

Ads on Amazon - (Initial workflow)

On Amazon

UC 1: User’s first catalog upload

Once a user has successfully uploaded their items into the amazon catalog, the system creates a default campaign called Ads on Amazon. Inside this campaign is an Ad Group for each Sponsored Listing Category (SLC), each of which contain the merchant’s items assigned to the category.

UC 2: Selling on Amazon User assigns items for advertising

Once a SOA user has successfully uploaded their items into the amazon catalog, and the merchant has registered for Product Ads, they can select items in their Catalog/Inventory for advertisement.

The system creates a default campaign called Ads on Amazon. Inside this campaign is an Ad Group for each Sponsored Listing Category (SLC), each of which contain the merchant’s items assigned to the category.

Campaign: Ads on Amazon

This is the default campaign for all merchants participating in Product Ads. This special campaign is a collection of merchant items eligible for display in Related Ads, Search & Unique DP components on the amazon retail site.

Campaign Settings:

- * Campaign Name - Amazon defined
- * Targeting - Amazon defined
- * Network - Amazon defined
- * Placement - Amazon defined (RelatedAds, Search, Unique DP)
- * Start/End Date - Creation date is start with no end date
- * Daily Budget - Depends on business model

Ad Group(s): SLA Group

SLA groups have to be created due to bidding business models for display. Each Ad Group would contain eligible ads (basically a grouping by category).

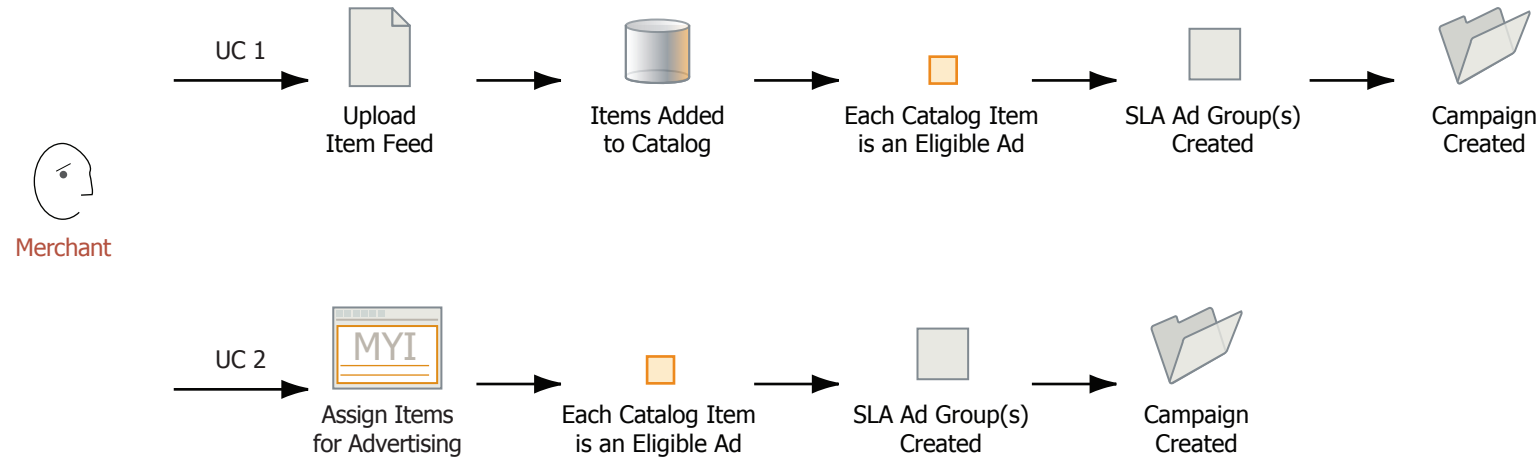
Ad Group Settings:

- * Name - Amazon defined
- * Bid Value - Amazon defined minimum value

Eligible Ad: Single Item Product Ad

Each eligible item the merchant uploads becomes an individual Product Ad. In the base “on amazon” model, there are no generalized or multi-product ads created.

