

From MMM Insights to Actions

Increase Brand Sales by Unlocking the Optimal Amazon Media Mix

The quest for *next*
Find your next growth opportunity



Thank You For Joining Us
***From MMM Insights to Actions:
Optimize Sales by Unlocking the
Best Amazon Media Mix*** with
Nisha Kumari, Mitchell Fernald, and
Bianca Piluso

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What industry experts are saying...

“Brands are increasingly looking to understand the impact of their media on both online and offline sales.”

“In today's multifaceted marketing landscape, it is challenging to understand how all the elements contribute to sales growth precision and clarity. Leaders need to make informed decisions amidst evolving customer behaviors and multiplying channels.”

From insights to action

Company

Cetaphil, a dermatologist-recommended skincare brand specializing in sensitive skin solutions.

Challenge

The brand was looking to identify the key drivers of sales across online and brick & mortar retailers.

Goal

Identify the optimal media mix to influence upcoming media plan and determine return on spending for Amazon.



Key issues



Understand what executions are driving **incremental dollars**

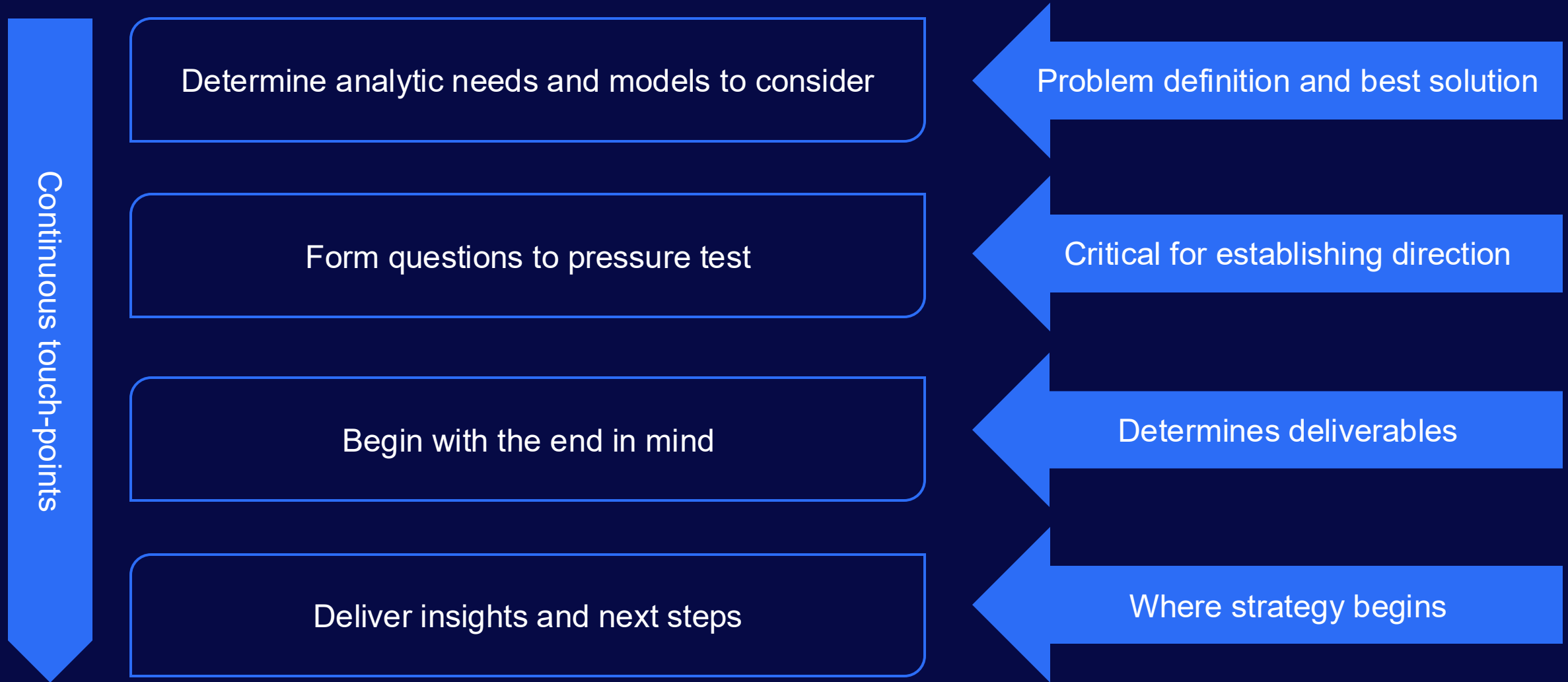


Quantify **media effectiveness** to make more **strategic** spending decisions



Create a media plan that is **optimized** for growth

The process



Key Questions

What is the impact of Cetaphil's increased investment in Amazon media?

Does Cetaphil see an impact in other channels (ie offline) as a result of their investment?

What is the optimal media mix for Cetaphil?

Overview and Structure



Solution

In partnership with their measurement provider – NIQ, Galderma leveraged granular ads and retail signals from the Amazon MMM feed to conduct a tactic-level MMM analysis. This allowed for a precise understanding of which media tactics drove sales, enabling effective media optimization.



Results

Galderma achieved significant improvements:

- An increase of 4.2% in Amazon contribution to total sales
- A 4x year-over-year uplift in Sponsored Ads Return on Ad Spend (ROAS)
- An increased 71% relative on-Amazon sales rate, indicating strong synergy between brand-building and performance efforts.

Performance breakdown: Sponsored Products helped generate 24% of total incremental sales (up from 6% in previous year). While upper-funnel video and display investments saw +8% NTB in Year 2 vs. Year 1

+4.2%

24%

71%

71%

How this collaboration improved Galderma and Amazon's relationship

Closing Remarks

Each project must start with a vision

Clear objectives and questions

MMM is critical to determine where to strategically invest

The project path is never linear

Delivery isn't the end...it's the beginning





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