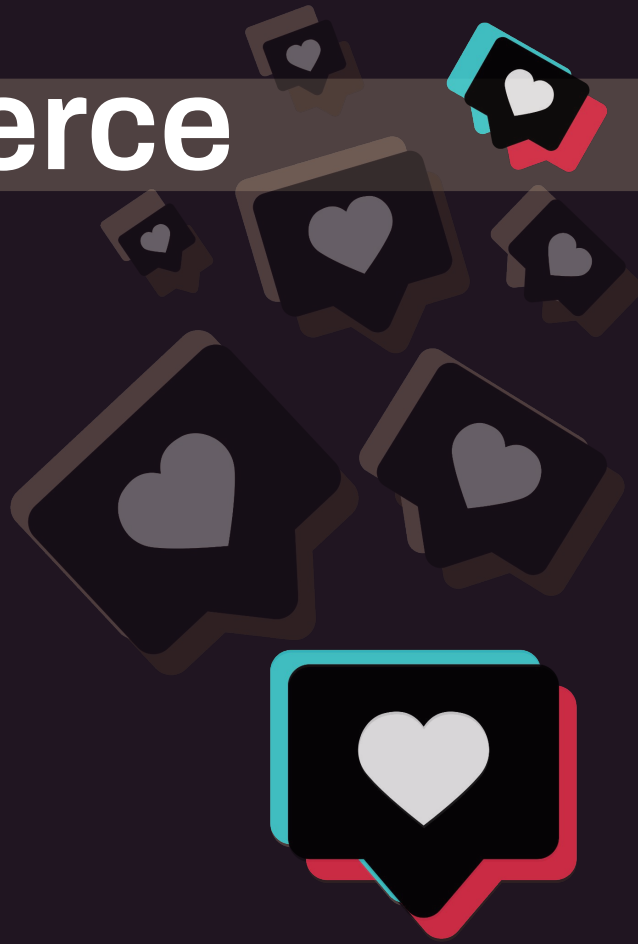
The social commerce playbook for retail outcomes

How to rewrite social media strategy to deliver measurable results at retailers



ampd

Table of contents

Introduction & objective >	3
Defining social commerce >	4
The problem: Ecommerce teams are disadvantaged >	5
The modern shopper journey >	7
Levels of support framework >	8
Four pillars of success >	10
The playbook >	12
Conclusion & next steps >	20
About Ampd >	21



Why do you need to update your social playbook?

Too often, social media gets a free pass when it comes to ecommerce outcomes. Likes, shares, and reach are nice, and necessary, but at the end of the day your shoppers want to buy on Amazon, or other trusted retailers.

It's our perspective that share of attention is merging with share of wallet. Social media has changed shopper behavior, collapsing purchase journeys to instantaneous moments of opportunity for your brand.



Our goal is straightforward: Helping you hold social media accountable for meaningful commerce results, not just vanity metrics.

Who this playbook is for:

- **Ecommerce directors** and managers tasked with meeting sales targets
- **Brand marketing leaders** seeking measurable ROI from social media investments
- **Digital marketing professionals** looking to connect upper-funnel awareness to lower-funnel conversions
- **Executive teams** evaluating budget allocation across channels

What you'll gain by reading:

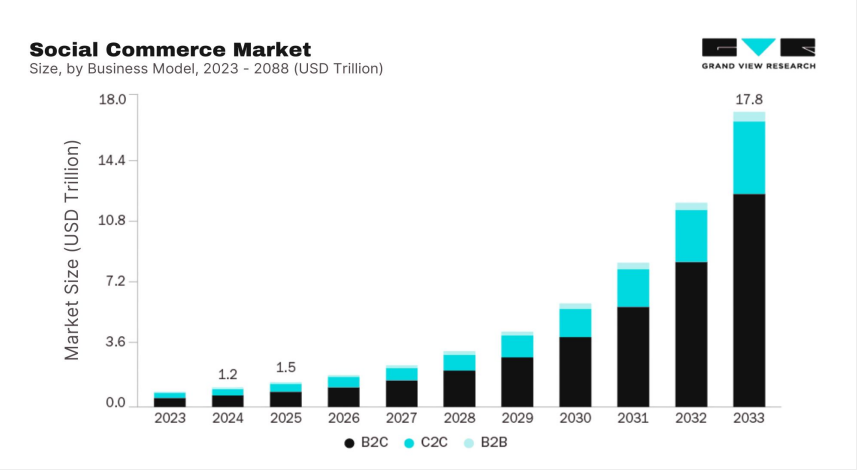
- A **framework** for connecting social media investments to retail sales
- Data-driven **strategies** to optimize social-to-retail conversion
- **Tools** to demonstrate ROI and secure budget alignment between brand and ecommerce teams
- Tactical **guidance** for improving attribution measurement and campaign optimization

