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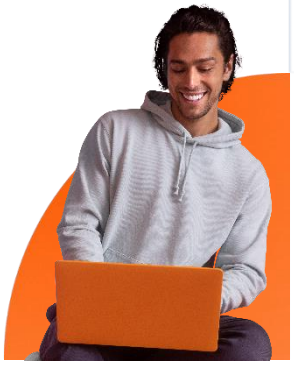
Amazon Ads API onboarding guide

Designed for advertisers, agencies, and tool providers, this guide will introduce you to the Amazon Ads API and how to get started



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Introduction and evaluation

In this guide, we will share information on the Amazon Ads API, including options for integration, how to get started, and how to advance your integration.

Introduction to the Amazon Advertising API

The Amazon Ads API provides a way to automate, scale, and optimize advertising.
Using the Amazon Ads API enables you to develop flexible solutions that meet your needs and goals, and integrate more deeply with Amazon Ads. Within the Amazon Ads API, you will find most of the functionality of the advertising console, while enabling programmatic management to manage campaigns based on pre-defined conditions. A connection to the Amazon Ads API will require both an initial build by developers as well as ongoing maintenance as new features are released.

Application programming interface (API)

If you're brand new to APIs, let's start at the beginning - API stands for application programming interface. Through the building of software, it allows applications to connect to one another. The Amazon Ads API provides the building blocks needed to create applications that can manage your Amazon Ads campaigns - making it easier and more scalable, and help deliver improvements in performance.



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Options for Amazon Ads API integration

Work with a third-party tool provider

Third-party tool providers are companies who have developed technology tools to support activities on Amazon Ads. Third-party tool providers typically operate under a subscription model, allowing you to utilize their technology to manage or optimize your advertising campaigns on Amazon. Some providers might also offer managed support, but this is usually supplemental and not required to access their technology. The main benefit of partnering with a third party tool provider is the ability to use the Amazon Ads API technology without requiring your own developer resources to integrate.

Build a direct integration to the Amazon Ads API

You have the ability to build a direct integration with the Amazon Ads API. We will learn more about this process in detail later in this guide, but it's important to understand the benefits and considerations of building directly into the Amazon Ads API. With a direct integration you will have additional flexibility and autonomy for your scope of integration and can custom build an integration and algorithms for your business.
As a direct integration requires ongoing developer resources, we have found this works best for companies who manage a large number of campaigns (though there is no minimum number of campaigns required to integrate) and have access to technical resources.

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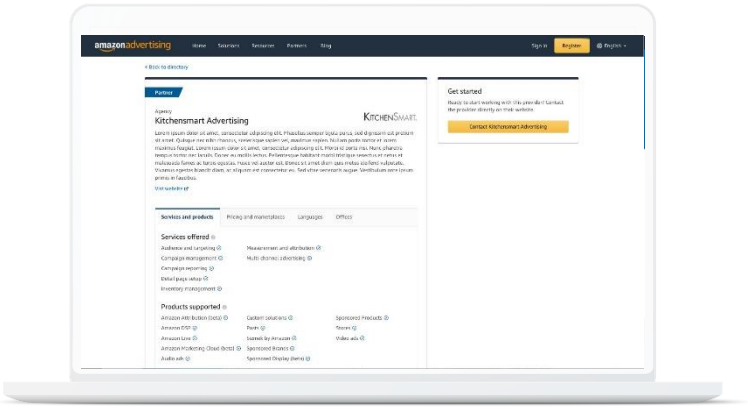


Amazon Ads partner directory

If you're looking for an agency to help plan and manage your Amazon Ads campaigns, or a tool provider who can offer unique technology solutions, you can turn to the Amazon Ads partner directory for support. The partner directory is an online resource that makes it easy to find a partner that's right for your business.

