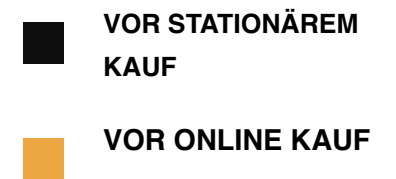
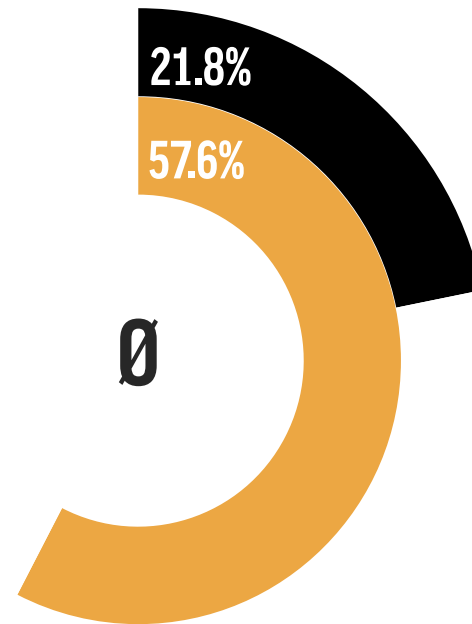


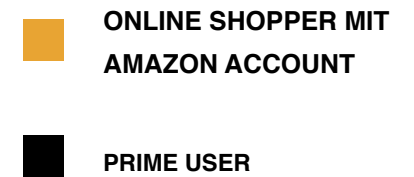
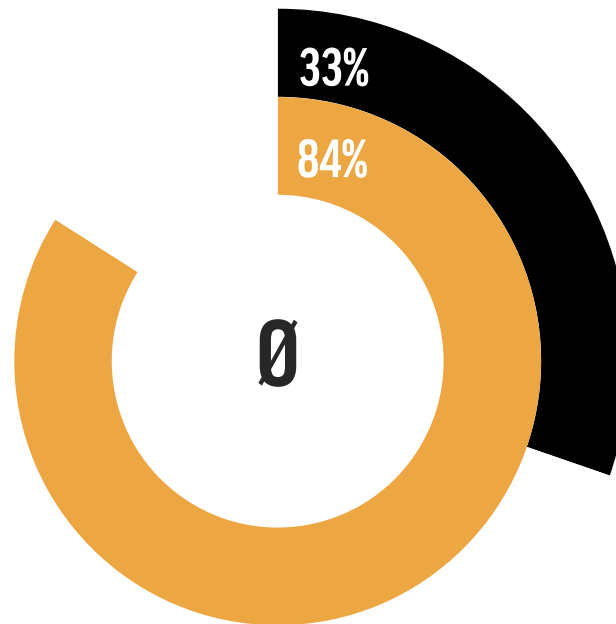
 factor-a<sup>®</sup>  
part of DEPT

**GRÜEZI!**  
**SPRECHEN WIR ÜBER AMAZON.**

# DIE PRODUKT- SUCHE STARTET AUF AMAZON



# AMAZON IST IN DEN MEISTEN HAUSHALTEN VORHANDEN



AMAZON =

55%

DES ECOMMERCE WACHSTUMS IN DE

SOURCE: [WWW.KASSENZONE.DE](http://WWW.KASSENZONE.DE)

# AMAZON DOMINIERT



**300 M**

AKTIVE ACCOUNTS



**100 M**

PRIME USERS



**60**

DURCHSCHN. VISITS / MONAT



OFFIZIELLER PARTNER VON



# BE ADAM

„GERMANY'S NEXT TOPMODEL“

# OB AUTOS



RATE AB  
**99€\***



- Special Offers**
- Deal of the Week
  - 4 for 3 on selected organic fruits and vegetables
  - 2 for £5 on selected meat and seafood
  - Spend £5 get £1 off on Food Cupboard
  - 3 for 2 on selected party make-up essentials
  - 3 for 2 on selected bakery
  - 4 for 3 on selected household essentials
  - 20% off selected Little Dish meals
  - 3 for £2.40 on selected Birthday cards
  - 3 for 2 on selected snacks
  - Buy 5 get £5 off Buy 10 get £10 off

Shop now

**3 for £2.40**  
on selected Birthday cards

- Great British Bake Off: Bread Week
- 4 for 3 on organic fruits & vegetables
- 3 for £2.40 on Birthday Cards
- Back to school made easy
- Choose great Coke taste

**Get £20 off your first grocery shop**  
Enter **PARSNIP** at checkout

What we are loving right now

- DEAL OF THE WEEK: 50% OFF TIDEFORD ORGANICS SOUP
- THE BABY EVENT: SHOP ALL OUR OFFERS HERE
- BUY 5 GET £5 OFF BUY 10 GET £10 OFF
- WHAT'S IN SEASON? COTTON CANDY GRAPES
- TRY OUR NEW STELLA GLUTEN-FREE BEER
- WANT A FREE SAMPLE?

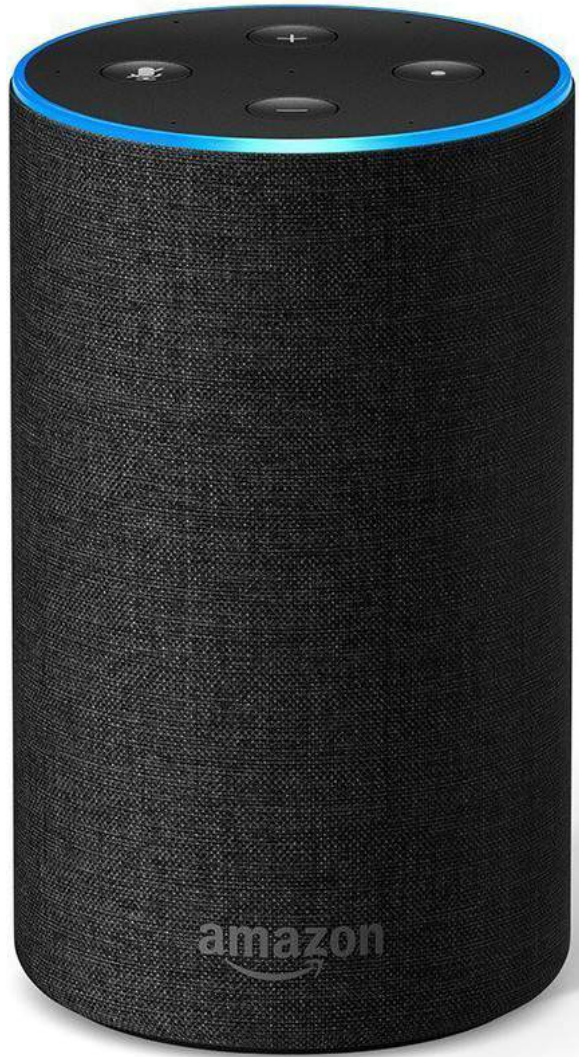
- More Ways to Shop**
- Greeting cards Store
  - Recipe inspiration
  - Worlds Foods Hall store
  - Special Offers
  - Select Choice
  - Whole Foods Market Store
  - Booths Store
  - Morrisons Store
  - Past Purchases
  - What's In Season?

