

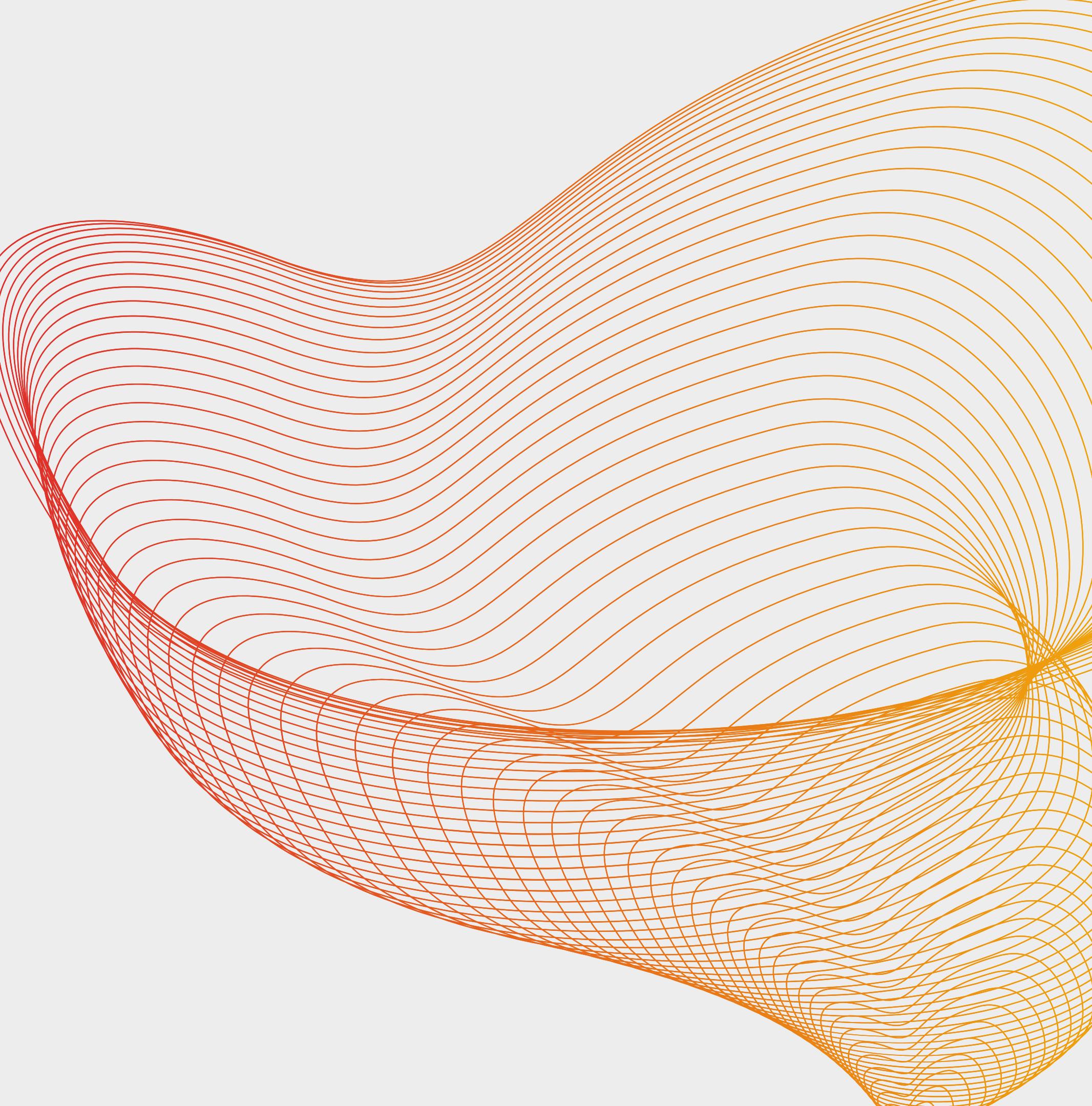


# Amazon 101 -- Orgain

Canva

3/30/2022

Xiaoyu (Rain) Zhou





# About Me

Canva

- Sales Representative at Amazon
- Graduated from UT Austin
- Media background





Protein Powder



Nutritional  
Shake



Protein Bar

# Orgain

Canva

- Clean Nutrition
- Delicious Taste
- High Quality Ingredients



Sponsored

Orgain Organic Plant Based Protein Powder, Creamy Chocolate Fudge - 21g of Protein, Vegan, Lo...

