Amazon Advertising

* Uses a bidding system based on keywords
* Keywords are user search terms
* Ads are placed throughout Amazon and the highest bidder gets the best placement.
  + Each bidder’s ad will show somewhere in the search
  + It may be very very deep and essentially never visible
* Each time a customer enters a search term amazon takes bids to show the ad
  + The highest bidder gets the first spot. The second bidder gets the next spot and so on.
  + A bid of $1.00 does not mean you will pay $1.00. You only pay $0.01 more than the second highest bidder.
  + If person A bids $1.00 and person B bids $0.75, person A will win the bid and pay $0.76.
  + Person B gets second placement.
  + Person A and B only pay that amount if the ad is clicked. If no clicks, then nothing is charged.
* Ad Campaign: A naming convention to specify an ad or group of ads that are related
* Ad Group: A naming convention for the user to group ads based on characteristics