A photograph of two men in a meeting. One man is seen from the back, looking towards the other man who is facing him with his hands clasped. The background is a blurred office setting.

CONNECTED COMMERCE GUIDE

YOUR PATH TO CONNECTED COMMERCE

INTEGRATE AMAZON, D2C, BRAND &
PERFORMANCE

DO THE SELF-CHECK 

FRONT ROW

10 SELF-CHECK FACTS: HOW CONNECTED IS YOUR ECOMMERCE BUSINESS?

CHECKLIST

| | | YES | NO |
|-----|--|--------------------------|------------------------|
| 1. | Not only do we know how much we sell on Amazon, we also know our customer lifetime value. | <input type="checkbox"/> | p.3 → |
| 2. | We turn social media hype into measurable revenue. | <input type="checkbox"/> | p.5 → |
| 3. | We generate incremental revenue with our retail media ads and do not pay for sales that would have happened anyway. | <input type="checkbox"/> | p.7 → |
| 4. | We guide users to the checkout with the highest margin and the highest lifetime profitability. | <input type="checkbox"/> | p.10 → |
| 5. | We create a consistent brand experience across all touchpoints. | <input type="checkbox"/> | p.12 → |
| 6. | We deanonymize users early and personalize our approach to generate a significant share of revenue through CRM activities. | <input type="checkbox"/> | p.14 → |
| 7. | We know whether we have a hidden B2B business with particularly high lifetime values. | <input type="checkbox"/> | p.16 → |
| 8. | Our products are optimized for agentic commerce and are recommended via ChatGPT. | <input type="checkbox"/> | p.18 → |
| 9. | We know how much our brand marketing contributes to sales growth. | <input type="checkbox"/> | p.20 → |
| 10. | We leverage social media as a sales channel for strong revenue. | <input type="checkbox"/> | p.22 → |

CASE #1 | CUSTOMER LIFETIME VALUE

HOW CAN I FIND OUT NOT ONLY HOW MUCH I SELL ON AMAZON, BUT ALSO WHAT MY CUSTOMER LIFETIME VALUE IS?

CHALLENGE

Many brands view Amazon solely as a sales or conversion channel and focus only on short-term performance metrics such as revenue, ROI, and ROAS.

Success is typically measured by how well a campaign performs within 30 days—based on clicks, conversions, and resulting sales relative to advertising spend.

However, measuring only short-term conversion metrics provides an incomplete picture of a brand's actual success and overlooks the long-term customer value that Amazon can generate.

CONNECTED APPROACH

The **connected commerce** approach recognizes that customers acquired through Amazon are not just one-time buyers.

Customers, especially those who purchase consumer goods brands (such as in the beauty, personal care, food, or beverage sectors), often make repeated purchases over a longer period of time.

What is needed is a deep understanding of customer purchasing behavior and **customer lifetime value (CLV)**.

OUR SOLUTION

Instead of relying solely on traditional performance metrics such as ROAS and short-term sales figures, brands can use **customer lifetime value (CLV) analysis** via **Amazon Marketing Cloud (AMC)** to develop a deeper understanding of their customers.

By using AMC, brands can recognize:

- ✔ How often do customers who have made a purchase buy again.
- ✔ How their spending develops after the initial purchase.
- ✔ The total value they generate over time.

These insights enable more strategic investment decisions—for example, higher spending on new customer acquisition if the data shows that repeat purchases make customers profitable in the long term.

[READ MORE](#)



CASE #1 | CUSTOMER LIFETIME VALUE

CASE STUDY

HOW WE USED AMC FOR WELLA



Determining customer lifetime value

With AMC, we determined the CLV at the customer level, thereby revealing the actual value contribution of individual customer segments.



Identify top 20% customers

We analyzed the customers with the highest sales to understand their purchasing behavior, brand loyalty, and repurchase dynamics.



Achieving repeat purchases

By identifying the products with the highest likelihood of repeat purchase, we were able to develop targeted strategies for long-term growth.

[READ MORE →](#)

YOUR FRONT ROW EXPERTS



SIMONE HERRING
Director Performance
Marketing



GABRIEL REITZ
Director Business
Development & Marketing

LET'S CONNECT

Want to know how you can boost your Amazon performance with Amazon Marketing Cloud and CLV analytics? We can help!

[BOOK A MEETING](#)

HOW CAN I TURN SOCIAL MEDIA HYPE INTO SALES THROUGH CHANNELS SUCH AS AMAZON?

CHALLENGE

Many brands experience viral moments on platforms such as TikTok, generating enormous reach and engagement—but struggle to convert this hype into measurable sales. Despite the growing popularity of TikTok Shop, customer usage remains low, meaning that viral attention rarely leads to actual purchases.

