Top Down: A Strategic look at Amazon

Do you know what Amazon’s strategic bets mean for you?
Amazon continues its relentless drive to ‘convenience, selection, and value’

**Grow Prime**
- Widen Prime’s audience
- Emphasize member exclusivity
- Add value to Prime

**Drive omnipresence**
- Build device and voice platforms
- Innovate in omnichannel
- Transform fulfillment

**Build the ecosystem**
- Build baskets
- Broaden categories
- Aid product discovery on site
- Develop key pillars beyond retail

Source: Kantar
Amazon is leveraging partners to accelerate into new spaces

Grow Prime
Collaborating with brands, social platforms and media partners to broaden the Prime appeal

Drive omnipresence
Incorporating more physical touchpoints into its ecosystem through partnerships with offline retailers

Build the ecosystem
Getting serious about fashion with new luxury platform, and working with brands to expand the Amazon offering

Source: Kantar
Be proactive in responding to Amazon’s strategic moves

**Grow Prime**
- Ensure delivering value
- Target key life-stages
- Broaden Prime’s reach
- Reinforce the value of Prime

**Drive omnipresence**
- Connect with physical touchpoints
- Create unique in-person experiences
- Prepare integrations in grocery
- Embrace new fulfilment incentives
- Audit your mobile presence
- Define and build a voice strategy

**Build the ecosystem**
- Optimal presence and integration
- Innovate across value chain
- Drive sustainability in new ways
- Go beyond standard promo plans

Source: Kantar
Bottom Up:
A Tactical Deep Dive into Amazon

Do you know where your Buy Box has gone?
Lost Buy Box: Bad for Conversion, Margin, and long term success on Amazon
LBB%: One of the 5 critical measures of success on Amazon

**Growth:**
- Net Revenue YoY %

**Profitability:**
- NetPPM%

**Core**

**Content:**
- Content Health Score

**Availability:**
- RepOOS%

**Pricing & Channel Management:**
- Lost Buy Box%

**Opportunity**
Be proactive in managing the input levers that drive LBB%

Own the Route to Market

- Pay close attention to where your products are being sold
- Beware, some routes to Amazon can be subtle but impactful

Channel Scoped Strategies

- Strategically set Net Cost Prices for the benefit of the channel
- Have all teams (on & offline) plan and execute promotional activity carefully

The art of saying “No”

- Leverage your existing portfolio to mitigate retailer price matching wars
- Look beyond your current SKUs for ways to meet online shopper needs
Thank you… and good luck on your digital commerce journey

If you were unable to attend Kantar’s ‘Digital Leadership for the New Decade’ Conference, you can purchase it on-demand here or by emailing events@kantarconsulting.com

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