

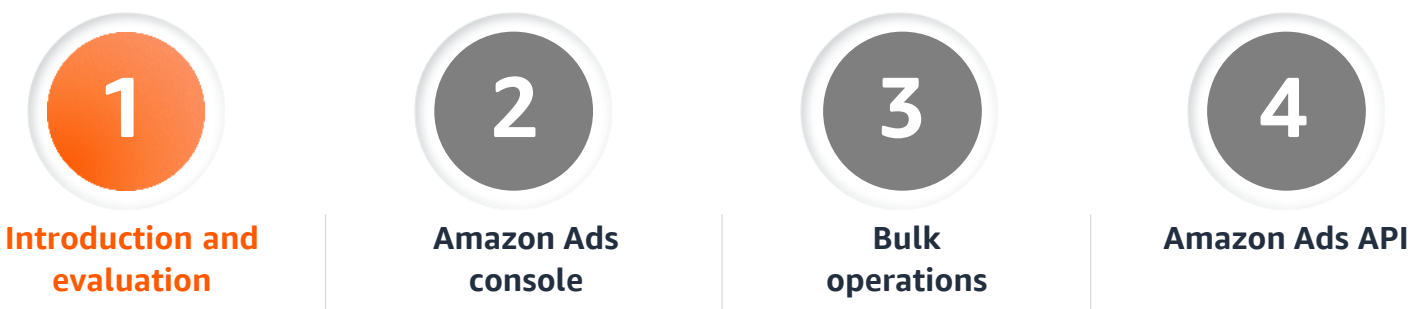
Advanced tools guide

Designed for advertisers, agencies, and tool providers, this guide will introduce you to Amazon Ads's advanced tools to help you scale your business



Introduction and evaluation

In this guide, we will share the benefits and considerations for choosing advanced tools to help you manage and scale your business with Amazon Ads.



Introduction

Amazon Ads supports advertisers, agencies, and tool providers of all sizes. We want to help you find the right advertising solution, including ways to help you manage and report on your advertising activities. When it comes to managing your campaigns, Amazon Ads offers you three unique options: the Amazon Ads console, bulk operations, and the Amazon Ads API. Let's introduce you to each of these tools.

Amazon Ads console

The advertising console is where most companies start managing Amazon Ads campaigns. It's the easiest option to begin setting up new advertising campaigns and make changes to one campaign at a time. Through the Amazon Ads console, you can use additional management tools like manager account for a consolidated view of advertising activity, across clients, brands and products.

Bulk operations

As your advertising needs grow, they may become more complex, requiring more campaigns or optimizations. When all of the daily tasks of campaign setups, launches, and optimizations become too challenging to manage individually, bulk operations can help. Bulksheets is a spreadsheet-based tool that enables bulk operations for sponsored ads campaigns. You can download your sponsored ads metrics in a bulksheet, make edits, and upload. You can use bulk operations to:

- Save time with the ability to simultaneously add or remove hundreds of keywords and product attribute targets, and adjust bids and budgets at scale.
- Deliver results by downloading performance metrics against respective campaigns and optimizing them at scale.
- Reduce latency with the ability to work offline by editing your campaigns locally.

Amazon Ads API

The Amazon Ads API allows for scale and automation, enabling developers to build powerful and custom applications. The Amazon Ads API provides:

- Convenience to manage your Amazon Ads campaigns effortlessly using the same solution or tool you use to manage your seller business and other marketing channels.
- Scale to automate manual tasks and perform tasks in mass to reduce time spent per action.
- The ability to help automate testing and implement advanced optimization algorithms to support improvements in performance.

You can build into the Amazon Ads API directly, requiring engineering resources, or connect into the Amazon Ads API through a third-party partner. Third-party partners, also known as tool providers, offer access to technology solutions they have developed through the Amazon Ads API. Amazon Ads' partner directory is a resource available to you to help discover third-party partner offerings and find a partner to support your advertising goals.

Introduction and evaluation



Evaluation

Amazon Ads offers advertising solutions to help you reach and engage with Amazon customers at every stage of their journey. Supporting business of all sizes, Amazon Ads has created tools to help you meet your advertising goals. Each company should determine which tool, or combination of tools, work for their business. In this section, we share considerations for choosing between the Amazon Ads console, bulk operations, and the Amazon Ads API.

