

# Introduction to Amazon Marketing Services

amazonmarketingservices

Name

Position

Date





# Agenda

1. Advertising at Amazon
2. Amazon Marketing Services
3. Starting Strategies
4. Success Stories
5. Next Steps



# Advertising at Amazon



Observing billions of customer journeys as they shop, browse, watch, share, listen, and purchase on Amazon.

More than  
**300MM** Active Customer  
Accounts WW. <sup>1</sup>

**182MM** US monthly total  
visitors. <sup>2</sup>



92% of shoppers who start their purchase journey on Amazon make their final purchase with Amazon

# Amazon Marketing Services can help you reach your goals on Amazon

## Drive traffic and capture engaged customers with targeted ads

- High-visibility placements across desktop and mobile
- Target by keyword, product, or shopper interest
- Comprehensive reporting shows ROI and helps you manage costs
- Always-on campaigns complement your other Amazon Advertising campaigns





# Amazon Marketing Services

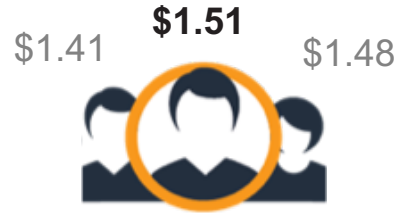
# Pay for performance on Amazon Marketing Services

Amazon Marketing Services is a self-service cost-per-click (CPC) tool



## Cost-Per-Click

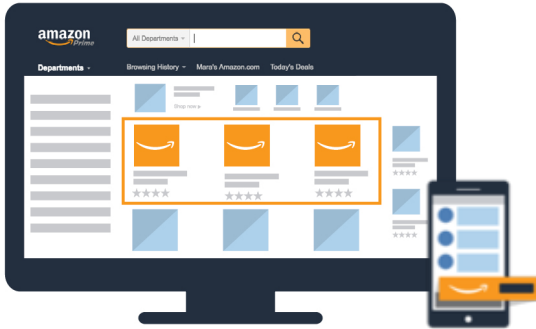
Pay only when a shopper clicks your ad



## Generalized Second-Price Auction

Also includes other variables, such as expected click-through-rate and relevancy

# Easy-to-use advertising solutions to increase visibility and sales



## Sponsored Products

Target by keyword, appear within search results



## Headline Search Ads

Target by keyword, appear at the top of the page, above search results



## Product Display Ads

Target by product or interest, appear on related product detail pages

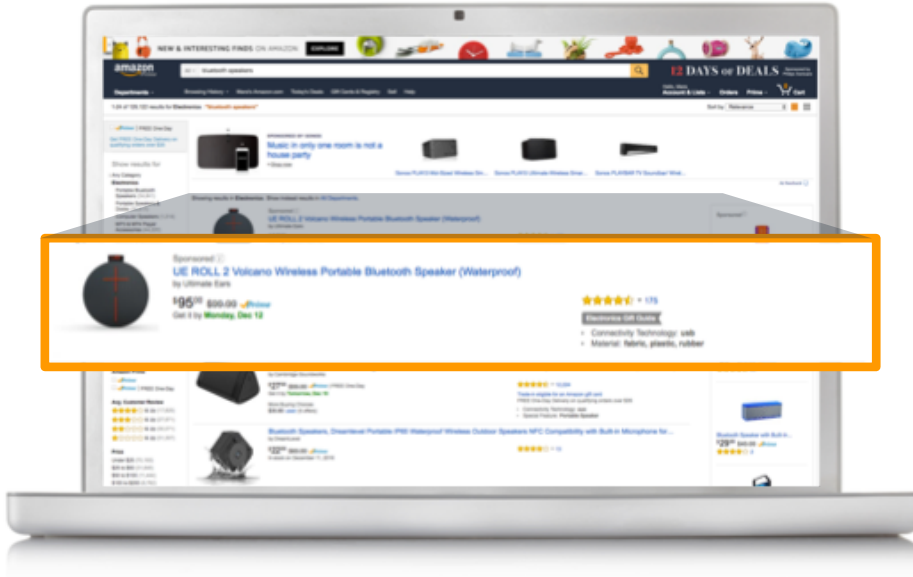
# Drive brand affinity and customer loyalty

