



Optimizing Search, Social and CTV Ads for Retail Performance

The Incremental Growth Platform



Channels where US internet users start their online shopping journeys, 2022 & 2023

% of respondents

Marketplace



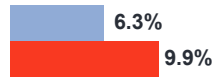
Search engine



Preferred brand's website



Social media



Voice assistant



■ 2022 ■ 2023

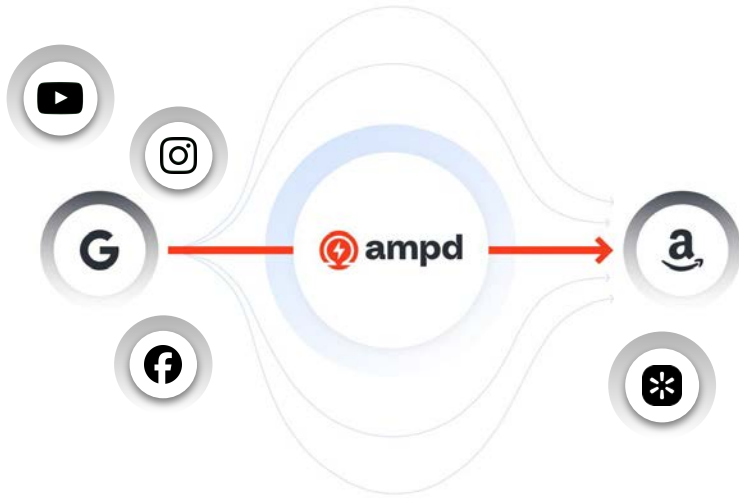
Source: Attest, "2024 US Consumer trends report," Feb 1, 2024

- Only **40%** of Americans begin their product search on a marketplace. *(Down from 50% last year.)*
- Furthermore, **39%** of Americans begin their product search on Search Engines or Social. *(Up from 30% the year prior.)*

Source:

<https://www.emarketer.com/content/how-consumers-find-new-brands-products-on-social-media-market-places-brick-and-mortar-retail-5-charts>

Ampd Overview



Why Ampd

- Drive incremental sales and NTB customers on Amazon and Walmart with qualified external traffic
- Attribute, automate, and scale

What is Ampd

- Unique measurement and management platform that connects Google and Meta to Amazon and Walmart
- Largest user of Amazon Attribution
- Proprietary measurement partner with Walmart

How to think of Ampd

- Self-service platform GroupM uses to drive incremental revenue and NTB customers

Challenge: Purina cannot reliably attribute search and social sales to Retailer.com



Amazon.com



Walmart.com



Purina.com

Purina Pro Plan High Protein Dog Food With Probiotics for Dogs, Shredded Blend Chicken & Rice Formula - 35 lb. Bag

Visit the Purina Pro Plan Store

4.7 5,583 ratings

10K+ bought in past month

-24% \$66.00

List Price: \$88.00 (B)

Unlock a \$100 Amazon Gift Card upon approval for Prime Visa and pay \$66.00 \$0.00 for this order.

Flavor Name: Chicken & Rice

Size: 35 Pound (Pack of 1)

Brand: Purina Pro Plan

Flavor: Chicken & Rice

Age Range (Description): Adult

Item Form: Pieces

Specific Uses For Product: heart

Ingredients

About this item

Customer ratings by feature

Flavor 4.2

Freshness 4.2

Ingredient quality 4.1

Value for money 3.9

See all reviews

Report an issue with this product or seller

Consider a similar item

Amazon's Choice

Purina Pro Plan

Purina Pro Plan Dry Dog Food for Large Adult Dogs High Protein, Real Chicken & Rice, 34 lb Bag

★★★★★ (47) 582 reviews

Free 90-day returns

\$71.98 \$2.12/lb

Price when purchased online

Set up subscription

Size: 34 lbs

18 lbs	34 lbs	47 lbs
\$54.48	\$71.98	\$91.58
\$3.02/lb	\$2.12/lb	\$1.93/lb

Subscribe \$71.98

Get it on time, every time

Never run out with a subscription.

How it works

One-time purchase \$71.98

OFFERS WHERE TO BUY CAREERS NEWS

PURINA Your Pet. Our Passion.

Dogs Cats Why Purina Purina Perks Products Search

Home / Pro Plan

PURINA PRO PLAN

Pro Plan Products Find Your Formula Offers Why Pro Plan The LiveClear Challenge Pro Plan Veterinary Diets

Purina Pro Plan Pet Food & Nutrition

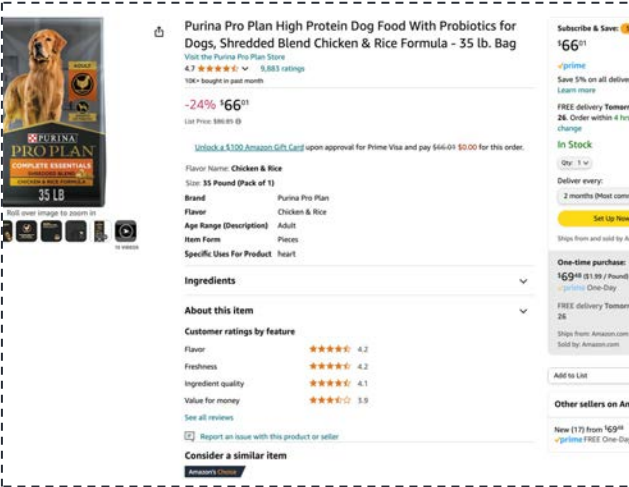
Solution: Ampd increases sales for Purina by attributing and automating performance to Amazon & Walmart



 **ampd** — Attribution, Automation, Scale

Amazon.com

Walmart.com



Purina Pro Plan High Protein Dog Food With Probiotics for Dogs, Shredded Blend Chicken & Rice Formula - 35 lb. Bag

4.7 ★★★★★ (5,883 ratings)

10K+ bought in past month

-24% \$66⁰⁰

List Price: \$86.00

Unlock a \$100 Amazon Gift Card upon approval for Prime Visa and pay \$66.00 \$0.00 for this order.

