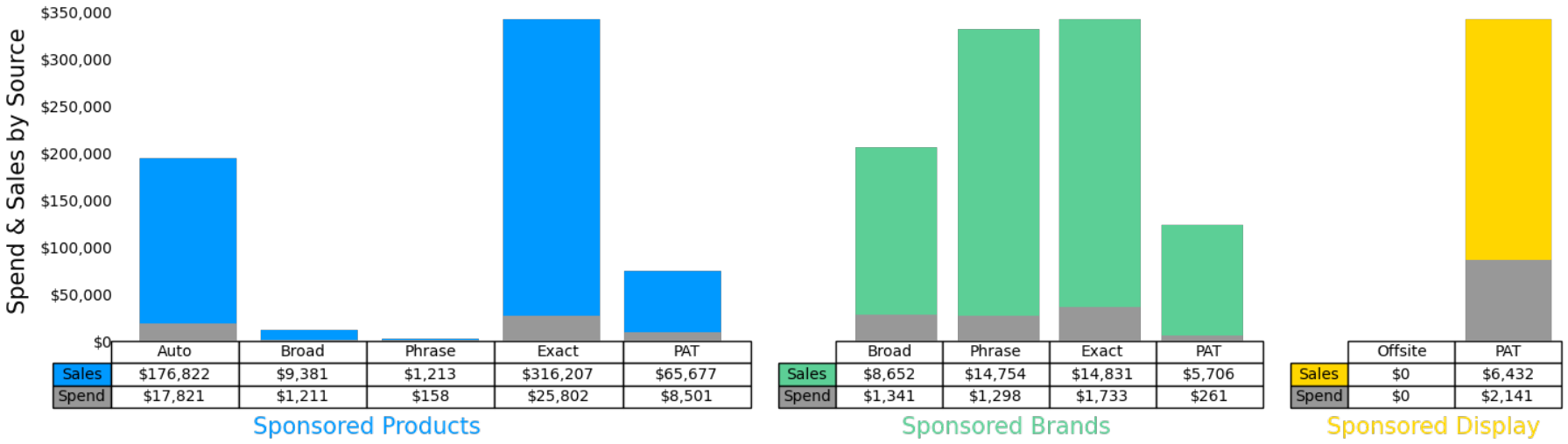
Performance Overview

AdAdvance

	Impressions	Clicks	Click Rate	Spend	Orders	Conv. Rate	Ad Sales	ACoS %
Awareness	22,842,108	79,920	0.35%	$66,680	18,160	22.72%	$620,849	10.74%
Growth								
Health								
Efficiency								



	Auto	Broad	Phrase	Exact	PAT
Sales	$176,822	$9,381	$1,213	$316,207	$65,677
Spend	$17,821	$1,211	$158	$25,802	$8,501

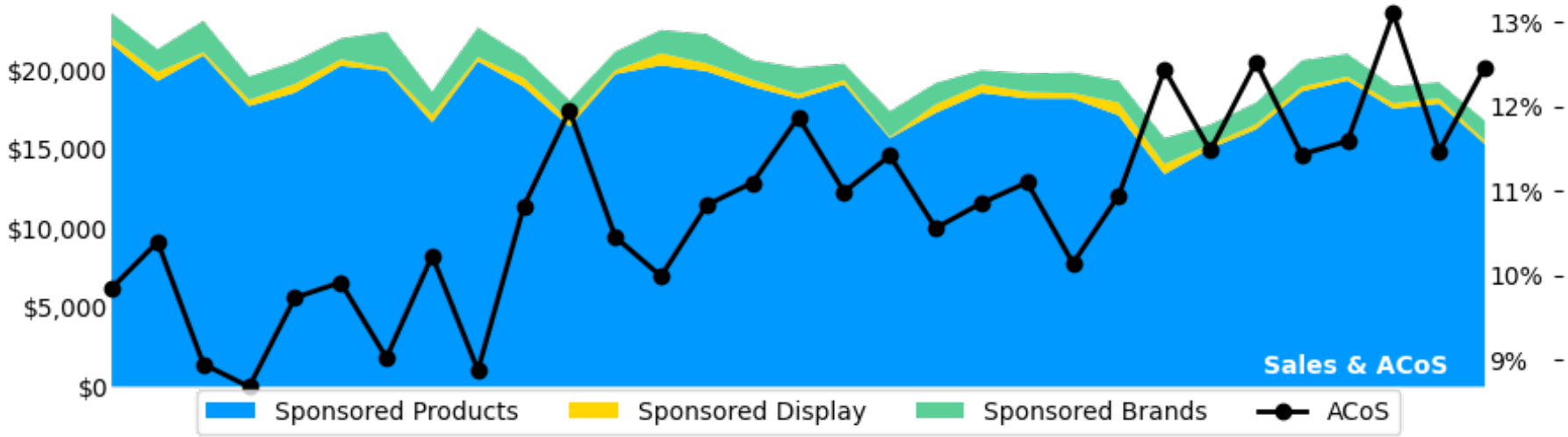
Sponsored Products

	Broad	Phrase	Exact	PAT
Sales	$8,652	$14,754	$14,831	$5,706
Spend	$1,341	$1,298	$1,733	$261

