

Amazon Ads is the Retail Media Network of America's largest online retailer.

Sponsored Ads is a suite of self-service Amazon Ads solutions that are available via the Amazon Ad Console. Sponsored Ads encompasses several different ad types including Sponsored Products, Sponsored Brands, Sponsored Display & Sponsored TV.



Choose your campaign type

[View drafts](#)

Sponsored Products



Promote product listings

Sponsored Products can help promote products to shoppers actively searching with related keywords or viewing similar products on Amazon.

[Explore Sponsored Products](#)

Continue

Highlights

Advertise products across retailers Beta

Create campaigns for products sold across retailers. Ads will appear and convert on retail websites and apps.

[Learn about ads on other retailers](#)

Choose retailer

Continue

Sponsored Brands



Showcase your brand

Sponsored Brands can help customers discover your brand and products with creative ads that appear in relevant Amazon shopping results.

[Explore Sponsored Brands](#)

Continue

Highlights

Sponsored Display



Drive engagement and loyalty

Sponsored Display can help you reach relevant shoppers by using Amazon's first-party audience and contextual signals.

[Explore Sponsored Display](#)

Continue

Highlights

Sponsored TV Beta



Show your products on TV

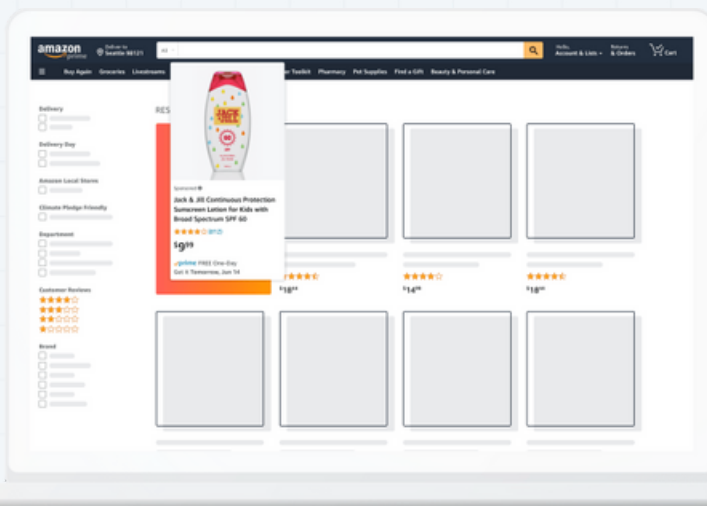
Sponsored TV can help you reach viewers and drive brand consideration across streaming services like Prime Video, Freevee, Twitch, and other streaming TV services.

[Explore Sponsored TV](#)

Continue

Highlights

01 Sponsored Products



Sponsored Products are ads that promote individual products to shoppers actively searching related keywords or viewing similar products on Amazon.

Cost Structure

- Cost-per-click (CPC)

Auction Type

- **2nd Price Auction:** Advertiser is charged \$0.01 more than your next-best competitor's bid.

Attribution Model - Vendors (1P)

- Click-through attribution
- Lookback window: 14 days
- Advertiser product sales + brand halo sales (All 1P)

Attribution Model - Sellers (3P)

- Click-through attribution
- Lookback window: 7 days
- Advertiser product sales + brand halo sales (Only sales from specific seller)

Where do ad placements appear

- Search results
- Product detail pages

Landing Page

- Product detail page

Targeting Options

- **Auto targeting:** Amazon will target keywords and products that are similar to the product in your ad.
- **Negative keyword targeting:** Exclude your ads from appearing when certain words or phrases are searched.

Keyword Match Types

- Exact
- Phrase
- Broad

Manual targeting

- **Keyword targeting:** Choose keywords to help your products appear in shopper searches.
- **Product targeting:** Choose specific products, categories, brands, or other product features to target your ads.