Customization

Amazon Ads tools allow you to create customized solutions to your advertising management and reporting.

- The Amazon Ads API may be a good option for those who are interested in building their own unique technology solution with custom capabilities.
- The Amazon Ads console or bulk operations are available if your needs for customized solutions are moderate to low.

Automation

You can use Amazon Ads tools to automate manual work, such as bidding or budget updates.

- Through the ability to edit campaigns at scale, both bulk operations and the Amazon Ads API allow you to reduce the manual changes to campaigns, saving you time. An integration with the Amazon Ads API will provide you with opportunities to build custom rules into your advertising solution.

Scale

A significant factor in the choice between Amazon Ads tools includes the number of campaigns you manage and test, and resources you have available.

- If you have developer resources available and manage a large number of campaigns, the Amazon Ads API is a tool you may want to consider.
- Bulk operations also allows campaign management at scale, but does not require developer resources to use. We do recommend a familiarity with spreadsheet-based tools.
- The Amazon Ads console may be the best option if you manage a small number of campaigns and can make edits one at a time.

Campaign optimization

As your advertising activities evolve, you may seek opportunities to optimize your campaign performance.

- The Amazon Ads API allows you to create differentiated optimization algorithms.
- Bulk operations allows for campaign optimizations at scale, where you can pause, increase, or decrease spend to support campaign optimizations.
- The Amazon Ads console can provide you with performance metrics, which allow you to determine which campaigns require action for performance optimization.



Introduction and evaluation

Control and unification

You may have unique needs when it comes to the level of control and system unification you need from Amazon Ads tools.

- An integration into the Amazon Ads API may allow you to connect to other systems you have, creating a unified view of your advertising activities. You will own your integration development, with the ability to create a custom interface for your business.
- The Amazon Ads console offers access to your advertising activities on Amazon. If you manage multiple brands or advertisers, manager account is available through the Amazon Ads console to provide you with a consolidated view of performance across Amazon Ads products and geographies.

Reporting

All Amazon Ads tools will give you access to reporting functionality, but there are variances to the level of custom insights by tool.

- The Amazon Ads API will offer you the ability to build customized reporting, aggregate metrics, and create data visualization dashboards.
- Using bulk operations, you can download sponsored ads information, including performance metrics against respective campaigns to inform campaign optimizations at scale.
- The Amazon Ads console gives you access to view and download reports on key metrics by product, keyword, performance, and more

Learn more in the advanced tools decision matrix to decide what Amazon Ads solution is right for your business



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Amazon Ads console

The Amazon Ads console is available to you to manage your advertising with Amazon. Within the console you can create and edit campaigns, as well as view performance metrics and reports. The Amazon Ads console allows automated targeting and bidding strategies, and includes reporting functionality.

We recommend use of the Amazon Ads console as your primary solution for managing campaigns if you have limited technical resources or require only a small number of campaign updates.

View Amazon Ads 'onboarding
guide to learn more



Amazon Ads console

Manager account

Manager account can help vendors, sellers, and agencies manage multiple advertising accounts with a single sign-on. Through creation of a manager account, you have the ability to link different account types and regions, and manage team access to your advertiser accounts.

Unified view for seller and vendor accounts

As an agency managing both seller and vendor advertising accounts, you can use manager account for a consolidated view of your metrics, billing summary, and user management across all advertisers within your region(s) of choice and across account types.

Multiple locales

For agencies operating in multiple locations, you can link multiple country-specific accounts into a single regional manager account. You can create a European manager account for the United Kingdom, France, Germany, Italy, and Spain, and a North American manager account for the United States, Canada, and Mexico. In addition, manager account is also available for the individual countries of Australia, China, Japan, and the United Arab Emirates.

View the manager account user guide to learn how to get started



Multi-brand advertising

For agencies who manage multiple brands or advertiser clients with Amazon, manager account is a tool to consolidate your advertising in a single dashboard.

