

Driving Profitable
Ecomm Growth on
Amazon

**MARS
UNITED
COMMERCE**SM

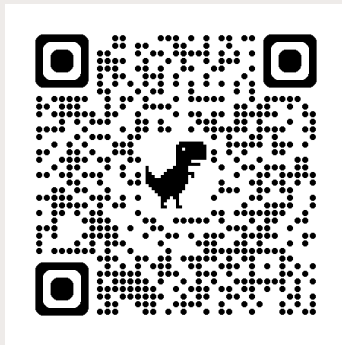
June 2024

●●● MEET THE SPEAKER



Tim Stocks

Vice President, Marketing



Connect with me on LinkedIn



THE WORLD'S PREEMINENT *Commerce Marketing Company*

50
years leading
the commerce
industry

**STRATEGY &
Analytics**

\$1B
commerce
media
managed

**DIGITAL
Commerce**

21%
YOY increase in
Commerce Marketing
performance

marilyn

800
employees
worldwide

martians
the smartest
humanity

14
global
retail hubs

**RETAIL
Consultancy**

**MARS
UNITED
COMMERCE
ECOSYSTEM**

the latest
technology

**CONTENT &
Experiences**

3000+
commerce
campaigns executed
every year



Amazon is one of the most critical partnerships in all of commerce marketing. We're delighted to see our efforts recognized through designations like this one. We're excited about the additional opportunities being an **Advanced Partner** will bring to our clients.



Ethan Goodman

EVP, GLOBAL DIGITAL COMMERCE

amazon ads

**Advanced
partner**

Meet the Marilyn Ecommerce Insights Suite Data

Search Engine Results

Results
Check each p

Oreo
Original, OREO Golden, CHIPS AHOY! & Nutter Butter Cookie Snacks...
★★★★☆ ~ 85,229
20K+ bought in past month
\$22.58 (\$0.40/Count)
✓prime Same-Day FREE delivery Today 2 PM - 6 PM on \$25 of qualifying items
Add to cart

Grandma's
Cookies, Variety Pack, (Pack of 30)
Options: 4 sizes, 9 flavors
★★★★☆ ~ 68,528
10K+ bought in past month
\$16.48 (\$0.25/Ounce)
✓prime One-Day FREE delivery Tomorrow, May 24 Or FREE delivery Overnight 4 AM - 8 AM on \$25 of qualifying items
Add to cart

Pepperidge Farm
Chocolate Collection, 7 Cookie Varieties, 13-oz Box
Options: 3 sizes, 2 flavors
★★★★☆ ~ 9,648

Pepperidge Farm
Verona Strawberry Thumbprint Cookies, 6.75 OZ Bag (18 Cookies)
Options: 3 sizes, 4 flavors
★★★★☆ ~ 4,440

Grandma's
Cookies, Variety Pack, (Pack of 30)
Options: 4 sizes, 9 flavors
★★★★☆ ~ 68,528
10K+ bought in past month

Product Detail Pages

30 PACKS

AHOY!, 30 Snack Packs (2 Cookies Per Pack)
Brand: NABISCO
4.7 ★★★★★ | 47,979 ratings | Search this page
#1 Best Seller in Cookie Assortments
20K+ bought in past month

-5% \$12.24 (\$0.20 / Count)
One-Time Price: \$12.88

Coupon: Save an extra 25% on your first Subscribe and Save order. [Shop Items](#) | [Terms](#)

With Amazon Business, you would have saved \$213.97 in the last year. [Create a free account](#) and save up to 4% today.
To use SNAP EBT, select one-time purchase
Size: 30 Count (Pack of 1)

30 Count (Pack of 1) \$12.24 (\$0.20 / Count)	30 Count (Pack of 2) \$25.76 (\$0.21 / Count) ✓prime
---	---

Diet type
✓ Kosher

Ingredients

About this item
[Report an issue with this product or seller](#)

Consider a similar item
Amazon's Choice
Annie's Organic Chocolate Chip Cookie Bites, 10 Packets, 10.5 oz.
1.05 Ounce (Pack of 10)
★★★★☆ (3949)
\$7.99 (\$0.76/Ounce) ✓prime
Climate Pledge Friendly

Roll over image to zoom in

Best Seller Rankings

#1 Nabisco Sweet Treats Cookie Variety Pack OREO, OREO Golden & CHIPS AHOY!, 30 Snack Packs (2 Cookies Per Pack)
★★★★☆ 47,979
\$12.88

#2 OREO Mini Cookies, Mini CHIPS AHOY! Cookies, RITZ Bits Cheese Crackers, Nutter Butter Bites & Wheat Thins Crackers, Nabisco Cookie &...
★★★★☆ 3,091
\$27.49

