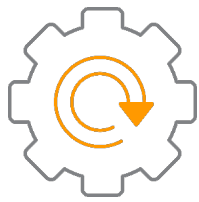


Amazon Advertising API

The Amazon Advertising API supports tools that make managing Amazon Advertising campaigns easier, more scalable and deliver improvements in performance. The API provides programmatic access for campaign management and reporting.

Convenience



Manage your Amazon Advertising campaigns effortlessly using the same solution or tool you use to manage your seller business or other marketing channels

Scale



Automate manual tasks and perform tasks in bulks to reduce time spent per action and drive scale

Performance



Automate testing and implement advanced optimization algorithms to drive improvements in performance

What is available through the Amazon Advertising API



Reporting



Ads management

- Download metrics for Sponsored Brands, Sponsored Products and Sponsored Display campaigns
- Allows users to retrieve information at scale
- Additional metrics and attribution windows available through the API vs the advertising console¹
- Create and update Sponsored Products, Sponsored Brands and Sponsored Display campaigns
- Create and update ad details, set bidding and targeting, update account structure
- Additional targeting functionality available (e.g. additional auto targeting functionality)²

Ready to get started?

Request access at <https://advertising.amazon.com/about-api>

1: Additional metrics: new-to-brand order rate, new-to-brand units, new-to-brand units %, Additional attribution windows 1, 7 and 30 days for Sponsored Products. Daily reporting available for last 60 days vs 90 days in the advertising console. Year-to-date, lifetime aggregated reporting not supported. Sponsored Brands win rate and traffic potential not supported. 2: API supports additional auto targeting functionality, product targeting functionality and negative targeting functionality