

Secrets to Retail Media Success

Strategies for Advertising on Amazon, eBay and Walmart

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There's no question about it. If you want to get your products in front of purchase-ready shoppers, retail media advertising is crucial. The latest stats alone are enough to warrant a full-fledged multi-channel strategy.

The only problem? As consumer demand grows, so does the competition.

There are now [1.5 million active sellers](#) on Amazon, after 389,000 new sellers opened accounts in 2021. Walmart Marketplace [doubled in size](#) following a surge of 50,000 new sellers, and eBay continues to attract highly competitive brands like [Razer](#) and [Clarks](#).

Where there's a will, there's a way to list products on marketplaces. And millions of brands and retailers are doing just that. The only question left is...

How can you get your listings to stand out?

That's where retail media advertising comes in. Competing on these increasingly crowded channels may sound like an impossible feat. But with the right strategies in place, it's possible to perform exceedingly well. Many brands and retailers have managed to [increase revenue as much as 422%](#) — simply by developing the right retail media strategies.

In this quick-start guide, we look at proven best practices for three of the most prominent (and promising) marketplaces for brands and retailers.

Ready to get started? Let's dive right in.



An estimated [45%](#) of surveyed consumers say they shop on Amazon more frequently now than they did prior to the 2020 pandemic, and [33%](#) are spending more time on sites like eBay and Zalando.



Amazon Prime Day 2021 sales hit [\\$11.19 globally](#), [up 7.6% than last year's Prime Day](#), and more digital revenue than Thanksgiving Day as well as Saturday and Sunday of the Cyber 5 weekend in 2020.



Meanwhile, Walmart's e-commerce business grew [37%](#) in Q1 of the retailer's fiscal year 2022, ended April 30. And eBay closed out 2020 with [185 million](#) active buyers, an increase of 11 million in a matter of months.

Advertising on Amazon

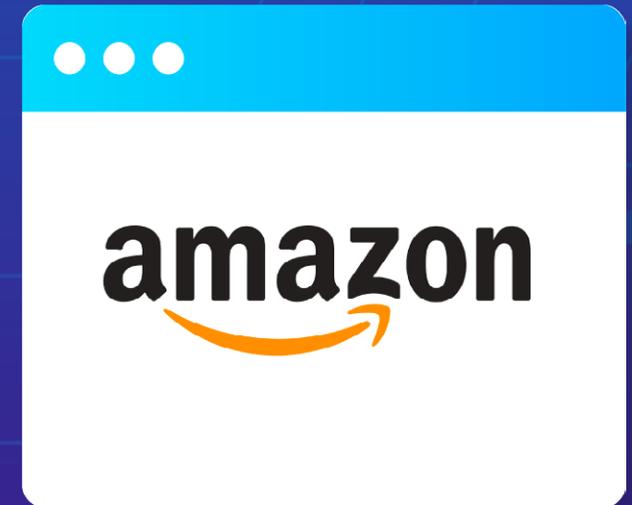
After months of accelerated e-commerce growth, this marketplace giant is playing an even bigger role in consumers' day-to-day lives.

With Amazon Advertising, your products have a greater chance of being seen by thousands of online shoppers at the moments they're ready to buy.

- In 2020, Amazon's sales grew 44%¹
- Forecasted share of US ecommerce sales 40.4%²
- Third-party sellers sold roughly \$295 billion, a 47% increase from the previous year³

With Amazon Advertising, your products have a greater chance of being seen by thousands of online shoppers at the moments they're ready to buy.

The opportunities on Amazon are tremendous. But to realize your full profit potential, a strong Amazon Advertising strategy is essential.



Best Practices for Amazon Advertising

If you're relatively new to advertising on Amazon, the options can be overwhelming at first. However, the main thing to remember is that diversity is key. By using different ad formats, you can help ensure your products will be seen at various stages of the buying journey — whether people are still browsing for ideas or know exactly what they need.