★★★★★ ~ 47,295

\$26<sup>93</sup> (\$0.83/Ounce)  
\$25.58 with Subscribe & Save discount  
Extra 15% off when you subscribe  
SNAP EBT eligible  
✓prime Overnight 4 AM - 8 AM  
FREE delivery overnight

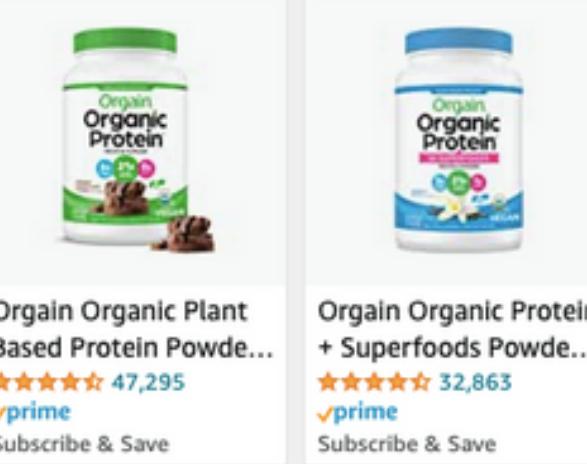
[Shop the Orgain Store on Amazon >](#)

## Sponsored Display

Orgain  
CLEAN NUTRITION

Try Orgain Protein Powders Now  
[Shop Orgain >](#)

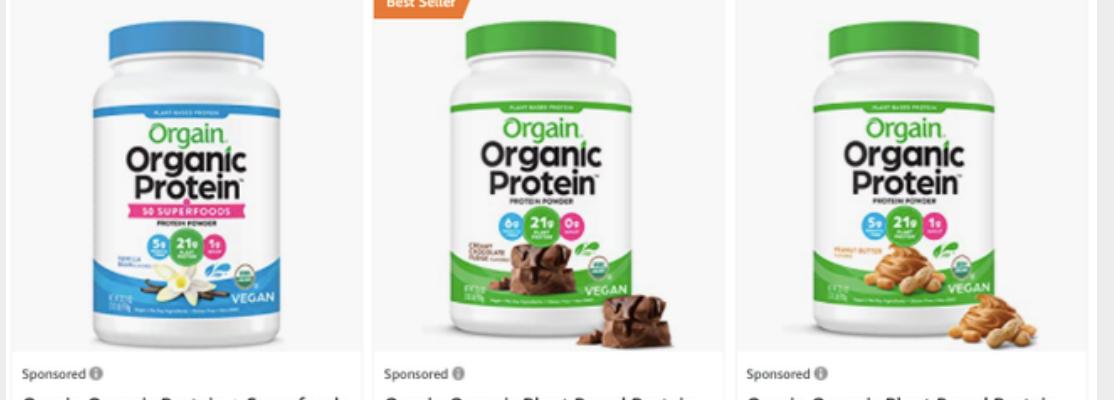




**Orgain Organic Plant Based Protein Powder, Vanilla Bean - 21g of Protein, Vegan, Plant Based, 5g of...**  
★★★★★ 47,295  
✓prime  
Subscribe & Save

**Orgain Organic Protein + Superfoods Powder, Superfoods - 21g of Protein, Vegan, Plant Based, 5g of...**  
★★★★★ 32,863  
✓prime  
Subscribe & Save

Sponsored



**Best Seller**

**Orgain Organic Protein + Superfoods Powder, Vanilla Bean - 21g of Protein, Vegan, Plant Based, 5g of...**  
2.02 Pound (Pack of 1)  
★★★★★ ~ 32,863  
\$29<sup>99</sup> (\$0.93/Ounce)  
\$28.49 with Subscribe & Save discount  
Extra 15% off when you subscribe  
SNAP EBT eligible  
✓prime FREE One-Day  
Get it Tomorrow, Mar 30  
Climate Pledge Friendly  
See 1 certification

