

# Sponsored Products Launch Training

amazonmarketingservices

Name

Position

Date



# Agenda

1. Advertising at Amazon
2. Sponsored Products Overview
3. Launch Preparation
  - The Fundamentals
  - Pre-Campaign Readiness
  - Ad Builder Demo
  - Reporting
4. Best Practices and Advanced Features



# Advertising on 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>

**58** Pages visited on  
average per month. <sup>3</sup>

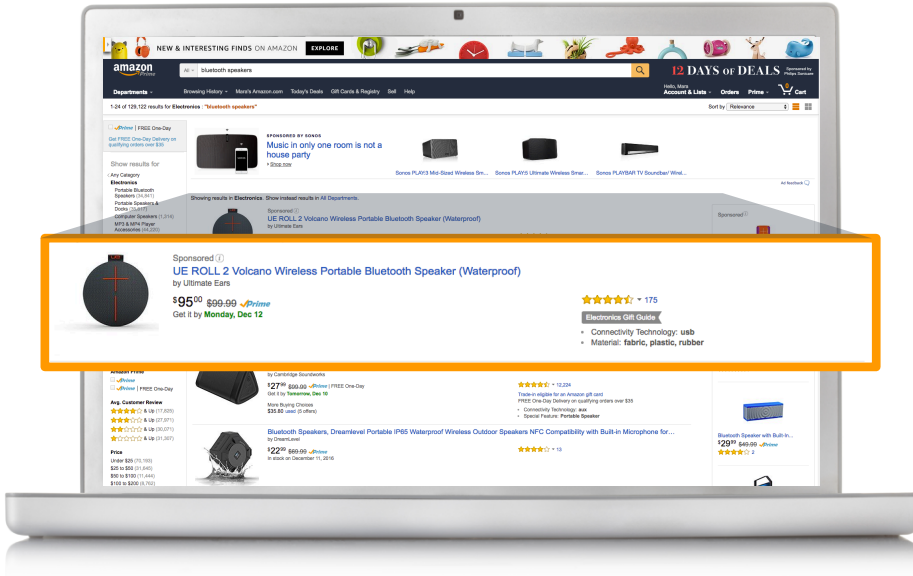


92% of shoppers who start their purchase journey on Amazon make their final purchase with Amazon



# Sponsored Products Overview

# Sponsored Products snapshot



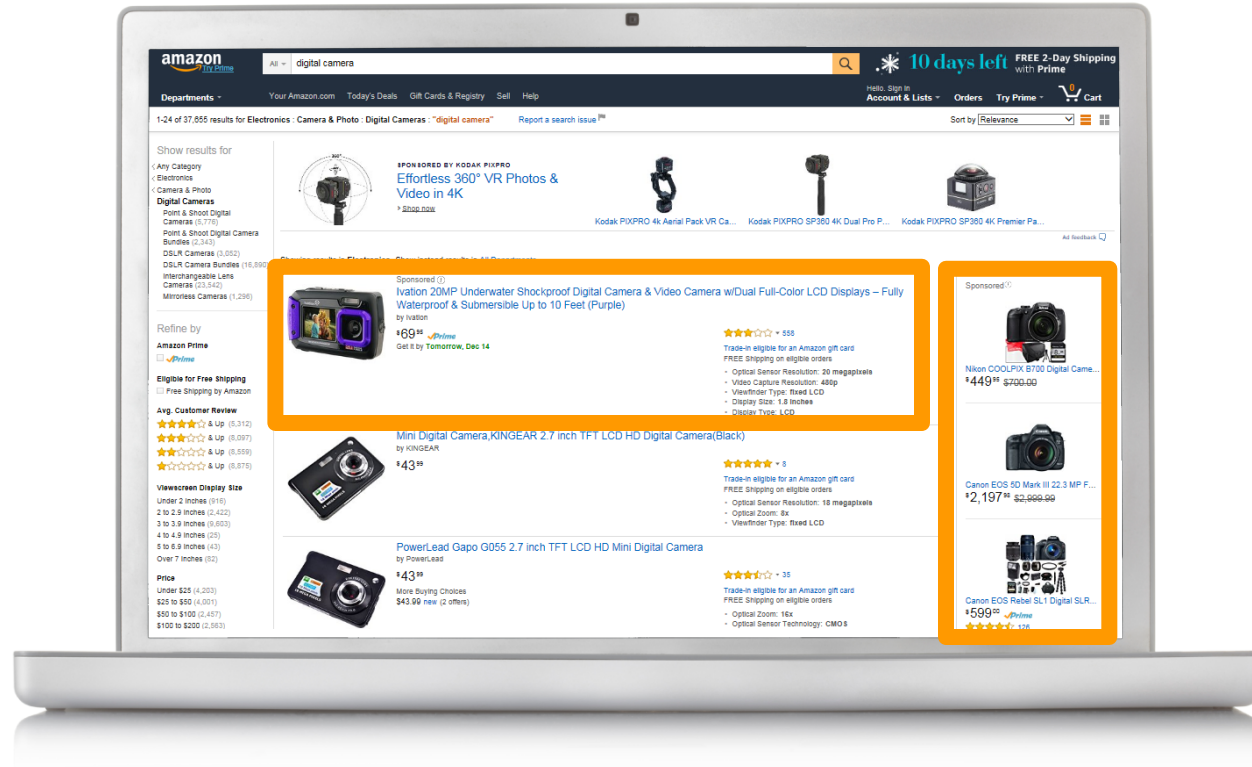
Advertise your products with keyword-targeted ads that appear within and alongside search results

