

# We Built a Better Bidding Engine

Teikametrics updated its approach to Amazon bidding to better account for seasonality, day-of-week, and other factors



## Executive Summary

Automated bidding is critical to successfully driving growth on ecommerce marketplaces. As a concept, it allows you to capture the most profitable sales possible, while limiting your losses based on your desired parameters around the cost of a sale. While this concept of bidding to value is tremendously important, effectively deploying it throughout the year necessitates making adjustments to take advantage of seasonal or day-of-week trends.

Teikametrics brought its Automated Bidding Technology to market years ago, but we've recently improved it with a better methodology that accounts for these variances based on seasonality, day-of-week changes, and other factors that should play into your Amazon strategy. This improves your ability to monitor and react to seasonal trends as they happen, helping you confidently capture more profitable sales when the time is right. Additionally, by utilizing aggregated performance data generated across our entire customer base, the resulting ensemble of modeling systems allows your business to more quickly achieve an optimal point of efficiency.

### KEY HIGHLIGHTS

- Introduces day of week, week of month, and yearly seasonality
- Takes into account key holidays or sales events like Prime Day or Cyber Week
- Models these trends by marketplace and product price point
- **Improved bid-to-value accuracy across ad groups and campaigns by up to 50%**

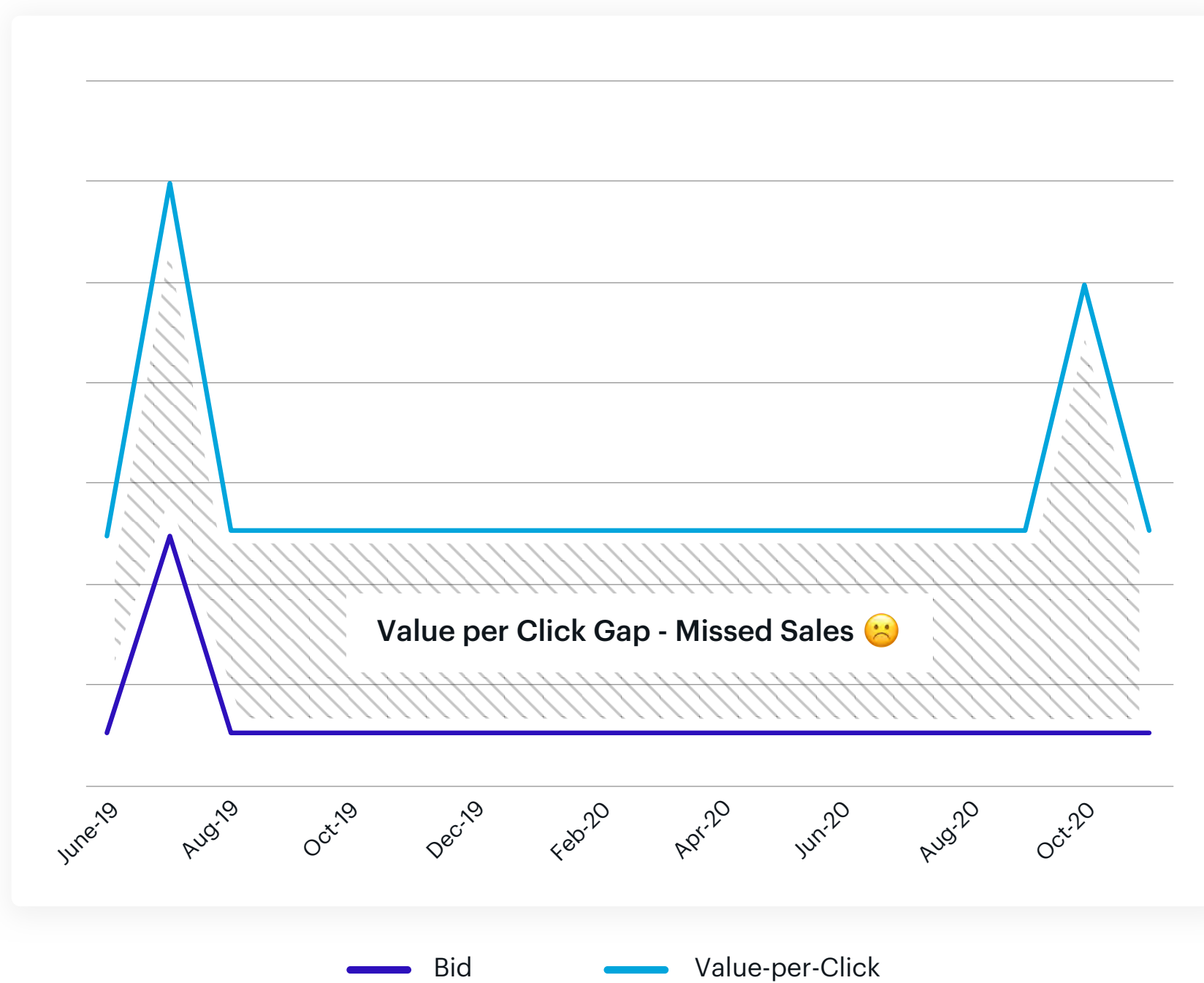
Teikametrics Bidding Technology incorporates seasonality based on all of the earliest observed data points for a given product, allowing us to incorporate trends in performance across time periods. Plus, with the model grouping products' observed performance by marketplace and price, we ensure the more accurate capturing of nuances in product conversion rate to inform bid decisions.