CONNECTED APPROACH

Connected commerce begins with **attentiveness** and **agility**. Even if the focus is on a sales channel such as Amazon, it is crucial to actively monitor social trends and viral moments in order to identify opportunities early on.

Our data from various customer projects shows a clear **correlation between social virality and an increase in search volume** and traffic on Amazon. Those who identify these peaks and respond quickly can tailor their campaigns and effectively leverage the momentum generated by social buzz.

OUR SOLUTION

1) Full-Funnel-Amazon-Advertising

We help brands translate social hype into measurable sales with full-funnel Amazon advertising strategies that combine awareness with conversion.

This means we use upper funnel formats such as Prime Video and Twitch (via Amazon DSP) to inspire target groups that were previously reached via TikTok content, and then use Sponsored Brands and Sponsored Products to guide them toward making a purchase.

2) Amazon Marketing Cloud (AMC)

With the help of AMC, we can:

- Measure and optimize campaign performance across the entire funnel.
- Precise retargeting, e.g., re-addressing viewers of a Prime Video ad with product ads, or vice versa.
- Dynamically reallocate budgets, adjust creatives, and swap promotions in real time as soon as a new trend emerges.

This flexible, data-driven approach ensures that social momentum is optimally translated into sales.

[READ MORE](#)



CASE STUDY

HOW MONSTER ENERGY MONETIZED THE TIKTOK HYPE



Full-Funnel Approach

We optimized all phases of the customer journey, connected touchpoints through targeted retargeting, and created long-term customer loyalty with Subscribe & Save.



Trend Monitoring

By monitoring other platforms, responding quickly to trends, and flexibly adjusting budgets, we capitalized on social hype in a targeted way.



Targeted targeting

Through contextual and audience targeting, we have clearly structured campaigns around generic, brand, and competitive terms.

[READ MORE →](#)

YOUR FRONT ROW EXPERTS



CLAAS HARTMANN
Director Media
Strategy



GABRIEL REITZ
Director Business
Development & Marketing

LET'S CONNECT

Want to learn how to successfully monetize social media hype through data-driven strategies and full-funnel advertising? We can help you do just that!

[BOOK A MEETING](#)

CASE #3 | RETAIL MEDIA ADS

HOW CAN I USE RETAIL MEDIA ADS TO GENERATE INCREMENTAL REVENUE AND AVOID PAYING FOR SALES THAT I WOULD HAVE MADE ANYWAY?

CHALLENGES

Fragmented measurement

Retail media campaigns often run across different channels with different attribution models, metrics, and KPIs, making it difficult to evaluate performance holistically.

Lack of overall perspective

Many advertisers focus exclusively on media ROAS (paid sales vs. ad spend) without considering the impact on organic sales. This can obscure cannibalization effects, where paid campaigns shift existing organic demand rather than generating real growth.

Uncertainty regarding incrementality

Without considering paid and organic together, it is impossible to determine whether retail media investments actually generate incremental sales or merely redistribute existing demand.

CONNECTED APPROACH

In connected commerce, we combine **paid and organic performance** in a uniform measurement framework.

Instead of looking at advertising metrics in isolation, we analyze the **total ROAS** (i.e., the return on ad spend across paid and organic sales) and include extended KPIs such as the marketing contribution to overall growth. This shows whether our measures are actually **generating incremental business growth**.

On platforms such as Amazon, we also identify **newly acquired customers** to understand whether media activities generate **incremental buyers** or merely reactivate existing customers.

[READ MORE](#)



CASE #3 | RETAIL MEDIA ADS

OUR SOLUTION

We apply a **holistic measurement** strategy across all retail media channels to ensure that media performance is measured not only by short-term return, but also by actual business impact. This allows brands to focus their budgets on **incremental growth**.

We use two approaches to achieve this:

1 Amazon Marketing Cloud (AMC)

We use Amazon Marketing Cloud (AMC) to track **new-to-brand conversions** and evaluate incrementality. This allows us to determine whether campaigns are actually tapping into new buyer potential or merely reactivating existing demand.

2 CATAPULT ANALYTICS

CATAPULT is our e-commerce analytics software, which we use to bundle and analyze data from Amazon and other platforms and derive concrete optimization measures.

We use CATAPULT dashboards, including:

- A cross-channel retail media dashboard that enables consistent measurement and performance comparison across different platforms.
- A holistic planning dashboard that calculates total ROAS and marketing contribution—and combines paid and organic data in a unified view.