> Bid Adjustments

Advertisers can increase or decrease bids for the following placements

- Top of search (1st page)
- Rest of search
- Product pages
- Amazon Business placements

> Budget Options

- Daily budget
- **Add budget rule:** Add a rule to increase your daily budget for recommended events or performance metrics. This can help prevent your campaigns from going out of budget.

> Campaign bidding strategy

- **Fixed Bidding:** Bids will be exactly as you've set them.
- **Dynamic bids - up and down:** Amazon will raise your bids (by a maximum of 100%) in real time when your ad may be more likely to convert to a sale, and lower your bids when less likely to convert to a sale.
- **Dynamic bids - down only:** Amazon will lower your bids in real time when your ad may be less likely to convert to a sale.
- **Rule-based bidding:** Apply a rule to adjust bids in real time while seeking to keep ROAS at a value you set.

> Schedule rules

Increase bids during specified time ranges including:

- Events (ie Big Spring Sale)
- Custom Time Range
- Hours of day

> Advertise products across retailers other than Amazon

- Create campaigns for products sold across retailers. Sponsored Product ads will appear and convert on other retail websites and apps.
- All performance metrics for other retailers will appear within the Amazon Ad Console.

Advertise products across retailers Beta

Create campaigns for products sold across retailers. Ads will appear and convert on retail websites and apps.

[Learn about ads on other retailers](#)

Choose retailer

Continue

Adjust bids by placement ⓘ

Increase your bid for specific Amazon placements. ⓘ

Top of search (first page) 25 %

Rest of search 0 %

Product pages 20 %

With dynamic bids - down only, a \$1.00 bid can be up to \$1.25 for top of search, \$1.00 for rest of search, and \$1.20 for product pages.

☒ Further increase bids across placements on Amazon Business ⓘ New

Amazon Business placements 0 %

With dynamic bids - down only, a \$1.00 bid can be up to \$1.25 for top of search, \$1.00 for rest of search, and \$1.20 for product pages.

Settings

Campaign daily budget : \$80.00

Rule name Example: Valentine's Day rule

Type

☒ Schedule

Increases your budget during high-traffic times or specific date ranges

☐ Performance

Increases your budget for return on ad spend (ROAS), advertising cost of sale (ACOS), click-through rate (CTR), or conversion rate (CVR)

Date range

☒ Events

Increase your budget during upcoming special events.

Big Spring Sale (Mar 25, 2025 - Mar 31, 2025) ▾

☐ Custom date range

Rule recurrence Daily

New Hours of Day

☒ Run all day

☐ Choose a start time and end time

Budget increase 10 %

A \$80.00 daily budget will be \$88.00 for this rule

Recommended: +7%

Settings

Optimization Rule: Drive sales while maintaining a ROAS at or above

1.85

Recommended: 1.85

ⓘ Your schedule bid rules will be on hold while this rule is active.

Cancel

Update bid rule

Settings

Date range

☒ Events Beta

Increase your bids for upcoming special events.

Big Spring Sale (Mar 25, 2025 - Mar 31, 2025) ▾

ⓘ This rule will be active on event dates and inactive on other days. [Learn about events](#)

☐ Custom

Rule recurrence Daily

Hours of day

☒ Run all day

☐ Choose a start time and an end time

ⓘ For performance insights, download the hourly campaign report in the report center.

Bid adjustment 0 %

Rule name After office rule

Cancel

Add rule

02 Sponsored Brands

Sponsored Brands can help customers discover your brand and products with creative ads that appear at the top-of-search results, within search results and product detail pages.

> Cost Structure

- Cost-per-click (CPC) **OR** Cost-per-1,000-viewable-impressions (VCPM)
- Cost structure is based on your campaign goal:

> Campaign bidding strategy

- **Fixed Bidding:**
Bids will be exactly as you've set them.
- **Cost Control:**
Aim to keep your CPC's under a certain amount with this feature

> Budget Options

- Daily budget
- Lifetime budget

> Auction Type

- **2nd Price Auction:** Advertiser is charged \$0.01 more than your next-best competitor's bid.