- 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

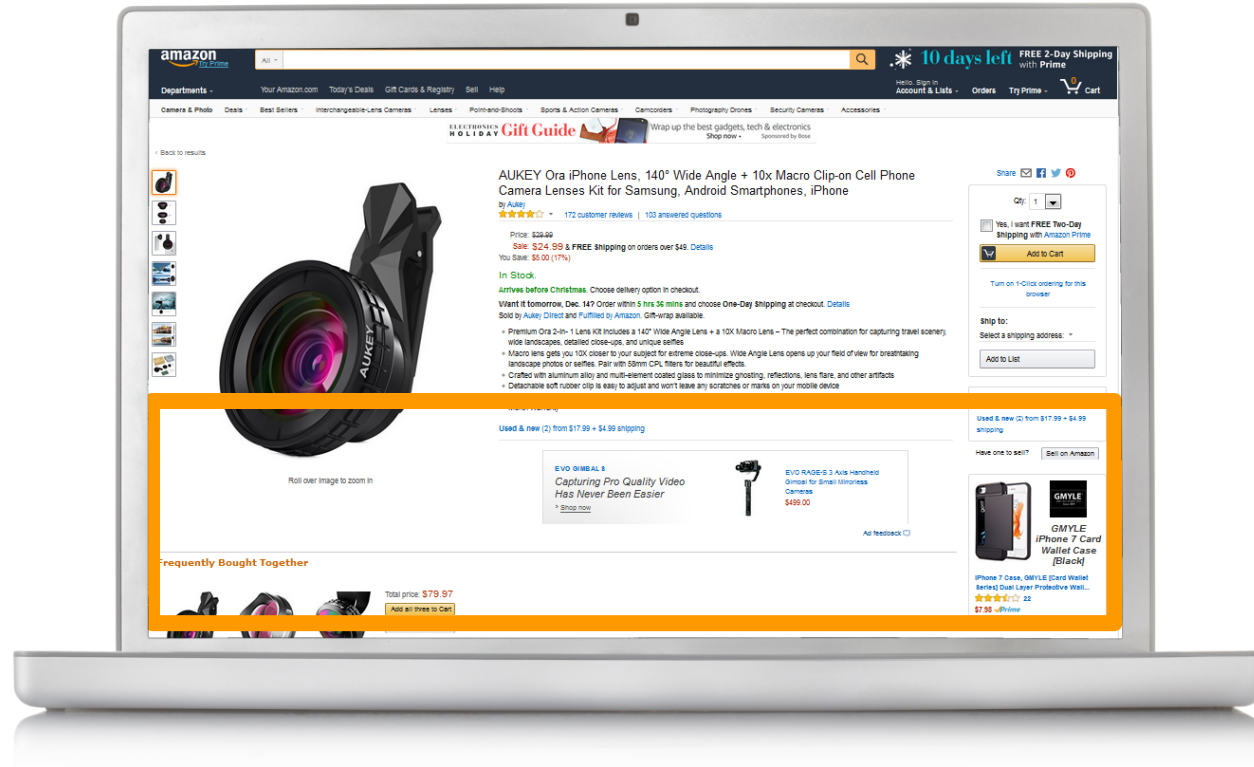
## 4 reasons to use Sponsored Products

1. **Discoverability:** Improves visibility, with opportunity to get listings on page 1 of Amazon search results
2. **Relevance:** Delivers highly relevant ads targeted to customer searches
3. **Increase sales:** Helps reach shoppers further along in the purchase cycle, who have a higher intent to buy\*
4. **Program transparency:** Lets you measure ROI and optimize ad spend

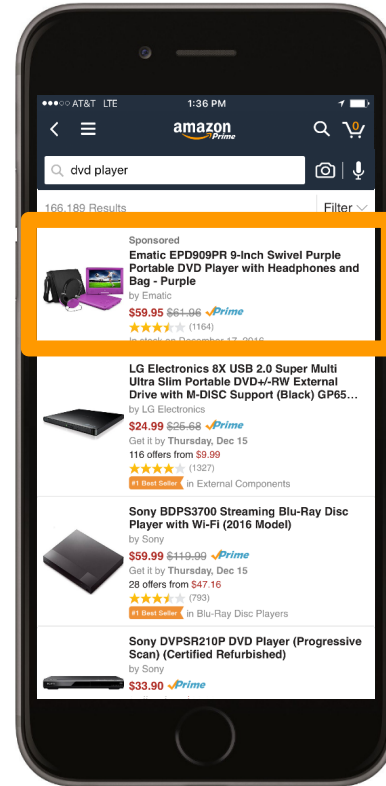
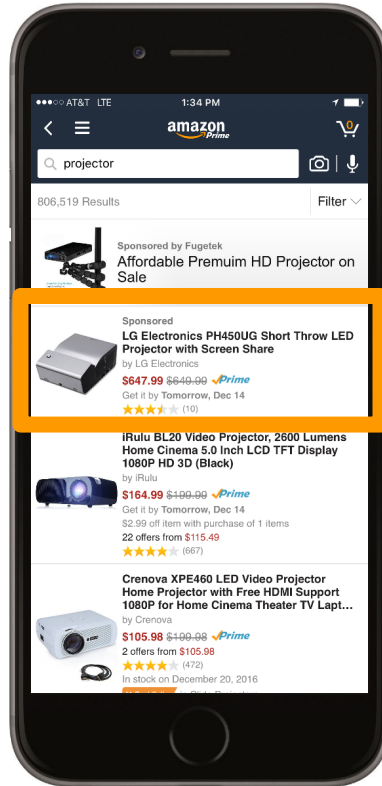
# Desktop placements



# Desktop placements, cont'd



# Mobile placements





# Launch Preparation

- The Fundamentals
  1. Sellers and Vendors: Key Differences
  2. Advertising Nuances
  3. Seller Central Overview
  4. Accessing Seller Central

# What are Sellers and Vendors?

	<b>Sellers</b>	<b>Vendors</b>
Product Control	Seller can add new products and update inventory	Amazon purchases product ahead of time
Pricing Control	Seller controls pricing	Amazon controls pricing
Fulfillment Options	Seller-owned inventory can be shipped by seller or fulfilled by Amazon	Amazon-owned inventory, fulfilled by Amazon
Customer Service	Seller handles customer service inquiries (if not using Fulfillment by Amazon)	Amazon handles customer service inquiries
Portals	Seller Central	Vendor Central

