



Mastering Amazon Ads
for
Maximum Success

MASTERING AMAZON ADS PLAYBOOK

Proven strategies
to boost your sales
with Amazon Ads

[READ NOW](#)



Download Our Exclusive Tips Today!

Attracting Amazon shoppers in 2024 requires a highly segmented, omnichannel, and innovative approach.

By keeping customers engaged with personalized, customer-first content designed for each phase of the shopping funnel, you can attract and retain customers for the long term.

This Amazon advertising playbook is created carefully after analyzing the top e-commerce marketing tactics and trends for 2024.

By implementing the tactics discussed in this Amazon advertising guide, you can connect with customers across multiple channels and drive more qualified sales.

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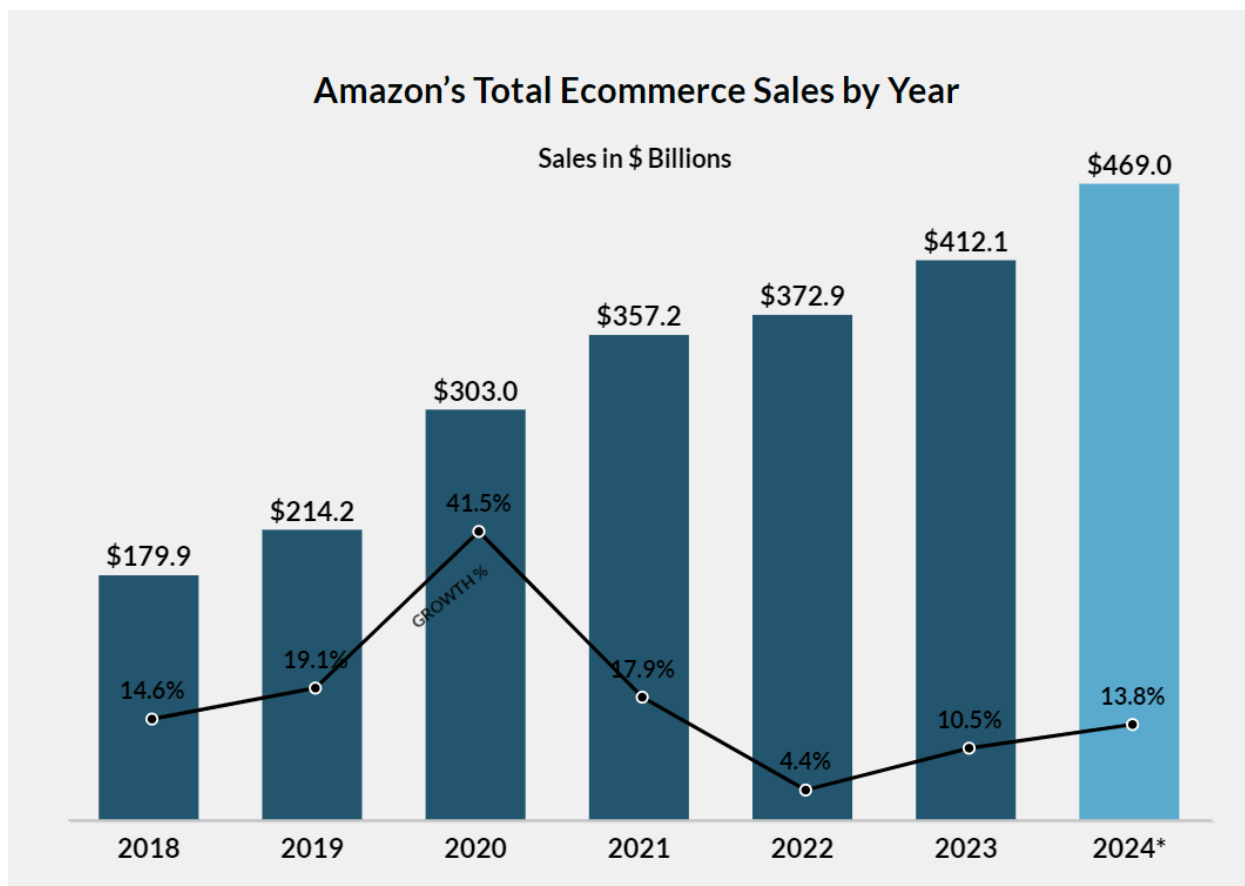
[Elevate your Amazon Advertising With Shirofune](#)

Introduction

Do you want to increase the sales of your products on Amazon?

In the first quarter of 2024, Amazon achieved total net sales exceeding [143 billion U.S. dollars](#), exceeding 127 billion U.S. dollars from the same quarter in 2023.

Moreover, it is projected to reach \$469 billion by the end of 2024.



[Source](#)

Clearly, Amazon is the world's premier marketplace for any brand looking to increase their sales and grow their business. To make the most of the incredible opportunity provided by Amazon and its

users, it's an absolute must to master Amazon ads and other paid offerings.

This playbook will offer you a thorough breakdown of Amazon Ads, from understanding the complete structure of this platform to implementing advanced strategies.

By following this guide, you can optimize your Amazon ad campaigns, significantly increase your ROI, and have an upper hand on your competitors.

Topics Covered in This Playbook

Importance of Amazon Ads for Businesses

(Reaching a Wide Audience, Boosting the Visibility of Your Products, Driving Traffic to The Listings, Increasing the Sales)

Why Amazon Ads?

(Comparison with other advertising platforms, Unique benefits of Amazon Ads, Case study)

Getting Started with Amazon Ads

(Understanding Amazon's Advertising Ecosystem, Setting Up Your Amazon Advertising Account, Defining Your Advertising Goals)

Crafting Effective Amazon Ad Campaigns

(Keyword Research and Selection, Creating Compelling Ad Content, Structuring Your Ad Campaigns)

Optimizing Ad Performance

(Monitoring and Analyzing Ad Performance, Adjusting and Scaling Your Campaigns, A/B Testing and Experimentation)

Advanced Strategies for Amazon Ads

(Creating an Effective Amazon Storefront, Leveraging Sponsored Brands and Sponsored Display Ads, Amazon DSP (Demand-Side Platform), Seasonal and Promotional Campaigns, Improving Customer Experience, Utilize Emerging Technologies to Maximize Ad Performance)

Troubleshooting and Overcoming Challenges

(Common Pitfalls and How to Avoid Them, Dealing with Competition and Market Changes, Maintaining Compliance with Amazon's Policies)

Importance of Amazon Ads for Businesses

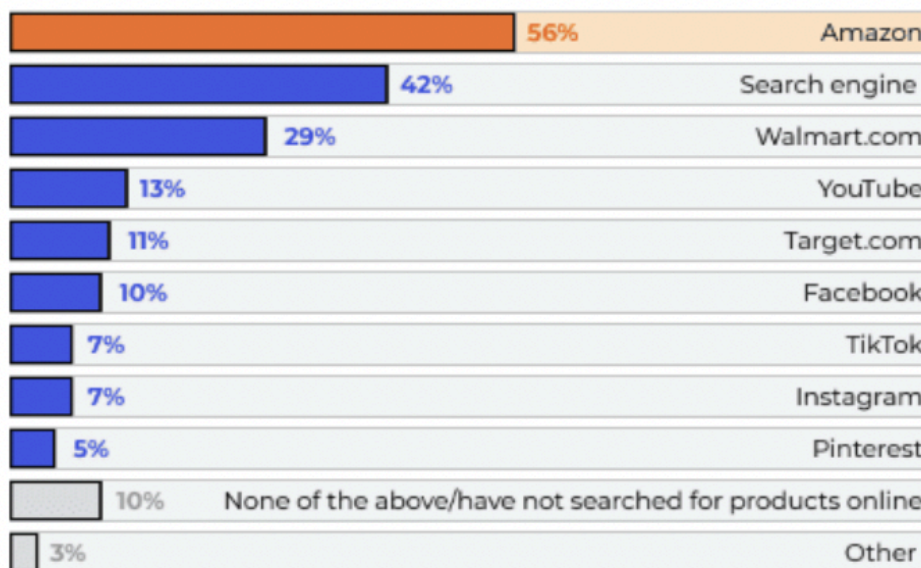
Your product competes with hundreds or even thousands of other products listed under the same category on Amazon.

There are [more than 600 million](#) products sold on Amazon. Running sponsored ads makes it easier for you to beat other products competing in the same category as yours.

Amazon ads help you build your brand and product visibility. It also increases your chance of displaying your products in the first search result pages for maximum reach and higher sales.

Moreover, [56% of shoppers](#) initiate their product searches on Amazon.

When consumers shop for a product online, where do they start their search?*



[Source](#)

Hence, you can reach consumers at the end stages of the buyer funnel by targeting audiences on Amazon.

Here are the prominent reasons for advertising on Amazon:

Reaching a Wide Audience

Amazon has around [310 million](#) active users around the world.

This extensive reach allows sellers to reach potential customers of different demographics.

In an hour, Amazon sales average more than [\\$17 million](#).



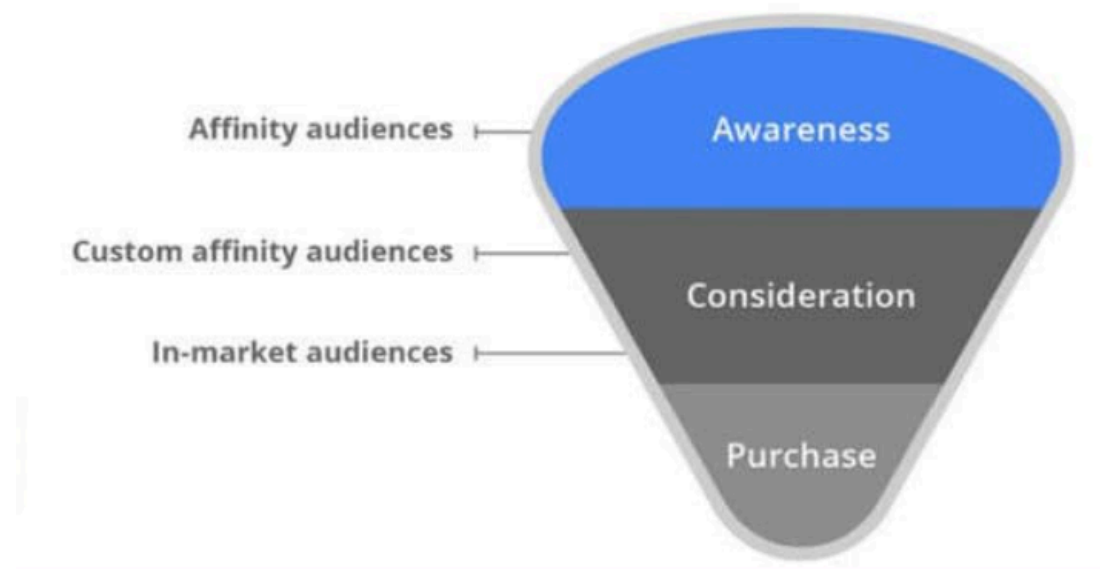
[Source](#)

Amazon receives more than 2 billion visits each month.

[85% of individuals](#) between the ages of 18 and 32 make online purchases at least a few times per week.

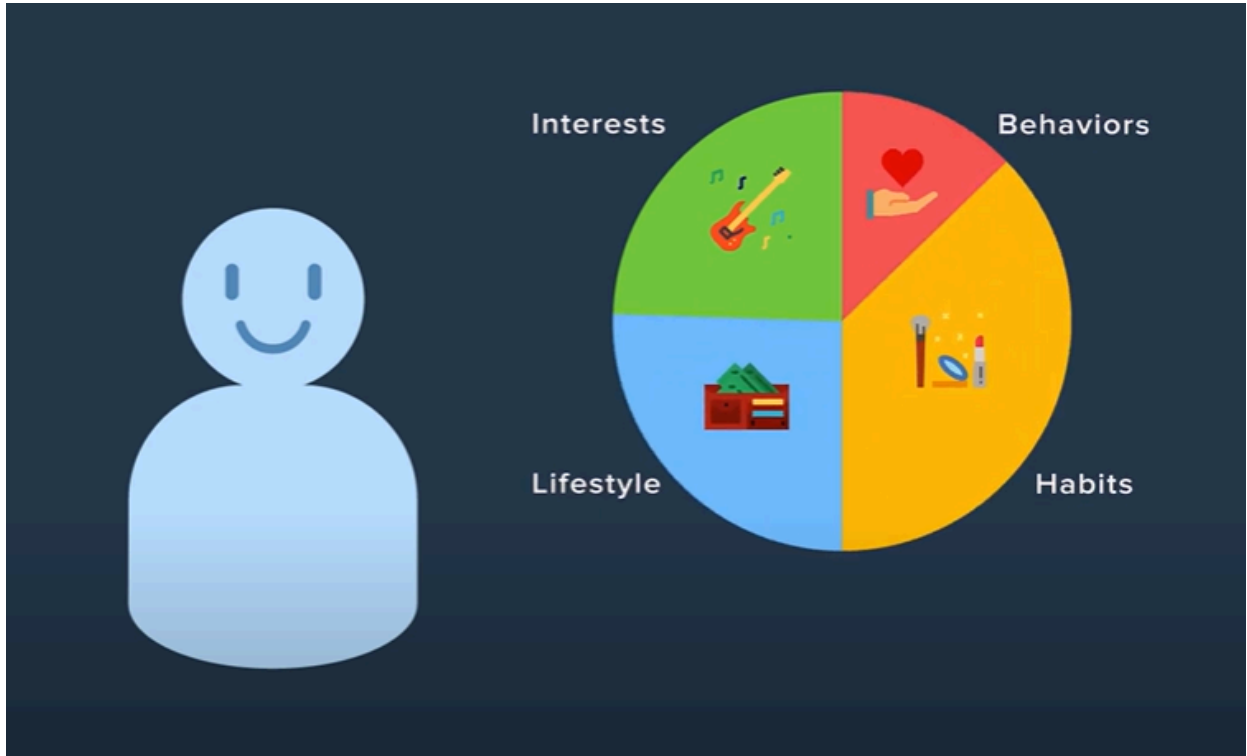
Amazon divides its audience into four different categories:

- **In-market:** Engages the audience that is actively searching for products of a particular category.



[Source](#)

- **Lifestyle:** Targets potential customers according to their viewing and lifestyle preferences.



[Source](#)

- **Interests:** Reaches audiences according to their browsing and purchase history.



Sources

- **Life events:** Connects with the audience that is experiencing relevant moments in their life.

Life Events	
▼ College Graduation	»
Graduating Soon	»
Recently Graduated	»
▼ Marriage	»
Getting Married Soon	»
Recently Married	»
▼ Moving	»
Moving Soon	»
Recently Moved	»

[Source](#)

By targeting these categories, you can use Amazon Ads to reach a broad audience.

**Tired of Managing Ads & Hiring Weak Ads Managers?
Shirofune Automates it.**

[Get a free trial](#)

Boosting the Visibility of Your Products

Each second, Amazon records [\\$4,722](#) in its sales.

High transaction indicates how the products listed on Amazon have a high chance of being seen and purchased by people.

Every month, Amazon Advertising reaches [96% of American adults aged 25-54](#).

Amazon ad campaigns are visible in prominent locations, such as search result pages and product detail pages within the Amazon store.

The screenshot shows the Amazon search results for 'portable fan'. The search bar at the top contains 'portable fan' and a magnifying glass icon. To the right of the search bar are links for 'Hello, sign in Account & Lists', 'Returns & Orders', and a shopping cart icon. Below the search bar, there are links for 'Customer Service', 'Registry', 'Gift Cards', and 'Sell'. The search results are displayed in a grid of four sponsored products. Each product listing includes an image, a title, a description, a 'Battery Powered' badge, and a star rating with the number of reviews. The first product is a '20000mAh Rechargeable Solar Powered Portable Fan with Led Lantern, 3 Speeds Cordless Battery Operated Camping Fan with...' with a rating of 4.5 stars and 213 reviews. The second product is an 'OLV Handheld Mini Fan Portable Rechargeable 3000mAh USB Battery Powered 22+Hrs Runtime Small Hand Held Fan Foldable...' with a rating of 4.5 stars and 257 reviews. The third product is a 'Portable Neck Fan, Hands Free Bladeless Fan, 360° Cooling Personal Fan, Wearable Quiet Fan for Outdoor Indoor, Birthday Gift...' with a rating of 4.5 stars and 7,119 reviews. The fourth product is a 'HandFan 2024 New Portable Handheld Fan, 2 IN 1 Hand Fan, 5200mAh Rechargeable Battery Operated, Personal Foldable...' with a rating of 4.5 stars and 8,193 reviews, and a note that '2K+ bought in past month'.





All | portable fan

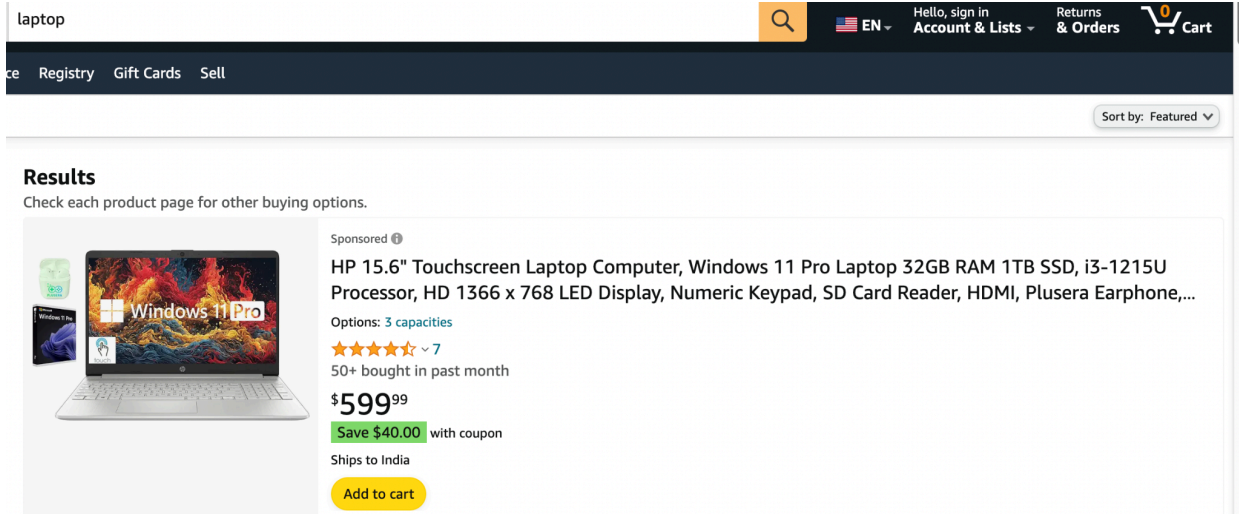
Customer Service Registry Gift Cards Sell

table fan" Sort by: Featured

Results

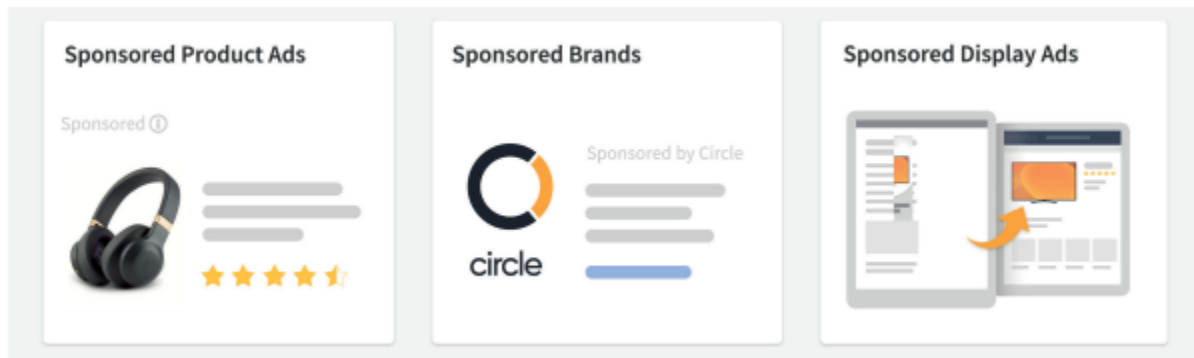
Check each product page for other buying options. Price and other details may vary based on product size and color.

Product 1	Product 2	Product 3	Product 4
			
+2 colors/patterns	+6 colors/patterns	+5 colors/patterns	+7 colors/patterns
Sponsored ⓘ	Sponsored ⓘ	Sponsored ⓘ	Sponsored ⓘ
20000mAh Rechargeable Solar Powered Portable Fan with Led Lantern, 3 Speeds Cordless Battery Operated Camping Fan with...	OLV Handheld Mini Fan Portable Rechargeable 3000mAh USB Battery Powered 22+Hrs Runtime Small Hand Held Fan Foldable...	Portable Neck Fan, Hands Free Bladeless Fan, 360° Cooling Personal Fan, Wearable Quiet Fan for Outdoor Indoor, Birthday Gift...	HandFan 2024 New Portable Handheld Fan, 2 IN 1 Hand Fan, 5200mAh Rechargeable Battery Operated, Personal Foldable...
Battery Powered	Battery Powered	Battery Powered	
★★★★☆ ~ 213	★★★★☆ ~ 257	★★★★☆ ~ 7,119	★★★★☆ ~ 8,193 2K+ bought in past month



Driving Traffic to The Listings

Many customers come to Amazon prepared to make a purchase. Amazon Ads can assist you in connecting with customers in search of products similar to yours.



[Source](#)

Amazon accounted for [37.8%](#) of all online sales in the U.S. in 2023.

The high market sales clearly demonstrate how big of an ecommerce platform Amazon is and how much traffic it can drive to the listings.

☰ **Matching terms** 🔗 How to use

All Questions **Mode** 🔗 Terms match Phrase match

KD ▾ Volume ▾ Global volume ▾ Traffic potential ▾ Word count ▾ SERP features ▾ Include ▾ Exclude ▾

☰ **46,460 keywords** Total volume: 551K

<input type="checkbox"/> Keyword	KD	Volume ▾	GV	TP	CPC	CPS	Parent topic
<input type="checkbox"/> + how to relieve lower back pain	69	10K	16K	63K	\$3.00	0.89	lower back pain relief
<input type="checkbox"/> + how to sleep with lower back pain	43	10K	15K	16K	\$4.50	0.74	how to sleep with lower back pain
<input type="checkbox"/> + what causes lower back pain	78	9.4K	23K	62K	\$3.50	0.80	low back pain
<input type="checkbox"/> + what can cause lower back pain in a woman	52	6.8K	20K	13K	\$5.00	N/A	what can cause lower back pain in a woman
<input type="checkbox"/> + what causes lower back pain in females	46	6.6K	14K	12K	N/A	N/A	what can cause lower back pain in a woman
<input type="checkbox"/> + how to relieve back pain	76	6.5K	15K	63K	\$3.50	0.80	lower back pain relief

[Source](#)

Increasing the Sales

Within one year of starting their business, [58% of Amazon sellers](#) are able to make a profit. In 2023, sellers, vendors, and publishers invested \$46.9 billion in Amazon advertising.

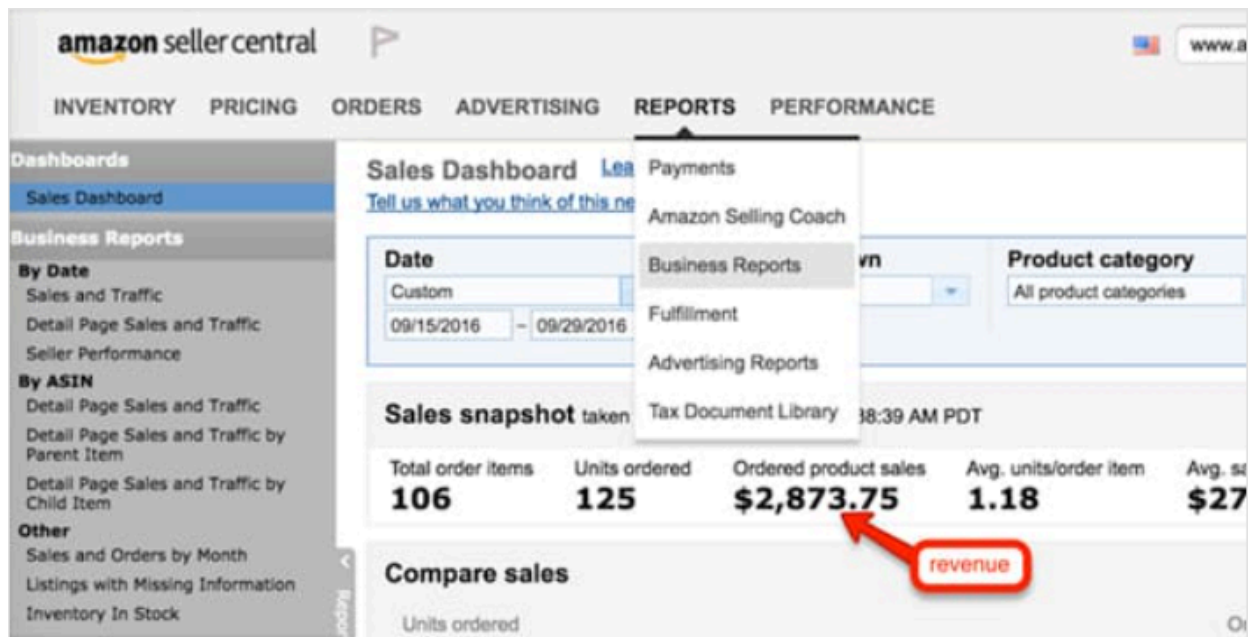
Amazon annual advertising services* revenue

\$12.6B	2019
\$19.8B	2020
\$31.2B	2021
\$37.7B	2022
\$46.9B	2023

*Includes sales of advertising services to sellers, vendors, publishers, authors, and others, through programs such as sponsored ads, display, and video advertising.

[Source](#)

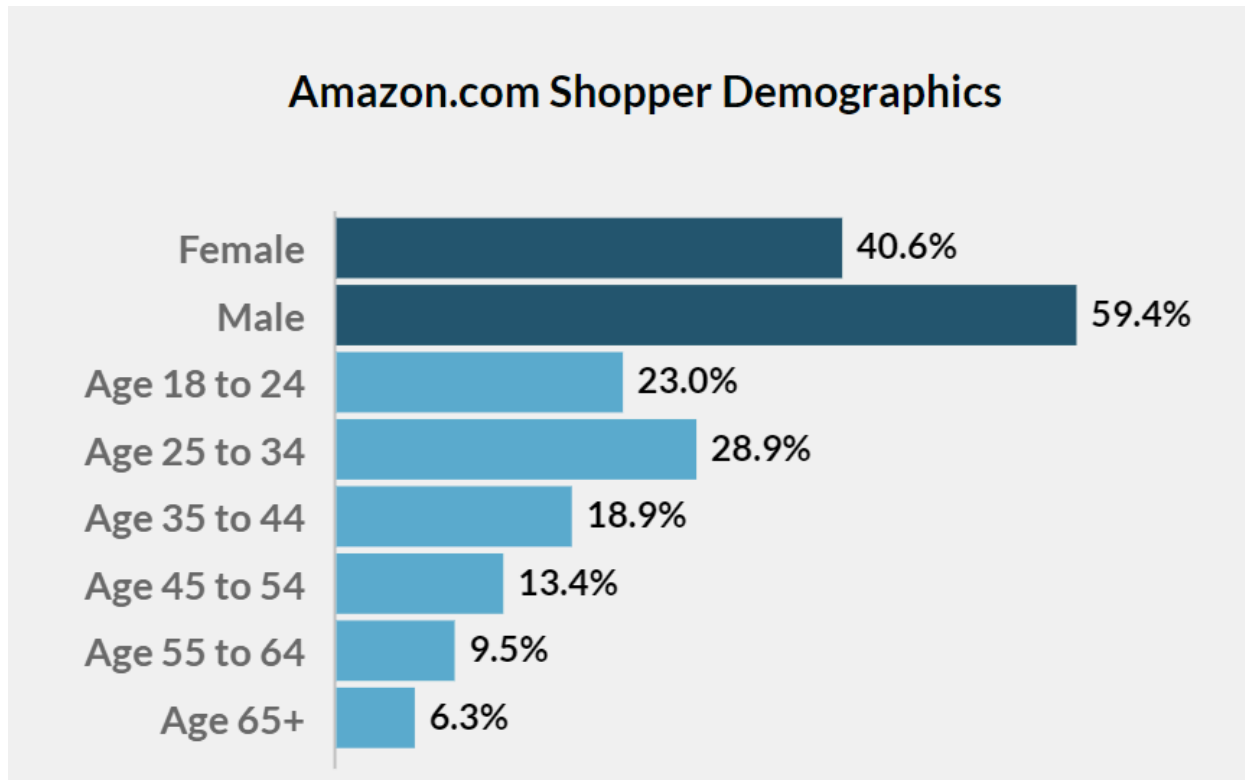
Around 19% of small business sellers achieved over [\\$10,000 in monthly sales](#) on average.