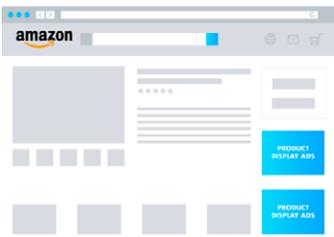
Successful brands and retailers typically use a mix of all major ad formats available to them:



Sponsored Products: These keyword-targeted, cost-per-click (CPC) ads are designed to promote individual listings and drive traffic to product detail pages. They're shown to shoppers who are actively searching for terms associated with a particular product, and appear alongside or above organic search results. Because they target keywords associated with your product, Sponsored Products typically give you higher-quality clicks on your listings — and can yield a much higher ROI than many other cost-per-click programs.



Sponsored Brands: Available to third-party retailers enrolled in the Amazon Brand Registry program, Sponsored Brands can help you reach consumers who are browsing but might not yet know what they want to buy. By targeting generic keywords such as “running shoes” or “smartphone case,” you can help drive traffic to your Amazon Store for the full brand experience. These ads are often found above the search results, and can be a great way to introduce your product line to shoppers when they're looking to discover new products and brands.



Sponsored Display Ads: These ads let you target shoppers, both on and off Amazon, who have previously viewed your products. They can be used to deliver highly relevant ads to consumers with certain interests, or to shoppers who are actively viewing specific items. And because these ads are automatically generated from the information on your product detail pages, they're remarkably easy to set up.

Best Practices for Amazon Advertising

So, what combination of different ad types will yield the best results for your products? It depends — on your products, your categories, your revenue goals and, if you sell on Amazon's international marketplaces, your target geographic markets.

As you fine-tune your campaigns, use these best practices to find the right mix:

- Start small and build**
If you're new to advertising on Amazon, start with some of your more popular products and use them to test what's working. Once you have a comfortable gauge on ad spend and ROI, expand your strategy.
- Test different combinations**
Experiment with various combinations of Sponsored Products, Sponsored Brands and Sponsored Display ads to discover what works best. And take advantage of optimization features at your fingertips, such as dynamic bidding and targeting by the Amazon Standard Identification Number (ASIN), to help streamline the process.
- Protect against predators**
Does a competitor's product show up when you search for your product? If so, that competitor is bidding on your brand terms. To stop your competitors from distracting your consumers, bid up on any necessary brand-related terms.
- Give branded words their own campaigns**
Often, sellers will include both branded and non-branded keywords in the same ad campaign. But this practice can lead to overspending since there are huge performance differences between these two types of search terms. Be sure to separate them into their own campaigns to stay in control of your bidding.

Wondering what kinds of results you can expect with the right Amazon Advertising campaigns?

\$100K
from Sponsored Products

Read the [Ames Walker](#) success story

141%
more sales

Read the [Basco](#) success story

150%
YoY growth

Read the [ASICS](#) success story

These are just a few of the many achievements ChannelAdvisor Managed Services for Amazon Advertising has helped brands and retailers achieve. And we can do the same for you.

[Request a free advertising analysis](#) to have our e-commerce experts take a look at your accounts and find opportunities for more sales and revenue today.

Advertising on eBay

Amazon may be the biggest marketplace game in town, but it's certainly not the only one. For many brands and retailers, eBay plays an equally important role in e-commerce strategies.

Within one year:

- eBay's global GMV increased by \$14.5bn (*that's more than the marketplace's growth in the previous seven years combined*)¹
- Net revenue for eBay's global marketplaces, which comes from the fees paid by sellers, increased 27.7%²

In other words...

eBay continues to offer immense e-commerce potential for retailers. But with [ad revenue increasing as much as 64%](#) in a single quarter, it's tougher than ever to secure top spots in product search results. To ensure your products stand out on this fast-growing marketplace, the right advertising strategies are key.

