

## 5 ULTIMATE TIPS TO TURN YOUR AMAZON BRANDSTORE INTO A SALES MACHINE

1. Support your branding strategy to create long-term customer loyalty and increase overall sales volumes

To ensure consistency between the brandstore and other media channels, it is important to combine the brand identity and values and to standardise this on all mobile devices. Sub- and landing pages should be adapted to the customer's purchasing process.

2. Create a store that presents your product's USPs and drives conversion

Grid views or shoppable images show the key USPs of a product at a glance. This should always be combined with a call-to-action, which redirects you directly to a product detail page.

3. Increase internal and external traffic for your products

An individual URL can lead directly to the brand store via various channels (social media, LinkedIn, email advertising) and thus ensure organic traffic. Through paid campaigns it is possible to direct to the brandstore via sponsored brands on the product detail page or via DSP campaigns.

4. Use the store as a channel for product launches

The brandstore can be perfectly used to launch new products or present special offers to your customer.

5. Track and analyse your stores KPIs for continuous optimisation

KPIs such as views, sales or visitors can be tracked and analysed via the Insights Dashboard. This can lead to further recommendations for action.

### GET TO KNOW US:

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Join our **Vendor Academy** and learn more about your Amazon data:

**Amazon SEO Session for 999€**

### WHO ARE WE?

Hi, we are Dept - an international digital agency with more than 1,200 experienced thinkers and doers, which unites one thing: A 100% digital DNA. As an agency we combine creative excellence with a strong understanding of technology and data. This way we are always one significant step ahead of others. We create digital experiences that inspire customers and move companies forward.



# LET'S TALK ABOUT **BRAND STORES**

# WHY A BRAND STORE?



**REACH NEW AND  
EXISTING  
CUSTOMERS**



**A DESTINATION FOR  
ON AND OFF-SITE  
MARKETING**



**AN ALWAYS-ON  
DESTINATION**

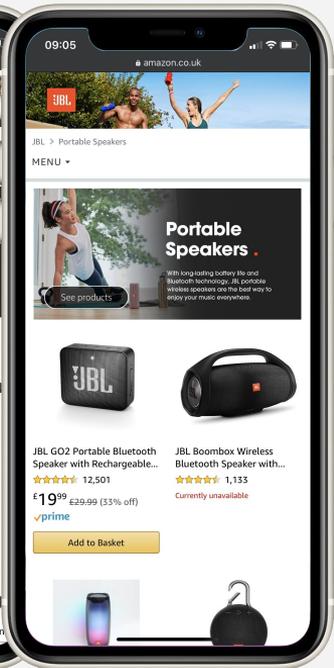
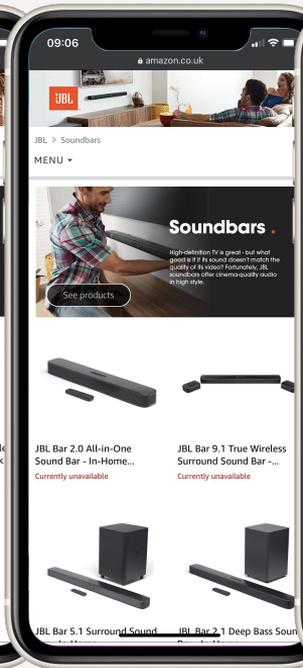
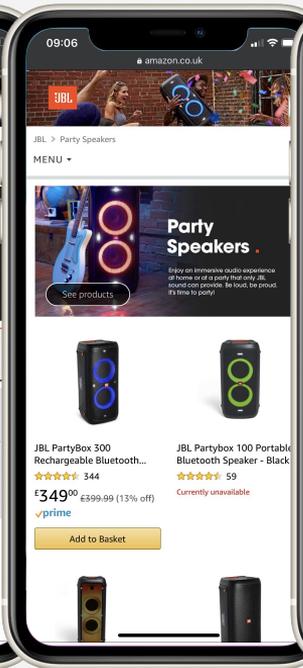
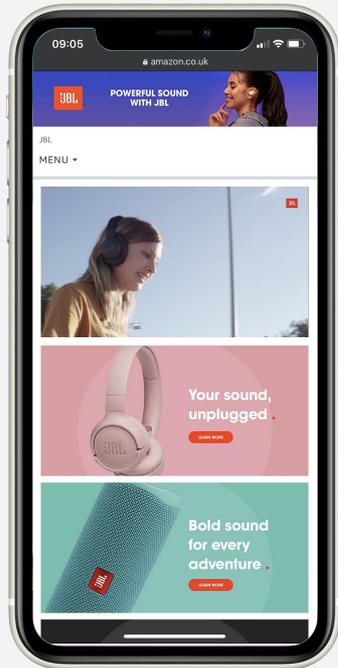