There are no settings for individual ads at this time.



Display Ads on Amazon - (Initial workflow)

On Amazon

UC 1: User’s first catalog upload

Once a user has successfully uploaded their items into the amazon catalog, the system creates a default campaign called Display Ads on Amazon. Inside this campaign is an Ad Group for each Sponsored Listing Category (SLC), each of which contain the merchant’s items assigned to the category.

UC 2: Selling on Amazon User assigns items for advertising

Once a SOA user has successfully uploaded their items into the amazon catalog, and the merchant has registered for Product Ads, they can select items in their Catalog/Inventory for advertisement.

The system creates a default campaign called Display Ads on Amazon. Inside this campaign is an Ad Group for each Sponsored Listing Category (SLC), each of which contain the merchant’s items assigned to the category.

Campaign: Display Ads on Amazon

This is a default campaign for all merchants participating in Product Ads. This special campaign is a collection of merchant items eligible for display in Display Ads components on the amazon retail site.

Campaign Settings:

- * Campaign Name - Amazon defined
- * Targeting - Amazon default, merchant defined
- * Network - Amazon defined
- * Start/End Date - Creation date is start with no end date
- * Daily Budget - Depends on business model

Ad Group(s): SLA Group

SLA groups have to be created due to bidding business models for display. Each Ad Group would contain eligible ads (basically a grouping by category).

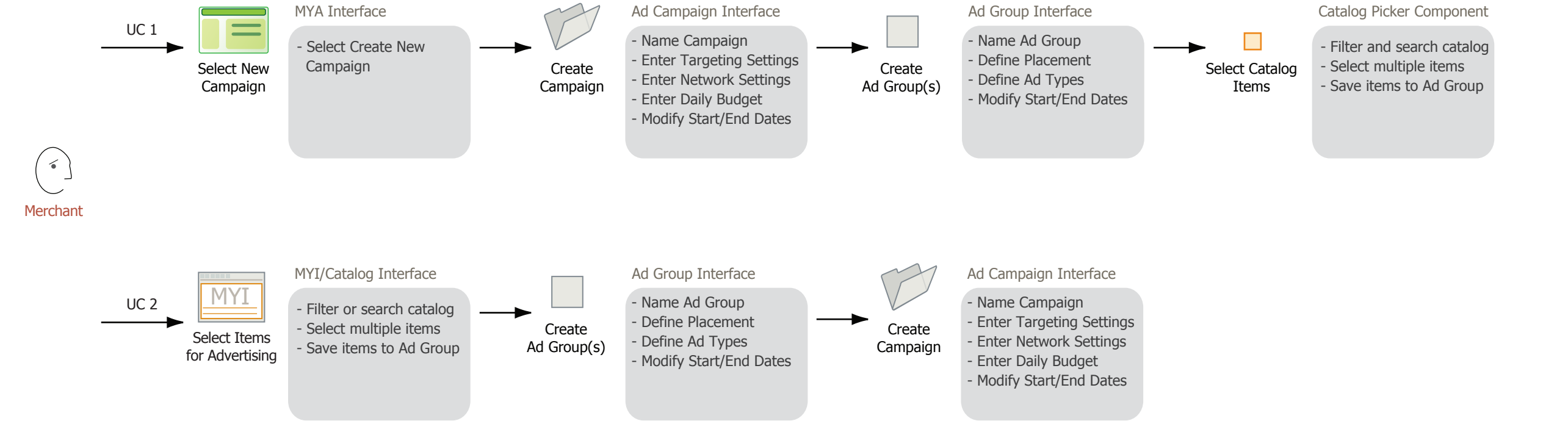
Ad Group Settings:

- * Name - Amazon defined
- * Bid Value - Amazon defined minimum value

Eligible Ad: Single Item Product Ad

Each eligible item the merchant uploads becomes an individual Product Ad. In the base “on amazon” model, there are no generalized or multi-product ads created.