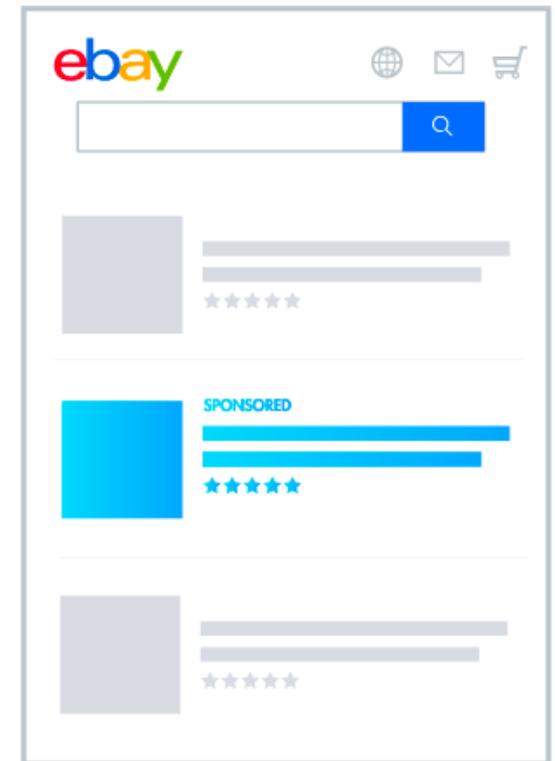


Best Practices for Promoted Listings

Optimizing your product listings is essential — but it won't guarantee that your items get found. That's where eBay Promoted Listings come in. These ads help ensure your products are seen by millions of active buyers as they're browsing, and can [boost visibility by up to 36%](#). They're available to “above standard” and “top-rated” sellers with recent sales activity, and work on a product-based bidding structure. Best of all: If you don't sell, you don't pay. You're only charged when a buyer clicks on your promoted listing and purchases the item within 30 days.

When getting started with Promoted Listings, several key tips can help you make the most of every campaign:

- **Reflect your goals:** First, decide what you want to achieve. Then set up your campaigns to reflect those goals. Not sure how to begin? Try focusing on specific categories, price ranges or seasons to identify milestones in key areas for your brand.
- **Optimize your content:** Accurate content will help ensure your ads lead to actual sales and revenue. Competitive content, relevant keywords and crisp, clear photos with white or transparent backgrounds can go a long way in making your promoted listings stand out.
- **Use recommendations:** If you see listings flagged as “recommended” when launching a campaign, these can be a great place to start. Recommended listings tend to have a high potential of performing well based on the latest trends and buying behaviors.



Advertising on Walmart

Like Amazon and eBay, Walmart Marketplace has been experiencing tremendous growth in recent years. The US-based retail giant:

- Unique Walmart.com visitors total 100 million each month ¹
- Watched e-commerce business grow 79% in a single fiscal year ²

As the marketplace continues to attract more shoppers, the company's retail media business is accelerating, too. According to one recent analysis, Walmart's [search ad revenues are expected to increase an astounding 70%](#). So if you advertise on Walmart, it's time to prepare for some stiff competition. Which means you'll need some robust tools to connect with consumers on this channel.

That's where Walmart Connect comes in.

How to make the most of every Walmart Connect opportunity

As the company's media management arm, Walmart Connect provides an array of specialized marketplace advertising tools to help third-party sellers and it is poised to become a top [ten advertising platform](#).

The best way to take advantage of all Walmart Connect has to offer is to leverage [Walmart Advertiser Partners](#) — an API program created to connect advertisers with approved platforms. These platforms are an ideal choice for brands and retailers that want to maximize their ad spend but have limited time.

Ready to get started with Walmart Connect?

ChannelAdvisor was Walmart Marketplace's first-ever launch partner. And now, it's a preferred Walmart Advertiser partner, too.

Walmart sellers can save valuable time and resources by leveraging ChannelAdvisor's powerful automation tools. Automate keyword selection and bidding, perform bulk actions, apply performance-based ad rules and more.

Start advertising on
Walmart today.

[CONTACT US](#)



Streamline all of your retail media advertising. In one central platform.

It's no longer enough to simply list products on e-commerce marketplaces. To maximize your profit potential, you'll need a strong retail media strategy, too. Take it one campaign at a time, and soon you'll be on your way to more sales and revenue than you may have ever thought possible.

ChannelAdvisor unifies your retail media activities in one simple, central e-commerce location. With direct connections to the industry's most powerful players, this robust platform is the key to success for many of the world's highest-performing brands and retailers.



Amazon Advertising

Unify Sponsored Products, Sponsored Brands and Sponsored Display ads into one powerful strategy



Walmart Advertising

Make the most of Walmart Connect to increase brand visibility and maximize spend



eBay Advertising

Use powerful automation tools to scale Promoted Listing campaigns with ease



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