

# How Hourly Bidding Gives You a Major Advantage on Amazon

By Russ Dieringer // December 21, 2022 //

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Did you catch Amazon's launch of Amazon Marketing Stream?

With this platform, advertisers can view hourly data, which can help show ads when shoppers are most likely to convert.

**Utilizing hourly data can be a huge competitive advantage for brands on Amazon, especially for early adopters.**

Tune in to learn how you can utilize Amazon Marketing Stream and outsmart your competition, even if you're not an agency.

This session is designed for intermediate to advanced eCommerce practitioners that have familiarity with Amazon Advertising and are interested in learning more about what's possible with Amazon Stream.

Attendees will leave with a clear understanding of how to utilize hourly data on Amazon, even without software.

Presenter: Joe Shelerud, Co-Founder & CEO, Ad Advance

## All Signal, No Noise Format

- 20 minutes of prepared remarks
- 10 minutes of Q&A

## Learn more about Ad Advance

Ad Advance is a digital advertising agency specializing in Amazon Sponsored, Display and Video ads. Our hybrid agency model combines the advantages of hands-on management with the efficiency and capabilities of our sophisticated proprietary software – making sense of volumes of data with our technology and expertise.

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