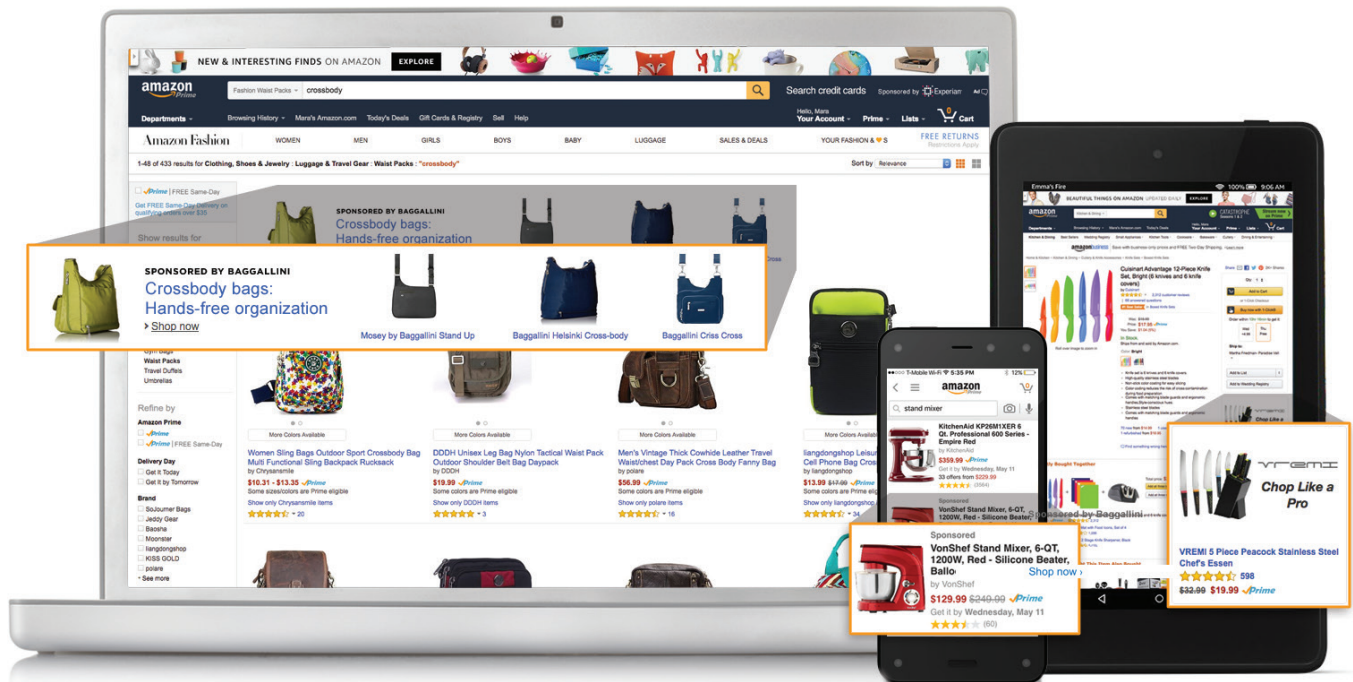


Amazon Marketing Services Agency Toolkit



A Reference Guide for Agency Partners
December 2017



Table of Contents

AMS Overview	3
Placements, Targeting and Landing Pages	4
Eligibility	5
Setting Up Your Account	6
Registration and Setup	6
Account Maintenance—Users and Brands	8
Planning Your Program	10
Pricing and Bidding	10
Budgeting and Payment Solutions	10
Choosing Your Products	14
Search on Amazon	14
Building Your Campaigns	15
Campaign Setup Basics	15
Sponsored Products	15
Headline Search Ads	20
Product Display Ads	23
Create an Amazon Store	29
Campaign Review and Approval	31
Ad Creation Guidelines	31
Managing Your Campaigns	34
Campaign Requirements	34
Best Practices	35
Helpful Features and Tips	42
Reporting	45
Reporting Basics	45
Reporting by Product	47
Additional Resources	50
Amazon Stores	50
Help	52
Glossary	53



AMS Overview

This comprehensive guide has been created to aid agency partners and advertisers with Amazon Marketing Services (AMS) onboarding. The goal of the toolkit is to help agency partners quickly become proficient with AMS products and services and familiar with best practices. This document will be updated on a regular cadence, so please make sure to reach out to your Amazon agency contact for the most updated version.



Sponsored Products

Sponsored Products are keyword-targeted ads that appear within Amazon.com search results and take shoppers to a product detail page.



Headline Search Ads

Headline Search Ads are keyword-targeted ads that appear above Amazon.com search results and take shoppers to any Amazon page that showcases at least 3 eligible ASINs that are in-stock.



Product Display Ads

Product Display Ads are shopper interest and product targeted ads that appear on relevant Amazon product detail pages and take shoppers to a product detail page.



Amazon Stores

Amazon Stores is a free, self-service solution that lets brands showcase their selection, convey their value proposition, and establish a dedicated presence on Amazon.



Placements, Targeting and Landing Pages

	Sponsored Product Ads	Headline Search Ads	Product Display Ads
Value Proposition	Drive sales efficiencies of key products within and alongside search results	Promote product assortment in prominent position above search results	Target shoppers based on interests or product viewing activity
Targeting Method	Keyword	Keyword	<ul style="list-style-type: none"> Product ASIN Product Category Shopper Interest Category
Max # of Keywords, Targeted Products, and Categories Allowed	1,000	1,000	<ul style="list-style-type: none"> 750 Targeted Products # Product Categories varies 221 Interest Categories
Keyword Match Types	Broad, Phrase, Exact, Negative Phrase, and Negative Exact	Broad, Phrase, and Exact	N/A
Placement	<ul style="list-style-type: none"> Search Results Page - ATF, BTF, & Inline (Mobile) Product Detail Pages (Desktop) Mobile App 	<ul style="list-style-type: none"> Top of Search Results Page (Desktop & Mobile) Mobile App 	<ul style="list-style-type: none"> Product Detail Pages (Desktop & Mobile) Read All Reviews Page Offer Listings Page Mobile App Email
Landing Page	ASIN Product Detail Page	<p>Primary image/logo/copy leads to one of the following:</p> <ul style="list-style-type: none"> Amazon Stores or Custom Landing Page or Custom Amazon URL <p>Three featured ASINs lead to:</p> <ul style="list-style-type: none"> ASIN Product Detail Page 	ASIN Product Detail Page

**Product Display Ad Placements:**

Placement Name	Location	Size	AMS Exclusive
AMZN AMS Detail Right	Product Detail Page - Below Buy Box	Multiple	X
AMZN ATF RAR	Read All Reviews Page	300x250	
AMZN ATF Offer Stripe	Detail Page - Offer Listings Page	980x55	
AMZN ATF Hero Quick Promo (HQP)	Detail Page - Under Product Description	650x130	
AMZN BTF Detail Center Promo	Detail Page BTF	970x250	
AMZN BTF Mobile Web Detail Page	Mobile Web Detail Page BTF	414x125	
AMZN BTF Mobile App Detail Page	Mobile App Detail Page BTF	414x125	
Automated Email- Abandoned Cart- ATF	Email- Abandoned Cart	610x120	
Automated Email- Recommendations-ATF	Email- Product Recommendations	610x120	
Automated Email- Viewing History-ATF	Email- Viewing History	610x120	

Eligibility

Amazon Marketing Services is limited to Amazon vendors only. Amazon vendors sell product directly to Amazon, which Amazon sells, fulfills, and ships. Third-Party sellers are companies that sell on the Amazon website but manage their own catalog listings, prices, and inventory (including fulfillment if they do not utilize FBA – Fulfillment by Amazon) of items that they list. Please refer to the Getting Started Checklist for more information on how to distinguish vendors from Third-Party sellers.

Note: Amazon Third-Party sellers do have access to Sponsored Products via Seller Central and may bid on keywords to serve ads in the same placements as Amazon vendors.



Setting Up Your Account

Registration and Setup

Access to existing accounts

If your client already has access to AMS, please ask them to provide access by adding you as a new user to the account (refer to the [Account Maintenance](#) section of this document.)

Register new accounts / register new brand on behalf of your client

- Go to <https://ams.amazon.com> and click on the “Register” link in the top black navigation bar.
- Select the fourth radio button option, “I want to request an invitation to represent a vendor”.

amazonmarketingservices Sign In | Register | FAQ

Create an Amazon Marketing Services account

It is fast and easy to create an Amazon Marketing Services account. Choose one of the options below to get started.

- I have a Vendor Central login.
- I have an Advantage Central login.
- I have a Vendor Express login.
- I want to request an invitation to represent a vendor.
- I have a Kindle Direct Publishing (KDP) account.

[Next Steps](#)

- You may be asked to create a new Amazon account. Please create an account using your work email address.

amazonmarketingservices

Registration

New to Amazon.com? Register Below.

My name is:

My e-mail address is:

Type it again:

Protect your information with a password

This will be your only Amazon.com password.

Enter a new password:

Type it again:

[Create account](#)

- Please identify your client and enter your client’s contact information. If you do not know your client’s vendor code with Amazon, please obtain this information from your client in order for our teams to approve your request in a timely fashion.



- You will need to accept the Amazon Marketing Services Agreement before proceeding. These terms may be viewed online: <http://ams.amazon.com/terms>.
- You have the option of adding additional brands before submitting all requests.
(Note: All reporting and billing for Amazon Marketing Services is serviced at an account level. Therefore you may need to create an Amazon Marketing Services account for each brand you are working with.)

Connect more brands to AMS

What brands would you like to add?

Add brands from Vendor Central/Advantage Central/Vendor Express

Request an invite to another brand

1. Your Information

Name Mara

Email mara@spseattle.com

Company

Phone

2. Brand Details

Brand Name

Brand contact Name

Brand contact email

Brand contact phone

Vendor Code

Optional. Help us verify your account more quickly by listing this brand's vendor code.

3. Accept terms and conditions

I have read and accepted the [Amazon Marketing Services Agreement](#)

- Account approval requests may take up to 48 hours.

Notes on Account Setup:

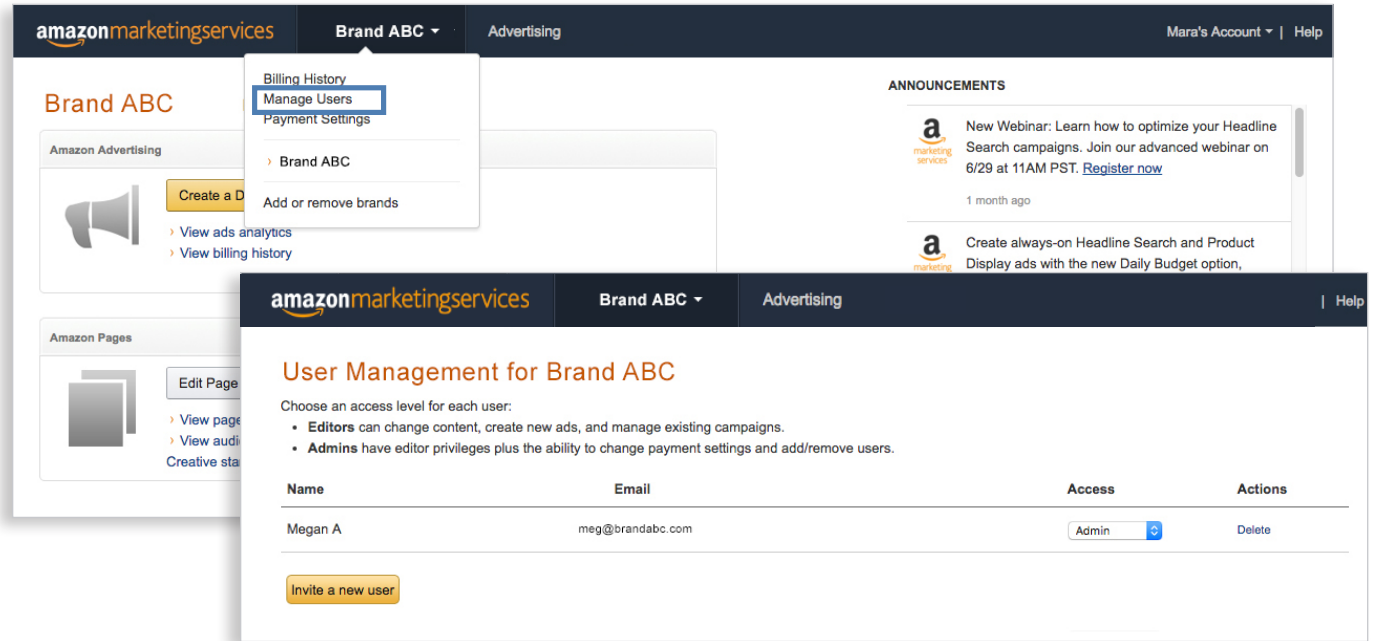
Many large Amazon vendors will have multiple brands they will want to promote through Amazon Marketing Services. The optimal setup will depend on several factors, including the mapping of the various brands to marketing budgets, and how closely the brands correlate in terms of potential keywords. The most common setup is to map each brand to an AMS account. Each AMS account will support one Amazon Store. In addition, each AMS account will generate one invoice.



Account Maintenance—Users and Brands

Managing Users

Adding/deleting users, as well as assigning privileges, are actions performed at the account level, under the ‘Manage Users’ option in the main dropdown menu.



There are 2 types of Amazon Marketing Services users:

Editor: This role has write access and can create, edit, and pause / terminate campaigns.

Admin: This role has all of the privileges of the Editor, and can also add / remove users and change payment methods. Admins also receive all campaign related e-mails, including campaign approval and rejection notices. (If your client grants you access to their existing AMS account, please ensure that Admin access is granted to you, as their agency contact.)

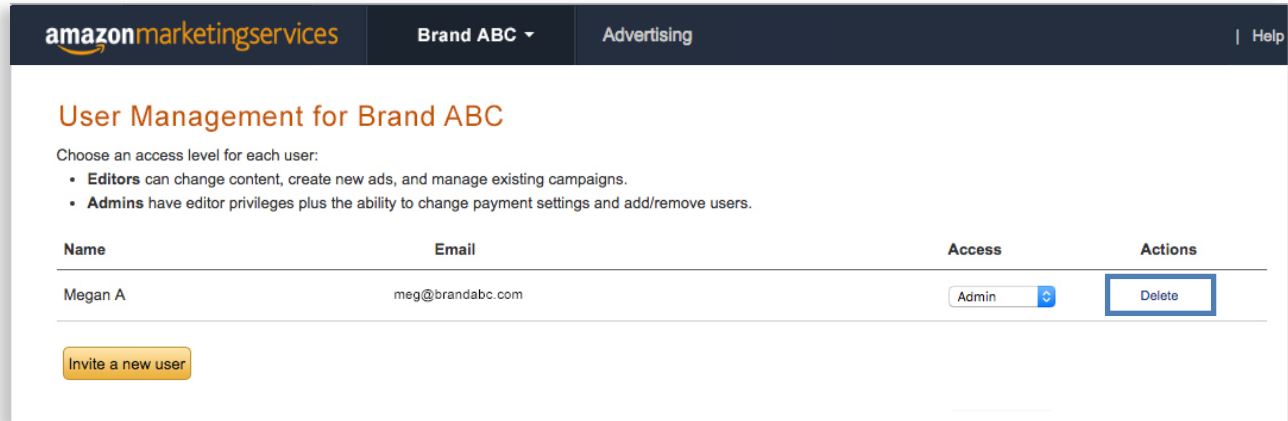
Add a New User: Click on the “Invite a new user” button, fill out all required fields and assign the appropriate user access level.

The image shows a modal window titled 'Invite a new user'. It contains a form with the following fields and options:

- Name:** Text input field
- Email:** Text input field
- Choose an access level for the new user:**
 - Editors** can change content, create new ads, and manage existing campaigns.
 - Admins** have editor privileges plus the ability to change payment settings and add/remove users.
- Buttons:** Cancel, Invite user



Delete User: Click on the “Delete” link associated with the user whose access is being revoked in the Manage Users page.

