Drive sales with Amazon Marketing Services

We offer fast, simple, effective advertising solutions to help you reach Amazon.com’s 144 million shoppers and drive more sales. Sign in to start advertising today.

Choose to target by product or interest.
Select a product.
Set a campaign budget and bid.
Add your logo and headline.

Easy-to-use reporting.
Minimum budget is $100.

Tips
• Use keyword suggestions. Then optimize future campaigns based on performance.
• Target keywords relevant to the products you are advertising.
• Use the category bidding guide to set your bid.

Sponsored Products
Target by keyword. Appear below search results.
1. Select products.
2. Set a daily budget.
3. Add keywords and bids.

Minimum daily budget is $1.

Tips
• Target keywords relevant to the products on your ad’s page.
• Use phrase match to maximize the impressions for your ad.
• Create engaging headlines to encourage shoppers to click your ad.

Headline Search Ads
Target by keyword. Appear above search results.
1. Select ad landing page.
2. Set a campaign budget.
3. Add keywords and bids.
4. Add an image and headline.

Easy-to-use reporting.
Minimum budget is $100.

Tips
• Advertise products with good customer reviews or A+ detail page content.
• Keep the box checked to expand targeting to other related products to increase impression volume.
• Preview your ads to confirm the logo is clear and legible.

Product Display Ads
Target by product or interest. Appear on related product detail pages.
1. Choose to target by product or interest.
2. Select a product.
3. Set a campaign budget and bid.
4. Add your logo and headline.

Easy-to-use reporting.
Minimum budget is $100.

Tips
• Use keyword suggestions. Then optimize future campaigns based on performance.
• Target keywords relevant to the products you are advertising.
• Use the category bidding guide to set your bid.

Create a Sponsored Products Ad
Create a Headline Search Ad
Create a Product Display Ad
### Frequently Asked Questions

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### Ready to get started?

2. Click the “Ads” icon.
3. Click “Create your first ad”.

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