

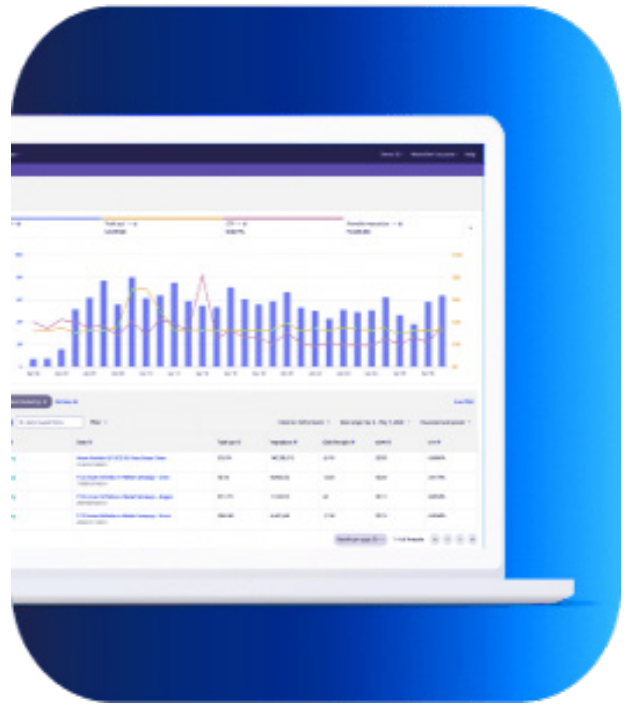
# AMAZON DSP CLIENT SUCCESS STORY

## Amazon DSP Shows Ad-Attributed Sales Doubled When Measuring Offline Orders

### OVERVIEW

Amazon DSP is a demand-side platform that enables endemic and non-endemic brands to programmatically buy ads to reach new and existing audiences at scale on and off Amazon. This case study details how Channel Key successfully leveraged the power of Amazon DSP for a brand in the cleaning supplies category.

While our client has a successful Amazon business, a majority of the company's sales take place in brick and mortar stores. The brand partnered with Channel Key to explore the potential of leveraging Amazon DSP to increase total sales. Specifically, our client was interested in experimenting with Amazon DSP's advanced audience-targeting options to measure its impact on offline sales.



# APPROACH

- **Launch Amazon DSP Campaigns**  
Create and launch programmatic advertising campaigns to generate Amazon sales and gain insights on how Amazon ads drive offline sales.
- **Optimize Audience-Targeting**  
Leverage Amazon DSP's advanced audience-targeting options including geo-targeting, conquesting, and retargeting.
- **Initiate Omni-Channel Analytics**  
Enable an omni-channel sales study to analyze how Amazon DSP campaigns impact offline sales.

## RESULTS



# 200%

Increase in Attributed Sales After Adding Offline Sales Tracking to Amazon DSP



# 5.5

Combined ROAS of Amazon DSP Campaigns (Brick and Mortar + Amazon) Over Two-Month Period



# 2.5

Offline Sales ROAS for Conquesting Competitor Audience-Targeting Campaigns

## CONCLUSION

Channel Key's strategy was fully implemented by the beginning of October 2023. In just two months, Amazon DSP showed that ad-attributed sales doubled when measuring offline brick and mortar sales.

The combined ROAS for all Amazon DSP campaigns reached 5.52, a result of customers purchasing products in brick and mortar stores after seeing online DSP ads. Of prospecting audience types, Conquesting Competitor audiences saw a ROAS of 2.5, which is strong for a prospecting audience.

Overall, Amazon DSP proved to be a cost-effective way for our client to reach and convert customers in high-traffic physical locations at scale.