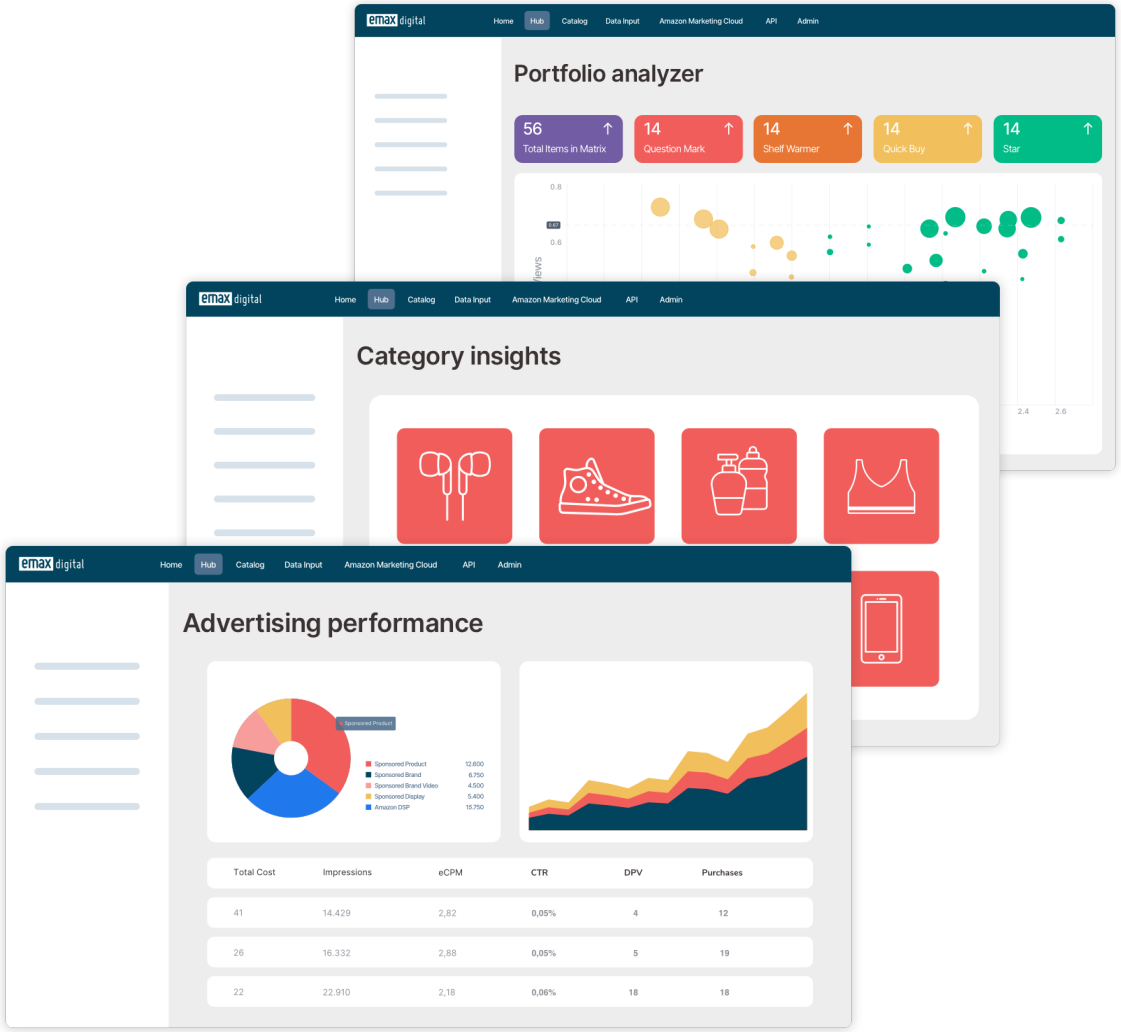
emax digital

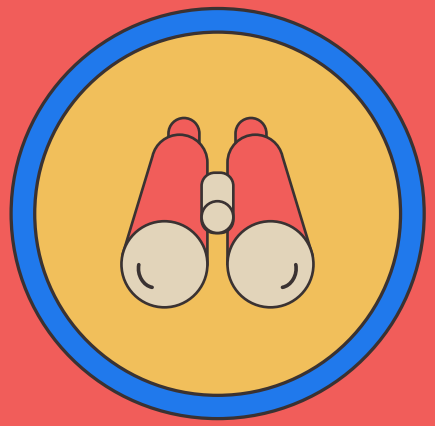
Amazon Analytics. Made easy.