#3 MEJJI Hello Panda Cookies, Chocolate Crème Filled - 12 Count, 0.75oz Bags - Bite Sized Cookies with Fun Panda Sports
★★★★☆ 131
\$5.49

#4 Lenny & Larry's The Complete Cookie, 8 Flavor Variety Pack, Soft Baked, 16g Plant Protein, Vegan, Non-GMO, 4 Ounce (Pack of 16)
★★★★☆ 4,179
\$36.48

Most Wanted For
in Cookie Assortments

Gift Ideas
in Cookie Assortments

#5 Simple Mills
#6 KIND THINS

First-Party Data


Understanding Retail Search Algorithms

- 1 Generate Sales
- 2 Drive Profitability
- 3 Create long term, repeat customers

What it Takes to Win Retail Search



MEASURE



Identifying High-Quality Keywords



How to Identify Ideal Keywords

Recommended Category Keywords

Keyword	Branded Keyword	Avg Monthly Search Volume	Relevancy Score	Opportunity Score	Price Atf	Items (Sponsored)	Brands (Sponsored)	Brands ATF	Brand Search Visibility Benchmark
cookies ...	No	80,933 ...	10,602	1,383,887	\$4.55	25	9	15	79
cookies variety pack ...	No	7,555 ...	4,841	117,988	\$4.75	22	4	7	64
animal crackers ...	No	8,999 ...	4,550	110,082	\$4.83	13	8	11	64
graham cracker ...	No	7,719 ...	4,737	98,293	\$4.45	8	4	11	32
frownies ...	No	20,233 ...	1,031	96,133	\$4.54	0	0	7	0
chocolate chip cookies ...	No	7,737 ...	4,199	87,331	\$4.75	27	7	9	100
lactation cookies ...	No	9,414 ...	4,791	85,586	\$5.09	8	6	9	72
cookie ...	No	5,650 ...	6,868	83,451	\$4.71	24	6	14	47
brownie brittle ...	No	4,660 ...	11,857	74,267	\$5.12	4	1	20	50
shortbread cookies ...	No	3,311 ...	8,845	59,046	\$4.30	12	4	10	30
cookies individually wrapped ...	No	3,690 ...	6,417	58,766	\$5.42	4	3	10	55
fortune cookies ...	No	3,842 ...	9,391	50,603	\$4.72	0	0	14	45
butter cookies ...	No	3,176 ...	6,721	49,184	\$4.44	11	3	8	38
graham crackers ...	No	3,610 ...	5,024	48,758	\$4.44	6	3	11	22
chocolat	No	12,871		46,294	\$5			7	
oatme	No	2,90		42,455	\$			12	
browni	No	6,31		37,222	\$			5	
wafer	No	2,67		32,143	\$			12	
anima	No	2,04		32,027	\$			11	
lemon	No	1,97		31,836	\$			17	
gluten	No	5,33		31,258	\$			6	
dessert	No	3,654		29,693	\$4.			13	
keto cookies ...	No	3,654 ...	4,740	29,406	\$5.81	2	1	6	33

