

# Support your next **product launch** with sponsored ads



amazon**advertising**

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# Engaging with shoppers. Generating traffic. Driving sales.

These are key milestones for any successful product launch on Amazon.

Maybe this is the first time you're selling a new product on Amazon and are looking for strategies to help meet your launch goals. Or maybe you previously launched a new product but didn't see the results you were aiming for.

Amazon's self-service advertising solutions can help build the awareness you need to reach customers shopping for new items like yours.



**Promoting new products with sponsored ads within the first 13 weeks can help them reach the median annual sales volume of comparable products 37% faster, than launching without advertising.\***

Explore our guide to learn how to use sponsored ads to connect your new product with interested shoppers throughout their buying journey.

**Create your campaign »**

# Review your launch checklist

Use this checklist to better understand the steps to launch successful sponsored ads campaigns for your new product. We'll review each item in more detail below.

- ✓ **Define the goals for your launch**
- ✓ **Get your products ready for advertising**
- ✓ **Choose your advertising solutions**
- ✓ **Build your ad campaigns and your Store page**
- ✓ **Submit your campaigns for approval**
- ✓ **Measure the success of your launch and make campaign improvements**

## Define the goals for your launch

Before you start building your first campaign, it's important to understand what business goals you want to accomplish through advertising. Establishing your goal up front will help you create your advertising strategy and measure your campaign performance later.

Not sure what your goals should be? Our advertisers have found success with these:



Help interested shoppers easily discover your new product in shopping results.



Encourage shoppers to discover and engage with your brand.



Drive awareness, consideration, and conversion of your new product both on and off Amazon.



Ensure you're reaching the right audiences for your business.



Tell the story of your product in the context of your overall brand.



# Get your products ready for advertising

To support your advertising investment, take a close look at the product information you'll display on Amazon. Shoppers who click on products featured in your ads will reach a product detail page—and a strong page can create a good customer experience and help drive sales.

Improvements to some key areas can help engage shoppers once they reach your product detail page and ensure they have the right information to make a purchase decision.



**Choose products that are the featured offer:** The featured offer is the section of the product detail page where customers can add items to their cart or buy now. In order to advertise, your product must be eligible for the featured offer. We recommend choosing products that display the featured offer to help maximize your visibility and sales. You can refer to your business reports (Reports > By ASIN > Detail Page Sales and Traffic by Child Item) to see how often you display the featured offer for your products.



**Keep your products priced fairly:** A key factor in being the featured offer is your price. And for many shoppers, price plays a major role in their purchase decisions. Shoppers may be more motivated to click on your ad, and ultimately make a purchase, if you price your products fairly.



**Make sure your products are in stock:** Your products must be in stock in order to be the featured offer and eligible for advertising. Keep your inventory updated and plan accordingly for products that tend to sell out quickly. Remember, advertising can increase the traffic to your product detail pages, which can result in more sales.

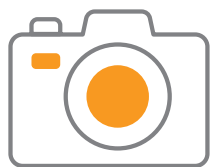


**Choose products that are eligible for Prime Shipping:** If your advertised product offers Prime Shipping, the Prime Shipping badge will automatically appear in your ad creative. This can be a compelling feature for shoppers—it lets them know they can get their product quickly, with no additional shipping costs.



**Create a strong product title:** Think of your product title as a way to make a first impression with shoppers. It will appear prominently in your sponsored ads creative, not to mention on your product detail page. An informative, easy-to-read title lets shoppers quickly know key facts about your product and can help encourage them to click on your ads. We recommend making titles 60 characters long.

## Tips continued:



**Feature high-quality, zoomable product images:** When customers browse your product detail page, images can help capture their attention. Include four or more images showing your product from different angles, highlighting important details, and demonstrating its uses. Also, as a best practice, make sure your images are at least 1,000 pixels in height or width to enable the zoom function on Amazon, which lets customers get a closer look at your products.