Dominik Pietrowski, Co-Founder

27. April 2022



d3con
THE FUTURE OF DIGITAL ADVERTISING



7 min.

1. Digital retail media on the rise
2. Growing complexity
3. Easy solution

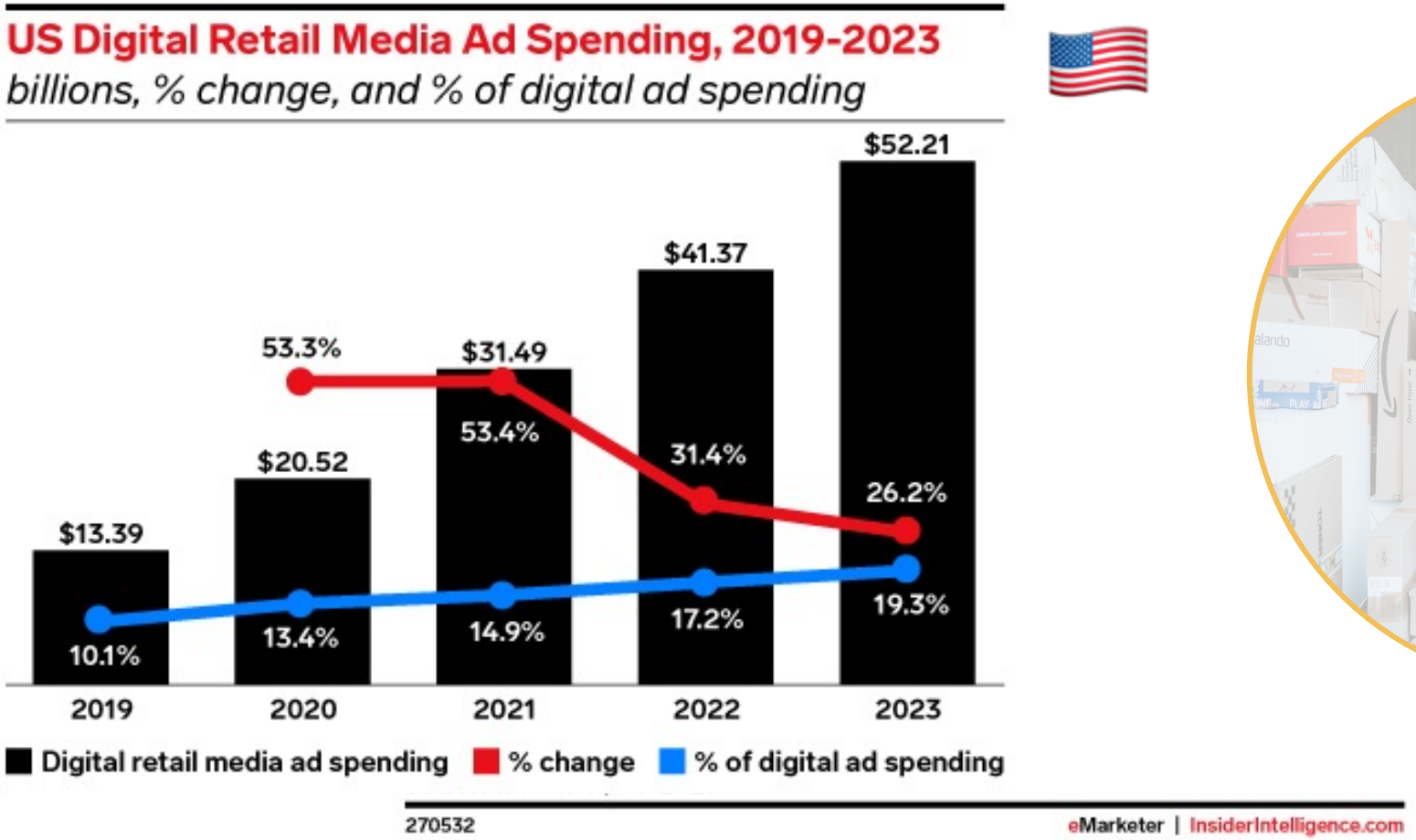
Three ad categories dominate digital advertising