Flavor Name: **Chicken & Rice**

Size: **35 Pound (Pack of 1)**

Brand: Purina Pro Plan

Flavor: Chicken & Rice

Age Range (Description): **Adult**

Item Form: Pieces

Specific Uses For Product: heart

Ingredients

About this item

Customer ratings by feature

Flavor	★★★★★	4.2
Freshness	★★★★★	4.2
Ingredient quality	★★★★★	4.1
Value for money	★★★★★	3.9

See all reviews

Report an issue with this product or seller

Consider a similar item

Amazon's Choice

Subscribe & Save

\$66⁰⁰

Save 5% on all deliveries

Learn more

FREE delivery Tomorrow

26. Order within 4 hrs | change

In Stock

Qty: 1

Deliver every: 2 months (Most common)

Set up Now

Ships from and sold by Amazon.com

One-time purchase: **\$69⁹⁹** (\$1.99 / Pound)

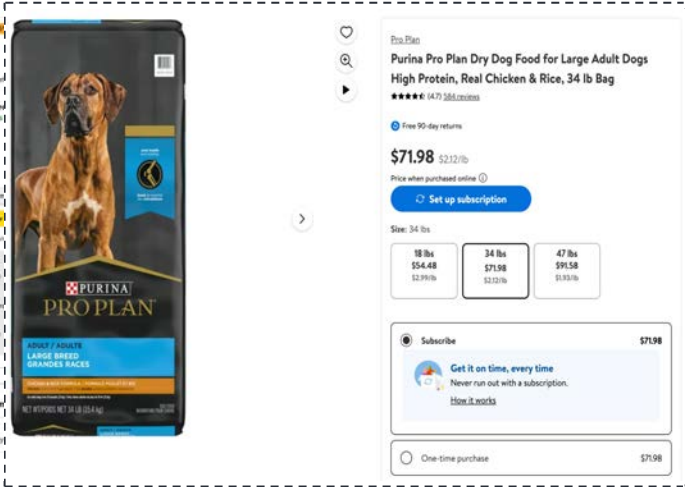
Ships from: Amazon.com

Sold by: Amazon.com

Other sellers on Amazon

New (17) from **\$69⁹⁹**

Prime FREE One-Day



Purina Pro Plan Dry Dog Food for Large Adult Dogs High Protein, Real Chicken & Rice, 34 lb Bag

★★★★★ (47,588 reviews)

Free 90-day returns

\$71.98 \$2.12/lb

Price when purchased online

Set up subscription

Size: 34 lbs

18 lbs	24 lbs	47 lbs
\$54.48	\$71.98	\$91.58
\$3.03/lb	\$2.99/lb	\$1.93/lb

Subscribe **\$71.98**

Get it on time, every time

Never run out with a subscription.

How it works

One-time purchase **\$71.98**



Executive Summary:

Ampd unlocks several critical value propositions for brands

- **Incremental, New-to-Brand Revenue**

- By harvesting consumers outside of RMNs and optimizing to their ideal place of purchase, Ampd unlocks NTB rich audiences with maximal performance for incremental sales.

- **Shortened Path-to-Purchase (compared w/ Where-To-Buy software) + Optimization**

- Shortening the path to purchase for consumers results in significantly reduced funnel-leakage
- Grocery CPG case study attached; reduced the number of clicks necessary to purchase an item by half, increased ROAS by 6.5X, and CTR by 36X as a result.

- **Retargeting Audience Building**

- Ampd traffic from Google/Meta can be retargeted as a specific audience. This broadens retargeting lists and creates additional low-funnel spend opportunities.

- **Brand/National Budget Optimization**

- Ability to make brand dollars more performant; report on and optimize against actual sales and performance indicators to maximize quality of engagement while **in-flight** (vs. 6mos later).

- **Conversion Rate Lift**

- Utilizing the same keywords/creatives, Ampd ads directed to retailer.com outperform brand.com by up to 4.2X in conversion rates; No7 / EssenceMedia case study attached.

Is Amazon bidding on my products?

- Likely Yes; Amazon is bidding on both branded and non-branded keywords at a low bid
- Amazon leads traffic to the SERP where CPCs are 1.5 - 5X the Google CPC
- The Amazon destination SERP also introduces competitors into the equation
- Suboptimal customer experience for those searching for the Client Brand
- Brand should consider a more sophisticated approach to digital shelf measurement

purina pro plan

Shopping Images News Reviews Recall Dog Food Web Puppy Adult

Sponsored

Amazon.com
https://www.amazon.com/pet-supplies/dogs

Shop Pro-plan Dog Food: Amazon - Fast Free Delivery with Prime.

Find Deals on Pro-plan Dog Food in Dog Supplies on Amazon.

