



# Maximizing Your Amazon Festival Days Success

QUALITY MEETS VISIBILITY

# Agenda

**01**

**Past Festival Days Learnings**

**02**

**Full Funnel Approach**

**03**

**Lead In vs Lead Out Strategies**

**04**

**Tools, Tips & Tricks**

# Past Festival Days Learnings

## 01. Prepare Early

Plan ahead and build awareness for your brand and products well before Event Day itself. Launch new campaigns at least four weeks before event.

## 02. Invest in the Full Funnel

Customers who are exposed to STV, DSP, and SP ads are more than 10x more likely to convert than customers who only see a SP ad.

## 03. Have a Plan

Align on goals, objectives, and sales plans at least 2 weeks before event. Agree on thresholds where additional budget is warranted.

## 04. Be Flexible

Elaborate on how this negatively impacts people and their experiences. Have incremental budget approved and ready to deploy.

## 05. Learn Quickly

Leverage full suite of data (including AMC, Stream, and Rapid Retail Analytics) to reengage customers and drive repeat purchases.

# Full Funnel Pre-Event Checklist



**Align on budget flighting and contingency plans**



**Determine KPIs to track**  
Spend, Sales, Roas, CVR, SOV



**Ensure sufficient brand protection and category keyword targeting strategy**



**Review historical Festival Days data to evaluate which products & keywords performed well**



**Source updated creatives assets in use in SBs and SBVs**



**Create AMC/Stream data analysis plan**

# During the Event

## Shop the Site

Make real-time adjustments to your engagement and creative strategies based on what your competitors or doing, i.e. using Custom AI Creatives.

## Leverage Hourly Data

Take advantage of new, hourly data sources like Amazon Stream and Rapid Retail Analytics, to optimize your campaigns based on real-time vs. daily data.

## Pace Budgets Fluidly

Be prepared to react quickly to changes in the competitive landscape or customer demand. Have pre-approved budget increases ready to deploy if performance and traffic volume warrant it.

## Use Cross-Funnel Learnings

Track and analyze customer and performance data quickly from all parts of the funnel. If you see a certain DSP audience performing well, consider running a complimentary Sponsored Display campaign.

Hourly Performance	Impressions	Sales	CPC
00:00 - 00:59			
01:00 - 01:59			
02:00 - 02:59			
03:00 - 03:59			
04:00 - 04:59			
05:00 - 05:59			
06:00 - 06:59			
07:00 - 07:59			
08:00 - 08:59			
09:00 - 09:59			
10:00 - 10:59			
11:00 - 11:59			
12:00 - 12:59			
13:00 - 13:59			
14:00 - 14:59			
15:00 - 15:59			
16:00 - 16:59			
17:00 - 17:59			
18:00 - 18:59			
19:00 - 19:59			
20:00 - 20:59			
21:00 - 21:59			
22:00 - 22:59			
23:00 - 23:59			

# Amazon Stream Data

## What is Amazon Stream Data?

Hourly Data feed from Amazon, providing visibility into hourly performance (vs. daily)

Allows advertisers to intelligently optimize campaign strategy based on hourly data, rather than directional assumptions

Hourly Inventory	ASIN 1	ASIN 2	ASIN 3	ASIN 4	ASIN 5
00:00	Green	White	Green	Yellow	Green
01:00	White	Green	Green	Green	Green
02:00	Green	White	Green	Green	Green
03:00	Green	Green	Green	Green	Green
04:00	White	Green	Green	Green	Green
05:00	White	Green	Green	Green	Green
06:00	Green	White	Light Green	Green	Green
07:00	White	Green	Light Green	Green	Green
08:00	Light Green	White	Light Green	Green	Green
09:00	White	Green	Light Green	Green	Green
10:00	White	Green	Light Green	Green	Green
11:00	Yellow	Green	Light Green	Green	Green
12:00	White	Green	Light Green	Green	Green
13:00	Yellow	Green	Light Green	Green	Green
14:00	White	White	Light Green	Green	Green
15:00	White	Green	Light Green	Green	Green
16:00	Yellow	White	Light Green	Green	Green
17:00	Yellow	Green	Light Green	Yellow	Green
18:00	Yellow	Green	Light Green	Yellow	Green
19:00	White	Green	Light Green	Yellow	Green
20:00	Yellow	White	Light Green	Yellow	Green
21:00	Yellow	Light Green	Light Green	Yellow	Green
22:00	Yellow	White	Yellow	Yellow	Yellow
23:00	Yellow	Yellow	Yellow	Yellow	Yellow

