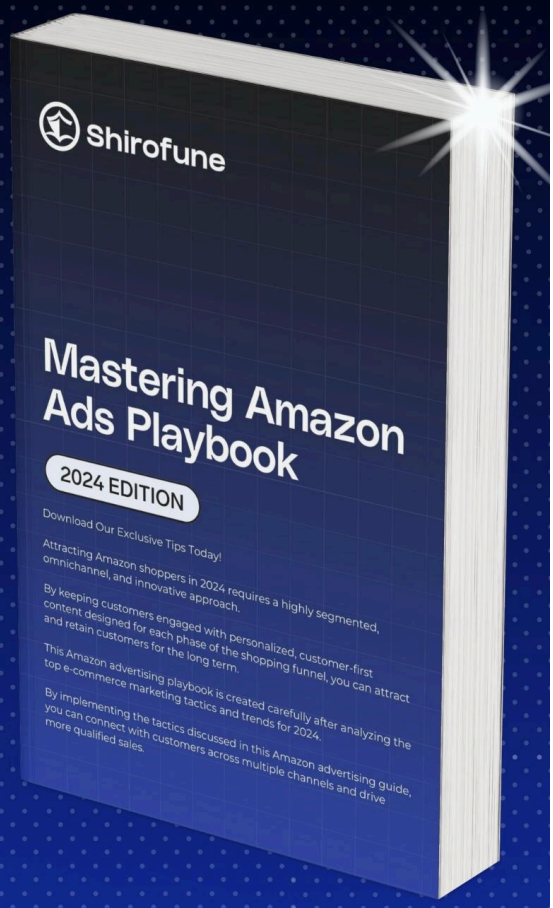
Mastering Amazon Ads for **Maximum Success**

MASTERING AMAZON ADS PLAYBOOK

Proven strategies to boost your sales with Amazon Ads

READ NOW



Shirofune

Introduction
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
    Targets the Audience Based on Different Factors
Why Amazon Ads?
    Unique Benefits of Amazon Ads
    Case Study of Successful Amazon Ad Campaigns
        HP’s Success with Amazon Ads
Getting Started with Amazon Ads
    Understanding Amazon's Advertising Ecosystem
        Sponsored Products
        Sponsored Brands
        Sponsored Display
        Amazon DSP (Demand-Side Platform)
    Setting Up Your Amazon Advertising Account
        Creating an Account
        Navigating the Amazon Ads Dashboard
        Linking your Seller or Vendor Account
    Defining Your Advertising Goals
        Identifying your Target Audience
        Setting Measurable Objectives
        Aligning Ad Goals with Businesses
Crafting Effective Amazon Ad Campaigns
    Keyword Research and Selection
        Tools and Techniques for Effective Keyword Research

- Choosing the Right Keywords for Your Campaign
- Keyword Match Types
- Creating Compelling Ad Content
- Types of Photography
- Best Practices for Product Listings and Landing Pages
- Structuring Your Ad Campaigns
- Organizing Campaigns and Ad Groups
- Budgeting and Bidding Strategies
- Utilizing Automatic vs. Manual Targeting

Optimizing Ad Performance

- Monitoring and Analyzing Ad Performance
- Key Performance Metrics
- Using Amazon's Reporting Tools and Analytics
- Adjusting and Scaling Your Campaigns
- Optimizing Bids and Budgets
- Refining Keyword Strategies
- Scaling Successful Campaigns
- A/B Testing and Experimentation
- How to Run Effective A/B Tests
- Interpreting Results and Making Data-Driven Decisions

Advanced Strategies for Amazon Ads

- Creating an Effective Amazon Storefront
- Gathering Brand and Product Assets
- Leveraging Sponsored Brands and Sponsored Display Ads
- Advanced Targeting Options and Strategies
- Amazon DSP (Demand-Side Platform)
- Benefits and Use Cases
- How to Create and Manage DSP Campaigns
- Seasonal and Promotional Campaigns
- Planning for Peak Seasons and Holidays

- Running Effective Promotional Campaigns
- Improving Customer Experience
  - Generating More 5-star Reviews
  - Amazon Vine Program
  - Post-Product Automation for Collecting Feedback
- Utilize Emerging Technologies to Maximize Ad Performance
  - Addition of AI-Powered Tools to Make the Most of Amazon Ads
  - Shirofune Overview
- Troubleshooting and Overcoming Challenges
- Common Pitfalls and How to Avoid Them
  - Typical Mistakes in Amazon Advertising
  - Best Practices for Troubleshooting Issues
- Dealing with Competition and Market Changes
  - Competitive Analysis and Strategies
  - Adapting to Market Trends and Consumer Behavior
- Maintaining Compliance with Amazon's Policies
  - Understanding Amazon’s Ad Policies and Guidelines
  - Ensuring Compliance to Avoid Penalties
- 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.

