

# SPONSORED PRODUCTS FOR BRAND OWNERS

## What you'll learn

Creating Sponsored Products ads is easy and may significantly increase the discoverability of your products. Use Sponsored Products ads to improve your brand visibility: getting your listings on page 1 of search results with highly relevant ads can lead to an increase in sales.

# What is Sponsored Products?

Sponsored Products is a pay-per-click advertising solution for brand owners to promote their products with targeted ads.

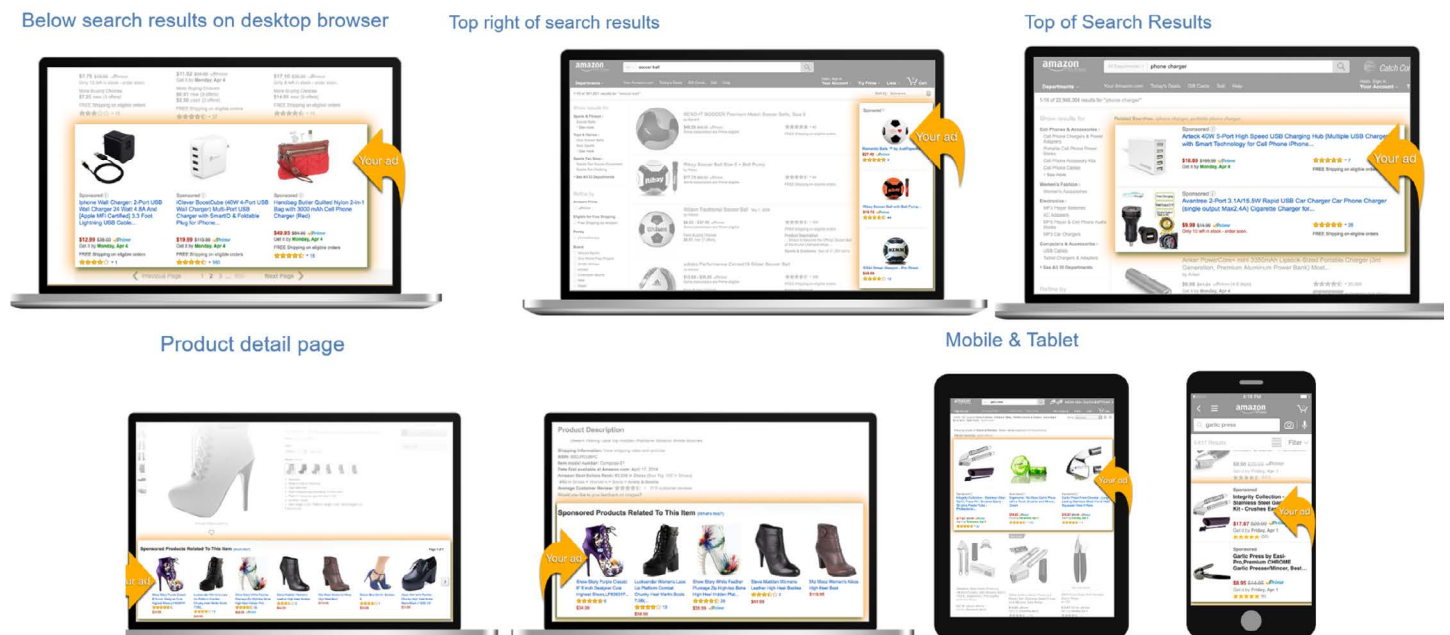


Fig. 1 Sponsored Products ad placements

Sponsored Products helps customers discover your products by giving you the opportunity to display your listings on page 1 of search results and thereby increase your sales. With Sponsored Products, you can deliver highly relevant ads to targeted customer searches, plus you'll be able to

easily measure your return on advertising investment and optimize your ad spend.

Try it out

We're offering **\$50 in free clicks<sup>1</sup>** when you start your first campaign.

1 Terms and Conditions of the Amazon Sponsored Products \$50 Click Credit Promotion. For Amazon Marketplace sellers that register for a new Amazon Sponsored Products account by March 31, 2017, Amazon will apply a promotional credit of \$50 to that seller's Amazon Sponsored Products account. Any unused portion of the promotional credit will expire on April 30, 2017. Sellers must register and maintain an Amazon Sponsored Products account in good standing with Amazon, subject to the terms of the Amazon Services Business Solutions Agreement. Advertisers must have a valid payment method for advertising fees on file to receive the promotional credit. This offer and the promotional credit are non-transferable, not for resale and not redeemable for cash. This offer is void where prohibited and in the event of fraud, mistake or any failure to satisfy any terms of the offer. Amazon reserves the right, in its sole discretion, to terminate or modify this offer at any time.

