Drive sales this holiday season with Amazon Advertising

Your guide to reaching more customers and driving sales during one of Amazon’s biggest shopping seasons of the year.
Let’s take a look back at last year’s holiday shopping season.*

More than one billion items were ordered from small businesses and entrepreneurs worldwide.

Prime members shopped more than 100,000 Lightning Deals on Amazon.com with Prime Early Access.

Customers worldwide shopping on the Amazon App increased nearly 70% last holiday season.

Customers shopped hundreds of Deals of the Day on Amazon.com throughout the holiday season.

Amazon’s peak day of customer fulfillment in 2017 was December 19, 2017.

Prep your campaigns now and get ready to drive sales this holiday season.

Amazon advertisers will have the opportunity to take advantage of significant traffic and sales opportunities.

Now is the time to optimize your ad campaigns so you don’t miss a minute of potential sales. Sign in to your account to make adjustments to your campaigns as you go through our guide.

Amazon Advertising’s 2018 Guide to the Holidays

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<th>Event</th>
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*Amazon Press Release, December 2017.
What are your holiday goals?

Your advertising goals will help shape your holiday strategy.

Driving sales
If driving sales is your priority, focus on keywords that are driving clicks and converting into sales. Track your advertising cost of sales (ACoS), which is calculated by dividing your total ad spend by total sales from advertising. Set an ACoS target that helps you reach your sales goals.

Creating brand awareness
If creating brand awareness is your priority, focus on impressions, or the number of times your ad is shown. Try adding more related keywords and set strong cost-per-click (CPC) bids to help you win more keywords and gain impressions.

New to advertising?
As you get started on advertising or ramp up for the holidays, we recommend the following best practices to apply to your campaigns.

• Use a combination of both manual and automatic targeting to help you increase sales and reach more customers. Select the best performing keywords from your automatic campaign, add them to your manual campaign before the holiday season is underway, and set a competitive bid to win the placement.
• Add as many keywords as you can across your campaigns to help you reach more shoppers.
• Set your campaigns to run continuously with no end date, which can help you gain sales and new customers. You don’t want to miss out on any post-holiday shoppers.
Get your product detail pages retail-ready

You’re investing in advertising to drive customers to your product detail pages, so help maximize conversions once they get there by ensuring your pages are set up for success.

Follow our retail readiness checklist below to optimize your product detail pages.

**Title:** Create a title between 50 and 100 characters with your most relevant keywords and product information. Don’t include promotional messaging, keyword stuffing, or words in all caps.

**Bullets:** Feature 3 to 5 bullets under 120 characters each with customer benefits, product uses, and compatibility information.

**Keywords:** Include targeted keywords in the Generic Keywords field. Consider how frequently customers are searching for these keywords and which pages are currently ranking highest for the searches.

**Images:** In addition to your main images of the product on a white background, add 2 to 5 alternate, high-resolution images to highlight product features, lifestyle use cases, and other details.

**Product description:** Write a product description with major product features and warranty information that’s under 500 characters.
Top holiday tips for optimizing your campaigns

Next, follow our best practices outlined below to set up your campaigns for success this holiday season.

01 Use all of the Amazon Advertising solutions together to help maximize your product visibility and reach more customers during the holidays: Sponsored Products, Sponsored Brands, and Stores.*

02 Launch any new holiday campaigns at least 2 weeks in advance with a minimum $100 budget. This will allow you time to download your performance reports and adjust your campaigns as needed.

03 Advertise all products with 3.5+ stars to continue driving sales of your highest rated products.

04 Promote your deals. Use Sponsored Products and Sponsored Brands to advertise your Deals of the Day, Lightning Deals, and Best Deals, and your ad will automatically feature the deal badge in search results placements. Products displayed in Stores will also automatically feature deal badges.

05 Structure your campaigns strategically by grouping products together based on product type, brand, or price so you can align your keywords to those products. Also use a common campaign naming convention to help monitor the performance of your holiday-specific campaigns.

