



Drive sales with Sponsored Products

What is Sponsored Products?

Sponsored Products are keyword-targeted ads that appear within search results.

Why choose Sponsored Products?

Right place, right time. Sponsored Products is a fast, easy, intuitive way to promote your products and boost sales, and appearing on the search results page makes you discoverable to customers who are low in the purchase funnel.

When to use Sponsored Products

Virtually any time you want to promote a product, showcase a new launch, or drive seasonal engagement. Use cases include:

- New brands and product line extensions
- New model, color, size or features
- Unique selection
- Offers with low-glance views
- Clearance items and Hot sellers
- Seasonal promotions

How to get started: FAQs

What distinguishes a 'seller' from a 'vendor'?

A seller adds new products and updates inventory, controls their pricing, and has the option to ship their own merchandise or have it fulfilled by Amazon. They also handle customer services inquiries (if they're not using Fulfillment by Amazon).

In the case of vendors, Amazon purchases their products ahead of time. Amazon also controls pricing, owns inventory, fulfills orders, and manages customer care inquiries.

What portal do sellers use to build advertising campaigns?

Seller Central.

How do I get access to my seller's Seller Central account?

The seller will invite you via email to become a user of their account. In the invitation, you'll be directed to an Amazon page and prompted to create a log-in and password. You'll then show up as "Pending" in the seller's account. Once they confirm your log-in, you'll have access to their account.

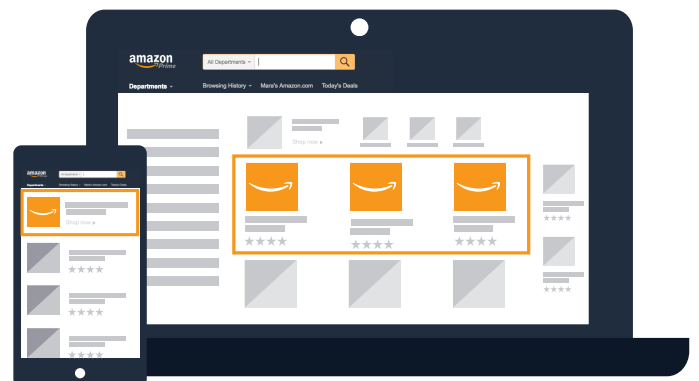
Note: If the seller wants you to create campaigns on their behalf, they will need to give you "Full Admin" permission within their account.

How do I know if my seller is already advertising?

Once you have access to their Seller Central account, go to 'Campaign Manager' and verify that they're advertising.

If my seller isn't advertising, how do I get them registered to advertise?

If you have full admin rights, you can register your seller by clicking the registration button in Campaign Manager. (If you don't have full admin rights, the seller will need to register).



Advertising for Sellers and Vendors: Knowing the nuances

	Sellers	Vendors
Available Advertising Products and Placements		
Sponsored Products: Within search results	Yes	Yes
Sponsored Products: Below the fold on detail pages	Yes	Yes
Headline Search Ads: Above search results	Yes	Yes
Product Display Ads: On related detail pages	No	Yes
Product Display Ads: Below the fold on search results pages	No	Yes
Product Display Ads: Offer listing and customer review pages	No	Yes
Amazon Stores	Yes	Yes
Keyword Targeting		
Match Types: Broad, Phrase, Exact, Negative	Yes	Yes
Keyword Traffic Estimator		
	No	Yes
Ad Groups		
	Yes	No
Bulk Operations		
	Yes	No
Report Scheduling		
	Yes	No
Cross-Campaign Reporting		
	Yes	No
Account-Level Daily Budget		
	Yes	No
Campaign Copy		
	No	Yes
Customized Campaign Dashboard		
	Yes	No

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