**FREE-OF-COST**

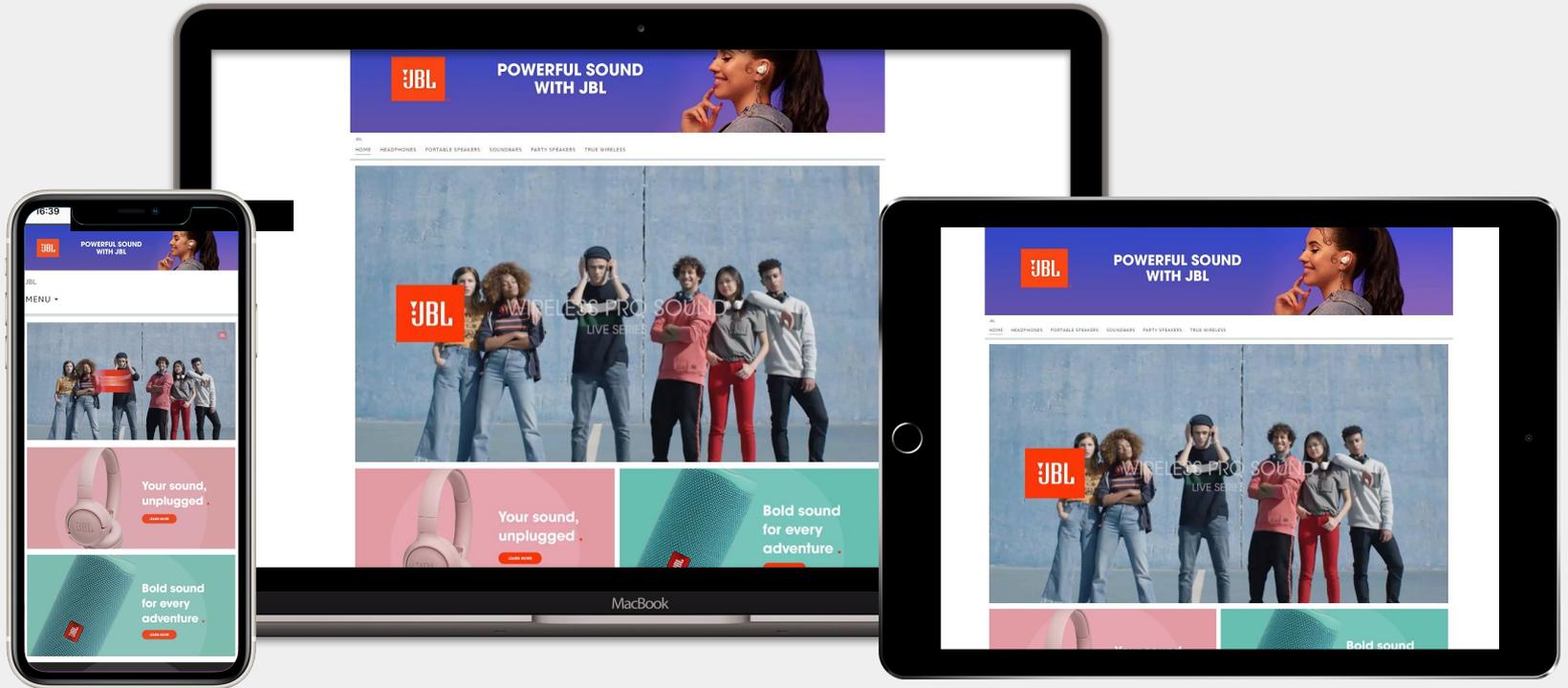


**GET DAILY  
INSIGHTS**

# A STORE CONSISTS OF A MAIN PAGE AND SEVERAL SUBPAGES.



# A STORE CAN BE ACCESSED ON THE DESKTOP, TABLET AND SMARTPHONE.



Stores



Store builder



Help

## Store Settings

### BRAND INFORMATION

---

Your brand name and logo appear in your Store navigation and are used to help promote your Store on Amazon.

#### Brand display name

Leave out extra phrases such as “Shop now” or information such as “LLC”.

30 characters remaining

#### Brand logo

Used to promote your store throughout Amazon. [See policy.](#)

THE STORE  
BUILDER ALLOWS  
YOU TO CREATE  
AND CUSTOMISE  
YOUR OWN STORE.

Support your branding strategy to create long-term customer loyalty and increase overall sales volume.

# DEFINE A STRATEGY



Reflect your brand's values and identity and coher to visual identity on other channels



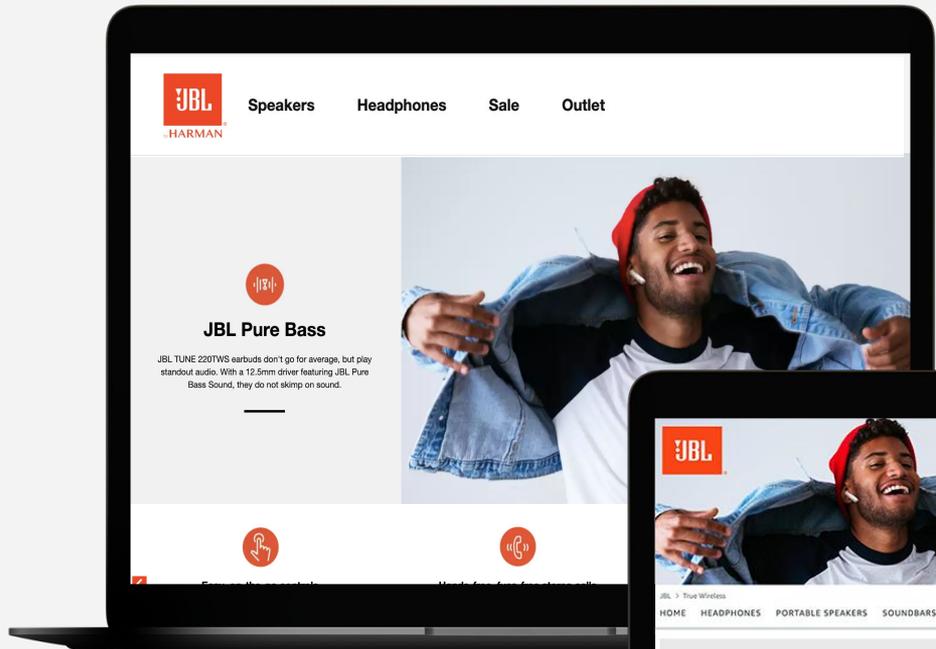
Use rich and engaging content to interact with customers



Showcase your products and present customers with purchase incentives

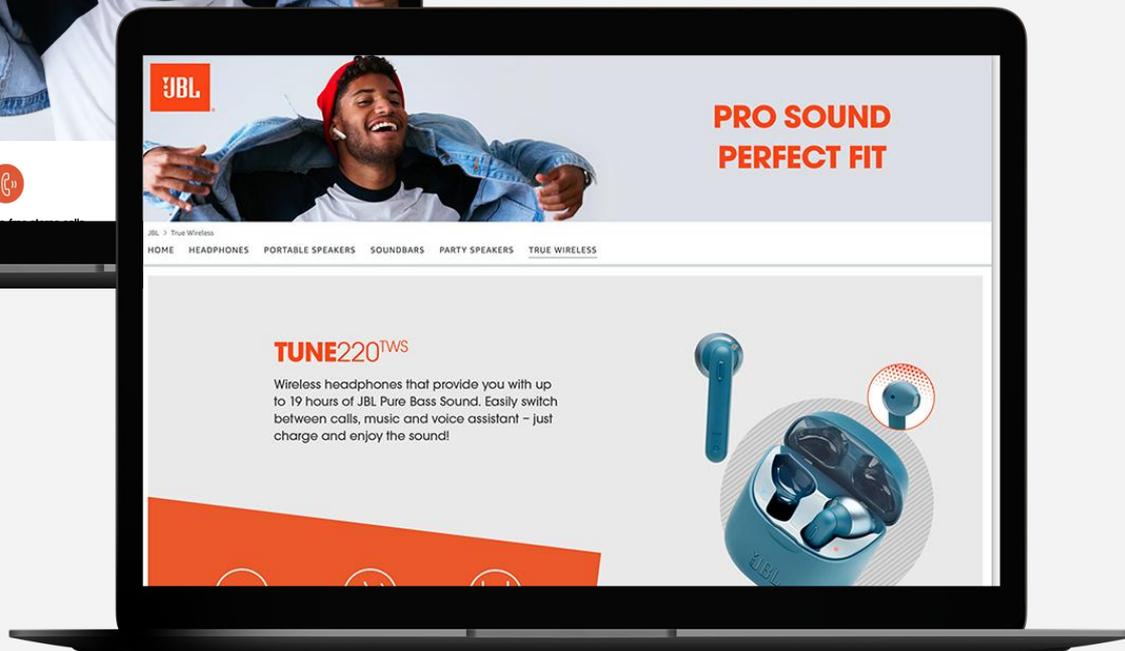


Define landing pages that will drive engagement



← Website

Brand Store



# THE STOREFRONT



# THE NAVIGATION BAR

Understand your shopper's decision tree and shopping journey to promote a targeted exploration. Avoid dead-end pages without products for purchase.