This approach ensures that media performance is evaluated not only in terms of short-term return, but also in terms of actual business impact.

This allows brands to focus their investments on incremental growth rather than cannibalization.

[READ MORE](#)



CASE #3 | RETAIL MEDIA ADS

CASE STUDY

COSNOVA'S RETAIL MEDIA GLOW-UP



From Amazon to omnichannel growth

We prepared Cosnova for omnichannel growth with a retail media strategy across dm, Rossmann, Flaconi, and Notino.



CATAPULT Analytics

We have connected sales, marketing, and media via CATAPULT Analytics—for data-driven decisions and measurably better performance.



Test, learn, scale

Through our test-and-learn framework, we turned retail media into a real growth driver with a noticeable impact on brand and sales.

[READ MORE →](#)

YOUR FRONT ROW EXPERTS



SOPHIE WÖRSDÖRFER

Senior Performance
Marketing Manager



GABRIEL REITZ

Director Business
Development & Marketing

LET'S CONNECT

Want to know how to manage paid and organic channels holistically with Connected Commerce? We'll show you how.

[BOOK A MEETING](#)

CASE #4 | CHECKOUT PROFITABILITY

HOW CAN I GUIDE USERS TO THE CHECKOUT WITH THE HIGHEST MARGIN AND LIFETIME PROFITABILITY?

CHALLENGE

Today, **eCommerce** is more complex and interconnected than ever before. Brands sell across a **variety of platforms**—Amazon, other marketplaces, and their own **brand stores**.

The key challenge is to ensure that users are guided to the **checkout with the highest margin and the best lifetime value**.

Efficient management across these fragmented channels is difficult—especially because each platform is often viewed as a separate business unit with its own P&L.

CONNECTED APPROACH

Traditionally, organizations are structured around channels. Each channel pursues its own goals and KPIs. In the **connected commerce** approach, however, the focus shifts from channel responsibility to customer responsibility. Brands don't need to own the checkout, but rather optimize the customer experience.

The goal:

Each user is guided along their individual journey and, based on their behavior, to the checkout option with the highest expected profitability and lifetime margin.

To achieve this, it is necessary to break down silos, integrate data across platforms, and align marketing measures with customer value rather than channel-related performance.

OUR SOLUTION

We empower brands to implement a customer-centric commerce strategy by operating the marketing engine that dynamically guides users to the most profitable checkout destinations.

[READ MORE](#)



CASE #4 | CHECKOUT PROFITABILITY

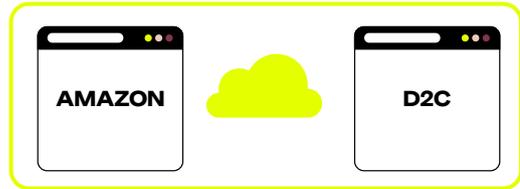
ACTIONABLE ANALYTICS

Actionable Analytics is our approach to bundling and analyzing data from Amazon and external advertising platforms and deriving concrete optimization measures.

In this way, we help brands develop a holistic understanding of margin, conversion, and customer lifetime value across all sales channels.

AMC

By integrating and analyzing data from tools such as Amazon Marketing Cloud (AMC), we enable transparent measurement and comparison of profitability between Amazon and D2C environments.



Based on these insights, we optimize conversion rates, traffic routing, and marketing budget allocation to achieve maximum lifetime profitability.

In addition, Front Row manages **holistic digital marketing campaigns** via:

AMAZON
ADVERTISING

RETAIL MEDIA

PAID SOCIAL

PAID SEARCH

Including continuous **A/B testing and ongoing optimization** to maximize performance and profitability in the long term.

YOUR FRONT ROW EXPERT



BJÖRN SJUT
Managing Director
Front Row Europe

LET'S CONNECT

Want to know how to manage paid and organic channels holistically with Connected Commerce? We'll show you how.

[BOOK A MEETING](#)

CASE #5 | BRAND CONSISTENCY

HOW CAN I CREATE A CONSISTENT BRAND EXPERIENCE FOR MY CUSTOMERS ACROSS ALL TOUCHPOINTS?

CHALLENGE

Today, brands operate on a **growing number of platforms**—from their own websites and brand stores to Amazon stores and online marketplaces to social platforms such as Meta and TikTok.

Each of these environments has its **own design constraints and platform-specific rules**, making it difficult for brands to maintain a consistent and recognizable identity across all touchpoints.

The key challenge is: How can a brand remain visually and experientially consistent when the customer journey spans so many uncontrollable environments?

CONNECTED APPROACH

The **connected commerce** approach solves this problem by establishing a modular, digital design system that ensures **brand consistency** across all platforms and interactions.

