

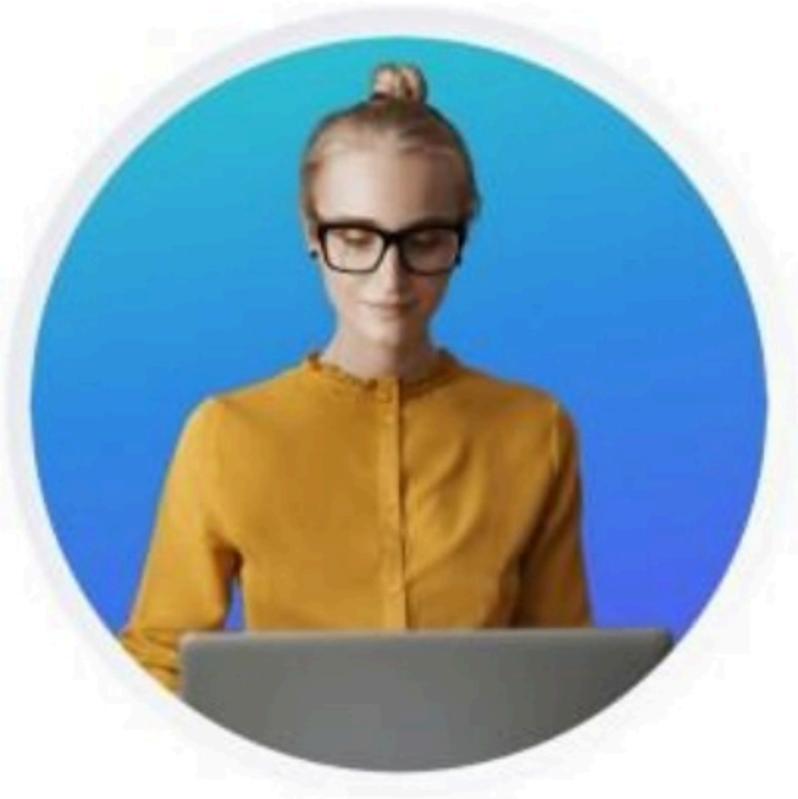


How a holistic strategy can help drive growth for Prime Video Channels (PVC) advertisers

Agenda



1. The fragmented shopping journey



2. Achieving your brand goals



3. Working with Amazon Ads

01



The fragmented shopping journey



The path to purchase is anything but linear

Shoppers on average use **7 digital touchpoints** to complete a single purchase¹



There are opportunities to reach customers wherever they are

Engage customers where they consume content

1 in 2

Entertainment customers surveyed engage with their preferred forms of entertainment multiple times/day

6 in 10

Entertainment customers surveyed streamed TV via Amazon in the past 3 months



—

There are opportunities to reach customers wherever they are

● —

And while they shop

9 in 10

Entertainment customers surveyed say ads help them learn more about products and/or brands during their purchase journey



However, almost half of surveyed brands say **disconnected shopper data** makes it challenging to **deliver a holistic strategy**.

Amazon Ads can help.

02

Achieving your brand goals



PVC advertisers that invested in video, audio, and display observed more favorable campaign results



2.6x higher customer-
subscription sign-up rate¹

¹ Compared to PVC advertisers that invested in Display only

PVC advertisers that leveraged a holistic product strategy saw stronger long-term impact



Note: Conversion window is 6-month period following initial campaign in Q3 2022.

Source: Amazon internal data, July 2022-March 2023, U.S.

In fact, after an established PVC advertiser adopted a holistic product strategy, they were able to increase reach

+7%

Higher reach



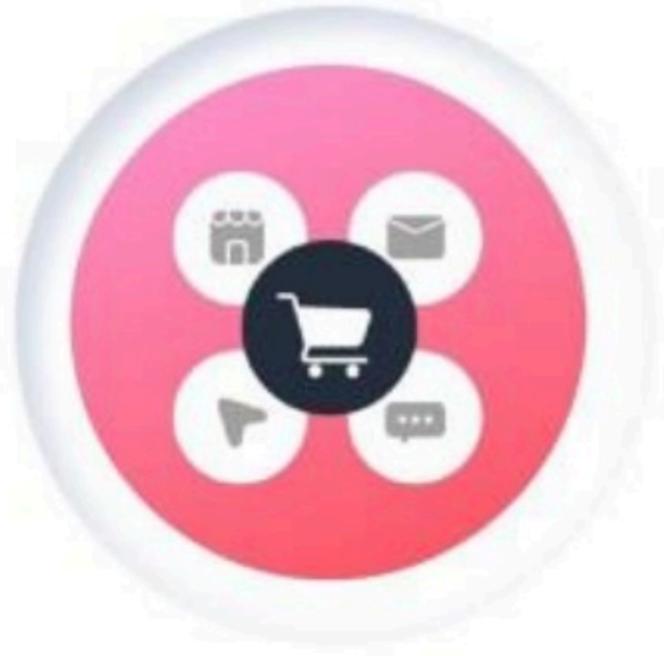
03



Working with Amazon Ads



Let's recap



Brands can embrace shoppers' multifaceted purchase journeys

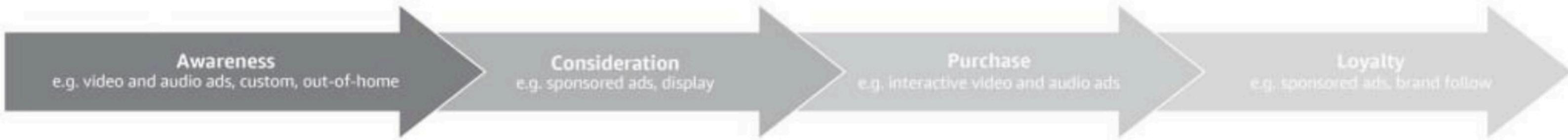


Advertisers can connect with shoppers throughout that journey with Amazon Ads



Adopting a holistic strategy can grow your brand, especially in the long-term

Reach customers across multiple touchpoints in their everyday lives



Reach customers

8a

While **streaming** morning news on the Fire TV: "Hey, what's this new product all about? I'm interested"



Build brand awareness

1pm

Deliver engaging and **interactive ad experiences** to audiences wherever they spend their time

Drive traffic

5pm

While shoppers unwind with OLV on the commute home: Use **Amazon Audience signals** to link interested customers to your website



Increase sales and conversion

7pm

"**Alexa**, add to shopping list" call-to-action while cooking dinner and listening to an **Amazon music playlist**

Improve customer retention

9pm

While browsing before bed, **Sponsored ads** can remind shoppers about a prior purchase or encourage shoppers to subscribe & save



Measure and optimize every impression with our robust and unique solutions

Unique signals not fully reliant on 3P cookies

Durable solutions not reliant on 3rd party cookies to reliably measure audiences with **Amazon Audiences** and **Modeled Conversions**

Privacy-safe clean room for cross-channel insights

Unify signals and custom analytics to create a full picture of shopping journeys across channels and buying stages with **Amazon Marketing Cloud**

Continuous optimization to drive performance

Measure holistic attribution and optimize media to drive ROAS with **Omnichannel Metrics**

Leverage **Amazon Shopper Panel** to get to know shoppers on and off Amazon