Defining social commerce

Social commerce represents the convergence of social media engagement and direct purchasing behavior. Unlike traditional social media marketing that focuses on awareness and engagement, social commerce creates a direct path from discovery to purchase within the social environment or immediately adjacent to it.

The distinction is critical: traditional social media seeks likes, shares, and reach. Social commerce seeks sales, with social engagement as the vehicle.

The global social commerce market size is estimated at USD 1.37 trillion in 2025[1] and is projected to reach USD 17.83 trillion by 2033[2], growing at a CAGR of 36.4% from 2025 to 2033, highlighting the massive shift in consumer behavior and the urgency for brands to adapt their strategies.



[1]Capital One Shopping Research
[2]Grand View Research

Key characteristics of effective social commerce:

- Immediate activation: Content that combines brand storytelling with clear purchase pathways
- Frictionless experience: Seamless transitions from social platforms to retail environments
- Measurable outcomes: Attribution that connects social engagement to actual sales
- Optimized for conversion: in-flight optimizations based on performance data

The strategy problem:

Misalignment to shopper needs

The reality is simple: attention, influence, and purchase decisions are happening simultaneously. Thinking traditionally about allocating spend and effort toward just one of those elements at a time is the problem, especially when targeting younger generations who are entering their 'buying era'.

When teams go to market in silos, strategy, measurement, and optimization efforts are disconnected, leading to conversion loss.

Marketing teams

Evaluated on:

- Engagement rates
- Reach & impressions
- Brand awareness lift
- Video completion rates

Own: Social media & offsite media not within retailer networks

Focus: Upper funnel, Awareness



The gap?

Not using social media across the entire funnel

Not measuring Social against ecommerce metrics

Ecommerce teams

Evaluated on:

- Revenue growth
- Conversion rates
- Customer acquisition costs
- Return on ad spend

Own: Retail media networks

Focus: Bottom funnel, Conversion



The result:

You have an ecommerce disadvantage

Brands max out their retailer onsite advertising share without the upper-funnel support that could **drive new customer acquisition and improve overall efficiency**.

Without proper measurement connecting social media exposure to retail outcomes, brands cannot:

- X **Optimize social campaigns for conversion at retail**
- X **Make data-driven decisions about channel acquisition**
- X **Justify increased social media budgets**
- X **Leverage retailer audiences offsite**
- X **Demonstrate the true value of upper-funnel activities**



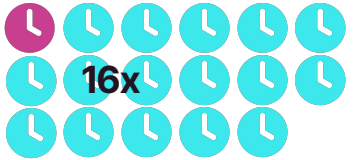
A modern shopper journey:

The shopper gap visualized

TikTok users are spending 16x more time in app compared to the Amazon app. 97% of TikTok Shop customers also use Amazon.
Prime members on Amazon convert at 77%, as compared to the industry average of just 12%. These facts illustrate a clear story... your shoppers **share of attention** is with TikTok & social media, but their **share of wallet** is invested in trusted retailers like Amazon. If you're not capitalizing on this connection, you're likely further widening the shopper gap.

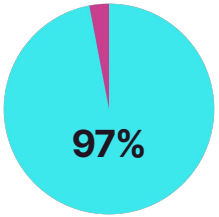


The funnel lines are blurring. What once was a relatively linear journey from becoming aware of your products to being ready to purchase in predictable ways has morphed into the potential for every touchpoint to instantaneously make a potential consumer into an active shopper and closed customer.



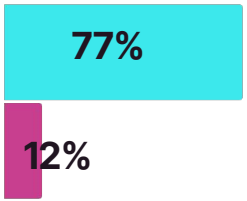
TikTok users time in app compared to Amazon.

Emarketer, Feb 2024



% overlap of TikTok shop buyers with Amazon shoppers.

WARC, March 2025
MobiLoud, July 2025



Amazon Prime Member conversion rate compared to industry average.

