

Introduction to Amazon Marketing Services

amazonmarketingservices

Name

Position

Date





Agenda

1. Advertising at Amazon
2. Amazon Marketing Services
3. Starting Strategies
4. Success Stories
5. Next Steps



Advertising at Amazon



Observing billions of customer journeys as they shop, browse, watch, share, listen, and purchase on Amazon.

More than
300MM Active Customer
Accounts WW. ¹

182MM US monthly total
visitors. ²

58 Pages visited on
average per month. ³

1) Active customer accounts represent accounts that have placed an order during the preceding 12 month period. 2) comScore June, 2016 3) ComScore Plan Metrix Key Measure Report, December 2015

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92% of shoppers who start their purchase journey on Amazon make their final purchase with Amazon

Amazon Marketing Services can help you reach your goals on Amazon

Drive traffic and capture engaged customers with highly targeted ads

- High visibility placements across desktop and mobile
- Target by keyword, product, or shopper interest
- Comprehensive reporting shows ROI and helps you manage costs
- Always-on campaigns complement your other Amazon Advertising campaigns





Amazon Marketing Services

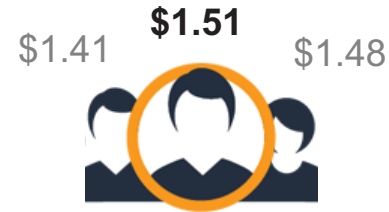
Pay for performance on Amazon Marketing Services

Amazon Marketing Services is a self-service cost-per-click (CPC) tool



Cost-Per-Click

Pay only when a shopper clicks your ad

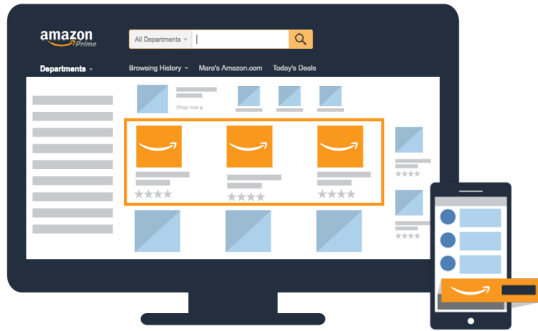


Second-Price Auction

Also includes other variables, such as expected click-through-rate and relevancy

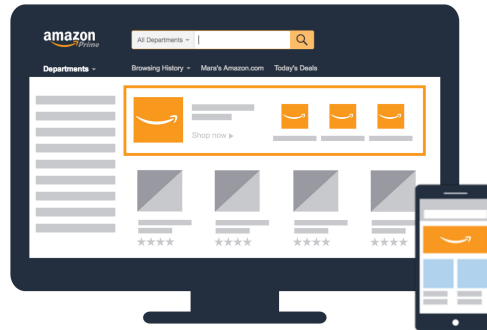
Easy-to-use advertising solutions to increase visibility and sales

Amazon Marketing Services



Sponsored Products

Target by keyword, appear within search results



Headline Search Ads

Target by keyword, appear at the top of the page, above search results



Product Display Ads

Target by product or interest, appear on related product detail pages

Drive brand affinity and customer loyalty

Amazon Marketing Services

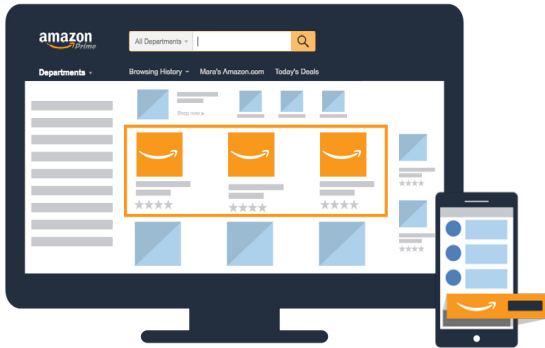


Amazon Stores

Increase brand awareness and
return patronage

Easy-to-use advertising solutions to increase visibility and sales

Amazon Marketing Services



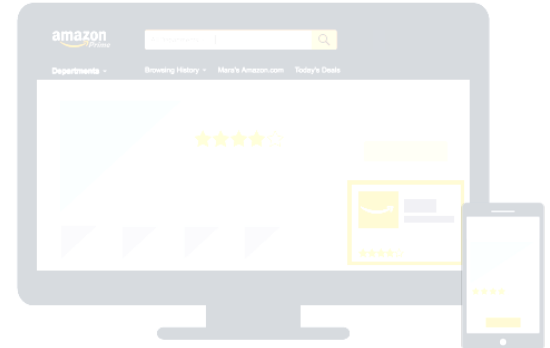
Sponsored Products

Target by keyword, appear within search results



Headline Search Ads

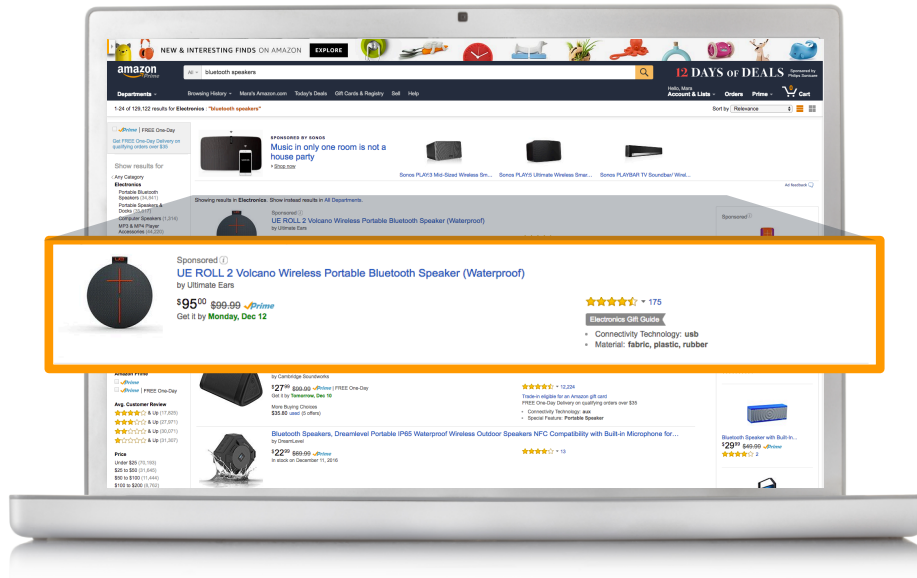
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Product Display Ads

