THE COMMERCE SUMMIT
Key Takeaways:

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Bottom of Funnel Conversion: What Your Brand Can Do if Sales Are Down in Q1

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1. To be successful in retail media digital marketing, stay on top of the ever- evolving landscape of each platform's functionalities and nuances.

2. Develop your retail media strategy by identifying your customer, creating a realistic budget, and tailoring your strategy to reach target shoppers at specific points of their buying journey.

3. Cut inefficient spend when budgets are low and identify ways to drive efficiency by understanding the platform's capabilities.

Finding The New Top of Funnel: Riding The Third Wave

tinuiti INSIDER INTELLIGENCE

1. The Third Wave of digital advertising is here and it's bigger and faster than the waves that brought us Google (search) and Facebook (social).

2. Now that the dust has settled, most brands now have an established retail media budget.. But there is still a LOT of room for growth through additional shifting from other budgets.

3. In store. In store. In store. The future of retail media growth will be rooted in the physical home of the retailer with digital enablement.

4. We can't fail? Or can we? It seems at least in the near term, we can't due to sheer volume and options available today.

5. Standardized measurement standards by 2024 (at best). Be prepared for retailers to continue grading their own homework on performance.

Finding The New Top of Funnel: In-Store Physical Retail Media

tinuiti Cooler Screens

1. In-store retail is now a funnel approach that can – and should – be leveraged for top of funnel tactics.

2. Use seasonality and tentpole moments like product launches for targeted in-store activations.

3. When using in-store digital advertisements, you can build brand equity and drive sales simultaneously – all supported by real-time data and analytics.

Driving Middle Funnel with Consideration: How to take Advantage of the Newest in Shoppable and Display

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1. For your brand to be successful in the consideration stage, keep shoppers engaged and stand out from your competitors through the use of relevant audiences, premium inventory and high impact ads.

2. Leverage retailer data and partners to get access to premium audience segments in order to get in front of relevant and highly engaging customers.

Bottom of Funnel Conversion: Search and Display Strategies to Jump-Start 2023 Sales

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1. A dynamic budget and strategy is a must in order to improve sales whereas a flat budget and stagnant strategy will likely lead to decreased sales.

2. The primary metrics to analyze to start this year on search are cost per click and campaign coverage (the percentage of the day a given campaign is live on Amazon).

3. Your KPIs should be aligned to your North Star, whether it is new-to-brand purchases, detail page views, or a different focus.

AMC and the Amazon Sphere: What You Did in 2020 Won't Work in 2023

tinuiti Stratably

1. What you were doing pre 2020 on Amazon won't sustain you in 2023 and beyond.

2. Amazon finally is giving you some access behind the curtain of its ecosystem - YOU SHOULD JUMP ON THAT!

3. You should be fully aware of how your upper funnel media impacts your conversion media in today's Amazon ecosystem.

How to Master Omnichannel Display and Video for Amazon

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1. A diversified media mix will get you higher conversions.

2. Online video advertising is a powerful performance marketing tactic.

3. Video is powerful and AMC is an impactful technology to show incrementality.

An Amazon Seller's Guide to Operational Success: Driving Traffic from External Sources

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1. Driving customers off Google onto Amazon is a net new way to attract customers to your listings or brand page.

2. Automate your review and feedback loop to improve response rate and heighten visibility.

3. Influencer marketing is one of the most effective ways to push organic external traffic to your Amazon listings and brand store.