amazon marketing services

Product Display Ads Optimization Guide

Why Product Display Ads

- Upsell and cross-sell your products with highly relevant ads on detail pages of similar products
- Extend your reach to appear in relevant categories or interest groups with a few clicks
- Engage shoppers with custom ad images and headlines

Ad Placements

Product Display Ads can appear across Amazon.com desktop and mobile placements on detail pages, below search results, customer review pages, and top of the offer listing page. Ads may also display in Amazon merchandising emails such as Abandon Cart, View Follow Ups, and Recommendations based on customer browsing behavior.

Always on Approach

Run your campaigns continuously. According to Bloomreach, 55% of U.S. consumers start their online product searches on Amazon.com*. Use Product Display Ads to convert these consumers automatically, in real time, year round.

*Source Bloomberg, September 2016

Drive Brand Awareness

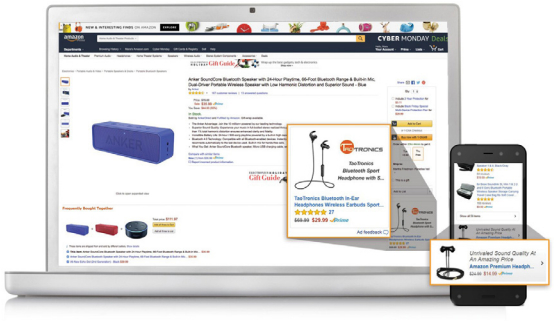
Product Display Ads provide advertisers with the placements and targeting options that extend visibility to out-of-category shoppers and reach a broader audience. Apply these best practices to capture more impressions, and only pay when a shopper clicks your ad:

- Use all 3 targeting types
- Expand to out-of-category shoppers with category and interest targeting
- Bid competitively to maximize impressions
- Select “expand targeting” during campaign setup to extend reach

Drive Sales

Product Display Ads also lets you handpick in-category detail pages to advertise on. Apply these best practices to target highly relevant shoppers and drive conversions

- Use product targeting on competitor, complementary, and your own brand’s detail pages to cross-sell and upsell
- Try different creatives and headlines to communicate value proposition for your products
- Transform your ads into Coupon Ads with Vendor-Powered-Coupons** to engage more shoppers.



**To use vendor power coupon the advertiser must have both AMS account and an active coupon*

Custom Creative

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

Reporting

PDA offers campaign specific performance indicators that include clicks, spend, sales, advertising cost of sales (ACoS), detail page views, spend units sold, total sales and average cost-per-click (ACPC). To calculate ACoS, divide the total cost of advertising by sales generated.

Campaign Targeting

Take advantage of all targeting options to drive sales and extend your reach.

Type	Form of Targeting	Methods	Description
Product	Contextual	Target Specific Products	Manually select detail pages of similar or complementary products for highly targeted ads
		Target Related Categories	Extend your reach to target sections of Amazon’s catalog related to your products
Interest	Behavioral	Interest	Drive brand awareness to a broader audience by targeting shopper interest