

# Best practices for Sponsored Display campaigns

Keeping potential customers engaged with your products is key to translating product consideration into conversion.

Sponsored Display can help you reach the right audiences for your business, beyond those shopping on Amazon—giving you an opportunity to increase consideration and complete the sale.

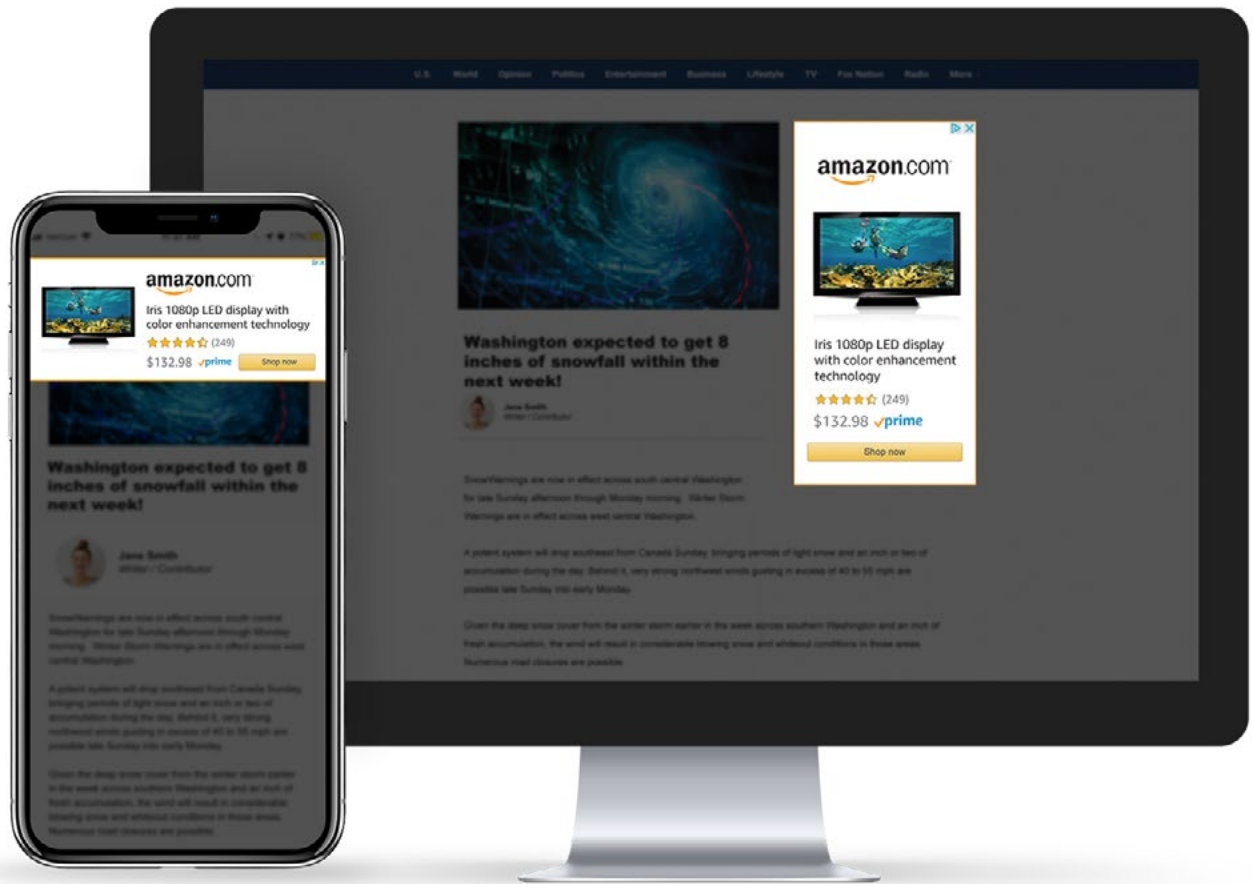
Here, we answer common questions about how to get started with Sponsored Display and get the most out of your campaigns.



# How do Sponsored Display campaigns work?

Sponsored Display makes it easy for shoppers to discover your product for the first time, or to reconsider your product for purchase. The goal of Sponsored Display ads is to inspire these shoppers to return to Amazon and make a purchase from your brand.

With Sponsored Display, you can quickly create campaigns that will appear on desktop and mobile websites and apps off Amazon. After adding products to your campaign, Sponsored Display will automatically generate your ad creative, dynamically promoting the most relevant product with the highest expected chance of conversion.



Your display ad will feature an image, product information, and a “Shop now” button that clicks through to your product detail page on Amazon to help customers make an informed purchase decision.

# How can Sponsored Display help me grow my business?

In just a few clicks you can create a display ad campaign that promotes your entire product catalog with creatives that are auto generated and then optimized for performance.

