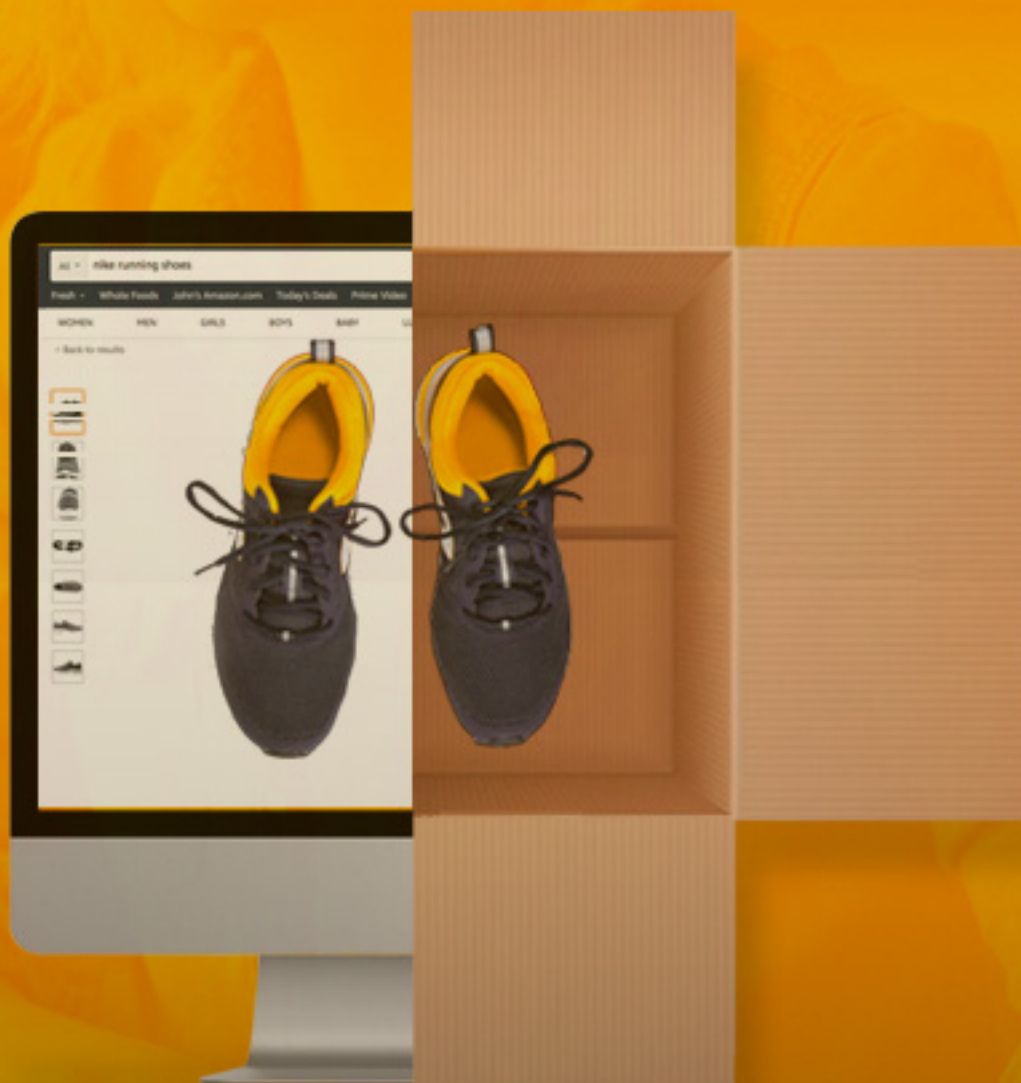


Marin Software's Guide to **Marketplace Advertising**





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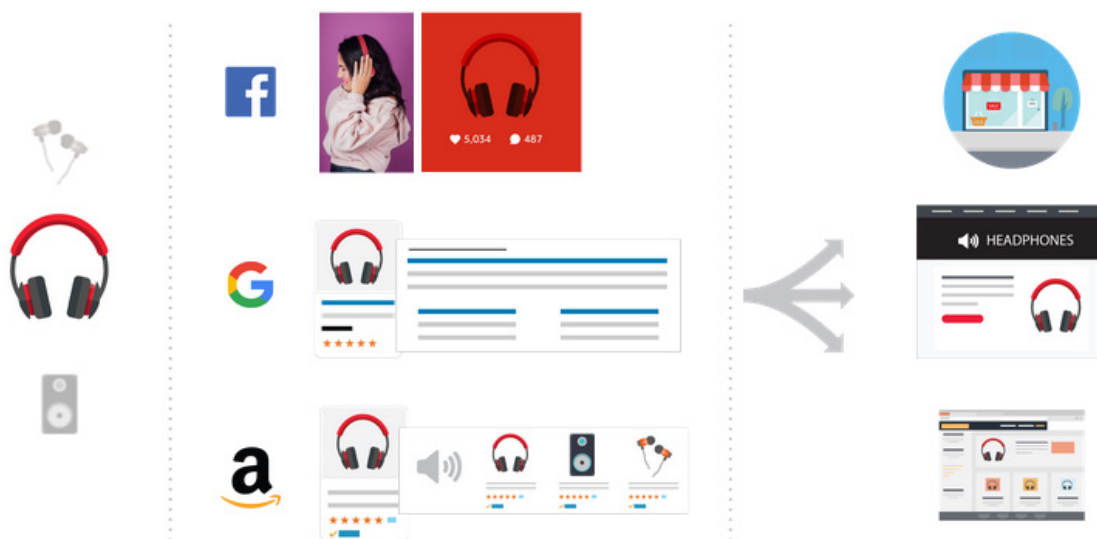
Introduction

In this white paper, we'll highlight five common challenges in the current marketplace advertising climate and go into detail on actionable strategies to help solve for them.

Due to COVID-19, many retail businesses have been forced to drastically rethink and shift their business. However, the core objective remains the same: to introduce your products to shoppers and establish them in shoppers' purchase consideration.

For our purposes, that means using the Google, Facebook and Amazon to generate awareness and drive eyes to the "digital shelves" of marketplaces. Ultimately, the shopper may end up purchasing on your website, on a marketplace, or in store after learning about your product from an advertisement. Attributing that sale revenue back to the originating advertisement which drove it is what's important, as it helps inform accurate budgeting decisions that fuel overall sales velocity and profit.

Let's look at some of the key challenges facing brands and some thoughtful solutions and techniques to implement and solve for them.