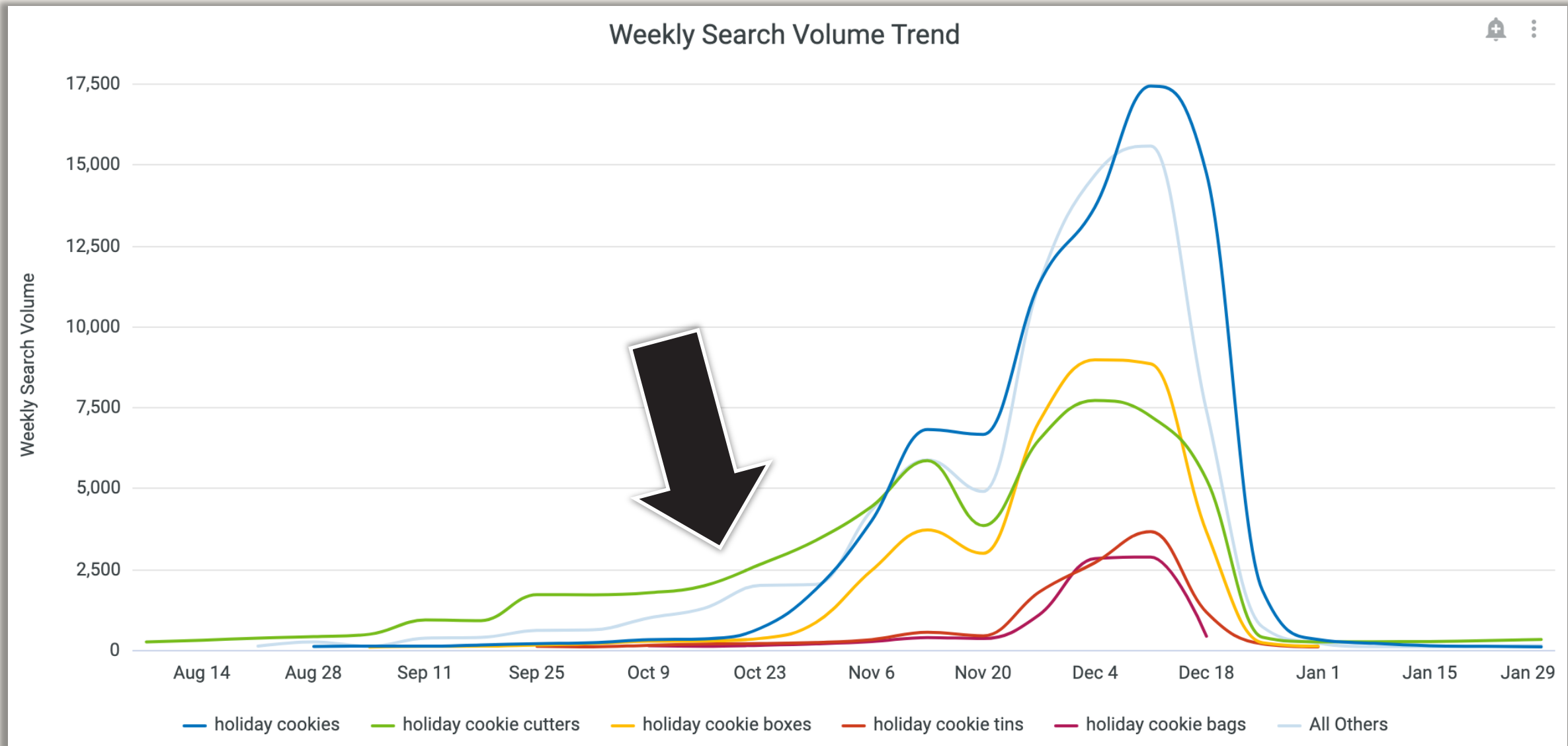
Search Volume

Category Relevancy

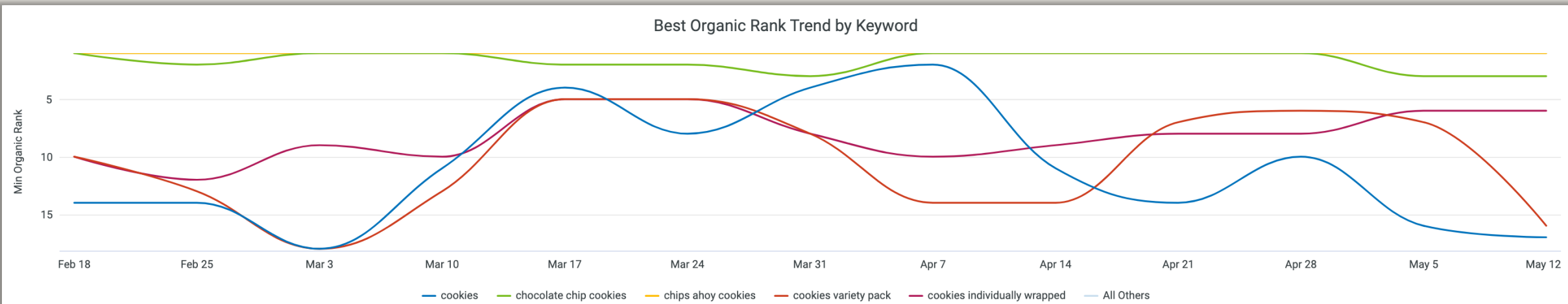
Competitive Landscape

Current Performance

Identify Ideal Timing for Seasonal Keywords



Measure Progress on a Keyword Level



Organic Ranks Over Time by Keyword

Keyword	Avg Search Volume	Search Visibility Score	Period Beginning													
			Feb 18, 2024	Feb 25, 2024	Mar 03, 2024	Mar 10, 2024	Mar 17, 2024	Mar 24, 2024	Mar 31, 2024	Apr 07, 2024	Apr 14, 2024	Apr 21, 2024	Apr 28, 2024	May 05, 2024	May 12, 2024	
			Best Organic Search Rank	Best Organic Search Rank	Best Organic Search Rank	Best Organic Search Rank	Best Organic Search Rank	Best Organic Search Rank	Best Organic Search Rank	Best Organic Search Rank	Best Organic Search Rank	Best Organic Search Rank	Best Organic Search Rank	Best Organic Search Rank	Best Organic Search Rank	Best Organic Search Rank
cookies	685,576	1,491,371	14	14	18	11	4	8	4	2	11	14	10	16	17	
chips ahoy cookies	12,377	298,934	1	1	1	1	1	1	1	1	1	1	1	1	1	
chocolate chip cookies	50,615	284,363	1	2	1	1	2	3	1	1	1	1	3	3		
cookies variety pack	43,688	72,979	10	13	18	13	5	5	8	14	14	7	6	7	16	
cookie	31,797	59,246	10	13	12	17	17	15	14	17	12	12	14	10	15	
cookies individually wrapped	20,751	46,306	10	12	9	10	5	5	8	10	9	8	8	6	6	
soft cookies	7,672	26,711	10	10	9	10	6	8	7	5	5	5	3	3	3	
chocolate cookies	11,980	25,595	15	11	14	11	1	12	7	8	6	11	7	6	7	
