

Best practices for your Sponsored Brands ads

From your logo to your backstory to your bestselling products, every facet of your brand is important.

You're on Amazon to help more people discover, shop, and engage with your business. Sponsored Brands—a customizable, cost-per-click ad solution—can help extend your efforts.

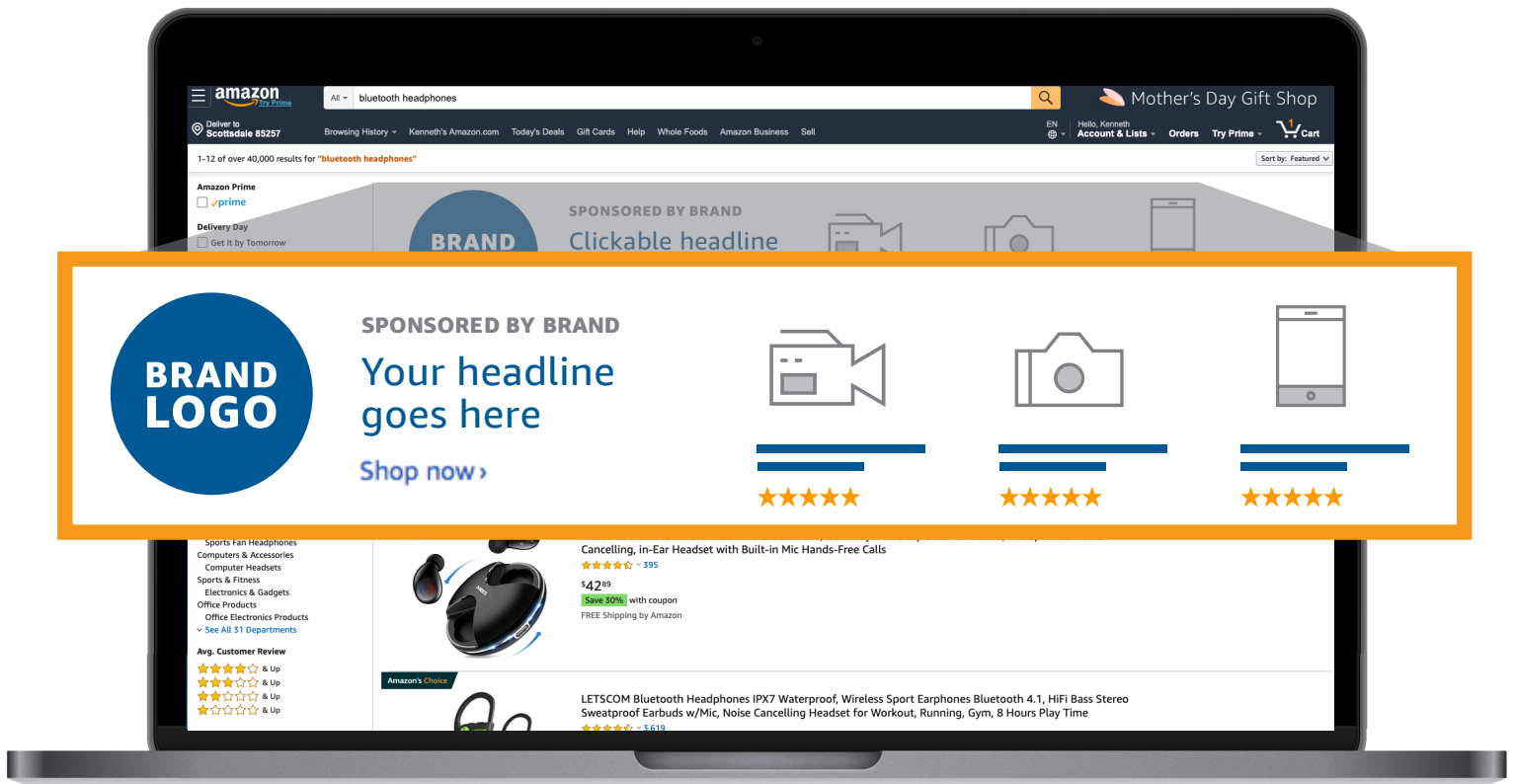
Beyond helping you grow your audience, Sponsored Brands also let you tell a powerful, on-brand story. You control the look and message of your ads, so you can be confident that you're accurately representing your brand and creating a consistent, engaging experience for customers.