While these are the high-level benefits of the new Teikametrics Bidder, there's a lot more behind the scenes informing our approach. Our data pipeline allows us to automatically make decisions on millions of keywords, multiple times a day – always ensuring that you are competing in the auction with the most recent data and information. With our deep statistical rigor and customizations tailored to meet your business' needs, the result is Teikametrics Bidding Technology doing the hard work to keep you competitive and building market share even in the face of intensifying competition and market uncertainty.

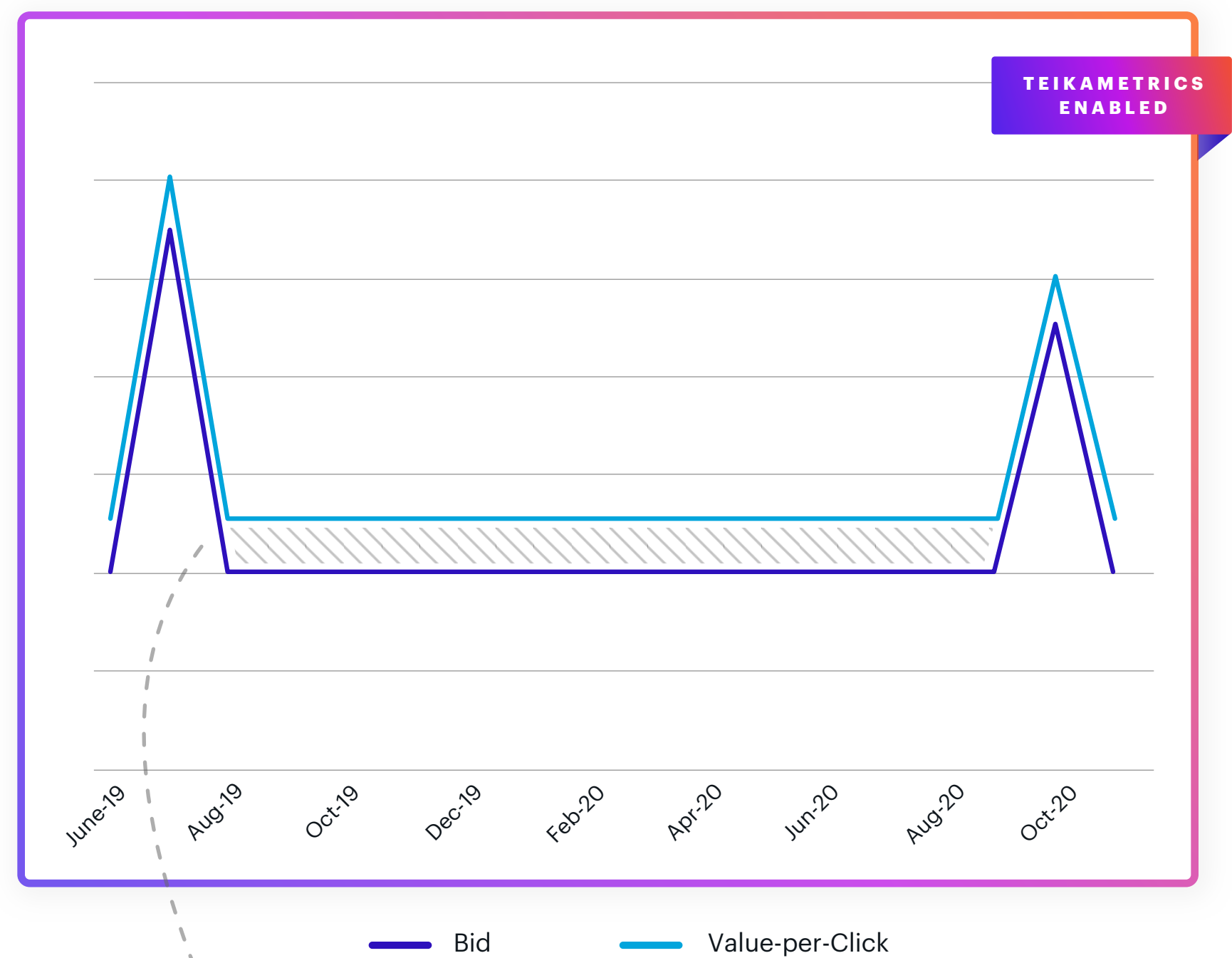
## Example of How our New Methodology Helps You Bid Better

- ➔ Your manual campaign on Amazon is capturing profitable sales, with relatively steady conversion rates over the summer months
- ➔ As the holiday shopping season ramps up alongside a rescheduled Prime Day, our models detect conversion rate changes across similar products, prompting an automatic bid adjustment to keep you competitive and profitable
- ➔ **The model's use of relevant conversion data to inform bids means that it can automatically account for a sales event like Prime Day occurring at a different time of year**

### Average Seller Misses Out an Extra Value During Prime Day 2020



### Seller with Teikametrics Captures More Profitable Sales, And Accounts For Shifted Prime Day



Teikametrics aligns bids based on market signals - capturing as many profitable sales as possible, even during unexpected demand shifts

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