

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. ¹

182MM US monthly total
visitors. ²

1) Active customer accounts represent accounts that have placed an order during the preceding 12 month period. 2) comScore June, 2016



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

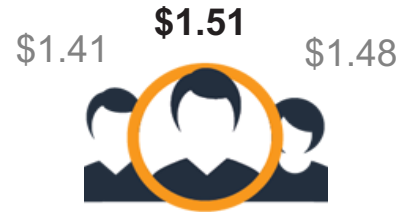
Pay for performance on Amazon Marketing Services

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

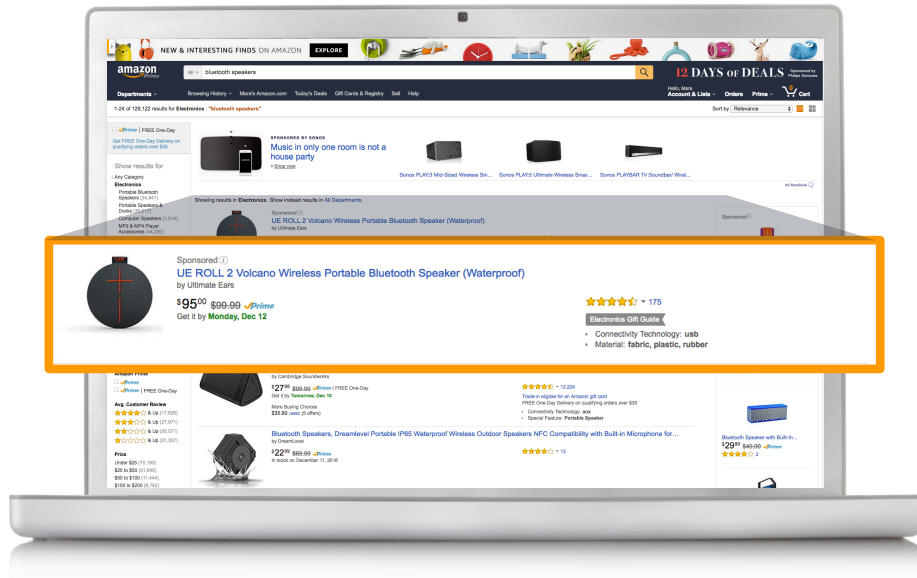
Drive brand affinity and customer loyalty

