

Clear Ads Podcast: Highway To Sell - New Year New DSP

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[clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-10pm--george-roberts](#): [00:00:00] Welcome to the brand new Clear Ads podcast, Highway To Sell. We're a digital marketing agency based in London, and we specialize in Amazon advertising. You're listening to George Roberts and I'm Thomas Waghorn, on this episode, we'll be giving you a rundown of Amazon's DSP and we'll discuss whether your new year resolution could be new year new DSP.

[00:00:24] So Tom, just give us a bit of background to yourself and the agency we work for Clear Ads.

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[clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-11pm--clearadspodcast \(1\)](#): [00:00:32] We've been in the advertising field for just over a decade now. I myself have been here for going on five years now, we started out as a Google ads agency. We very quickly realized that Amazon had their own advertising platform with seller central and vendor central and where we're based in new London and Europe there weren't many European agencies at the time. So we quickly spearheaded our [00:01:00] movement into Amazon advertising. We haven't looked back since and our representation of Google clients to Amazon clients has taken a very large shift. As I think as all of our listeners will be aware Amazon has a huge number of footfall coming through Amazon every single day. And that's a far wider audience and it's a lot easier to record your conversions and your sales at Google. You're getting people through to the front door of your website. And that's unless you're doing Google shopping and selling a product you've got to rely on different metrics to track to see how successful you are, whereas on Amazon, as soon as you make that sale, you can see that reflected in your dashboard.

[00:01:41] So it was a far more intuitive platform. And since Amazon advertising has evolved a lot very quickly over the past, three or four years. Yeah. Ventured out into display advertising through the Amazon DSP and for anyone who started out in Google, this is very similar to [00:02:00] Google's own display platform called the GDN, the Google display network, where you're able to actually have your ads appear not only on the Google searches, but on.

[00:02:12] A whole multitude of websites through different supply sources allowing me to reach almost an infinite number of potential clients. So this is one of our focuses as an agency at the moment, working through the DSP. It's very new. It's actually been around for several years, but it's not been widely available to anyone to use.

[00:02:36] Yes. Usually you have to go through, Amazon themselves. And it requires a large number of spend to actually get started. So this monthly

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-10 pm--george-roberts: [00:02:46] barriers to entry it wasn't I really think it started with Amazon's demand side platform in which I would imagine they probably realized, and that's why they made it available to agencies like us to then manage our client's spend [00:03:00] because it's such a good tool for people to actually utilize and make sure they're in front of the right audiences.

[00:03:06] So I suppose, really what are the main benefits to Amazon's DSP and why so many people and so many of our clients now utilizing it as a platform to promote their products.

[00:03:19] **clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-11 pm--clearadspodcast (1):** [00:03:19] I th the biggest benefit is the large audience that you can get in front of the full control of the audience that you can get in front of with with seller central and vendor central, for example. You're only targeting people who are searching on Amazon and people who are typing in the keywords that you're utilizing or slightly broader based off of your listing.

[00:03:43] If you're using automatic campaigns with DSP. You can remarket to an audience that may have viewed your product in the last 30 days. And didn't convert, you can remark it off of someone else's audience. So even as a competitor [00:04:00] and someone didn't buy their products and you can use that audience to put your product in front of them as an alternative.

[00:04:07] You can do contextual targeting. You can use video outs, which can appear on INDB platforms for Firestick platforms. In, in 2021, you can even use it consideration tactics. So you can target categories as a whole. So people who might be in the market for a new set of paint rollers, and. I've been looking at all sorts of different DIY products.

[00:04:34] And then we can take an audience for people who are doing DIY work and put our products in front of them. And the opportunities are endless and you're not just restricted to sort of keyword work like you would be on seller central.

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-10 pm--george-roberts: [00:04:50] Yeah, absolutely. And just to reiterate, it's completely different from a sponsor products and sponsored display. I'm sorry, if you can hear [00:05:00] sirens going off in the background, this trouble with being locked down and working from home. But yeah, essentially it's programmatic advertising utilizing display ads.