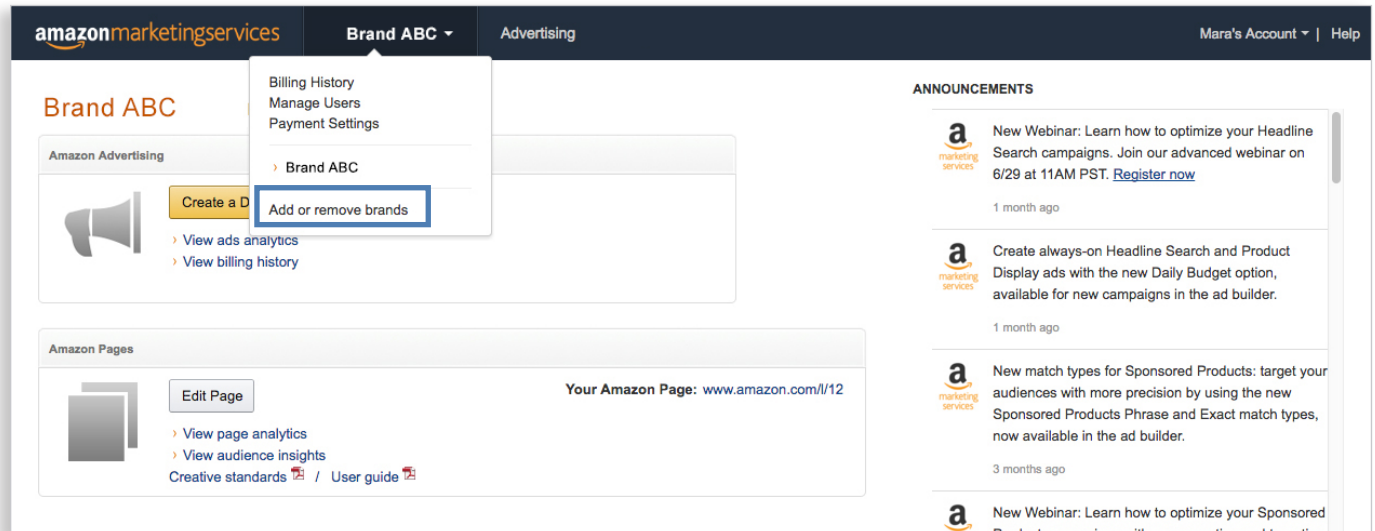


Modify User Privileges: Select the Access dropdown associated with the user whose privileges are being modified. Change the user access, and click on the “Save” button which will appear in the AMS User Interface (UI).

Managing Brands

Add a Brand

When you want to add a new brand, use the “Add or remove brands” function. When you request a brand to be added to your AMS account, an email notification will be sent to the chosen brand contact. This person will need to click through the link in the email they receive to grant you access. Approval requests may take up to 48 hours.



Remove a Brand

If there are brands you no longer want attached to your AMS account, simply use the “Remove Brand” function. This will remove them from your AMS account. You will not be able to remove yourself if you are the only user on the account.



Planning Your Program

Pricing and Bidding

Pricing

Amazon Marketing Services follows a cost-per-click (CPC) model. The cost of the click is established using an auction in which advertisers set a bid for every keyword they assign. Every time a shopper conducts a search, advertisers engage in an auction that uses the different bids assigned to the keyword.

The determination of the auction winner as well as the winning CPC is based on a Second Price Auction model but factors in other variables such as expected click-through rate as well as relevancy. Thus, the auction exhibits more complex logic than simply having the highest bidder pay the second highest CPC bid. Note: the auction winner will never pay more than their own bid for the given keyword.

In scenarios with only one auction participant (i.e., no bidding competition), the advertiser is charged the minimum price of the auction, which varies depending on the auction and where we show the ad. Amazon Marketing Services uses a cost-per-click, auction-based pricing model. We recommend you set the maximum cost-per-click you are willing to pay.

Campaigns cannot bid against each other in an auction if they belong to the same account in AMS. Campaigns will compete if they reside in different AMS accounts. If an account has two campaigns with the same keyword, Amazon will choose the campaign that has a greater likelihood to win the auction.

Two or more identical ads can show up in the same search results page or Product Detail Page. AMS does not currently prevent ads from winning auctions on the same page.

Amazon Marketing Services has tools in place designed to filter out users who abuse the click-through system. While Amazon does not disclose specifics, known bots are filtered out and Amazon is constantly monitoring for new ones. Beyond blocking on the front end, Amazon reviews clicks up to three days in the past for additional validation. Suspected fraudulent impressions, clicks, and charges will be removed by Amazon's automated detection.

Budgeting & Payment Solutions

AMS Budgeting Basics

All budgets are set at the campaign level upon campaign creation. Each campaign budget should reflect the total amount the user is willing to spend for that particular campaign. Available budget types are as follows:

- **Sponsored Product Ads:** Daily budget.
- **Headline Search Ads:** Daily budget or campaign flight budget.
- **Product Display Ads:** Daily budget or campaign flight budget.

For an “always on” presence across all units, Daily Budget is recommended, as it does not require an end date and the campaign will run continuously.

Sponsored Products:

The budget the user enters for Sponsored Products campaigns reflects a daily budget. The daily budget reflects the maximum amount the user is willing to spend per day.



- If budget is exhausted before the day ends, a notification in red will appear in the campaign status (status (i.e., “Daily budget spent”). Refer to budget recommendations (on top of the Advertising Campaigns page) to help avoid exhausting budget (more below).
- Daily Budgets may be increased to ensure ads continue to be served.



Budget Recommendations for Sponsored Products

To help you keep your Sponsored Products campaigns from running out of budget and boost overall campaign performance, we now provide budget recommendations within Campaign Manager. Highlights include:

- Real-time updates capture when a campaign is close to running out of budget or has run out of budget.
- Advertisers can click on the notification and will be taken to a page that features all of their out-of-budget campaigns, along with recommended new budgets.

Budget recommendations are based on the previous spend of the campaign, the projected traffic on Amazon, and the time of the year. As such, they are updated based on changes to the campaign itself, as well as changes to traffic on Amazon.

Advertising Campaigns

68 recommendations for campaigns that are almost or completely out of budget. [View recommendations](#)

New campaign Download Results per page: 25

Status	Campaign Name	Type	Start Date	End Date	Budget	Impressions	Clicks	aCPC	Spend	Est. Total Sales	ACoS	Actions
Running	Husqvarna New E-Serie...	Headline Search	09/07/2017	-	Daily: \$50	12,496	164	\$0.30	\$48.48	\$167.57	28.93%	Copy
Running	Husqvarna 315 Automo...	Headline Search	08/04/2017	-	Daily: \$50	373,161	2,811	\$0.51	\$1,430.17	\$21,634.18	6.61%	Copy
Running	Husqvarna 315 Automo...	Sponsored Products	08/04/2017	-	Daily: \$50	2,074,946	6,010	\$0.30	\$1,831.24	\$10,741.15	17.05%	Copy
Terminated	Husqvarna Tractors	Headline Search	07/06/2017	-	Daily: \$50	484,804	6,749	\$0.41	\$2,749.49	\$12,789.26	21.50%	Copy

Husqvarna New E-Series Chainsaws

154,977 Impressions | 1,979 Clicks | 1.277% CTR | 4,349 DPV | \$472.50 Spend | \$0.24 ACPC | 233 Units Sold | \$25,936.24 Total Sales | 1.82% ACoS | [KEYWORD HELP](#)

Keywords | **Campaign Settings** | Reports | User Activity History

SearchAds

Campaign name: Husqvarna New E-Series Chainsaws
 Campaign ID: AC1SP6TP80VD0CN
 Type: Headline Search
 Status: Running
 Campaign options: Running
 Daily Budget: \$ 50.00

Recommended budget \$83.00 [Apply](#)

Your campaign is out of budget and you're missing out on impressions and clicks for the rest of the day. Based on site traffic and the rate at which your budget is being spent, we recommend increasing your budget to \$83 to keep your campaign running. This will increase your opportunity for sales and can help lower your ACoS.



Headline Search Ads/Product Display Ads:

There are two budget options offered for Headline Search Ads and Product Display Ads: daily and campaign flight.

Daily budgets for these ad units are the same as those described above for Sponsored Products.

For campaign flight budgets, the budget entered reflects the budget for the duration of the specified flight. Please note that campaigns may be paused when they reach 90+% of budget levels, to protect advertisers from overruns.

For Headline Search Ads and Product Display Ads, the following pacing options are available for campaign flight budgets:

- **Run Campaign As Quickly As Possible:** Amazon will continually run the campaign until the campaign budget is exhausted. This pacing option is recommended for advertisers who want to maximize their return. This setting cannot be adjusted after creating the campaign.
- **Spread Campaign Evenly Over Its Duration:** Amazon will evenly spread out the campaign budget over the designated duration. For example, a campaign with a \$100 budget running for 10 days will be given \$10 to spend on the first day. If, at the end of the first day, only \$9.10 out of the \$10 was spent, the next day's budget will be \$10.10. This setting cannot be adjusted after creating the campaign.

The screenshot displays the campaign configuration interface. Key elements include:
- Campaign name: Brand ABC Campaign 1
- Cost-per-click bid (CPC): \$ 1.00 (Recommended CPC bid is \$0.57 to \$0.70)
- Budget: \$ 2000.00 for entire campaign
- Start date: 07/28/2016
- End date: 08/27/2016
- Pacing options:
 - Run campaign as quickly as possible (selected)
 - Spread campaign evenly over its duration

When pacing for a campaign flight budget is set to ‘spread campaign evenly over its duration’, the campaign flight budget is evenly distributed across the campaign’s length. Should the campaign spend too quickly at any given point during a day, an ‘Out of Hourly Budget’ status will display and the campaign will temporarily pause for up to one hour to help preserve the available budget for the rest of the day. The user can increase the campaign flight budget, but the system does not currently support budget decreases for launched Headline Search Ads or Product Display Ads campaigns that use campaign flight budgets.

Budget Controls

All budget controls are within the AMS User Interface (UI). There are currently no budget controls at the AMS account level; budgets can be adjusted only at the campaign level (specific to each Sponsored Products, Headline Search Ads, or Product Display Ads campaign).

- All budgets are set during campaign set-up within the AMS UI. Once the campaign has launched, daily budgets can be increased or decreased, while campaign flight budgets can only be increased.



- If budgets need to be pulled, the user may pause or terminate live campaigns, which are effective immediately (i.e., spend will be immediately paused).
- All AMS accounts are invoiced at the end of every calendar month. Our current payment terms are net 30 days.

Payment Solutions

Amazon charges only for the clicks accrued. That means that if a given campaign does not spend all of its allocated budget over the chosen timeframe (i.e., daily or campaign flight), Amazon does not charge for the full budget amount. Amazon only charges for the amount accrued on shopper clicks.

Vendors within the US have three payment options:

1. **Credit card:** Personal and corporate credit cards are allowed, up to a certain spend threshold.
2. **Invoicing:** Invoicing is an invite-only option limited to vendors that meet specific criteria, which varies per country.
3. **Deduct From Payment (DFP):** DFP is an automated payment method eligible to all direct advertiser accounts, allowing them to pay their advertising costs with their retail proceeds. This method helps reduce payment friction, increase efficiency, and automate collection efforts. DFP is not available to third parties who manage payments for their clients' advertising accounts.

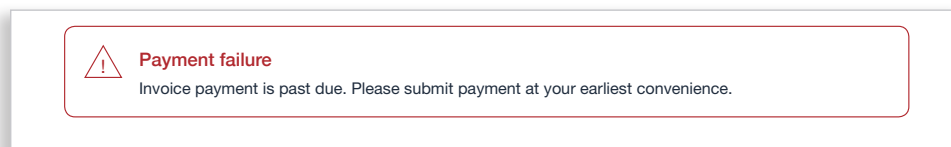
Invoices are issued the first week of every calendar month, and Amazon's invoice payment terms are net 30 days. They can be paid by check or money wire.

DFP billing statements are issued on a periodic basis once a deduction has been successfully been made from the retail balance owed by Amazon.

To access billing history and view accumulating charges for the calendar month, visit the 'Billing History' section within the AMS UI. Any 'Accumulating Charges' in the current invoicing cycle reflects spend that has been accrued.

Invoice	Total Due (USD)	Status	Type	Invoice File	Payment Due Date
Current Invoice 01/01/2017	\$107.91	Accumulating	Invoice	N/A	
AMS Invoice issued at 01/04/2017	\$207.35	Issued	Invoice	Download	02/02/2017
AMS Invoice issued at 12/05/2016	\$201.63	Paid In Full	Invoice	Download	

Billing statements show a status of "Issued" until they have been paid. Once an invoice becomes delinquent, the "Issued" status will update to the color red and you will receive a past due notification in the UI. Billing statements are available for download within the AMS UI under 'Billing History'. Invoices are also emailed every month to the specified email addresses listed in the "Payment Settings" section.



Changes to your bill-to details and/or Purchase Order numbers associated with the account can be made via self-service in the 'Payment Settings' section. Any changes made in the 'Payment Settings' section will be reflected on the next month's invoice and are not retroactively applied.



Auto Suspension – Invoicing

Amazon Marketing Services now provides more visibility on the health of your invoices by sending notifications for upcoming invoice payments and reminders for overdue invoice payments. Amazon Marketing Services will pause campaigns for accounts whose invoice payment is over 30 days late. Campaigns will automatically resume upon receipt of payment for overdue invoices.

This feature is eligible to all advertisers who use invoicing as their payment method.

Insertion Orders

AMS does not support Insertion Order (IO) process because AMS is self-service and the relevant terms are found in the [Amazon Marketing Services Agreement](#). Please see [Budget Controls](#) for more information.

International Currency

Amazon Marketing Services supports budgets in local currency only. Instances of Amazon Marketing Services are regionalized – hence a user cannot run UK or German campaigns in a US-based account. All Amazon Marketing Services spend is also billed in local currency. If you are interested in running campaigns in the UK, please register at ams.amazon.co.uk or for DE at ams.amazon.de.

Choosing Your Products

Amazon is committed to serving campaigns that drive cash flow and maintain our consumers' trust by ensuring that any item featured in an ad is in stock.

Before getting started on Amazon Marketing Services, obtain a list of ASINs your client sells on Amazon. Through your client, ensure promoted ASINs have healthy Amazon inventory levels. If the ASINs are not in stock, they will not be eligible for AMS promotion.

If an ASIN featured in a campaign goes out of stock mid-campaign, Amazon will automatically pause that ASIN in the campaign until the ASIN is back in stock.

Product health can impact campaign performance. Consumers are more likely to trust products that are 'proven', meaning they have a high number of customer reviews and an average rating above 3.5.

ASINs must meet retail financial thresholds to be eligible for promotion through Amazon Marketing Services. Please work with your Agency Contact to ensure this requirement is met.

Search on Amazon

Customers search on Amazon in very different ways from how they might search on a search engine. Informational (e.g., "products to reduce wrinkles on my forehead") or navigational queries (e.g., "Zappos" or "Shopbop") are, for the most part, not relevant on Amazon. The key is to assess the potential for a keyword to capture product purchase intent.

The majority of searches on Amazon are product or brand-specific searches. While lifestyle and upper-funnel terms may garner the highest volume on traditional search engines, Amazon volume is highest for product and brand-level searches.

Superlatives and modifiers such as "best new paper towel" or "top 10 gifts for Mother's Day" do not deliver impressions since Amazon does not host comparative content in the way that search engines may.

Given the fairly limited supply of in-category keywords for certain verticals, the keyword selection approach should also be focused on building relevant baskets of products.



Building Your Campaigns

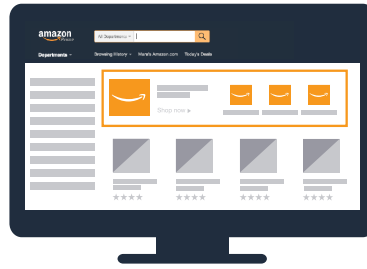
Campaign Setup Basics

Product Promotion by Ad Type



Sponsored Products

One campaign promotes one or more ASINs.



Headline Search Ads

One campaign promotes three or more ASINs.



Product Display Ads

One campaign promotes only one ASIN.

Creative Assets

Sponsored Products Ads require no creative assets, as default creative pulls images directly from Amazon Product Detail Pages. But, Headline Search Ads and Product Display Ads do require additional copy input which must abide by our guidelines (please refer to the [Ad Creation Guidelines](#) section).