Instead of relying on static brand guidelines in PDFs, brands need living design systems—**digital frameworks** that translate their visual and experiential identity into **flexible components** that can be adapted to the requirements of each platform.

This keeps the brand consistent while also optimizing it contextually, creating a seamless brand experience across all digital ecosystems.

OUR SOLUTION

At Front Row, we develop and implement **modular, flexible, and platform-compatible design systems** that can be embedded directly into design workflows.

These systems are built in Figma and other **collaborative design tools**, making them easy to use—both for internal teams and external agency partners.

They are **AI-ready**, support automated design processes, and guarantee brand consistency even on a large scale, even with extensive content distribution across various digital channels.

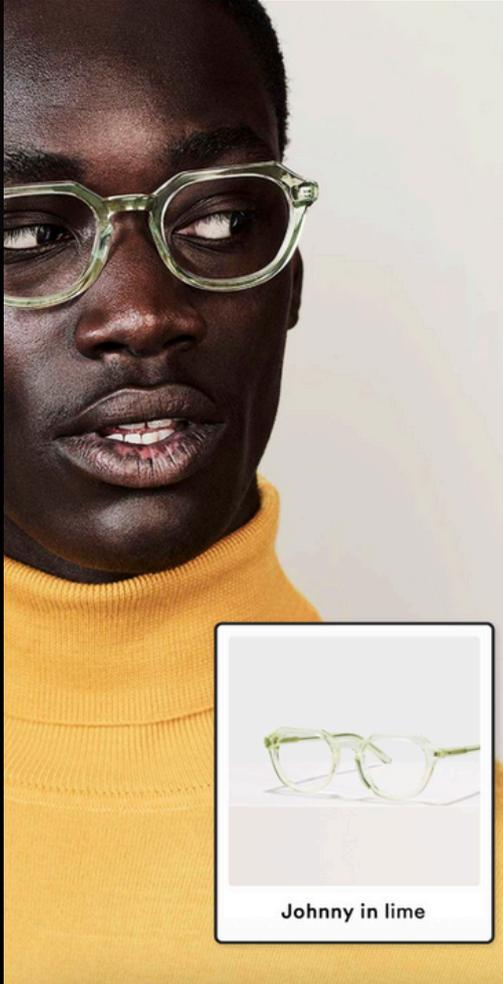
[READ MORE](#)



CASE #5 | BRAND CONSISTENCY

MASTERCLASS

THE POST-CHANNEL BRAND



A uniform design system

The design system we have developed enables us to efficiently create consistent brand identities across all channels.



A uniform design system

The design system we have developed enables us to efficiently create consistent brand identities across all channels.



A consistent brand voice

Brand values, messages, and storytelling should be consistent. We have helped brands such as ace & tate, vitra, and Suitsupply to build brand consistency and achieve sustainable growth.

[LEARN MORE →](#)

YOUR FRONT ROW EXPERTS



DAAN KLAVER

Founder & Creative Director at Build in Amsterdam by Front Row



MARGOT GABEL

Associate Creative Director at Build in Amsterdam by Front Row

LET'S CONNECT

We support you in creating a consistent brand experience across all touchpoints—with modular design systems that combine brand identity and performance.

[REACH OUT NOW](#)

CASE #6 | PERSONALIZED CRM

HOW CAN I DE-ANONYMIZE USERS AND PERSONALIZE ENGAGEMENT TO GENERATE A SUBSTANTIAL PORTION OF REVENUE THROUGH CRM INITIATIVES?

CHALLENGE

Many companies are experiencing stagnant growth because the cost of acquiring new customers is rising year after year. As new customer acquisition becomes increasingly competitive, companies must generate higher margins from existing customers.

CONNECTED APPROACH

To achieve this, brands need to **de-anonymize users early** in the funnel - understanding who is showing interest before they make a purchase. This requires **offering valuable pre-purchase experiences** rather than relying on broad incentives like large discount vouchers just for email sign-ups.

Instead, brands should **focus on creating meaningful engagement**, for example, by tying incentives to genuine user actions in smart loyalty marketing or offering free, high-value services such as personalized recommendations or premium service levels. This connected commerce approach builds higher lifetime value from the start

OUR SOLUTION

At Front Row, we provide the strategic and technological foundation for this strategy:

We design and implement **highly personalized, cross-channel automation sequences**—via email, push notifications, and even postal mail.

We rely on cost-effective platforms such as **Klaviyo** and **Mailchimp** to enable a high degree of personalization without overpriced licensing models.