[00:05:08] So it's not utilizing a search term. It's creating audiences around their interactions. Whether it be on Amazon or off Amazon as well, which is just so different to what a lot of sellers will actually be used to,

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-11 pm--clearadspodcast (1): [00:05:24] and it's all first party data from apples. And so

we're realizing an Amazon audience So it's all intuitively built from their search journey around Amazon. So if they've been looking at multiple products that all fit into one category, they fit into a lifestyle as Amazon we'll call it.

[00:05:41] So we can target DIY enthusiasts or expecting parents to be. And things like that. If you've got a relevant product to put in front of those people,

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-10 pm--george-roberts: [00:05:51] Yeah, absolutely. Yeah, it's just ridiculous war that the data that you can now have on the customer's buying [00:06:00] experience or the buying journey is it's just crazy. And to leverage that information in your own advertising campaign is such an asset. For advertisers now in which this is the main reason, why so many people are jumping onto Amazon's DSP?

[00:06:13] Just because you now have an insight into how they're interacting with your brand, how they're interacting with your competitors and how they're, what their interests are. Yeah. Yes.

[00:06:29] So we've so many of our clients obviously utilizing the platform at the moment. What would you say the value is to advertisers? Because from our perspective, it's not only can you remarket to people target people in the top of the funnel and bottom of the funnel on Amazon, you can also reach them off Amazon.

[00:06:51] And it's such a unique tool in that regard. Isn't that

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-11 pm--clearadspodcast (1): [00:06:58] Many assumptions that [00:07:00] people like about Amazon DSP is that you need to be an Amazon seller to use the platform. And this isn't actually the case and the advertisers can make use of the platform, assuming you're not violating any advertising policies whether you sell products on Amazon or not.

[00:07:15] So we refer to this as a link out campaign. You can have your adverts appear on Amazon, but that link. Goes to your website. So you might be selling insurance, you might be a bank. You might be selling your services as a decorator. Obviously you can't sell that on Amazon. But you can still get your service in front of those eyes and just take advantage of the people who are searching on Amazon every day.

[00:07:46] It's the most obvious place to go on the internet to look for a product.

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-10 pm--george-roberts: [00:07:51] Yeah, absolutely. And just back to the example of that bank, I remember dealing with that inquiry and there was actually a bank in Romania. Unfortunately, the, with [00:08:00] some of the restrictions on Amazon's DSP, we couldn't target an audience in Romania. But it just shows the. For a us seller, UK seller, where Amazon DSP is Germany as well, Canada, the amount of

data you can then leverage to be in front of the audience that you want to be in front of.

[00:08:19] Whether it's in-market audiences say if they've shown an interest in a particular book or a particular like category such as baby car seats, that, that. Interested in certain products and are therefore more likely to be drawn to your display advert that we'll be highlighting the benefits of your product as well.

[00:08:40] So it's not just the case of spraying and praying, like some. DSPs are because Amazon's DSP is very different to other DSPs, of course, and over demand side platforms in which is leveraging its own first party data. And there's just so much of it that it's such a unique tool [00:09:00] for sellers and business.

[00:09:01] A lot of businesses are like that are outside Amazon as well.

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-11 pm--clearadspodcast (1): [00:09:06] And then the best success stories we've had are the ones where people haven't been afraid to be creative.

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-10 pm--george-roberts: [00:09:11] Yeah.

[00:09:12]

clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-11 pm--clearadspodcast (1): [00:09:12] You can obviously set up your remarketing audience and that's. Almost guaranteed to get you sales and decent results because you've already had people showing an interest in that product, but it's how you utilize audiences outside of that.

[00:09:25] So an insurance company can use Amazon DSP to target users, sharing an interest in expensive electronic items, for example. So their audience has just built up of expensive TVs and cameras and people who have. Who have purchased those products and their next logical step is I need to ensure this in case something goes wrong because these items can cost upwards of thousands of pounds.

[00:09:50] So targeting them with ads, for home insurance or even individual asset insurance to protect the TVs and other devices is a [00:10:00] unique way of using DSP.