[Source](#)

Targets the Audience Based on Different Factors

Amazon lets you target your audiences according to their demographics, purchase history, buying behaviors, and customer preferences.



[Source](#)

Why Amazon Ads?

amazon ads



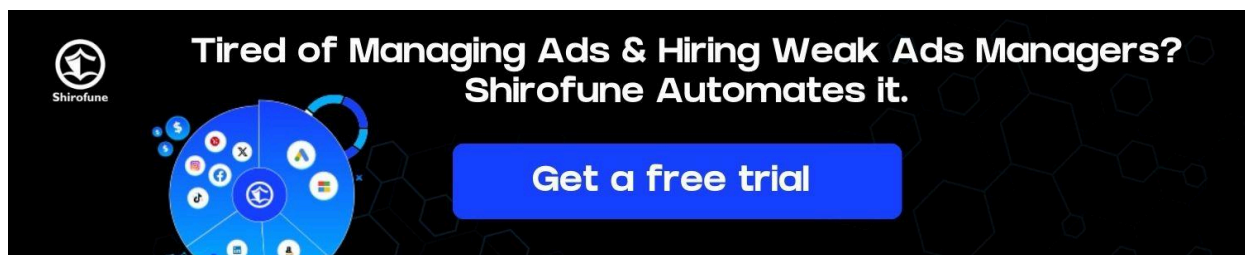
[Source](#)



Source

Google and Facebook can place ads for users in the discovery or consideration phase, but Amazon ads get the consumer in the buying phase.

This results in Amazon having higher conversion rates and a fairly linear and less complex sales cycle.



Unique Benefits of Amazon Ads

- **High Purchase Intent:** Amazon customers are often ready to buy, which shortens the customer journey. So, the chances of conversion are increased. The purchase intent can be seen clearly at the time of Prime Day Sales. The Prime Day sales revenue was around [13 billion](#) in 2023.
- **Targeting Based on Buying Behaviors:** Amazon follows a data-driven approach that enables targeting potential customers according to their purchase histories, browsing behaviors, and purchase patterns.

What's new for Men on Shopbop



[See more from Shopbop](#)

New: Aéropostale Jeans



[Shop all](#)

New on Amazon: Sonos Ace



[Shop headphones from Sonos](#)

New: Cynthia Rowley



[Dresses](#)



[Tops](#)



[Bottoms](#)






[Surf & swim](#)

[Shop all](#)

Related to items you've viewed [See more](#)



- **Customer Trust:** Advertising on Amazon will let you utilize the trust and credibility they have established over the years. With that, the perceived value of your ads will be enhanced. According to a survey, [65%](#) of US and UK residents choose Amazon as their primary e-commerce option.
- **Cost-effective Advertising:** Amazon offers multiple pricing options and budget control options as well. These features make it a cost-effective option for small businesses.

Ad Product	2021	2022	% change
 Sponsored Brands	\$4.28	\$3.29	-30%
 Sponsored Products	\$4.17	\$3.67	-14%
 Sponsored Display	\$1.86	\$1.60	-16%

- Access to Data and Insights:** Amazon provides analytics and reporting tools that can help you track the performance of your ad campaigns.

Measurement and analytics

Measure, refine, and optimize for success

Measure and optimize every impression with our vast range of shopping, streaming, and browsing insights.

[Get started](#)



You can also leverage tools like Shirofune to optimize your ad performance, leveraging human-based AI intelligence.



[Case Study](#) [Our Capabilities](#) ▾

[Sign in](#)

[Schedule a demo](#) →



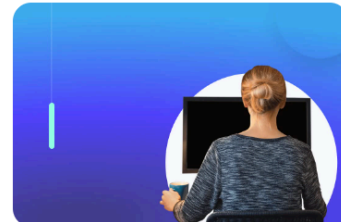
Case Study of Successful Amazon Ad Campaigns

HP's Success with Amazon Ads

Case Study

HP finds success using Sponsored Brands video

May 2, 2024 | By Adriana Tsoneva, sales account manager



Products used:

Sponsored Brands video

Sponsored Products

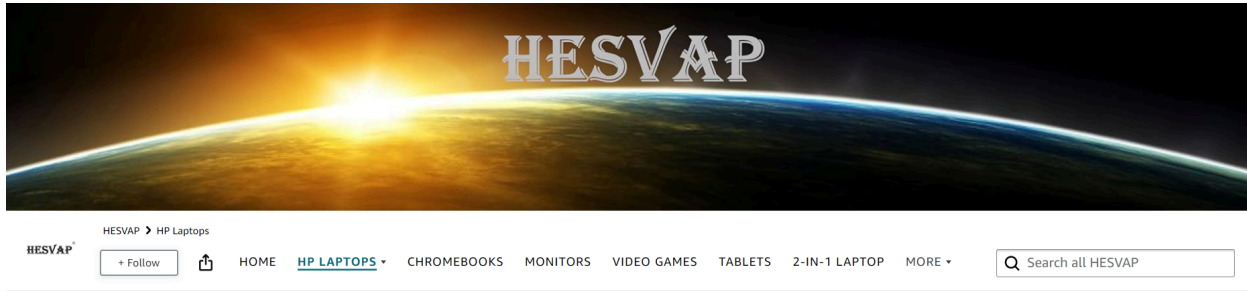
Sponsored Brands

[Source](#)

Approach

HP utilized a mix of Amazon's ad solutions. They mainly used Sponsored Brands video alongside Sponsored Products, Sponsored Brands, and Sponsored Displays.

This multi-solution strategy was aimed at increasing engagement and boosting the sales and visibility of the brand across mobile as well as desktop platforms.



HP 2022 Flagship 15.6 HD Touchscreen IPS Laptop, 4-Core i5-1135G7(Up to 4.2GHz, Beat i7-1060G7), 16GB RAM, 1TBGB PCIe SSD, Iris Xe Graphics,...

4.2 ★★★★★ 35

\$564⁰⁰

Only 12 left in stock - order soon.
Get it by **Wednesday, June 26.**
Ships from and sold by A Vendor.

Key Strategies

- Utilized sponsored ads to increase the brand's visibility and awareness.

- Implemented video Ads to highlight the key features of the product.



- Combined various ad formats in order to increase customer engagement and conversion.

Hesvap® Work with the Newest High Performance Laptops
[Shop HESVAP >](#)

<p>HP Newest 14" Ultral Light Laptop for Students and Business, Intel... ★★★★★ 406 ✓prime</p>	<p>HP 14" Ultral Light Laptop for Students and Business, Intel Qua... ★★★★★ 1,376 ✓prime</p>	<p>HP Newest 14" Ultral Light Laptop for Students and Business, Intel... ★★★★★ 1,376 ✓prime</p>

Sponsored

hp Filter by category
 HP

Results

- Impressions grew by 224% YOY, expanding reach to include all product categories.
- Clicks increased by 142% YOY, with Sponsored Brands video clicks rising by 42%.
- Revenue increased by 80% YOY, while units sold also saw a 60% increase.
- Notable enhancements in ROAS have been observed, particularly in the printer and laptop sectors, where video ads have resulted in increased purchase rates and ROAS.

Getting Started with Amazon Ads

Sponsored ads solutions on Amazon help customers discover and engage with your products in the world's biggest ecommerce marketplace.

You can expand your business, feature your product portfolio and start selling to international customers by leveraging people-first sponsored ads campaigns.

Understanding Amazon's Advertising Ecosystem

Sponsored advertisements help drive sales by reaching potential buyers searching for products like yours. Amazon offers the following advertisement solutions to new advertisers:

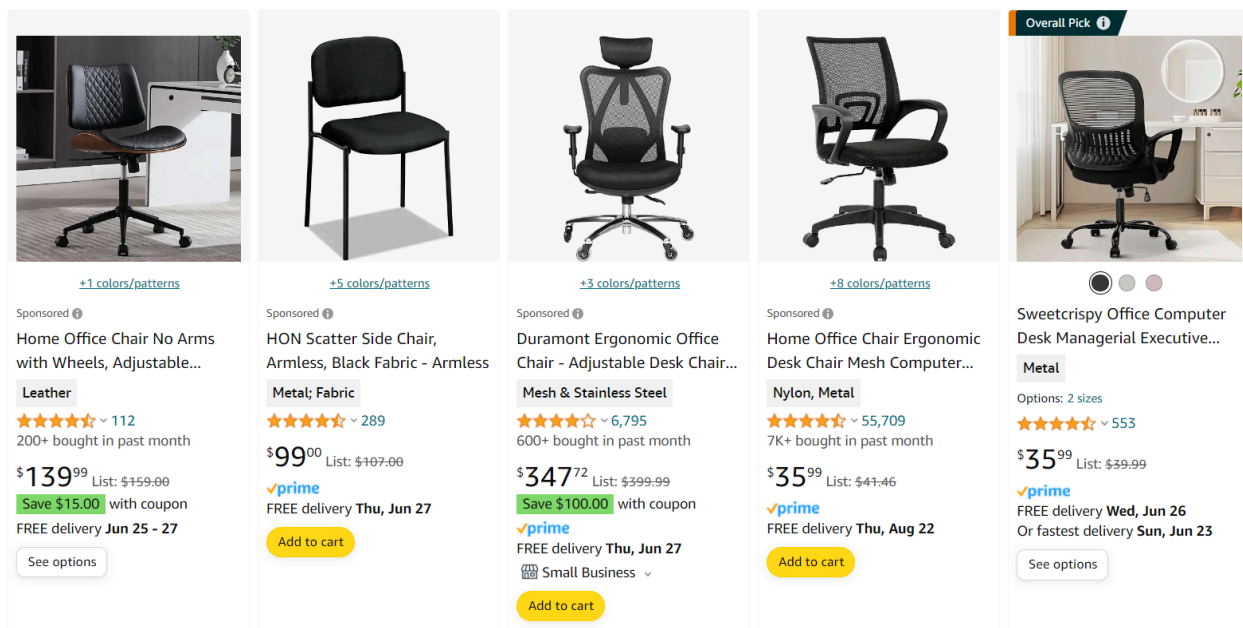
Sponsored Products

They are used to boost product visibility.

Placement: Appears in search results and on product details pages.

Best For: Promoting individual products to a wide audience.

Example: For a chair seller, sponsored product ads can help your best-selling chair be at the top of results if someone searches for “chairs.”



The image displays five sponsored product ads for office chairs, arranged in a row. Each ad includes a product image, a title, a price, and delivery information. The ads are as follows:

- Ad 1:** Home Office Chair No Arms with Wheels, Adjustable...
 - Material: Leather
 - Price: \$139⁹⁹ (List: \$159.00)
 - Rating: 4.5 stars (112 reviews)
 - 200+ bought in past month
 - Save \$15.00 with coupon
 - FREE delivery Jun 25 - 27
 - Buttons: See options
- Ad 2:** HON Scatter Side Chair, Armless, Black Fabric - Armless
 - Material: Metal; Fabric
 - Price: \$99⁰⁰ (List: \$107.00)
 - Rating: 4.5 stars (289 reviews)
 - Buttons: Add to cart
- Ad 3:** Duramont Ergonomic Office Chair - Adjustable Desk Chair...
 - Material: Mesh & Stainless Steel
 - Price: \$347⁷² (List: \$399.99)
 - Rating: 4.5 stars (6,795 reviews)
 - 600+ bought in past month
 - Save \$100.00 with coupon
 - Buttons: Add to cart
- Ad 4:** Home Office Chair Ergonomic Desk Chair Mesh Computer...
 - Material: Nylon, Metal
 - Price: \$35⁹⁹ (List: \$41.46)
 - Rating: 4.5 stars (55,709 reviews)
 - 7K+ bought in past month
 - Buttons: Add to cart
- Ad 5:** Sweetcrispy Office Computer Desk Managerial Executive...
 - Material: Metal
 - Price: \$35⁹⁹ (List: \$39.99)
 - Rating: 4.5 stars (553 reviews)
 - Options: 2 sizes
 - 7K+ bought in past month
 - Buttons: Add to cart

The image displays five sponsored product listings for chairs and dining chairs. Each listing includes a product image, a 'Sponsored' label, a product title, a star rating with the number of reviews, a price (often with a coupon discount), a delivery date, and an 'Add to cart' button. Some listings also feature a 'See options' button and a link to view more colors or patterns.

- Accent Chair Set of 2 with Table, Living Room Chairs wit...**: \$259⁹⁹, Save \$15.00 with coupon, 50+ bought in past month, FREE delivery Jun 26 - 28.
- Art Leon Mid Century Modern Swivel Accent Chair with Bee...**: \$139⁹⁹, List: \$199.99, Save 5% with coupon, \$9.99 delivery Jun 25 - 27, +16 colors/patterns.
- Home Office Chair No Arms with Wheels, Adjustable...**: \$149⁰⁰, List: \$159.00, Save \$15.00 with coupon, 100+ bought in past month, FREE delivery Jun 25 - 27, +1 colors/patterns.
- Zouron 360° Swivel Mid Century Modern Office Chair,...**: \$179⁹⁸, Save 5% with coupon, FREE delivery Thu, Jul 18, +3 colors/patterns.
- Giantex Wood Dining Chairs Set of 2, Windsor Chairs with...**: \$119⁹⁹, List: \$209.99, (\$60.00/Count), FREE delivery Thu, Jun 27, Wood, +197 reviews.

Sponsored Brands

The purpose of Sponsored Brands is to build awareness of a brand by showcasing the collection of its products.

Placement: These ads appear at the top of the search results. Ads contain your brand logo, a headline for your brand, and a collection of your products.

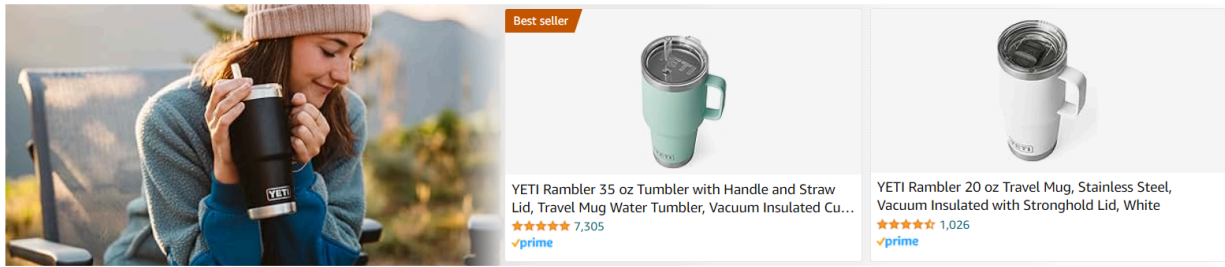
Best For: Creating recognition of your brand and promoting the range of your products.

Example: A tumbler or a coffee mug brand can use Sponsored Ads for brand awareness and highlight their range. With these ads, they can drive traffic to their store or to a landing page.

YETI

YETI Insulated Tumblers: Consider It Handled

[Shop YETI >](#)

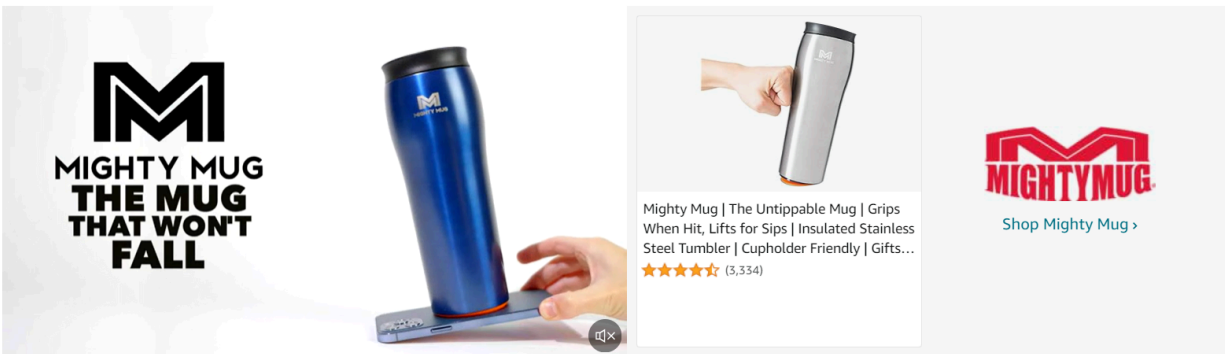


Best seller

YETI Rambler 35 oz Tumbler with Handle and Straw Lid, Travel Mug Water Tumbler, Vacuum Insulated Cu...
★★★★★ 7,305
✓prime

YETI Rambler 20 oz Travel Mug, Stainless Steel, Vacuum Insulated with Stronghold Lid, White
★★★★★ 1,026
✓prime

Sponsored



M
MIGHTY MUG
THE MUG
THAT WON'T
FALL

Mighty Mug | The Untippable Mug | Grips When Hit, Lifts for Sips | Insulated Stainless Steel Tumbler | Cupholder Friendly | Gifts...
★★★★★ (3,334)

MIGHTYMUG
[Shop Mighty Mug >](#)

Sponsored

Sponsored Display

These ads are used to retarget shoppers and reach them both on and off Amazon by using display and video ads.

Placement: These are displayed on Amazon's homepage, product details pages, customer review pages, and also on third-party websites.

New: Florence by Mills



[Shop now](#)

**Nourish your pup with
Badlands Ranch**



[Shop now](#)

New & classics from Stanley



Quenchers



Coffee & tea



Beer & wine



Water bottles

[Shop all Stanley](#)

Best For: Expanding the audience reach and retargeting the customers that have shown interest in your products earlier.

Example: Here is an example of a creative Display ad for Arlo Pro 3 product. With the help of Sponsored Display Ads Arlo reached and attracted lots of potential customers.



Amazon DSP (Demand-Side Platform)

DSP uses programmatic advertising to buy both audio and display ads on Amazon and other platforms across the web.

Best For: Advanced targeting and reaching potential customers through multiple platforms.

Example: A retailer that sells nationwide can use Amazon DSP to create ad campaigns that reach the target audience on Amazon and other channels.

Cheetos Mac 'n Cheese reaches millennial audiences with the help of Amazon Ads



[Source](#)



Campaign creative featuring Chester and Cheetos Mac 'n Cheese Cheesy Jalapeño flavor

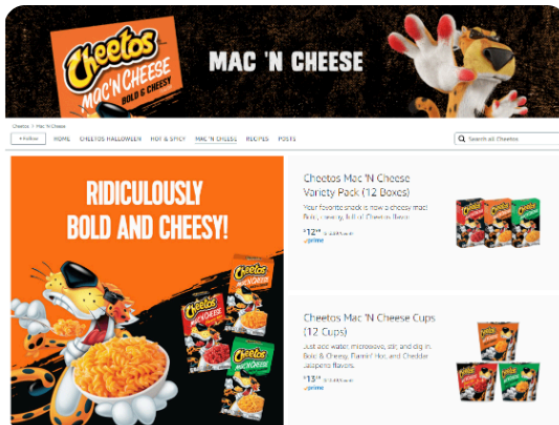


Campaign creative for Cheetos Mac 'n Cheese with Bold & Cheesy flavor



Campaign creative featuring Cheetos Mac 'n Cheese as a snack with Flamin' Hot flavor

[Source](#)



Cheetos Store on Amazon featuring Mac'n Cheese



"Cheetos Mac Hacks" promotion encouraging consumers to create their own Cheetos-inspired recipes

[Source](#)

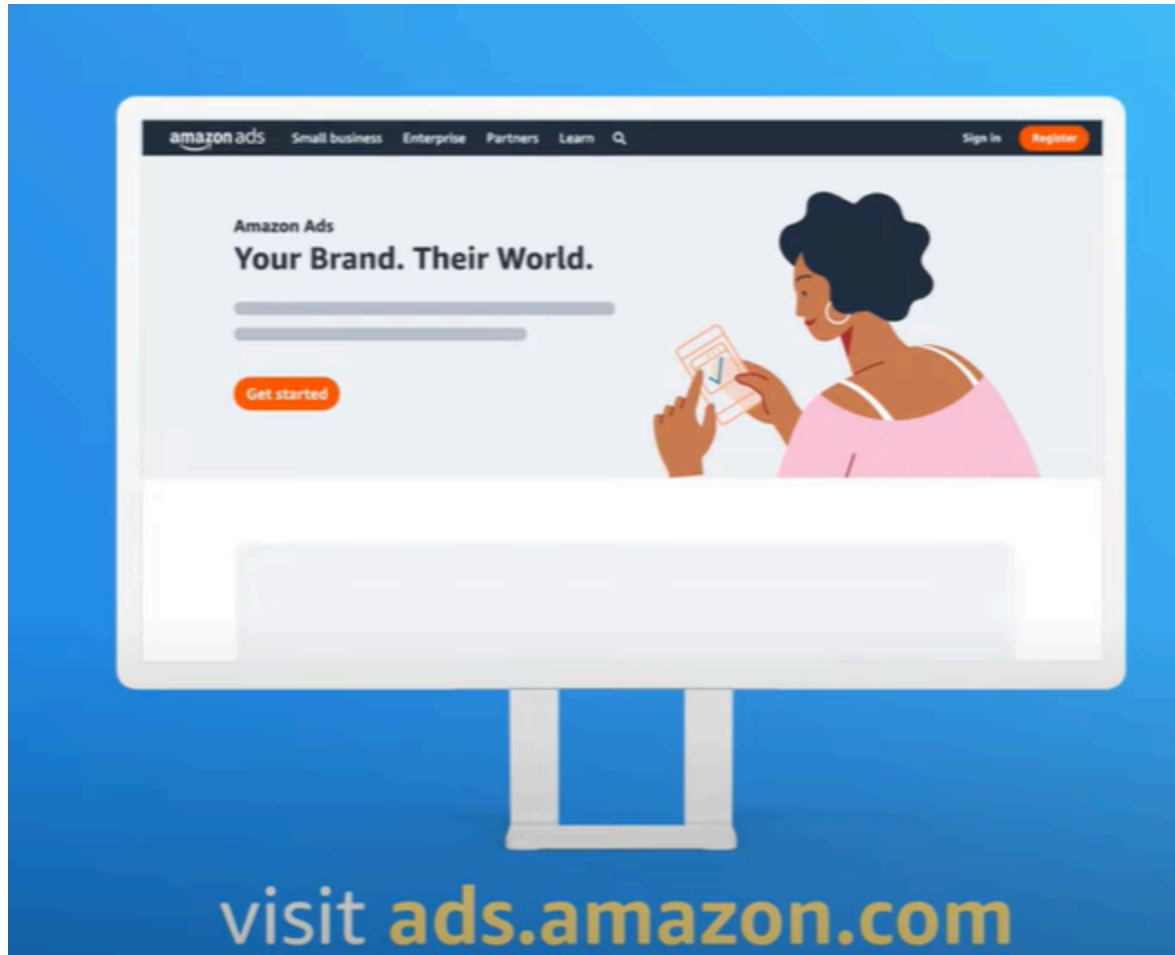
An advertisement for Shirofune. The background is black with a blue circular graphic on the left containing various social media icons. The text reads: "Tired of Managing Ads & Hiring Weak Ads Managers? Shirofune Automates it." Below the text is a blue button that says "Get a free trial". The Shirofune logo is in the top left corner.

Setting Up Your Amazon Advertising Account

To get started with Amazon Ads, you first have to set up an Amazon advertising account. Here's how to do it:

Creating an Account

Visit the *Amazon Seller Central* (ads.amazon.com) and log in.



[Source](#)

Navigate to the *Advertising* tab and select the country in which you want to advertise.

Sign in

Register

Register for Amazon Ads

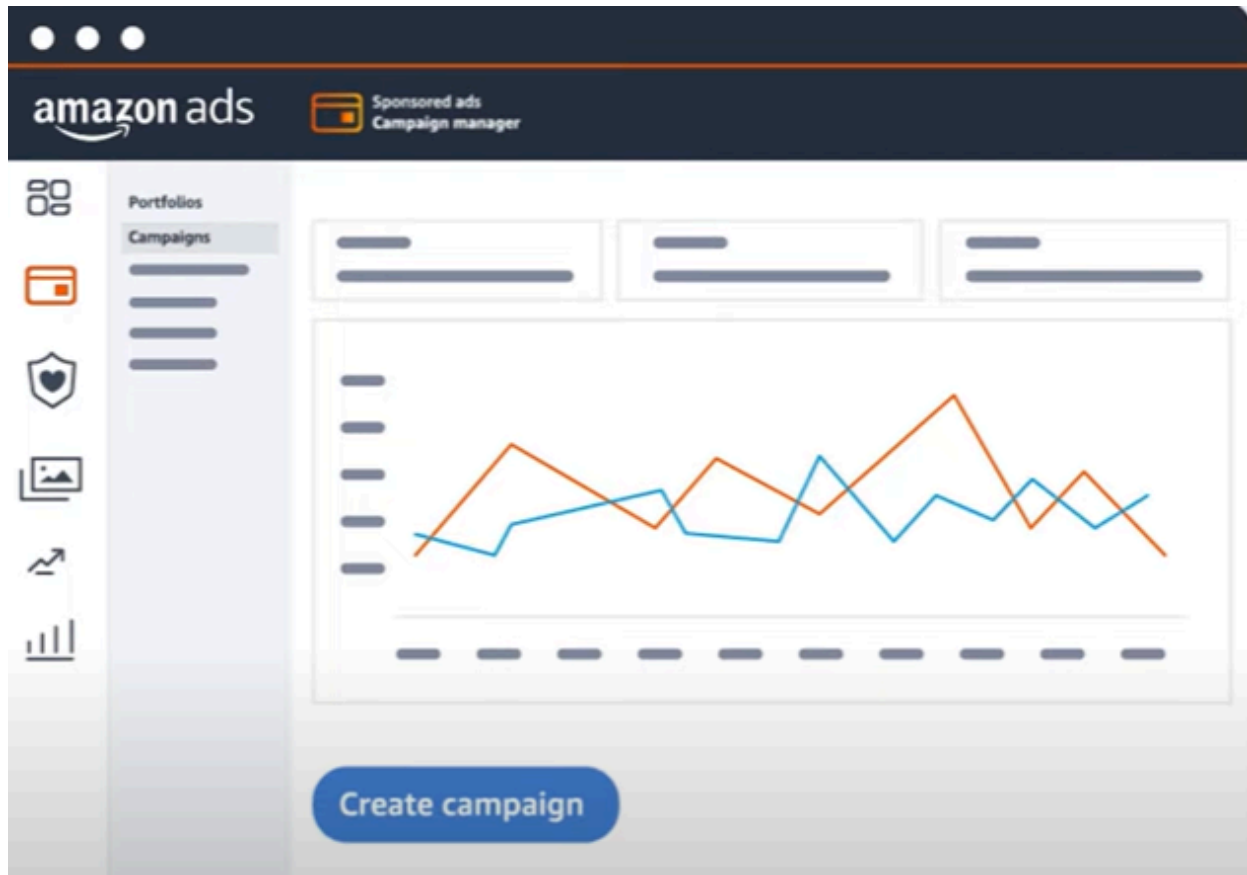
Step 1: Select the country where you'd like to advertise

Please select a country 



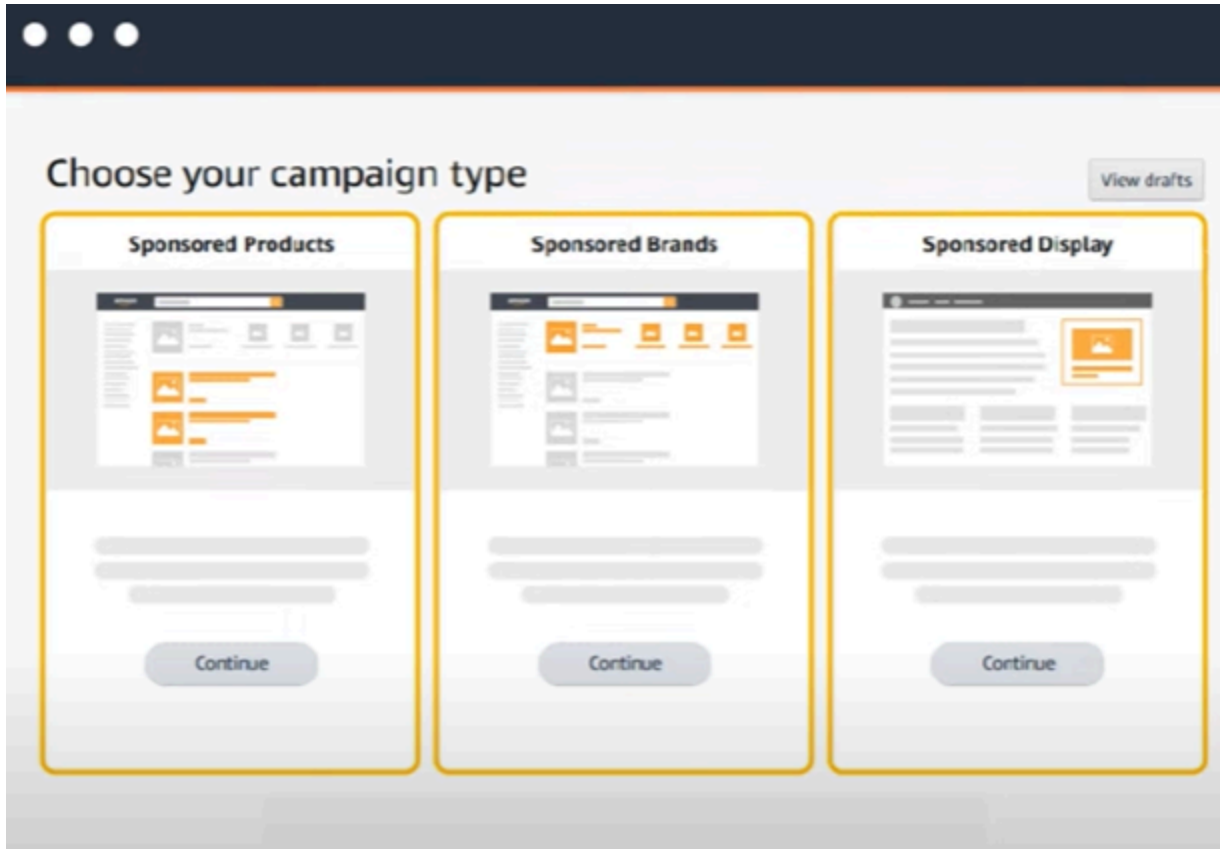
[Source](#)

Select *Campaign Manager* and click on *Create Campaign*.



