Multi-Retailer Ads (MRA) Playbook

for Meta

Maximizing Performance
while Maintaining
Fair & Equitable Compliance



ampd

ampd

Table of Contents

1 The MRA Revolution: Moving Beyond the Interstitial

2 Deployment Strategies for Fair & Equitable Compliance

3 The Performance-First Strategy: Amazon Hero

4 The Compliance-First Strategy: Mirrored Campaigns

5 The Bottom Line: Performance Meets Compliance

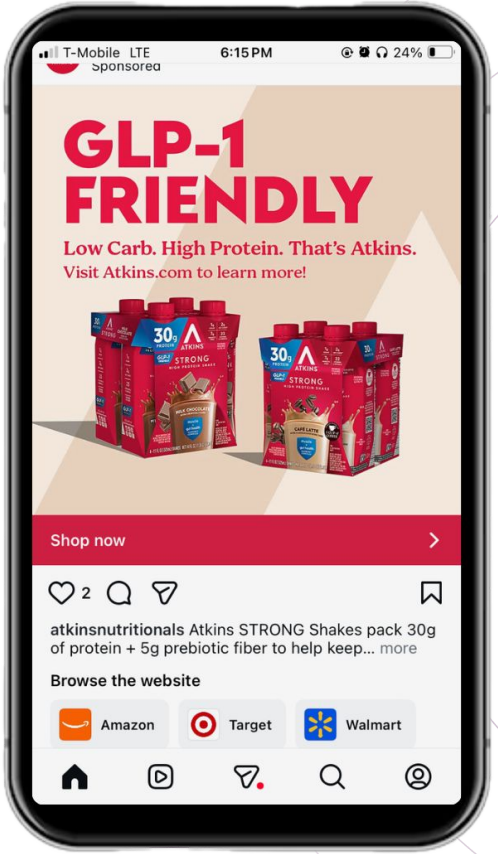
6 How Ampd Can Help

The MRA Revolution: Moving Beyond the Interstitial

For years, the CPG industry has relied on "Where to Buy" (WTB) interstitial pages to manage retailer relationships and satisfy Fair and Equitable (F&E) requirements. However, these pages are often "leaky buckets."

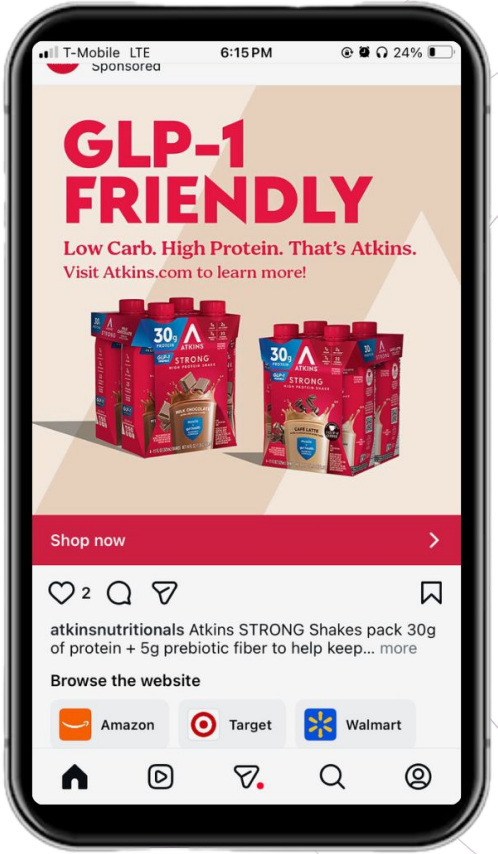
Data shows that Where to Buy pages lose approximately 50% of potential traffic due to friction in the shopper journey.

The Multi-Retailer Ad (MRA) Advantage: By replacing the interstitial with Meta's native MRA unit, brands create a frictionless path to purchase. This shift ensures nearly 100% of your paid traffic reaches a retail destination. To capitalize on this efficiency, brands must move from passive landing pages to an active performance stack.



Immediate Capabilities Required for MRA Success:

- **Deep Linking**: You must drive users directly into the retailer's app (not a mobile web login screen) to ensure the highest conversion rates.
- **Audience Building**: Capturing intent data at every click to build robust first-party segments for retargeting and tentpole events.
- **Ampd Signal**: Infusing real-time commerce data signals back into Meta allows the algorithm to optimize for actual sales rather than just clicks or landing page views.