Amazon Stores

Build a dedicated brand presence to foster awareness and loyalty



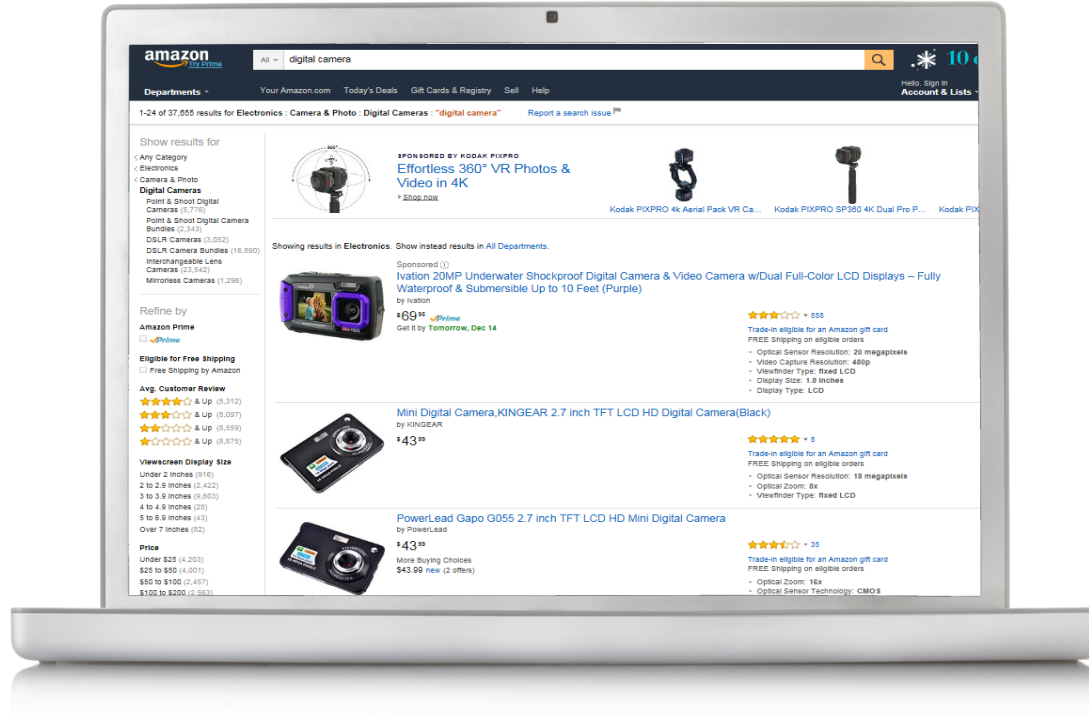
Sponsored Products



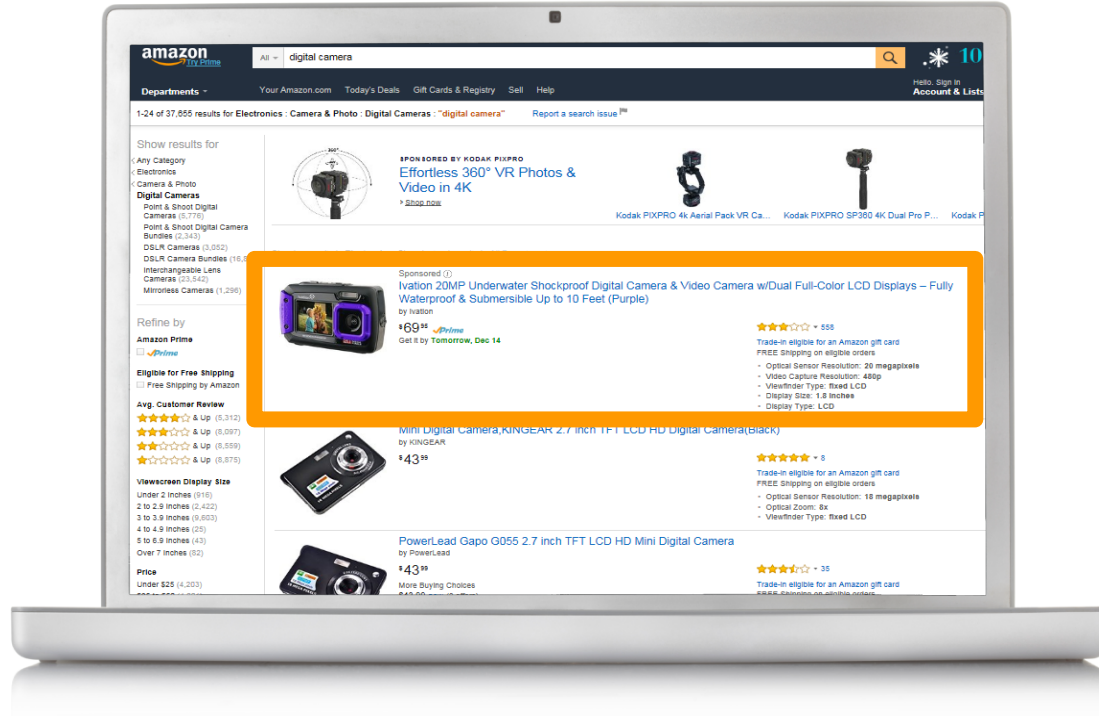
Advertise your products with keyword-targeted ads within search results

- 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

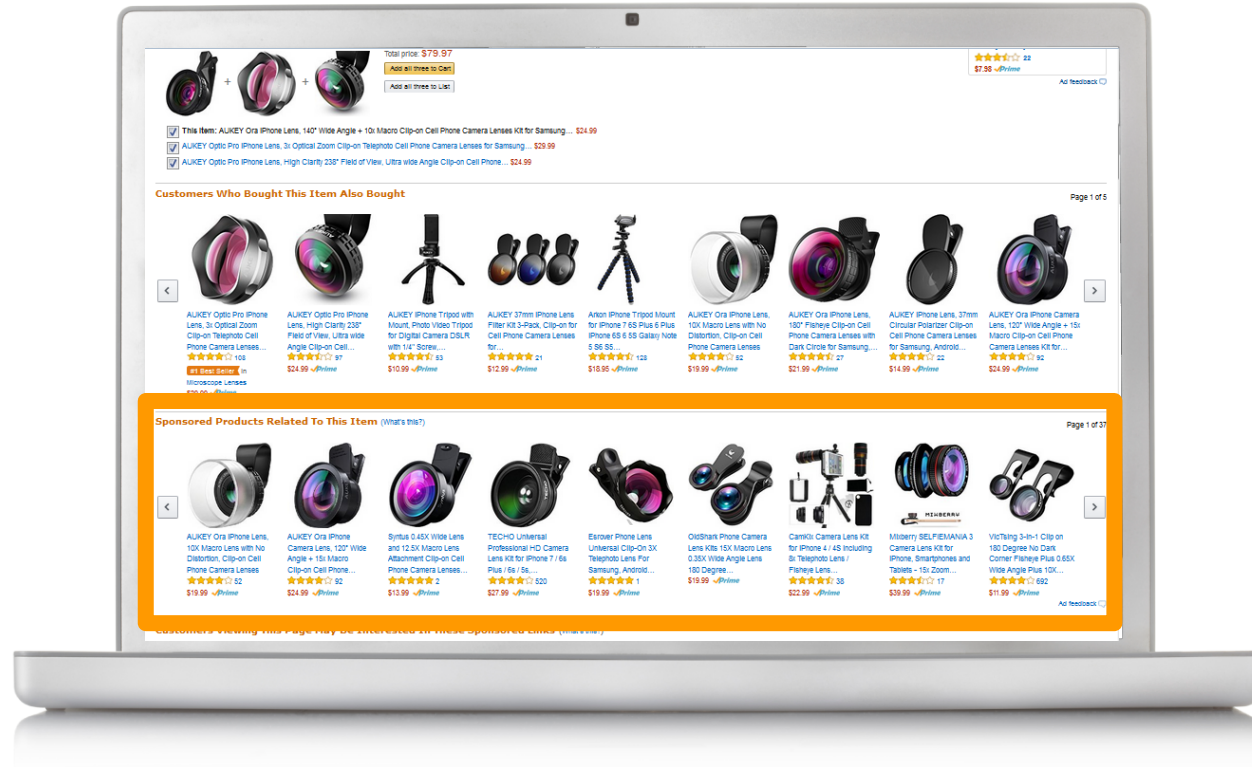
Sponsored Products placements



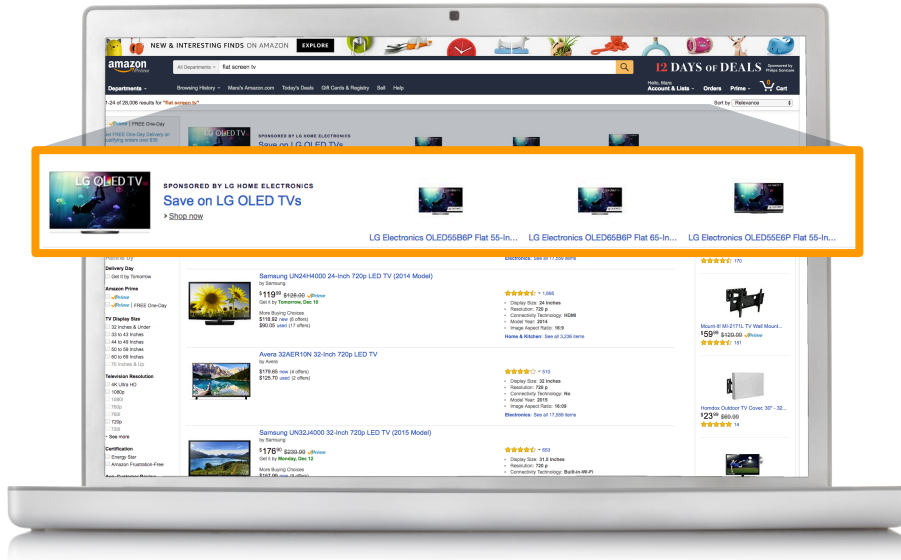
Sponsored Products placements



Sponsored Products placements (product detail page)



