

amazonmarketingservices

**GIVE YOUR BRAND THE ATTENTION  
IT DESERVES!**



# Why E-Commerce ?

## Internet Users: Perspective<sub>1</sub>



**319.4M**  
Internet Users



**48%**  
Use internet everyday

## Share of Web Traffic<sub>2</sub>

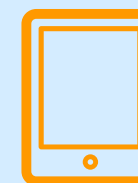
Based on each device's share  
of the total web pages served  
to Web Browsers



**33%**



**66%**



**1%**

## E-Commerce Adoption<sub>3</sub>

Engaged with the product or  
service in past 30 days



**24%**

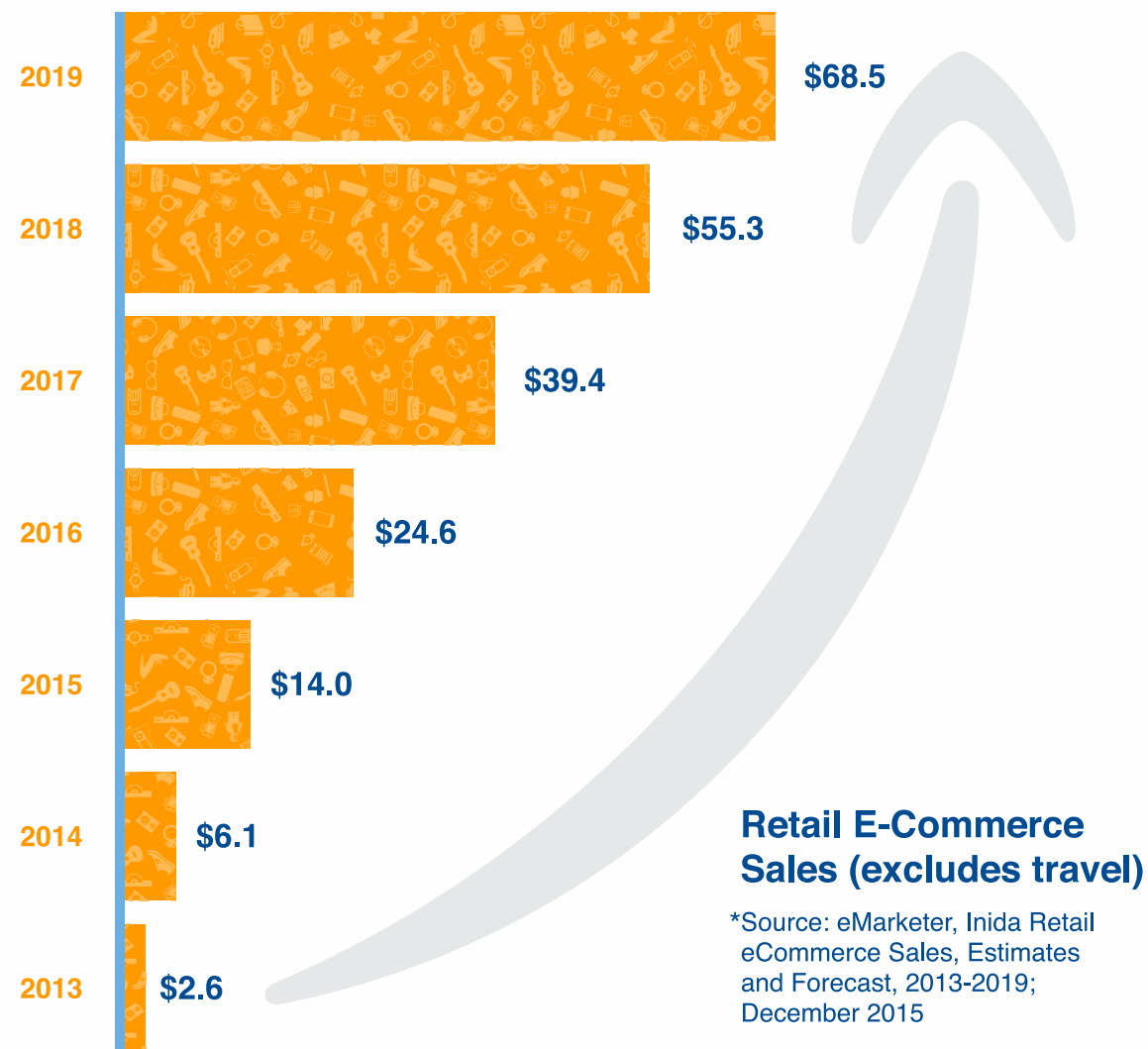


**23%**



**23%**

# E-Commerce sales are expected to grow to\*



# Why Amazon?

Amazon.in - India's #1 E-Commerce marketplace!

6 Crore+  
Products

Most Visited  
E-Commerce Website

65%  
Repeat Customers

100+  
Categories

Preferred destination  
for Product Search



More product searches happen on  
Amazon.in than all search  
engines put together



1 in 4 customers researched  
products on Amazon before  
making an offline purchase



More traffic on PC than  
the competition



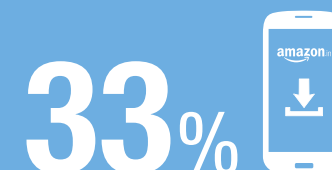
#1

Unique shopper visits  
on PC



2x

m-Web visits ~2x times  
the competition's



33%

Higher App downloads  
than the competition

# Amazon.in - India's largest online store!

## Amazon India becomes number 1 shopping app

by Bureau

New Delhi, Oct 3: On the day three of the festive season online sale, the mobile app of Amazon India has taken the pole position as the number 1 shopping app on both Google Play and Apple Appstore.

According to the company, the mobile app saw a five times growth in new users with the app generating 80% of the traffic. Also the number of transactions taking place on the app has increased seven times.

On the third day of the sale, mobile tops the charts in terms of unit sold, which has not been disclosed by the company. Lenovo, Moto, Xiaomi, Samsung, amongst others were the popular brands.

Moreover, mobile accessories witnessed five times growth in sales. The consumer

electronics categories grew 20 times with TV exclusive brands witnessing a trajectory of 50 times, the company said in a statement.

According to the e-tailer, consumers continued to shop for fashion on the platform with

### The mobile app saw a five times growth in new users

brands such as Ziyaa witnessing a 44 times growth, followed by American Tourister growing at 32 fold, Raymond at 23 times, Hush Puppies at 19 times and Crocs 16 times.

Besides, auto category saw a growth of five times, furniture was another category that performed well on day 3 with a 12 times jump in sales.

## Amazon claims making 100 sellers crorepatis

N V Vijayakumar

BENGALURU: As the fierce sales battle on e-commerce platforms during the festive season reaches its zenith, Amazon India claims that it has made around 100 sellers crorepatis.

Speaking to *DN*, Amazon India Category Management Vice President Manish Tiwary said close to 120,000 sellers from across India are participating in the Great Indian Festival.

"Nearly 10,000 sellers have seen their biggest sales ever in the first two days of the Great Indian Festival. Amazon India has helped nearly 100 sellers enter the crorepati club with the sales on day one and two," said Tiwary.

He said that Amazon India has 200% more sellers with three times the selection and 1.5X more fulfilment capacity. "We now have 27 fulfilment centres covering a total area of close to 2.5 million sq feet and a storage capacity of 7.5 million cubic feet," he said.

He also pointed out that Amazon witnessed a massive



spike in seller registrations on Amazon.in. "We have set up Seller Cafes across 24 cities and towns in India especially for the festive season. Sellers will be able to walk into these cafes, set up their Amazon seller accounts and receive basic guidance from trained resources for navigating their accounts and getting their queries resolved," he said.

Amazon also claimed that Amazon app has become the number one mobile shopping app, witnessing a growth of 80% traffic on both Google Play store and Apple Appstore. "There is a 7X more transaction when compared with the daily run rate. It makes Amazon app the primary destination for shopping during the Great Indian Festival," he said.

