

Why Headline Search Ads?



Drive sales and brand awareness with keyword-targeted ads above search results.



Advertise multiple ASINs at once — ads feature three ASINs.



Customize your campaign's image, headline and landing page experience.

Always-On Approach

Run your campaigns continuously. According to a Radial study, over half of Amazon's US shoppers make multiple purchases per month and 80% make purchases at least once a month*. Use Headline Search Ads to convert these consumers automatically, in real time, year round.

* Source: Radial, "Attitudes Among Amazon Shoppers" conducted by Finn Partners, December 2016.

Keyword Targeting

Target an extensive list of keywords to increase the opportunity for your ads to be shown:

Keyword Type	Description
Branded Product Keywords	Target your brand name and product name or some variation of it.
Competitor Branded Keywords	Target keywords of your competitor brands and products.
Complementary Product Keywords	Target products that are sold separately from yours but used together, each creating a demand for the other.
Sponsored Products Automatic Targeting Keywords	Target successful search queries from your Automatic Targeting Sponsored Products campaigns.
Out of Category Keywords	Target keywords which are not related to your product, but can pick up some of the out-of-category impressions to help drive buyers to your products.

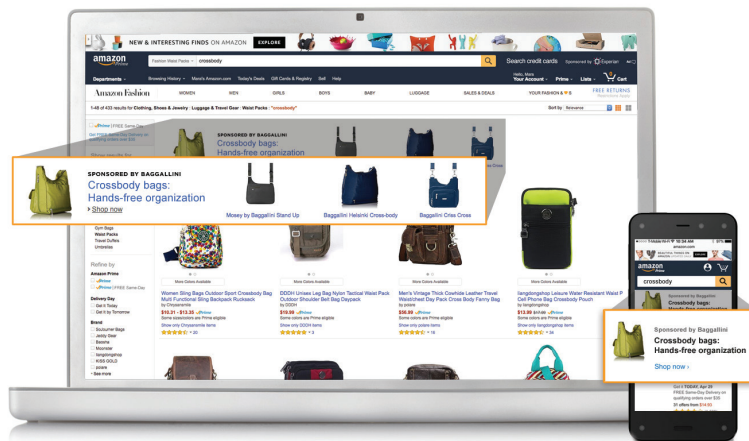
Keyword Traffic Indicator

In the "Add your own keywords" tab, as you start entering keywords, you will notice a list of suggested keywords pop-up below. Each keyword will have a traffic identifier next to it based on estimated impression volume and relevance of ASINs selected for the campaign: high traffic, medium traffic or low traffic.

Include medium and low traffic keywords. If your budget is limiting your bids, you might not be able to win impressions on the most popular keywords, but for a lower traffic keyword, your bid can be high enough to win.

Bid Strategy

AMS uses an auction-based pricing model which means you will pay one cent more per click than the next highest bidder. If your impressions are low and you have already extended your Keywords list, try increasing your bids. This can help win more impressions. If your bid is too low then someone's ad is appearing instead. This is especially relevant for high traffic keywords.



Custom Headline

Create headlines with engaging messaging such as:

- "Exclusive" or "New"
- Include actionable phrases such as "Buy Now" or "Save Now"
- All claims must appear in product detail page
- Avoid any unsupported claims like "#1" or "Best Seller" - these types of promotional messages will not be approved

Testing

Headline Search Ads allow for some customization of the ad creative, so given its prominent placement above search results, investing time in testing the creative can have a high impact on the ad's performance. You can test:

- Custom headline and image
- Order, number and mix of featured ASINs
- Custom landing pages

Best practices:

- Set-up multiple campaigns to run simultaneously
- Change one variable at a time
- Run the test for at least 2 weeks
- Identify winning criteria based on your business goal and the test set-up

Reporting

Available metrics to measure campaign performance include clicks, spend, sales and ACoS (Advertising Cost of Sales). To calculate ACoS, divide the total cost of advertising by sales generated. A unique metric to Headline Search is Detail Page Views (DPV) which is available under campaign reports only. Monitor this metric in conjunction with the CTR. If CTR is high, but Detail Page Views are low, it means some customers do not go past the custom landing page and it is a good idea to start testing the ASIN mix.