

LAVAZZA

group^m nexus

Chi sa usare davvero Amazon Marketing Cloud nell'e-commerce?

Lavazza e GroupM ne raccontano i segreti.

netcomm
FORUM



Today with you



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E-Commerce vertical spreads across several skills and capabilities

**MEDIA
MANAGEMENT**

**E-COMMERCE
MANAGEMENT**

**TECHNOLOGY
ENABLEMENT**



Offering the widest set of digital consulting services through Acceleration

**MEDIA
MANAGEMENT**

Search Advertising
Programmatic Advertising

**E-COMMERCE
MANAGEMENT**

D2C properties
Marketplaces (incl. Amazon)
Retail Media
SEO

 acceleration

**TECHNOLOGY
ENABLEMENT**

Cloud services
Measurement & Data Visualization
Digital Analytics & CRO
CRM & Marketing Automation

 acceleration

Let's debunk a common myth

Amazon & D2C data *don't converge*

Amazon & D2C channels
are to be managed separately

We disagree



You just need
Amazon Marketing Cloud

Amazon Marketing Cloud is Amazon's Clean Room.



Environment where advertisers
can access datasets without
compromising users' privacy

Clients leveraging Amazon Marketing Cloud



Total GroupM Clients



Clients leveraging Amazon Marketing Cloud



Brands:
**Lack of
awareness**

Partners:
**Lack of
skills**



How does
Amazon Marketing Cloud
work?

Amazon Marketing Cloud merges brands' first-party data with Amazon Advertising ones through hashed identifiers for aggregated and anonymous outputs

**Amazon Advertising
Dataset**

Sponsored Ads
Amazon DSP
Twitch, and more



**Brand First-Party
Dataset**

D2C data
CRM e-mails

3+1 benefits of including Amazon Marketing Cloud in your data strategy

IN-DEPTH ANALYSIS

E.g. Who are our customers?
Do they behave the same way
between Amazon and D2C?

DATA ENRICHMENT

Adding Amazon's data to
reach a unique customer
view on our CRM

CAMPAIGN OPTIMIZATION

Create new segments for
media activation

GO BEYOND THE LIMITS OF CDP TECHNOLOGY

Considering your brand's sales performance outside of the owned properties

Keeping a **holistic view** of customers allows brands to **maximize their leads' value**

A four-year data management project with Lavazza

Who should adopt Amazon Marketing Cloud and why:

Amazon-only

IN-DEPTH ANALYSES

Customer purchase behavior
& interactions

Amazon + D2C

OMNICHANNEL CUSTOMER EXPERIENCE

to define and *refine* your
loyalty strategy

MEDIA OPTIMIZATION

Up to **2x ROAS**
avg **+50%** of purchasers

Advertisers – seize this opportunity now if you have

**AT LEAST 30K OF
CONSENTED USERS
ON OWNED
PROPERTIES**

**PRODUCTS WITH
HIGH PURCHASE
FREQUENCY**

**STRUCTURED
CRM WITH
SEGMENTATION
IN PLACE**

Amazon Marketing
Cloud requires a
multi-disciplinary
team with
advanced tech
skills

CLOUD ARCHITECT

Designs the cloud architecture that will enable these specific analyses

CLOUD ENGINEER

Automates and preserves the flow of data exchange

DATA SCIENTIST

Writes queries the scripts will use for data analyses

DATA ANALYST

Reads the final data and extract insights



Thank you

Questions?

Let's grab a coffee together!

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