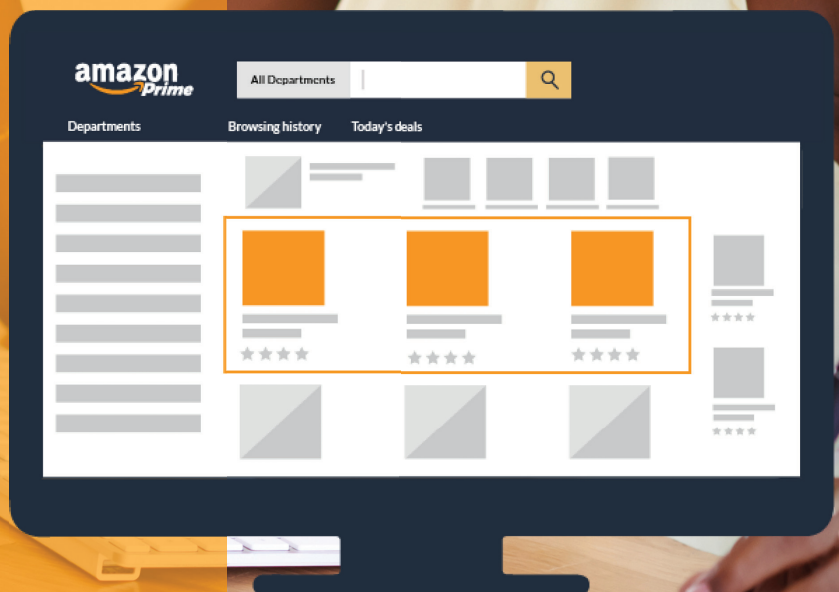


amazonadvertising

# New Advertiser Success Guide

Your step-by-step guide to getting started with Sponsored Products to help maximize your efforts from the get-go.



Sponsored Products are 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 Advantage Central. 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. Are you trying to...



Drive sales of a new product?



Generate Reviews?



Improve sales of low-performing SKUs or clear inventory?



Increase brand visibility?

## Determine what products you want to advertise

Choose the ones that can help you meet your goals. 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.



## 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. Check your product detail pages. Do they have...

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

## Understand Sponsored Products ads

Simply put, these ads let you promote individual listings to shoppers as they're searching and browsing items to buy. Here are the key features to know:



- Sponsored Products ads are targeted to keywords.



- They appear above and within search results and on product detail pages, across desktop and mobile.



- You pay only when your ad is clicked.



- You choose how much you're willing to spend.

# Now, it's time to get started with Sponsored Products

01



## To create your first campaign

To create your first campaign, go to [advertising.amazon.com/register](https://advertising.amazon.com/register) and choose one of the vendor account options to register for Amazon Advertising.

02



## From the 'Advertising' tab, select 'Campaign Manager'

From the 'Advertising' tab, select 'Campaign Manager.' You'll see three advertising options to choose from. Select Sponsored Products to create your Sponsored Products campaign.

03



## Take an always-on approach

Take an always-on approach and set no end date for your campaign, so shoppers can discover your products any time they search on Amazon. This helps drive demand for your items year-round—which helps you drive more sales year-round. Shoppers are always on, and advertisers should be too.

04



## Insert your daily budget

Your daily budget should be high enough so your campaigns won't stop showing in the middle of the day. We recommend a minimum of \$10.

05



## Start with automatic targeting

Choose automatic targeting and let Amazon match relevant customer search terms to your items. These matches are based on your product detail page information.

06



## Create an ad group and select products to advertise

An ad group shares the same set of keywords and bidding so considering grouping similar products together. Choose how much you want to bid and launch your campaign.

06



### Check your search term report

After two weeks, check your search term report in 'Advertising Reports' under the 'Advertising' tab, to see which search terms are resulting in ad clicks and sales.

07



### Then, create a campaign with manual targeting

Then, create a Sponsored Products campaign with manual targeting, using your high-performing search terms as keywords to target. Manual campaigns allow more control over keyword optimization so you can increase bids on keywords that are performing better and decrease bids on those that are not.

Keywords play an important role in the success of your ad campaigns. The more you select, the more customers you're likely to reach—and the more clicks you're likely to get. This can help you increase sales. Aim for at least 30 keywords in each campaign within your first couple weeks of advertising.

08



### Use at least 2 keyword match types

Boost the effectiveness of your campaigns by using all keyword match types. Broad match offers the widest traffic exposure and is often the best to start with. As your campaigns gather results, use phrase and exact match, which are more restrictive in order to help you drive more relevant traffic. Negative match is what you'll use to prevent your ad from showing on search results for keywords that don't contribute to sales.

09



### Visit Campaign Manager 2-3x a week

to review campaign performance and make adjustments.

**Tip:** We recommend running 5+ Sponsored Products campaigns within the first few weeks of advertising. The more campaigns you run, the more opportunity you have to learn what helps you drive the most sales.

[START ADVERTISING](#)

**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](#).

# Key Terms

## **Seller**

Sellers sell products directly to Amazon customers. If you manage your products in Seller Central, you are a seller.

## **Vendor**

Vendors sell items directly to Amazon, who then sells them to customers. If you manage your products in Vendor Central or Advantage Central, you are a vendor.

## **Vendor Central**

Central: This interface is for vendors who sell products directly to Amazon. Vendor Central is available by invitation only.

## **Advantage Central**

This interface is for vendors who sell books, music, video, or DVD products.

## **Buy Box**

The Buy Box is the box on a product detail page where customers begin the purchase process by adding items to their shopping carts. A key feature of the Amazon website is that multiple merchants can offer the same product, so you may compete with other merchants to appear in the Buy Box. Amazon uses performance-based criteria to determine your Buy Box eligibility and placement status. If your products are not winning the Buy Box, your ad will not display.

## **Campaign Manager**

This control panel within the advertising console enables you to manage your ads, set your advertising spend, and analyze the performance and return on investment for each of your campaigns.

## **Campaign**

A campaign is a framework for managing your ads so that you can accomplish your desired business goals. The essential elements of a campaign include campaign name, start date, daily budget, and keywords.

## **Keywords**

Keywords are used to target your ads to potential customers. You may select the keywords you'd like to target using manual targeting or let Amazon select the keywords using automatic targeting.