## Amazon Stores

Build a dedicated brand presence to foster awareness and loyalty



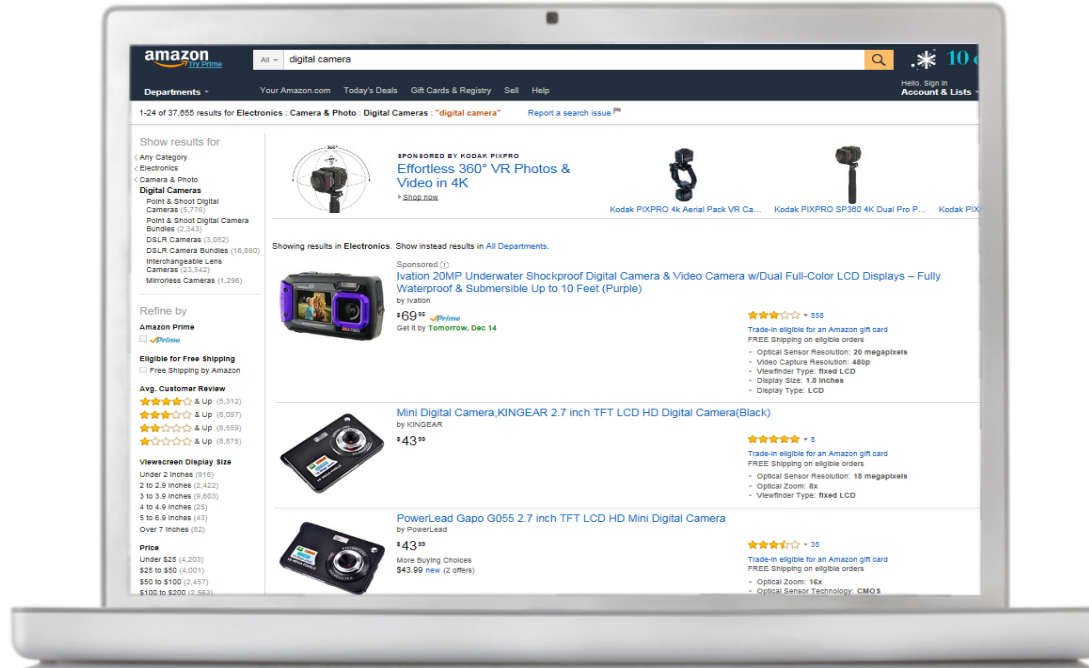
# Sponsored Products



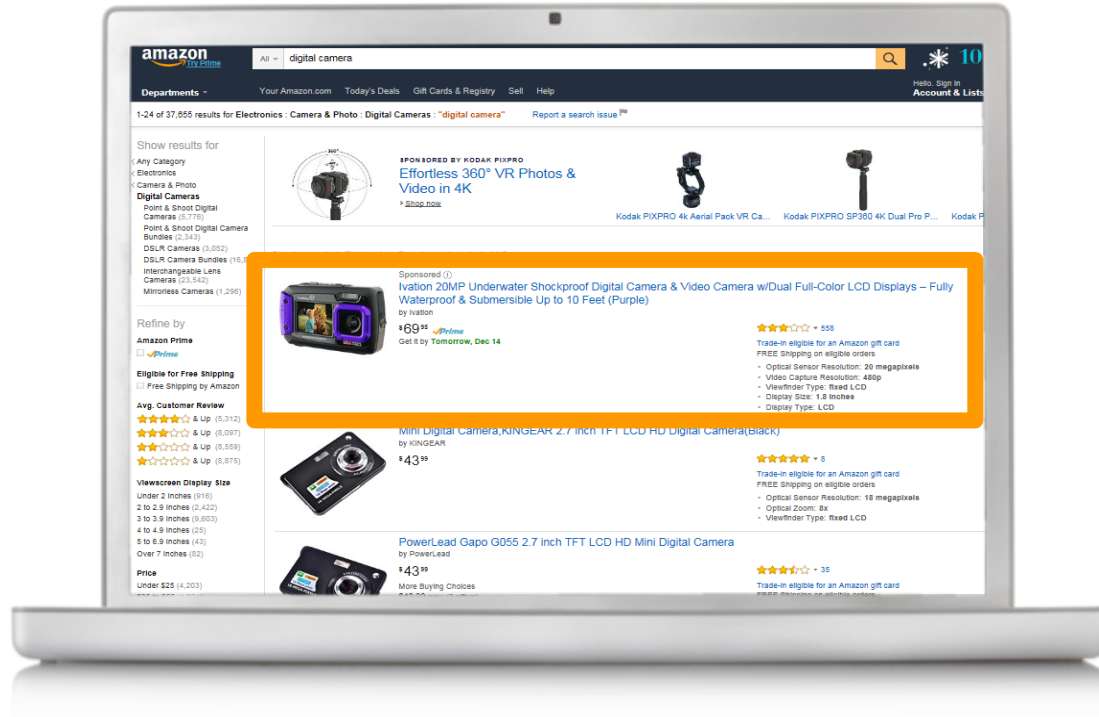
Advertise your products with keyword-targeted ads within search results

- Display your ads to shoppers on search results and product detail pages
- Create ads in minutes
- Take shoppers directly to the product detail page
- Manage your spend with daily budgets

# Sponsored Products placements



# Sponsored Products placements



# Sponsored Products placements (product detail page)

The screenshot displays an Amazon product detail page for phone camera lenses. At the top, there are three lens options with a total price of \$79.97 and buttons to 'Add all three to Cart' and 'Add all three to List'. Below this, there are three checked items: 'AUKEY Ora iPhone Lens, 140° Wide Angle + 10x Macro Clip-on Cell Phone Camera Lenses Kit for Samsung... \$24.99', 'AUKEY Optic Pro iPhone Lens, 3x Optical Zoom Clip-on Telephoto Cell Phone Camera Lenses for Samsung... \$29.99', and 'AUKEY Optic Pro iPhone Lens, High Clarity 235° Field of View, Ultra wide Angle Clip-on Cell Phone... \$24.99'. A section titled 'Customers Who Bought This Item Also Bought' shows a grid of related products. Below that, a highlighted orange box contains 'Sponsored Products Related To This Item', featuring a grid of sponsored products. At the bottom, a line of text reads 'Customers viewing this page may also be interested in these sponsored items (what's this?)'.

Total price: \$79.97  
Add all three to Cart  
Add all three to List

★★★★☆ 22  
\$7.50 - iPhone  
Ad feedback

This item: AUKEY Ora iPhone Lens, 140° Wide Angle + 10x Macro Clip-on Cell Phone Camera Lenses Kit for Samsung... \$24.99  
 AUKEY Optic Pro iPhone Lens, 3x Optical Zoom Clip-on Telephoto Cell Phone Camera Lenses for Samsung... \$29.99  
 AUKEY Optic Pro iPhone Lens, High Clarity 235° Field of View, Ultra wide Angle Clip-on Cell Phone... \$24.99

Customers Who Bought This Item Also Bought Page 1 of 5

AUKEY Optic Pro iPhone Lens, 3x Optical Zoom Clip-on Telephoto Cell Phone Camera Lenses... \$29.99  
 AUKEY Optic Pro iPhone Lens, High Clarity 235° Field of View, Ultra wide Angle Clip-on Cell Phone... \$24.99  
 AUKEY Ora iPhone Lens, 140° Wide Angle + 10x Macro Clip-on Cell Phone Camera Lenses Kit for Samsung... \$24.99  
 AUKEY Optic Pro iPhone Lens, 3x Optical Zoom Clip-on Telephoto Cell Phone Camera Lenses for Samsung... \$29.99  
 AUKEY Optic Pro iPhone Lens, High Clarity 235° Field of View, Ultra wide Angle Clip-on Cell Phone... \$24.99  
 AUKEY Ora iPhone Lens, 10x Macro Lens with No Distortion, Clip-on Cell Phone Camera Lenses... \$19.99  
 AUKEY Ora iPhone Lens, 120° Fisheye Clip-on Cell Phone Camera Lenses with Dark Circle for Samsung... \$14.99  
 AUKEY Ora iPhone Lens, 120° Fisheye Clip-on Cell Phone Camera Lenses with Dark Circle for Samsung, Android... \$14.99  
 AUKEY Ora iPhone Lens, 120° Fisheye Clip-on Cell Phone Camera Lenses with Dark Circle for Samsung, Android... \$14.99  
 AUKEY Ora iPhone Lens, 120° Fisheye Clip-on Cell Phone Camera Lenses with Dark Circle for Samsung, Android... \$14.99

Sponsored Products Related To This Item (what's this?) Page 1 of 37

AUKEY Ora iPhone Lens, 10x Macro Lens with No Distortion, Clip-on Cell Phone Camera Lenses... \$19.99  
 AUKEY Ora iPhone Camera Lens, 120° Wide Angle + 15x Macro Clip-on Cell Phone... \$24.99  
 Sirius 0.45X Wide Lens and 12.5X Macro Lens Attachment Clip-on Cell Phone Camera Lenses... \$13.99  
 TECHO Universal Professional HD Camera Lens Kit for iPhone 7 / 6s Plus / 6s / 6... \$27.99  
 Esrower Phone Lens Universal Clip-On 3X Telephoto Lens For Samsung, Android... \$19.99  
 OGDStar Phone Camera Lens Kit 15X Macro Lens 0.35X Wide Angle Lens 180 Degree... \$19.99  
 Camkoi Camera Lens Kit for iPhone / 4S Including 3x Telephoto Lens / Fisheye Lens... \$22.99  
 Moberly SELFIE MANIA 3 Camera Lens Kit for iPhone, Smartphones and Tablets - 15x Zoom... \$39.99  
 VicThing 3-in-1 Clip on 150 Degree No Dist Corner Fisheye Plus 0.65X Wide Angle Plus 10X... \$11.99

Customers viewing this page may also be interested in these sponsored items (what's this?)

