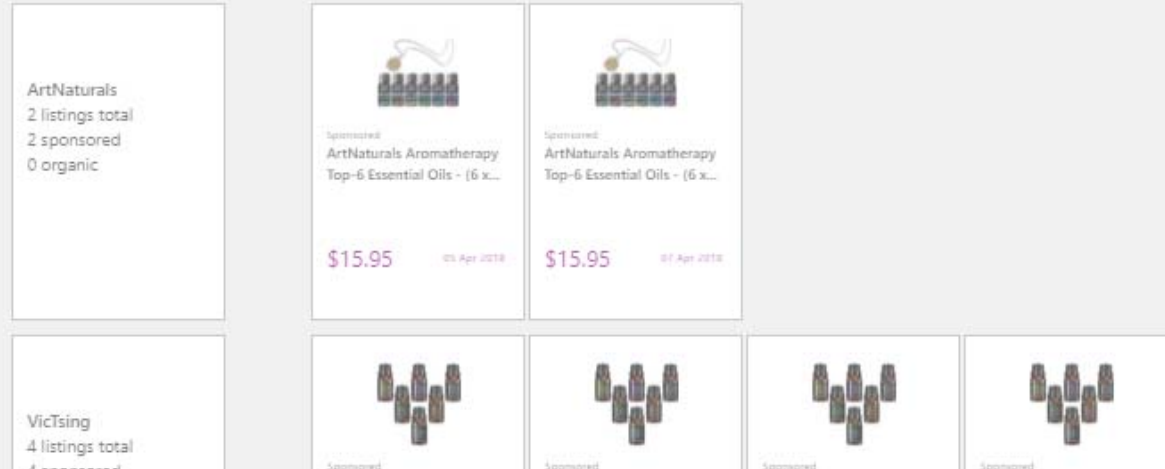
SCORECARD [FINDABILITY](#) KEYWORD MANAGER

[back to Brand Discovery Report Card](#)

FINDABILITY LANDSCAPE REPORT

Rank: 1 2 **3** 4 5 6 7 8 9 10

Brands: **ArtNaturals** Other Vicks VicTsing



eCommerce Search Ad Insight



What beta clients are saying...

"Our client is raving about the insights"

Partner, Search Director
(Evaluating Multiple Categories)

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

Client-side CMO
(Evaluating Health & Household Category)

"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)

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

Head of Data
(Evaluating data across all Categories)

"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)

"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?



KANTAR MEDIA

Hi, how can I help?



Thank You!

#km**summit**