	Sponsored Product Ads	Headline Search Ads	Product Display Ads
Imagery	None	Optional: JPG, GIF or PNG images, 400 pixels x 400 pixels, and the file size <1MB	Required: Logo JPG, GIF or PNG images, 100 pixels x 100 pixels, and the file size <1MB
Copy	None	Required: 50 character limit	Required: 50 character limit

Sponsored Products

Building your Sponsored Products campaign is a 3-step process:

1. Select product(s) to advertise.
2. Set budget and campaign duration.
3. Add keywords and bids.

To target Sponsored Products campaigns to qualified shoppers, users have the option to select from two targeting types in the Ad Builder: automatic targeting or manual targeting. For new AMS users, the recommended strategy is to first start with automatic targeting and to then use the 'Customer Search Term Report' insights to create and optimize a manual targeting campaign. Campaigns that use automatic targeting will not receive priority over campaigns that use manual targeting and vice versa.

Notes on Targeting: Targeting type cannot be changed after a campaign is launched. To change a campaign from automatic targeting to manual targeting, copy the campaign in the AMS UI, change the targeting method to manual to add keywords and bids, and then submit for launch



Select a targeting type

Automatic Targeting
Amazon targets your ads to all relevant customer searches based on your product information.

Manual Targeting
Your ads are targeted based on the keywords you choose.

Cost-per-click bid (CPC)

Automatic Targeting

Automatic targeting provides increased keyword coverage by leveraging Amazon’s extensive e-commerce knowledge and allowing Amazon to find the best performing keywords.

- Create multiple Sponsored Products automatic targeting campaigns with like products promoted together within a single campaign.
- Download a detailed ‘Customer Search Term Report’ after a few weeks.
- Understand which customer search terms drive the desired outcome from an impressions, conversion rate, and/or sales point of view.
- Utilize the ‘Customer Search Terms Report’ to craft and refine Headline Search Ads campaigns and manual-targeting Sponsored Products campaigns.

Manual Targeting

Manual targeting is a good choice for advertisers with more experience as it offers more control than automatic targeting. With manual targeting, keywords may be selected from the suggested keywords list, manually entered, or bulk uploaded via the template that is provided in the Ad Builder interface.

A few notes on Sponsored Products:

- For Sponsored Products campaigns with more than one promoted ASIN, keywords are automatically matched to the relevant ASINs within the campaign.
- Sales data is provided in Sponsored Products at the ASIN level – please refer to the Reporting section.
- Leverage keyword lists provided by your Amazon contact and the Customer Search Term Report to build Sponsored Products campaigns.
- Consider incorporating the suggested keywords surfaced in the Ad Builder.

Sponsored Products Keyword Match Types

Sponsored Product campaigns support the following match types:

Broad Match: This match type offers an ad broad traffic exposure. A customer’s search term will match if it contains all the keyword terms or close variants. The customer search term can contain keywords in any order. For the example keyword “baseball caps”:

- Eligible search terms are: “baseball caps”, “discount baseball cap”, “red caps for baseball”.
- Ineligible search terms are: “sports cap”, “Nike baseball”, “Adidas caps”.

Phrase Match: An ad may appear when a shopper searches for either the exact keyword or that keyword with additional words before or after it. Phrase match is more restrictive than broad match. For the example keyword “baseball caps”:



- Eligible search terms are: “lightweight baseball caps”, “baseball caps for girls”, “red baseball cap”.
- Ineligible search terms are: “cool caps for baseball”, “baseball nice caps”, “baseball caps”.

Exact Match: The customer’s search term must match the keyword exactly or close variations of the exact term, in order for the ad to show. Exact match is the most restrictive match type. For the example keyword “baseball caps”:

- Eligible search terms are: “baseball caps”, “baseball cap”.
- Ineligible search terms are: “red baseball caps”, “caps for baseball”, “baseball caps girls”.

Negative Phrase and Negative Exact: Negative phrase and negative exact are matching types that prevent ads from being triggered by a certain search term (word or phrase). When a keyword is selected as negative, AMS will not show the ad to shoppers searching for that keyword.

What are the Benefits of Using Negative Keywords?

Negative keywords help to make sure that ads are shown only to shoppers looking for the products that are being advertised. This extra level of control can help reduce costs by excluding keywords where an advertiser might not be driving the right outcomes (e.g., keywords that are generating clicks but are not generating sales).



Bulk Operations for Sponsored Products

This efficiency-boosting feature helps vendors create, manage, and optimize campaigns in bulk and at scale, and is especially useful for agencies and large advertisers who manage multiple accounts.

Instead of making changes one at a time in the campaign dashboard, you can perform many changes at once using a bulk spreadsheet.

To use the bulk operations feature, you will need to download a bulk spreadsheet to make changes to your campaigns, and then upload the spreadsheet file for processing.

For example, suppose you’d like to change the keyword bids for several campaigns. Instead of manually going into each campaign and modifying the keyword bids one by one, you can download a bulk file (.xlsx or .xls file format), easily edit the bids for the keywords within the file, and then upload the file to implement all the changes at once. The bulk file will allow you to make edits just as you would in the campaign dashboard, including creating new campaigns, adding new keywords or targeted products, updating bids, turning Bid+ on or off for your campaign, and increasing budgets.

Bulk operations
Make large-scale updates to your Sponsored Products Campaigns using a spreadsheet.

1. Create & download a custom spreadsheet

Date range
Yesterday ▾

Exclude

- Terminated Campaigns
- Campaigns with zero impressions

Create spreadsheet for download

Download a bulk operations template for examples and instructions on how to use bulk spreadsheets.

* Sales data is not currently available for Sponsored Products bulk operations.

2. Edit your file

Guidelines for editing bulk spreadsheets:

- You can add up to 1000 keywords and bids to a campaign
- Make sure to apply the correct match type to your keyword. Sponsored Products uses broad, phrase, exact, negative exact, and negative phrase match types.

[Learn more](#)

3. Upload your file to update your campaign

Choose file

Supported file types: .xlsx & .xls



The bulk spreadsheet is easy to download and simple to fill out. You can add new campaigns spanning hundreds of keywords and targeted products concurrently.

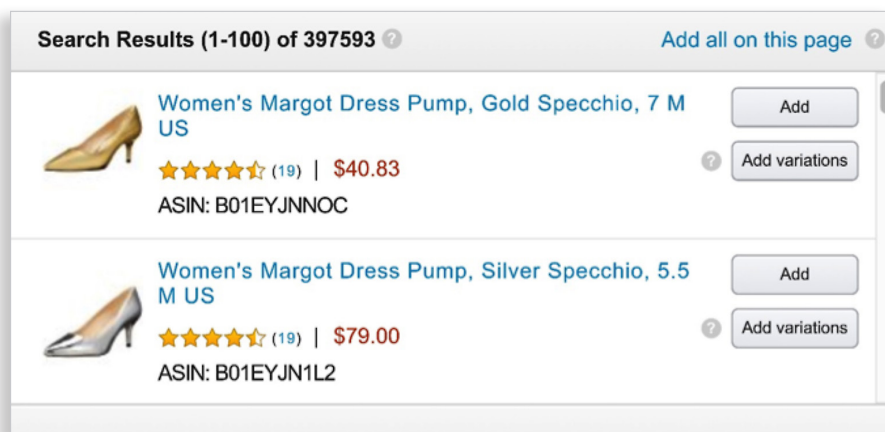
- Take advantage of the .xlsx/.xls file format to use spreadsheet analysis tools to help you optimize your campaigns.
- Editing your spreadsheet requires no internet connection. You can make your changes offline, then upload your spreadsheet to the UI when you're back online.



Sponsored Products “Add Variations” ASIN Picker

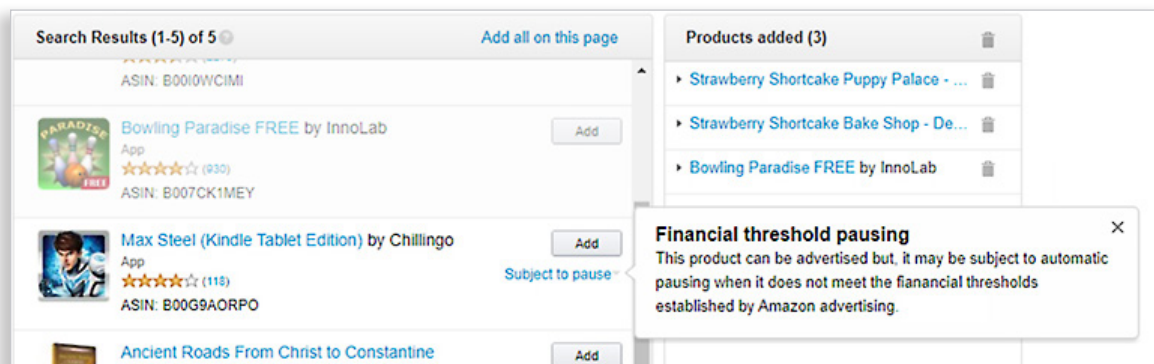
Sponsored Products has an ‘add variations’ button in Ad Builder, which allows advertisers to select all eligible variations – including color, size, etc. – of an ASIN with a single click. (Ineligible items will be excluded when the button is selected). This is particularly helpful when an advertiser has many variations available, as it simplifies the selection process and alleviates manual effort.

This feature can be utilized when an advertiser is creating a Sponsored Products campaign; it is not available when modifying an existing campaign.



Add Ineligible ASINs to Sponsored Products and Product Display Ad Campaigns

This feature allows you to add ASINs to Sponsored Products and Product Display Ad campaigns regardless of their financial threshold. When your campaign starts running, the ineligible ASINs will remain paused until they become eligible for advertising. Once eligible, the ASINs will become enabled and will be promoted in your campaigns.



You can check the eligibility of your ASINs in your campaign dashboard. To check ASIN status, select the Sponsored Product or Product Display Ad campaign, then click the “Advertised Products” tab. A list of ASINs under that campaign will be displayed with the ASIN status shown (enabled or paused).



Shared Placements for Sponsored Products

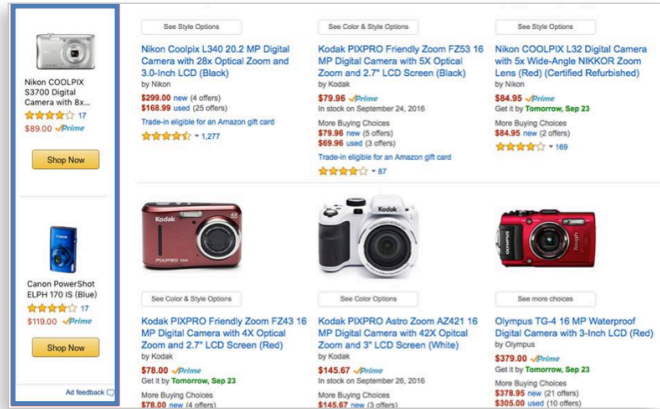
Sponsored Products has begun to participate in shared placements (ad placements on Amazon where multiple ad programs can participate). Expanding placements to more diverse pages allows advertisers to promote their products more widely, while also providing customers with more buying options. The placements are open across all categories, and include the following:



Detail Page Customer Review Right



Detail Page Read All Reviews



Search Skyscraper

Average Bidding Benchmarks for Sponsored Products

Category	Avg. CPC Bid	Category	Avg. CPC Bid
Consumables		PC	\$0.72
Baby	\$0.60	Pet Products	\$0.95
Beauty	\$0.79	Sports	\$0.55
Health and Personal Care	\$0.84	Sports Memorabilia	\$0.21
Grocery	\$1.22	Tires	\$0.12
Luxury Beauty	\$1.20	Tools	\$0.49
Personal Care Appliances	\$1.00	Toys	\$0.35
Hardlines		Wireless	\$0.71
Automotive	\$0.37	Softlines	
BISS	\$0.57	Apparel	\$0.31
Camera	\$0.78	Jewelry	\$0.35
Electronics	\$0.84	Luggage	\$0.51
Furniture	\$0.73	Shoes	\$0.28
Home	\$0.55	Watches	\$0.43
Home Entertainment	\$0.69	Media	
Home Improvement	\$0.72	Digital Software	\$0.88
Kitchen	\$0.66	Digital Video Games	\$1.02
Lawn and Garden	\$0.60	DVD	\$0.19
Major Appliances	\$0.90	Music	\$0.10
Musical Instruments	\$0.51	Software	\$1.03
Office Products	\$0.67	Video	-
Outdoors	\$0.57	Video Games	\$0.50

The table above provides the average winning cost-per-click bids for Sponsored Products during October 2017 in the US. Keep in mind that these are average winning bids for keywords that have bids. These averages do not include the many relevant keywords that do not have bids and can be won with a below-average bid. These averages are provided to help guide bidding decisions, and do not guarantee impressions nor clicks. It is recommended to not bid more on a keyword than one is willing to pay for a click.



Headline Search Ads

Creating Headline Search Ads is a 5-step process:

1. Select ad landing page and choose ASINs to feature.
2. Set budget and campaign duration.
3. Add keywords and bids.
4. Add a headline.
5. Curate ASINs featured in the creative as needed.

Headline Search Ads Use Cases

Branded: Competitive defense and brand conquering.

In-Category: Growing sales within a given ASIN's category (e.g., Dell laptops within computer hardware).

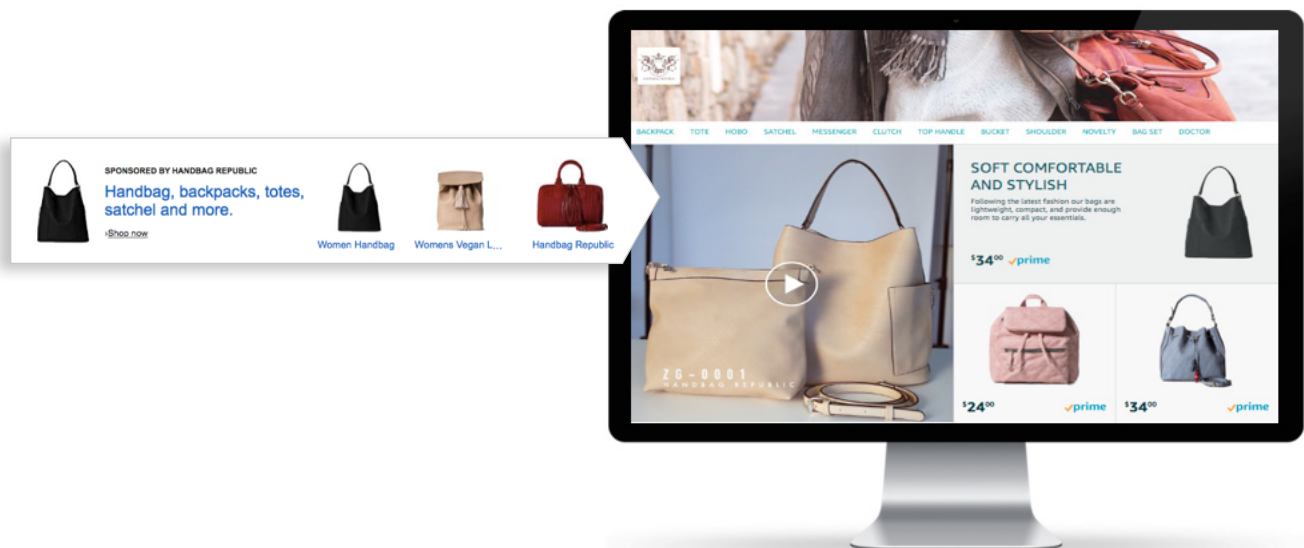
Slightly out-of-category: Building a relevant basket among relevant shoppers (e.g., cat food with cat litter).

Out-of-category: Growing the size of your audience by increasing awareness across categories (e.g., chocolates with flower vases).

The landing page driven to by Headline Search Ads depends on which part of the creative placement a shopper clicks. Amazon shoppers are taken to a product detail page if they click on any of the ASINs shown on the right side of the creative. If an Amazon shopper clicks outside of these ASINs, then the shopper is taken to an Amazon page that showcases at least three eligible ASINs that are in stock. This includes Amazon Stores and custom landing pages, both of which can be built within the AMS UI.

