

Why Sponsored Products?



Display your ads to shoppers on search results and product detail pages.



Create ads in a matter of minutes.



Take shoppers directly to the product detail page.

Always-On Approach

Run your campaigns continuously. According to a Radial study, over half of Amazon's US shoppers make multiple purchases per month and 80% make purchases at least once a month*. Use Sponsored Products to convert these consumers automatically, in real time, year round.

* Source: Radial, "Attitudes Among Amazon Shoppers" conducted by Finn Partners, December 2016.

Campaign Targeting

Launch both Automatic and Manual Targeting campaigns to increase opportunity for your ads to be shown.

Automatic Targeting: Create campaigns in minutes. This campaign uses an Amazon algorithm to automatically collect and target highly relevant keywords for the products you chose to advertise, specific to the way customers shop on Amazon.

Manual Targeting: Use the insights garnered from your automatic campaign to launch a manual-targeted campaign. Apply high-performing search queries or choose your own keywords for greater control. Select relevant terms and set keyword-level bids.

Keyword Targeting

Target an extensive list of keywords to increase the opportunity for your ads to be shown:

Keyword Type	Description
Branded Product	Target your brand name and product name or some variation of it.
Competitor Branded	Target keywords of your competitor brands and products.
Complementary Product	Target products that are sold separately from yours but used together, each creating a demand for the other.
Sponsored Products Automatic Targeting	Target successful search queries from your automatic campaigns and manual campaign.
Out of Category	Target keywords which are not related to your product, but can pick up some of the out-of-category impressions to help drive buyers to your products.

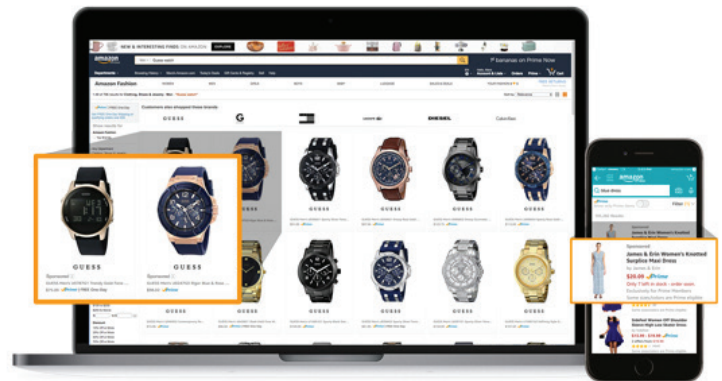
Advanced Match Types

Take advantage of the different match types with Manual Targeting campaigns.

Broad: Provides the most traffic exposure. Search queries can include words before and after the targeted keyword.

Phrase: Sequence of words matters. Typically for brand names where the order of terms changes the search context.

Exact: Most restrictive match type. Search query must contain the exact words, no words can come before or after.



Negative Keywords

When a keyword is selected as negative, AMS will not show the ad to shoppers searching for that phrase. Review the search term report from an automatic campaign and find keywords that have significant clicks but no or low sales. Add these as "negative exact match."

Bid+

- Available with manual campaigns
- Increase the opportunity for your ads to show at the top of search results.
- Increases your default bid by up to 50%.
- Stay competitive on top-performing campaigns without constantly adjusting bids manually.

Bulk Operations

Streamline campaign management by making your edits within a single spreadsheet. Just download the spreadsheet from your account, input your changes, and upload for processing. All changes will take effect simultaneously.

Reporting

Export metrics to measure campaign performance include clicks, spend, sales and ACoS (Advertising Cost of Sales). To calculate ACoS, divide the total cost of advertising by sales generated. Download reports on a regular basis to keep track of performance. Schedule reports to run on a daily, weekly or monthly basis depending on the report.