famous amos chocolate chip cooki...	17,634	17,678	44	36	25	33	21	21	25	28	33	2	30	24	33	
individually wrapped cookies	6,990	13,952	13	12	13	15	5	5	9	11	8	10	10	9	7	
nabisco cookie variety pack	12,191	10,283	24	45	24	33	24	19	26	25	30	20	16	19	21	
hydrox cookies	6,602	8,922	∅	23	19	22	13	15	19	11	9	19	11	10	10	

Measure Progress on an Item/Brand Level

Keyword Count

814

▼ -22% vs Prior Period

Above the Fold Keyword Count

175

▼ -20% vs Prior Period

Keywords Gained

217

443 Keywords Lost

Keywords Benchmark

62

ATF Keywords Benchmark

77

ATF Keywords Lost

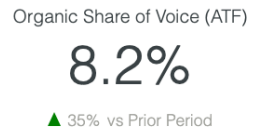
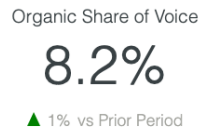
Keyword	Search Visibility Score	Items
ebt eligible items ...	32,609	2
cheeze-it snack packs ...	9,156	2
protein snacks ...	4,257	1
grandma's cookies ...	4,170	1
snacks variety pack for adults...	3,828	1
exotic snacks ...	3,602	1
gluten free snacks ...	2,696	1
diabetic snacks ...	2,532	1
snacks for adults ...	2,345	1
chewy chips ahoy cookies ...	1,855	7

ATF Keywords Gained

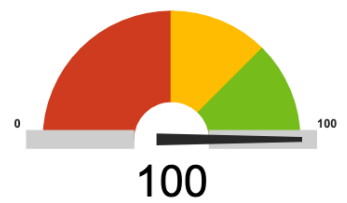
Keyword	Search Visibility Score	Items
chips variety pack ...	14,389	1
butter cookies ...	8,792	2
sugar cookies ...	8,415	2
pepperidge farm cookies ...	8,392	1
wafer cookies ...	6,054	1
cookies bakery fresh ...	5,626	2
animal cookies ...	5,579	2
cookie dough ...	4,993	1
cookies and cream ice cream...	4,280	3
shortbread cookies ...	4,031	1

