amazonadvertising   **Sponsored Display βeta**

Reach more relevant shoppers on and off Amazon to help increase sales

Reach the right audience for your business

Maximize impact with minimal effort

Support your business objectives

Get Started with Sponsored Display – a new self-service advertising solution

1. **Log into Seller Central**

   - Select the Sponsored Display tile and choose "continue"
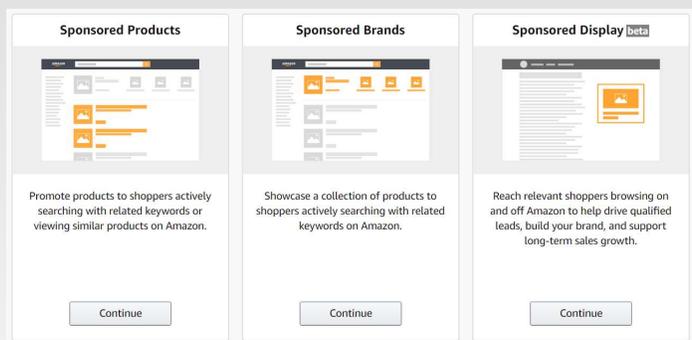
2. **Create your campaign**

   - Choose a campaign name

     o Create a campaign name that indicates the audience selected and the products or categories of products you will be promoting. As an example, if you choose to select an audience that has previously searched for keywords relevant to your advertised products, we suggest "**product–searches**" or "**product category–searches**"

   - Select your campaign dates

     o Set a future start date for your campaign. We recommend you select 'no end date' to continuously run your campaign. Sponsored Display support machine learning which continuously optimizes your campaigns for better performance. You can change or extend the campaign dates as often as you wish. However, once the campaign has ended you cannot extend the end date.

   - Select a daily budget

     o Your daily budget is a cap on how much you want to spend per day. You can always change your budget after you have launched your campaign.

   - Create an ad group (views audiences only)

     o Bids are applied at the ad group level. Setting up ad groups allows you to apply bids to groups of products based on characteristics such as ASP (average sales price), margin, or category (running shoes).

     o To create multiple ad groups within a campaign, first select several products you would like to include within your initial ad group, click the **Add** button next to each ASIN, set your bid which will be applied to that ad group, and launch your campaign.

     o To create additional ad groups once your campaign is launched, select your campaign through the campaign manager. Click the **Create ad group** button to build an additional ad group(s).

     o Name each ad group based on the products you choose to include and advertise.

3. **Select audience type**

- Within Sponsored Display you can choose to reach audiences based on Amazon shopping activities. You can engage shoppers based on :
  - o Views: Viewed the detail pages of your advertised products or similar products
  - o Searches: Searched for keywords relevant to your advertised products
  - o Purchases: Previously purchased your advertised products
- Choose the corresponding radio button next to the audience you would like to reach

4. **Select the products you would like to advertise**

- Sponsored Display automatically includes all your brand owned ASINs from which you can then select those products you would like to promote. To promote your products efficiently, we recommend creating ad groups as noted above
  - o If you choose to reengage shoppers who previously viewed your detail pages (views), we recommend you add all your eligible ASINs to your campaign, including those with higher detail page views to help increase consideration of your full offering. Select the products you wish to promote and add them to the appropriate ad group.
  - o If you choose to engage shoppers who searched for relevant keywords (searches), we recommend that you promote all your eligible ASINs to help generate additional detail page views. This may help drive increased conversions from customers who are new to your brand and increase traffic to your detail pages. There is a limit of 20 ASINs per ad group for this audience.
  - o If you choose to reengage shoppers who previously purchased your advertised products (purchases), we recommend that you add your best-selling products to your campaign first to reach as many existing customers as possible, and then add those products you would like to cross sell or upsell. There is a limit of 20 ASINs per ad group for this audience.

5. **Select the bid you would like to use for the ad group**

- You payment model is based on the audience type you select and is either CPC (cost-per-click) or CPM (cost-per-thousand). When selecting the views audience your bid is set at the ad group level and will be applied to all products in that ad group.

