

# Amazon Marketing Services User Guide

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Amazon Pages are customized landing pages for presenting your brand’s products at Amazon.com—customized by you, using simple yet professional templates. Amazon Posts lets you publish content to your Amazon Page and to Facebook simultaneously. Both products take advantage of Amazon Analytics, offering metrics about your audience, their shopping behavior, and the performance of your Amazon Page and Amazon Posts. Now you can better understand the impact of your social media and marketing efforts at Amazon.com and across the web.

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**Disclaimer:**

This guide is provided for informational purposes only, and is subject to change at Amazon's sole discretion. Use of Amazon Pages, Amazon Posts, and Amazon Analytics is subject to the Amazon Marketing Services Agreement. Amazon Pages, Amazon Posts, e-Commerce Ads, and Amazon Analytics features are subject to change at any time and at Amazon's sole discretion.

Please keep in mind that all Amazon Pages, Amazon Posts, and e-Commerce Ads content must comply with Amazon creative guidelines and policies, and all applicable laws, rules, and regulations. This guide is not intended as legal advice.

## Amazon Pages

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You design your Amazon Page by selecting from a set of templates that are designed to address a range of marketing directions. Within the template you choose, you upload different creative assets using tools called widgets, to define your showcased products. In two of the templates you can integrate your Amazon Page with your Facebook brand page. And with Amazon Analytics, you'll be able to view relevant metrics on the performance and audiences that engage with your Amazon Page. Learn the basics about building and using your Amazon Page here.

### How do I...?

#### Begin working with an Amazon Page

**Create an Amazon Page**

1. Sign in to [ams.amazon.com](https://ams.amazon.com).
1. On the top navigation bar, click the brand menu, and then click your brand name. The drop-down menu for account/brand management is just to the left of Analytics in the top navigation.
2. On your brand page, click **Get started with your page**.
3. On the **Select Template** page, click the template that works best for your current marketing goal, and then click **Next**.  
*>Choose the right template*
4. In the Page Editor, click in the **Hero Widget** box and begin personalizing your page.

For details about each step, read the other procedures in this **How do I** list.

**Create an additional Amazon Page**

Currently only a single Amazon Page is supported per brand.

## □ Change the look of your Amazon Page

You can update the content of each widget section, or you can change the entire look of your page.

[>Add content to an Amazon Page with widgets](#)

[>Change the template for your Amazon Page](#)

## Work with templates

The self-service nature of Amazon Pages makes it easy to design new versions of your brand page for different purposes. For example, use a product-focused template to support a campaign introducing a new product line, and then shift to a posts-oriented template to strengthen outreach efforts toward a particular market segment between product campaigns.

There are two types of pages – basic and upgraded. Some brands will be eligible for an upgraded page (which is also free). Upgraded pages have additional features:

- a. All Products Template
- b. Automated widgets (Best-Selling and Recommended for You)
- c. Eligible to be found in search results (when customers search for a brand name)

There are three templates available for basic pages and four templates available for upgraded pages. If an upgrade is possible for your brand, you will be notified on your AMS dashboard.

## □ Choose the right template

A template is a predefined design structure for the content of your Amazon Page. The Amazon Pages templates have been streamlined to give you a wide range of customization options, while incorporating Amazon's recommendations to help maximize page performance.

The four templates are designed for specific purposes:

**Merchandising with Posts:** For times when you want to make use of social messaging to support one or two types of product offerings. A common example is coordinating with a current marketing campaign that promotes a new group of products or seasonal offerings. Widgets included with this template:

- Hero widget – An image that expresses the brand and welcomes people to your site.
- Up to two Merchandising widgets- Used to display multiple products or links
- Posts widget - The location on the page where your Amazon Posts appear
- Text widget – Limited to 700 characters.

**Posts Only:** For times when you want to present a focused message, often to promote the culture or “feel” of your brand to one or more audience segments. A typical time to use this template is between marketing campaigns that promote a new group of products or seasonal offerings. Widgets included with this template:

- Hero widget – An image that expresses the brand and welcomes people to your site. Please use the Product Hero when using the Posts Only template since this template does not have merchandising widgets.
- Posts widget – The location on the page where your Amazon Posts appear.
- Text widget – The location on the page where you can place a brief brand description. The text widget in this template is limited to 700 characters.