Across advertising products

Manager account allows links to both sponsored ads and Amazon DSP advertising in a single dashboard, so that you can measure total aggregate spend and return on advertising spend (ROAS) on Amazon Ads

Overview

Maria Corbin

Find accounts by name or ID

All accounts

Columns

Date range: This month

Export

Accounts	Type	Spend	Impressions	CPM	Clicks	CTR	CPC	Sales	ROAS
Accent Athletics A241P20210714GJAL	DSP	\$11,085.19	143,385.70	\$7.63	18,468.038	0.0127%	\$7.67	\$11,085.47	1.09
Accent Athletics A241P20210714GJAL, United States	Sponsored ads	\$70,755.14	3,721,516.14	\$1.86	6,007,408	0.1607%	\$1.17	\$16,445.67	0.92
Kitchen Smart A241P20210714GJAL	DSP	\$1,700.00	\$1,000.00	\$7.00	5,170,204	0.1704%	\$1.57	\$7,400.00	2.85
Too Many Cupcakes A241P20210714GJAL	DSP	\$10,000.00	1,100,000.00	\$5.54	5,777,214	0.0547%	\$1.20	\$10,000.00	0.53
Outdoors A241P20210714GJAL, United States	Sponsored ads	\$1,753.47	\$1,753.47	\$7.44	2,007,400	0.1100%	\$2.00	\$1,000.00	0.89
Super Power Batteries A241P20210714GJAL	DSP	\$4,000.00	\$4,000.00	\$1.63	2,332,000	0.0047%	\$1.16	\$1,000.00	0.15
Super Power Batteries A241P20210714GJAL	DSP (Managed)	\$1,700.12	\$1,700.12	\$1.81	780,000	0.0040%	\$0.46	\$0.00	0.00
115 A241P20210714GJAL, United States	Sponsored ads	\$7,746.75	\$7,746.75	\$1.16	6,670,000	0.0075%	\$1.00	\$7,746.75	0.27

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Introduction to bulk operations

Bulk operations use bulksheets, a spreadsheet-based tool that enables bulk operations for sponsored ads campaigns. Using bulk operations tools, you can download your sponsored ads metrics in a bulksheet, make edits, and upload.

Why use bulk operations?

Determining whether bulk operations is the right option for you depends on the number of campaigns you manage. If you are creating a campaign for the first time or modifying a small number of campaigns, campaign manager in the advertising console is a good option. However, bulksheets is a more efficient option to manage scaled changes across a large number of campaigns, ad groups, ads, keywords, and product attribute targets, helping you save time and effort. Bulk operations supports campaign management for Sponsored Products, Sponsored Brands, and Sponsored Display.

Getting started with bulk operations

To access the bulk operations tool for sellers, navigate to "Advertising" on the top navigation menu in Seller Central. You'll be directed to the advertising console, where you can select "Bulk operations" in the side navigation menu. For vendors, select "Bulk operations" in the side navigation menu within the advertising console.

To learn of new product updates to bulk operations, view bulk operations [release notes](#) in the advanced tools center.

Learn more through the bulk
operations user guide



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Amazon Ads API

Introduction to the Amazon Ads 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.

Options for Amazon Ads API integration

1. 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.

2. 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.

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

- Multi-channel
- Online retail
- Bid optimization
- Keyword optimization
- Automated campaign creation
- Budget management
- Reporting
- Guided services
- Retail and content management
- Consulting services
- Lead generation
- Research

*You can use [**Amazon Ads' partner directory**](#) to discover a growing community of agencies and tool providers who offer expertise across a diverse range of Amazon Ads specialties.*

Bulk operations

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 question and need

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 takes 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.

Products supported on the Amazon Ads API

The Amazon Ads API currently supports the following Amazon Ads products:

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

Learn more about getting started in the Amazon Ads API onboarding guide →

To learn more about the Amazon Ads products available on the Amazon Ads API, visit the [advanced tools center](#).



Resources for advanced tools

We know there are many considerations for choosing the right tool to manage your Amazon Ads business and we want to help you find the best solution. Below you can find a summary of helpful resources available to you from Amazon Ads.

- [Amazon Ads advanced tools decision matrix](#) to help decide what solution is best for your business
- [Amazon Ads console](#) access
- [Manager account user guide](#) for information on how to get started and best practices
- [Bulk operations user guide](#) for information on how to get started and best practices
- [Amazon Ads API onboarding guide](#) to learn more about getting started on the Amazon Ads API
- [Advanced tools center](#) for bulk operations and Amazon Ads API technical documentation, release notes, and best practices