Target by product or interest, appear on related product detail pages

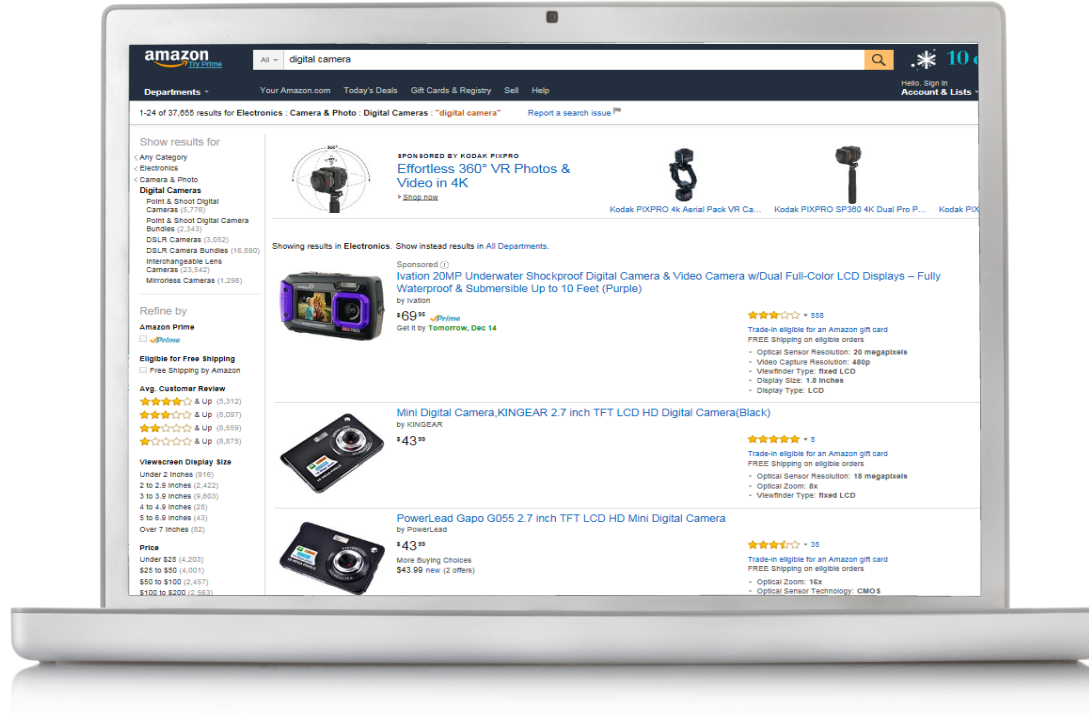
Sponsored Products



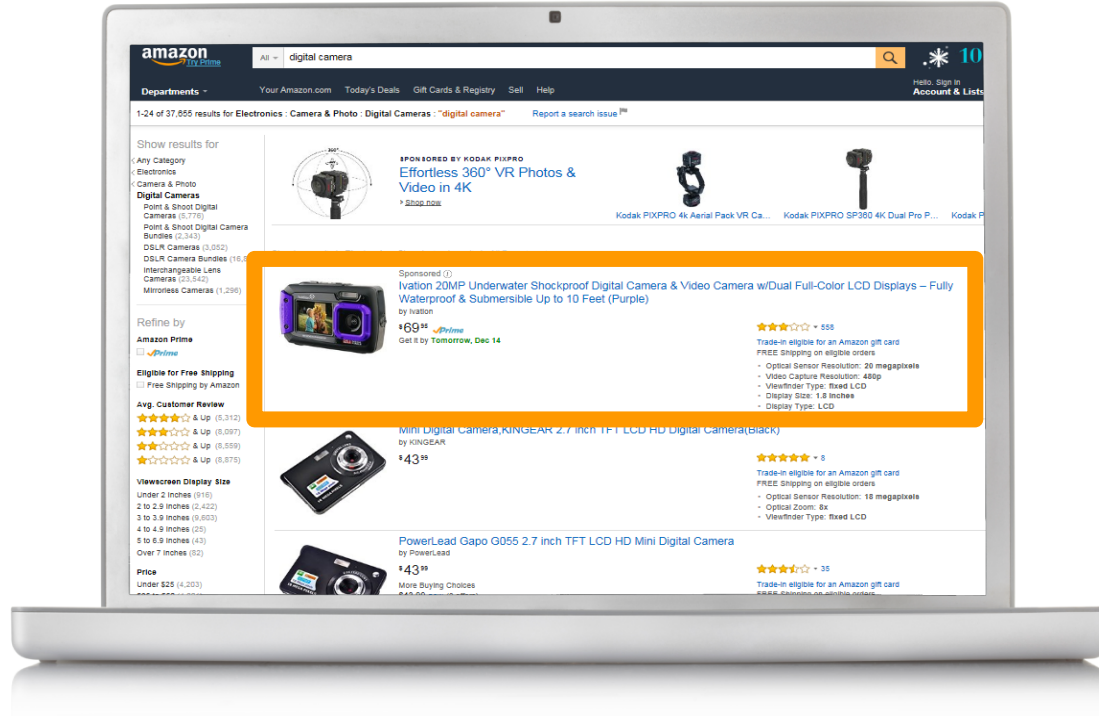
Advertise your products with keyword-targeted ads within search results

- Display your ads to shoppers on search results and product detail pages
- Create ads in minutes
- Take shoppers directly to the product detail page
- Manage your spend with daily budgets

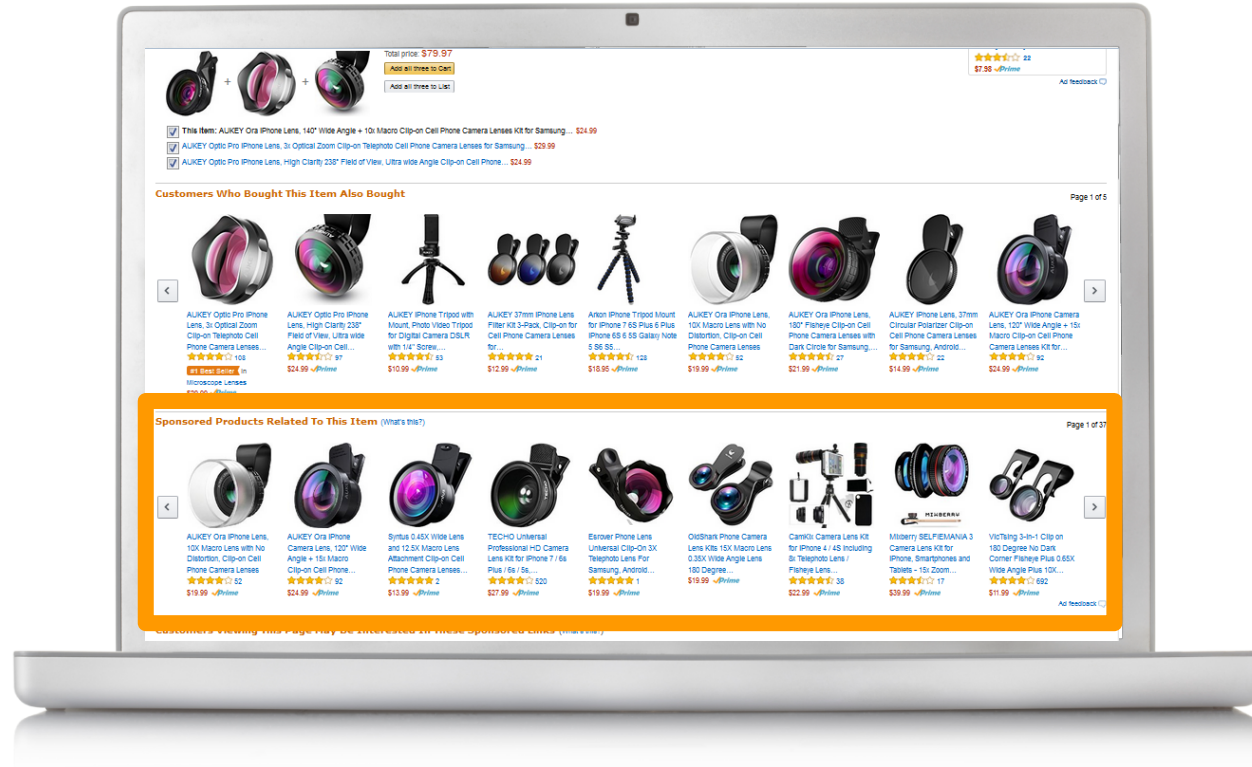
Sponsored Products placements



Sponsored Products placements



Sponsored Products placements (product detail page)



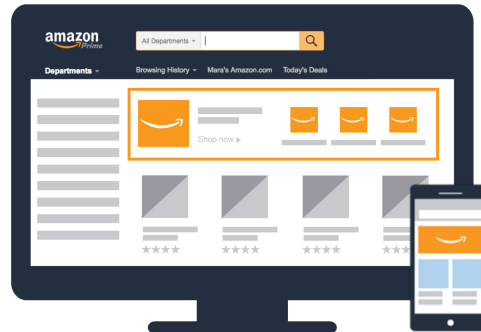
Easy-to-use advertising solutions to increase visibility and sales