**Merchandising with Text:** For times when you want to showcase one or more types of products, while presenting an extended brand message statement. Widgets included with this template:

- Hero widget
- Up to four Merchandising widgets - Used to display multiple products or links.
- Text widget – The expanded text widget has a [2,000 character limit](#).

**All Products (upgraded pages only):** For times when you want to showcase one or more types of products, while keeping your full set of offerings easily available. Widgets included with this template:

- Hero widget
- Up to two Merchandising widgets – Used to display multiple products or links.
- All Products widget – The location on the page that makes available all brand products.
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**NOTE:** *All templates include the Logo widget, your brand name, and social buttons for Facebook and Twitter.*

#### **Change the template for your Amazon Page**

1. In the Page Editor, click **Change Template** on the left navigation bar.

**NOTE:** *When you change a template, your current template's personalization options will not be saved. You must rebuild the content on your page to fit the new template.*

2. On the **Select Template** page, click the template you want, and then click **Next**.

## **Add content to an Amazon Page with widgets**

#### **Add or change the logo that appears next to your Amazon Posts**

1. Click the **Update logo** button above the left navigation bar.
2. In the **Edit Logo** window, click **Choose a file**.
3. In the **Open** window, select a file, and then click **Open**.

**NOTE:** *The image should be at least 120 pixels by 120 pixels, and the file must be less than 1 megabyte.*

4. Back in the **Edit Logo** window, if a crop box appears within your image, use it to select which area of the image you want as your logo.
5. Click **Save**.

This logo will now appear with all of your Amazon Posts.

#### **Add a hero image**

The purpose of your hero image is to represent your brand and convey its personality more fully than words can do alone. A hero may be a photograph, another art form, or a more complex image that incorporates text and other design elements. Impactful Hero images incorporate a great image, logo and ideally a tagline. The Hero image should be a high/highest quality .jpg or .png file, saved for Web.

Amazon Pages currently offers three Hero widgets: the Simple Hero, the Product Hero, and the Video Hero. The Product Hero is identical to the Simple Hero with the addition of a product overlaid onto the hero image. The Video Hero allows you to add a video on top of the hero image.

What you'll need:

- A JPG, GIF, or PNG image that is 980 pixels wide and 290 pixels high, with a maximum file size of 10 megabytes

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- The background color, as a hexadecimal number, for the background behind the hero image when the browser window expands beyond 980 pixels wide. The default color is orange, so you will need to select a background color to match or blend with your image. Use the Preview button to ensure the background color works with your image.
  - For a Product Hero: A JPG image and product name or ASIN (Amazon Standard Identification Number)
  - For a Video Hero: An AVI, MOV, QT, or MP4 file
1. In the Page Editor, click in the **Hero Widget** box.
  2. Click to select the Hero widget you want, and then click **Continue**.
  3. Click the **Upload image** button.
  4. In the **Open** window, click the image you want, and then click **Open**.
  5. In the **Add Hero** window, drag the crop box around within the image box to select the portion that you want.
  6. Click the thumbnail of your Hero image to access the **Background color** box and select a color to appear when the browser window expands beyond 980 pixels wide.
  7. If you chose the Product Hero widget, take these additional steps:
    - a. Click **Search for product** to insert a product from your catalog.
    - b. In the **Add a product** window, enter a product name, ASIN, or category to identify the product you want to display, and then click **Search**.
    - c. Click to select the product you want to add to your hero image.
  8. If you chose the Video Hero widget, click **Upload video** and select the video file you want.
  9. Click **Save**.

*TIP:* To change the image you have selected, click **Edit** at the top of the **Hero Widget** box and repeat steps 5 through 9.

*Best practice:* Be sure to incorporate your brand messaging in your hero image, whether in words, with your logo, or in a combination of these and other elements.

### □ Add a Merchandising widget

The purpose of the Merchandising widgets is to display a curated selection of your products or other Amazon.com links.