Search

Social

Shopping

Digital retail media is growing significantly

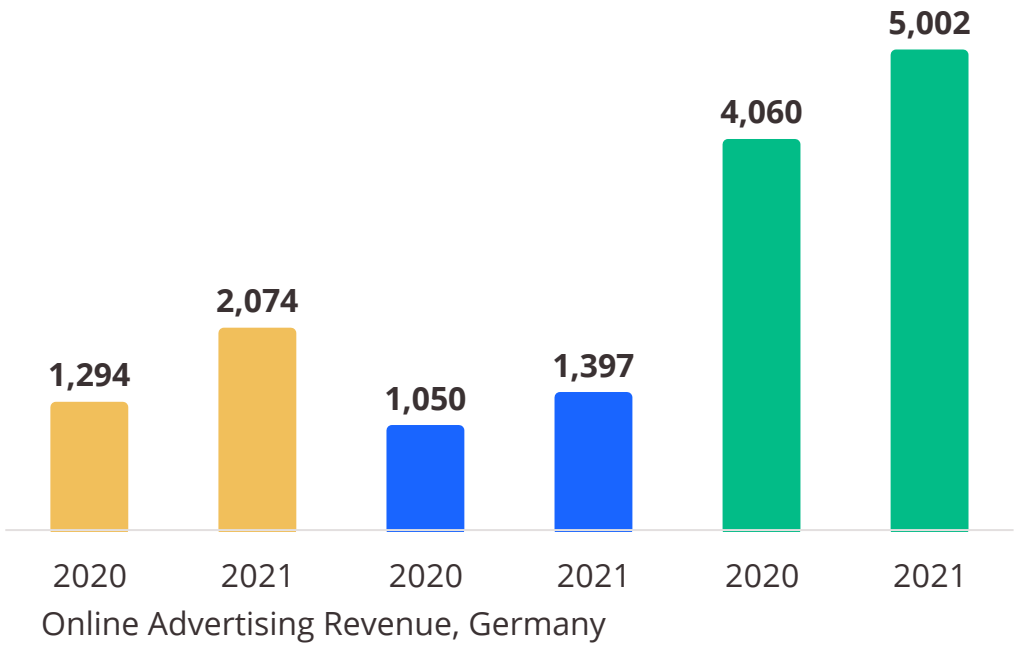


Source: eMarketer 2022

Big steps: Amazon is competing to become largest publisher in Germany

amazon facebook Google 🇩🇪

+60% +33% +23%



Online Advertising Revenue, Germany

Source: 1) Amazon Online Germany GmbH, JA 2021 2) Verband der Mediaagenturen in Deutschland (OMG), 2022

