

# Amazon Sponsored Ads Course Notes

## 1. Advertising Console

Used to create and manage sponsored ads campaigns.

## 2. Sponsored TV Eligibility

Available to brands who sell on Amazon and those who don't.

## 3. Daily Budget

The average amount you're willing to spend each day.

## 4. Bids

The amount you're willing to invest for a click or view.

## 5. Budget Exhaustion

Once the daily budget is used, no more impressions that day.

## 6. Ad Policies

Following policies helps maintain customer trust.

## 7. Website Traffic Goal

Use Sponsored Display to link to external websites.

## 8. Amazon Sponsored Ads

A suite of self-service advertising solutions.

## 9. Language Policy

Ads must be in the primary language of the Amazon store.

## 10. Translation Features

Access via the Brand Content tab.

## 11. Campaign Navigation

Use the search bar or portfolio page.

## 12. Ad Reach

Sponsored ads appear on Amazon and other sites/apps.

## 13. Automatic Targeting

Includes options like close match, complements.

#### **14. New Advertisers**

Use automatic targeting for Sponsored Brands.

#### **15. Min Lifetime Budget**

\$100 USD for Sponsored Brands.

#### **16. Auto Targeting Benefit**

Easy and fast campaign creation.

#### **17. Ad Approval**

"Great savings" is generally approved.

#### **18. Manual Targeting Benefit**

More control over ad spend.

#### **19. Brand Awareness**

Use Sponsored Brands.

#### **20. Budget Types**

Sponsored Brands support daily or lifetime budgets.

#### **21. Exact Match**

Best when you know high-performing keywords.

#### **22. CTA Policy**

"Shop now before it's too late" may not be approved.

#### **23. Negative Match**

Blocks ads for specific terms.

#### **24. Approved Ad Copy**

Must be professional and relevant.

#### **25. Store Traffic**

Sponsored Brands can drive to Brand Store.

#### **26. External Brands**

Use Sponsored Display if not selling on Amazon.

## **27. Individual Targeting**

Target specific products with Sponsored Products.

## **28. Prohibited Content**

Includes religious advocacy.

## **29. Policy Purpose**

Ensure a trustworthy shopper experience.

## **30. Conversion Focus**

Use Sponsored Products.

## **31. Dynamic Bids Up/Down**

Bids increase or decrease based on conversion likelihood.

## **32. Core Principle**

Customer Obsession.

## **33. Dynamic Bids Down Only**

Reduces bids when less likely to convert.

## **34. Combined Strategies**

You can use multiple solutions together.

## **35. Broad Match**

Reaches related search terms.

## **36. Conversion Strategy**

Dynamic bids up and down deliver more conversions.

## **37. Ad Benefit**

Provides insights to optimize campaigns.

## **38. Always-On Campaigns**

Use daily budget (no end date).

## **39. Product Visibility**

Use Sponsored Products.

## **40. Refine Category**

Use the Refine button to narrow targeting.

#### **41. Fixed Bids**

Uses your exact bid with no adjustments.

#### **42. Campaign Groups**

Use the portfolio page.

#### **43. Buying Model**

Sponsored Display/TV use vCPM bidding.

#### **44. Star Rating Targeting**

Use Category Targeting.

#### **45. Create Brand Store**

Via the Brand Content tab.

#### **46. Reach More Customers**

Use Sponsored Brands.

#### **47. Shopping Results**

Sponsored Brands appear on Amazon.com results.

#### **48. Low Impressions Fix**

Increase the bid amount.

#### **49. Sponsored Brands Budgeting**

Support both daily and lifetime budgets.

#### **50. Console Purpose**

Create and manage sponsored ad campaigns.