

Learn a new skill.

You know that creating, managing, and optimizing campaigns can be a time-consuming process. But there are ways to make it easier.

Use bulk operations for Sponsored Products. This feature lets you create and edit campaigns in bulk and at scale. Start by activating the bulk operations feature in AMS, then download your spreadsheet and edit keywords, increase budgets, etc. Once you're finished, upload the spreadsheet for processing.

Bulk operations

Make large-scale updates to your **Sponsored Products Campaigns** using a spreadsheet.

1. Create & download a custom spreadsheet

Date range
Yesterday ▾

Exclude

- Terminated Campaigns
- Campaigns with zero impressions

Create spreadsheet for download

Download a [bulk operations template](#) for examples and instructions on how to use bulk spreadsheets.

* Sales data is not currently available for Sponsored Products bulk operations.

2. Edit your file

Guidelines for editing bulk spreadsheets:

- You can add up to 1000 keywords and bids to a campaign
- Make sure to apply the correct match type to your keyword. Sponsored Products uses broad, phrase, exact, negative exact, and negative phrase match types.

[Learn more](#)

3. Upload your file to update your campaign

Choose file

Supported file types: .xlsx & .xls

Read our [blog post](#) on the new bulk operations feature.

Name campaigns with purpose. If you have a lot of campaigns running at once, it helps to know what they are at a glance. We recommend using the following naming convention to keep your campaigns organized and easy to find:

Product Category | Sub-product (optional) | Ad Type | Keyword Type | Match Type | Manual/Auto | Version/Time

Let's imagine you're running a Headline Search Ad campaign for body lotion. Here's how the name would play out:

Choose your campaign settings

Campaign name

Cost-per-click bid (CPC) Recommended CPC bid is \$0.57 to \$0.70

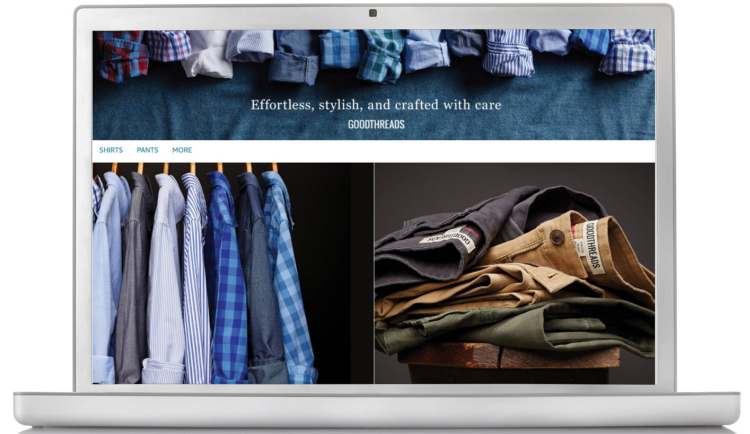
Budget for entire campaign ▾

Start **End**

Look your best.

Create an Amazon Store. Amazon Stores gives you the chance to do a very important thing: build your brand. The free, self-service product lets you convey your message and showcase your products exactly as you want to.

If you're brand-new to Stores, take advantage of our three pre-built templates to create your experience. If you're slightly more seasoned (or into design), you can build your own custom template in Store Builder. Both options support a full range of content and widgets, plus an unlimited number of pages.



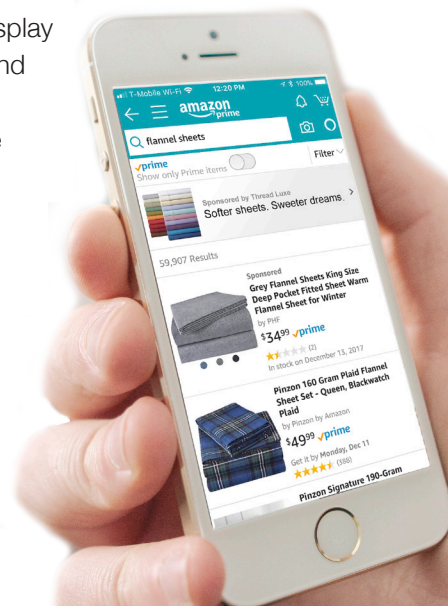
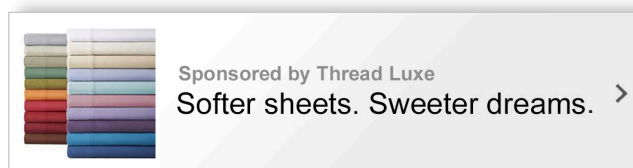
And if you've already built your Store? Update it. Curate seasonal collections or spotlight trending items to make the experience more relevant to customers at specific points of the year.

For more information about how to build and manage your Store, read our [Stores Creative Asset Requirements](#) guide.



Choose a unique URL (Amazon.com/BRANDNAME) and use it in off-Amazon channels to drive more traffic to your Store.

Be creative in your ads. Headline Search and Product Display Ads come with the added benefit of customizable headlines (and in the case of the former, featured ASINs). A compelling line of copy—one that's descriptive of the product or collection you're promoting—helps capture a customer's attention during key moments in their decision journey: when they're in discovery mode and when they're close to purchase.