DN News Service

## Amazon sells 15 mn units in 5-day sale, claims market leadership

Prime is star of the show, getting tens of thousands of users to pay ₹499 for subscription

by Bureau

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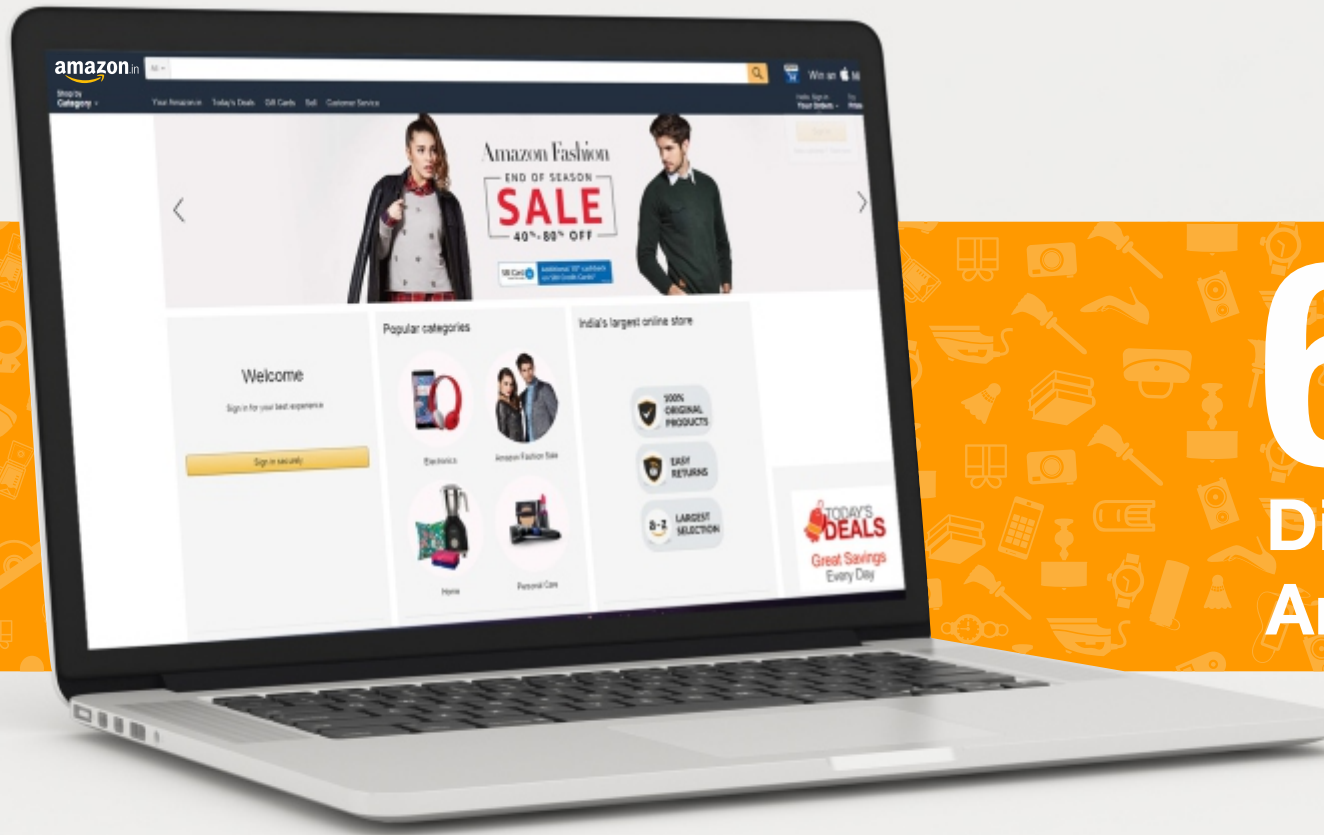
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# First stop on the online journey!



**60%**  
Direct traffic on  
Amazon.in



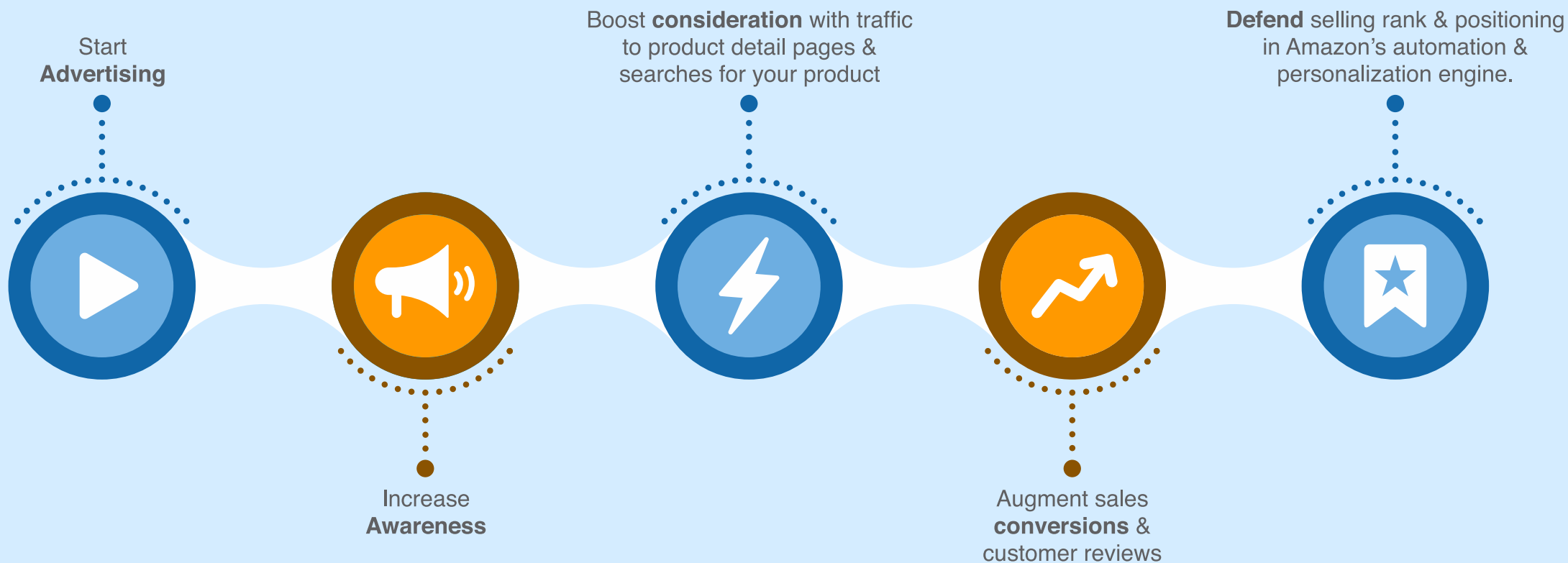
# An early step in the offline journey!

