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**From:** Wilke, Jeff  
**To:** Landry, Stephenie  
**CC:** Herrington, Doug  
**Sent:** 11/10/2010 12:09:20 PM  
**Subject:** RE: Key Amazon Mom Metrics since Launch

Ok. Make sure we get adzinia's complete attention.  
Thanks  
JAW

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**From:** Landry, Stephenie  
**Sent:** Wednesday, November 10, 2010 12:09 PM  
**To:** Wilke, Jeff  
**Cc:** Herrington, Doug  
**Subject:** RE: Key Amazon Mom Metrics since Launch

We asked Moms during the focus groups what types of questions they wanted to be asked to improve the targeting of our offers (for example: that was where the breastfeeding/formula question came from).

AdZinia knows what advertisers want, but the Moms have some interests as well. The answers to these questions should be used for both on-site merchandising and Ad-targeting, so I think working on these questions together makes sense.

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**From:** Wilke, Jeff  
**Sent:** Wednesday, November 10, 2010 12:02 PM  
**To:** Landry, Stephenie  
**Cc:** Herrington, Doug  
**Subject:** RE: Key Amazon Mom Metrics since Launch

Thanks. Why did you draft the questions? Don't we want to know which questions will help Adzinia sell the most ads?

JAW

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**From:** Landry, Stephenie  
**Sent:** Wednesday, November 10, 2010 11:57 AM  
**To:** Wilke, Jeff  
**Cc:** Herrington, Doug  
**Subject:** RE: Key Amazon Mom Metrics since Launch

Updates in red:

- Additional questions we'll ask Moms to answer so that we can optimize our ad targeting?

1. We have drafted the questions, sent them to Adzinia for review, and have told the Fresh team (who is our technical resources) that we want to get this code change in this year. So we have a plan to launch-- but not a firm date yet. We should have a firm date next week.

**Proposed Additional Questions:**

1. If the member selects 'expecting', ask if she has an Amazon Registry already or is interested in starting one.

2. Interested in receiving offers from?

1. [list other Amazon categories and/or vendors]

3. What brands do you use most for your child?

1. List a few top brands in select categories.

4. Are you most interested in:

1. Disposable Diapers/Cloth Diapers/Both

2. Breastfeeding/Formula/Both

5. Do you have a pet?

1. If yes, collect type and name

[After the member enters their children's birthdays, prompt with relevant high-ticket items upon sign-up "do you have an infant car seat yet?"]

- % of customers where we have a birth date for baby?

1. 73% of Amazon Mom members have provided complete birthday data. 27% have not provided birth date data. We launched a change last week, and it is now required that new members supply this information to join--so this metric will only increase going forward as we build the member base.

#### Child Birthday Breakdown

Customers who provided...	Customers	%Total
Complete Birthday Information	231,018	72.8%
Partial Birthday Information	453	0.1%
No Birthday Information	85,957	27.1%
<b>TOTAL MOM MEMBERS</b>	<b>317,428</b>	<b>100.0%</b>

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**From:** Wilke, Jeff  
**Sent:** Wednesday, November 10, 2010 11:38 AM  
**To:** Landry, Stephenie  
**Cc:** Herrington, Doug  
**Subject:** RE: Key Amazon Mom Metrics since Launch

Where are the updates on:

- Additional questions we'll ask Moms to answer so that we can optimize our ad targeting?

- % of customers where we have a birth date for baby?

Thanks

JAW

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**From:** Landry, Stephenie  
**Sent:** Tuesday, November 09, 2010 10:23 PM  
**To:** Landry, Stephenie; Orenstein, Natalie; Wilke, Jeff; Herrington, Doug; Olsavsky, Brian; MacDonald, Ripley; Kalles, Kirstin; Pettifor, Erin; Todaro, Julie; Schwietzer, Robbie; Shure, Steven; Uffelman, David; Kakkar, Atul; Williams, Rich  
Meewes, Brian; Tipton, Rory; amazon-mom-core@amazon.com; Anderson, Land; Stephens, Erica; Griffith,

Gordon; Dalmia, Manish

**Subject:** RE: Key Amazon Mom Metrics since Launch  
Amazon Mom Update: Week 44