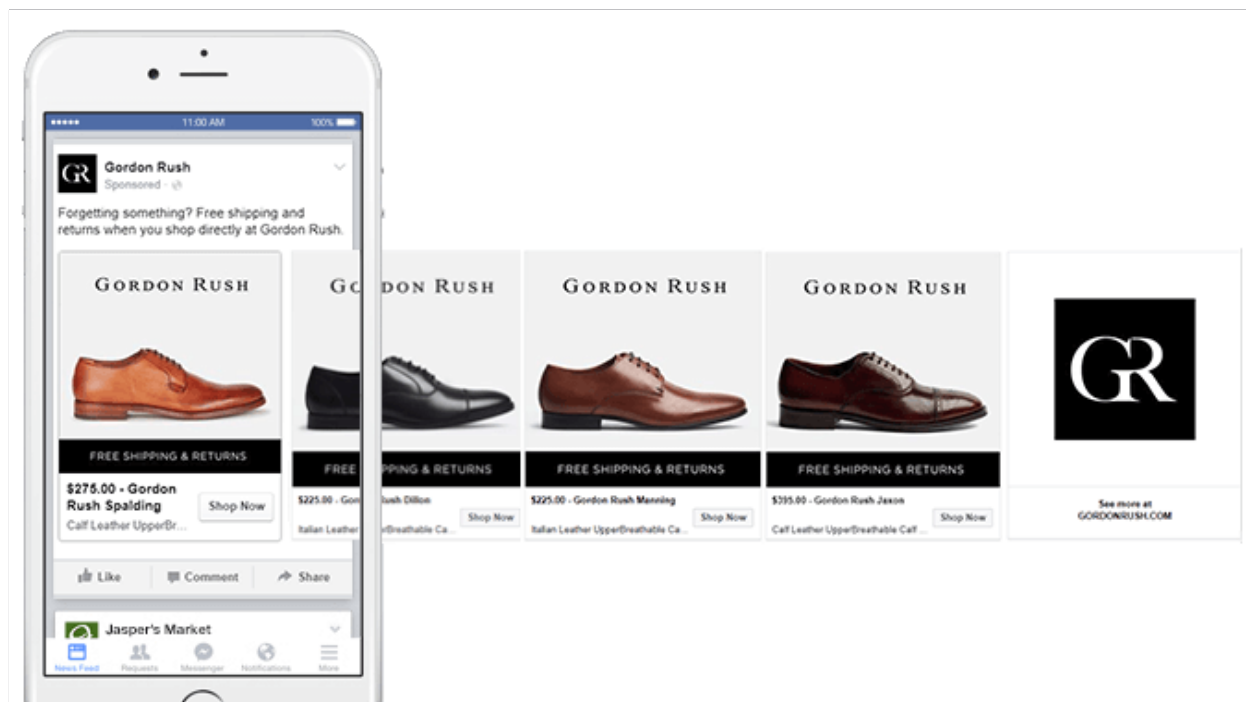
Source: Marin Software

Five Successful Strategies

1. Prepare, optimize, and protect your product data to be retail-ready for all marketplaces, including Amazon, Google, Instagram Checkout, and Walmart
2. Expand coverage and maintain consistent messaging across the internet
3. Get your attribution right to measure the growth impact of new online customers
4. Save time & maximize your budgets with automated bidding and dayparting
5. Stay on top of the day-to-day challenges in dynamic inventory

Retail Readiness

What does it mean to be retail ready in 2020? It means you need to be ready for digital – and the top place to do this right now is marketplaces. The product data needs to be normalized, aggregated, and syndicated to the marketplaces (Walmart, Amazon, eBay, Facebook, etc.) – as well as optimized for the nuances of each.



Source: Feedonomics

Here are some specific tips for ensuring your product feed is retail ready and your products have the best opportunity to show at the top of the search results:

- Make sure the Title of the product aligns with how people search for your products.
- The Description field is your opportunity for SEO, cover all relevant ideas that may be searched by users
- Ensure colors are simple, custom colors are less likely to be searched
- Having your products listed in appropriate categories helps improve accuracy with the marketplace taxonomy, and betters your chances of proper visibility. Advertisers often place things too high in the hierarchy, for example, Jackets instead of Jackets > Lightweight Raincoats
- Ensure all variants are linked together in Parent > Child relationships

Expanding Coverage

Brands need to advertise across many channels to maximize coverage and reach shoppers where they shop. Each channel has its strengths and weaknesses. One may be better suited for generating awareness and consideration at an earlier stage of the buying cycle while another may be more suited toward no-friction point of sale purchasing.

You want to be present where your shoppers shop. Nowhere is that more evident than on Amazon and its 150 million+ Prime members.¹ How can advertisers quantify the new customers they are reaching on Amazon? For Amazon, use New-to-Brand (NTB) metrics.



Source: Amazon Advertising

With these metrics, you can see not only which campaigns are driving existing sales, but also analyze specifically for New-to-Brand Sales. These are defined as sales from customers who are buying from your brand for the first time in a year. You can optimize this growth metric by bidding for a higher NTB as % of sales, or assigning heavier weight to NTB sales dollars versus existing.

1 <https://www.businessinsider.com/amazon-surpasses-150-million-prime-subscribers-2020-2>



Customer LTV ✕

Settings

Revenue

☐ Use Total Revenue

☒ Specify Conversion Types

	Event	Type	Value
	Sales 14d	% of Revenue <input type="text"/>	100 %
	New to Brand S...	% of Revenue <input type="text"/>	100 %
	Detail Page Views	Specify <input type="text"/>	\$0.10

Cancel

Save

Source: Marin Software

Two other useful NTB metric are Detail Page Views and Clicks. Optimizing towards these metrics allow you to focus on the Consideration phase of the funnel. This is a really useful strategy for bringing a new-to-market product, driving traffic to your Amazon Brand Store, or other higher funnel goals which may not be strictly sales-related.

Amazon Attribution

According to a 2019 Forrester report, 35% of marketers say poor data quality impacts their ability to target consumers with the right digital ads.² To unify consumer experiences, marketers need to capture and integrate data across all their channels. Solving for attribution leads to more precise budgeting and gives marketers a clearer picture of what works well and what doesn't. Amazon Attribution solves for this by tying Amazon sales data to off-Amazon advertising.