Measure Progress Against Competitors

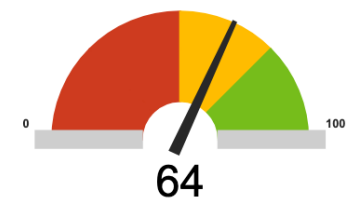
Share of Voice



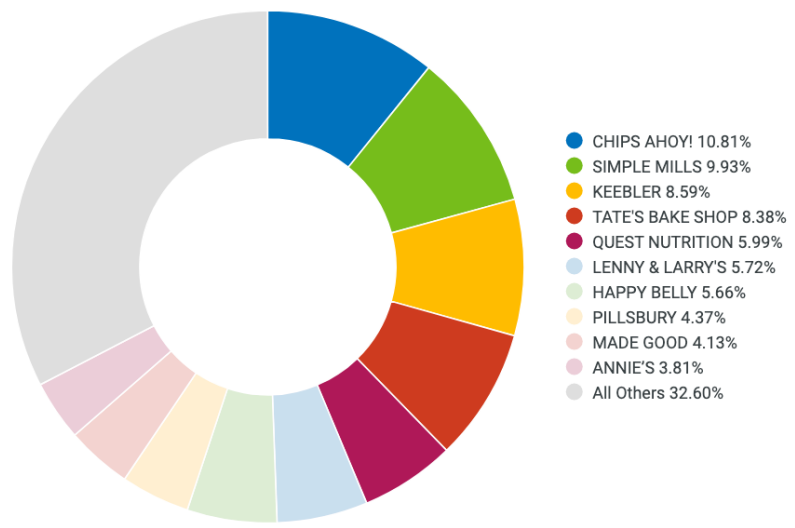
Organic Search Visibility Benchmark



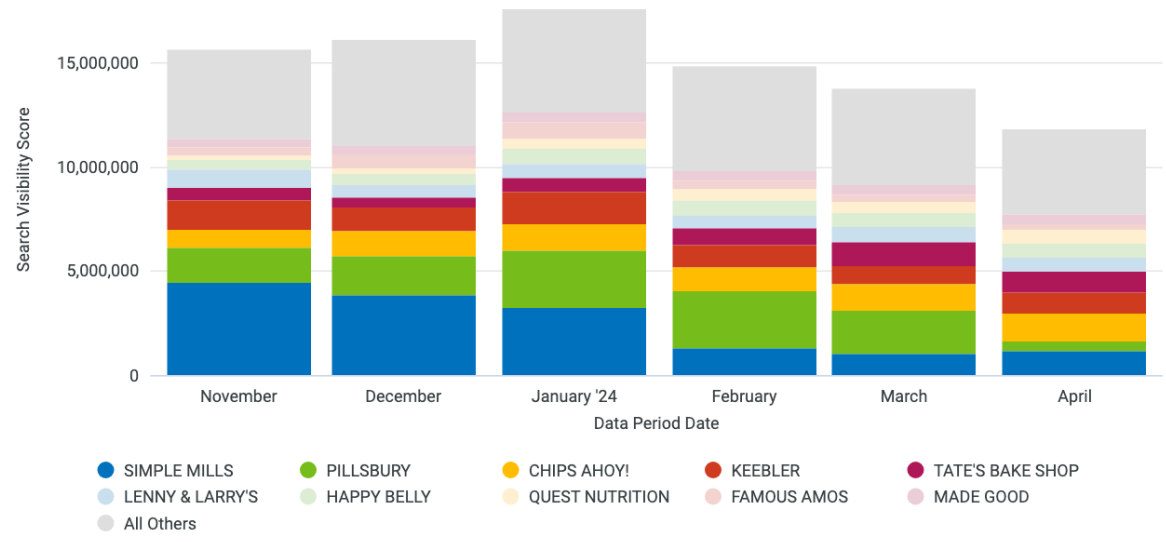
Organic Search Visibility Benchmark (Last 6 Mon...)



Top Brands in Organic Search



Top Brands in Organic Search (6 Month Trend)





Perfecting Product Detail Pages



Minimum PDP Requirements

Content	Amazon Reqs	Content	Walmart Reqs	Weight	Content	Target Reqs	Weight
Product Title	200 characters max	Product Name: Product Title	50 characters min; 110 characters max (varies by category)	15%	Images	3 images or more	15%
Bullets	5 bullets min; 10 bullets max; min 10 characters but less than 255 characters each bullet				Feature Bullets	4-8 Feature Bullets	15%
Product Description	100 words min; 200 words max	Site Description: Short Description	60 words min; 100 words max	15%	Long Copy	At least 50 words	15%
Main Image	3 images min; 13 images max				Video	1 or more Videos	15%
Video	1 or more videos	Key Features: Long Description	3 bullets min; 10 bullets max	15%	Q&A	Answer all guest questions in < 48 hours	15%
A+/Content	Not required but recommended				Images	5 images min; 18 images max (varies by category)	15%
Ratings & Reviews	15 reviews or more with a 3.5+ star rating	Product Attributes	Includes required and recommended product type attributes (varies by category)	40%	Label Info	Label Information exists on PDPs	10%
Product Categorization	Department Name, Category, Subcategory, Item Type Keyword/Recommended Browse Node				Reviews	8 reviews or more	10%
Backend Keywords	250 bytes max				Rich Media	1 asset or more	5%
Product Attributes	All required product attribute information (varies by category)						





ULTIMATE CHAMPION!

Making the Most of Your PDPs

- 1 Apply ideal keywords to content
- 2 Invest in quality images and videos
- 3 Reviews, reviews, reviews!

Nabisco Sweet Treats Cookie Variety Pack OREO, OREO Golden & CHIPS AHOY!, 30 Snack Packs (2 Cookies Per Pack)

Brand: NABISCO
 4.7 ★★★★★ 48,055 ratings | [Search this page](#)
 #1 Best Seller in Cookie Assortments

20K+ bought in past month

7 Price Changes

Price: \$10.95 (\$0.18 / Count)

With Amazon Business, you would have saved \$214.27 in the last year. [Create a free account](#) and save up to 24% today.

