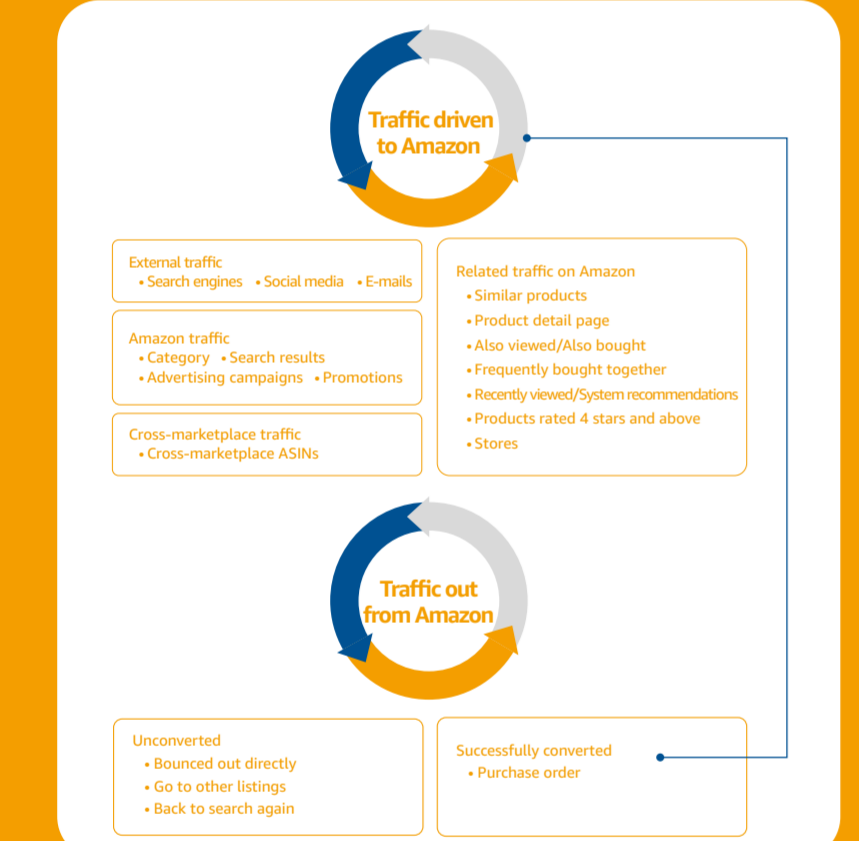
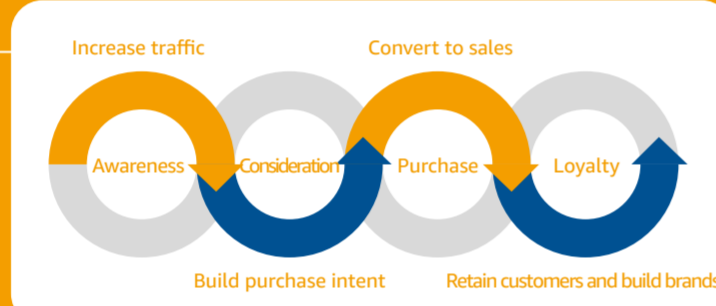


Amazon Advertising Knowledge Map (Version1: 2020.12)

Part I Advertising Readiness



Part II Amazon Advertising Concepts



Keyword targeting

- Keyword sources**
- Suggested keywords
 - Auto campaigns
 - Descriptive words on your product detail pages (or that of your competitors)
 - Category and brand keywords
 - Search term reports (they're more useful once your campaigns have been run for 2 weeks)
 - Keyword reports (they're more useful once your campaigns have been run for 2 weeks)
 - Others: Third-party sources (Need to be filtered, researched, and validated before being put into use)
- Keyword match types**
- Broad Match
 - Phrase Match
 - Exact Match
- Negative keywords**
- Negative phrase match
 - Negative exact match
- Optimizing Keywords Targeting**
- Download placement report and search term report
 - Select high-performance keywords (by referring to impressions, clicks, and sales volume)
 - Add high-performance keywords to manual targeting campaigns and add invalid keywords to negative targeting
 - Adjust bids: take reference to suggested bids and CPC
 - Review reports periodically and optimize keywords

Product targeting

- Category Targeting: Target the whole category and aim at a certain range to attract traffic precisely**
- ASIN Targeting: Target at specific products**
- Advertise on your competitors' product pages for conquering
 - Advertise your own ASIN detail pages for defense
- Manually add invalid products to negative targeting**



Part III Advertising Products Introduction



Part IV Advertising Solutions