The focus is on intelligent, customer-centric logic rather than technical complexity.

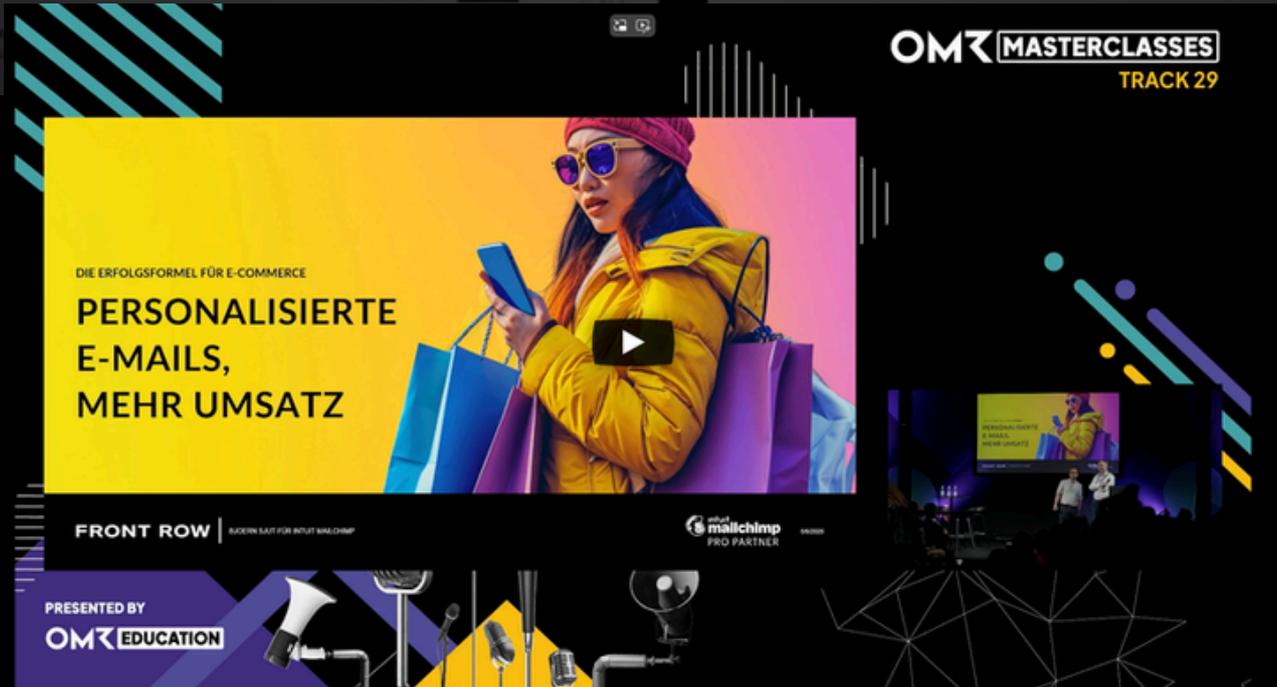
[READ MORE](#)



CASE #6 | PERSONALIZED CRM

MASTERCLASS

In our OMR Masterclass with Mailchimp, we show you how to get more out of your email marketing and increase your sales in the long term with smart personalization.



[LEARN MORE →](#)

YOUR FRONT ROW EXPERT



JANINE HUMMEL
Senior Director CRM
& DTC Commerce

LET'S CONNECT

Our CRM experts will help you personalize your email marketing.

[BOOK A MEETING](#)

HOW CAN I IDENTIFY B2B OPPORTUNITIES WITH PARTICULARLY HIGH LIFETIME VALUES AND IMPLEMENT THEM IN A WAY THAT GENERATES SUSTAINABLE REVENUE?

CHALLENGE

Companies that sell **consumer goods**, whether printer cartridges, adhesive tape, or hygiene products, often serve a considerable **B2B customer base** without exploiting its full potential.

This “hidden B2B revenue” often has a significantly **higher customer lifetime value (CLV)** and **margin potential** than traditional end-customer sales.

The challenge is that many brands do not have clear insight into the actual size and profitability of this B2B segment. Without identifying these customers and their purchasing patterns, companies miss out on important growth and efficiency potential in customer acquisition and retention.

CONNECTED APPROACH

Brands need to develop a clear **understanding of their B2B** share in both marketplaces and direct-to-consumer (D2C) channels.

This includes reliably **identifying and measuring B2B traffic**, orders, and sales, as well as assessing how these differ from standard consumer segments in terms of customer lifetime value and profitability.