# Rapid Retail Analytics

## What is Rapid Retail Analytics?

Hourly Operational Data that allows Brands & Sellers to action their retail operations in real time based off hourly updated conversion, engagement, and inventory data.

# Full Funnel Approach - Ad Products

**01**

## Sponsored TV

Reach net-new customers + tell brand story with rich video content across devices

**02**

## DSP

Leverage dynamic creative + powerful targeting tools to reach engaged audiences

**03**

## Sponsored Display

Engage customers, both on and off site, while moving them down the funnel

**04**

## Sponsored Brands

Display enhanced content (incl. video) within search results and detail pages

**05**

## Sponsored Products

Finish customer journey through the funnel with highly-targeted product ads.



# Lead-In Vs Lead-Out Strategies

# Lead-In Period

## Finalize Deals and Promos

Align on deals, promoted items, and advertising budgets. Start to build awareness for promo items, including launching any new campaigns.

## Leverage Upper Funnel

Build brand awareness and engage customers before the event with upper funnel tactics, like Sponsored TV or DSP campaigns. Launch any new Sponsored Brands ads, especially Video.

## Complete Pre-Event Checklist

Ensure foundational retail readiness components are in order. Agree on event budget plan, and build in contingencies in case demand is higher than expected and incremental budget is needed.

## Use AMC, Stream for Insights

Learn how your customers are interacting with your ads and products pre-event with AMC and Stream data. Make last-minute optimizations to your ads and event strategy based on updated, real-time customer engagement data.

# Lead-Out Period

## Capture Remaining Demand

Customer traffic, demand, and conversion opportunities remain high in the lead-out period. Plan ahead to ensure you can engage with customers and meet this demand vs. competitors.

## Reengage Customers

Serving ads to customers in the lead-out period who viewed and/or purchased your items during the event can be a very powerful tool in driving conversion and long-term brand loyalty.

## Move Budget Down the Funnel

Now that you've grown brand awareness and reached net-new customers, increase your investment in lower-funnel tactics to capture the halo in increased traffic and customer demand post-event.

## Gather Learnings for Future

Perform a post-mortem on what went well and what didn't during the event. Since each brand and category are different, use all the rich data sources at your disposal to create custom Preparation Decks for future events.