**Include multiple bullet points:** One way to shape shoppers' experience on your product detail page is by including at least three bullet points that give them a clear overview of your product's key features: contents, uses, dimensions, age rating, skill level, and country of origin are all ones to consider. Keep your bullet points concise and written with customers' needs in mind.



**Craft a helpful, detailed product description:** With your product description, go beyond the simple features included in your bullet points and capture your product's benefits, uses, and value proposition in a short, engaging narrative. As a best practice, you should always write descriptions for your products.



**Enhance your product detail page with A+ content:** One way to make your advertised products more engaging to shoppers? Be sure their product detail pages feature A+ content. Available to vendors as well as sellers enrolled in Amazon Brand Registry, A+ content lets you describe your product features with enhanced images, text placements, and stories. These can help you increase engagement with your product detail page and drive more conversions.



**Include important search terms:** Search terms help shoppers locate your products on Amazon, so it's important to include them when you're setting up your product detail page. They should focus on subjects that are most relevant to your product: key features, materials, size, use, and more. Be sure to include synonyms and spelling variations, don't use punctuation, and avoid subjective claims like 'best.'

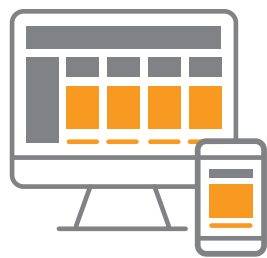


**Monitor for positive customer reviews:** When it comes to buying a product, sometimes the most important factor for shoppers is the opinions of other shoppers. After launch, aim for your advertised products to have five or more customer reviews, plus a rating above three stars.



# Choose your advertising solutions

Start building your strategy by learning what ad solutions are available to you and how to create a campaign tailored to your launch goals.



## Sponsored Products:

Target by keyword or product to help reach relevant shoppers as they're browsing shopping results and product detail pages. When clicked, ads link directly to your product detail page—where customers can learn more about your newly launched product and purchase. Whether it's your first time advertising on Amazon or you have experience using sponsored ads, launching your new product with Sponsored Products is a simple and effective way to get started.



## Sponsored Brands:

Target by keyword or product to help shoppers discover your brand and product portfolio. Ads feature your logo, a customized headline, and a collection of your products, and can drive to your Store. By appearing at the top of shopping results, these ads can help you build awareness early in the product launch. If it's your first time using sponsored ads, try starting with Sponsored Products and expanding to Sponsored Brands after two weeks of campaign results. If you have more experience, we recommend building a Sponsored Brands campaign for the launch.



## Sponsored Display (beta):

Target by interest, category, or product with automatically generated display ads that showcase your new product. They can appear both on and off Amazon for the opportunity to reach audiences wherever they are in their purchasing journey.



## Stores\*:

A self-service product to create a dedicated destination for your brand on Amazon. Create a unique page in your Store for your product launch and use Sponsored Brands to drive traffic to the page.

\*Sellers already selling on Amazon in the country where they wish to advertise can create a Store at no additional cost. Otherwise, selling fees apply.

Sponsored ads work together to help maximize visibility and impact during your launch by reaching shoppers at different points in their buying journey.

Ad product	Ad placement	Business objective	Eligibility
Sponsored Products	In shopping results and on product detail pages	<b>Research</b> <ul style="list-style-type: none"><li>• Help interested shoppers easily discover your new product in shopping results</li><li>• Increase visibility and consideration of individual products as shoppers are browsing on Amazon</li></ul>	Vendors and sellers
Sponsored Brands	Top or bottom of shopping results	<b>Discovery</b> <ul style="list-style-type: none"><li>• Encourage shoppers to discover and engage with your brand</li><li>• Boost brand awareness within shopping results with custom creative</li></ul>	Vendors and sellers enrolled in Amazon Brand Registry
Sponsored Display	On product detail pages and sites off Amazon	<b>Reach and re-engagement</b> <ul style="list-style-type: none"><li>• Drive awareness, consideration, and conversion with placements that appear on and off Amazon</li><li>• Help reach relevant audiences for your business</li></ul>	Vendors and sellers enrolled in Amazon Brand Registry. Off Amazon placements are available in the US only.
Stores	Appears as a unique page on Amazon	<b>Retention</b> <ul style="list-style-type: none"><li>• Tell the story of your product in the context of your overall brand</li><li>• Showcase your full product portfolio with content that can educate and inspire shoppers</li></ul>	Vendors and sellers enrolled in Amazon Brand Registry