Sponsored Brands

	Offsite	PAT
Sales	$0	$6,432
Spend	$0	$2,141

Sponsored Display

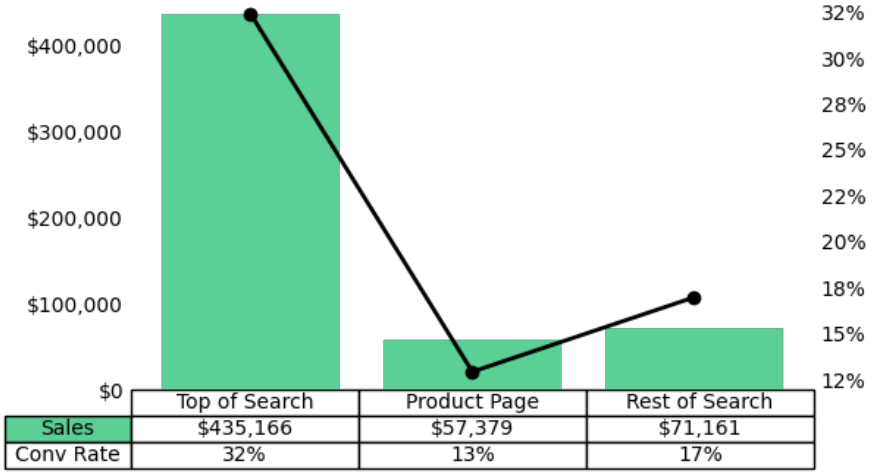


Optimization Opportunities

Targeting Performance

Category	Count	Spend	Sales	ACoS
Review Search Terms	16,776	$18,342	$298	6165%
Add Negatives	20	$279	$0	0%
Reduce Bids	1,446	$22,360	$184,452	12%
Increase Bids	2,386	$2,966	$195,433	2%
No Adjustment	1,586	$8,827	$183,368	5%

Placement Performance



Recommended Top of Search Setting: 78%

Median Top of Search Setting: 100%

Funnel Performance

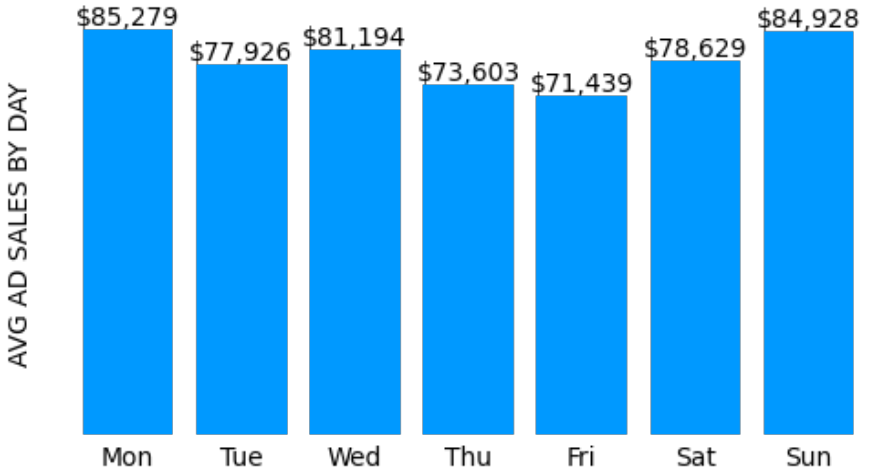
When search terms convert, they should be moved into manual campaigns where they can be bid with more control. Missing targets leads to lost exposure for high potential keywords and product targets.

