Competitive Analysis

Global Overview & Amazon

Emma Biallas | January 2023 |
Micro-Internship

Contents

Global Overview

- Established in 2008
- Full-service agency
  - Supports Amazon brands
- Customized strategies
- Partnerships

Global Overview

- Technology & human
- 32 services
- Amazon Ads Partner Awards
  - Performance Growth Award - US 2022

Amazon Ads Partner Awards
Performance Growth Award
Winner – US 2022

Preface

Criteria

Technology
&
Outreach

Solutions

Advance
&
Expand

Competitors

SparkX Global

Automated AMC Model
(AI)

Tinuiti

"GAMMA"
Mobius App

Channel Bakers

TikTok
Influencer v.s.
Generated Content

Comparison

Agency	Services	Verificat-ions	Languages	Employees (LinkedIn)	Advance-ments
SparkX Global	26	5	11	250	AI
Tinuiti	37	5	6	1,050	Mobius App
Channel Bakers	25	3	20	200	Blog
Global Overview	32	3	11	150	Integrity

Offices- Expand

SparkX Global :

Tinuiti :

Channel Bakers :

Global Overview :

Antonio Hernández

- Lead Principal of Global DEI at Amazon

- Manages…
  - Global inclusive marketing
  - Diversity communications/ public relations
  - Strategic diversity external partnerships worldwide

- Overarching Questions
  - Is there a diverse character for primary role?
  - Have we highlighted different environments from urban to rural?

Jennifer Salke

> " *We know how much work there is to be done to improve representation both on camera and behind the scenes, and it <u>starts at home</u>, with us. With clear directives and a commitment to accountability, these guides provide a path toward a more <u>equitable future</u>.* "
>
> - **Jennifer Salke**, *Head, Amazon Studios*

GO Goals- Expand

Offices

Open offices in large cities

Language

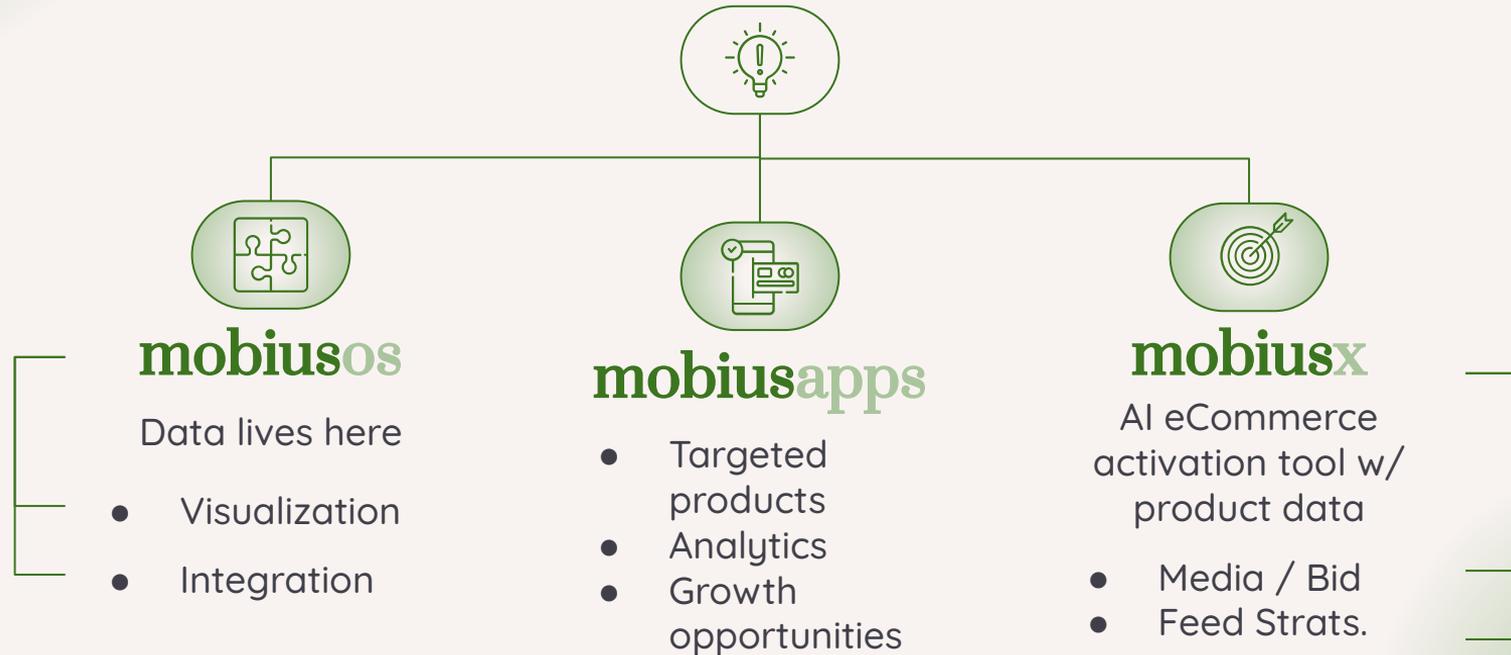Expand supported languages to reach more diverse clientele