Amazon Marketing Services



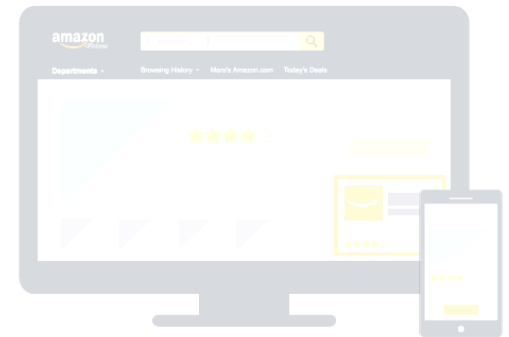
Sponsored Products

Target by keyword, appear within search results



Headline Search Ads

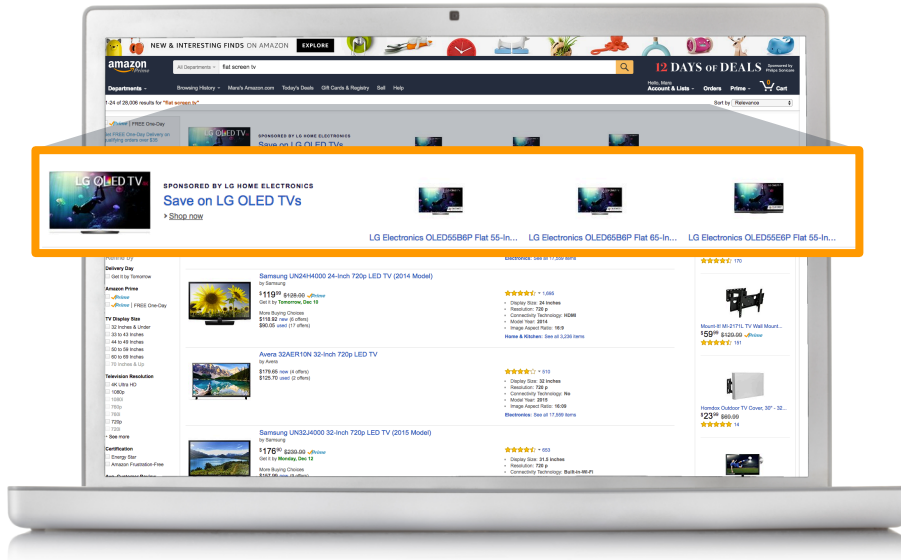
Target by keyword, appear at the top of the page, above search results



Product Display Ads

Target by product or interest, appear on related product detail pages

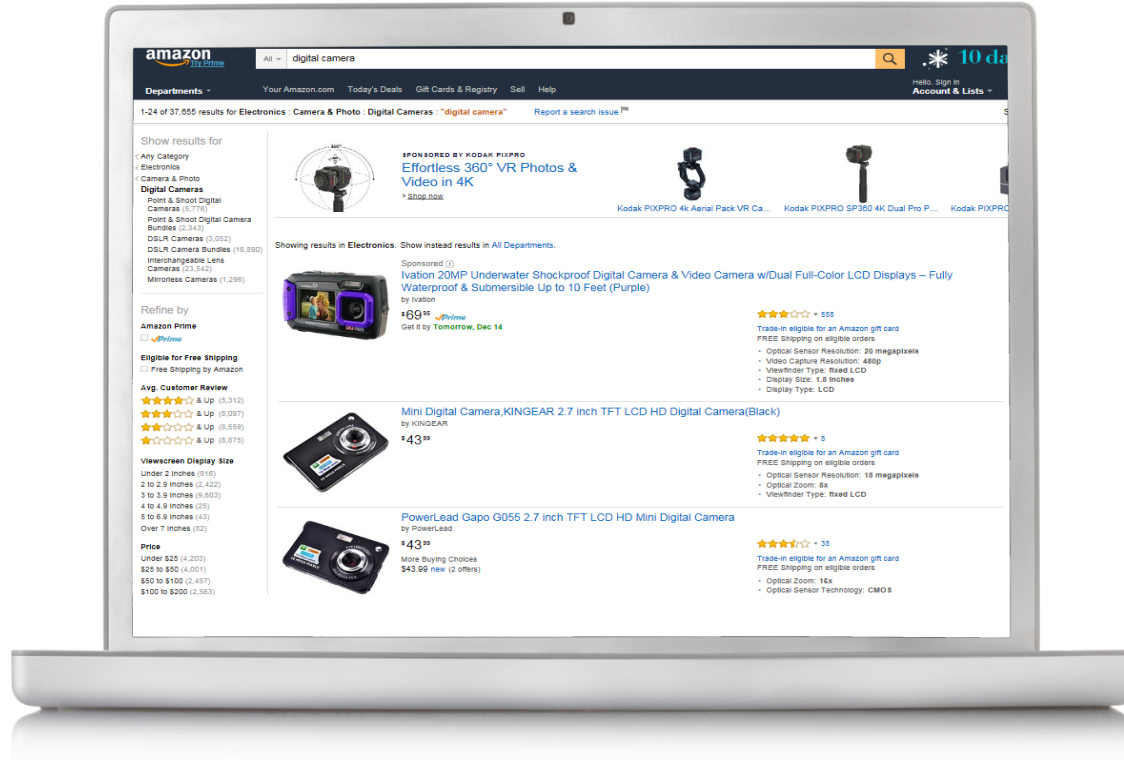
Headline Search Ads



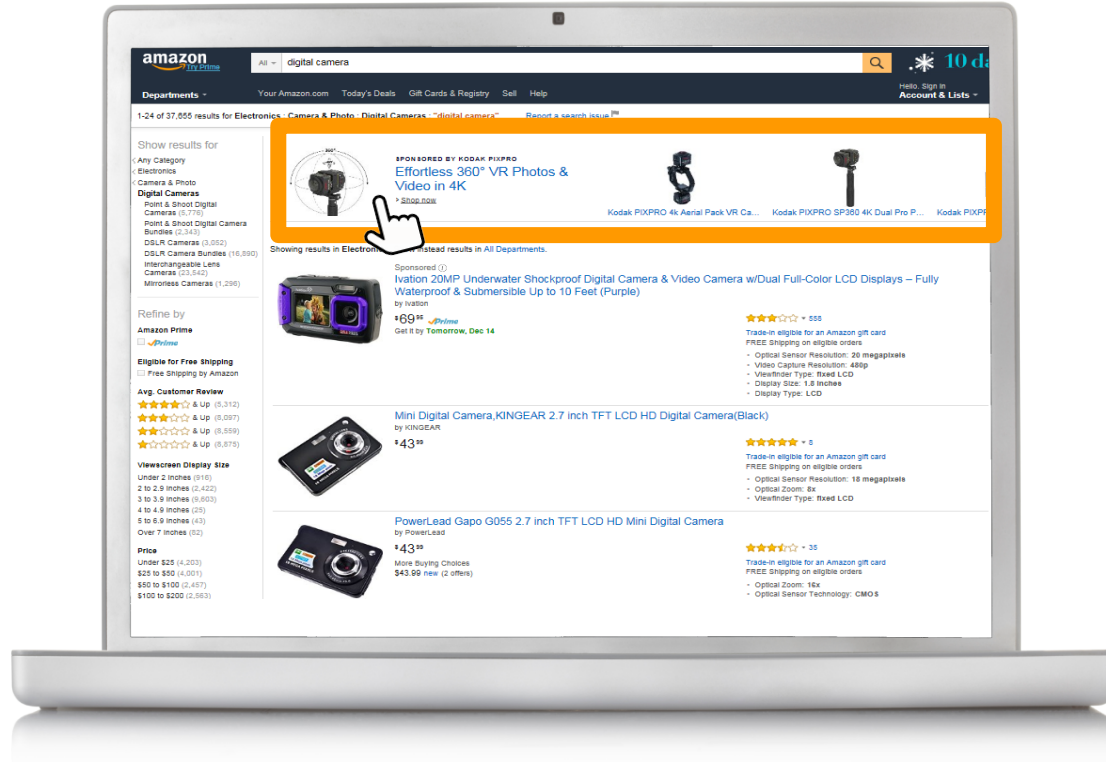
Drive sales and brand awareness with keyword-targeted ads above search results

- High-visibility placement above search results
- Target your ad to keywords that are relevant to your brand and products
- Send shoppers from your Headline Search Ad to a custom landing page or Amazon Store

