

AMAZON MARKETING 101

Here is a very basic overview of how we use Amazon marketing. If you want something with more detail, this article provides a thorough overview ([HERE](#)). Also, Amazon has created a straightforward intro video ([HERE](#)).

Amazon has several kinds of ads, but we use their Sponsored Products ads mainly. With this, you pay a per-click fee ONLY when a shopper clicks your ad. When they click your ad, the shopper is taken directly to an Amazon product detail page, where the shopper can buy the product from you.

Here are the results of a recent campaign for an item that performed well:

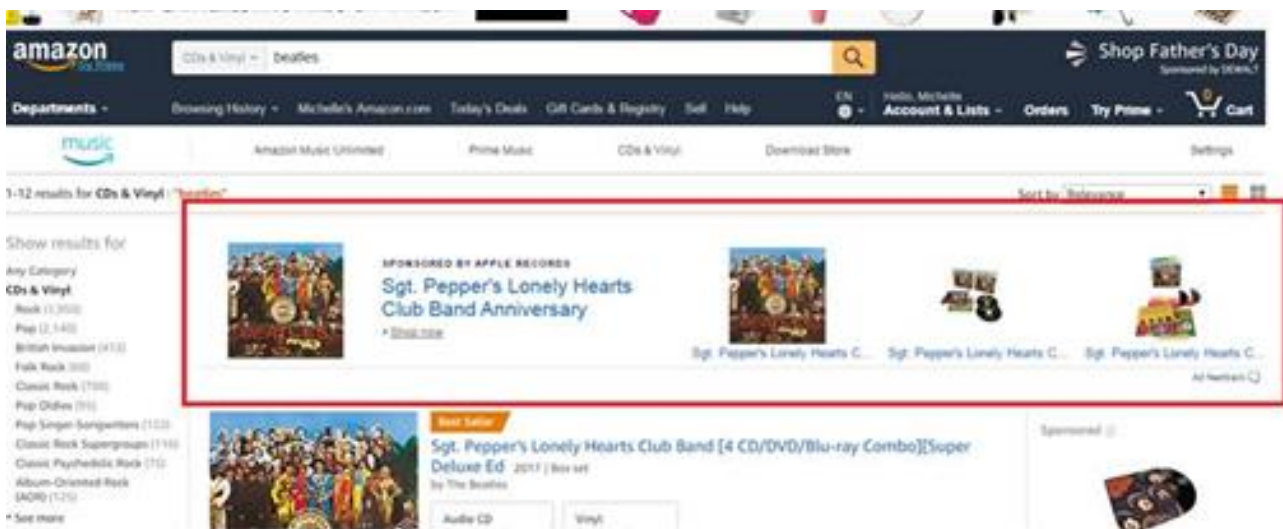
Spend \$198.33 TOTAL	Impressions 1,204,092 TOTAL	Clicks 1,604 TOTAL	Cost-per-click (CPC) \$0.12 AVERAGE	Clickthrough rate (CTR) 0.13% AVERAGE
Sales \$1,639.18 TOTAL	Orders 81 TOTAL	Advertising cost of sales (ACOS) 12.1% AVERAGE	Return on ad spend (ROAS) ^{NEW} 8.26 AVERAGE	

As you can see, we spent around \$200 and ended up getting over \$1600 in sales from it. We try to achieve an ACOS of less than 10%, but 12% is not bad. Here are the other types of ads...

Headline Search Ads

- These ads run at the top of the Search Results and are targeted by keywords (you can pick up to 1000 key words)
- Minimum budget is \$100 and can go live within 24 hours.
- You can add a logo and text to your headline ad.

Example:



Sponsored Products

- These ads run in line and on the right side of Search Results and are targeted by keywords (you can pick up to 1000 key words)
- Minimum budget is \$100 and can go live within 24 hours.

Example:

The screenshot shows the Amazon search results for "Sgt. Pepper's Lonely Hearts Club Band Anniversary". The top navigation bar includes the Amazon logo, search bar with "Sgt. Pepper's Lonely Hearts Club Band Anniversary" entered, and "Shop Father's Day" banner. Below the navigation, there are filters for "CDs & Vinyl" and "Sgt. Pepper's Lonely Hearts Club Band Anniversary". The main content area displays several sponsored products. The first is "Sgt. Pepper's Lonely Hearts Club Band Anniversary" by The Beatles, priced at \$117.99. To its right is another sponsored product, "The US Albums GREAT" by The Beatles, priced at \$35.18. A red box highlights this second sponsored product. The left sidebar shows filters for "CDs & Vinyl" and "Sgt. Pepper's Lonely Hearts Club Band Anniversary".

This is a close-up view of a sponsored product listing for "The Beatles: Rubber Soul in Mono (180g) Vinyl LP". The product is shown with its cover art and a price of \$26.95. The listing includes a star rating of 5 stars and 1 review. The text "Original recording remastered by The Beatles" is visible. The product is marked as "Only 19 left". The listing also mentions "FREE Shipping on eligible orders" and "New and Used: Vinyl from \$26.95". A red box highlights the product listing. The background shows other product listings, including "Yellow Submarine" and "Please Please Me".

Product Display Ads

- These ads run on product detail pages and you can choose the products / interest to target.
- Minimum budget is \$100 and can go live within 24 hours.
- You can add custom text to the ad.

Example:

The screenshot shows the Amazon product page for 'The Beatles 1 [Remixed/Remastered]'. The main product is an Audio CD priced at \$11.20. A Product Display Ad is visible at the bottom of the product information section, advertising 'New music from Thurston Moore' for \$9.99. The ad includes a small image of the artist and a star rating. The ad is highlighted with a red border.

Product Information:

- Product: 1 [Remixed/Remastered]
- Artist: The Beatles
- Format: Audio CD
- Rating: 4.5 stars (2,288 customer reviews)
- Price: \$11.20 (Audio CD)
- Other formats: Streaming (Unlimited), MP3 (\$12.49), Vinyl (\$29.99), Blu-ray Audio (\$54.68)

Product Display Ad:

- Text: CAROLINE New music from Thurston Moore
- Image: Small portrait of Thurston Moore
- Price: \$9.99
- Rating: 4.5 stars