

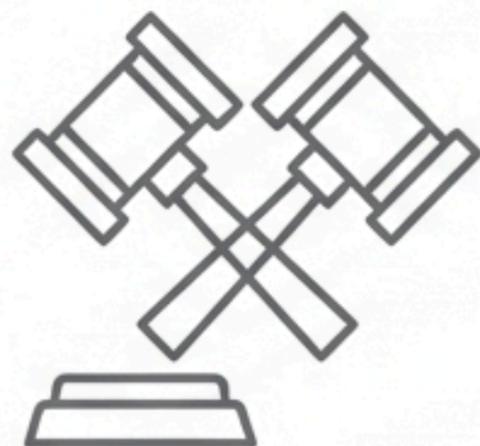
Amazon Isn't a Retail Channel. It's an Intent Intelligence Engine.

A strategic proposition for non-endemic brands seeking to unlock pre-search customer demand.

The High-Value Audience You're Missing

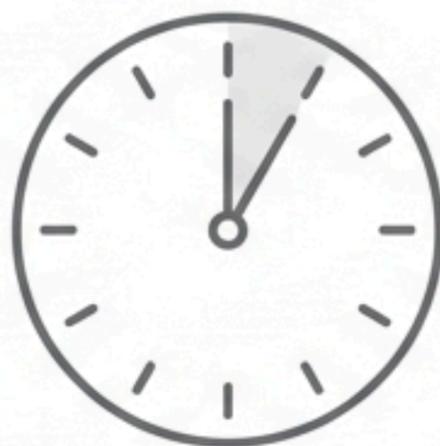
Most media strategies are reactive. They target customers based on declared demand (what they search for on Google) or scaled attention (who they are on Meta).

The Challenge:



High Competition

Bidding on high-intent search terms is expensive and crowded.



Late to the Game

By the time a customer searches, their consideration set may already be formed.



Imperfect Proxies

Social targeting relies on interests and demographics, not true purchase intent.

The Strategic Question: How can we influence high-value decisions before the search bar, when minds are still open?

Amazon is the UK's Most Powerful Intent Platform

~80%

Percentage of UK households reached via the Amazon DSP, offering unparalleled scale.

£7bn+

The forecasted size of the UK retail media market by 2028, with Amazon as the dominant player.

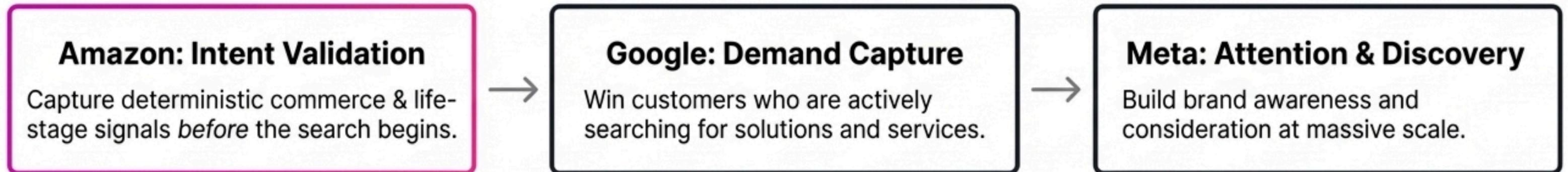
1st

Amazon's position as a source of deterministic, first-party data across shopping, streaming (Prime Video), audio, and devices.

Key Takeaway: Amazon offers a density of real-world behavioral signals that no other platform can replicate.

Unlock Pre-Search Intent: The Amazon Intelligence Engine

How non-endemic brands can reach high-value customers **before** they declare their intent on search and social.



1. Unrivaled Intent Data

Access deterministic first-party data to identify real decision-making moments like life-stages (new parents, home movers) and high-value purchase research.

2. Full-Funnel Activation

Use Amazon DSP to reach these audiences at scale across CTV, online video, and premium display—on and off Amazon. You don't need to sell on Amazon to use its intelligence.

3. Incrementality Measurement

Move beyond last-touch attribution. Measure true brand lift, incremental reach, and the view-through impact to validate your entire media mix.

The Strategic Role: A Multiplier for Your Media Mix

Amazon is not a **replacement for Google or Meta**. It is the **intent validation layer** that makes your entire advertising ecosystem more intelligent and efficient.

Pillar 1: Activating on Real Decision Moments, Not Proxies

Amazon's data is deterministic, not modeled. It's based on what people actually do, browse, and buy.

Types of Signals We Can Activate:



- **Life-Stage Signals**

Target audiences based on real-world events. (e.g., 'Home Movers' who are buying moving boxes and researching furniture; 'New Parents' buying diapers and baby supplies).