Create an Amazon Store

Amazon Stores is a free self-service product that allows you to create an elevated customer-facing experience in one branded, cohesive, multi-page setting. Amazon Stores can be linked through a Headline Search Ad, which offers a high-profile way to drive traffic to your Store within Amazon. Please find complete details on Amazon Stores on page 29.





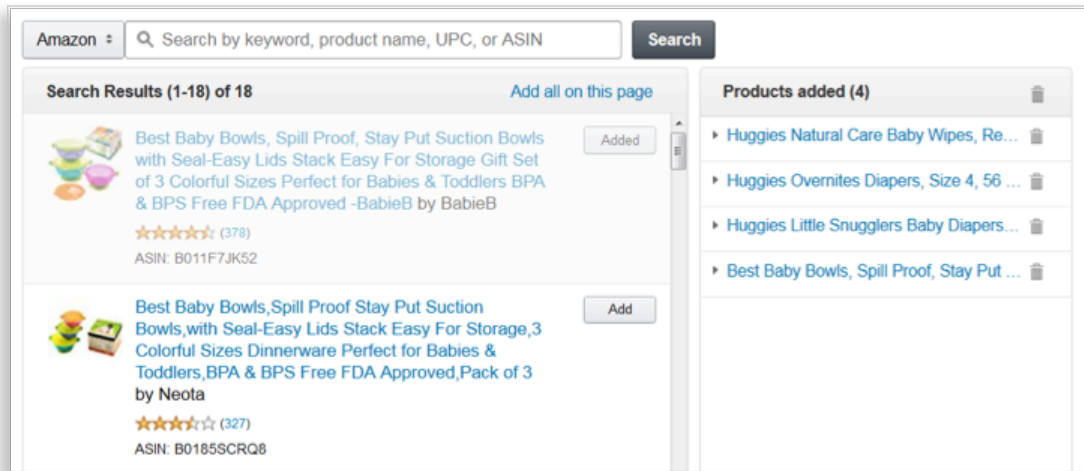
Create a Custom Landing Page

An ASIN picker is available to create custom landing pages seamlessly for Headline Search Ads. Advertisers have the ability to control the ASINs that are served in the creative treatment.

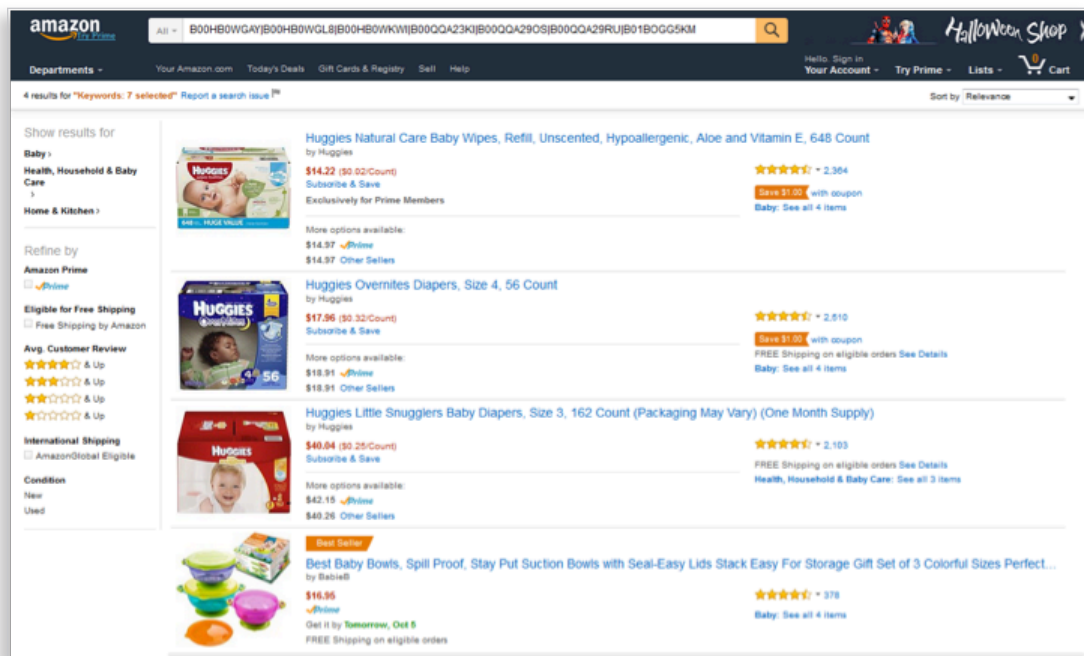
The products featured on the landing page should be directly linked to the ad content and headline for better conversion. Note that overloading custom landing pages with ASINs will require the user to click to view additional pages of promoted products.

The product images selected in the Ad Builder UI will appear in sequential order within the treatment itself (note the default images are taken directly from product detail pages).

Select three or more products to be featured on the custom landing page:



Resulting custom landing page:





Headline Search Ads Keyword Match Types:

Headline Search Ads campaigns support the following three match types:

Broad Match: Broad match is a new keyword match type that can be used for Headline Search Ad campaigns. It helps expand the reach of your campaigns, matching more variations of your targeted keywords to shopper search terms. More exposure typically means more impressions.

Additionally, broad match helps advertisers spend less time building keyword lists. You can provide us with only the most relevant keywords for your campaign, and our broad match algorithm will match your keywords with related shopper search terms.

Key features:

- The customer search term will match if it contains all the keyword terms or close variants.
- Order does not matter. The customer search term can contain keywords in any order.
- Pluralized words are accepted for singular words; singular words are accepted for pluralized word (example: “boy shoes” will match with “boys shoes”; “boys shoes” will match with “boy shoe”).
- Stop words are ignored (the, of, and, when, if) in keyword matching (example: for a search query of “the boy shoe”, it will match to an advertiser keyword of “boy shoe”. The word “the” is ignored in the matching).

Phrase Match: An ad may appear when a shopper searches for either the exact keyword or that keyword with additional words before or after it. Phrase match allows for plural and singular keyword variations. For the example keyword “baseball caps”:

- Eligible search terms are: “lightweight baseball caps”, “baseball caps for girls”, “baseball cap for boys”
- Ineligible search terms are: “cool caps for baseball”, “baseball nice caps”, “red baseball cap”.

Exact Match: The customer’s search term must match the keyword; however, exact match allows for plural and singular variations. For the example keyword “baseball caps”:

- Eligible search terms are: “baseball caps”, “baseball cap”
- Ineligible search terms are: “red baseball caps”, “cap for baseball”, “baseball caps girls”, “basebal caps”.

Note on Match Types: Headline Search Ads do not support negative match types. Leverage keyword lists provided by your Amazon contact and the ‘Customer Search Term Report’ when building Headline Search campaigns, and consider incorporating suggested keywords displayed in the Ad Builder UI.

Average Bidding Benchmarks for Headline Search Ads:

Category	Avg. CPC Bid	Category	Avg. CPC Bid
Consumables		PC	\$0.96
Baby	\$0.79	Pet Products	\$1.26
Beauty	\$1.06	Sports	\$0.72
Health and Personal Care	\$1.36	Sports Memorabilia	\$0.25
Grocery	\$1.81	Tires	\$0.13
Luxury Beauty	\$1.3	Tools	\$0.68
Personal Care Appliances	\$1.71	Toys	\$0.49
Hardlines		Wireless	\$0.69
Automotive	\$0.48	Softlines	



BISS	\$0.70	Apparel	\$0.39
Camera	\$1.17	Jewelry	\$0.50
Electronics	\$1.05	Luggage	\$0.69
Furniture	\$1.06	Shoes	\$0.44
Home	\$0.82	Watches	\$0.49
Home Entertainment	\$1.29	Media	
Home Improvement	\$1.01	Digital Software	\$1.35
Kitchen	\$0.92	Digital Video Games	\$1.71
Lawn and Garden	\$0.69	DVD	\$0.23
Major Appliances	\$1.08	Music	\$0.15
Musical Instruments	\$0.53	Software	0.84
Office Products	\$0.83	Video	-
Outdoors	\$0.76	Video Games	\$0.99

The table above provides the average winning cost-per-click bids for Headline Search Ads during October of 2017 in the US. Keep in mind that these are average winning bids for keywords that have bids. These averages do not include the many relevant keywords that do not have bids and can be won with a below-average bid. These averages are provided to help guide bidding decisions, and do not guarantee impressions nor clicks. It is recommended to not bid more on a keyword than one is willing to pay for a click.

Product Display Ads

Building Product Display Ads is a 5-step process:

1. Choose to target by product or interest.
2. Select the ASIN to be promoted.
3. Select the interest or ASINs to target.
4. Set a campaign budget and bid.
5. Add your logo and headline.

Product Targeting Use Cases

Cross-sell and upsell: Targeting products within the ASIN's brand (or across brands).

Conquering (in-category): Targeting an ASIN's competitive set.

Basket Building (Out-of-category): Selecting complementary products (e.g., chocolates with flower vases).

Product Display Ads do not target shopper search queries. Instead, Product Display Ads are used to target specific ASINs on Amazon.com, product categories, or shopper interest categories.

Product Targeting

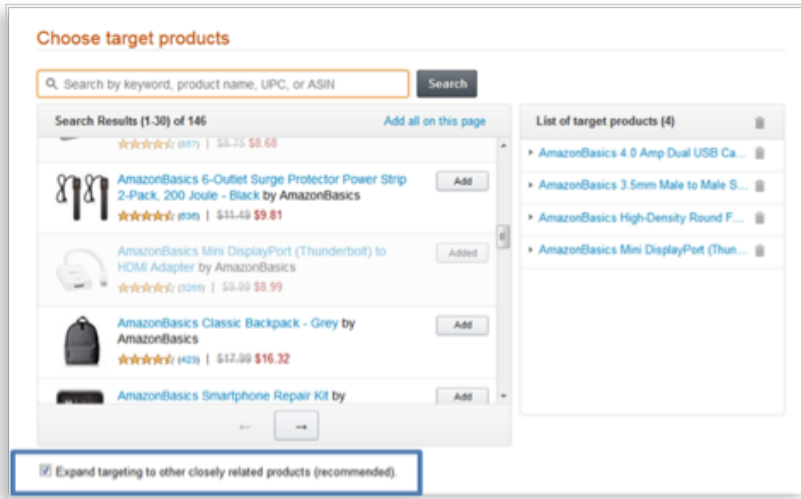
Product targeting allows targeting based on specific products or related product categories.

Target Specific Products

Target specific ASIN product detail pages including those that shoppers might visit to purchase your products at Amazon.com. You can even target out-of-category ASIN product detail pages.

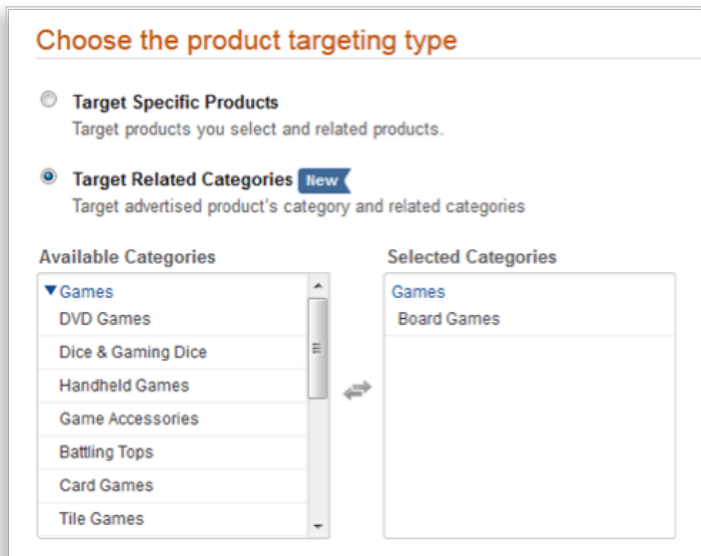
Expanding Product Targeting

Users will have the option to extend product targeting campaigns to include closely related products. If this option is enabled, additional target ASINs will be added to the target list based on the ASIN that is advertised as well as the target ASINs that were selected as part of the campaign. It is possible for this setting to expand the target list by a maximum of 50,000 ASINs.



Target Related Product Categories

When targeting related product categories, ads are shown to shoppers who are shopping for products that fall within the broader category to which the advertised product belongs. A list of categories available to target in your campaign will be provided based on the product selected to advertise, and Product Display Ads targeted in this manner will be eligible to show on every detail page within the categories selected.



Note: product category targeting may not be available for all categories.

Interest Targeting

Target specific shopper interest category detail pages to reach an audience type of your choice. There is no relevancy algorithm used in the Product Display Ads auctions. Thus, one can target out-of-category shopper interests.

Interest Targeting Use Cases:

Top-of-funnel brand advertising is a broader browsing behavioral targeting mechanism that helps advertisers reach shoppers in market for a certain category of products. Interest Targeting can deliver a higher impression volume than that of Product Targeting that is often desired by larger advertisers.



A list of potential interest categories can be found below.

Books

Accounting and Finance
Alternative Medicine
Arts and Photography
Audiobooks
Biographies and Memoirs
Business and Investing
Computers and Internet
Cooking, Food and Wine
Entertainment
Health and Fitness
Health, Mind and Body
History
Home and Garden
Literature and Fiction
Medical
Mystery and Thrillers
Nonfiction
Nutrition
Parenting and Families
Programming
Romance
Science
Sports
Teens
Textbooks
Travel
Women's Fiction

Clothing, Shoes and Jewelry

Active Men's Clothing
Active Women's Clothing
Athletic Shoes
Clothing
Fashion Boots
Fashion Shoes and Handbags
Jewelry
Luggage
Men's Clothing
Men's Shoes
Men's Watches
Women's Clothing
Women's Shoes
Women's Watches

Music

Dance and Electronic
Indie
New Age
Opera and Vocal
Pop
R&B
Rock
World

Tools, Auto and Industrial

Automotive
Industrial and Scientific Tools
Outdoor Power Equipment

Plumbing
Power and Hand Tools
Tools and Building Supplies
Tools and Home Improvement

Digital Media

Amazon Instant Video Interest
Android Appstore Interest
App Games Interest
Business and Office Software
Kindle Store
MP3 Downloads

Electronics

All Digital Cameras
Apple Products and Tablets
Batteries
Camera, Photo and Video
Cell Phones and Accessories
Computers and Accessories
Digital SLRs
GPS and Navigation
Headphones
Home Audio Accessories
Home Networking
Home Theater
MP3 Players
Music Production/Technology
Office Products and Supplies
Point-and-Shoot Digital Cameras
Portable Audio
Printers and Supplies
Safety and Security
Security and Surveillance
Tablets
Television and Video
Video Games
XBOX One

Kids and Baby

Baby Apparel
Baby Bedding
Baby Feeding
Baby Furniture
Baby Products
Car Seats
Diapering and Potty
Nursery
Strollers

Pet Supplies

Cat Food
Cats Supplies
Dog Food
Dogs Supplies

Toys and Games

Action Figures

Arts and Crafts
Construction, Building Sets and Blocks
Electronics for Kids
Games and Puzzles
Girl toys
Kid's Costumes
Learning and Exploration
Play Vehicles
Plush Toys
Preschool Toys and Games

Grocery

Baking
Beverages
Breakfast foods
Canned and Packaged Goods
Chocolate
Coffee
Natural and Organic
Snacks, Cookies and Candy
Tea

Health and Beauty

Allergy, Sinus and Asthma
Baby and Child Care
Bath and Shower
Beauty
Body Skin Care
Creams, Balms and Aftershaves
Electric Shavers
Exercise and Fitness
Face Care
Fragrances
Hair Care
Herbal Supplements
Makeup
Men's Grooming
Nutrition Bars and Drinks
Nutrition and Fitness
Oral Hygiene
Shaving and Hair Removal
Skin Care
Vitamins and Supplements
Women's Fragrance

Lifestyle, Hobby and Professional

Auto Enthusiasts
Bargain Hunters and Deal Seekers
Coffee Lovers
Computer Mavens
Consumer Electronics Mavens
Digerati
Early Adopters
Entertainment Junkies
Fashionistas
Foodies