ORDER  
LEBENSMITTEL

- My orders
- Basket Builder
- Past Purchases

# 1 CLICK ORDERING





**VOICE**

**IT'S STILL DAY 1**

**AMAZON IST KEIN SHOP**

**AMAZON IST DIE  
INFRASTRUKTUR DES  
HANDELS**

# DIE AMAZON DNA

**KUNDE**

**WACHSTUM**

**AUSWAHL**

**VERFÜGBARKEIT**

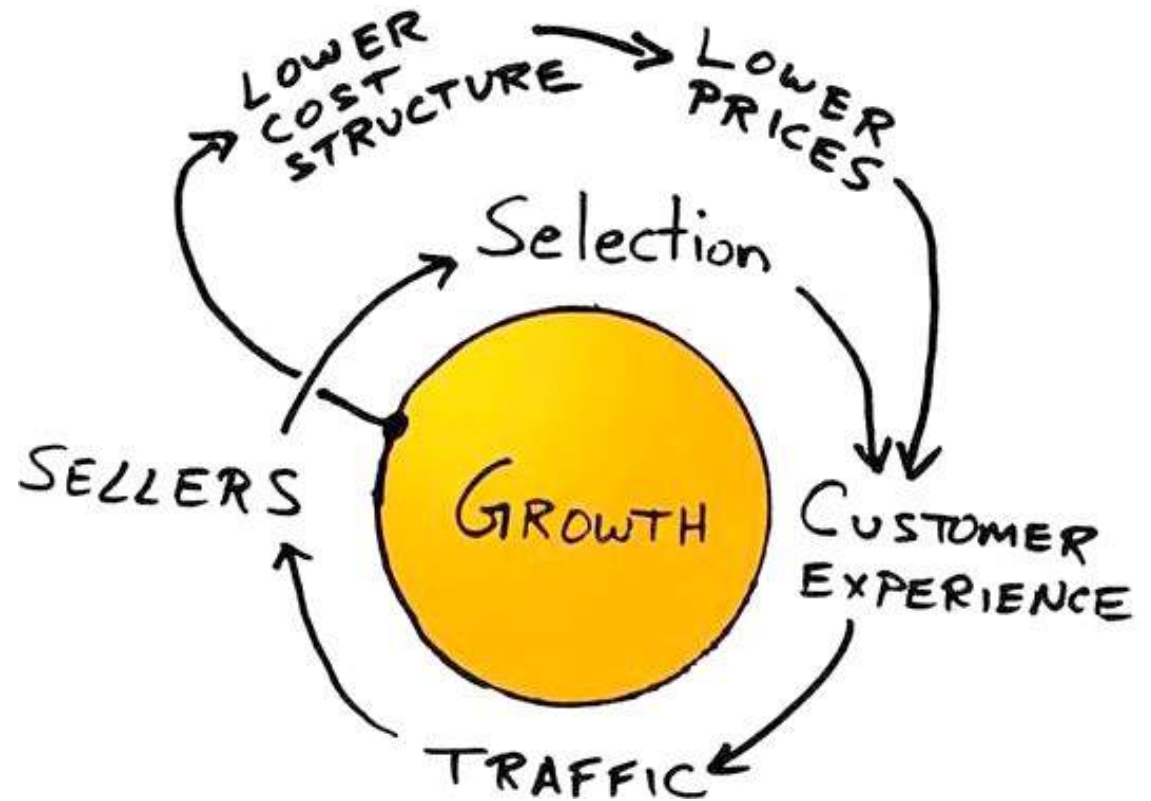
**PREIS**

# 01.DER KUNDE

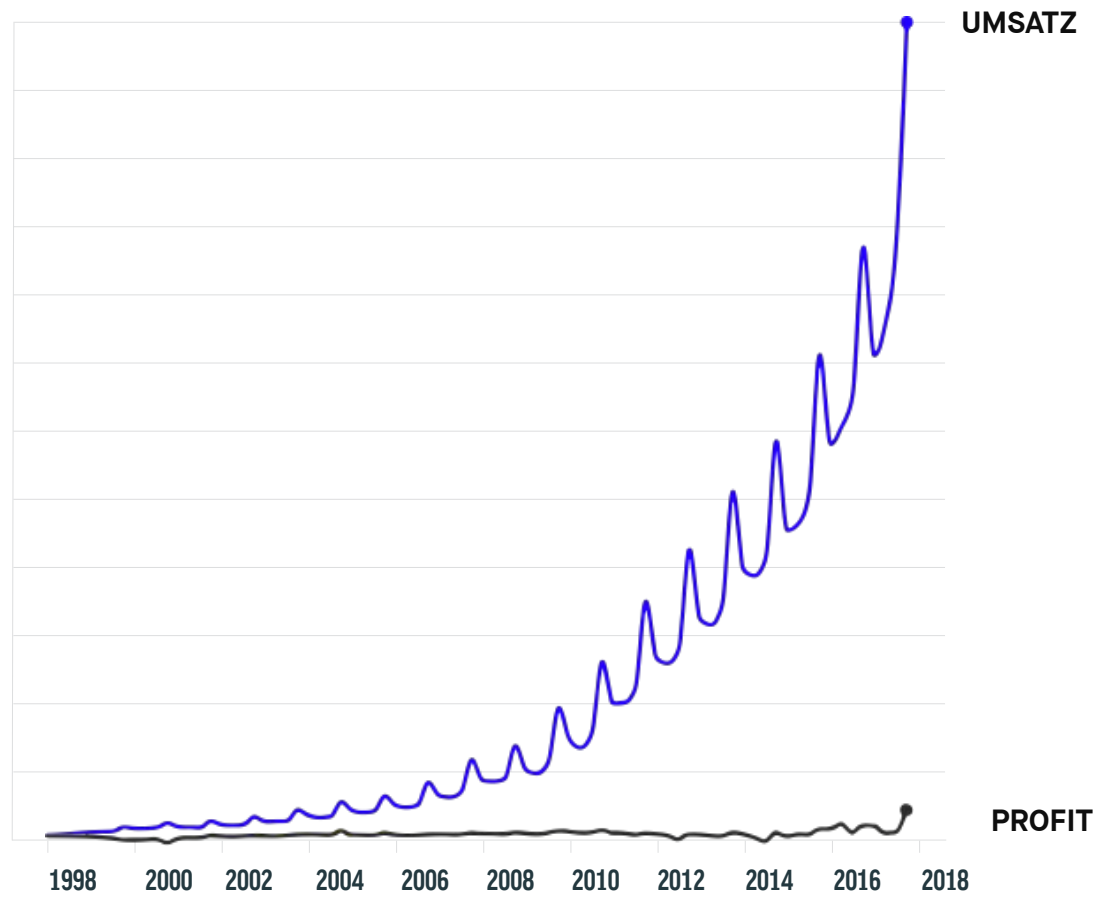
JEFF BEZOS

“ TO BE EARTH’S MOST  
CUSTOMER CENTRIC  
COMPANY”

# 02. WACHSTUM



# UMSATZ VS. PROFIT





# 03. AUSWAHL

# AMAZON BUSINESSMODEL



## RETAIL (VENDOR)



## MARKETPLACE (SELLER CENTRAL)



## MARKETPLACE & FBA





# 04. VERFÜGBARKEIT



**Dyson V6 Trigger 238732-01 Aspirateur à Main, Batterie au Lithium-Ion, Gris**  
 de Dyson  
 ★★★★★ 36 commentaires client  
 | 5 questions ayant reçu une réponse  
 Amazon's Choice pour "dyson v6"

**En stock.**  
 Voulez-vous le faire livrer aujourd'hui, lundi 8 oct.? Commandez-le dans les **4 h 27 mins** et choisissez la **Livraison ce soir** au cours de votre commande. [En savoir plus.](#)  
 Expédié et vendu par Amazon. Emballage cadeau disponible.

- 10 neufs à partir de EUR 162,69
- Fonctionne avec le moteur numérique Dyson V6 et la technologie 2 Tier Radial pour créer une aspiration puissante
  - Jusqu'à 20 min d'autonomie, Puissance d'aspiration: 28 AW
  - Inclus: Accessoires combiné pour aspirer la poussière sur les tissus et les meubles, Suceur long pour les endroits difficiles d'accès
  - Garantie 2 ans

[Comparer avec des articles similaires](#)  
**L'emballage peut révéler le contenu du paquet.** Sélectionnez **Masquer l'emballage** lors de la commande.  
 Nos prix incluent l'éco-participation sur tous les produits concernés. Vous voulez recycler votre appareil électrique ou électronique gratuitement? [En savoir plus ici.](#)

**4X sans frais** Payer cet article en 4 fois sans frais sur les paniers éligibles et compris entre 100 et 2000 €. [En savoir plus](#)

Produits fréquemment achetés ensemble

Partager

Livré en 1 jour ouvré

Profitez de tous les avantages de livraison en vous inscrivant à **Amazon Prime**

amazon prime

Votre adresse de livraison: 75000

Quantité: 1

[Activez la commande 1-Click](#)

Autres vendeurs sur Amazon

**EUR 170,00**   
 + EUR 6,76 (livraison)  
 Vendu par: Tm-Shop24

**EUR 183,38**   
 + Livraison gratuite  
 Vendu par: Webdistrib

10 neufs à partir de EUR 162,69

Vous l'avez déjà?

**Rowenta**  
 Découvrez l'Aspirateur Balai Multifonction Rowenta

**Rowenta RH9086WO Aspirateur Balai Sans Fil Sans Sac Multifonction Air Force 360**

# 05. PREIS

**FACTOR-A KENNT  
DIE HERAUSFORDERUNGEN...**

# ... FÜR 100% PERFORMANCE AUF AMAZON



**UMSATZ WACHSTUM**

---



**MARKTANTEILS-  
WACHSTUM**

---



**TRANSPARENZ UND  
WISSEN**

---



**INTERNATIONAL**



**TECHNOLOGIE-GETRIEBEN**



**FULL-SERVICE**

**ÜBER 100  
MARKEN  
VERTRAUEN  
FACTOR-A**

Fissler



MONT  
BLANC



GEROLSTEINER



GEDORE



BRIO

POSITEC



Barilla  
The Italian Food Company. Since 1877.