“ What we liked most about [sponsored ads] is that it allowed us to simply and quickly drive awareness and demand for our products. ”

— Travis Avery, VP of Marketing, Sawyer Products

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# Build your ad campaigns and your Store page

Here are some key considerations for creating campaigns to launch your new product. Keep in mind that not all ad products may fit the goals of your product launch, so focus on the tactics that will be most meaningful for your brand.

(Note: products and features mentioned below may not be available in all countries.)

For more guidance on creating your first campaign, read our best practice guides for in-depth tips.



- Sponsored Products ([sellers](#) | [vendors](#))
- Sponsored Brands ([guide](#))
- Sponsored Display ([sellers](#) | [vendors](#))
- Stores ([guide](#))

**Campaign name:** Include information on your new product and targeting strategy in the campaign name to organize and measure your campaigns after launch.

**Daily budget:** Set a daily budget that’s high enough to keep your ads showing throughout the day. Once a campaign is out of budget for the day, your ads won’t be eligible to run until midnight when the daily budget resets.

**Bidding:** Your bid is the amount you’re willing to pay when your ad is clicked. We provide suggested bids and bid ranges on the campaign creation page to help you get started. Set the maximum bid you’re willing to pay—ideally at the top of the suggested bid range to remain competitive.

**Campaign duration:** Choose “no end date” to keep your campaign running continuously and to help shoppers discover your products any time they browse on Amazon.

## Here are some budget recommendations by marketplace:

Marketplace	Recommended minimum budget
Australia	\$15
Canada	\$10
France	10€
Germany	10€
India	\$10
Italy	10€
Japan	1,000¥
Mexico	MXN 200
Spain	10€
United Arab Emirates	AED40
United Kingdom	£10
United States	\$10

Let's explore more campaign ideas in detail.

## Sponsored Products

### Targeting

Use a combination of automatic, keyword, and product targeting to reach the most shoppers and learn how they're finding and interacting with your new product.

*If you're new to advertising or want to learn how shoppers are discovering your new product...*

**Try this:** Use **automatic targeting**, the easiest and quickest way to get started. Amazon will do the work of matching your ads to customer search terms and products, saving you time and providing important insights on which search terms shoppers are using.

Launching your product in multiple marketplaces? Use automatic targeting to create campaigns in minutes with no additional language skills or country insights needed.

*If you already have a list of keywords or know which search terms shoppers are likely to use to find your product...*

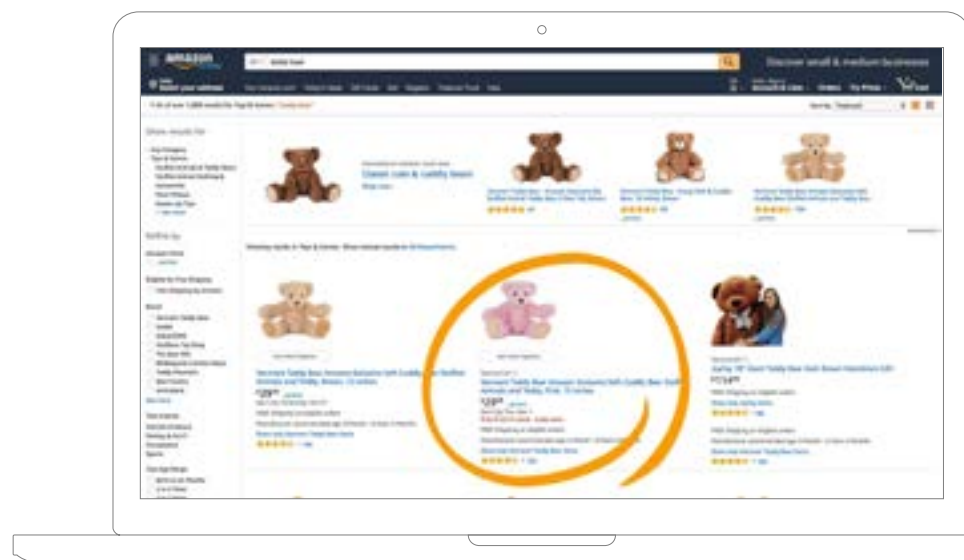
**Try this:** Use **keyword targeting**, and we'll use your keywords to match your ads with customers' search terms. Add at least 30 keywords to your campaign to increase the opportunity for your ads to show.