**Orgain Organic Plant Based Protein Powder, Creamy Chocolate Fudge - 21g of Protein, Vegan, Low Net Carbs, Non...**  
2.03 Pound (Pack of 1)  
★★★★★ ~ 47,295  
\$26<sup>93</sup> (\$0.83/Ounce)  
\$25.58 with Subscribe & Save discount  
Extra 15% off when you subscribe  
SNAP EBT eligible  
✓prime Overnight 4 AM - 8 AM  
FREE delivery overnight  
Climate Pledge Friendly  
See 1 certification

**Orgain Organic Plant Based Protein Powder, Peanut Butter - 21g of Protein, Vegan, Low Net Carbs, Non...**  
2.03 Pound (Pack of 1)  
★★★★★ ~ 8,846  
\$26<sup>99</sup> (\$0.83/Ounce)  
\$25.64 with Subscribe & Save discount  
Extra 15% off when you subscribe  
SNAP EBT eligible  
✓prime FREE One-Day  
Get it Tomorrow, Mar 30  
Climate Pledge Friendly  
See 1 certification

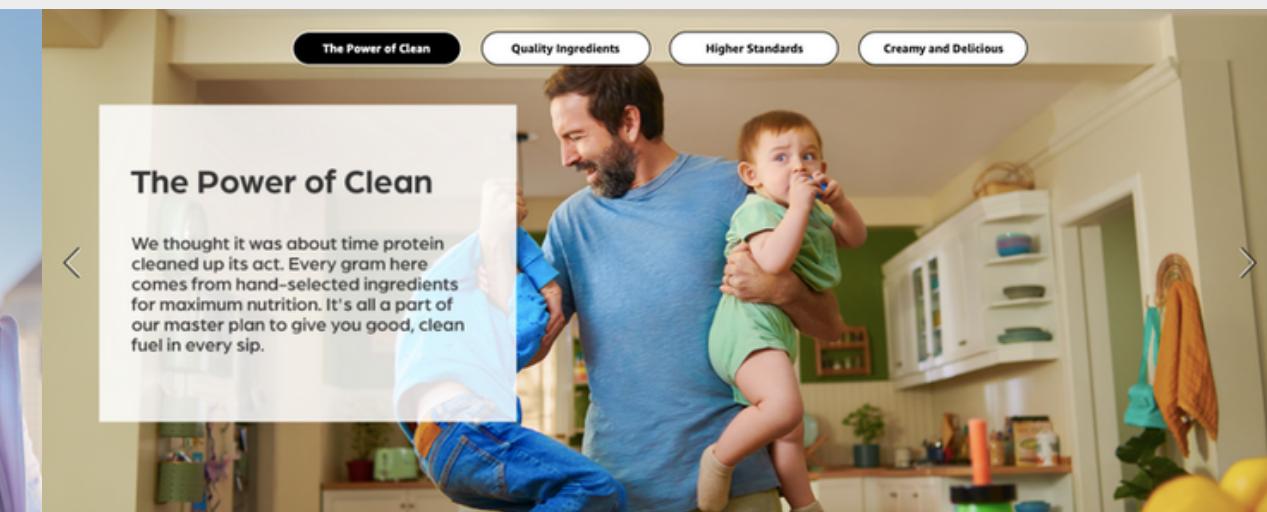
## Sponsored Product

## Sponsored Brand

# Amazon Presence



**Serving up the tastiest,  
creamiest protein!**



**Immunity Creamsicle Smoothie**

- 2 scoops Orgain Vanilla Plant-Based Protein Powder
- 1 scoop Orgain Tangerine Immunity Up! Powder
- 3/4 cup Orgain Almond Milk
- 1 large orange
- 1 tsp vanilla extract
- 1 large banana

Add all ingredients to a blender and blend until smooth. Pour in a glass and enjoy!

