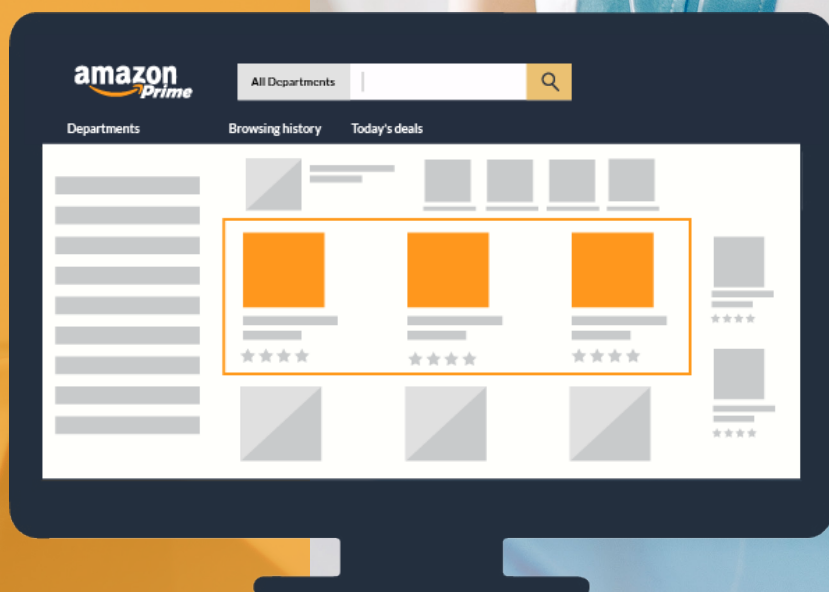


amazonadvertising

Advertising Best Practices

A guide for Amazon vendors



Getting started with advertising

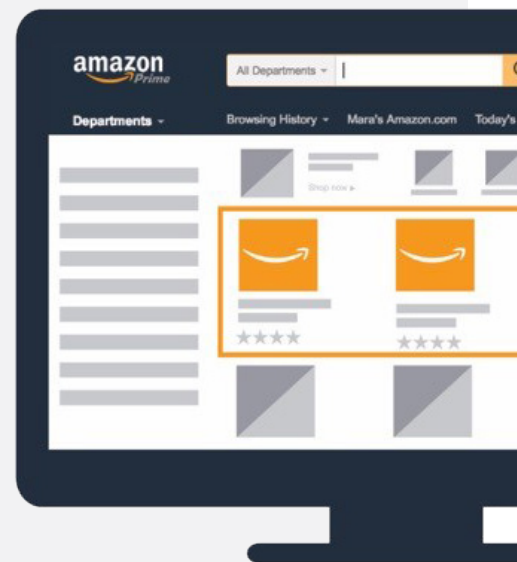
Advertising on Amazon can help you reach more customers, increase sales, and grow your brand audience. You can access our advertising products by logging in to <http://ams.amazon.com/>. But first, prepare yourself for success by making sure your business is ready, learning about eligibility requirements, and being informed about your advertising options.

Sponsored Products

Sponsored Products let you promote individual product listings to shoppers as they're browsing and searching for items to buy.

Sponsored Products ads are targeted to keywords and appear above and within search results and on product detail pages, across desktop and mobile. You pay only when your ad is clicked, and you choose how much you're willing to bid for a click. You also set a daily budget to control your campaign spend.

With a simple campaign creation process and the ability to go live in minutes, Sponsored Products is the recommended way to get started advertising with Amazon Advertising.



Sponsored Brands

Sponsored Brands help drive brand awareness by featuring your brand logo alongside three products. Sponsored Brands appear among search results and direct shoppers to a landing page that features a selection of your products, an individual product's detail page, or your Amazon Store.

Just like Sponsored Products, these ads target keywords, and you're charged when your ad is clicked. In addition to an average daily budget, you have the option of setting an overall campaign budget.

Amazon Stores

With [Amazon Stores](#) you can create a free, customized multipage experience that showcases your brand and product catalog.

