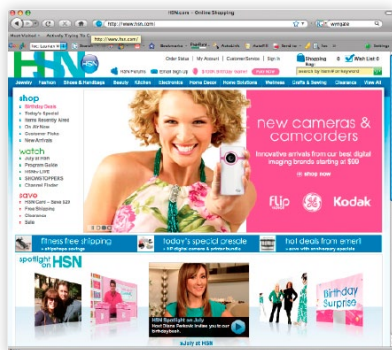


Retail Giant Finds a Cost-Effective Way to Expand Its Online Reach



40% increase in Return on Advertising Spend (ROAS)*
50% increase in Conversion*

Company Information: HSN, www.hsn.com

Powered by: Amazon Product Ads (advertising & traffic)

* Results were for comparison shopping engine (CSE) program. (HSN internal data.)

HSN Sees a 40% Jump in ROAS to its CSE program after launching Amazon Product Ads

HSN is an interactive lifestyle network and retail destination, offering a curated assortment of exclusive products combined with top brand names. HSN incorporates experts, entertainment, inspiration, solutions, tips and ideas to provide an entirely unique shopping experience for its customers. HSN is available across all media including its TV network and hsn.com, which ranks in the top 30 of the top 500 internet retailers. So why partner with Amazon Services? “Size,” says HSN online marketing manager, Kelly Ground. “Advertising on Amazon gave us access to a large base of potential new customers while also allowing us to remain top of mind to customers who have shopped with us in the past.”

Variety—Spice of Life and Source of Sales

HSN sells thousands of products across a wide range of categories—from beauty to home decor to electronics. Finding the next big advertising solution to cover the mix was a priority. They decided to add Amazon Product Ads as part of their comparison shopping engine (CSE) program expansion. Says Ground, “Amazon’s customer base is as diverse as our product mix, so we were able to advertise more of our products on a larger scale, and they performed really well.”

HSN Plays Product Matchmaker

So where do you begin when you’re selling thousands of different products? Find the right mix and make sure you’re connecting those products with the right customers. “You really need to tailor your product mix,” says Ground. “And Amazon’s product detail pages provide the extra step to help to pre-qualify buyers.”

“If you’re looking to **expand your comparison shopping program** and only have \$1 to spend, I’d spend it on **Product Ads**.”

Kelly Ground, Online Marketing Manager

From 0 to 50 in One Month

HSN saw a 50% increase in conversion and a 40% increase in ROAS in their CSE program within one month of launching their Amazon Product Ads campaign. Says Ground, “If you’re looking to expand your comparison shopping program and only have \$1 to spend, I’d spend it on Product Ads.”

To learn more, please visit:
productads.amazon.com