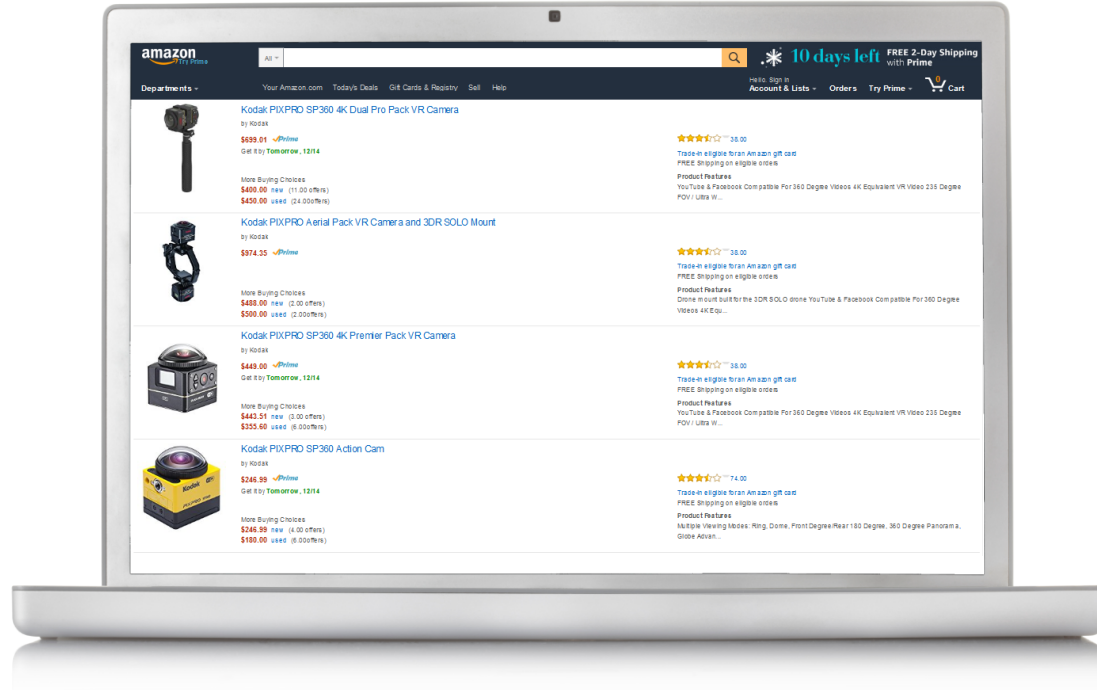
Headline Search Ads placements



Headline Search Ads placements



Headline Search Ads placements (landing page example)



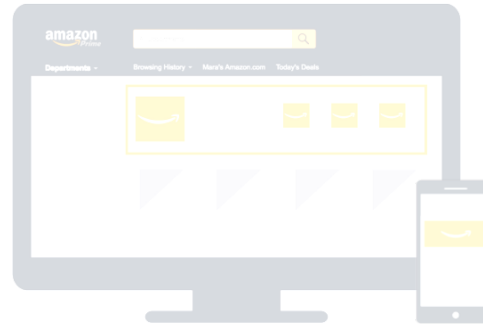
Easy-to-use advertising solutions to increase visibility and sales

Amazon Marketing Services



Sponsored Products

Target by keyword, appear within search results



Headline Search Ads

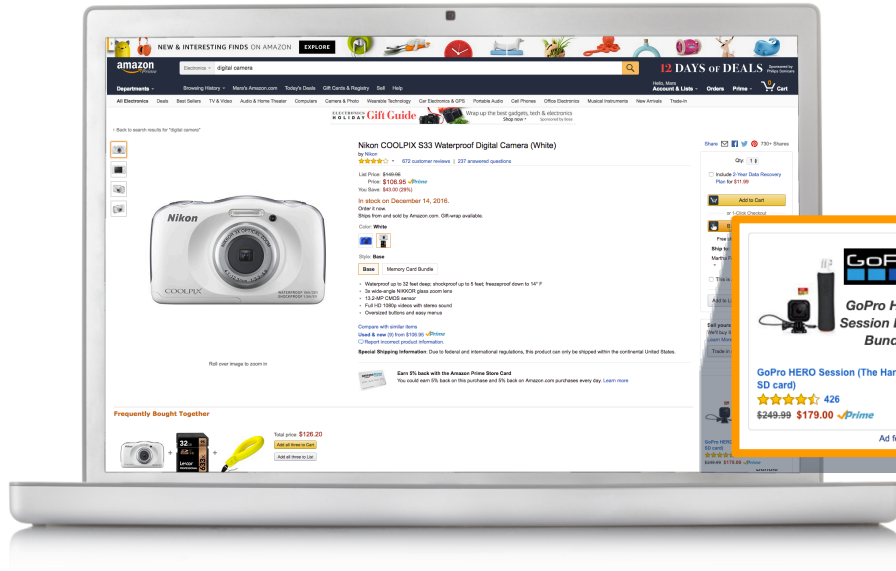
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Product Display Ads

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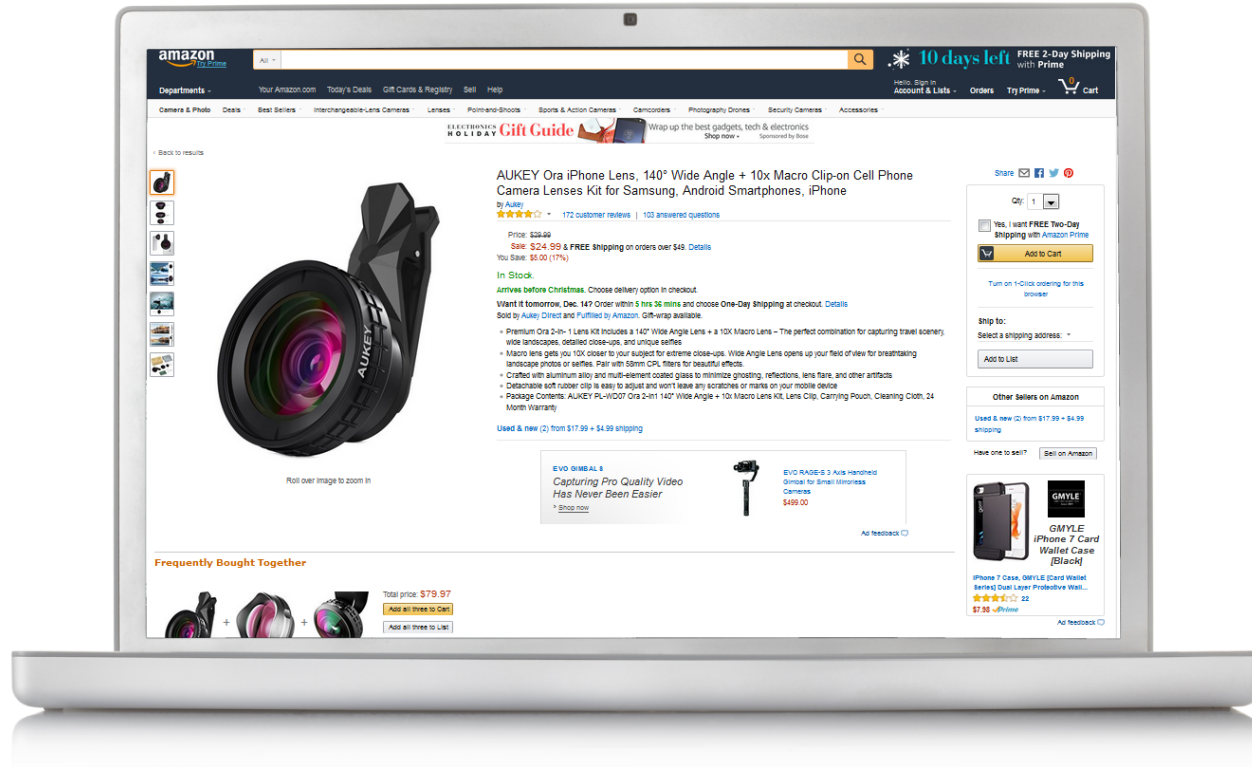
Product Display Ads