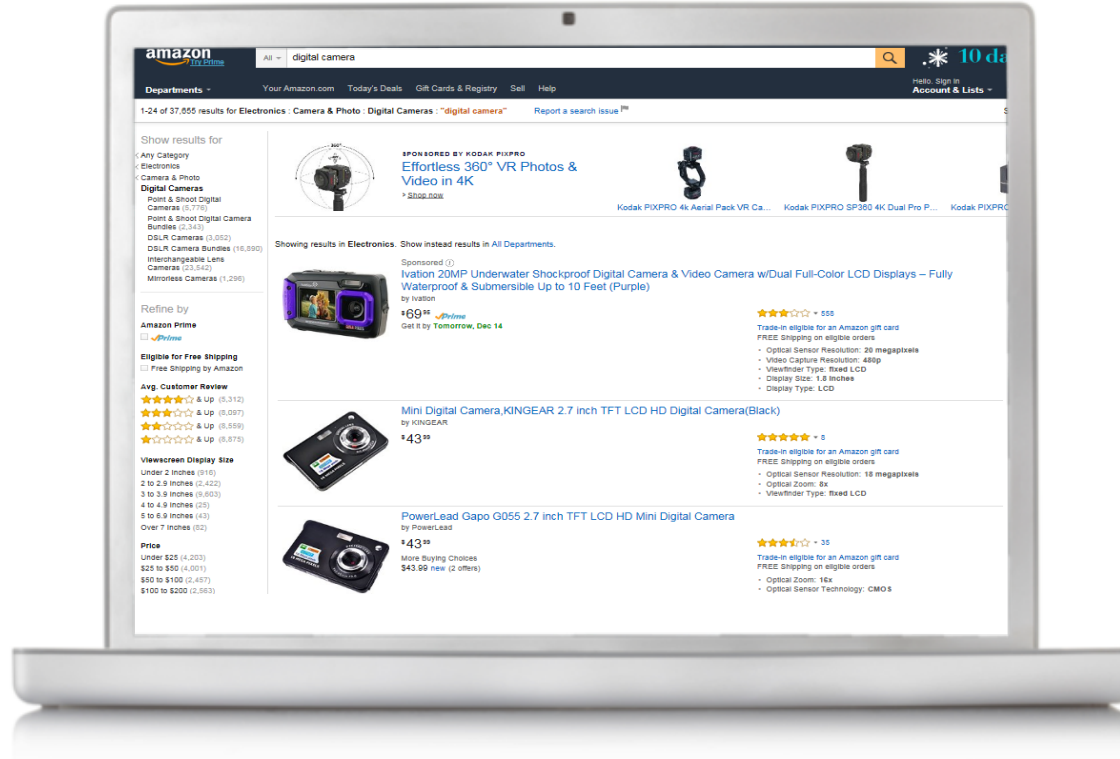
# Headline Search Ads



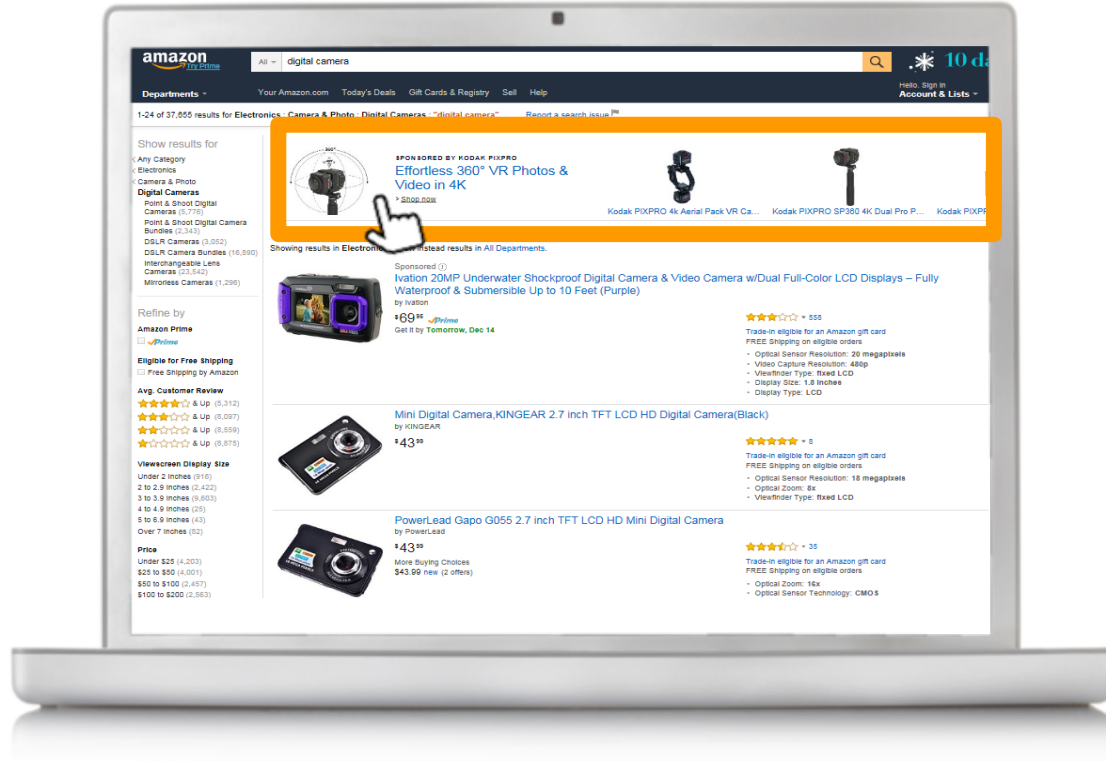
Drive sales and brand awareness with keyword-targeted ads above search results

- High-visibility placement above search results
- Target your ad to keywords that are relevant to your brand and products
- Send shoppers from your Headline Search Ad to a custom landing page or Amazon Store