**POWERFUL SOUND  
WITH JBL**



[HOME](#) [HEADPHONES](#) [PORTABLE SPEAKERS](#) [SOUNDBARS](#) [PARTY SPEAKERS](#) [TRUE WIRELESS](#)

Showcase different product categories and provide customers with incentives to discover more about your brand and products.



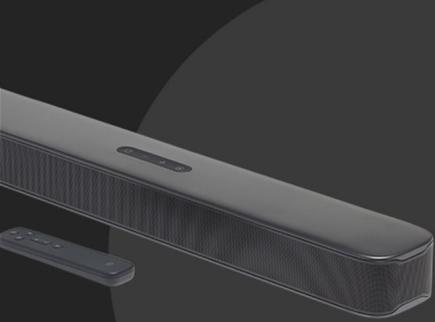
Your sound,  
unplugged .

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Bold sound  
for every  
adventure .

[LEARN MORE](#)



Surround  
yourself  
with sound .

[LEARN MORE](#)

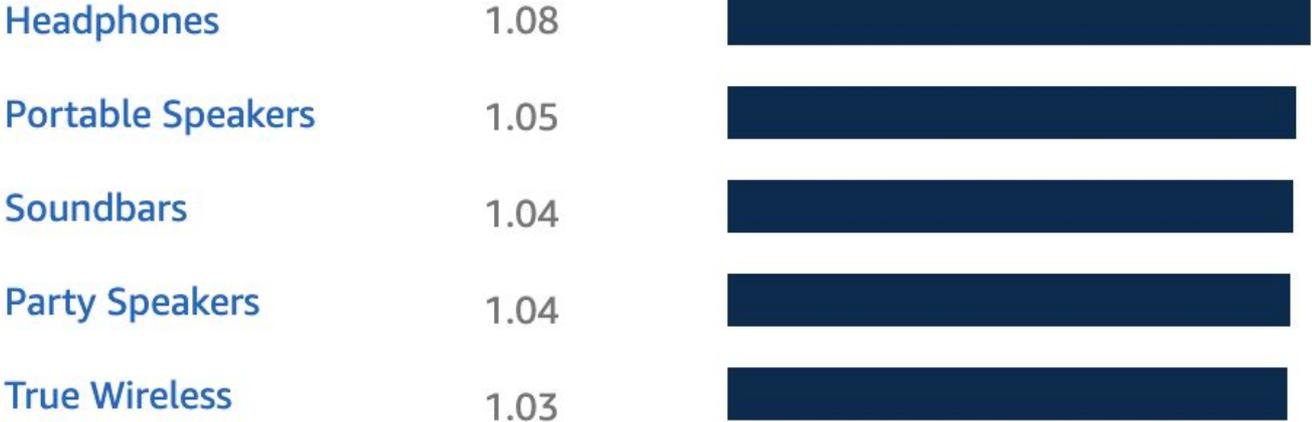


Light up  
your party .

[LEARN MORE](#)

The aim is to lead customers from the Home page to the specific subpages. Use Store Insights to track average page views per visit.

Top pages by Views/Visit



Clear **Call to Action** that encourages customers to interact and explore further.

On-brand content and background information will additionally drive customer engagement.

Intense hydration  
Hydro Boost®

▶



Your complete hydration routine  
Hydro Boost®  
3-Step Facial Regime

▶



Skin treats  
Face Mask  
Collection.

▶



Relief for dry skin  
Norwegian Formula.

▶



Don't let  
dandruff define you.

▶



NEUTROGENA® T/Gel® Therapeutic Shampoo contains Neutar™ Solublised coal tar extract 20 mg/ml for the treatment of seborrheic dermatitis of the scalp, scalp psoriasis and dandruff. Always read the label. UK/NT/19-14396.

**Create a store that presents  
your product's USPs and drives  
conversion.**

# PRODUCT GRID



Subscribe & Save

Garnier Hair Mask for Dry Hair | Banana Hair Food by Garnier Ultimate Blends, 3-in-1...

★★★★★ 2,390

£3<sup>46</sup> (£8.87/l)

£6.99 (51% off)

Add to Basket



Subscribe & Save

Garnier Body Summer Body Moisturising Lotion Sun-Kissed Look, 400ml

★★★★★ 1,106

£4<sup>99</sup> (£12.48/l)

£9.99 (50% off)

Add to Basket



Subscribe & Save

Garnier SkinActive Micellar Cleansing Water, 700ml

★★★★★ 2,163

£5<sup>00</sup> (£7.14/l)

£8.00 (38% off)

Add to Basket



Garnier Nutrisse Bleach Hair Dye Permanent, with Purple Anti-Yellow, 240g

★★★★★ 3,135

£9<sup>89</sup>

See buying options



Garnier SkinActive Moisture Bomb Pomegranate Tissue Mask, 32g

★★★★★ 754

£1<sup>80</sup>

See buying options



Subscribe & Save

Garnier Ambre Solaire Sensitive Advanced Spray SPF50+, 200ml

★★★★★ 871

£7<sup>00</sup> (£3.50/100 ml)

£12.00 (42% off)

Add to Basket



Subscribe & Save

Garnier Ambre Solaire Dry Mist Fast Absorbing Sun Cream Spray SPF50, Non...

★★★★★ 759

£6<sup>00</sup> (£3.00/100 ml)

£12.00 (50% off)

Add to Basket



Subscribe & Save

Garnier Ambre Solaire Dry Mist Fast Absorbing Sun Cream Spray SPF30, Non...

★★★★★ 759

£6<sup>00</sup> (£3.00/100 ml)

£12.00 (50% off)

Add to Basket

# SHOPPABLE IMAGE

## TUNE220<sup>TWS</sup>

Wireless headphones that provide you with up to 19 hours of JBL Pure Bass Sound. Easily switch between calls, music and voice assistant – just charge and enjoy the sound!



19 hours of playtime



Voice Assistant



Pure Bass Sound



JBL TUNE 220TWS, True Wireless Bluetooth...