On D2C platforms, this can be achieved by recognizing **B2B user behavior through company identification and web analytics**. On marketplaces such as Amazon, the approach requires the segmentation and analysis of B2B purchasing patterns and revenue streams.

By integrating these insights, brands can strategically manage their acquisition budgets and optimize campaigns for the most profitable customer types.

[READ MORE](#)



CASE #7 | B2B SALES

OUR SOLUTION

We support brands with an integrated analysis and implementation framework that uncovers and scales your hidden B2B potential.

1 Identify the proportion of B2B business

Using Amazon diagnostic and reporting tools, including Amazon Marketing Cloud (AMC), we identify what proportion of marketplace revenue comes from B2B customers and how this segment performs in terms of margin and customer lifetime value.

2 Implementing web analytics intelligently

On the brand website and in the brand store, we implement **advanced web analytics**, such as company identification, to recognize and measure B2B traffic.

We also segment this traffic for analysis in standard web analytics tools such as Google Analytics 4. We then help to systematically scale B2B sales through **targeted campaigns, B2B-specific audience strategies, and dedicated go-to-market support.**

YOUR FRONT ROW EXPERT



BJÖRN SJUT

Managing Director
Front Row Europe

LET'S CONNECT

Discover your hidden B2B revenue. We show you where growth opportunities await and help you identify and scale your B2B business in a targeted manner.

[BOOK A MEETING](#)



HOW CAN I OPTIMIZE MY PRODUCTS FOR AGENTIC COMMERCE SO THAT THEY ARE RECOMMENDED AND RANKED HIGHLY VIA CHATGPT?

CHALLENGE

With the increasing importance of conversational AI as a central commerce interface, **agentic commerce**—scenarios in which **AI agents** such as ChatGPT research, make recommendations, and even carry out transactions on behalf of users—will redefine product discovery and conversion.

If brands don't optimize their **product data** and **experiences for AI agents**, they risk becoming invisible in the new shopping journey. AI systems don't "browse" websites. They rely on structured, trustworthy, high-quality data from various sources to decide which products to recommend.

Without this optimization, even strong brands can lose visibility, traffic, and revenue to more AI-ready competitors.

CONNECTED APPROACH

To be ranked and recommended in agentic commerce ecosystems, brands must:

- 1 Ensure clean, structured, and enriched product data:** Precise titles, attributes, and metadata enable AI models to understand your offering.
- 2 Align messages and reviews across channels:** AI agents verify trustworthiness through consistent information across all platforms.
- 3 Integrate commerce APIs and product feeds:** Products must be discoverable via open, machine-readable integrations (e.g., Google Merchant, Shopify, Amazon).
- 4 Optimize for semantic search and natural language:** Use descriptive, conversational text that matches the way users ask AI questions.
- 5 Invest in brand authority and content connectivity:** AI systems evaluate sources for reliability—reviews, sustainability data, expert citations, and verified brand information influence rankings.
- 6 Monitor how your products appear in AI responses:** Content and data structures should be continuously tested and adjusted as AI models evolve.

[READ MORE](#)



CASE #8 | AGENTIC COMMERCE



OUR SOLUTION

Through our connected commerce approach, we help brands prepare for agentic commerce:

- 1 AI Commerce Optimization Audits:** Evaluate how your products are represented in digital ecosystems and whether they are indexable for AI agents.
- 2 Data structuring & enrichment:** Development of networked product taxonomies, metadata levels, and semantic optimizations for improved machine comprehension.
- 3 Connected Content Systems:** Connecting eCommerce, CRM, and social data to ensure consistency of product information across all touchpoints.
- 4 Agentic Readiness Framework:** Benchmarking brand discoverability in AI-driven environments (e.g., ChatGPT, Google SGE, Perplexity).
- 5 Ongoing optimization & reporting:** Monitoring AI visibility, recommendation frequency, and conversation sentiment.

YOUR FRONT ROW EXPERT



JAN MEISSNER

Team Lead
E-Commerce Consulting

LET'S CONNECT

We support you in developing targeted strategies to make your brand visible in agentic commerce.

[BOOK A MEETING](#)

HOW CAN I DETERMINE HOW MUCH MY BRAND MARKETING CONTRIBUTES TO SALES GROWTH?

CHALLENGE

Many brands find it difficult to measure the **impact of brand marketing on sales growth**. Upper funnel activities such as brand awareness or consideration campaigns:

- Take longer to show measurable results than performance marketing measures.
- Are often carried out on platforms other than where the actual purchase takes place (e.g., advertising on social media, but selling on Amazon).

This leads to a disconnect between brand marketing and sales performance, making it difficult to justify brand spending and demonstrate its contribution to revenue growth.