Amazon Pages currently offers four types of Merchandising widgets. The Featured Products widget and the Featured Links widget display products and links chosen by you to align with the brand message you want to convey. The Best Sellers and Recommended widgets are automatically generated based on data collected by Amazon.

1. In the Page Editor, click in a **Merchandising Widget** box.
2. Click to select the Merchandising widget you want.
3. If you select either **Featured products** or **Featured links**, then follow the instructions for your choice below:
4. >If you select **Best Sellers** or **Recommended**, no further action is necessary—products are chosen and displayed on your Amazon Page automatically.

*Feature a set of products*

*>Feature a set of links*

5. If you select **Best Sellers** or **Recommended**, no further action is necessary—products are chosen and displayed on your Amazon Page automatically.

#### □ **Feature a set of products**

The products that you add with this widget always include an image of the product, its title (truncated to two lines), the list price and stock price, any customer review stars, other relevant product information, and the Add to Cart button.

What you'll need:

- A product name, brand name, category, ASIN (Amazon Standard Identification Number), or any relevant words to find the products you want to display.

1. In the Page Editor, click in a **Merchandising Widget** box.
2. Click the **Featured products** box, and then click **Continue**.
3. In the text box at top, enter a heading to describe this set of products, up to 60 characters long.
4. Click an available **Add product** box.
5. Enter the relevant words to search on, for results at Amazon.com.
6. Click the **Select** button for the product you want to include, and the product appears in one of the **Merchandising Widget** boxes.
7. To add an additional product within this widget box, click another available **Add product** box, and repeat steps 5 and 6.

*NOTE:* You can add up to five products; you must add at least three products.

8. To edit these products, you can:
  - a. Change a product, by clicking the pencil icon at the top of the product.
  - b. Change the order of a product, by clicking the slider icon and dragging the product.
  - c. Delete a product, by clicking the **X** icon.
9. Click **Save**.

*Best practice:* Highlight the theme of your selections by writing a few vivid words as the headline.

#### □ **Feature a set of links**

With this widget, you'll find and link URLs from Amazon.com to your Amazon Page. Presenting a group of links is useful for developing a theme across products, events, and promotions for your brand.

What you'll need:

- Amazon.com URLs for the links you want
- For each link: a JPG, GIF, or PNG image that is 120 pixels wide and 120 pixels high, with a maximum file size of 10 megabytes each.

1. In the Page Editor, click in a **Merchandising Widget** box.
2. Click the **Featured links** box, and then click **Continue**.
3. In the text box at top, enter a heading to describe this set of links, up to 60 characters long.
4. Click an available **Add link** box.
5. In the **Add a link** window, enter a name for this link.
6. In your web browser, open a new tab and go to Amazon.com.

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7. Find the page that you want, and copy the URL of that page.
8. Return to your Amazon Page tab in your web browser, and paste the URL into the **Enter an existing Amazon.com URL** box.
9. Click **Choose a file** to upload an image for your link from your computer.
10. In the **Open** window, click the image you want, and then click **Open**.
11. When the image appears, if it includes a crop box, drag it to select the area you want.
12. Click **Save** and the image appears in the **Merchandising Widget** box, with the heading you entered in step 3.
13. To add an additional category, click another available **Add category** box, and repeat steps 5 through 12. (You can add up to five links.)
14. To edit these link boxes, you can:
  - a. Change a link, by clicking the pencil icon at the top of the link box.
  - b. Change the order of a link box, by clicking the slider icon and dragging the link box.
  - c. Delete a link box, by clicking the **X** icon.
15. Click **Save**.

*Best practice:* Coordinate the heading from step 3 with the link box headings from step 5 to strengthen the theme of your selections.

### **Feature a Collection of products**

This widget enables you to put together a collection of multiple products that customers can add to their carts with just a few clicks. This is great for featuring a set of products that are commonly bought together.

