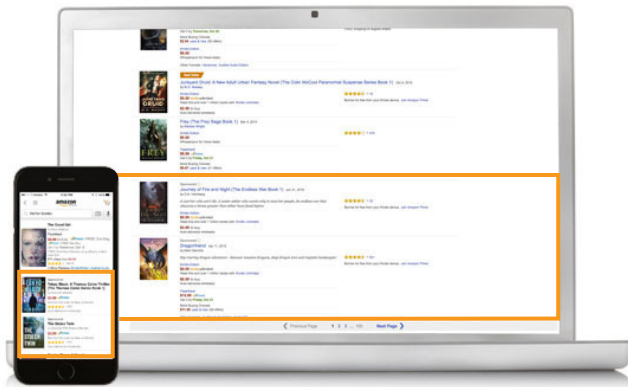


# Attract readers. Build fans. Sell books.

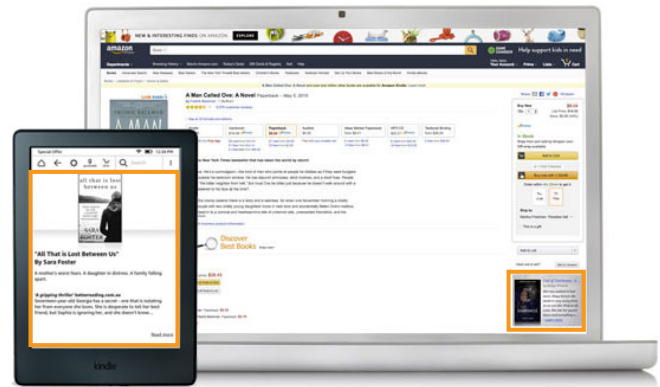
Start advertising today with Amazon Marketing Services. We offer simple, effective solutions to help you drive book sales and reach more of over 300 million active global Amazon customer accounts.\*



## Sponsored Products

Increase visibility in search results and detail pages with keyword-targeted ads

1. Set your cost-per-click bid and daily budget
2. Select campaign start and end date
3. Write your own custom ad copy



## Product Display Ads

Build name recognition and title awareness with interest and product-targeted ads on detail pages

1. Set your cost-per-click bid and campaign budget
2. Select campaign start and end date
3. Write your own custom headline and ad copy

## Best practices:

- Run both ad types together to capture the customer's attention at different moments in their shopping experience
- Target complementary and popular keywords, interests and products, including similar books and authors
- Always make sure your ad copy is relevant to your targeting and don't forget to spell-check
- Ensure your ad and book content meets the [Book Ads Acceptance Policy](#)

## Get started:

1. Choose the book you want to advertise from your KDP bookshelf
  2. Choose "promote and advertise" and "create an ad campaign"
  3. Select your ad type and follow the instructions in the ad builder
- You're done! You'll see a message confirming that your ad has been sent for review.

amazonmarketingservices

\*Active customer accounts represent accounts that have placed an order in the past 12 months

# Frequently Asked Questions

## Sponsored Products

## Product Display Ads

### What is it?

- Delivers relevant ads in search results based on keyword searches
  - When clicked, ad sends shoppers directly to your book's detail page from their search
- Delivers interest or product-targeted ads to customers on detail pages and Kindle E-readers, [where eligible](#)
  - When clicked, ad redirects shoppers directly to your detail page

### What are the targeting options?

- Target by keyword, using recommended or custom keywords
- Target by book genre
  - Target by related or relevant products, even outside of books

### Where do ads typically appear on Amazon?

- Below search results
  - Below the fold on product detail pages
- On related product detail pages
  - On Kindle E-reader screensaver and home screen for eligible ads

### How much does it cost?

- You control your spend by setting your bids and budget
- You're only charged when customers click on your ad

### What are the eligibility requirements?

- Be available on Amazon.com
- Be in eBook format
- Be written in English
- Be published with KDP
- Meet the [Book Ads Acceptance Policy](#)

### How long do campaigns run?

- Run campaign continuously or select a custom date range
- Select a custom date range

### What reporting is available?

- Product and keyword-level sales reporting
- Campaign-level sales reporting

Get started

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