

## Advertising

# Boost visibility and increase sales with Amazon Ads

Our advertising tools can help you reach more customers and grow your brand. Campaigns are easy to set up—and you can set your own bids and budgets.

Already selling on Amazon?

[Start advertising](#)

New to Amazon?

[Sign up](#)

\$39.99 a month + selling fees

**New Seller Incentives:** New sellers get a **\$50 credit** to create Sponsored Products or Sponsored Brands ads for up to 90 days after listing. They also get a **\$50 credit** to create Amazon Coupons. See all incentives.

## Why Amazon Ads?



### Get discovered

Advertising provides a visibility boost for your products and brand. Amazon Ads campaigns appear in highly visible placements, including on search results pages and product detail pages in the Amazon store.



### Increase sales

Many shoppers come to Amazon ready to buy. Amazon Ads can help you reach customers who are looking for products like yours.



### Control costs

Amazon Ads reports track ad spend and performance, so you can learn what's working, fine-tune your campaigns, and optimize your advertising budget.

### Did you know?

Amazon Ads can lower your advertising costs

Amazon's design is user-friendly and functional. Along with that, they have a rich customer base, impressive infrastructure, and provide simple ads solutions to help brands start selling globally.

### Kilo Tan

Ads Manager at Dream Pairs

[View case study](#)

### ? Did you know?

#### Promote your brand with a free Amazon Store

If you're a Professional seller with a brand enrolled in Amazon Brand Registry, you can use Amazon Stores for free to showcase your products and tell your brand story with a multi-page, immersive shopping experience.

Help shoppers explore your full product catalog with your own branded URL in the Amazon store. Use templates and drag-and-drop tiles to create a digital space that fits your brand and spotlights your best-selling products—without writing a line of code.

[Learn more about Stores](#)

## Advertise in and beyond the Amazon store using cost-per-click ads

Use our sponsored ads campaigns to drive visibility and sales—one click at a time. Surface your products in the Amazon store using keywords to match ads with customers who may be searching for items like yours.

**Not sure which type of sponsored ad to try?** Answer four questions to get recommendations.



click (CPC) ads that promote individual products. They appear on product detail pages and relevant search results pages in the Amazon store. Create a campaign in just a few minutes, even if you've never advertised before.

**Learn more about Sponsored Products**

cost-per-click (CPC) ads that feature your brand logo, a custom headline, and multiple products or a video. They appear on relevant Amazon search results pages and help drive discovery for your brand.

**Learn more about Sponsored Brands**

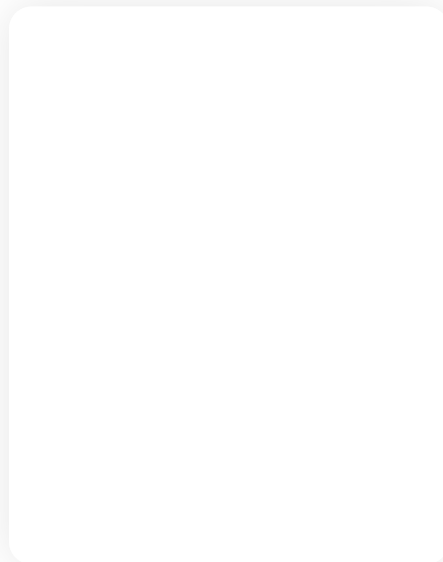
solution that promotes individual products using a brand logo, custom headline, and an image or video. Sponsored Display uses machine-learning and programmatic advertising to surface ads across the Amazon store and beyond—on thousands of apps and websites.

**Learn more about Sponsored Display**

## Need help selecting the right products to advertise?

Our machine learning capabilities suggest products that are more likely to engage customers if advertised. Look for gray and green labels during campaign creation, and consider adding those products to your campaign.

**Learn more about suggested products**



Sponsored Product



Click counts: 894

Credit for pay-per-click



New Seller Incentives

## Use Amazon Ads to meet audiences where they are

- ✓ **\$50 credit** to create Sponsored Products or Sponsored Brands ads
- ✓ **\$50 credit** to create Amazon Coupons

**Learn more**

# Requirements to check before you start advertising



## Accounts

To use Stores or any sponsored ad, you need a Professional selling account. For Stores, Sponsored Brands, and Sponsored Display, you're selling account also needs to be associated with a brand enrolled in Amazon Brand Registry.



## Featured Offer

A product must be eligible to be the Featured Offer in order to appear in any sponsored ad. Sponsored Brands and Sponsored Display ads appear regardless of which seller's offer is currently the Featured Offer.



## Products

A sponsored ad cannot be used for adult products, used or refurbished products, or products in closed categories. For a full list of permitted and prohibited categories, review the creative acceptance policies for Sponsored Products, Sponsored Brands, and Sponsored Display.

## Ready to get started? Here's how it works

### Step 1

#### Log in to Seller Central, or sign up for a selling account

You need a Professional selling account to use Amazon Ads tools, and your selling account needs to be associated with a brand enrolled in Amazon Brand Registry to use Stores, Sponsored Brands, or Sponsored Display.

### Step 2

#### Create an Amazon Ads Account

Visit the Amazon Ads website and click **Register**, then follow the prompts. After creating your account, you can navigate to tools on the Amazon Ads portal. You also can access Amazon Ads tools from the **Advertising** and **Stores** sections of the Seller Central main menu.

### Step 3

#### Start advertising

We recommend launching a Sponsored Products campaign first. If your selling account is associated with a brand enrolled in Amazon Brand Registry, we also recommend setting up a free Store.