Deployment Strategies for Fair and Equitable (F&E) Compliance

Navigating "Fair and Equitable" doesn't have to mean sacrificing ROI. We have identified two primary methodologies for deploying MRAs that satisfy legal guidelines while also outperforming legacy WTB strategies.

Methodology 1:
The Performance-First Strategy

Methodology 2:
The Compliance-First Strategy

The following proprietary presentation is given for general informational purposes only and shall be kept strictly confidential

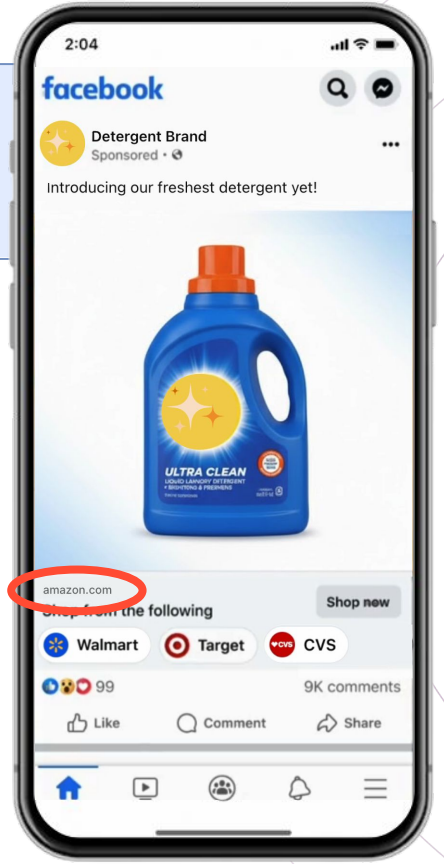
METHODOLOGY #1

The Performance-First Strategy

aka “Amazon Hero”

Best for: Maximizing ROAS and attribution data

The Setup:	Utilize a high-converting brand/product image as the Hero, with Amazon as the primary destination, supported by a carousel of up to 20 other major retailers.
The Logic:	While the Amazon logo is not explicitly shown in the hero slot, the majority of consumers (typically 80%+) naturally interact with the “Shop Now” button rather than the carousel of retailers underneath.
Why it’s Equitable:	This unit prominently showcases all major retail partners in the carousel, providing the same visibility as a traditional WTB stack. It mirrors the "preference" already inherent in WTB pages, which typically list retailers in a stack-ranked order, but removes the 50% traffic drop-off.
The Data Edge:	Amazon shares significantly more commerce data with Ampd than other retailers, providing the clearest picture of attribution and the strongest signals for Meta’s optimization engine.



