ADM | amazon Ads

If you're not running paid ads on Amazon, you might be asking is it even worth it?

Let's Talk About Amazon's Competitive Edge

- Amazon has higher conversion rates than most channels and **2X the CVR** of Google Ads
- Amazon is more cost efficient, with average **CPCs 64% less** than Google Ads
- Amazon drives a stronger Intent to purchase, **closing more sales** in a shorter amount of time.
- Amazon provides **unique customer data**, giving you more detail about who is shopping your brand and their shopping habits.

Ready to advertise on Amazon?
Then It's Time To Engage ADM

- ☑ Knowledgeable SEM team with experience in Google, Microsoft, and Amazon
- ☑ Full audit of current account & store, with insights, recommendations and next steps
- ☑ Roadmap for management and account clean-up/restructuring
- ☑ Cross channel insights and reporting from your main POCs
- ☑ Cross channel testing based on success within each platform
- ☑ Fair pricing; ADM offers bundled pricing for adding additional channels. *Ask the director assigned to your account for more details.*

ADM Amazon Case Study

ADM deployed full Amazon management for an ecomm company in 2023. After a full audit of their current Amazon account, ADM restructured their entire account to support more scale and weed out wasted spend. As a result, the new structure allowed ADM to scale spend across all tactics at a ROAS on average 60% higher.
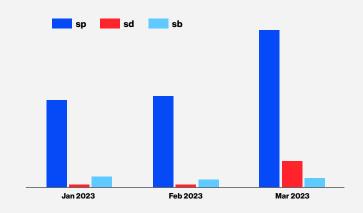
Sponsored Products Pre vs. Post Restructure

Revenue: +77%	Cost: +81%	ROAS: -2%	CPA: -14%

Sponsored Brand Pre vs. Post Restructure

Revenue: +76%	Cost: -7%	ROAS: +90%	CPA: -8%

Sponsored Display Pre vs. Post Restructure

Revenue: +54%	Cost: +18%	ROAS: +30%	CPA: +10%

Growth Across Three Amazon Ad Tactics Post-Restructure

Sponsored Products (sp), Sponsored Display (sd), and Sponsored Brand (sb) ads

Restructure occurred early February - mid February

Legend: sp (blue), sd (red), sb (light blue)

Bar chart — Jan 2023, Feb 2023, Mar 2023

Let's Talk Next Steps

If you're interested in paid Amazon support, talk with your ADM POC or Director. They will be happy to provide pricing and next steps.