

Improvements to Sponsored Products bidding and reporting

Sponsored Products now offers three bidding strategies for campaigns with automatic or manual targeting. In addition, you can now set placement level bid adjustments and see placement level performance reporting for the top of search and product pages by clicking in to your campaign.

Improvements to Sponsored Products



Choose from three bidding strategies



Influence where your ad appears

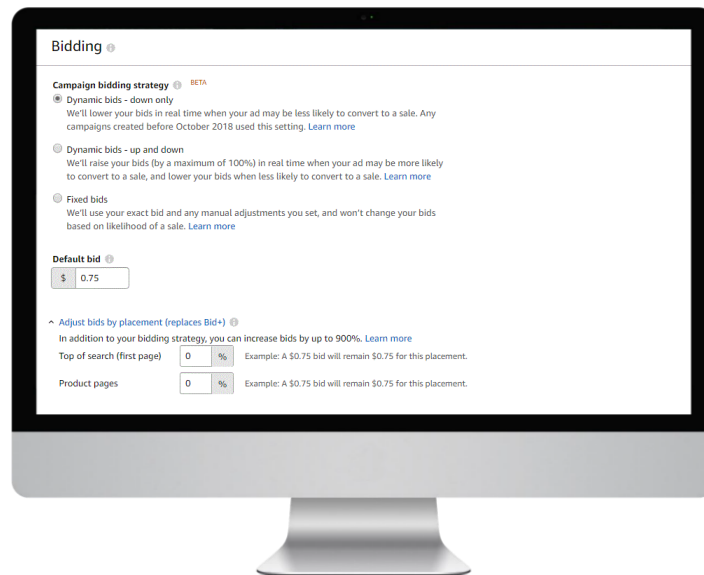


See placement performance for search and product pages

Choose your strategy

Set your bid

Set a bid adjustment by placement (optional)



Dynamic bids – down only (default)

Amazon will lower your bids in real time when your ad may be less likely to convert to a sale. Any campaigns created before October 2018 used this setting.

Dynamic bids – up and down

Amazon will increase your bids (by a maximum of 100%) in real time when your ad is more likely to convert to a sale, and lower your bids when less likely to convert to a sale.

Fixed bids

Set fixed bids and bid increases by placements. Amazon will use your exact bid and any manual adjustments you set, and will not make adjustments to your bids based on likelihood of a sale.

Placement controls and improved reporting

In addition to choosing a bidding strategy, you can set bid multipliers for top of search and product pages placements. Performance reporting for both placements is now available within your campaign.

Ready to get started?

1. Sign in to advertising.amazon.com
2. Build a new Sponsored Products campaign by clicking “create campaign”
3. Or, update an existing Sponsored Products campaign from the campaign settings tab.