






SOP: Advertising a Coupon

1. You may also wish to Advertise your Coupon once you have created it.
2. After you submit your Coupon, you will have the option to create a Sponsored Products Advertising Campaign for your Coupon ASINs to potentially elevate search placement and increase page views.
3. These Sponsored Product Advertisements appear right where customers will see them, such as the first page of search results and product pages, providing an instant visibility boost.
4. Additionally, the Coupons badge will appear on the advertisement.
5. Sponsored Product Advertisements are cost-per-click, so you pay only when customers click your advertisement.
6. You control how much you spend by setting your budget and choosing how much you pay per click.
7. Note that Coupons and Sponsored Product Advertisements have different eligibility rules.
8. As a result, there might be cases where you are not eligible to create a Sponsored Product Advertising Campaign for your Coupon or create a Coupon for your Sponsored Product Advertising Campaign.
9. It is also important to note that the Coupons Campaign and the Sponsored Product Advertising Campaign are independent.
10. The Coupons Campaign may end due to your budget running out, but the Sponsored Product Advertising Campaign will continue to run by default until you manually turn the Sponsored Product Advertising Campaign off.

See Also:

- ▶ [SOP: Creating a Coupon](#) 
- ▶ [SOP: Editing a Coupon](#) 
- ▶ [SOP: Cancelling a Coupon](#) 
- ▶ [SOP: Running a Coupon Again](#) 
- ▶ [SOP: Managing Deactivated Coupons](#) 
- ▶ [SOP: Viewing Coupon Costs and Performance](#) 