1 Creamsicle Smoothie  
2 Baked Oatmeal  
3 Protein Packed Chili  
4 Chocolate Mug Cake  
5 Banana Nice Cream

Product Detail Pages

# Amazon Presence



## Immunity Creamsicle Smoothie

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# Competitors

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Whey



Isopure



BSN

# Keyword Strategy- Consideration

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## Main Goal: Increase Engagement

### Compared to Competitors

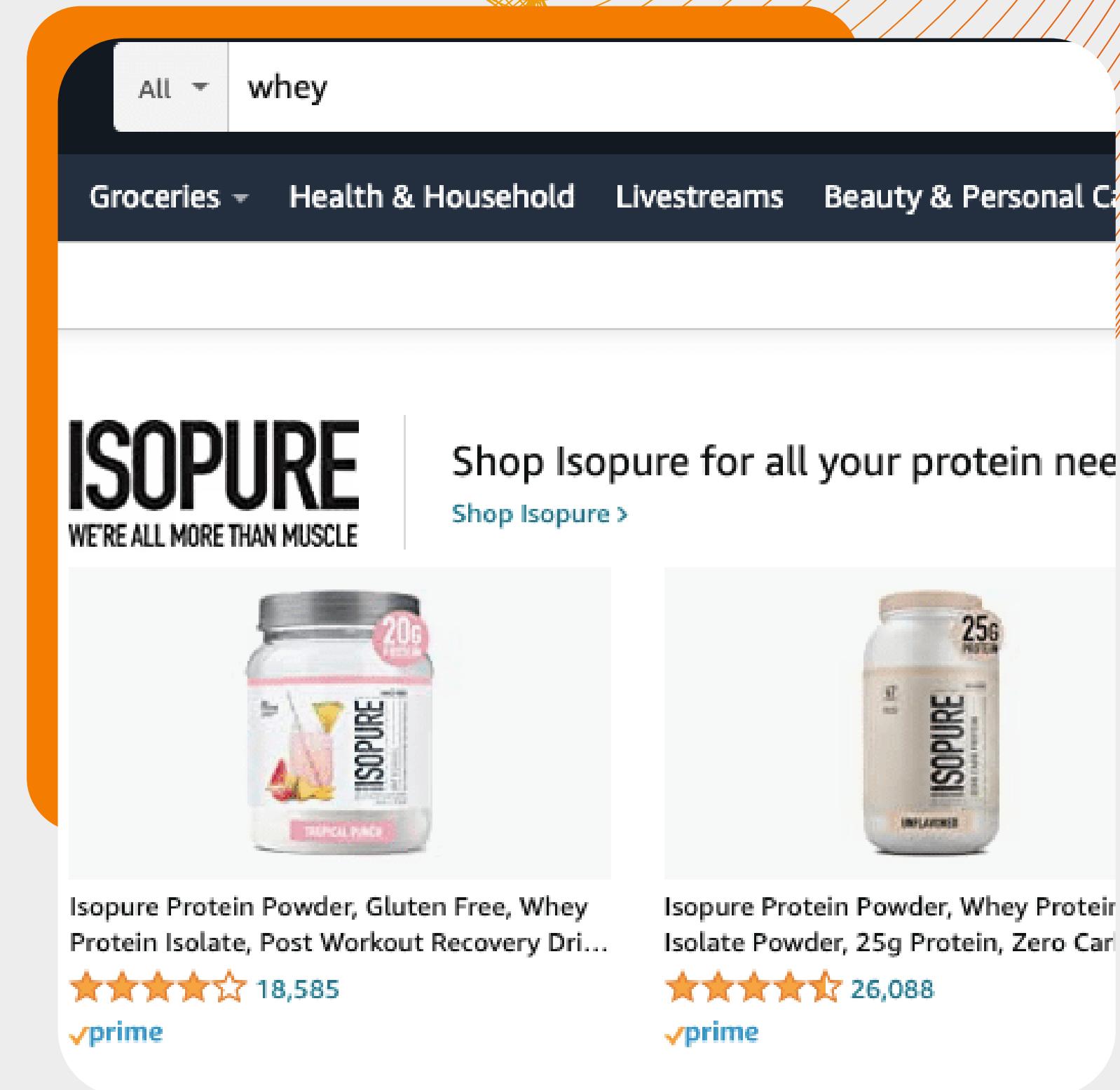
- Lower Price
- More Customer Reviews
- More Presence on Amazon

### Key Metrics

- Search Rank
- Detail Page Views
- Pre & Post-campaign Detail Page Views
- Retail Insights Reports