2 <http://www.businesswire.com/news/home/20160105005525/en/Sellers-Amazon-Cap-Big-Year-40-Percent>

# Why should I use Sponsored Products?

The main benefit of Sponsored Products is that it can increase your brand's sales by delivering highly relevant ads targeted to customers based on their searches.

## Improve discoverability

Get your listings on page 1 of Amazon search results to expose a new item to customers.

## See clear ROI

Easily measure ROI so you can optimize your ad spend.

## Pay per click

Pay only when a customer clicks on your ads.

## As a brand owner, you can use Sponsored Products Ads to:

Promote a new brand or product line you've just launched.

Promote new product variations (such as additional models, colors, or sizes) or seasonal items.

Promote excess or stale Fulfillment by Amazon inventory or clearance items.

**Note:** To be eligible for Sponsored Products, you need to have a professional selling account and offer products in an available category that are Buy Box-eligible.

“ Amazon's Sponsored Products are providing an amazing return! We are seeing a 4-1 return on each dollar invested into advertising. ”

👤 Seller: Belkin International, January, 2016, Computer & Accessories





*“ One of our products jumped from a 70,000 to 20,000 sales rank in Home & Kitchen, and from page 4 to page 1 in natural search results. These improvements helped drive a 2,600 percent return on investment... The results we’re getting from the Sponsored Products program are phenomenal. ”*

1 Seller: MMP Living, March, 2014, Home & Kitchen

# How

## do I create a Sponsored Products ad?

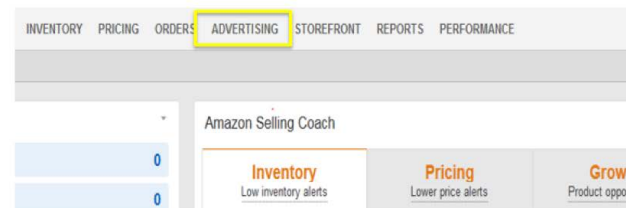
### Creating a campaign is simple.

- 1 Select **Campaign Manager** from the **Advertising** menu.
- 2 If you've never created a Sponsored Products campaign before, select "Create a campaign" on the page to activate your advertising account. By default, charges for your advertising will be deducted from your seller account.
- 3 Next, insert your campaign details, including your name, daily budget, campaign duration, and targeting type.

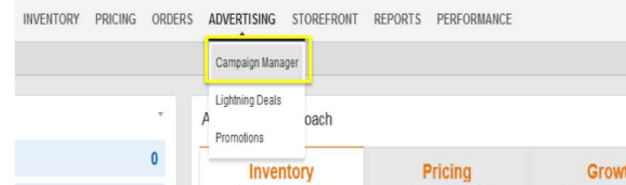
### Tip

We recommend not setting an end date and starting with automatic targeting.

In your Seller Central Account, click on the Advertising Tab.




Then click on the Campaign Manager section. This will take you to Sponsored Products.



CAMPAIGN SETTINGS CREATE AD GROUP

1

**Set your campaign budget and duration**

Campaign name  

Daily budget   
\$1.00 minimum

Start date  End date

**Select a targeting type**

**Automatic targeting**  
Amazon targets your ads to all relevant customer searches based on your product information. You can download a

**Manual targeting**  
Your ads are targeted based on the keywords you choose. [Learn more](#)

### Set Your Campaign Budget and Duration:

- Create a Campaign Name
- Set an Average Daily Budget
- Set a Campaign Time Frame
- Select a Targeting Type

# How

## do I create a Sponsored Products ad? (cont.)

### Creating an Ad Group:

Name your Ad Group

Set your Default Bid

Select Products to Advertise

- 4 Create your Ad Group. Set your bid and select the ASINs you wish to advertise. **Consider grouping like products together in your Ad Group.**