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A branded experience: Display your logo, showcase a collection of your products, craft your own headline, and drive to your Store to deepen engagement with your brand and selection.

Quick facts

- ✓ Available to vendors as well as sellers enrolled in Amazon Brand Registry
- ✓ Keyword and product targeting help you reach customers shopping for products like yours
- ✓ Placements provide instant visibility for your brand
- ✓ Pay only when your ad is clicked
- ✓ You can set your campaigns with no end date to stay discoverable to shoppers any time of year

“One thing I really like about Sponsored Brands is they’re the first thing you see on the Amazon shopping results page. You can’t miss it.”

Ritu, Amazon advertiser

Success tips

Whether you're new to Sponsored Brands or running campaigns already, here's what you need to know to create and optimize your ads.



Targeting strategies

You have two targeting options for Sponsored Brands: keyword targeting and product targeting. We recommend including both of them in your advertising strategy to help maximize reach and coverage. (Note: Advertisers can only use one targeting type per campaign).

Keyword targeting: Keywords play an important role in your campaigns. You can enter ones you know you'd like to target, as well as include Amazon's suggested keywords as you build your ad.

Some other keyword tips to keep in mind:

- Include at least 25 keywords in your campaigns, and make sure you have a mix of match types—broad, phrase, and exact—depending on your goals. Broad match gives you the widest traffic exposure, while phrase and exact match can help you refine traffic to your ads.
- If you want a certain word to always appear in any broad-matched keyword, add a broad match modifier by adding a '+' symbol before the word. For example: If you use a keyword '+men shoes' with broad match, then the ad will only match to queries that contain the word 'men.' The ad may match to 'men sneakers,' or 'running shoes for men,' but not to 'running shoes.'
- More than a quarter of customers shop across multiple brands.¹ This means it's important to be competitive against both category-level shopping queries and branded shopping queries (containing your brand name and product names, or variations) so you can help educate and engage shoppers as they discover products on Amazon.
- Add negative keywords to your campaigns to help prevent your ads from appearing on shopping results pages that don't meet your performance goals.

- Use your Sponsored Brands search term report to understand how customers are discovering your products. Identify the queries generating the most clicks and sales, and bid more competitively on these keywords to help maximize your results.

Product targeting: With product targeting, you can target individual products or broaden your reach by targeting entire categories. At the same time, you can refine your category targets by specific brands, ASINs, price range, and star ratings.

Why should you use product targeting? Try it when:

- You need to widen your reach to all products within a category.
- You're competing with a targeted set of brands.
- You want to reach all shoppers shopping for your brand.

A photograph of a woman sitting on a bed and another woman standing by a suitcase in a bedroom. The scene is overlaid with a blue tint. The text is centered over the image.

Up to 69% of shopping queries on Amazon don't include a brand.¹ Winning these queries can be key to reaching new customers and gaining exposure for your brand.

Landing page

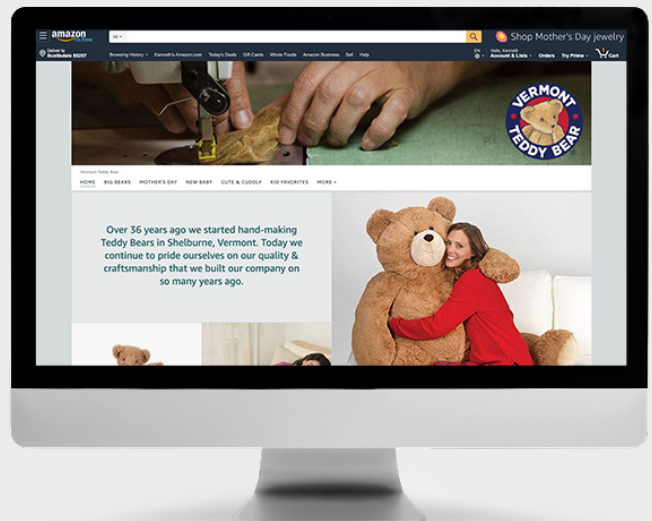
With Sponsored Brands, you have a choice about where you want to drive customers when they click on your logo or byline.