Source: Marin Software

A CPC Strategy survey found that the majority of Amazon Shoppers feel more comfortable buying an unfamiliar brand on Amazon than anywhere else.³ Using paid advertising off-Amazon to drive traffic to Amazon can be a great way to grow sales.

² <https://www.marketingevolution.com/data-quality>

³ <https://learn.cpcstrategy.com/rs/006-GWW-889/images/2019-Amazon-Shopper-Survey.pdf>



Think, for example, of using a "Buy Now on Amazon" Google sitelink that takes visitors directly to your Amazon Store. Or an Instagram ad that takes visitors directly to the Amazon Product Detail Page with an "Add to Cart" button.

Ad · www.powpowsports.com
Pow Pow Sports Official - Browse Our New Inventory
Sports Equipment and Gear for Baseball, Golf, Soccer, and Football That Stands the Test of Time. Check Out Our Newest Arrivals!
📍 Austin · 20 locations nearby

Summer Sale
Pow Pow Sports Gear
Get Ready for Summer 2020

Buy Now at Amazon.com
Shop New & Your All Time Favorite
Pow Pow Products on Amazon.com

Source: Marin Software

A challenge with this method is that you will have cost data in one channel (Google, for example) and sales data in another (Amazon Attribution). Marin plays a valuable role here in terms of stitching the data together and providing advertisers the ability to report holistically and perhaps more importantly, bid and optimize the ad spend based on the Amazon sales data.

PUBLISHERS

CAMPAIGNS

GROUPS

KEYWORDS

ADS

SHOPPING

PLACEMENTS

DIMENSIONS

HISTORY


All Publishers

All Accounts

4/7/2020 Yesterday

Search

103 Campaigns

	 Campaign	Account	Pub. Cost \$	Clicks	Website Conv.	Amazon 14 Day Conv.	AA Purchases Conv.
<input type="checkbox"/>	Google_Direct to AMZN	Google	750	500	0	0	500
<input type="checkbox"/>	Google_To Website	Google	1500	1200	900	0	100
<input type="checkbox"/>	Amazon_Sponsored Products	Amazon	650	400	0	400	0