METHODOLOGY #1

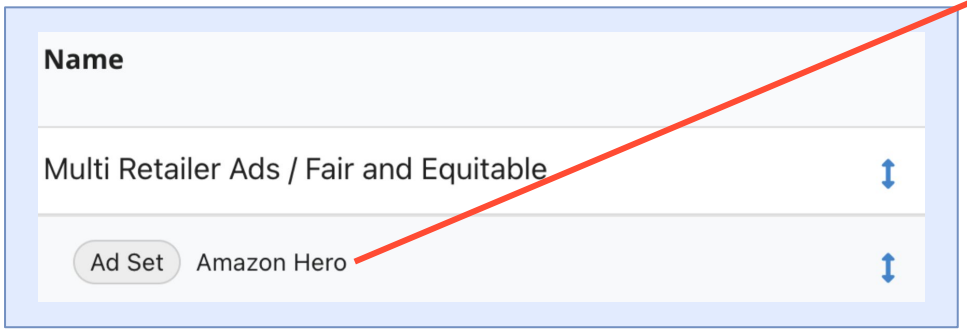
The Performance-First Strategy

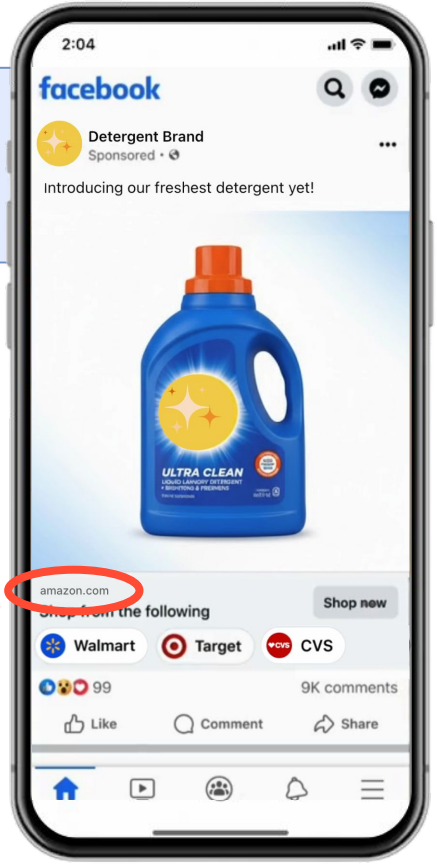
aka “Amazon Hero”

Best for: Maximizing ROAS and attribution data

Recommended Account Build:
No mirrored ad sets/campaigns. Easiest to manage. Each ad is essentially a performance-driven split test of which creative and copy resonates best with your audience.

Example Meta Ads drill down view for Methodology #1:





ampd

METHODOLOGY #2

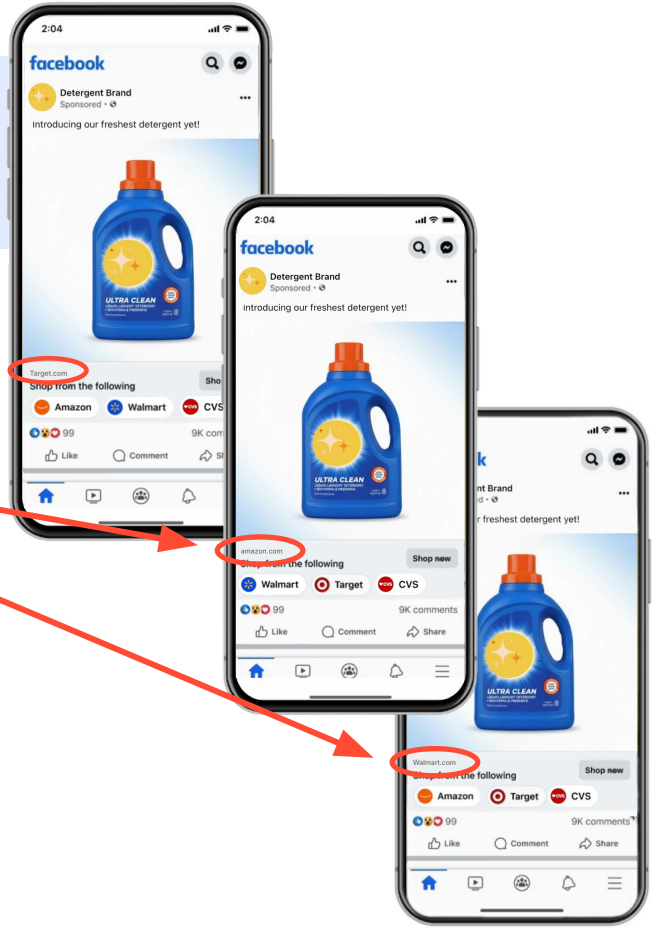
The Compliance-First Strategy

aka “Mirrored Campaigns”

Best for: Brands with strict internal F&E Guidelines

Looking for ironclad compliance while still exceeding WTB interstitial performance?

The Setup:	Create mirrored campaigns or ad sets where different retailers (Target, Walmart, Amazon etc.) rotate as the "Hero" destination.
The Logic:	Budget and exposure are allocated commensurate with your internal F&E guidelines. Each major retailer receives "Hero" status in their respective ad set.
Why it’s Equitable:	This represents the nth degree of compliance, ensuring no single retailer receives the hero position perpetually.
The Data Edge:	While retailers beyond Amazon often have sparser commerce data, this methodology allows you to take "Learnings" from the data-rich Amazon-centric ads and apply those insights to the other mirrored campaigns. Expect less commerce data, and accordingly slightly delayed learnings.



ampd

METHODOLOGY #2

The Compliance-First Strategy

aka “Mirrored Campaigns”