£129.40

★★★★★ 1,420

Add to Basket

# LINK TO SUBPAGES

## New Salted Caramel Bliss

Melt into a moment of bliss with new Lindor Salted Caramel

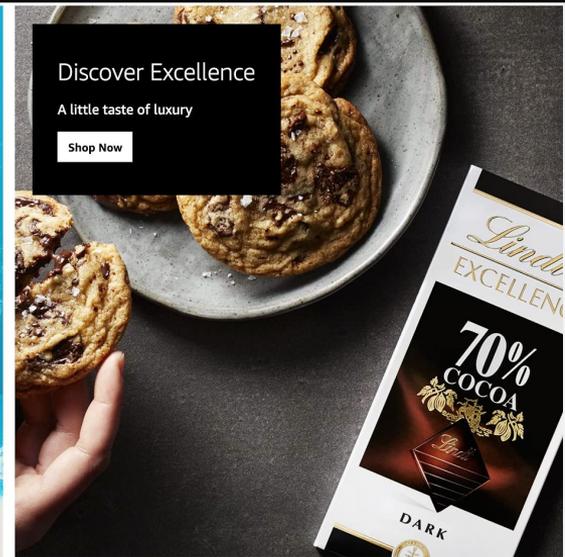
[Shop Lindor Now](#)



## Discover Excellence

A little taste of luxury

[Shop Now](#)



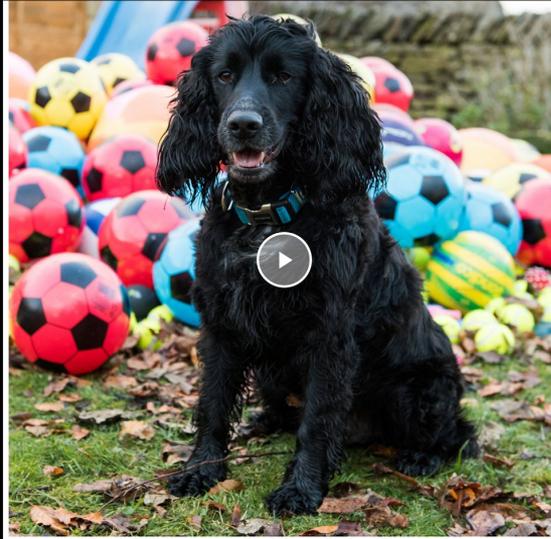
## Lindt Gift Boxes

Say it better, with a gift to impress

[Shop Now](#)



# SHOW, DON'T TELL



**Wagg**  
OUTFITTER  
Kennel  
For Working Dogs

**Dog food for dogs**

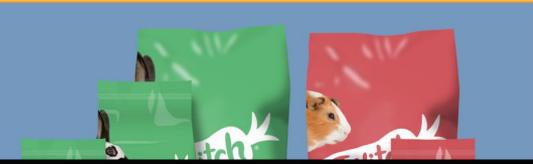
You know your dog. We know dog food. Give him something that shows your care.

**mmm...  
Treat time**

Whether you're training your cheeky new pup or simply giving your faithful pal a little something extra after their walkies, we've got just the treat.



Our pet food is made in the UK and we aim to source our meat meals and cereals from local producers, reducing our transport



# THE STORE AS A CHANNEL FOR PRODUCT LAUNCHES & OFFERS



Neutrogena®

MIT DERMATOLOGEN ENTWICKELT



Neutrogena®

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[GESICHT ▾](#)

[HAND & KÖRPER ▾](#)

[HYDRO BOOST](#)

[NORWEGISCHE FORMEL](#)

[AKTUELLE EMPFEHLUNGEN](#)

Aktuelle Angebote.



Intensive Feuchtig  
Hydro Boost®.



LEGO Brand Store

[HOME](#)

[BROWSE LEGO PRODUCTS ▾](#)

[SHOP BY INTEREST ▾](#)

[SHOP BY AGE ▾](#)

[SHOP BY THEME ▾](#)

[SHOP BY OCCASION ▾](#)



LEGO

# DRIVE

WHAT YOU LOVE

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# DOTS™

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## #DotYourWorld



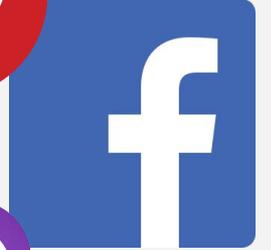
Browse LEGO Products



**Increase internal and external  
traffic for your Brand Store.**

# DRIVE ORGANIC TRAFFIC TO YOUR STORE... ...BY USING THE STORE'S SHORT URL

[www.amazon.co.uk/brandname](http://www.amazon.co.uk/brandname)



# **BE AWARE**

Traffic from 3rd party mobile apps may result in high visitor and page view counts, but little corresponding engagement or sales.

Most mobile apps open links in an app webview which is not where customers usually shop and are often not logged in. For improvement 3rd party apps need to support sending customers to the Amazon shopping app or the native browser app.

# DRIVE ORGANIC TRAFFIC TO YOUR STORE... ...BY LEVERAGING SEO RANKING



Amazon Stores are indexed by Google and included in Google Sitemap. Use page and store titles and descriptions to help customers navigate the search results.



Customers can also find the store via the brand by-line on the product detail page.

JBL Xtreme 2 Bluetooth Speaker with Rechargeable Battery, Waterproof, Carry Strap Included, Black

Brand: JBL



1,999 ratings | 37 answered questions

# DRIVE ORGANIC TRAFFIC TO YOUR STORE... ...BY SHARING YOUR STORE ON SOCIAL MEDIA

Customers can share and promote your store via social media sites. This can be found on the home page and every subpage of your store.

## Share

Share this page with your friends.



