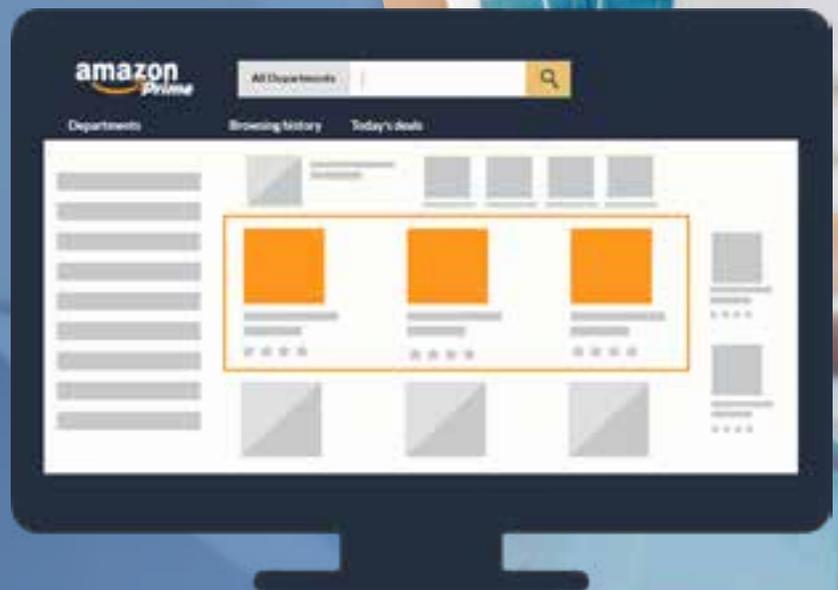


amazonadvertising

2018

Advertising Best Practices

A guide for Amazon sellers



Getting started with advertising

Advertising on Amazon can help you reach more customers, increase sales, and grow your brand audience. You can access our advertising products by logging in to [Seller Central](#). But first, prepare yourself for success by making sure your business is ready, learning about eligibility requirements, and being informed about your advertising options.

Sponsored Products

Sponsored Products allows you to promote individual product listings to shoppers as they're browsing and searching for items to buy.

Sponsored Products ads are targeted to keywords and appear above and within search results and on product detail pages, across desktop and mobile. You pay only when your ad is clicked, and you choose how much you're willing to bid for a click. You also set an average daily budget to control your campaign spend.

To advertise with Sponsored Products, you must:

- Have an active professional seller account.
- Be able to ship to all UK addresses.
- Have products in one or more of the [eligible categories](#).

Your products must also be eligible for the [Buy Box](#). When you create a Sponsored Products ad for a product listing, that listing must be winning the Buy Box in order for your ad to display.



Sponsored Brands

If you meet the seller requirements for Sponsored Products and are also enrolled in the [Amazon Brand Registry](#), you are eligible to use Sponsored Brands. These ads help drive brand awareness by featuring your brand logo alongside three products. Sponsored Brands ads appear among search results and direct shoppers to a landing page that features a selection of your products (also known as a Store) or an individual product's detail page.

Just like Sponsored Products, these ads target keywords, and you're charged when your ad is clicked. In addition to an average daily budget, you have the option of setting an overall campaign budget.

Stores

Sellers enrolled in the Brand Registry can also create a [Store](#): a free, customised multipage experience that showcases your brand and product catalogue.

The simple, self-service Store Builder allows you to create a Store even if you have no experience creating websites. Pre-built design templates and widgets let you customise your page layout, add multimedia content, and feature a curated selection of products.

You can drive shoppers to your Store with Sponsored Brands ads or promote it through marketing activities off Amazon.co.uk.

Before you begin advertising

Ask these questions first to check that your business is ready to get the most out of advertising.



1

What are my goals?

Your advertising goals will shape your strategy.

If driving sales is your priority, you'll focus on converting ad clicks into orders. Track your Advertising Cost of Sale (ACoS), which is calculated by dividing your total ad spend by total sales from advertising. Set an ACoS target that helps you reach your sales goals.

If creating brand awareness is your priority, you'll focus on impressions, or the number of times your ad is shown. Set strong cost-per-click bids to help you win more keywords.



2

Which products should I advertise?