The simple, self-service Store Builder allows you to create a Store even if you have no experience creating websites. Pre-built design templates and widgets let you customize your page layout, add multimedia content, and feature a curated selection of products.

You can drive shoppers to your Store with Sponsored Brands or promote it through marketing activities off Amazon.com.

Product Display Ads

Product Display Ads appear on product detail pages, reaching shoppers as they consider adding an item to their shopping cart. These ads are targeted to individual products, product categories, or shopper interests.

Similar to Sponsored Brands, Product Display Ads allow you to choose a daily budget or a campaign budget.

Before you begin advertising

Ask these questions first to check that your business is ready to get the most out of advertising.



01 What are my goals?

Your advertising goals will shape your strategy.

If driving sales is your priority, you'll focus on converting ad clicks into orders. Track your Advertising Cost of Sale (ACoS), which is calculated by dividing your total ad spend by total sales from advertising. Set an ACoS target that helps you reach your sales goals.

If creating brand awareness is your priority, you'll focus on impressions, or the number of times your ad is shown. Set strong cost-per-click bids to help you win more keywords.



02 Which products should I advertise?

Choosing the right products will help you accomplish your advertising goals.

We recommend starting with Sponsored Products, so make sure your products are in stock and priced competitively to increase your chances of winning the Buy Box so that your ad will display.

03 Are my product detail pages ready?

Review your product detail pages. Check for these criteria to make sure they're ready:

- Accurate, descriptive titles
- High-quality images
- Relevant and useful product information
- At least 5 bullet points
- Hidden keywords

Advertising can bring shoppers to your products, but you'll need a strong product detail page in order to convert an ad click into a sale.

Your advertising timeline: The first 60 days

You don't have to build your advertising strategy all at once. To stay organized, break up the work and check off a few items each week, depending on what works best with your time and resources.

Your first couple weeks especially are valuable as a test-and-learn period. By investing time in these strategic steps now, you can deepen your knowledge of advertising and grow your skills, positioning yourself for long-term success.



Sponsored Products



To create your first campaign, go to <http://ams.amazon.com/>. You'll be given the option to use our step-by-step guidance to walk you through the ad campaign creation process.



Set a daily budget that's high enough to keep your ads showing. If your budget runs out in the middle of the day, your ads will stop showing, which means missing out on potential impressions. We recommend a daily budget of at least \$10.

4-minute tutorial

Creating a Sponsored Products campaign

Creating a Sponsored Products campaign takes only a few steps.

How does my average daily budget work?

Average daily budget is the amount you're willing to spend per day over a calendar month. For example, if you set your average daily budget to \$100, you may receive up to \$3,100 worth of clicks in that calendar month (assuming a full 31-day month). Ad spend on any given day may exceed your average daily budget but, at the end of the month, the average daily spend will not exceed your average daily budget.



Take an always-on approach with your campaigns by setting no end date. This will help shoppers discover your products any time they search on Amazon, helping you drive demand for your items year-round. Amazon will automatically update the search terms used for your automatic targeting campaigns, so you'll be able to track changes throughout the year.



Choose automatic targeting to let Amazon do the work of matching your ads to customer search terms. These matches are based on your product information and regularly update with changing search trends.



Also, make sure you're prepared to bid competitively. We recommend setting the maximum cost-per-click bid you're willing to pay.



After two weeks, check your search term report in [Advertising Reports](#) under the Advertising tab to see which search terms are resulting in ad clicks and sales. Then create a Sponsored Products campaign with manual targeting, where you choose your keywords, and target your top-performing keywords from your automatic campaign. Manual targeting gives you the option of setting keyword-level bids, which means you can bid more competitively (and confidently) on the ones you know are meeting your sales goals. With this dual approach, you can stay on top of search trends with your automatic campaign, and double down on the most effective keywords in your manual campaign.

[4-minute tutorial](#)

Manual targeting



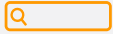
Make your manual targeting campaign evergreen by setting no end date, just like your automatic targeting campaign. Shoppers are always on, and advertisers should be too. Remember that you'll never spend more on a campaign than its daily budget, so it's easy to account for spend.