Many companies take first steps in digital retail media, …

Source: 1) emax digital research 2) OMR retail-media-hype, 2022

Many companies take first steps in digital retail media, Amazon is leading

amazon ads

- PPC
- DSP (Display, Video)
- Amazon Marketing Cloud

amazon Developer

- Selling Partner API

amazon vendor central

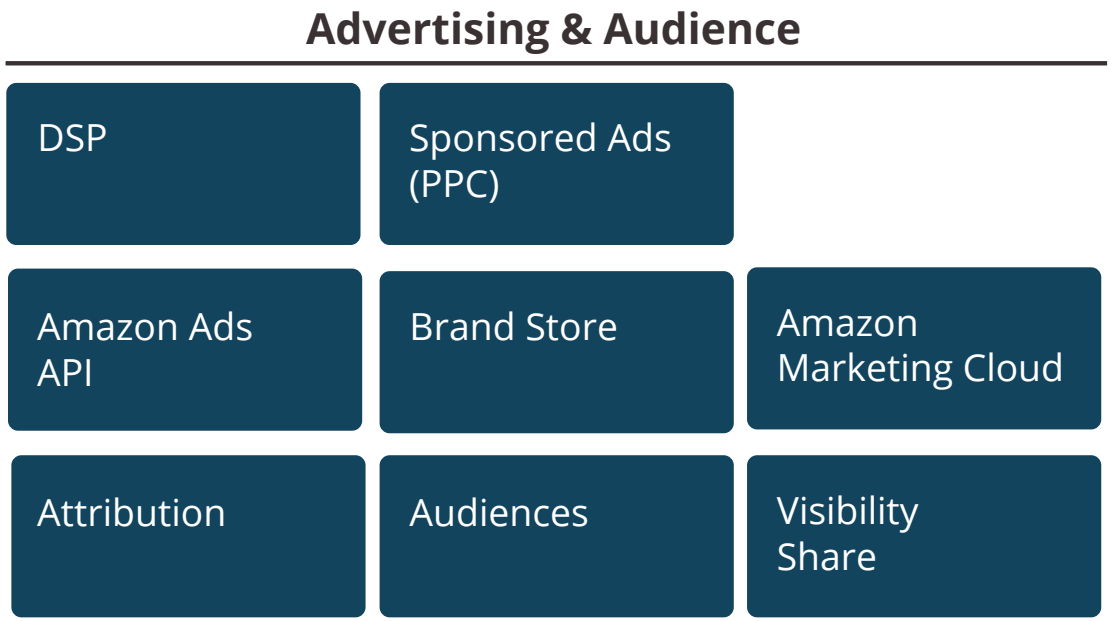
amazon seller central

brand analytics

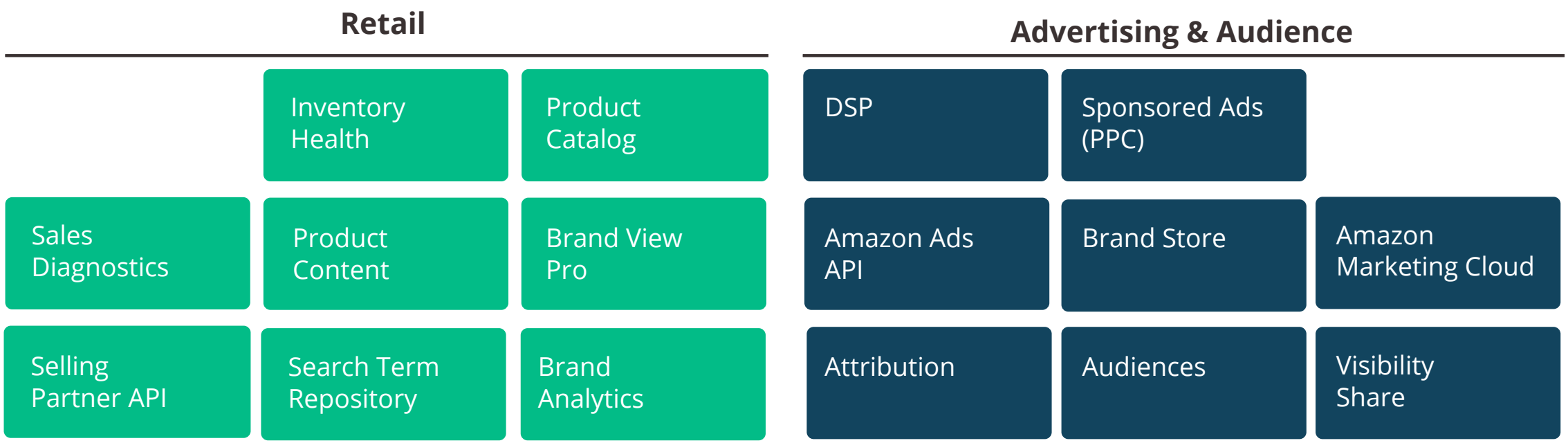
Source: 1) emax digital research 2) OMR retail-media-hype, 2022

Digital retail media is adding complexity for brands and agencies

Amazon sets a high bar for advertisers operating the digital retail media tech-stack



Amazon sets a high bar for advertisers operating the digital retail media tech-stack