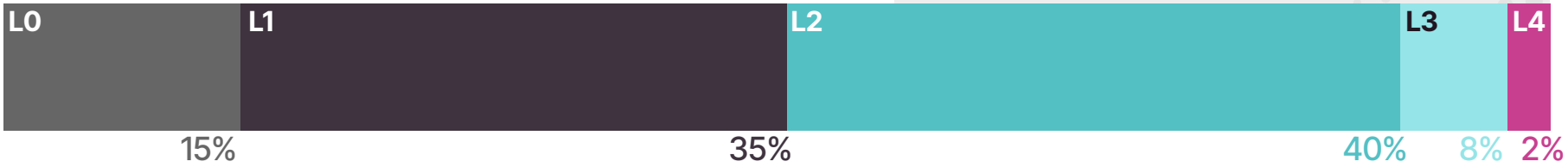
DigitalCommerce360, Apr. 2025

Current state

Levels of support

Based on our assessment of hundreds of brands, we've categorized levels of support for brands providing optimal shopper journeys with measurement maturity.

Only **half** of analyzed brands are directly connecting shoppers to retailer pages, and only **2%** are actively optimizing towards retail outcomes.



Level 0 - Nothing

- No direct path from social media to purchase
- Social campaigns drive to brand entities only
- Zero measurement connecting social activity to sales

Level 1 - Where to Buy

- Social ads include "Where to Buy" buttons, implementation often breaks with cookie compliance
- Limited attribution measurement
- Significant drop-off in conversion due to extra steps

Level 2 - Direct without Attribution

- Traffic sent directly to retailer product pages
- No measurement of social impact on sales
- Cannot optimize campaigns for conversion

Level 3 - Direct with Attribution

- Measurement connects social impressions to retail sales
- Can demonstrate ROI but capability for A/B testing and optimization remains limited
- Typically uses top-level reporting

Level 4 - Direct with Optimization

- Granular, ad-level attribution enables in-flight optimization
- Data proximity to activation drives maximum performance
- Full integration between brand and ecommerce strategies

The good news?

Getting to Level 4 is easier than it sounds

A recent case study with a CPG category leader in the incontinence market demonstrates the potential:

Starting point (Level 2):

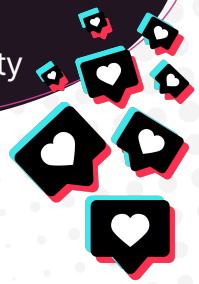
- Brand sends Meta traffic to Amazon
- No attribution or optimization capability
- Return: 2.6 cents per dollar spent

After optimization (Level 4):

- Implemented granular attribution and established performance benchmarks
- Used data to perform inflight optimization
- Return: 70 cents per dollar spent

27x
improvement in just one month

70%+
new-to-brand rate, proving incrementality



This improvement led to immediate expansion across Google, TikTok, and additional brands within the organization.

The four pillars of success

Level 4 organizations have made Social Media a fundamental piece of their shoppers' purchase paths, with media strategies, measurement, and optimization efforts synchronized across marketing and ecommerce teams.



1. Internal alignment

Align organizational efforts on consumer intent rather than channel silos. This requires strategic coordination based on how consumers actually find and purchase your products.

- **Budget integration:** Pool brand awareness and performance budgets based on shared retail outcomes rather than separate channel KPIs
- **Ownership agility**: Create cross-functional teams that can move quickly when consumer behavior shifts between social discovery and retail conversion
- **Strategy derivation:** Build campaigns around actual consumer product discovery patterns, not internal organizational charts



2. Shopper alignment

Your creative must prepare shoppers for the experience you're about to deliver. If your social media shows a product, your call-to-action should set the expectation of where and how they can buy it.

- **Expectation setting:** Creative should clearly call out "Shop now on Amazon" or specific retailer destinations
- **Message consistency**: Ensure social messaging aligns with product availability and retail presentation
- **Intent matching:** Connect discovery content directly to purchase opportunities without mixed signals

3. No purchase friction

Every additional click, login, or step between interest and purchase reduces conversion. Design the optimal path from social engagement to retail completion.

- **Direct linking:** Send shoppers directly to product pages, not search or category pages
- **Login elimination:** Use deep linking to bypass unnecessary authentication steps
- **Mobile optimization**: Ensure seamless transitions from social apps to retailer apps

4. Actionable data

Implement measurement that enables optimization, audience building, and retargeting based on actual purchase behavior rather than social engagement alone.