6. **Sponsored Display ad creative**

- Sponsored Display ads are auto generated and include the same image, product title, star rating, and pricing of that on the product detail page. Ads can also include a Prime badge and a "shop now" button that links back to your product detail page on Amazon.

- If you choose to engage audiences who previously viewed the detail page of your promoted products (*views*), your Sponsored Display ad will only appear off Amazon on third-party websites and apps. If you choose to engage audiences who searched for keywords (*searches*) relevant to, or previously purchased (*purchases*) your advertised product, your ad will appear both on Amazon and off Amazon

- Below is an example of what your ad may look like depending on audiences selected.

Off-Amazon   On Amazon

7. **Launch your campaign**

- Once you click the **Launch campaign**, your campaign will be active pending ad moderation. If you would like to make any changes to your campaign, please follow the below guidelines:

  o To pause a campaign, change the daily budget or change the date, go to the *campaign setup* page

  o To add or remove ASINs or change your bid, go to the *ad group settings* page in the campaign manager

  o Sponsored Display is currently in beta and does not allow changes to be made inline in the campaign manager, therefore those fields are greyed out. To pause a campaign, change budget or date, remove or add ASINs, or update your bid, please follow the instructions in the above two bullets

8. **Understand reporting**

- Sponsored Display includes many of the same metrics as Sponsored Products including:

  o Sales

  o Return on ad spend (ROAS)

  o Advertising cost of sales (ACOS)

  o Campaign metrics

  o Ad Group metrics

- Additional metrics include:

  o New-to-brand[1]: purchases, sales and units sold to first-time customers on Amazon over a 12-month lookback period

  o Detail page views (DPV): number of views of a product detail page on Amazon

  o Add to cart (ATC): number of times an advertised product is added to a shopping cart

- Attribution:

  o If you choose to reengage audiences who have previously viewed your detail pages or detail pages of similar products, you are only billed each time a shopper clicks your ad (cost per click, CPC). Attribution for the views audiences corresponds to a 14-day click-based model. If you choose searches or purchases audiences, you are billed based on impressions (cost per thousand impressions, CPM) with a corresponding 14-day click-and–view-based attribution model.

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1. New-to-brand metrics determine whether ad-attributed purchases were made by existing customers or customers buying a brand's product on Amazon for the first time over the prior year.

Frequently Asked Questions

Where will my Sponsored Display ads appear?

If you choose to reengage audiences who previously viewed your detail pages or detail pages of similar products, your Sponsored Display ads will appear off Amazon only on third party website and apps. If you choose to engage audiences who have previously search for keywords relative to your promoted products or have purchased your promoted products, you ads will appear both on and off Amazon. Ads on Amazon will appear on prominent slots on product detail pages, search pages, deals pages, thank you pages, customer review pages, alongside search results, and on offer listing pages across both mobile and desktop.

Do I need to add keywords to my Sponsored Display campaign?

No. Sponsored Display uses browsing and buying signals on Amazon to help you reach audiences who may be new to your brand or who have previously engaged with your products.

How much does Sponsored Display cost?

Sponsored Display uses both cost-per-click (CPC) and cost-per-thousand (CPM) payment models. Audiences based on views of detail pages are billed using a CPC payment model. Audiences based on previous keyword searches or past purchases are billed using a CPM payment model.

What results can I expect from Sponsored Display?

Sponsored Display can help you reach new customers who may not yet be aware of your brand, increase product demand by reengaging shoppers who previously expressed interest in your offerings but have not yet purchased, and support long-term sales growth through repeat purchase by displaying your ads to shoppers both on and off Amazon. We recommend launching all strategies to continuously drive brand awareness and traffic to your product.

How does Sponsored Display help me acquire new customers?

Sponsored Display enables you to reach audiences who have previously searched for keywords relevant to your products on Amazon, but who have not yet purchased from your brand. Almost 85% of products promoted through Sponsored Display were sold to first-time buyers[1].

1) Calculated using ad attributed new-to-brand metric (NTB) using a 12-month look back window, average across 14 Sponsored Display beta campaigns, April 2019