




Why Product Display Ads

-  Upsell and cross-sell your products with highly relevant ads on detail pages of similar products
-  Extend your reach to appear in relevant categories or interest groups with a few clicks
-  Engage shoppers with custom ad images and headlines

Ad Placements

Product Display Ads can appear across Amazon.ca desktop and mobile placements on detail pages, customer review pages, and thank you pages. Target multiple products, product categories and interests related to your product.

Always on Approach

Run your campaigns continuously. According to PwC's "Total Retail 2017" report, 83% of adult digital buyers in Canada are buying on Amazon and 55% compare prices on Amazon*. Use Sponsored Products to convert these consumers automatically, in real time, year round.

*As of September 2016 | Source: eMarketer, "Global Ecommerce Platforms 2017: A Country-by-Country Review of the Top Retail Ecommerce Sites", July 13, 2017

Drive Brand Awareness

Product Display Ads provide advertisers with the placements and targeting options that extend visibility to out-of-category shoppers and reach a broader audience. Apply these best practices to capture more impressions, and only pay when a shopper clicks your ad:

- Use all 3 targeting types
- Expand to out-of-category shoppers with category and interest targeting
- Bid competitively to maximize impressions
- Select "expand targeting" during campaign setup to extend reach

Campaign Targeting

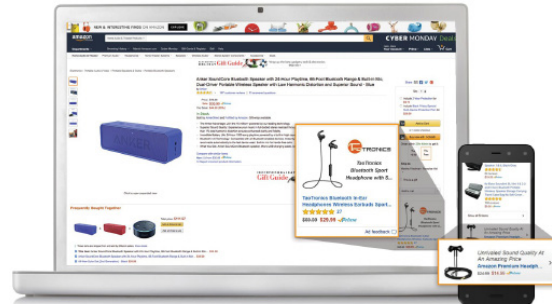
Take advantage of all targeting options to drive sales and extend your reach.

Type	Form of Targeting	Methods	Description
Product	Contextual	Target Specific Products	Manually select detail pages of similar or complementary products for highly targeted ads
		Target Related Categories	Extend your reach to target sections of Amazon's catalog related to your products
Interest	Behavioral	Interest	Drive brand awareness to a broader audience by targeting shopper interest

Drive Sales

Product Display Ads also lets you handpick in-category detail pages to advertise on. Apply these best practices to target highly relevant shoppers and drive conversions

- Use product targeting on competitor, complementary, and your own brand's detail pages to cross-sell and upsell
- Try different creatives and headlines to communicate value proposition for your products



Custom Creative

Create headlines with engaging messaging such as:

- "Exclusive" or "New"
- Include actionable phrases such as "Buy Now" or "Save Now"
- All claims must appear in product detail page
- Avoid any unsupported claims like "#1" or "Best Seller" - these types of promotional messages will not be approved

Reporting

PDA offers campaign specific performance indicators that include clicks, spend, sales, advertising cost of sales (ACoS), detail page views, spend units sold, total sales and average cost-per-click (ACPC). To calculate ACoS, divide the total cost of advertising by sales generated.