Choosing the right products will help you accomplish your advertising goals. Make sure your products are in stock and priced competitively to increase your chances of winning the Buy Box so that your ad will display. Choose the ones that are winning the Buy Box at the highest rate—ideally 90% or higher.

You can find information on Buy Box win rate under the 'Reports' tab in Seller Central. Click on '[Business Reports](#),' and under the section labelled 'By ASIN,' click on 'Detail Page Sales and Traffic by Child Item.' Here, you can sort by 'Buy Box Percentage' to find your best-performing products.

It's best to look for a high Buy Box percentage paired with a high number of sessions or unique visits to the product detail page. These are your most frequently viewed products.

3

Are my product detail pages ready?

Review your product detail pages. Check for these criteria to make sure they're ready:

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

Advertising can bring shoppers to your products, but you'll need a strong product detail page in order to convert an ad click into a sale.

Your advertising timeline: The first 60 days

You don't have to build your advertising strategy all at once. To stay organised, break up the work and check off a few items each week, depending on what works best with your time and resources.

Your first couple weeks especially are valuable as a test-and-learn period. By investing time in these strategic steps now, you can deepen your knowledge of advertising and grow your skills, positioning yourself for long-term success.



Sponsored Products

Part One: Create Your First Sponsored Products Campaign

Sponsored Products can be a quick and easy option to help you drive sales and visibility—while keeping control of your budget. To help you to get the most return from your advertising spend, we analysed the performance of thousands of Sponsored Products campaigns, and came up with 7 steps to support advertiser success during the first 60 days of advertising. The first 4 steps will walk you through how to set up your first campaign for success; the following 3 will show you how to optimise your campaigns to continue driving results once your campaigns are live.

To create your first campaign, go to the [Advertising tab in Seller Central](#).



Step One: Select at least 2 products to advertise

Each product you select to advertise using Sponsored Products will be automatically formatted as an ad, ready to go live in minutes. Each ad can be organised into an “ad group”, which is a collection of products you have selected to advertise, based on common characteristics such as product type or price. The product that wins an ad placement will be the one most relevant to the words a shopper types into the Amazon search bar.

To increase the opportunity for your ads to show, add at least 2 similar products to an ad group when prompted in Campaign Manager. This way, Amazon will have more products from your catalogue to choose from and therefore one of your ads is more

[3-minute tutorial](#)

[Watch the Seller University video on creating a Sponsored Products campaign](#)

Creating a Sponsored Products campaign takes only a few steps. Visit Seller University to see the process.

likely to show. Advertising more products will also mean you can learn more about which products result in the best commercial return. On average, sellers who advertised at least 2 ASINs have up to 10% lower advertising cost of sale (ACoS)*.

**compared to those who advertised 1 ASIN during the first 60 days of advertising with Sponsored Products (Amazon Internal Data, EU, February-April 2018)*



Step Two: Set your daily budget to at least £5

A campaign's daily budget is the maximum amount you're willing to spend on advertising per day. Sponsored Products uses a cost-per-click model, which means you'll only pay when a shopper clicks on your ad campaigns – and you can change your budget at any time. If your ad campaign runs out of budget, it will stop showing – that's why we suggest you set your daily budget to at least £5 to start with. If your products are popular, you may find that you need to further increase your budget to avoid missing out on awareness and sales. We found that on average, On average, sellers who launched at least 1 ad campaign with a budget of at least £5 have up to 200% more ad attributed sales.*

**compared to those who set their budgets lower than £5 during the first 60 days of advertising with Sponsored Products (Amazon Internal Data, EU, February-April 2018).*



Step Three: Set your ad campaigns to run continuously

Ad campaigns can run continuously (with no end date) or for a set period of time. You never know what time of day or year a shopper might be looking for your products, so setting your campaigns to run continuously may allow you to discover new customers. We found that on average, sellers who launched a campaign with no end date have up to 110% more ad attributed sales*. To set your ad campaign to run continuously, simply leave the end date as “No End Date” (the default setting).

**compared to those who launched all their campaigns with end dates during the first 60 days of advertising with Sponsored Products (Amazon Internal Data, EU, February-April 2018)*



Step Four: Select at least 5 keywords per campaign

Keywords are words or phrases that Amazon uses to match your products to shopper searches. Selecting the right amount of keywords that are relevant for your products is essential to reaching your most relevant potential customers. On average, sellers who launched a campaign with at least 5 keywords have up to 60% more ad attributed sales*.