### Tracking Progress

Default attribution window is 7 days

Monitor: Impressions, Clicks, Spend, Sales, ACoS

Timeframe can be customized

Today	Impressions	Clicks	Spend	Sales	ACoS
	125,636	543	\$8.94	\$0.00	No sale
	27,869	135	\$2.05	\$0.00	No sale
	18,097	80	\$1.47	\$0.00	No sale
	11,864	64	\$0.98	\$0.00	No sale
Yesterday	4,165	31	\$0.52	\$0.00	No sale
Week to date	9,468	30	\$0.50	\$0.00	No sale
Last week					
Month to date					
Last month					
Year to date					
Last year					
Lifetime					

- 5 Then your ads are ready to display on Amazon. It's important to monitor the performance of your advertising. **Check Campaign Manager at least once a week to optimize your campaigns.**

Your ads may appear on product detail pages and also within Amazon search results. You only pay when your ad is clicked and a customer is taken directly to your product detail page. You can monitor impressions (the number of times your ad was displayed), track your click-through rate, review your advertising spend, and analyze your average cost of sales (ACoS) by downloading your sales reports and conversion data.

### Tip

Learn more about advertising opportunities on [advertising.amazon.com](https://advertising.amazon.com)

# Sponsored Products

Keep the following strategies and best practices in mind as you get started with Sponsored Products. Selecting a good product for a Sponsored Products campaign:

## Tip 1

### Drive your decisions with data

Look at organic product performance and use our business reports to help you.

## Tip 2

### Group products that are similar

A high unit session percentage, average selling price, or Buy Box percentage are good indicators, for example.

## Tip 3

### Try our suggestions

Launch a campaign with automatic targeting to help you easily identify which of your products have the best fit for advertising.

## Tip 4

### Recommended Advertising Strategies

For the largest initial impact, focus first on adding content to ASINs that already have lots of traffic. However, in order to maximize brand awareness and create a consistent experience for your customers, continue to add content to all ASINs.

Example Campaign	What's the Strategy?	Example Bidding Strategy
Top Sales/Converting	<b>Throw-gasoline-on-the-fire:</b> Promote your top moving items and those most likely to see quick ROI.	<b>2X</b> Avg Winning Bid by category
Increase Visibility on Low Traffic Items	Items that are <b>middle-of-the-pack:</b> have proven demand, but are relatively slower movers	<b>1.5X</b> Avg Winning Bid by category
Cast a Wide Net	<b>Bottom-of-the-barrel,</b> with at least 1 sale	<b>Avg Winning Bid</b> by category
Catch All	Easiest and most effective way to <b>find-needles-in-the-haystack,</b> using a flat conservative bid	<b>\$0.05</b> flat bid
Promote New Offers	Items that are <b>new-to-the-catalog</b>	<b>2X</b> Avg Winning Bid by category

# Creating your campaigns

- 1 Advertise all your products** Use this opportunity to easily promote your entire catalog.
- 2 Add negative keywords** Pull your Search Term Report and exclude low-performing customer search terms. Refine your targeting to exclude less relevant terms to lower your ACoS.
- 3 Use automatic and manual targeting** Pull your Search Term Report and double down on bids for high-performing customer search terms. Use Phrase or Exact Match types to see results.
- 4 Leverage bulk operations** If you have a large number of campaigns, keywords, or ads, use bulk operations to make changes to your advertising by uploading a spreadsheet. Use the Sponsored Products Bulk Template to get started or edit/add to the Bulk File with your existing campaign information using the [bulk operations playbook](#).
- 5 Apply Bid+ to manual campaigns** Enabling Bid+ may increase your chances of your ad appearing at the top of search results.
- 6 Use Advertising Reports** Use the Advertising Reports in Seller Central to improve your results. Use the Search Term Report playbook to better understand your campaign results.
- 7 Allow enough time to analyze results** We recommend setting your campaign to have no end date. Review your advertising spend and sales increase after at least two weeks to gauge results.
- 8 Fine tune keywords over time** Don't expect a campaign to work perfectly the first time; you'll need to continuously monitor your campaigns and use the [Search Term Report](#) to adjust your advertising strategy.

## For more information

### [Seller University for Sponsored Products](#)

Get a detailed overview of Sponsored Products.

### [Sponsored Products](#)

[YouTube Channel](#) Learn how to set up Sponsored Products campaigns.

[sp.amazon.com](#) Help more shoppers discover and buy your products.

### [Advertising.amazon.com](#)

Learn about all advertising opportunities on Amazon

### [Q4 Sponsored Products](#)

[Webinar](#) Learn how to get your campaigns ready for the holiday season.