You can either take them to a product list page featuring a collection of your items (be sure to add as many in-stock ASINs as possible to help make sure that your campaigns won't be paused), or to your free, custom Store. We recommend doing the latter, for a few reasons:

- Stores let you share your story and selection in a dedicated setting on Amazon, helping customers engage more deeply with your brand while you reinforce your identity and message.
- They don't require any design or coding experience, and you can build your Store with easy-to-use, drag-and-drop widgets.
- On average, we've seen that linking your Sponsored Brands campaigns to your Store has a 17% better return on ad spend compared to linking to a product list page.²

"Stores are very powerful for brands on Amazon to be able to cross-promote different products...and show off your entire product line."

Sean, Amazon advertiser



Creative

Did you know that nearly 80% of Amazon customers use Amazon to discover new products and brands?³ Sponsored Brands help you stand out to them, and it's easy to create an impactful ad.

Feature the right products

How should you choose the ASINs for your ad? You have two options:

1. Engage shoppers with dynamically optimized Sponsored Brands ads. The product optimization feature automatically selects the most contextually relevant ASINs from your landing page, so your ads change to match each shopping query. Set one campaign for an entire Store or landing page and let Amazon find the relevant products to show in your ad.
2. Manually select products to feature in your ad. When doing this, let your keyword strategy dictate your selection. For example, if you're targeting 'headphones,' you should show an assortment of headphones (over-the-ear, wireless, sport, etc.) in your ad. If your query is more specific—like 'sports wireless headphones'—you should show different models or color variations of these headphones.



If you choose to let Amazon dynamically optimize your ad, avoid writing about specific products in your headline. Keep the message general (centered on your value prop or overall selection) so shoppers understand your ad no matter which products show.

The screenshot shows an Amazon search results page for the query "baby care". The top navigation bar includes the Amazon logo, a search bar with "baby care" entered, and the "New Year New You" banner. Below the search bar, there are links for "Hello", "Select your address", "Your Amazon.com", "Today's Deals", "Whole Foods", "Registry", "Sell", and "Help". The search results show "1-16 of over 200,000 results for 'baby care'". A sponsored brand ad for Jack & Jill is highlighted with a large orange oval. The ad features the Jack & Jill logo and the headline "Caring for your little ones has never been easier." Below the headline, three products are displayed: Jack & Jill Diapers, Size 4T, 162-count (4.5 stars, 246 reviews), Jack & Jill Baby Sunscreen Cream, All Natural, SPF 30 (4.5 stars, 252 reviews), and Jack & Jill Baby Sunscreen Cream, All Natural, SPF 60 (4.5 stars, 341 reviews). Below the ad, there is another sponsored product: iBaby Wifi Baby Monitor M7 Lite, Smart Baby Care System 1080p Video Camera with Wi-Fi Speakers, Thousands of Lullabies & Bed Stories, Growing Timeline, Motion & Sound Alerts for Android and iOS (4.5 stars, 24 reviews).

Combine engaging headlines with clear calls to action

Think of headlines as a chance to tell a short but important story about your business. What makes you unique? Why should shoppers consider your items?

Keep your copy concise and benefit-oriented, and pair your headline with a strong call to action like “Learn more.” Also, if you’re showcasing a new item or seasonal collection in your ad, it can help to point this out in the headline.

Test creative elements

Because Sponsored Brands ads are customizable, you have an opportunity to find out what about them resonates most with shoppers. Uncover these insights by testing different campaign elements.

To do this, clone your campaign and change one variable at a time—your headline, for instance. Comparing two versions of a single variable allows you to run a simple, effective experiment.



Budgets and bids

How much does it cost to use Sponsored Brands? You decide that by choosing your own budget and bids. Some tips to help you out:



You can set a daily budget or a campaign budget (the latter option is available for campaigns with set end dates). With both options, you can increase or decrease your budget when you need to.