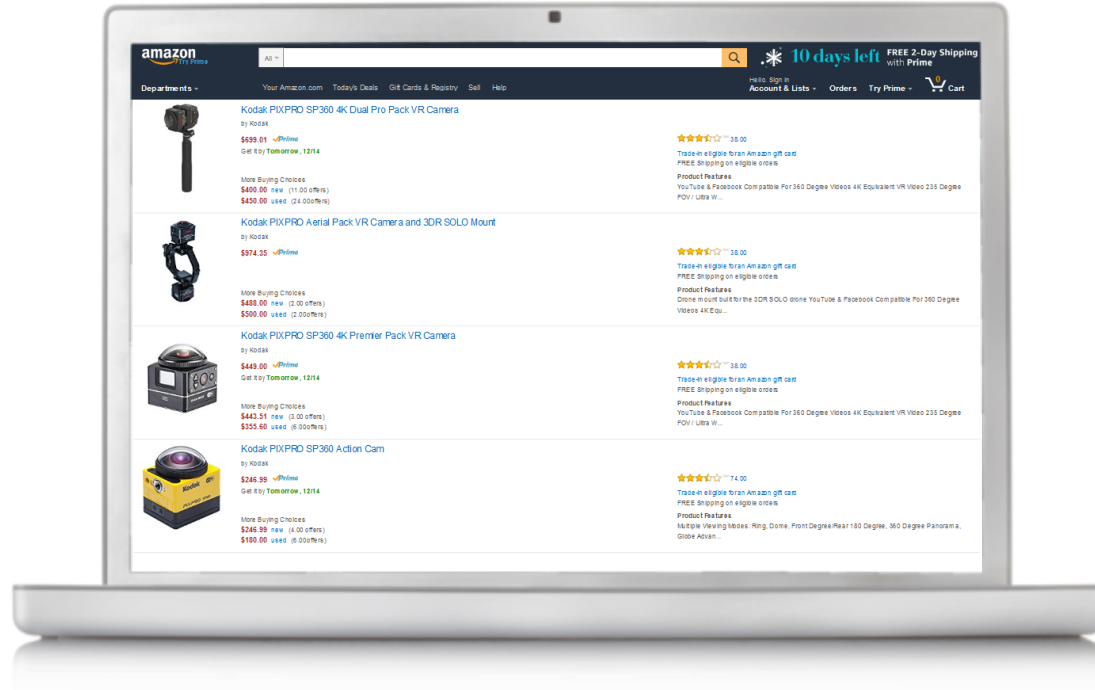
# Headline Search Ads placements



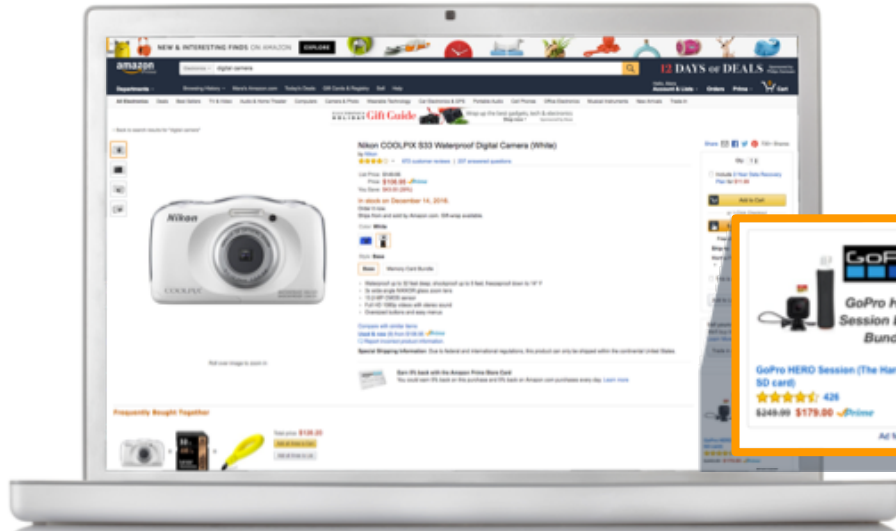
# Headline Search Ads placements



# Headline Search Ads placements (landing page example)



# Product Display Ads



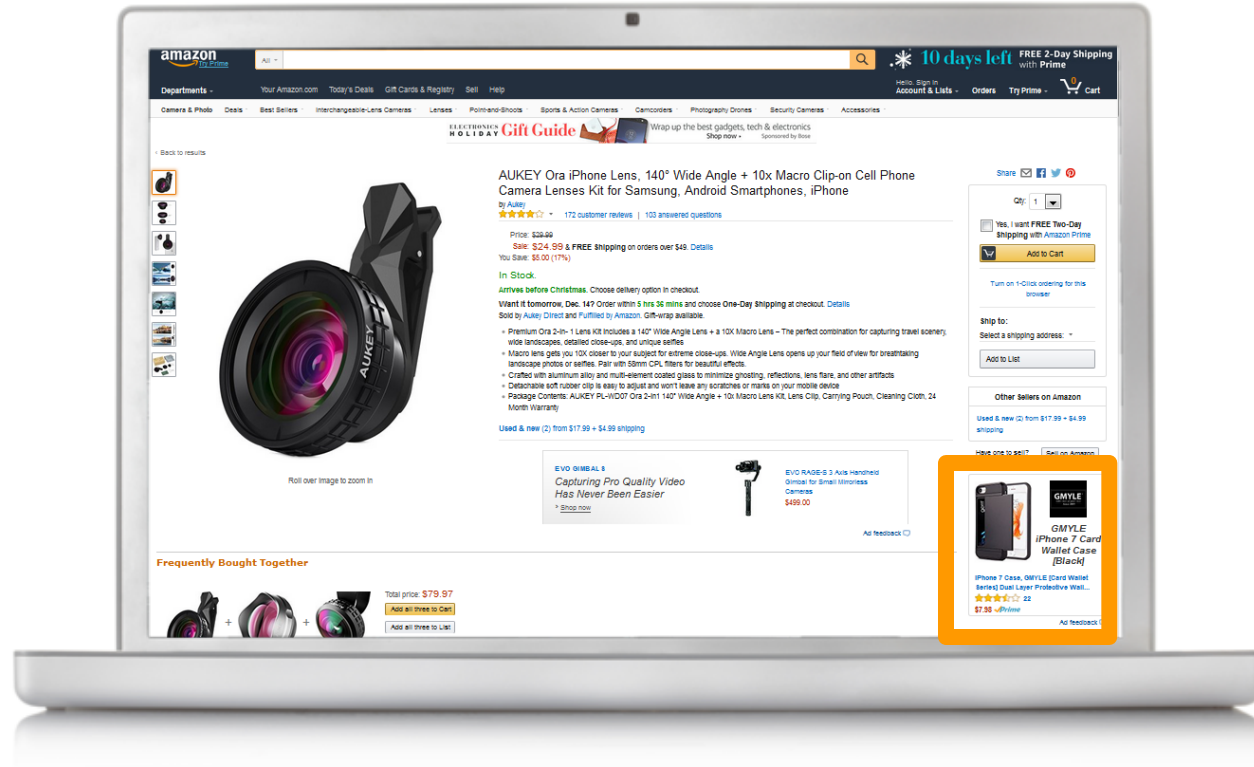
Maximize visibility of your product in the final stages of shopper decision-making

