

AAP Case study

CPG Increase sales



Promoting Baby Medicine

A major pharmaceutical company wanted to drive sales of their baby medicine product. They used video inventory on Amazon Advertising Platform (AAP) to achieve their goals.

On average, their campaign reached more than 115k targeted impressions per day during the campaign.

The campaign delivered 4m targeted impressions, and the average CPM was \$10.50-11.00.

Cost per completed video view was
\$0.02

Campaign increased:
product research activity by 100%
detail page views on Amazon by 80%