Drive results with Amazon Advertising

Introduce your brand and products to more shoppers. Our self-service solutions help you get discovered, drive sales, and reach your business goals.

Sponsored Products

Promote individual products in search results and on product detail pages to increase traffic and sales on Amazon. Launch your first ad in minutes, and pay only when it's clicked.

1. Choose the products you want to advertise.
2. Set your budget. Just SAR 40 a day can help you drive more sales.
3. Select automatic targeting, where Amazon does the work of selecting keywords that match relevant shoppers to your products. Enter one bid and you're done.
4. If you know the keywords you'd like to target, use manual targeting.

Sponsored Brands*

These ads appear in search results to help you boost brand awareness and engagement. Showcase a collection of your products, along with your logo and a customized headline.

1. Choose at least 3 products you want to advertise.
2. Add your logo and headline.
3. Decide which keywords to target and how much you want to bid for clicks.
4. Choose where you want to drive traffic. You can link your ad to your Store which requires the Amazon Brand Registry, or you can create a product listing page featuring a selection of your products.
5. Submit your ad for review. It will be reviewed within 72 hours, and, once approved, will go live immediately.

Stores*

Promote your brand and products with your own multi-page Store on Amazon. Stores are free to use, easy to create, and available to all sellers.

1. Create pages for your products and categories using pre-designed templates or drag-and-drop tiles.
2. Add videos, text, and images to tell your brand story and show your products in action.
3. Submit your Store for review. It will be reviewed within 72 hours, and, once approved, will go live immediately.
4. Drive shoppers to your Store from your Sponsored Brands ads and from media off Amazon.

* Sponsored Brands and Stores are only available to those enrolled in Amazon Brand Registry and to vendors.

Frequently Asked Questions

On Amazon	Sponsored Products	Sponsored Brands*	Stores*
Ad placement	Top of shopping results, and alongside rest of shopping results. Below the fold on product detail pages	Above and within shopping results	Not applicable
Targeting	**Keyword targeting:** Choose relevant keywords shoppers might search for to purchase your products.	**Keyword targeting**: Choose relevant keywords shoppers might search for to purchase your products.	Not applicable
Drive traffic to	Product detail page	Your Store* or product list page, or product detail page	Product detail page
Recommended daily budget	SAR 40	SAR 40	Not applicable; Stores is free to use*
Payment methods	**For vendors:** **Credit or debit card:** Personal or corporate cards are allowed. Deduct from Payment and invoice options are available based on eligibility. **For sellers:** **Default:** Automatic deduction from your selling account balance **Other options:** Credit card	**For vendors:** **Credit or debit card:** Personal or corporate cards are allowed. **Deduct from Payment and invoice options** are available based on eligibility. **For sellers:** **Default:** Automatic deduction from your selling account balance **Other options:** Credit card	Not applicable; Stores is free to use*
Sales reporting breakdown	Product and keyword-level	Keyword-level	Page-level
Tips	Start with automatic targeting—it's fast, easy, and helps you understand how customers are finding your products.	'New-to-brand' metrics help you understand how you're acquiring new customers on Amazon.	Help drive more traffic to your Store by linking it to a Sponsored Brands* campaign.

Ready to get started? Here's how:

Go to advertising.amazon.com to register, or for more information about our solutions. Or sign into Vendor Central or Seller Central and hover over 'Advertising' in the menu.