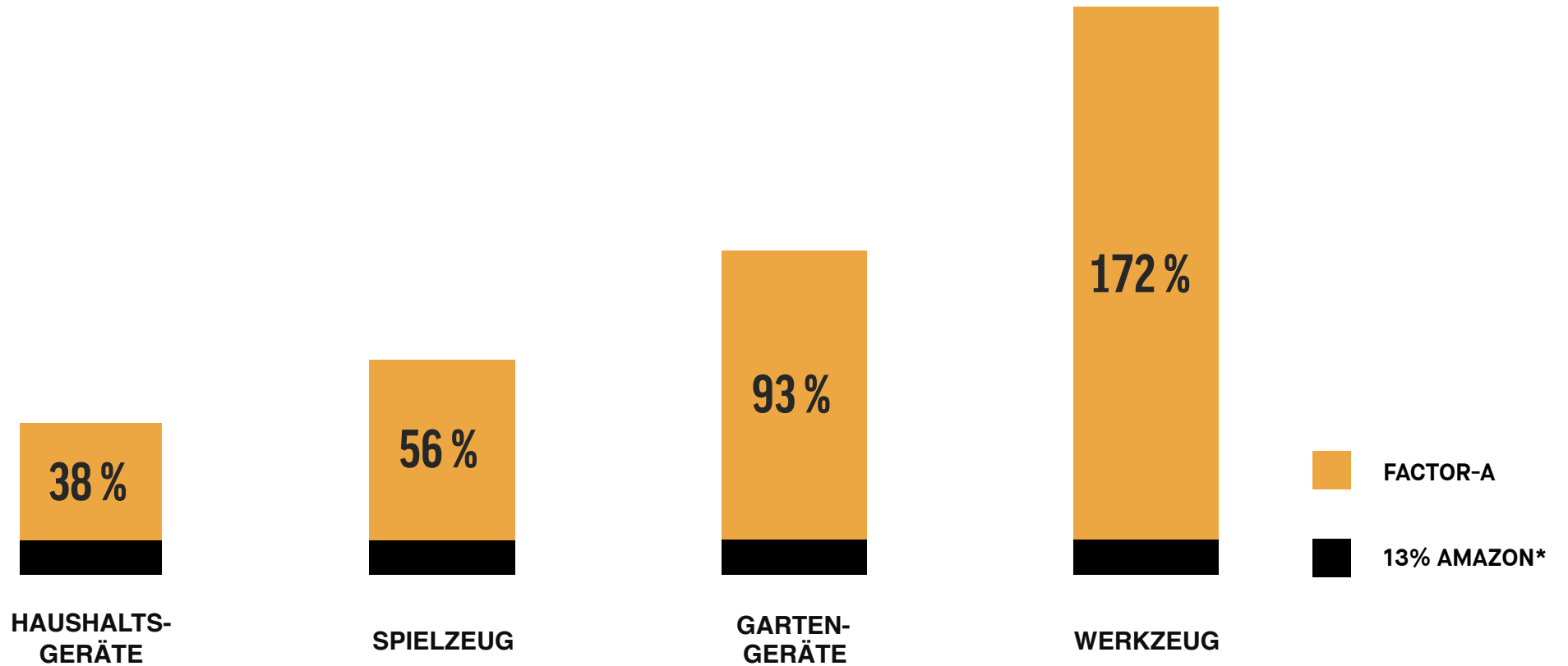
FOSSIL



HEKATRON



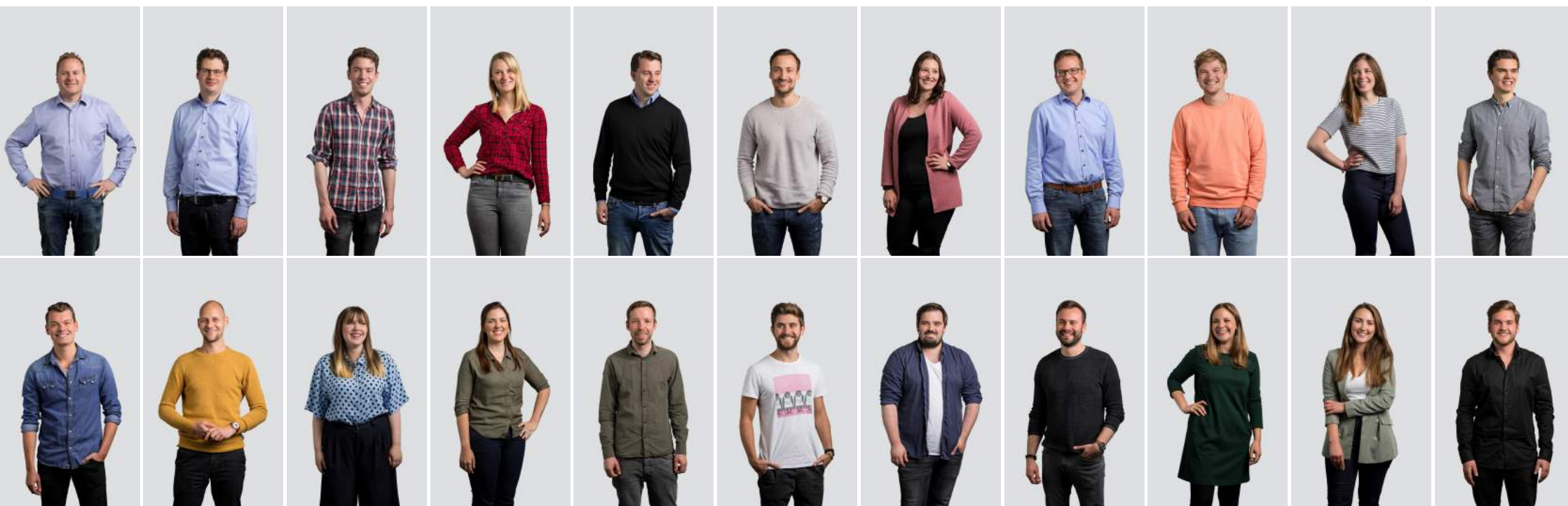
# ERFOLG MIT FACTOR-A NACH < 1 JAHR



\* AMAZON GROWTH 2016-2017, SOURCE: HDE, FOSTEC RESEARCH, AMAZON 10K REPORTS

# WIR SIND FACTOR-A

MEHR ALS 100 AMAZON EXPERTEN



A man with short brown hair, smiling, wearing a light blue button-down shirt and dark blue jeans with a blue belt. He is standing with his hands on his hips against a light gray background.

# FRAGEN? SCHIEßEN SIE LOS!

**MARC AUFZUG**

GESCHÄFTSFÜHRER FACTOR-A (PART OF  
DEPT)

