

KANTAR

Winning in Pureplay and 3P Marketplaces

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Malcolm Pinkerton



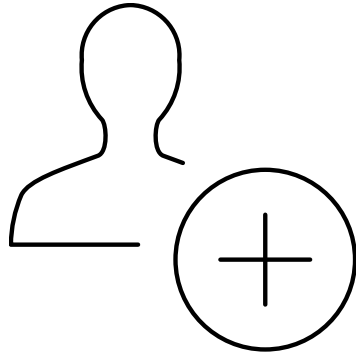


Top Down: A Strategic look at Amazon

Do you know what Amazon's
strategic bets mean for you?

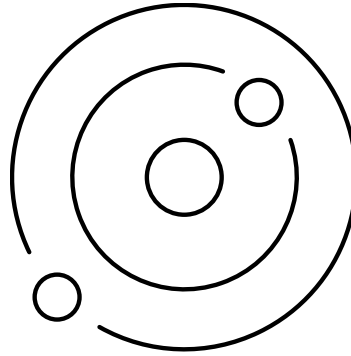
Amazon continues its relentless drive to 'convenience, selection, and value'

Grow Prime



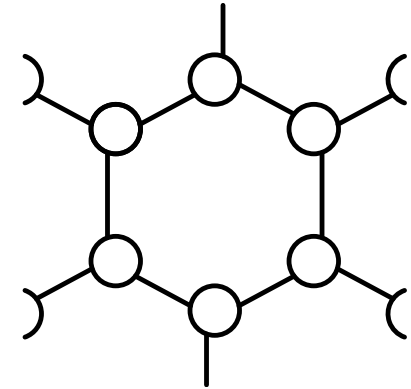
- Widen Prime's audience
- Emphasize member exclusivity
- Add value to Prime

Drive omnipresence



- Build device and voice platforms
- Innovate in omnichannel
- Transform fulfillment

