

On-Amazon campaign drives brand benefits and offline sales for Crest Whitestrips

At Amazon, we've suspected for some time that campaigns on our site not only drive on-Amazon sales, but offline sales and brand benefits for our advertisers, as well. Procter & Gamble worked with Amazon to test the impact of an Amazon advertising campaign on offline sales and key brand metrics in addition to sales on Amazon.com.

Sales success metrics

▲ **\$1MM incremental offline sales**
8% lift compared with pre-campaign benchmarks

▲ **\$338K incremental on-Amazon sales**
26% lift compared with pre-campaign benchmarks

Brand success metrics

▲ **9% lift in overall opinion**
vs. unexposed groups

▲ **46% lift in likelihood to purchase**
vs. unexposed groups

▲ **5% lift in unaided recall**
vs. unexposed groups



The Amazon media solution

Amazon worked with P&G to develop a solution that reached Crest Whitestrips' most likely customers using Amazon's real-time, first-party data. By reaching customers who were in-market for oral care products and relevant Amazon lifestyle segments, P&G was able to accurately pinpoint their most receptive customers and affect both sales and brand perceptions among these groups.



P&G serves approximately 4.6 billion people around the world with its brands. The Company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Fairy®, Gain®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun®, Fusion®, Ace®, Febreze®, Ambi Pur®, SK-II®, and Vicks®. The P&G community includes operations in approximately 75 countries worldwide.

Source: Nielsen Brand Effect, 2012