# Advertising Nuances

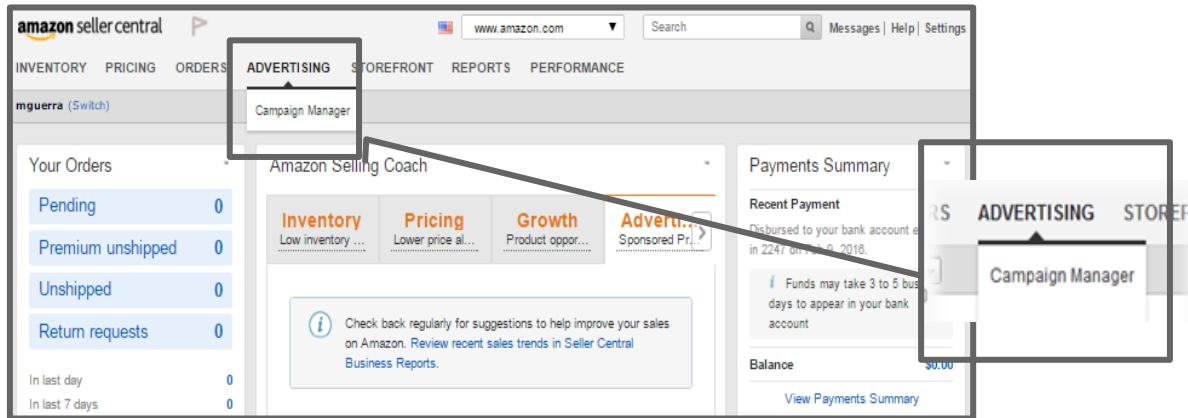
Product/Functionality	Sellers	Vendors
Available Advertising Products	<ul style="list-style-type: none"> <li>Sponsored Products</li> <li>Headline Search Ads</li> <li>Amazon Stores</li> </ul>	<ul style="list-style-type: none"> <li>Sponsored Products</li> <li>Headline Search Ads</li> <li>Product Display Ads</li> </ul>
Placements	Within or alongside search results and below the fold on PDP	Sponsored Products: <ul style="list-style-type: none"> <li>Within and alongside search results</li> <li>Below the fold on product detail pages</li> </ul> Headline Search Ads: <ul style="list-style-type: none"> <li>Above search results</li> </ul> Product Display Ads: <ul style="list-style-type: none"> <li>On related PDPs</li> <li>Below the fold on search results pages</li> <li>Offer listing and customer review pages</li> </ul>
Keyword Targeting	Yes	Yes
Match Types	Broad Phrase Exact Negative	Broad Phrase Exact Negative
Keyword Traffic Estimator	No	Yes

# Advertising for Sellers and Vendors, Cont'd

	Sellers	Vendors
Ad Groups	Yes	No
Bulk Operations	Yes	No
Advertising Reports	Performance by Placement Performance Over Time Performance by SKU Search Term Report Estimated Page 1 Bid Report Other ASIN Report Campaign Performance Report Amazon Selling Coach (Advertising Tab)	Campaign Dashboard Headline Search Daily Grain Headline Search Keyword Sponsored Products Auto-Targeting Sponsored Products Manual Targeting Product Display Daily Grain
Report Scheduling	Yes	No
Cross-Campaign Reporting	Yes	No
Account-Level Daily Budget	Yes	No
Campaign Copy	No	Yes
Customized Campaign Dashboard	Yes	No

# Seller Central overview

Seller Central is the dedicated portal sellers use to, among other activities, build their advertising campaigns.



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

**A** 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.

**Q** How do I know if my seller is already advertising?

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

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

**A** 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).



# Launch Preparation

- Pre-Campaign Readiness

# Pre-campaign readiness



Amazon is committed to serving campaigns that meet business requirements and maintain our customers' trust.

Before getting started on Amazon Marketing Services, obtain a list of ASINs/SKUs your client sells on Amazon. Through your client, ensure that the ASINs are **in stock**.