Deals & Coupons
Find latest deals on pet products. Deals on thousands of products.

Amazon Handmade
Shop hundreds of handmade products. Huge selection & great prices.

Pet Supplies
Deals on your favorite products. New arrivals, pet guides & more.

Amazon Prime Benefits
Get free delivery, exclusive deals, popular TV, movies & so much more.

Pet Care Tips
Read care tips for your new pet. Get tips on diet, training & more.



purina pro plan dog food

Amazon Basics Prime Today's Deals New Releases Music Customer Service Amazon Home Registry Books Pharmacy Gift Cards Fashion Smart Home

an dog food?

Strength and Stamina to Fuel Active Dogs
Shop Pro Plan

Purina Pro Plan High Protein Dog Food With Probiotics for Dogs, Shredded Blend Beef &...
★★★★★ 17,905

Purina Pro Plan High Protein Puppy Food Shredded Blend Chicken & Rice Formula - 6 lb...
★★★★★ 5,943

Results
Check each product page for other buying options.

Sponsored ID	Price	Rating	Discount
Rachael Ray Nutrish Premium Natural Dry Dog Food with Added Vitamins, Minerals & Taurine, Real Beef, Pea, & Brown Rice Recipe, 40 Pounds (Packaging... ★★★★★ v. 9,751 100+ bought in past month	\$47.99	(\$1.19/lb) List: \$64.99	\$45.80 with Subscribe & Save discount
Purina Pro Plan High Protein Dog Food Wet Pate, Beef and Rice Entree - (Pack of 12) 13 oz. Cans ★★★★★ v. 5,555 2k+ bought in past month	\$32.40	(\$3.32/lb)	\$30.78 with Subscribe & Save discount
Muenster Ancient Grains Dog Food (22lb) - Ocean Fish Dry Dog Food 22 lb Bag - Gluten Free, Non-GMO High Protein Dog Food - Healthy Digestive Do... ★★★★★ v. 110 100+ bought in past month	\$174.99	(\$3.41/lb)	\$171.24 with Subscribe & Save discount
Hills Science Diet Adult 1-6, Adult 1-6 Premium Nutrition, Dry Dog Food, Salmon & Brown Rice, 14 lb Bag ★★★★★ v. 2,079 100+ bought in past month	\$48.99	(\$3.50/Pound)	\$46.54 with Subscribe & Save discount

FREE delivery Sat, Aug 10
Or fastest delivery Wed, Aug 7

FREE delivery Sat, Aug 10
Or fastest delivery Thu, Aug 8

Own SERP / Optimize Digital Extended Shelf

- Empower optionality in purchase destination with ads to all priority retailers / DTC
- Lifts market share, paid SOV, and incremental sales without a meaningful impact on CPCs
- Compare conversion rates across retailers for easy budget profitability optimizations
- Lead directly to storefronts or brand PDP's, not crowded SERPs with high CPCs

A screenshot of a Google search for "no7 product". The search results are filtered to show sponsored listings. The top result is from us.no7beauty.com, titled "No7® Official Website", with a description of skin damage reversal products. Below it is a sponsored listing from amazon.com for "No7 Beauty Products | Shop On Amazon". The bottom result is from goto.walmart.com for "No7 - Skincare Products | Shop On Walmart". The left sidebar shows filters for "Refine results" (Restore & Renew, On sale, Moisturizers, Nearby, Get it fast, Foundation) and "Category" (Moisturizers, Foundation, Facial Moisturiz..., Makeup).

A screenshot of the Amazon product page for "No7 Lift & Luminate Triple Action Face Serum - Collagen Peptide Anti Wrinkle + Brightening Emblica & Vitamin C Serum + Pro Retinol Skin Firming Hyaluronic Acid & Hibiscus (50ml)". The page shows a product image, a price of \$28.00 (5% off from \$29.49), and a "FREE delivery today" badge. The "About this item" section lists key benefits like "Combating Signs of Aging" and "Anti-Aging Lift & Luminate Formula".

A screenshot of the Walmart product page for "No7 Lift & Luminate Triple Action Face Serum with Matrixyl 3000 Plus Collagen Peptides, 1 oz". The page shows a product image, a price of \$24.98 (24% off from \$32.49), and a "Subscribe" option for \$24.98. The "About this item" section lists key benefits like "Combating Signs of Aging" and "Anti-Aging Lift & Luminate Formula".



Optimize Google Search Ads based on Retail Performance Metrics


Google

Sponsored

Walmart
<https://www.walmart.com> › ... › Purina Pro Plan Cat Food

Purina Pro Plan Cat Food in Purina Pro Plan(12)

Purina Pro Plan Grain Free Senior Wet Cat Food Variety Pack Pate, SENIOR Seafood Favorites, 3 oz. Can. 1894.6 out of 5 Stars. 189 reviews. Save with. \$19.97 · Free 90-day returns




Sponsored

Amazon.com
<https://www.amazon.com> › Cat-Food-Purina-Pro-Plan-S...

Purina Pro Plan / Cat Food / Cat Supplies

Purina Pro Plan Gravy, High Protein Wet Cat Food Variety Pack, Complete Essentials Chicken and Turkey Favorites - (Pack of 24) 3 oz. Cans. 30-day returns




Sponsored

Purina US
<https://www.purina.com> › Home › Pro Plan

Purina Pro Plan Cat Food

Purina Pro Plan cat food formulas offer the most advanced nutrition for your cat's best life. Explore the wide variety of specialized dry and wet cat food ...