There are no settings for individual ads at this time.



Ad Campaign - Create New Campaign

Off Amazon Syndication

UC 1: Define Ad Campaign

The merchant wants to define their advertising campaign first, and then assemble Ad Groups to bundle individual Product Ads second. This merchant has a clear understanding of their Ad Campaign goals and will come into the workflow from this point of view - from within the MYA interface.

By selecting a Create New Ad Campaign element, the system will display an interface where the user can construct their Ad Campaign then Ad Group.

UC 2: Select catalog item(s) to advertise

The merchant wants to define a set of (or one) item, which are in their catalog, for advertisement. This merchant has a clear understanding of which items they wish to advertise and will come into the workflow from this point of view - from within the MYI interface.

After selecting individual items in their catalog, the user selects a Create New Ad Campaign element. The system will display an interface where the user can construct their Ad Group then Ad Campaign.

Campaign: Create

A user created campaign is a collection of merchant items eligible for display off Amazon. The user must define targeting, network and budget information for a complete campaign - partially defined campaigns can exist but will not display.

Campaign Settings:

- * Campaign Name - A unique merchant defined label
- * Targeting - System default settings, merchant defined
- * Network - System default settings, merchant defined
- * Start/End Date - Creation date is start with no end date
- * Daily Budget - Depends on business model

Ad Group(s): Create

SLA groups have to be created due to bidding business models for display. Each Ad Group would contain eligible ads (basically a grouping by category).

Ad Group Settings:

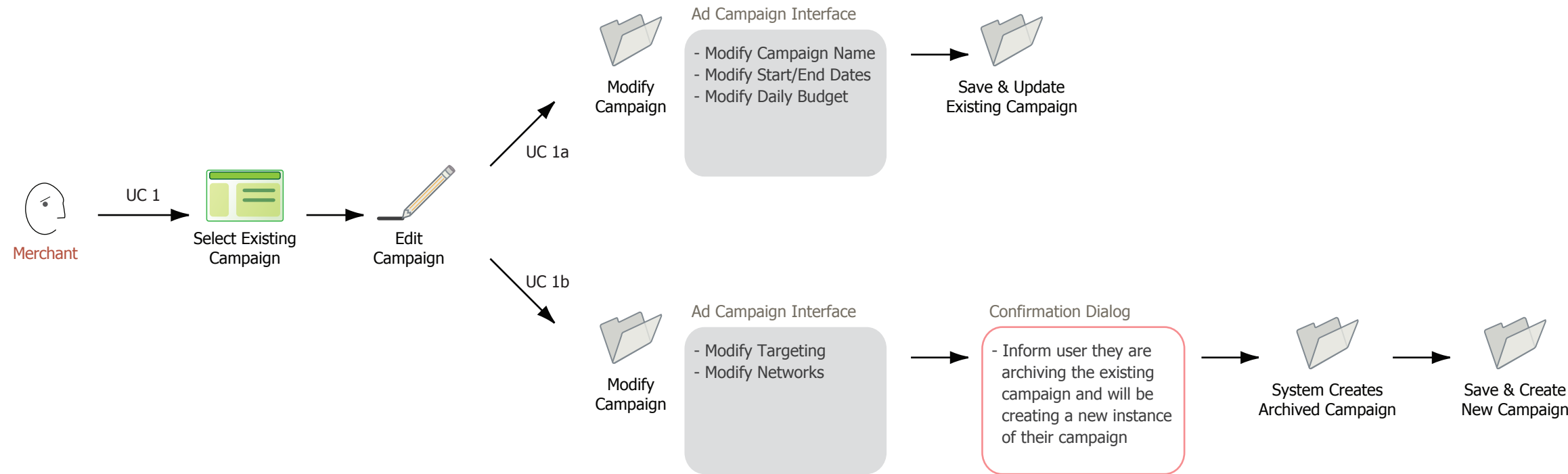
- * Name - A merchant defined label
- * Placement - System default settings, merchant defined
- * Start/End Date - System default settings, merchant defined
- * Ad Type - Merchant defined setting (Display, Product, Service)
- * Daily Budget - Depends on business model

Eligible Ad: Single Item Product Ad

Each eligible item the merchant selects for inclusion in an ad group.