Think about adding both category-level terms and branded shopping queries (containing your brand name and product name or variations) so you can educate shoppers on your item as they research on Amazon.

*If you would like to reach shoppers looking for your brand, or for similar products...*

**Try this:** Use **product targeting** for greater control over when and where your ads appear. Target your ads for specific products, such as items that are sold separately but could be used with your product, or similar products with low ratings or higher prices to drive demand for your ASIN.

Or broaden your reach by targeting entire categories that are similar or complementary to your product. You can also refine your category targets by specific brands, ASINs, price range, and star ratings.



“ When you want to showcase a new product, you put it where consumers can easily see it. Sponsored Products is like being in the front of the store. ”

— William Land, Founder and CEO, Empire Case

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### Bidding

In addition to setting strong bids, take advantage of additional campaign bidding settings.

**Choose from 3 bidding strategies:** dynamic bids – down only, dynamic bids – up and down, and fixed bids. To maximize potential conversions, we recommend using dynamic bids – up and down. Amazon will automatically raise your bids (by a maximum of 100%) when your ad may be more likely to convert to a sale, and lower your bids when less likely to convert.

**Use placement bid adjustments to help influence where your ads appear.** You can add bid adjustments up to 900% to stay competitive for Top of Search (first page) or product page placements. Boosting your opportunity to appear at the top of the first page of shopping results can help drive more visibility for your new product.

# Sponsored Brands

## Targeting

Choose keyword or product targeting. We recommend using both in your launch strategy to help maximize reach and coverage.

## Products

When choosing the ASINs to appear in your ad creative, try pairing your new product with complementary products from the same category, particularly those with high star reviews and ratings to boost the credibility of your product.

