



# AMAZON: THE BIG E-COMMERCE MARKETING OPPORTUNITY FOR BRANDS

A KENSHOO RESEARCH PAPER ABOUT THE POWERFUL OPPORTUNITIES  
THAT AMAZON GIVES ADVERTISERS TO CONNECT WITH CONSUMERS





# AMAZON AND THE RISE OF E-COMMERCE MARKETING

Consumers are conducting more of the shopping journey online now than ever before and brands must connect with them at multiple points of that journey.

So, as well as being visible in search and social, advertisers know they have to be seen within e-commerce destinations such as Amazon which are a magnet for online product discovery and research.

In fact, Amazon, the world's biggest online marketplace is quickly becoming the leading light in the emerging new area of E-Commerce Marketing.

The big advantage of the e-commerce channel is its ability to reach highly engaged audiences with strong purchase intent. After all, we rarely visit the likes of Amazon unless we're researching or making a purchase – even if the purchase is some way into the future.

E-Commerce is poised to become one of the fastest growing areas of online advertising and Amazon, with over 300million<sup>1</sup> account holders and its catalogue of millions of different products, is spearheading the charge.

Based on a Kenshoo survey of 3,100 consumers from the US, UK, Germany and France, this paper investigates the powerful role that Amazon plays in the consumer shopping journey and its potential for E-Commerce Marketing.

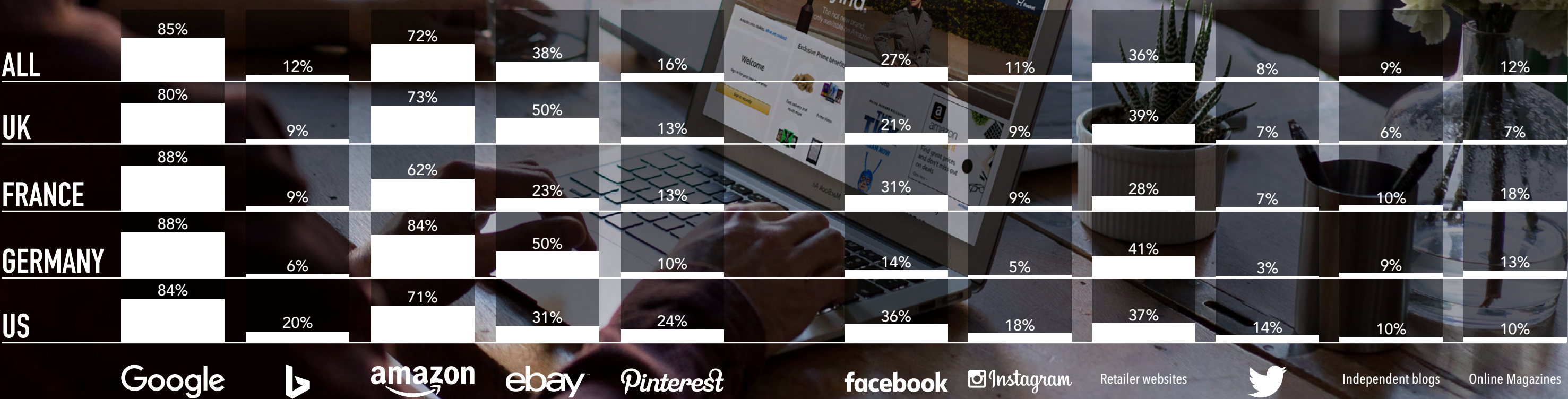
# AMAZON'S ROLE IN PRODUCT DISCOVERY

Today's consumers visit a broad list of online sources when researching information prior to a purchase and the survey findings highlight the most important ones.

Google (85%) and Amazon (72%) are the sites most people turn to, followed by eBay. Individual retailer websites of course play a role during discovery, while of the main social sites, more than one out of four people (27%) visit Facebook when conducting product research.

What is interesting is that a broadly similar pattern exists in all the countries that are part of study. The main differences are the greater importance of social sites in the US where over a third of people (36%) turn to Facebook, 24% use Pinterest and 18% look on Instagram for product ideas and information. While in Germany and UK, 50% use eBay.