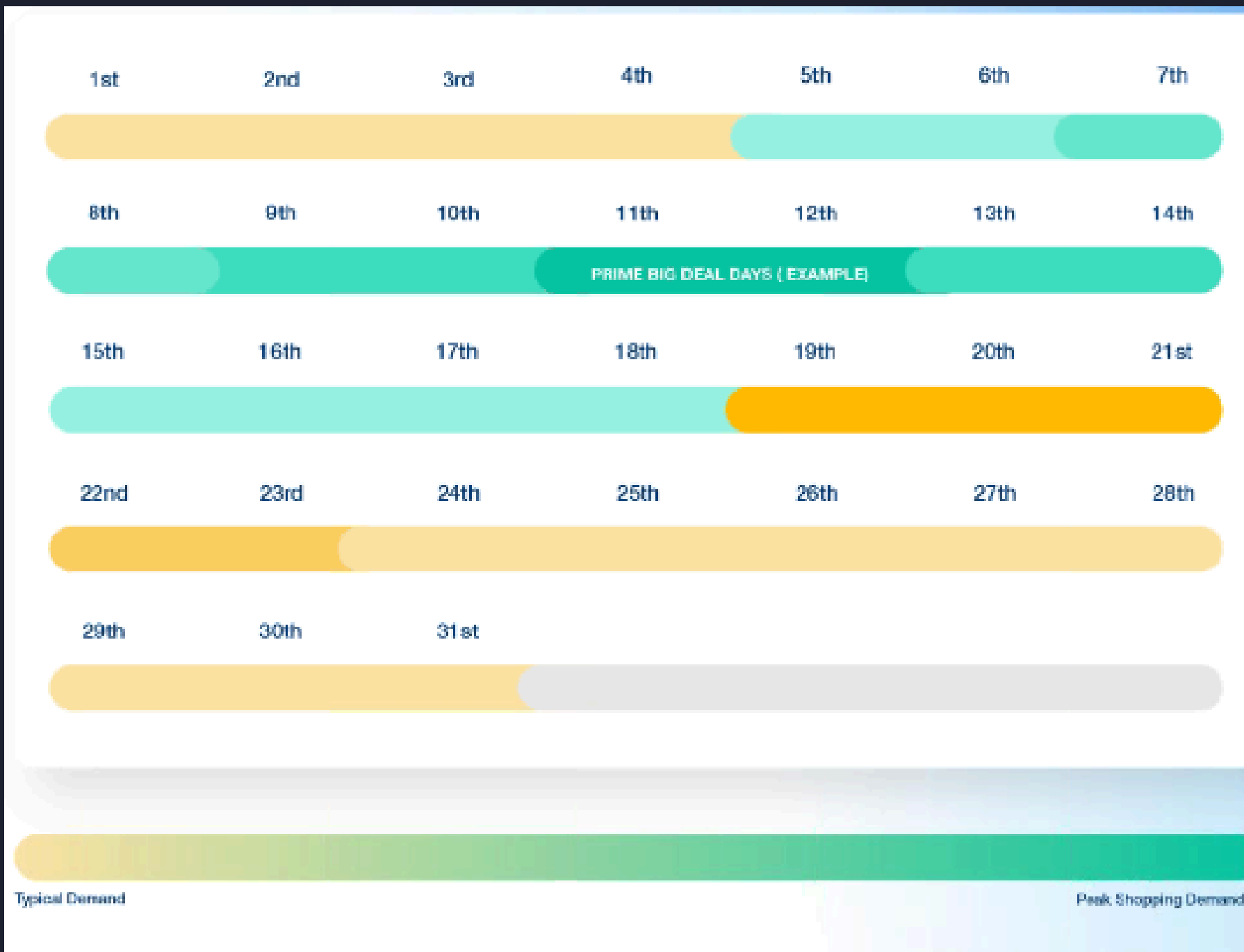
# Lead-In Vs Lead-Out



Heavy Deal Period products require a strong lead in and will see a peak during the deal period

These products often see higher traffic directly following the deal period

Shoppers in this category are often holiday shopping looking for the best deal during lead in, during the deal period, and even lead out



# Tentpole Budget Pacing

- **Consider your historical metrics**, which days have the most opportunity for you to capture sales.
- **Ramp up early and gradually** to drive more efficient CPCs, monitor conversion in lead-in period to pivot strategies and budget pacing if necessary.
- Have a **lead out plan** to capture late purchasers.
- **Pair budget and bid** competitiveness with promotions and omnichannel activity.
- **Use budget calendar** and dayparting to plan budgets and bids with automation.

# AdAstra

Where we're reshaping the future of e-commerce advertising with cutting-edge technology and unparalleled expertise.

# Our Solution

Unifying Data, Intelligence, and Ease:  
Your E-commerce Game-Changer

01

## AI-Powered Optimization

AI-driven platform for real-time data integration and predictive analysis.