- **Optimize toward sales**: With in-flight campaign and creative optimization based on retail conversion data
- **Re-engage shoppers:** Retarget customers who viewed your Amazon product pages with complementary social content; cross-sell and upsell campaigns, and lifecycle campaigns to create repeat purchasers
- **Find new lookalike Amazon shoppers:** Build audiences based on actual Amazon purchasers, not just social engagers

The ceiling is real unless you connect the dots between social, content, and retail. The data shows that brands implementing integrated social commerce strategies see measurable improvements in both customer acquisition and sales efficiency.

The opportunity is significant, the tools are available, and the early movers are already seeing substantial competitive advantages.

The playbook

If you're ready to get to Level 4, and make social media accountable to retail outcomes, the following recommendations and case study examples will help get your organization started!

Playbook contents:

1 Assess the current strategy

2 Align shopper intent with the digital shelf

3 Creative & expectation setting

4 Deep linking & destinations

5 Optimizing on retail signals

6 Fueling audiences & retargeting



1 Assess the current strategy

Gather stakeholders to evaluate social media support and identify purchase path gaps.

Who owns:

Marketing | Ecomm | Leadership

Action items:

- Rate current support level (0-5 scale)
- Identify team alignment gaps between brand marketing and ecommerce
  - Are ads connecting directly to retail?
  - Are purchase paths being measured?
- Consider optimization opportunities:
  - Redirect underperforming DTC/WTB traffic to Amazon or best performing online retailer
  - Ensure every ad (including awareness) links to purchasable products

A helpful tip:

Looking for a quick assessment tool?

Exploring the **Meta ads library** can help you determine current ad destinations across your brand.

How to use:

1. Go to the link above
2. Select all ads
3. Search the relevant Meta account name
   (note: this may be different from your company's brand name)

Did you know...

⅔ of consumers want to buy from trusted retailers & AI more than directly from brand sites[1]? It's no wonder that Amazon converts at 5-15x higher rate on average than DTC sites[2].

How many sales are you missing?

[1]RetailBrew, Jan.2025; [2]Saras, July 2025.

2 Align shopper intent with the shelf

For any campaigns launching with purchase intent, coordination across marketing and ecommerce to ensure product availability & assess conversion likelihood.

Who owns:

Marketing | Ecomm

Action items:

- Identify and prioritize high-velocity, high-margin products at the best performing online retailers
- Match social content with available inventory
- Optimize product listings (reviews, images, descriptions)
- Sync campaign timing with retail availability,promotions, and tentpole events

A helpful tip:

How do you know what makes a good social media experience?

The key is a balance between the entertainment of the brand voice, with the purchasability of a sponsored ad.

Next, you need an iterative testing strategy:

1. Switch campaign types from awareness to traffic, then optimize based on retail signals.
2. Start small with planned, fast iteration. Run rapid sprints (1–2 weeks) with small budgets to identify winning elements before scaling.
3. Test creative variants, message testing, and audience alignment.
4. Share results across social publishers. Distribute insights with ecommerce teams and other relevant contributors to inform content creation, product prioritization, and inventory planning.

3 Creative & expectation setting

Set expectations clearly. Creative should combine engaging brand storytelling with clear call-to-action: "Shop now on Amazon" to boost both click-through and conversion rates.

Who owns:

Marketing | Ecomm

Action items:

- Develop 3-5 creative variants per campaign
- Lead with product benefit, include social proof, end with clear CTA
- Adapt creative formats for each platform best practices
- Connect social content with retail events and inventory planning

A case study:

WaterWipes social commerce creative combines emotional storytelling about baby care with direct Amazon purchase prompts, resulting in higher engagement and conversion rates than generic brand awareness content.

A



B



Adding "Available at Amazon" logo drove **2x** higher add-to-cart rates by building trust and qualifying shoppers pre-click.

4 Deep linking & destinations

Remove login friction and send shoppers directly to purchase-ready pages. Don't let logins or additional steps kill a sale.