**Q: WHICH OF THESE ONLINE SITES ARE YOU LIKELY TO USE TO HELP YOU FIND PRODUCT IDEAS AND INFORMATION BEFORE MAKING A PURCHASE?**



<sup>1</sup> <https://www.statista.com/statistics/476196/number-of-active-amazon-customer-accounts-quarter/>



# HOW AMAZON PERMEATES THE SHOPPING JOURNEY

It's clear that Amazon is a major factor in a large number of consumer shopping journeys. The 72% of consumers across the entire survey sample who visit Amazon to research product ideas revealed the following about how they use it.

**56%**

look on Amazon first before any other online site

**26%**

will check alternatives, background information and prices on Amazon if they come up on a potential purchase in a store



**26%**

will save products they are interested in to a 'wish list' on Amazon

**22%**

won't look anywhere else if they see a product that looks suitable on Amazon



**23%**

will usually take a peek at Amazon recommendations under "Customers who viewed this item also viewed" and "Customers who bought this brand also shopped for" while researching products



**51%**

say that even if they find something that seems right on another site they will usually look on Amazon to find alternative ideas, compare prices or gather more information before making a purchase



**9%**

take the opportunity to share information about interesting products they find on Amazon with friends or colleagues – via email, Facebook, WhatsApp or other social or mobile channels





# WHAT TYPES OF PURCHASE DOES AMAZON INFLUENCE?

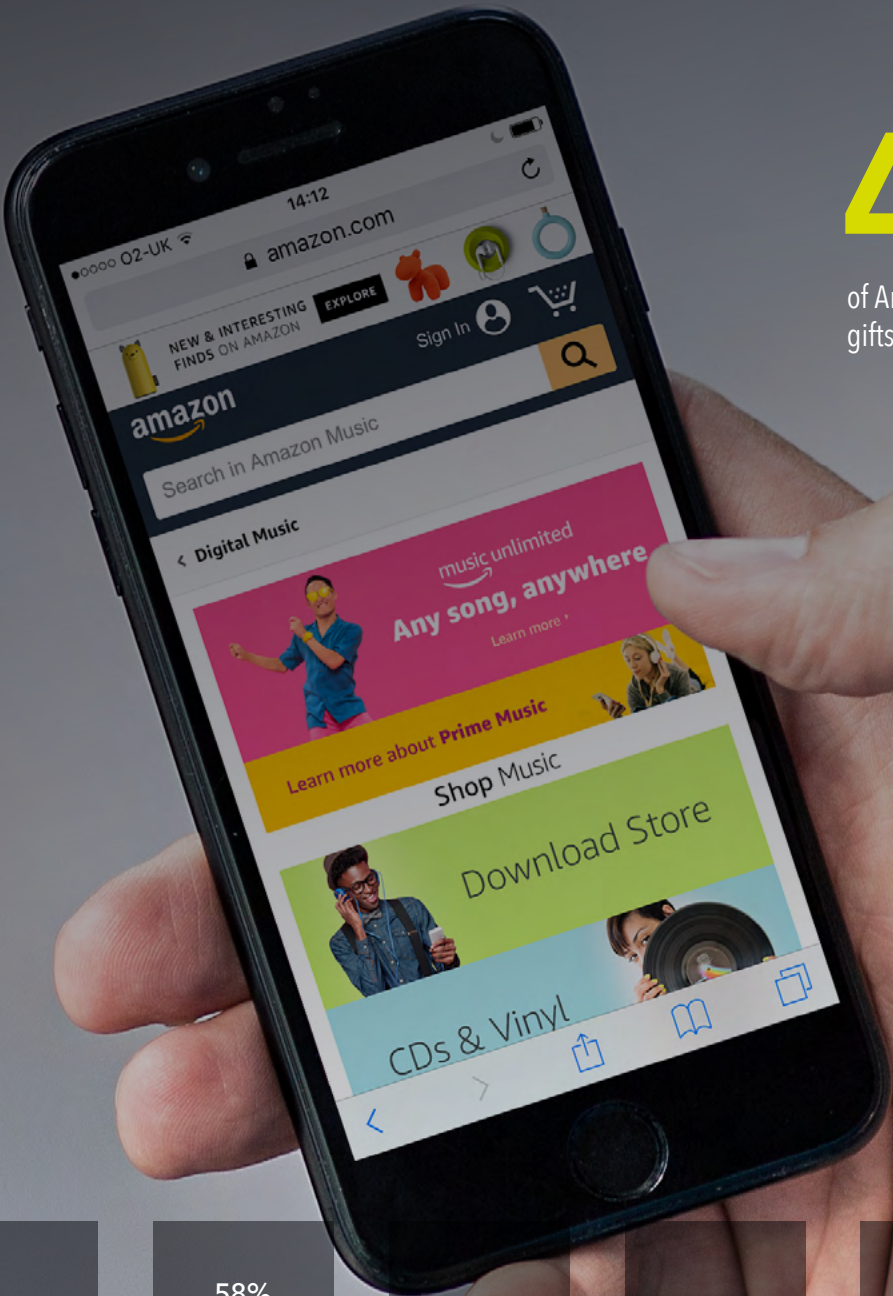
Amazon carries over 353million<sup>2</sup> different products which probably explains why so many consumers make it their go-to destination to research purchases. But what products categories does this usually involve?