Manual targeting also gives you access to additional advertising features like Bid+, which will increase your bid by up to 50% when your ad is eligible to appear on top of search, helping to make you more competitive for this high-profile placement.



Continue to track your search term report to generate more keywords for your manual targeting campaign. Aim to reach at least 50 keywords within your first few months.



Include a variety of keywords in your campaigns to help maximize success. The more you include, the more customers you're likely to reach—and the more clicks you're likely to get. This can help you increase sales.

Aim for at least 30 keywords in each campaign within your first couple weeks of advertising. You can generate new keywords for your manual Sponsored Products campaigns by checking your search term report to see how shoppers are finding your ads with their searches.



This is also a good time to familiarize yourself with keyword match types: broad, phrase, exact, and, for Sponsored Products, negative. Together, they'll help you reach the right customers and drive more sales.

- **Broad match:** This offers the widest traffic exposure. Your ad may appear when a customer searches for your keyword in any order, including close variations.
- **Phrase match:** Your ad may appear when a shopper searches for either your exact phrase or sequence of words in your keyword. While this is more restrictive than broad match, it can drive more relevant traffic to your ads.
- **Exact match:** In order for your ad to show, a shopper's search term must match your keyword exactly. This is the most restrictive match type, but can help generate the most relevant traffic.
- **Negative phrase and exact match:** Applying a negative match type to keywords in your campaigns prevents your ads from showing when a customer searches for those terms. This helps you maximize relevant clicks and minimize those that aren't.

We recommend starting with broad match and then reviewing your campaign performance reports to see which specific terms are performing best. Use phrase match or exact match to target those terms more precisely, reaching highly relevant shoppers as they search to buy.



The more campaigns you run, the more opportunity you have to learn what helps you drive the most sales. We recommend launching at least 5 Sponsored Products campaigns within your first few weeks of advertising. Use a combination of automatic and manual targeting so you can continue to discover new keywords that are driving sales. Knowing which keywords work for you empowers you to bid more competitively—boosting the chances of your ads showing to shoppers who are ready to buy.



From these campaigns, you can identify top-performing products and keywords so you know where to focus your resources. Advertising Reports provide you with several detailed reports to track how your ads are performing, such as which keywords resulted in clicks and sales. Check these at least once a week to make sure your campaigns are on target.



Optimize your campaigns regularly. Adding negative keywords to your campaigns is one method, and another is increasing your bids on search terms that perform well for you and help you meet business goals.

CPC and ACoS?

Brush up on the metrics included in your campaign reports with [this video](#).

Need more help?

Register for one of our [webinars](#) to learn from Sponsored Products specialists.

Take advantage of the increased traffic in the weeks leading up to and during major shopping periods, like Prime Day or the holiday season, by raising your bids and budgets. You don't want a high-performing campaign to turn off because you've hit your budget.



We recommend that new advertisers start with Sponsored Products, but the strongest advertising strategy includes a mix of ad types. Our advertising solutions let you reach and engage shoppers at every stage of their journey—from awareness to purchase and beyond. Take advantage of them all to maximize your performance.

- **Drive sales** with Sponsored Products, putting your products in front of qualified shoppers.
- **Boost brand and product awareness** with Sponsored Brands.
- **Promote products** to shoppers who are ready to buy with Product Display Ads.
- **Create a unique, immersive shopping experience** with Amazon Stores, inspiring customer loyalty.

6 key strategies to remember

Build your advertising success on Amazon by using a combination of strategies. Learn our top 6 recommendations below.

- Launch your first Sponsored Products campaign with automatic targeting. Then use the results to build a campaign with manual targeting.
- Run your ad campaigns without an end date to keep your products top of mind and keep up with search trends.
- Target at least 30 keywords. Use your search term report to discover the keywords shoppers are using to find your ads.
- Start with broad match for your keywords. Focus specifically on the top performers with phrase match or exact match.
- Use separate campaigns for product groups to focus your advertising strategy and organize your keywords and budgets. Give each group a pair of automatic targeting and manual targeting campaigns.
- Partner your Sponsored Products ad campaigns with Sponsored Brands or Amazon Stores to grow your brand audience.