Who owns:

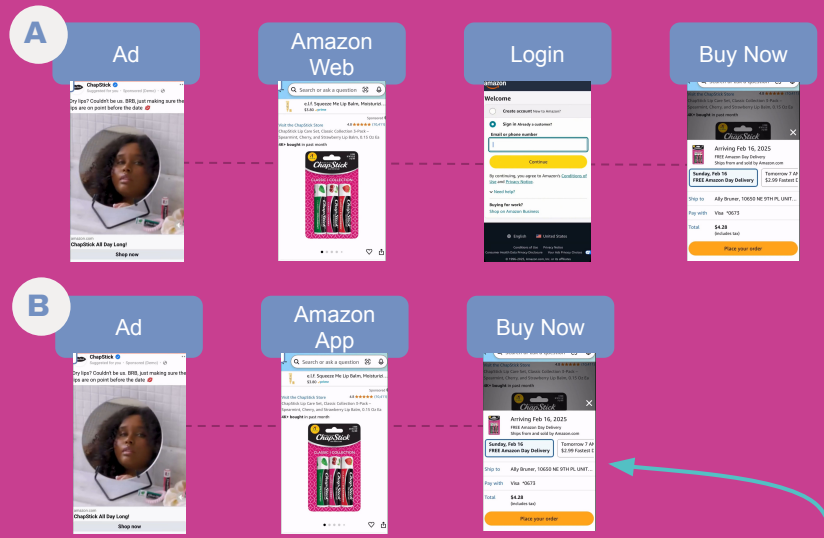
Marketing | Ecomm

Action items:

- Use product detail pages: Link ads to specific product detail pages or shopping optimized brand pages, not category or search results pages to oust competitive ads, and keep shopper focused on conversion
- Use app-optimized links: Make sure to deep link destination URLs to avoid login friction
- Perform A/B tests: Continuously test link destinations for optimal conversion

A case study:

A CE brand created A/B tests with and without deep linking to evaluate the impact login friction was having on their performance.



By removing the login step from Meta to Amazon, the brand found a 26% increase in conversion. All other KPIs remained the same leading to a **26% ROAS improvement**. demonstrating the measurable value of friction reduction.

Images are publically available examples and not specific to the case study data provided.

5 Optimizing on retail signals

Use deterministic attribution to connect impressions to sales. This enables in-flight campaign and ad optimization while providing proof points for internal budget discussions.

Who owns:

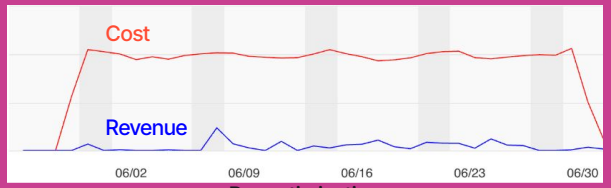
Marketing

Action items:

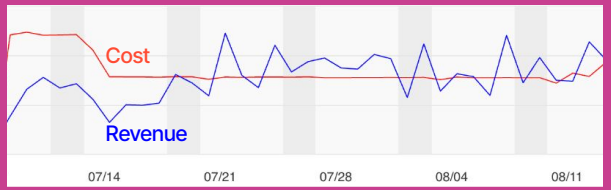
- Track which specific ads drive highest retail conversions
- Measure new-to-brand vs. existing customer conversion rates
- Compare performance across social platforms in real-time. Leverage key successes on one platform to inform activation on others
- Utilize real-time data for immediate campaign adjustments

A case study:

A leader in the incontinence market qualified themselves as a level 2 support. The were taking Meta traffic directly to Amazon, but not measuring the attribution. They activated attribution with Ampd, then built a benchmark of performance. Before optimizations, the brand was seeing a $0.026 return.



Pre optimization



Post optimization

After taking actions recommended in this playbook and optimizing on the retail insights now provided, the brand increased their return on investment to $0.70 from Meta. This represents a **27x improvement**, while maintaining a **new-to-brand rate of 70%+**.

6 Fueling audiences & retargeting

The data you've connected becomes exponentially more valuable when you utilize it to develop audiences and campaigns to retarget or nurture your shoppers offsite.

Who owns:

Marketing

Action items:

- Retarget customers who viewed your Amazon product pages with complementary social content
- Create cross-sell and upsell campaigns to existing Amazon customers through social channels
- Develop lifecycle campaigns that move customers from one-time Amazon buyers to repeat purchasers
- Build audiences based on actual Amazon purchasers, not just social engagers to help expand reach to consumers with similar purchase behaviors across media channels

A helpful tip:

By interpreting Amazon's retail signals, such as product views, add-to-carts, and purchases, AI-powered platforms like Ampd can automatically align those behaviors with audiences on Meta. This means your campaigns don't just rely on surface-level engagement; they're informed by real purchase intent.