**DIE EINTRITTSBARIEREN  
LAGEN NIE TIEFER**

**DER REGALPLATZ IST UNBEGRENZT**

**ABER:**  
**AMAZON IST IHRE MARKE EGAL**

**SIE SELBER MÜSSEN IHRE MARKE IN  
DIE AMAZON ÄRA ÜBERFÜHREN!**

**3+1 MODULE  
FÜR ERFOLG**

**01**

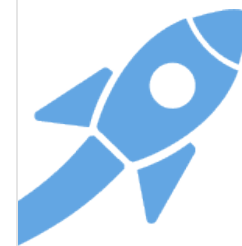
**PRODUKTDATEN  
UND CONTENT**

**02**

**AMAZON  
ADVERTISING  
(AMS + AAP)**

**03**

**ACCOUNT  
HANDLING UND  
SALES  
EXCELLENCE**



**FACTOR-A  
SUITE UND  
AMABID**



**factor-a**<sup>®</sup>  
part of **DEPT**

# PRODUKTDATEN UND CONTENT OPTIMIERUNG AUF AMAZON

**OPTIMIERTER  
CONTENT BILDET DIE  
BASIS FÜR ERFOLG  
AUF AMAZON**



# ...ERFOLG AUF AMAZON **BASIERT AUF ZUFRIEDENEN KUNDEN**

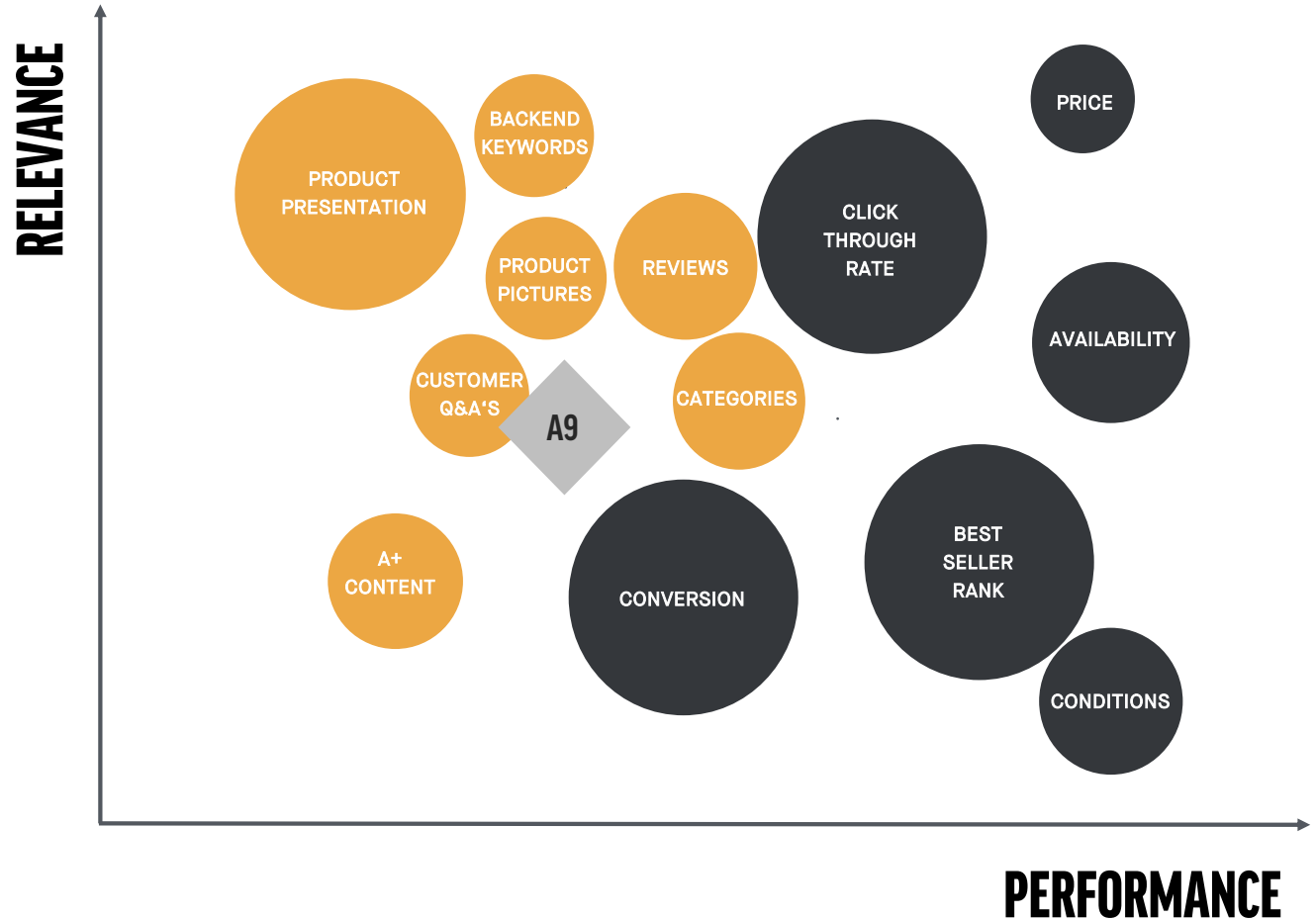


**AUSWAHL AUS EINER  
GROSSEN MENGE AN  
PRODUKTEN**



**SCHNELLE  
AUFFINDBARKEIT DER  
RICHTIGEN PRODUKTE**

**AMAZON A9**  
**UNTERSCHIEDET**  
**ZWISCHEN**  
**UNTERSCHIEDLICHEN**  
**RELEVANZ UND**  
**PERFORMANCE**  
**FAKTOREN**



# A9 RELEVANZ KANN DIREKT BEEINFLUSST WERDEN



**PRODUCT TITLE**



**BULLET POINTS**



**PRODUCT  
DESCRIPTION**



**BACKEND  
KEYWORDS**



**A+ CONTENT**



**REVIEWS**



**CUSTOMER  
Q&A'S**



**PRODUCT  
PICTURES & VIDEOS**

# PRODUKT DETAIL SEITE



## CROSS Century II Hallmarked Sterling Silver – Ballpoint Pen incl. Luxury Gift Box – Refillable Medium Ballpen

by Cross

★★★★★ • 21 customer reviews | 4 answered questions

RRP: £149.00

Price: **£133.65** & **FREE Delivery** in the UK. [Delivery Details](#)

You Save: £15.35 (10%)

**Only 7 left in stock (more on the way).**

**Want it delivered by tomorrow, 18 Sep.7** Order within 1 hr 7 mins and choose **One-Day Delivery** at checkout. [Details](#)

Dispatched from and sold by Amazon. Gift-wrap available.

**Note:** This item is eligible for **click and collect**. [Details](#)

9 new from £132.31

Colour Name: **Hallmarked Sterling Silver**



- The Century II collection combines the classical CROSS design and grace of the Classic Century pen with a bolder look and a wider profile
  - This elegant CROSS ballpoint pen is crafted of hallmarked sterling silver (92.5%) and lies comfortably and balanced in the hand
  - This ballpen features a black, medium ballpoint (Refill #8513, other ink colours/widths available) with specially formulated ink that flows flawlessly
  - The refillable pen also comes with the CROSS Lifetime Mechanical Guarantee and in a luxurious gift box which makes this writing instrument a perfect present for any occasion
  - Items included: CROSS Century II Sterling Silver (925) refillable ballpoint pen with medium ballpoint, incl. Lifetime Mechanical Guarantee, luxury gift box
- [See more product details](#)

## Product description

### Cross Century II Sterling Silver Ballpoint Pen

**Embracing both tradition and evolution—the iconic Cross profile takes a broader point of view**

The Century II collection has the style and grace of the Classic Century Collection, but with a bolder look and wider profile. Its classical, signature Cross design, distinctive finishes, and balanced, weighted feel give a sense of purpose to anything you write.

#### Specs

- Crafted of hallmarked sterling silver containing 92.5% pure silver and crowned with the Cross trademark contrasting conical top
- Subtle incised line pattern; polished sterling silver appointments
- Includes black, medium ballpoint; comes with specially formulated ink that flows flawlessly for a superior writing experience
- Dimensions: Length: 5.39 inches/137 mm, Width: 0.36 inches/9.1 mm, Weight: 1.01 oz/29 g
- Takes refill #8513; other ink colours and widths are available
- Presented in a luxury gift box
- Lifetime Mechanical Guarantee

#### About Cross

The A. T. Cross Company is a major international manufacturer of fine writing instruments and personal accessories. Since Richard Cross made the first Cross product in 1846, we have re-invented the writing instrument category, combining design ingenuity with jewellery-quality craftsmanship. What we're most proud of, though, isn't all that's changed since 1846. It's what hasn't changed. Headquartered in beautiful Providence, Rhode Island, A. T. Cross is proud to still be a part of the community we helped build. We were America's first manufacturer of quality writing instruments and we still make products unsurpassed in quality and value, one at a time, just as Richard Cross did.

# **OPTIMIERUNG IN DREI SCHRITTEN**

**01**

**VERSTEHEN  
DES SUCH-  
VERHALTENS**

**02**

**VERSTEHEN DES  
INFORMATIONEN-  
BEDARFES**

**03**

**ERSTELLEN  
AUSGEWOGENEN  
CONTENTS**

# HERAUSFORDERUNG

## 01: WETTBEWERBS-

## SITUATION IM

## SHORTHEAD

The screenshot shows the top navigation bar of Amazon.co.uk. The search bar contains the text "Ball pens" and a magnifying glass icon. Below the search bar, there are several navigation links: "Deliver to Germany" with a location pin icon, "Shop by Department" with a dropdown arrow, "Your Amazon.co.uk", "Today's Deals", "Gift Cards & Top Up", and "Sell".

1-16 of over 40,000 results for "Ball pens"

The screenshot shows the top navigation bar of Amazon.co.uk. The search bar contains the text "Ballpoint pens" and a magnifying glass icon. Below the search bar, there are several navigation links: "Deliver to Germany" with a location pin icon, "Shop by Department" with a dropdown arrow, "Your Amazon.co.uk", "Today's Deals", "Gift Cards & Top Up", and "Sell".

1-16 of over 40,000 results for Stationery & Office Supplies : Pens, Pencils & Writing Supplies : Pens & Refills : "Ballpoint pens"

# HERAUSFORDERUNG

## 02: MARKEN

## KOMMUNIKATION

## VS. KUNDEN

## SUCHVERHALTEN

### Classic Century Lustrous Chrome Ballpoint Pen

With Chrome Plated appointments

★★★★★  
(90 reviews)

The image shows two side-by-side screenshots of the Amazon.co.uk search interface. The left screenshot shows the search term 'ballp' with a dropdown menu listing suggestions: 'ballpoint pens', 'ballpoint pens black ink', 'ballpoint pen', 'ballpoint pen refill', 'ballpoint pens mixed colours', 'ballpoint needles for sewing machine', 'ballpoint pens blue', 'ballpoint', and 'ballpoint pen refills black'. The right screenshot shows the search term 'ball pen' with a dropdown menu listing suggestions: 'ball pens', 'ball pen refill', 'ball pen', 'uni ball pen', 'ball pens black', 'uniball pens', 'rollerball pens', 'ball pentel fine point r50 black', and 'rollerball pen'. A central orange circle with the text 'VS.' is positioned between the two screenshots. Both screenshots include the Amazon logo, 'Deliver to Germany', and 'Shop Department' labels.

Search Term	Search Results
ballp	ballpoint pens in Stationery & Office Supplies ballpoint pens black ink ballpoint pen ballpoint pen refill ballpoint pens mixed colours ballpoint needles for sewing machine ballpoint pens blue ballpoint ballpoint pen refills black
ball pen	ball pens in Stationery & Office Supplies ball pen refill ball pen uni ball pen ball pens black uniball pens rollerball pens ball pentel fine point r50 black rollerball pen

# HERAUSFORDERUNG

## 03: HERSTELLER

### USP VS.

## KUNDENBEDARF

### Cross Century II Sterling Silver Ballpoint Pen (HN3002WG)

by Cross

★★★★★ | 106 customer reviews | 8 answered questions

- Embracing both tradition and evolution-the iconic Cross profile takes a broader point of view
- A future heirloom, crafted of hallmarked sterling silver containing 92.5% pure silver and crowned with our trademark contrasting conical top
- Patented twist-action propel/repel feature; Comes with specially formulated ink that flows flawlessly for a superior writing experience. Takes refill #8513
- Features CROSS Lifetime Mechanical Guarantee
- Your CROSS pen is presented in a CROSS luxury gift box



▲  
3  
▼  
votes

**Question:**

How long is the pen?