Green/Environmentally Conscious
Health, Beauty and Fashion
Holiday Hosts
Home Entertainers
Home Improvers
Home Makers
Leisure Travelers
Military Interest
Music Production/Technology
Music, Movies, TV Fans
Outdoor Enthusiasts
Pet Lovers
Photo Interest
Retirement Interest
Sci-fi Fans
Shopping Enthusiasts
Sportsmen
Tax Interest
Video Gamers

Home and Garden

Bath
Bedding
Bedroom Furniture
Coffee, Tea and Espresso Appliances
Cookware
Dining Room Furniture
Furniture
Grills and Smokers
Hand Tools
Home Appliances
Home Decor
Household Supplies
Ironing
Kitchen Knives and Cutlery
Kitchen Utensils and Gadgets
Kitchen and Dining
Kitchen and Dining Gift Ideas
Laundry
Lighting
Living Room Furniture
Outdoor Furniture
Patio, Lawn and Garden
Pet Supplies
Sewing
Small Appliances
Storage and Organization
Tableware
Vacuums and Floor Care

Movies and TV

Action and Adventure
Animation
Anime
Classics
Comedy

Drama
Educational
Horror
Indy Film Fans
Kids and Family
Romance
Science Fiction
TV Shows

Sports and Outdoors

All Action Sports
Camping and Backpacking
Cycling
Exercise and Fitness
Golf
Hunting and Fishing
NFL Interest
Outdoor Recreation
Sports Fans
Strength Training
Team Sports



Average Bidding Benchmarks for Product Display Ads:

Category	Avg. CPC Bid	Category	Avg. CPC Bid
Consumables		PC	\$0.62
Baby	\$0.67	Pet Products	\$0.98
Beauty	\$0.79	Sports	\$0.60
Health and Personal Care	\$0.99	Sports Memorabilia	\$0.42
Grocery	\$1.20	Tires	\$0.30
Luxury Beauty	\$1.21	Tools	\$0.43
Personal Care Appliances	\$1.13	Toys	\$0.40
Hardlines		Wireless	\$0.53
Automotive	\$0.40	Softlines	
BISS	\$0.58	Apparel	\$0.28
Camera	\$0.86	Jewelry	\$0.18
Electronics	\$0.77	Luggage	\$0.37
Furniture	\$0.96	Shoes	\$0.19
Home	\$0.68	Watches	\$0.32
Home Entertainment	\$2.23	Media	
Home Improvement	\$0.66	Digital Software	\$2.06
Kitchen	\$0.65	Digital Video Games	\$2.99
Lawn and Garden	\$0.52	DVD	\$0.28
Major Appliances	\$0.46	Music	\$0.18
Musical Instruments	\$0.40	Software	\$0.62
Office Products	\$0.63	Video	-
Outdoors	\$0.47	Video Games	\$0.44

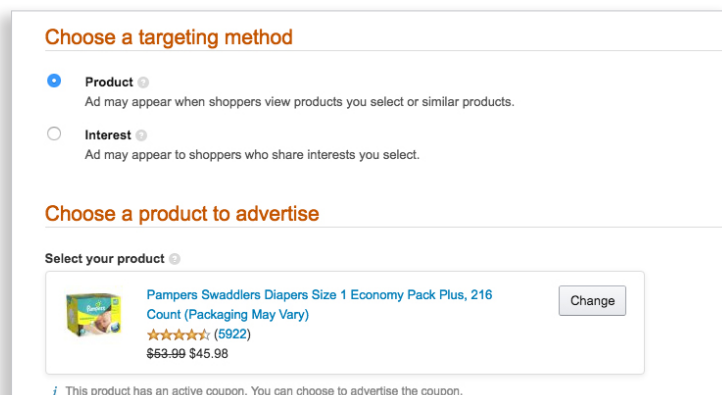
The table above provides the average winning cost-per-click bids for Product Display Ads during October of 2017 in the US. Keep in mind that these are average winning bids for keywords that have bids. These averages do not include the many relevant keywords that do not have bids and can be won with a below-average bid. These averages are provided to help guide bidding decisions, and do not guarantee impressions nor clicks. It is recommended to not bid more on a keyword than one is willing to pay for a click.

Including Vendor Powered Coupons in Product Display Ads and Sponsored Products

Vendor powered coupons (VPCs) are available for promotion via Product Display Ads and Sponsored Products.

For Product Display Ads, a coupon clip fee is not applied to the cost-per-click pricing model. Inquire with your client whether VPCs are available for promotion. Please note Subscribe & Save VPCs are not eligible.

1. Choose Product Display, select “Product” as the targeting method, and enter then select the ASIN that has a VPC associated with it.





- 2. Set targeting strategy and campaign settings, then select “Yes, advertise my coupon” under “Create your ad”.

Campaign name: AMS Test Account for AMG 07/28/2016

Cost-per-click bid (CPC): \$ 0.65
Recommended CPC bid is \$0.57 to \$0.70

New Budget: \$ 20.00 per day

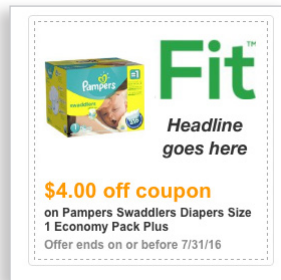
Duration: Run campaign continuously starting today
 Select a date range

Create your ad

There is an active coupon for this product. Would you like to advertise it?

Yes, advertise my coupon
 No, advertise my product

- 3. Create the Ad Headline and preview your ad.

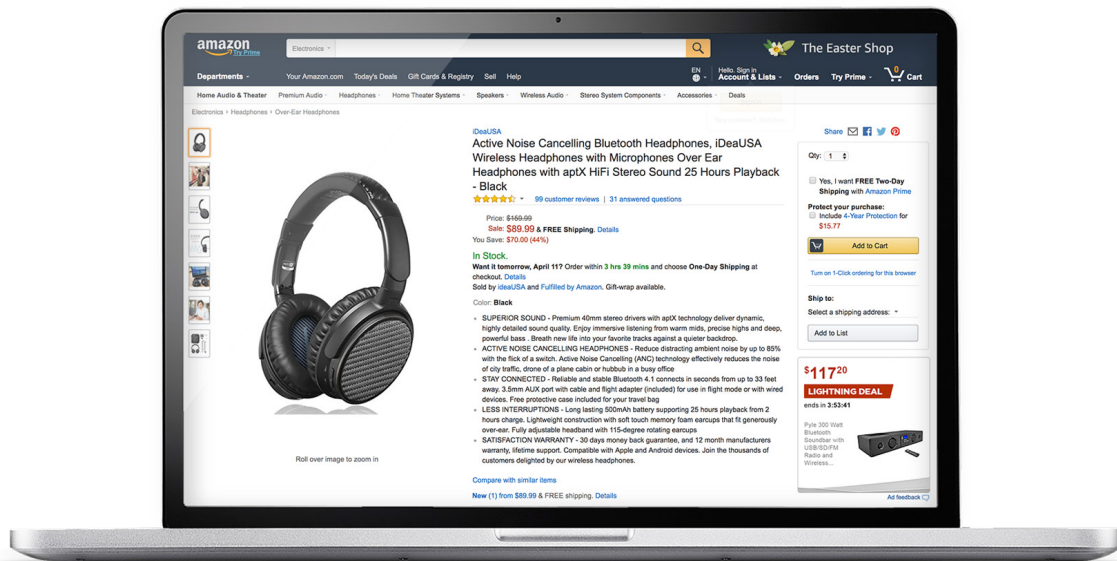


For Sponsored Products, the coupon is automatically displayed once the VPC is available.



Deals on Product Display Ads

Limited time deals – such as Lightning Deals and Savings and Sales Deals – can now be advertised through Product Display Ads. Instead of relying on shoppers to find their deal among the thousands that run daily on Amazon, vendors can now boost their visibility by advertising their limited-time offers on product detail pages, including both desktop and mobile versions. This helps generate more product views and potential purchases in a short timeframe.



Vendors can create a Product Display Ad campaign and select the deal they want to advertise. They can choose from product, categories, or interest targeting options in Ad Builder, and input their bid and budget for the campaign.

Real-Time Creative Refresh: Product Display Ads are updated based on live deal information. For example:

- The start and end date of the campaign are automatically set based on the Lightning Deal.
- The claim bar on the creative shows real-time information on the % of units left for Lightning Deals. (Note: The claim bar will appear on Lightning Deal ads if there is sufficient space to show).
- If the advertised deal sells out while the ad campaign is running, the PDA campaign will be paused.

Standardized Creative Template: Amazon will generate a deal-specific ad, which will run across high-performing placements. The deal badge, promotion price, and expiry time will be displayed on the ads.

Time-Bound: For Lightning Deals, the deal start time is determined by Amazon and is not an editable field in creating the PDA deal ad. The ad campaign sets the start and end time automatically based on the Deal ID. Lightning Deal campaigns can be paused or enabled in the PDA campaign dashboard. If deal units are sold out, the campaign will be automatically paused.

For Savings and Sales Deals, the ad campaign sets the start and end time automatically based on the Deal ID. The advertiser can choose to edit the campaign's duration as long as the campaign dates are within the deal start and end dates. Like with Lightning Deals, the campaign will be automatically paused if deal units sell out.

Eligibility: Ads can only be run for eligible deals. These must be approved and scheduled by the Deals Team, and the deal end time must be less than 48 hours away. If the deal is not eligible, the advertiser will not be able to select it for their ad campaign.

Deals must be approved in Vendor Central or Vendor Express at least 72 hours before their live date, allowing the Ad Moderation team time to review the PDA ads.

Lastly, vendors may only advertise their own deals. PDA populates deals in the ad builder based on the vendor code.

Create an Amazon Store

Amazon Stores is a free self-service product that allows brand owners to design and create multi-page stores to showcase their brands, products, and value proposition on Amazon.com. Amazon Stores can be linked through a Headline Search Ad and advertisers can direct traffic to Stores via social media.

Amazon Stores lets you:

- Showcase a full range of products across different verticals and sub-brands in dedicated subpages.
- Feature groups of products.
- Find different categories under a large brand.
- Showcase emergent product lines.
- Create dedicated pages for single products.



Plus, Amazon Stores gives you the opportunity to connect more meaningfully with customers through rich media, dynamically displayed content, enhanced visuals, and curated product collections. They provide your audience with an elevated shopping experience targeted to their interests, driving engagement and loyalty.

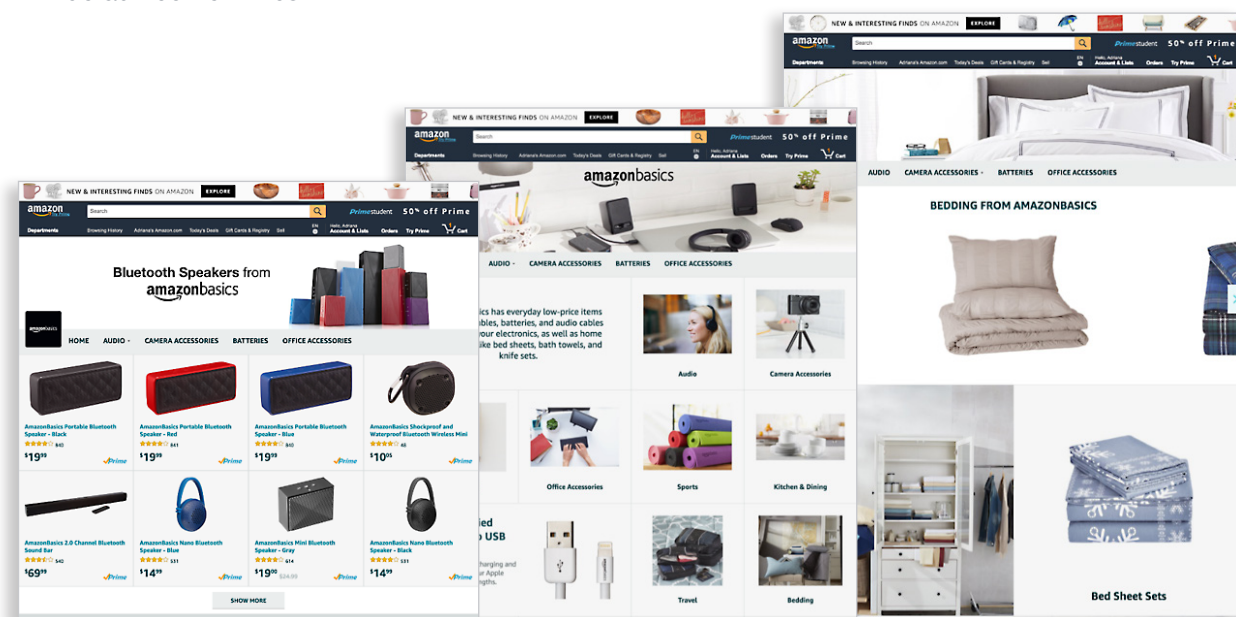
Store Setup

Creating an Amazon Store is an easy, intuitive process. Store Builder displays the full website and multi-page layout, and uses drag-and-drop functionality for widgets and content.

Amazon Stores are comprised of one or more pages. Each page features a header and footer surrounding a number of content tiles. Each store can have 3 levels, with multiple pages at each level that can:

- Display text, videos, images, products, and best-selling products.
- Dynamically display content and feature recommended products depending on the shopper viewing the Store.
- Simplify the page-building experience with easy-to-use templates.

Three page templates – Product Grid, Marquee, and Showcase – are available to let you quickly set up pages with default content tiles.



Product Grid: Display a large number of products

Marquee: Designed to act as a brand or sub-brand gateway page

Showcase: Build a story around the brand and products

Advertise Your Store with Headline Search Ads

Use Headline Search Ads to create a powerful, integrated brand experience. When customers click on the logo and headline, they're driven directly to your store.

- Target your Headline Search Ad to keywords relevant to your Amazon Store and products.
- Stores can be discovered within Amazon or can be used in external marketing channels, which helps increase traffic for the Amazon Store in Amazon.

Drive Traffic to Your Store

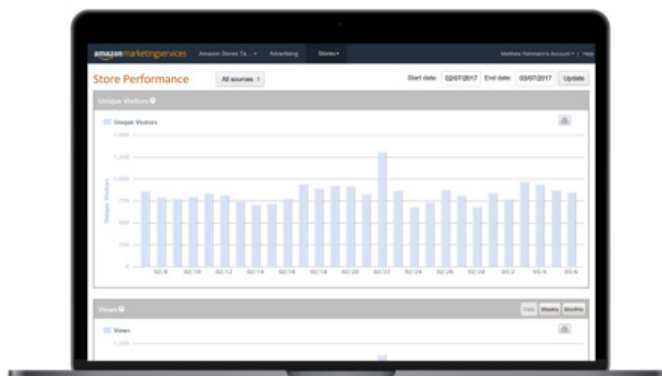
Own a unique Amazon URL linked to your store (Amazon.com/BRANDNAME) to drive traffic from places outside of Amazon, such as blogs, social media, and other marketing channels.

- Stores are discoverable via brand by-line, the blue brand-name link displayed under or above product names on a product's detail pages.
- Shoppers can share store pages on social media, helping to drive organic visitors.

Reporting Metrics

Tools are available to help optimize your Amazon Store traffic based on traffic source. Reporting data currently includes Views (by source) and Visits (by source).

You can also get reporting for external traffic sources to gauge the effectiveness of third-party advertising for your store.