Source: Marin Software



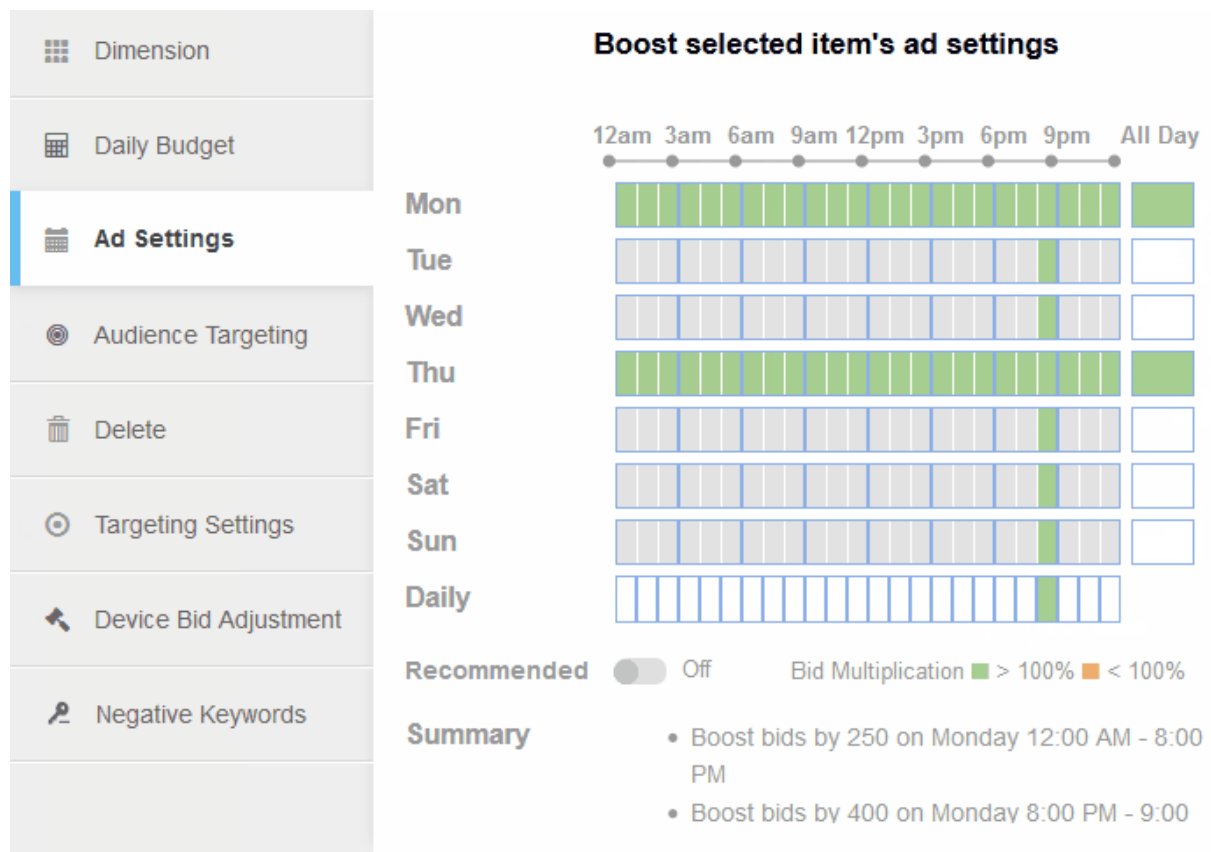
The Importance of Testing

Testing is a key concept. Every strategy can be tested on small scale if desired, and testing should be core to your advertising efforts. Find an area where you may want to uncover opportunities and test your hypothesis. If it works, scale!



Optimization

Savvy practitioners understand marketplace advertising requires constant adjustments to make the most profitable returns from your ad spend. Optimization strategies can