### Keywords

- Whey
- Isopure
- BSN
- Syntha



# Display Ads - Awareness

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## Main Goal: Extend Reach

### Opportunities

- Established Presence
- High-reach Amazon DSP
- highly overlapped audiences

### Audience Solutions

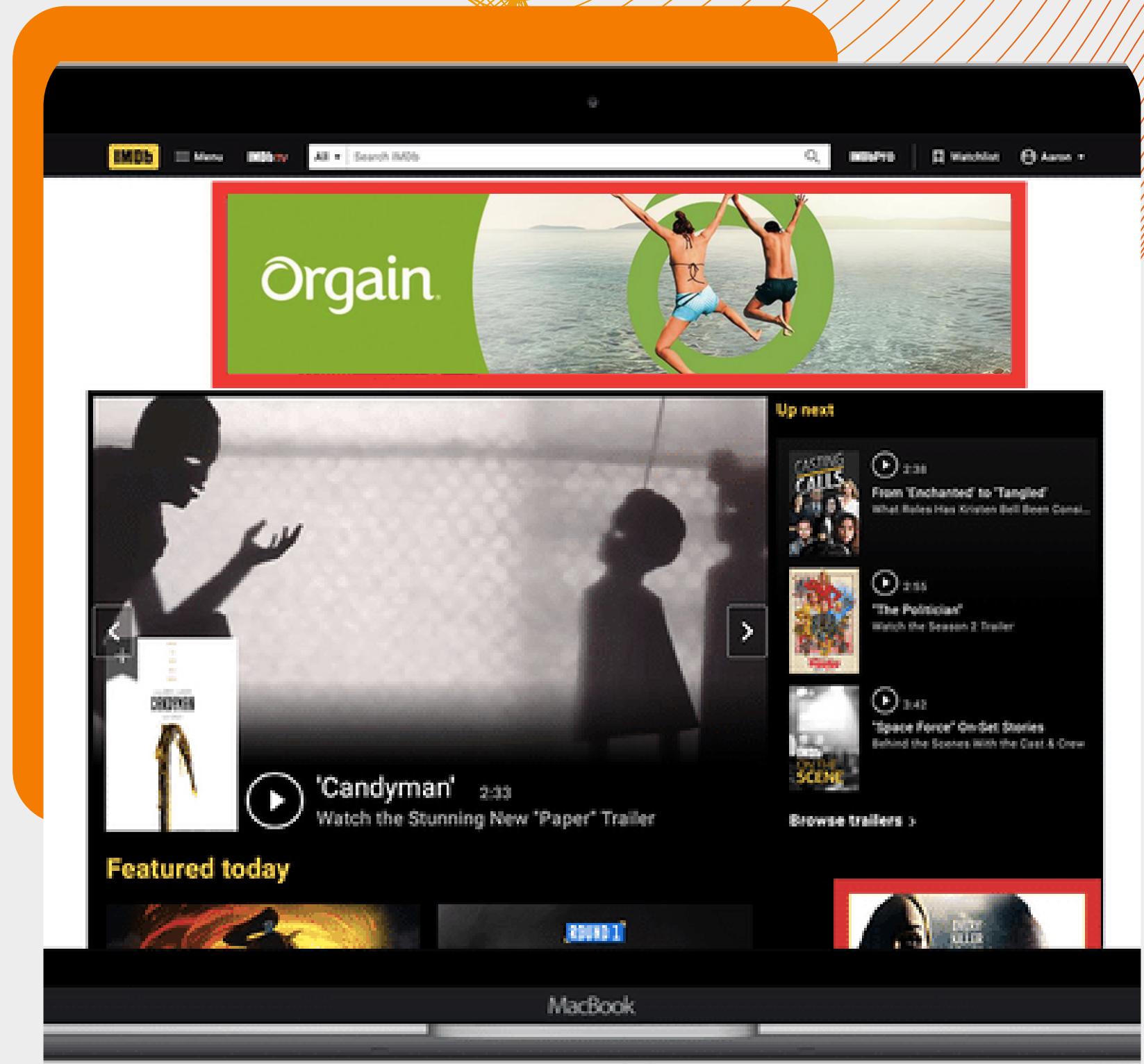
- Demographic Insights
- Overlap Reports
- Demographic Audiences
- Lifestyle Audience