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-10 pm--george-roberts: [00:10:02] Yes, exactly. And I suppose it's like you say, it's just that creativity element, isn't it of the, to be utilized in so many different markets and tactics that. They'll know who their audience are, but it's essentially being creative to find that audience on Amazon and ensure you're utilizing the platform in the right way to be in front of the, yeah,

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-11

pm--clearadspodcast (1): [00:10:23] and that there's always going to be an audience on Amazon for whatever you can think of because there's 194 million us visitors a month that

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-10

pm--george-roberts: [00:10:32] crazy. Isn't it?

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-11

pm--clearadspodcast (1): [00:10:33] has a huge perk to take advantage of. No matter what niche you're in, you can find those right people. It's just the case of being creative and working out what that audience is that you're looking for and how you can reach them.

[00:10:46] And the platform already comes prebuilt preloaded with audiences already, cause that is taking the first party data. So Amazon knows that Mr. X has been looking at baby shower products [00:11:00] and a new buggy New clothes or his newborn and extra sort of maternity clothes for his wife.

[00:11:06] So they already know what sort of customer he is. So you can take those sort of lifestyles and put people in front of that. This, yeah.

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-10

pm--george-roberts: [00:11:15] Yeah. Yeah, I'm not, I'm just looking at some of the different categories that we don't often target rarely, but obviously we focus on the funnel for our sellers, whether it's top of the funnel or bottom of the fall in which we've achieved some remarkable roses. But. I'm looking at the category here for like personal finance and you can just select investing financial news, financial planning, frugal, living, hedge fund insurance, investing in mutual funds.

[00:11:39] And these are the categories that you can then target. So like you were just saying, if an insurance company wants to be targeting successful businessmen who are likely to spend more on life insurance, for example then these categories would be perfect our way to do that, and make sure you're being in front of them.

[00:11:58] Yeah. It's just, yeah, we're very [00:12:00] remarkable. Dettol they've implemented and it's just using that data in the right way for not only customers to get a better experiences. That's the main thing for Amazon, of course, and to ensure all their customers have the right experience and ensure it's a positive experience, but a great experience for advertisers to also leverage.

[00:12:19] That data to ensure they're getting a good response and engaging with the right people.

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-11

pm--clearadspodcast (1): [00:12:24] And their sources of data gathering. Go beyond people's shopping and search behavior. So obviously all of this data is also

linked to people's prime video viewing habits and what their TV or movie choices are. There's also.

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-10 pm--george-roberts: [00:12:41] Yeah. I was sorry to interrupt. I wrote a blog on that a couple of weeks ago, actually, in which someone who is specifically paying an interest in the Marvel movies, for example whoever's selling Marvel toys could utilize that information as a category to then target and.

[00:12:58] Just [00:13:00] use that audience. Who's interested in Marvel and has watched the various Marvel films as you're able to search by that. And then even interests in an actor they've maybe watched a lot and then utilize that information of their interests then ensure you're appearing in front of the right people.

[00:13:17] And it's more likely to drive a purchase for, I don't know, an iron man toy, for example.

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-11 pm--clearadspodcast (1): [00:13:23] Yeah. Yeah. Honing your audience down to people who stream. Yeah. The prime video in the last 30 days that included the actor, Tom Hanks, that can be your audience. You can go as deep as that, how you would utilize that audience.

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-10 pm--george-roberts: [00:13:36] maybe for a box of chocolates.

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-11 pm--clearadspodcast (1): [00:13:42] for Wilson football. I don't know. You can go as deep and as crazy as you want. And that's where people are going to see the benefits. If they can be creative like that.

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-10 pm--george-roberts: [00:13:52] Yeah, absolutely. I think I've had this a couple of times, especially on our web chat tool when I'm speaking in regards to inquiries.

[00:14:00] And it is quite a broad question. So I do apologize, but like what metrics do you use that Amazon's demand-side platform and I suppose it's dependent on the campaigns you run in of course, and the campaign strategy.

[00:14:11] But it's obviously a bit different. Isn't it too. Seller central and metrics. And what would utilize for that?

