

amazonadvertising

2019

Advertising best practices

A guide for Amazon vendors



Getting started with advertising

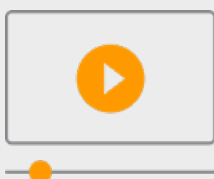
Advertising on Amazon can help you reach more customers, drive sales and grow your audience. You can access our advertising products by logging in to advertising.amazon.com.au. To start off, prepare yourself for success by making sure that your business is ready, learning about eligibility requirements and being informed about your advertising options.

Sponsored Products

Sponsored Products let you promote individual product listings to shoppers as they're browsing and searching for items to buy.

Sponsored Products ads are targeted to keywords or products and appear above and within search results pages, across desktop and mobile. You pay only when your ad is clicked and you choose how much you are willing to bid for a click. You also set a daily budget to control your campaign spend.

With a simple campaign creation process and the ability to go live in minutes, Sponsored Products is the recommended way to get started advertising with Amazon Advertising.



2 minute tutorial

[Introduction to Sponsored Products](#)

Learn more about Sponsored Products and how to get started.



Sponsored Brands

Sponsored Brands help drive brand awareness and consideration by featuring your brand logo alongside a collection of products of your choice. Sponsored Brands ads appear above and below search results and direct shoppers to a landing page that features a selection of your products, a Store (see below) or to an individual product's detail page.

Just like Sponsored Products, these ads target keywords, and you're charged when your ad is clicked. In addition to a daily budget, you have the option of setting a lifetime campaign budget.



Stores

With **Stores**, you can create a free, customised multipage experience that showcases your brand and product catalogue.

The simple, self-service Store builder allows you to create a Store even if you don't have any coding or web experience. Pre-built design templates and widgets with drag and drop functionality let you customise your page layout, add multimedia content, and feature a curated selection of products.

You can drive shoppers to your Store with Sponsored Brands or promote it through marketing activities off Amazon.com.au.

Before you begin advertising

Ask these questions first to check that your business is ready to get the most out of advertising.



1

What are my goals?

Your advertising goals will shape your strategy.

If driving sales is your priority, you'll focus on converting ad clicks into orders. Track your Advertising Cost of Sale (ACOS), which is calculated by dividing your total ad spend by total sales from advertising.

If creating brand awareness is your priority, you'll focus on impressions or the number of times that your ad is shown. Set strong cost-per-click bids to help you win more keywords.

2

Which products should I advertise?

Choosing the right products will help you accomplish your advertising goals. Select products that are in stock, priced competitively, **winning the Buy Box**, and receiving a high number of visits.

We recommend starting with Sponsored Products, so make sure that your products are in stock and priced competitively to increase your chances of winning the Buy Box so that your ad will display.

3

Are my product detail pages ready?

Review your product detail pages. Check for these criteria to make sure that they're ready:

- Accurate, descriptive titles
- High-quality images
- Relevant and useful product information
- At least 5 bullet points
- **Contain search terms metadata**

Advertising can help shoppers discover your products, but you'll need a strong product detail page in order to convert an ad click into a sale.





Your advertising timeline: The first 60 days

You don't have to build your advertising strategy all at once. To stay organised, break up the work and tick off a few items each week, depending on what works best with your time and resources.

Your first couple of weeks are especially valuable as a test-and-learn period. By investing time in these steps now, you can deepen your knowledge of advertising and position yourself for long-term success.

We recommend starting with Sponsored Products—it's fast, easy and helps you learn how customers are finding your products.

Sponsored Products



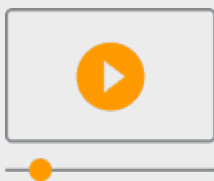
To create your first campaign, go to advertising.amazon.com.au. Also take a look at the [New Advertiser Success Guide](#) for step-by-step guidance.



Set a **daily budget** that's high enough to keep your ads showing. If your budget runs out in the middle of the day, shoppers won't find your advertising on their search listing. We recommend a daily budget of at least \$15.

How does my daily budget work?

A daily budget is the amount that you're willing to spend per day over a calendar month. Ad spend on any given day may exceed your daily budget but, at the end of the month, the average daily spend will not exceed your daily budget. For example, if you set your daily budget to \$150, you may receive up to \$4,650 worth of clicks in that calendar month (assuming a full 31-day month).



5 minute tutorial

[Create your first Sponsored Products campaign](#)

Creating a Sponsored Products campaign only takes a few steps.

Steps for success with Sponsored Products



Take an **always-on** approach with your campaigns by setting no end date. This will help shoppers discover your products any time they search on Amazon, helping you drive demand for your items all year around. Amazon will automatically update the search terms used for your automatic targeting campaigns, so you'll be able to track changes throughout the year.