**Answer:**

5 1/2" in length.

By Timoteo Saldana Honesto on January 18, 2014

↕ See more answers (4)

★★★★★ **A great Parker ball point pen!**

By Guy [HALL OF FAME](#) [TOP 10 REVIEWER](#) on 10 Oct. 2013

Style: Blister Pack | Colour: Red Chrome Trim | [Verified Purchase](#)

A great Parker ball point pen!

I love these Parker ballpoint pens - I use them all the time and keep a small stock in case I lose one. The refills are also readily available - not only in black and white, but with different writing thicknesses too. I like the smoothness when writing, also, they can be used for long periods at differing angles without the ink flow suddenly stopping or drying up. Great for doing crosswords and puzzles in bed.

They are quality - very robust, don't fall to bits, feel comfortable and balanced in the hand and they look good! Brilliant!

# Ergebnis der Content Optimierung auf Amazon

01

OPTIMALE  
KEYWORD SETS  
MAXIMIEREN  
SICHTBARKEIT UND  
TRAFFIC

02

VERFÜGBARKEIT &  
QUALITÄT DER  
RELEVANTEN  
DATEN FÜHREN ZU  
HOHER  
CONVERSION

03

OPTIMIERTER  
CONTENT SCHAFFT  
BRAND  
AWARENESS UND  
TRANSPORTIERT  
DAS BRAND IMAGE

A dimly lit office environment with several people working at desks. In the foreground, a man with glasses and a beard is smiling at a woman with long hair. To the right, a woman with curly hair is looking at her smartphone. The background shows other employees and computer monitors.

**factor-a**<sup>®</sup>  
part of **DEPT**

# **AMAZON ADVERTISING: SEARCH - MAXIMALER UMSATZ**

# Tolle Rankings... aber Moment!

amazon.fr Toutes nos catégories aspirateur amazon prime | Essai gratuit de 30 jours

Livrer à The Köln 50762 Parcourir les catégories Chez factor-a Ventes Flash Chèques-cadeaux Vendre Aide Bonjour factor-a Votre compte Testez Prime Vos Listes Panier

1-24 sur sur 10 000 résultats pour Cuisine & Maison : Aspirateurs, entretien des sols et nettoyeurs de vitres : Aspirateurs : "aspirateur" Trier par Amazon présente

Afficher les résultats pour

- Toutes les catégories
- Cuisine & Maison
- Aspirateurs, entretien des sols et nettoyeurs de vitres

**Aspirateurs**

- Aspirateurs traîneaux
- Aspirateurs à main
- Aspirateurs balais et balais électriques
- Aspirateurs eau et poussière
- Robots aspirateurs
- Aspirateurs droits

**Affiner par**

**Option d'expédition** (Qu'est-ce?)

- prime
- Livraison gratuite

**Niveau sonore des aspirateurs et autres équipements d'entretien des sols**

- Jusqu'à 29 dB
- 30 - 59 dB
- 60 dB et plus

**Puissance des aspirateurs**



- Jusqu'à 1 399 W
- 1400 - 1699 W
- 1700 - 2099 W
- 2100 W et plus

**Caractéristiques des aspirateurs**


- Cyclonique
- Filtre HEPA
- Compact
- Variateur de puissance
- Léger
- Bac à poussière

**SPONSORISÉ PAR PUPPYOO**


**Puppyoo Aspirateur**  
En savoir plus



PUPPYOO WP511 Aspirateur Balai sans Fil sans Sac, Aspirateur à Main et Voiture 2 e...  
★★★★☆ 5  
prime




PUPPYOO WP650 Aspirateur Robot, Aspiration Puissante, Nettoyage Auto, Aut...  
★★★★☆ 7  
prime



PUPPYOO WP709 Aspirateur À Main, Voiture et Table sans Sac sans Fils 7000P...  
★★★★☆ 4  
prime


Votre avis sur l'annonce

Affichage des résultats dans Cuisine & Maison. Afficher plutôt les résultats dans Toutes les catégories.




Plusieurs choix disponibles


Sponsorisé ⓘ  
PUPPYOO WP9005B Multi-Système Cyclonique Aspirateur Traîneau sans Sac Puissance Silence 6 Accessoires de PUPPYOO  
EUR 119,99 EUR-359,00 prime  
Recevez votre article le **lundi 15 octobre**  
Livraison GRATUITE  
Classe énergétique: A  
★★★★☆ 111



Sponsorisé ⓘ  
Deik Aspirateur sans fil, pratique 2 en 1 Aspirateur Aspirateur à Main (sans sac, batterie lithium 2200 mAh Power 22,2 V, brosse électrique accessoires inclus),... de Deik  
EUR 79,98 EUR-129,98 prime  
Livraison GRATUITE  
★★★★☆ 79



Sponsorisé ⓘ  
PUPPYOO WP511 Aspirateur Balai sans Fil sans Sac, Aspirateur à Main et Voiture 2 en 1, Puissant Léger et Portable de PUPPYOO  
EUR 129,99 EUR-299,00 prime  
Livraison GRATUITE  
Economisez 10% avec coupon  
Classe énergétique: A  
★★★★☆ 5



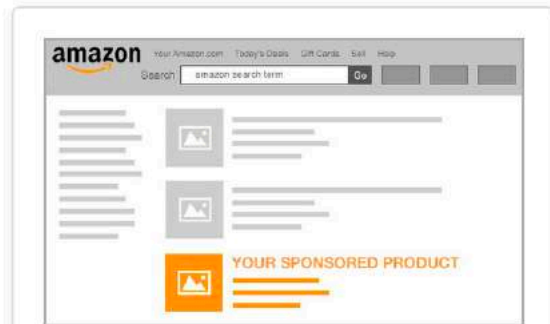
Plusieurs choix disponibles

Sponsorisé ⓘ  
LeaderPro Aspirateur Balai sans Fil sans Sac (Nouvelle version de septembre 2018) Aspirateur de Table Rechargeable, 2 en 1 [Mode Verticale, Mode à Mains]... de LeaderPro  
EUR 99,99 EUR-104,99 prime  
Recevez votre article le **samedi 13 octobre**  
Livraison GRATUITE  
★★★★☆ 46

# 3 Anzeigentypen



## Choose an ad campaign type



### Sponsored Products

Target by keyword, appear  
[below search results](#)

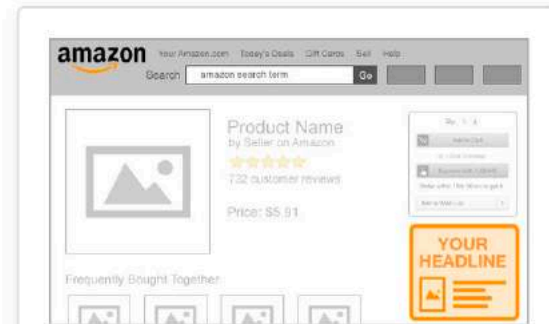
[Click here to watch a short video](#)



### Headline Search

Target by keyword, appear  
[above search results](#)

[Click here to watch a short video](#)



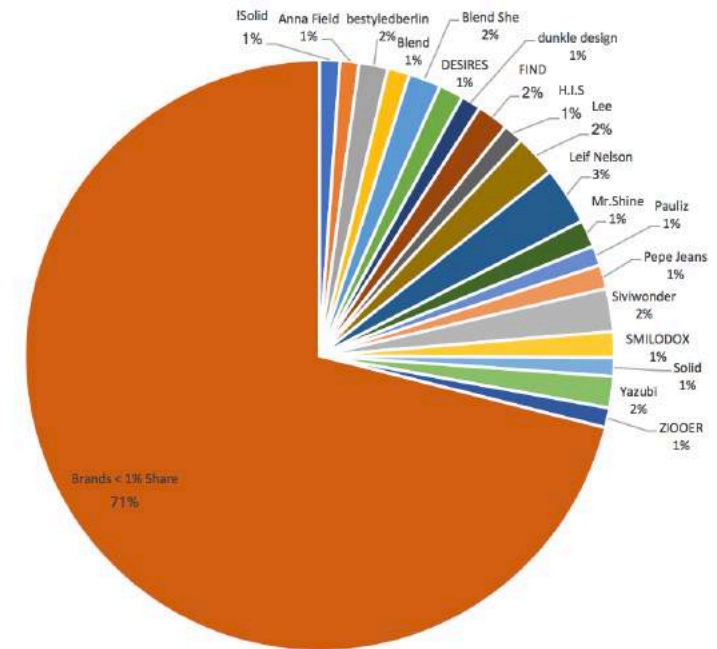
### Product Display

Target by product or interest, appear  
[on related product detail pages](#)

[Click here to watch a short video](#)

# Amazon Paid Search Status Quo

- VIELE GROßE MARKEN MACHEN (NOCH) NICHT MIT
- VIELE WETTBEWERBER SIND AUFSTREBENDE PRIVATE LABEL MARKEN
- DER DURCHSCHNITTLICHE CPC IST RELATIV NIEDRIG VERGlichen MIT ANDEREN KANÄLEN