## Create Sponsored Display campaigns that help:



**Increase visibility across your entire catalog**



**Generate greater awareness of specific products**



**Drive incremental sales of your best-performing items on Amazon**



**Accelerate sell-through of products with longer sales cycles or higher prices**



**Promote clearance items and seasonal products**



**Increase reach during popular shopping events**

Sponsored Display campaigns are designed to be easy to use and impactful for your business. Here are some of the benefits of this solution:

- ① **Reach the right audiences for your business:** With Sponsored Display you can reach audiences beyond those actively shopping on Amazon. Audiences are automatically created based on relevant Amazon shopping activities to help you easily achieve your business objectives.
- ② **Maximize impact with minimal effort:** In just a few clicks, you can create a campaign that promotes your full catalog with auto-generated ad creative that is optimized for performance.
- ③ **Support your business objectives:** Measure and help achieve your business objectives—from product awareness to consideration and conversion.



# How can I get started with Sponsored Display?

If you're new to Amazon Advertising, go to [advertising.amazon.com](https://advertising.amazon.com) and select 'Register,' then choose one of the account options to sign in.

If you already have an advertising account, sign in and select the Sponsored Display campaign type, and follow these steps for quick and efficient campaign setup.

## Define your campaign goal

Before you create your first campaign, it's important to know what business goal you want to accomplish through advertising. Establishing your goal up front will help you better measure and analyze your campaign performance later.

## Choose your campaign settings

### *Campaign name*

Give your campaign a straightforward name that will help you easily find it later.

### *Start and end dates*

We recommend running your campaign now, with no end date. This will give you the chance to start generating traffic immediately and help shoppers discover your products year-round on Amazon.

### *Budget and bidding*

You have the flexibility to choose your daily budget and cost-per-click bid during campaign creation, and to change both at any time after your campaign is running.

Set a daily budget that's high enough to keep your ads showing throughout the day. A daily budget is the amount you're willing to spend per day over a calendar month. This means that ad spend on any given day may exceed your daily budget but, at the end of the month, the average daily spend for that month will not exceed your daily budget. Once a campaign is out of budget for the day, your ads won't be eligible to run until midnight when the daily budget resets.

Choose your bid based on the maximum amount you're willing to pay when a shopper clicks your ad. The more competitive your bid, the better chance you generally have for your ad to display. Exactly how much you should bid depends on the business goal of your campaign.

Sponsored Display may automatically raise your bid in real time when your ad may be more likely to result in a sale without exceeding your daily budget amount across a 30-day average. Your bid may be automatically lowered when less likely to result in a sale.

## Create ad groups and add your products

From the products you add to your campaign, Amazon will display the item with the highest chance of resulting in a purchase. Advertisers who add their entire catalog of eligible products to their Sponsored Display campaign can then identify products that perform well with Sponsored Display and use those insights to help improve performance. So we recommend adding all of your eligible products to expand your audience of shoppers who have previously viewed your products or similar items. Make sure to add any new products on a regular basis to ensure these items have the opportunity to be promoted.

Advertising all of your products also helps ensure that your most relevant product is always shown for the best chance to make a sale. For example, if you sell a line of running shoes but only include one type of shoe in your campaign, your ad will only be shown to shoppers who viewed that shoe or a similar shoe. But if you include all of your shoes in your campaign, your ads have the potential to reach a broader audience interested in other types of running shoes.

Use ad groups to help organize and manage the products within your campaign. For example, if your campaign features women's shoes, you can create ad groups for "Boots," "Flats," and "Heels." You can also use ad groups to divide your products based on those with similar prices or sales margins. Each ad group can have a different bid, helping you better control your spend and results.

## Launch your campaign

Amazon automatically generates your ad creative based on the products you chose to promote and displays the ad to relevant audiences off Amazon. The ad will feature a product image, title, star rating, Prime badging, and price from your detail page. Your ads will be automatically updated if changes are made to the information on your detail page.

**"The Sponsored Display beta campaign gave us millions of impressions at an insanely small cost. We received twice the amount of impressions as compared to a similar campaign that spends over 10x the budget."**

Steven Thuyen, Ecommerce & Marketing Manager, Zyllion

# Once my campaign is live, what can I do to help improve its performance?

Here are our top 5 optimization tips to get the most out of your Sponsored Display campaigns.

## 01 **Add your entire product catalog to your campaign and refine your campaign structure over time**

We recommend promoting all of your products with Sponsored Display to quickly gather metrics on which items perform the best with these ads. Advertising all of your products also helps ensure that your most relevant items are shown based on Amazon shopping activities.

Once you know which products perform the best with Sponsored Display based on your campaign goals, you can segment these items into a separate campaign or ad group with no end date for more streamlined campaign management and optimization.