[Source](#)

Select the type of ad you want to create (for example, sponsored brands).



[Source](#)

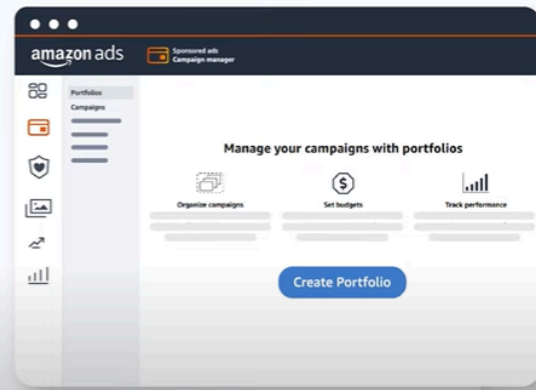
Navigating the Amazon Ads Dashboard

Advertisers and agencies can conveniently assess both total advertising expenditure and performance insights across their relevant accounts using a single integrated dashboard. Here are the different components of your dashboard:

Campaign Manager: Here, you create, manage, and monitor your ad campaigns. You can also locate campaigns, ads, keywords, product targets, and ad groups by entering all or part of their names in the search box at the top of the table.

Manage campaigns

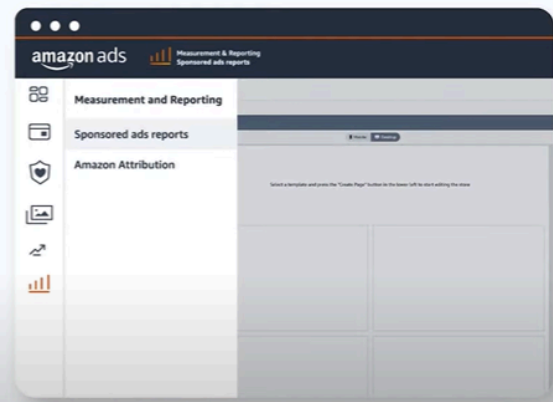
Organize your campaigns by brand, category, product, or season



[Source](#)

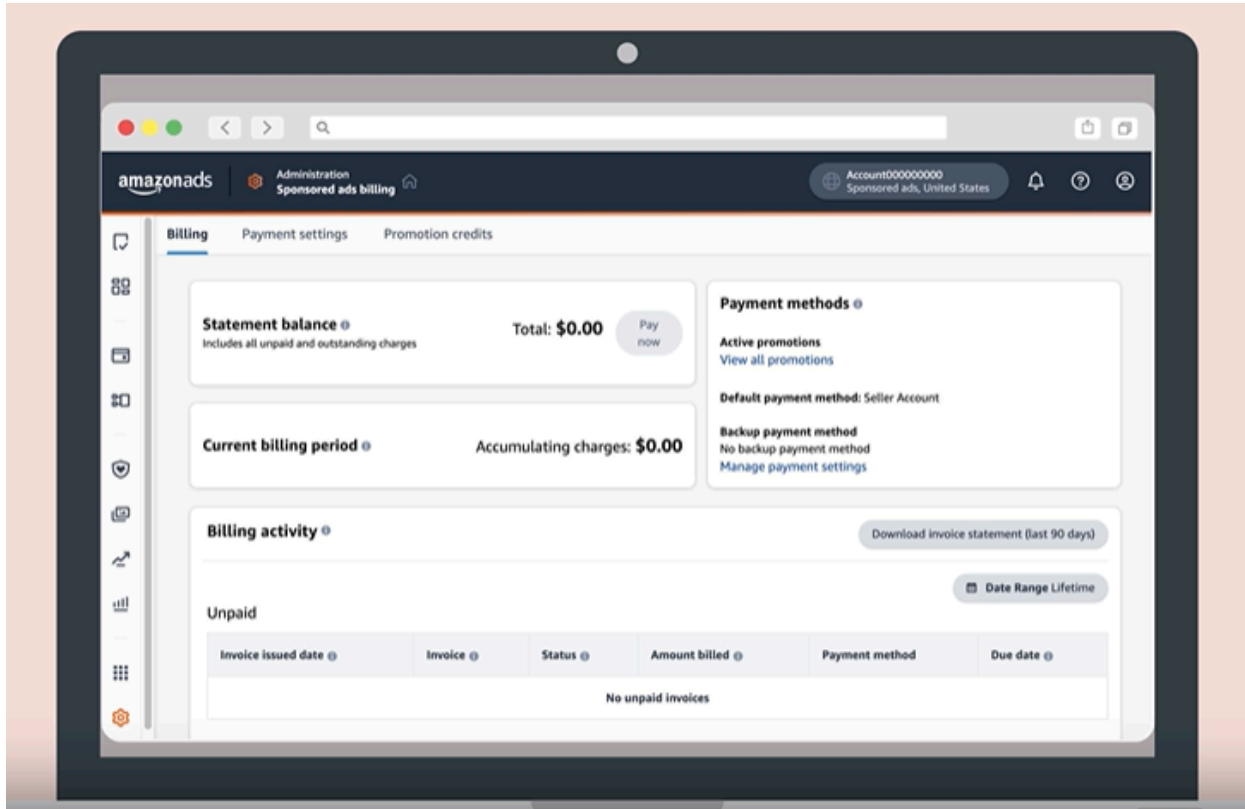
Reports: You can access detailed performance reports to analyze your campaigns and their performance. Downloadable reports display account-level data for Sponsored Products, Sponsored Brands, and Sponsored Display, excluding canceled orders.

Review reports



[Source](#)

Billing: You manage your payments using the payment methods, and you can also view your advertising costs here.



[Source](#)

Linking your Seller or Vendor Account

You have to ensure that your seller or vendor account is linked to the advertising account. With this integration, you can manage inventory, optimize ads, and track sales more effectively.

Apps eCommerce Banking Social Media News Leisure Utilities Interesting sites Consulting

amazon brand registry Manage Protect Monitor Support English Help

Brand Registry Support

What can we help you with?

Open cases **12**

- Report an Intellectual Property (IP) violation
- Report a marketplace policy violation
- Project Zero
- Retract a violation
- Listing issue
- Update your brand profile
- Technical issue**
- Escalate previously submitted issue

Please select a language from the drop-down

English

Use this form if you are experiencing other technical issues with Brand Registry.

Short description

Technical issue

Please describe your issue.

Please give access to brand XXX to merchant YYY

Contact method

E-mail

Your e-mail address Add CC

login.vendlab@gmail.com

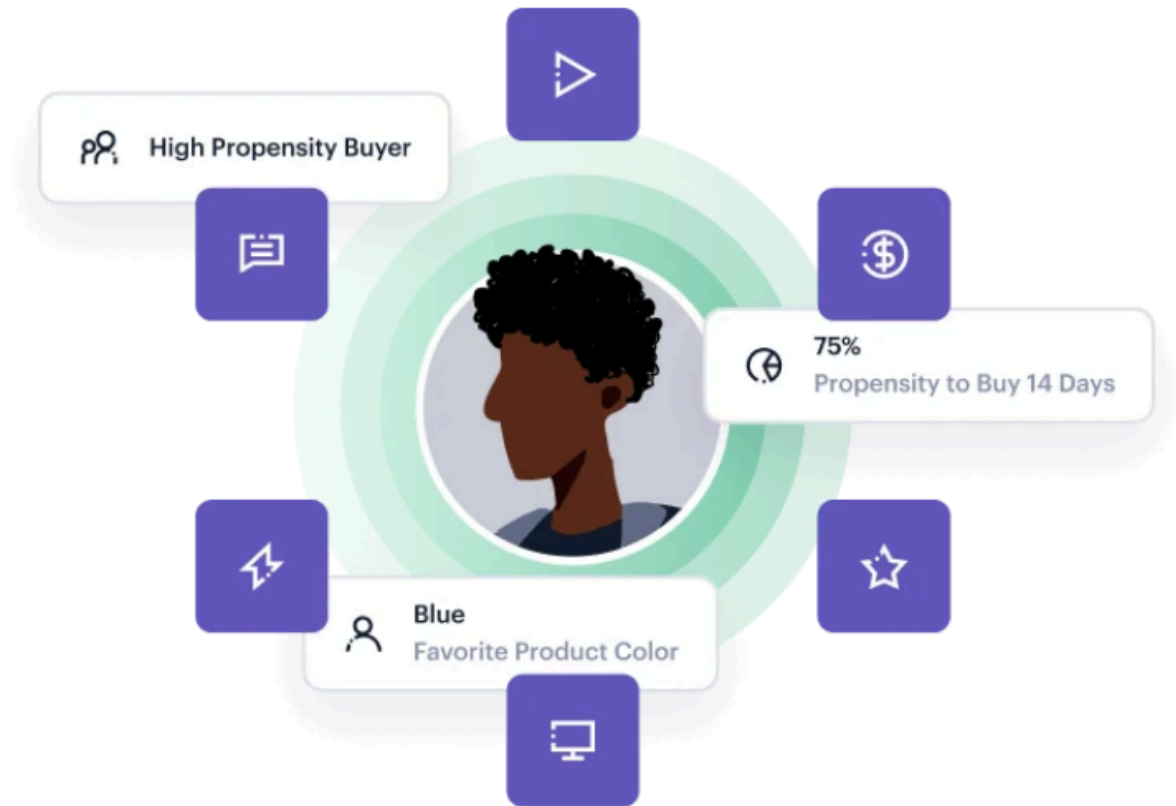
[Source](#)

Defining Your Advertising Goals

Creating clear advertising goals is very important for Amazon Ads' success. Setting the right goals can generate more sales at a lesser cost. Here is how you can accurately define your Amazon ad campaign goals:

Identifying your Target Audience

Amazon's target audience spans globally, with a diverse demographic primarily aged 18-60 and evenly split between genders.



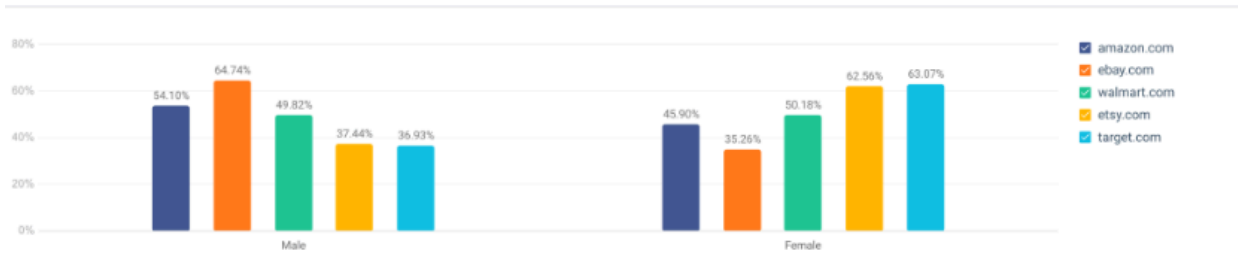
[Source](#)

You can use Amazon Audience Insights to reach your target audiences effectively.

By utilizing these insights, you can efficiently deliver timely and pertinent messages to your target buyers, enhancing your brand reach.

Amazon's audience insights can be utilized for ad campaigns. You can identify your target customers' demographics, interests, and purchase patterns.

Gender Distribution



Age Distribution



[Source](#)

You can also use the Amazon Persona Builder to craft and analyze custom brand personas using Amazon's extensive audience insights.

This feature enables advertisers to understand audience behaviors related to shopping and streaming, leveraging these insights to create tailored personas.

For instance, brands can combine segments like "interested in technology," "in market for headphones," and "in market for fitness clothing" to target specific customer groups effectively.

These personas can be saved and activated across Amazon Ads campaigns, accessible through Amazon DSP and specific APIs in

regions across North America, South America, Europe, the Middle East, and Asia Pacific.

Setting Measurable Objectives

Define clear objectives for the success of your ad campaign. It should follow the SMART framework.

S Specific	M Measurable	A Attainable	R Realistic	T Time-bound
<p>Do: Set real numbers with real deadlines.</p> <p>Don't: Say, "I want more visitors."</p>	<p>Do: Make sure your goal is trackable.</p> <p>Don't: Hide behind buzzwords like, "brand engagement," or, "social influence."</p>	<p>Do: Work towards a goal that is challenging, but possible.</p> <p>Don't: Try to take over the world in one night.</p>	<p>Do: Be honest with yourself- you know what you and your team are capable of.</p> <p>Don't: Forget any hurdles you may have to overcome.</p>	<p>Do: Give yourself a deadline.</p> <p>Don't: Keep pushing towards a goal you might hit, "some day."</p>

[Source](#)

Setting a goal can include increasing brand awareness, increasing sales, improving ACOS, or driving traffic to a product page.



[Source](#)

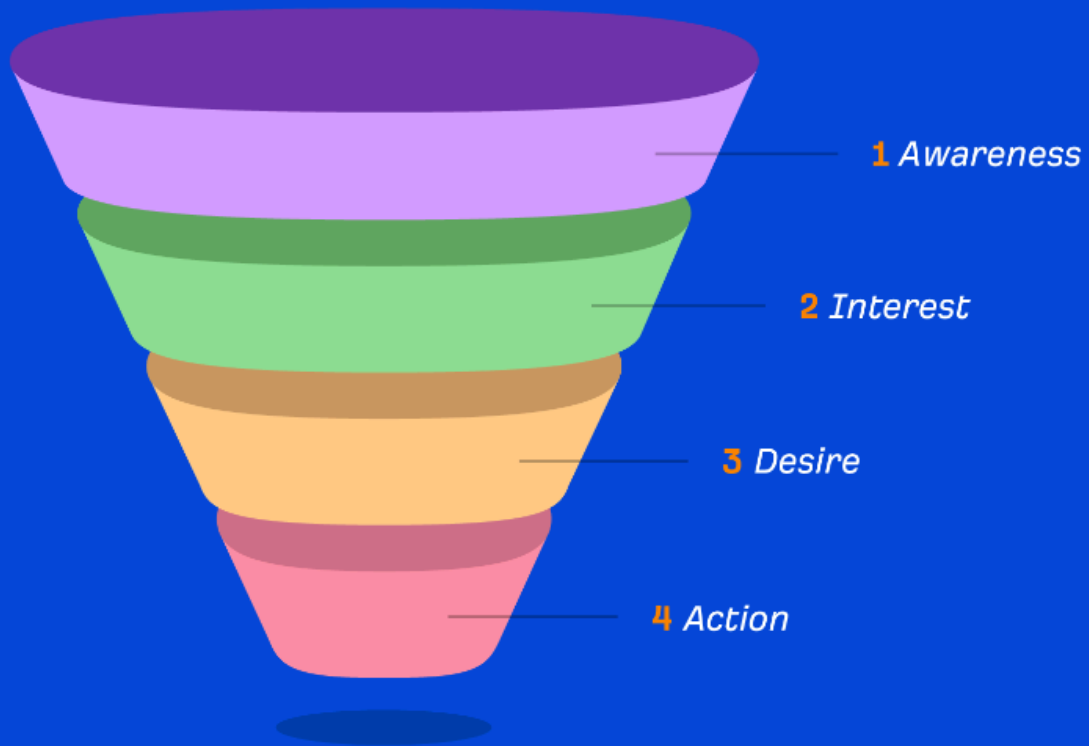
Aligning Ad Goals with Businesses

Make sure that your advertising goals are supporting the broader goals of your business.

For example, launching a new product range or expanding your current products into new markets.

Set an objective according to your business goals. You can also make ads according to the funnel that a customer can use to pass through.

The Marketing Funnel



[Source](#)

**Tired of Managing Ads & Hiring Weak Ads Managers?
Shirofune Automates it.**

[Get a free trial](#)

The advertisement features a dark background with a circular dashboard icon on the left containing various social media and analytics symbols. The text is white and bold, and the call-to-action button is blue with white text.

Crafting Effective Amazon Ad Campaigns

Selling on Amazon opens up access to millions of potential customers.

Hence, you should apply the best strategies to enhance your brand's visibility and engage shoppers effectively.

From optimizing product detail pages with A+ content to highlighting key features and benefits, you should plan your campaigns extensively for maximum benefit.

Here is the exact process to follow:

Keyword Research and Selection

Keyword research is an important aspect of a successful Amazon ad campaign.

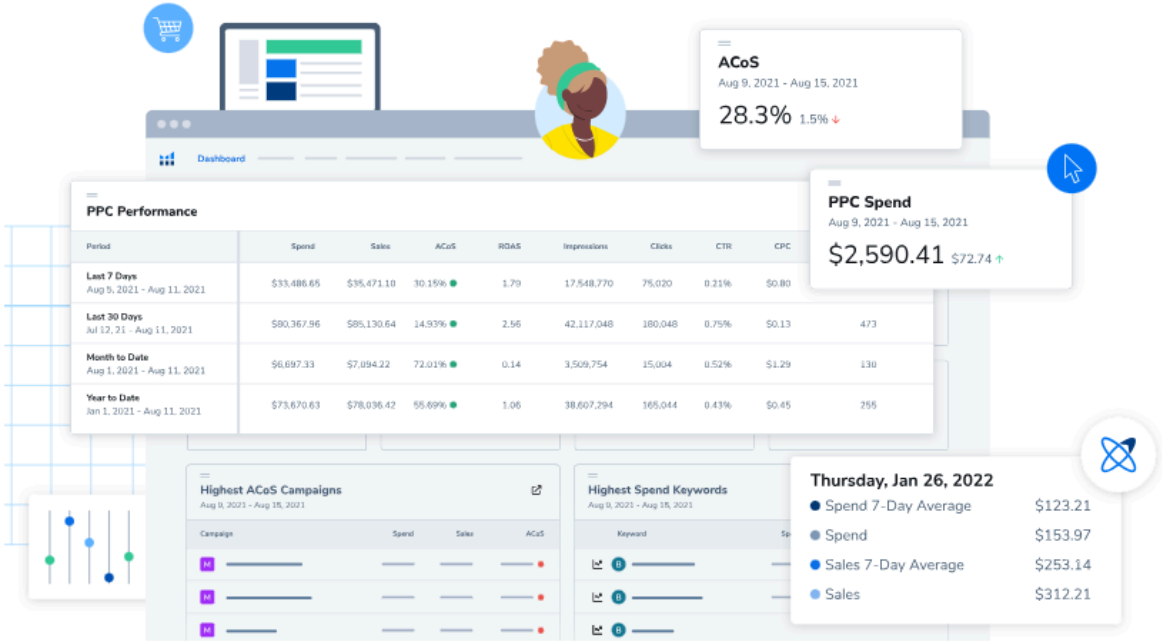
By understanding what terms or phrases your target consumers are using to search for products similar to yours, you can make sure that your product appears in the search, resulting in more chances of conversion.

It will also help you reach the right audience and increase your brand's visibility.

Tools and Techniques for Effective Keyword Research

Keyword Research Tools: To identify the phrases prospective buyers use to search for products similar to yours on Amazon, you can use several keyword research tools. Keyword Scout, Helium 10, and MerchantWords are some of the many keyword tools that provide extensive data and insights. For example,

Keyword Scout retrieves real-time advertising data directly from Amazon. Simply inputting a keyword phrase or ASIN (Amazon Standard Identification Number) reveals comprehensive information about that keyword.



[Source](#)



Cs wireless headphones

Co 1 SHOWING RESULTS FOR: **wireless headphones**

SEARCH VOLUME FOR 'WIRELESS HEADPHONES' ⓘ	DEPTH	SEASONALITY	DOMINANT CATEGORIES
7,402,900	1	EVERGREEN	ELECTRONICS

A+ ± CSV US 17,828 Search Volume Depth Categories

LA + SELECT ALL	AMAZON SEARCH ⓘ	AMAZON SEARCH VOLUME ⓘ ⬆️ ⬆️	DEPTH ⓘ	SEASONALITY ⓘ
PPC + [Bar Chart] [Search]	wireless headphones	7,402,900	1	Evergreen
+ [Bar Chart] [Search]	bose wireless headphones	87,600	3	Evergreen
+ [Bar Chart] [Search]	beats wireless headphones	67,100	4	Evergreen
+ [Bar Chart] [Search]	true wireless headphones	62,600	6	Evergreen

[Source](#)

Keyword Search Watch Tutorial

Keyword Scout **Exact Keyword Search Data**

Search by Keyword or ASIN: No Categories Selected United States

Keyword	Exact Match Search Volume	Broad Match Search Volume	Dominant Category	Recommended Giveaway	HSA Bid	Exact PPC Bid	Broad PPC Bid	Ease to Rank
keyboard tray	7,097	43,470	Office Products	14	\$10.00	\$1.97	\$1.05	40

Display

Additional Keyword Search Data Results

Total Results: 2,252 9 Columns Selected

Keyword	Exact Match Search Volume	Broad Match Search Volume	Dominant Category	Recommended Giveaway	HSA Bid	Exact PPC Bid	Broad PPC Bid	Ease to Rank
keyboard stand	19,530	41,781	Musical Instruments	17	\$3.32	\$2.08	\$1.30	10
standing desk converter	7,671	12,587	Office Products	18	\$23.32	\$4.12	\$3.79	60

JS Jungle Scout Product Tracker Product Database Niche Hunter Keyword Scout Chrome Extension Resources

Keyword	Exact Match Search Volume	Broad Match Search Volume	Dominant Category	Recommended Giveaway	HSA Bid	Exact PPC Bid	Broad PPC Bid	Ease to Rank
keyboard stand	19,530	41,781	Musical Instruments	17	\$3.32	\$2.08	\$1.30	10
standing desk converter	7,671	12,587	Office Products	18	\$23.32	\$4.12	\$3.79	60
keyboard tray under desk	6,167	9,505	Office Products	14	\$4.66	\$3.00	\$1.92	95
desk tray	4,284	12,081	Office Products	29	\$6.43	\$1.30	\$0.77	90
desk drawer	3,690	37,997	Home & Kitchen	9	\$2.34	\$0.51	\$0.50	90

[Source](#)

Competitor Analysis: Perform a thorough analysis of the keywords that your competitors are using. By doing so, you can attract their traffic. This involves identifying high-performing keywords that are driving traffic to their listings, analyzing their listings, using tools to get data on their keyword usage, and monitoring their ad placements.

Competitor analysis

Scorecard view Filter Sort 🔍 ... New ▾

Product	Market awareness	Ability to execute	Product breadth	Product quality
Your product	★★★★★	★★★	★★★	★★★★★
Competitor 3	★★★★★	★★★★★	★★★	★★★★★
Competitor 2	★★★★	★	★★	★★
Competitor 1	★★	★★★★★	★★	★★★★★
Competitor X	★★		★★	

+ New

[Source](#)

Customer Search Terms: Make sure to review the search terms reports in your seller central account so that you can identify the high-performing keywords.

Configuration

Campaign type

Sponsored Products

Sponsored Brands

Sponsored Brands Video

Report type ⓘ

Search term ▾

Time unit

Summary

Daily

Report period

Last 30 days ▾

[Source](#)

Amazon Search Terms Report



SEARCH FREQUENCY RANK	TOP CLICKED BRANDS	TOP CLICKED CATEGORIES
[Bar]	[Bar]	[Bar]
[Bar]	[Bar]	[Bar]
[Bar]	[Bar]	[Bar]
[Bar]	[Bar]	[Bar]
[Bar]	[Bar]	[Bar]
[Bar]	[Bar]	[Bar]
[Bar]	[Bar]	[Bar]
[Bar]	[Bar]	[Bar]
[Bar]	[Bar]	[Bar]
[Bar]	[Bar]	[Bar]
[Bar]	[Bar]	[Bar]
[Bar]	[Bar]	[Bar]
[Bar]	[Bar]	[Bar]
[Bar]	[Bar]	[Bar]
[Bar]	[Bar]	[Bar]

[Source](#)

Choosing the Right Keywords for Your Campaign

Select the keywords that are relevant and match your products, the keywords that have a high search volume, and that show strong buyer intent. Use long-tail keywords that are more specific and less competitive, as these are the ones that result in better conversions.

Keyword Match Types




[Source](#)

Close-Match: Targets keywords that are closely related to the terms you chose. It can also capture variations like plurals or misspellings.

Close Variants	Example
Misspellings	jewelry → jewelery
Singular/Plurals	glass → glasses
Stemmings	shelves → shelving
Acronyms	new york city → nyc
Abbreviations	department → dept
Accents	cafe → café

[Source](#)

Loose-Match: Expands the reach of your keywords as it includes synonyms and related terms. This kind of keyword match is useful for gaining visibility, but it can also lead to less precise targeting.

<input type="checkbox"/>	b00358xuc4	auto	Loose Matc 
<input type="checkbox"/>	b003vagxwk	auto	Loose Match
<input type="checkbox"/>	b00ecdm78e	auto	Loose Match
<input type="checkbox"/>	b00gd7ba2q	auto	Loose Match
<input type="checkbox"/>	b00lprq5ug	auto	Loose Match
<input type="checkbox"/>	b00n3j8nrw	auto	Loose Match
<input type="checkbox"/>	b00o0m46ko	auto	Loose Match
<input type="checkbox"/>	b00yt6usoe	auto	Loose Match

[Source](#)

Substitutes: Keywords that are substitutes for your product are targeted. These keywords can capture the customers looking for similar items.