> Attribution Model

- Click-through attribution for CPC cost structure
- View-through attribution for VCPM cost structure
- Lookback window: 14 days
- Advertiser product sales + brand halo sales (All 1P & 3P)

> Targeting Options

- **Keyword targeting:** Choose keywords to help your products appear in shopper searches.

> Keyword Match Types

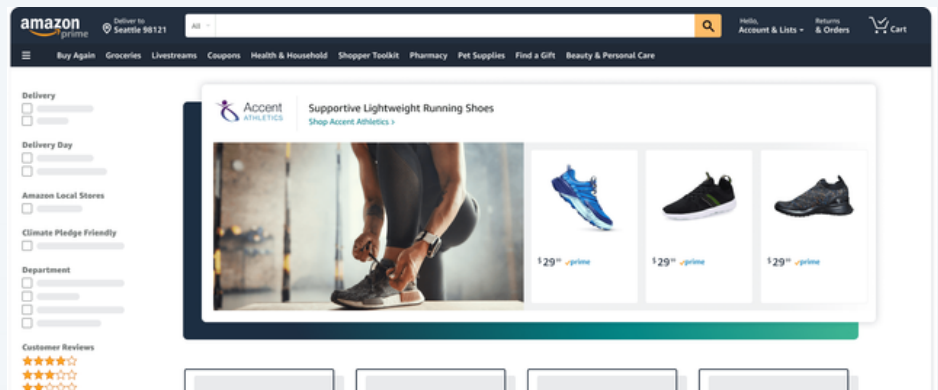
- Exact
- Phrase
- Broad

> Ad Formats

- **Product Collection:**
Showcase your logo, custom headline, custom image (required), and up to 3 products within the ad unit.
 - If a customer clicks on a product they are directed to the product detail page
 - If a customer clicks on the logo, headline or custom image they can direct traffic to the 3 options below:

Landing page

- ☐ Store on Amazon (including subpages)
- ☒ New landing page
Pick products to advertise and we'll create a landing page for you.
- ☐ Custom URL
Direct customers to a custom URL you've created (pre-order or product launches only).



Goals

[Learn about goals](#)

Create a campaign to reach an advertising goal

We'll help you set up a campaign to either drive page visits or increase your brand impression share.

Choose a campaign goal that aligns with your business objective. We'll make bidding and targeting recommendations to help achieve this goal.

Drive page visits

Drive traffic to your landing page and detail page.

Cost type: Cost per click (CPC)
Success metric: Clicks

Grow brand impression share

Show your ads in the top-of-search placement to shoppers who search for your brand or within your brand categories.

Cost type: Cost per 1,000 viewable impressions (VCPM)
Success metric: Top-of-search impression share (IS)

Cost control

[How to choose a cost control value](#)

Now you can specify a desired value for a success metric

Tell us the value you want for a primary metric, and we'll bid to help you achieve it.

☒ Aim to keep cost per click near or below a desired value

We'll set your bids while your campaign is running to try to keep the cost associated with your goal near or below an amount you specify. It can take up to 72 hours to achieve your desired result.

Cost per click

\$ 1

A value of \$1.00 or higher may lead to more page visits.

To achieve this result, consider a budget that is at least 20 times higher than this value.

Ad format

[How to choose an ad format](#)

Product collection



Promote multiple products from a landing page of your choice.

Store spotlight



Drive traffic to a Store, including subpages.

Video



Promote your brand and a product using video. Drive traffic to your Store or the product detail page.

> Store Spotlight

- Drive all ad traffic to your Store homepage, plus 3 additional subpages.

Please note: Your Store on Amazon (must have 4 or more pages, each with 1 or more unique products)

> Video

Promote your brand or a product using video.

- Drive video traffic to your Store or a product detail page.
- Showcase up to 3 products alongside your video creative.

