Using Amazon Marketing Cloud to Actively Move Customers Down the Funnel

By Russ Dieringer // April 4, 2024 //

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Analyzing the path to purchase report in AMC is where we started, but it's time to go deeper and beyond insights into action.

Join Joe O'Connor from Tinuiti to learn how you can dig in to AMC and understand the path to purchase at an audience level, and then leverage AMC Audiences to actively move customers down the purchase funnel.

Key takeaways you'll leave with include:

- Learn how to optimize your media mix per audience group based on their unique path to purchase
- Utilize AMC Audiences to actively move customers from awareness through purchase

The session is designed for Amazon and retail media practitioners, including both beginning and advanced users of AMC that want to learn more about the capabilities available with AMC.

All Signal, No Noise Format

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

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