902 Missing Targets

$44,201 Ad Sales

2% ACoS

Weekday Performance

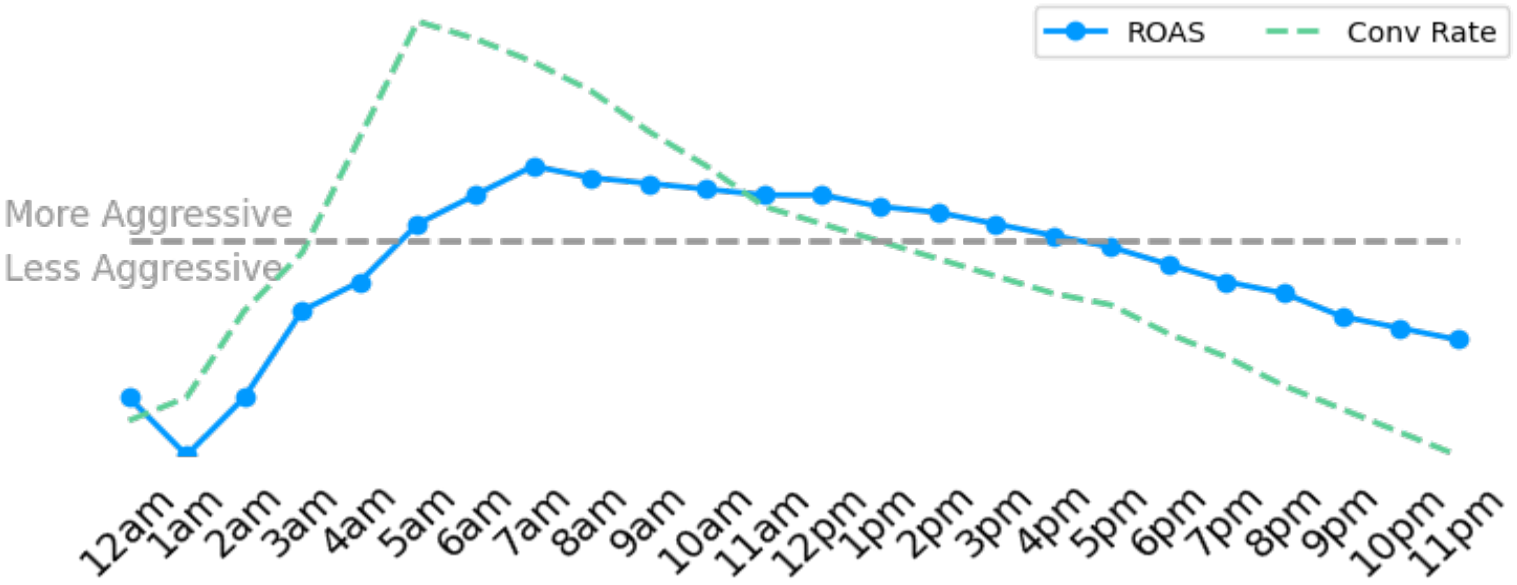


Most sellers experience consistent shopping patterns by day of week. Using machine learning, Ad Advance predicts conversion rates to proactively adjusts bids - one of several competitive advantages Ad Advance has over competition.

Amazon Marketing Stream: Intraday Hourly Trends

90%
Avg 24hr ROAS Change

145%
Avg 24hr CVR Change



Aggregate Amazon Data

Amazon Marketing Stream

- Amazon data source providing near real-time advertising metrics at an hourly grain
- Hourly trends tend to vary significantly & consistently - large intraday optimization opportunity
- Modeling & actioning the data is complex
  - Most advertisers lack the capability for intraday optimization
  - Competitive advantage for those with intraday optimization capabilities

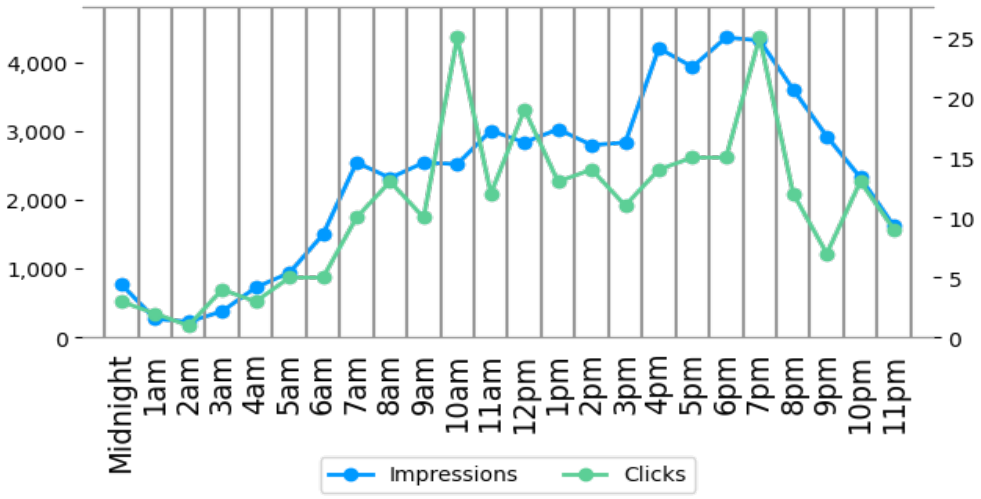
Ad Advance Streamline

- The industry's most advanced application of Stream data
- Multi-model machine learning system that produces highly accurate predictions of key advertising metrics, then actions them via continuous intraday bid adjustments
  - Drives more sales during periods of high purchase intent
  - Improves efficiency during periods of low intent