Take your time.

The big holiday season may be over, but as you know, there are other events coming up soon.

Let's think about one of the biggest days you'll likely plan for on Amazon: Prime Day. Last July, Amazon had its most successful Prime Day ever—the event grew by more than **60% over last year**¹, with **21.8% of online shoppers** making a purchase on Amazon during this time². Plus, vendors ran 16,000 more promotions on Prime Day 2017 than they did during Prime Day 2016, and collectively saw their **Prime Day sales grow by 15%**³.

Prime Day 2018 presents a major opportunity for advertisers. Start planning now, month by month, so you can be ready (and confident) when the day hits.

Your 2018 Prime Day To-Do List

When	To Do...
January/February	Review your top-performing keywords from Prime Day 2017.
March/April	Identify the products you plan to promote (or partner with retail).
May/June	Make sure deals are submitted.
June	Run test campaigns. Use A/B testing in creative and note which headlines drive the most sales. Comp this approach in actual campaigns. Make sure the detail pages for your products are accurate, up-to-date, and descriptive.
2 weeks pre-event	Raise bids and budgets in anticipation of enhanced competition and traffic.
2 weeks post-event	Keep bids and budgets elevated for 2 weeks after Prime Day to capitalize on incremental traffic.
August/September	Take a close look at campaign performance and apply learnings to your Holiday 2018 planning.



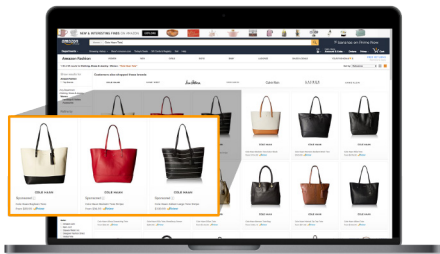
Headline Search and Product Display Ads can take up to 72 hours to approve. Submit your ads as early as possible—**especially before major events and holidays**—to ensure they're ready to serve when you want them to serve.



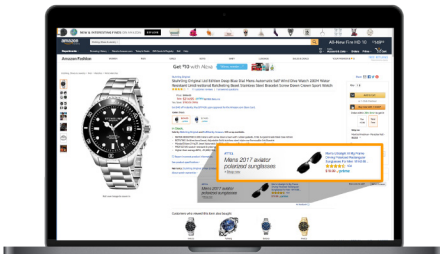
Advertise what's new.

One of our top recommendations is to advertise products that are well-reviewed, well-rated, and generally well-loved by customers. But what do you do in the case of a new or niche product, or a brand that's not yet a household name?

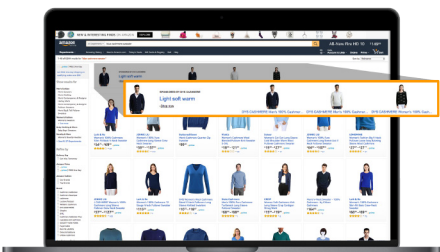
Command attention. Raising awareness of the brand or product is the first and most important strategy. Here's how to make it happen.



Sponsored Products provide a high-profile way to drive interest in your new product. Start with an *automatic-targeted campaign* (which offers increased keyword coverage) and run it for at least a week. Then, refer to your Search Term Report to find your top-performing keywords, and apply these to a *manually-targeted campaign*.



You can also use **Product Display Ads** to advertise your new product. Use *product targeting* to target relevant product detail pages for cross-sell and up-sell purposes, and *interest targeting* for broader in-category and cross-category exposure—upping your potential for more impressions. Also, *category targeting* lets you target products within related categories, amplifying your reach.



On the brand level, **Headline Search Ads** let you create a richer experience around your new products, thanks to custom headlines and multiple images. Drive to an **Amazon Store** from your ad—it provides a valuable branding opportunity for emerging names.

To brand or not to brand? If your brand is new, a *branded keyword strategy* may not produce the results you want. In that case, try *competitor branded keywords* to target like brands and products, or *complementary product keywords* to target related products that are sold separately from yours. This can help capture demand for your item.

Get them talking. Awareness is essential, but so is feedback from actual customers. Amazon Vine is a sampling program that helps brands quickly increase customer reviews. It puts your products in the hands of Amazon's most trusted reviewers ("Vine Voices"). Enroll in the program before a new brand or product launches to give yourself more runway.

Stay active.

It may seem intuitive, but it's worth stating that even the best ads won't do anyone any good if they're not running. That's why it's important to keep two things in mind.

Maintain an always-on presence by running your campaigns with no end date. Set a daily budget for these campaigns—the maximum amount you're willing to spend each day. Be mindful of how your budget is tracking during the day, especially during high-traffic times like Prime Day and, for certain verticals, Valentine's Day, back to school, etc. (Related note: you'll want to raise your budget in the days or weeks leading up to these events).