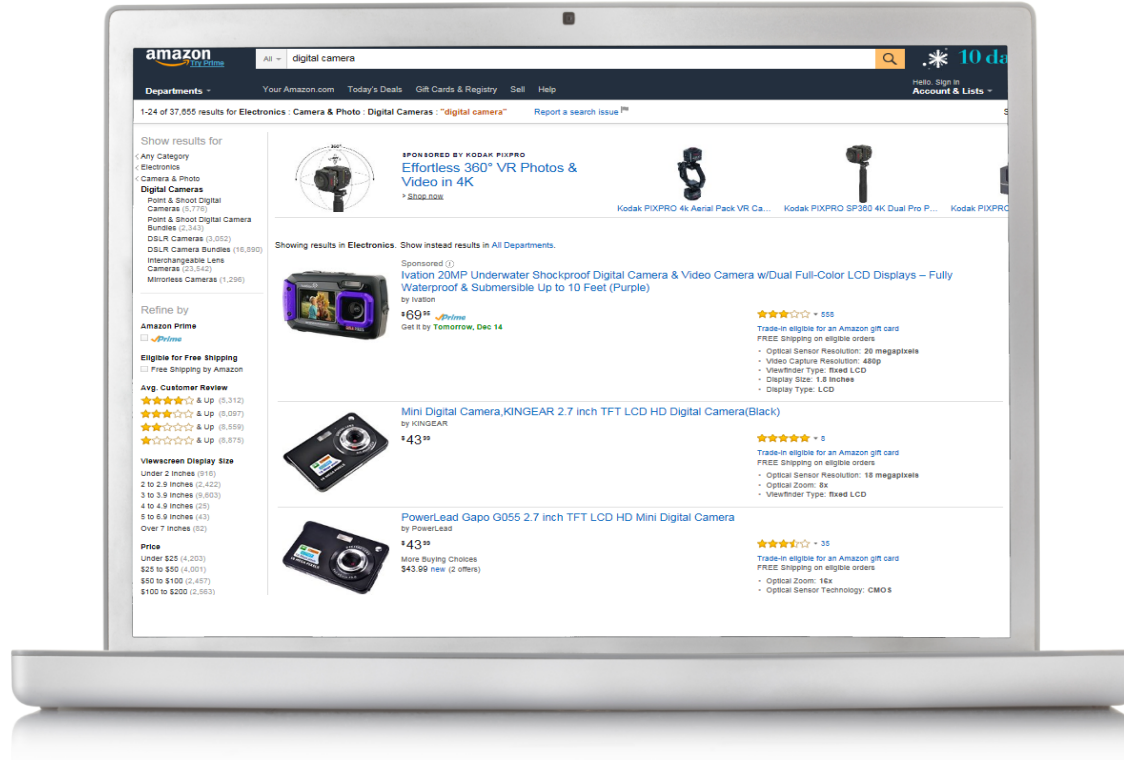
Headline Search Ads



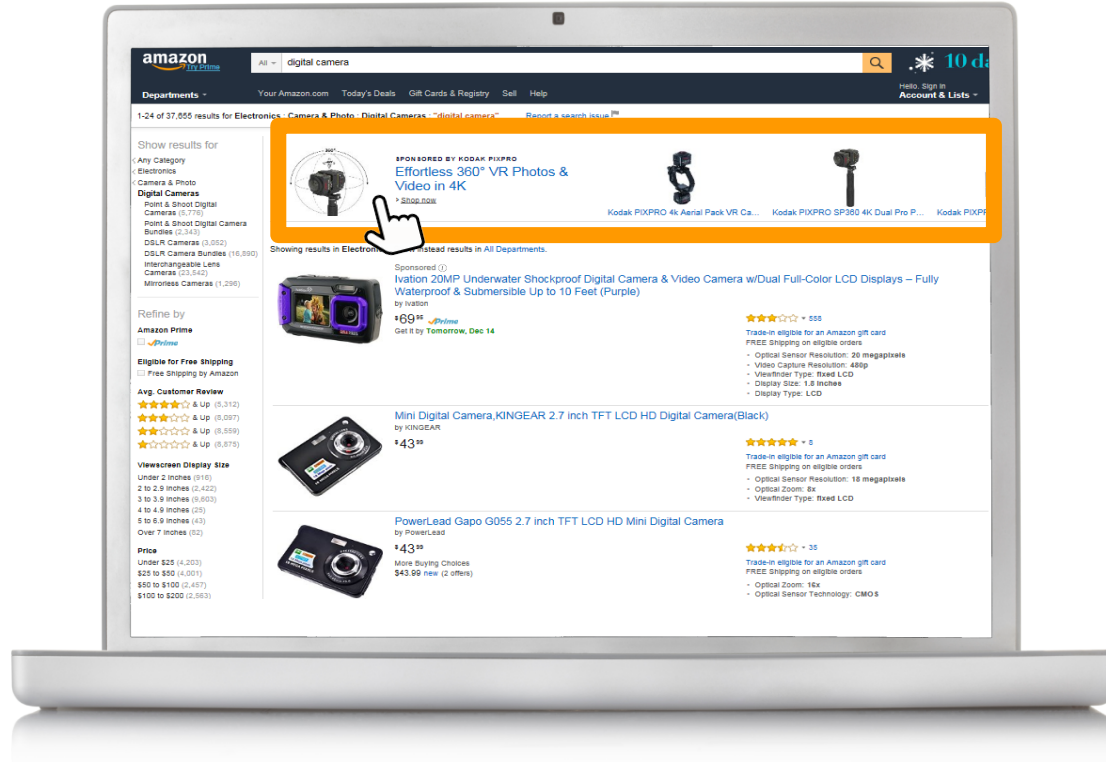
Drive sales and brand awareness with keyword-targeted ads above search results