# Basic requirements for advertising



An active professional seller account



Valid payment method for advertising fees on file



Available category



Buy Box-eligible

# Available categories

- » Appliances
- » Arts, Crafts & Sewing
- » Automotive
- » Baby
- » Beauty
- » Camera
- » Cell Phones & Accessories
- » Clothing & Accessories
- » Collectibles
- » Computers
- » Electronics – Audio/Video
- » Electronics – Mobile
- » Fine Art
- » Grocery & Gourmet Food
- » Handmade
- » Health & Personal Care
- » Home & Kitchen
- » Industrial & Scientific
- » Luggage
- » Movies & TV
- » Music
- » Musical Instruments
- » Office Products
- » Outdoors
- » Patio, Lawn & Garden
- » Pet Supplies
- » Shoes
- » Software
- » Sports
- » Tools & Home Improvement
- » Toys & Games
- » Video Games
- » Watches
- » Jewelry

# Available countries

US

UK

Canada

Germany

France

China

India

Italy

Spain

Japan





# Launch Preparation

- Ad Builder Demo



# Launch Preparation

➤ Reporting

## Detailed insights show where to focus and scale your ad spend

- Campaign reporting shows performance from impression to conversion
- Keyword-level performance data enables you to manage your bids and budget in real time
- See how performance and ROI change over time as you refine campaigns and product details
- Sales attribution is based on a 7-day last-click window (for any product sold in your inventory while you're winning the Buy Box)

# Reporting features

<b>Report Name</b>	<b>How to use the report?</b>	<b>What metrics does the report track?</b>
Performance by Placement	Compare the performance of individual Sponsored Products campaigns using Bid+	Impressions, clicks, CPC, spend, and sales when Bid+ is on and off for each campaign
Performance Over Time	See a summary of your clicks and spend over a specified time period	Clicks, average CPC, and total spend in specified timeframe
Performance by SKU	See SKU-level click and impression data summarized for all campaigns	Clicks, impressions, click through rate (CTR), total spend, and average CPC for each SKU (ad)
Search Term Report	See which customer searches triggered your ads for the past 60 days	Actual search terms entered by customers that generated at least 1 click on your ad, and impression, click and conversion data for your ads
Estimated Page 1 Bid Report	Compare your current keyword bids to Amazon's estimated page 1 bids for the same keyword	Your maximum bid and the estimated page 1 bid for all your active keywords in manual targeted campaigns
Other ASIN Report	View details on the Other ASINs purchased after a customer clicked on your ad	Attributed sales of ASINs other than the advertised ASIN the customer clicked on, and the keywords, ads, ad groups, and campaigns that triggered such sales
Campaign Performance Report	View comprehensive performance history of your advertising campaigns for the past 60 days	Clicks, impressions, click through rate (CTR), total spend, average CPC of each SKU (ad), attributed order units, attributed sales, and conversion for each campaign, including results for each ad group, SKU, and keyword



# Best Practices and Advanced Features

# Understand the importance of keyword selection

## Tips to keep in mind when choosing keywords:

- Informational queries are, for the most part, not relevant on Amazon. The key is to assess the potential for a keyword to capture product purchase intent.
- Superlatives and modifiers such as: 'best new paper towel', 'top 10 paper napkins', etc. do not deliver impressions.
- Given the fairly limited supply of in-category keywords for certain verticals, the keyword selection approach should be focused on building relevant baskets of products.

# Know your keyword match types

The image shows a screenshot of the Amazon Ads interface for adding keywords. At the top, there are two tabs: "Suggested keywords" and "Provide your own keywords". Below the tabs is a text input field with the placeholder text "Enter one keyword per line". To the right of the input field is a button labeled "Add these keywords". Below the input field is a dropdown menu titled "Match type" with three options: "Broad", "Phrase", and "Exact". The "Broad" option is currently selected. A callout box with a black border and a white background points to the "Match type" dropdown, showing a magnified view of the three options: "Broad", "Phrase", and "Exact".