Choose **automatic targeting** to let Amazon do the work of matching your ads to customer search terms and products. These matches are based on your product information and regularly update with changing search trends.



Make sure that you're prepared to bid competitively. You can also refer to suggested bids for help.



After two weeks, check your search term report in [Advertising Reports](#) to see which search terms are resulting in ad clicks and sales. Use this information to create a Sponsored Products campaign with manual targeting, where you choose your own keywords and set individual bids for them. For a keyword-targeted **manual campaign**, use the top-performing keywords from your automatic campaign.



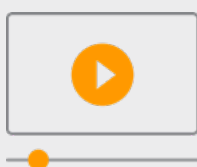
Continue to run your automatic campaign to stay on top of search trends and understand how shoppers are finding and buying your products.



Make your manual targeting campaign always on, just like your automatic targeting campaign. Shoppers are always on, and advertisers should be too. Remember that you'll never spend more on a campaign than its daily budget, so it's easy to account for spend.



Continue to track your search term report to generate more keywords for your manual targeting campaign. Aim to reach at least 30 keywords within your first few months. If you need more help finding potential ones to try, refer to our suggested keywords.



5 minute tutorial

[Create a campaign with manual targeting](#)



This is also a good time to familiarise yourself with **keyword match types**: broad, phrase, exact, and, for Sponsored Products, negative. Together, they'll help you reach relevant customers and drive more sales.

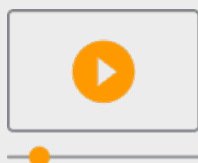
- **Broad match:** This offers the widest traffic exposure. Your ad may appear when a customer searches for your keyword in any order, including close variations.
- **Phrase match:** Your ad may appear when a shopper searches for either your exact phrase or sequence of words in your keyword. While this is more restrictive than broad match, it can drive more relevant traffic to your ads.
- **Exact match:** In order for your ad to show, a shopper's search term must match your keyword exactly. This is the most restrictive match type, but can help generate the most relevant traffic.
- **Negative phrase and exact match:** Applying a negative match type to keywords in your campaigns prevents your ads from showing when customers search for those terms. This helps you maximise relevant clicks and minimise those that aren't.



We recommend **starting with broad match** and then reviewing your campaign performance reports to see which specific terms are performing best. Add phrase match or exact match to target those terms more precisely, reaching highly relevant shoppers as they search to buy.



The more campaigns you run; the more opportunity you have to learn what helps you drive the most sales. **We recommend launching at least 5 Sponsored Products campaigns within your first few weeks of advertising.** From these campaigns, you can identify top-performing products and keywords so that you know where to focus your resources.



3 minute tutorial
Keyword match types

More about reports:

Your advertising reports provide a powerful way for you to understand your performance. Here's a look at the reports available for Sponsored Products:

- 1 Search term report:** This provides visibility into the actual search terms entered by customers shopping on Amazon that resulted in at least one click on your ad. As mentioned, you can use this report to identify top-converting search terms.
- 2 Targeting report:** This report offers insight into sales metrics for keywords and products in all campaigns that have received at least one impression. You can use this report to see how well your targeting is performing, so that you'll have a sense of when to adjust your bids and whether to expand your keyword or product targets.
- 3 Advertised product report:** This gives you information on sales and performance metrics for advertised ASINs in all campaigns. You can use this report to see how your advertised products are performing over time, which will help you determine strategy changes for future campaigns. For example, if you find that an advertised ASIN receives a high number of clicks but not sales, this might prompt you to take a close look at that ASIN's product detail page to make sure that it's accurate and engaging for customers.
- 4 Placement report:** This report provides insight into the performance of your campaigns on top-of-search placements compared to other placements.
- 5 Performance over time report:** This summarises clicks and spend over a specific period. You can use this report to see average cost-per-click, plus your total spend change over time.
- 6 Purchased product report:** This report provides details on all products purchased that were not promoted by your ad. This one can help you find new advertising opportunities and get insight into what shoppers are buying.



CPC and ACOS?

Brush up on the metrics included in your campaign reports with [this video](#).



Optimise your campaigns regularly. Here are some recommendations:

- Add **negative keywords** to your campaigns to help prevent your ad from displaying when a customer searches with those terms. This helps minimise irrelevant clicks.
- **Increase your bids** on search terms that perform well for you and help you meet business goals.
- Take advantage of our **dynamic bidding** feature. With this, Amazon will adjust your bid in real time (by a maximum of 100%) when it's more or less likely to lead to a sale.