- 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

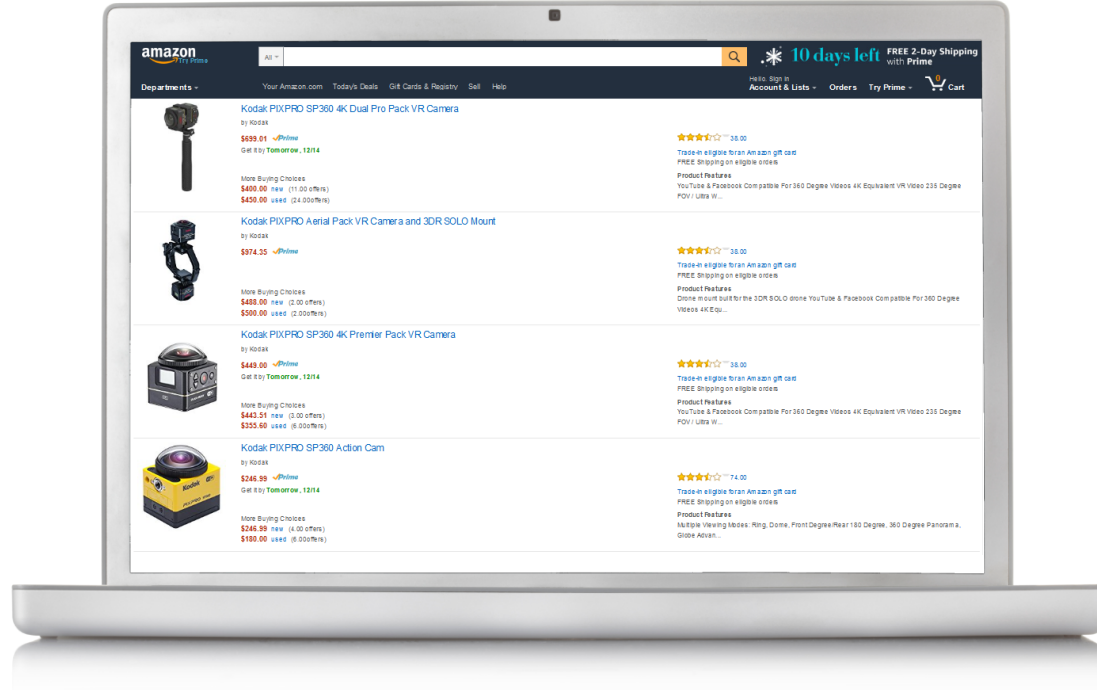
Headline Search Ads placements



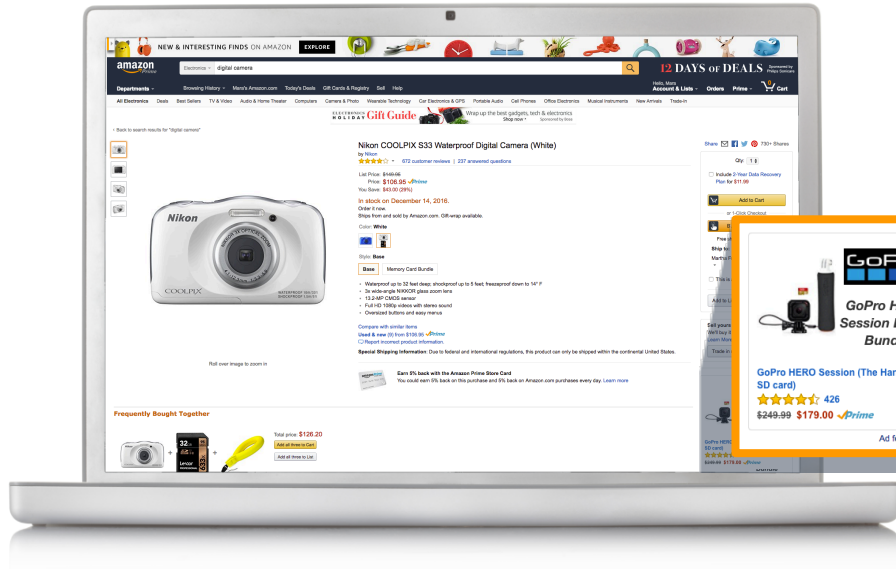
Headline Search Ads placements



Headline Search Ads placements (landing page example)