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.

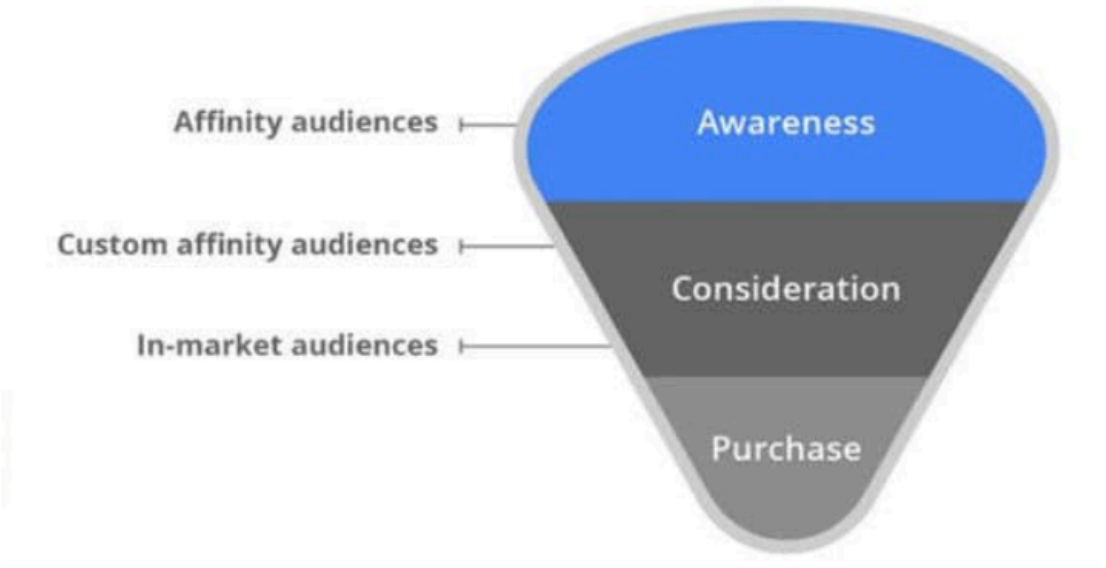
Source

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.

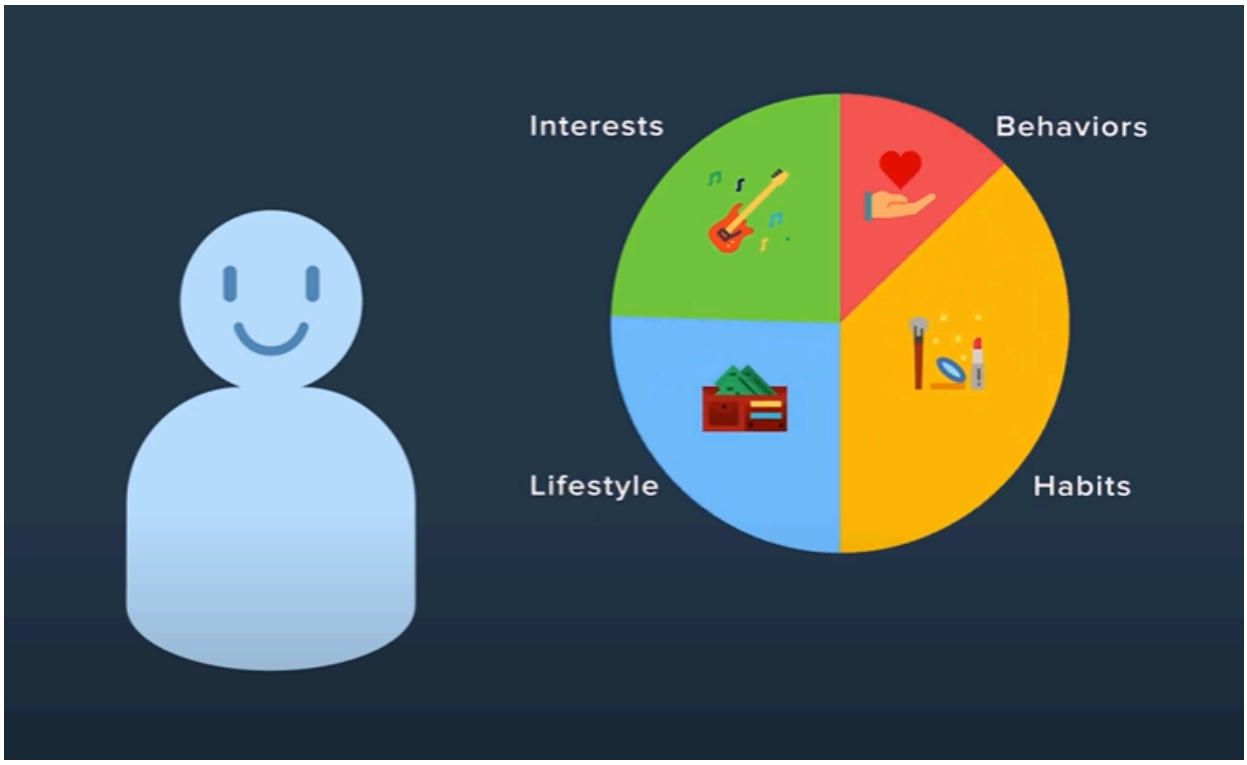
Amazon divides its audience into four different categories:

