

Increase eCommerce Sales with Amazon Product Ads



amazon Product Ads
an amazon services product

 **MERCHANT
ADVANTAGE**
The Future of eCommerce Marketing, Today.

 **volusion**[®]

learn more at volusion.com/increasesales

Importance Of Ecommerce

\$279B

US Ecommerce projected to be a \$279 Billion industry by 2015 (Forrester)

61%

61% of shoppers begin their **research for purchases** online (Website Magazine)

53%

By 2014, 53% of total retail sales (online and offline) will be **affected by the Web** (Forrester)

84%

84% of consumers said they were more likely to **check online for reviews** prior to making a purchase compared to twelve months ago (Retail Bulletin)

Why you need to jump in now!

Ecommerce is growing faster than retail

YOY Revenue Growth – Ecommerce vs. Retail

	Ecommerce	Retail
2003	+28.7%	+3.8%
2004	+26.5%	+5.8%
2005	+26.2%	+6.1%
2006	+23.6%	+4.7%
2007	+20.3%	+2.6%
2008	+3.6%	-1.7%
2009	+1.4%	-8.1%
2010	+15.3%	+6.5%

Basics of Starting an Online Store

Getting Started in Ecommerce

1. Secure your inventory
2. Decide on a solution
3. Build your ecommerce site
4. Select a domain name
5. Determine how you'll get paid
6. Protect your store
7. Market your store

1. Secure your inventory

- Work with something you're passionate about
- Self-created or from a third party
- Determine your pricing strategy

2. Decide on a solution

- **Open Source** - built from scratch, total control
- **Licensed** - some control, uploaded locally
- **Hosted** - updates, security, hosting



3. Build your ecommerce site

- Start with product and category pages
- Move on to information pages to complete the site
- Consider design and branding every step of the way

4. Select a domain name

- Pick a name that is short and easy to remember
- Find a web address that is descriptive of your business
- Decide between .com, .net or .biz



5. Determine how you'll get paid

- Use PayPal or Google Checkout at a minimum
- Decide on using a personal or business bank account
- Research and apply for credit card processing

6. Protect your store

- Purchase a SSL certificate
- Learn the signs of fraudulent orders
- Achieve PCI compliance or certification



7. Market your store

Merchant Advantage

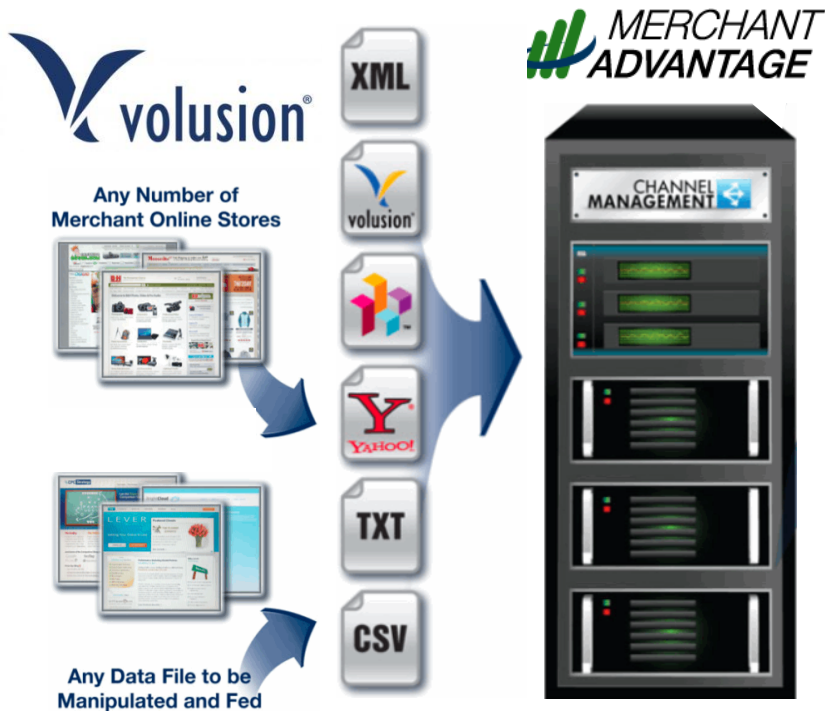
Once you have a store, you want to market your products to drive traffic to your site.

Merchant Advantage's software allows hundreds of companies to optimize their marketing.