When retail intelligence powers Meta's algorithm, social commerce optimization becomes smarter and faster.

Remember...

Lower funnel activities generally have higher CPMs. As you test this playbook and expand your campaigns using retail-intelligent audiences you will be optimizing toward scaled traffic, versus scaled impressions which may require a realignment of KPI goals across your teams and leadership.

Implementation framework

Ready to get started? Here is a checklist and suggested time frame for activating within your organization.

MONTH 1: Assessment & team alignment

- [ ] Audit current social commerce maturity level
- [ ] Identify key stakeholders across brand and ecommerce teams
- [ ] Establish shared KPIs and success metrics

MONTH 2: Pilot program launch

- [ ] Select 2-3 high-velocity products for testing
- [ ] Implement basic attribution measurement
- [ ] Launch test campaigns with direct-to-retail creative and measure performance benchmarks

MONTH 3: Optimization & scaling

- [ ] Analyze performance data and optimize campaigns
- [ ] Expand successful tactics across additional products
- [ ] Present results to secure additional budget allocation

MONTH 4-6: Full integration

- [ ] Scale across multiple social platforms
- [ ] Integrate social commerce data into JBP planning
- [ ] Establish ongoing optimization and expansion processes

Social media is the closest you can get to today's shoppers.

They spend their time there, discover products there, and increasingly make purchase decisions there. The brands winning at retail are doing so with considerable support from integrated social commerce strategies.

Our challenge to you-

Go ask your brand teams:

- **Are you delivering traffic to Amazon directly from social?**
- **If yes, are you measuring retail outcomes?**
- **If not, why not, given the size of the opportunity?**

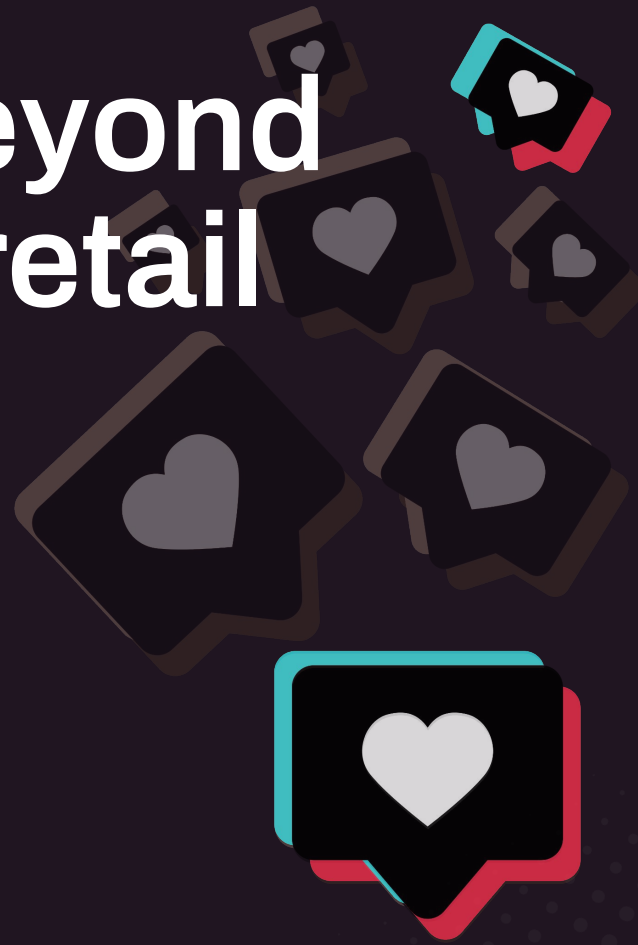
The convergence of social attention and retail conversion represents one of the largest opportunities in digital marketing today. The brands that act now will define the competitive landscape for the next decade.



Ready to move beyond vanity metrics to retail results?

Ampd connects offsite media from Meta and TikTok, to online retailers, providing closed-loop attribution that boosts your offsite media with valuable retail signals.

Contact us for a free audit of your current social commerce strategy and customized recommendations for moving to Level 4 optimization.
ampd.io/demo



ampd