# Drive results with Amazon Advertising

Introduce your brand and products to more shoppers. Our self-service solutions help you get discovered, drive sales and reach your business goals.

Sponsored Products

Promote individual products in search results and on product detail pages to increase traffic and sales on Amazon. Launch your first ad in minutes, and only pay when it's clicked.
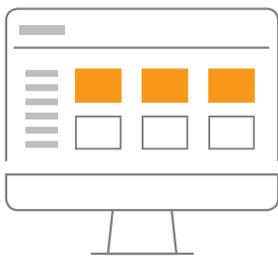
1. Choose the products that you want to advertise.
2. Set your budget. Just $10 a day can help you drive more sales.
3. Select automatic targeting, where Amazon does the work of selecting keywords that match relevant shoppers to your products. Enter one bid and you're done.
4. If you know the keywords or products that you'd like to target, use manual targeting.

Sponsored Brands*

These ads appear in search results to help you boost brand awareness and engagement. Showcase a collection of your products, along with your logo and a customized headline.

1. Choose at least three products that you want to advertise.
2. Add your logo and headline.
3. Decide which keywords to target and how much you want to bid for clicks.
4. Choose where you want to drive traffic. You can link your ad to your Store, which requires the Amazon Brand Registry, or you can create a product listing page featuring a selection of your products.
5. Submit your ad for review. It will be reviewed within 72 hours. Once approved, your ad will run automatically.

Stores*

Promote your brand and products with your own multi-page Store on Amazon. Stores are free to use, easy to create and available to Sellers enrolled in the Amazon Brand Registry.

1. Create pages for your products and categories using predesigned templates or drag-and-drop tiles.
2. Add videos, text and images to tell your brand story and show your products in action.
3. Submit your Store for review. It will be reviewed within 72 hours. Once approved, your Store will automatically be live.
4. Drive shoppers to your Store from both your Sponsored Brands on Amazon and media off of Amazon.

* Sponsored Brands and Stores are only available to those enrolled in Amazon Brand Registry.

Frequently Asked Questions

On Amazon.ca	Sponsored Products	Sponsored Brands	Stores
Ad placement	Top of search results, and alongside rest of search results. Below the fold on product detail pages.	Above and within search results	Not applicable
Targeting	**Keyword targeting**: Choose relevant keywords that shoppers might search for to purchase your products. **Product targeting:** Target complementary product detail pages that shoppers might visit to purchase your products.	**Keyword targeting**: Choose relevant keywords that shoppers might search for to purchase your products.	Not applicable
Drive traffic to	Product detail page	Your Store or product list page, or product detail page	Product detail page
Recommended daily budget	$10	$10	Not applicable. Stores is free to use.
Payment methods	**Default**: Automatic deduction from your selling account balance **Other options:** Credit card	**Default**: Automatic deduction from your selling account balance **Other options:** Credit card	Not applicable. Stores is free to use.
Sales reporting breakdown	Product and keyword-level	Keyword-level	Page-level
Tips	Start with automatic targeting—it's fast, easy, and helps you understand how customers are finding your products.	'New-to-brand' metrics help you understand how you're acquiring new customers on Amazon.	Help drive more traffic to your Store by linking it to a Sponsored Brands campaign.

Ready to get started? Here's how:

Sign in to Seller Central and hover over 'Advertising' in the menu, then click on 'Campaign Manager.'
You can also go to advertising.amazon.ca to register, or for more information about our solutions.