Amazon Sponsored Ads Certification - Summary Notes

1. Sponsored Ads Types

- Sponsored Products: Promote individual product listings using keyword or product targeting.

- Sponsored Brands: Feature brand logo, custom headline, and multiple products; supports video creatives.

- Sponsored Display: Retarget shoppers and drive awareness using audience and contextual targeting.

- Sponsored TV: Reaches audiences on streaming content across Fire TV, Freevee, and third-party apps.

2. Ad Creatives Best Practices

- Show product within first 3 seconds.

- Include brand logo and clear call-to-action (e.g., "Shop Now").

- Use concise, mobile-optimized messaging.

- Test creatives in advance of major events like Prime Day.

3. Keyword and Targeting Strategies

- Broad Match: Reaches wide audience using variations and related searches.

- Phrase Match: Matches close phrases in order.

- Exact Match: Matches precise terms only.

- Product Targeting: Targets specific ASINs or categories.

4. Key Advertising Metrics

- Clicks: Number of times ads were clicked.

- Click-through Rate (CTR): Clicks / Impressions (%).

- Return on Ad Spend (ROAS): Revenue / Ad Spend.

- Advertising Cost of Sales (ACOS): Ad Spend / Sales.

- Impressions: Number of times ad was shown.

- Detail Page Views: Number of visits to product pages.

5. Reports and Insights

- Search Term Report: Shows customer search behavior and keyword performance.

- Campaign Report: Breaks down performance by campaign.

- Placement Report: Shows ad performance by placement.

- Brand Impression Share: Tracks brand visibility across impressions.

6. Budget and Bidding Optimization

- Increase bids for high-converting keywords.

- Decrease bids for high-ACOS products.

- Reallocate budget from low- to high-performing campaigns.

- Use bid multipliers by placement type.

7. Business Goals Alignment

- Awareness: Use Sponsored Brands and TV; track impressions and brand share.

- Consideration: Use Sponsored Brands video; track CTR and detail page views.

- Purchase: Use Sponsored Products; monitor ROAS and conversions.