Ad Settings:

- * Bid - System default SLC minimum, merchant defined



Ad Campaign - Edit Active Campaign

Off Amazon Syndication

UC 1: Edit an active Ad Campaign

The merchant wants to modify an existing active advertising campaign. By selecting an Edit Ad Campaign Settings element, the system will display a confirmation dialog instructing the user that a new campaign will be created and the existing campaign will be archived. Upon confirmation, the system displays an interface where the user can modify their Ad Campaign.

Because various metrics information is bound to Ad Campaign settings, modification of certain settings can dramatically effect the metrics data. Therefore, edits to some campaign settings must result in an archive of the existing campaign and creation of a new campaign. The UI must display and link to any existence of archived campaigns.

UC 1a: Modify settings and update existing campaign

UC 1b: Modify settings which require archive and new campaign creation

Campaign: Modify and save

Editing some campaign setting will not effect the metrics data, and therefore will not force an archive. These UI elements will be modified inline.

The user will modify the desired setting(s) and save.

Editable campaign settings:

- * Campaign Name
- * Start/End Date
- * Daily Budget

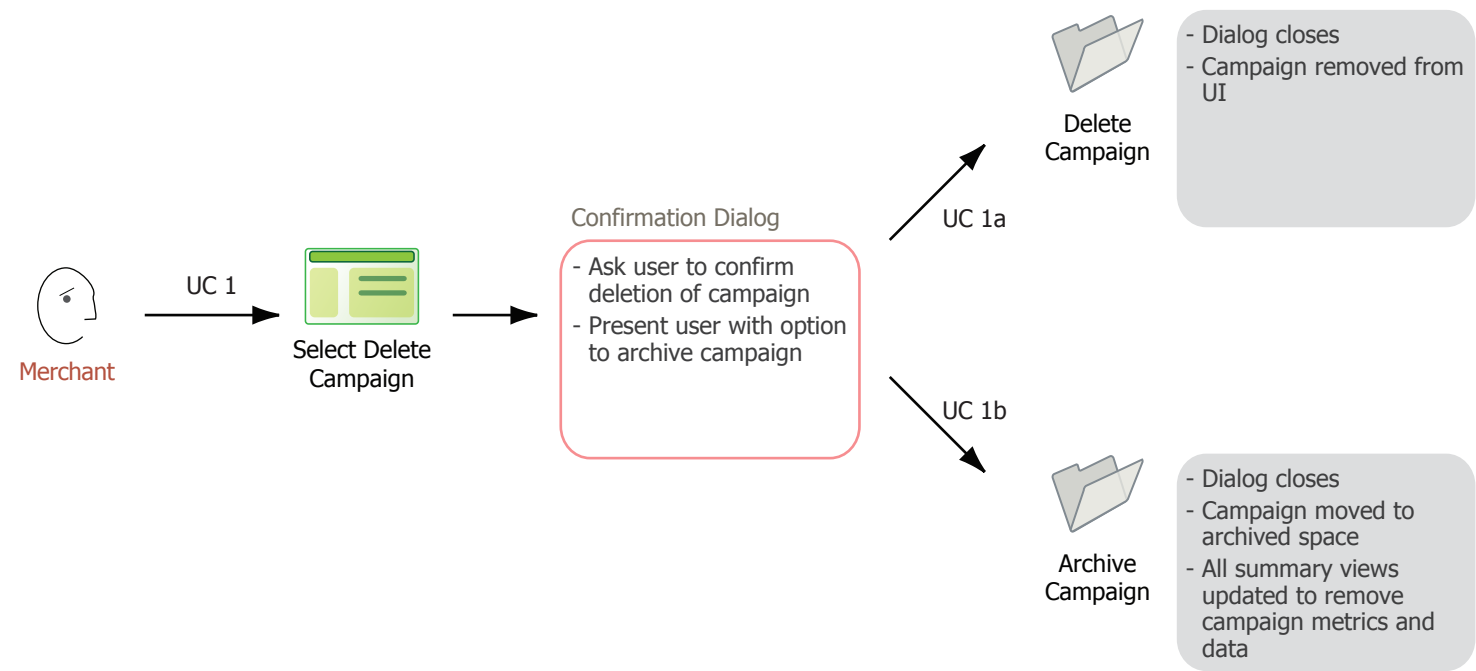
Campaign: Modify and archive

Since editing some campaign settings is an archive and create new process, the workflow is very similar to the Create New Campaign use cases. The only difference is the act of editing will trigger a confirmation dialog detailing the archive/new process and the edit form is filled in with all existing data.

The user will modify the desired setting(s) and save and create new. The system will create an archived copy of the instance.

Campaign settings which trigger the archive/new process:

- * Targeting
- * Network



Ad Campaign - Terminate Active Campaign

Off Amazon Syndication

UC 1: Terminating an active Ad Campaign

The merchant wants to stop an existing active advertising campaign from running. By selecting a Delete Ad Campaign element, the system will display a dialog instructing the user to confirm deletion of the Ad Campaign and also give the user an option to archive the campaign. Both options effectively terminate the publishing of ads under this Ad Campaign.

The act of deletion will remove the Ad Campaign, all associated Ad Groups and all Ads (Ads are not removed from the catalog, just association to the campaign). This Ad Campaign will not be surfaced in the UI in any manner.

The act of archive does not delete an Ad Campaign, but puts it into a suspended state. An user can always access archived Ad Campaigns through the UI and review metrics data and reactive the Ad Campaign.