include things like keyword expansion and automated bidding, but one thing that is often overlooked is dayparting.

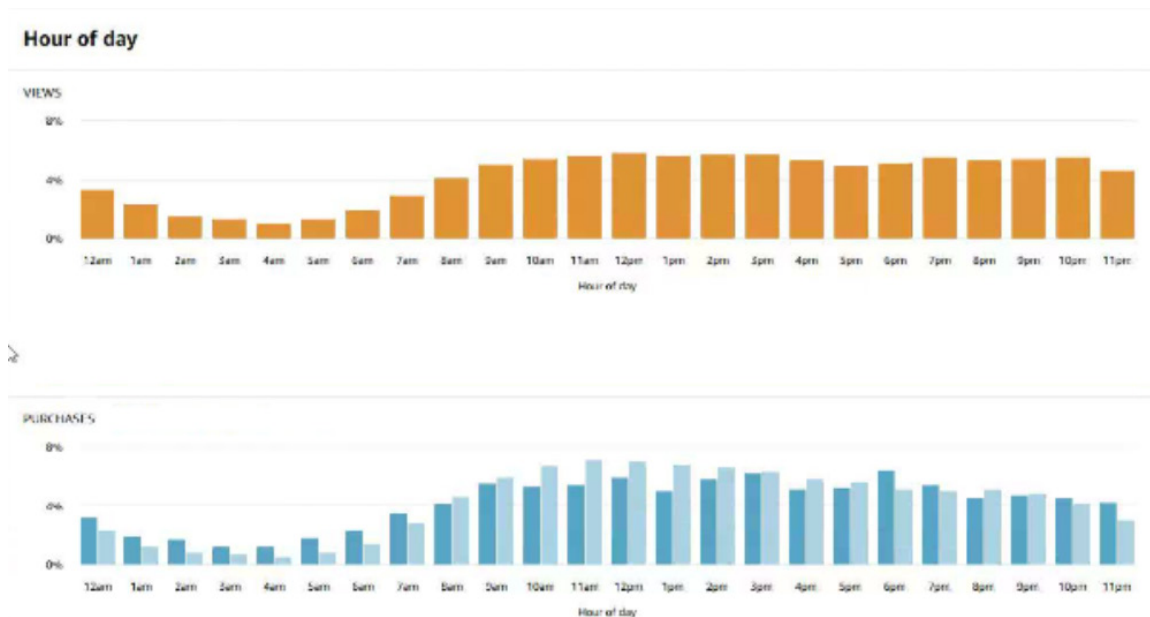


Source: Marin Software

To optimize for the hourly and daily shifts in buying behavior, advertisers can implement dayparting schedules to adjust bids based on sales likelihood. For example, we want to bid more aggressively during the 8-9pm window where shoppers are most active, and generally bump up bids for Tuesdays and Thursdays compared to the rest of the week.