[+12 more colors](#)

Sponsored ⓘ

LanFo
LanFo Nude Gel Nail Polish Set, 6 Colors Gel Polish Brown Glitter Nail Polish Set ALL...
gel 1.67 Fl Oz (Pack of 6)
★★★★☆ ~ 2,075
100+ bought in past month
\$13⁹⁹
\$12.59 with Subscribe & Save discount
Join Prime to buy this item at \$12.59
✓prime
FREE delivery Thu, Jun 27 on \$35 of items shipped by Amazon

OPI
OPI Nail Lacquer, Big Apple Red, Red Nail Polish, 0.5 fl oz
base 0.5 Fl Oz (Pack of 1)
★★★★☆ ~ 5,859
2K+ bought in past month
\$11⁹⁹ (\$23.98/Fl Oz)
\$11.39 with Subscribe & Save discount
✓prime
FREE delivery Thu, Jun 27 on \$35 of items shipped by Amazon
Or fastest delivery Tomorrow, Jun 22
Add to cart

OPI
OPI Nail Lacquer, Black Onyx, Black Nail Polish, 0.5 fl oz
base 0.5 Fl Oz (Pack of 1)
★★★★☆ ~ 9,295
2K+ bought in past month
\$11⁹⁹ (\$23.98/Fl Oz)
\$11.39 with Subscribe & Save discount
✓prime
FREE delivery Thu, Jun 27 on \$35 of items shipped by Amazon
Or fastest delivery Tomorrow, Jun 22
Add to cart

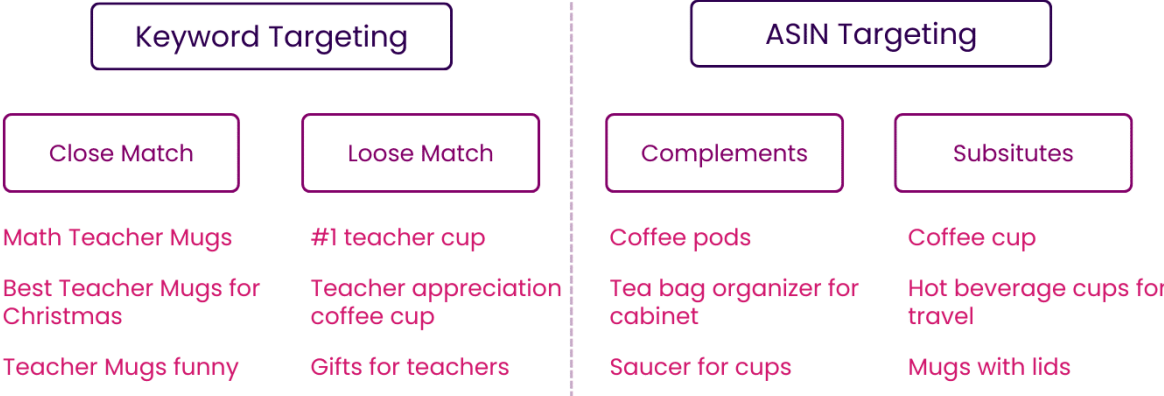
OPI
OPI Nail Lacquer, Dulce de Leche, Nude Nail Polish, 0.5 fl oz
0.5 Fl Oz (Pack of 1)
★★★★☆ ~ 1,364
700+ bought in past month
\$11⁹⁹ (\$23.98/Fl Oz)
Typical: \$14.49
\$11.39 with Subscribe & Save discount
✓prime
FREE delivery Thu, Jun 27 on \$35 of items shipped by Amazon
Or fastest delivery Sun, Jun 23
Add to cart

OPI
OPI Nail Lacquer, Put it in Neutral, Nude Nail Polish, Soft Shades Collection, 0.5 fl oz
gel 0.5 Fl Oz (Pack of 1)
★★★★☆ ~ 2,803
3K+ bought in past month
\$11⁹⁹ (\$23.98/Fl Oz)
\$11.39 with Subscribe & Save discount
✓prime
FREE delivery Thu, Jun 27 on \$35 of items shipped by Amazon
Or fastest delivery Sun, Jun 23
Add to cart

Complements: Focuses on the keywords that are complementary to your product, reaching customers who are in need of a similar item.

Amazon Auto Targeting

Example: Teacher Mugs



[Source](#)

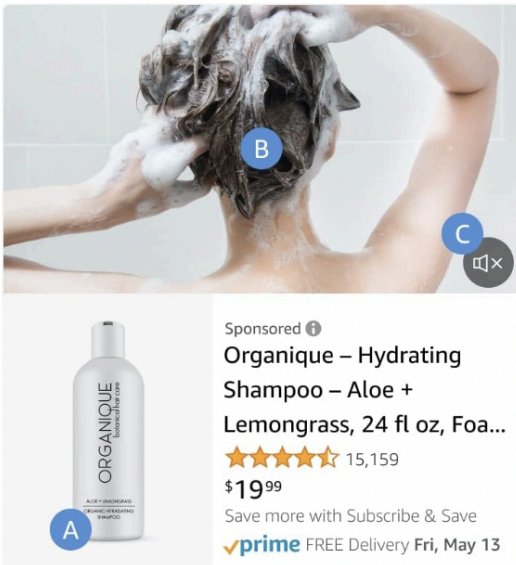
Creating Compelling Ad Content

Highlight unique selling points, craft clear headlines, and use visually appealing images or videos in your ads.

These elements are important for attracting and engaging potential customers on Amazon's competitive platform.

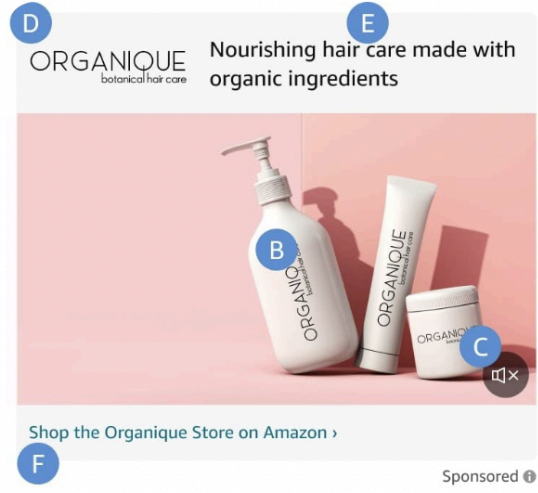
[65%](#) of Amazon shoppers watch videos on a product listing. Videos and images will help customers to understand your product better and make informed choices. You can use high-quality videos and images in product detail page campaigns and brand stores campaigns.

1. Product Detail Page campaign



Product Detail Page: This type of campaign is best for connecting shoppers with your product. A Product Detail Page campaign will be shown in shopping results and on detail pages.

2. Brand Stores campaign



Brand Stores: This type of campaign is an effective way to increase brand equity and build lasting value by directly connecting shoppers to your Brand Store through shopping results. These campaigns can be featured both above and below the fold of search results

Video and audio specifications

Video duration	Between 6 and 45 seconds (20 secs or less highly recommended)
Video dimensions	1280x720, 1920x1080, or 3840x2160px
File size	500MB or less
File format	.MP4 or .MOV
Aspect ratio	16:9 (square pixel) only
Video codec	H.264 or H.265
Video profile	Main or Baseline
Frame rate	23.976, 23.98, 24, 25, 29.97, 29.98, or 30fps
Video bit rate	Minimum 1 Mbps (4 Mbps or higher recommended)
Video scan type	Progressive
Audio codec	PCM, AAC, or MP3
Audio format	Stereo or mono
Audio bit rate	Minimum 96 kbps
Audio sample rate	Minimum 44.1khz

High-quality images and videos can improve CTR and conversions significantly. An effective ad copy must include the unique benefits and highlights of your products.

Use action-oriented language and include keywords that occur naturally.

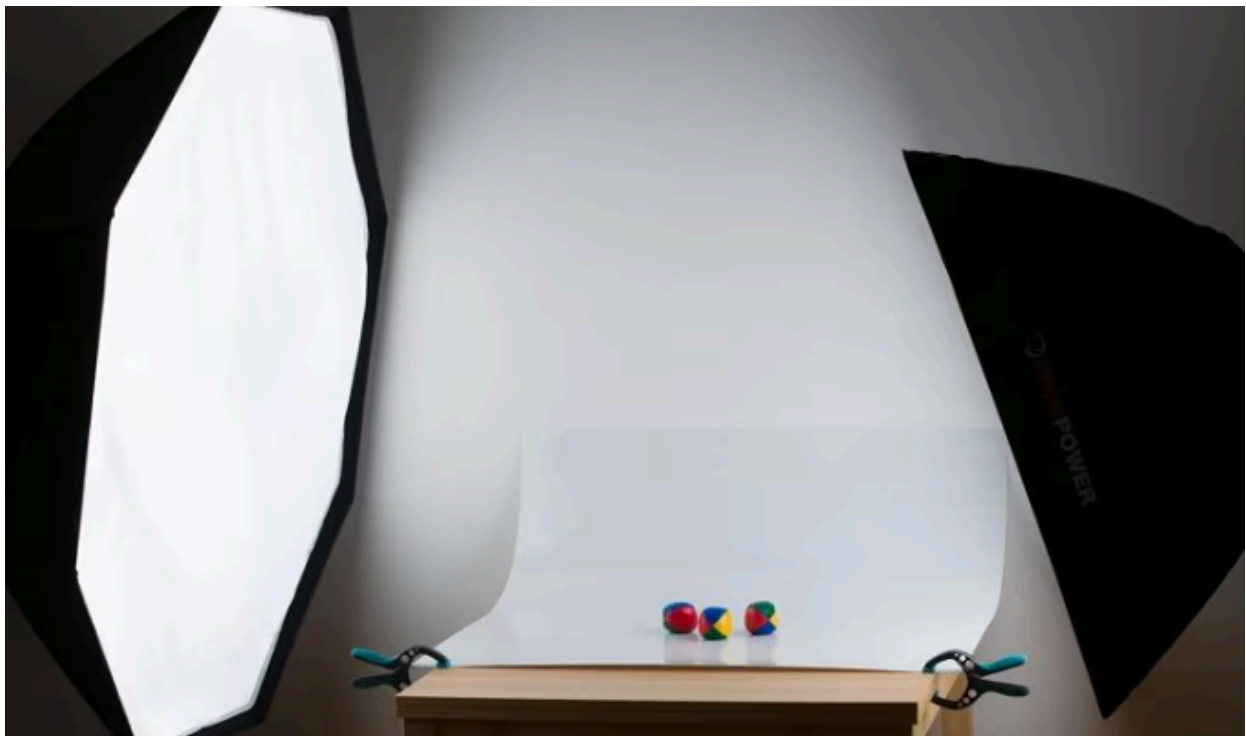
Types of Photography

Product photography for Amazon is important as it directly influences customer buying decisions in online shopping.

High-resolution images captured with professional equipment and proper lighting are essential to showcase product details effectively.

Quality product images not only drive sales but also enhance brand reputation and customer loyalty over time, making them a vital aspect of successful online selling on Amazon.

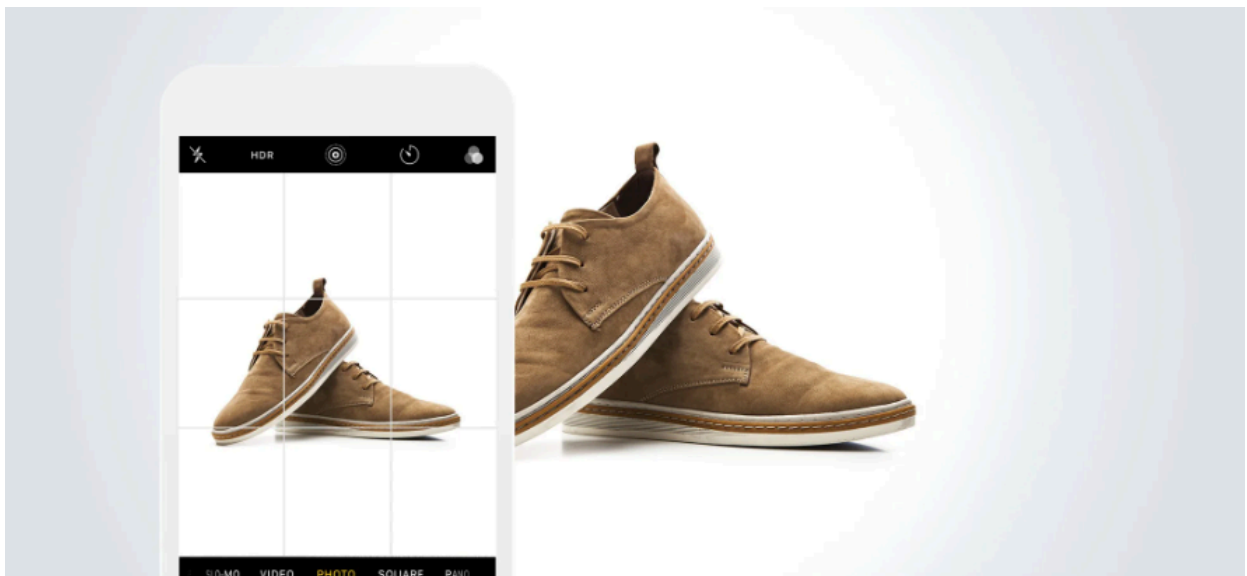
White background: Using a white background for main images and including multiple angles helps customers make informed choices. These pictures are clean and professional and their main focus is on the product itself.



[Source](#)



[Source](#)



[Source](#)

Lifestyle: Shows the product in action or its uses. It helps the customers to visualize how the products fit into their lifestyle.



[Source](#)



[Source](#)

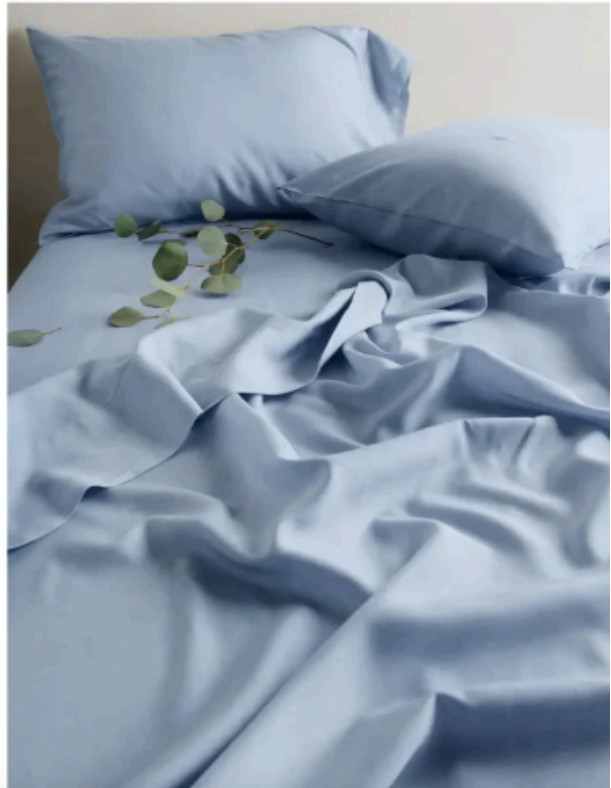


[Source](#)

Graphics: Includes text in the picture to highlight the product's features and benefits.

How Does It Feel?

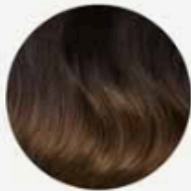
The handfeel of our signature eucalyptus fabric feels like a blend of cotton and silk. Natural, soft and lightweight - our fine eucalyptus yarns create a fabric surface that is rated softer than cotton.



[Source](#)

Blends in seamlessly with your hair

Luxy Hair is made with a multi-tone adapt coloring system, which helps the extensions blend with your hair seamlessly even if your own hair color is slightly different.



OMBRE CHESTNUT
#T1C6



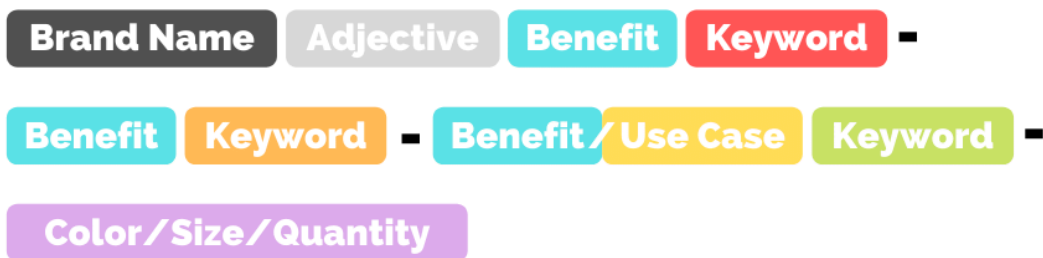
[Source](#)

Best Practices for Product Listings and Landing Pages

For robust growth, you should optimize your product and page content.

Product Titles: Keep them clear and descriptive and include the important keywords.

THE PERFECT amazon PRODUCT TITLE



[Source](#)



Betron B750s Earphones, Wired In-Ear Headphones, Noise Isolating Tangle-Free Earbuds, Heavy Deep Bass, Compatible with iPhone, iPad, MP3 Players, Samsung Smartphones, Tablets and Laptops, Black

by Betron

★★★★★ 14,667 ratings | 307 answered questions

Amazon's Choice for "noise cancelling earphones"

Price: **£10.99 & FREE Delivery** on your first eligible order to UK or Ireland. Details

Pay ~~£10.99~~ **£0.99**: get a £10 Amazon Gift Card on approval for the Amazon Platinum Mastercard. Terms apply.

Promotion Message Promotion Available. 1 promotion

Note: This item is eligible for click and collect. Details

Colour Name: **Black**



- **Stereo Sound:** Dynamic speaker systems create powerful, bass driven stereo sound; Hear music that stays true to the original recording with high resolution audio; The B750s in ear headphones maintains drive force for deep bass and clear mids
- **Noise Isolation:** Get the most from your wired earphones everywhere with optimised noise isolation earbuds; They also allow you to listen to your tracks at much lower and safer volumes; Enjoy full and high detailed mid to low frequency performance
- **Superior Design:** The various sizes of ear bud tips provided in the package allow for a personalised fit as well as a high passive attenuation of ambient noise; Also, the flat cable design ensures

Source

Bullet Points: Utilize A+ Content for enhanced descriptions. Highlight all the key features and benefits in your product description.

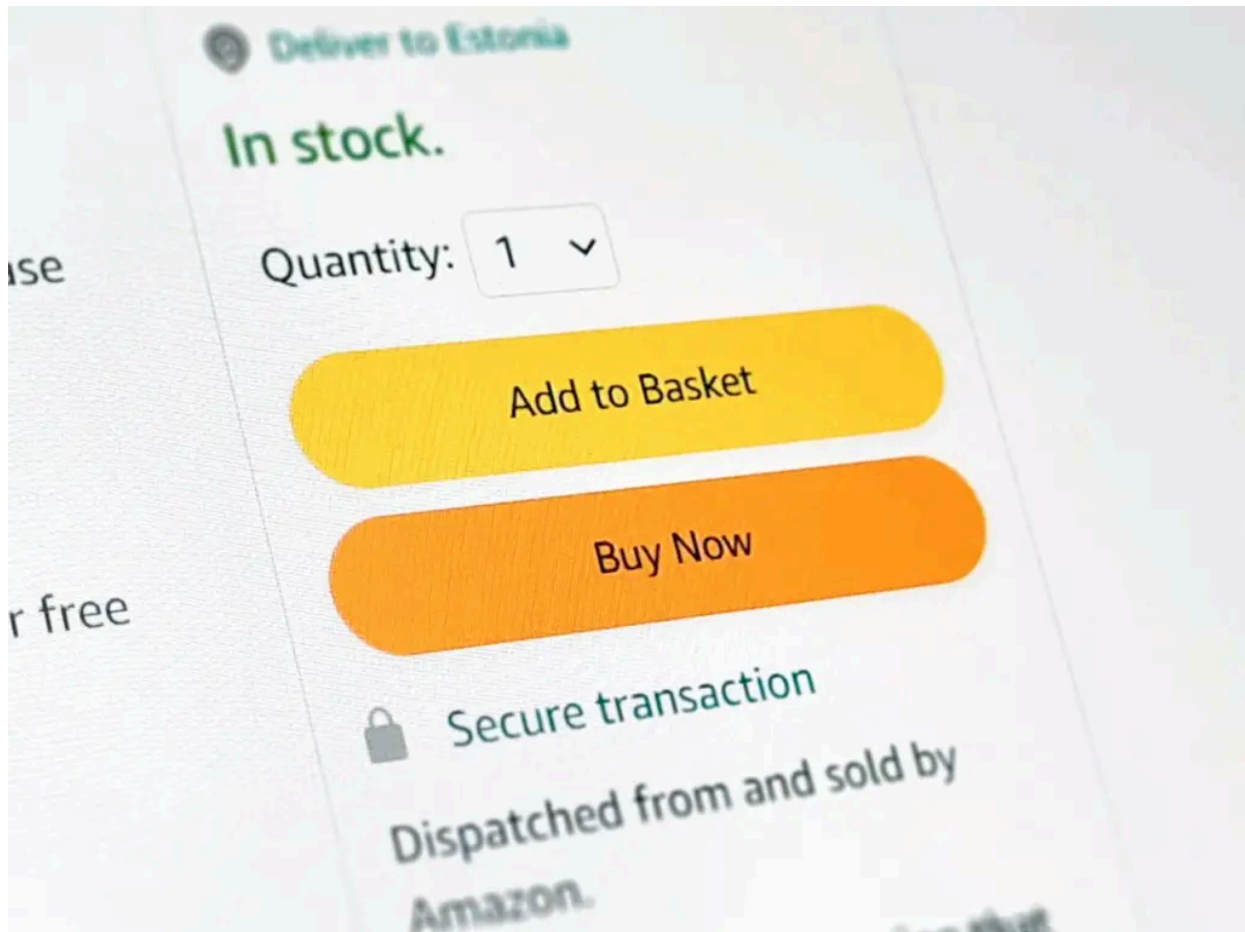
About this item

- TCL 55" 6-Series 4K QLED Dolby Vision HDR Roku Smart TV
- Quantum Dot technology
- IN THE BOX: Voice Enabled Remote Control - Remote Control Battery - Analog Audio/Video Input Adapter
- BUNDLE INCLUDES: TCL 55" 6-Series 4K QLED Dolby Vision HDR Roku Smart TV
- 1 Year Extended Protection Plan in ADDITION to the Included FULL Manufacturer WARRANTY

› [See more product details](#)

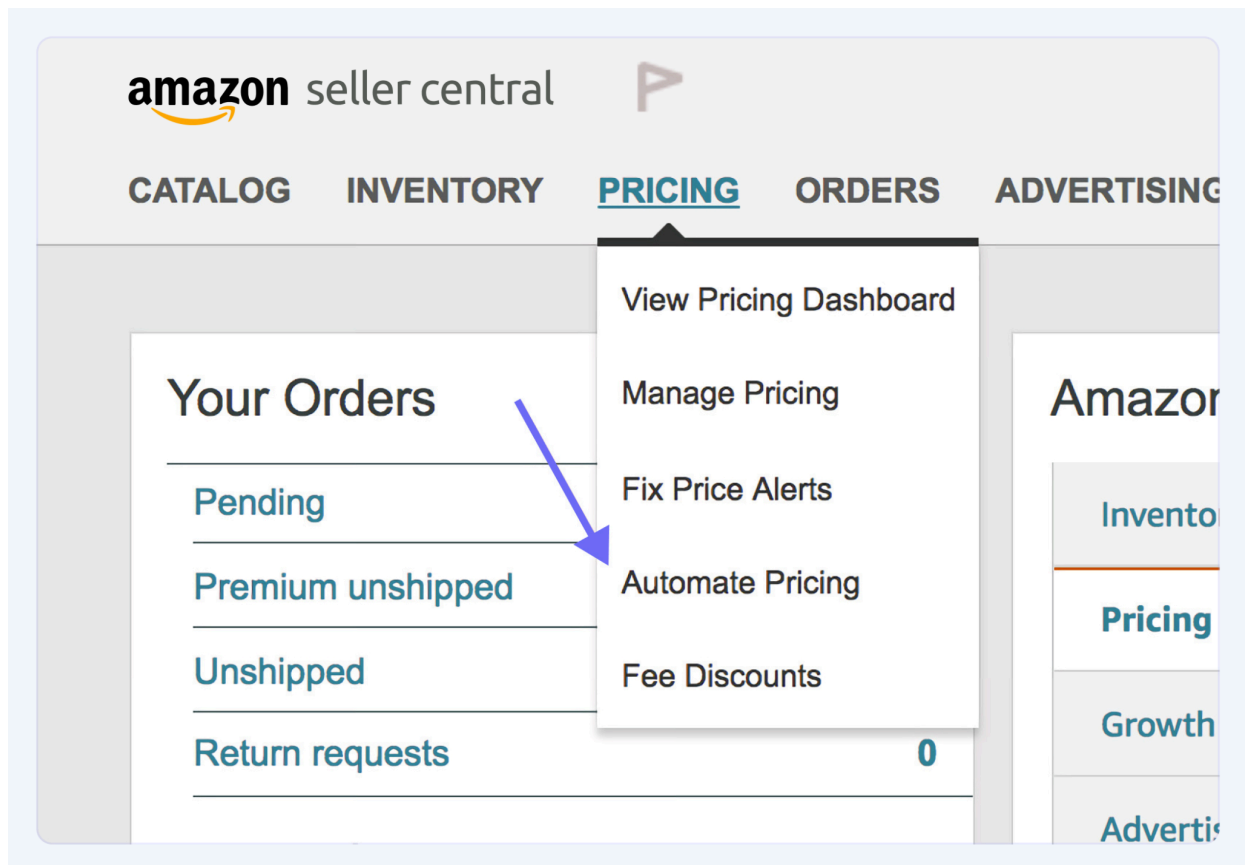
[Source](#)

Amazon Featured Offer: Ensure products frequently display as featured offers. The Amazon Featured Offer refers to the seller's listing that appears prominently on a product detail page with an "Add to Cart" button. It is essentially synonymous with the Buy Box on Amazon.



[Source](#)

Competitive pricing: The Automate Pricing tool by Amazon is designed to help online sellers maintain competitive pricing effortlessly. It automates price adjustments based on factors like winning the Buy Box price, freeing sellers from manual monitoring. This tool allows setting pricing rules with parameters like minimum and maximum price limits, applicable to selected SKUs. Sellers can start, stop, or modify rules anytime, focusing more on business aspects like customer experience. It's free to use and enhances efficiency in a competitive marketplace, making it easier for sellers to stay competitive without constant price monitoring.



[Source](#)

In Stock Products: You should maintain optimum stock levels at all times. Amazon's inventory management system ensures optimal inventory levels and timely deliveries. It includes features like real-time updates on stock levels, predictive demand forecasting, and alerts for low inventory, all accessible through the Seller Central dashboard. This robust tool enables seamless global expansion by helping sellers maintain adequate stock levels and enhance operational efficiency.



AmazonBasics Nylon Braided Lightning to USB A Cable - MFi Certified iPhone Charger - Dark Grey, 3-Foot
by AmazonBasics
★★★★☆ | 11,359 customer reviews
| 347 answered questions
Amazon's Choice for "iphone 8 charger"

Price: **\$9.99** ✓prime
FREE Shipping on orders over \$25—or get FREE Two-Day Shipping with Amazon Prime

Style: 1-Pack
 1-Pack 10-Pack


Size: 3 Feet
 3 Feet 3-Foot 6-Foot

Color: Dark Grey

\$9.99
✓prime
FREE Shipping on orders over \$25—or get FREE Two-Day Shipping with Amazon Prime
Want it Wednesday, May 29? Order within 17 hrs 37 mins and choose Two-Day Shipping at checkout. [Details](#)

In Stock.

Qty: 1 ↕

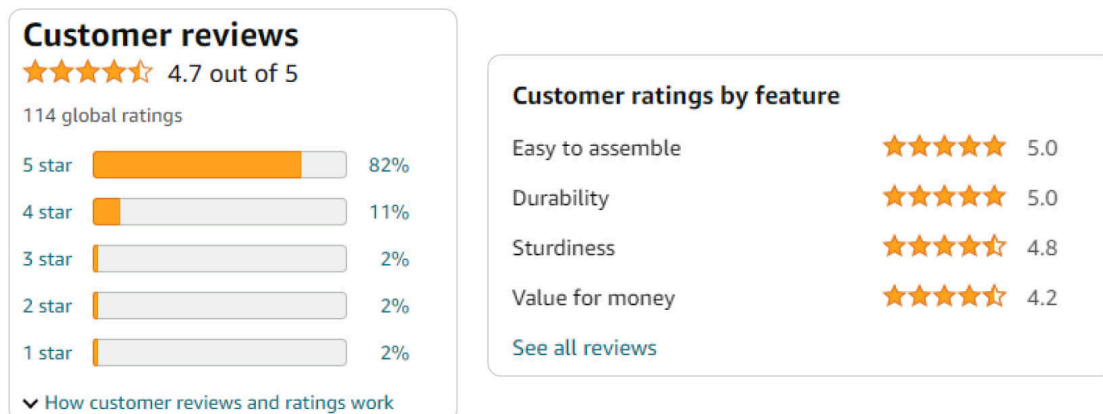
 Add to Cart

 Buy Now

Ships from and sold by Amazon.com.