Product Data Management

Any file in any format, control your data



- Schedule automatic imports of your data from whichever file(s) and format(s) your data is in, at times and frequencies you choose
- Bring all your data into one database
- Convert, manipulate, clean, and aggregate data
- Data in any format
- Data in multiple files
- Can schedule to import and update automatically

Product Data Management

control your data & optimize your marketing

- Drive high conversion traffic to your store
- Create unique rules for each marketing channel to determine which products to market at what time
- Send data anywhere
- Or make precise changes to your internal product data



Optimize Data to Over 200 Marketing Channels

- Pay Per Click
- Pay Per Action
- Free
- Marketplaces
- Flat Fee
- Coupons
- mCommerce
- Affiliate
- Niche
- International
- Custom Feed
- Many More



Product Data Management

Any file in any format, control your data & optimize your marketing

Your Raw Data



Model Number:

WW22010

Product Name:

Waterproof Walkman – Spring 2010

Manufacturer:

SNY

Shipping Cost:

NO DATA

Sale Price:

129.99

Quantity:

7

Weight (lbs):

0.5

Product Title

1. Remove everything after the “-”
2. Convert SNY to Sony
3. Put converted manufacturer name in front of truncated Product Name and add Model Number to end

Product Title: Sony Waterproof Walkman WW22010

Shipping Cost

1. No Shipping Cost info in product data
2. Create rule, if Weight less than 1 lbs, Shipping Cost should be \$5, if Weight between 1 and 5 lbs, Shipping Cost should be \$10, if Weight greater than 5 lbs, Shipping Cost should be \$20.

Shipping Cost: \$5

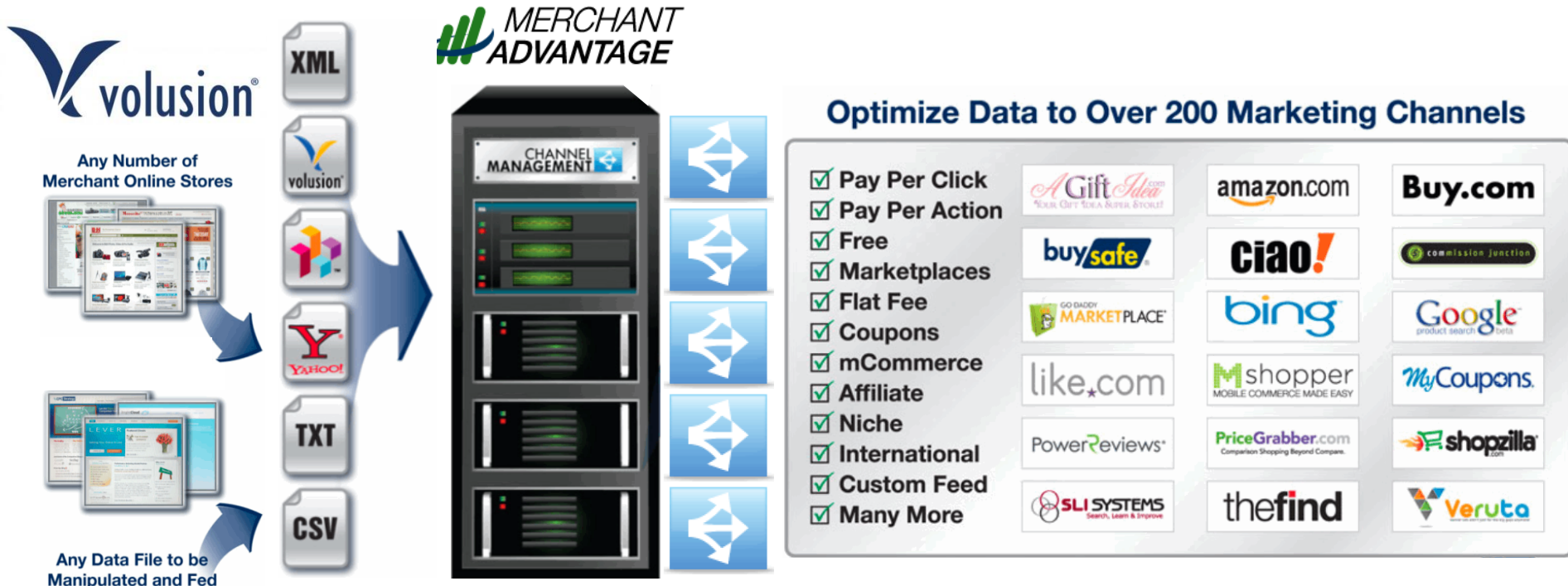
Active?

1. Create rule, if quantity is less than 3, do not sell this product

Live? TRUE

Product Data Management

Any file in any format, control your data & optimize your marketing



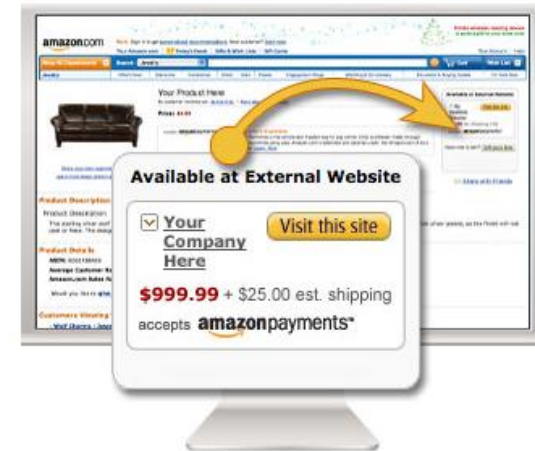
Product Data Management

Any file in any format, control your data & optimize your Amazon Product Ads



Where are Product Ads found on Amazon?