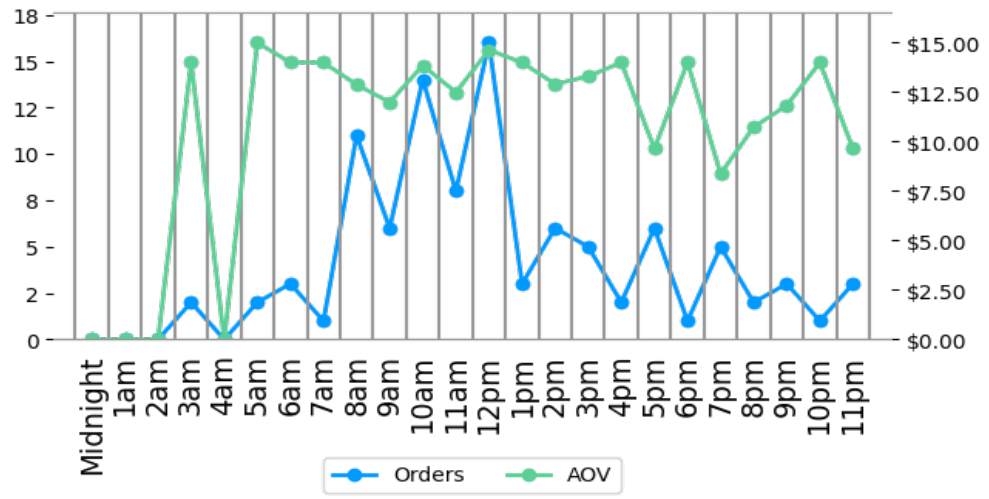
Amazon Marketing Stream: Your Hourly Trends

