



New advertiser success guide

Your step-by-step
guide to getting
started with
Sponsored Products



First, before you start advertising:

Check eligibility requirements

To advertise, you must have an active professional seller account, be able to ship to all AU addresses, and have products in one or more of the eligible categories.

Your products must also be eligible for the Buy Box. For additional information on how to increase your chances of winning the Buy Box, [go here](#).



Define your goals

Before you create your first campaign, it's important to know what business goals you want to accomplish through advertising. Establishing your goals up front will help you choose which products to advertise, decide how to structure your campaigns, and better analyse performance.

Are you trying to...



Drive sales of a new product?



Generate traffic to your product detail pages?



Improve sales of low performing SKUs or clear inventory?



Increase brand visibility?



Determine what products you want to advertise

Choose the products that can help you meet your goals, grouping similar products together. In addition to this make sure they're winning the Buy Box at the highest rate – ideally 90% or higher. You can find this information under the 'Reports' tab in Seller Central. Click on 'Business Reports,' and under the section labelled 'By ASIN,' click on 'Detail Page Sales and Traffic by Child Item'. Here, you can sort by 'Buy Box Percentage' to find your best-performing ASINs.

It's best to look for a high Buy Box percentage paired with a high number of sessions to the product detail page. These are your most frequently viewed ASINs.



Remember that your product must be in stock and priced competitively in order to win the Buy Box, so take into account product pricing and availability when deciding to advertise. If your products aren't winning the Buy Box or are out of stock, your ad will not display.

Audit your retail pages

Remember that shoppers who click on your ad will be taken to your product detail page, and a strong product detail page can help convert the click into a sale. Check your product detail pages.

Do they have...

- Accurate, descriptive titles?
- High-quality images?
- Relevant and useful product information?
- At least 5 bullet points?
- Contain search terms metadata?

Understand Sponsored Products

Simply put, these ads let you promote individual listings to customers as they're shopping and discovering items to buy. Here are the key features to know:



You pay only when your ad is clicked.



You choose how much you're willing to spend.



Sponsored Products are targeted to keywords or products.



Ads appear in search results pages across desktop and mobile.

Ready to create your first Sponsored Products campaign?

Start by going to the Advertising tab in Seller Central and selecting 'Campaign Manager,' then click the 'Create campaign' button. Next, follow these steps to launch your Sponsored Products campaign in minutes.

01



Pick your products

Help create demand for new items or give your bestsellers an extra lift. Choose similar products to advertise in your campaign, and make sure they're priced competitively enough to win the Buy Box.

02



Give your campaign a name

Keep it straightforward, so you can find it easily later.

03



Set the budget you want

Just \$15 a day can help you get clicks and sales.

04



Choose your duration

We recommend running your campaign now to start generating traffic. To drive sales on Amazon year-round, set your campaign with no end date.

05



Select your targeting type

Save time with automatic targeting, where Amazon will target keywords and products similar to the one in your ad. Enter one bid and you're done.

Need more help? Register for one of our [webinars](#) to learn from Sponsored Products specialists or view additional video resources on our [Amazon Advertising YouTube channel](#).