- Shoppers see your ads when looking for similar or related products
- Ads are shown on product detail pages, and in search and browse results
- If your product is unique to the Amazon catalog, we will create a new detail page



Live demo

amazon.com

The Amazon logo, a curved orange arrow pointing from the letter 'a' to the letter 'z', is positioned below the text 'amazon.com'.

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Product Ads Advertising Requirements

- Ecommerce website with a secure checkout
- Ship to US addresses and offer purchase in \$USD
- Sell products in an available category

Available Categories

Electronics	✓
Home & Garden	✓
Toys	✓
Baby	✓
Health & Personal Care	✓
Beauty	✓
Sports & Outdoors	✓
Tools & Home Improvement	✓
Office Supplies	✓
Musical Instruments	✓
Pet Supplies	✓
Grocery	✓*
Shoes	✓*
Jewelry & Watches	✓*
Apparel & Accessories	
Auto Parts & Accessories	
Media (Books, CD/DVD, etc)	

* Requires approval from Amazon.com

How it works



Upload your
product catalog
& set your budget



Shoppers
see your ads
on amazon.com



Shoppers
click through
to your website



You are
charged a
cost per click



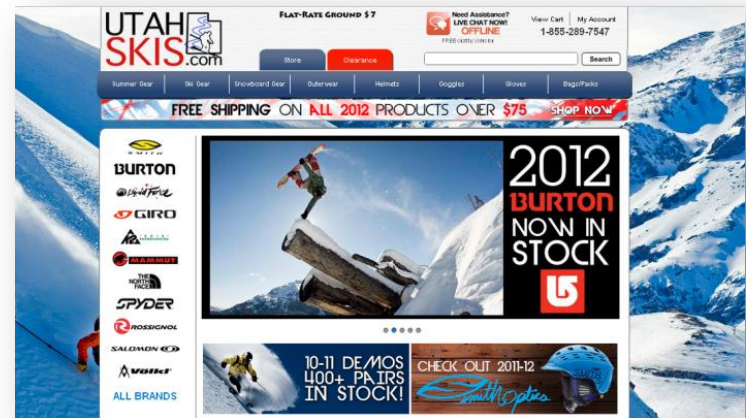
Shoppers purchase
products from
your website

What does it cost?

- No monthly fees, no minimum spend
- Minimum CPC bids take in to account both product category and price
- You set your daily budget
- Get started with \$75 in free clicks to your website!

Customer Case Study: Utah Skis

Ski'N See is a full service ski and snowboard equipment retail store. Since opening its doors in 1987, it has been the leader in providing winter gear for snow sport enthusiasts of all ages. Besides ten rental locations in Utah, the owners of Ski'N See have been running online stores since 2001. UtahSkis.com is one of their most successful web sites.



Customer Case Study: Utah Skis

Goals

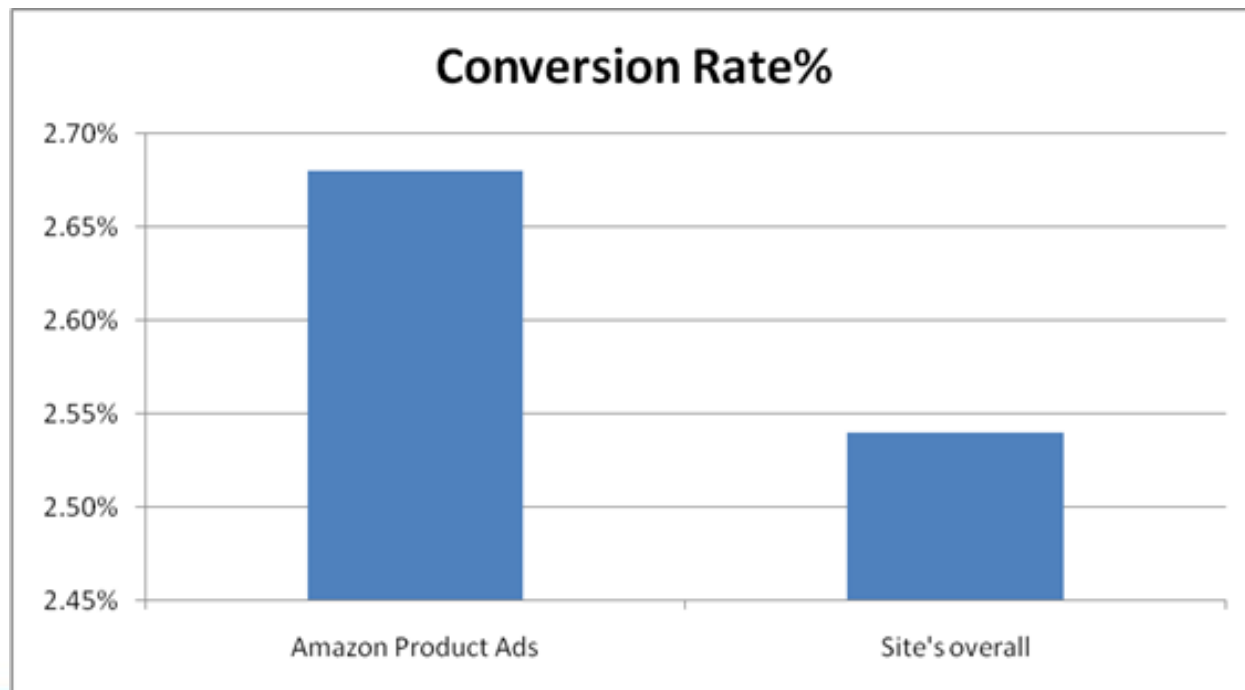
- Drive qualified traffic to the site through optimized shopping feeds
- Generate revenue through traffic
- Understand each feed's performance through detailed reporting and analytics