1. In the Page Editor, click in a Merchandising Widget box.
2. Click on the **Collection Widget** box, and then click **Continue**.
3. In the text box at the top, enter a heading to describe this set of products, up to 60 characters long.
4. Click an available **Add product** box.
5. Enter the relevant words to search on, for results at Amazon.com.
6. Click the Select button for the product you want to include, and the product appears in one of the **Merchandising Widget** boxes.
7. To add an additional product within this widget box, click another available **Add product box**, and repeat steps 5 and 6.

*NOTE: You can add up to five products; you must add at least three products.*

### **Display all the products in your catalog – Upgraded pages only**

There are two types of pages – basic and upgraded. Depending on a brand's catalog information, some brands will be eligible for an upgraded page (which is also free). Upgraded pages have additional features:

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- a. All Products Template
- b. Automated widgets (Best-Selling and Recommended for You)
- c. Eligible to be found in search results (when customers search for a brand name)

Four templates (three for basic pages) let you select different ways to reach customers depending on your current marketing goal. You can showcase a wide array of products. You can emphasize posts to promote a specific message, event, or product set. Or you can choose to blend social media along with a set of products.

To include access to all the products that are available at Amazon.com for your brand, choose the All Products template for your page when you start creating your Amazon Page. Then in the Page Editor select the All Products widget, which automatically displays all products in your catalog.

### Use the Text widget to add more information about your brand

The Text widget is a handy place to add more information about your brand, in order to help customers make purchasing decisions. You can also use it to remind customers about a time-based event or a current campaign. And because this information is created directly by you rather than computer-generated, it is well optimized for search engines.

When you start creating your Amazon Page, choose the Posts Only, the Merchandising with Posts, or the Merchandising with Text template for your page, because they include the Text widget.

1. In the Page Editor, click **Edit** at the top of the Text widget.
2. Overwrite the sample text with your own title and text. (There is a 700-character limit for Posts templates. The expanded text widget in the Merchandising with Text template has a 2,000 character limit.)
3. When your text is finished, click **Preview** to check it.
4. Click **Save** when it looks correct.

*NOTE:* Be sure to review the [Amazon Marketing Services Content Policies and Standards](https://images-na.ssl-images-amazon.com/images/G/01/AmazonBrandStoresPlatform/AMS_Content_Policies_Standards_V397565469.pdf)<sup>1</sup> guide for policies regarding appropriate content.

## Add social media buttons on the page

### Add a Facebook Like button to your Amazon Page

Adding a Like button allows visitors to your Amazon Page to like your Facebook brand page, and encourages them to add your brand to their list of likes on their Facebook profile. When you add this button, it also displays the number of Facebook likes your Amazon Page has accumulated.

1. At the top of the Page Editor, click **Add Like Button**.
2. In the Facebook URL box, type the URL of your Facebook account, and then click **Save**.

### Remove the Facebook Like button from your Amazon Page

- At the top of the Page Editor, click the edit icon in the Facebook Like button area, and then click **Save**.

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<sup>1</sup> [https://images-na.ssl-images-amazon.com/images/G/01/AmazonBrandStoresPlatform/AMS\\_Content\\_Policies\\_Standards\\_V397565469.pdf](https://images-na.ssl-images-amazon.com/images/G/01/AmazonBrandStoresPlatform/AMS_Content_Policies_Standards_V397565469.pdf)

### □ Add a Twitter Follow button to your Amazon Page

A Follow button links back to your Twitter page, and allows visitors to your Amazon Page to follow your Twitter stream directly from your Amazon Page. It also displays the number of Twitter followers your Amazon Page has accumulated.

1. At the top of the Page Editor, click **Add Follow Button**.
2. In the Twitter user box, type the name of your Twitter account, and then click **Save**.

### □ Remove the Twitter Follow button from your Amazon Page

- At the top of the Page Editor, click the edit icon in the Twitter Follow button area, and then click **Save**.

## Add Posts on an Amazon Page

### □ Set up your Amazon Page to display Posts

When you start creating your Amazon Page, choose either the Posts Only or Merchandising with Posts template for your page, because these templates include the Posts widget.

If you have already started creating your page with a different template, follow these steps:

1. On the left navigation bar of the Page Editor, click **Change Template**.
2. On the **Select Template** page, click a template that includes the Posts widget, and then click **Next** to begin personalizing your page.