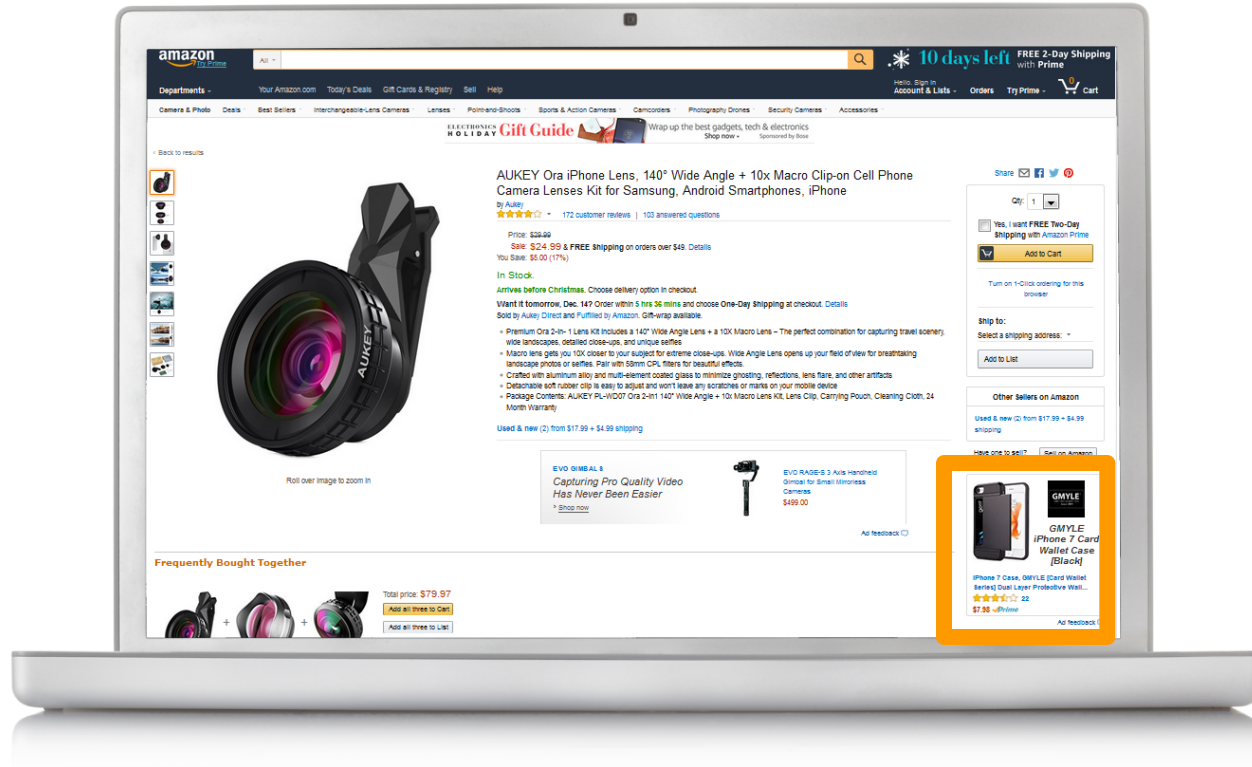
Maximize visibility of your product in the final stages of shopper decision-making

- Ads placed on product detail, review, and thank you pages and in merchandising emails to maximize buying intent
- Target ads through related products or shopper interests
- Target other product pages to help let shoppers know you offer an alternative