- Ads placed on product detail, review, and thank you pages and in merchandising emails to maximize buying intent
- Target ads through related products or shopper interests
- Target other product pages to help let shoppers know you offer an alternative

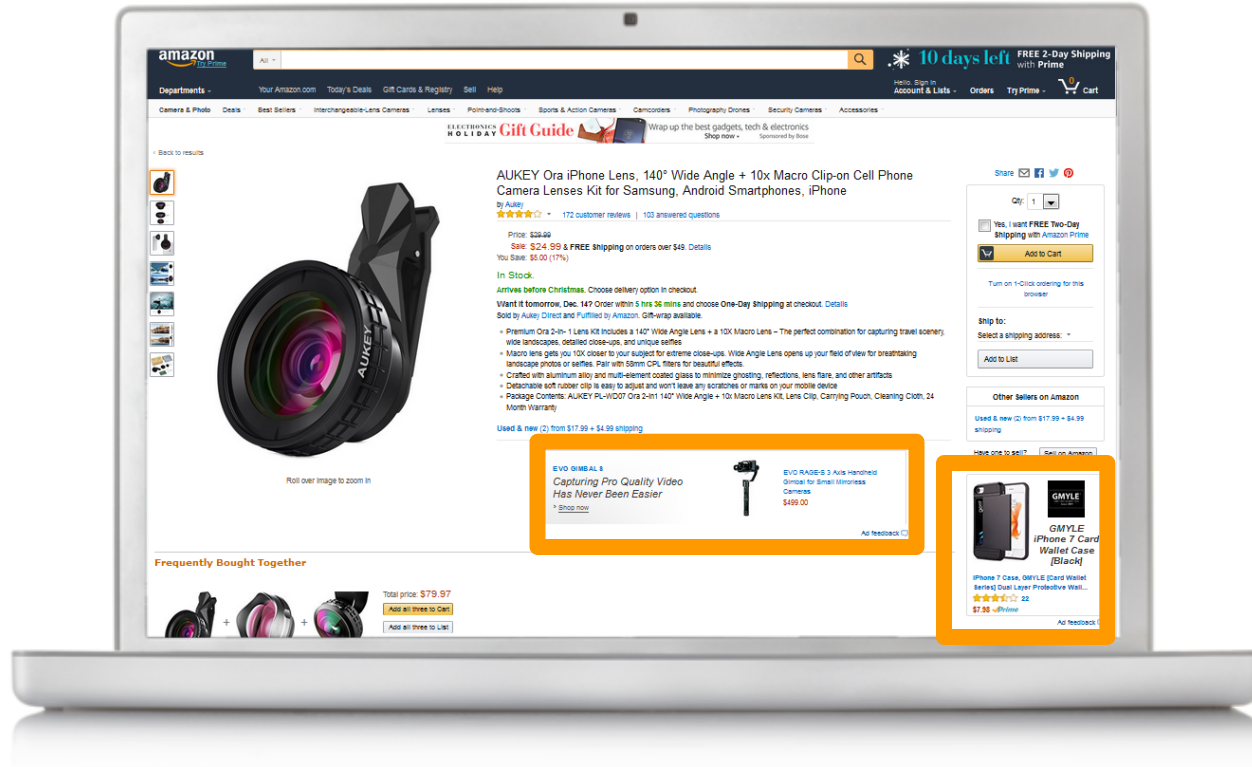
# Product Display Ads placements

The screenshot shows an Amazon product page for the AUKEY Ora iPhone Lens Kit. The page layout includes a top navigation bar with the Amazon logo, search bar, and a '10 days left FREE 2-Day Shipping with Prime' banner. Below the navigation is a 'Gift Guide' banner for the holidays. The main product image is a large, detailed view of the lens kit, with a 'Roll over image to zoom in' prompt. To the right of the image is the product title: 'AUKEY Ora iPhone Lens, 140° Wide Angle + 10x Macro Clip-on Cell Phone Camera Lenses Kit for Samsung, Android Smartphones, iPhone'. Below the title is the price (\$24.99), a star rating (4.5 stars), and a 'FREE shipping on orders over \$49' badge. A 'Buy now' button is visible. The product description includes a list of features: 'Premium Ora 2-in-1 Lens Kit includes a 140° Wide Angle Lens + a 10x Macro Lens - The perfect combination for capturing travel scenery, wide landscapes, detailed close-ups, and unique selfies', 'Macro lens gets you 10x closer to your subject for extreme close-ups. Wide Angle Lens opens up your field of view for breathtaking landscape photos or selfies. Pair with 58mm CPL filters for beautiful effects', 'Crafted with aluminum alloy and multi-element coated glass to minimize ghosting, reflections, lens flare, and other artifacts', 'Detachable soft rubber clip is easy to adjust and won't leave any scratches or marks on your mobile device', and 'Package contents: AUKEY PL-WD07 Ora 2-in-1 140° Wide Angle + 10x Macro Lens Kit, Lens Clip, Carrying Pouch, Cleaning Cloth, 24 Month Warranty'. Below the product description is a 'Frequently Bought Together' section showing three lens kits for a total price of \$79.97. To the right of the main product is a 'Share' section with social media icons, a 'Quantity' dropdown, a 'Yes, I want FREE Two-Day Shipping with Amazon Prime' checkbox, and an 'Add to Cart' button. Below this is a 'Ship to:' section with a shipping address dropdown and an 'Add to List' button. Further down is an 'Other Sellers on Amazon' section with a 'Used & New (2) from \$17.99 + \$4.99 shipping' option and a 'Have one to sell?' button. At the bottom right is a 'Product Spotlight' for a 'GMYLE iPhone 7 Card Wallet Case (Black)' with a price of \$7.99. The entire page is displayed on a laptop screen.

