

# Drive sales with Amazon Marketing Services

We offer fast, simple, effective advertising solutions to help you reach Amazon's more than 300 million active customer accounts worldwide\* and drive more sales. [Sign in](#) to start advertising today.



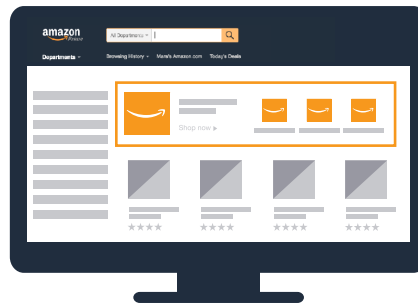
## Sponsored Products

Drive sales with keyword-targeted ads within search results.

1. Select products.
2. Set a daily budget.
3. Add keywords and bids.

### Best Practices

- Use keyword suggestions, then optimize future campaigns based on performance.
- Target keywords relevant to the products you are advertising.
- Set maximum bid you are willing to pay for a click.



## Headline Search Ads

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

1. Select ad landing page.
2. Set a campaign budget.
3. Add keywords and bids.
4. Add an image and headline.

### Best Practices

- Target keywords relevant to the products on your ad's page.
- Use phrase and broad match to maximize impressions for your ad.
- Create engaging headlines to encourage shoppers to click your ad.



## Product Display Ads

Drive brand and product awareness with shopper-interest and product-targeted ads on detail pages.

1. Choose to target by product or interest.
2. Select a product.
3. Set a campaign budget and bid.
4. Add your logo and headline.

### Best Practices

- Advertise products with good customer reviews or A+ detail page content.
- Target multiple products, product categories, and interests related to your product.
- Preview your ads to confirm the logo is clear and legible.



**Maximize your impact** by using all three ad products together.



**Control your budget**—only pay when shoppers click your ad.



**Optimize your campaigns** with easy-to-use reporting.

Get started

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\*Active customer accounts represent accounts that have placed an order during the preceding 12 month period.

# Frequently Asked Questions

## Sponsored Products

## Headline Search Ads

## Product Display Ads

### What is it?

Keyword-targeted ads.

Keyword-targeted ads with a custom text headline.

Product or interest targeted ads with a custom text headline.

### How much does it cost?

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.

### What is the minimum budget?

Begin with a daily budget as low as \$1.

### Where do ads typically appear on Amazon.com?

- Within search results.
- Below the fold on product detail page.

- Above search results.

- On related product detail pages.
- Below the fold on search results pages.
- Offer listing and customer review pages.

### How can I target my ad?

- **Keyword-Targeting:** Choose relevant keywords shoppers might search for to purchase your products at Amazon.com.

- **Product-Targeting:** Target product detail pages that shoppers might visit to purchase your products at Amazon.com by targeting specific products or related product categories.
- **Interest-Based Targeting:** Select shopper interest categories to reach a broader audience.

### How do I measure return on investment?

Product and keyword-level sales reporting.

Keyword-level sales reporting.

Campaign-level sales reporting.

## Ready to get started?

1. Sign in at [ams.amazon.com](https://ams.amazon.com).
2. Click the "Advertising" icon.
3. Click "Create a campaign".

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