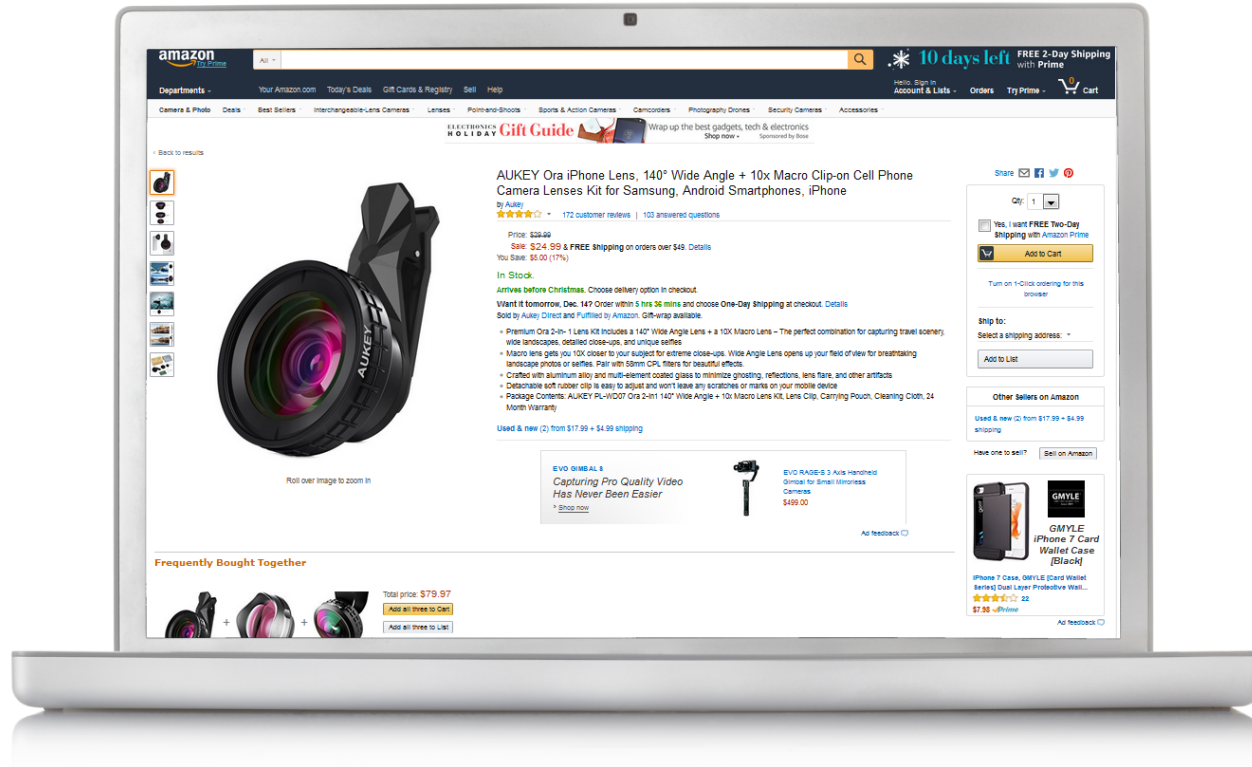
Product Display Ads



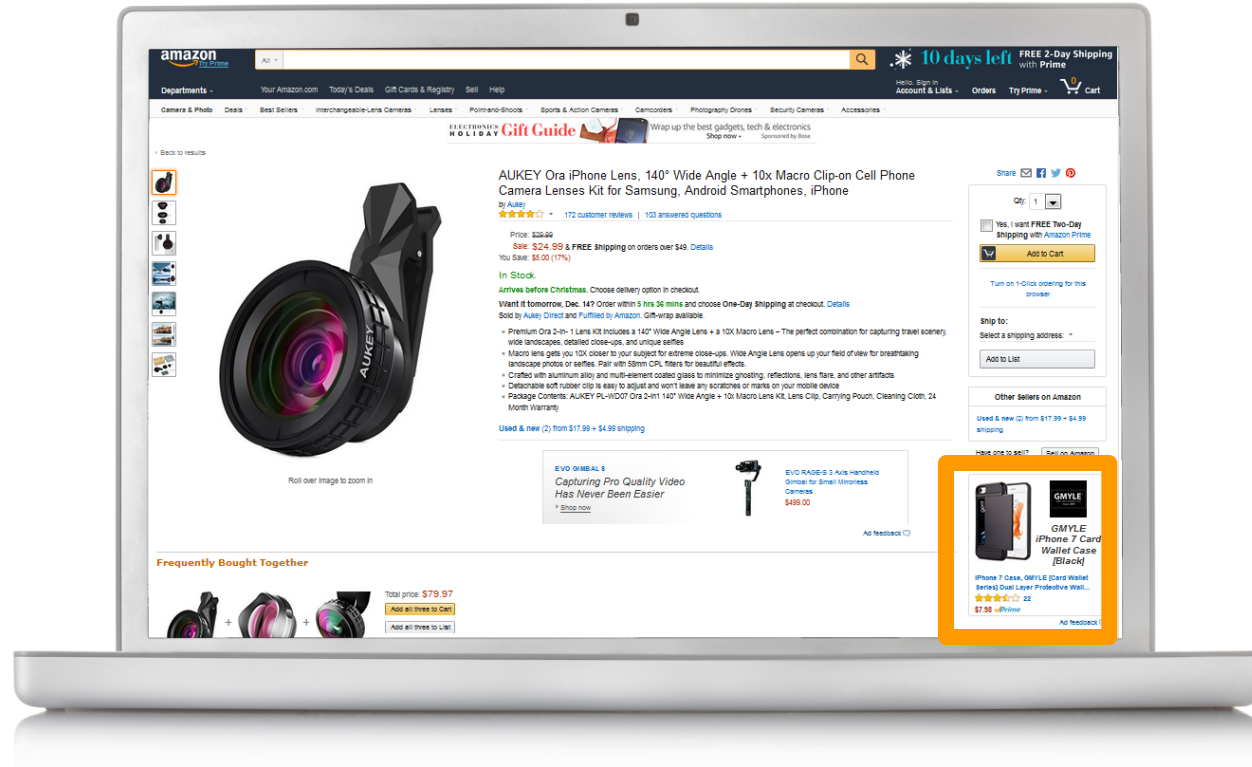
Maximize visibility of your product in the final stages of shopper decision-making