- **High-Value Purchase Research**

Identify users actively considering significant purchases. (e.g., researching high-ticket items like appliances, electronics, or home improvement tools).



- **Lifestyle & Spend Proxies**

Reach audiences based on their spending habits. (e.g., 'High-Value Households,' 'Subscription Households,' 'Prime Members').

Result: This allows for more relevant and timely reach than traditional interest-based or contextual targeting.

Intent Signals in Action: Financial Services

For banks, insurers, lenders, and fintechs, Amazon signals represent key moments of financial decision-making before a search for a financial product ever occurs.



Insurance

Reach 'New Parents' and 'Home Movers' with relevant life and home insurance products before their renewal periods.



Banking

Engage 'High-Value Households' and 'Subscription Households' with premium banking services, savings accounts, and credit card switching offers.



Loans & Credit

Target users actively researching 'high-ticket items' (like cars or home appliances) with relevant loan and credit financing options.

Intent Signals in Action: Home Improvement & Services

For utilities, installers, insurers, and home retailers, Amazon signals identify active home decision-makers at the exact moment of need.



Utilities & Energy

Target households purchasing “new large appliances” or researching home systems with offers for energy plans or smart home integrations.



Home Services

Reach active ‘DIY and renovation researchers’ (users buying tools, paint, flooring) before they select a contractor or supplier.

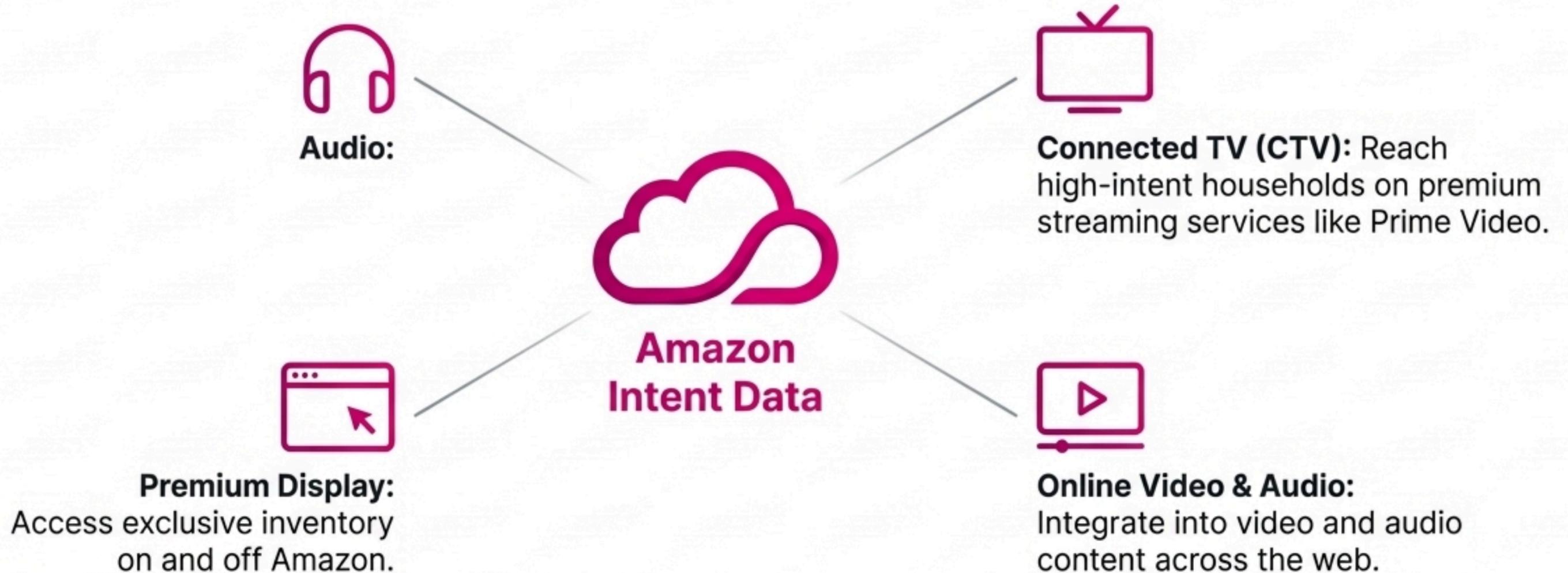


Insurance & Warranties

Engage homeowners purchasing “high-value home items” with relevant extended warranties or contents insurance policies.

Pillar 2: Full-Funnel Activation Beyond Amazon.com

Amazon's intelligence is portable. The Amazon DSP allows you to reach your target audience wherever they consume media.