*NOTE:* When you change a template, your current template's personalization options will not be saved. You must rebuild the content of your page to fit the new template.

*>Create the first post*

## Publish an Amazon Page

### □ Publish your Amazon Page

1. In the Page Editor, complete the steps for customizing your Amazon Page.
2. At the top right corner of the Page Editor, click **Preview**.
3. Check that your page looks the way you want it, and then click **Publish**.
4. Your page goes into the moderation queue. This process usually takes 24 hours, but may take up to 3 days.

*TIP:* To help make your moderation process go smoothly, refer to the [Amazon Marketing Services Content Policies and Standards](https://images-na.ssl-images-amazon.com/images/G/01/AmazonBrandStoresPlatform/AMS_Content_Policies_Standards_V397565469_.pdf)<sup>2</sup> guide for policies regarding appropriate content.

### □ Roll back to a previous version of your Amazon Page

- At the top right corner of the Page Editor, click **Revert page**.

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<sup>2</sup> [https://images-na.ssl-images-amazon.com/images/G/01/AmazonBrandStoresPlatform/AMS\\_Content\\_Policies\\_Standards\\_V397565469\\_.pdf](https://images-na.ssl-images-amazon.com/images/G/01/AmazonBrandStoresPlatform/AMS_Content_Policies_Standards_V397565469_.pdf)

□ **Evaluate the performance of your Amazon Page**

After your Amazon Page has completed moderation and goes live, Amazon Analytics begins collecting various metrics about visitors to the page. Within 24 hours you can view data that compares views to considerations and purchases, as well as demographic data about visitors, and more.

1. On the top navigation bar, click **Analytics**.
2. On the **Page Performance** page, review the metrics about what visitors to your Amazon Page did with your products and links.
3. On the left navigation bar, click **Audience Insights**, and review metrics about the demographics of visitors to your Amazon Page.

## Amazon Posts

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Posting messages engages potential customers, helping to instill an atmosphere surrounding your brand that expands beyond any specific product. With Amazon Posts you can publish engaging content to both your Amazon Page and your Facebook page simultaneously. You can enhance your words with an image or a product. And you can plan ahead, scheduling the release of a series of posts on successive days.

To use Posts, select either the Merchandising with Posts template or Posts Only template. You will need to create your page first, before adding Posts to your page.

### How do I...?

#### Begin working with Amazon Posts

##### □ Create the first post

1. On the top navigation bar, click **Posts**.
2. The first time a post is created for a brand, an introductory window appears, to guide you through the preliminary actions:
  - a. Uploading a brand logo, (click **Add a Logo**)
  - b. Creating an Amazon Page using either the **Posts Only** or **Merchandising with Posts** template (click **Create Amazon Page**)
  - c. Linking to your Facebook page (click **Go to Social Accounts page**)
3. When you complete the preliminary actions, click **Start posting**.
4. Click in the large text box, and type the content of your post. (There is a 300 -character limit.)

*TIP: To help make your moderation process go smoothly, refer to the [Amazon Marketing Services Content Policies and Standards](https://images-na.ssl-images-amazon.com/images/G/01/AmazonBrandStoresPlatform/AMS_Content_Policies_Standards_V397565469.pdf)<sup>3</sup> guide for policies regarding appropriate content.*
5. View your post as you type, under **Preview**.
6. Click **Post now**.
7. To view your post (if your Amazon Page is approved and has gone live), open a new tab on your web browser, and go to your live Amazon Page.

##### □ Create additional Posts

1. On the top navigation bar, click **Posts**.
2. Click in the large text box, and type the content of your post. (There is a 140-character limit.)
3. View your post as you type, under **Preview**.
4. Click **Post now**.

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<sup>3</sup> [https://images-na.ssl-images-amazon.com/images/G/01/AmazonBrandStoresPlatform/AMS\\_Content\\_Policies\\_Standards\\_V397565469.pdf](https://images-na.ssl-images-amazon.com/images/G/01/AmazonBrandStoresPlatform/AMS_Content_Policies_Standards_V397565469.pdf)

□ **Schedule a post for later publishing**

1. On the top navigation bar, click **Posts**.
2. Enter the content of your post in the large text box.
3. Click **Schedule this post**, and select the date and time you want the post to be published.
4. Click **Post now**.