Take advantage of the increased traffic in the weeks leading up to and during major shopping periods, such as Prime Day or Christmas, by raising your bids and budgets. This action can help you reach new audiences and **find more shoppers interested in buying your products during the busiest shopping periods on Amazon.**

We recommend new advertisers start with Sponsored Products, but **the strongest advertising strategy includes a mix of ad types.** Our advertising solutions help you reach and engage shoppers at every stage of their journey—from awareness to purchase and beyond. Take advantage of them all to maximise your performance.



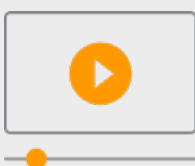
Drive sales with **Sponsored Products**, by promoting your product to customers shopping for products like yours.



Boost brand and product consideration with **Sponsored Brands**.



Create a unique, immersive shopping experience with **Stores**, inspiring customer loyalty.



5 minute tutorial

Using Sponsored Products and Sponsored Brands Together

6 key strategies to remember

Build your advertising success on Amazon by using a combination of strategies. Learn our top 6 recommendations below.



- 1** Launch your first Sponsored Products campaign with automatic targeting. Then use the results to build a campaign with manual targeting.
- 2** Run your ad campaigns without an end date to keep your products top of mind and keep up with search trends.
- 3** Target at least 30 keywords. Use your search term report to discover the keywords that shoppers are using to find your ads.
- 4** Start with broad match for your keywords. Focus specifically on the top performers in search trend with phrase match or exact match.
- 5** Use separate campaigns for product groups to focus your advertising strategy and organise your keywords and budgets. Give each group a pair of automatic targeting and manual targeting campaigns.
- 6** Partner your Sponsored Products ad campaigns with Sponsored Brands or Stores to grow your brand audience.



Sponsored Brands



Use more than three of your top-performing products to **create a Sponsored Brands campaign**.



If you're not sure which keywords to target, start by using Amazon's suggested keywords, which are available during the campaign creation process. We recommend starting out with a mix of exact, phrase and broad match.



Make your ad headline engaging and action-oriented. Call out what makes your products unique.



You can choose set your brand logo as the main image in the ad. Also make sure that you include different images for the 3 ASINs in the ad.

Steps for success with Sponsored Brands



All Sponsored Brands campaigns undergo moderation. Once you finish creating your campaign, it will undergo review and you'll be notified within 3 business days if it has been approved. If your ad has been rejected, we will notify you via email to explain why it wasn't approved. Common moderation issues to avoid:

- Headline mismatch with products in the ad or keywords being targeted.
- Unsupported claims such as "best" or "top-selling".
- Incorrect punctuation, spelling, or capitalisation.



Use the win rate feature to set competitive keyword bids. Win rate shows the estimated share of impressions that your keyword could win over the next 30 days, based on campaign relevance, your bid and what other advertisers have been bidding for your keyword in the last 7 days.



See how you're acquiring new customers to your brand. Refer to your 'new-to-brand' metrics to measure attributed orders and sales of your products from first-time customers of your brand on Amazon over the past 12 months. You can also identify keywords that have the highest percentage of new-to-brand orders.

The diagram illustrates the layout of a Sponsored Brand advertisement. It features a blue circular logo on the left, followed by the text 'SPONSORED BY BRAND', 'Clickable headline goes here', and 'Shop now >'. To the right of the text are three product cards, each with an icon (video camera, still camera, smartphone), a blue bar, and five gold stars.

Clicking the brand logo, headline, and call to action sends shoppers to a Store or page featuring a collection of products.

Clicking one of the featured products sends shoppers to the product detail page.

Stores

Take the time now to [create a Store](#) for your brand to start building shopper awareness. Stores offer an immersive experience where shoppers connect with your brand and explore your offerings in a dedicated setting. Use your store's unique brand URL in a Sponsored Brands campaign or any off-Amazon marketing channels that you use.

Use one of the three design templates:

- **Product grid:** A simple, organised way to display your selection.
- **Marquee:** Curated product selection with additional space for selected imagery and copy, such as product descriptions and customer quotes.
- **Highlight:** A content-rich layout that features a broad selection of products and provides plenty of space for product information and images.



Steps for success with Stores



Add multimedia content that helps bring your brand to life. Images can illustrate your brand story, and videos can show your products in action.



You can handpick product listings for your Store or use dynamic widgets to auto-populate different product displays. These widgets use shopping insights such as keyword search, best-selling products, and/or recommendation history, and automatically update your Store pages when you add new listings.



Check your [Stores Insights](#) regularly for insights on sales, page views, and traffic sources from both on and off Amazon.

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