[Source](#)

Positive Reviews and High Ratings: Amazon reviews are important for advertising effectiveness because they enhance credibility and trustworthiness. The people trust factor not only increases click-through rates on ads but also improves conversion rates, as customers are more likely to purchase products that have positive reviews from fellow consumers. Moreover, reviews contribute to better ad relevance and quality scores, potentially lowering advertising costs and maximizing return on investment (ROI) for sellers advertising on Amazon.



[Source](#)

High-resolution and Zoomable Images: Amazon requires product images to be high-resolution and in JPEG format, with a pure white background for the main image. Images must be at least 1000 pixels or larger, fill 85% of the frame, and not include text, logos, borders, or watermarks. The full product should be visible without additional items in the image, adhering strictly to these guidelines ensures compliance and optimal presentation on the platform.



Structuring Your Ad Campaigns

Organizing Campaigns and Ad Groups

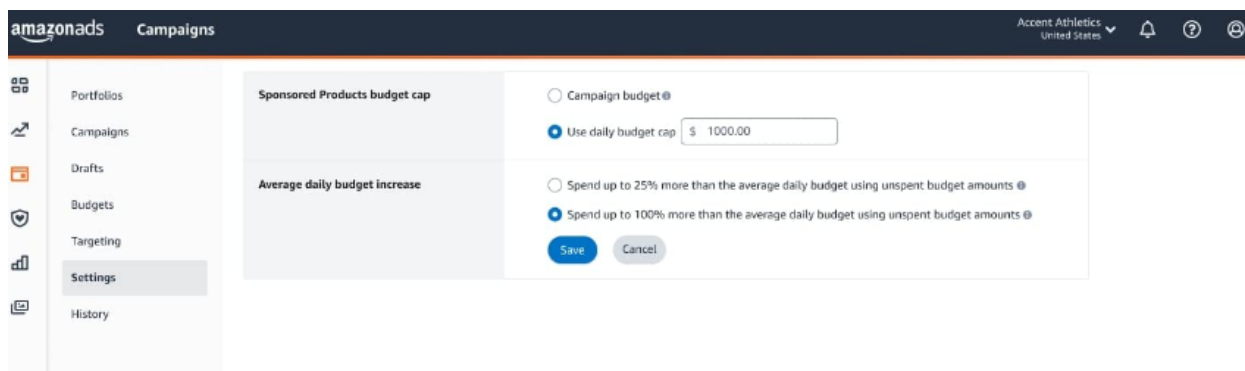
Structuring your campaigns by grouping similar products together will help in managing bids and budgets. Also, it will ensure that relevant ads are shown for each product.



[Source](#)

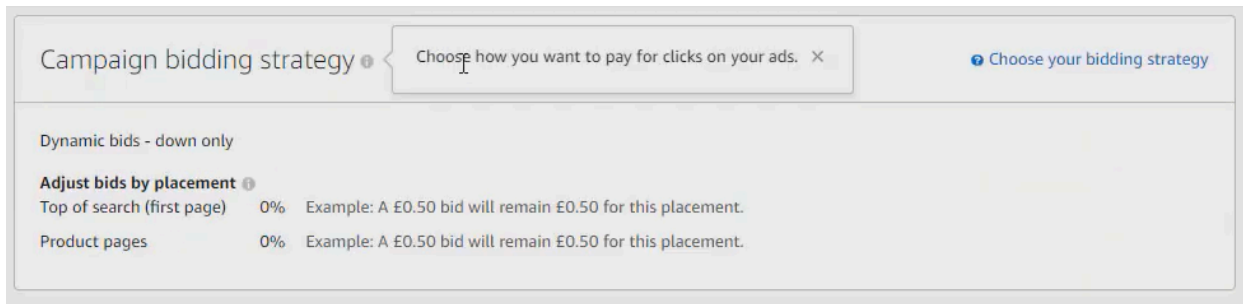
Budgeting and Bidding Strategies

Daily Budget: Set a daily budget to limit your ad spend.



[Source](#)

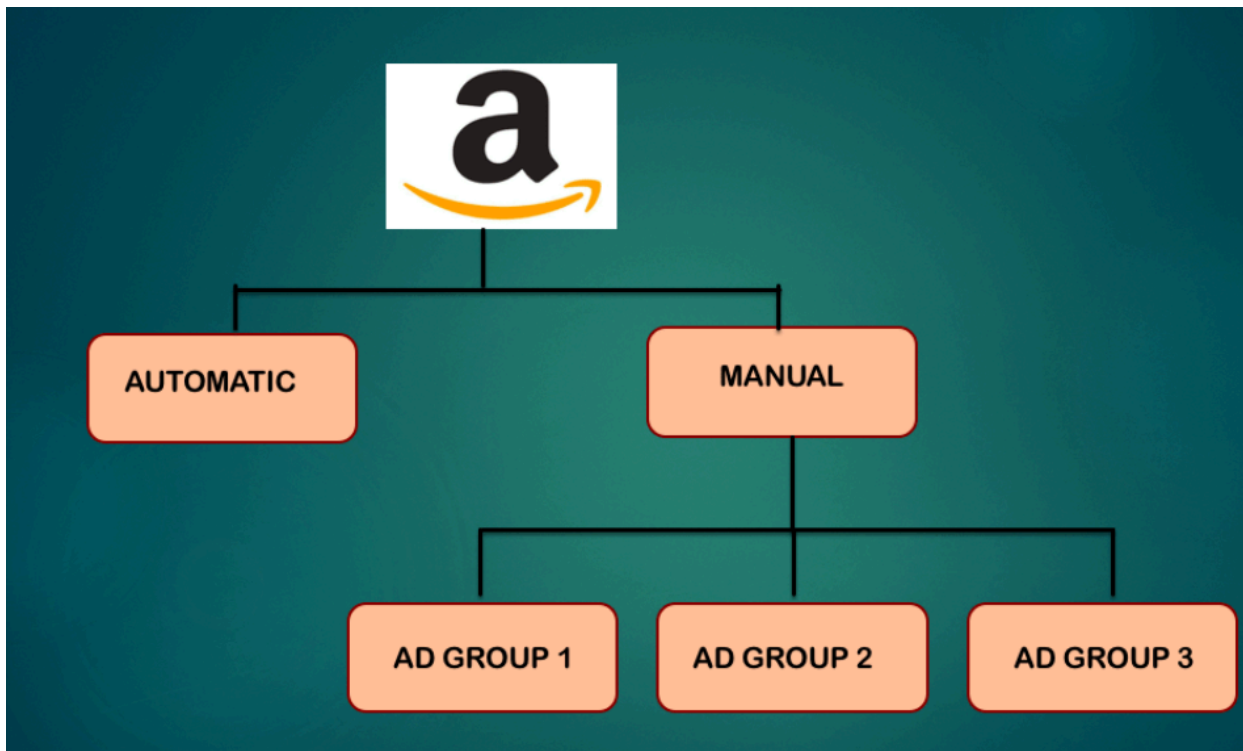
Bidding Strategy: Choose between manual bidding and automatic bidding.



[Source](#)

Manual bidding will allow you to control your bids precisely.

Automatic bidding will adjust bids based on competition and goals automatically.



[Source](#)

Utilizing Automatic vs. Manual Targeting

Automatic Targeting: Amazon will automatically match your ads to relevant searches by customers

Campaign name ⓘ

Example: Holiday Favorites

Start ⓘ

Sep 26, 2019

End ⓘ

No end date

Daily budget ⓘ

₹

Targeting



Automatic targeting

Amazon will target keywords and products that are similar to the product in your ad. [Learn more](#)

[Source](#)

Manual Targeting: It gives you more control over the choice of keywords for which your products appear

Campaign name ⓘ

Christmas Sale

Start ⓘ

Dec 1, 2019

End ⓘ

Jan 15, 2020

Daily budget ⓘ

₹

Targeting

Automatic targeting

Amazon will target keywords and products that are similar to the product in your ad. [Learn more](#)

Manual targeting

Choose keywords or products to target shopper searches and set custom bids. [Learn more](#)

[Source](#)

Optimizing Ad Performance

Monitoring and Analyzing Ad Performance

Key Performance Metrics

There are 12 different types of KPIs that should be analyzed for your Amazon ad performance:

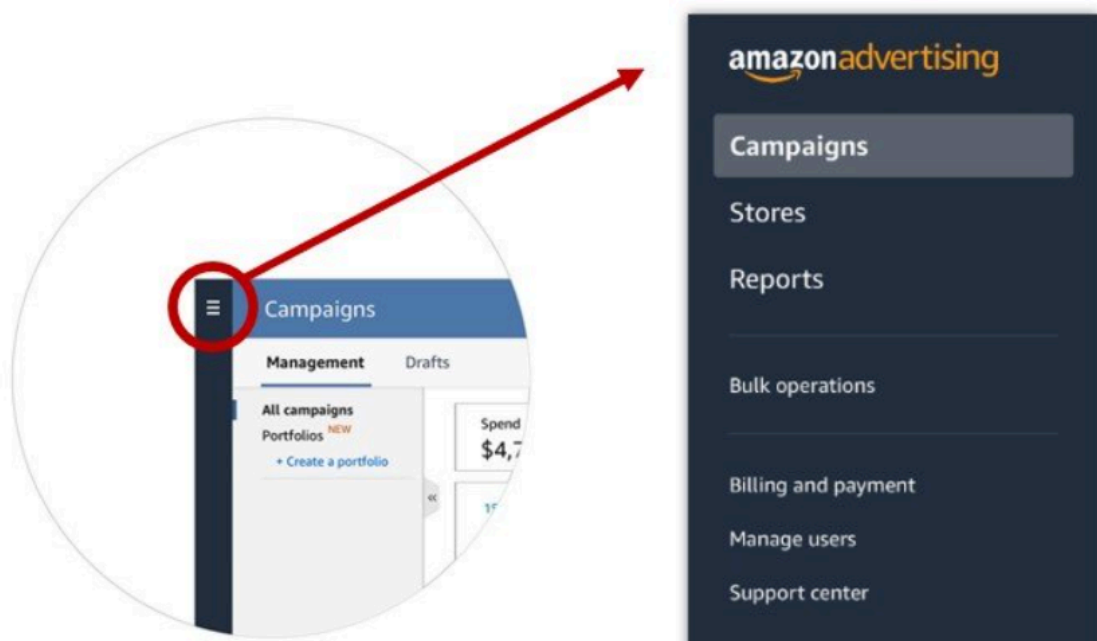
- **Quantitative KPIs:** Concrete numbers that measure objective performance, like sales figures, click-through rates, and employee turnover.

- **Qualitative KPIs:** Center on the subjective, non-numeric aspects of performance, like customer feedback and employee satisfaction ratings.
- **Leading KPIs:** Offer insight into upcoming events by monitoring patterns that can forecast future outcomes.
- **Lagging KPIs:** They show you how you have performed in the past so you can spot patterns and progress.
- **Input KPIs:** These measure the resources you put in. For example, budget, staff, and equipment to get the desired results.
- **Output KPIs:** On the flip side, these track the direct outcomes and results produced by those inputs you invested.
- **Process KPIs:** With these, you are evaluating the efficiency and effectiveness of your business operations and processes.
- **Practical KPIs:** These assess how your processes impact other areas of the business, like wasted resources or overtime hours.
- **Directional KPIs:** Indicate whether key performance metrics are trending up or down over time, like are you accelerating or decelerating?
- **Actionable KPIs:** Measure how effective your business is at actually implementing changes.
- **Financial KPIs:** These are all about tracking the money - revenue, profits, economic growth, and stability.
- **Outcome KPIs:** These reveal the ultimate impact and consequences of your business actions, like increased customer satisfaction.

Using Amazon's Reporting Tools and Analytics

Amazon provides advanced tools for reporting that provide insights into ad performance.

Advertising Console: This console offers real-time data on your campaigns, ad groups, and individual ads.



[Source](#)

Search Term Report: Shows which search terms triggered to display your ads and how well your ads performed.

Amazon Search Terms 🌐 ☆

Download ▼ Schedule email

Department: Amazon.de ▼

Search Term

Enter ASINs or Products

Reporting Range: Weekly ▼

03/07/21 - 03/13/21

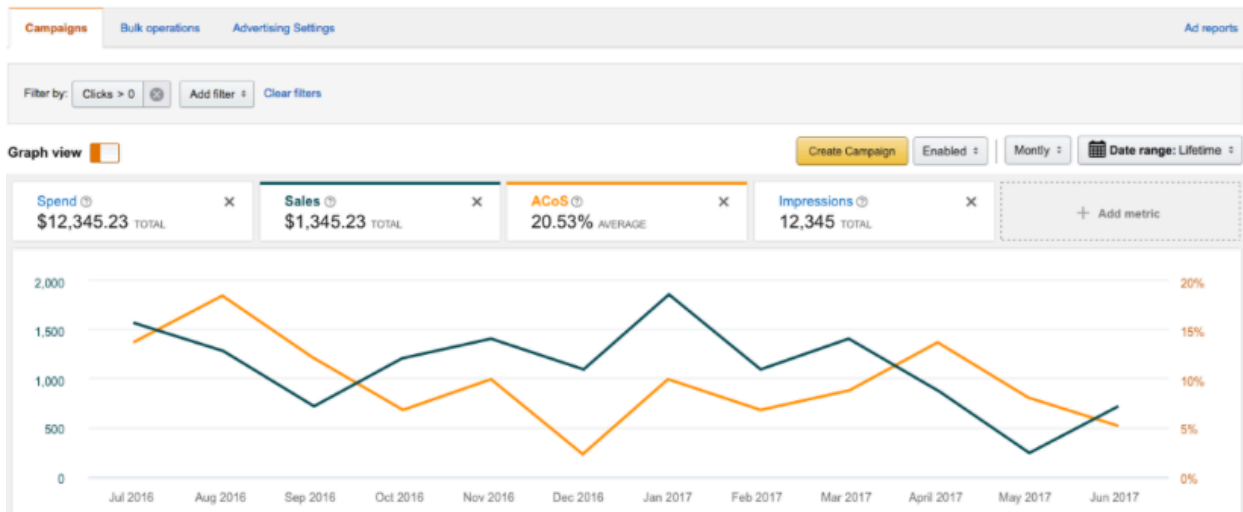
Search Terms

Viewing 584,934 Rows

Department	Search Term	Search Frequency Rank	#1 Clicked ASIN	#1 Product Title	#1 Click Share	#1 Conversion
Amazon.de	playstation 5	1	B08H99BPJN	Sony DualSense Wireless-Controller [PlayStation 5]	44.77%	31.43%
Amazon.de	ps5	2	B08H99BPJN	Sony DualSense Wireless-Controller [PlayStation 5]	50.34%	35.83%
Amazon.de	hula hoop reifen erwachsene	3	B08WHW7CV8	BENEFAST Fitness Hula Hoop Reifen - Swingfit Hoola Hoop für...	26.74%	29.64%
Amazon.de	nintendo switch	4	B07W13KJZC	Nintendo Switch Konsole - Grau (2020 Edition)	42.29%	41.27%
Amazon.de	osterdeko	5	B08X2LXZCC	Ostern Kranz mit Hase Hintern Anhänger, Osterkranz Osterei D...	5.02%	2.91%

Source

Campaign Performance Report: Provides you with detailed performance data on each campaign so that you can look at the latest trends and make data-driven decisions.

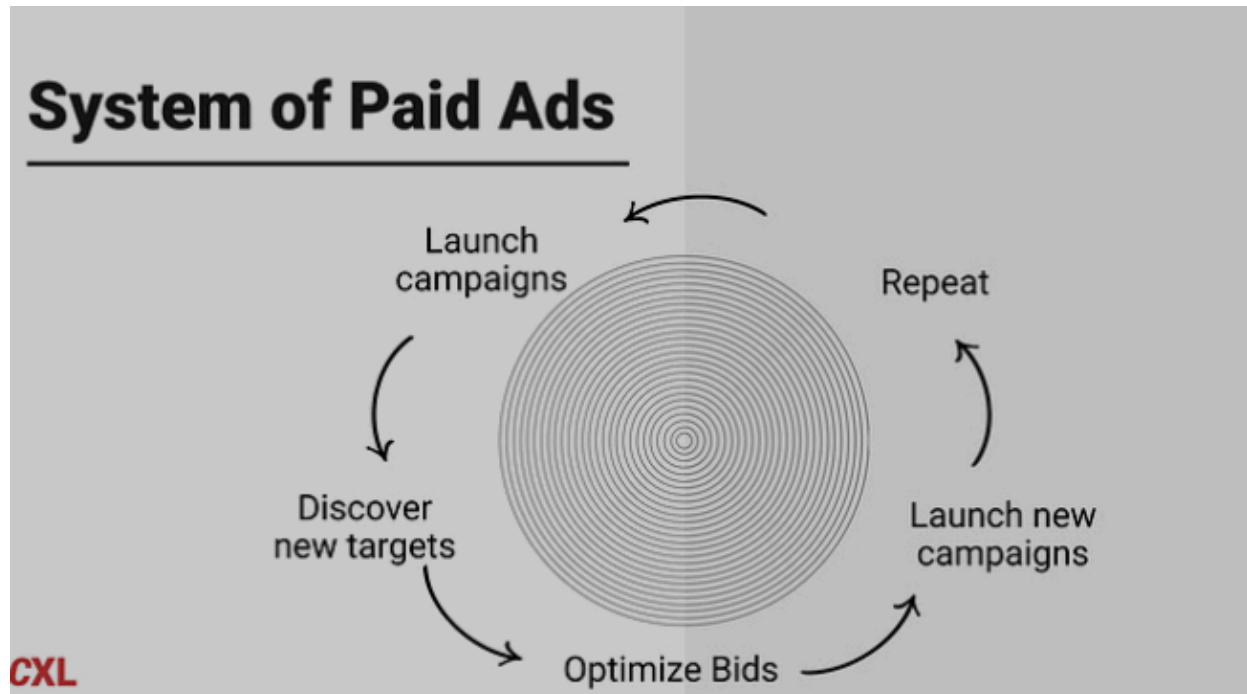


Source

Adjusting and Scaling Your Campaigns

Optimizing Bids and Budgets

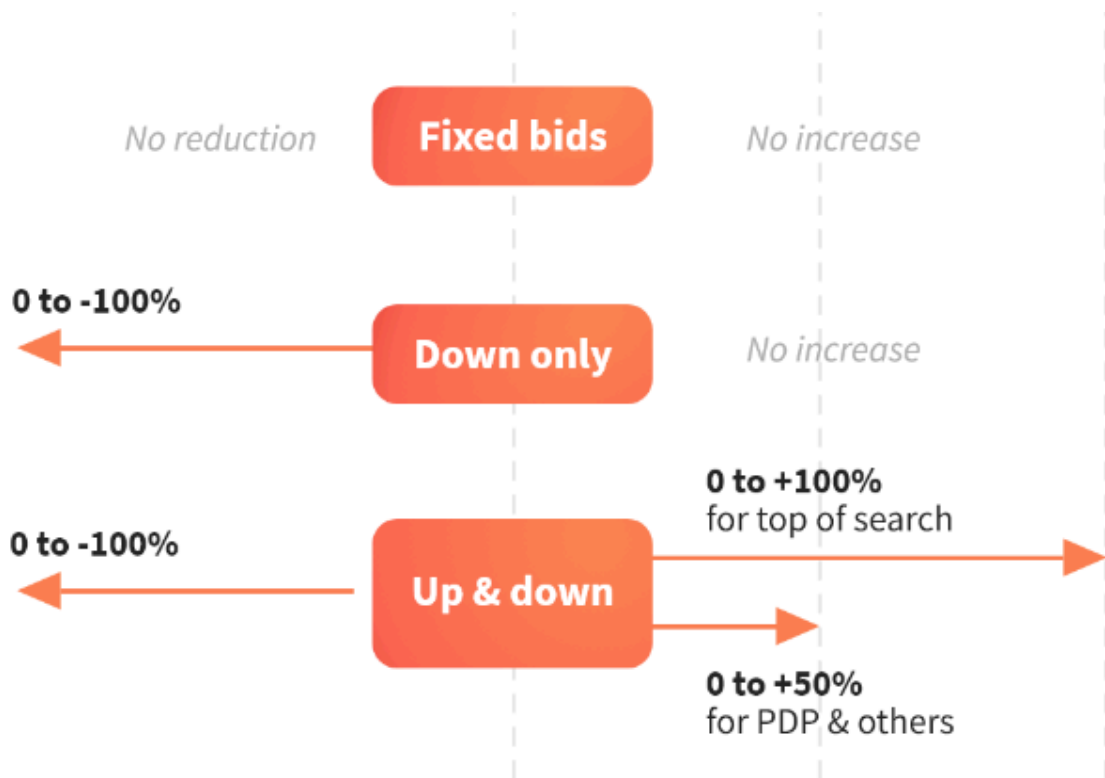
Be regular to adjust the bids to match your goals. You can increase the bids on high-performing keywords and decrease them on the underperforming ones.



[Source](#)

These are the bidding strategies Amazon follows:

- **Dynamic bids - down only:** Amazon will lower your bids for clicks that are not much likely to result in conversions so that you can save costs.
- **Dynamic bids - up and down:** Amazon increases bids up to 100% for top placements for clicks that are more likely to convert and decrease them for the ones that are less promising opportunities.
- **Fixed bids:** Amazon uses the bids that you fixed without any alterations.



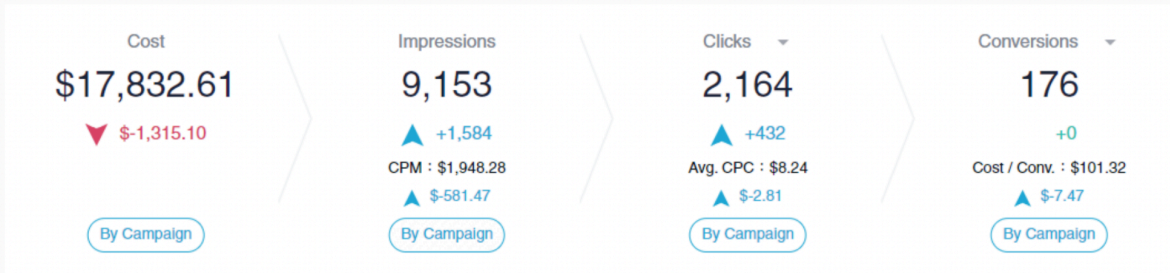
[Source](#)

To optimize your bids automatically and to generate a high ROAS, you can use platforms like Shirofuno. Our AI-powered ad optimization system makes daily budget adjustments within your predefined budget range for maximum performance.

Set Max CPA/Min ROAS to ensure high performance

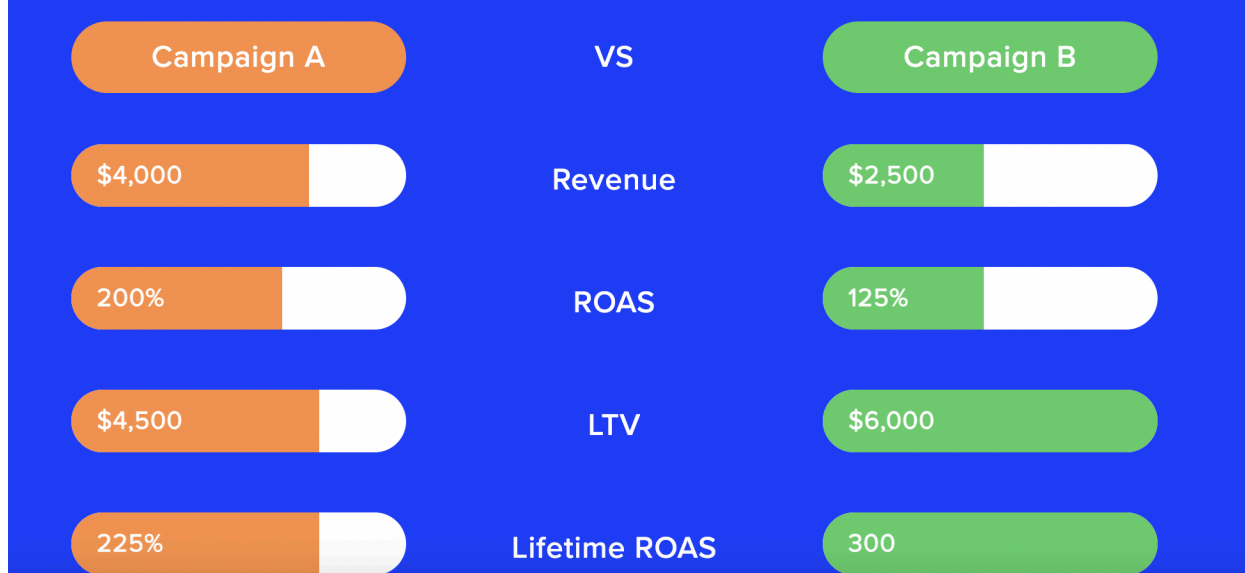
Define your Maximum Cost Per Acquisition (CPA) or Minimum Return on Ad Spend (ROAS) to ensure high performance.

When using Max CPA/Min ROAS bidding strategies, if the specified performance targets are not being met even with surplus budget, the emphasis will be on optimizing performance rather than budget utilization. This means that if you are consistently meeting your desired CPA/ROAS, you can spend your budget limitlessly. Conversely, if you are not achieving your desired CPA/ROAS, you won't unnecessarily exhaust your budget. You won't need to manually adjust your campaigns while monitoring performance; everything can be left to Shirofune to handle.



Take Advantage of Your Lifetime ROAS

Shirofune will constantly monitor your data to understand the long term performance of each of your advertising channels. Our proprietary data attribution system allows advertisers to invest in what generates the most revenue over time rather than on short term ROAS.



Refining Keyword Strategies

Analyze your keyword's performance and refine your list. Make sure to include high-converting terms and phrases.

Add new keywords regularly according to the search trends.

Reviewing keywords that are actually being bid on:

- Analyze the words that are performing well and driving traffic and sales.
- Review your ads to see if they are appearing on the searches where you want them to appear.
- Adjust the bids to focus on the most effective ones.

100 Keyword Ideas

SUGGESTIONS | RELATED Filters

<input type="checkbox"/>	KEYWORD ?		VOL ?	CPC ?	PD ?	SD ?
<input type="checkbox"/>	cycle shoes	→	12,100	£0.46	100	52
<input type="checkbox"/>	cycle shoes road	→	2,900	£0.47	100	44
<input type="checkbox"/>	cycle shoes womens	→	1,600	£0.61	100	44
<input type="checkbox"/>	cycle shoes mens	→	1,600	£0.46	100	44
<input type="checkbox"/>	cycle shoes spd	→	1,000	£0.58	100	44
<input type="checkbox"/>	cycle shoes on sale	→	1,000	£0.38	100	36
<input type="checkbox"/>	cycle shoes sale	→	1,000	£0.38	100	44
<input type="checkbox"/>	cycle shoes nike	→	720	£0.54	100	44
<input type="checkbox"/>	cycle shoes touring	→	720	£0.49	100	44
<input type="checkbox"/>	cycle shoes ladies	→	590	£0.45	100	44

[Source](#)

Adding negative keywords to refine the keyword list: You can use negative keywords so that your ads do not show up in searches that do not match your product. Doing so will help you limit your budget, and you will spend more on the keywords that are performing well.

