Sponsored Products reference guide

Sponsored Products help you reach the right readers at the right time—when they're already shopping for a new book. In this reference guide, you'll learn how to develop a Sponsored Products strategy, select your keywords, and choose your targeting and bidding options.

Develop your campaign strategy.

Before you launch a new Sponsored Products campaign, it's important to develop your strategy. Answering these three questions can help guide your campaign setup:

Who are your readers?

Put yourself into your reader's shoes and imagine how they would shop for a new book. Are any of these search terms relevant to the content in your book? If so, these are the keywords you should be bidding on.
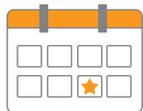
When are readers likely to buy your book?

Promote more heavily during key seasons and events that are relevant to your book's content. For example, if your story is a summer romance, promote more heavily during summer. Start your campaign a bit early so it has time to ramp up. In the summer romance example, you'd start promoting more heavily in early May.

What is your budget?

Allocate a larger portion of your budget toward peak seasons and events. Four- to six-week campaign runs are recommended. Promote a mix of pre-orders, new releases, and backlist, if you have them. Test different keywords and spend more on the highest performers.

Select your keywords and match types.

There are five keyword types to consider, which range from broad to specific. It's important to initially select words from all types, and then optimize according to performance. Here we've used Emily Brontë's classic, *Wuthering Heights*, as an example to show the types of keywords you'll need for your books.

General	»	Competitive	»	Relevant niche genres	»	Author or publisher	»	Title-specific
Select broad terms describing books and your overall category.		List titles and ASINs* of similar books to attract like-minded readers.		Choose all genre descriptions that could apply to your books.		Engage readers interested in similar authors or publishers.		Include any terms, themes, or ASINs that are relevant to your books.
eBook Best Sellers, Great Authors		*Jane Austen's Pride and Prejudice and George Eliot's Middlemarch*		*19th-Century Authors, Women Authors, Classics*		*Emily Brontë, Penguin Classics*		*Heathcliff, Catherine Earnshaw, ASIN 0141439556, the moors, jealousy*

Amazon Advertising has five match types to choose from when building your keyword list. Here's how you could use each one if you were promoting the book *Peter Pan* by J.M. Barrie:

	Keyword Purchased	Your Ad Could Show	Your Ad Wouldn't Show
Broad: Provides the greatest reach. Search queries can include words before and after the targeted keyword.	"Peter Pan"	"Peter Pan Book," "Novel Peter Pan," "Used Peter Pan Books"	
NEW! **Phrase**: Depends on word sequence. Typically for brand names where the order of search terms changes the context.	"Peter Pan"	"Peter Pan Book"	"Pan Peter" (clothing line)
NEW! **Exact**: Most restrictive match type. Search query must contain the exact words. No words can come before or after.	"Peter Pan Book"	"Peter Pan Book," "Peter Pan Books"	"Peter Pan Movie," "Peter Pan"
NEW! **Negative Phrase**: Excludes search terms from your campaign so your ads don't appear within irrelevant searches.	"Frying Pan"	"Peter Pan," "Peter Pan Book," "Cheap Pan"	"Cast Iron Frying Pan," "Best Frying Pan"
NEW! **Negative Exact**: Similar to Negative Phrase, but the search must contain the exact words. No words can come before or after.	"Frying Pan"	"Peter Pan Book," "Cheap Pan," "Frying Pan Recommendation"	"Frying Pan"

NEW! Upload your keywords in bulk

Upload your keyword selections in bulk by importing spreadsheets directly to Amazon Advertising. Use this feature to define keywords, match types, and bids at the same time.

Choose your targeting and bidding options.

Campaign Targeting

Your targeting method will decide how you choose your keywords. With auto-targeting, Amazon will target your ads to relevant shopper searches based on your product information. When you know which keywords work well for your business, choose manual targeting.

NEW! Custom or Standard Ads

Include your own ad copy with Custom Ads to provide readers with context for your book. You can also choose to launch a campaign quickly without custom text by using Standard Ads.

NEW! Bid+

Increase the opportunity for your ad to show in the top of search results. When Bid+ is turned on, Amazon will increase the bids for your eligible ads by up to 50%.

NEW! Keyword Bid Guidance

When setting up manually targeted campaigns, apply suggested bids to help increase your chances of winning the auction.

Make the most of Sponsored Products with advanced keyword, targeting, and bidding features. Launch a campaign now.

Launch a campaign

Sign-in required.