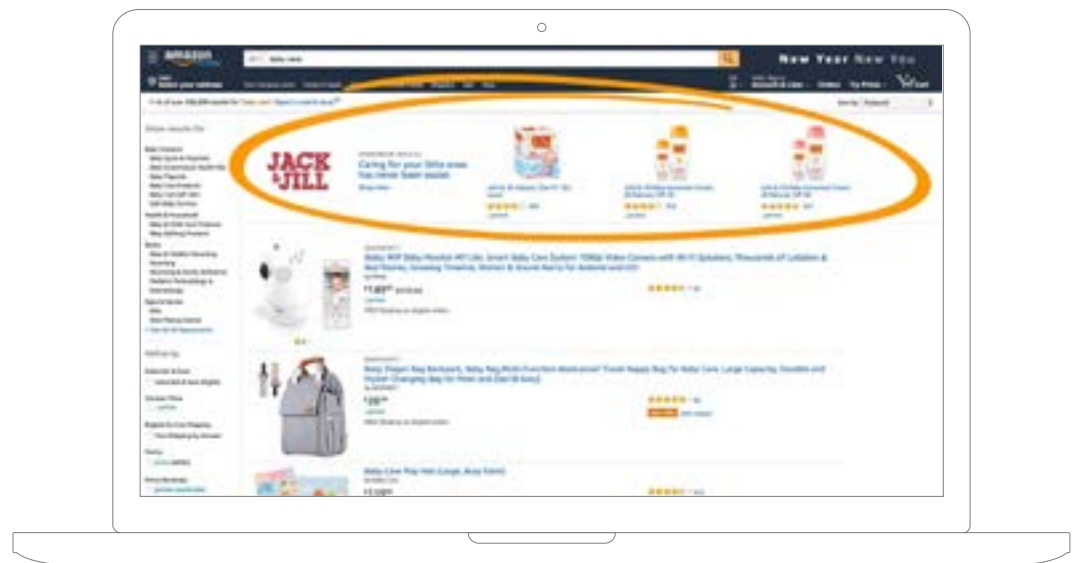
## Creative

You have the opportunity to customize your logo and headline. Create a headline that draws attention to your product launch and pair it with a strong call to action like “Learn more.” Avoid using unsupported claims such as “best” or “top-selling,” and don’t compare your brand to another brand.

## Landing page

You have a choice about where you want customers to connect with your product when they click on your logo or byline: a product list page or your custom Store. We recommend linking to your Store, particularly a page dedicated to your new product. On average, we’ve seen that linking your Sponsored Brands campaigns to your Store has a 17% better return on your ad spend, compared to linking to a product list page.\*

\*Amazon internal, 2019, US performance only



**“ I think Sponsored Brands ads are really good for driving awareness about your brand, and Sponsored Products are really good for bottom of funnel, where you have a clear intent to purchase...I tend to use Sponsored Brands in conjunction with Sponsored Products, because you are able to capture even more real estate. ”**

**— Ritu Java, PPC Ninja**

# Sponsored Display (beta)

## Targeting

Sponsored Display offers four different targeting strategies to create display ads on and off Amazon. Align your campaign targeting to your launch goals.

### *If you want to help build product awareness:* use **Interests targeting**

Using shopping insights, your ads will reach audiences who showed interest in categories related to your promoted product.

**Eligibility:** Vendors advertising in the US, Canada, UK, Italy, France, Spain, Germany, Japan, and India.

**Try this:** Create a campaign featuring targeted interests that are complementary to your product's category. For example, if you're advertising a new TV, you could choose interests such as Video Games, Movies and TV, Team Sports, and Photography.

### *If you want to help increase product consideration and conversion:* use **Products and Categories targeting**

Your ads will target specific products or categories on Amazon that are similar or complementary to your promoted product.

**Eligibility:** Vendors and sellers enrolled in Amazon Brand Registry advertising in the US, Canada, UK, Italy, France, Spain, Germany, Japan, and India.

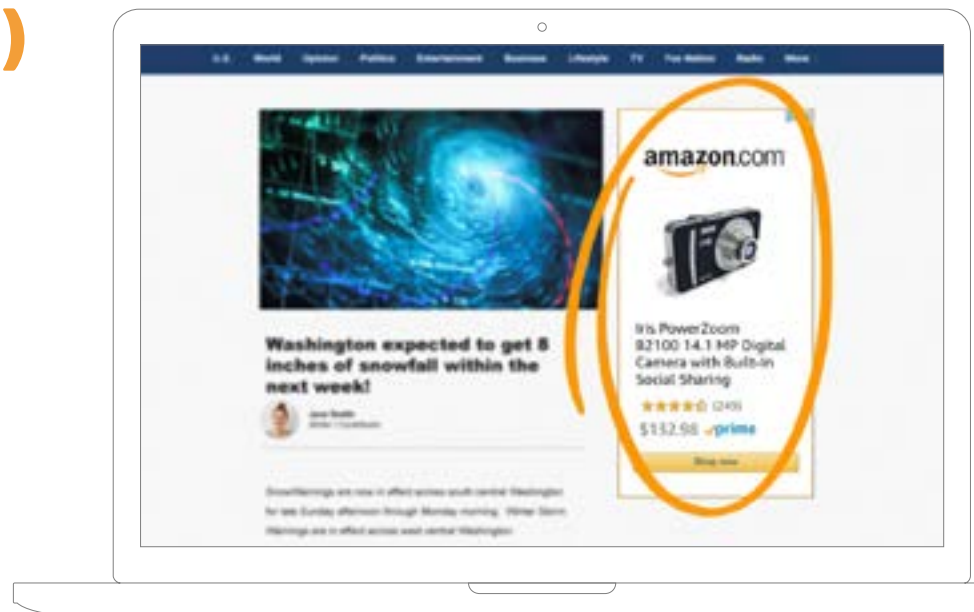
**Try this:** Create a campaign with your brand's other related ASINs as the targeted products in order to cross-sell your new product.