To use SNAP EBT, select one-time purchase

Size: 30 Count (Pack of 1)

30 Count (Pack of 1) \$10.95 (\$0.18 / Count)	30 Count (Pack of 2) \$25.76 (\$0.21 / Count) prime
--	---

Diet type

✓ Kosher

Ingredients

About this item



Measure PDP Progress

Digital Shelf Scoring

Title	Composite Score	Title Seo Score	Content Completeness Score	Content Seo Score	Image Count Score	Buybox Score	Availability Score	Ratings Score	Bullets with Text	Bullets Missing Text	Enhanced Brand Content Type	Image Count	Seller	Availability
Royal Dansk Danish Butter Cookies, 24 Oz. (Pack of 1) ...	94	100	100	40	100	100	100	100	5	0	Standard	7	Amazon.com	in stock
Royal Dansk Danish Cookie Selection, No Preservatives or Coloring Ad...	73	0	100	40	92	100	100	100	5	0	Standard	6	Amazon.com	in stock
Watkins All Natural Original Gourmet Baking Vanilla, with Pure Vanilla ...	81	100	100	60	100	0	100	100	5	0	Standard	7	FLA Express	in stock



64
Detail Page Score



66
Title SEO Score



77
Content Completeness Score



49
Content SEO Score



93
Image Score



19
Buybox Score



64
Availability Score



81
Ratings & Reviews Score



Investing in Retail Media

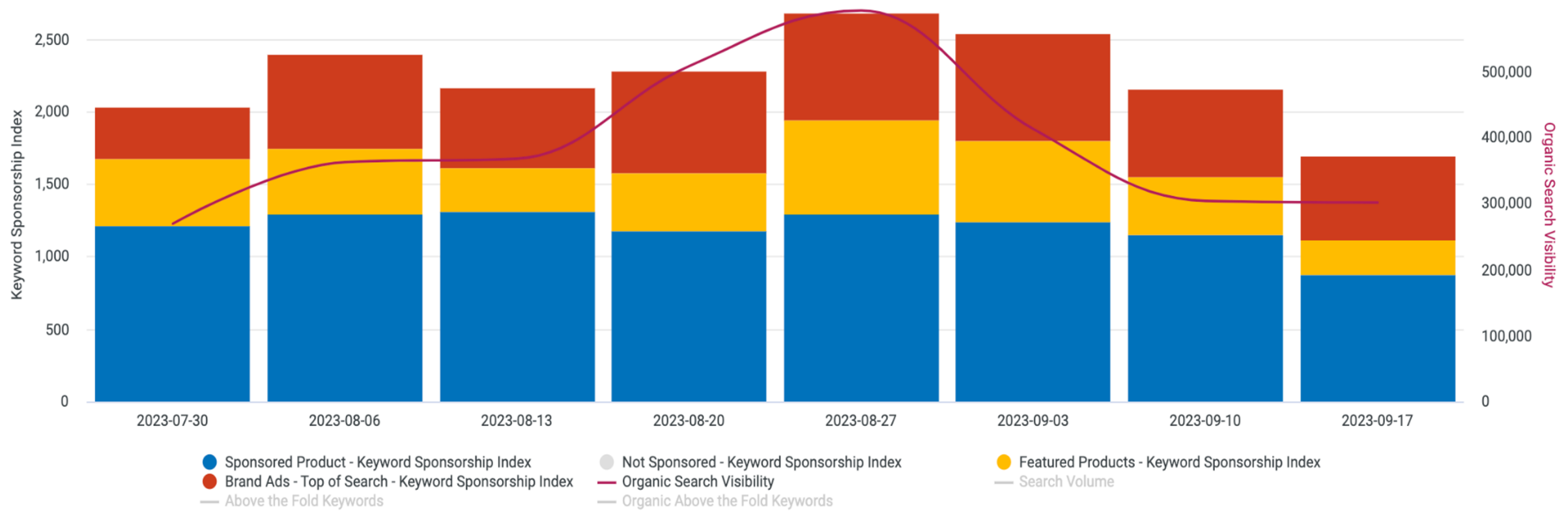


Intelligent Investments Create a Halo Effect

Investing in high-opportunity keywords leads to enhanced organic rankings and profitability

Sponsorship Activity vs Organic Search Visibility

> By default this chart shows Sponsorship Activity vs Organic Search Visibility. However, other metrics can be added to or removed from this comparison by clicking the values in the legend for "Search Volume", "Above the Fold Keywords, and "Organic Above the Fold Keywords."



