

CASE STUDY **DSP ADVERTISING**

AMAZON'S PROGRAMMATIC ADVERTISING EXPANDS POSSIBILITIES FOR CPG

A leading consumer goods brand had one goal in Fall 2018: Win big on Black Friday and Cyber Monday and beat their Q4 2017 performance.

In addition to restructuring the brand's search advertising, Marketplace Strategy deployed DSP (Amazon's programmatic advertising solution) to expand the scope and targeting possibilities of the program. Starting in mid-October, with a Deal-of-the-Day program leading up to the holiday, MPS developed a highly flexible and granular account structure, reaching shoppers on Amazon.com, Amazon-owned properties and all of the major ad exchanges with highly relevant messaging. By regularly monitoring and optimizing DSP, MPS consistently increased advertising spend through October and November while maintaining a RoAS of nearly 12:1.



500
PERCENT

Increase in organic search impressions

570
PERCENT

Increase in product detail page visits

330
PERCENT

Increase in orders in the initial 30 days of the campaign compared to previous 30 days