

## Why Headline Search Ads?



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



Advertise multiple ASINs at once — ads feature three ASINs.



Customize your campaign's image, headline and landing page experience.

## Always-On Approach

Run your campaigns continuously. According to a Radial study, over half of Amazon's US shoppers make multiple purchases per month and 80% make purchases at least once a month\*. Use Headline Search Ads to convert these consumers automatically, in real time, year round.

\* Source: Radial, "Attitudes Among Amazon Shoppers" conducted by Finn Partners, December 2016.

## Keyword Targeting

Target an extensive list of keywords to increase the opportunity for your ads to be shown:

Keyword Type	Description
Branded Product Keywords	Target your brand name and product name or some variation of it.
Competitor Branded Keywords	Target keywords of your competitor brands and products.
Complementary Product Keywords	Target products that are sold separately from yours but used together, each creating a demand for the other.
Sponsored Products Automatic Targeting Keywords	Target successful search queries from your Automatic Targeting Sponsored Products campaigns.

## Bidding Strategy

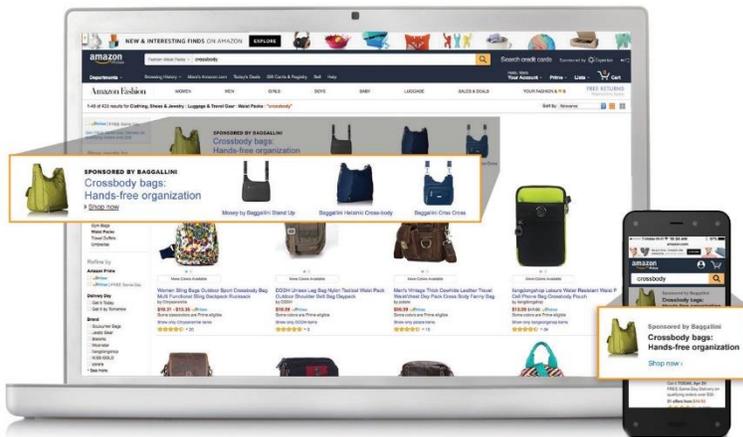
Amazon uses an auction-based pricing model. You will never pay more than you bid. If your impressions are low and you have already extended your Keywords list, try increasing your bids. This can help win more impressions.

With multiple placements, you can decide how to manage your bids. You can opt to use the same bid across all the placements, or choose from one of 2 options:

- Automated: Amazon optimizes for conversion
- Manual: you decide your bid by percentage change

## Landing Page

You can send shoppers to your Amazon Store or customize a Product list page featuring a collection of your brand's product lines. Test different pages and the order in which your products appear on a Product list page.



## Custom Headline

Take advantage of the custom ad copy headline with these tips:

- Use engaging messaging such as "Exclusive" or "New"
- Include actionable phrases such as "Buy Now" or "Save Now"
- Mention your unique selling point in your headline, especially for mobile shoppers, who only see the main image and the headline
- Avoid any unsupported claims like "#1" or "Best Seller" - these types of promotional messages will not be approved

## Testing

Headline Search Ads allow for some customization of the ad creative, so given its prominent placements, investing time in testing the creative can have a high impact on the ad's performance.

You can test:

- Custom headline and image
- Order, number and mix of featured ASINs
- Custom landing pages or Amazon Store

Best practices:

- Set-up multiple campaigns to run simultaneously
- Change one variable at a time
- Run the test for at least 2 weeks
- Identify winning criteria based on your business goal and the test set-up

## Reporting

Available metrics to measure campaign performance include clicks, spend, sales and ACoS (Advertising Cost of Sales). To calculate ACoS, divide the total cost of advertising by sales generated.

Estimated win rate for keywords is also reported in Campaign Manager. Estimated win rate provides the estimated percentage of total impressions you may win for your keyword over the next 30 days. Use estimated win rate to select the right bid for your keyword and increase your chances of winning the auction.