AdAdvance

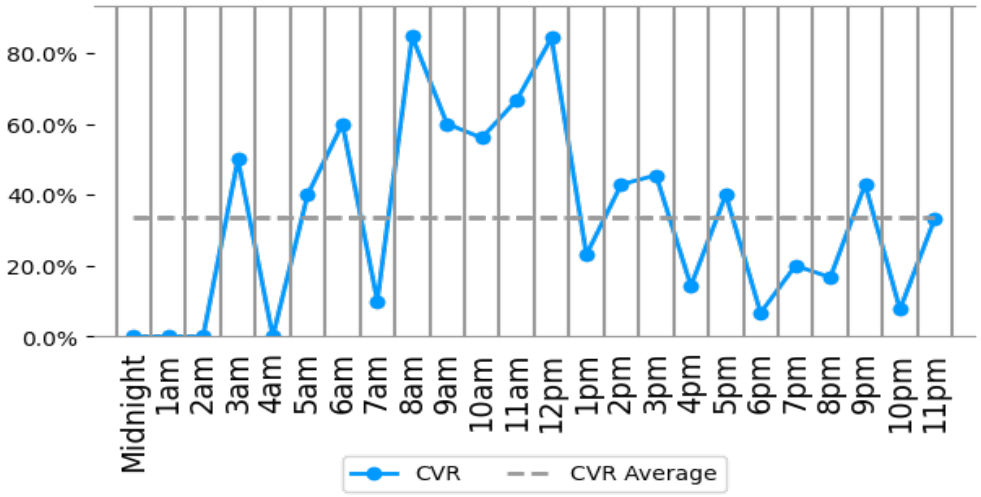
Traffic



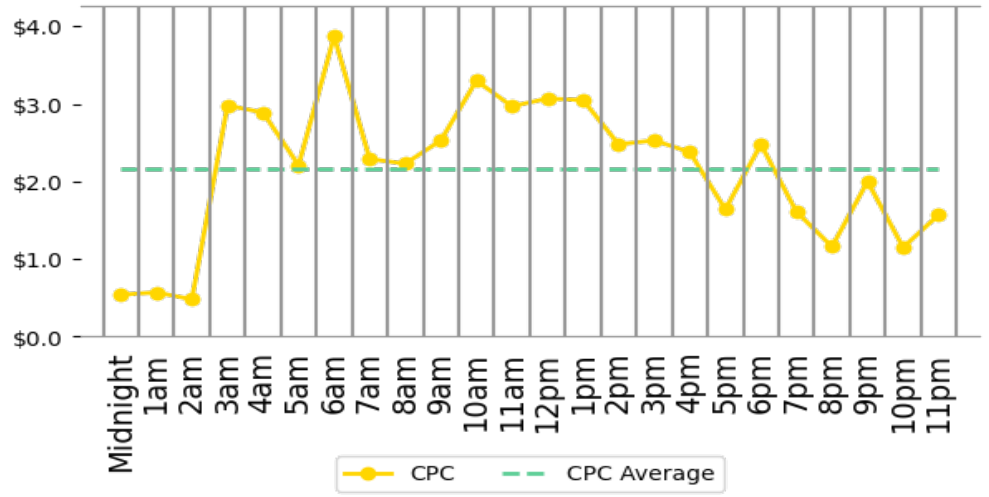
Orders & Average Order Value



Conversion Rate



Cost Per Click

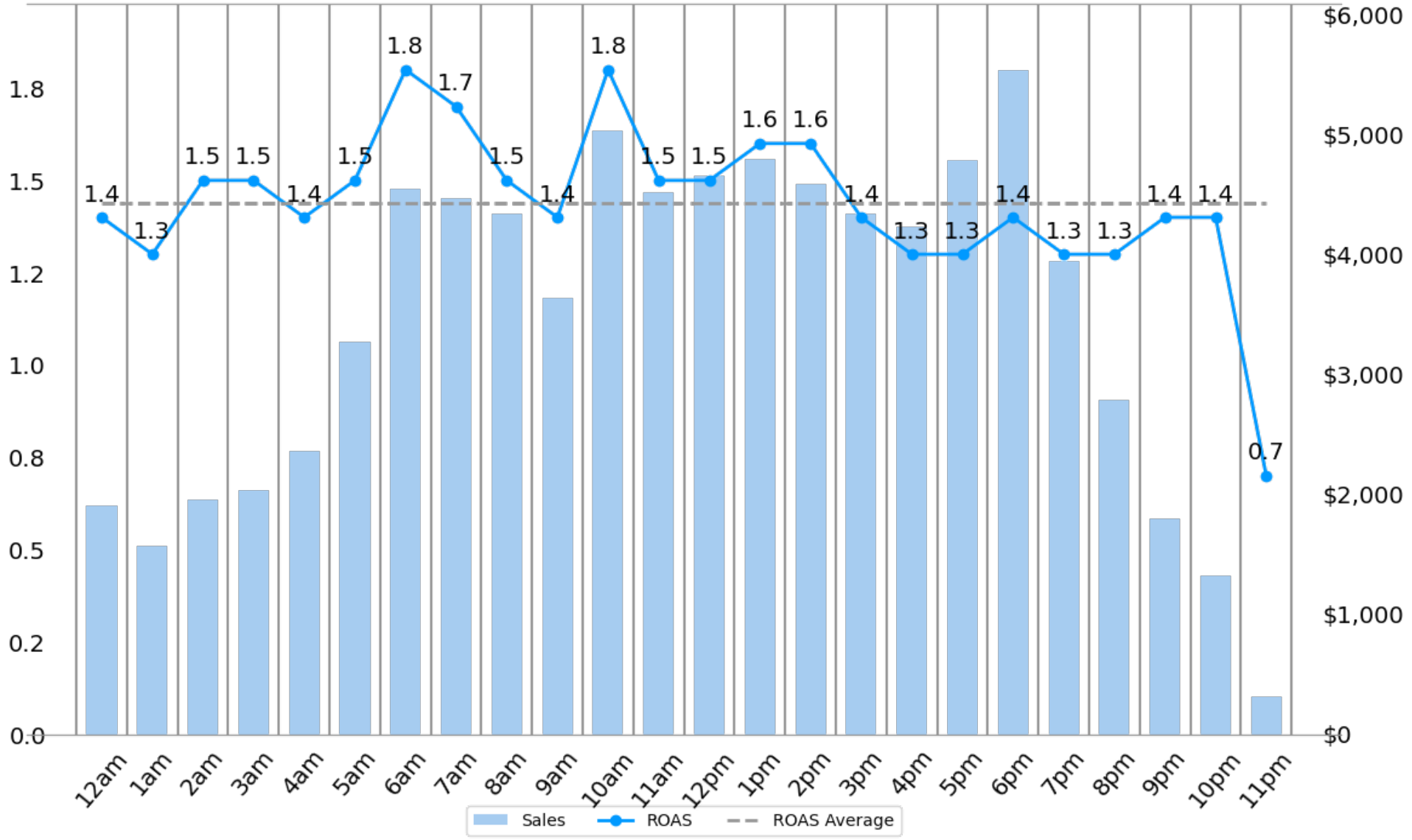


Lifetime Stream Data (Your Account)
All Times PST

Amazon Marketing Stream: Your Hourly Trends

AdAdvance

Sales & ROAS



Lifetime Stream Data (Your Account)
All Times PST

Feature Utilization

AdAdvance

Sponsored Products

Auto Campaigns	Yes
Manual Keyword Targeting	Yes
Manual Product Targeting	Yes
Negative Keywords	Yes
Target Harvesting	96%
Placement Utilization	12%

Sponsored Brands

Sponsored Brands Spend (% of Total Ad Spend)	7%
Product Targeting	Yes
Negative Keywords	No
Storefront Landing Page	Yes
Video	Yes
Sponsored Products Integration	16%

Sponsored Display

Sponsored Display Spend (% of Total Ad Spend)	14%
Product Targeting	Yes
Offsite Retargeting	No
Sponsored Products Integration	92%