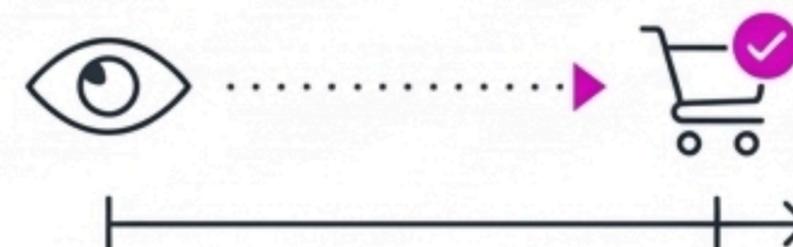
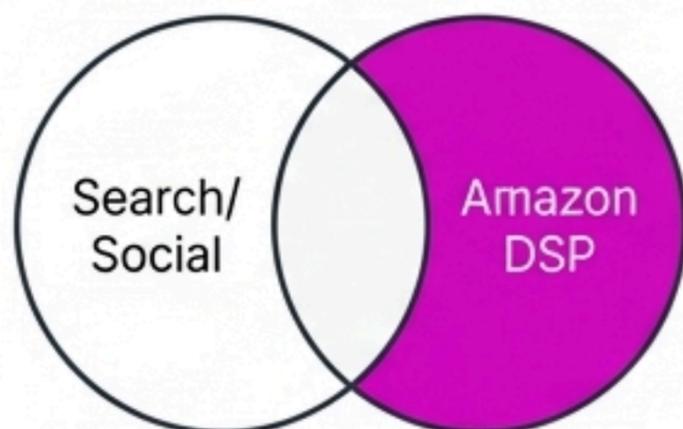
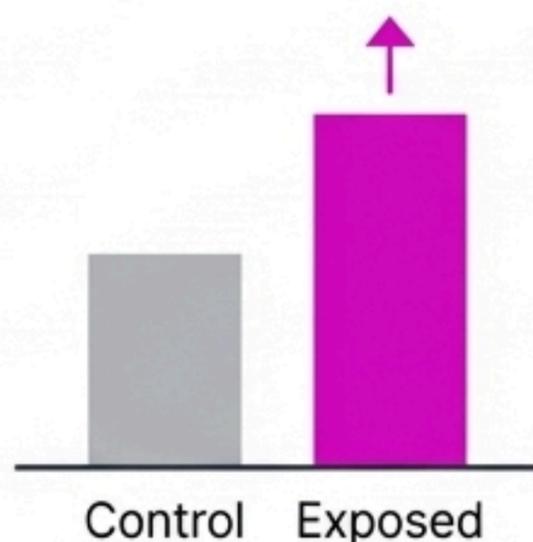


The Bottom Line: Brands can use Amazon's first-party data intelligence without ever selling a single product on Amazon.

Pillar 3: Incrementality-Led Measurement to Prove True Impact

The Problem with Last-Touch: Traditional attribution models fail to capture the full value of upper-funnel activities that influence later conversions.

The Amazon Solution: A Measurement Truth-Set



Brand & Consideration Lift

Measure how exposure to your ads impacts brand awareness and purchase consideration through controlled studies.

