How to

Make the Most of Amazon Advertising

6 Actionable Steps

to Prepare and Launch Your Amazon Ad Campaigns for Maximum ROI



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Amazon's recent updates to its advertising platform have sent shockwaves through the eCommerce marketing ecosystem.

Amazon's ad strategy is a game-changer: It lets advertisers reach more of their target audience with relevant messages that match search intent.

There are a number of prerequisites that you must fulfill before launching your Amazon ad campaigns; certain ad types cannot be run without adhering to Amazon's requirements.

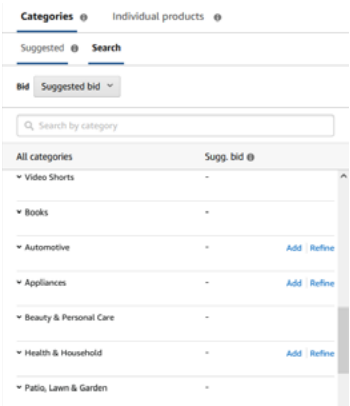
In this eBook, we'll cover the **6 steps you should take when running Amazon ads for your brand,** the best strategies for running specific ad types, and a checklist of prerequisites you need to maximize ROAS with Amazon Ads.

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Step 1

Identify Amazon Categories

Identifying your target Amazon category is the first step in Amazon's advertising algorithm.

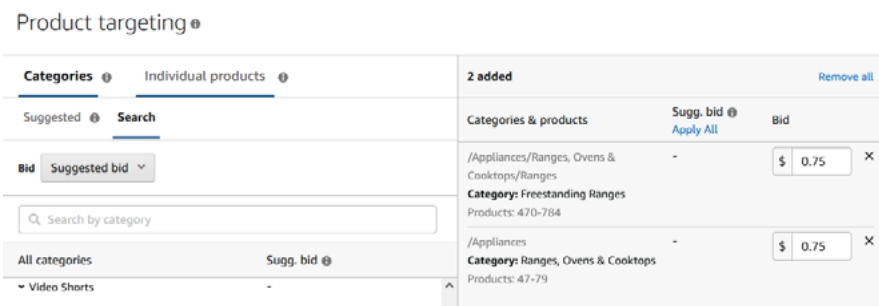


Categories help Amazon determine if your advertised product is relevant to a customer. You should always start with a deep understanding of the products you will be advertising and their associated categories on the Amazon marketplace.

The easiest way to do this is to make sure your advertised ASINs are listed properly in your Seller Central or Vendor Central account. Determine Amazon product categories that are most relevant to your Amazon target audience, and target these categories in Amazon ads.

Category targeting allows advertisers to collect valuable data on their product and performance in its category and related categories.

If you're unsure which Amazon product categories are most relevant for your products or if a specific category will yield better results, try experimenting with Amazon's different available options.



Step 2

Choose Relevant Keywords for Your Target Audience

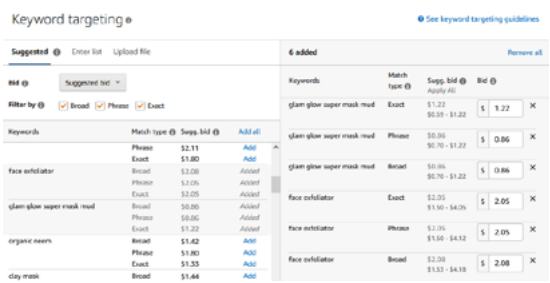
Amazon offers 3 different keyword matching options that you can use to help bring in the right users for your Amazon product marketing campaigns:

[BROAD] [PHRASE] and [EXACT] match:

- **Broad match**
  Shows in all specified keywords, abbreviations, close variants, or related keywords/synonyms. Primarily used for collecting data from consumers.

- **Phrase match**
  Shows results that include your keyword within the search. Keywords can be mixed with other search terms in phrase match. Primarily used to reach target audiences while showing up on more searched phrases.

- **Exact match**
  Shows results that exactly match your keyword. Will not display for related keywords or other search terms. Primarily used to ultra-targeted campaigns.



Choosing the right match options for your keywords will help the algorithm put your product in front of the right target audience.

Amazon also allows marketers to use placement and bidding variables when creating ads, which can help advertisers drive the best traffic towards their campaigns at a low cost.

Step 3

Choose Which Types of Amazon Ads to Run

There are 4 distinct types of ads on the platform:

Sponsored Brand Video	Sponsored Brand
Sponsored Product	Sponsored Display Ads

Each ad type generally matches up with a specific KPI.

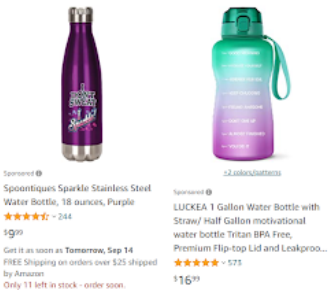
Sponsored Brand Video Ads

These ads feature autoplay videos between 6 and 45 seconds, playing silently. Currently, they run on a CPC basis instead of CPM which is excellent for brand visibility and generating new traffic.