Amazon Advertising Feature Utilization Guide

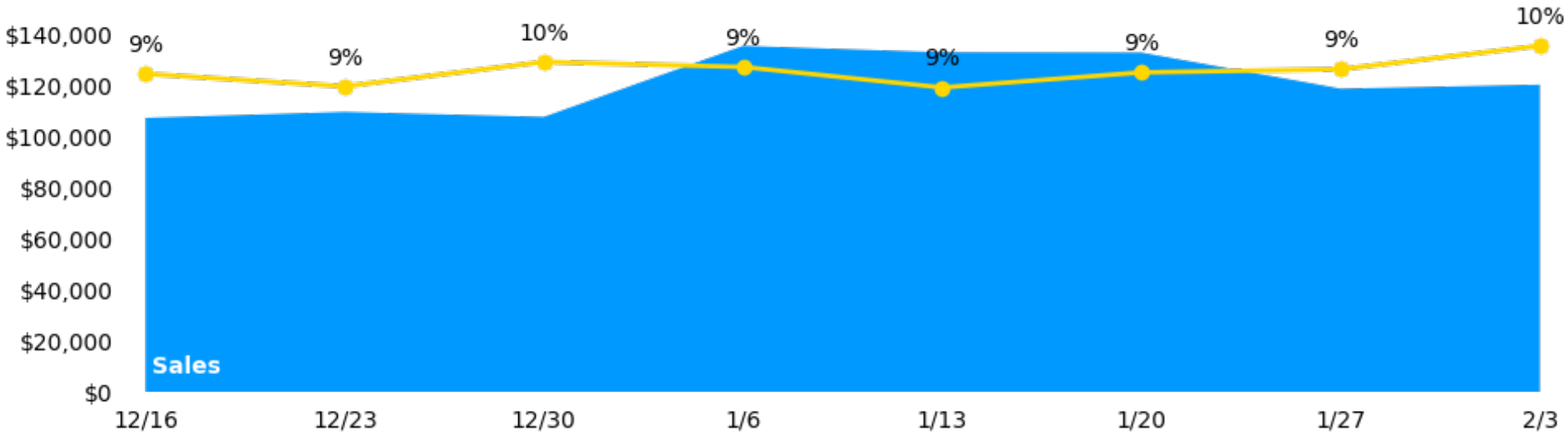
Note:

- Not an optimization grade
- Higher grades correlate to higher performance
- Features not available to all sellers/markets