**\$70**<sub>Bn</sub>

in offline sales in India  
will be influenced by  
the Web in **2019**

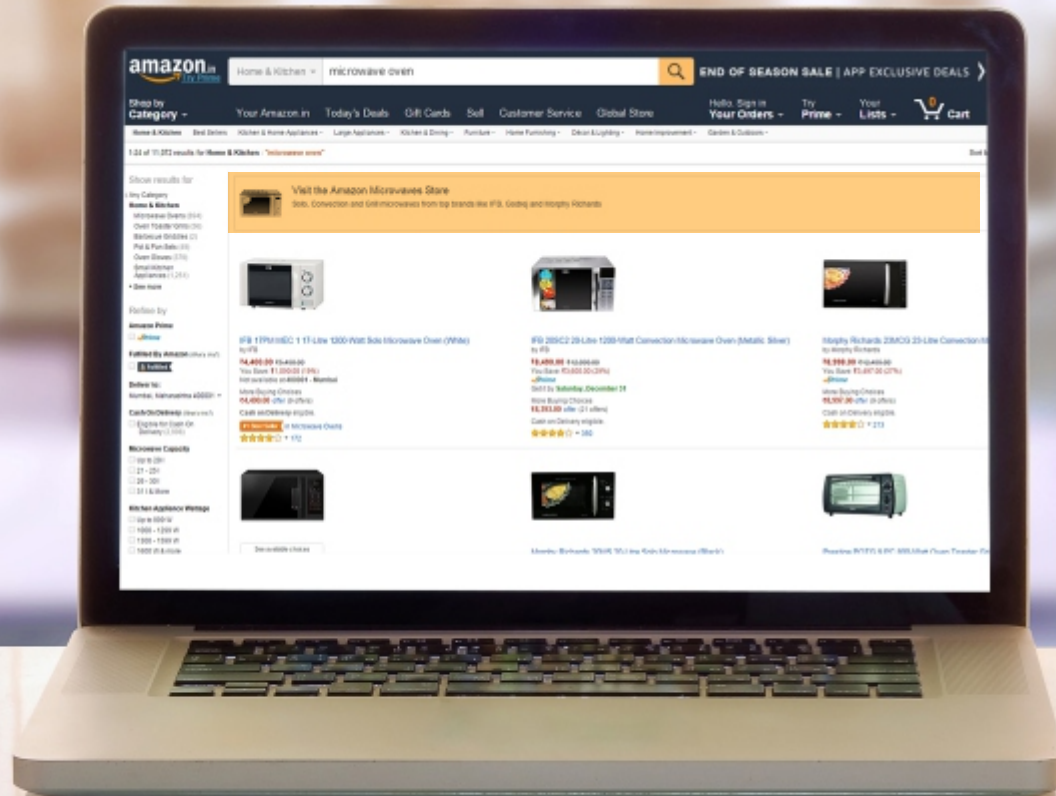


# Advertising options to achieve various goals





# Feature your products on the most visited pages on Amazon.in



Only **30%**  
users click past the first  
page of search results

# Introducing Amazon Marketing Services

Build your brand's digital presence

Self Serve, always on platform which enables you to reach out to millions of high purchase intent shoppers on Amazon.in



Start  
Advertising



Advertise to  
shoppers on  
desktop & mobile



Target your  
ads to relevant  
shoppers



Display your  
ad to shopper  
& pay only when  
your ad is clicked



Get Automated  
Reports

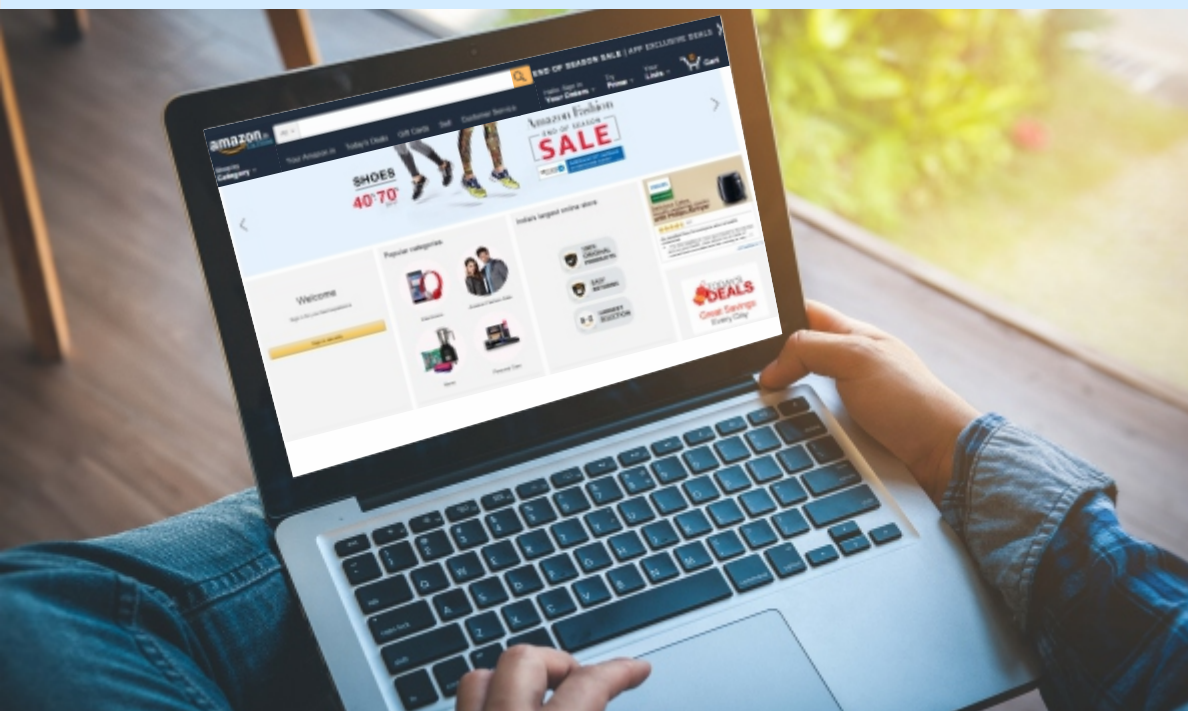
**BENEFITS** ► **01** INCREASE  
PRODUCT VISIBILITY

**02** BOOST  
PRODUCT SALES

**03** IMPROVE SEARCH RANKING &  
PRODUCT POSITIONING ON AMAZON

# Reach customers with AMS

Our unique solution to your needs



## High Visibility Placements

Get access to the Homepage & other most viewed pages on Amazon.in



## Precise Targeting

**Headline Search Ads:** Target your ads with search keywords relevant to your products & brand.

**Product Display Ads:** Target shoppers looking for a particular product or target relevant shopper's interest & drive traffic to your brand.



