



“ AMS allows you to put the speed, flexibility and genius of Amazon to work for your brands and get ads in front of customers with lightning speed. ”

*Tim Blachowski, eCommerce Team Leader, Sun Products*

Drive Sales



500% Return on Investment

Increase Visibility



35 million+ ad impressions in 2<sup>nd</sup> half 2015

The Sun Products Corporation is a leading North American manufacturer and marketer of laundry detergent, fabric softeners, and other household care products. In February 2015, Sun Products started leveraging the full suite of advertising products from Amazon Marketing Services to drive awareness and sales for their products on Amazon. They've seen a positive impact on sales of their all free clear®, Snuggle®, and Wisk® laundry brands with more than a 500% return on investment.

### TIPS FOR SUCCESS

- The combination of the AMS ads and other Amazon promotional strategies help increase overall brand's visibility and awareness.
- When choosing keywords to target, leverage the keyword suggestion and keyword power features in AMS.
- Take advantage of the "AMS tutorials" and "101 Webinar series" videos on [AMS YouTube Channel](#).



To learn more, please visit: [ams.amazon.com](http://ams.amazon.com)

“It’s easy to monitor performance and make corresponding adjustments with the AMS campaign dashboard.”



In February 2015, Sun Products started testing AMS Product Display ads after attending the AMS 101 webinar series and were amazed at how easy the AMS self-service platform was to use. Before long, they expanded into testing Headline Search ads and they were super excited to launch Sponsored Product Ads across all of their brands.

While each ad type plays a unique role for each brand, they found the combination of the different AMS ad units has really helped increase their brand’s visibility and awareness with well **over 35 million ad impressions in the 2<sup>nd</sup> half of 2015.**

Sun Products used Sponsored Products to bid on 81 relevant keywords and maintained high bids given the competitive nature of this category. **all® spent \$23,584 and saw a return of \$125,679 in sales.**

### Launch Ads in Minutes

Ad creation takes just a few minutes. Have your targeted products and budget parameters in mind ahead of time, and use the automated suggestions and tools to provide additional guidance.

The interface is very simple to use. Sun Products can set up an AMS ad literally in minutes. Ads go live surprisingly fast especially for Sponsored Products campaign. Since there’s no creative involved for a Sponsored Products ad, the ad can go alive within an hour.

“ As we continue to see the return on our AMS investment dollars, we will continue to invest in more AMS campaigns. ”

*Tim Blachowski, Sun Products*

### Keyword Strategy

all® used specific keywords to speak to their target audience and **achieved an ROI of 5:1** with their Sponsored Products campaign. One thing Sun Products’ team has learned is that keyword-advertising with AMS is not necessarily the same as other types of keyword advertising. Advertisers should be very cautious about taking a cut and paste approach. Take into account differences in how shoppers search on retail sites versus search engines and leverage the keyword suggestion and keyword power tools provided by AMS.

### On-going Optimization

Sun Products appreciate the reporting tool within AMS that monitors clicks, budget spent, impressions generated and most importantly, estimated total sales generated. Getting that ROI feedback so quickly helps them make the most efficient spend on promotional dollars using near real-time optimization. They also like what AMS is doing to help improve the overall experience. For example, advertisers, with just one click, can clone their campaigns. Sun Products loved the ability to clone a campaign, make a few tweaks, and get the new campaign started with ease.

### HOW DOES IT WORK?

Sponsored Products	Advertise your product portfolio at Amazon.com by targeting relevant keywords. Ads appear within Amazon.com search results and you only pay when shoppers click.
Headline Search	Advertise a page at Amazon.com by targeting relevant keywords. The ads appear above Amazon.com search results. You only pay when shoppers click your ads.
Product Display	Advertise products at Amazon.com using relevant shopper interests or product targeting. The ads appear on Amazon.com and other Amazon web properties and include a prominent ‘Add to Cart’ button.

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