Campaign Review and Approval

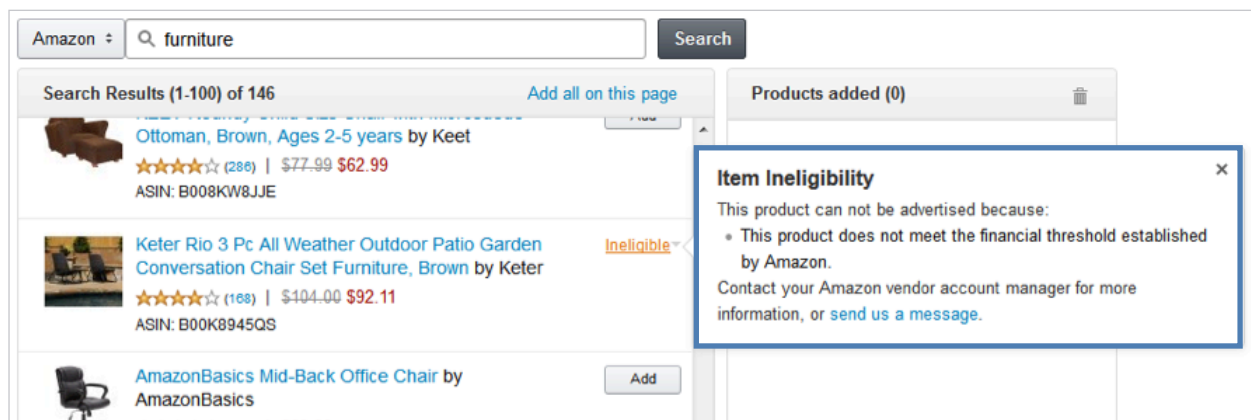
Sponsored Products campaigns typically go live within 1-2 hours. Headline Search Ads and Product Display Ads undergo a review by AMS Moderation Teams who ensure policy compliance once the campaigns are submitted. The SLA for approval is 72 hours although these two ad types typically go live within 24 hours once review is complete.

While Headline Search Ads and Product Display Ads campaigns are under review, they cannot be edited or pulled back from the moderation queue. Changes that need to be made must wait until the campaign has either been approved or rejected.

Ad Creation Guidelines

Financial Thresholds

ASINs must meet certain financial thresholds in order to be eligible for AMS promotion. If these financial thresholds are not met, then the following messaging will appear in the Amazon Marketing Services Ad Builder interface:



These financial thresholds are controlled by Amazon Retail. In rare instances, an Amazon vendor may not meet these financial thresholds and may be blocked from promoting any of their ASINs. Your Agency Contact can run a check prior to campaign launch to manage expectations around ASIN eligibility. Note that eligibility may change on a weekly basis, which may necessitate a conversation with your client around promotable ASINs, and actionable next steps to ensure ASIN eligibility.

Creative Acceptance Policy

All advertising must adhere to [Amazon's Creative Acceptance Policy](#).

Amazon Marketing Services Copy Guidelines

If any of the following guidelines are flagged, the keyword or campaign will be rejected.

Product

- Promotion of restricted products (e.g., weapons, sex toys, alcoholic beverages)

Headline Copy

- Headline in ALL CAPS or no capitalized first letter
- Headline doesn't conform to sentence-case styling
- Inappropriate language



- Price callouts in copy (e.g., dollar value or a % discount callout)
- Time sensitive copy (e.g., “Prime Day”, “Black Friday”, “Today only”)
- Text errors (e.g., misspellings)
- Unsupported or unsubstantiated claims (e.g., “World’s best toothpaste” or “The #1 iPhone Case in the US”)
- Superlatives (e.g., “Best Seller”, “Best”, “Highest Quality”, “Ultimate”, “Top Ranking”, “Top Quality Rated”)

Landing Page

- Fewer than 3 ASINs on Headline Search Ad landing page
- Time-sensitive landing pages

Image

- Poor logo quality or resolution

The following characters are not allowed in keywords: + < > () # @ ^ ! *. Quotation marks are allowed but only in pairs. Keywords with more than 10 words are not permitted. There is also a limit on length: 80 characters for Sponsored Products and 128 characters for Headline Search Ads.

Blacklisted Keywords

Not all search queries are eligible for ad impressions. Amazon reserves the right to blacklist keywords that are strategic for its own business. There are currently ~1,000 blacklisted keywords. Examples of these include “Prime,” “Kindle,” and “Amazon Web Services.”

Trademarks as Keywords

Amazon won’t restrict the selection of trademarks as keywords. If a keyword has not been blacklisted by Amazon then any advertiser can place a bid on that keyword (e.g., “Kleenex”, “Q-tips”, “ChapStick”).

Frequency Cap

Shoppers will not be served the same Headline Search Ad more than five times or the same Product Display Ad more than three times within a 24-hour window. Sponsored Products does not have a frequency cap.

Placement Specifics by Product

Sponsored Products

The search results top of page, search results bottom of page, and product detail page shoveler placements run separate auctions. It is possible to win multiple Sponsored Products auctions on the same search results page. There are also Sponsored Products placements dedicated to book advertising on Bookstore detail pages of Fire Tablet and Kindle E-reader devices.

Note: Amazon Fresh ASINs are not currently eligible for Sponsored Products placement, and limitations with digital ASINs (e.g., software, video, music) may exist.

Headline Search Ads

Some Headline Search Ads placements are shared with Amazon house ad placements, thus Headline Search Ads may not be served from time to time.

Note: Amazon Fresh ASINs are not currently eligible for Headline Search Ads placement, and limitations with



digital ASINs (e.g., software, video, music) may exist.

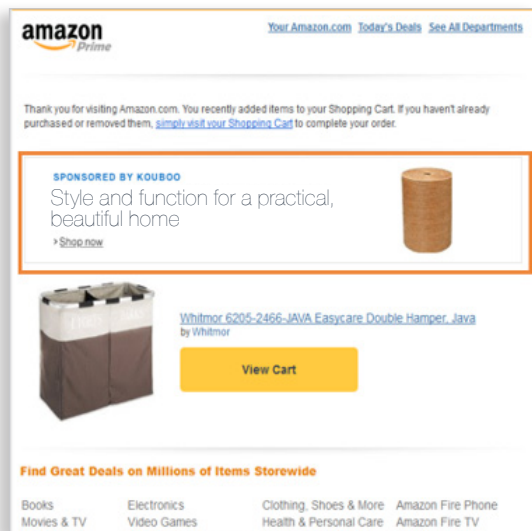
Product Display Ads

Some Product Display Ad placements are shared with IAB-standard Amazon Media Group (AMG) placements, priced on a CPM model. The CPM-based buys are given priority in serving impressions, and the non-reserved inventory is provided to AMS via the auction.

Note: Amazon Fresh ASINs are not currently eligible for Product Display Ads placement, and limitations with digital ASINs (e.g., software, video, music) may exist.

Product Display Ads offer a CPC email placement, a 610x120 banner served in Abandoned Cart, View Follow up, and Recommendations emails delivered through Amazon merchandising based on consumer browsing behavior. This placement can be won via auction but not specifically targeted through the creation of a Product Display campaign. Certain products may not be eligible to serve in Product Display Ad email campaigns. Relevancy checks are also in place to ensure only contextually targeted ads are surfaced in email.

PDA Email Placement:





Managing Your Campaigns

Campaign Requirements

Several conditions exist in AMS that can pause live keywords or prevent entire campaigns from running.

Sponsored Products Ads

- A strict relevancy algorithm will run prior to the ad serving, which takes into account the keywords associated with the ASINs our advertisers are promoting, as well as historical search data associated with those ASINs. If there is not a strong degree of coherence between these data sets, then the promoted ASIN will not serve.
- Hence, Sponsored Products may not be a good candidate for brand conquering or out-of-category keyword selection. The keywords that do not pass through this relevancy guardrail will not serve any impressions.
- The advertiser / vendor must be winning the buy box for this unit to serve. If the advertiser loses the buy box mid-flight for a certain ASIN, then the ad promoting that particular ASIN will pause, but the Sponsored Products campaign will continue to run if the campaign is promoting at least one other ASIN that is winning the buy box. Otherwise, the campaign will pause as well.
- If the promoted ASIN is out of stock mid-flight for a certain ASIN, then the ad promoting that ASIN will pause, but the Sponsored Products campaign will continue to run if the campaign is promoting at least one other ASIN that is in stock. Otherwise, the campaign will pause as well.
- Ads will unpause automatically mid-flight when the ASIN is back in stock.

Headline Search Ads (HSA)

- Automated relevancy guardrail: after ~1000 impressions, keywords that do not meet a minimum clickthrough rate (CTR) threshold will be automatically paused, even if the associated clicks translate to sales activity.
- At any point in time, if fewer than three ASINs are eligible on the Headline Search Ads custom landing page, the campaign will pause and campaign status will show “Landing page not available.” At least three ASINs must be in stock and at least one ASIN must meet the financial threshold criteria. The campaign will resume automatically when at least three ASINs are in stock and campaign status will change back to “Running.”
- If an ASIN featured in the creative ad unit is not in stock, it will be automatically removed from the creative to avoid redirecting traffic to an out of stock item.
- Unlike Sponsored Products, a Headline Search Ads campaign will continue to serve even if the advertiser / vendor is losing the buy box.

Product Display Ads (PDA)

- Product Display Ads can utilize Product Targeting. Thus, Product Display Ads may be good candidates for brand conquering or out-of-category keyword selection.
- Like Sponsored Products, if the promoted ASIN is out of stock, then the ads will be paused mid-flight.
- Like Sponsored Products, ads will resume when a promoted ASIN is back in stock.
- Unlike Sponsored Products, a Product Display Ads campaign will continue to serve even if the advertiser / vendor is losing the buy box.
- If an associated Vendor Powered Coupon (VPC) is no longer valid, then the ad will revert back to a normal, non-VPC associated Product Display Ad format.



Best Practices

Campaign Setup and Naming Conventions

Set-up Guidance

Your initial setup should consist of 20 campaigns:

- **9 manual Sponsored Products campaigns.** Launch 1 campaign for each combination of keyword type (branded, conquering, and category) and match type (broad, phrase, and exact). Use the same bids on all keywords in all campaigns, and the same keywords within each keyword type (with only one variation for match type). Use the same advertised ASINs in all campaigns.
- **1 automatic Sponsored Products campaign.** Launch 1 campaign per product type and run for at least a month.
- **9 Headline Search Ads campaigns.** Launch 1 campaign for each combination of keyword type (branded, conquering, and category) and match type (broad, phrase, and exact). Use the same creative in all campaigns (left-hand image and 3 featured products), and the same landing page in your campaigns.
- **1 Product Display Ad campaign.** The advertiser should choose their own targeting method (own ASINs, competitor ASINs, category ASINs, or related categories).

In the event you have product subcategories, you'll want to follow the above method and launch 20 campaigns for each subcategory. For instance, if you sell household products that span paper, laundry, and household cleaners, you would create campaigns for each of these 3 subcategories, bringing you to a total of 60 campaigns.

However, if bandwidth is a concern, you can consolidate match types into single campaigns. This will reduce the number of campaigns from the recommended 20 to 8.

Naming Conventions

When it comes to naming campaigns, we recommend using the following guidance to keep your campaigns organized. It will help you sort and filter more efficiently in the future.

Product Category | Sub-product (optional) | Ad Type | Keyword Type | Match Type | Manual/Auto | Version/Time

Example: Laundry | Sensitive Skin | HSA | Competitor | Exact | Auto | 2017Q3

Tips for Driving Optimal Results

When setting up your campaigns, keep these considerations top of mind:

- Select ASINs rated above 3.5+ stars, as they will likely convert better.
- Select ASINs that frequently win the Buy Box.
- Select ASINs with quality detail pages (e.g., multiple product images, accurate titles, and relevant, up-to-date product descriptions).
- Start bidding at 50% above the category average for keywords to help ensure they're winning.
- Where applicable, set daily budgets for your campaigns (instead of campaign-level budgets) for increased flexibility. Note that campaign-level budgets cannot be decreased.



Sponsored Products

Suggested Strategies

- For more informed reporting and analysis, take the opportunity to group like ASINs together within the same Sponsored Products campaign. For example, separate campaigns by product category or variation (e.g., have a campaign for TVs and a separate campaign for radios).
- Set the daily budget to the maximum you are willing to pay to avoid losing opportunity. Sponsored Products campaigns pause when the daily budget is exhausted.
- Run the campaign continuously unless there is a specific promotion period for the campaign (80% of Sponsored Products campaigns currently have no end date set, ensuring an “always on” presence).
- To increase impressions, increase keyword bids to the maximum you are willing to pay per click, advertise more products in the campaign (ensuring the products are all relevant to targeted keywords), add more keywords including both branded and non-branded keyword terms, and add variations of keywords (e.g., for the keyword “shoes”, also add “blue shoes”, “red shoes,” and “black shoes”).
- Feature multiple ASINs per campaign to help prevent campaigns from being paused due to ineligibility or in-stock issues.
- Take advantage of bulk operations to create, manage, and optimize campaigns in bulk and at scale, saving time and manual effort.

Campaign Organization Tips

Sponsored Products permit multiple ASINs to be advertised within a single campaign. Consider employing a deliberate campaign organization strategy for added effectiveness. For example, considering organizing campaigns by the following:

- **Product Type:** combine similar products into a single campaign as you will likely use the same keywords to position these products.
- **Product Lifecycle:** organize products by their lifecycle to fine tune strategy for new and seasonal products. Consider keeping products that have reached maturity separate from new and seasonal products, as they may require different keyword targeting and positioning strategies.
- **Price:** organize products by price. Separate high and low priced products to help optimize Advertising Cost of Sales (ACoS). For example, products with a higher price point may allow for higher bids.
- **Keyword:** separate campaigns by branded, competitive, and category keywords to understand how shoppers are searching for products and which shoppers may be more likely to purchase.

Targeting Tips

It is recommended that you start with automatic targeting for the first few weeks to have Amazon’s shopping intelligence provide highly relevant search terms that generate traffic and product sales. Bid high when using automatic targeting in order to see which keywords would work best.

After running automatic targeting for a few weeks, leverage the keyword insights from the Customer Search Term Report to create an informed manually-targeted campaign. Optimize these manually-targeted campaigns using the newfound keyword insights, adjusting the bid to the maximum you are willing to pay to win that keyword. Check back in on manually-targeted campaigns to ensure the keywords have generated impressions. If no impressions have served, consider increasing keyword bids.

It is recommended to continue to run automatic targeting campaigns however, even after initial insights are garnered to optimize manually-targeted campaigns. This way, your automatic targeting campaigns can adapt dynamically to changes in customer search behavior due to seasonality or other trends. Moreover, any new high performing search terms uncovered by automatic targeting can be added to manually-targeted campaigns.



Keyword Match Type Tips

Keyword match types that are offered for Sponsored Products include broad, phrase, exact, negative phrase, and negative exact. Given the search behavior of Amazon shoppers may not mimic that of other platforms, it is recommended to start with broad match, before drilling down to more specific match types based on the RoAS of a given keyword. High-priority keywords should use exact match with higher bids.

Negative phrase and negative exact are match types that prevent ads from being triggered by certain search terms (word or phrase). When a keyword is set with a negative match, AMS will not show the ad to shoppers searching for that phrase. This functionality is only available with Sponsored Products campaigns. It is recommended that these match types be used to block activity on underperforming keywords.

Sponsored Products keyword match types do not target keyword variations automatically, such as pluralized keywords or misspellings, so be sure to add these as keywords to your campaign.

When selecting keywords:

- Use Amazon-suggested keywords in addition to adding your own keywords.
- Include keywords using your own brand name.
- Include generic, non-branded keywords.
- Out-of-category and conquered branded terms may be caught by the relevance guardrail.

Bid+

Enable Bid+ to increase the opportunity for your ads to show in top-of-page placements in manually-targeted Sponsored Products campaigns. Top-of-page placements include page 1 and page 2 of search results, and are also now available for softlines vendors.

Bid+ can be activated in the Campaign Settings tab for manually-targeted Sponsored Products campaigns once a campaign is active.

Bid+ takes into account real-time auction information for each placement an ad is eligible for and dynamically raises keyword bids by up to 50%. For example, if the default bid is \$0.50, Bid+ can raise the bid as high as \$0.75. Bid+ optimizes bids in real time and can help ads be more competitive, helping to add more value to a Sponsored Products campaign budget. Because Bid+ may increase the default bid, average cost-per-click may be higher than usual. Bid+ can be enabled and disabled at any time mid-flight in the Campaign Manager.

Please note that Bid+ does not ensure top-of-page placement, as stricter relevance requirements are enforced for top-of-page placement. At this time, specific reporting for Bid+ metrics is not available.

Keywords	Advertised Products	Campaign Settings	Reports
Campaign name	Brand ABC Sponsored Products		
Campaign ID	AX05047962D0MG0FFILO3S		
Type	Sponsored Products		
Status	Running		
Average daily budget	\$12.00		
Duration	07/19/2016 - No end date		
Targeting	Manual Targeting		
Bid+	On		
	Allows Amazon to increase the maximum bids in this campaign by up to 50% when ads are eligible to show in the top of search results.		