Closed loop attribution



04:28 11

Visit the Purina Pro Plan Store 4.7 ★★★★★ 8,690

Purina Pro Plan High Protein Cat Food With Probiotics for Cats, Chicken and Rice Formula - 16 lb. Bag

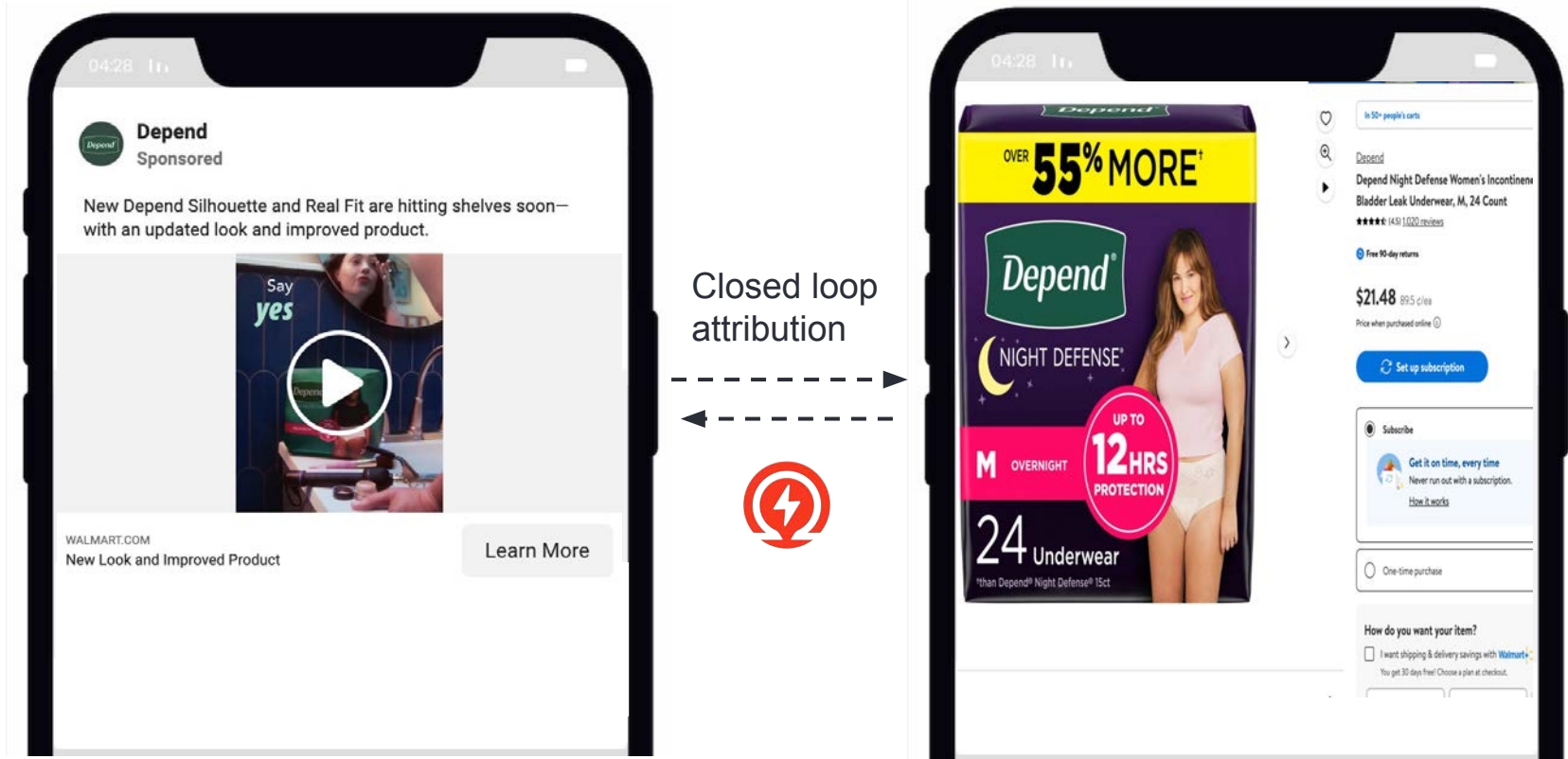


3K+ bought in past month

Flavor Name: **Chicken & Rice**

Chicken & Rice Salmon & Rice Chicken & Eg

Optimize Meta Ads for Retail Performance Metrics



No7 Increased **Conversion Rate 4.2X**



National Skincare CPG Brand Increases Google Search Conversion Rate by 4.2X

Ampd increased the conversion rate for well known Skincare brand in less than a month by leveraging Google Search to Amazon with attribution.



Health & Beauty



+4.2X
Increase in
Conv. Rates



+80%
New-to-Brand
Customers



13%
Average Conv.
Rate

1. With Ampd, No7 directed Google traffic to Amazon.com that historically was directed to brand.com
2. Conversion rates increased by **4.2X**, maturing at 13%
3. Ampd Predictive Bid Manager increased performance by **30%** once activated

National CPG Increased **Google Search ROAS by 6.5x**



Ampd Shortens Path-to-Purchase for National CPG; Google Search ROAS Increases by 6.5X

By reducing the clicks to purchase by half, this National CPG shortened the customer journey and landed 36X more consumers on Walmart.com, resulting in a ROAS increase of 6.5X



CPG



+6.5X
ROAS
Increase



+36X
CTR
Increase



2X
Shorter Path to
Purchase

1. National CPG brand increases ROAS by 6.5X sending to Walmart.com instead of Brand.com
2. Brand.com is informational and not transactional
3. Automated campaign performance and scale with Ampd

Enterprise Brands and Agencies Depend on Ampd

scJohnson



tinuiti



Hamilton
Beach.