- 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

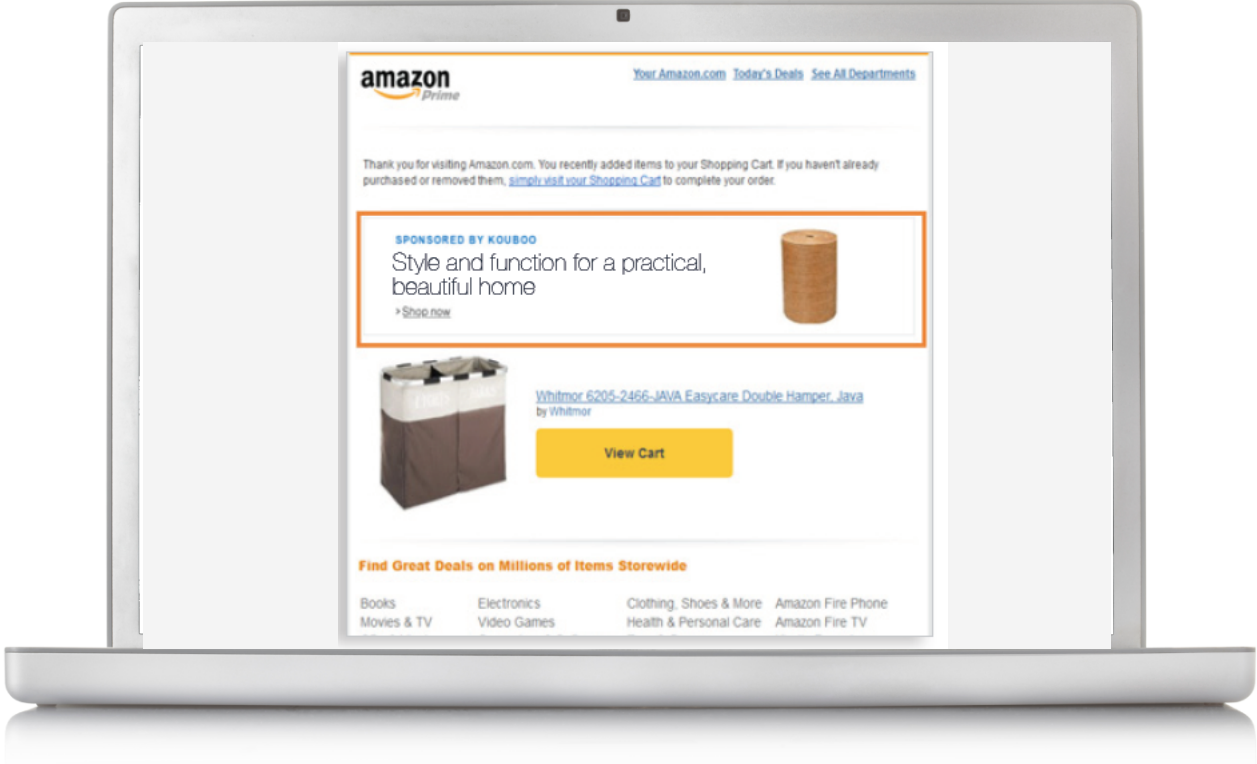
Product Display Ads placements



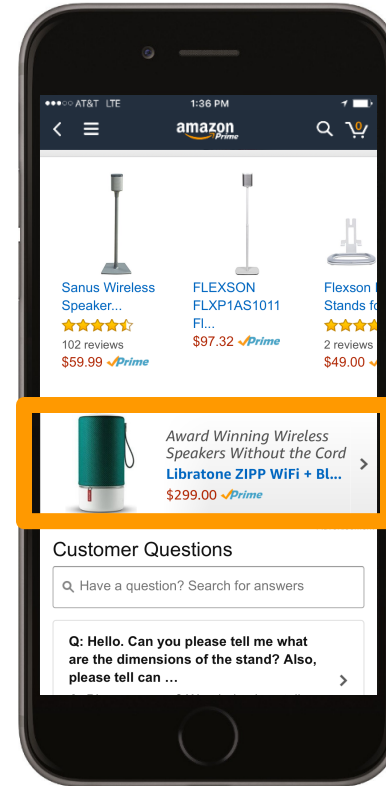
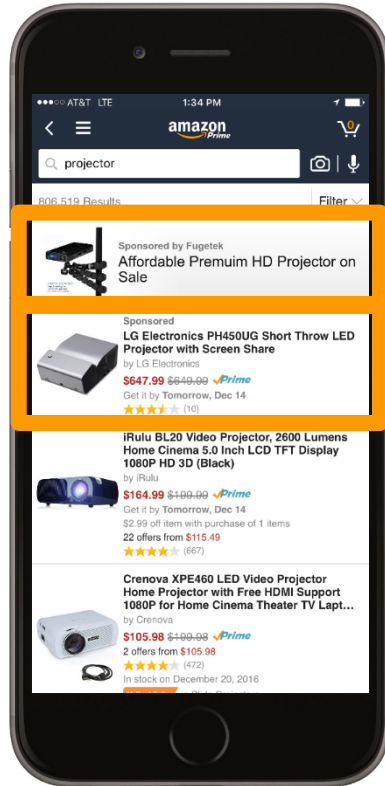
Product Display Ads placements



Product Display Ads placements (email)