UC 1a: Delete active Ad Campaign

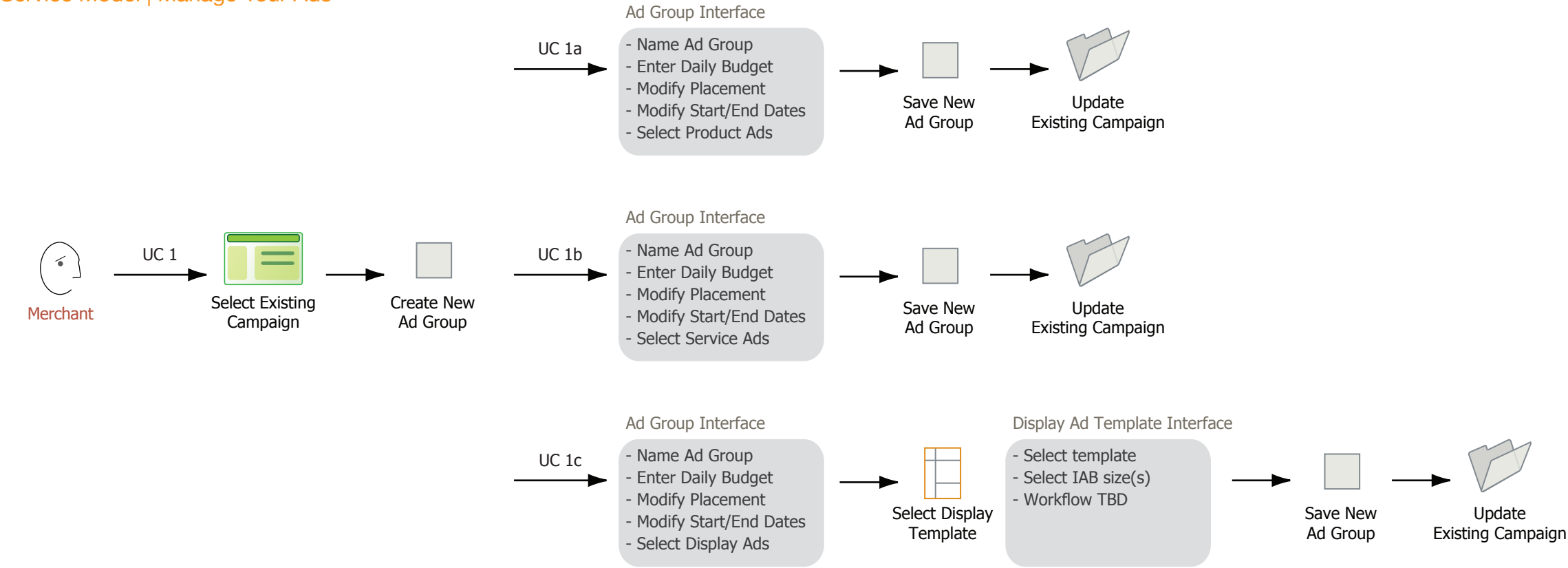
UC 1b: Archive active Ad Campaign

Campaign: Delete

This action deletes all reference of this Ad Campaign from the UI. The campaign is removed from all summary data and any historical views the UI may display.

Campaign: Archive

This action changes the status of the Ad Campaign, thus removing it from all summary and current views. To view campaigns with a status of archived, the user will have to select a UI element to include these campaigns in summary and historical views.



Ad Campaign - Add New Ad Group

Off Amazon Syndication

UC 1: Adding a new Ad Group to an existing Ad Campaign

The merchant wants to create a new Ad Group inside an existing Ad Campaign. By selecting a Create New Ad Group element within the Ad Campaign view, the system will display an interface to create the Ad Group.

Each Ad Group must have:

- * Ad Group Name - A unique merchant defined label
- * Daily Budget - Merchant defined
- * Placement - System default settings, merchant defined
- * Start/End Date - Creation date is start with no end date
- * Ad Type - Select on of Product Ad, Service Ad or Display Ad

UC 1a: New Ad Group with Product Ads

UC 1b: New Ad Group with Service Ads

UC 1c: New Ad Group with Display Ads

Ad Group: New Ad Group with Product Ads

Creating an Ad Group with ad type of Products Ads means the user will be creating ads in the style we serve today. (image/title/price).The user will select items in their catalog to insert into the Ad Group.