OMG
OmnicomMediaGroup

WPP

Suave®

K kenvue



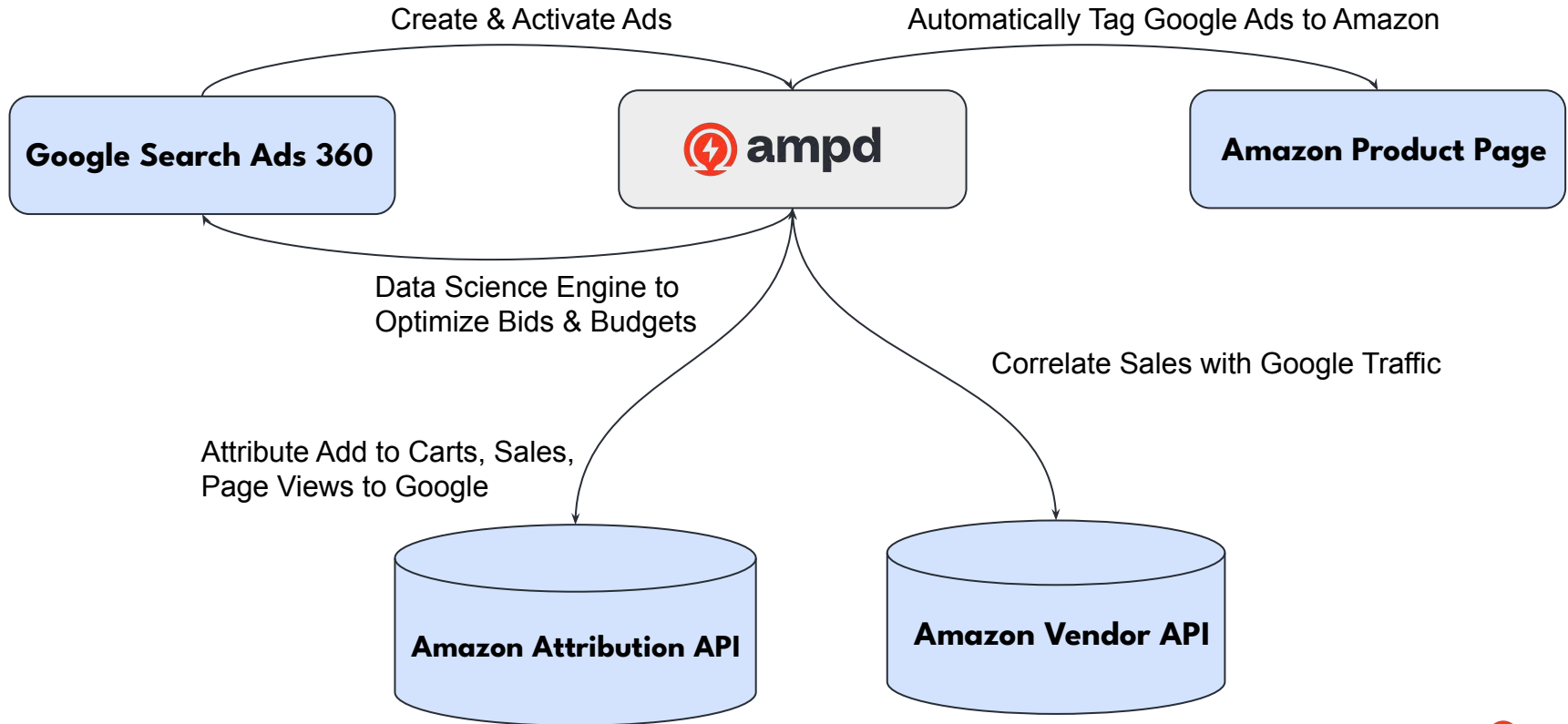
Dove

N°7


3M


ChapStick®


Ampd Marketing **Architecture** (seamless integration)





How Ampd works with Google Ads



Test Account · brandon@metricstory.com · 336-157-4898
BN



Overview



Campaigns



Create Campaigns



Impressions



Products


Automation


Exports


History


Learn



Campaign Type

Campaign Status

Start Date

End Date

Range

Compare To

Create a new campaign

Campaign name ▾ "Big Mouth"