□ **Click Scheduled Posts to view the list of upcoming Posts. Evaluate the performance of your Amazon Posts**

After you create a post, Amazon Analytics begins collecting various metrics about readers of your post. Within 24 hours you can view data comparing views to considerations and views to purchases, as well as data such as click-through rate, average purchase rate, and more.

1. On the top navigation bar, click Analytics.
2. On the left navigation bar, click Posts Analytics, and review metrics about how readers interacted with your posts.

□ **Delete a post**

1. On the **Posts** page, in the **Active Posts** table, locate the post you want to delete.
2. On the row for that post, click the trashcan icon at far right.

## Publish Posts on Facebook

□ **Display your Amazon Posts on your Facebook page**

What you'll need:

- Facebook account for your brand
  - Facebook page for your brand
1. On the Home page, you can click on **Go to Social Accounts page** near the top of the page. You can also link to Facebook at any time by clicking on the **Social Accounts** link on the left navigation while in **Posts**. Linking to Facebook will result in your AMS posts showing on your Facebook page.
  2. Click **Connect to Facebook**.
  3. You will be directed to sign in to your **Facebook** brand account.
  4. Go through the Facebook Connect process; you will be automatically directed to each step of the process.
  5. Click on **Confirm Your Connection** to be directed to back to the AMS **Social Accounts** page.
  6. When you return to the **Social Accounts** page, choose which Facebook brand page you want to post to.
  7. Click **Save**.
  8. Your two accounts are now linked. Whenever you create an Amazon Post, it will be cross-posted to your brand Facebook page.

❑ **Disconnect your Facebook account from your Amazon Page**

1. Sign in to your Facebook linked account.
2. Go to your Facebook account settings.
3. Under **Apps**, remove the Amazon application.

## Evaluate the performance of your Amazon Posts

After you create a post, Amazon Analytics begins collecting various metrics about readers of your post. Within 24 hours you can view data comparing views to considerations and views to purchases, as well as data such as click-through rate, average purchase rate, and more.

1. On the top navigation bar, click **Analytics**.
2. On the left navigation bar, click **Posts Analytics**, and review metrics about how readers interacted with your posts.

## More information on Posts - Add elements to a post

❑ **Include an image in a post**

A post can contain either an image or a product, but not both.

What you'll need:

- A JPG, GIF, or PNG image with a maximum file size of 10 megabytes.
1. On the top navigation bar, click **Posts**.
  2. Click in the large text box, and type the content of your post.
  3. Under the large text box, click **Upload an image**.
  4. In the **Open** window, click the image you want, and then click **Open**.
  5. Back on the **Posts** page, if a crop box appears within your image, use it to select which area of the original image you want.
  6. View the image as you crop it, under **Preview**.
  7. Click **Post now**.

❑ **Include a product in a post**

A post can contain either an image or a product, but not both.

What you'll need:

- A product name, brand name, category, ASIN (Amazon Standard Identification Number), or any relevant words to search on for the products you want to display.
1. On the top navigation bar, click **Posts**.
  2. Click in the large text box, and type the content of your post.
  3. Under the large text box, click **Look up a product**.
  4. In the search box, enter the relevant words to search on, for the product to include, and then click **Search**.

5. Click the **Select** button for product you want to add to your post.
6. Click **Post now**.

□ **Include a URL in a post**

URLs will not become live links in posts on your Amazon Page, but if you have linked your Amazon Page account to your Facebook brand page, URLs will become live on Facebook.

1. On the top navigation bar, click **Posts**.
2. Click in the large text box, and begin typing the content of your post.
3. Paste your URL in the text wherever you want it to appear.
4. Click **Post now**.

□ **Change the logo that appears next to your Posts**

1. Click the **Upload logo** button in the left navigation bar.
2. In the **Edit Logo** window, click **Choose a file**.
3. In the **Open** window, select a file, and then click **Open**.