A user created campaign is a collection of merchant items eligible for display off amazon.The user must define targeting, network and budget information for a complete campaign - partially defined campaigns can exist but will not display.

Campaign Settings:

- * Campaign Name - A unique merchant defined label
 - * Targeting - System default settings, merchant defined
 - * Network - System default settings, merchant defined
 - * Start/End Date - Creation date is start with no end date
 - * Daily Budget - Depends on business model
- Since editing an Ad Campaign is an archive and create new process, the workflow is very similar

to the Create New Campaign use cases.The only difference is the act of editing will trigger a confirmation dialog detailing the archive/new process and the edit form is filled in with all existing data.

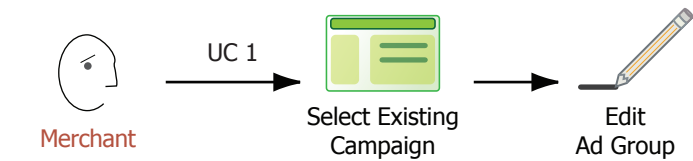
The user will modify/add their desired settings and save.

Campaign settings which trigger the archive/new process:

- * Targeting
- * Network

Editable campaign settings:

- * Campaign Name
- * Start/End Date
- * Daily Budget



Ad Campaign - Edit Active Ad Group

Off Amazon Syndication

UC 1: Edit an Ad Group

The merchant wants to modify an existing active Ad Group.

Option 1

We operate like AdWords and allow no edit since ALL settings for an Ad Group are inherited from the Ad Campaign.

Option 2

We can build our own model where Ad Groups do contain setting information independent of the campaign. Personally I like this model better but we need to state this.