### Step 4

#### Expand your strategy

As your products start to get more engagement, consider adding Sponsored Brands or Sponsored Display campaigns to your brand's advertising strategy.

### Step 5

#### Measure and optimize impact

Use measurement and analytics to track impressions, clicks, and visits to your Store, then optimize your campaign performance and ad spend.

# Advertise globally

Interested in advertising internationally? You can get your brand in front of Amazon customers around the world by advertising in all your eligible countries.

1.

Find a country where you're eligible to advertise below.



Canada



United Kingdom



Spain



France



Italy



Germany



Australia



Japan



India



Brazil



Mexico



United States



United Arab Emirates



Saudi Arabia



Netherlands



Sweden



Poland



Singapore



Turkey



Egypt



Belgium

2.

Click the flag for that country to sign in to Seller Central.\*

3.

Click on **Advertising** in the Seller Central main menu, then click **Campaign Manager**. On the next page, click **Create a campaign**.

\*Registration required. [Learn more about global selling](#)

## Helpful resources

### Guides

Get an overview of Amazon Ads tools.

[Understanding Amazon Ads](#)

[Understanding sponsored ads](#)

[Beyond sponsored ads](#)

### Webinars

Join a live advertising webinar to learn from Amazon marketing specialists. Get answers to your questions during a live Q&A.

[Learn more about advertising webinars](#)

Watch Seller University videos to get step-by-step instructions for advertising tools, plus tips and strategies.

[View Seller University](#)

Learn how other sellers have launched and grown their businesses with Amazon Ads.

[Read more](#)

# Frequently Asked Questions

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## What are Sponsored Products?

Sponsored Products are cost-per-click (CPC) ads that promote individual product listings on Amazon. They take shoppers to individual product detail pages.

Sponsored Products ads can help increase visibility and sales for your products because they appear to shoppers who are already in the Amazon store. There are no monthly costs for Sponsored Products campaigns—you pay only when shoppers actually click your ad. Consider using Sponsored Products for new offers, unique products, clearance items, and seasonal promotions.

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## What are Sponsored Brands?

Sponsored Brands campaigns are cost-per-click (CPC) ads that feature your brand logo, a custom headline, and multiple products or a video. They appear on relevant Amazon search results pages and drive discovery for your brand.

Sponsored Brands can increase visibility for your brand and sales for your products because they appear to shoppers who are already in the Amazon store. There are no monthly costs for Sponsored Brands campaigns—you only pay when shoppers actually click your ad. Consider using Sponsored Brands for new products within your brand, collections of related products, clearance items, and seasonal promotions.

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## What is Sponsored Display?

Sponsored Display is a display advertising solution that promotes individual products using a brand logo, custom headline, and an image or video. Sponsored Display uses machine-learning and programmatic advertising to appear across the Amazon store and on thousands of apps and websites.

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## What is an Amazon Store?

Amazon Stores lets you showcase your products and tell your brand story with a multi-page shopping experience.

Help shoppers explore your full product catalog with your own branded URL in the Amazon store. Use templates and drag-and-drop tiles to create a storefront that fits your brand and spotlights your best-selling products—without writing a line of code.

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## Who can use Sponsored Products, Sponsored Brands, Sponsored Display, and Stores?

Sponsored Products can be used by Professional Amazon sellers. To learn more, see the list of FAQs on the Amazon Ads Sponsored Products page.

Sponsored Brands, Sponsored Display, and Stores can be used by Professional Amazon sellers with an account that is associated with a brand enrolled in Amazon Brand Registry. To learn more, see the list of FAQs on the Amazon Ads Sponsored Bands, Sponsored Display, and Stores pages.

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Sponsored Products ads appear on product detail pages and relevant search results pages in the Amazon store, both on desktop and mobile. Ads are shown to shoppers based on keywords or products.

Sponsored Brands ads appear on relevant search results pages, both on desktop and mobile.

Sponsored Display ads use machine-learning and programmatic advertising to appear across the Amazon store and on thousands of apps and websites. You can reach audiences as they browse or buy products from the Amazon homepage, product detail pages, search results pages, or Twitch.

Stores appear in the Amazon store, on desktop, mobile, and the Amazon app.

How much does it cost to advertise?

You can create an Amazon Store for free.

Sponsored Products, Sponsored Brands, and Sponsored Display campaigns are cost-per-click (CPC) ads, meaning you pay only when customers click your ad. You also control the total budget for each campaign

The cost of display ad and video ad campaigns can vary depending on format and placement.

Advertising through a managed-service option with an Amazon Ads account executive (display ads, video ads, and ads that are run through the Amazon DSP) typically requires a minimum spend of \$50,000 (USD). Contact an Amazon Ads account executive for more information.

Audio ads require a typical minimum budget of \$50,000 (US) and are sold on a CPM (cost-per-thousand impressions) basis.

Custom programs are subject to a required minimum spend.

# Boost visibility and help increase sales

Sponsored ads can help you boost your visibility, reach more shoppers, and increase your sales.

Already selling on Amazon?

Start advertising

New to Amazon?

Sign up

\$39.99 a month + selling fees

English

United States

Feedback

How much does it  
cost?  
Product ideas  
What is  
dropshipping  
Sell books online

Amazon Business  
Black Business  
Accelerator  
More programs

Brand Management  
Product reviews  
Customer Behavior  
Analytics  
A+ Content

Events  
Seller FAQs  
More ways to make  
money

Selling Partner  
Appstore  
Find products to sell  
Revenue calculator