This strategy is also super useful to help save budget for when people are purchasing. Amazon Vendors can look at Audience Insights (fka. Shopping Insights) to get an idea of performance by hour of day and use that to inform hourly bid and budgeting decisions. Certain hours of the day may have higher purchase rates than others, indicating that advertisers should be more aggressive to achieve higher visibility.



Source: Amazon Shopping Insights

A hypothesis could be that if you're exhausting budgets regularly, to daypart so that you're spending the budgets later in the day which may give you a leg up as your competitors start to run out.

Marketplace Signals

Your customer considers ratings and reviews, and so should you. Be mindful that promoting a product with great reviews is one thing, and promoting a product with few or low reviews is another. Your customer considers reviews and ratings when purchasing, and as an advertiser you should consider them when advertising.



Source: Marin Software

Think of all the other things your customers are considering: do you have their size or color variant? Is your price point competitive? Is your product trending because of some recent endorsement or press coverage? The idea is to be incorporating these signals alongside your day-to-day performance metrics to get a better understanding of what is and isn't driving results, and using tools to address these with automation: increasing and decreasing bids based on impactful sales signals.



Manually checking and applying for this multiple times per day can be a challenge. Tools like Marin can be customized to automatically make changes based on user set rules. For example, increase bids if a product is on sale or decrease bids if a product is running out of variant inventory. This is a great example where a tool can save marketers a ton of time and improve margin.

Sale Boost

Name

Status ☒ Active ☐ Paused

Apply to

Campaigns Groups ?

3 Campaigns 0 Groups

Criteria ☒ Satisfy All ☐ Satisfy Any

Sale

Contains (text)

Yes

Action ?

Boost bid by % (Value)

350

 %

Source: Marin Software

Recap

1. Prepare, optimize, and protect your product data to be retail-ready for all marketplaces, including Amazon, Google, Instagram Checkout, and Walmart
2. Maintain coverage and consistent messaging across the internet
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About the Authors



Marin Software provides enterprise marketing software for advertisers and agencies to integrate, align, and amplify their digital advertising spend across the web and mobile devices. Marin Software offers a unified SaaS advertising management platform for search, social, and eCommerce advertising. The Company helps digital marketers convert precise audiences, improve financial performance, and make better decisions. Headquartered in San Francisco with offices worldwide, Marin Software's technology powers marketing campaigns around the globe. For more information about Marin Software, please visit www.marinsoftware.com.



Feedonomics combines best-in-class technology and service to list your products everywhere people shop online. The platform optimizes retailer product data so clients' products appear higher in searches on advertising channels such as Google Shopping, Amazon.com and Facebook, where shoppers can click to make purchases. For more information about Feedonomics, please visit www.feedonomics.com.



Andrew Todd,

Senior Product Marketing Manager, Marin Software

Andrew is a Senior Product Marketing Manager at Marin Software where he is tasked with building innovative digital advertising functionality that helps brands grow online. His voice at the company is largely that of the customer – helping ensure that Marin delivers what the market wants. Prior to his time at Marin, Andrew worked at independent agencies in New York and Austin, focused on eCommerce and lead generation. Andrew received a Bachelor's degree in Communications from the University of Tennessee and enjoys traveling, listening to music, and spending time with family and friends. Profile link here: <https://www.linkedin.com/in/andrewltodd/>



David Waltzman,

Director of Strategic Partnerships, Feedonomics

David collaborates with partners to build a robust ecosystem for extracting, optimizing, and syndicating product data. He brings years of experience in both cloud and design software. David has managed engineering and sales teams that have enabled clients to reduce time to market while improving product quality. David has a Bachelor's in Mechanical Engineering from UCSD, a Master's in Mechanical Engineering from UCLA as well as an MBA from the Georgia Institute of Technology. Profile link here: <https://www.linkedin.com/in/davidwaltzman/>

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