Results

- 16,598 visits to the site directly from shopping feeds **in just three months**
- The shopping feeds are now the largest source of traffic accounting for over 35% of the overall traffic

Customer Case Study: Utah Skis

Amazon Product Ads drive 6.5% of the site's total traffic and bring in 6% of the site's total revenue



Amazon Product Ads-Utah Skis

The screenshot shows the Amazon.com search results for "Burton Whammy Bar Snowboard". The page layout includes a top navigation bar with the Amazon logo, user account options, and a search bar. The search results are displayed in a list format, with each item showing a product image, title, price, and availability information. On the left side, there are two promotional boxes: "Listmania!" and "Product Ads".

amazon.com Hello. [Sign in](#) to get personalized recommendations. New customer? [Start here.](#) [Save Up to 25% Off College Essentials](#)
Your Amazon.com | [Today's Deals](#) | [Gifts & Wish Lists](#) | [Gift Cards](#) | [Your Digital Items](#) | [Your Account](#) | [Help](#)

Shop All Departments Search All Departments GO [Cart](#) [Wish List](#)

Department
Sports & Outdoors
Snowboards

Listmania!
Listmania!
create your list
HERE
learn how
Create a Listmania! list
Search Listmania! GO

Product Ads

Burton Whammy Bar Snowboard 10-11 - 150
\$257.97
+ Free Shipping
Utahskis

"Burton Whammy Bar Snowboard"
Showing 4 Results

- Burton Restricted Whammy Bar Marley Snowboard 155** by Burton
Available at external website: [Le Roy's Boardshops](#) for \$399.99
Sports & Outdoors: See all 4 items
- Burton Restricted Whammy Bar Marley Snowboard 157** by Burton
Available at external website: [Le Roy's Boardshops](#) for \$399.99
Sports & Outdoors: See all 4 items
- Burton Whammy Bar Snowboard 155** by Burton
Available at external website: [Le Roy's Boardshops](#) for \$399.99
Sports & Outdoors: See all 4 items
- Burton Whammy Bar Snowboard 10-11 - 150** by Burton
Available at external website: [Utahskis](#) for \$257.97
Sports & Outdoors: See all 4 items

Amazon Product Ads-Utah Skis

amazon.com

Hello, Bryce Bagley. We have [recommendations](#) for you. (Not Bryce?)

Save Up to 25% Off College Essentials

Bryce's Amazon.com | [Today's Deals](#) | [Gifts & Wish Lists](#) | [Gift Cards](#)

[Your Digital Items](#) | [Your Account](#) | [Help](#)

Shop All Departments

Search Sports & Outdoors

GO

Cart

Wish List

Sports & Outdoors

Athletic & Outdoor Clothing

Bikes & Scooters

Boating & Water Sports

Exercise & Fitness

Fan Shop

Golf

Outdoor Recreation

Shoes

Team Sports

Sales & Deals



[Share your own customer images](#)

Burton Whammy Bar Snowboard 10-11 - 155

by [Burton](#)

[Be the first to review this item](#) | [Like](#) (0)

Price: **\$257.97**

Available at external website [Utahskis](#).

Purchases made on external websites are **not eligible** for the Amazon.com A-to-z Guarantee.

See a problem with an external website offer? [Let us know](#)

Available at External Website

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\$257.97 + Free Shipping

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up to **50%**

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FREE Super Saver Shipping and Amazon Prime on qualifying orders. [Shop now](#).



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Question & Answer

To learn more about the presenting companies visit:

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