**compared to those who selected fewer than 5 keywords in the first 60 days of advertising with Sponsored Products advertising (Amazon Internal Data, EU, February-April 2018)*

Heads up!

This step is for manual campaigns only

Manual targeting

When selecting keywords, try to think about words or phrases that relate to the product type and category, and synonyms of the products. You will also need to select the level of traffic exposure you want your ads to receive. To do this, you will need to select one of 4 keyword match types: broad, phrase, exact, negative phrase or negative exact.* Broad match is the default match type, and means your ad may appear when a customer searches for your keywords in any order (including close variations of your keywords). Meanwhile, exact is the most specific match type—a customer’s search term must meet your keyword exactly. You can also experiment with using negative exact match type to remove irrelevant keywords that are providing return.

We recommend you start with broad match to reach the widest audience, and exact match to understand the performance of specific keywords. After your first campaign goes live, you’ll be able to identify and select new keywords by checking your ‘search term report’ to see which customer searches result in awareness and sales. We recommend you check this report frequently, as the keywords shoppers use to find your products change often.

The Keyword Match Types:

- **Broad match:** This offers the widest traffic exposure. Your ad may appear when a customer searches for your keyword in any order, including close variations.
- **Phrase match:** Your ad may appear when a shopper searches for either your exact phrase or sequence of words in your keyword. While this is more restrictive than broad match, it can drive more relevant traffic to your ads.
- **Exact match:** In order for your ad to show, a shopper’s search term must match your keyword exactly. This is the most restrictive match type, but can help generate the most relevant traffic.
- **Negative phrase and exact match:** Applying a negative match type to keywords in your campaigns prevents your ads from showing when a customer searches for those terms. This helps you maximise relevant clicks and minimise those that aren’t.

Top Tip

When using exact match...

a customer’s search term must meet your keyword exactly, otherwise it won’t show. We therefore recommend you avoid using pronouns like “a” or “the”, which may not match a shopper’s search exactly, causing your ads not to show for relevant search results.

Negative keywords

Also, make sure you're prepared to bid competitively. We recommend setting the maximum cost-per-click bid you're willing to pay.



Part Two: Optimise your campaign

Once your campaigns have been live for a couple of weeks, you can use your reporting to see which keywords, bids and products are getting you the most sales and visibility. Based on our analysis of thousands of ad campaigns, we've identified 3 steps to help you optimise your campaigns for success during your first 60 days of advertising.



Step One: Use at least 1 new keyword match type per campaign

Keyword match types empower you to manage the traffic exposure your ads receive. We recommend you start by using broad (maximum exposure) and exact (most targeted) match types. If you're already using these, experiment with using negative exact match types to remove irrelevant keywords. On average, sellers who added at least 1 more match type during the first 60 days of advertising with Sponsored Products have up to 160% more ad attributed sales*.

**compared to those who did not add an additional keyword match type during the first 60 days of advertising with Sponsored Products (Amazon Internal Data, EU, February-April 2018)*

Step Two: Update the products you advertise at least twice

To help your ads deliver more return, you'll need to track which products are driving the most sales and awareness on Amazon. To do this, visit your "Advertised Product" report after your ad campaigns go live. This will tell you information such as the number of times your product appears on a page or is bought as a result of your ads. We found that on average, sellers who updated their campaign ASINs at least twice during the first 60 days of advertising with Sponsored Products have up to 50% more ad attributed sales*.

**compared to those who optimised just once or not at all during the first 60 days of advertising with Sponsored Products (Amazon Internal Data, EU, February-April 2018)*

Heads up!

This step is for manual campaigns only

3-minute tutorial

Downloadable reports

Be conscious of budget—if you see that one of your products is appearing in search results and driving sales, we recommend you keep it live; if you see the product is resulting in a high number of clicks but a low number of sales, swap it for a different product, or separate it into a separate ad group with more specific keywords.



Step Three: Update your keywords at least 3 times

The words and phrases shoppers use when looking for products may change depending on things like the time of year they search and new brands or similar products that become available. It's therefore essential to stay on top of which keywords are driving the most sales and awareness for your products. On average we found that sellers who updated their keywords at least 3 times during the first 60 days of advertising with Sponsored Products have up to 60% more ad attributed sales*.

