

A/B TESTING CREATIVES ON APD TO BEST ENGAGE WITH CONSUMERS

THE PROBLEM

Prove whether there is value in using custom creatives when serving off-Amazon via DSP placements

THE SOLUTION

In order to run a fair test we created three identical DSP orders, all targeting APD inventory.

The only thing that differed was the creatives tested within each order. This meant that all other test conditions would be fair at a consistent spend of £1,603 per order.

THE RESULTS

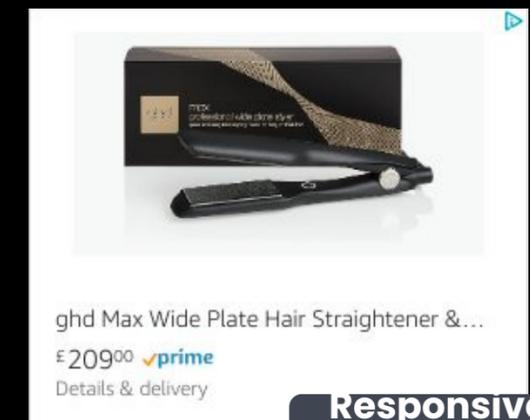
Creative Type	Sales	Clicks	ROAS	CTR	CPM	NTB
BAU Banner	£2,849	1,257	£1.78	0.09%	£1.18	63%
Summer Sale Banner	£2,592	723	£1.62	0.10%	£2.11	65%
Responsive eCommerce	£3,815	1,011	£2.38	0.07%	£1.17	71%
Total	£9,256	2,991	£1.92	0.09%	£1.38	66%

LEARNINGS

Custom creatives drive a higher CTR than standard Amazon creatives, and can be more cost efficient in driving traffic to the brand store. Despite being in a sale period all month, BAU creatives drove higher clicks and sales than the Summer Sale creatives, suggesting customising creative for events is not worth the additional creative resource. As banners link to the brand store we see that they are less effective in driving sales compared to the REC. **RECs perform best in driving sales, lower CPMs and highest NTB%.** Our takeaway is to utilise different ad formats at different stages of the funnel. Banners should only be used for awareness, but when there is any consideration towards a sales goal then RECs should be used.



Summer Sale



Responsive eCommerce