# TIPS FOR OPTIMISING YOUR CAMPAIGNS



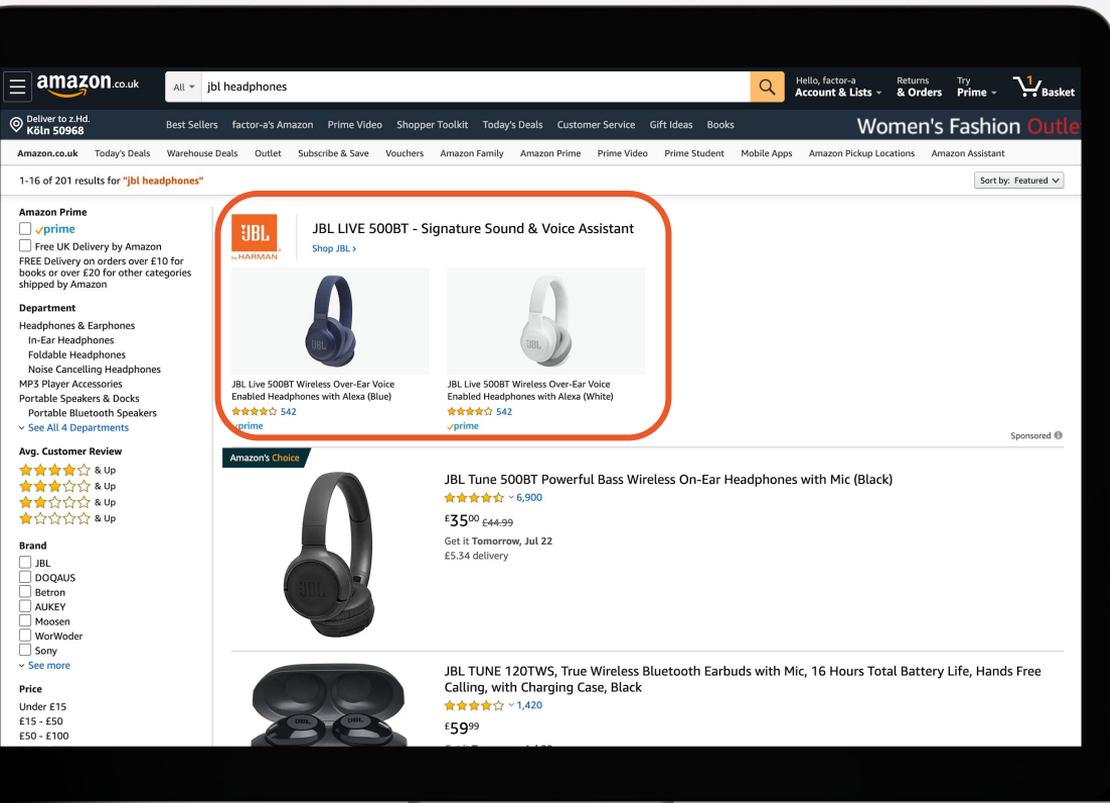
Link directly to specific subpages of the Brand Store. Make sure your Sponsored Brand keywords relate to products on that page.



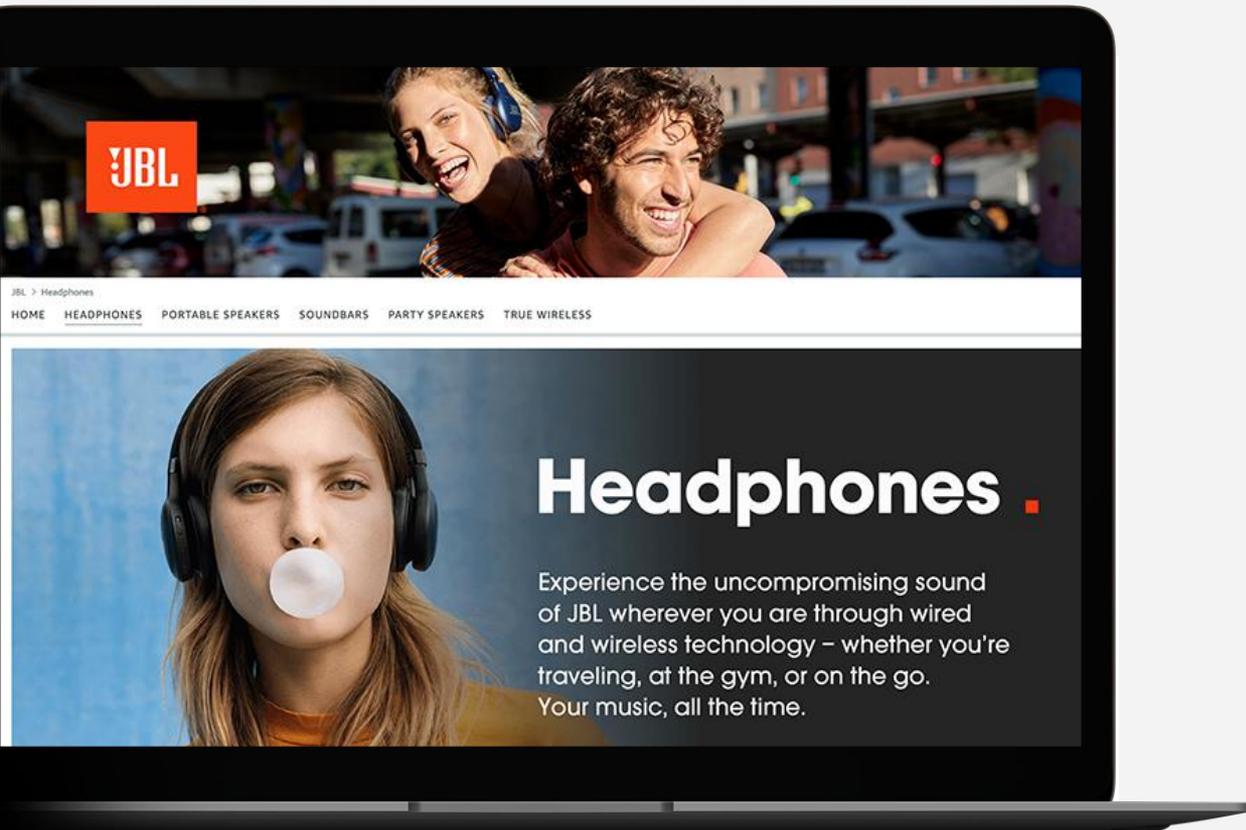
Creating separate campaigns for each keyword strategy will give you visibility into how each strategy performs.



Use source tags to track specific sources or off-Amazon campaigns driving to your Store.



For the keyword “JBL headphones”, a Sponsored Brand advertising headphones appears...



...leading to the headphones landing page of the Brand Store.

Alternatively,  
Sponsored Brands can  
be displayed on the  
product detail page,  
leading customers  
directly to your store.