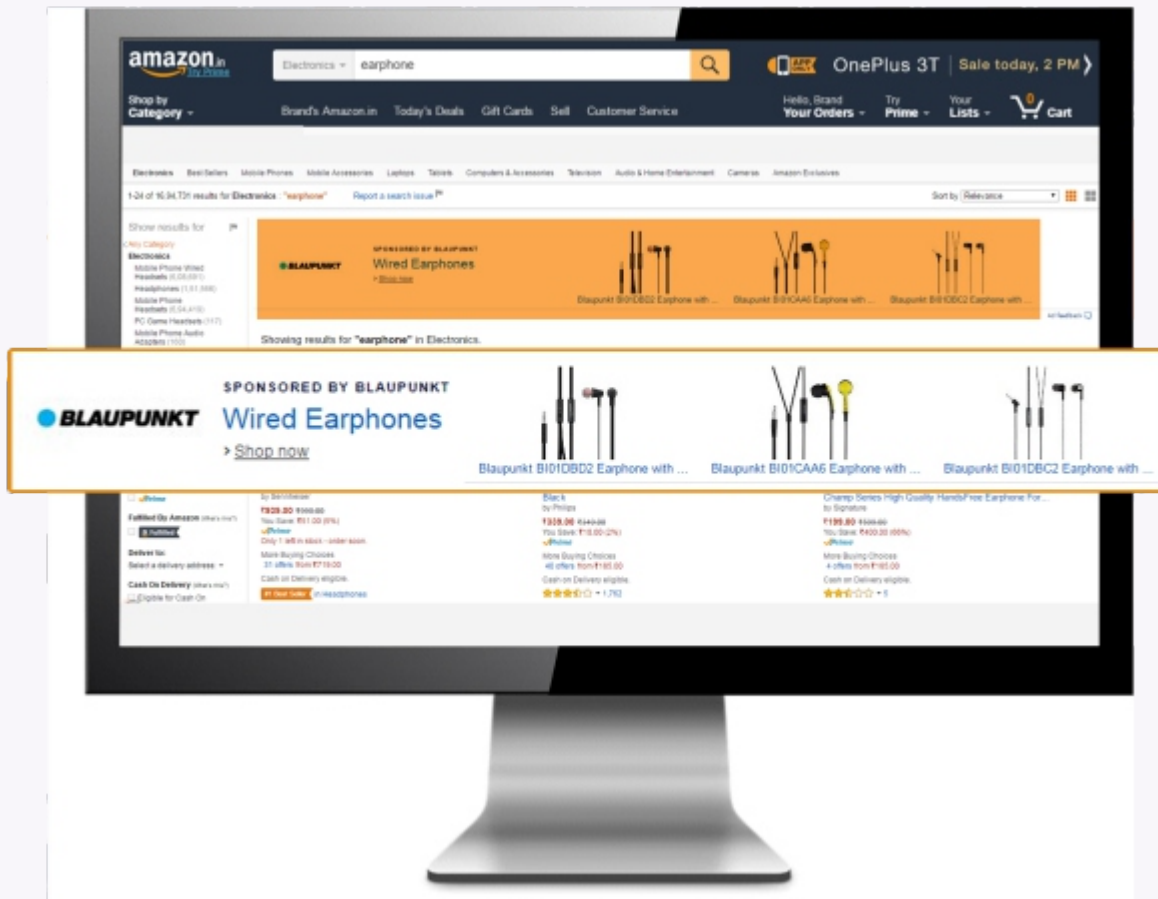
## Brand Store Pages

Create an exclusive Brand store on Amazon.in & drive traffic



# Headline search ads

Drive shoppers from search results to pages that uniquely showcase your product range



High visibility placement above search results



Target shoppers searching keywords that are relevant to your brand and products



Send shoppers from your Headline Search Ad to exclusive Amazon page dedicated to your brand



Minimum INR 5000 campaign budget

# Product display ads

Get shoppers to buy more products from your range



There are 2 types of  
product display ads



**1** Product  
Targeted Ads

**2** Interest  
Targeted Ads



# Product display ads - Product targeted ads



Target shoppers looking for a particular product and drive traffic to your brand



Cross Sell & Up Sell your products by displaying your ads on desired product detail pages



Use Amazon Ad Builder tool to create ad campaign in less than 5 mins

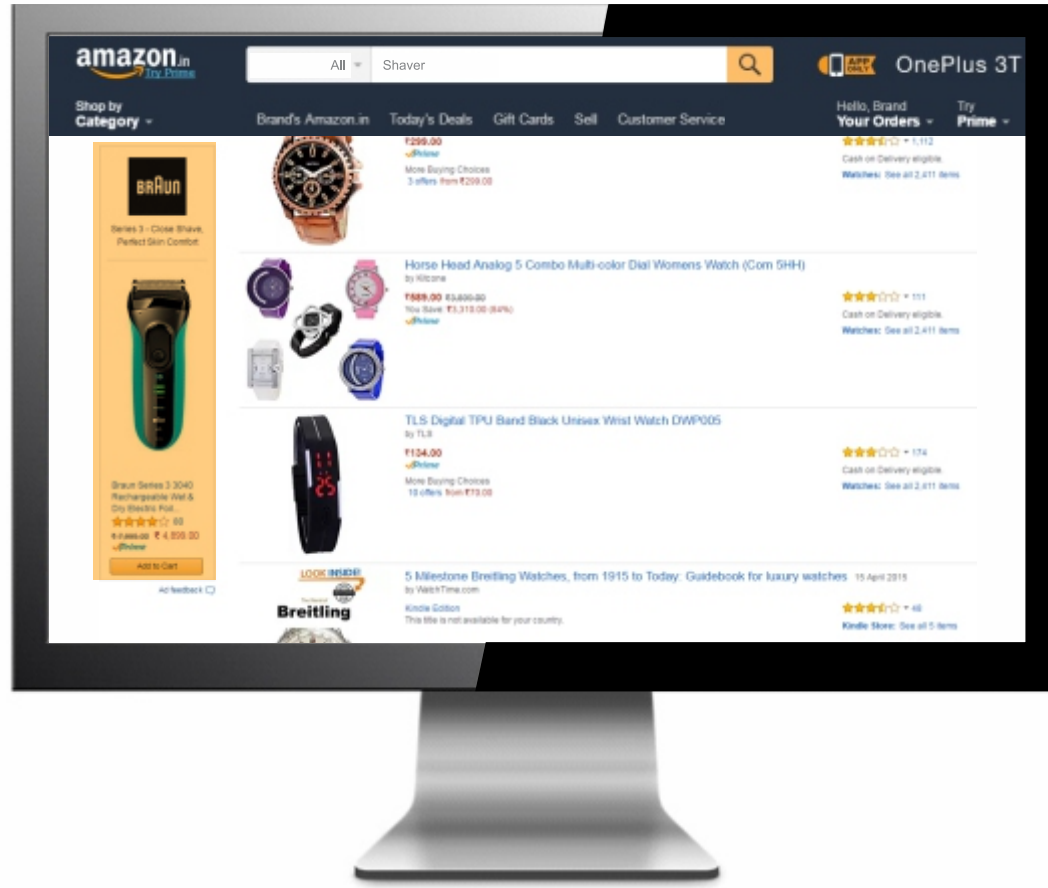


Send shoppers from your Product targeted Ad to exclusive Amazon page dedicated to your brand



Minimum INR 5000 campaign budget

# Product display ads - Interest targeted ads



Target shoppers looking for a particular interest and drive traffic to your brand



Get access to the Homepage & other most viewed pages on Amazon.in



Use Amazon Ad Builder tool to create ad campaign in less than 5 mins



Send shoppers from your Interest targeted Ad to exclusive Amazon page dedicated to your brand