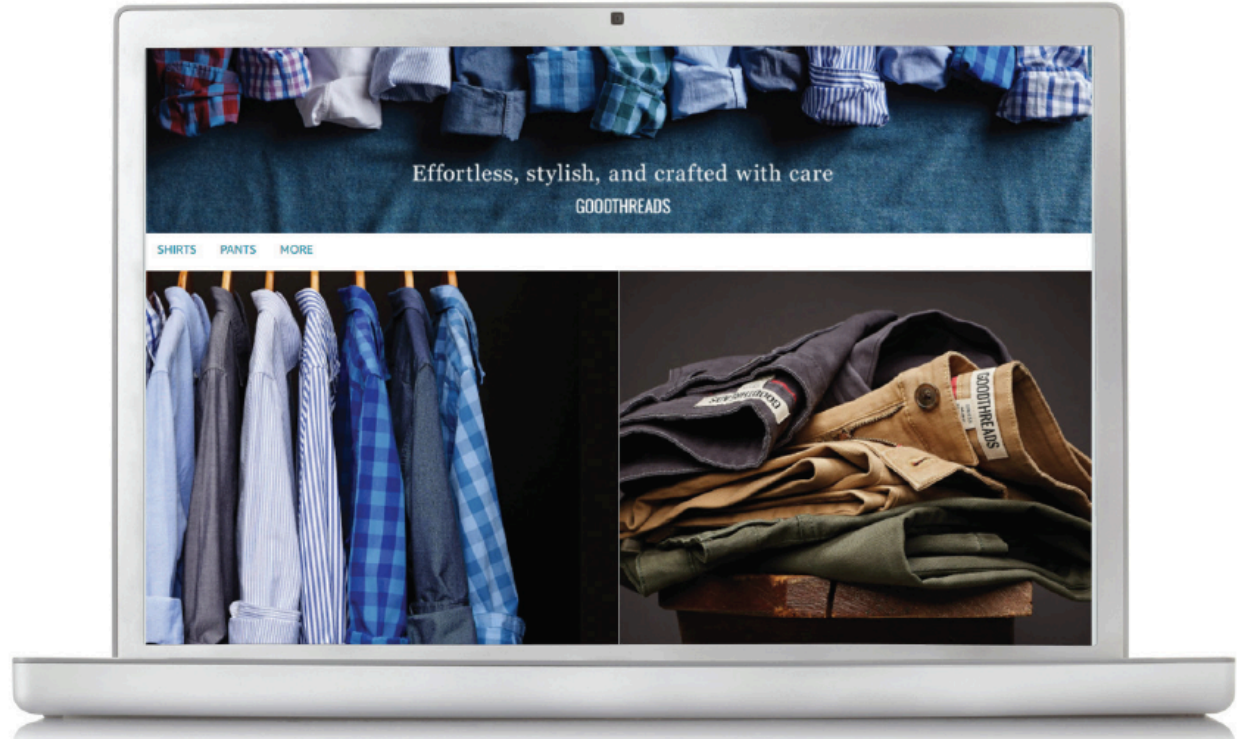


Mobile placements



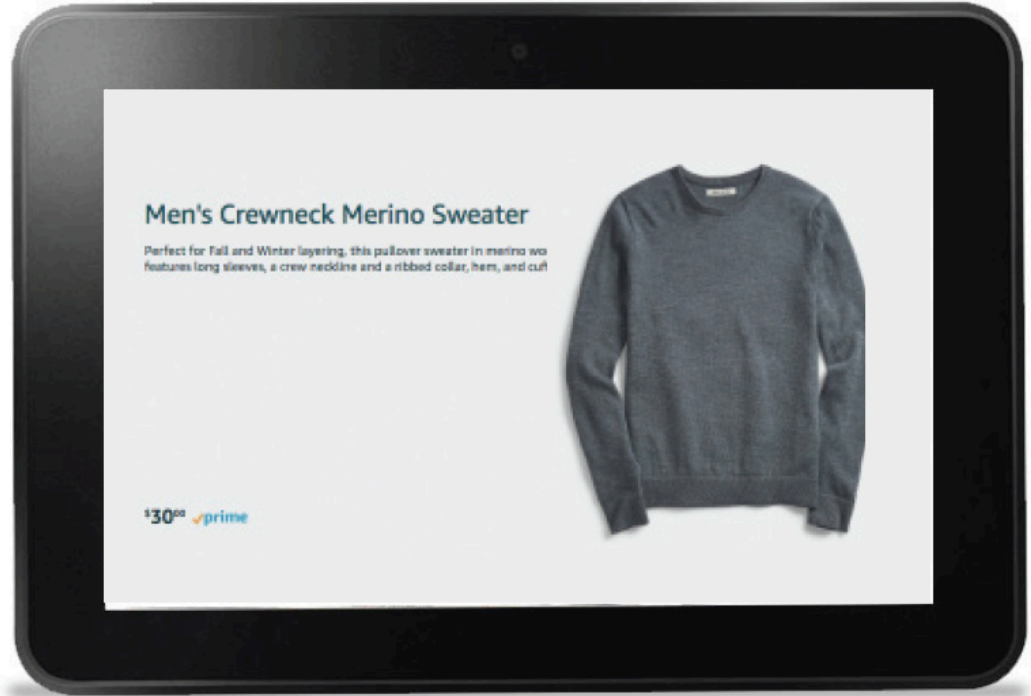
Amazon Stores

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 |
|---------------------|---|--|---|---|
| Targeting | <ul style="list-style-type: none">• Keyword | <ul style="list-style-type: none">• Keyword | <ul style="list-style-type: none">• Product• Product Category• Shopper Interest | N/A |
| Placement | <ul style="list-style-type: none">• Search Results Pages (Desktop & 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)• Search Results Pages (Desktop)• Customer Review Pages (Desktop)• Mobile App• Email | Dedicated landing page, up to 3 levels deep |
| Landing Page | <ul style="list-style-type: none">• Product Detail Page | <ul style="list-style-type: none">• Custom Landing Page• Amazon Store | <ul style="list-style-type: none">• Product Detail Page | 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

