



Time to set-up
campaign

5m



Users
reached

3.5mn



Return on
Investment

18x

“ AMS has been a superb tool for us to top Amazon's search results and in increasing our brand's visibility. Getting the shopper's attention is now easily measurable. Vishal Parekh, Marketing Director, Kingston Technology - India ”

KINGSTON LEVERAGED THE AMS PLATFORM FOR PRODUCT PROMOTIONAL OFFERS DURING THE T20 WORLDCUP 2016

In March 2016, Kingston Technology, the world's largest independent manufacturer of memory products, launched its Amazon Marketing Services (AMS) advertising campaign to drive visibility and sales of 8 of their products on Amazon.in. They chose to run these promotional advertisements during the widely popular cricket tournament the 2016 ICC World T20 and leveraged various targeting methods to reach out to relevant shoppers on Amazon.in.

INCREASED BRAND REACH TO PRECISELY TARGETED SHOPPERS

Kingston Technology, reached out their target group using two targeting options. They focused on users who are interested in electronics such as computers, mobile phones and camera accessories. They also carefully selected a group of relevant keywords that helped reach out to the target audience. These ads appear in a prime position and the best part is that the brand only pays if the ad is clicked. Once the ad is clicked, the shopper is directed to a specific product detail page.

In just 17 days, Kingston Technology reached out to
3.5 million users
on desktop and mobile through the AMS campaigns.

EVALUATION OF CAMPAIGN PERFORMANCE

All brands on AMS have access to useful campaign performance analytics data. Kingston Technology could see real time campaign performance metrics, such as the number of impressions, attributed sales, spends, clicks etc. that helped analyze the effectiveness of the campaign.

“We are happy to see AMS now available in India. It has been a good value add for us to gain complete control on our on-going campaigns. Amazon providing this platform to brands like us lets us analyze live campaign performance, modify the targeting and take immediate decisions.”
Vishal Parekh

- AMS is a **SELF-SERVE** platform
- Allows you to advertise to shoppers on desktop & mobile
- You pay only when your ad is clicked
- You get access to the homepage & other most viewed pages on Amazon.in



HOW DOES IT WORK?



Headline Search Ads

To advertise a page on Amazon.in by targeting relevant keywords. The ads appear above Amazon.in search results. You only pay when shoppers click your ads.



Product Display Ads

To advertise products on Amazon.in using relevant shopper interests or product targeting. The ads appear on Amazon.in and include a prominent 'Add to Cart' button.



Amazon Pages

Use our template to feature products on your brand's customized landing page. It's free!