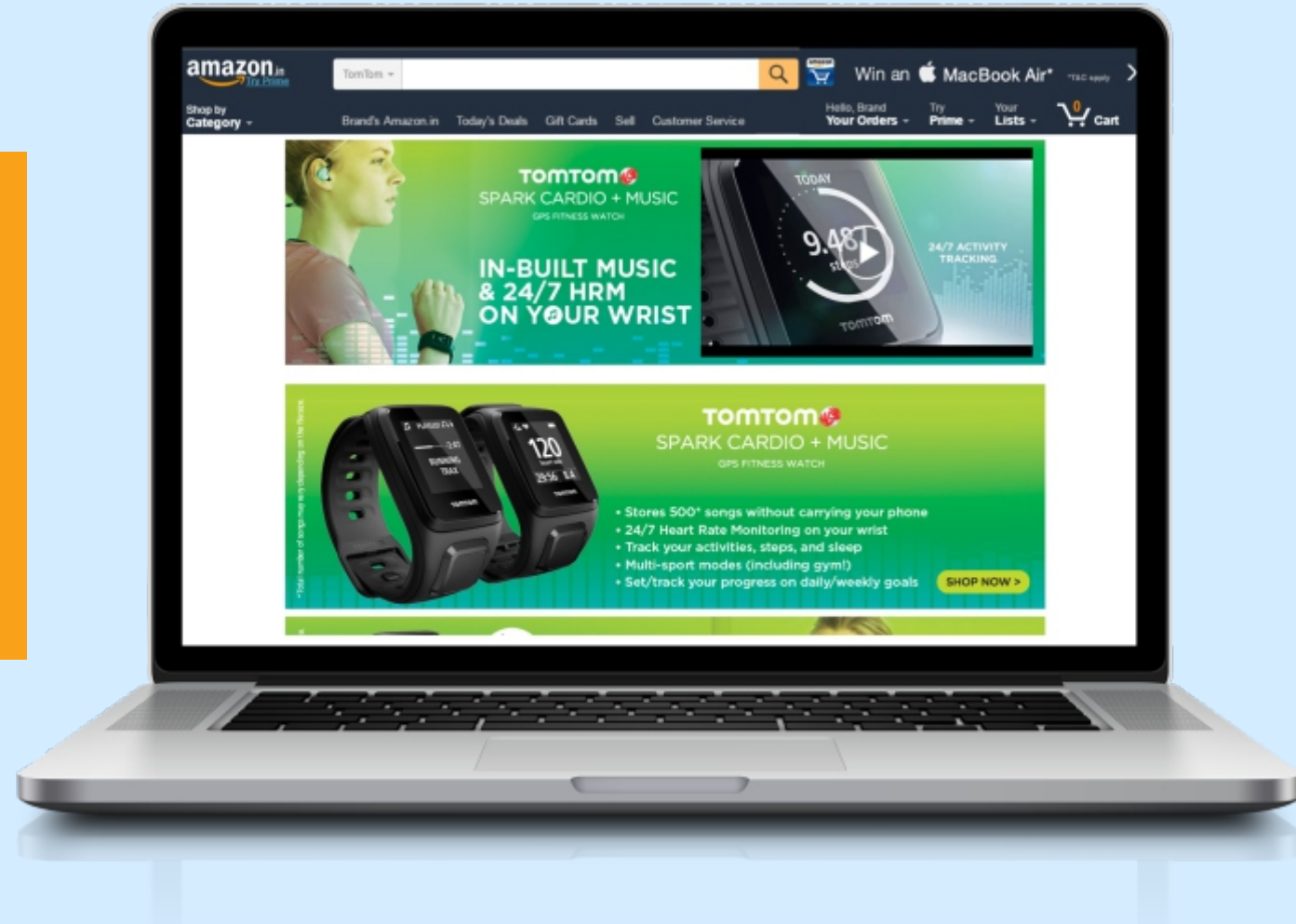


Minimum INR 5000 campaign budget

# Custom Amazon page

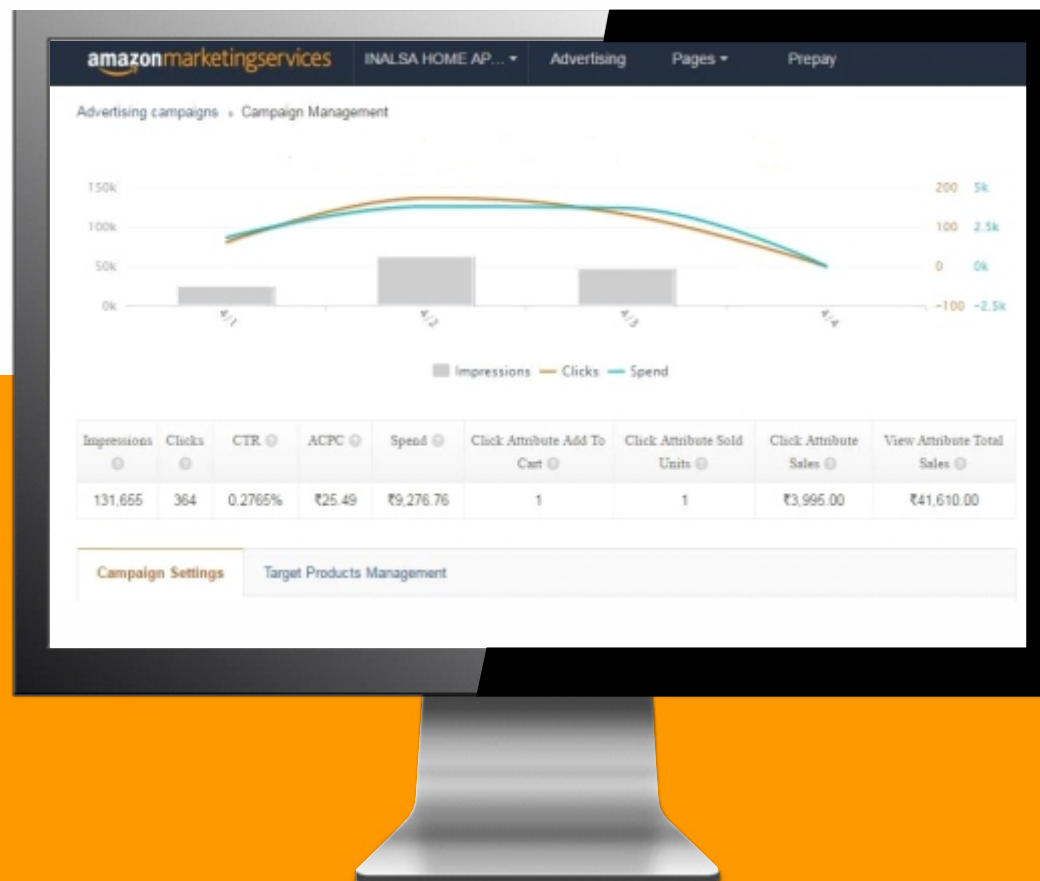
Drive ad traffic to custom Amazon pages

Create A  
Free Customized  
Amazon Page  
To Feature Your Unique  
Brand Experience



# Transparent Reporting

Detailed insights show where to focus and scale your ad spend



1. Campaign reporting shows performance from impression to conversion

2. Keyword level performance data enables you to manage your bids and budget in real time

3. See how performance and ROI change over time as you refine campaigns and product details



Awareness  
**Impressions / Clicks**



Consideration  
**Product Views**



Purchase Intent  
**Add to Cart**



Purchase  
**Units Purchased**

# AMS performance during the festive season!



Brands saw a sales growth of over **4X** & an ROI of **23X**

Overall units sold grew by **3X**



  
Apparels

**9X**



Home & Kitchen

**4X**



Electronics & Computer  
Accessories

**4X**



Health, Beauty,  
Personal Care

**3X**



The number of ads seen by shoppers grew by **100%**, while the number of shoppers clicking on AMS ads grew by **200%**



What our advertisers have to say about us!

Thanks to AMS, we have been able to leverage the festive season and grow our sales by **17X** over the previous month. AMS is an important tool that is helping us get in front of the shopper through targeted ads.

- Princeware

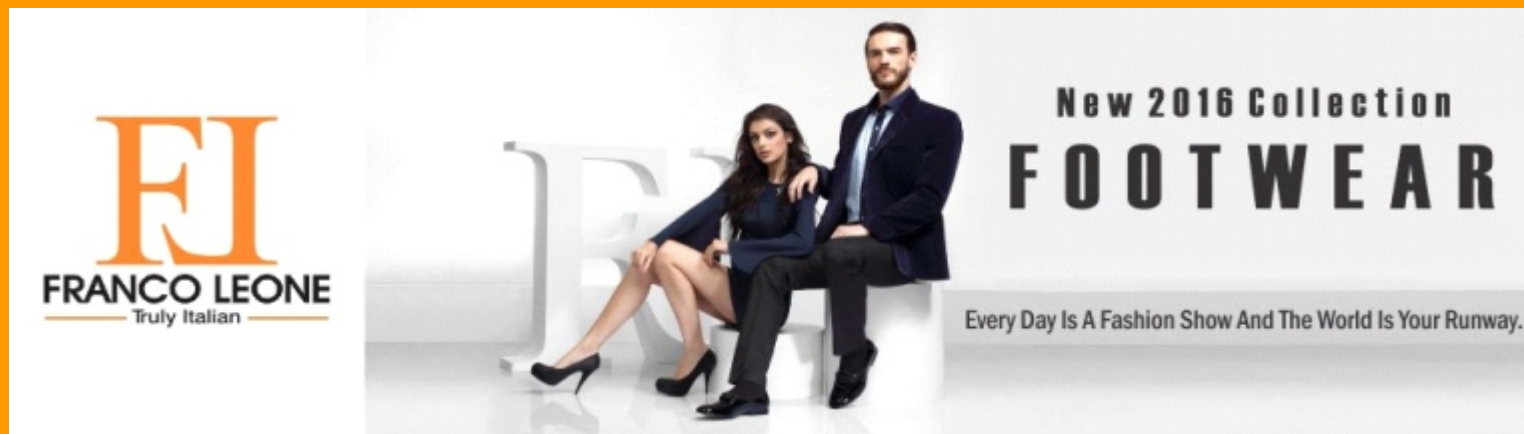
In Oct 2016, with AMS's headline search ads, we were able to target relevant shoppers multiplying our growth to **44X**. The best part is access to real time data analytics that helps modify the campaign as per requirement.