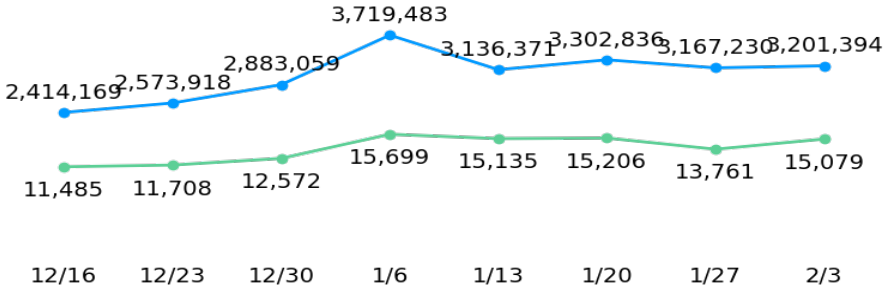
Sponsored Products

AdAdvance

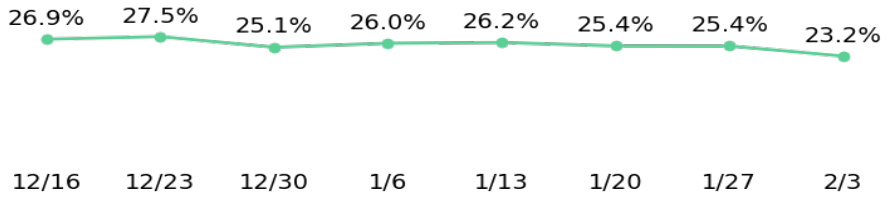
Sales & ACoS



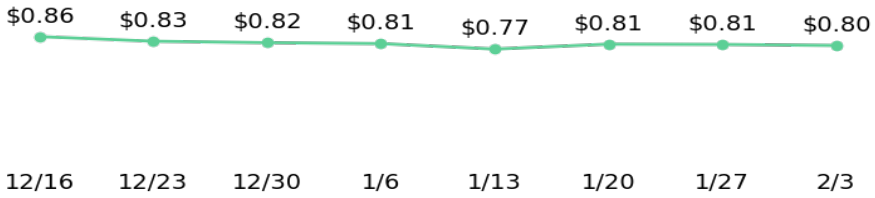
Impressions & Clicks



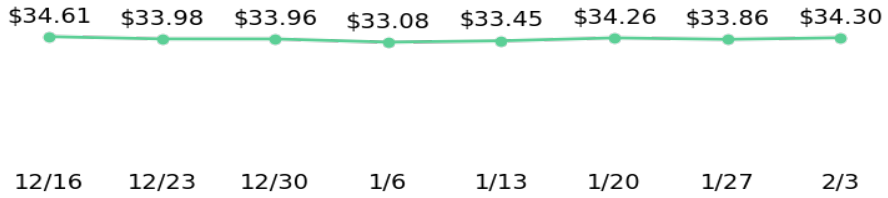
Conversion Rate



Cost Per Click



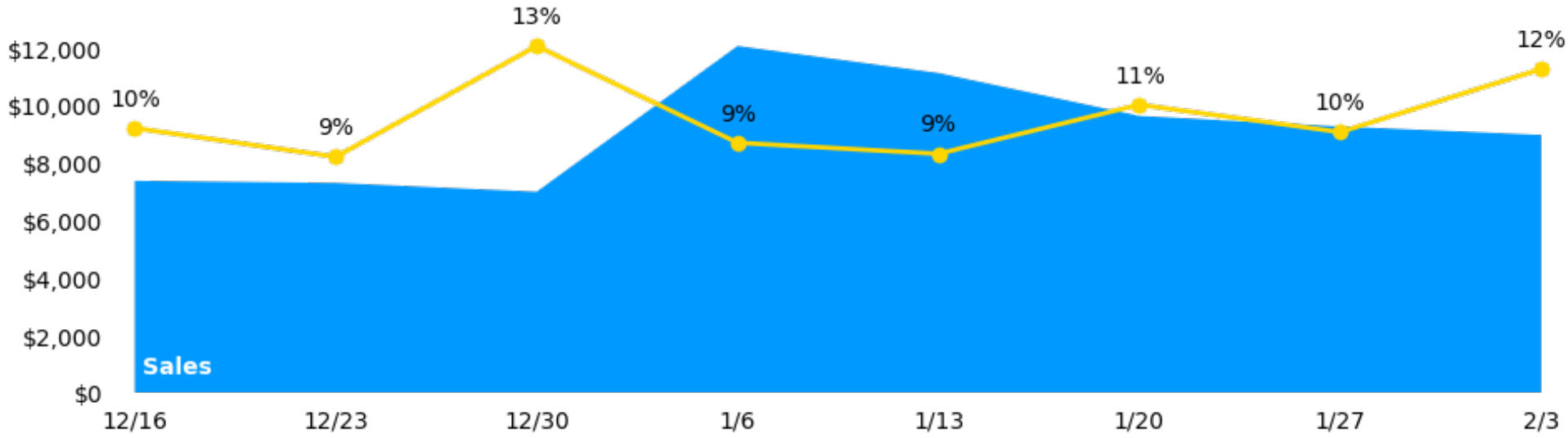
Average Order Value



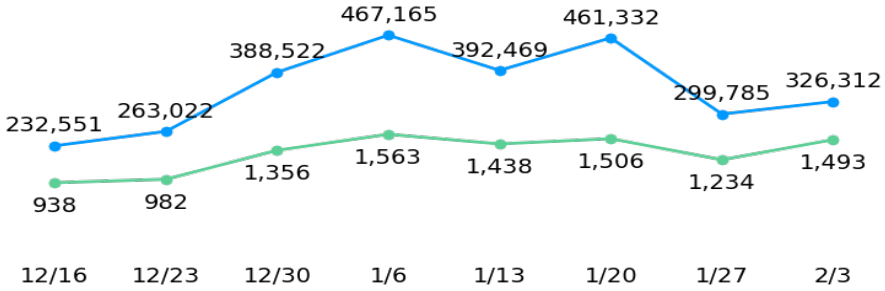
Sponsored Brands

AdAdvance

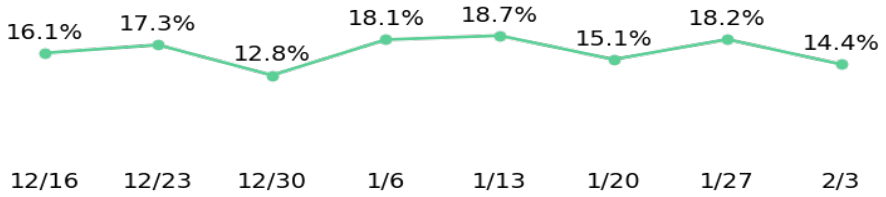
Sales & ACoS