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-11 pm--clearadspodcast (1): [00:14:19] It is. Yeah, I think that the best. Comparisons would be you still want to track your impressions, you true want to track your spend

and your sales rather than eight costs you don't have access to that metric. It's tracking ROAS is it's the same idea, your return on ad spend. It gives you a decimal point number rather than a percentage.

[00:14:42] There are ways that you can work out what you're already cost from. That is, but that's the general metric that you be looking at, whether it be marketing campaign or a loyalty campaign to see how much you're actually making from her. But it does, it depends what the. The intention of your campaign is [00:15:00] just for some clarity on DSP, they call campaigns orders and ad groups, the line items.

[00:15:07] So if you hear us say orders and line items, and there's your reference point if you're doing that well, top of funnel advertising, so trying to get people to consider your brand, maybe they're looking at that category. And I've never heard of you. It's probably not an expectation to go for return on ad spend.

[00:15:24] At that point. You want to funnel those people down into a remarketing audience. Before you look at your return on investment. At that point, you're probably looking at eye impressions to see how many people you're reaching and what, and your detail page views.

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-10 pm--george-roberts: [00:15:36] yeah, just about Sila. Yeah. Perfect.

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-11 pm--clearadspodcast (1): [00:15:39] Actually looking at your product after they've seen that product coming from to them. So I guess that's where your conversion rate would be. And there's no reason you can't have a good return on ad spend,

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-10 pm--george-roberts: [00:15:51] Yeah.

[00:15:52]

clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-11 pm--clearadspodcast (1): [00:15:52] but the average is lower usually regardless of category, really, or return on ad spend of around [00:16:00] 1.1 seems to be that the usual average, at least in the U S anyway,

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-10 pm--george-roberts: [00:16:04] yeah.

[00:16:06]

clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-11 pm--clearadspodcast (1): [00:16:06] actions to every rule, depending on how good your branding is and how nice your category is.

[00:16:11] But that seems to be as long as what your expectations are going in for each each strategy,

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-10 pm--george-roberts: [00:16:16] Yeah.

[00:16:17]

clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-11 pm--clearadspodcast (1): [00:16:17] we shift the metrics you're going forward and you're not. Paying cost per click on Amazon DSP, which is an important thing to remember you're paying CPM. So instead of CPC CPM, so that's cost of a milli and that's how much you're paying per thousand impressions. And you dictate what that will be and oversee that. Then influences the amount of inventory and potential customers that Amazon can actually put you in front of because you're buying out space. You're buying real estate, either around Amazon or around the internet. Some places, but the amount of reach you can get is going to be more expensive than others.

[00:17:00] [00:17:00] So it depends how many people you want to reach.

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-10 pm--george-roberts: [00:17:03] yeah, of course. Yeah. And it's slightly different in way adds a attributed. Isn't it? Cause it doesn't, it take slightly longer than usual.

[00:17:15]

clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-11 pm--clearadspodcast (1): [00:17:15] It's a 14 day attribution window

[00:17:18]

clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-10 pm--george-roberts: [00:17:18] Yeah.

[00:17:18]

clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-11 pm--clearadspodcast (1): [00:17:18] a last view or last click model

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-10 pm--george-roberts: [00:17:22] Yeah.

[00:17:23]

clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-11 pm--clearadspodcast (1): [00:17:23] someone correct me if I'm wrong. But yeah, it's a 14 day attribution window. Usually when you start up a new campaign or new order, it's, you're not going to necessarily see immediate results, fully optimized results. So we don't usually start seeing stability until sort of two or three weeks in.

[00:17:42] And that gives us a bit more information of how we can then optimize that order or individual line item further.

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-10

pm--george-roberts: [00:17:50] Yeah, of course. Cause yeah, it still gives you the option unity to optimize beds similar to what you can do, responsive products, responsive brands. But the main PIs you're optimizing for [00:18:00] that audience, isn't it to ensure it's the right people. You've obviously been in front of understanding what works best for the clients, of course, and understanding who are the best people to target moving forward, essentially.