- Gala

AMS is a user-friendly tool which allows small and medium brands increase product visibility and grow their business on Amazon with a budget as low as ₹5000. AMS helped us reach our sales targets with an ROI of **22X**.

- Bombay High





# SUCCESS STORIES

“ Amazon Marketing Services is the exact offering that we were looking for. Targeted searches on a platform with high purchase intent customers has helped us achieve our business goals with a relatively low spend rate. ”

Vikrant Bhambri, Director, Franco Leone



**INCREASED VISIBILITY**  
Due to exclusive Brand Store



**30x ROI**  
On advertising spend



**~15min**  
To set up & launch 1st Campaign



# SUCCESS STORIES

“AMS has been a superb tool for us to top Amazon's search results and in increasing our brand's visibility. Getting the shopper's attention is now easily measurable.”

Vishal Parekh, Marketing Director,  
Kingston Technology - India



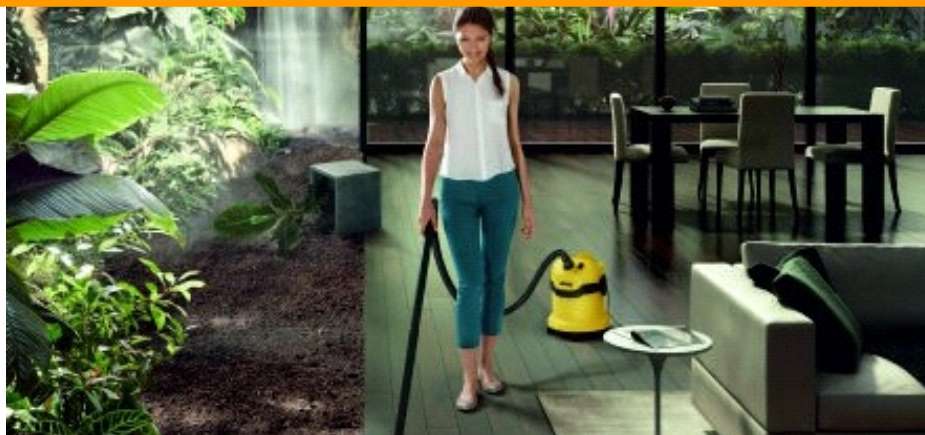
**3.5mn**  
Users were reached to



**18x ROI**  
On advertising spend



**~5min**  
To set up & launch  
1<sup>st</sup> Campaign



# SUCCESS STORIES

“ Amazon Marketing Services (AMS) is a smart digital advertising platform through which we have achieved, high product visibility, increased brand recall, boost in online and offline sales and a robust reporting system to measure all of the above metrics. ”

Abhishek Pandey



**17mn**  
Times ad  
was viewed



**29x ROI**  
On advertising  
spend



**~2500**  
Number of times  
product was  
researched

# Get started today!



Get  
Started



Create Ad Campaign  
in minutes



Monitor  
Results



## Questions?

For further queries please write to us at [amsindia@amazon.com](mailto:amsindia@amazon.com)

# Appendix



# Placements: Headline Search (Keyword Targeted)

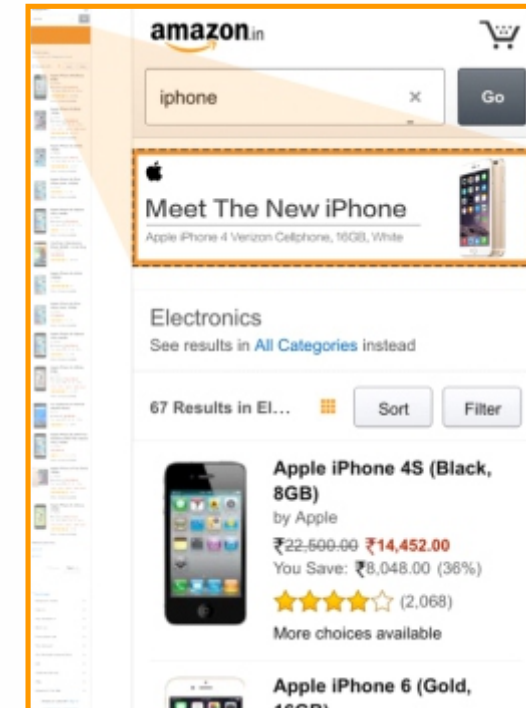
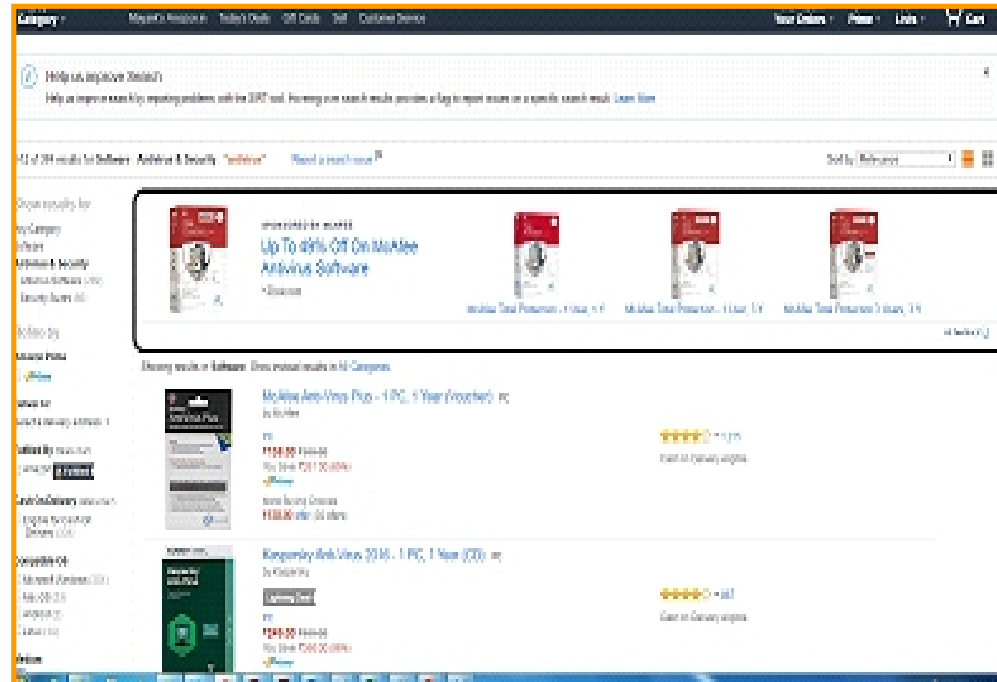
**Search Result Page:** Site stripe at the most prominent placement of the relevant search result page.

