

Drive sales with Amazon Marketing Services

We offer fast, simple, effective advertising solutions to help you reach Amazon's more than 300 million active customer accounts worldwide* and drive more sales. [Sign in](#) to start advertising today.



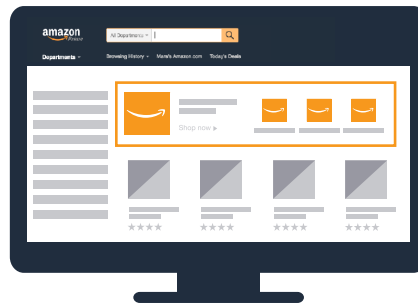
Sponsored Products

Drive sales with keyword-targeted ads within search results.

1. Select products.
2. Set a daily budget.
3. Add keywords and bids.

Best Practices

- Use keyword suggestions, then optimize future campaigns based on performance.
- Target keywords relevant to the products you are advertising.
- Set maximum bid you are willing to pay for a click.



Headline Search Ads

Drive sales and brand awareness with keyword-targeted ads above search results.

1. Select ad landing page.
2. Set a campaign budget.
3. Add keywords and bids.
4. Add an image and headline.

Best Practices

- Target keywords relevant to the products on your ad's page.
- Use phrase and broad match to maximize impressions for your ad.
- Create engaging headlines to encourage shoppers to click your ad.



Product Display Ads

Drive brand and product awareness with shopper-interest and product-targeted ads on detail pages.

1. Choose to target by product or interest.
2. Select a product.
3. Set a campaign budget and bid.
4. Add your logo and headline.

Best Practices

- Advertise products with good customer reviews or A+ detail page content.
- Target multiple products, product categories, and interests related to your product.
- Preview your ads to confirm the logo is clear and legible.



Maximize your impact by using all three ad products together.



Control your budget—only pay when shoppers click your ad.



Optimize your campaigns with easy-to-use reporting.

Get started

amazonmarketingservices

*Active customer accounts represent accounts that have placed an order during the preceding 12 month period.

Frequently Asked Questions

Sponsored Products

Headline Search Ads

Product Display Ads

What is it?

Keyword-targeted ads.

Keyword-targeted ads with a custom text headline.

Product or interest targeted ads with a custom text headline.

How much does it cost?

Amazon Marketing Services uses a cost-per-click, auction-based pricing model. We recommend you set the maximum cost-per-click you are willing to pay.

What is the minimum budget?

Begin with a daily budget as low as \$1.

Where do ads typically appear on Amazon.com?

- Within search results.
- Below the fold on product detail page.

- Above search results.

- On related product detail pages.
- Below the fold on search results pages.
- Offer listing and customer review pages.

How can I target my ad?

- **Keyword-Targeting:** Choose relevant keywords shoppers might search for to purchase your products at Amazon.com.

- **Product-Targeting:** Target product detail pages that shoppers might visit to purchase your products at Amazon.com by targeting specific products or related product categories.
- **Interest-Based Targeting:** Select shopper interest categories to reach a broader audience.

How do I measure return on investment?

Product and keyword-level sales reporting.

Keyword-level sales reporting.

Campaign-level sales reporting.

Ready to get started?

1. Sign in at ams.amazon.com.
2. Click the "Advertising" icon.
3. Click "Create a campaign".

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