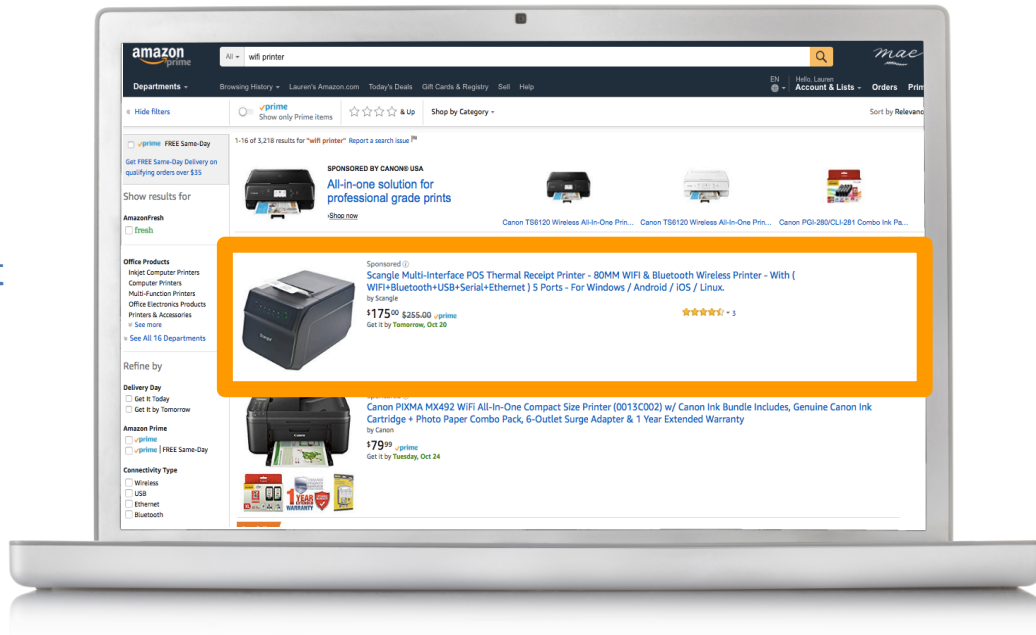


Product Display Ads

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

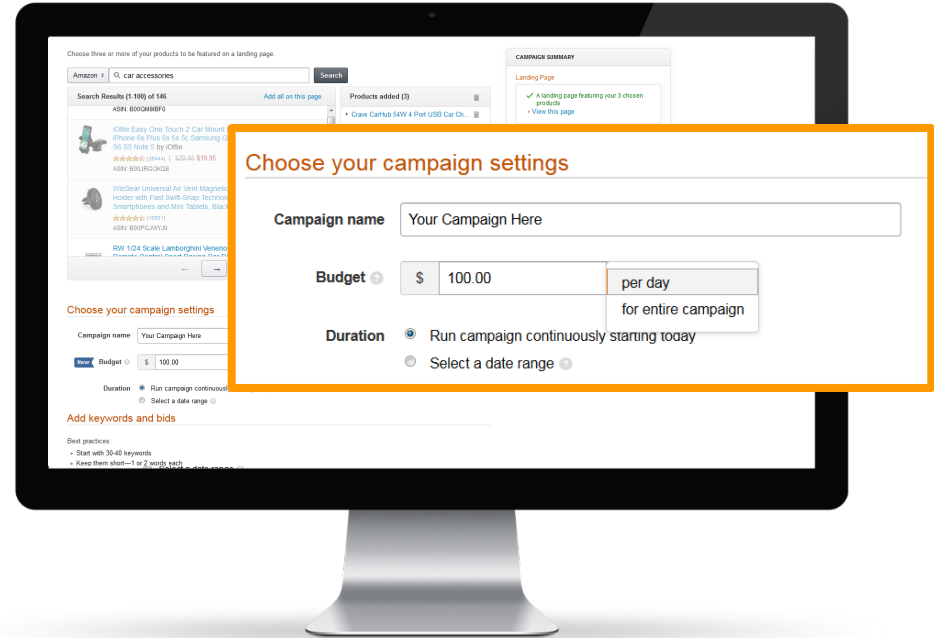
Stay competitive with Bid+

Maximize your opportunity
for valuable top-of-search placement



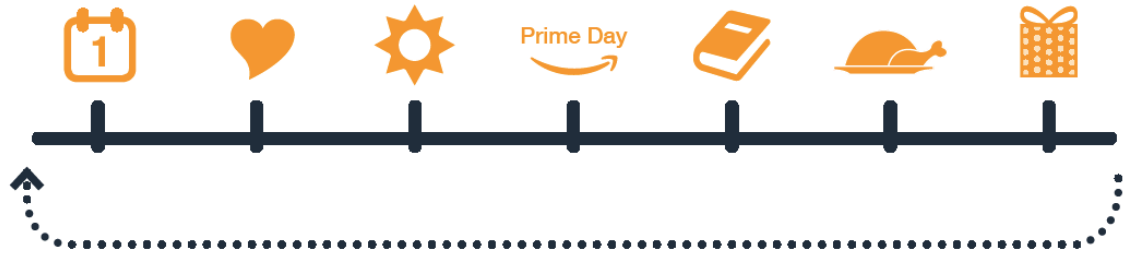
Ensure maximum spend control and flexibility

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



Consider taking an 'always-on' approach

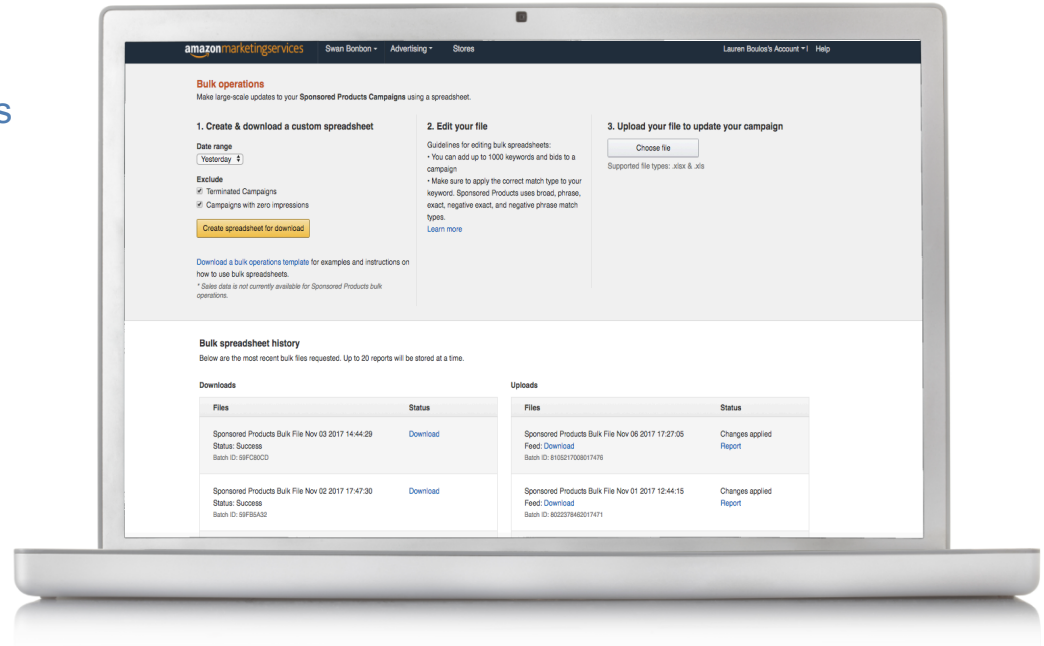
Run campaigns continuously to keep your brand discoverable anytime, anywhere



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



\$117²⁰

SAVINGS & SALES

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

★★★★☆ 1,506



\$117²⁰

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

Questions? Contact me:

Name

Position

Email

Phone



amazon marketingservices

thank you

for more information please visit
advertising.amazon.com