06 Set daily budgets at least 200% higher than the daily campaign spend you typically see so you don’t risk running out of budget throughout the day. You can readjust your budgets at any time after the holidays.

07 Increase your bids to the maximum amount you’re willing to pay for a click to help maintain visibility in prominent placements during peak traffic and to help capture the lift in impressions.

08 Use a mix of keyword match types. Remember that broad match provides the widest traffic exposure for your ads, while phrase and exact match are more restrictive but will drive highly relevant traffic.

09 Add negative keywords to ensure your ad isn’t triggered for certain keywords and to help prevent irrelevant traffic.

*Sponsored Brands is formerly known as Headline Search Ads. Sponsored Brands and Stores are available to registered brand owners.
8 questions to ask to avoid missed advertising opportunities

Just as important as prepping your campaigns for the increases in holiday traffic is ensuring you’re not making any of these common mistakes.

Ask yourself these questions:

1. **Are any of my bids higher than my budget?**
   If your keyword bids are greater than your campaign budget, you might not serve an impression. You can monitor your ad spend in your advertising console, and adjust your bids or budget at any time.

2. **Have I harvested search terms from my auto campaigns yet?**
   Automatic Sponsored Products campaigns are a powerful tool for identifying new keywords and learning what search terms customers are using to find your products. After these are running for at least 2 weeks, make sure you take the next step and review your search term report for successful search terms you can add as keywords to manual Sponsored Products campaigns.

3. **Have I looked at my performance reports recently?**
   You should be reviewing your performance reports at least once every 2 weeks to gather new insights on how shoppers are finding and interacting with your ads, and using those insights to inform your campaign optimizations. Make sure to save your reports after the holidays as well to leverage learnings for next year’s event.

4. **Am I only using 1 keyword match type?**
   If you’re only using 1 keyword match type, you’re missing out on a key optimization lever. You should be using a mix of keyword match types – broad, phrase, and exact – to improve keyword coverage, depending on how wide or targeted you want the traffic directed to your ad.

5. **Are any of my campaigns not receiving impressions?**
   This could be caused by a few factors: your products might not be winning the Buy Box, your keywords might not be relevant, or your bids might not be high enough. Check these 3 factors to ensure your ads are ready to serve.

6. **Are all of my products grouped together in one campaign?**
   Product segmentation is crucial for your campaigns. The more you segment your products into separate campaigns, the more targeted you can make your keywords. We recommend structuring your campaigns by product category, type, brand, or price.

7. **Are my keywords irrelevant to my products?**
   Ensuring that the keywords in your campaigns are highly relevant to your products helps to increase your ads’ chances of winning auctions and appearing in better search result placements.

8. **Are any of my eligible products missing from my campaigns?**
   We recommend adding all of your eligible products to your campaigns to increase overall brand awareness and impressions.
Build your brand with Sponsored Brands*

Take advantage of Sponsored Brands during the holiday season to drive brand awareness and sales with keyword-targeted ads in high-impact search result placements. Running these ads in parallel with your Sponsored Products campaigns can help you expand your reach and engage customers in multiple stages of the purchase journey.

Don’t forget to use your Sponsored Brands campaigns to drive traffic to your Store.

Leverage all of the Sponsored Brands features

Additional placements: In addition to offering a placement above search results, Sponsored Brands can appear on the left side and bottom of the search results page on desktop, as well as within search results on the Amazon app.

Flexible bidding options: Choose automated bidding to let Amazon automatically optimize your bids to improve conversions, or set a custom bid adjustment that allows you to determine how much more or less you’re willing to pay to appear in these placements.

New reports: Use the campaign placement report, keyword placement report, and campaign report to see which campaigns, keywords, and placement types drove the most sales.

Enhanced creative capabilities: Preview your ad creative for desktop and mobile variations and within the context of the search page.