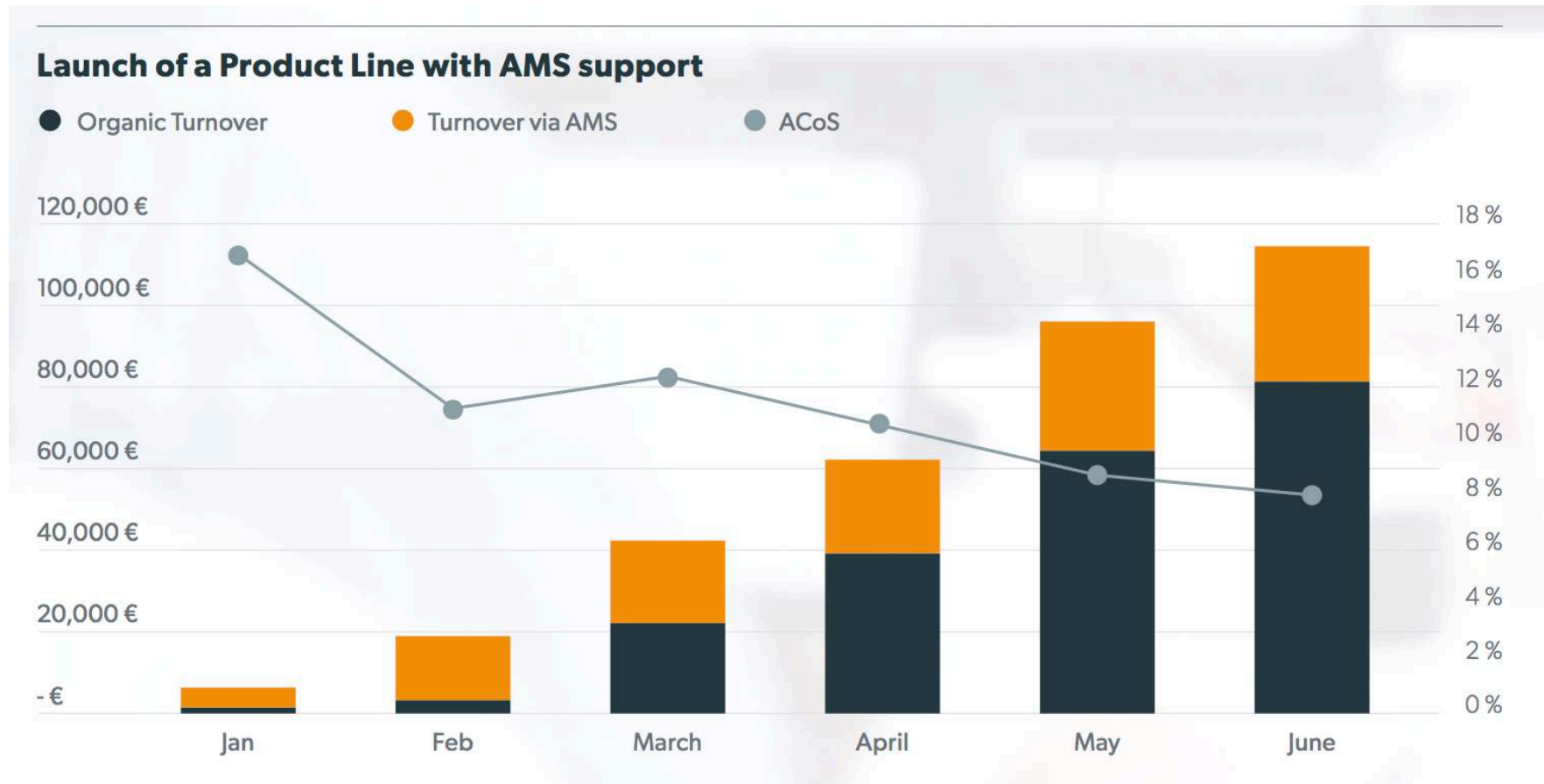


48H BEOBACHTUNG VON SP UND HSA FÜR 50K KEYWORDS

# DURCHSCHNITTLLICHE KAMPAGNEN DATEN

	IMPRESSIONS	COST PER CLICK	ROAS
DEFENSIVE	1.8 M	€ 0.43	25.6
GENERIC	5.5 M	€ 0.64	10.3
COMPETITOR	1 M	€ 0.72	7.5

# PRODUCT LAUNCH UNTERSTÜTZT MIT ADS

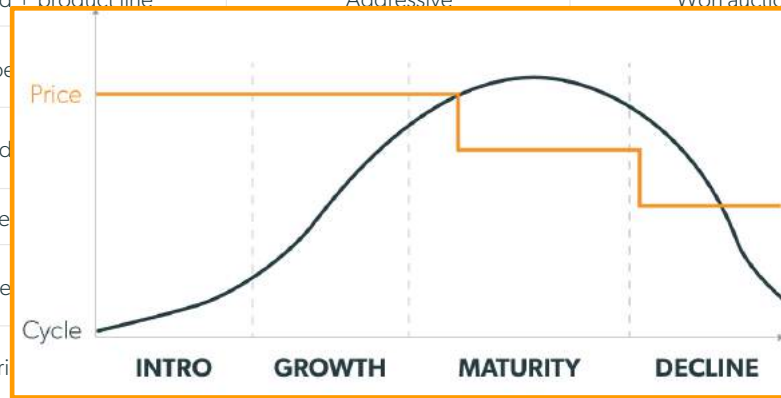


# ÜBERSICHT KAMPAGNEN STRATEGIEN

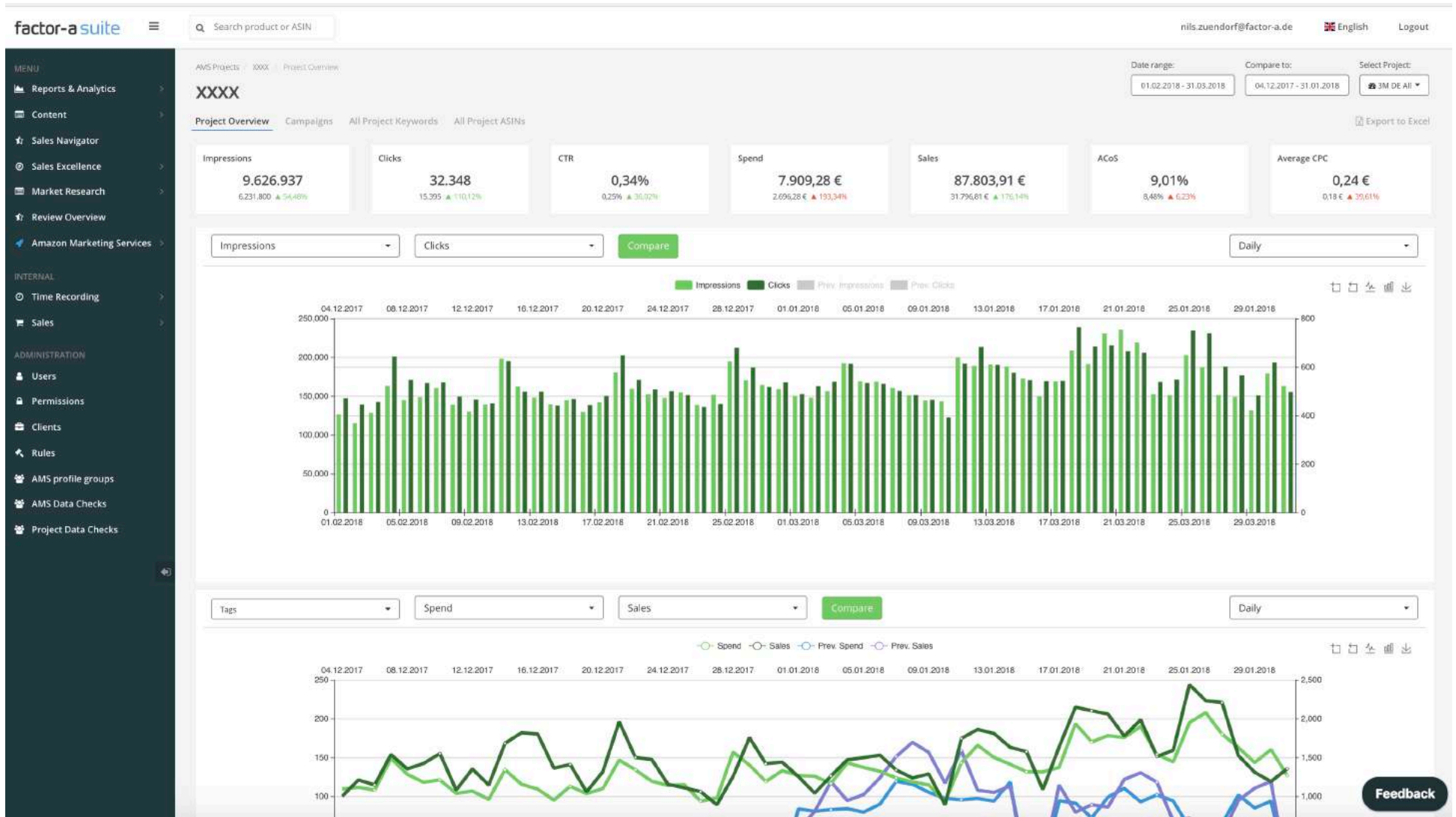
Primary Goal	Keyword Targeting	Bidding Strategy	Primary KPI	Most important Ad Types
<b>Increase Sales</b>	Generic + Auto	Aggressive	Sales growth rate	SP, HSA
<b>Margin Optimization</b>	Longtail	Start low and raise	ACoS	SP
<b>Protect Brand</b>	Brand + product line	Aggressive	Won auctions	SP, HSA, PDA
<b>Gain Market Shares</b>	Competitors + Generic	Aggressive	Share of Voice	SP, HSA, PDA
<b>Cross- &amp; Upselling</b>	Brand + product line	Market level	Basket size and ROI	HSA, PDA
<b>Product Launch</b>	Generic + Auto	Aggressive	Ranking improvement	SP, HSA, PDA
<b>Event-/Season Effects</b>	Event + Generic	Market level	Increase in sales	HSA, PDA
<b>Brand Awareness</b>	Generic + Competitors	Start low and raise	Impressions und clicks	HSA, PDA
<b>Clearing Sales</b>	Generic + Brand	Low	ROI	SP
<b>Keyword Research</b>	Auto	Low	No. new Keywords	SP
<b>Glance Views</b>	Generic + Brand	Low	Views per week	HSA, PDA