[00:18:12] So like you said, it's. Not only can you create an audience for top of the funnel, for example, then that can lead into another audience that knows your brand moving forward and is that for their consideration is likely to be higher as they're already aware of what you do, the benefits of the product.

[00:18:29] And it's just essentially honing in to ensure there's less wastage of course, on what you spend it and making sure you're in front of the right people. So there's other, of course, there's so many demand side platforms out there. And we touched upon it as well of what makes Amazon better. But could you go into a bit more detail on that?

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-11 pm--clearadspodcast (1): [00:18:53] Okay. I guess the thing that makes Amazon better is the large amount of data that [00:19:00] they have at their disposal. Really.

[00:19:01]

clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-10 pm--george-roberts: [00:19:01] Yeah.

[00:19:03]

clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-11 pm--clearadspodcast (1): [00:19:03] Like I said, one of the things, the first things you do when you go shopping online is you go to Amazon and type something in when you've got all that ad space around you. It's the same thing.

[00:19:14] As you want to ask the internet question, you go to Google Amazons. Your question is, I want to buy this on. Amazon will tell you the answer of what's available. Yes, there are other DSPs, but Amazon is so powerful, but like I said earlier, it's got 184 million users a day.

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-10 pm--george-roberts: [00:19:33] And it's just crap.

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-11 pm--clearadspodcast (1): [00:19:34] through the U S

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-10 pm--george-roberts: [00:19:37] Yeah.

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clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-11 pm--clearadspodcast (1): [00:19:37] is it yes, they're their own reach, which what sets it apart from others and also what you don't just have to have your adverts appearing on Amazon.

[00:19:49] You can have your adverts appearing off of Amazon. This is what they call the open exchange. So it's not just the case of. Utilizing [00:20:00] shoppers who were currently on Amazon, you can remarket it to your audience or a competitor's audience off of Amazon. And that utilizes other supply sources, which also crossover with other DSPs as a list of about a dozen, I think supply sources that we have access to and you can.

[00:20:18] Turn all of them on and off at your discretion with there's obviously some overlap between some of them, but it's still something that you've got a bit of control over. You can't necessarily see where the ads have appeared, but you at least know what exchanges on, but if it's remarketing, it doesn't really matter where it is.

[00:20:34] You just want to follow your potential customer on the internet, on their journey and get your adverts in front of them and try and convince them to come back and buy it.

[00:20:42]

clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-10 pm--george-roberts: [00:20:42] Yeah, exactly. And I think once you've created that ideal audience for yourself and even using the example of a link out campaign, for example we utilize that website's information of anyone that's visited to then remarket to them. And then you can also build on those audiences, like in numerous [00:21:00] ways.

[00:21:00] That we've discussed already. So it's, there's so much potential to actually reach out to niche audiences or go really wide with your audiences as well. And I suppose it's just dependent on your campaign strategy and goals and who you actually want to reach and how you'd use the platform. But one thing that sort of struck me when I joined Claire as is it's relatively, it's so intuitive, isn't it?

[00:21:28] The. The DSP platform, but also it's is really handy to actually use like the various creatives you get as an advertiser to utilize and ensure you're putting the right ads in front of the right people is just amazing.

[00:21:43]

clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-11 pm--clearadspodcast (1): [00:21:43] Yeah, and it's basic. Cool. You have something known as a DEA or the dynamic e-commerce ads. It's a similar way that. When you add your products to your sponsored product campaigns, your ad is [00:22:00] the same as the organic results listing in the search results. You don't really have to put much effort.

[00:22:05] You've got a little bit more control on DSPs dynamic eCommerce ads, but they reflect in real time what your listing is. So if you were to change. The price of

your product, your ads automatically changed the price. If you were to put a 5% coupon on there, your ad will reflect that coupon without you having to actually go in and make that change.

[00:22:24] So anything you do is reflected on that ad, and that's why it's called dynamic eCommerce ads. It dynamically reflects what you've done to change it. You can also. Create your own image outs. They're not dynamic though. So if you were to make any changes and you were to include prices and bounces on there, that's something that you would have to update.