Search	Can my ad show?
Green goggles for divers	✓
Quality diving goggles	✓
Diving goggles	✗
Children's diving goggles	✗
Diving goggles for adults	✗

[Source](#)

Scaling Successful Campaigns

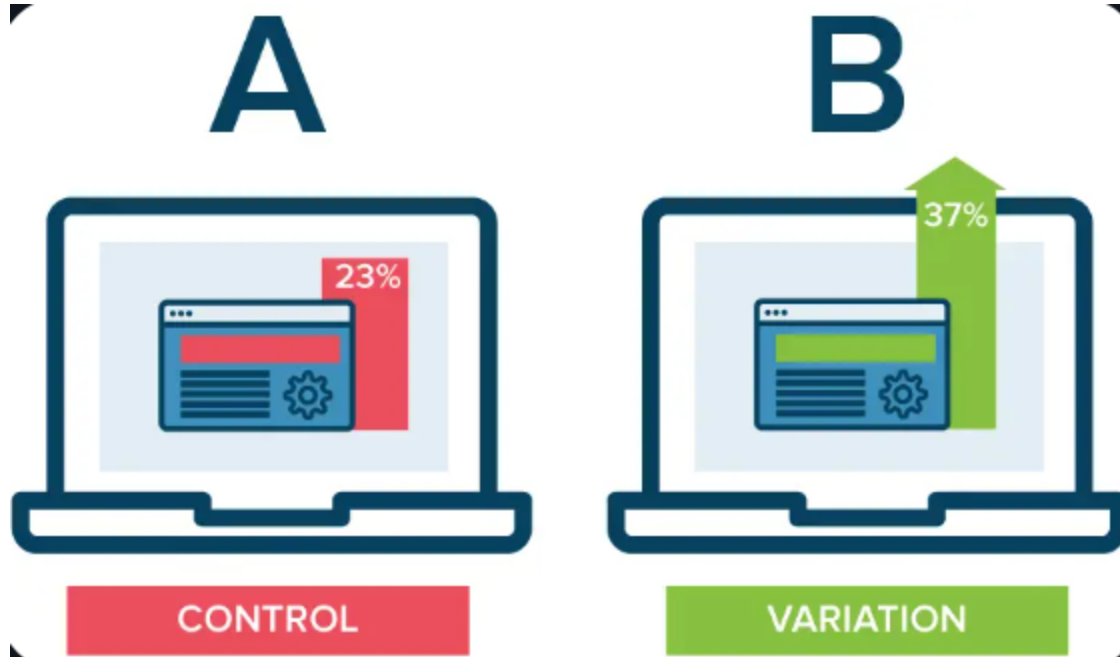
Once you identify high-performing campaigns, scale them by increasing their budgets. Expand your campaigns by adding more keywords and ad placements. This will help you maximize the reach of your ads.



[Source](#)

A/B Testing and Experimentation

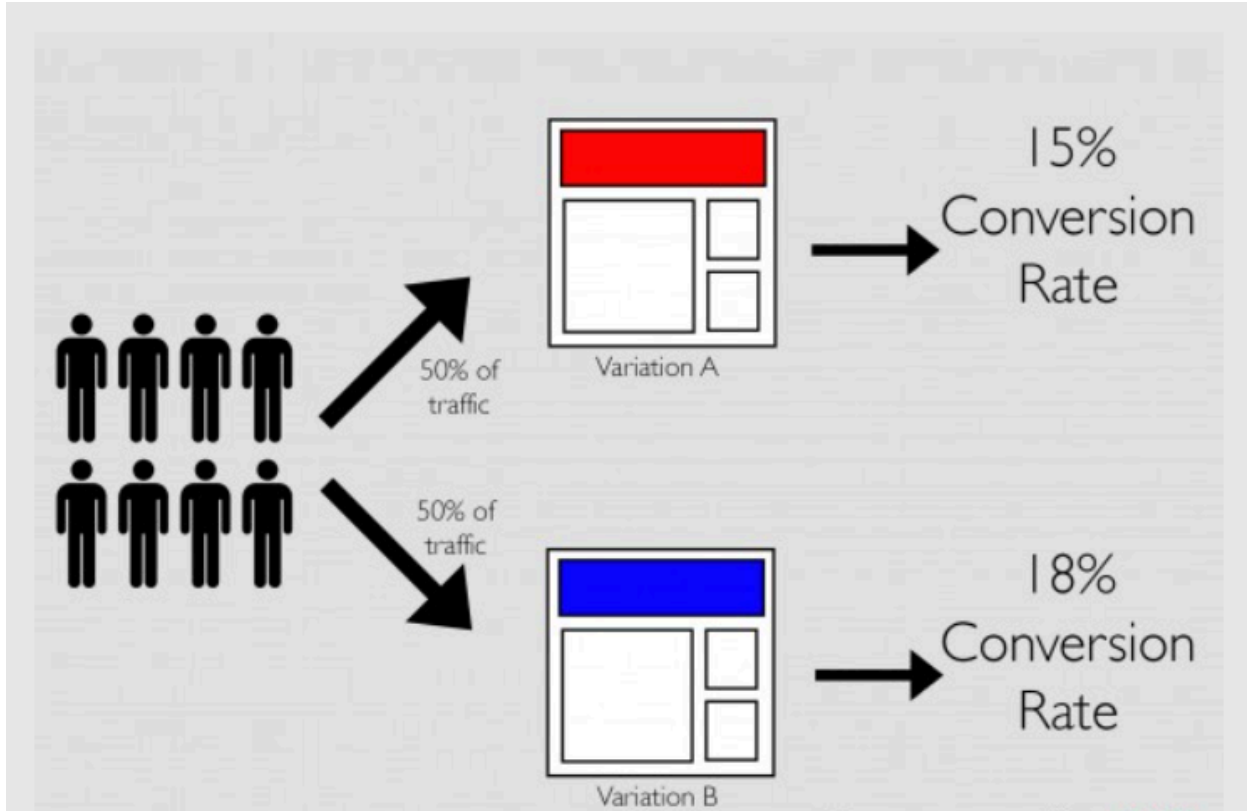
A/B testing will let you test two alternatives of the same ad to determine which one is performing better.



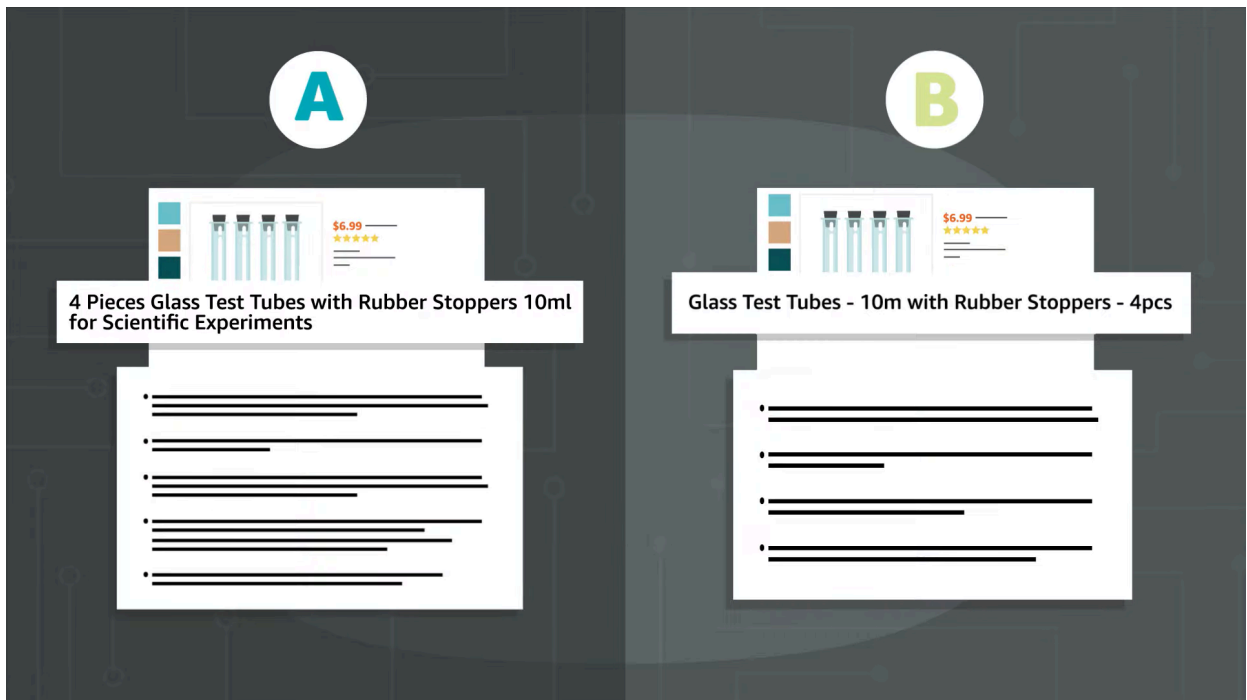
[Source](#)

How to Run Effective A/B Tests

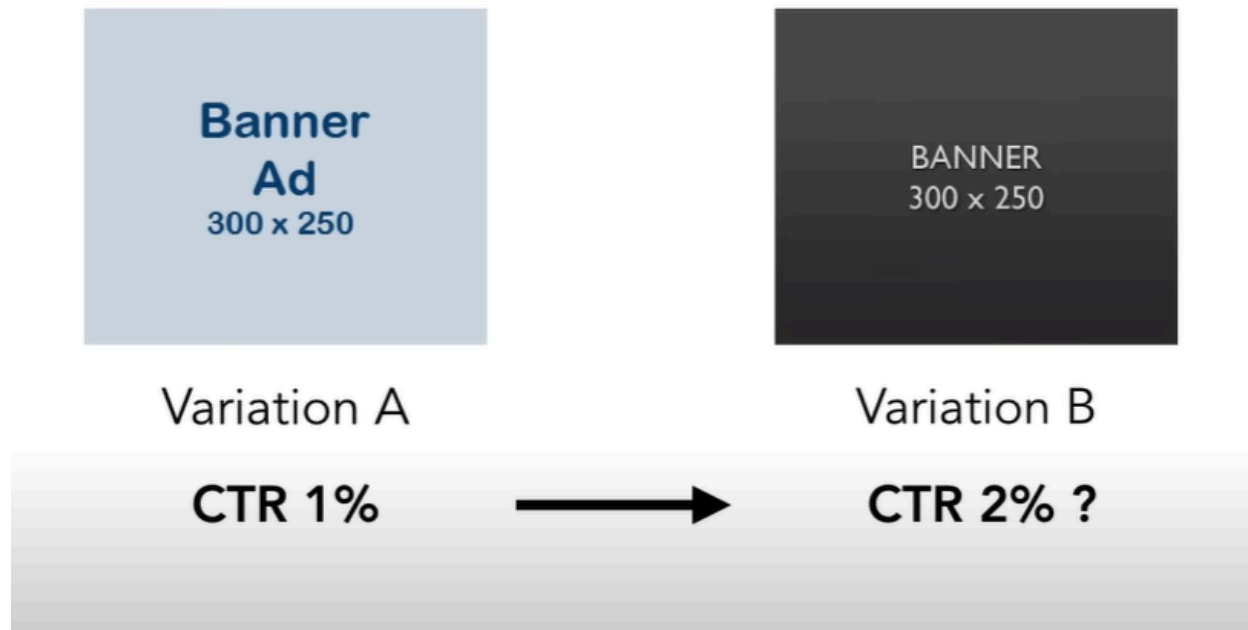
Determine what you want to achieve with your ads. For example, you want to improve the CTR and conversion rate and reduce CPC.



[Source](#)



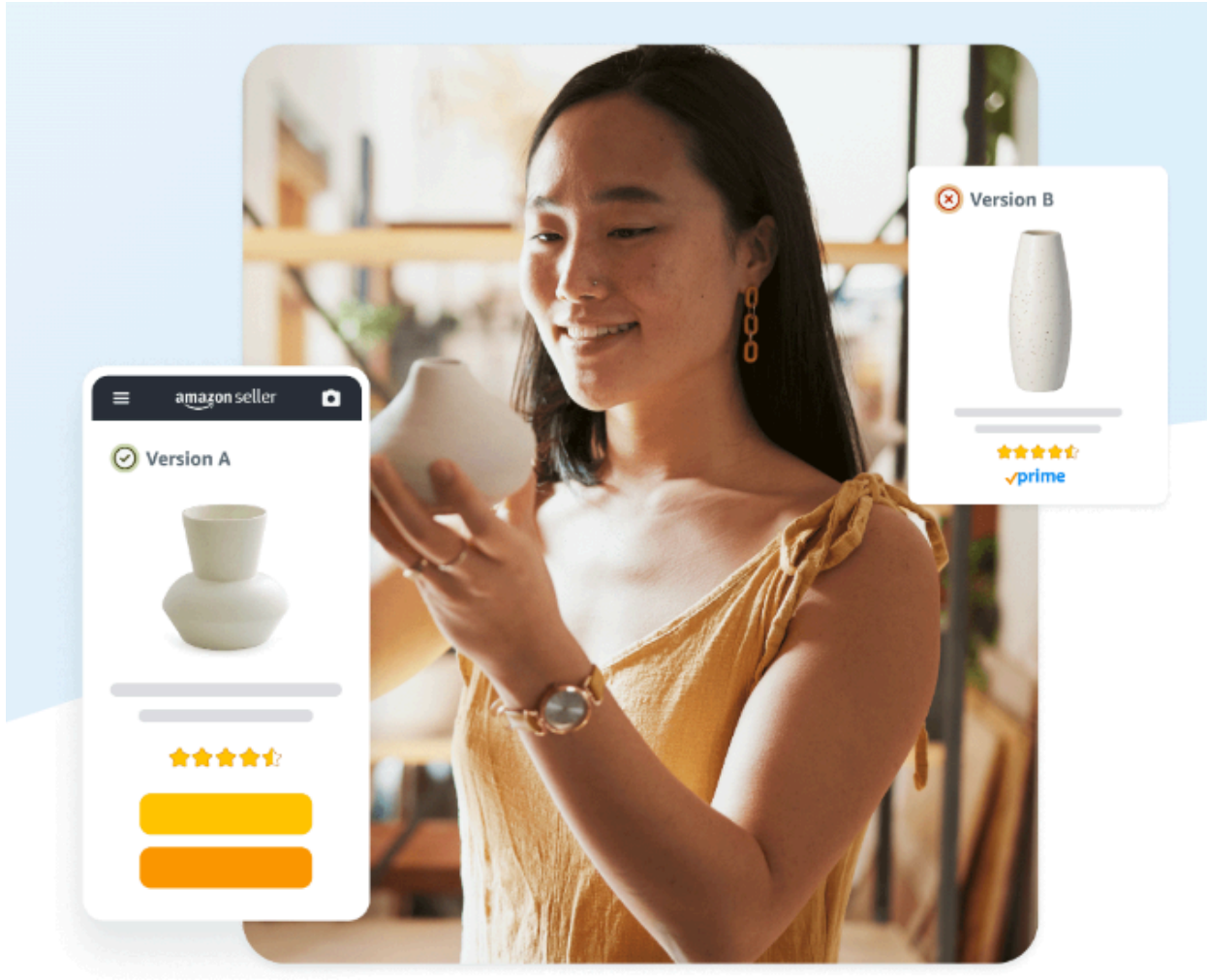
[Source](#)



[Source](#)

Once you have planned your experiment,

- Go to Manage Your Experiments
- Select the experiment type from the "Create a New Experiment" dropdown
- Create Version B and start the experiment
- Review results to compare performance
- Publish the winner and continue optimizing



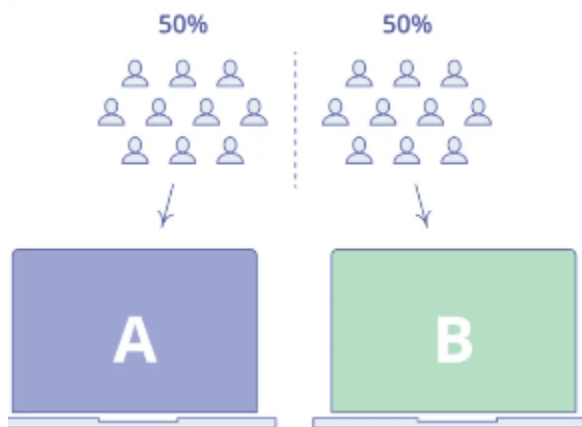
[Source](#)

Create two different versions of the same ad by changing only one variable at a time. For example, headings, images, and keywords.



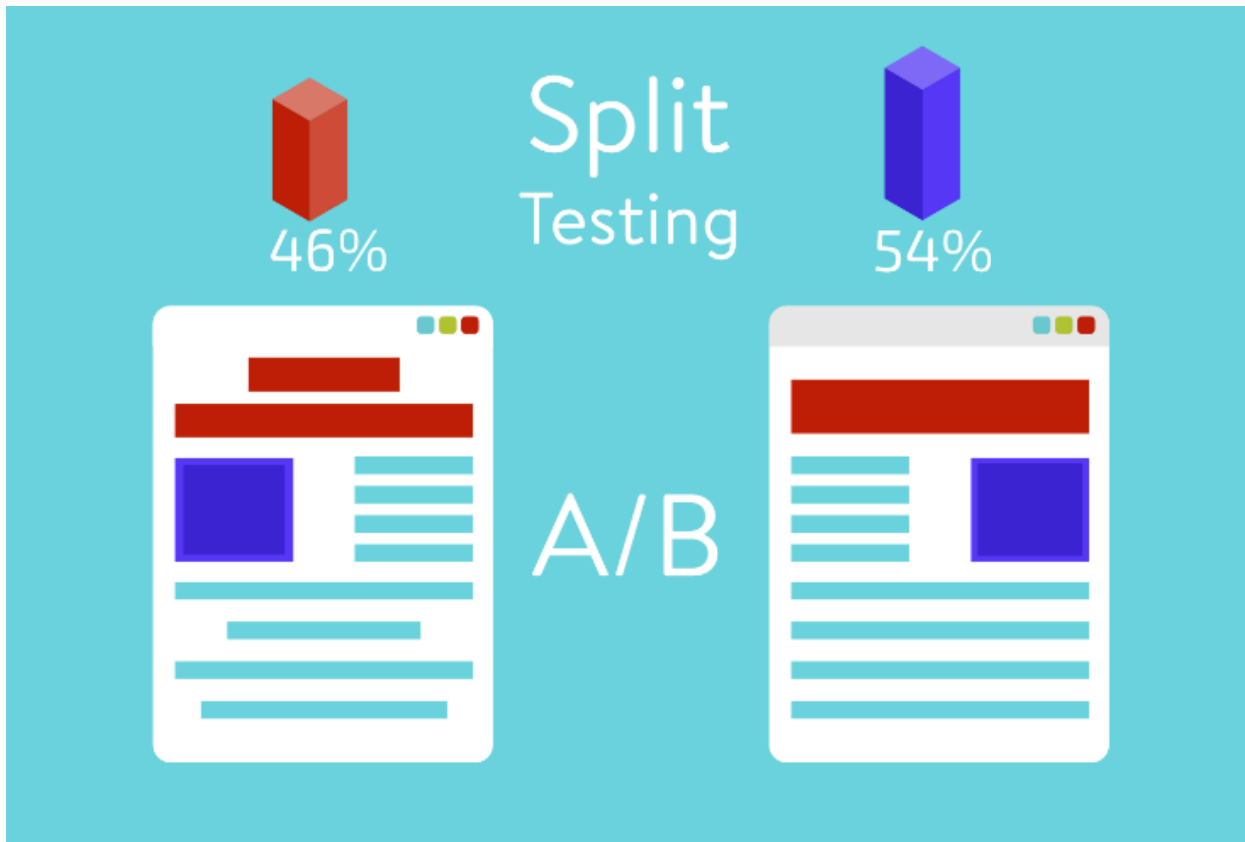
[Source](#)

Segment your target audience into two groups and make sure that each group sees one of the ad variations.



[Source](#)

Launch both ads at the same time and gather the data to compare their performances.



[Source](#)

Interpreting Results and Making Data-Driven Decisions

Use KPIs to analyze which one of the versions performed better.

With this information, segment the data, and you can refine your strategies by implementing the successful aspects you found through the A/B testing.



[Source](#)

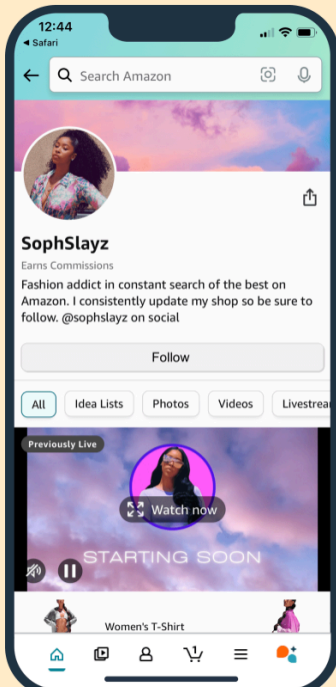
Test and optimize your campaigns regularly to improve their overall performance.

Advanced Strategies for Amazon Ads

Creating an Effective Amazon Storefront

Amazon Storefront is a free, multi-page, customizable shopping destination within Amazon.

Here, Amazon sellers can showcase their products and tell their brand story.



The screenshot shows a mobile storefront for 'SophSlayz' on the Amazon app. At the top, there's a search bar and a profile picture. Below the profile picture, the name 'SophSlayz' is displayed along with 'Earns Commissions' and a bio: 'Fashion addict in constant search of the best on Amazon. I consistently update my shop so be sure to follow. @sophslayz on social'. There's a 'Follow' button and tabs for 'All', 'Idea Lists', 'Photos', 'Videos', and 'Livestream'. A 'Previously Live' section shows a video titled 'STARTING SOON' with a 'Watch now' button. At the bottom, there are product thumbnails, including one for 'Women's T-Shirt'.

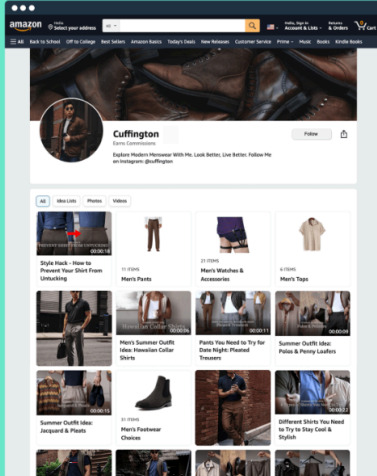
Build your page on mobile

- 1. Navigate to “Update your page”**
Sign into the Amazon Mobile App with the email address you used to join the program. Tap the icon on the bottom that looks like a person. Scroll to the ‘Your Account’ section and tap ‘Your Storefront.’ Tap ‘Edit my Storefront,’ then ‘Update Your Page.’
- 2. Update your profile photo**
Tap the camera icon in the small box and choose a photo from your Photo Library or take a new photo.
- 3. Update your cover photo**
Tap the camera icon on the bottom right of the large box and choose a photo from your Photo Library or take a new photo. Recommended size: 1275px X 284px, less than 5MB.
- 4. Add a page title**
This should help customers identify who you are. It could be your name, social handle, or brand. Do not include the name of any social media network or Amazon trademark in your Storefront name. For example, “Jen’s Facebook Finds” is not allowed and should be changed to “Jen’s Viral Finds” or similar.
- 5. Add a page tagline and save**
This should describe what this page is, like “Shop all my favorite products!” Make sure to tap “Save” to preserve all your changes.

[Source](#)

Build your page on desktop

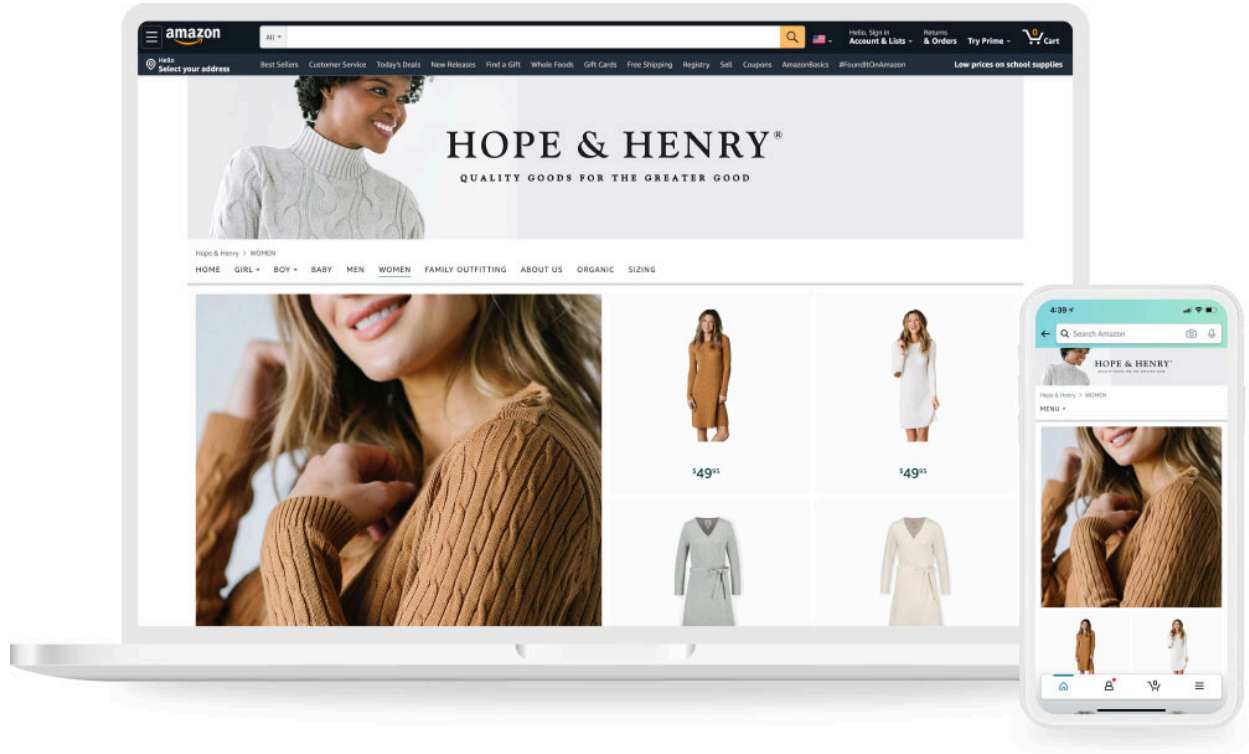
- 1. Navigate to “Update your Storefront”**
“Go to your Storefront and click “Manage my Storefront”
- 2. Update your profile photo**
- 3. Update your cover photo**
- 4. Add a page title**
This should help customers identify who you are; it could be your name, social handle, or brand.
- 5. Add a page tagline and save**
This should describe what this page is, for example, “Shop all my favorite products!” Make sure to tap “Save” to preserve all your changes.



The screenshot shows a desktop storefront for 'Cuffington' on the Amazon website. At the top, there's a navigation bar with 'amazon' and various links. Below the navigation bar, there's a profile picture and the name 'Cuffington' with 'Earns Commissions' and a bio: 'Explore Modern Menwear With Me, Look Better, Live Better. Follow Me @cuffington_guy@amazon'. Below the bio, there are tabs for 'All', 'Photos', and 'Videos'. The main content area displays a grid of product thumbnails, including items like '20% Off - How to Prevent Your Suit From Unraveling', 'Men's Pants', 'Men's Watches & Accessories', 'Men's Ties', 'Men's Suspenders (aka Hosiery Collar Shirts)', 'Pants You Need to Try for Date Night: Pleated Trousers', 'Summer Quality (aka Polo & Penny Leathers)', 'Summer Quality (aka Jacquard & Plaids)', 'Men's Footwear Choices', and 'Summer Quality (aka Different Styles You Need to Try to Stay Cool & Stylish)'.

[Source](#)

Here are some of the best examples of Amazon storefronts:



[Source](#)



Add Comfort & Coziness To Your Space With

REAFORT

Blankets



Reafort

+ Follow

HOME

BLANKET

SWEATSHIRT BLANKET

SOFA COVER

PILLOW COVER

DOG BED



STYLISH DESIGNS
STYLISH HOMES
SHOP NOW >



Upgrading your bedroom was never so easy. We provide range of beautiful products that will cozy up your space.