CONNECTED APPROACH

The **connected commerce** approach combines brand marketing and performance marketing by pursuing a **full-funnel advertising** strategy.

This ensures that targeting, goals, messages, and creative assets are aligned throughout the entire customer journey (from awareness to conversion).

By linking these levels, brands can create a more consistent customer experience, build brand strength, and ultimately achieve higher overall sales.

OUR SOLUTION

We make it possible to connect and measure the entire advertising funnel, both within Amazon and beyond. This integrated setup helps to quantitatively track how upper funnel campaigns boost performance in the lower funnel, thereby contributing to sustainable business growth.

We use two approaches to achieve this.

[READ MORE](#)



CASE #9 | BRAND MARKETING

1 Full-funnel advertising on Amazon

- Upper funnel: Prime Video and Amazon DSP for awareness and lifestyle-based targeting (e.g., recent movers, young families).
- Mid funnel: Sponsored Brands and display campaigns for product discovery and consideration.
- Lower funnel: Sponsored Products for conversion and retargeting.

→ All using Amazon's extensive consumer intent and purchase data.

2 Amazon Marketing Cloud (AMC)

- Enables precise targeting and retargeting by combining advertising and retail signals.
- Supports custom attribution modeling (e.g., multi-touch attribution) to measure upper funnel impact.
- Offers longer lookback periods and lifetime value analysis to evaluate long-term brand effects.

CASE STUDY

SENNHEISER X FRONT ROW

READ MORE →

We make brand marketing measurable.

With Sennheiser, we have demonstrated how content, advertising, and analytics can be used to achieve sustainable growth on Amazon and how the ROI of brand marketing can be clearly proven.

+147%
ORDERS

+293%
DPVs

+155%
SALES

YOUR FRONT ROW EXPERT



GABRIEL REITZ
Director Business
Development & Marketing

BOOK A MEETING



 SENNHEISER

HOW CAN I LEVERAGE SOCIAL MEDIA AS A SALES CHANNEL TO DRIVE STRONG REVENUE?

CHALLENGES

Today, the traditional sales funnel is no longer linear.

Consumers move fluidly between platforms and touchpoints and make their purchasing decisions in a non-sequential manner.

Brands must therefore be present and relevant wherever their target audience is – not just at the conversion point. This does not mean that you have to be “ready to sell” at all times, but rather that you have to adapt to the specific interaction between brand and customer on each channel. On TikTok or Instagram, for example, the focus is more on education and awareness than on direct sales.

Traditional marketing channels such as TV and radio are becoming less effective.

It is increasingly difficult to reach target groups via these formats due to declining attention spans and limited targeting options. This, in turn, makes measurement and optimization considerably more difficult.

CONNECTED APPROACH

From a **connected commerce** perspective, social media is no longer just an awareness tool at the top of the funnel, but an integrated commerce channel that generates signals, insights, and sales.

To be successful, brands must stop thinking in channel silos and start connecting **media, sales, and data across platforms to understand and influence** the entire customer journey.

In practice, this means integrating social commerce insights, media performance, and marketplace data to understand where impact is created and how it can be replicated.

[READ MORE](#)



CASE #10 | SOCIAL COMMERCE

OUR SOLUTION

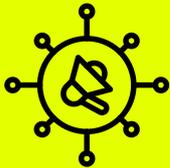
At Front Row, we **combine social signals with commerce performance** to identify trends, optimize campaigns, and generate additional sales across channels.

By analyzing several brand case studies, we have found that TikTok and TikTok Shop are particularly effective at creating **viral moments**.

These lead to an **increase in search volume and traffic** on Amazon, followed by a delayed increase on Google. We integrate TikTok and Meta data to explain these trends and identify which social media marketing activities should be repeated to maximize the downstream effect.

This networked approach enables us to develop data-driven social commerce strategies that not only focus on engagement but also actively shape performance across the entire commerce ecosystem.

Our strategy is based on three specific learnings:



APPLY LEARNINGS ACROSS CHANNELS

Brands should establish feedback loops that enable early insights from social media to be incorporated into other channels and formats.



USE REAL-TIME SALES DATA

At the same time, it should also be ensured that sales data from commerce platforms flows back into social channels in near real time. This allows campaigns to be developed based on actual performance data.



MEASURING EFFICIENCY HOLISTICALLY

A good connected commerce strategy also requires media mix modeling and cross-channel attribution so that efficiency can be measured holistically across the entire media investment and not just within individual channels.

[READ MORE](#)



CASE STUDY

OCTOBUDDY X TIK TOK SHOP



Scaling efficiently

Despite high CPM costs in relation to the product price, we were able to scale efficiently.