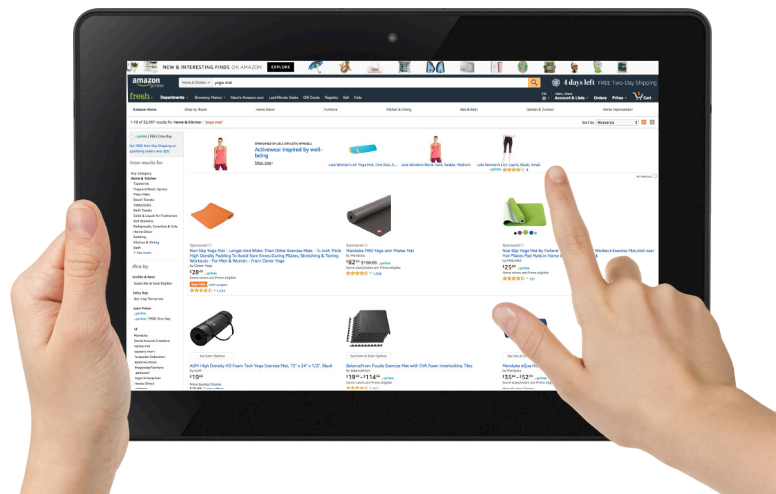
The easiest way to stay on top of your budget: check on your campaigns at least once a day, especially when demand is high. Plus, look out for out-of-budget email alerts as well as notifications within your dashboard.

Avoid account suspensions—make sure your invoices are paid. Your account will be automatically suspended if you have invoices that remain unpaid after 60 days (direct advertisers) and 90 days (agencies). You may not be responsible for making payments, but you can help mitigate future risks by making sure your Accounts Payable contact has visibility into your AMS account from the get-go. Just go to “Manage Users” within your account and invite your contact to be a user.

Also, be sure to add their name to “Payment Settings” so that they're emailed invoices directly.



Retail matters. Depending on your agency or role, you may or may not have much control over retail. Our tip is to start a dialogue early on with your retail partners, and keep it going. **Understanding the interplay between retail and advertising—and using it to your benefit—is key to success.**

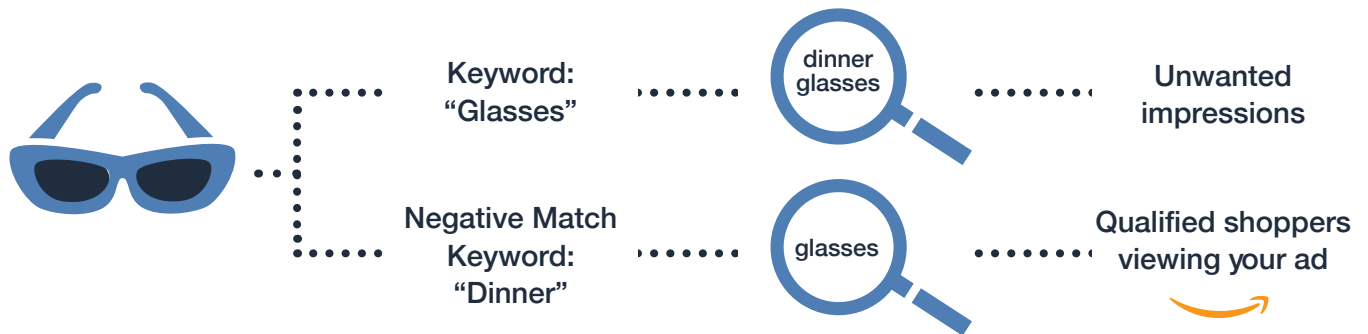


Turn negatives into positives.

Sometimes keywords don't perform the way you hope. Instead of being burdened by an under-performer—i.e., significant clicks but low or no sales—you can exclude it from your Sponsored Products campaign by adding it as a *negative match keyword*.

You can add negative keywords when you're creating a campaign, too. You might know from the start that certain words or phrases won't drive qualified shoppers to your products.

Let's say you're creating a manually-targeted Sponsored Products campaign for sunglasses, and bid on the word "glasses." You don't want your ad to show up when a customer searches for "dinner glasses." You can stop these impressions before they start by adding "dinner" as a negative keyword.



Be a perfectionist.

As we've mentioned throughout this guide, AMS gives you a number of ways to flex your creative muscles.

But it's important to remember that your headlines, images, and more need to comply with our ad moderation guidelines.

We've made some recent updates to this policy. [Familiarize yourself with the standards](#) so you can better avoid the issues that delay campaign approval. A couple key points:

- *Sentence case is your friend.* Copy written in all caps or only in lowercase will be flagged. (Note that proper nouns and brand names are exceptions).
- *Brand yourself.* Creative must incorporate your logo or brand name.
- *Be strong and specific.* A clear call-to-action is required in your ad (for example, "Shop now" or "Learn more").
- *Don't embellish.* Creativity is welcome, but unverifiable claims aren't. (Example: "Best mascara of all time"). However, verified claims can be incorporated if you include the source and date of that evidence within your ad unit. If space is limited, you can place the citation on the landing page associated with your ad.

Ready for a strong 2018?

We're here to help. Refer to this guide for tips and suggestions—and keep in-the-know about product updates, new content releases, and more on our [Resources page](#).