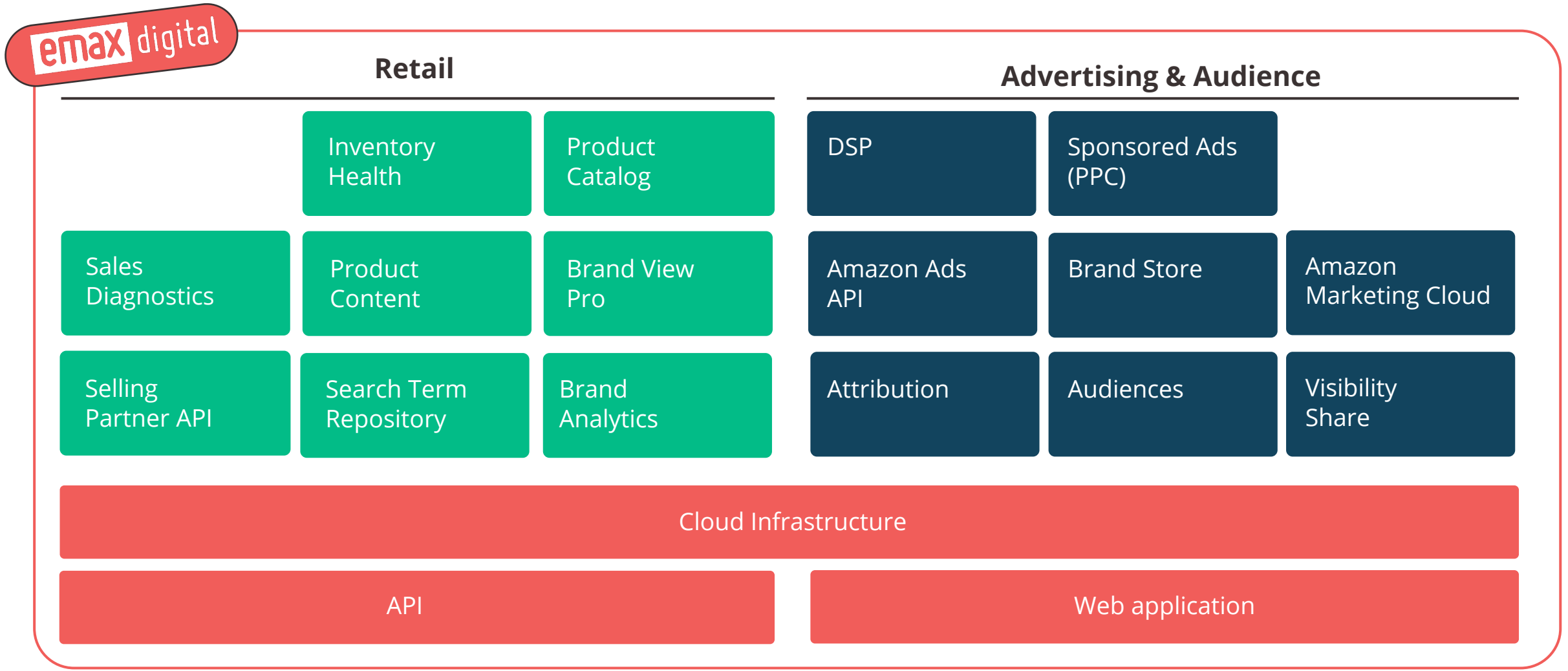


Need to combine new retail metrics with advertising mechanics and shopping audiences