Table Options

Campaign Name	Impressions	Clicks	Click Through Rate	Cost	Detail Page Views	Carts	Cart Rate	Conversions	Conversion Rate	% of Conversions NTB	Revenue	ROAS
▾ [Ampd] Google Campaign	24,349	2,846	11.7%	\$3,569	3,122	490	17.2%	239	8.4%	62% [148]	\$7,340	206%
Keyword Text												
10 / 54 keywords												
[diapers]	3,601	472	13.1%	\$625	471	84	17.8%	43	9.1%	--	\$1,313	210%
[natural diapers]	2,574	288	11.2%	\$392	143	16	5.6%	9	3.1%	--	\$318	81%
[diapers walmart]	2,551	288	11.3%	\$351	279	56	19.4%	37	12.8%	--	\$1,049	299%
[diapers for sensitive skin]	1,968	252	12.8%	\$315	151	22	8.7%	13	5.2%	--	\$506	161%
[best diapers walmart]	1,722	226	13.1%	\$258	173	21	9.3%	6	2.7%	--	\$144	56%
[diapers amazon]	1,244	154	12.4%	\$188	107	10	6.5%	6	3.9%	--	\$193	102%
[best diapers amazon]	1,197	137	11.4%	\$174	352	72	52.6%	23	16.8%	--	\$608	349%
[best natural diapers]	1,277	122	9.6%	\$160	282	42	34.4%	21	17.2%	--	\$949	592%
Total (2 campaigns)	26,111	3,353	12.8%	\$4,240	3,588	551	16.4%	272	8.1%	62%	\$8,261	

How Ampd works with Meta Ads

ampd
Test Account · brandon@metricstory.com · 336-157-4898
BN

Campaign Type

Ampd Campaigns ▾

Campaign Status

Enabled ▾

Start Date

📅 Fri, Feb 16th 2024

End Date

📅 Wed, May 15th 2024

Range

Last 90 days ▾

Compare To

-- ▾

Create a new campaign

Campaign name ▾ "Big Mouth"

Table Options

Campaign Name	Impressions	Clicks	Click Through Rate	Cost ▾	Detail Page Views	Carts	Cart Rate	Conversions	Conversion Rate	% of Conversions NTB	Revenue	ROAS
▶ [Ampd] Google Campaign	24,349	2,846	11.7%	\$3,569	3,122	490	17.2%	239	8.4%	62% [148]	\$7,340	206%
▼ [Ampd] Meta Campaign	1,762	507	28.8%	\$671	466	61	12.0%	33	6.5%	64% [21]	\$921	137%
Keyword Text · Switch to Impacted Product Metrics	Impressions	Clicks	Click Through Rate	Cost ▾	Detail Page Views	Carts	Cart Rate	Conversions	Conversion Rate	% of Conversions NTB	Revenue	ROAS
10 / 11 ads · Show More · Show Fewer · Add New · Drill Down												
— 20 Sec Video Huggies Baby	494	157	31.8%	\$197	156	16	10.2%	11	7.0%	--	\$317	161%
— Moms love Huggies	352	103	29.3%	\$180	65	12	11.7%	4	3.9%	--	\$211	118%
— 5 Sec Video Huggies Protection	489	149	30.5%	\$132	120	19	12.8%	14	9.4%	--	\$254	193%
— 10 Sec Video Happy Baby Diapers	137	32	23.4%	\$48	5	3	9.4%	0	0.0%	--	\$0	0%
— Image Natural Diaper	100	26	26.0%	\$44	58	4	15.4%	1	3.8%	--	\$9	21%
— Huggies Products Summer	85	16	18.8%	\$28	31	2	12.5%	0	0.0%	--	\$0	0%
— Huggies New Diapers	13	11	84.6%	\$19	7	0	0.0%	0	0.0%	--	\$0	0%
Total (2 campaigns)	26,111	3,353	12.8%	\$4,240	3,588	551	16.4%	272	8.1%	62%	\$8,261	

How Ampd Automation Works

AI-driven campaign creation, keyword selection, and budget allocation. Ampd automatically crafts the best ad for each product.

1 Select Products



2 Select Keywords



3 Launch



Optimization levers towards profitability or growth, based on true conversion prediction using marketplace data.

ASSET GENERATED

128,7K



220,342.76 +3.4%



Closed loop attribution from marketplace conversions. See ad channel performance side by side with the results you're actually driving in a centralized data clean room.



How Ampd's Predictive AI Automation Works

Use Ampd Bid Automation to adjust cost-per-click bids based on performance

Monthly (30-day) Metric Values ▾

Metric	Projected	Actual
Cost	Projected: \$6,127 \$4,386 - \$8,010	Actual: \$9,441 / \$3,874 / \$3,296 / \$3,676
Clicks	Projected: 3,688 2,641 - 4,821	Actual: 4,268 / 2,325 / 2,156 / 2,414
Revenue	Projected: \$20,170 \$14,377 - \$26,441	Actual: \$25,150 / \$13,001 / \$14,589 / \$13,896
AACOS	Projected: 30% 29% - 32%	Actual: 38% / 30% / 23% / 26%
Budget	Recommended: \$7,827 \$260.89 daily / \$7,931 monthly	Use Recommended

