amazonadvertising

UPDATED

Author's Guide to the New Amazon Advertising Features

Amazon Advertising has launched new, enhanced features that give authors more functionality. With this guide, you'll learn how to use our new ad type, targeting capabilities, and campaign management features.

Now you get greater visibility and more insight into your performance, so it's easier to build successful campaigns.

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Updates to ad types

UPDATED

Amazon Advertising wants your campaign creation process to be as simple as possible, so we're streamlining the ad types available to you.

What's happening with your ad types:

Product Display Ads: We retired Product Display Ads for authors as of February 5, 2019. You can no longer create Product Display Ads, and the "Product Display Ads campaigns" tab has been removed from your dashboard. Even though Product Display Ads are no longer available, you can download a report of your lifetime activity from your "Advertising reports" tab, so you can still see your past ad performance.

Sponsored Products: Sponsored Products has a new auto-targeting feature in addition to the recent product targeting addition. Take a look at the enhanced targeting section to learn more. Sponsored Products also has five new downloadable reports. Learn more in the advertising reports section of this guide.

Lockscreen Ads: Our newest ad type for authors provides you with many of the same benefits as Product Display Ads, plus new placements. Engage readers with interest-targeted ads (i.e., by genre) while they're on Kindle E-readers and Fire tablets. See the next page for details.

Lockscreen Ads

With Lockscreen Ads, authors can now promote eBooks directly to the customers most likely to buy them. Engage readers with interest-targeted ads (i.e., by genre) while they're on their Kindle E-readers and Fire tablets, making it easy for them to buy and download your titles. Plus, within the new campaign manager, you can view and manage the performance of your ads on devices.

Where your ads may appear on Amazon devices:

Full-screen ad on locked Kindle E-reader.

Banner ad on the Kindle E-reader homepage.

Full-screen ad on Fire tablet in full-color display.

When readers tap your ad, they are sent to your book's detail page, where they can easily purchase and download your title.*

Start reaching eBook readers by creating a new Lockscreen Ad using the steps below.

How to set up Lockscreen Ads:

1. Log in to advertising.amazon.com and select "Lockscreen Ads".

2. Add your campaign name, date range, budget, and pacing.

3. Choose the eBook you want to promote and the genres you want to target.

4. Set your cost-per-click bid and write custom text that entices readers.

5. Preview and submit your campaign for review.

Get started

Sign-in required.

*Readers with connected devices are directed to the eBook's detail page. Readers with offline devices are directed to a landing page.

Amazon Advertising is always looking for ways to give authors more insight into their ad performance, so we've created a new, improved interface for authors called "campaign manager." It lets you use simple, streamlined navigation to efficiently manage all of your campaigns from a single page. Now it's even easier to visualize, analyze, and optimize the performance of your ads.

With campaign manager, you can:
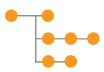
Drill down into specific campaigns based on the benchmarks you set.

Visualize trends over time using the new performance dashboard.

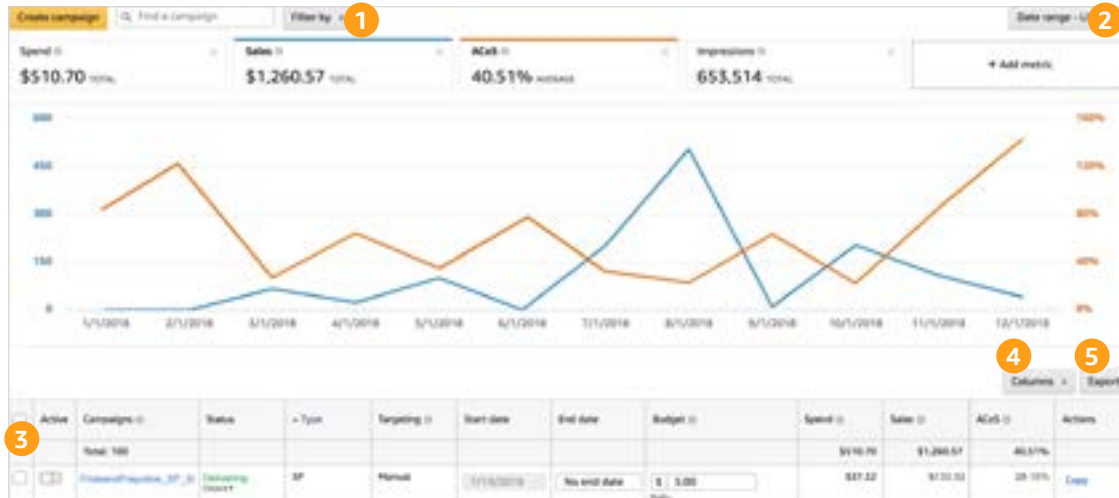**Customize** your dashboard view with metrics that are important to you.

Revise multiple campaigns at the same time, or make in-line edits to a single campaign.

Campaign manager

Overview of new features:

With campaign manager, you have access to a new dashboard and new management tools.