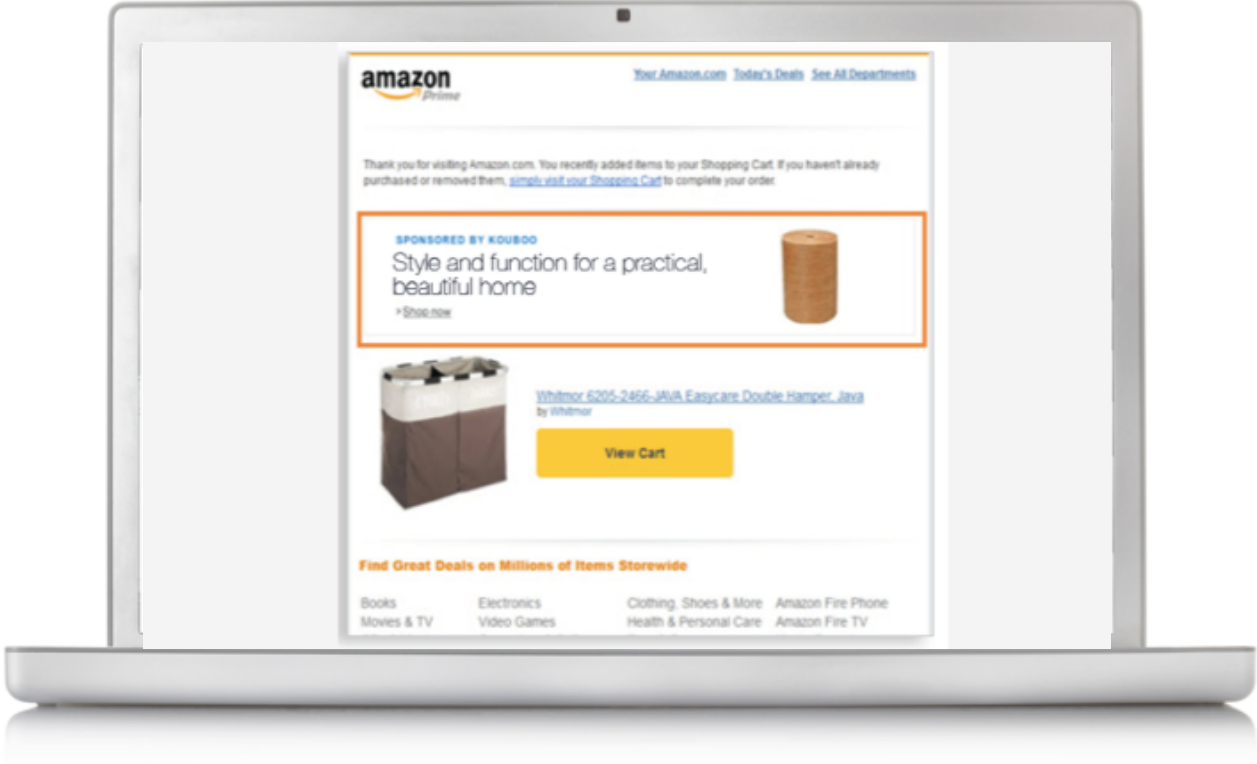
# Product Display Ads placements



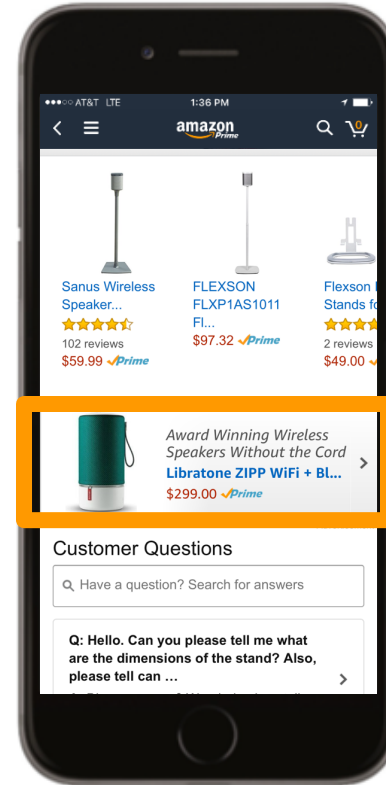
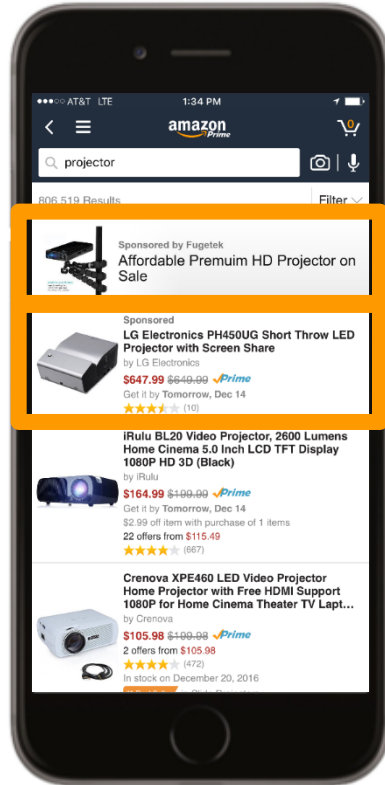
# Product Display Ads placements