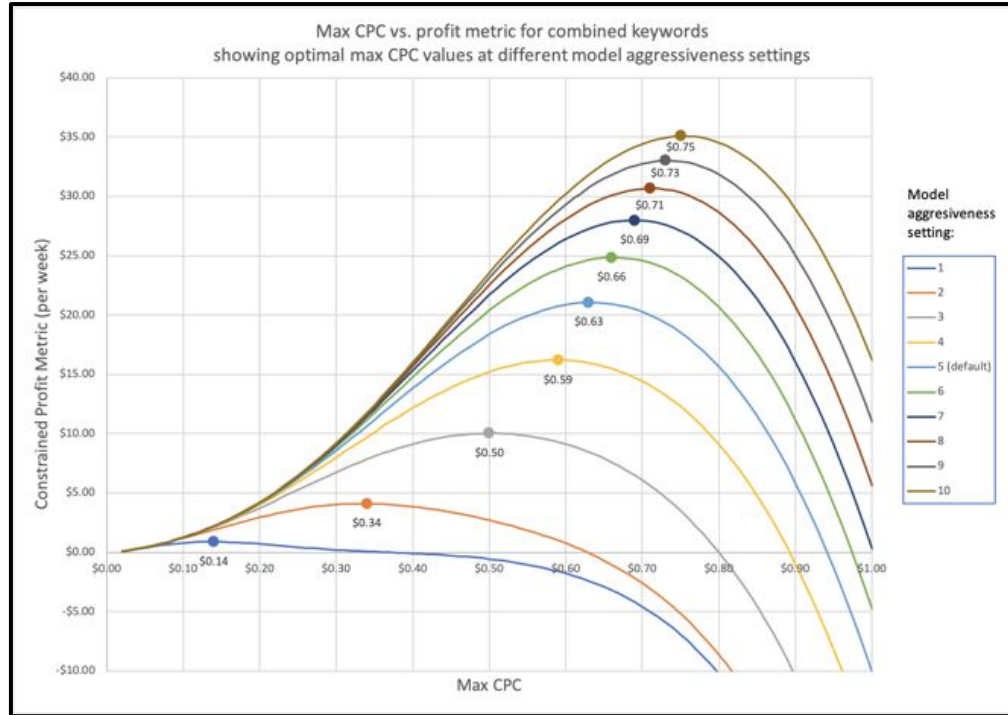
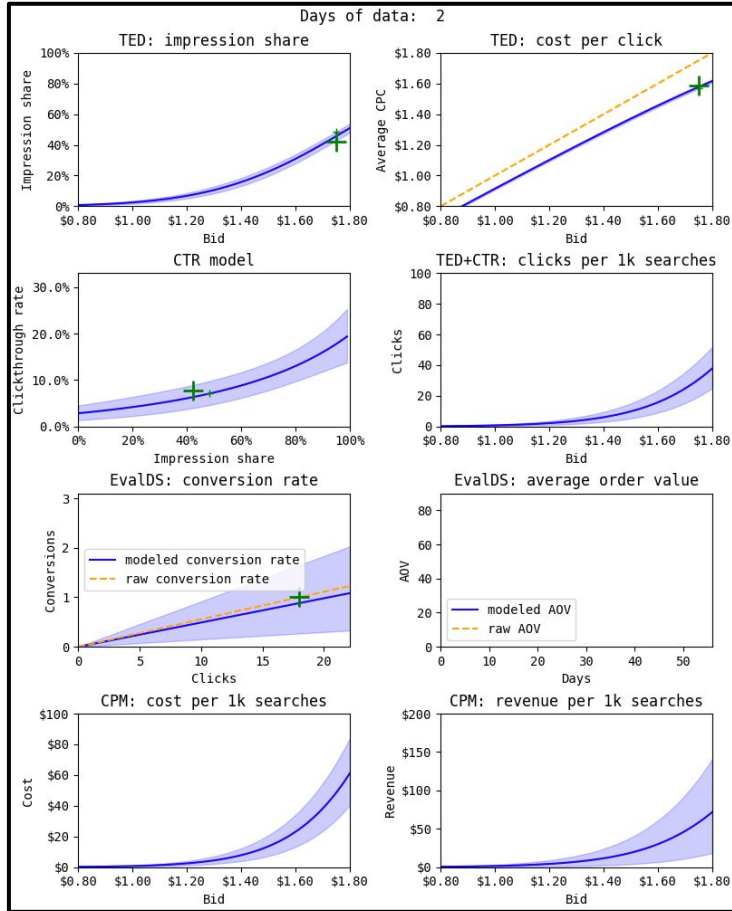
Prioritize ACOS 6.6 Prioritize Revenue

Note
All projected metric values assume you are using at least the recommended budget for the current prioritization setting. Ampd will not automatically change your campaign budget.