**Creative size: 766x 140**

**(50% larger than earlier size – 800X90)**

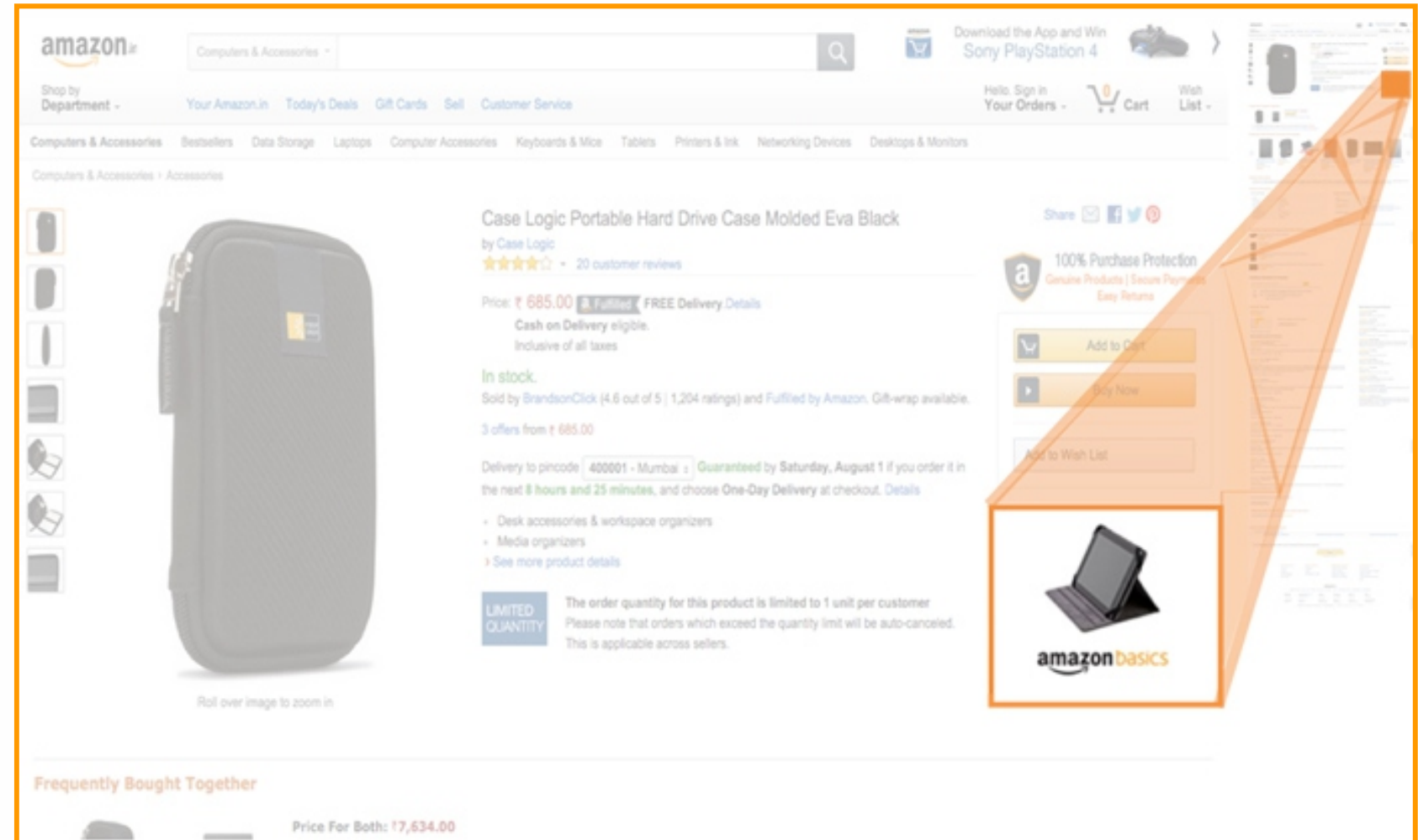
**Mobile Search Result Page:** Site stripe at the most prominent placement of the relevant search result page.

**Creative size: 640x 170**



# Placements: Product Display Ads (ASIN Targeted)

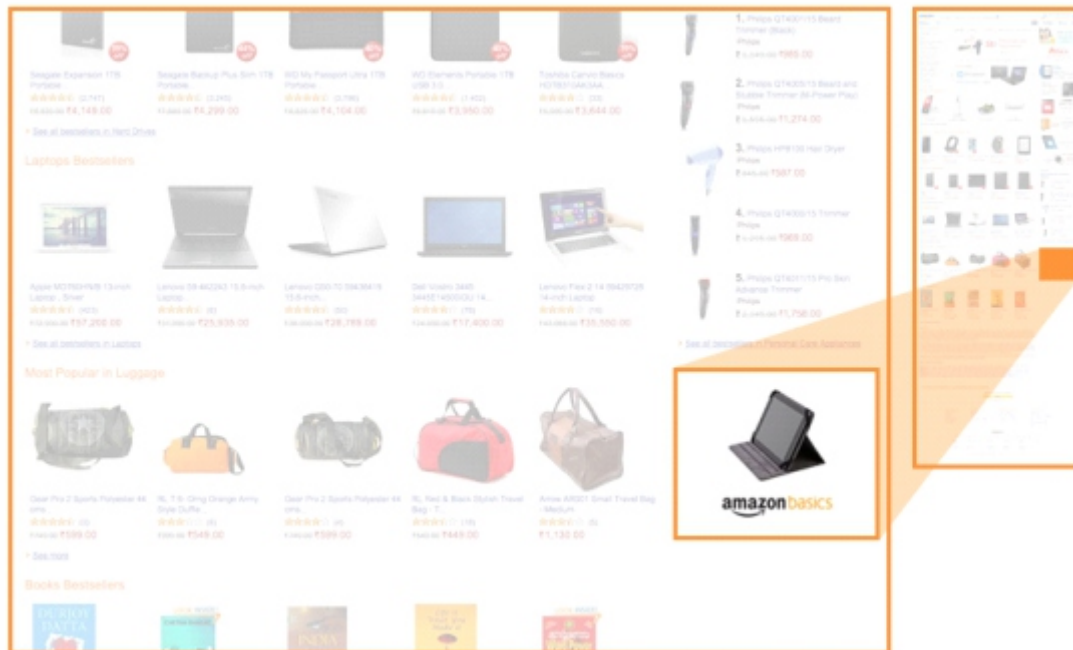
**Details Right:** Placement in Product Detail pages. The placement can help you target customers who are on detail pages of your targeted list of products or similar products.  
**Creative size: 245X250 px**(85% larger than earlier size 245X135 px)



# Placements: Product Display Ads (Interest Targeted)

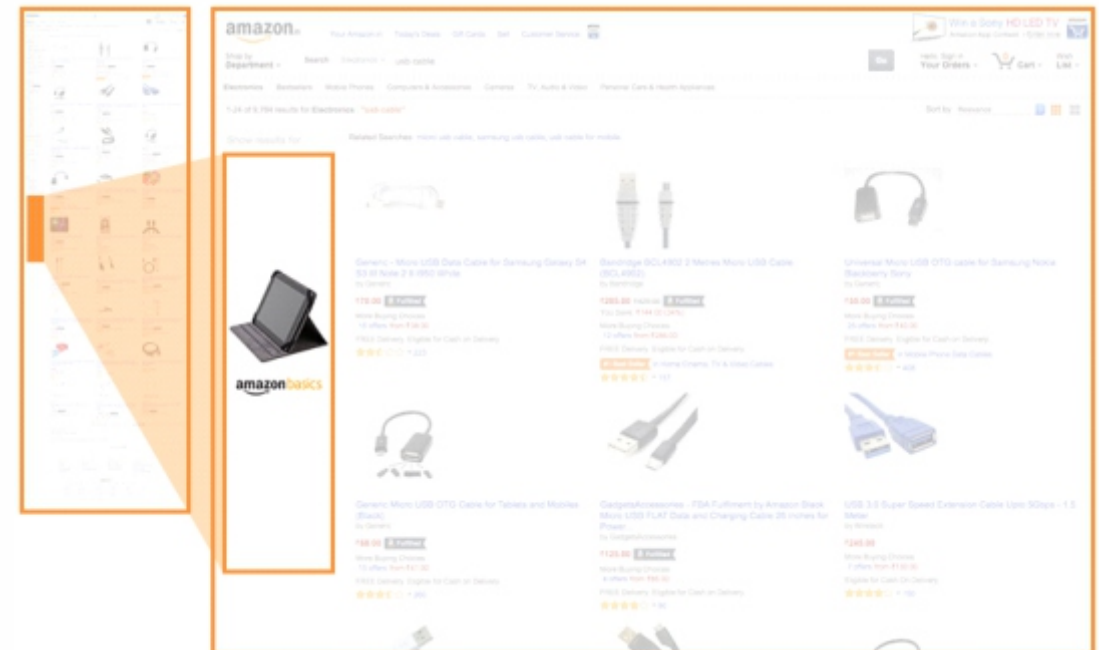
**Homepage:** Window locates at one of the highest traffic pages. Suitable for brand building.

