

2022

Webinar Guide



Get started with Amazon Ads

Get started with sponsored ads

In this introduction to Amazon Ads, we'll cover how sponsored ads can help Amazon customers discover and purchase your products.

[Register here](#)

Introduction to keywords and sponsored ads

We'll cover the ins and outs of keywords in this free webinar—how to find new ones, evaluate existing ones, and adjust them to your goals.

[Register here](#)

Strong foundation, strong ads: Get ready for advertising

We'll cover advertising eligibility, key retail matters to consider when creating sponsored ads campaigns (like how to craft engaging detail pages), and tips for choosing the right products to promote.

[Register here](#)

Not sure what's right for you? [Explore](#)

Introduction to bids and budgets

In this free webinar, we'll explore how bids and budgets affect your campaigns, and how to create a strategy that works for you.

[Register here](#)

Introduction to campaign targeting methods

In this free webinar, we explore different campaign targeting methods—automatic, keyword, and product—and show you how and when to use them to help maximize campaign performance.

[Register here](#)

Live advertising support: Chat with our advertising specialists

Join us for free, live support, where we'll answer questions about your performance, give you tips to optimize your campaigns, and help set you up to meet your business goals.

[Register here](#)

Grow your sponsored ads strategy

Next steps for success with sponsored ads

In this free webinar, we'll cover what's next for your sponsored ads campaigns. Here, you'll learn how to get started with manual targeting through an on-screen campaign creation demo.

[Watch here](#)

Grow global: Tips for advertising in more marketplaces

In this free webinar, you'll get practical, hands-on guidance for running sponsored ads campaigns in your eligible marketplaces. Join us for insights, anecdotes, and campaign management strategies to help get you started.

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Strong products, strong ads: Pick ASINs that help improve your performance

Here, you'll learn how to choose products for your ads that have the highest chance of engaging customers—and how to set the right strategy for each product to help bring more attention to your whole catalog.

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Not sure what's right for you? [Explore](#)

Optimize your sponsored ads campaigns

Tips for optimizing your keyword strategy

In this free webinar, you'll learn how to get the most out of your campaigns by finding, choosing, and using keywords more effectively.

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Tips for optimizing and expanding your targeting strategy

With this free webinar, you'll learn how to analyze and optimize your targeting strategy to meet your business goals.

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Deep dive: Optimize your campaigns with negative targeting

In this free webinar, we'll explore how you can use negative targeting to optimize your Sponsored Products and Sponsored Brands campaigns.

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Tips for optimizing your budget and bids

In this session, we share information and best practices on how you can leverage budget and bidding strategies to help improve your Sponsored Products and Sponsored Brands campaigns.

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Tips for reaching a relevant audience with product targeting

Product targeting can help you connect with more customers, drive consideration of your products with relevant audiences, and increase sales when shoppers are ready to buy.

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[Register here](#)

Measure and analyze your performance

Know your campaign tools: Spotlight on Sponsored Products reporting

In this free webinar, we'll cover the reports available for your Sponsored Products campaigns and show you how to read them—providing in-depth explanations so you can evaluate (and optimize) your performance without guesswork.

[Register here](#)

An in-depth look at bulk operations

In this free webinar, we go beyond the basics of the feature and explore how to fill out bulk spreadsheets, understand your data, and troubleshoot issues you may encounter.

[Watch here](#)

Not sure what's right for you? [Explore](#)

Measure success: Understand your campaign performance throughout the year

Learn how to evaluate their performance in detail with this advanced-level webinar. We'll guide you through the metrics and reports that help you understand how your campaigns performed against your goals, so you can set future strategies to meet and exceed them.

[Register here](#)

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[Register here](#)