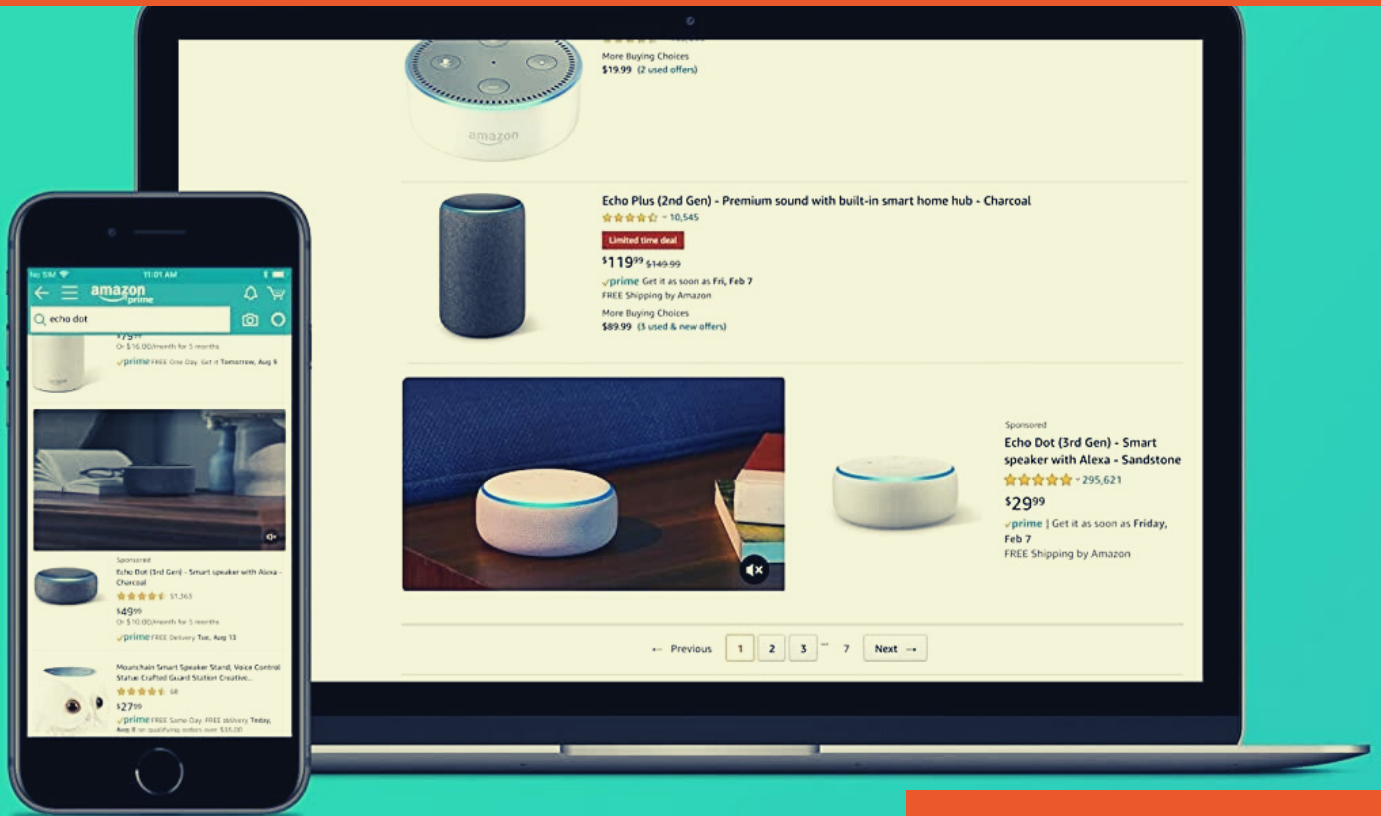




E-COMMERCE INSIGHT

PART I: AMAZON'S SPONSORED BRAND VIDEOS

BY ZACH SHAH, HEAD OF SEARCH, JAA



Amazon: Sponsored Brand Videos

Our eCommerce team at JAA has been diving deep into the Amazon digital marketing sphere. We have lots of learnings and interesting results to share.

In this first part of eCommerce Insight with JAA, we talk about a new ad format on Amazon.

In 2020 Amazon Advertising released their new ad format – Sponsored Brand Videos.

This format lets you share video content in the search results above all other paid and organic listings.

**"THIS ALLOWS
YOU TO TAKE
UP ENORMOUS
SPACE ON THE
AMAZON
SEARCH
RESULTS."**

ZACH SHAH
HEAD OF SEARCH

JOHN AYLING &
ASSOCIATES

Targeting is done via keywords and once a user clicks the video ad, they are directed straight to your product detail page.

This a great opportunity to showcase your brand and product to customers wanting to research and find out more.

Creative assets required are up to 4k resolution, 6-30 second, 16:9 aspect video. Combined with sponsored product ads, this allows you to take up enormous retail space on the Amazon search results.

Furthermore, as you still pay on a cost-per-click basis, and not a CPM basis, you can accrue thousands of views of your video, and only pay when a user has intent and clicks. We have also seen CPCs to be 10%-40% cheaper than Sponsored Brands!

Shoppers that are searching and have high intent to purchase will be shown and played the ad once 50% of the media is on screen. This vastly increases the chances of shoppers buying your product over a competitor, especially in the highly competitive amazon environment.

Keep a look out for more eCommerce insight from JAA and do reach out if you wish to work with us or receive consultation!



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ZACH SHAH IS HEAD OF SEARCH AT JAA.

OUR STRATEGIC, CREATIVE MEDIA THINKING DRIVES GROWTH FOR OUR CLIENTS' BUSINESSES IN AN EVER-CHANGING AND FAST PACED WORLD.