**Creative size: 300 x 250**



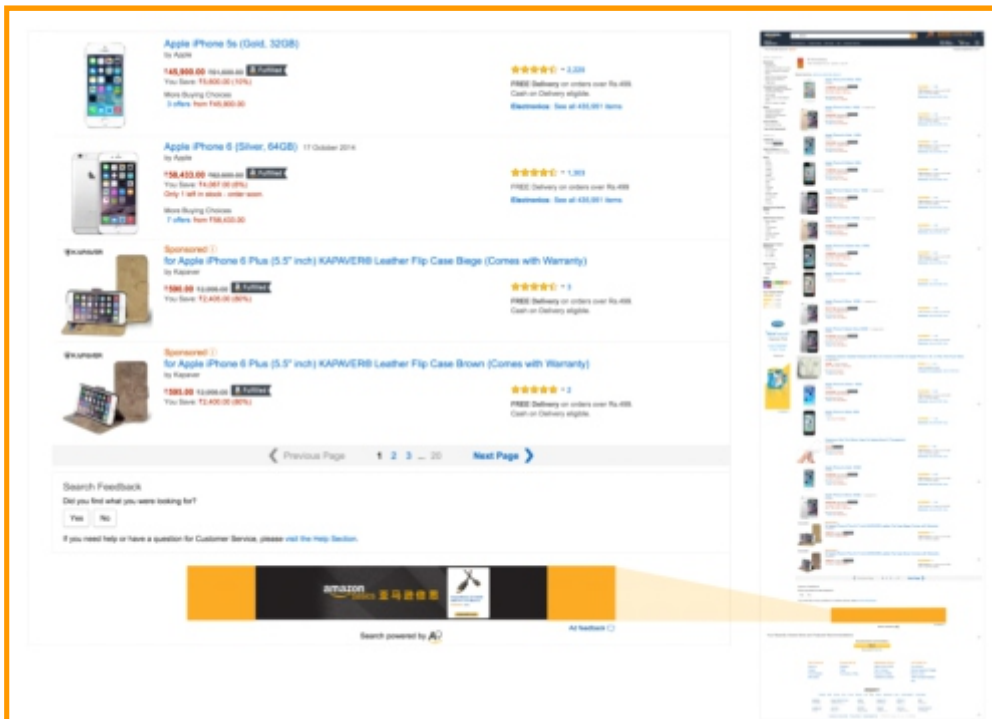
**Search Page Left:** Tower locates at the prominent area of the search result page. Reach your target audience effectively.

**Creative size: 160x 600**



# Placements: Product Display Ads (Interest Targeted)

**Search Page Bottom stripe:** Site stripe right above the page selection button. Can reach your target audience effectively.  
**Creative size: 728x 90**



**Deals Page:** Placement on Deals Page which gets traffic with high purchase intent. The placement is ideal for product promotions.  
**Creative size: 728X90**

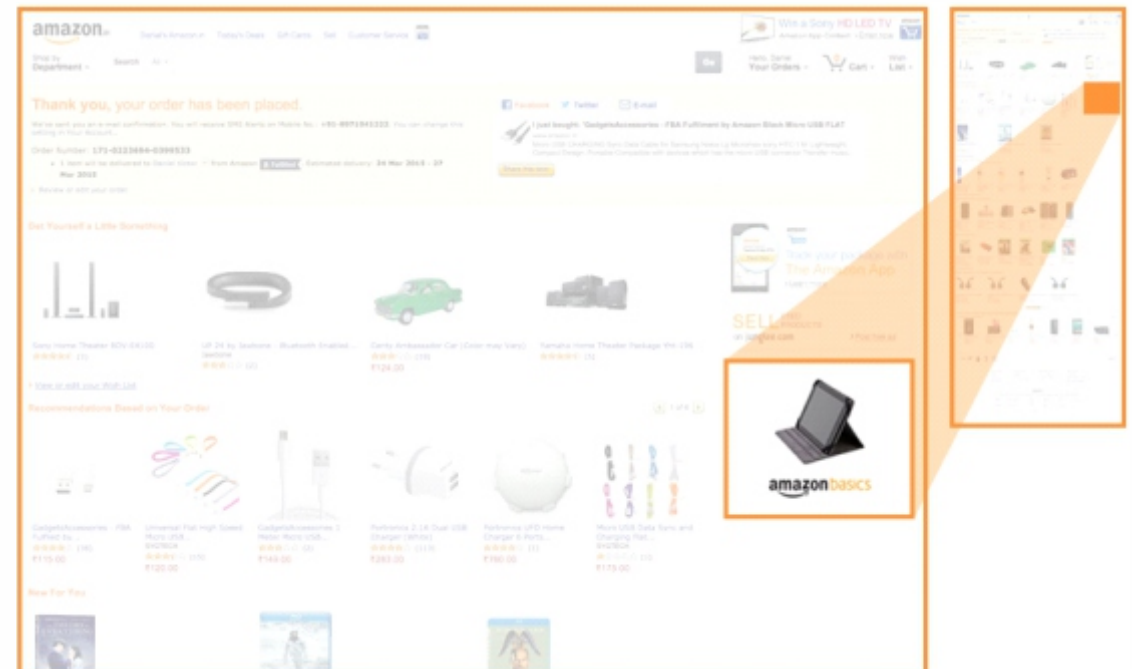


# Placements: Product Display Ads (Interest Targeted)

**Mobile Deals Page:** Placement on top of Deals Page on Mobile which gets traffic with high purchase intent. Ideal for product promotions. **Creative size: 640X100**



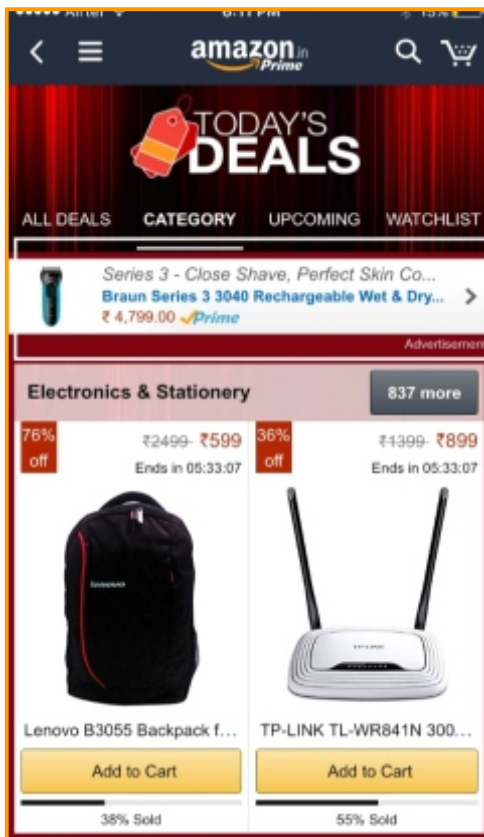
**Check-out thank-you Page:** Suitable to promote star products or sales events. **Creative size: 300X250**





# Placements: Product Display Ads (Interest Targeted)

**Mobile App (Deals):** Placement on top of Deals Page on Mobile app which gets traffic with high purchase intent. Ideal for product promotions. **Creative size: 320X50**



**Mobile App (Product Detail):** Suitable to promote star products or sales events. **Creative size: 414X125**