# ÜBERSICHT KAMPAGNEN STRATEGIEN

Primary Goal	Keyword Targeting	Bidding Strategy	Primary KPI	Most important Ad Types
<b>Increase Sales</b>	Generic + Auto	Aggressive	Sales growth rate	SP, HSA
<b>Margin Optimization</b>	Longtail	Start low and raise	ACoS	SP
<b>Protect Brand</b>	Brand + product line	Aggressive	Won auctions	SP, HSA, PDA
<b>Gain Market Shares</b>	Competitor	Aggressive	Market share	SP, HSA, PDA
<b>Cross- &amp; Upselling</b>	Brand	Aggressive	ROI	HSA, PDA
<b>Product Launch</b>	Generic	Aggressive	Conversion	SP, HSA, PDA
<b>Event-/Season Effects</b>	Event	Aggressive	Sales	HSA, PDA
<b>Brand Awareness</b>	Generic	Low	clicks	HSA, PDA
<b>Clearing Sales</b>	Generic + Brand	Low	ROI	SP
<b>Keyword Research</b>	Auto	Low	No. new Keywords	SP
<b>Glance Views</b>	Generic + Brand	Low	Views per week	HSA, PDA



# SOFTWAREBASIERTE KAMPAGNENSTEUERUNG





**factor-a**<sup>®</sup>  
part of **DEPT**

# **AMAZON ADVERTISING: DSP - REICHWEITE MIT PRÄZISION**

# DEN POTENZIELLEN KUNDEN DURCH DEN GESAMTEN ENTSCHEIDUNGSPROZESS FOLGEN



# **SUCH TRAFFIC AUF AMAZON IST LIMITIERT**

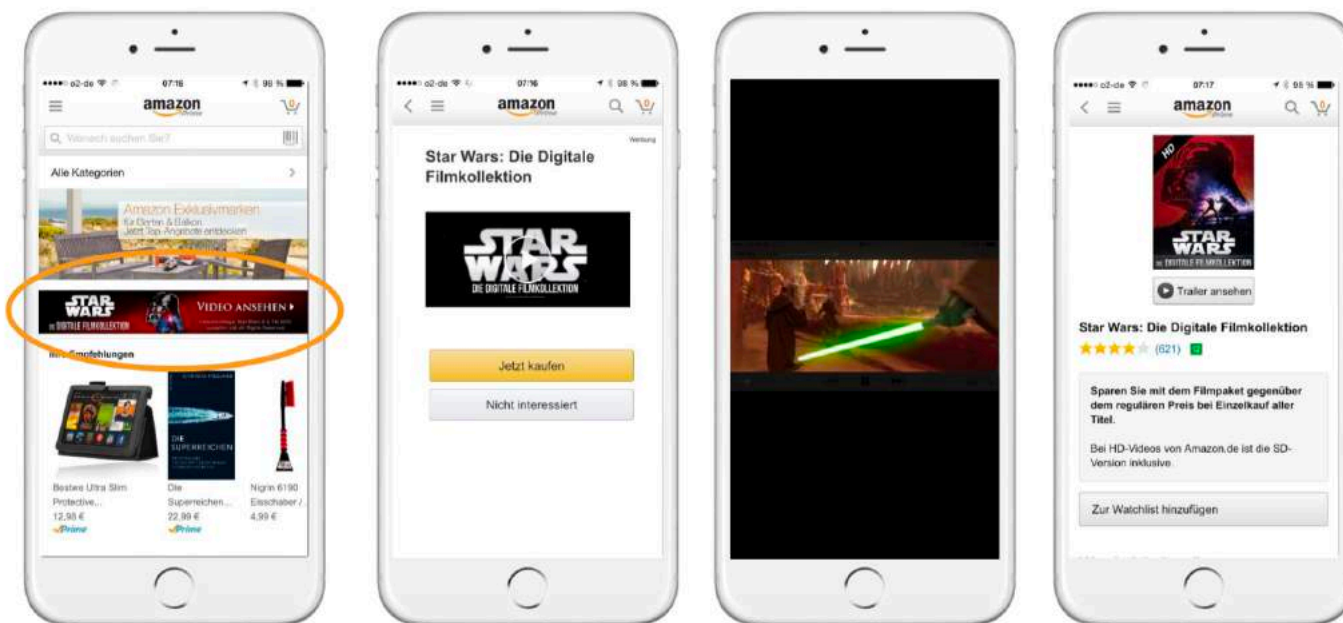


- **MIT AMAZON SEARCH KANN NUR AMAZON INTERNER TRAFFIC BESPIELT WERDEN**
- **DER UMSATZERFOLG VON PROGRAMMATIC ADVERTISING VIA GOOGLE, FACEBOOK ETC. IST SCHWER ZU MESSEN – EINE BUDGET OPTIMIERUNG SCHWIERIG**
- **UM ZUSÄTZLICHEN TRAFFIC EFFEKTIV UND EFFIZIENT ZU GEWINNEN, BEDARF ES ALTERNATIVEN**

# WAS IST MÖGLICH? ALLES



# MOBILE



# FIRE TV



Amazon Instant Video

Amazon Appstore

Physical Detail Page

Click to Video

Custom Landingpage

# DYNAMIC ECOMMERCE ADS



Wacom Bamboo Folio Smartpad A4 / Gro...

169,99 €  
(34,00 € / Item)  
inkl. MwSt.  
Versand + Details

In den Einkaufswagen



Wacom Intuos Draw Stifttablett Größe S, ...

★★★★☆ 435

“Benutze das Tablet unter anderem für Skizzen, Mitschriften, etc und es funktioniert einfach super.”



Wacom MobileStudio Pro 13" 256GB - Ta...

★★★★☆ 10

1.899,99 € **prime**  
Détails produit et livraison

Ajouter au panier



★★★★★ 41 Amazon.de Kundenbewertungen

“Mich hat die Heckenschere in allen Punkten überzeugt. Würde sie sofort wieder kaufen.”

# ADS AUßERHALB VON AMAZON

Monday, Mar 12th 2018 9PM 9°C 7PM 7°C 5-Day Forecast

Like 11.0K

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970 x 250

160 x 600

300 x 600

### Sealing her place in the family: Meghan Markle joins the Queen, Harry, Wills and a blooming Kate in her first official engagement with the monarch at Westminster Abbey for Commonwealth Day



Meghan Markle has arrived for her first official event with the Queen today as she joins senior royals at a service marking Commonwealth Day. The event at Westminster Abbey is a public acknowledgement by the Queen of the US actress, who will soon be joining her family when she marries Prince Harry on May 19. The Commonwealth Day service this afternoon is also being attended by the Prince of Wales, Duchess of Cornwall, Duke and Duchess of Cambridge, Prince Harry and the Prime Minister. Former One Direction band member Liam Payne will perform during the service - but the Duke of Edinburgh, who has effectively retired from public duties, is not attending. In her Commonwealth Day message, which will feature in the service, the Queen has praised the 'Commonwealth connector' that allows people from different nations to bond and celebrate diversity.

Revealed: Is Meghan's bespoke diamond cross bracelet a secret symbol of her recent baptism - and a mark of respect for the Queen?