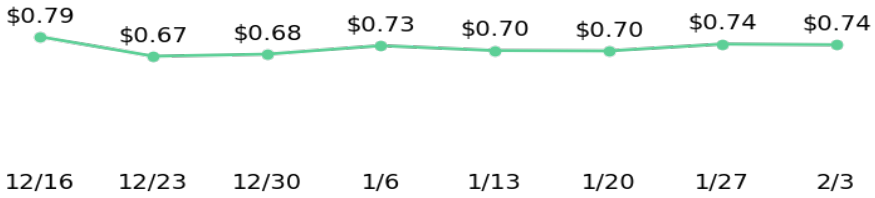
Impressions & Clicks



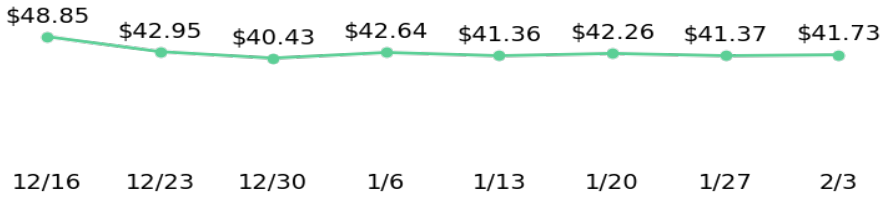
Conversion Rate



Cost Per Click



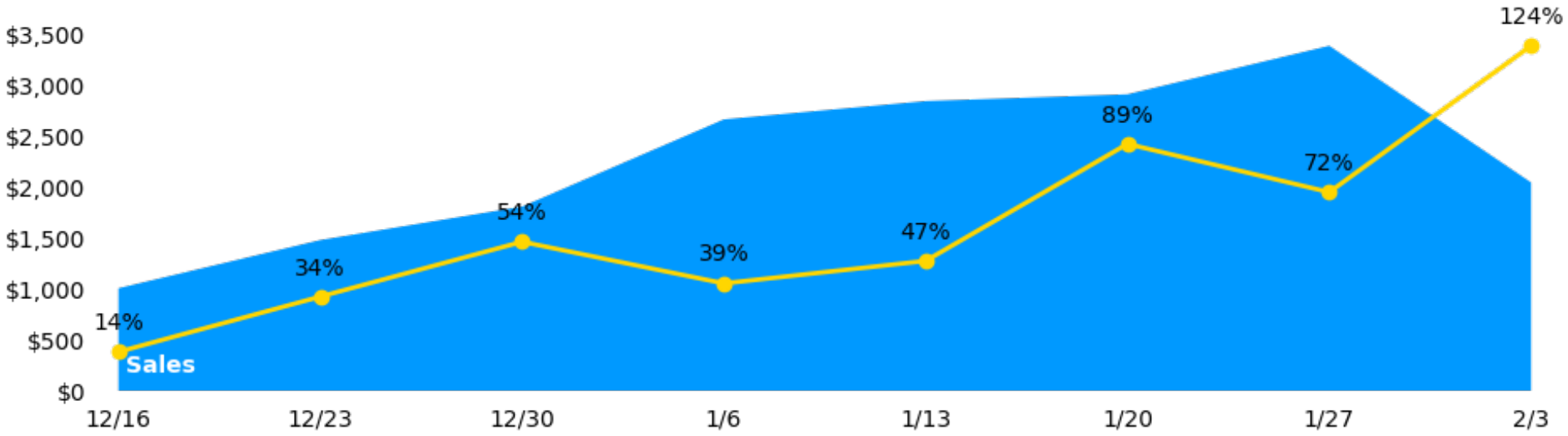
Average Order Value



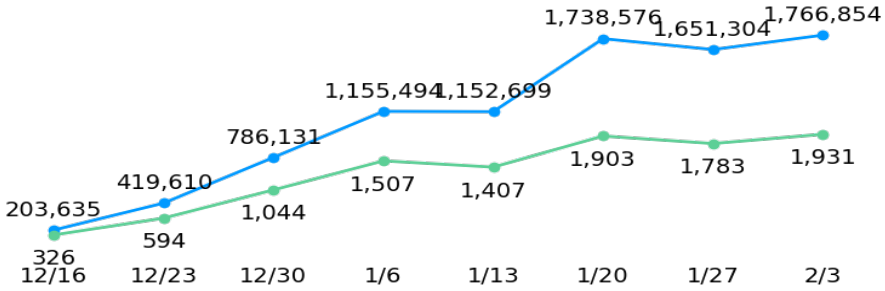
Sponsored Display

AdAdvance

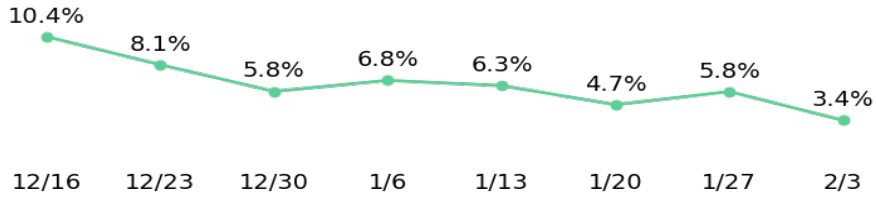
Sales & ACoS



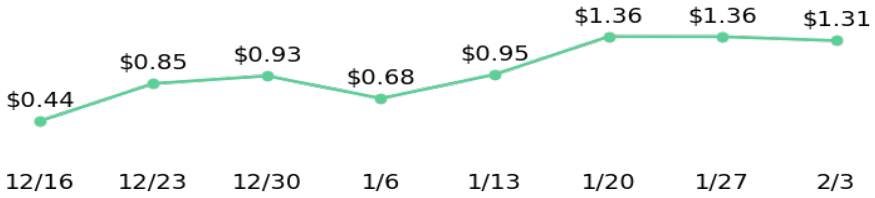
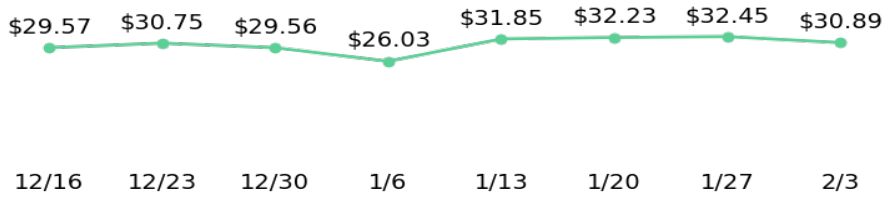
Impressions & Clicks



Conversion Rate



Cost Per Click



Average Order Value