Sponsored Brands



Use 3 of your top-performing products to create a Sponsored Brands campaign.

If you're not sure which keywords to target, start by using Amazon's suggested keywords, available during the campaign creation process. We recommend starting out with broad match.

Broad match, phrase match, exact match?

Learn about the different keyword match types in [this brief educational video](#), and see how you can use each type to strengthen your ad campaigns.



Make your ad headline engaging and action-oriented. Call out whether your products are new or exclusive, and try a strong call to action like "Shop now" or "Save now."



You can choose the main image to represent your brand in the ad. For best results, we recommend using your brand logo. Also make sure to include different images for the 3 ASINs in the ad.



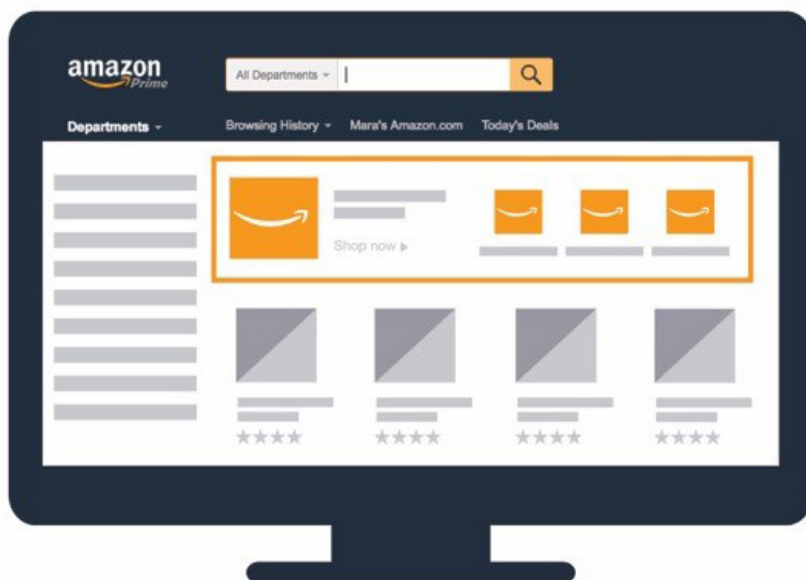


All Sponsored Brands campaigns undergo moderation. Once you finish creating your campaign, it will undergo review, and you'll be notified within 3 business days if it's approved. If your ad has been rejected, we'll notify you via email to explain why it wasn't approved. Common moderation issues to avoid:

- Headline mismatch with products in the ad or keywords being targeted.
- Unsupported claims such as "best" or "top-selling."
- Incorrect punctuation, spelling, or capitalization.



Use the win rate feature to set competitive keyword bids. Win rate shows the estimated share of impressions that your keyword may win over the next 30 days, based on campaign relevance, your bid, and what other advertisers are bidding for your keyword in the last 7 days.



Amazon Stores



Take the time now to [create an Amazon Store](#) for your brand to start building shopper awareness. Use your store's unique brand URL in a Sponsored Brands campaign or any off-Amazon marketing channels you use.

Use one of the three design templates:

- **Product grid:** A simple, organized way to display your selection.
- **Marquee:** Curated product selection with additional space for select imagery and copy, such as product descriptions and customer quotes.
- **Showcase:** A content-rich layout that features a broad selection of products and provides plenty of space for product information and images.



Add multimedia content that helps bring your brand to life. Images can illustrate your brand story, and videos can show your products in action.



You can handpick product listings for your store or use dynamic widgets to auto-populate different product displays. These widgets use individual shopper insights such as keyword search, best-selling products, and/or recommendation history, and automatically update your store pages when you add new listings.



Check your [Amazon Stores dashboard](#) regularly for insights on sales, page views, and traffic sources from both on and off Amazon.

Product Display Ads



With [Product Display Ads](#), you can use the different types of campaign targeting in combination:

- Use product targeting to target specific products, which lets you select detail pages of similar or complementary listings to up-sell or cross-sell your products.
- Use product targeting to target related categories, which helps you extend your reach to target sections of Amazon's catalog related to your products.



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