Wird oft zusammen gekauft



- ✓ Dieser Artikel: HolyHigh Bluetooth Kopfhörer Sport Kabellose Kopfhörer in Ear Sportkopfhörer Wireless Kopfhörer mit... 39,99 €
- ✓ MP3 Player Bluetooth 4.1 Sport - Verlustfreier Sound FM Radio, Sprachaufzeichnung, E-Book und andere... 25,99 €
- ✓ Victure Bluetooth MP3 Player 16GB Mini Sport Musik Player mit Clip, 30 Stunden Wiedergabe... 25,99 €

Marken, die mit dieser Kategorie auf Amazon verbunden sind

Gesponsert

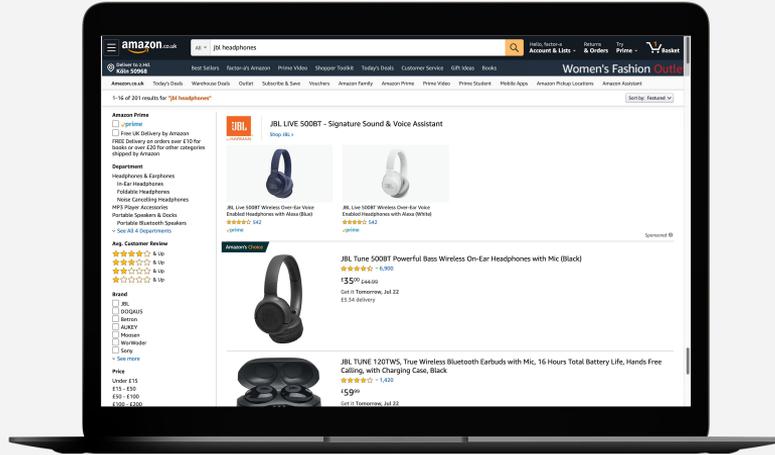
Hochwertige Overear Kopfhörer in schönem Preis  
Jetzt bei OneOdio einkaufen >

**BOKMAN**  
Entwickelt für Höchstleistungen.  
Jetzt bei bokman einkaufen >

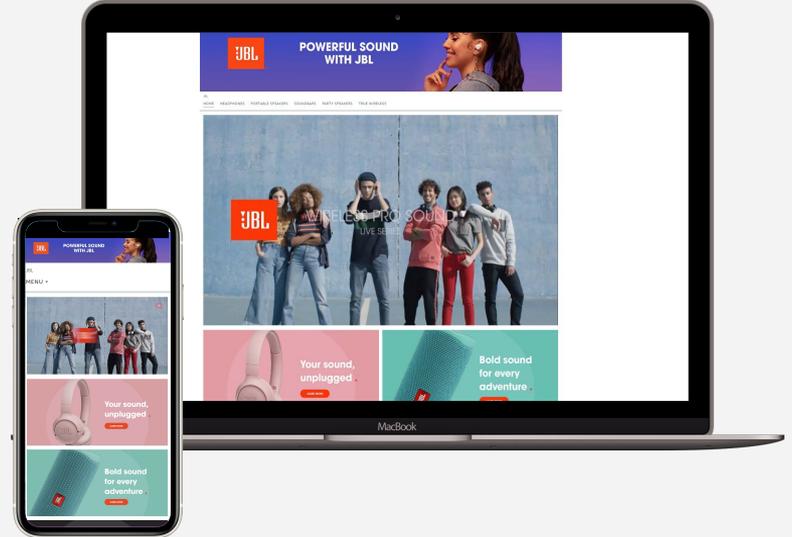
Gesponserte Produkte zu diesem Artikel

- Arbily Bluetooth Kopfhörer [2020 Neuestes Modell] Kabellose Kopfhörer Sportkopfhöre... 1.597
- Muzili Bluetooth Kopfhörer Sport[2020 Neuestes Modell]V5.0 Kopfhörer Sport Joggen... 3.037
- AMINY UFO drahtloser Bluetooth-Kopfhörer - Kompatibel mit Android/iPhone... 5.578
- HolyHigh Bluetooth Kopfhörer Sport In Ear Ohrhörer Bluetooth 5.0 IP67 Wasserdicht 5... 585
- Bluetooth 5.0 Kopfhörer Kabellos In Ear MP3 Player mit 2" LCD Touchscreen, Sport Wir... 2
- dyplay Sports Buds Bluetooth Kopfhörer Sport in Ear Ohrhörer Wasserdicht IPX7 Blue... 2
- Bluetooth Kopfhörer HolyHigh Yuanguo2 Best Wireless Sport Kopfhörer mit einem IPX7... 2.855

# Sponsored Brands



# Brand Store



## Return on ad spend\*

\*Amazon data YTD Sept. 2018

Advertisement



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## Culture



**Blooms with a view** / Derek Jarman's magical garden gets a transplant



**Art and design** / Statues are lies, selfies in bronze - and you can't bring history to life with a dead art

You can also use DSP campaigns to lead potential customers to your Amazon Brand Store.

by JOHANNA DERRY

For more than a century the coasts of north-west England and Wales have welcomed city folk escaping the industrial landscape for fresh air and fun. Though often overlooked when it comes to the best beaches in the UK, there's as much sun, sea and sand to be found in the region's Victorian seaside towns as in their southern rivals – and plenty of allure to the mountain views backing the sweep of empty sands on the edge of Snowdonia and the Lake District. For a family day trip or a blustery escape, here are 10 of the best beaches near Manchester to explore.



This campaign is on a website for travellers - link directly to the Landing Page for Portable speakers to encourage a purchase.

# USING SOURCE TAGS



A source tag is a parameter that can be added to your Store's URL for advertising campaigns.



When customers visit the Store using a source tag, the tag is automatically detected by Amazon in the URL. The visit and any resulting metrics are attributed to that tag and you can track that data in Store Insights.

# EXAMPLE

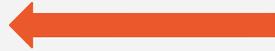
You are a brand for women's clothes. It is late summer and you want to promote your summer sale.



Create a landing page in your Brand Store for your summer sale products.



Launch e.g. a summer sale instagram campaign, use the URL with tag in the campaign and see all metrics driven from it in Stores Insights.



Create a source tag, e.g.  
**?channel=summer=sale**

# LIMITATIONS



There is no limit to how many tags you can create, and tags do not expire.

