

Amazon DSP BFCM Playbook



While Black Friday Cyber Monday (BFCM) attracts more traffic to Amazon, it also becomes more expensive to reach these shoppers. It's critical to ramp up your overall Amazon DSP investment so you can effectively win market share from your competitors and capture BFCM's uniquely purchase driven audience.

Before BFCM

Leverage in-market and lifestyle audiences

We recommend leveraging Amazon's In-Market and Lifestyle audiences leading up to BFCM. These are pre-built audience segments of shoppers who recently considered products in a given category, also referred to as shoppers who are "in the aisle".

Dominate consideration in your aisle

Leading up to BFCM, 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 conquering Amazon DSP tactics. Remember to increase your bids to maximize your coverage.

Custom Creatives

We recommend utilizing the DSPs extensive creative capabilities to capitalize on the influx of shoppers researching products and deals in the lead up phase. Custom images creatives can feature branding, lifestyle, or product imagery, and can be paired with branded fonts and custom call-to-actions. These assets work well for awareness and consideration tactics as they are a highly effective way of bringing new-to-brand shoppers into the funnel and driving them to product detail pages and Amazon brand stores to later convert.

On average, we see **81% more engagement** on custom creatives compared to standard e-commerce creatives.

Streaming TV Ads

Streaming TV (STV) video ads are an awesome brand awareness tactic, and a powerful driver of full-funnel performance. STV ads are played between premium content and are placed on Fire TV and Connected TV supply sources such as Freevee, Discovery Channel, Food Network, Comedy Central and many more.

By leveraging STV you can create an immersive experience through non-skippable ads and target relevant audiences through Amazon's first-party data. You can also re-engage with your STV viewers in a clickable environment to maximize the downstream effects of the Amazon DSP's capabilities by concurrently running display and/or OLV ads.

AMC Audiences Tip

If you're leveraging Amazon Marketing Cloud insights, this is a great time to use AMC Audiences custom audiences to target shoppers who searched specific competitors or competitor terms but have not purchased from your brand before (ie. in the last 365 days).

During BFCM

Double down on retargeting to maximize sales

Dominate as much real estate as possible on Amazon and leverage retargeting to attract shoppers that showed interest in your products during the lead up phase to encourage them to convert.

AMC Audiences Tip

We recommend targeting shoppers who bought from your brand during previous tentpole events (like Prime Day) but have not repurchased from you since.

After BFCM

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 during the tentpole shopping events. Your pool of exposed consumers who are primed to convert is now larger than usual and you can take advantage of this by focusing on your retargeting and loyalty tactics in the weeks that follow to drive further sales and repeat or cross-catalog purchases from your new shoppers.

AMC Audiences Tip

Post-BFCM is the perfect time to retarget shoppers who Added-to-Cart during BFCM but didn't purchase.