- > Broad Match
- > Phrase Match
- > Exact Match

**Note:** You can't change the match type of an existing keyword, but you can add multiple match types for one keyword.

# Try Negative Match types

Ad group: **Ad Group 1**

Ads | **Keywords** | Ad Group Settings

Keywords | **Negative keywords**

Cancel

Add negative keywords

Enter one keyword per line

Match type

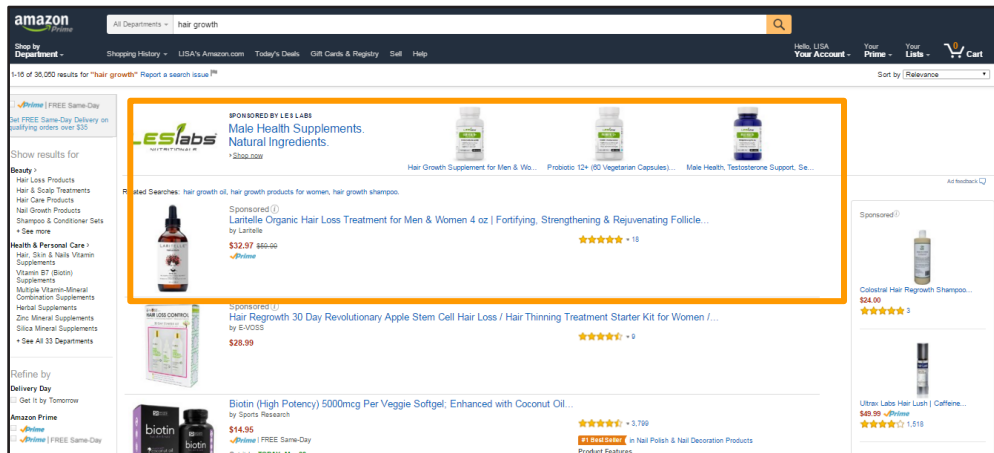
Negative Exact ↕

Add these keywords

- Exclude low-performing customer search terms
- Refine your targeting to exclude less relevant terms, or terms you do not want associated with your products or brands

# Scaling Sponsored Products campaigns

- **Apply learnings from automatic-targeted campaigns to manual-targeted campaigns:** Leverage these insights when choosing keywords for your manual-targeted campaigns.
- **For manual-targeted campaigns, enable Bid+ for top-of-page placement:** This placement outpaces bottom-of-page Sponsored Product conversion rates. (Bid+ is only available for manual-targeted campaigns.)



# A closer look at Bid+

## Bid+ can help show your ads in the top of search results

- 1 Bid+ is only available for the top of search results, no other placements will have bids raised as a result of Bid+ being turned on.
- 2 Select a manually targeted campaign, go to Campaign Settings, check the Bid+ checkbox.
- 3 When Bid+ is turned on, Amazon may increase the maximum CPC bid by up to 50% for all your ads that are eligible to appear in the top of search placement only.



# Familiarize yourself with bulk operations

- 1 Add new campaigns, ad groups, ads (products), or keywords
- 2 Edit existing campaigns

## Campaign Manager [Learn more](#) | [Rate this page](#)

[Campaigns](#) **[Bulk Operations](#)** [Advertising Settings](#)

[Download](#) | [Upload](#)

### Download campaigns

Request a bulk file to download, or use a template to create a bulk file from scratch. [Download bulk file template](#). You can add or change campaigns in the bulk file, and then go to [Upload](#) to apply your changes. [Learn more](#)

**Date range** (within the last 90 days)  
 to

**File format**  
 .xlsx  .csv

[Create bulk file for download](#)

### Bulk file downloads

Below are the most recent bulk files requested in the last 90 days. Up to 20 reports will be stored at a time.

Files	Date range	Requested	Status
Sponsored Products Bulk File	02/18/2016 - 03/10/2016	March 11, 2016 3:30:52 PM PST Batch ID: 134813016871	<a href="#">Download</a>
Sponsored Products Bulk File	11/16/2015 - 01/14/2016	January 15, 2016 9:08:25 AM PST Batch ID: 124510016815	<a href="#">Download</a>

# Optimize your product detail pages


Ensure your PDPs are thorough and precise, especially the information used in Sponsored Products ads

1 Picture

2 Title

3 Price

Sponsored ⓘ




Replacement Battery for iPhone 6...

\$29.95 ✓Prime

★★★★★ 34

---



ChargeTech TCB Thin Charge: Wor...

\$59.95 ✓Prime

★★★★☆ 157

amazonmarketingservices

Thank you