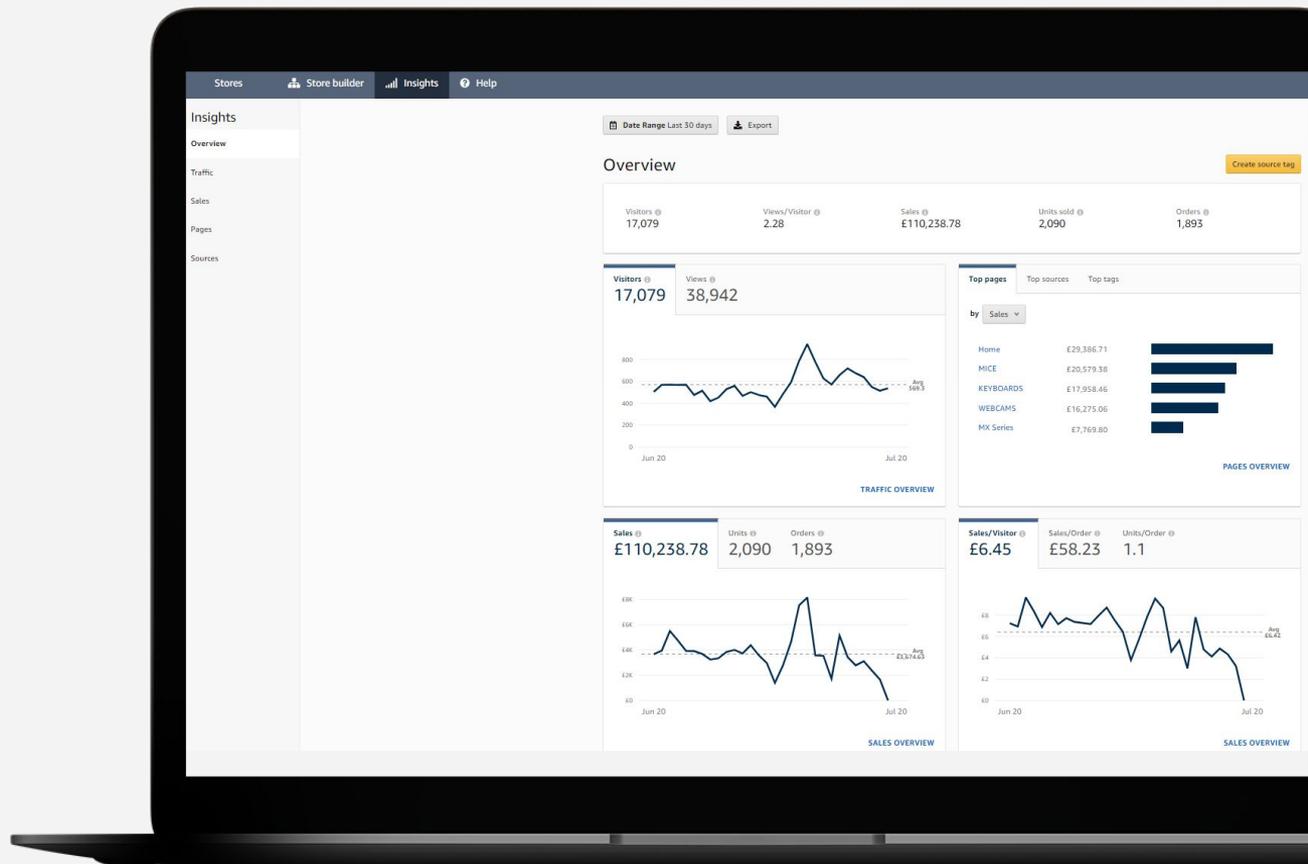


However, there is a limit as to when tagged sources are shown by individual tag in Stores insights:

1. Only the top 100 tags by visitors for the time range viewed will be broken down in insights.
2. Only tags that meet a minimal number of visits in the time range viewed will be broken down in Insights.
3. Data collected from tags that do not meet the above criteria will be aggregated under “Other tags”

**Track and analyse your Store's KPI's  
for continuous optimisation.**

# STORE INSIGHTS DASHBOARD



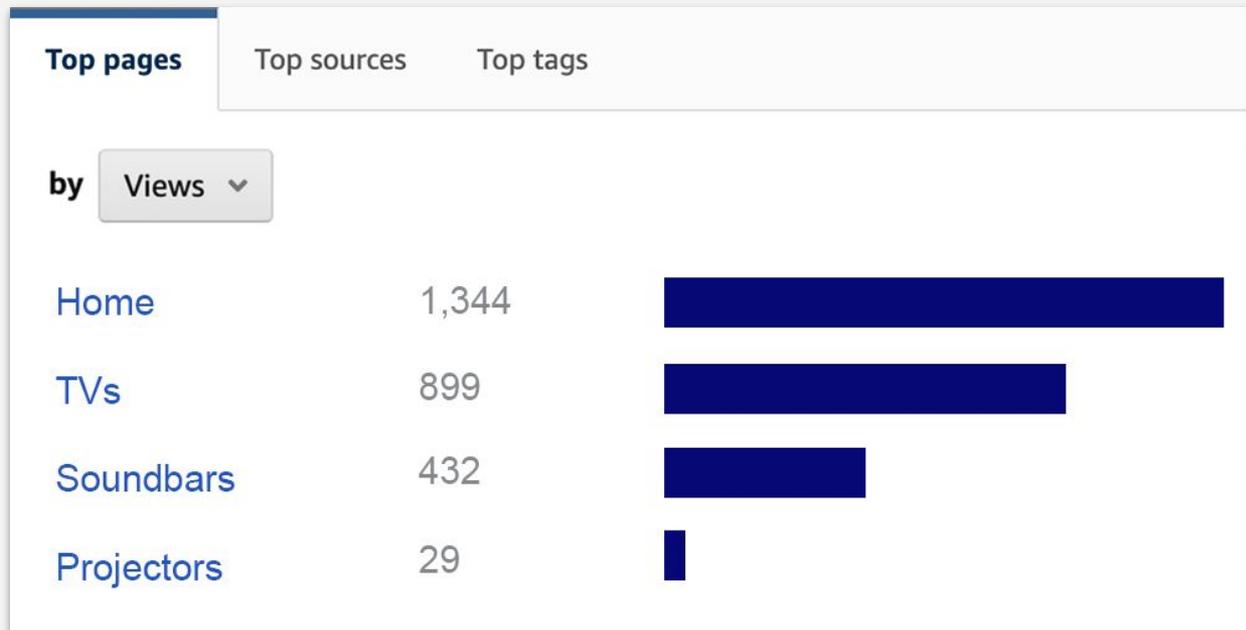
<b>Metric</b>	<b>Definition</b>
Visitors	Total visitors to your store within the selected date range. Calculated based on daily unique users or devices.
Visits	Total visitors who arrived from a traffic source or visited a page within a single day. A visitor can visit from more than one traffic source and visit more than one page.
Views	Number of page views
Sales	Estimated total sales generated by store visitors within 14 days of their last visit.
Views/Visit	Average number of page views per visit
Sales/Visit	Average sales per visit