Test your Sponsored Brands creative

Use this time in advance of the holidays to test the following:

- Test custom copy with engaging messages such as “Buy now” and “Save now,” as well as your images, to determine which have the highest click-through rates (CTR).
- Test the order, number, and mix of featured products.
- Test linking to your Store or a custom landing page to improve your return on ad spend (RoAS).

Use these testing best practices:

- Set up multiple campaigns to run simultaneously.
- Change one variable at a time.
- Run the test for at least 2 weeks.
- Identify winning criteria based on your business goals and the test setup.

*Sponsored Brands are formerly known as Headline Search Ads, and are available to registered brand owners.
Tell an immersive brand story with Stores*

Bring the in-store shopping experience online, where your current and prospective customers are already browsing and buying this holiday season. Building a free Store helps drive shopper engagement by encouraging customers to learn about your brand, browse your product portfolio, watch product videos, and find best-selling items and recommendations.

**Optimize your Store for increased engagement and conversions**

- Build your brand and showcase your product catalog with a curated collection of high-quality images.
- **Create a unique design** with our intuitive Store Builder that requires no previous website experience.
- Design your pages with both **mobile and desktop experiences** in mind.
- Use your **unique URL** to drive traffic from social media, blogs, and other marketing sources.
- Boost awareness of your Store by linking to it from your **Sponsored Brands campaigns**.

**Make data-driven decisions for your Store**

You have access to a dashboard with a full range of metrics to better analyze overall Store performance, including daily visitors, page views, and attributed sales. View your dashboard by page and traffic source for insight into how to optimize your marketing strategy and identify new opportunities to drive Store traffic during the holiday season.

- **Discover top traffic sources**: Learn which sources are driving the most Store page views and sales – organic traffic from Amazon, Sponsored Brands, or external sources such as social media channels. Create a source tag for your Store URL and use it to measure traffic from specific external sources.

- **Dive deeper into Store performance**: Toggle your dashboard view between Overview, Traffic, Sales, Pages, and Sources to analyze metrics in a graph format. Data is available by day or over a selected time period, and can be exported in a CSV file.

- **Measure visibility**: Use overall views and daily visitors to measure the visibility of your Store across paid and organic channels. Data is refreshed daily and is available the next day for views and daily visits, and after 2 days for attributed units and sales.

*Stores are available to registered brand owners.*
Continue improving the performance of your Store

- **If you have low daily traffic to your Store:** Try promoting your Store through social media or advertising campaigns, such as Sponsored Brands, to increase visibility.

- **If you have high traffic but low sales on your Store:** Revise your Store design around converting the customers that are visiting. For example, if you sell products with high price points, use your Store to promote awareness and consideration to help build brand trust.

- **If you have high conversion rates on specific pages with low traffic:** Add more traffic sources redirecting to these pages to increase sales even further.

- **If you have high traffic on specific pages with low sales:** Some of your pages aren’t converting well, which may happen if the pages feature only one product or provide more content about your brand than the products for sale. Try redesigning the page to focus on your products and relevant information.

- **If you have no traffic or sales on specific pages:** Consider driving customers to those pages in your advertising and marketing campaigns to increase traffic. Or try modifying the page order to make it more visible. On mobile devices, only your first two pages have visible links from the menu, so some pages may be harder to find.
Holiday checklist

Make sure to check your campaigns throughout the holiday season so you can make adjustments and continue to build on your results.

**Monitor daily budget:** If your campaign is out of budget, increase your budget to help reach shoppers throughout the day. For Sponsored Products, monitor your budget status with automatic notifications in your advertising console.

**Monitor impressions by keyword:** If impressions are low, increase your bids to maximize your reach.

**Monitor click-through rates:** If CTR is low, increase bids across your keywords to remain competitive.

**Monitor sales by keyword:** If specific keywords are performing well, consider increasing the bids to help you maintain or win additional impressions on those keywords.