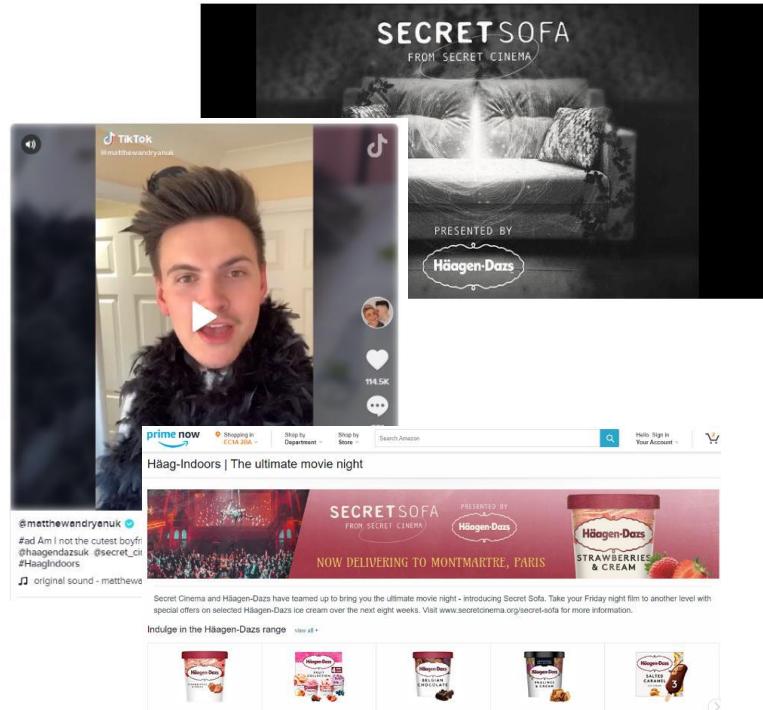
Build the ecosystem



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

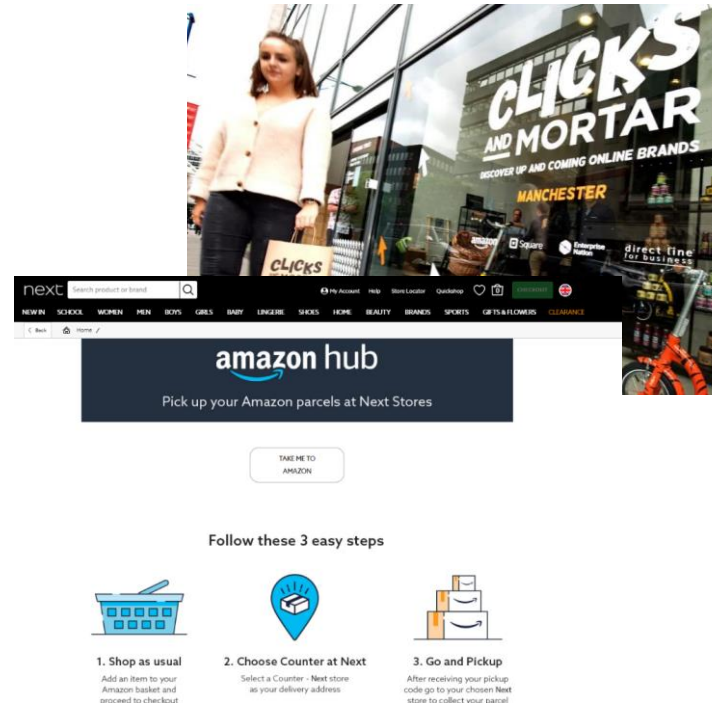
Amazon is leveraging partners to accelerate into new spaces

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

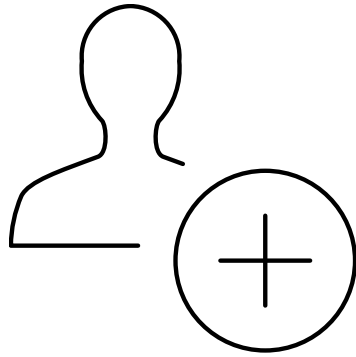
Build the ecosystem



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

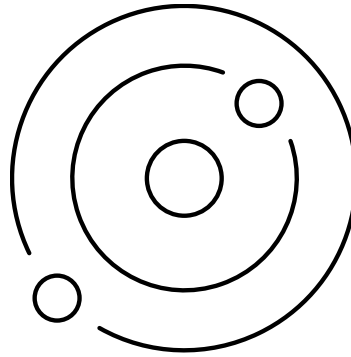
Be proactive in responding to Amazon's strategic moves

Grow Prime



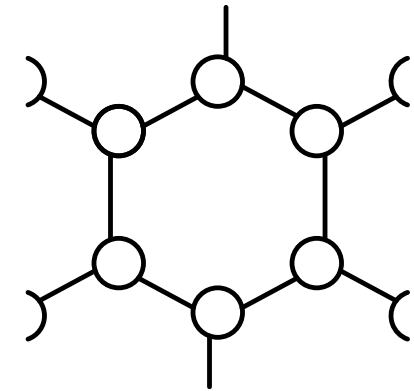
- Ensure delivering value
- Target key life-stages
- Broaden Prime's reach
- Reinforce the value of Prime

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



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

amazon.co.uk

Electronics & Photo

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Hello, James

Account & Lists

Returns & Orders

Your Prime

1 Basket

Fresh

Gift Ideas

Today's Deals

Shopper Toolkit

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Fashion

Shop New Arrivals

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Deals

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Connections

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Headphones Form

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Wireless

1

Silver

Wireless

Aluminium

Over Ear

Share

Buy new: £229.61

✓prime FREE One-Day

FREE delivery: Tomorrow

Order within 9 hrs 58 mins Details

In stock.

Quantity: 1

Add to Basket

Buy Now

Secure transaction

Sold by Demiah1987 and Fulfilled by Amazon.

Add Extra Protection? Check if this cover meets your needs:

☐ 2 year Accidental Damage & 1 year Breakdown insurance for £25.59

☐ Add gift options

Buy used: £177.58

Buy new: £229.61

✓prime FREE One-Day

& FREE Returns

In stock.

Quantity: 1

Add to Basket

Buy Now

Secure transaction

Sold by Demiah1987 and Fulfilled by Amazon.