# TRACK & ANALYSE KPIS

## Example

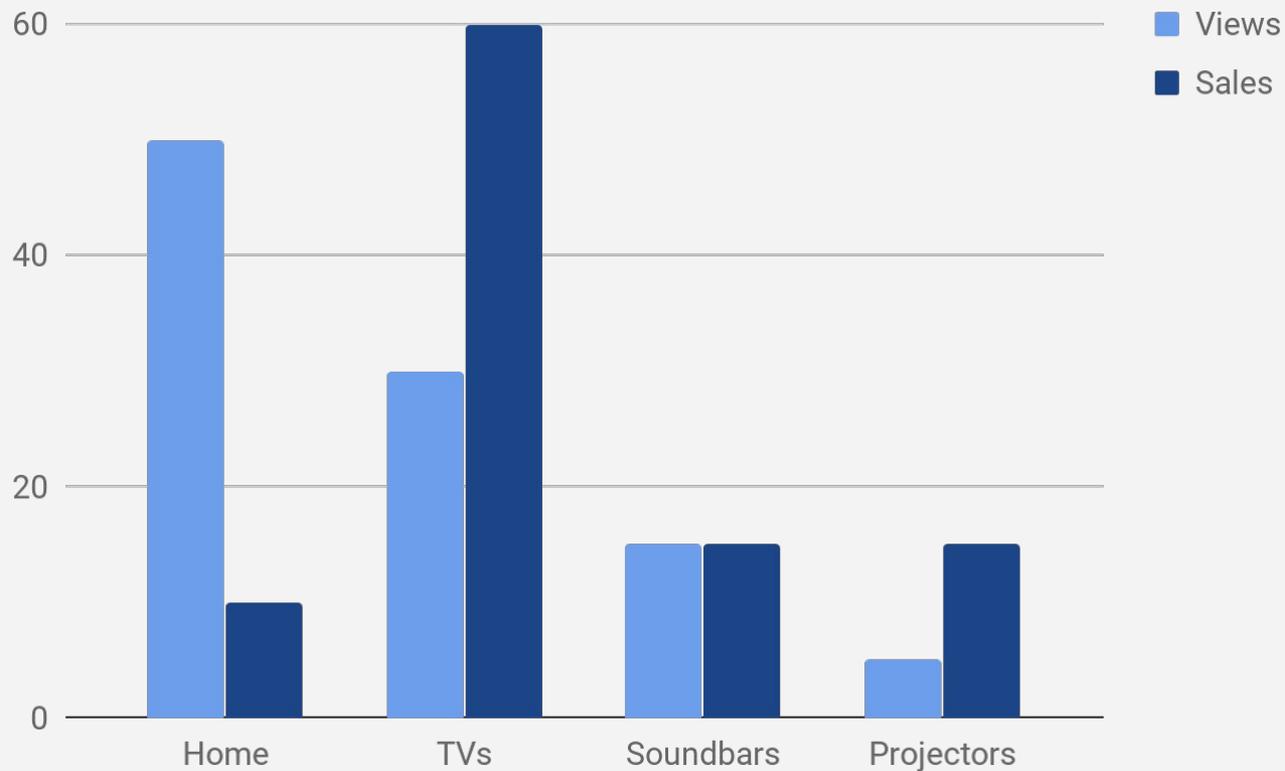
In order to maximise views:

1. Make sure your brand by-line is linked to the store
2. Make sure your Store has a short URL
3. Launch additional Sponsored Brand campaigns or add keywords to existing ones



# ON-PAGE VIEWS VS SALES

Example



# TRACK & ANALYSE KPIS

## Example

If most of your traffic originates in Amazon organic traffic (traffic originating from your brand link on Amazon PDPs), this could result in many page views for the Home page.



# OPTIMISE PAGES TO MAXIMISE OUTCOME

## Pages with high views, low conversions



Encourage purchases by adding more product grids or featured deals



Add additional information about the products to ensure customers understand the benefits



Showcase your products by adding videos and rich multimedia content to encourage an informed purchase decision



Make sure only available products are visible

# OPTIMISE PAGES TO MAXIMISE OUTCOME

## Pages with high conversions, low views



Launch additional Sponsored Brands campaigns that lead to the landing pages



Launch additional off-Amazon campaigns on social media or via email



Make sure to add additional links to subpages on your Home page



Create source tags to get more insights into the success of off-Amazon campaigns

# TRACK & ANALYSE KPIS

## Example

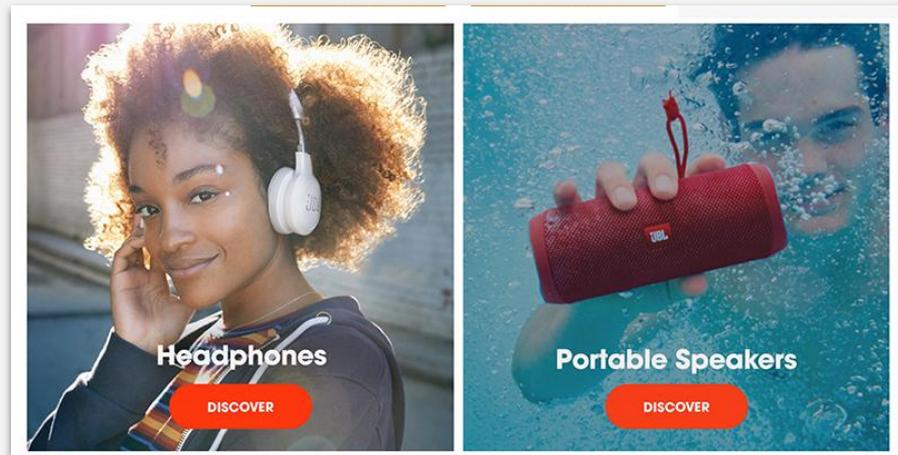
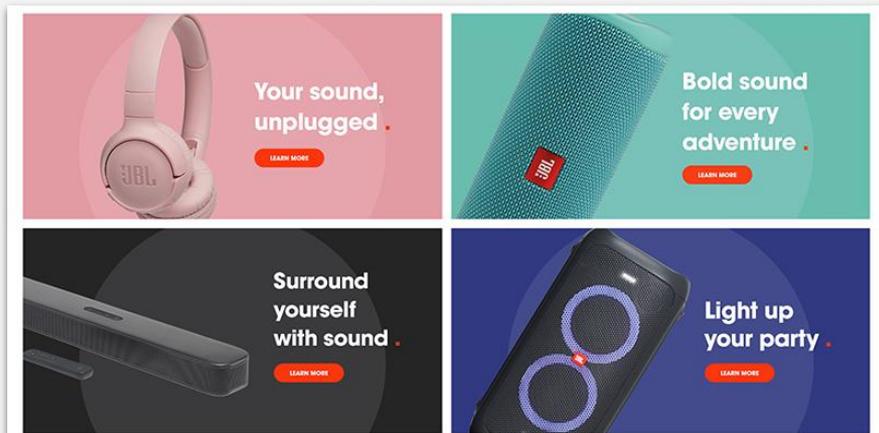
A high number of visits to a single page followed by low page views per visit could indicate....

1. ...already find the product they are looking for on the first page.
2. ..that customers do not explore your store further after arriving on one page



# OPTIMISE PAGES TO MAXIMISE OUTCOME

Increase customer engagement by adding Calls to Action and clickable images.



# SALES/VISIT

## Example

Visitors do not make purchases on the subpage of the projectors. Consider adding more products, giving those products a more prominent spot on the page or adding additional information on the products.





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