

# AMAZON DSP

Strategies to drive sales on Black Friday & Cyber Monday

## Make the case to spend more

For advertisers on the Amazon DSP, Perpetua recommends spending considerably more (2-3x higher) on impressions to capture Black Friday and Cyber Monday's uniquely purchase-driven audience.

Ad engagement and purchase rate skyrocket by **2-4x**

## Expand your retargeting pool

Attract ~3.5x the Detail Page View Rate (DPVR) and see a continually sustained life in ROAS and scale at the Bottom and Mid Funnel in the weeks and months following Black Friday and Cyber Monday.

**200%**  
Average increase of new-to-brand (NTB) purchases during Cyber 5

## The Amazon DSP Black Friday Cyber Monday Playbook

14 Days Prior

### Generate awareness for your products

#### IN-MARKET AND LIFESTYLE AUDIENCES

In-Market and Lifestyle Audiences are pre-built audience segments of shoppers that have recently considered products in a given category, also referred to as shoppers who are "in the aisle".

#### FIRE TABLET ADS

Fire Tablet Wake Screen ads are an up and coming placement to effectively drive traffic to your branded stores and product pages. The ads are displayed when Fire Tablet users press on the Home Button.

- Fire Tablet ads are on a fixed CPM Model

**100%**  
guaranteed viewability as they take over the entire screen

#### OTT VIDEO ADS

Over-The-Top (OTT) video ads are an awesome brand awareness tactic, and a powerful driver of full-funnel performance. OTT ads are played between premium content and are placed on Fire TV and Connected TV supply sources such as iHulu, IMDb TV, ESPN, Discovery Channel and many more!

- Create an immersive experience through non-skipable ads and target relevant audiences through Amazon first-party data
- Pair OTT ads alongside Display ads to leverage the downstream effect of the Amazon DSP by tying in both performance and product marketing

Streaming video viewership accounts for over **80%** of all online traffic

\*SOURCE: IAB

7 Days Prior

### Dominate consideration in your aisle

A few days to a week before Black Friday and Cyber Monday, shoppers often compare brands and products to find what best suits their needs - and it's key to get in front of these consumers with contextual targeting and competitor conquesting.

Day Before

### Maintain a strong foothold in your aisle

Dominate as much real estate as possible on Amazon. We recommend reminding your Product View audience of your product by starting to increase your retargeting budget the day before Black Friday and Cyber Monday.

- Leverage all placements across the full funnel
- Stay active on Contextual Targeting to deliver your display ads on product pages of products that are similar to your promoted products

Increase your retargeting campaigns by **150%**

Day of Black Friday + Cyber Monday

### Double down on retargeting to maximize sales

Leverage retargeting to attract shoppers that showed interest in your products leading up to Black Friday and Cyber Monday, to help convert on the day of the event.

7 Days Following

### Maintain momentum

Black Friday and Cyber Monday has come and gone, now what? The momentum that you've built for your brand doesn't just pay off Black Friday and Cyber Monday. Consumers who might not have had a chance to purchase your products on Black Friday and Cyber Monday might still convert for weeks to come. Continue to invest in awareness campaigns while ramping up investment in retargeting to take advantage of the larger pool of shoppers who are more likely to convert.