# Product Display Ads placements (email)

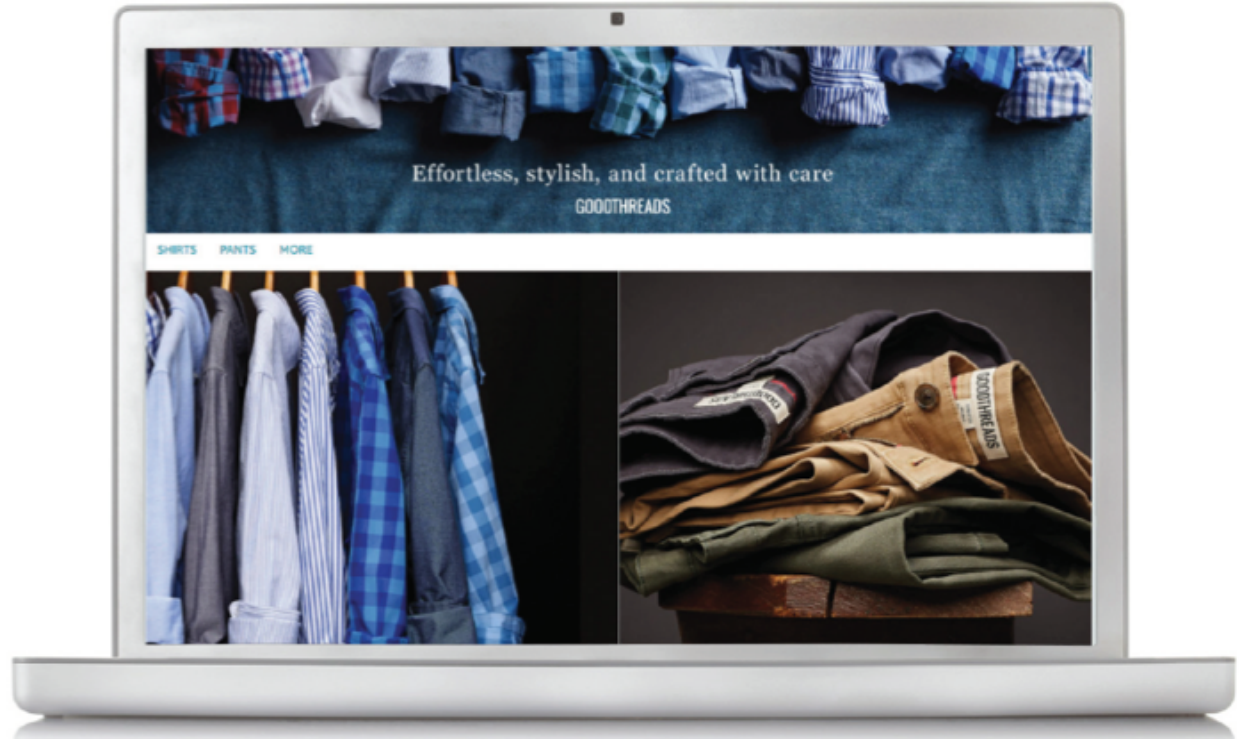


# Mobile placements



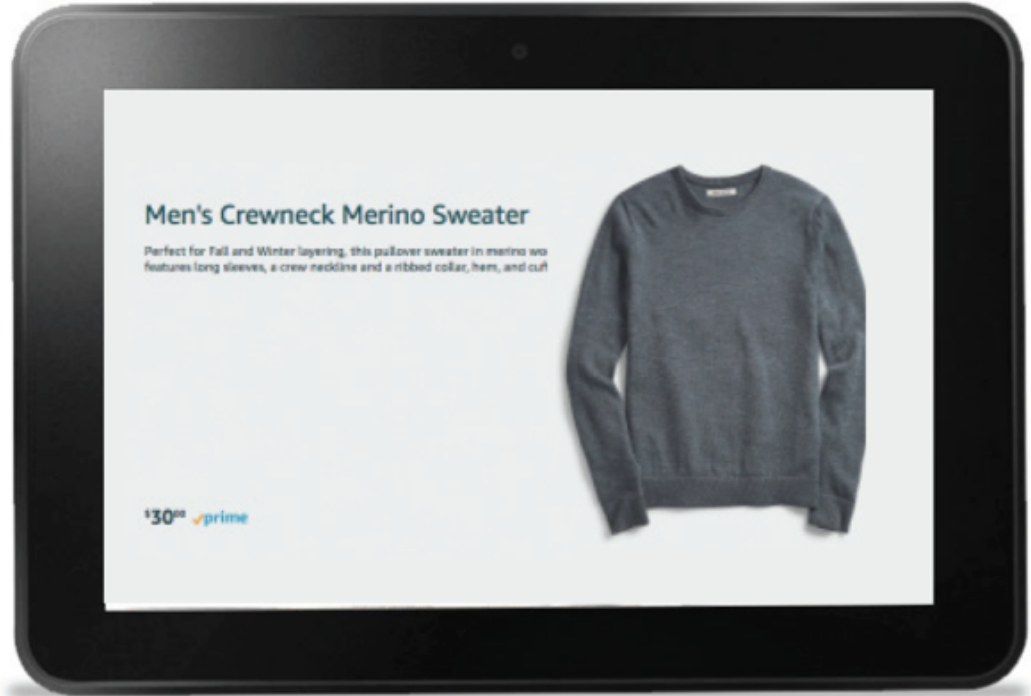
# Amazon Stores

Present your brand's story and selection in a visually-enticing, customer-centric way



# Easy and intuitive interface helps you reach your goals

- Store Builder uses drag-and-drop functionality for widgets and content
- Three preset templates simplify the page-building experience
- Supports an unlimited number of pages, up to three levels deep
- Display text, videos, images, products, and best sellers
- Dynamically display content and feature recommended products



# Amazon Marketing Services review

	Sponsored Products	Headline Search Ads	Product Display Ads	Amazon Stores
<b>Targeting</b>	<ul style="list-style-type: none"> <li>Keyword</li> </ul>	<ul style="list-style-type: none"> <li>Keyword</li> </ul>	<ul style="list-style-type: none"> <li>Product</li> <li>Product Category</li> <li>Shopper Interest</li> </ul>	N/A
<b>Placement</b>	<ul style="list-style-type: none"> <li>Search Results Pages (Desktop &amp; Mobile)</li> <li>Product Detail Pages (Desktop)</li> <li>Mobile App</li> </ul>	<ul style="list-style-type: none"> <li>Top of Search Results Page (Desktop &amp; Mobile)</li> <li>Mobile App</li> </ul>	<ul style="list-style-type: none"> <li>Product Detail Pages (Desktop &amp; Mobile)</li> <li>Search Results Pages (Desktop)</li> <li>Customer Review Pages (Desktop)</li> <li>Mobile App</li> <li>Email</li> </ul>	Dedicated landing page, up to 3 levels deep
<b>Landing Page</b>	<ul style="list-style-type: none"> <li>Product Detail Page</li> </ul>	<ul style="list-style-type: none"> <li>Custom Landing Page</li> <li>Amazon Store</li> </ul>	<ul style="list-style-type: none"> <li>Product Detail Page</li> </ul>	N/A



# Starting Strategies

# Start with Sponsored Products and Automatic Targeting



## Why Sponsored Products?

- Simplest way to get started
- No images or custom copy needed
- Ads go live immediately



## Why Automatic Targeting?

- No need to select keywords manually
- Use search term insights for Manual Targeting
- Dynamically adapts to trends and seasonality

# Use Headline Search and Product Display Ads for more use cases



## Headline Search Ads

- Target your products for competitive defense
- Help grow sales within a given product category
- Help grow size of your audience

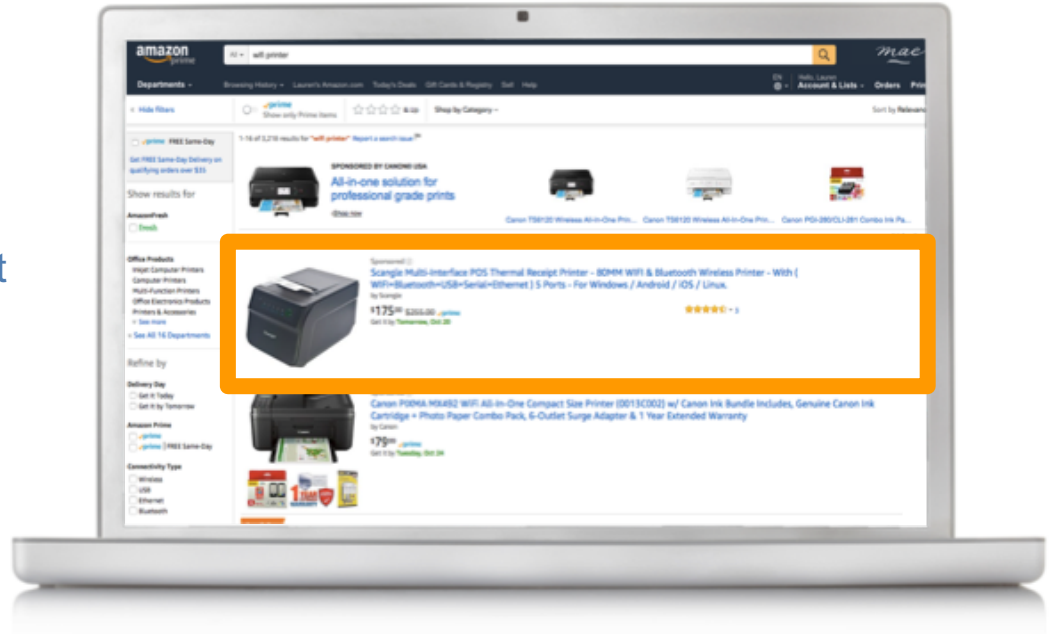


## Product Display Ads

- Target your own products for cross-sell and upsell
- Target related or similar products
- Target complementary products for basket building