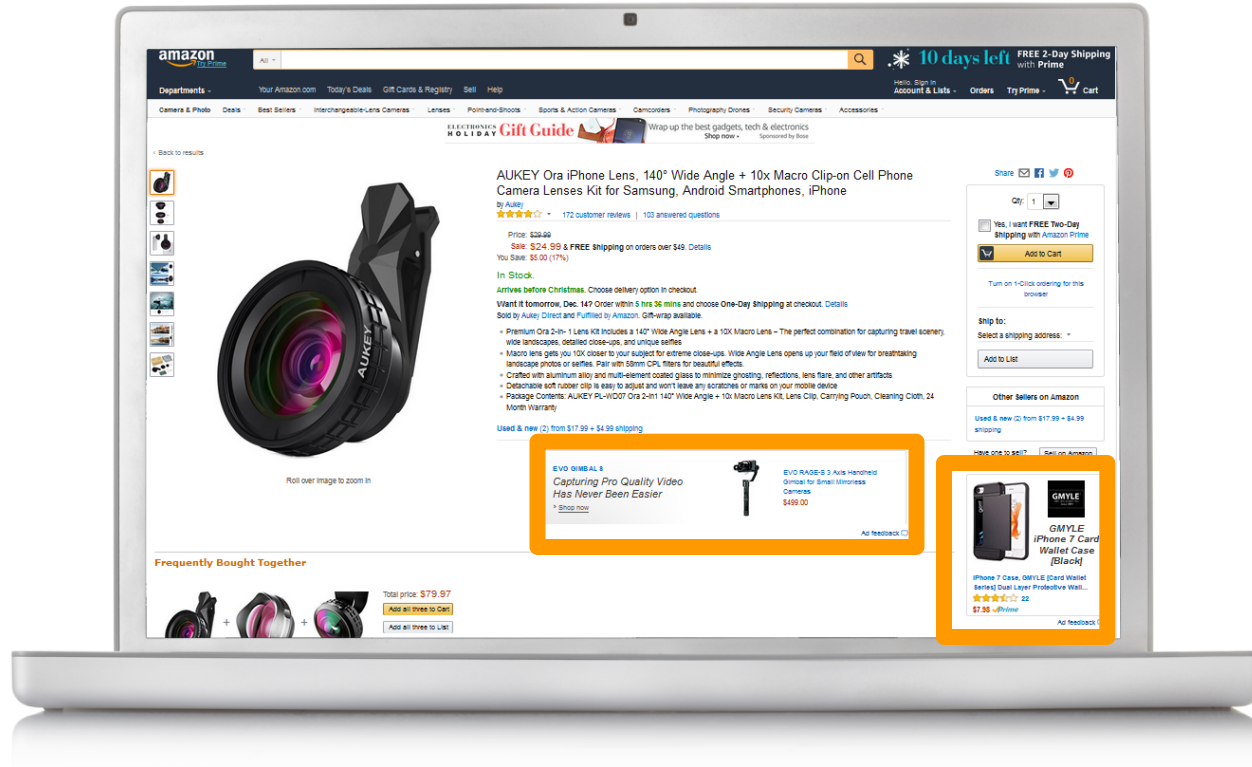
Product Display Ads placements



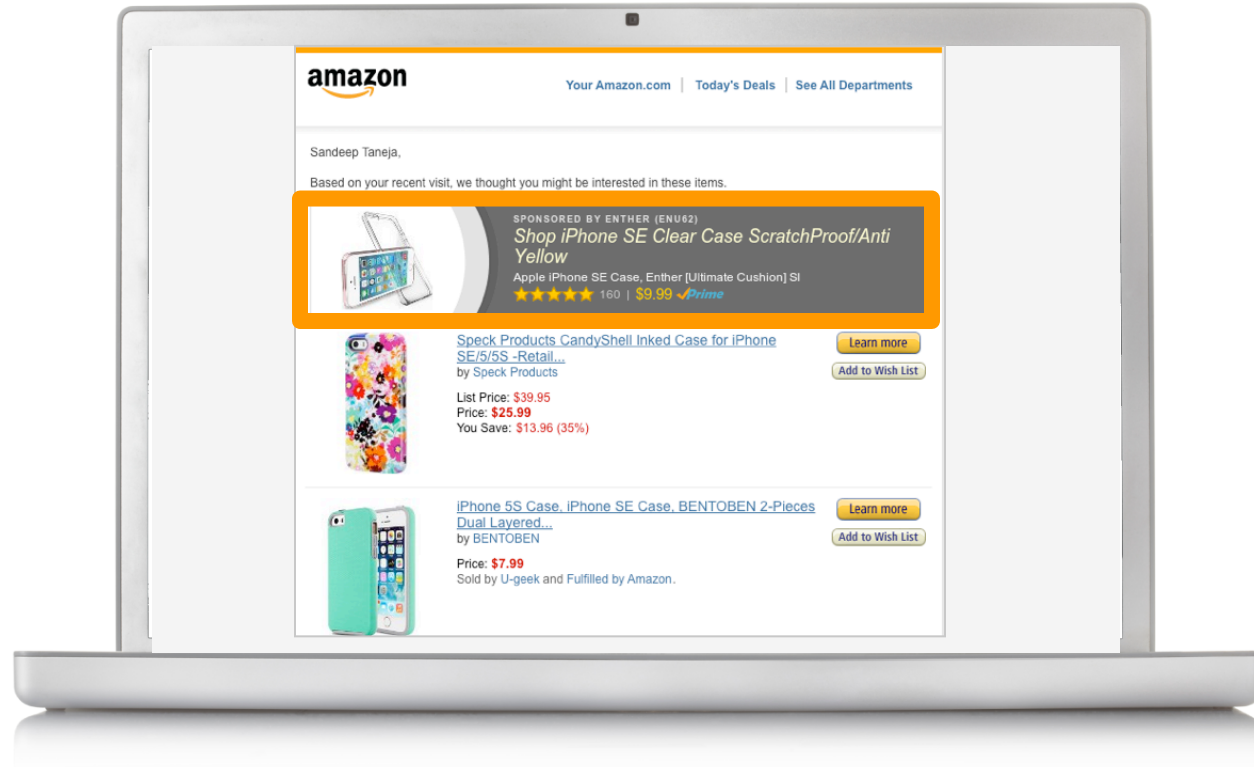
Product Display Ads placements



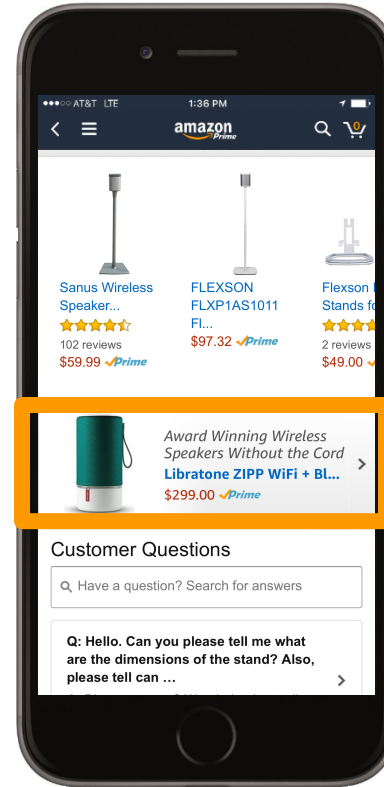
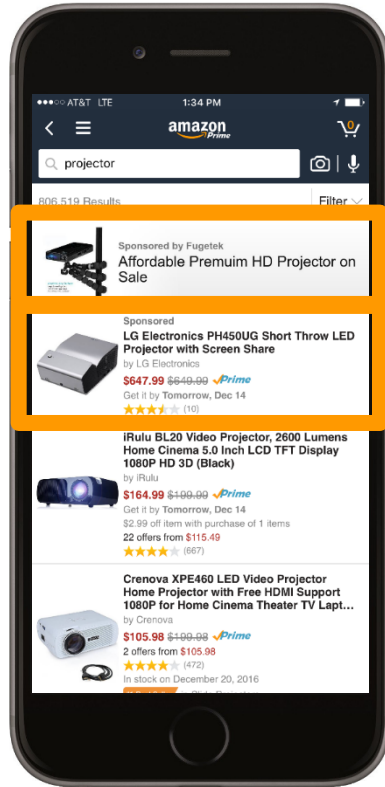
Product Display Ads placements



Product Display Ads placements (email)



Mobile placements



Amazon Marketing Services

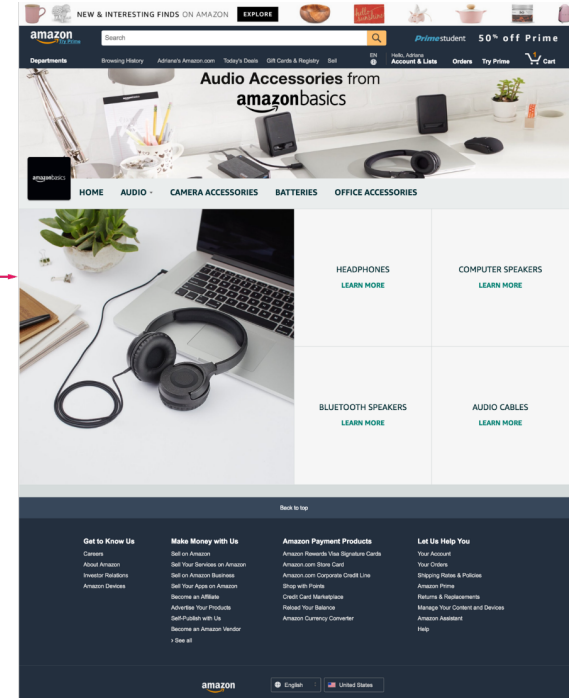
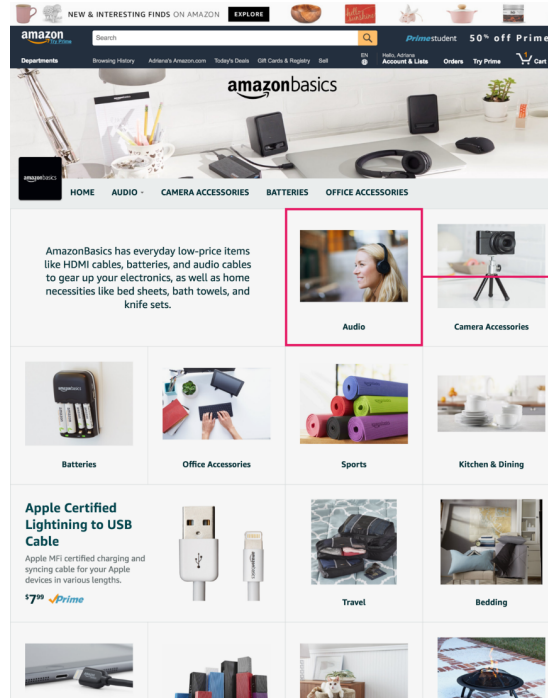


Amazon Stores

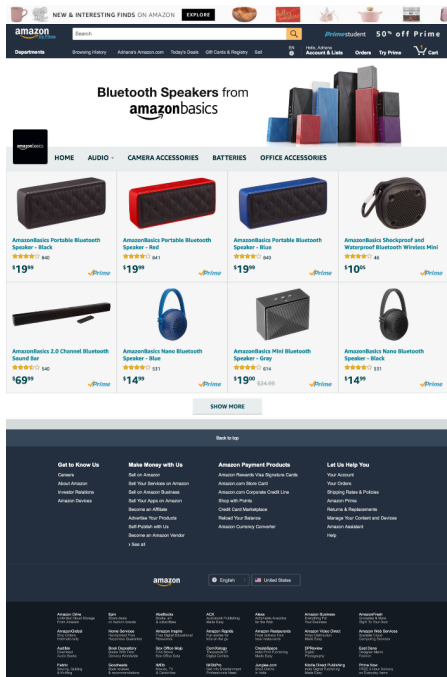
Increase brand awareness and
foster customer loyalty

Forge a connection with your customers

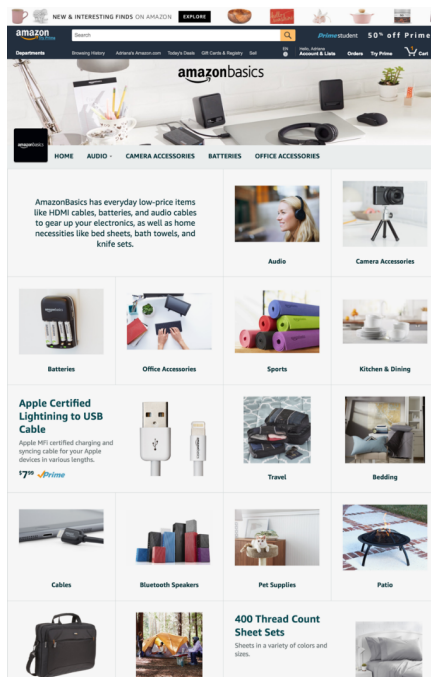
Present your brand's story and selection in a visually-enticing, customer-centric way