### Ad Placements

- Amazon O&O Sites
- Amazon Devices
- Third-party Inventory

### Key Metrics

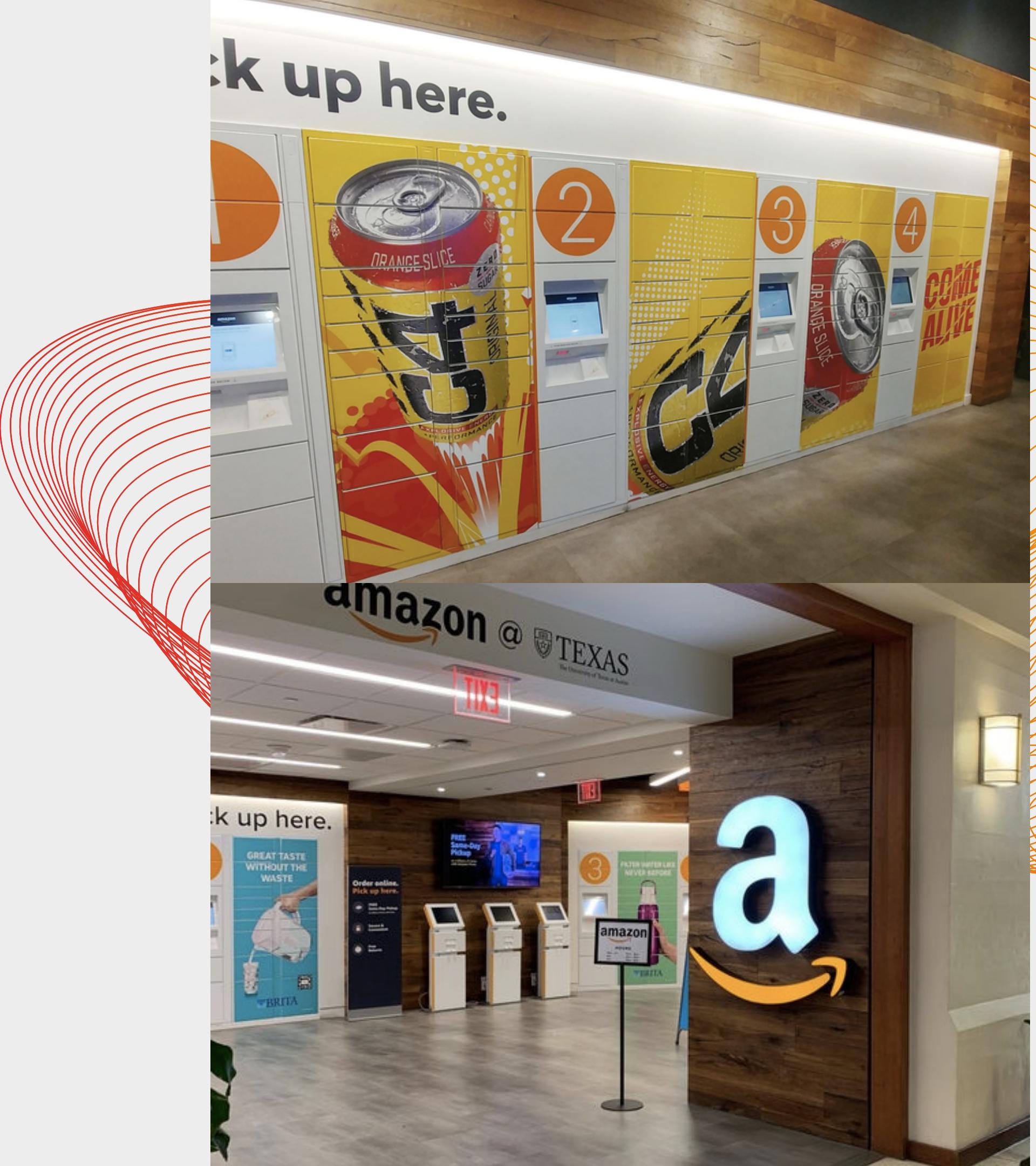
- Unique Reach
- Impressions
- Clicks/Click-through Rate



# Custom Ads

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- Amazon Hub Lockers
- Relevant Locations for Audiences
  - Lifestyle
  - Interests
  - Demographics
- Unique touchpoints
- Highly Customized





# Thank You

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