Benefits of your new dashboard

Quickly review performance across campaigns, keywords, and ads.

Graph the relative performance of two metrics over time, including impressions, clicks, spend, sales, orders, advertising cost of sales, click-through rate, and cost per click. You have the ability to view only the metrics that are important to you.

1 Filters

- Layer multiple filters to review performance drivers based on benchmarks you set.
- Identify and analyze underperforming campaigns.
- Explore filters and see all the other ways they can help you optimize your campaigns.

2 Date range feature

- Set the time frame you want to analyze.

3 Bulk and in-line edits

- Save time by selecting multiple campaigns and making bulk edits to budget, start date, end date, and status adjustments.
- You can also make these same in-line edits to individual campaigns.

4 Column selector

- Organize the dashboard by your preferred metrics.

5 Export

- Export the view you created and save it to your computer. You can also export all lifetime data.

How to get started:

Log in to advertising.amazon.com and click "Advertising Campaigns" in the top navigation bar.

[Get started]

Sign-in required.

Enhanced targeting

With Sponsored Products, you now have more ways to reach a relevant audience. You can target by product, choose from different auto-targeting settings, and you can still use keyword targeting to help increase clicks and sales on Amazon.

Targeting options at a glance:

Product targeting	Choose specific books, products, categories, or brands to target your ads.
Auto-targeting	Amazon will target keywords and products that are similar to the book in your ad.
Keyword targeting	Create your own customized keyword list.

Product targeting

You can use these new product targeting features to enhance your campaign:

Target specific ASINs or groups of ASINs by category, reaching shoppers as they browse detail pages and filter search results for titles like yours.

Refine your category targeting by adding filters for brand, price, and/or star rating.

Analyze your campaign reporting to see how your targeting performed at the aggregate level and the ASIN level.

Exclude specific books or products from your campaign with negative product targeting. This prevents your ads from appearing in irrelevant search results.

Here's how to set up product targeting:

1. Create a new Sponsored Products campaign.

2. Select "Manual Targeting", then select "Product Targeting".

3. Choose individual products and categories to target. You can choose to refine your category targets by brand, price, and/or star rating.

4. Set individual bids for each product or category you added. We recommend following the suggested bid guidance.

5. Consider adding negative product targeting to prevent your ads from displaying in specific search results or detail pages.

Auto-targeting

With new auto-targeting controls, you can automatically target your ads based on keywords or products, and adjust these targeting options within campaign manager. Choose from four auto-targeting defaults.

- **Close match:** Reach shoppers who use search terms closely related to your books.
- **Loose match:** Reach shoppers who use search terms loosely related to your books.
- **Substitutes:** Reach shoppers who view detail pages of books similar to yours.
- **Complements:** Reach shoppers who view detail pages of books that complement yours.

Here's how to set up auto-targeting:

1. Create a new Sponsored Products campaign.

2. Select "Automatic Targeting".

3. Launch your campaign.

4. Choose your targeting defaults by going to the "Targeting" tab of the campaign manager and changing your bids for "Close match," "Complements," "Loose match," and "Substitutes." You can also toggle each option on or off.

Get started

Sign-in required.

Advertising reports

With Amazon Advertising, you can customize your reports by choosing the report type and date ranges that matter to you. By downloading detailed reports for your Sponsored Products campaigns, you can assess your performance and optimize your results.

With advertising reports, you can:

Download five different reports to review and understand your advertising performance.

Gather insight on search terms, placements, and keywords to understand how shoppers find your advertised titles.

Make informed campaign updates by knowing which book title, budget, and targeting mix helps reach your business goals.

Select the date range you want to analyze. Data is updated hourly, so you can make timely optimization decisions.

Access historical data from Product Display Ads campaigns. Click the "Advertising reports" tab and select from the list of downloaded reports.

Advertising reports

How can Sponsored Products reporting help my campaigns?

	Description	Optimization Tips
Search term report	Search terms entered by customers shopping on Amazon that resulted in at least one click.	Use this report to identify high-performing customer searches that can be added as new keywords, or add underperforming search terms as negative keywords to help increase campaign performance.
Targeting report	Sales and performance metrics for keywords, products, and categories in all campaigns that received at least one impression.	Use this report to see search volume and performance trends for your keywords, products, and categories. Narrow down your target list and set budgets for the targets you really want.
Advertised product report	Sales and performance metrics for advertised products in all campaigns.	Use this report to identify trends in overall performance over time for promoted titles and their various formats.
Placement report	Performance of your campaigns on top-of-search and other placements.	Use this report to gain insight into performance across different placement types and identify Sponsored Products campaigns that could benefit from Bid+.
Performance over time report	Summarizes clicks and spend over a specified period of time.	Use this report to see average cost per click and total spend change over time.

How to download reports:

Log in to advertising.amazon.com and click the Advertising Reports tab in campaign manager.

Get started

Sign-in required.