Add Extra Protection? Check if this cover meets your needs:

☐ 2 year Accidental Damage & 1 year Breakdown insurance for £25.59

☐ Add gift options

Buy used:

Other Sellers on Amazon

£229.00

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Sold by: TVA Tech

Add to Basket

£249.00

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Sold by: SKY WISH

Add to Basket

£259.00

✓prime

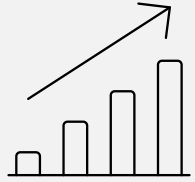
Sold by: Amazon

Add to Basket

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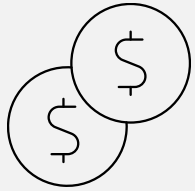
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LBB%: One of the 5 critical measures of success on Amazon



Growth:

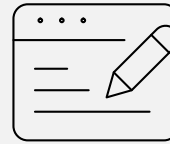
- Net Revenue YoY %



Profitability:

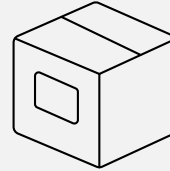
- NetPPM%

Core



Content:

- Content Health Score



Availability:

- RepOOS%



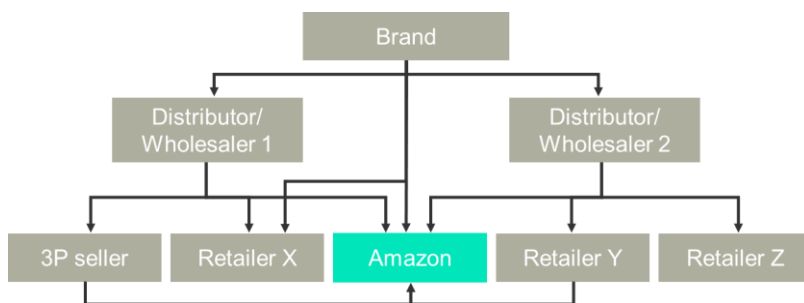
Pricing & Channel Management:

- Lost Buy Box%

Opportunity

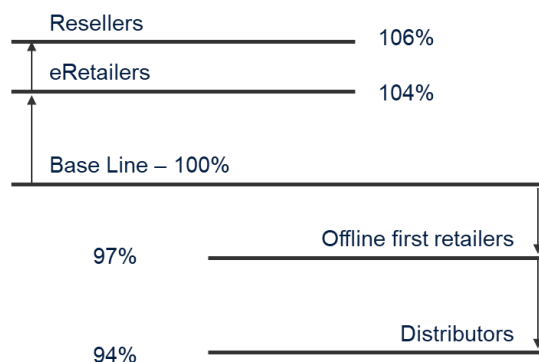
Be proactive in managing the input levers that drive LBB%

Own the Route to Market



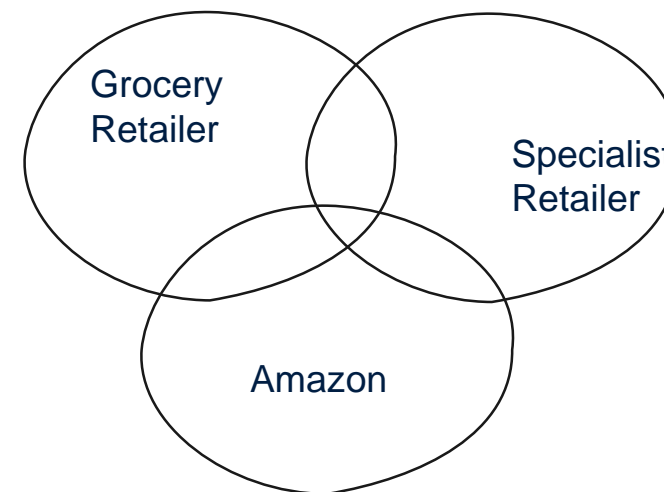
- Pay close attention to where your products are being sold
- Beware, some routes to Amazon can be subtle but impactful

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

A close-up photograph of two hands against a black background. The hand on the left is holding a wooden baton, while the hand on the right is open and reaching towards it, suggesting a handover or a passing of a torch.

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Thank you... and good
luck on your digital
commerce journey

If 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

Or to find out more contact: james.spiers@kantar.com