Incremental Reach

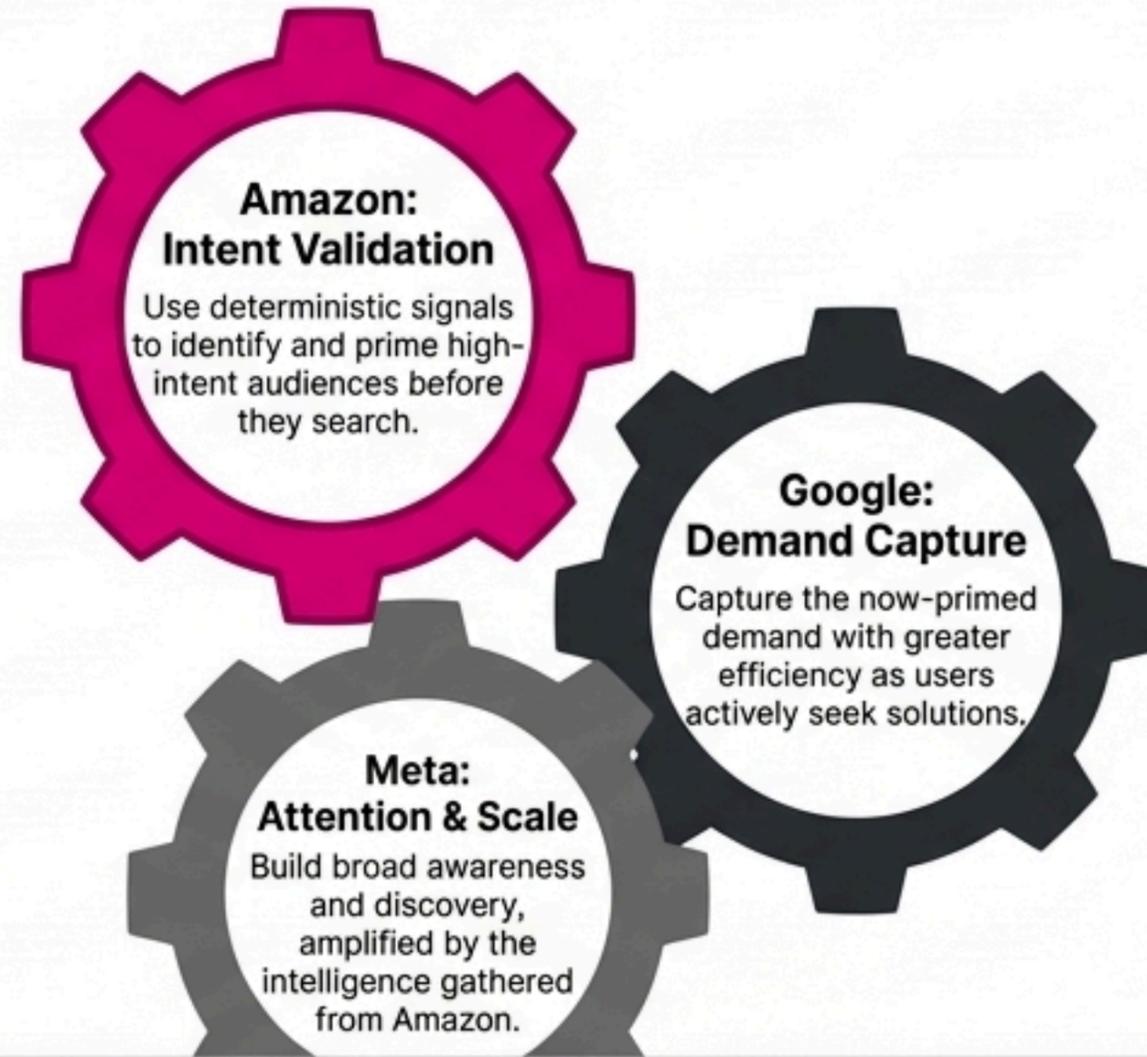
Prove you are reaching unique audiences that your other channels (like search and social) are missing.

View-Through Impact

Quantify the off-site impact of your Amazon DSP campaigns, validating how they contribute to overall business goals.

Strategic Outcome: Validate and optimize the efficiency of your entire media mix, not just a single channel.

The Winning Strategy: A More Intelligent Media Mix



The Agency POV

Amazon is not a replacement. It is the **intent validation layer** that makes your search and social investments work harder, driving incrementality and efficiency across the entire ecosystem.

Creative Strategy: Designed for Intent, Not Retail

Messaging should move away from product-and-price and towards problem-and-solution.

Creative Best Practices



Benefit-Led Messaging

Focus on solving the customer's underlying need, informed by their life-stage or purchase research.



Contextual Relevance

Align creative with the behavioral signal. (e.g., Message to home movers about setting up new services).



Video-First & Sequential Storytelling

Use video to tell a compelling story and guide users through the consideration journey.



Avoid: Hard-sell, price-led, or catalogue-style creative that feels like a retail ad.

Why Partnership Unlocks Value

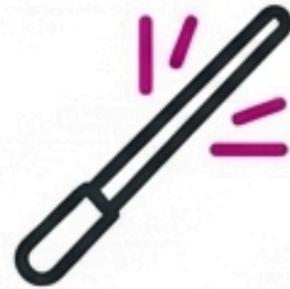
Amazon's platform is powerful but requires strategy, not just self-serve execution, to maximize its potential for non-endemic brands.

How We Unlock Value (The Agency Role):



Strategy & Translation

We translate raw commerce data into a coherent communications strategy that aligns with your business goals.



Orchestration

We orchestrate Amazon's role within your broader media mix, ensuring it complements and enhances your search, social, and CTV efforts.



Incrementality Frameworks

We own the measurement and learning agenda, moving beyond platform metrics to prove true business impact.



Governance & Scale

We provide the expertise and oversight needed to manage investment effectively and scale campaigns intelligently.

Our Proposition

“We don’t just buy Amazon media — we unlock Amazon intelligence.”

We transform Amazon into a core strategic layer of your media mix; an intent engine that multiplies performance across all your channels.