When searching on the partner directory, you can view criteria like products and locales supported to identify the partner most relevant for your business. On individual page listings you can view details like:

- Company name, description, and logo
- Website and contact information
- Service model and services offered
- Pricing model and minimum monthly budget
- Office locations, locales, and languages supported



Access the partner directory

Third-party Amazon Ads API services

There are a wide variety of third-party companies to support your business. Here are examples of the types of services partners could offer you:

- **Multi-channel:** manage advertising activity across channels and publishers (search, social, etc.)
- **Online retail:** applications focused on managing activity on online retail channels
- **Bid optimization:** rule-based, automated optimization mechanisms and machine learning functionalities for algorithms considering areas like targets, budget limitations, seasonality, product margins, product lifecycle, or conversion rates and sales
- **Keyword optimization:** rule-based, automated optimization mechanisms and machine learning functionalities for areas like keyword suggestions or selected search terms setup, training, and account management
- **Automated campaign creation:** single-click campaign setup or automated campaign creation based on a selected strategy
- **Budget management:** support for budget areas through day parting, always-on budget optimizations, or portfolio-level management
- **Reporting:** creating custom dashboards for reporting, automatically generating reports, and advanced metric reporting
- **Guided services:** dedicated contacts to support setup, training, and account management
- **Retail and content management:** support for retail-readiness, listing optimizations, or inventory management
- **Other services:** lead generation, consulting services, audit support, or research

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Amazon Ads API

Process for direct Amazon Ads API integration

Plan

Planning your resource requirements, timeline, and scope of integration

Approval

Gaining access through an application process

Build

Building your Amazon Ads API integration

Support

Seeking support for your integration questions and needs

Planning your Amazon Ads API integration

If you have determined that a direct Amazon Ads API integration is right for your business, you will need to consider resource requirements, timeline, and scope of integration.

- **Resource requirements:** include considerations like developer time to build a custom Amazon Ads API solution and the ongoing maintenance required as product updates are available.
- **Timeline:** includes the length of time for planning, application, approval, and building your Amazon Ads API integration. The length of time it take to set up an integration is dependent upon your engineering capabilities and how quickly you can build applications. Typically, the end-to-end process takes around 2-4 months.
- **Scope of integration:** includes determining
- what your company will use the Amazon Ads API for. This could include reporting, campaign management, or both.

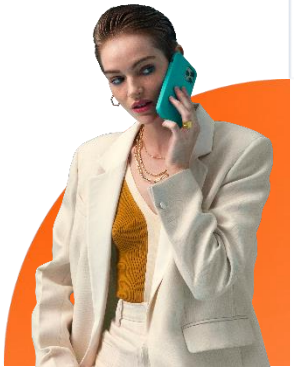
To learn more about the Amazon Ads products available on the Amazon Ads API, visit the **advanced tools center**.



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Amazon Ads API



Scope of Amazon Ads API integration

Defining the scope of your Amazon Ads API integration is an important step in the planning process. You should evaluate your organization's needs and goals for considerations like:

- Customization and automation of advertising management and reporting
- Control and ownership
- Unification of systems
- Amazon Ads products supported through integration

Products supported on the Amazon Ads API

- Amazon Attribution (beta)
- Amazon DSP
- Sponsored Brands
- Sponsored Display
- Sponsored Products

Amazon Attribution

Currently available in beta for US, CA, UK, DE, FR, IT, ES, vendors, and professional sellers enrolled in Amazon Brand Registry, the Amazon Attribution API enables you to easily retrieve third-party publisher attribution tags to better understand non-Amazon marketing channel performance. You can use Amazon Attribution across search, social, video, display, and email to view impact to shopping activities and sales performance on Amazon. View our website to learn more about **Amazon Attribution.**

Amazon DSP

Amazon DSP is a demand-side platform that enables you to programmatically buy display, video, and audio ads both on and off Amazon. You can use Amazon DSP to reach exclusive audiences, access unique and high-quality inventory, appear in brand safe environments, and build a metrics-based strategy. Visit our website to learn more about **Amazon DSP**.

Sponsored Brands

Sponsored Brands are cost-per-click (CPC) ads that feature a brand logo, custom headline, and multiple products. These ads appear in relevant shopping results and help drive discovery of your brand among customers shopping for products like yours. Visit our website to learn more about **Sponsored Brands**.

Sponsored Display

Sponsored Display is a self-service display advertising solution that helps you grow your business and brand on Amazon by engaging shoppers across the purchase journey, on and off Amazon. Visit our website to learn more about **Sponsored Display**.