02

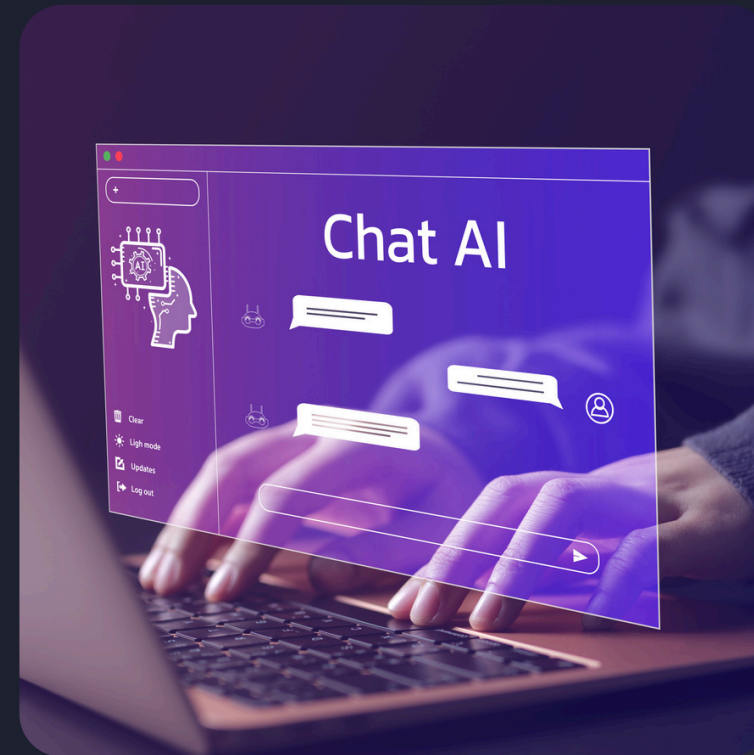
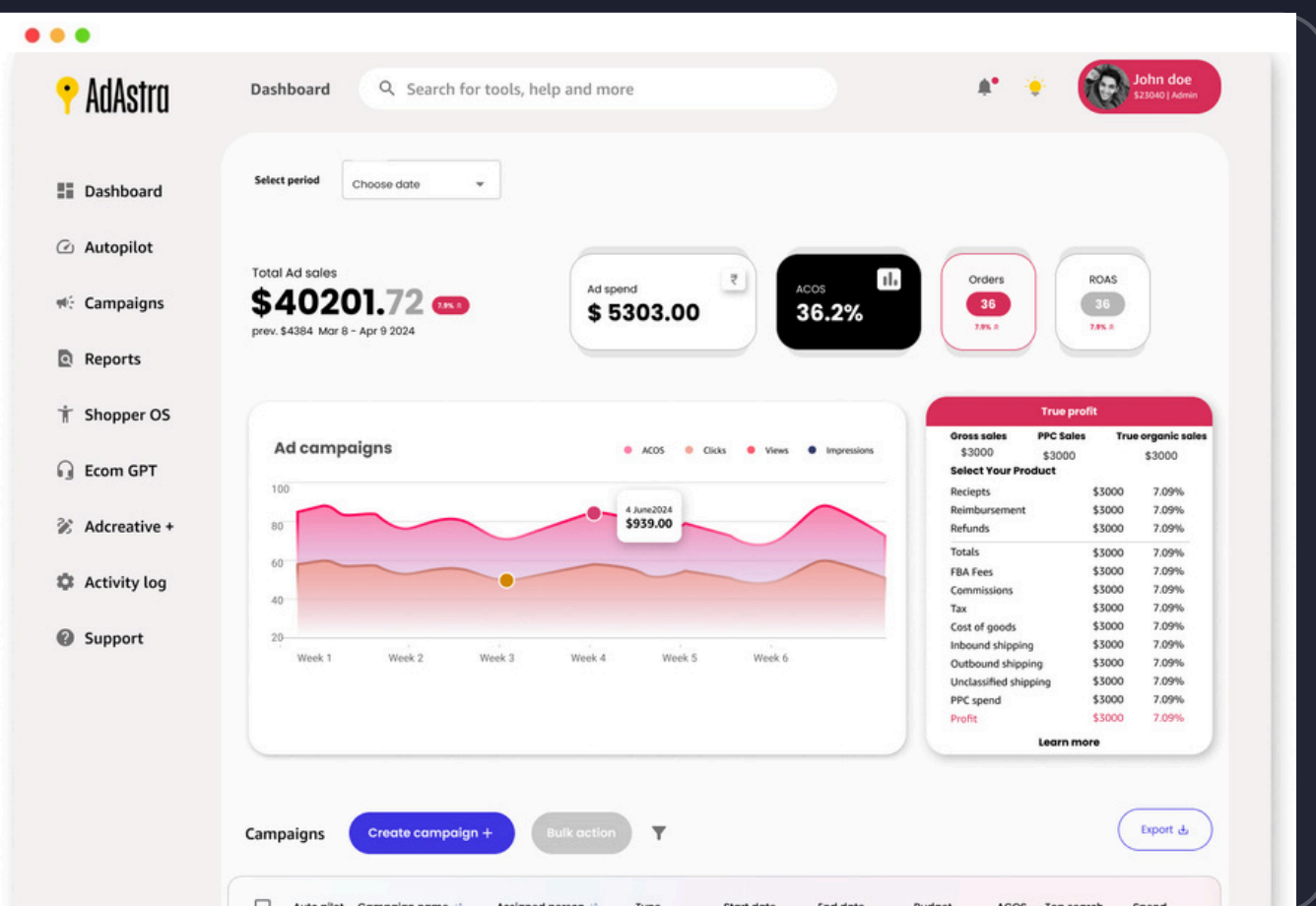
## Machine Learning