**compared to those who updated their advertised keywords fewer than 3 times during the first 60 days of advertising with Sponsored Products (Amazon Internal Data, EU, February-April 2018)*

To find the keywords that work best for you, visit Campaign Manager to download your [Keywords report](#). This will show insights such as the number of times your keywords resulted in your ad showing on a page, or how many times your ad was clicked or bought as a result of your ads. Be conscious of budget—if you see that one of your keywords is appearing in searches, we recommend you keep the keyword live and increase your bid. If on the other hand you see a keyword is resulting in a high number of clicks but a low number of sales, consider swapping the keyword or reducing your bid.

We found that on average, sellers who updated their keyword bids at least 4 times during the first 60 days of advertising with Sponsored Products have up to 120% more ad attributed sales*.

**compared to those who updated their bids once or not at all during the first 60 days of advertising with Sponsored Products (Amazon Internal Data, EU, February-April 2018)*

Heads up!

This step is for manual campaigns only

Webinars

Want more support?

Attend one of our [monthly webinars](#) to learn from our Sponsored Products specialists.

7 key strategies to remember

Build your advertising success on Amazon by using a combination of strategies. Learn our top 7 recommendations below.

- Select at least 2 products to advertise. We suggest you start by adding at least 2 products—which are similar by product type or price—to your ad campaign when prompted by Campaign Manager.
- Set your budget to at least £5—you only pay when someone clicks on your ads—and you can change your daily budget at any time.
- Set up your ad campaigns to run continuously without an end date to keep your products top of mind and keep up with search trends.
- Select at least 5 keywords. Use your search term report to discover the keywords shoppers are using to find your ads.
- Use at least 1 new keyword match type when optimising your campaigns. Note: When using exact match, a customer’s search term must meet your keyword exactly, otherwise it won’t show.
- Update the products you advertise at least twice. Visit your “Advertised Product” report to see which products are performing best for you.
- Update your keywords at least 3 times during the first 60 days of advertising with Sponsored Products.

Sponsored Brands



If you're enrolled in the [Brand Registry](#), use 3 of your top-performing products to create a [Sponsored Brands campaign](#).

If you're not sure which keywords to target, start by using Amazon's suggested keywords, available during the campaign creation process. We recommend starting out with broad match.



Make your ad headline engaging and action-oriented. Call out whether your products are new or exclusive, and try a strong call to action like "Shop now" or "Save now."



You can choose the main image to represent your brand in the ad. For best results, we recommend using your brand logo. Also make sure to include different images for the 3 products in the ad.





All Sponsored Brands ads undergo moderation. Once you finish creating your campaign, it will undergo review, and you'll be notified within 3 business days if it's approved. If your ad has been rejected, we'll notify you via email to explain why it wasn't approved. Common moderation issues to avoid:

- Headline mismatch with products in the ad or keywords being targeted.
- Unsupported claims such as "best" or "top-selling."
- Incorrect punctuation, spelling, or capitalisation.



Use the [win rate feature](#) to set competitive keyword bids. Win rate shows the estimated share of impressions that your keyword may win over the next 30 days, based on campaign relevance, your bid, and what other advertisers are bidding for your keyword in the last 7 days.



Stores



If you're enrolled in the [Brand Registry](#), take the time now to [create your free Store](#) for your brand to start building shopper awareness. Use your store's unique brand URL in a Sponsored Brands campaign or any off-Amazon marketing channels you use.

Use one of the three design templates:

- **Product grid:** A simple, organised way to display your selection.
- **Marquee:** Curated product selection with additional space for select imagery and copy, such as product descriptions and customer quotes.
- **Showcase:** A content-rich layout that features a broad selection of products and provides plenty of space for product information and images.



Add multimedia content that helps bring your brand to life. Images can illustrate your brand story, and videos can show your products in action.



You can handpick product listings for your store or use dynamic widgets to auto-populate different product displays. These widgets use individual shopper insights such as keyword search, best-selling products, and/or recommendation history, and automatically update your store pages when you add new listings.



Check your [Stores dashboard](#) regularly for insights on sales, page views, and traffic sources from both on and off Amazon.

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