*NOTE: The image should be at least 100 pixels by 100 pixels, and the file must be less than 1 megabyte.*

4. Back in the **Edit Logo** window, if a crop box appears, use it to select the area of the image you want as your logo.
5. Click **Save**.

This logo will now appear on all of your upcoming Amazon Posts.

## Add New Users and Brands

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When you register a brand at Amazon Marketing Services (AMS), you are accepting responsibility for ensuring that all of the users that you enable for the brand are authorized to use AMS by or on behalf of the brand. You can invite as many users as you want to become administrators or editors for your Amazon Page and Amazon Posts.

### How do I...?

#### Add a New Brand

##### □ Register an additional brand

To register a new brand, you repeat the registration and verification process for each additional brand you want to register.

1. On [ams.amazon.com](https://ams.amazon.com), click the brand drop-down menu on the top navigation bar, and then click **Add new brand**. The drop-down menu for account management is just to the left of Analytics in the top navigation.
2. Complete the Registration form.
3. We immediately send you an email message confirming receipt of your registration request.
4. In your confirmation email, click the URL to verify your email address. If you are registering as an Agency, please be sure your Brand Contact is aware they will need to verify their email address as well.
5. We verify the contact information you provide, review your registration request, and then send an email response to you (and to the brand owner, if you are registering as an agency representative).

*TIP: All your registered brands are listed on your brand menu in the drop-down menu (on the top navigation bar). Each Account has a separate page, with account details.*

#### Add a brand user to AMS

6. On [ams.amazon.com](https://ams.amazon.com), click the brand drop-down menu on the top navigation bar, and then click **Manage Users**. The drop-down menu for account management is just to the left of Analytics in the top navigation.
7. Click **Invite a new user** to assign a user to a brand.
8. In the **Invite a new user** window, enter the name and email address for the new user, and assign the access level you want this new user to have.
  - **Admin** status: Full access is granted: the ability to add, remove, and change Amazon Page and Amazon Post content, view Amazon Analytics metrics, and manage user permissions (add, change status, remove) for Amazon Pages and Amazon Posts.
  - **Editor** status: Access is limited to just the ability to add, remove, and change Amazon Page and Amazon Posts content, and view Amazon Analytics metrics.
9. Click **Invite user**.

## Change the permission level for a brand user

1. On the top navigation bar, click the brand menu, and then click **Manage Users**.
2. On the **Manage Users** page, locate the name of the user whose access level you want to change.
3. On the row for that user, click to select the appropriate access level in the **Access** box.

### Remove a brand user

1. On the top navigation bar, click the drop-down brand menu, and then click **Manage Users**.
2. On the **Manage Users** page, locate the name of the user to be removed.
3. On the row for that user, click **Delete** in the **Actions** column.

### Remove yourself from an AMS brand

1. Above the top navigation bar, click your **Account** button.
2. On your **Account** page, find the brand you want to remove yourself from.
3. Click **Remove self from brand**.

*NOTE: You cannot remove yourself from a brand if you are the only Admin-level user. Assign Admin access to another user before deleting yourself from a brand.*

### Notify Amazon if your brand is being infringed

Amazon respects the intellectual property rights of others. If you are a brand owner and believe your intellectual property is being infringed, please send a notice following the steps for [Notice and Procedure for Making Claims of Copyright Infringement](#)<sup>4</sup>.

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<sup>4</sup>[http://www.amazon.com/gp/help/customer/display.html/ref=footer\\_cou?ie=UTF8&nodeId=508088#copyright](http://www.amazon.com/gp/help/customer/display.html/ref=footer_cou?ie=UTF8&nodeId=508088#copyright)

# Amazon e-Commerce Ads

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Promote your brand and boost product visibility through advertising. With Amazon e-Commerce Ads, reach millions of Amazon shoppers with ads linking to your product detail pages. Create beautiful display ad content, measure your success and reach potential customers throughout Amazon and Amazon owned and operated sites.