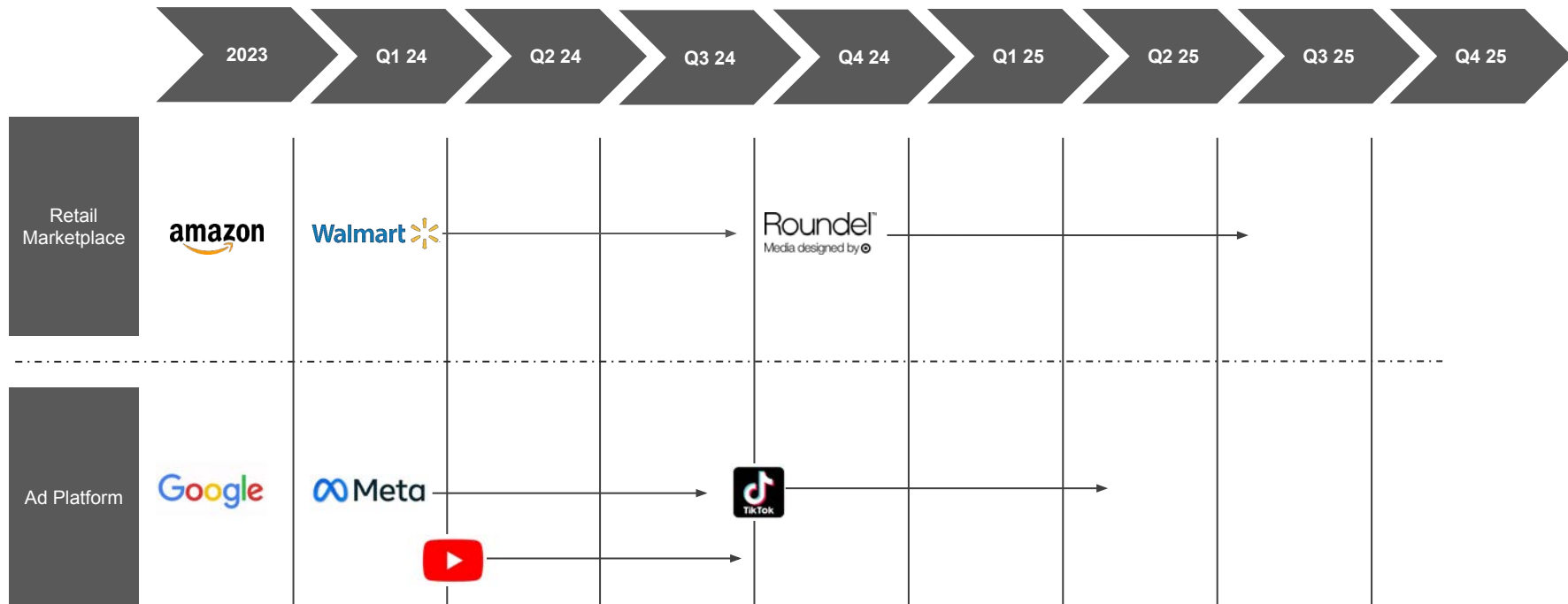
Daily budget for this Google Ad campaign:

\$160.00 daily average (\$4,864.00 monthly max) ▾

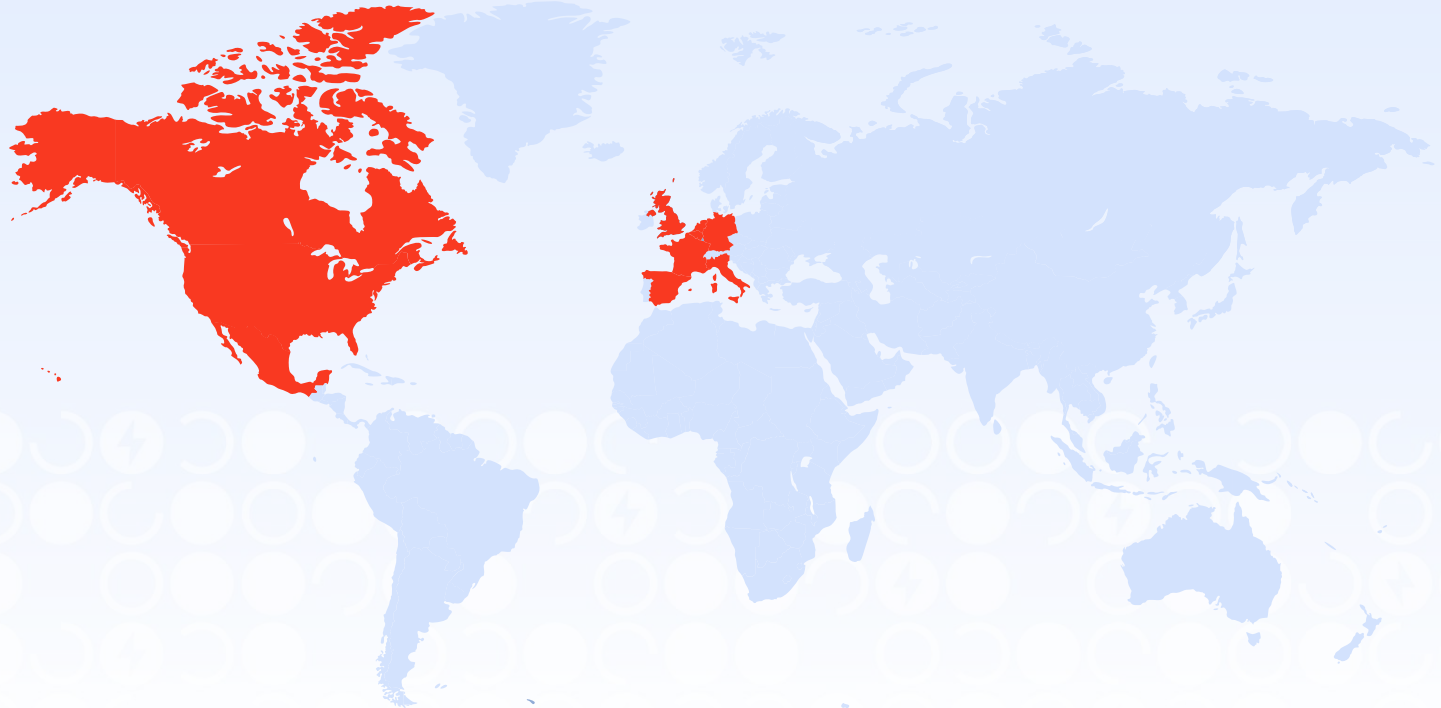
How the Ampd AI is Trained Daily



Ampd Roadmap for Integrations



**Ampd operates in all countries where
Amazon Attribution is available**





Thank you

If you are interested in learning how Ampd would perform for any specific client, please reach out to the email below.

Contact: Joshua Gebhardt
joshua@ampd.io