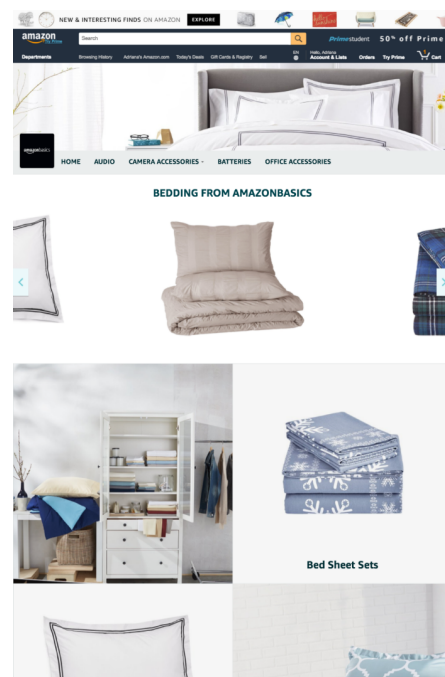
Templates support your brand's goals



Product Grid
Display large number of products

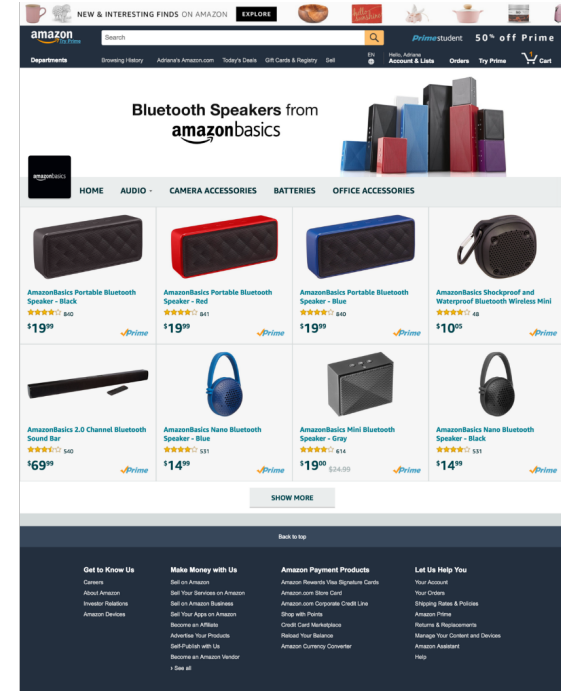
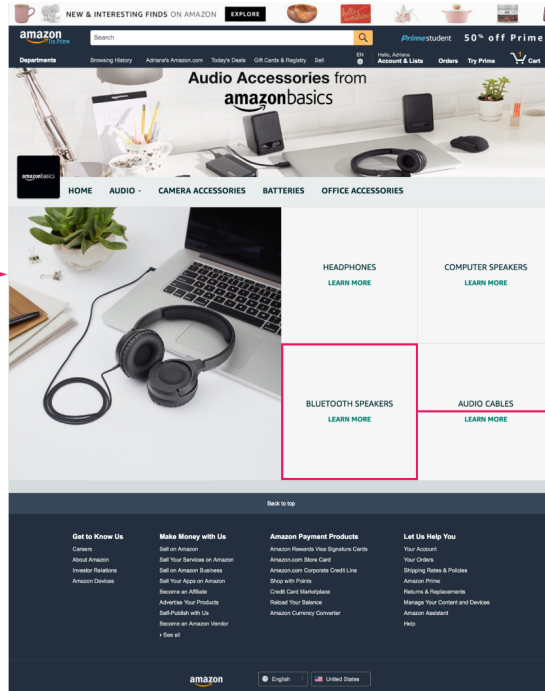
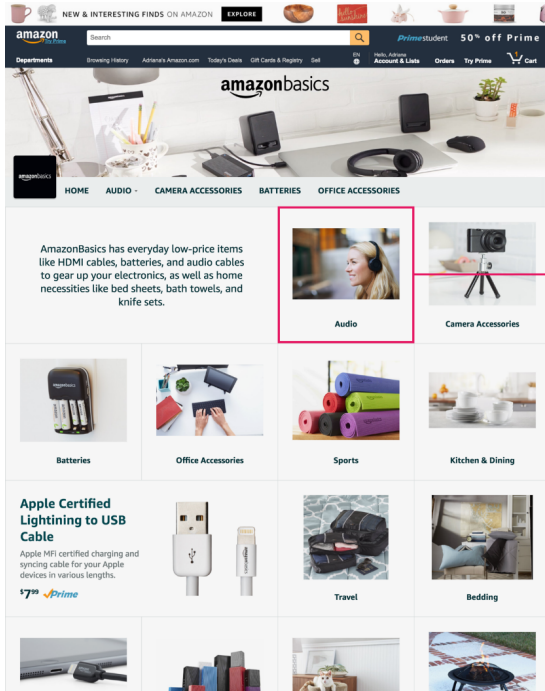


Marquee
Create brand or sub-brand experiences with a group of products



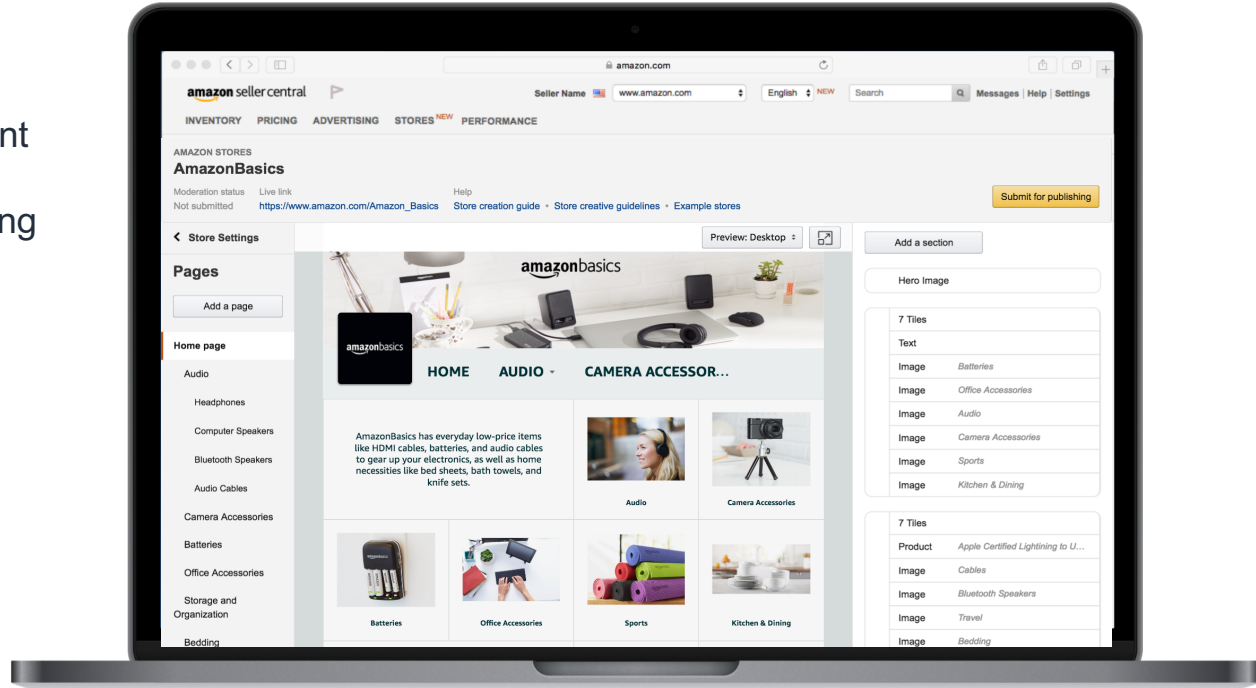
Showcase
Build a story around the brand and products

Create a complete, cohesive experience



Easy and intuitive

- Store Builder uses drag-and-drop functionality for widgets and content
- Templates simplify the page-building experience
- Display text, videos, images, products, and best sellers
- Dynamically display content and feature recommended products



Amazon Marketing Services review

	Sponsored Products	Headline Search Ads	Product Display Ads	Amazon Stores
Targeting	<ul style="list-style-type: none"> Keyword 	<ul style="list-style-type: none"> Keyword 	<ul style="list-style-type: none"> Product Product Category Shopper Interest 	N/A
Placement	<ul style="list-style-type: none"> Search Results Pages (Desktop & Mobile) Product Detail Pages (Desktop) Mobile App 	<ul style="list-style-type: none"> Top of Search Results Page (Desktop & Mobile) Mobile App 	<ul style="list-style-type: none"> Product Detail Pages (Desktop & Mobile) Search Results Pages (Desktop) Customer Review Pages (Desktop) Mobile App Email 	Dedicated landing page, up to 3 levels deep
Landing Page	<ul style="list-style-type: none"> Product Detail Page 	<ul style="list-style-type: none"> Custom Landing Page Amazon Store 	<ul style="list-style-type: none"> Product Detail Page 	N/A



Starting Strategies

Start with Sponsored Products and Automatic Targeting



Why Sponsored Products?

- Simplest way to get started
- No images or custom copy needed
- Ads go live immediately



Why Automatic Targeting?

