New advertiser success guide

Your step-by-step guide to getting started with Sponsored Products
Before you create your first campaign, it’s important to know what business goals you want to accomplish through advertising. Establishing your goals up front will help you choose which products to advertise, decide how to structure your campaigns, and better analyze performance.

Are you trying to...

- Drive sales of a new product?
- Generate traffic to your product detail pages?
- Improve sales of low performing ASINs or clear inventory?
- Increase brand visibility?

We recommend starting with Sponsored Products ads

They’re easy to create (no design required) and go live in minutes. Before you begin, take these steps to help make sure you’re primed for success:

Check eligibility requirements

To advertise you must be active in Vendor Central, or Kindle Direct Publishing. For Sponsored Products, your products must also be eligible for the Buy Box.

Define your goals

Before you create your first campaign, it’s important to know what business goals you want to accomplish through advertising. Establishing your goals up front will help you choose which products to advertise, decide how to structure your campaigns, and better analyze performance.
Determine what products you want to advertise

Choose the products that can help you meet your goals, grouping similar products together. And make sure to take into account product pricing and availability when deciding what to advertise. Here's a helpful tip: if your products aren't winning the Buy Box or are out of stock, your ad will not display.

Remember that your product must be in stock and priced competitively in order to win the Buy Box, so take into account product pricing and availability when deciding to advertise. If your products aren't winning the Buy Box or are out of stock, your ad will not display.
Audit your retail pages

Remember that shoppers who click on your ad will be taken to your product detail page, and a strong product detail page can help convert the click into a sale. Take a close look at your product detail pages.

Do they have...

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

Understand Sponsored Products

Simply put, these ads let you promote individual listings to customers as they’re shopping and discovering items to buy on Amazon. Here are the key features to know:

- You pay only when your ad is clicked.
- You choose how much you’re willing to spend.
- Sponsored Products are targeted to keywords or products.
- Ads appear in search results and on product detail pages, across desktop and mobile.
Ready to create your first Sponsored Products campaign?

Go to advertising.amazon.com and select ‘Register,’ then choose one of the vendor account options to log in. Next, click the ‘Create campaign’ button, and choose Sponsored Products. Then follow these steps to launch a campaign in minutes:

01 **Pick your products**
Help create demand for new items or give your bestsellers an extra lift. Choose similar products to advertise in your campaign, and make sure they're priced competitively enough to win the Buy Box.

02 **Give your campaign a name**
Keep it straightforward, so you can find it easily later.

03 **Set the budget you want**
Just $10 a day can help you get clicks and sales.

04 **Choose your duration**
We recommend running your campaign now to start generating traffic. To boost sales on Amazon year-round, set your campaign with no end date.

05 **Select your targeting type**
Save time with automatic targeting, where Amazon will target keywords and products similar to the one in your ad. Enter one bid and you're done.

Need more help? Register for one of our webinars to learn from Sponsored Products specialists or view additional video resources on our Amazon Advertising YouTube channel.