Understand the Competitive Landscape

Sponsorship Activity by Keyword

Keyword	Avg Search Volume	Total Sponsorship Activity	Sponsorship Activity Index	Sponsorship Activity Index	Sponsorship Activity Index	Sponsorship Activity Index	Sponsorship Activity Index	Sponsorship Activity Index
cookies variety pack ...	43,620	3,759	1,670	1,184	168	312	425	∅
soft cookies ...	7,709	3,736	1,658	1,099	168	389	414	8
chips ahoj cookies ...	12,304	3,709	1,715	1,094	176	297	427	∅
protein cookie ...	8,045	3,683	1,706	1,088	170	312	407	∅
coconut cookies ...	7,084	3,598	1,657	1,085	182	317	357	∅
cookies individually wrapped ...	21,179	3,560	1,662	986	185	311	415	1
nutter butter cookies ...	22,542	3,545	1,657	922	201	364	401	∅
organic cookies ...	6,440	3,540	1,630	1,119	156	252	379	4
sugar free cookies ...	40,318	3,492	1,691	885	237	260	416	3
milano cookies ...	23,946	3,451	1,729	702	264	325	428	3
cookies bakery ...	8,444	3,448	1,746	734	255	300	389	24
oatmeal cookies ...	21,933	3,439	1,569	955	168	366	379	2
protein cookies ...	28,555	3,437	1,656	961	190	221	403	6
made good cookies ...	10,996	3,412	1,708	775	165	350	412	2
macaroons cookies to eat ...	4,520	3,411	1,693	725	296	294	403	∅
butter cookies ...	21,407	3,397	1,650	843	226	283	391	4
sugar cookies ...	13,260	3,389	1,680	894	227	176	401	11
grandma's cookies ...	22,180	3,387	1,681	897	227	176	401	11

Sponsorship Activity by Brand

Brand	Total Sponsorship Activity	Sponsorship Activity Index	Sponsorship Activity Index	Sponsorship Activity Index	Sponsorship Activity Index	Sponsorship Activity Index	Sponsorship Activity Index
OREO ...	94,408	36,700	25,241	637	11,251	23,010	8,820
DAVID'S COOKIES ...	48,650	15,350	7,109	∅	5,936	8,974	30
CHIPS AHOY! ...	33,280	18,297	7,455	∅	7,528	∅	∅
RIP VAN WAFELS ...	24,269	11,859	7,291	3,461	1,008	650	∅
ANN CLARK COOKIE CUTTERS ...	16,477	4,089	2,949	1,130	3,827	4,468	14
LENNY & LARRY'S ...	16,445	10,136	4,874	268	1,167	∅	∅
DULCET GIFT BASKETS ...	16,251	6,857	731	∅	796	7,781	86
MICHEL ET AUGUSTIN ...	15,999	3,695	3,836	6,404	321	1,672	71
YAFA ...	12,851	803	14	∅	1,418	10,616	∅
SIMPLE MILLS ...	12,499	8,553	3,500	92	211	143	∅
BAUDUCCO ...	11,952	6,380	1,151	4,379	42	∅	∅
EMMY'S ORGANICS ...	11,654	3,906	1,031	∅	2,618	4,099	∅
HAZEL & CREME ...	10,246	5,795	421	991	523	2,499	17
PARTAKE FOODS ...	9,988	3,560	5,423	206	270	488	41
BARNETTS FINE BISCOTTI ...	9,615	3,853	2,903	1,471	347	909	132

Search for the Opportunities

Sponsored Keywords

Keyword	Items	Brands	Avg Monthly Search Volume	Sponsorship Activity
cookies individually wrapped ...	11	6	22,782	82
oatmeal cookies ...	20	10	21,857	122
cookie butter ...	12	9	21,691	43
butter cookies ...	14	9	20,992	81
siete cookies ...	20	11	20,679	117
keto cookies ...	30	11	20,365	275
wafer cookies ...	10	3	20,052	39
biscoff cookie butter ...	3	2	19,644	8
girl scout cookies ...	20	12	19,445	102
famous amos chocolate chip coo...	37	22	19,146	292
walkers shortbread cookies ...	10			
peanut butter cookies ...	19			
lemon cookies ...	14			
cookie monster ...	2			
lotus biscoff cookies ...	23			
misfortune cookies ...	8			
vegan cookies ...	38	10	15,476	337

Only 6 Brands Competing

Good Search Volume

Low Sponsorship Activity

Measure Your Progress (SOV, ACOS, TACOS, TROAS)

Share of Voice

Sponsored Share of Voice

20.4%

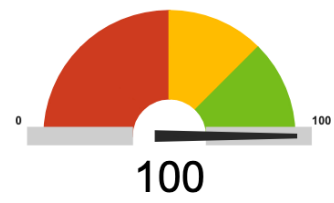
▼ -11% vs Prior Period

Sponsored Share of Voice (ATF)