We recommend setting a daily budget of at least \$10. This helps ensure that you won't run out before the day ends and potentially miss out on impressions.



For guidance on choosing a bid, refer to the suggested bid and range. These suggestions are based on the bids that have historically won auctions for the selected advertised ASINs and targeted keywords. They're refreshed on a daily basis.



As you build your campaign, you'll see an option for automated bidding. This feature will optimize your bid for placements below top of search.



If you prefer, you can opt out of automated bidding and use custom bid adjustments. This allows you to increase or decrease your bid by a certain percentage for placements below top of search.



Moderation

Your Sponsored Brands ads require approval by our moderation team before they can go live. If your ad is rejected, you'll receive an email letting you know the reason—but you can help save time (and revisions) with these pointers.

Check your grammar and style

Incorrect punctuation, spelling, capitalization, and Amazon-branded words will be flagged. Triple-check that your copy is accurate.

Don't embellish or compare

You want to put your brand and products in the best light, but avoid using unsupported claims such as "best" or "top-selling." You also cannot compare your brand to another brand.

Be mindful of language

The language of your ad should match the language of the main Amazon site on which it's served (i.e., French ad copy for amazon.fr).

Pay attention to promotions and holidays

You can promote your deals with Sponsored Brands to help get more eyes on them, but your deal must be created before you launch your campaign. Also, when either calling out a promotion or a timebound event (like Christmas), be sure your campaign end date corresponds with your message.

Accurately reflect your brand

You can display only your registered brand name in the "Sponsored by" field, and the products you feature must be ones you own or are an authorized reseller of.



Measure your impact

You put energy into building your ads, and you want to know that they're driving the right results for you. These are three ways to gauge your performance.

Impressions

One key benefit of Sponsored Brands is that it helps you scale awareness of your brand. With this in mind, consider your reach and visibility over conversions. Your goal should be to get shoppers to see and click on your ad, and so you'll want to track your impressions and click-through rate (CTR) in your advertising reports.

New-to-brand metrics

Another benefit of these ads is that they help you expose new shoppers to your brand. With that exposure comes the opportunity to turn them into customers. Sponsored Brands offer a suite of new-to-brand metrics that let you measure orders and sales over the last 12 months from first-time customers of your brand on Amazon. This helps you understand how many new customers you've acquired in the last 12 months, estimate the cost of acquisition, and develop the right strategies for growing your customer base.

Advertising Cost of Sales (ACOS)

ACOS is your total spend divided by your total sales as a percentage. The lower your ACOS, the better your advertising return on investment.



However, when it comes to Sponsored Brands, low ACOS shouldn't be your primary success metric. Sponsored Brands help you promote discovery with shoppers who are researching what to buy, and driving first-time purchases often costs more than driving repeat purchases.

We recommend referring to your new-to-brand metrics to measure the impact of your campaigns at driving new customers. If you're still concerned with ACOS, you can try optimizing your bids and keywords. These also affect ACOS, and making adjustments in these areas may help you improve your results.

Extend your opportunities

This guide may focus on Sponsored Brands, but that's just one solution available to you. Think holistically about your advertising. How can you drive the most impact and see the most returns? By using all ad types, you have the chance to reach more shoppers, amplify your message, and generate more sales.

- **Sponsored Products** let you promote individual listings in prominent places like shopping results. Ads drive straight to product detail pages, helping you drive conversions.
- With **Sponsored Display (beta)***, you can create display campaigns in minutes that will run both on and off Amazon. These ads can help you increase product awareness and consideration, as well as re-engage past shoppers of your brand.

Some advertisers who use both Sponsored Products and Sponsored Brands together can **increase in category impression share by an average of 30%**, compared to advertisers who run Sponsored Products campaigns only.⁴

[Learn more >](#)

1: Amazon internal, May 2019 2: Amazon internal, 2019 3: CPC Strategy and Survata, "The 2018 Amazon Shopper Behavior Study," US, Feb. 2018
4: Amazon internal, August 2019 *Sponsored Brands, Stores, and Sponsored Display are available to vendors as well as sellers enrolled in Amazon Brand Registry