> Where do ad placements appear

- Search results
- Product detail pages

> Bid Adjustments

- Advertisers can increase or decrease bids (up to 99%) for Placements other than top of search.

Campaign Bid Adjustments New

By raising your bids, you'll be more likely to appear in specific placements and in front of specific audiences. [Learn about bid adjustments](#)

 When you increase your bid with cost control on, your highest possible cost per click will exceed the amount you specify. [Learn about bid adjustments](#)

Placements other than top of search

Decrease by %

Potential bid: \$0.01 - \$0.01 

> Creative Specs

• Logo

Image size: 400 x 400px or larger
File size: 1MB or smaller
File format: PNG or JPG
**Logo must fill the image or have a white or transparent background*

• Headline

Maximum 50 characters

• Image

Image size: 1200 x 628px or larger
File size: 5MB or smaller
File format: PNG or JPG
**No text, graphics, or logos added to the image*
Note: Amazon can create custom images for your brand with the use of AI

• Video

Aspect ratio: 16:9
Dimensions: 1280 x 720px 1920 x 1080px or 3840 x 2160px
File size: 500 MB or smaller
File format: MP4 or MOV
Length: 6-45 sec
**Must have audio*

> New-to-brand Measurement

- Sales that came from consumers who haven't purchased from your brand in the past 12 months.

03 Sponsored Display

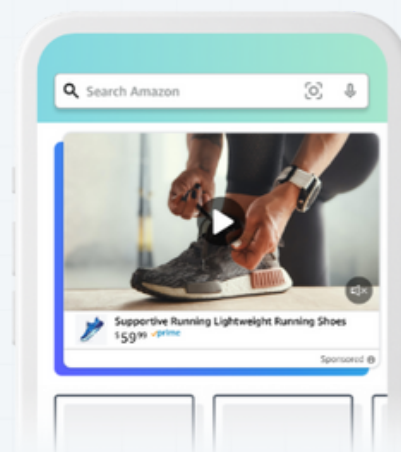
Sponsored Display enables you to reach relevant audiences browsing both on and off Amazon. These campaigns use auto-generated display creatives that help inspire purchases and have the familiar Amazon look and feel. Video creative is also available.

> Cost Structure

- Cost-per-click (CPC) OR Cost-per-1,000-viewable-impressions (VCPM)
- Cost structure is based on Optimization Strategy:

> Campaign bidding strategy

- **Fixed Bidding:** Bids will be exactly as you've set them.
- **Cost Control:** Ability to auto optimize campaign to target a specific performance metric, including:



Optimization strategy How to choose an optimization strategy

☐ Reach  We'll optimize your bids for higher viewable impressions. Drive brand or product awareness by showing your ad to relevant audiences to maximize reach. Cost type: Cost per 1,000 viewable impressions (VCPM) | Conversion attributed to viewable impressions and clicks

☒ Page visits  We'll optimize your bids for higher page visits. Drive brand or product consideration by showing your ads to customers more likely to click. Cost type: Cost per click (CPC) | Conversion attributed to clicks

☐ Conversions  We'll optimize your bids for higher conversion rates. Drive sales by showing your ad to shoppers more likely to purchase your product. Cost type: Cost per click (CPC) | Conversion attributed to clicks

VCPM

CPC

Cost per order

Cost control

Now you can specify a desired value for a success metric
Tell us the value you want for a primary metric, and we'll bid to help you achieve it. 

☒ Keep success metric at or below a desired value  Beta
We'll set your bids and add targets while your campaign is running to try to stay at or below a metric value you specify. It can take 14 days to achieve the desired result.

Cost per order

A higher value may lead to more conversions. But we recommend not entering a value higher than the price of the products you want to advertise. Minimum cost per order is \$5.00.

> Budget Options

- Daily budget

> Auction Type

- **2nd Price Auction:** Advertiser is charged \$0.01 more than your next-best competitor's bid.

