

# Amazon Advertising

As a vendor on Amazon, you want to reach shoppers, make sales, and continually grow your audience. You also want to be mindful of your spend. Our pay-per-click advertising solutions help you drive performance at scale, and on your terms.



\*Getting to Know Your Customers: Amazon User Study 2018, Feedvisor, 2018

## Be where the customers are



You're already selling your products here. With pay-per-click advertising, you're in a position to reach customers with a high intent to buy—driving growth and sales.

# From sales to branding, ads help you meet your goals



**Drive conversions:** Sponsored Products are keyword-targeted, pay-per-click ads that appear in search results and on product detail pages, so you can promote products to shoppers who are low in the purchase funnel.



**Boost awareness and demand:** Appearing within search results, Sponsored Brands are keyword-targeted, pay-per-click ads that let you pair 3 products with your logo and a custom headline.



**Cross-sell, up-sell, and influence:** Product Display Ads are pay-per-click ads that use product, category, or interest targeting. Target your own product detail pages to encourage basket-building, or another brand's pages.



**Build engagement and loyalty:** Stores are free, self-service solutions that let you create branded destinations on Amazon. Add video, showcase new and bestselling products, and use widgets to customize the shopper experience.

## FOUR ESSENTIAL FACTS

### 01 YOU DECIDE YOUR LEVEL OF INVESTMENT.

Set a daily budget that meets your needs. We generally recommend starting with at least \$10 to ensure you have enough budget to get impressions, clicks, and conversions.

### 02 YOU CAN CHANGE YOUR BUDGET AT ANY TIME.

Increase or decrease your daily budget in seconds—even when your campaigns are running—to meet your evolving goals.

### 03 YOU CAN SEE THE IMPACT ON YOUR SALES.

A sale is attributed to a campaign whenever a shopper that clicks an ad purchases your brand's products on Amazon. Our reporting lets you clearly chart your ad-attributed sales.

### 04 YOU CONTROL YOUR MESSAGE.

Our solutions let you reinforce your brand's value proposition, helping you tell an authentic and engaging story to Amazon shoppers.

# Frequently Asked Questions

## Don't Marketing Development Fund (MDF) accruals already cover self-service advertising on Amazon?

No, self-service advertising is not part of the MDF (or 'co-op') accrual.

The MDF accrual is part of the cost of doing business at Amazon. These funds are spent on capabilities Amazon has developed to help us understand customers and effectively market to them. Similar to shelf space, sales people, store merchandisers, end caps, and other activities within brick-and-mortar locations, coop accruals on Amazon fund:

- Automated marketing emails to promote products
- Site personalization tools and improved site browsing (example: the "Frequently Bought Together" widget on product detail pages)
- Off-Amazon marketing activities, including paying for associates who link from external websites to your products
- Services that enhance customer convenience, including super-saver shipping on your products and 1-click ordering
- Catalog improvements

## So how does advertising differ from my other marketing costs?

Our self-service advertising solutions can help you scale sales and growth on Amazon. You control how much you invest, giving you

the flexibility to choose what works best for your business. You can also change your daily budget at any time.

Beyond budget, you can update other campaign elements whenever you like, too. Add or remove keywords (you can also add non-converting keywords as 'negative keywords'), pause campaigns or change their duration, and adjust your keyword match types to broaden or refine your reach. Plus, when it comes to choosing which ad solutions to use and which of your products to advertise, you're in control. Choose the ones that fit your needs and help you achieve your goals, from getting more impressions to driving more conversions.

## What payment options are available to me with advertising?

We have two payment options available, and you can switch your method at any time.

1. Credit card: You can use either a personal or corporate credit card.
2. Deduct From Payment (DFP): DFP is automated payment method that allows you to pay for your advertising costs with your Amazon retail proceeds. There's no manual effort involved, and you won't need to have a separate budget for advertising.

*Note: DFP is not available to third parties who manage payments for their clients' advertising accounts, or to accounts that haven't experienced retail activity on Amazon within the last 6 months.*



# Get started in 4 steps

Use this quick-start guide to get going. *Pro tip:* start with Sponsored Products—ads are easy to create (no design required) and go live in minutes.

## 1. Pick products

Choose ASINs that are in stock and winning the Buy Box.



## 2. Set budget

Choose a daily budget. You can start with just \$10 to see results.



## 3. Choose timing

Run your campaign now to start generating traffic, clicks, and sales.



## 4. Select targeting

Begin with automatic targeting, where Amazon matches relevant customer searches to your products.



Once you choose automatic targeting, enter one bid and you're done

Start advertising