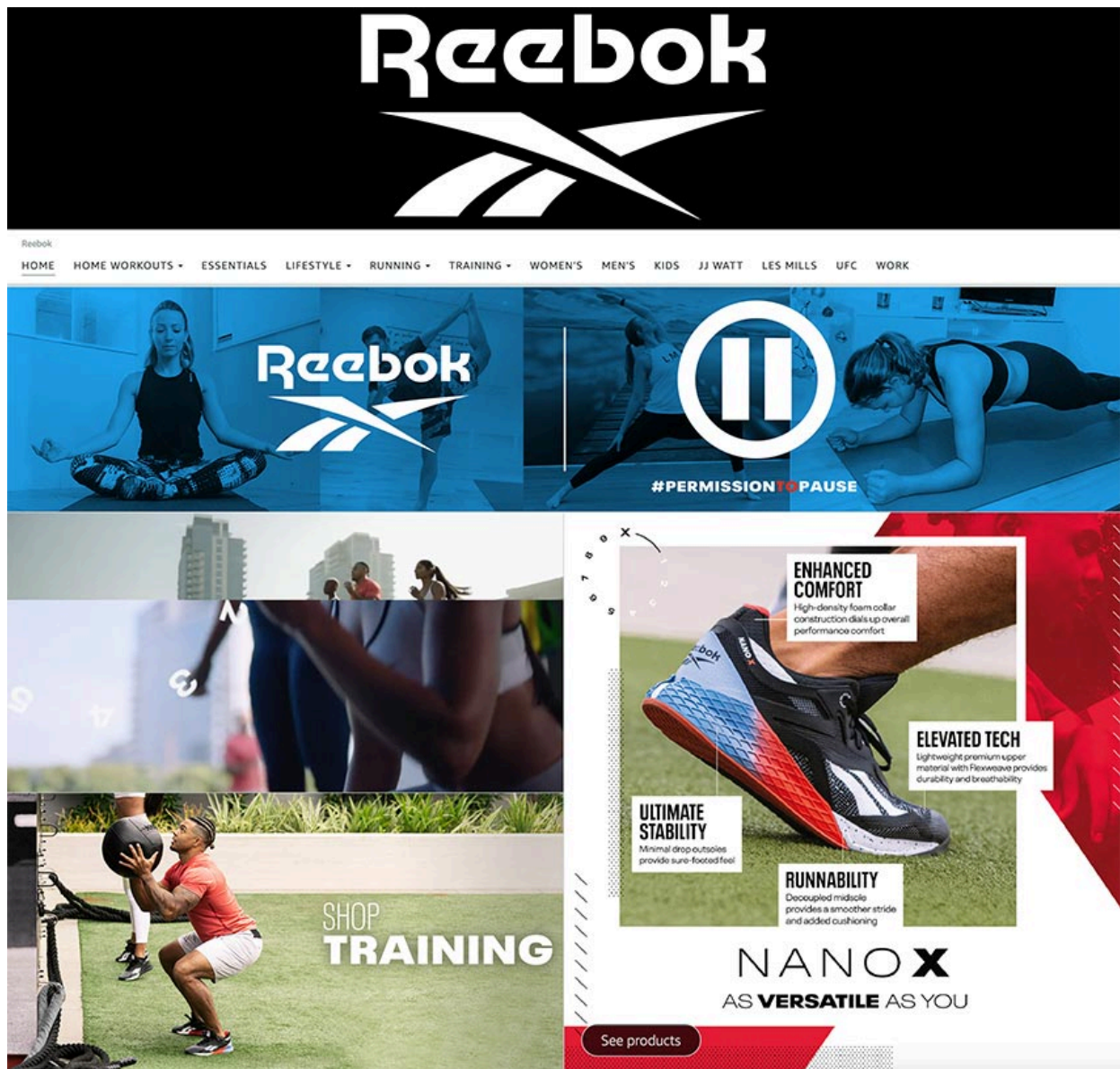
SHOP NOW >



We choose to use only the superior materials that will just elevate your experience. You will always look forward to wrap in our blankets.

SHOP NOW >

[Source](#)



[Source](#)

Gathering Brand and Product Assets

Start by gathering photos and videos of your products. Make sure that these images are highlighting the key features and benefits of the product.



Use professional looking photos and videos with white background, lifestyle shots and good graphics so that your product stands out.



Sparkle and Adorn Your Journeys

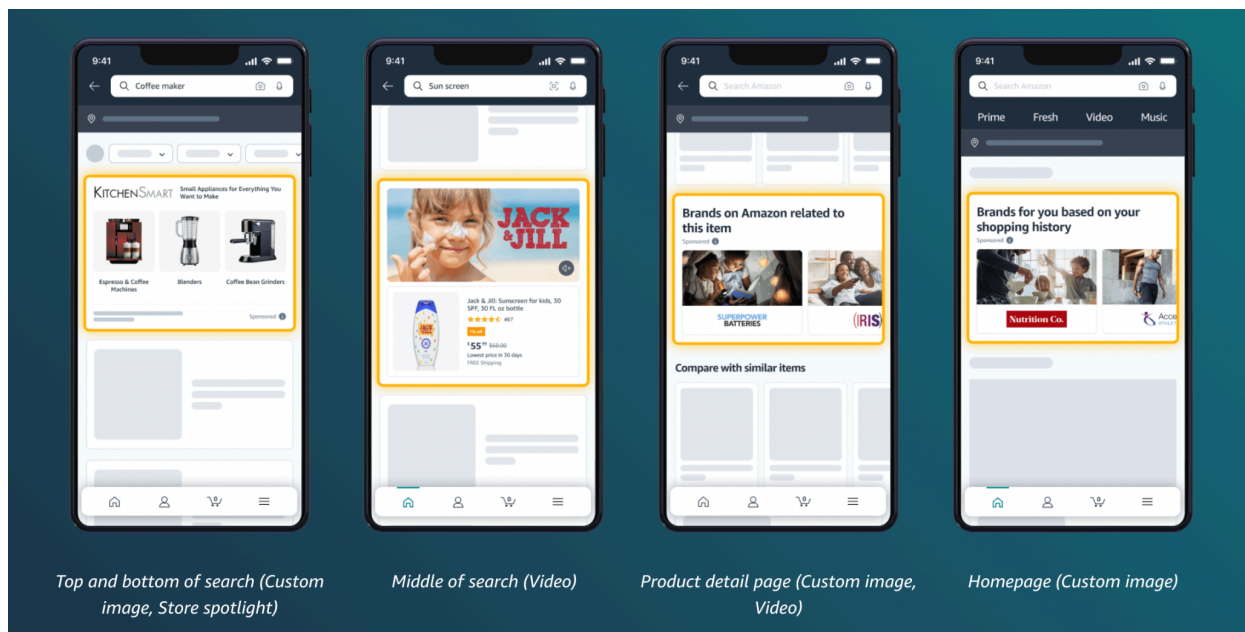


Share your Amazon storefront with others before going live with it to gather feedback.

Publish and continuously refine it with new content, products, and improvements.

Leveraging Sponsored Brands and Sponsored Display Ads

Sponsored Brands display and video ads are displayed above, alongside, or within shopping results. Ads appear on both desktop and mobile devices depending on your campaign settings.



amazon New Year New You

1-16 of over 200,000 results for "baby care" Report a search issue

Show results for

- Baby Products
 - Baby Gyms & Playmats
 - Baby Grooming & Health Kits
 - Baby Playdays
 - Baby Care Products
 - Baby Care Gift Sets
 - Soft Baby Carriers
- Health & Household
 - Baby & Child Care Products
 - Baby Bathing Products
- Books
 - Baby & Toddler Parenting
 - Parenting
 - Parenting & Family Reference
 - Pediatric Perinatology & Neonatology
- Apps & Games
 - Kids
 - Role Playing Games

Refine by

- Subscribe & Save
 - Subscribe & Save Eligible
- Amazon Prime
 - prime
- Eligible for Free Shipping
 - Free Shipping by Amazon
- Pantry
 - prime pantry
- Prime Wardrobe
 - prime wardrobe

JACK & JILL SPONSORED BY JACK & JILL
Caring for your little ones has never been easier.
Shop now

Jack & Jill Diapers, Size 4T, 162-count
★★★★☆ 246
prime

Jack & Jill Baby Sunscreen Cream, All Natural, SPF 30
★★★★☆ 252
prime

Jack & Jill Baby Sunscreen Cream, All Natural, SPF 60
★★★★☆ 341
prime

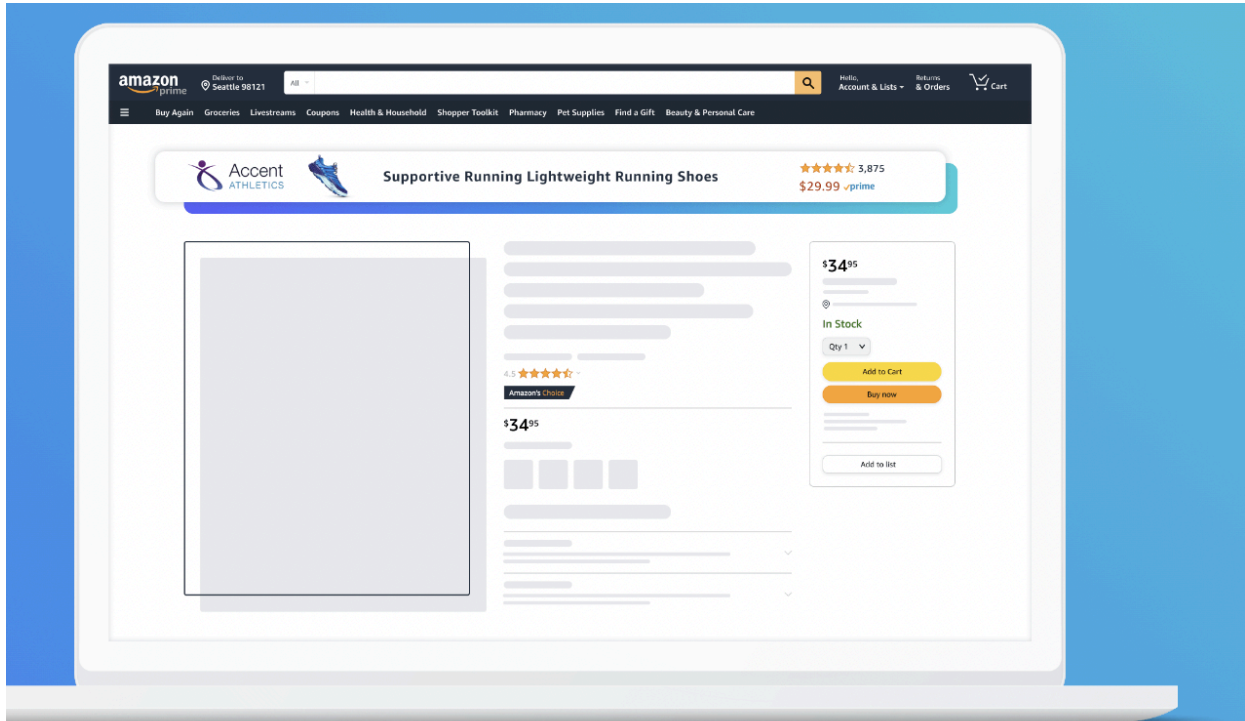
Sponsored ⓘ
iBaby Wifi Baby Monitor M7 Lite, Smart Baby Care System 1080p Video Camera with Wi-Fi Speakers, Thousands of Lullabies & Bed Stories, Growing Timeline, Motion & Sound Alerts for Android and iOS
by iBaby
\$149⁰⁰ \$179.95
prime
FREE Shipping on eligible orders
★★★★☆ 24

Sponsored ⓘ
Baby Diaper Bag Backpack, Baby Bag, Multi-Function Waterproof Travel Nappy Bag for Baby Care, Large Capacity, Durable and Stylish Changing Bag for Mom and Dad (B Grey)
by AISPARKY
\$28⁷⁹
prime
FREE Shipping on eligible orders
★★★★☆ 20
Save 10% with coupon

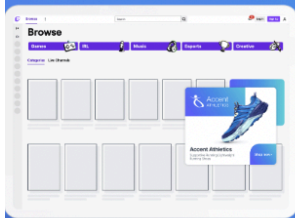
Baby Care Play Mat (Large, Busy Farm)
by Baby Care
\$119⁹⁵
★★★★☆ 415

Source

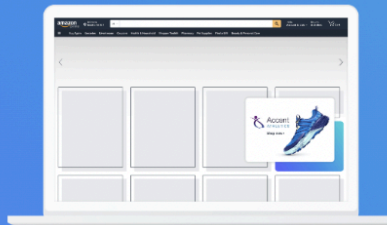
Sponsored Display ads appear across the Amazon store and other apps and websites. Placements are auto selected based on your campaign settings.



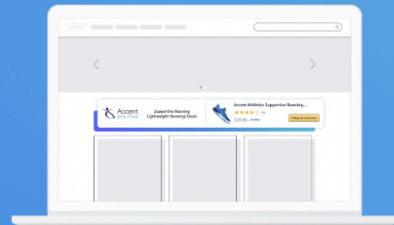
Product detail page



Twitch



Amazon homepage



Third-party destination

Advanced Targeting Options and Strategies

Behavioral targeting to reach based on their purchase patterns and browsing behavior.



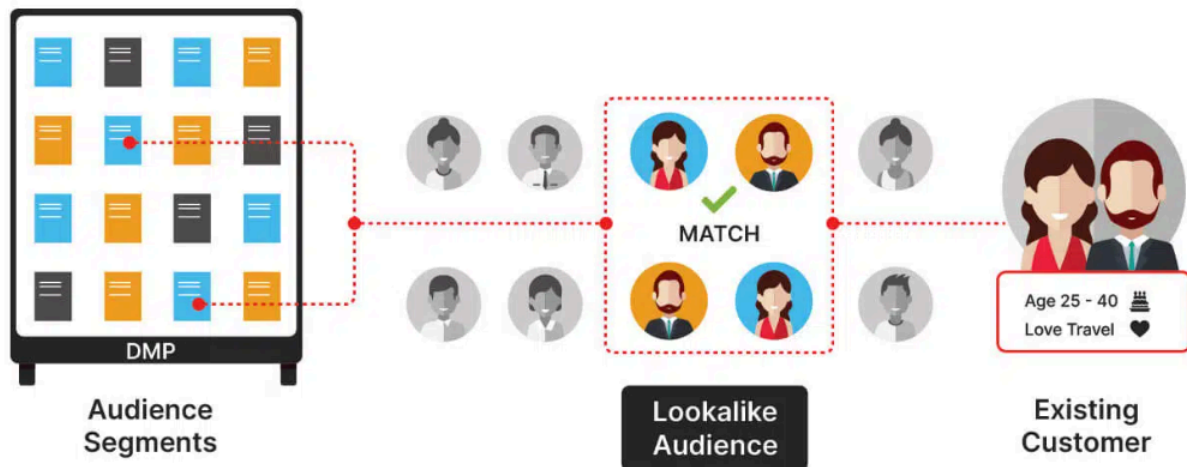
[Source](#)

Retargeting strategies can be implemented to reach the people who viewed your products but did not make a purchase.



[Source](#)

Lookalike audiences can be utilized to find audiences similar to your current customers.



[Source](#)

Amazon DSP (Demand-Side Platform)

Amazon DSP allows advertisers to buy display, video, and audio ads programmatically on and off Amazon. It provides access to Amazon's exclusive and large audience.

amazon

Demand Side Platform



In-Stream Video Ads



Mobile Banners Ads



Desktop Display Ads



Mobile Banners Ads

[Source](#)

Benefits and Use Cases

With Amazon DSP, you can reach an audience that is not just limited to Amazon but also on third-party websites and apps.

Utilize Amazon's shopper data to target the audience precisely.

Amazon Audiences

01

Demographic Audiences

Interest-Based Audiences

02

03

Lifestyle Audiences

Life Event Audiences

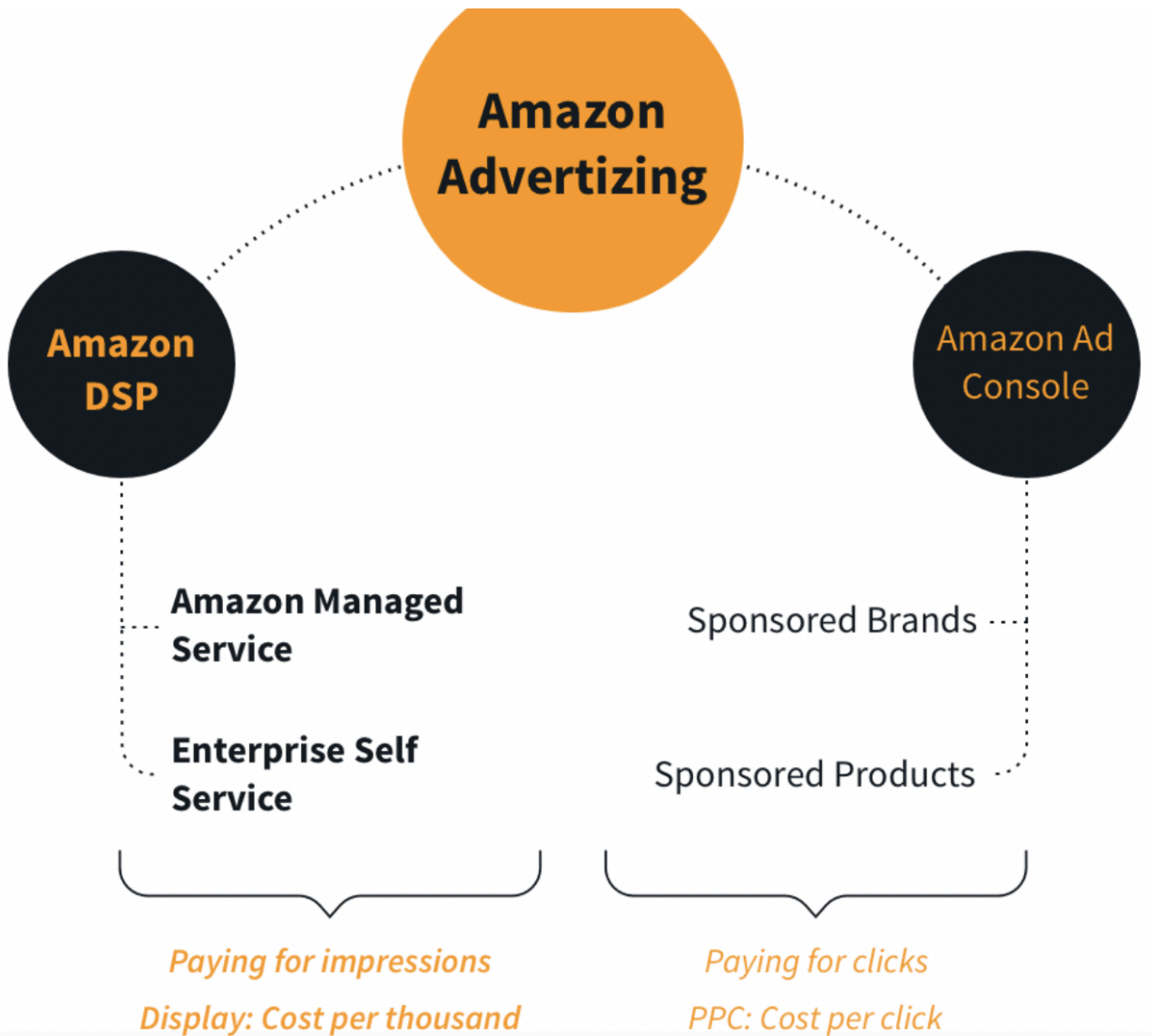
04



[Source](#)

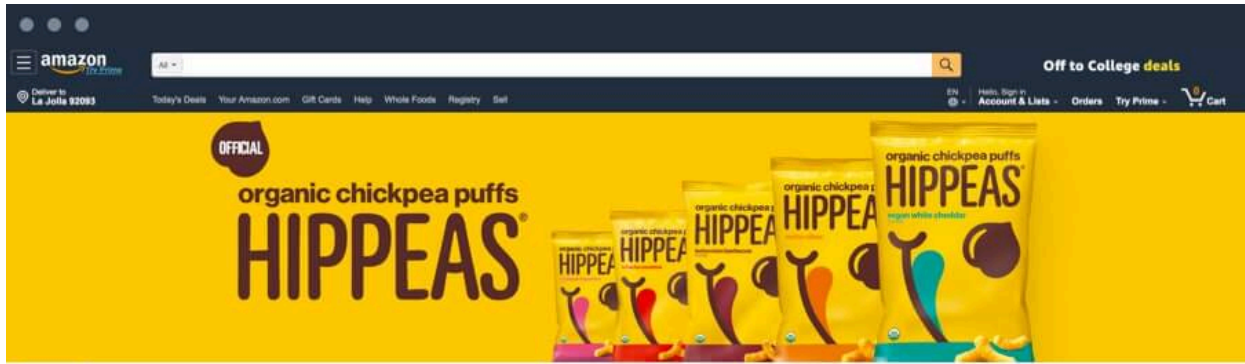
Detailed reports and analytics are provided so that you can examine the impact of your ad campaigns.

Amazon DSP is an Amazon-managed service where you pay per thousand impressions.



[Source](#)

Hippeas leveraged Amazon DSP to reach potential consumers both on site and off site. The campaign helped the company improve its branding and boost its sales.



Subscribe & Save

HIPPEAS Organic Chickpea Puffs + Variety Pack | 4 ounce, 6 count | Vegan, Gluten-Free, Crunchy, Protein Snacks

★★★★★ 84 customer reviews

- GOOD FOR YOU - HIPPEAS Organic Chickpea Puffs are USDA Certified Organic, Certified Gluten-Free, Vegan, Non-GMO, and Kosher. HIPPEAS contain No Peanuts, Tree Nuts or Soy and have 3 grams of fiber and 4 grams of protein per 1-ounce serving.
- GOOD VIBES - HIPPEAS light and crunchy puffs are the new go-to snack for those who demand great taste and high-quality ingredients.

[Show More](#)

\$19⁹⁹ prime

Ships from and sold by Amazon.com.

Get it by Monday, September 16.

ADD TO CART

SEE BUYING OPTIONS

[Source](#)

How to Create and Manage DSP Campaigns



[Source](#)

Choose the targeting options and ad formats.

Create an order by clicking "Create Order,"

Enter the campaign name, and select a goal.

Choose your KPI metric, set your bid and budget strategies, define your budget, associate relevant ASINs, and set a frequency cap.

For the line item, choose its type, category, inventory, and audience targeting, then set flight dates, budget, and frequency cap.

Now, create the creative by selecting the type, entering ASINs, and customizing settings like image, logo, and headline.

Save each component, and your campaign is ready to launch.

Be regular to monitor and optimize your campaigns based on performance data.

Seasonal and Promotional Campaigns

Planning for Peak Seasons and Holidays

First, identify the shopping periods that are relevant to your products. Develop a marketing calendar so that you can plan your campaigns in advance.

JAN	New Year, New You	Super Bowl			
FEB			Valentine's Day		
MAR	March Madness			St. Patrick's Day	Easter
APR		April Fools' Day	Spring Event		
MAY	Mother's Day	Graduation	Memorial Day	Cinco de Mayo	Summer
JUN				Father's Day	
JUL	prime day 	Back to School	Fourth of July		
AUG	Labor Day		Football Kickoff		
SEP				Halloween	
OCT					
NOV	Cyber Monday Deals 	Holiday Toy List	Electronic Gift Guide	Black Friday Deals 	
DEC	Year End Deals			12 Days of Deals	

[Source](#)

Create ads that match the theme of the holiday and attract holiday shoppers with promotions.



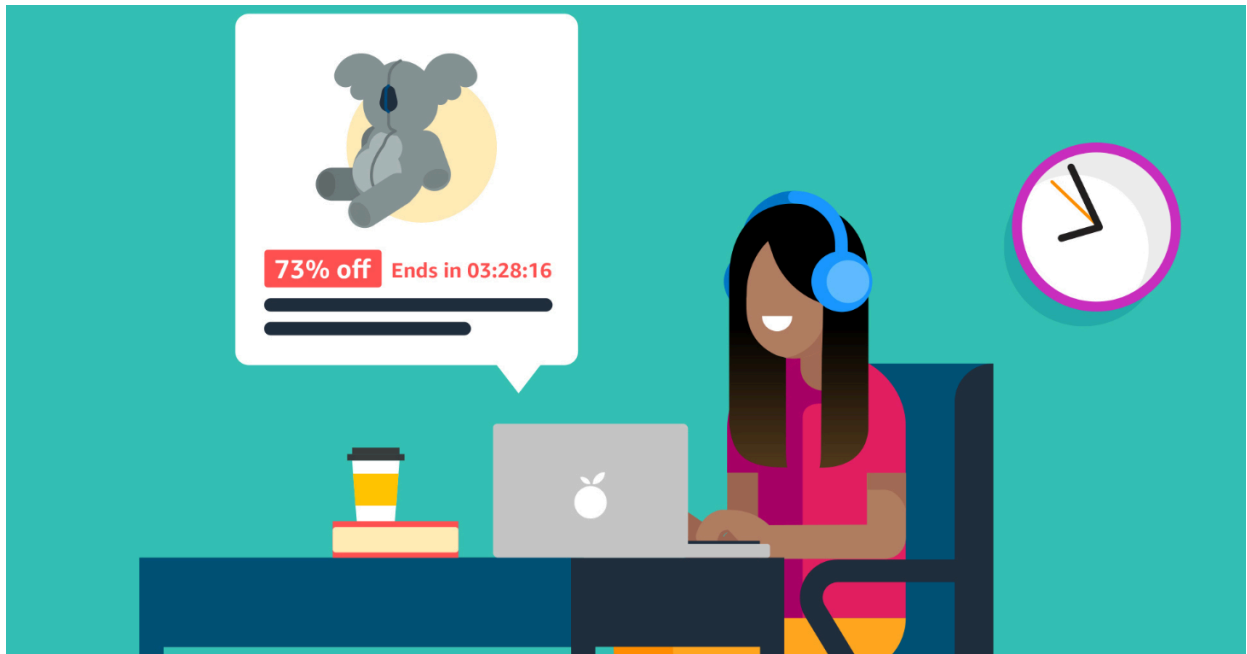
[Source](#)

Running Effective Promotional Campaigns

Use discounts and limited-time offers to create urgency.