Hire
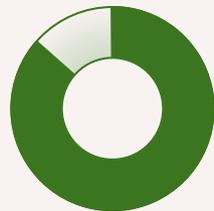
Continue to hire employees based around the world
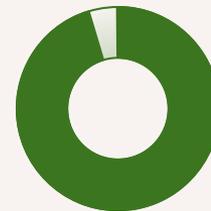
Tinuiti's Tech- Advancement

mobiusos

Data lives here

- Visualization
- Integration

mobiusapps

- Targeted products
- Analytics
- Growth opportunities

mobiusx

AI eCommerce activation tool w/ product data

- Media / Bid
- Feed Strats.

SparkX- Advancement

Time Saved

70%-95%↑

Efficiency = focus in
other areas of company

Sales

40%-180%↑

Benefit clients and
company

GO Goals- Advancement

Innovation

Experiment with systems such as advanced algorithms

Technology

Invest in unique technology to aid in the process w/ clients

Interpersonal Integrity

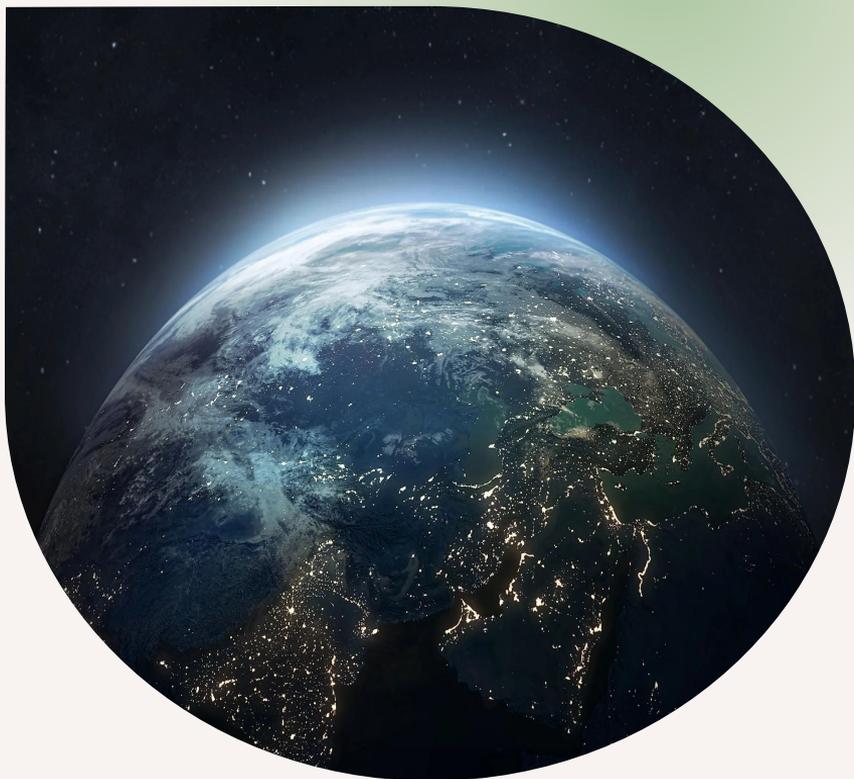Continue to build one-on-one connections with clients

Analysis

Obstacles

SWOT Analysis

Problem Statement

Thank You!

Questions?