- No need to select keywords manually
- Use search term insights for Manual Targeting
- Dynamically adapts to trends and seasonality

Use Headline Search and Product Display Ads for more use cases



Headline Search Ads

- Target your products for competitive defense
- Help grow sales within a given product category
- Help grow size of your audience



Product Display Ads

- Target your own products for cross-sell and upsell
- Target related or similar products
- Target complementary products for basket building

Stay competitive with Bid+

Leverage Bid+ to maximize the opportunity to secure top-of-search placement

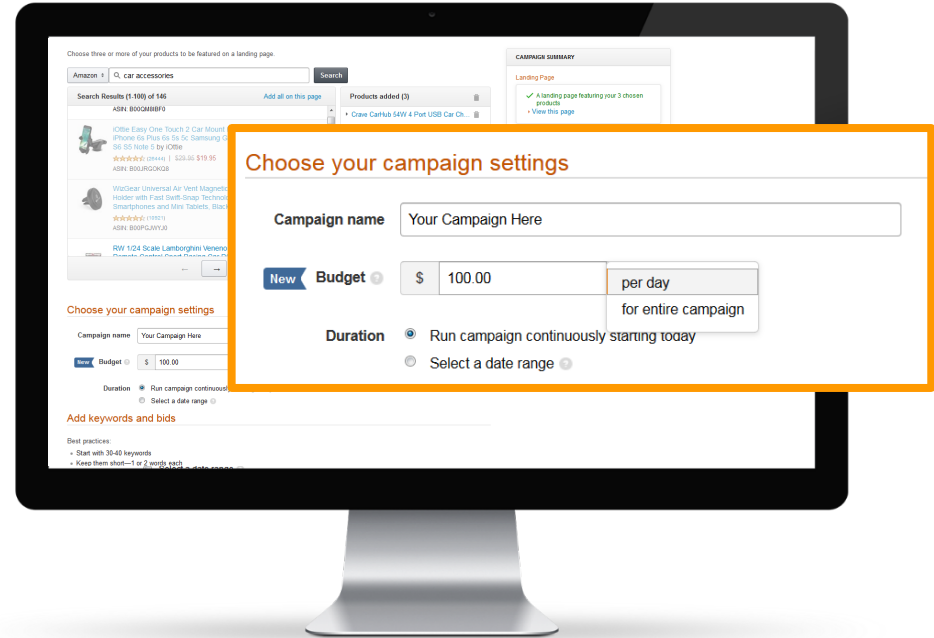
Keywords	Advertised Products	Campaign Settings
Campaign name	Headphones - Sponsored Products (1)	
Type	Sponsored Products	
Status	Running	
Campaign options	<input checked="" type="checkbox"/> Running	
Average daily budget	\$ 100.00	
Duration	12/21/2015 - 01/16/2016	
Targeting	Manual Targeting	
Bid+	<input checked="" type="checkbox"/> On	

ENABLED (PREVIEW) to increase the maximum bids in this campaign when ads are eligible to show in the top of search results.

The screenshot shows an Amazon search results page for the query "hair growth". The top navigation bar includes "amazon", "All Departments", and "hair growth". Below the navigation, there are links for "Shop by Department", "Shipping History", "USA's Amazon.com", "Today's Deals", "Gift Cards & Registry", "Sell", and "Help". The user's account information "Hello, LISA" and "Your Account" are visible, along with "Your Prime" and "Your Lists" links, and a "Cart" icon. The search results show 1-10 of 30,950 results for "hair growth". A "Report a search issue" link is present. The results are sorted by "Relevance". A "Sponsored by LESlabs" banner is displayed at the top of the product listings. The first product is "Lantelle Organic Hair Loss Treatment for Men & Women 4 oz | Fortifying, Strengthening & Rejuvenating Follicle..." by Lantelle, priced at \$32.97. The second product is "Hair Regrowth 30 Day Revolutionary Apple Stem Cell Hair Loss / Hair Thinning Treatment Starter Kit for Women..." by EVOSS, priced at \$28.99. The third product is "Biotin (High Potency) 5000mg Per Veggie Softgel, Enhanced with Coconut Oil..." by Sports Research, priced at \$14.99. The fourth product is "Ultra Labs Hair Lust | Coffee..." priced at \$49.99. The "Bid+" feature is highlighted with an orange box, showing the "On" status.

Ensure maximum spend control and flexibility

Set and adjust daily and campaign budgets easily through the self-service Ad Builder



Consider taking an 'always-on' approach

Run campaigns continuously to keep your brand discoverable anytime, anywhere

- Select “no end date” for your campaigns
- Set a healthy daily budget to account for fluctuations in online traffic



Efficiently manage campaigns with bulk operations

Make edits across multiple Sponsored Products campaigns within a single spreadsheet

- Create new campaigns
- Add new keywords or targeted products
- Update bids
- Turn Bid+ on or off
- Increase budgets

The screenshot shows the Amazon Marketing Services Bulk Operations page. The header includes the Amazon Marketing Services logo, user name 'Swan Bonbon', navigation links for 'Advertising' and 'Stores', and account information 'Lauren Boulos's Account' with a 'Help' link.

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

Bulk spreadsheet history


Below are the most recent bulk files requested. Up to 20 reports will be stored at a time.

Downloads		Uploads	
Files	Status	Files	Status
Sponsored Products Bulk File Nov 03 2017 14:44:29 Status: Success Batch ID: 59FC80CD	Download	Sponsored Products Bulk File Nov 06 2017 17:27:05 Feed: Download Batch ID: 8105217008017476	Changes applied Report
Sponsored Products Bulk File Nov 02 2017 17:47:30 Status: Success Batch ID: 59FBSA32	Download	Sponsored Products Bulk File Nov 01 2017 12:44:15 Feed: Download Batch ID: 8022378462017471	Changes applied Report

Drive awareness of deals

You can boost the visibility of your offers with Amazon Marketing Services

- Lightning Deals
- Savings & Sales
- Vendor Powered Coupons
- Deal of the Day




\$117²⁰

SAVINGS & SALES

Pyle 300 Watt Bluetooth Soundbar with USB/SD/FM Radio and Wireless Remote

★★★★☆ 1,506



\$117²⁰

LIGHTNING DEAL

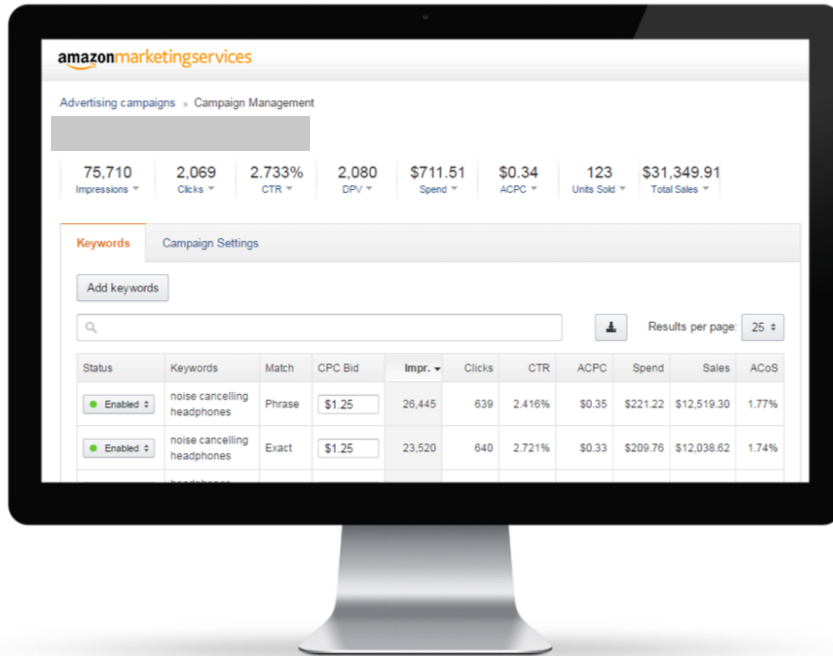
ends in 3:53:41

Pyle 300 Watt Bluetooth Soundbar with a USB/SD/FM Radio and...

★★★★☆ 161

10% Claimed

Familiarize yourself with AMS reporting features



Detailed insights show where to focus and scale your ad spend

- Campaign reporting shows performance from impression to conversion
- Keyword-level performance data enables you to manage your bids and budget in real time
- See how performance and ROI change over time as you refine campaigns and product details



Success Stories

Success story: Sun Products



Drive Sales

More than 500%
return on investment



Increase Visibility

35 million+ ad
impressions in 2nd half
2015

“AMS allows you to put the **speed**, **flexibility** and **genius** of Amazon to work for your brands and get ads in front of customers with lightning speed. ”

Tim Blachowski, eCommerce Team Leader, Sun Products



Success story: Sawyer Products



Drive Sales

Best sales month ever



Increase Visibility

16,000 detailed page views from Headline Search Ad Campaign



Improve Rank

Moved to Top 20 from 50+ in best-seller ranking

“What we liked most about AMS is that it allowed us to simply and quickly **drive awareness and demand** for our products.”

Travis Avery, Vice President of Marketing, Sawyer Products





Next Steps

Get started today

Register with Amazon Marketing Services at
ams.amazon.com

Questions? Contact me:

Name

Position

Email

Phone



amazon marketingservices

thank you

for more information please visit
advertising.amazon.com