Headline Search Ads

Please note, all use cases are not treated equally and the relevancy guardrails will apply.

Suggested Strategies

- It is recommended that product images are used instead of brand logos, as customers visit Amazon for products and not brands.
- For an “always-on” presence, utilize the daily budget option and run the campaign continuously.
- Create headlines with engaging messaging and strong calls to action (e.g., “Save Now”). Headlines that feature product benefits also tend to perform well (e.g., “Excel detergent for dishwashers – removes even the toughest stains”).
- Avoid any unsupported claims like “#1” or “Best Seller” (e.g., “#1 digital camera on the market” will not be approved). Any claims made must appear on the product detail page.
- Some advertisers choose to promote multiple brands within one Headline Search Ads campaign. This approach is recommended in scenarios where there are few ASINs per brand or where a basket-building exercise is desired.
- Combine Headline Search Ads campaign keywords with the keywords from Sponsored Products campaigns to reach the broadest targeted audience and possibly win multiple auctions on the same search results page, resulting in a real estate takeover.
- Advertise more than 3 products per campaign to avoid being paused due to ineligibility or in-stock issues.
- Create an Amazon Store to showcase a curated product collection, engage customers with relevant, dynamically displayed content, and drive brand awareness.

Testing Tips

To potentially improve campaign performance, run test campaigns with different creative or headline copy. This includes changing which product or logo is featured as the main image on the ad placement as well as adjusting the copy to include more engaging content. Another area to test is the landing page. If using a custom landing page, try different sequences of products featured or, if using Amazon Stores, try out new layouts or content to see if performance metrics improve. It is recommended to feature ASINs with quality detail pages; it ensures that ASINs showcased on a landing page or store have positive reviews and useful content.

Keyword Match Type Tips

Headline Search Ads currently offer the following match types for keywords: broad, phrase, and exact.

If you are bidding on the same keywords as those used in a Sponsored Products campaign, consider bidding more competitively for the Headline Search Ads keywords since there is only one Headline Search Ads placement on desktop and one placement on mobile.

If keywords are not generating impressions, search for the keyword on Amazon.com. If a competitor’s ad is being served, then increase your bid on that keyword. If a campaign does not deliver impressions, it is recommended not to terminate the campaign, since the placement may be won at a future time.

Leverage Phrase keyword match and include pluralized variants to maximize coverage. If phrase matched keywords are generating low click-through rates, try adding the same keywords as an exact match instead.



Win Rate

Win Rate is a new keyword share of impressions estimation tool that helps you optimize Headline Search Ads campaigns. Win Rate shows the estimated share of impressions a keyword may win over the next 30 days based on historical performance and is calculated based on campaign relevance, bid, and other advertisers' bids for the keyword over the last 30 days.

While Win Rate may be affected by the specific keyword, match type, bid, and promoted product, it is not affected by campaign budget, overlapping keywords in the same campaign, or other Amazon advertising solutions.

Win Rate is only available in the 'Campaign Details' view for existing Headline Search Ads campaigns. In this view, a traffic potential metric is also available, which indicates the relative search volume for the keyword within the advertised product's category. Please note, this estimate does not take Win Rate into account.

Note: Amazon attempts to predict the Win Rate for a given keyword based on its past performance. If there is insufficient data to make a good prediction, the Win Rate will not be available for that keyword. In these cases, a dash "-" will appear.

The screenshot shows the 'Keywords' tab in an Amazon Ads campaign. It features a search bar, a table of keywords, and a detailed view of a keyword's performance. The table lists keywords like 'lego', 'lego advent calendar 2016', 'lego city', and 'lego dimensions'. The detailed view for 'lego' shows a bid of \$0.41 and a 25-50% win rate. A graph plots Bid (\$0.00 to \$32.00) against Win Rate (25% to 75%).

Status	Keywords	Match	Traffic Potential	Est. win rate
Enabled	lego	Phrase		25-50% win rate
Enabled	lego advent calendar 2016 AC3QGPPDNJJ7BQ	Phrase	\$32.00	
Enabled	lego city ACCBTRYCSZQRW5	Phrase	\$8.00	
Enabled	lego dimensions AC1SHL56ZLHBTJU	Phrase	\$0.00	

Product Display Ads

Given the high inventory volumes of these placements, advertisers leverage Product Display Ads to drive awareness through product targeting and interest-based targeting.

Each Product Display Ads campaign can support the promotion of one ASIN. ASIN targeting selection can come from top-performing ASINs on Amazon. To find top-performing ASINs by category, go to the "Product Details" section of any Product Detail Page. Click on the "Top 100" link and the associated subcategory links to gather this intelligence.

The screenshot shows the 'Additional Information' section for ASIN B01AJ5ZY1A. It includes Customer Reviews (4.0 out of 5 stars) and Best Sellers Rank across various categories. The rank for 'Baby' is highlighted with a blue box.

ASIN	B01AJ5ZY1A
Customer Reviews	★★★★☆ 2 reviews 4.0 out of 5 stars
Best Sellers Rank	#25,069 in Baby (See top 100) #268 in Baby > Nursery Décor > Night Lights #808 in Home Improvement > Lamps & Light Fixtures > Wall Lights > Night Lights #43642 in Home & Kitchen > Home Décor



Before launching your initial Product Display Ad campaigns, consider creating a list of target ASINs using “Frequently Bought Together” along with “Customers Who Bought This Item Also Bought” information surfaced on product detail pages.

Suggested Strategies

- Use Product Display Ads campaigns to target seasonal products around themed tentpoles (e.g., Super Bowl, holidays, back to school).
- Ensure the ad copy is consistent with the product, using engaging messaging and strong calls to action (e.g., “Save Now”). Creative copy that highlights product benefits also tend to perform well (e.g., “Excel detergent for dishwashers – removes even the toughest stains”).
- Leverage Vendor Powered Coupons (VPCs). Inquire with your client whether VPCs are available for promotion.
- Advertise limited-time deals – including Lightning Deals and Savings and Sales Deals – on Product Display Ads to boost visibility on product detail pages.
- Focus on your own portfolio or complementary products to cross-sell and up-sell shoppers.
- Use Product Display Ads as a defensive strategy to ensure ads show on product detail pages your competitors would otherwise target.
- Launch new campaigns to promote additional ASINs when existing campaigns pause due to ASINs being out-of-stock.

Targeting Tips

Product targeting and interest targeting both have their advantages. For example, if the goal of a Product Display Ads campaign is to drive awareness, it is recommended to take advantage of interest targeting and target several shopper interest categories with conservative bids. This way, your campaign could have broad in-category and cross-category coverage, increasing the opportunity to serve more impressions over the campaign’s duration.

Conversely, if the goal of a Product Display Ads campaign is a high return on advertising spend, it is recommended to take advantage of product targeting and target the specific products most relevant to potential shoppers using aggressive bids (e.g., upsell, cross-sell, conquering, and basket-building). This way, your campaign could employ a precise targeting method, increasing the opportunity to focus only on high converting placements.

Targeting by product category can be used to target an entire product category at once, instead of designating many individual products to target from the same category one by one. It is recommended to create a campaign for the flagship product within each of your brand’s native categories to maximize coverage across relevant detail pages.

Testing Tips

To potentially improve campaign performance, run test campaigns with different creative or text. This includes changing which product or logo is featured as the main image on the ad placement as well as adjusting the copy to include more engaging content.



Amazon Stores

Amazon Stores provide brands with the opportunity to capture their unique positioning. To maximize the potential of your Store, think and act creatively – building a compelling, cohesive experience to



drive awareness, conversions, and customer loyalty.

Suggested Strategies

- Take advantage of the range of content types and widgets available for your Store. Use rich media (such as video) and lifestyle images to elevate your aesthetic.
- Engage the “Share” widget so that customers can share your page on their social media accounts. This helps drive traffic from places outside of Amazon, giving your Store more exposure.
- Choose the template best-suited to your objectives. For example, if you want to display a large number of products to show the breadth of your assortment, you might want to choose Product Grid, which is designed to support this goal. More advanced users may be comfortable developing a custom template for their Store.
- Link your Store to your Headline Search Ad campaign for a more integrated and powerful advertising experience.
- To help build loyalty and give customers a reason to revisit your Store, handpick listings or use dynamic widgets to auto-populate different product displays based on individual shopper insights (like keyword search, best-selling products, or recommendation history). These widgets automatically update your Store pages when you add new listings.
- Link a unique URL to your Store to strengthen your branding efforts.

New Product Launches

New products on Amazon will have very little organic search visibility; hence AMS promotion is highly recommended. Consider setting more conservative RoAS goals and thresholds, as the main objective may be to gain exposure.

Some recommendations for new product promotions:

- Utilize all three ad units (Sponsored Products, Headline Search Ads, and Product Display Ads) to maximize exposure around launch.
- Pair Headline Search Ads with Sponsored Product placements to maximize exposure and visibility.
- Set broader keyword lists for new products.
- Test “New” in the copy for Headline Search and Product Display Ads.

Always On Advertising Strategy

Taking an always on approach to Amazon Marketing Services can help you:

- Stay top of mind with your customers throughout the year
- Accelerate awareness of and demand for your products
- Remain discoverable – you never know when shoppers are looking for your products
- Manage your campaigns strategically with a dedicated year-long budget

To best prepare for always on advertising, first focus on retail readiness and actively work with your vendor manager to maintain healthy in-stock rates and establish pricing that can profitably and consistently win the buy-box. Consider enhancing your detail pages with A+ content, which provides shoppers with information that can improve and streamline the shopping experience.

On the marketing side, establish goals and budgets specifically dedicated to your evergreen program. Once you’ve got a working plan in place and have launched, monitor campaigns on a monthly basis to make sure you are not going out of budget early each day. During setup, we recommend creating



campaigns with daily budgets, so you are able to come back and easily adjust as needed month-to-month to ensure full daily coverage for all of your campaigns.

Helpful Features and Tips

Campaign Cloning

Campaigns may be cloned within the AMS Ad Builder UI. When the 'Copy' link is clicked from the Ads dashboard, a draft campaign is created with all of the parameters of the original campaign pre-populated. Any ASIN or keyword that in paused state will be cloned in the new campaign.

Status	Campaign Name	Type	Start Date	End Date	Budget	Impressions	Clicks	aCPC	Spend	Est. Total Sales	ACoS	Actions
Terminated	Bose Headphones Quiet Comfort 25	Sponsored Products	07/07/2015	-	Daily: \$25	-	-	-	\$0.00	-	0	Copy
Terminated	Proactiv HSA Campaign: Kits	Sponsored Products	06/28/2015	-	Daily: \$2	160,609	40	\$0.31	\$12.57	\$0.00	0	Copy
Terminated	Sponsored Products Proactiv	Sponsored Products	06/11/2015	-	Daily: \$1	-	-	-	\$0.00	-	0	Copy

Draft Campaigns

All AMS campaigns may be created/staged to be launched at a later date. These drafted campaigns will appear at the top of your Ads Dashboard:

Select a targeting type

Automatic Targeting
Amazon targets your ads to all relevant customer searches based on your product.

Manual Targeting
Your ads are targeted based on the keywords you choose.

Save as draft Launch Campaign

Advertising Campaigns

Status	Campaign Name	Budget	Actions
DRAFT	Brand ABC Sponsored Products	\$20.00	Edit Delete
DRAFT	Brand ABC HSA	-	Edit Delete
DRAFT	Proactiv HSA Campaign: Kits (1)	\$500.00	Edit Delete
DRAFT	TEST PDA ADAMS - MLP Action Figure Interest	\$20.00	Edit Delete

Bulk Importing of Keywords

Bulk Import of keywords is available for all AMS advertisers using Headline Search Ads and Sponsored Products. The feature is available in the Ad Builder, and helps advertisers add up to 1,000 keywords per campaign. Advertisers can download a template from the Ad Builder to add keywords, match types, and bids. This file can then be uploaded:

Add keywords and bids

Add suggested keywords | Add your own keywords | Upload Spreadsheet

- We accept .csv, .tsv, .xls or .xlsx file types.
- Upload an existing spreadsheet (you can use keyword lists from AdWords) or download our template to create a new one.
- Long keywords (3 words or more) can result in low reach. Use shorter, more common keywords.

Upload Spreadsheet... or paste your keywords directly.

	A	B	C
1	Amazon Marketing Services Bulk Import Template		
2	Under Match Type, enter "Phrase" or "Exact" for Headline Search Ads.		
3			
4	Keyword	Match Type	Bid
5	Bluetooth	Exact	\$0.95
6	Keyboard	Phrase	\$1.15
7	Bluetooth keyboard	Exact	\$1.55



Editing In-Flight Campaigns

There are certain campaign features that may be edited mid-flight. Note that edits cannot be made when ads are under review, particularly Headline Search Ads or Product Display Ads.

	Sponsored Products	Headline Search Ads	Product Display ads
Campaign Name	Cannot be modified	Cannot be modified	Cannot be modified
Daily Budget	Can be increased or decreased	Can be increased or decreased	Can be increased or decreased
Campaign Budget	N/A	Can only be increased	Can only be increased
Budget Pacing	N/A	Cannot be modified	Cannot be modified
Flight Dates	Can be extended or shortened	Can be extended or shortened	Can be extended or shortened
Keywords	Can be added, paused, or unpaused	Can be added, paused, or unpaused	N/A
Match Type	Cannot be modified	Cannot be modified	N/A
Promoted ASIN(s)	Can be added, paused, or unpaused	Cannot be modified	Cannot be modified
Targeting Type	N/A	N/A	Cannot be modified
Targeted Products	N/A	N/A	Can be added or removed
Targeted Product Categories	N/A	N/A	Can be paused, enabled, or added
Targeted Interest Categories	N/A	N/A	Can be paused, enabled, or added
Bids	Can be increased or decreased	Can be increased or decreased	Can be increased or decreased
Copy / Creative	N/A	Cannot be modified	Cannot be modified
Landing Page	N/A	Cannot be modified	N/A

Any changes to targeting, creative, or copy will require the campaign to be paused or terminated, and then cloned. Similarly, if a campaign ends, its end date cannot be extended to restart the campaign. Instead, clone the campaign to relaunch with new flight dates.

Self-Competition

Bidding on keywords within one AMS account will not result in bidding up the keyword. However, if the account setup is at the brand level (where each brand has its own AMS account instance), then bidding on keywords across those accounts could potentially result in self-competition.



AMS Optimization Guidance

AMS now offers campaign optimization tips to help advertisers understand campaign performance and optimize campaigns. This feature ensures advertisers receive the right guidance – at the right time – as they navigate through their AMS dashboard.

The optimization tips are integrated into the AMS dashboard experience, offering assistance in resolving advertiser questions as they go through their campaign reports. These contextual tips are provided through interactive tip-balloons overlaid on the screen.

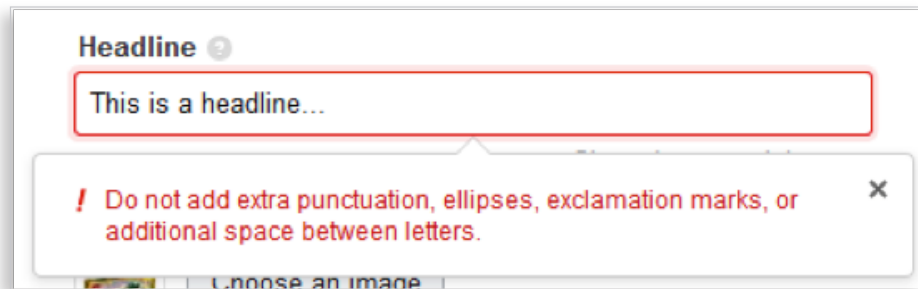
Advertisers can opt into the feature in the AMS dashboard by clicking the light bulb icon at the top right of their screen. To turn off the feature, click “X” at any time.

User Activity History

User Activity History is available as a new tab in the AMS Campaign Manager for Headline Search and Product Display Ads. This new feature tracks changes made on launched, running, paused, and terminated campaigns such as: increasing or decreasing budgets, extending campaign end dates, increasing or decreasing keyword bids, adding or removing targeted ASINs (for Product Display Ads), and more. User Activity History shows 60 days of data at a time from a chosen start date.