TikTok Shops Creator Academy

Through the TikTok Shops Creator Academy, we were able to expand user-generated content on a large scale, generate viral momentum, and track its direct and indirect impact on Amazon performance.

YOUR FRONT ROW EXPERTS



DANIEL ZEMITZSCH
Director E-Commerce
Consulting



GABRIEL REITZ
Director Business
Development & Marketing

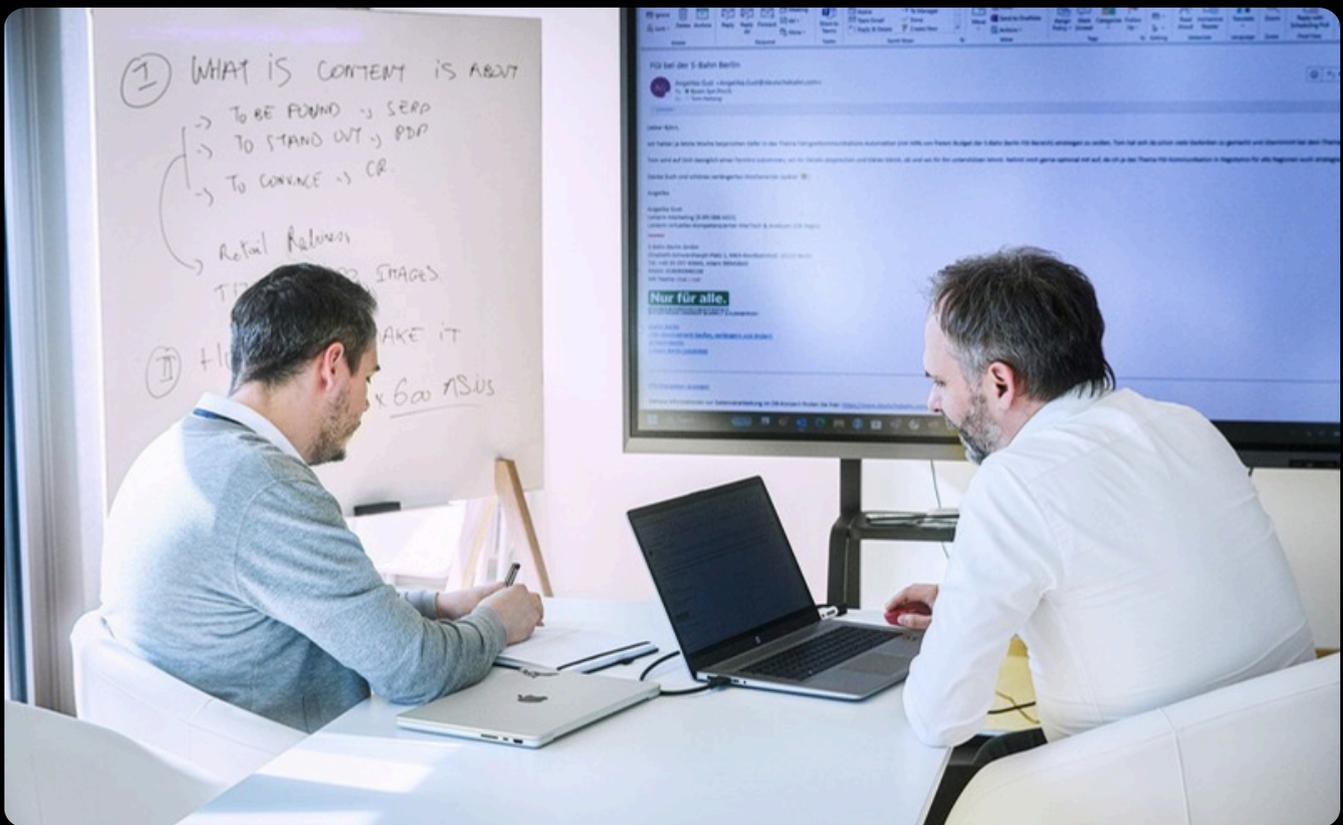
LET'S
CONNECT

Want to know how you can generate revenue across channels through social engagement? We can help you get your brand ready for social commerce.

[BOOK A MEETING](#)

LET'S START *A PARTNERSHIP*

DO YOU WANT TO **FUTURE-PROOF YOUR BRAND** FOR CONNECTED COMMERCE? WE SUPPORT YOU IN **COMBINING BRAND AND PERFORMANCE** - ACROSS AMAZON, D2C, AND RETAIL MEDIA.



BOOK YOUR CONSULTATION