Retail | **Advertising & Audience**

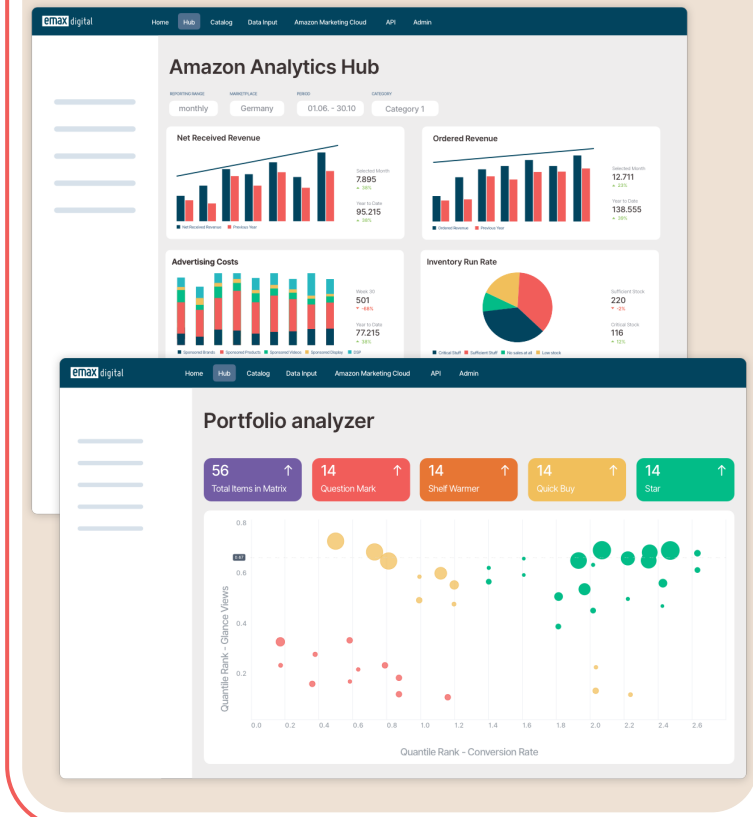
Brands & Agencies

Our technology allows advertisers to access retail and advertising analytics on Amazon easily