Best for: Brands with strict internal F&E Guidelines

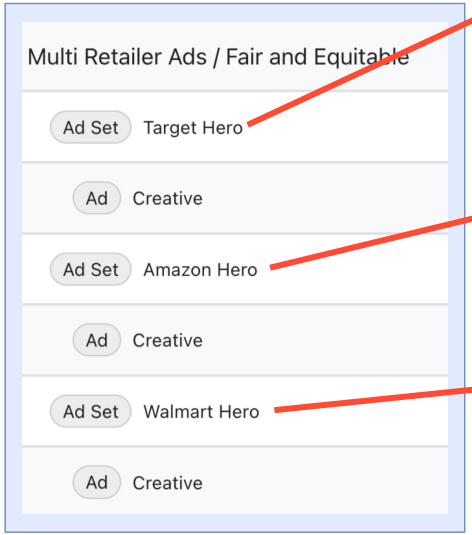
Looking for ironclad compliance while still exceeding WTB interstitial performance?

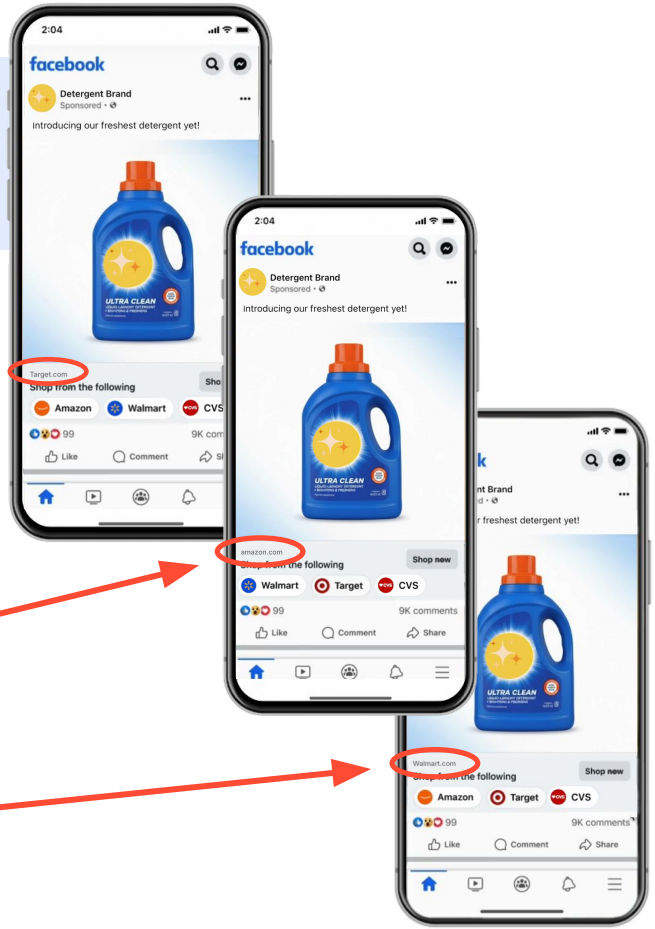
Recommended Account Build:
Mirrored campaigns/ad sets for each hero retailer; typically your top 2 or 3.

Budgets set at the campaign/ad set level align with your F&E guidelines for proportionality.

More arduous to manage and build, but made easier with software like Ampd.

Example Meta Ads drill down view for Methodology #2:





ampd

The Bottom Line: Performance meets Compliance

Regardless of the methodology chosen, MRA deployment strategies significantly outperform traditional interstitial pages. By eliminating the middleman (the WTB page), audiences build twice as fast, allowing for more aggressive retargeting and support for retail media "tentpole" events.

The following proprietary presentation is given for general informational purposes only and shall be kept strictly confidential

ampd

With Ampd as your MRA partner, you gain:

App-to-App Deep Linking:
Ensuring the shopper journey is seamless.

Accelerated Audiences:
Building bespoke audiences at the speed of traffic, without drop off.

Signal Integration:
Facilitating commerce signals back into Meta for true budget optimization.

Open-Source MMM:
Validating total sales impact and scenario planning for future investment through Ampd's proprietary modeling.

ampd

The transition from "Where to Buy" to "Multi Retailer Ads" is the single largest opportunity for CPG brands to reclaim lost traffic and drive digital share.

Reach out to Ampd today to deploy this playbook and ensure an outbreak year of sales at your priority retailers.

www.ampd.io