Share 7 shares 185 comments

**REICHWEITE VON ÜBER 350 MIO.  
POTENZIELLEN KUNDEN**



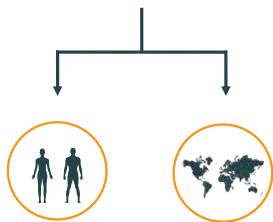
**EXKLUSIVE FIRST-PARTY  
DATEN UND CROSS DEVICE AD  
TARGETING**



# ZAHLREICHE TARGETING OPTIONEN

## DEMOGRAPHIC

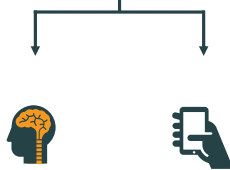
DEMOGRAPHIC  
DATA



GENDER LOCATION

## BEHAVIOURAL

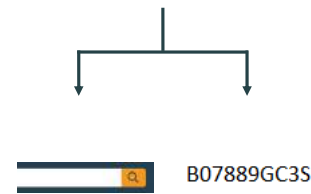
SEARCH,  
BROWSING AND  
SHOPPING  
HISTORY



LIFESTYLE IN-MARKET

## CONTEXTUAL

REAL-TIME  
CONTENT ON  
AMAZON



KEYWORD ASIN

## ADVERTISER SPECIFIC

USES PIXEL- OR  
VENDOR DATA



RE-MARKETING LOOKALIKE

➤ DIE KRITERIEN FÜR DEN KUNDENZUGANG KÖNNEN  
INDIVIDUELL KONFIGURIERT WERDEN

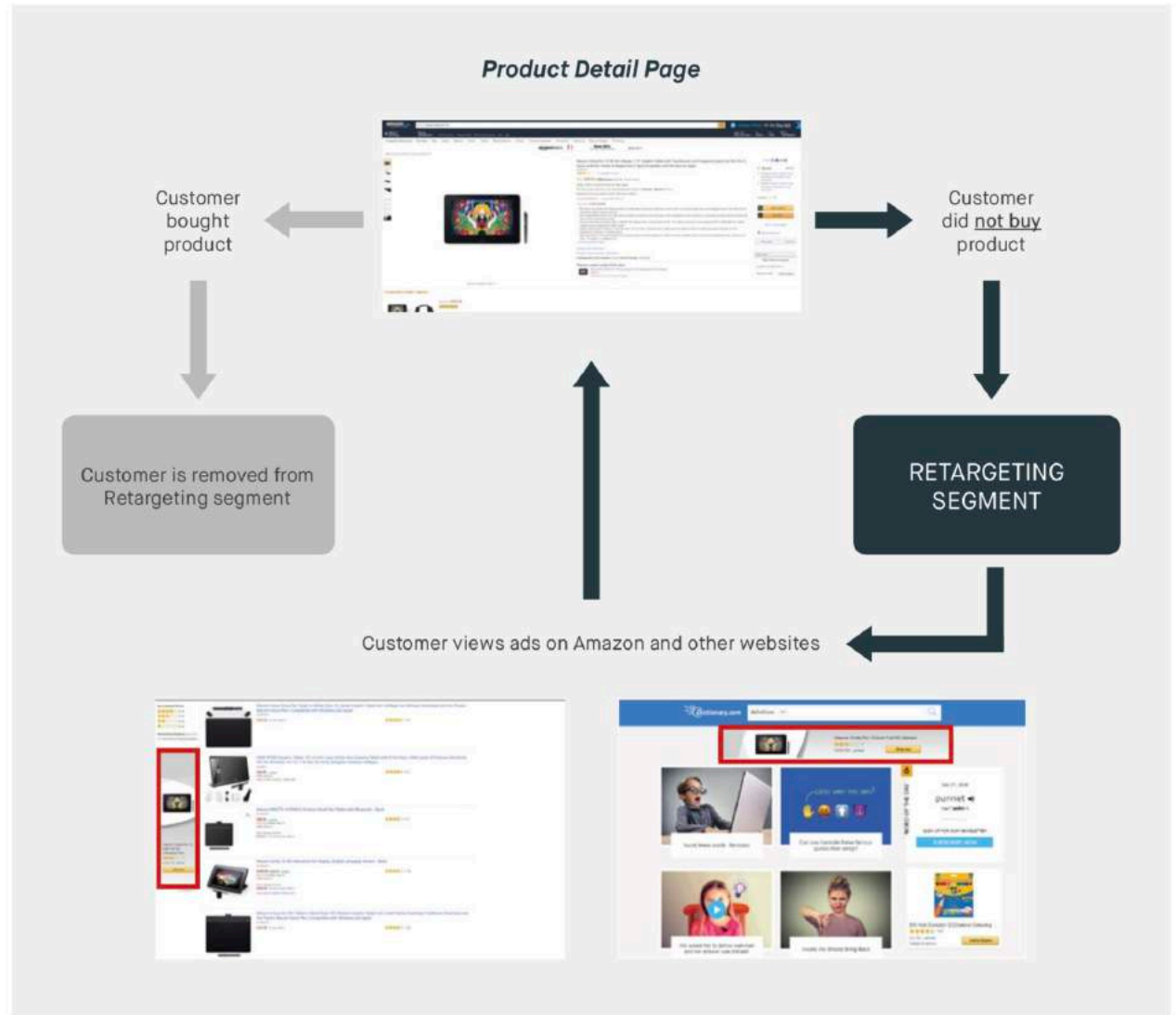
# DSP-BEISPIEL: BEHAVIORAL TARGETING



**AMAZONS FIRST PARTY LIFESTYLE  
UND IN-MARKET DATEN**

**DSP ZEIGT RELEVANTE ADS  
INTERESSIERTEN KUNDEN**

# DSP-BEISPIEL: ASIN RETARGETING



# RETARGETING BEISPIEL

## KATEGORIE: HOME & GARDEN

**€3.39**

COST PER  
MILLE (CPM/TKP)

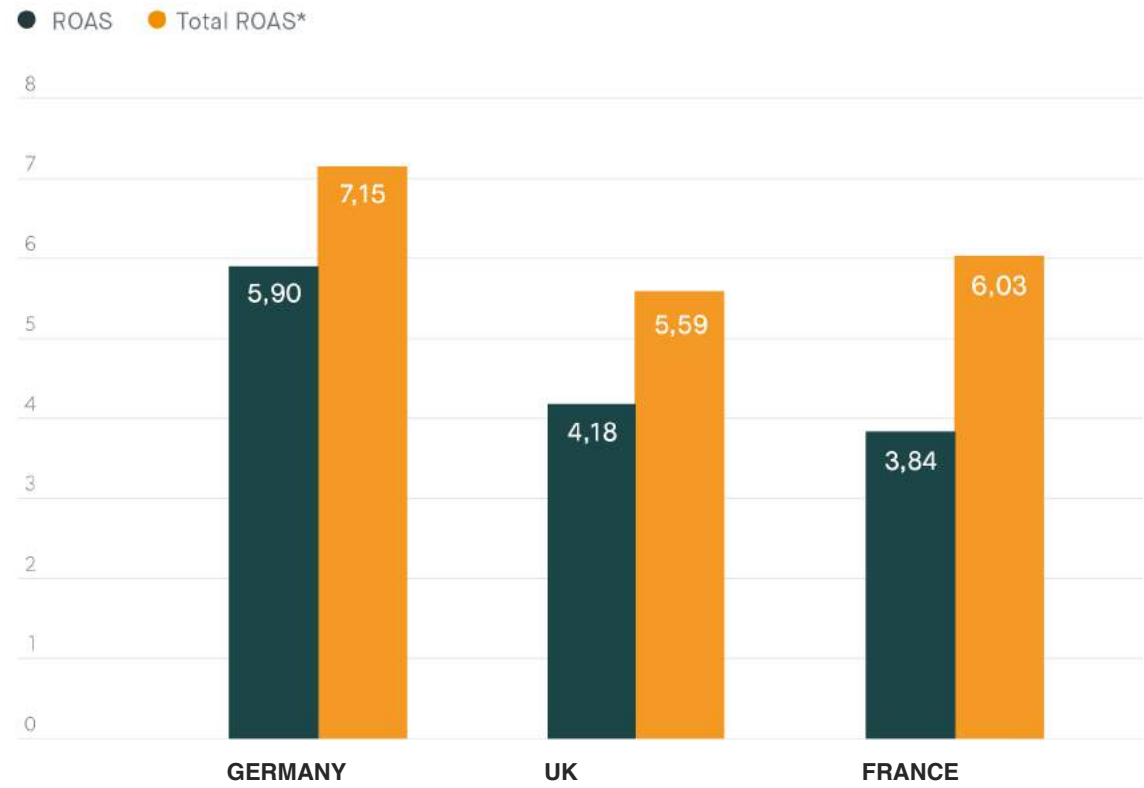
**0.33%**

CLICK-THROUGH  
RATE (CTR)

**8.16**

RETURN ON  
ADVERTISING SPEND  
(ROAS)

# POSITIVER ROAS? IST DAS WIRKLICH MÖGLICH?



# SPECIAL: LINK OUT CAMPAIGNS



# DAS IST ERST DER ANFANG!

Marketing Land

SEM

## Analysts say Amazon's advertising business will surpass AWS by 2021

Amazon's ad revenue is on track to more than triple in the next couple of years, according to Piper Jaffray.



“Everybody is aware of Amazon as a competitor. Everybody knows they have an advertising business,” Tregoe says, noting that in the first quarter of 2018 alone Amazon generated \$2 billion in advertising revenue.

# VIELEN DANK!



**MARC AUFZUG**

GESCHÄFTSFÜHRER FACTOR-A (PART OF  
DEPT)