## How do I...?

### Begin working with e-Commerce ads

#### □ Create the first ad

1. On the top navigation bar, click **Ads**.
2. Click **Create your first ad** (if you have already created an ad, you will see your ad metrics, with a button “New Campaign” To create a new campaign).
3. Select “Promote a product on Amazon.com and across the internet”
4. Enter the product you want to promote – search by name, category, or ASIN.
5. Enter your campaign name, cost-per-click bid (CPC), and budget.
6. Edit your **Campaign Settings** to change campaign dates or pacing.
7. Enter your payment information.
8. Click **Next steps**.
9. Enter your headline, product description and brand logo.

*TIP: To help make your moderation process go smoothly, refer to the [Amazon.com Display Ads Creative Acceptance Policies and Standards](#) for policies regarding appropriate content.*

10. Preview your ad and read/accept terms and conditions.
11. Click **Submit campaign for review**.

#### □ Evaluate the performance of your Amazon e-Commerce ad

After you create your first ad, our system begins collecting various metrics about the viewers of your ad. Within 3 days you can view data on clicks, impressions, and detail page views.

1. On the top navigation bar, click **Ads**.
2. Review your metrics data next to your campaign name.

#### □ Cancel an ad

While currently an ad cannot be ‘cancelled’, you can click ‘pause ad’ beneath the title of your ad, and it will stop being served. Note that clicks may have occurred before you clicked “pause” which are not yet reflected. You will still be billed for these clicks.

# Amazon Sponsored Search

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Use Sponsored Search to reach out to customers and help drive traffic to your brand page. Target your ads by keyword and benefit from high visibility placement above search results. You only pay when a customer clicks on your ad.

## How do I...?

### Create a Sponsored Search Campaign

*Important: To create a Sponsored Search campaign you must first create an Amazon Page. [Click here for more information on how to set-up your Page.](#)*

1. On the top navigation bar, click **Ads**.
2. Click **Create your first ad** (if you have already created an ad, you will see your ad metrics, with a button called "New Campaign").
3. Select "Promote an Amazon Page above search results on Amazon.com"
4. Enter your campaign name, budget and dates.
5. Enter keywords and maximum cost-per-click bid. The keywords you chose determine who views your ad and the bid determines if your ad is displayed for those keywords.
6. Enter your payment information and click next.
7. Add a headline and logo for your ad.

*Tip: Your ad headline must comply with [Amazon Marketing Services Content Policies and Standards](#)<sup>5</sup>*

8. Review your ad and submit your campaign for review.

#### Evaluate the performance of your Sponsored Search campaign

When your ad goes live, we will start collecting metrics about the number of shoppers that viewed or clicked your ad. After 3 days you can view data on impressions, clicks and detail page views.

1. On the top navigation bar, click **Ads**.
2. Review your metrics data next to your campaign name.

#### Add, pause, and edit keyword bids

You may add, remove, and edit keyword bids for any live campaign.

1. On the top navigation bar, click **Ads**.
2. Click on the campaign name.

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<sup>5</sup> [https://images-na.ssl-images-amazon.com/images/G/01/AmazonBrandStoresPlatform/AMS\\_Content\\_Policies\\_Standards\\_V397565469\\_.pdf](https://images-na.ssl-images-amazon.com/images/G/01/AmazonBrandStoresPlatform/AMS_Content_Policies_Standards_V397565469_.pdf)

3. Click on the “Keyword Management” tab.
4. Click on “Add Keywords” to add keyword bids, or change the status of the keyword bid to “Paused” from “Enabled” using the control on the left most column of the table. You may also edit the bid on the corresponding row.

## □ Pausing your ad

You can pause an ad campaign at any time. Click on “pause ad” beneath the title of your ad. We will stop showing your ad within 5 minutes.

*Important: Campaign Performance reporting can lag by up to 3-days. Some clicks may have already occurred and are not yet reflected. You will still be billed for these clicks since they happened prior to a campaign being paused.*

## Have Questions?

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### How do I...?

#### Get Answers to my Questions

Please read our FAQs for answers to the most frequently asked questions:

<https://ams.amazon.com/faq>

If you still need assistance after reading our FAQs, please submit a “Contact Us” form. The link is found at the bottom of the FAQs. Please remember to include your Brand name(s) when you submit the Contact Us form.