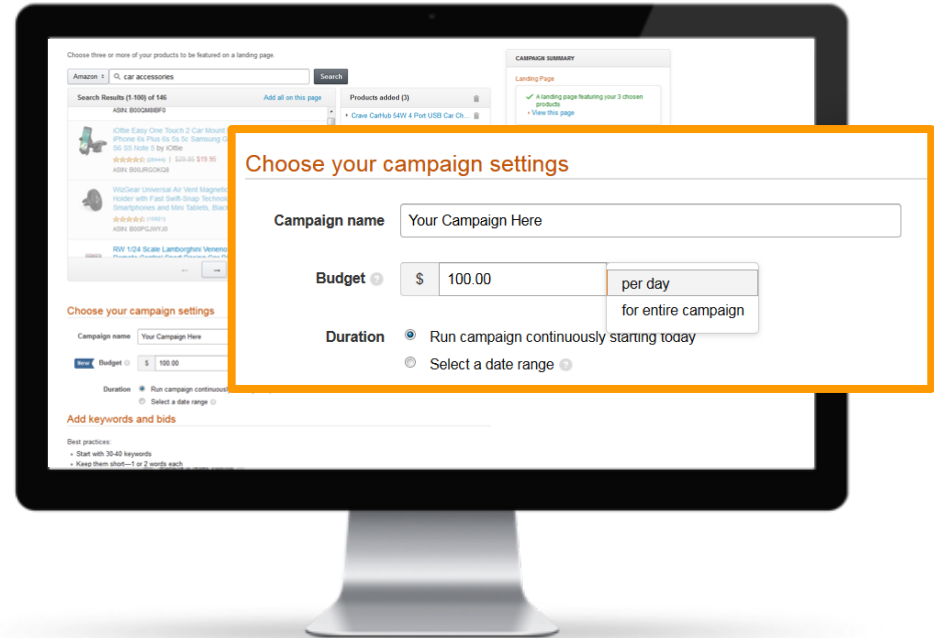
# Stay competitive with Bid+

Maximize your opportunity  
for valuable top-of-search placement



# Ensure maximum spend control and flexibility

Set and adjust daily and campaign budgets easily through the self-service Ad Builder



# Consider taking an 'always-on' approach

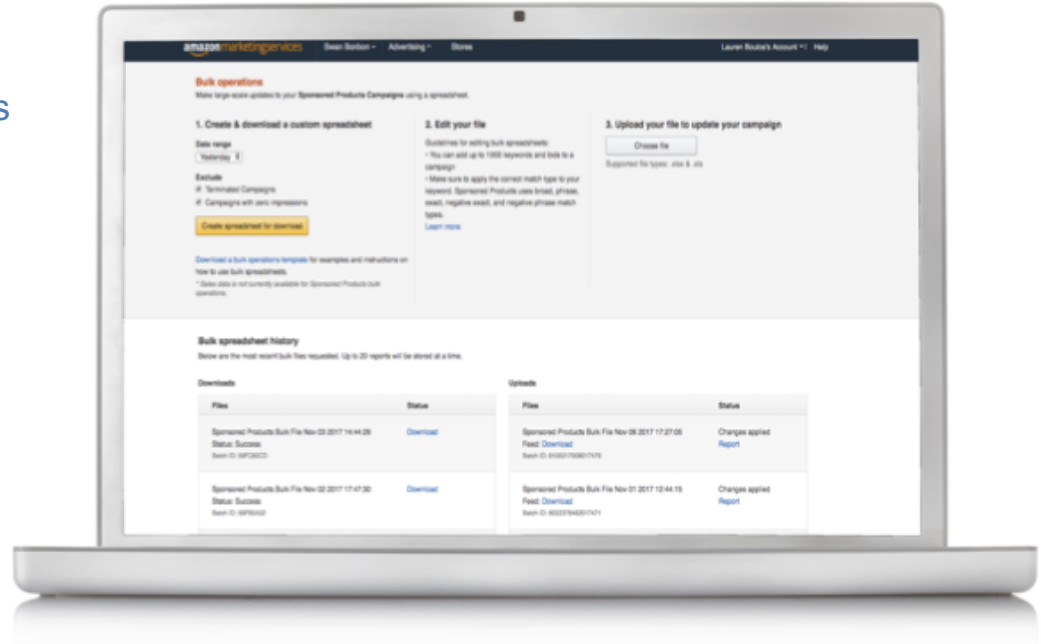
Run campaigns continuously to keep your brand discoverable anytime, anywhere



# Efficiently manage campaigns with bulk operations

## Edit multiple Sponsored Products campaigns within a single spreadsheet


- Create new campaigns
- Add new keywords or targeted products
- Update bids
- Turn Bid+ on or off
- Increase budgets



# Drive awareness of deals

You can boost the visibility of your offers with Amazon Marketing Services

- Lightning Deals
- Savings & Sales
- Vendor Powered Coupons
- Deal of the Day



**\$117<sup>20</sup>**

**SAVINGS & SALES**

Pyle 300 Watt Bluetooth Soundbar with USB/SD/FM Radio and Wireless Remote

★★★★☆ 1,506



**\$117<sup>20</sup>**

**LIGHTNING DEAL**

ends in 3:53:41

Pyle 300 Watt Bluetooth Soundbar with a USB/SD/FM Radio and...

★★★★☆ 161

10% Claimed



# Success Stories

# Success story: Women's Marketing



## Drive ROI

976% average ROAS  
across AMS campaigns



## Increase Visibility

11.2M+ average targeted  
impressions with campaigns

“Amazon Marketing Services...is one of the fast-growing areas for our agency, and we're proud to be delivering extraordinary results for clients in terms of ROAS, sales, and product discoverability.”

*Andrea Van Dam, CEO, Women's Marketing*



# Success story: Sawyer Products



## Grow Sales

Best sales month ever



## Improve Rank

Moved to Top 20 from 50+  
in best-seller ranking

“ What we liked most about AMS is that it allowed us to simply and quickly drive awareness and demand for our products.”

*Travis Avery, Vice President of Marketing, Sawyer Products*





## Next Steps

# Get started today

Register with Amazon Marketing Services at  
[ams.amazon.com](https://ams.amazon.com)

Questions? Contact me:

**Name**

Position

Email

Phone



amazon marketingservices

thank you

for more information please visit  
[advertising.amazon.com](https://advertising.amazon.com)