Creative Validation Assistant for Headline Search and Product Display Ads

Save time publishing Headline Search and Product Display Ads campaigns with the new creative validation assistant. This assistant helps you comply with Amazon Marketing Services’ creative standards and prevent basic mistakes when setting the headlines of your ads.






Reporting

Reporting Basics

Reporting Metrics

AMS offers on-demand reporting at a campaign and keyword level. Impression and click-level reporting is real-time, while sales attribution may take up to 72 hours to display after a purchase is made.

All campaign-level reporting can be downloaded in .csv format by clicking on the  button.

The metric used as a proxy for Return on Ad Spend is ACoS, or the Advertising Cost of Sales. This represents the percent of attributed sales spent on advertising (i.e., total spend divided by total sales).

Reporting is currently not offered at a placement or account level.

Impressions are registered when ads load on a page, even if below the fold and not initially visible by a customer.

Sales Attribution

Sales attribution within AMS is based on a 14-day last-click window. The attribution model de-dupes across all ads, between AMS campaigns. AMS avoids double-counting sales by attributing to the last ad that the Amazon shopper clicked.

Attribution is also de-duped across all Amazon advertising products (AMG, AAP). The current priority across all Amazon advertising is as follows:

1. Tracked ASIN ad clicks (any price type) – last click wins
2. Tracked ASIN ad views (CPM/Flat-Fee ads)
3. Brand Halo ASIN ad clicks (any price type)
4. Brand Halo ASIN ad views (CPM/Flat-Fee ads)
5. Tracked ASIN ad views (CPC ads)
6. Brand Halo ASIN ad views (CPC ads)

Sales attribution includes brand halo. Brand halo is a process where sales attribution is expanded beyond the ASINs specified by the advertiser for their campaign. For Sponsored Products, sales attribution occurs at the brand code level and does not count Third-Party sales as part of its attribution model. Ordered sales attribution for Sponsored Products does not exclude any order cancellations, payment failures, or returns. As a result, attributed sales may be higher than actual shipped sales.

For Headline Search Ads and Product Display Ads, attribution happens under the brand code, but allows extension of the attribution across GLs. Headline Search Ads and Product Display Ads do count Third-Party sales as part of their attribution models. Attributed sales for Headline Search Ads and Product Display Ads do exclude cancelled orders and payment failures.

Please note this model varies slightly for non-US markets, that sales attribution will not include purchases that resulted in a credit card decline or were cancelled within 72 hours. If a purchase is connected to a new Subscribe and Save subscription, that purchase will be included in the sales attribution. Note, only the initial Subscribe & Save purchase is included.



Overview of Available Reporting

Report	Features
Campaign Dashboard	Name, Type, Status, Start and End Date, Budget, Spend, Impressions, Clicks Average CPC, Detailed Page Views, Total Sales, ACoS
Headline Search Daily Grain	Total Impressions, Total Clicks, CTR, Detail Page Views, Total Spend, Average CPC, Units Sold, Total Sales, ACoS
Headline Search Keyword	Status, Keywords, Match, Bid, Impressions, Clicks, CTR, Average CPC, Spend, Sales, ACoS
Sponsored Products Auto Targeting	Campaign Name, Keyword, Customer Search Term, First Day of Impression, Last Day of Impression, Impressions Resulting in Clicks, Clicks, CTR, Total Spend, Average CPC, Orders placed within 14 days of a click, Product Sales within 14 days of a click, Conversion Rate within 14 days of a click, Advertised SKU units Ordered within 14 days of click, Same Brand SKU units Ordered within 14 days of click, Advertised SKU Product Sales within 14 days of click, Same Brand SKU Product Sales within 14 days of click
Sponsored Products Keyword	Status, Keywords, Match, Bid, Impressions, Clicks, CTR, Average CPC, Spend, Sales, ACoS
Sponsored Products Manual Targeting	Campaign Name, Keyword, Customer Search Term, First Day of Impression, Last Day of Impression, Impressions, Clicks, CTR, Total Spend, Average CPC, Orders placed within 14 days of a click, Product Sales within 14 days of a click, Conversion Rate within 14 days of a click, Advertised SKU units Ordered within 14 days of click, Same Brand SKU units Ordered within 14 days of click, Advertised SKU Product Sales within 14 days of click, Same Brand SKU Product Sales within 14 days of click
Sponsored Products Advertised Products	Status, Advertised Product, ASIN, Impressions, Clicks, Average CPC, Spend, Total Sales, ACoS
Product Display Ad Category Targeting	Total Impressions, Total Clicks, CTR, Total Spend, Average CPC, Sales, ACoS
Product Display Daily Grain	Total Impressions, Total Clicks, CTR, Detail Page Views, Total Spend, Average CPC, Units Sold, Total Sales, ACoS



Reporting by Product

Sponsored Products Reporting

Customer Search Term reporting can be accessed under the 'Reports' tab, which provides the ability to review performance data by customer search terms for a given custom date range. Review Search Term data for any custom range by simply selecting the dates and clicking "Request Report." Once the report is ready to download, a link will appear.

The screenshot shows the 'Quiet Headphones' campaign performance dashboard. At the top, there are six performance metrics: Impressions (288,266), Clicks (1,255), ACPC (\$0.85), Spend (\$1,062.77), Total Sales (\$32,592.69), and ACoS (3.26%). Below this is a navigation bar with tabs for 'Keywords', 'Advertised Products', 'Campaign Settings', and 'Reports' (which is highlighted). The 'Reports' section contains instructions: 'You can see which customer search terms led to each product sale by downloading campaign reports. Reports will be available within a minute after your request.' It includes a 'Start' date field (02/02/2016) and an 'End' date field (07/28/2016), both with calendar icons. A yellow 'Request Report' button is highlighted. Below the date fields is a search bar labeled 'Search Reports' and a 'Reload Reports' link. At the bottom, a table lists report entries:

Start Date	End Date	Actions	Created On	
02/02/2016	07/17/2016	Download	07/17/2016	Delete

The report provides more granular insights across the purchasing funnel after a shopper clicks on the Amazon Marketing Services ad from a given search term. This includes conversion rates, orders placed, and product sales. The data is also broken down into orders and sales on the clicked advertised ASIN versus other ASINs sold by the brand – within the 14 day last-click attribution window.

Since Sponsored Products can also serve on product detail pages, if a shopper clicks on a Sponsored Products placement on a product detail page, the ASIN associated with that product detail page will be recorded as the "keyword" that led to the click. Please keep this in mind when reviewing keyword performance for Sponsored Products campaigns, and, further, consider using these insights when selecting ASINs to target in product-targeted Product Display Ads campaigns.

ASIN-level Sponsored Products reporting is also available in the 'Advertised Products' tab. Note that the Total Sales figure takes into account brand halo.



Advertised Product	Impr.	Clicks	ACPC	Spend	Total Sales	ACoS
Black Headphones for Apple devices - \$299.00 ASIN: B00M1NEUUK	288,266	1,255	\$0.85	\$1,062.77	\$32,592.69	3.26%

Sponsored Products Reporting Restriction

The reporting tool can only retrieve data up to 60 days before the day the report is requested. Requests for data older than 60 days will return empty files at this time. Please note, executed reports do not expire, meaning historical performance can be tracked through the use of multiple reports if required.

Set a date range to download a report of daily campaign performance metrics.

Start Date 07/26/2016 **End Date** 07/28/2016 **Download Report**

Headline Search Ads and Product Display Ads Reporting

Date filtered reporting is also available for Headline Search Ads and Product Display Ads, which can be accessed via the “Reports” tab.

Headline Search and Product Display Ads Reporting Restriction

Unlike that of Sponsored Products, the reporting tool for Headline Search and Product Display Ads can retrieve data older than 60 days before the day the report is requested. However, the tool can only retrieve up to 60 days’ worth of data at a time. Please note, executed reports do not expire, meaning historical performance can be tracked through the use of multiple reports if required.

Product Display Ad Category Targeting Reporting

PDA Category Targeting Reporting is a new dashboard tab that provides performance data of targeted categories within PDA campaigns.

Reporting for each targeted category includes:

- Impressions
- Clicks
- CTR
- Average Cost Per Click
- Spend
- Sales
- ACOS



This functionality helps advertisers gain a better understanding of campaign performance, giving them the insight they need to optimize active campaigns. They can now pause, enable, or add targeted categories to existing campaigns in the PDA dashboard.

Product Display Vacuum Campaign

1,471,500 Impressions **9,951** Clicks **0.676%** CTR **186** DPV **\$3,013.55** Spend **\$0.54** ACP **7** Units Sold **\$8,258.12** Total Sales **29.31%** ACoS

[Targeting](#) [Campaign Settings](#) [Reports](#)

Results per page:

Status	Category	Impr	Clicks	CTR	ACPC	Spend	Units Sold	Sales	ACoS
Enabled	Vacuums & Floor Care: Floor Buffer & Pads	13	1	7.692%	\$0.89	\$0.89	0	\$0.00	--
Paused	Vacuums & Floor Care: Steam Cleaners, Steam Mops & Accessories	1,095	4	0.365%	\$0.26	\$1.12	0	\$0.00	--
Enabled	Vacuums & Floor Care: Sweeppers & Accessories	1,974	23	1.165%	\$0.61	\$14.07	1	\$67.91	20.72%
Enabled	Vacuums & Floor Care: Vacuum Parts & Accessories	927,509	8,463	0.912%	\$0.55	\$1,923.76	8	\$5,072.82	37.92%
Enabled	Vacuums & Floor Care: Vacuums	584,047	3,017	0.516%	\$0.53	\$1,689.52	7	\$4,698.57	35.96%



Additional Resources

Amazon Stores

Pricing & Eligibility

Amazon Stores is a free self-service product. Vendors are automatically eligible to set up a store.

Restrictions

- Vendors can create multiple Amazon Stores by registering sub-brands in AMS; however, only one Amazon Store can receive organic traffic for each brand.
- Stores cannot be linked together. Links in Amazon Stores can either drive to other pages within the same store, or to product detail pages.
- An Amazon Store can contain as many pages as needed to properly showcase a brand. However, the maximum depth for a store is 3 levels (i.e., Main page > 2nd Level Page > 3rd Level Page).
- Stores are moderated. To obtain approval, Stores must follow basic creative standards. Users can access a document that contains Amazon Page design best practices, available in AMS Ad Builder.

Creating an Amazon Store

You'll create your Amazon Store using Store Builder, Amazon's self-service brand store builder. Amazon Store Builder is available through ams.amazon.com.

Advertisers can choose from three templates when building their store: Product Grid, Marquee, and Showcase. These templates feature default content tiles, and can be easily customized to your brand's needs. Use text, videos, images, and best-selling products to create a unique, visually-enticing story about your brand and offerings.

Discoverability on Amazon

Amazon Stores can be discovered within Amazon or used in external marketing channels. On Amazon, stores can be reached by shoppers through brand by-line and via the Amazon Store's short URL (Amazon.com/BRANDNAME).

You can also drive traffic directly to your Amazon Store from your own sites or social media accounts. Relatedly, shoppers can help drive traffic by sharing Amazon Stores with their friends via Facebook, Twitter, and Pinterest.

Copy Requirements and Provisions

- Sentence Case: Headlines should be in sentence case for all Headline Search and Product Display Ads.
- Capitalization: We cannot accept ad copy in ALL CAPS. Capitalized words for common abbreviations (such as DIY), or where the registered product or brand names are capitalized, are acceptable.
- Ad Copy that combines random capitalized words with lowercase text is not permitted (example: "THIS headline is GREAT"), unless it is part of a brand name.
- Claims and comparative statements: Avoid superlatives or unsupported/exaggerated claims. Supporting evidence from an independent source must accompany superlative claims made within your Store. (Example: "Best Seller in the US, NY Times, March 2016"). The supporting disclosure for



the claim must be contained within the product or text tile. Additionally, ad copy cannot denigrate another company or product.

- Contact information: Amazon Stores cannot include phone numbers, email or physical addresses, nor link to sites outside of Amazon.
- Dynamic Amazon content: Due to dynamic customer ratings, sales ranking, prices, and savings at Amazon, static copy cannot include references to Amazon rating, rank, price, or savings.
- Language: The language of the page should match the language of the main Amazon site.
- Spelling and grammar: All text must be spelled correctly; ASCII art is not acceptable.



Help

Check the “FAQ” section under the “Help” link in the top right corner of the page.

Click on the “Contact Us” link located in the footer to submit any questions and / or encountered errors.

amazonmarketingservices Brand ABC Advertising Account | Help

Contact Us

Have a question? Please send us a message.

[View a list of Frequently Asked Questions about Amazon Marketing Services here.](#)

Your Name

Email

Subject

Comment

Include below details in the comments field will be helpful to route the request to the correct teams:

- The Account Name (which appears in the top black navigation bar – BrandABC) and the Campaign Name (if relevant).
- Include details of your browser and your operating system including version numbers (i.e., Firefox version 17 on Mac OSX).

Screenshots are always helpful, especially when encountering an error message. Please upload the screen captures to a file sharing site (i.e., Dropbox, Google Drive, OneDrive, iCloud) and send the file share link in the body of the email.



Glossary

Advertising Cost of Sales (ACoS)

The percent of attributed sales spent on advertising, which is calculated by dividing total spend by total sales. This is the inverse of RoAS.

ASIN

Amazon has an “Amazon Standard Item Number” for all products that are available on the website. An ASIN is similar to a stock keeping unit (SKU) or other product item numbers used outside of Amazon. Products with variations (for example size, color, flavor, quantity) have a Parent ASIN and Child ASINs. The Parent ASIN is the generic product (for example, Levi’s 501 Jeans). The child ASIN is the specific variation of the product (Levi’s 501 Jeans size large and color black).

- Replenishment, this item is set up for automatic ordering based on demand.
- NP – New Product, because there is no data on the demand of this product it is vital that you work directly with Retail prior to driving a campaign to these ASINs – all inventory will have to be ordered manually until the product becomes PR .
- OB – Obsolete – this product is no longer orderable, this should not be used for an AMG campaign if there is any expectation to remain in-stock.
- NR – Non-Replenishable, This is designated for Parent ASINs, you will want to ensure you referencing the Child ASINs.
- IS – In Season, temporary state. Till not be in stock within 6+ weeks. Used for Holiday items that will not be ordered off peak.
- OS – Off Season – Items that are

Buy Box

The Buy Box refers to the area of the detail page that contains the Add-to-Cart button. On the desktop, it is almost always an ATF box positioned on the top-side side of the detail page. The seller Amazon determines is the best fit for the product page is noted as the seller (i.e. winner of the buy box) and items added with the main ‘add to cart’ button are purchased through this seller. ‘Winning the buy box’ or being the merchant Amazon features for the product page is a major advantage for sellers on Amazon. Components factored into winning the buy box include fulfillment method, price, seller rating, shipping time, order defect rate, late shipment rate, customer response time, and more.

General Ledger Product Group (GL)

Distinct product grouping distinguishing products like books, watches, or video games. The term stands for General Ledger Product Group.

Prime

ASINs are Prime-eligible (free two-day or less delivery) if they are a part of the Fulfillment by Amazon (FBA) program. This means that the ASINs are stored as inventory in Amazon’s warehouse and Amazon can guarantee 2-day shipping. 3P sellers are eligible to participate in FBA but there is a cost associated with this. Vendors that sell product directly to Amazon are automatically part of the FBA program since Amazon fulfills and ships those orders. Some 3P seller ASINs may be eligible for Prime if they can demonstrate that the 2-day shipping requirement is fulfilled. This is not particularly easy to do. Learn more about how FBA works.



Subscribe & Save (SNS)

SnS enables Amazon customers to subscribe to receive the product automatically on a regular basis, saving up to 15% in the process (maximum depending on the product category). This service is especially effective for brands in CPG with a short lifecycle and categories with lower customer loyalty by reducing brand switch.

Vendor Powered Coupons (VPCs)

Vendor-Powered Coupons is a self-service mechanism for Amazon vendors to directly upload promotions into Amazon systems. The promotions are a digital form of a coupon and have a full suite of automated merchandising available. The full price of the program is supported by the vendor and the savings are passed through to Amazon customers. While the cost-per-click will still apply per standard AMS auction dynamics, a coupon clip fee will no longer be applied.