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.

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

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**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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