Sponsored Brand Video ads also present an opportunity for unique video creative on the Amazon platform. In the future these ads will likely be run on a CPM basis, making them much more expensive.

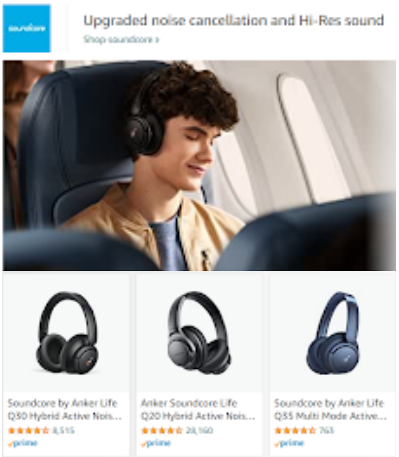






Sponsored Product Ads

These ads display product listings in search results, and in carousels on product display pages. Historically, Sponsored Products Ads produce the most sales and have the best ROAS.



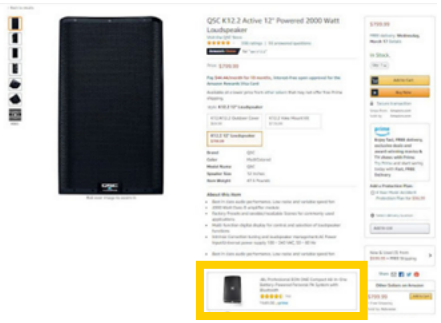
Sponsored Brand Ads

This type of ad runs a headline across the top of Amazon search results to display your brand logo, a 50-character headline, a lifestyle image, and three products of your choice. Sponsored Brand ads can also receive impressions at the bottom of Amazon search results pages.
These ads will drive traffic to your Amazon Brand Store. If you are new to Sponsored Brand Ads, a good strategy is to feature your highest-rated products in your Sponsored Brand ad.
Additionally, Sponsored Brand Ads can help larger brands maintain dominance in their own branded keywords and discourage competitors from bidding on their brand name.

Sponsored Display Ads

Used to increase brand awareness, these display ads target top-of-funnel to increase impressions and clicks. These ads can be quite expensive for newer brands.

Amazon has been rolling out changes to the Sponsored Display Ad type, adding more targeting options, so advertisers can build greater brand awareness both on and off of Amazon.



Step 4

Create Ad Creative and Copy That Answers Search Intent

When creating Sponsored Brand and Sponsored Display ads, make sure the ad copy relates directly to specific keywords for your audience.



Amazon ads are designed to answer users' search queries. As such, your Amazon ad copy should be a direct response to the audience you're targeting.

Your Amazon listing title, image, and product description should correlate directly to search queries.

Creating ads with search intent in mind will result in more clicks from relevant traffic at less cost per conversion or sale.



For more details on the different types of Amazon ads read our ***How Brands Should Prepare For Amazon Advertising:*** Top Ad Types and Strategies article.

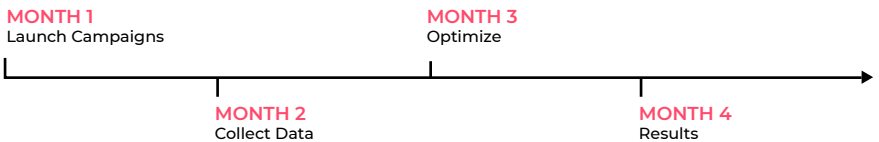
Step 5

Run Your Amazon Ads

Let your Amazon ads run for an allotted amount of time before analyzing and optimizing results.

Allow Amazon to collect enough data about your ad performance before optimizing or pausing your ads.

It may take some testing to determine which type of Amazon ad is most effective in reaching your audience.



Step 6

Optimize for Amazon's Ever-Evolving Ad Platform

Once you've run your Amazon ads, you'll need to optimize.

Amazon is constantly updating its ad platform and campaign budgeting structure. But there are several fundamental adjustments advertisers can use to boost effectiveness.

- Make sure your product listings have an adequate inventory, feature highly rated products, and include A+ content on your pages.
- Check that Amazon ads are properly optimized with the right title, description, and images (good naming and descriptions can help increase CTR and drive conversions).
- Don't run multiple ads targeting the same search term or phrase without using negative match keywords. Otherwise you could create cannibalization from one ad to another, driving down campaign performance rather than increasing it.

Checklist

Before running Amazon ads...

- ☐ Get Brand Registry by submitting your trademarks to Amazon.
- ☐ Build a Brand Store and A+ Content to create an immersive shopping experience for your customers.
- ☐ Accumulate as many organic sales and reviews on the Amazon platform as possible to establish credibility.
- ☐ Dedicate a budget specifically for testing, running, and optimizing Amazon ad strategies.
- ☐ Set appropriate KPIs and targeting for specific ad types.



Want professional help building your brand's Amazon ad campaigns?

Talk to us **at WITHIN.** We work with brands like Nike, Hugo Boss, and Shake Shack to build, launch, and optimize their brand marketing campaigns for maximum customer LTV.

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