### *If you want to help boost product conversion:* use **Views targeting**

Reengage audiences who previously viewed your product detail pages or similar pages but didn't make a purchase with ads off Amazon that drive back to your product page.

**Eligibility:** Vendors and sellers enrolled in Amazon Brand Registry advertising in the US.

**Try this:** Create a campaign with your new product to help reengage shoppers who viewed your product page or a similar page but didn't make a purchase. This can encourage them to visit your product page—even after they leave Amazon.



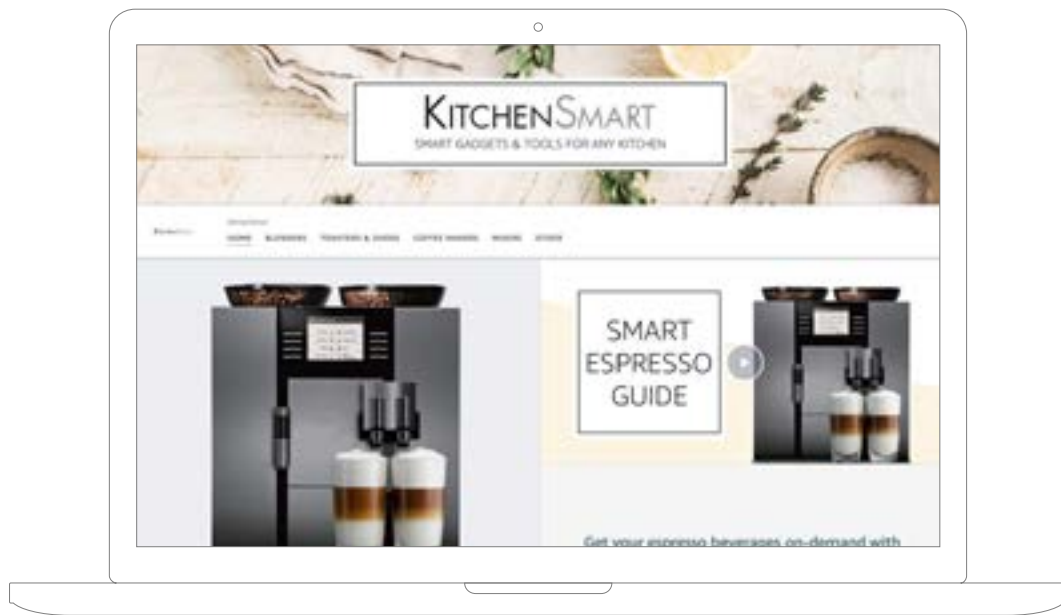
## Creative

With Views targeting, Amazon will automatically generate your ad, so no additional work is needed. With Interests, Products, or Categories targeting, you can add custom creative to your ad, including a brand name, logo, and headline. This is another opportunity to create a headline highlighting the unique benefits of your new product.

“ We love Sponsored Display. It's working. We know it's important to reach audiences who have already engaged with our products on Amazon as they browse off Amazon. ”

— Seman Serkan, Ambersonne





## Stores

Your Store is your unique destination on Amazon to curate content about your brand and products that can educate and inspire shoppers. Create a page within your Store dedicated to your product launch featuring key aspects of the product and its unique value propositions.

### Top tips:

- Create engaging content like videos and high-res images to highlight all of the benefits of your new product.
- Use your Sponsored Brands campaigns to connect shoppers to your Store page when they click on your ad.
- Your Store has a unique URL that you can use in social media posts, your website, or email campaigns to introduce shoppers to your new product's page.
- In addition to creating a subpage about your product launch, feature it on your Store's homepage with a hero image or large product tile.
- Enable the deals widget to showcase any promotions associated with your new product.
- You can submit your Store for moderation and request a future publishing date, helping you time it to your product launch.

