



Key Takeaways

Day 1 | The Amazon and Retail Media Summit: Navigating the Commerce Landscape in a Retail Revolution

Amazon and Retail Media State of the Union: Charting the Course

- Search is still very much a thing. Fund it.
- Find your definition of incrementality.
- In store is hype this year, but totally happening.
- Non-endemic is the lead generation disruptor we've been waiting for.

Key Takeaways

Day 1 | The Amazon and Retail Media Summit: Navigating the Commerce Landscape in a Retail Revolution

How Can I Reach Custom Audience Segments on Amazon?

- AMC audiences are your plumbers - protect the pipeline.
- AMC Technology empowers brands to evaluate brand building tactics through a performance marketing framework.
- Brands who win Amazon in the long term build their ecosystem in the channel and leverage AMC Technology to systematically move people down the funnel.



Key Takeaways

Day 1 | The Amazon and Retail Media Summit: Navigating the Commerce Landscape in a Retail Revolution

Why is Omnichannel Measurement the New Gold Standard for Brand Growth?

- Crisp & Tinuiti can help brands reduce waste in advertising, focusing digital media dollars where brands can drive measurable, more profitable sales.
- Measurement opportunities are available for brands leveraging both performance & upper-funnel media (Streaming TV, Digital OOH).
- As signal loss becomes more prevalent, marketers should leverage geo-based signals alongside other marketing inputs to drive performance & insights.



Key Takeaways

Day 1 | The Amazon and Retail Media Summit: Navigating the Commerce Landscape in a Retail Revolution

Your Map to Navigating the Future of Amazon and Retail Media

- Retail media isn't just bottom of the funnel: Brands need to engage new customers with video to drive sustainable growth.
- Impact of GenAI on Strategy: The unexpected proliferation of GenAI prompted strategic shifts, emphasizing scalable and safe adoption, human-centric approaches, and a commitment to embracing change.
- Signal Loss: Having a direct connection with your customers is crucial for minimizing the impact of Chrome's cookie deprecation.



Key Takeaways

Day 2 | The Amazon and Retail Media Summit:
Navigating the Commerce Landscape in a Retail
Revolution

Smart Budgets, Strong Brands: The Game-Changing Guide

- Use item-level profitability to determine which products to list
- Look at operations practices for hacks in how to list & ship items
- Plan & organize intentionally, follow data with flexibility

Key Takeaways

Day 2 | The Amazon and Retail Media Summit:
Navigating the Commerce Landscape in a Retail
Revolution

How to use Curated Deals to Drive Programmatic Success

- Test and learn: seek opportunities to add Display/Video/CTV Retail PMPs to your media mix today
- Build your community: start the conversation with key Retail Media partners w/o a Curated Marketplace today about including Curated Deals in your next campaign
- Carve your unique advantage: combine DSP controls with a combination of Retail Curated marketplaces to gain key efficiencies, for example Cross-Retailer frequency capping

Key Takeaways

Day 2 | The Amazon and Retail Media Summit:
Navigating the Commerce Landscape in a Retail
Revolution

What Are the Latest Strategies for Driving Your Bottom Line?

- Amazon remains resilient by continuously evolving using their own first-party data, and you should too.
- From Operations to Advertising: Set a “North Star” KPI to stay hyper-focused on what needs to be done for your business in order to reach your goals.
- Customers continue to start their journey on Amazon, but your other channels will be a crucial part of your long-term success.
- Automate review requests and listing alerts to protect your reputation and your bottom line.

Key Takeaways

**Day 2 | The Amazon and Retail Media Summit:
Navigating the Commerce Landscape in a Retail
Revolution**

Can Amazon be Used as a Brand Builder?

- Established brands are leveraging Amazon not just for presence, but as a key platform to build and maintain brand relevance.
- Brands are aligning their Amazon content strategy with their Direct-to-Consumer (DTC) approach, emphasizing the importance of utilizing features like Brand Story, A+ Content, and updating the Amazon Storefront continuously.
- Internal alignment is crucial for success on Amazon, as separate goals can lead to competition within the brand itself.
- Comprehensive analysis of metrics across channels is vital for understanding performance. It's important to understand the differences between platforms while also knowing each platform serves a unique purpose in overall strategy.