

Frequently Asked Questions

Sponsored Products

Product Display Ads

What is it?

- Delivers relevant ads in search results based on keyword searches
 - When clicked, ad sends shoppers directly to your book's detail page from their search
- Delivers interest or product-targeted ads to customers on detail pages and Kindle E-readers, where eligible
 - When clicked, ad redirects shoppers directly to your detail page

What are the targeting options?

- Target by keyword, using recommended or custom keywords
- Target by book genre
 - Target by related or relevant products, even outside of books

Where do ads typically appear on Amazon?

- Below search results
 - Below the fold on product detail pages
- On related product detail pages
 - On Kindle E-reader screensaver and home screen for eligible ads

How much does it cost?

- You control your spend by setting your bids and budget
- You're only charged when customers click on your ad

What are the eligibility requirements?

- Be available on Amazon.com
 - Be in eBook or paperback format
 - Be published with KDP
 - Meet the [Book Ads Acceptance Policy](#)
- Be available on Amazon.com
 - Be in eBook format
 - Be published with KDP
 - Meet the [Book Ads Acceptance Policy](#)

How long do campaigns run?

- Run campaign continuously or select a custom date range
- Select a custom date range

What reporting is available?

- Product and keyword-level sales reporting
- Campaign-level sales reporting

Get started

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