## An ideal source of gift ideas

The sheer breadth of products that Amazon carries also makes it ideal for inspiring gift purchases. Which is why of Amazon users research birthday gifts there, while 46% look to it for holiday season / Christmas gift ideas and 21% for wedding presents.

46%

of Amazon users research birthday gifts on Amazon.com



## Q: FOR WHICH OF THESE AREAS ARE YOU LIKELY TO USE AMAZON WHEN SEARCHING FOR PRODUCT IDEAS AND INFORMATION?

	Electronics and Computers	Food and grocery	Music, Movies or Games	Health and beauty products	Fashion and clothing	Home appliances	Beer, Wine, Spirits	Books	Toys	Furniture / home furnishings	Sports equipment and clothing	Garden equipment and furniture
ALL	73%	18%	56%	45%	49%	55%	8%	58%	39%	35%	30%	29%
UK	67%	12%	61%	44%	37%	53%	8%	63%	41%	33%	23%	31%
FRANCE	65%	17%	57%	42%	49%	53%	6%	60%	44%	35%	30%	25%
GERMANY	81%	14%	50%	35%	54%	68%	9%	55%	35%	31%	31%	29%
US	76%	26%	57%	59%	52%	46%	9%	55%	39%	40%	34%	31%



# KENSHOO E-COMMERCE ON AMAZON

Kenshoo E-Commerce helps brands and agencies create, manage and optimize product focused Amazon Marketing Services (AMS) ad campaigns alongside their search and social advertising.

It combines granular performance reporting, with cross channel insights from Google, Facebook and now Amazon to provide a holistic view of the online shopping journey.

- Analyse Amazon product activity using Kenshoo's comprehensive and flexible reporting
- Elevate campaign management to be product-focused and driven by real customer purchase actions
- Automate previously manual tasks and use sophisticated budget optimization and pacing tools
- Monitor and understand performance across channels to drive informed decision making

To find out more about Kenshoo E-Commerce on Amazon email [info@kenshoo.com](mailto:info@kenshoo.com)

## Methodology

Kenshoo commissioned an online survey of 3100 global consumers. The survey was completed by 1000 consumers in the USA, and 700 in each of Germany, UK and France. The survey was conducted through Toluna QuickSurveys during August 2017.

## About Kenshoo

Kenshoo is a technology company that equips marketers with self-service applications to build their brands and generate demand by executing digital advertising across the world's leading mobile and desktop publishers. Kenshoo offers the only marketing solution that is deeply integrated across Google, Facebook, Bing, Pinterest, Snapchat, Instagram, Yahoo, Yandex, Yahoo Japan, and Baidu through each publisher's native APIs. Kenshoo's solutions are architected upon the principles of agile marketing which include audience targeting, optimization algorithms, automation controls, and actionable analytics to allow marketers to quickly and efficiently keep their marketing programs in-step with the ever-changing consumer journey. Kenshoo has 27 international locations and is backed by Sequoia Capital, Arts Alliance, Tenaya Capital, and Bain Capital Venture.

Please visit [Kenshoo.com](https://www.kenshoo.com) for more information