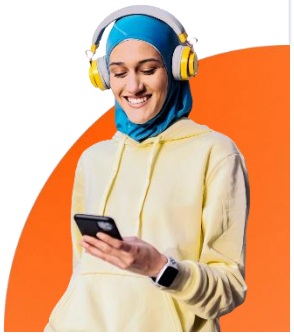
Sponsored Products

Sponsored Products are cost-per-click (CPC) ads that promote individual product listings on Amazon. Sponsored Products ads can help customers discover and purchase products and appear in shopping results and on product pages. Visit our website to learn more about **Sponsored Products.**

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Amazon Ads API



Amazon Ads API approval

Amazon requires an approved application before you can be granted access to the Amazon Ads API. Below is the process to apply for access:

1. **Website sign-up**
   Go to advertising.amazon.com/about-api. Select “Request API access” and log-in with your Amazon account.

2. **Review and approval**
   Fill out the registration form for integration, following which we will inform you of your approval status.

3. **Invitation email**
   If access is granted, we will send an email invitation with detailed steps and an individual sign-up link. We recommend using the email address registered to your Login with Amazon account.

4. **Legal agreement**
   You can click on the sign-up link and log-in with your Login with Amazon account. Following log-in, you must accept our online Amazon Ads API terms before proceeding and choosing a Login with Amazon application to include an allowlist to finish the process.

Here are a few notes to help you with the process:

The application for Amazon Ads API access will ask you about your business offering and your plans to use an integration to support your business. You will also be required to confirm you comply with Amazon Ads’s License Agreement and Data Protection Policy.

If you’re part of a larger agency network that has multiple entities, consider in advance if you want to streamline the Amazon Ads API integration process through a singular organization name or if you want to apply for access through each entity.

5. **Granted Amazon API Access**
   You will now have full access to the Amazon Ads API production and sandbox environment.

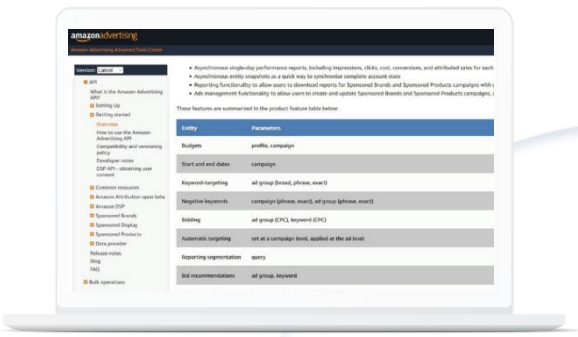
6. **Service desk information**
   You will also receive an invitation email to JIRA, our service desk where you can ask technical questions to your support team.

Building your Amazon Ads API integration

Once you’ve been approved to use the Amazon Ads API, you can begin prioritizing your workflow and creating applications.

We recommend you start in the **advanced tools center**, where you can learn about account setup, steps for the data provider API, generating API tokens, and more. Here you can also access technical documentation and follow our RSS feed for general updates.

We frequently introduce new product updates and feature releases. These can be found through the **release notes page** in the advanced tools center. In addition, we offer regular marketing communications, events, and webinars - make sure you subscribe to Amazon Ads communications to stay informed.



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Additional Amazon opportunities

Outside of an Amazon Ads API integration, you can also connect to other tools offered by Amazon. In this guide, we will explore Amazon's Selling Partner API from Amazon Marketplace Web Service (Amazon MWS). Connecting with these tools can help support your advertising activities on Amazon.

Selling Partner API (SP-API)

From Amazon MWS, SP-API allows you to build applications for Amazon vendor and seller accounts. You can use SP-API to:

- Manage product catalog and content
- Set competitive prices
- Manage inventory quantities
- Receive, fulfill, and send orders*
- Monitor financial, analytics, and insight reporting

*Vendors only

Benefits to dual-integrations

There are benefits to having an integration to both the Amazon Ads API and SP-API. With both integrations, you will be able to support:

- Combine reporting from advertising and sales
- Track inventory quantities to determine which products to advertise
- Set notifications for low product quantities to ensure advertising campaigns are not paused

How to integrate with the SP-API

Integrating with the SP-API is a different process from the one you complete to integrate with the Amazon Ads API. You will need to create a developer account and submit a security assessment before SP-API access is granted.

Learn more on the SP-API website



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Resources for the Amazon Ads API

As you get started on the Amazon Ads API, we have resources available to support you.

Advanced tools center hosts Amazon Ads API technical documentation, release notes, and best practices.
Amazon Ads partner directory an online resource to help you find the partner that's right for your business.
Selling Partner API (SP-API) website for information on how to get started and access technical documentation.



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