

choozle

Amazon Advertising

Amazon has disrupted how consumers search, shop, and discover new brands. While it seems like everyone buys everything off of Amazon, only 10% of shoppers will make a purchase based on their first search query on Amazon, which means the other 90% of shoppers will explore other options before eventually making a purchase.



Choozle has partnered with Amazon Advertising and expanded our managed services to enable your ability to reach audiences across the Amazon ecosystem and beyond.

Detailed Audience Data

Tap into one of the largest data networks available through Amazon Advertising. Their proprietary in-market, interest, and lifestyle-based data come from billions of observed media consumption patterns from brands including **Whole Foods, Amazon Prime, Freeve, and so many more.** From all of the data tracked throughout customers in the marketing funnel, you are able to create highly targeted, in-market audiences based on realtime shopping behavior from hundreds of data providers and sources.

amazon prime



Exclusive Real-Time Data

Billions of observed shopping and media patterns throughout the stages of the purchase funnel are captured across hundreds of retail categories.

DEMOGRAPHIC

CUSTOM


LIFESTYLE

CONTEXTUAL

IN-MARKET

RETARGETING

AUDIENCE LOOK-ALIKES



Compared to alternative channels, one advertiser reported that Amazon produced:

37%

BETTER CPC

34%

BETTER CTR

134%

INCREASE
IN WEBSITE
SESSIONS

DIRECT BUYING PATHS

The scalable buying path Amazon offers gives you direct access to exclusive Amazon content (including NFL Thursday Night Football), premium PMP deals from leading publishers, and all other inventory available through the largest exchanges. The vast owned and operated inventory, as well as the direct integrations of supply to Amazon, create a diverse and streamlined buying path that will help lower your eCPM. By skipping intermediaries used in traditional exchanges you can ensure your marketing budget is going towards working media dollars.

ACTIVATING CONNECTED TV THROUGH AMAZON

Over 30% of US households use an Amazon FireTV device to stream TV. Amazon works with top-quality publishers to ensure you get direct access to exclusive inventory both on and off Amazon-owned sites. The direct path allows brands selling on Amazon to place ads on broadcaster apps across Fire TV and directly tie your campaign to Amazon interactions and purchases to measure attribution and conversions. Or shop CTV inventory across the marketplace, so you spread your media dollars optimally, maximize your reach, and control ad frequency.

TARGETING OPTIONS

Most targeting options you've come to expect with digital advertising are available with Amazon's free contextual, demographic, device, and geo-targeting so you can layer additional targeting on top of your specific customer segments in real-time. Through Amazon's free CRM matching for first-party data you are able to create free custom lookalike audiences so you can easily scale your best performing campaigns.

Endemic Amazon Vendor

For brands who sell on Amazon's Marketplace, leveraging their Amazon Advertising creates a massive boost in conversions through attribution insights and long-term optimizations. In combination with Amazon's Halo attribution reporting, the incomparable fidelity of first-party audience matching allows you to reach high intent, in-market shoppers at the right moments in their purchase journey. Retargeting tools and lookalike audiences will help you maximize campaign effectiveness throughout the funnel.

Use Cases

AUTOMOTIVE



Amazon Garage's proprietary data, encompassing over 40% of registered vehicles in the US, and their partnerships with third-party providers like Experian and Polk enables you to reach audiences using in-market, lifestyle, and interest-based segments based on users' browsing behavior, online searches, geolocation, and past purchases in the last 30 days.

TRAVEL



Amazon's deterministic shopper data can segment travelers into groups like jet setters, culture seekers, domestic vacationers, or business travelers who all have different attributes and shopping preferences. Combining this data with purchase or lifestyle data shows audiences that are ready to travel with insights about their planned trip. For example, if someone is shopping for a swimsuit in January in Denver, CO, they are probably getting ready for a beach vacation.

AMAZON PRIME VIDEO



Through our partnership with Amazon, Choozle can access Connected TV (CTV) inventory available on [Prime Video](#). With an estimated monthly reach surpassing 115 million viewers in the US alone, Prime Video has firmly established itself as one of the leading ad-supported streaming platforms in the industry.

Ready to get started?

To access all the benefits of Amazon Advertising, reach out to our Account Management team.