[00:22:45] But yeah, you're not limited to that the creative builder within Amazon itself. So you can get in bold and colorful with lifestyle images, and it's still going to have a call to action. So someone can [00:23:00] find that product and might not purchase.

[00:23:02]

clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-10 pm--george-roberts: [00:23:02] Yeah, I think another question I get a lot as well. Is. W just how much does it cost then? Cause it's this all singing or dancing tool, right? In which we're seeing so much success, not only can Amazon sellers use it outside, businesses can use out how much does it cost to, to access the platform?

[00:23:25]

clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-11 pm--clearadspodcast (1): [00:23:25] Yeah, I guess there's two levels to cost. The first thing I think of when people say, how much does it cost is how much is it going to cost to get your adverts in front of people? Which is why, when we were talking about the CPM earlier, when you need to work out how much you're willing to pay per thousand impressions, we usually recommend somewhere between \$3 to \$5, it's usually a sensible start.

[00:23:49] And then you can either scale up. Or down from there, usually scaling up means you can reach more people and then you can do this in two ways. So you set a base supply bid, which would be [00:24:00] your minimum bid that you're willing to pay. And you can set a max as applying to it. So the machine learning will increase your bid by, I think it's two times what your woman supply bitters to, to potentially reach that, that, that audience of a thousand people.

[00:24:19] And it. It changes as it goes. So if you say you want to spend \$4 per thousand, you'll likely fall just above that. It's not going to be exactly \$4 for that thousands because it will dynamically change based on what it needs to do to get in front of that audience. Yeah. You can set an upper limit.

[00:24:41] Obviously the more you spend, the more people you're going to have access to. The more chance you can have access to people in terms of actually having a monthly budget I would, wouldn't go in without spending at least a minimum of sort of [00:25:00] five or \$6,000 a month. Available to just get things moving.

[00:25:06]

clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-10pm--george-roberts: [00:25:06] Yeah.

[00:25:08]

clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-11pm--clearadspodcast (1): [00:25:08] Recommend your starting budgets being around nine or 10,000 a month to really make the most of the platform. Cause there's so many different levels of targeting. You just want to put all your eggs in one basket, but if you are going for that sort of lower end, that would be what I'd recommend putting into remarketing because at least, it's going to work.

clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-10pm--george-roberts: [00:25:26] And I think as well it's what we spoke about initially, are those barriers to entry with Amazon in which they've branched out to agencies in which says a why sort of disparity in varying prices and whatnot. But one thing I've always seen, it's easy for link out campaigns to obviously set a budget.

[00:25:46] And, but w we've Amazon sellers we always there's many recommendations that we. Pass on to inquiries and whatnot, but we always say, don't take budget away from PPC spend. Of [00:26:00] course you have to be doing PPC as well. If you're selling on Amazon. So obviously still leverage success through DSP, right?

[00:26:10] You just couldn't get new, become a new seller onto Amazon, sign up with our agency and it just doesn't. Give you automatic success. Success does it. You do have to have data there, of course. And you do have to be at a certain level to, to be successful,

[00:26:28]

clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-11pm--clearadspodcast (1): [00:26:28] yeah, absolutely. It's just one tool that the bigger picture you can't just see. Immediate success and you can expect to grow Josh from using DSP. It's an extra tool to that.

clear-ads-podcast-highway-to-sell-test-pilot_recording-2_2020-12-15--t01-06-10pm--george-roberts: [00:26:40] So thanks so much for your insight, Tom. Like amazing knowledge and I'm sure it's helped some people out who are trying to navigate Amazon's demand side platform or trying to think if it's right for their business, and that's what we're here to do here to help obviously use our expertise to not only help sellers, but.

[00:26:57] Help do people navigate through [00:27:00] their advertising strategy? Whether it be for only 21 or moving forward from that. Again, that wraps up this episode and next podcast will be in two weeks time in which we'll be delving into Amazon advertising further. Please subscribe to our database for updates on blogs and various other things, or email us@infoatclearads.co.uk.

[00:27:25] And one of us will get back to any inquiries you do have moving forward. Thanks for your time and see you on the next one.