> Targeting Options

- **Contextual targeting:** Reach audiences who are browsing products and content matching criteria you choose.
- **Remarketing audiences:** Reach relevant audiences who have viewed, purchased, or are browsing products and content matching criteria you choose.
- **In-market audiences:** Reach audiences whose recent activity suggests they're likely to buy products in a certain category.
- **Interest and lifestyle audiences:** Reach audiences whose shopping and entertainment activity suggests certain interests or lifestyle preferences.

> Attribution Model

- Click-through attribution for CPC cost structure
- View-through attribution for VCPM cost structure
- Lookback window: 14 days
- Advertiser product sales + brand halo sales (All 1P)

> Ad Formats:

Image



Promote your product with an optional image

Video



Feature products or brands in an autoplaying video.

Landing Page

☒ Advertise Products to drive to products detail page

☐ Amazon Stores (including subpages) New

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- **Image:**
The creative for your campaign is automatically generated by default.
 - These automatic ads are great at driving conversion or consideration. However, you can also customize your ads with a custom brand logo, headline, and lifestyle imagery to better convey your brand or product experience.
- **Landing page options:**
 - Advertise Products to drive to products detail page
 - Amazon Stores (Including subpages)

- **Video:**
Advertisers must provide a video file.
 - Video can help you showcase your product and brand in action. In addition, you may optionally provide a custom brand logo and headline to best convey your brand or product experience.
- **Landing page options:**
 - Advertise Products to drive to products detail page
 - Amazon Stores (Including subpages)

Where do ad placements appear

- **Contextual targeting:** Product detail pages, alongside customer reviews, shopping results pages, or under the featured offer.
- **Audience targeting:** Anywhere customers spend their time on Amazon-owned websites, like the Amazon store, plus a variety of third-party websites and apps.

New-to-brand Measurement

- Sales that came from consumers who haven't purchased from your brand in the past **12 months**.

Creative Specs

- **Logo**
Image size: 400 x 400px or larger
File size: 1MB or smaller
File format: PNG or JPG
**Logo must fill the image or have a white or transparent background*
- **Headline**
Maximum 50 characters

- **Image**
Image size: 1200 x 628px or larger
File size: 5MB or smaller
File format: PNG or JPG
**No text, graphics, or logos added to the image*
Note: Amazon can create custom images for your brand with the use of AI

- **Video**
Aspect ratio: 16:9
Dimensions: 1920x1080 (min)
File size: 500 MB or smaller
File format: H.264 MPEG-2 or MPEG-4
Length: 6-45 sec
**Must have audio*

04 Sponsored TV

Sponsored TV ads can help you reach viewers and drive brand consideration across streaming services like Prime Video, Twitch, and other streaming TV services.

Cost Structure

- Cost-per-1,000-impressions (CPM)

Campaign bidding strategy

- **Fixed Bidding:** The amount you're willing to pay for every 1,000 impressions.

Budget Options

- Daily budget

Auction Type

- **2nd Price Auction:** Advertiser is charged slightly more than your next-best competitor's bid.

Attribution Model

- View-through attribution
- Lookback window: 14 days
- Advertised product sales + brand halo sales (All 1P & 3P)

Where do ad placements appear

- The ad will run as pre-roll (before) or mid-roll (in the middle of) streaming content shown on TV, desktop and mobile.

Targeting Options

- **In-market audiences:** Reach audiences whose recent activity suggests they're likely to buy products in a certain category.
- **Interest and lifestyle audiences:** Reach audiences whose shopping and entertainment activity suggests certain interests or lifestyle preferences.

Creative Specs

- **Video**
Aspect ratio: 16:9
Dimensions: 1920x1080px (min)
File size: 500 MB or smaller

- File format: H.264 HEVC (H.265) MPEG-2 MPEG-4
Length: 6-45 sec
**Must have audio*