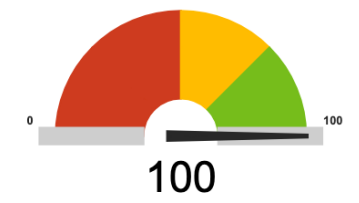
19.1%

▼ -24% vs Prior Period

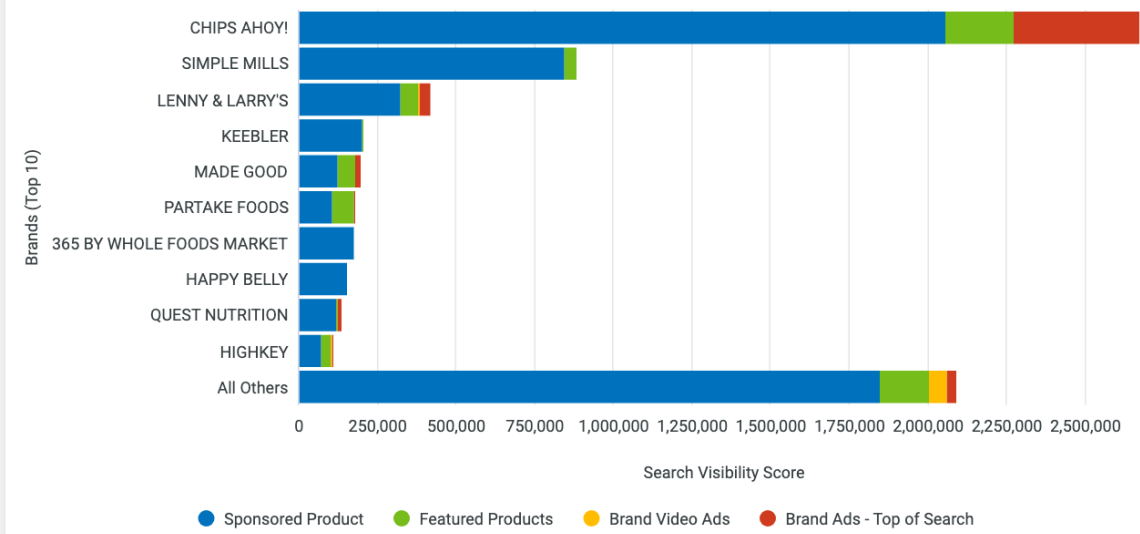
Sponsored Search Visibility Benchmark



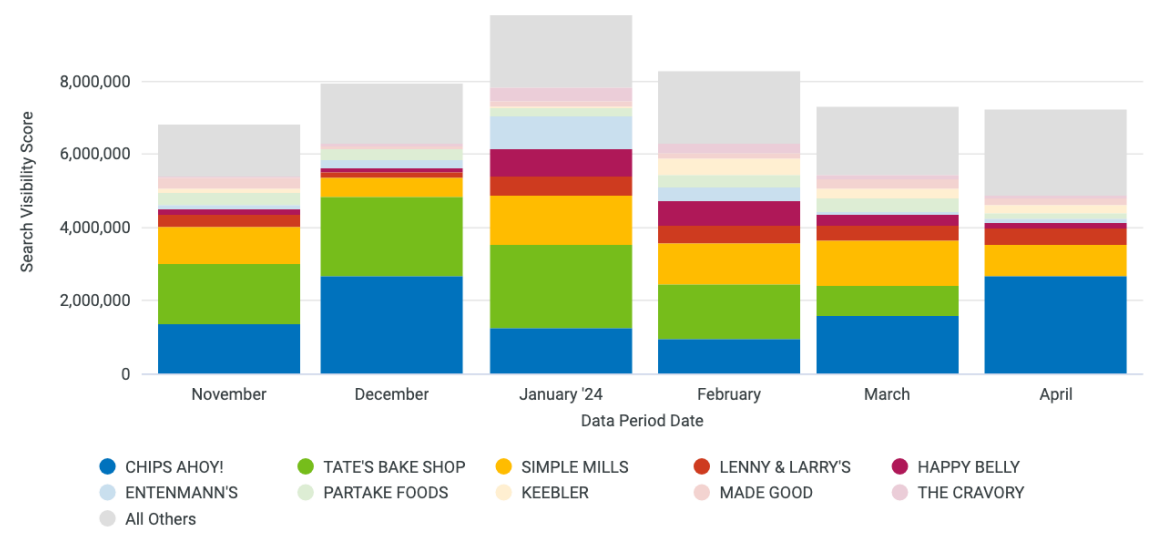
Sponsored Search Visibility Benchmark (Last 6 ...)



Top Brands in Sponsored Search



Top Brands in Sponsored Search (6 Month Trend)



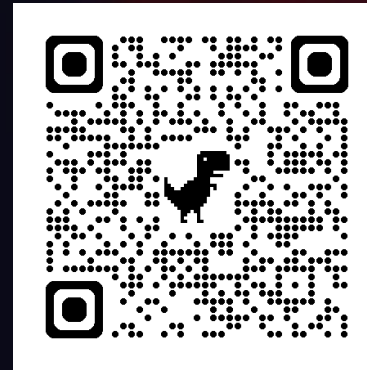
Recap



MEASURE

THANK YOU
THANK YOU
THANK YOU

Check out our thought leadership
Marsunited.com



Get a 2-week
free trial



Connect with me
on LinkedIn