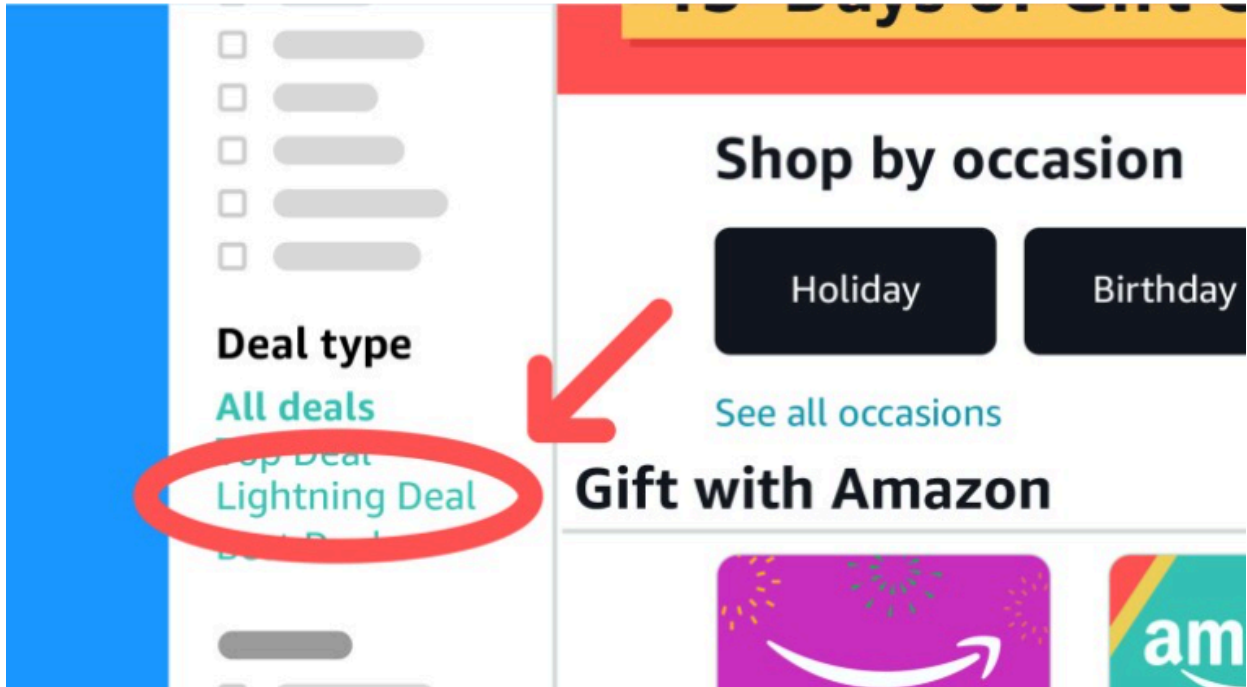


[Source](#)

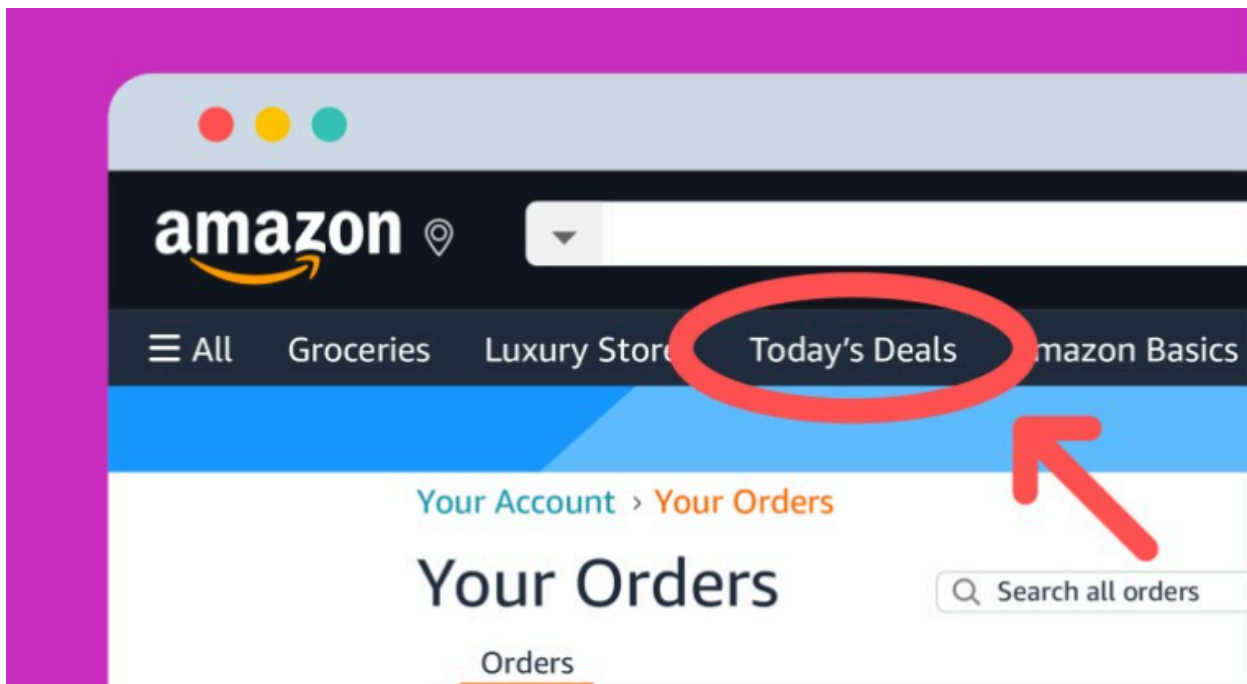


[Source](#)

Utilize Amazon's promotional tools like lightning deals and coupons, which will help you boost your sales.



[Source](#)



[Source](#)

Improving Customer Experience

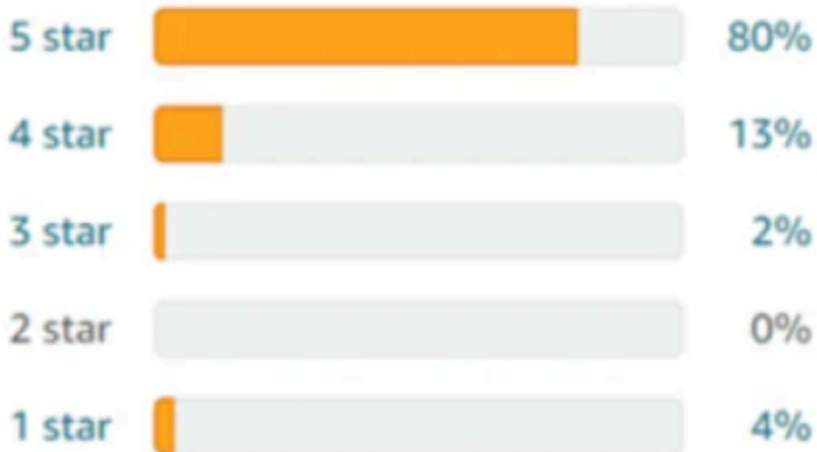
Optimize your customer experience by keeping them informed and engaged throughout the buyer journey. Provide regular product updates, personalize content, and maintain clear communication to build trust and loyalty.

Generating More 5-star Reviews

Customer reviews

★★★★☆ 4.7 out of 5

23,212 global ratings



∨ How are ratings calculated?

By feature

Easy to use ★★★★★ 4.3

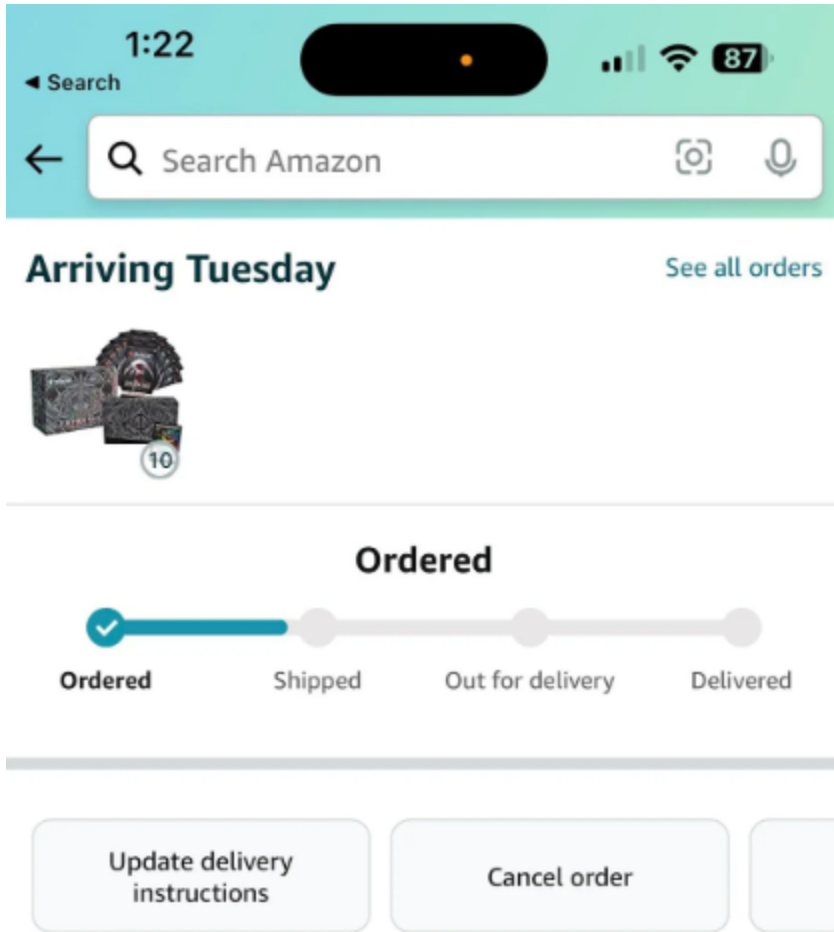
Accuracy ★★★★★ 4.3

Sheerness ★★★★★ 3.9

∨ See more

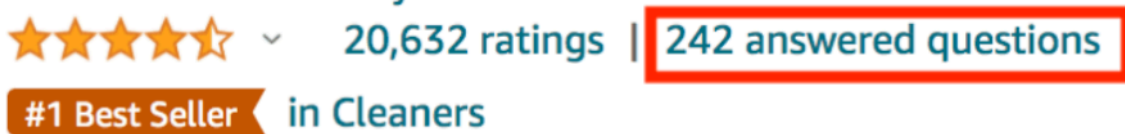
[Source](#)

Keep your customers informed about their order status.



[Source](#)


Respond to their inquiries quickly to make their experience better.



Price: **\$24.99** & FREE Returns

[Source](#)

To show that you care about your customer's satisfaction, request customer feedback.




Your opinion matters!

Seller ACME, Inc. requests you to share your experience for your recent order with other Amazon shoppers. Please take a moment to review your recent Amazon purchase.

Plush Brown Teddy Bear

Rate this item

★ ★ ★ ★ ★



Rate your experience with seller ACME, Inc.

★ ★ ★ ★ ★

[Source](#)

Include thank-you notes and request them to review the products.

3.5 Inches

2.5 Inches

Thank you
For your Purchase
Happy?

We value your feedback we'd love it
if you share your Experience

★★★★★
<https://www.amazon.in/feedback>

Please Give us an
honest Seller feedback
By scanning
This Qr Code.
& don't Forget To
Share Product Review.

amazon

Unhappy?

We Apologize For any inconvenience.
and we won't rest until you are satisfied!

Let us make it right!!

If anything wrong with your purchase,
PLEASE Reach out to us & give us the opportunity
to make it right. Contact us by sending a message
From your order page on amazon.

Your Satisfactory is our priority!!

[Source](#)

Thank You

for your purchase!

*We strive to deliver top notch service and it will make our day if you leave our product a **5 STAR REVIEW ON AMAZON.***



*If you are unsatisfied with your product in any way, **PLEASE CONTACT US** before leaving a review as we make every effort for **100% SATISFACTION.***

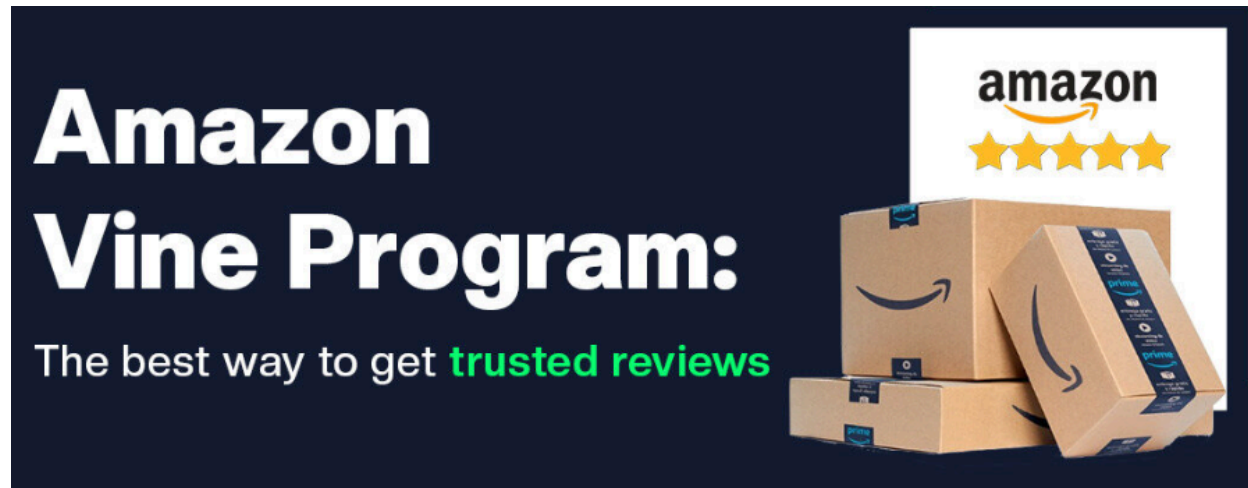
[Source](#)

Amazon Vine Program

Amazon Vine is a program designed to help sellers generate high-quality reviews for their products, thereby increasing customer trust and boosting sales.

By enrolling in Vine, you can provide your products to a network of trusted reviewers, known as Vine Voices, who receive the products for free in exchange for honest, unbiased reviews. This program aids in product discoverability, conversion, and provides valuable insights to the sellers.

New sellers can even enroll up to two products for free, and those in the Amazon Brand Registry get a \$200 credit for Vine. Participation requires a Professional selling account and eligible FBA offers.



Amazon
Vine Program:
The best way to get **trusted reviews**

The image features a dark blue background with white and green text. On the right side, there is a stack of four brown cardboard boxes with the Amazon logo and 'prime' branding. Above the boxes is a white rectangular box containing the Amazon logo and five yellow stars.

[Source](#)



Post-Product Automation for Collecting Feedback

Utilize automated emails to reach out to customers post-purchase, asking for reviews and feedback.

From: yourAmazonAcct@marketplace.com
To: smith@provider.com
Subject: Hi Joel, I just have 1 question 🙌



Hi Joel,

Thanks so much again for purchasing the 24 Pack Stemless Champagne Flutes! Our records show that your product was delivered about a few days ago and we just have **one question for you:**

How did this item meet your expectations?



24 Pack Stemless Champagne Flutes ~ 9 Oz Clear Plastic
Champagne Toasting Glasses ~ Shatterproof Recyclable and BPA-
Free

Start by rating it



It only takes a few minutes to share your experience with other Amazon buyers who would benefit from the product and we would really appreciate your honest review!

If your Champagne Flutes aren't up to your expectations please reach out to us by [clicking here!](#)

[Source](#)

Utilize Emerging Technologies to Maximize Ad Performance

AI and machine learning have a very heavy impact on advertising. You can assess vast amounts of data in order to optimize your ad targeting, bidding, and content.

These technologies will assist you in making data-driven decisions for the better performance of your ads.

Addition of AI-Powered Tools to Make the Most of Amazon Ads

Shirofune Overview



Shirofune is an omnichannel ad management tool that enhances Amazon ad performance and productivity with human intelligence AI.

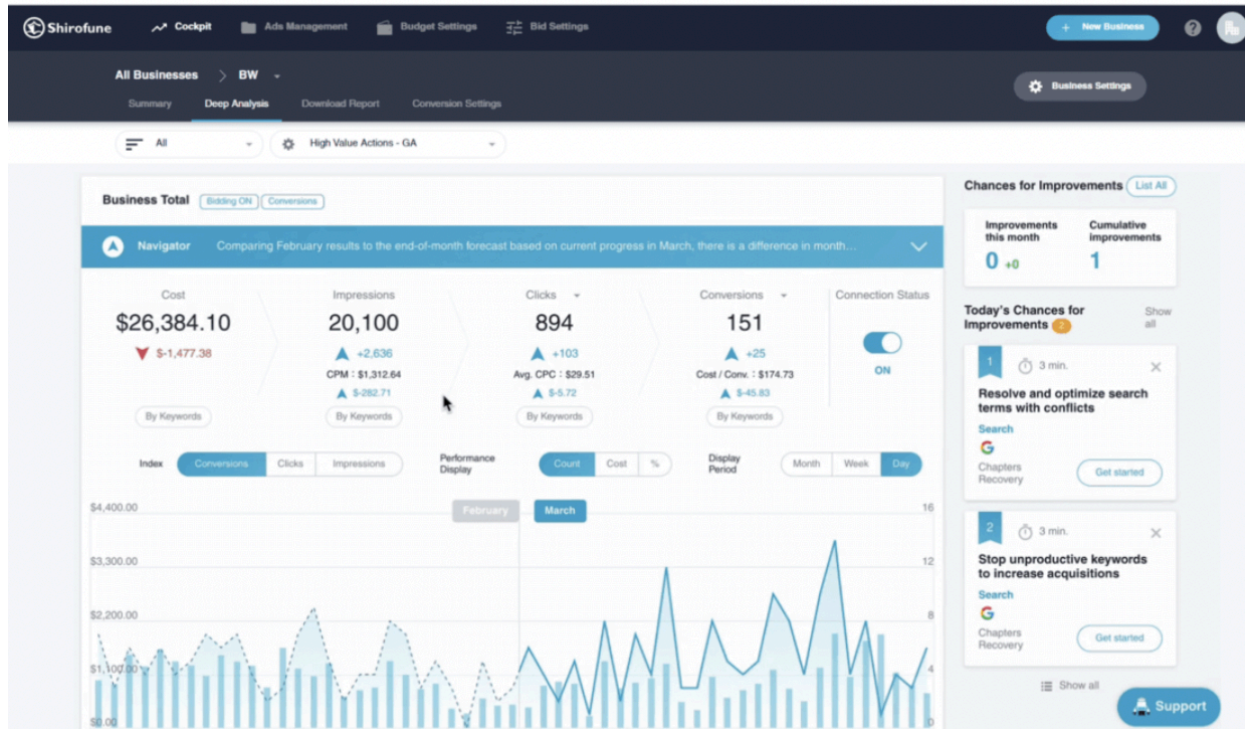
With 91% market share in Japan, it is trusted by 80% of top agencies and brands like Dentsu and Rakuten.

Top Features:

- Shirofune's AI algorithms operate campaigns like experienced ad managers, maximizing performance across different ad platforms.

- The platform optimizes ads for the highest Lifetime Value (LTV) based on historical customer buying journey and data, maximizing conversions.
- Shirofune automates ad spend pacing, ensuring you stay within your budget limits.
- You can create enhanced product images by adding backgrounds or lifestyle scenes to boost click-through rates.
- You can enroll products in just a few clicks and track performance through an intuitive dashboard.
- Shirofune integrates 3rd-party measurement data and 1st-party LTV/conversion data, visualizing the true advertising effectiveness for each channel and advertisement.
- You can add up to five images in your Amazon ad, and choosing multiple images will automatically create a looping slideshow.
- You can set budgets per Ad type, Ad platform, or Budget group in a month or in any given time period, ensuring optimal spend.
- Unlike generic improvement suggestions, Shirofune's suggestions are tailored to maximize return, such as excluding underperforming keywords or ad texts.

[Join over 3,000 registered accounts](#) and manage your Amazon ads effortlessly through Shirofune's user-friendly dashboard.



Troubleshooting and Overcoming Challenges

As a seller, you are always looking to maximize your ROI. However, certain bottlenecks decrease your product's visibility on Amazon.

Common Pitfalls and How to Avoid Them

Typical Mistakes in Amazon Advertising

- Overlooking Competitor Analysis
- Poor Keyword Selection
- Ineffective Budgeting
- Ignoring Negative Keywords
- Incomplete or Poorly Written Product Listings
- Unoptimized Ad Creatives

- Failure to Monitor and Adjust Campaigns
- Neglecting Product Detail Pages Optimization
- Ignoring Customer Reviews and Feedback
- Not Utilizing Advanced Targeting
- Not Staying Updated with Amazon's Advertising Policies
- Underestimating the Importance of Product Images and Descriptions
- Not Aligning Advertising Strategy with Overall Marketing and Business Objectives

Best Practices for Troubleshooting Issues

- Ensure your targeting, budget, and bid settings are appropriate for your goals.
- Verify that your ads are active and running.
- Keep an eye on metrics like ACoS, CTR, and conversion rates for any anomalies.
- Review the performance of your target terms and keyphrases to identify underperforming or irrelevant keywords.
- Check your negative keyword list to ensure it's not overly restrictive.
- Evaluate your budget allocation and bidding strategy to ensure they are in line with your goals.
- Review your ad copy and images to ensure they are compelling and relevant.
- Check your product detail pages for any issues that could impact conversion rates.
- Ensure your ads comply with Amazon's advertising policies to avoid account issues.

- Evaluate your ad scheduling to ensure your ads are running at optimal times.
- Test different ad creatives, copy, and targeting options to optimize performance over time.

Dealing with Competition and Market Changes

Monitoring competitors helps identify trends, pricing strategies, and customer preferences, enabling businesses like yours to adjust their own strategies proactively.

Competitive Analysis and Strategies

SWOT Analysis: Examine your strengths, weaknesses, opportunities, and threats when comparing yourself to competitors.



[Source](#)

Competitor Monitoring: Track prices, ad strategies, and promotions of competitors. Use their data to your benefit.



[Source](#)

Differentiation: Highlight the benefits and unique features of your product so that it sets you apart from the competitors.



Four Key Elements of Listing

Images or videos

Multimedia assets should fall under 500 x 500 pixels or 1,000 x 1,000 pixels. It's best to use high-quality photos or videos for your listings.

Product title

Product titles have a limit of 200 characters, with the first letter of every word capitalized.

Description

This relays a more elaborate explanation about your product.

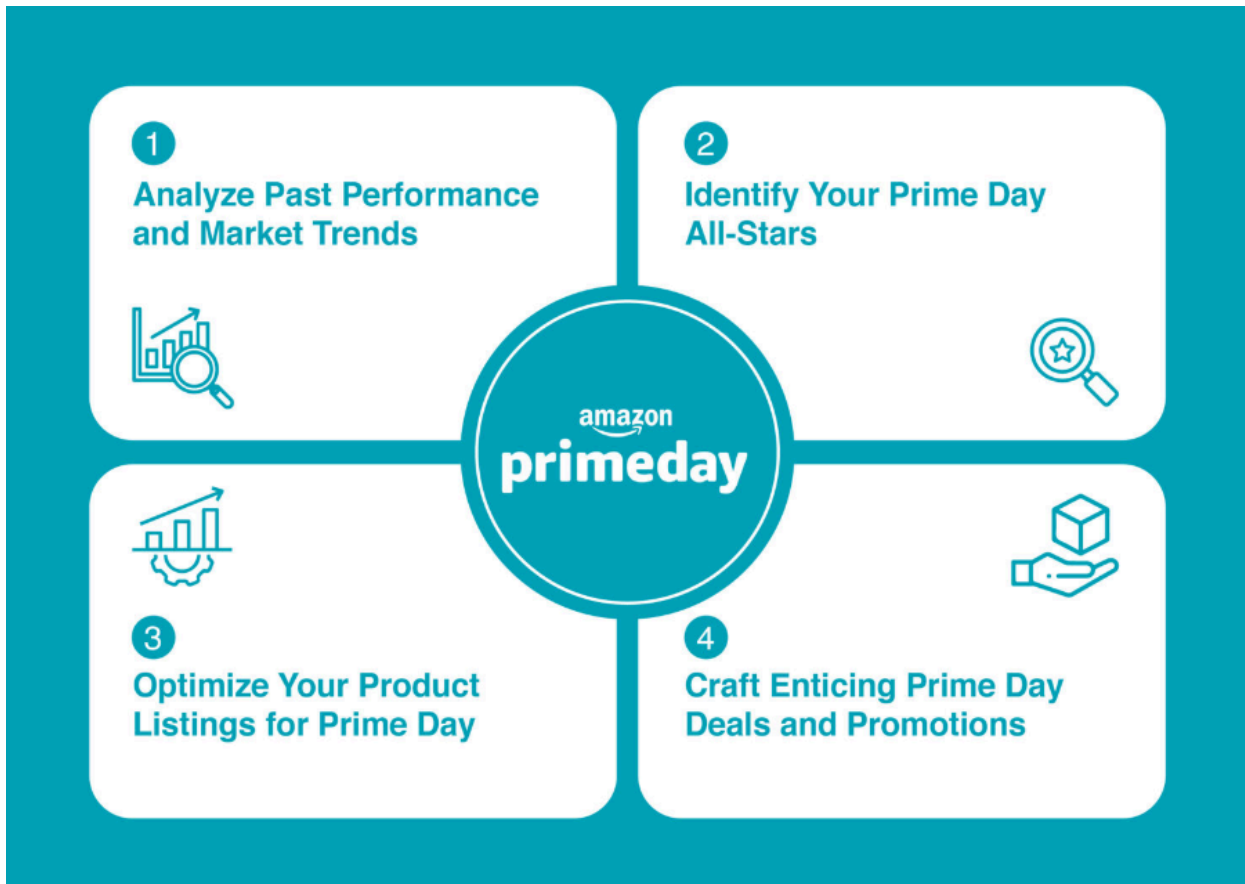
Bullet points of highlighted features

These points should include short and descriptive statements of what you're selling and highlight key features and benefits

[Source](#)

Adapting to Market Trends and Consumer Behavior

Analyze market trends and consumer behavior to align your ad strategies with them.



[Source](#)

Use customer feedback and reviews to understand customers' preferences.

ACME
Visit the ACME storefront
★★★★☆ | 85% positive in the last 12 months (13 ratings)

About Seller
ACME is committed to providing each customer with the highest standard of customer service.

Have a question for ACME?
Ask a question
Customer Service Phone: 1-800-555-5555

Feedback
★★★★☆ 4.4 out of 5
13 ratings
12 months ▼ 13 total feedbacks in 12 months

Star Rating	Percentage
5 star	69%
4 star	15%
3 star	8%
2 star	0%
1 star	8%

Learn more about how seller feedback works on Amazon
Share your thoughts with other customers
Leave seller feedback

★★★★☆ " " on January 19, 2023.
★★★★☆ " " on January 18, 2023.
★★★★☆ " " on January 8, 2023.
★★★★☆ " " on January 8, 2023.

[Source](#)

Modify your ad campaigns to align them with seasonal trends and holidays.



[Source](#)



[Source](#)



[Source](#)

Maintaining Compliance with Amazon's Policies

Maintaining compliance is vital for sellers to ensure their products remain listed and accessible to customers.

Adhering to these policies helps avoid penalties, account suspensions, or bans that can severely impact sales and reputation.

Understanding Amazon's Ad Policies and Guidelines

Regularly view [Amazon Ads Guidelines](#). These policies include prohibited content, restrictions on targeting and formatting rules, etc.

Some of the general rules to follow for Amazon ads are:

- **Misleading Content:** Your ads should not misrepresent products or services.
- **Offensive Content:** Your ads must not include any offensive, abusive, intolerant, or harassing material.
- **Non-Diverse Pictures:** Ads should use diverse imagery and not promote stereotypes.
- **Legal Disobedience:** Ads must adhere to all applicable laws, rules, and regulations.
- **General Appropriateness:** Ads must be appropriate for a general audience and the type of placement.
- **Specific Prohibitions:** Ads should not include prohibited products, services, or restricted content as per Amazon's guidelines.

Ensuring Compliance to Avoid Penalties

Amazon reserves the right to reject or modify ads and suspend accounts for violations. For detailed guidelines, refer to the latest [Amazon Ads policies](#).

Ensure that your team is up-to-date on Amazon's policies and updates.

Conduct regular audits to comply with the policies.

Address any policy violations that Amazon has identified as soon as possible.

Always keep the proof of licensing for your product with you closely.

Keep your campaigns and policy compliance efforts documented so that you can clarify the misunderstandings if needed.

Elevate your Amazon Advertising With Shirofune

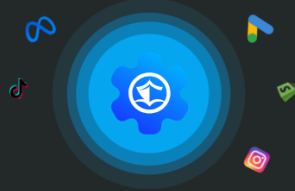
Ready to boost your sales and visibility on Amazon? [Book your free demo](#) and begin optimizing your Amazon ads.

The #1 eCommerce & Omnichannel Ad Management Tool

[Schedule a demo →](#)


Shirofune is a smart tool that helps make your Amazon ads work better. Here's what it does:

- Uses AI to manage your ads
- Automatically adjusts your budget and bids
- Provides in-depth analysis and reports
- Offers smart suggestions to improve your ads




Unlock Maximum Ad Potential With Human Intelligence AI

Achieve greater ad performance and results with algorithms that operate your campaigns just like an experienced ad manager.



Maximize LTV Value Based On Historical Customer Data

Shirofune optimizes ads for the highest LTV based on your entire historical customer buying journey & data to maximize conversions



Productivity With Full Budget Control

With Shirofune, you won't have to worry about monitoring your ad spend pacing anymore.

Shirofune looks at how your past customers behaved to help your ads make more money and get more sales. It has a simple dashboard that shows all your important ad information in one place. This makes it easier to understand what's happening and make good decisions about your ads.

Ad Performance Simultaneously



Performance

Shirofune's human-based AI automatically performs budget allocation and bid adjustments to maximize results. Furthermore, by implementing the proposed improvement suggestions, further performance enhancement can be expected.

[Learn more](#) →



2x Productivity

By simply setting budgets and maximum CPA/ROAS, the automation takes control of the progress. Moreover, detailed reports and analysis in natural language significantly reduce the time and effort spent on reporting and analysis.

[Learn more](#) →



True Ads Result

By integrating data from your own CRM and database, we can visualize how much LTV (customer lifetime value) and conversions are actually generated from each channel and advertisement. This enables you to optimize advertising operations based on the true results of your advertisements.

[Learn more](#) →

[Schedule a Demo with Shirofune](#) to enhance your Amazon ad performance.