For any underperforming products with an advertising cost of sales (ACOS) outside of your target range, you can also add these to a separate campaign or ad group. This can help you deep-dive into their performance and optimize your bids and budgets on a more granular level.

## 02 **Ensure your campaign has enough budget to stay live throughout the day**

Monitor campaigns that frequently run out of daily budget—they might be missing out on potential impressions.

Consider increasing budgets that frequently run out to help continuously drive traffic to your ads, especially for your high-performing campaigns.

If you can't increase your daily budget, consider reducing your bids to help maintain visibility throughout the entire day.



## 03 Use campaign metrics to make informed bidding optimizations

Actively managing your bids is an important step in helping your campaigns perform at optimal levels.

Your bid should strike a balance between how much you're willing to pay for a click and how much traffic you'd like to drive to your ads:

- If your campaign's ACOS is within your target range and you would like to generate more impressions, try increasing your bid to boost the opportunity for your ads to win more auctions and expand your reach.
- If you're trying to improve your ACOS, try reducing your bid to decrease how much you will pay for each click. Remember that the more competitive your bid is, the better chance you will generally have for your ad to display—so reducing your bid may also mean winning fewer impressions and decreasing your visibility.

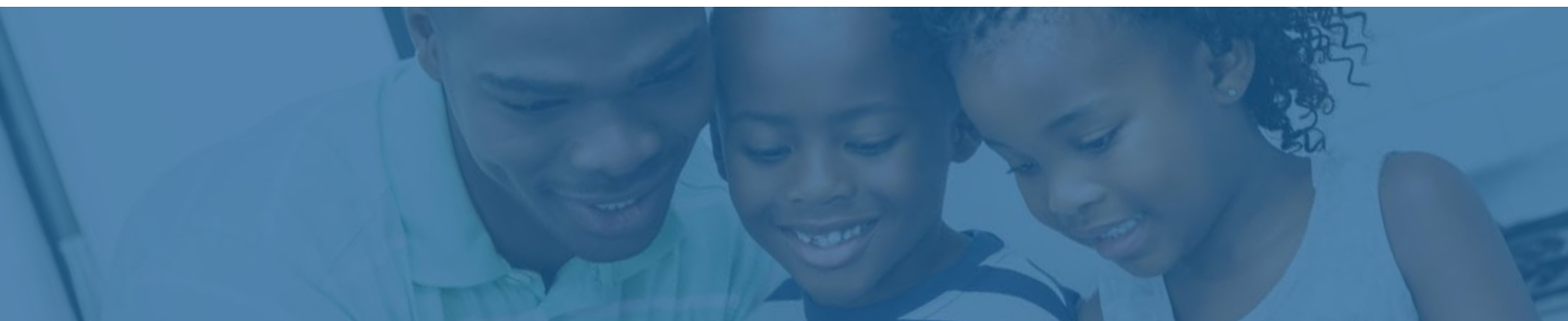
## 04 Monitor campaign performance regularly

Sponsored Display provides metrics to help you make adjustments to your campaigns as needed. After launching your campaign, let it run until you have collected sufficient traffic and sales insights to help you optimize the campaign. Keep in mind the typical selling cycle for your products when determining how long to let your campaign run before assessing its performance.

Once you have sufficient campaign metrics, review them in the campaign manager every 48 hours to learn how your campaign performs over time and to make informed decisions on improving results.

After making adjustments, let your new bids run for a few days to see if your campaign starts generating clicks and sales within your target ACOS range. Remember that depending on the product and its typical selling cycle, customers may not complete their purchase immediately.

If some of your products are still not performing at optimal levels, you can consider pausing these individual products and focusing on your top-performing products instead.





## 05 Measure performance against your campaign goals

Depending on the goal you established during campaign creation, make sure you're benchmarking your Sponsored Display performance against that objective.

For example, if you're using Sponsored Display to help drive incremental sales, you can measure how many ad clicks convert into orders, as well as your ACOS, which is calculated by dividing your total ad spend by total sales attributed to advertising. While useful, ACOS should be viewed in context, with a holistic approach. So if you're using Sponsored Display to promote a new product with limited awareness, it may take additional budget to drive sales, resulting in a higher ACOS.

If creating additional product awareness is your priority, you can monitor impressions, or the number of times your ad is shown. Setting strong bids can help you win more impressions.

If you also have Sponsored Products or Sponsored Brands campaigns, keep in mind that your Sponsored Display campaign may perform differently since these ads run off of Amazon, rather than in placements across Amazon.

**"We love Sponsored Display. It's working. We know it's important to reach audiences who have already engaged with our products on Amazon as they browse off Amazon."**

Seman Serkan, Ambersonne