Coffee Concierge earned $8.71 eCPM and boosted earnings with Amazon Native Shopping Ads

“Native Ads provide your readers with an easy, unobtrusive way to see products relevant to the individual pages of your website. It has a clean look, shows relevant products, and is responsive... meaning your readers will very likely find it useful. Everybody wins!”

Benji, Creator of Coffee Concierge

Coffee Concierge is a website that started out as a platform for learning to make great coffee at home. The site is all about the equipment used to make great coffee and has coffee maker reviews, brewing guides, coffee recipes and more.
Challenge

Benji, the creator of Coffee Concierge wanted to find a way to increase his earnings using a time and cost-efficient ad solution that didn’t disrupt the end user experience.

Solution – Native Shopping Ads

Benji decided to try Native Shopping Ads because

- It was “unobtrusive” and responsive
- It automatically scans the page’s content to show the relevant products in the post

Benji found that it was “really easy to implement”. He copied the ad code of the “Recommendation Ads” version from the Associates Central portal and pasted into his wordpress site using a wordpress Ad Inserter Plug-in.
This resulted in average eCPM of $8.71 and boosted the affiliate earnings of Coffee Concierge significantly through a single below the fold placement.

<table>
<thead>
<tr>
<th>Performance</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Average eCPM</td>
<td>$8.71</td>
</tr>
<tr>
<td>CTR</td>
<td>3.21%</td>
</tr>
<tr>
<td>Conversion Rate</td>
<td>9.37%</td>
</tr>
</tbody>
</table>

For more information about Native Shopping Ads - Click here

Amazon Associates Program is one of the world’s first online affiliate marketing programs and was launched in 1996. The Amazon Associates Program has a 19+ years of track record of developing solutions to help website owners and bloggers make money by advertising millions of new and used products from Amazon.com and its subsidiaries. When website owners and bloggers who are Associates create links or ads and customers click through those and buy products from Amazon.com, they can earn up to 10% in referral fees. It’s free to join and easy to use.

To get started visited https://affiliate-program.amazon.com