

# KASPIEN'S ADMANAGER

:::FEATURE SPOTLIGHT:::

## DAY PARTING

Day Parting is a feature in AdManager that enables advertisers to schedule Sponsored Product Ads to run only during the days and times that deliver the best results. Advertisers can determine these days and times using the performance results table.

Hourly Performance ●

	Sunday	Monday	Tuesday	Wednesday	Thursday	Sales
12am - 4am	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	Impressions
4am - 8am	\$109.40	\$73.90	\$720.90	\$536.44	\$782.78	Clicks
8am - 12pm	\$544.71	\$988.15	\$544.16	\$908.64	\$978.05	Orders
12pm - 4pm	\$1,543	\$353.04	\$667.67	\$687.84	\$985.86	Sales
4pm - 8pm	\$249.49	\$428.59	\$379.41	\$119.98	\$258.15	Spend
8pm - 12am	\$0.00	\$0.00	\$101.06	\$0.00	\$92.95	Click Through Rate
						Cost Per Click
						Conversion Rate
						Ad Cost of Sale
						Return on Ad Spend

Lower Value  Higher Value

### Why Does Day Parting Matter?

Day Parting maximizes ad profitability. This fact is supported by three key considerations:

1

Clicks late at night or early in the morning produce fewer sales at a higher ACOS than clicks during business hours or in the early evening.

2

Generating more clicks without a purchase can reduce campaign relevancy, decreasing performance over time.

3

If daily budget is limited, it's much more profitable to run ads only during the highest-converting times.

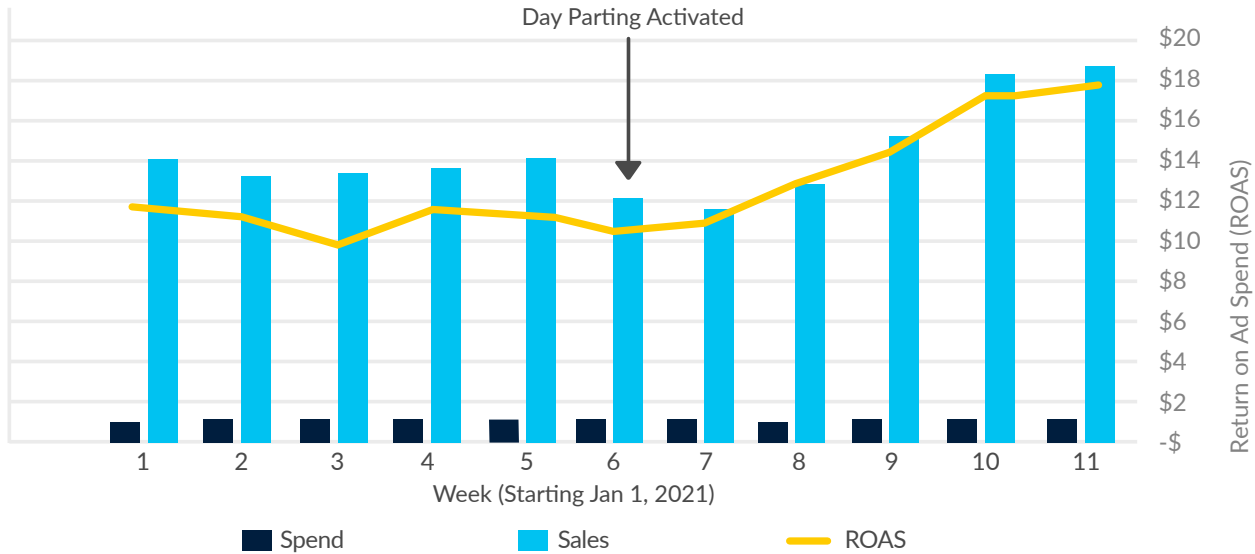


# KASPIEN'S ADMANAGER

Just 6 weeks after implementing Day Parting, Kaspien's average ACOS improved 40%, adding an additional \$6 return for every ad dollar spent! With Day Parting, Kaspien's average ACOS is now an incredible 6%!

**40%**  
IMPROVEMENT  
IN ACOS

## DAY PARTING IMPACT



**6%**  
AVERAGE ACOS

### About AdManager

AdManager is one of the only Amazon ad management applications that offers Day Parting. Day Parting is just the latest of ongoing enhancements to AdManager. AdManager is available in self-service and managed service models. We provide AdManager complementary to our Retail and Agency partners' ad campaigns.

## ADMANAGER 2020 RESULTS

**55%**  
AVG. INCREASE IN  
AD SALES YOY

**39%**  
AVG. INCREASE IN  
AD ORDERS YOY

**41%**  
AVG. DECREASE  
IN ACOS YOY