Intelligent bid adjustments to maximize ROI

03

## Unified Data Integration

Seamless campaign management across all major e-commerce platforms



## Ecom GPT

An intelligent assistant that serves as a personal e-commerce coach, offering advice on everything from product descriptions to content ideas

## AdCreative+

Elevate your visual advertising with attention-grabbing banner ads, product images, and videos, designed for firms managing advertising and marketing for multiple clients to stand out from the competition.

**MyBlissClub Gymwear**  
 Save Additional **1,600**  
 COUPON CODE : DIWALI20  
~~₹ 2,499~~  
**₹ 899**  
 NOW AVAILABLE AT **amazon**  
 Created by **AdCreative+**



# USP

Seamless integration, foresight analytics, and intuitive design converge to set a new paradigm in e-commerce advertising.

## Others

## AdAstra

**1. Comprehensive Data Integration**

**2. Advanced AI Optimization**

**3. User-Friendly Interface**

**4. Comprehensive Support System**

**5. Cutting-Edge Features**

Limited to major platforms, often with partial feature access.

Basic or opaque AI applications, with limited adaptability.

Complex interfaces that require significant training.

Standard support channels with varying response times.

Incremental updates with limited innovation.



**Full integration across a vast range of e-commerce platforms, including emerging markets.**



**State-of-the-art AI and ML technologies, powered by comprehensive market data insights.**



**Intuitive design with 1-Click Setup and easy navigation, lowering the barrier to entry.**



**Proactive, comprehensive support and training resources, ensuring customer success.**



**First-to-market features like Shopper OS, AdCreative+, setting new industry standards.**

# Meet the Team



**Mayur Gawade**

Founder & CEO

Over 8 years marketing experience, launched & scaled 1500+ e-commerce Sellers & Brands online.



**Vinay Phadnis**

Co-Founder

Lead artificial intelligence, machine learning, blockchain, quantum computing at Atomic Loops for 5+ years

**Prasad Anklekar**

CTO

**Anuj Mokashi**

COO

**Krutartha Joshi**

CMO

**10x**



# Your Sales On Amazon



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