Brands and agencies use our BI-solutions and data to become leaders on Amazon

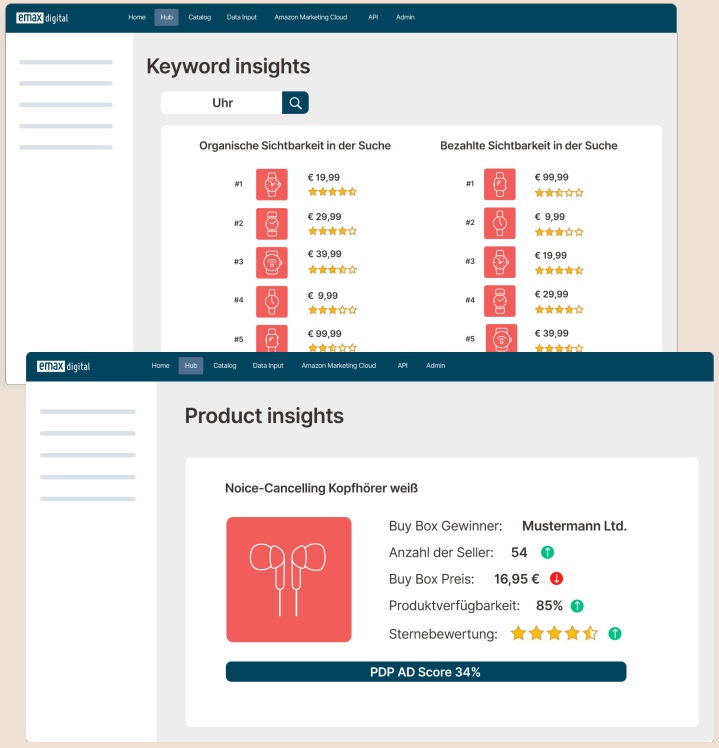
Read your own business



Brands and agencies use our BI-solutions and data to become leaders on Amazon

Read your own business

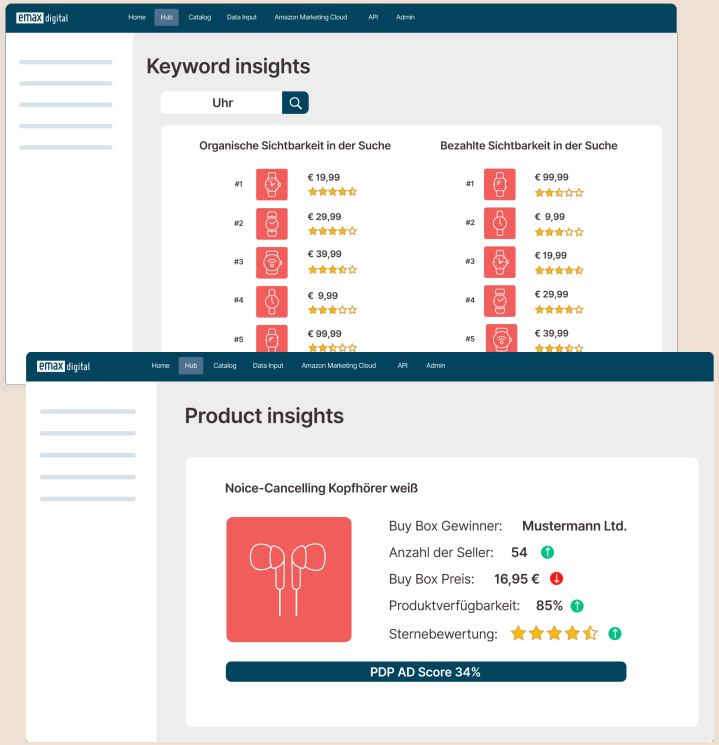
Beat your competition



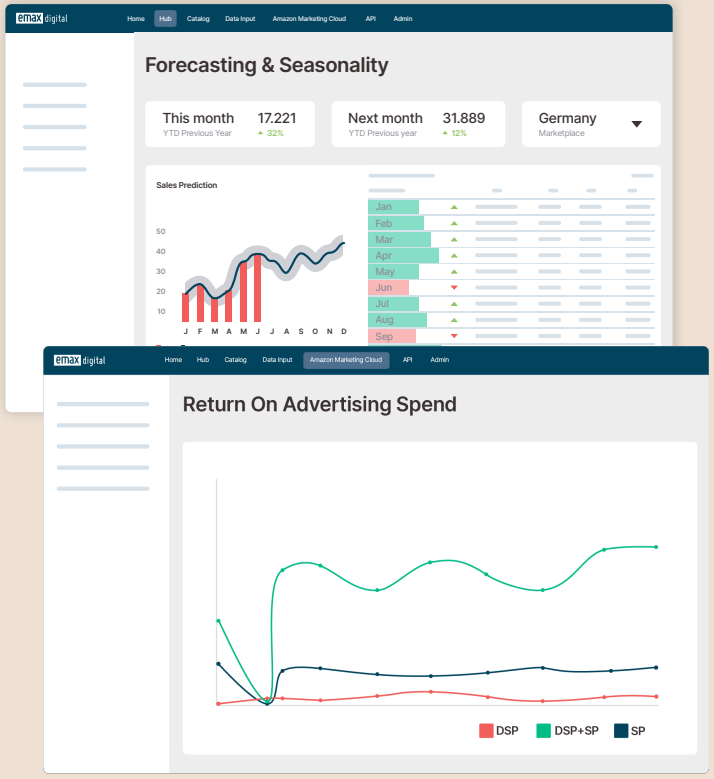
Brands and agencies use our BI-solutions and data to become leaders on Amazon

Read your own business

Beat your competition



Lead your category



emax digital

Easy analytics for more success in your e-commerce and digital retail media on Amazon

Plug & Play: easy set-up

Higher ad efficiency

Transparency

BI-as-a-service

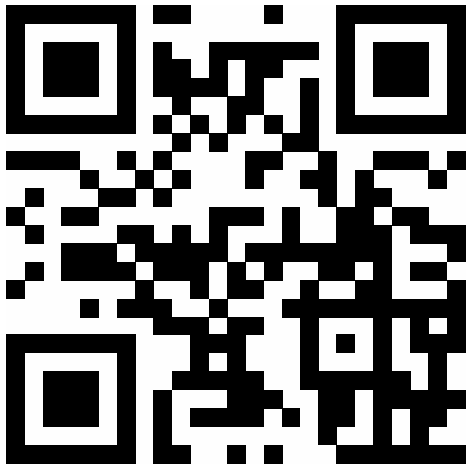
Time-saver

All-in-one

Thank you!

d3con
THE FUTURE OF DIGITAL ADVERTISING

Find me on LinkedIn
or drop me a note



Dominik Pietrowski, Co-Founder

dominik@emax-digital.com

emax digital