



Achieving Steep Growth in 2019 AMD Processors on Amazon India

To capture a bigger market share in laptop category with branding of new launches and sales of high performing SKUs we started advertising on Amazon via Search & Display.

Challenge:

- Lower market share
- Less brand awareness
- Lower GV and unit share
- Low presence in gaming segment

Outcome:

Search Campaigns:

- Industry best ACOS for laptops and components category on Amazon search.
- Coverage of brand keywords
- Increased Unit share from 3% to 21% for the Brand
- Achieved 2X the Industry RoAS on Grand Gaming Days

Strategy

Objective	Recommendation	Activity
Explode Gaming Portfolio	Drive Gaming GV Share	Active participation in Grand Gaming Days events. Display campaigns during BAU to build consideration Always on search during event days with maximum gaming SKUs.
Brand Awareness And Consideration	Display strategy covering category events and BAU	Leveraging Demographic - Behavioural - Contextual and Custom targeting.
Sales	High visibility via search	Optimized search campaigns for higher sales and conversion.