**“ Our Store is a pride factor for the brand. It’s probably the best opportunity for us to show what the brand is truly about. Customers can learn more about the product, and engage with the brand. ”**

— Josh Francis, Executive Vice President of Hippeas

**Learn more »**

# Measure the success of your launch and make campaign improvements

After your product launches and your campaigns have been running for at least two weeks, review your advertising reports to understand your performance, keeping in mind the goals you set earlier.

## Are shoppers discovering your new product and engaging with your ads?

If creating product awareness and engagement was your priority, review impressions, or the number of times your ad was shown, as well as clicks and click-through rate.

- If your campaign has few impressions but a high click-through rate, try increasing your bids and budgets for the opportunity to win more impressions.
- If you're seeing high impressions but a low click-through rate, take another look at your main product image, title, and price. You can also test new creative elements for your Sponsored Brands and Sponsored Display ads.

## Are shoppers discovering and engaging with your brand?

To learn how your Sponsored Brands ads are connecting new shoppers to your brand, review the suite of new-to-brand metrics to measure orders and sales from first-time customers of your brand on Amazon. Use these metrics to learn how many new customers you've acquired, estimate the cost of acquisition, and develop the right strategies for growing your customer base.

Try reviewing the new-to-brand keyword metrics to identify keywords with the highest percentage of new-to-brand orders and sales. Consider investing more in these keywords by increasing your bids to potentially generate even more new-to-brand orders.

**“ For us, Sponsored Products has earned its place as an essential part of new product launches in each marketplace. ”**

— Paul Grey, CEO of ExportX

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## Are shoppers purchasing your products, and how did sponsored ads help complete the sale?

If your key goal was to drive sales, measure how many clicks converted into orders, as well as your advertising cost of sales (ACOS). For a new product with limited awareness, it may take additional budget to drive sales, resulting in a higher ACOS.

- If your campaign has high volumes of clicks but low conversions, review your product detail page again using our recommendations in the **Get your products ready for advertising** section.
- If your ACOS is at an unsustainable level for keyword targeting campaigns, continue investing in keywords that are driving clicks and sales, while pausing low-performing keywords.

## Are shoppers engaging with your new product in the context of your overall brand story?

To learn if your Store is resonating with shoppers and supporting your goals, you can access a range of metrics in your Stores insights dashboard. Select a date range to see the number of visitors, views, and views/visitor. Sales, units sold, and orders are the estimated totals from Store visitors within 14 days of their last visit.

Your insights dashboard also provides a breakdown of metrics by traffic source. You can view traffic generated from your Sponsored Brands ads, traffic originating from your byline on product detail pages, traffic coming from your Store's source tags, and traffic from 'other sources' (not categorized).

### Here are some ways to apply that insight:



#### Visitors:

A visitor can visit from more than one traffic source and visit more than one page. You can use this insight to understand which traffic sources visitors use to arrive at your Store, and which pages they visit. That can help you determine if, for example, traffic increase from a paid source correlates with a traffic increase from Amazon organic sources, so you note if there's a halo effect.



#### Page view/visitors:

This insight can help you identify, on average, how many pages visitors view per day. A high number of visits to a single page in one day, followed by low page views per visit, could indicate that a lot of the traffic arriving to the first page doesn't continue to explore your Store. You might want to consider refining your traffic sources (for example, linking a Sponsored Brands ad to your Store) to drive more relevant traffic, or optimizing the landing page you're driving traffic to.



#### Sales, units, and orders:

With these, you can calculate sales per visitor, sales per order, or units per order. Use the insights to identify pages and traffic sources that yield both the best and worst sales performance. If the sources or pages are performing well for you, consider comping these strategies with your low-performing sources and pages—or removing them if they're not producing results in line with your goals.

Create your campaign »