

Introducing campaign portfolios for Sponsored Products and Sponsored Brands

Campaign portfolios offer a new way to create custom groupings of your Sponsored Products and Sponsored Brands campaigns. With campaign portfolios you can choose to mirror the structure of your business and organize campaigns by brand, category, season, or any way you choose.

Improvements to campaign and budget management

Improved budget controls

Set a budget that's applied across campaigns

Enhanced performance reporting

See performance aggregated across Sponsored Products and Sponsored Brands

Simplified bill

Improved billing statement with new structure and segmentation by portfolio



What are common portfolio examples?

Advertisers use portfolios to organize Sponsored Products and Sponsored Brands campaigns into custom collections that mirror the structure of their business. Common campaign groupings include by brand, by product, or by category. But, portfolios are flexible and may be created any way you choose.

How do portfolio budgets work?

Advertisers can now manage the total spend of multiple campaigns within a specific date range. When the portfolio budget or end date is met, the associated campaigns are paused and the advertiser is notified to increase the budget or extend the end date to resume the campaigns.

Ready to get started?

1. Sign in to advertising.amazon.com
2. Click "create a portfolio"
3. Give your portfolio a name and connect campaigns.
4. Set a portfolio budget and date range (optional).