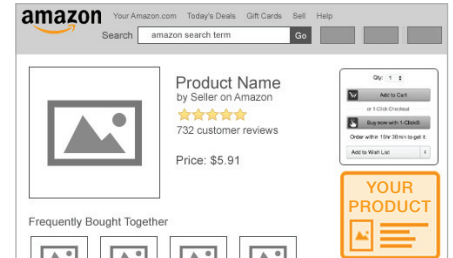
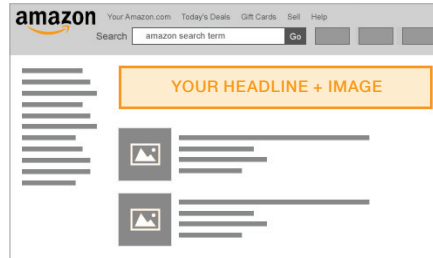
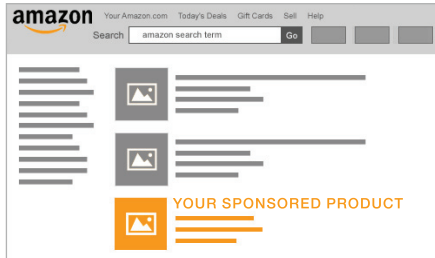


# Drive sales with Amazon Marketing Services

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.




## Sponsored Products

Target by keyword.  
Appear below search results.

- 1 Select products.
- 2 Set a daily budget.
- 3 Add keywords and bids.

 Easy-to-use reporting.

 Minimum daily budget is \$1.

## 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.

## 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.

You only pay when shoppers click your ad.

### 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.

### 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.

### 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.

Create a Sponsored Products Ad

Create a Headline Search Ad

Create a Product Display Ad

# Frequently Asked Questions

## Sponsored Products

## Headline Search Ads

## Product Display Ads

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### What is it?

Keyword-targeted ads.

Keyword-targeted ads with a custom text headline.

Product or interest targeted ads with a custom text headline.

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### How much does it cost?

Cost-per-click bids start at \$0.02. Begin with a daily budget as low as \$1.

Cost-per-click bids start at \$0.10. Begin with a campaign budget as low as \$100.

Cost-per-click bids start at \$0.02. Begin with a campaign budget as low as \$100.

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### Where do ads typically appear on Amazon.com?

Below search results.

Above search results.

On related product detail pages.

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### How can I target my ad?

**Keyword-Targeting:** Choose relevant keywords shoppers might search for to purchase your products at Amazon.com.

**Product-Targeting:** Target complimentary or competitive product detail pages that shoppers might visit to purchase your products at Amazon.com.

**Interest-Based Targeting:** Select shopper interest categories to reach a broader audience.

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### How do I measure results?

Measure return on investment with product and keyword-level sales reporting.

Measure return on investment with keyword-level sales reporting.

Measure return on investment with campaign-level sales reporting.

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## Ready to get started?

1. Sign in at [ams.amazon.com](https://ams.amazon.com).
2. Click the "Ads" icon.
3. Click "Create your first ad".