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



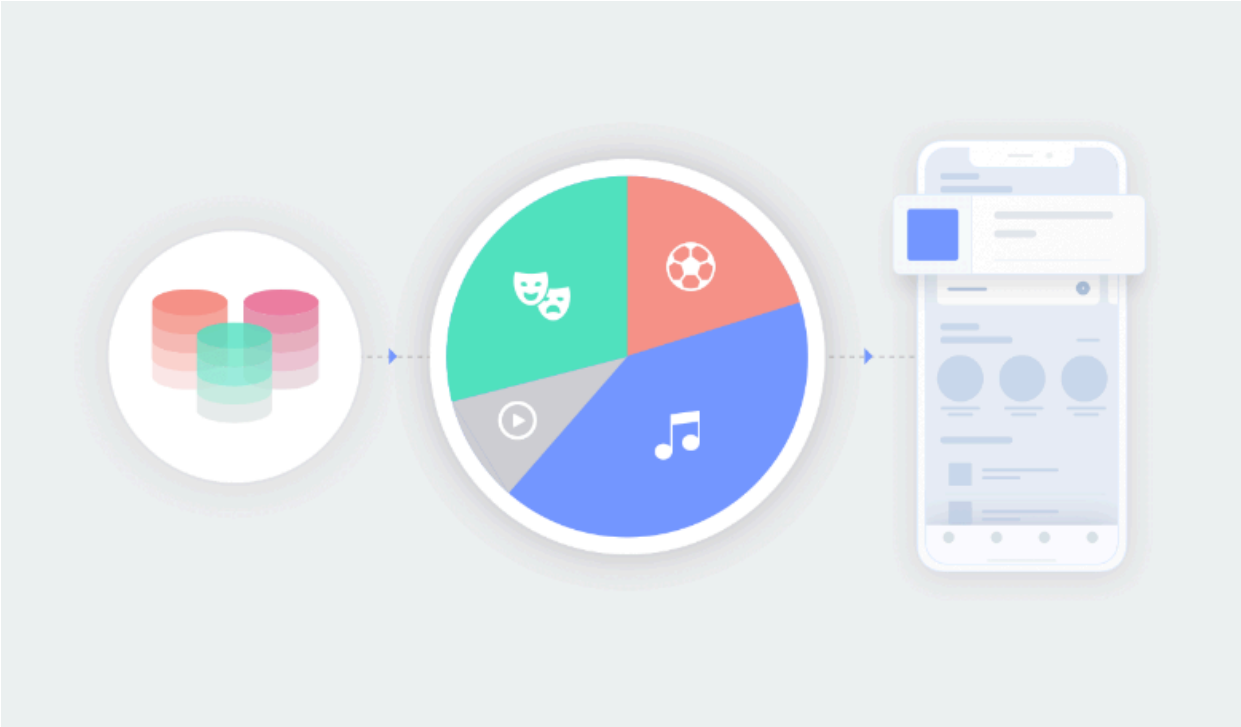
Source

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



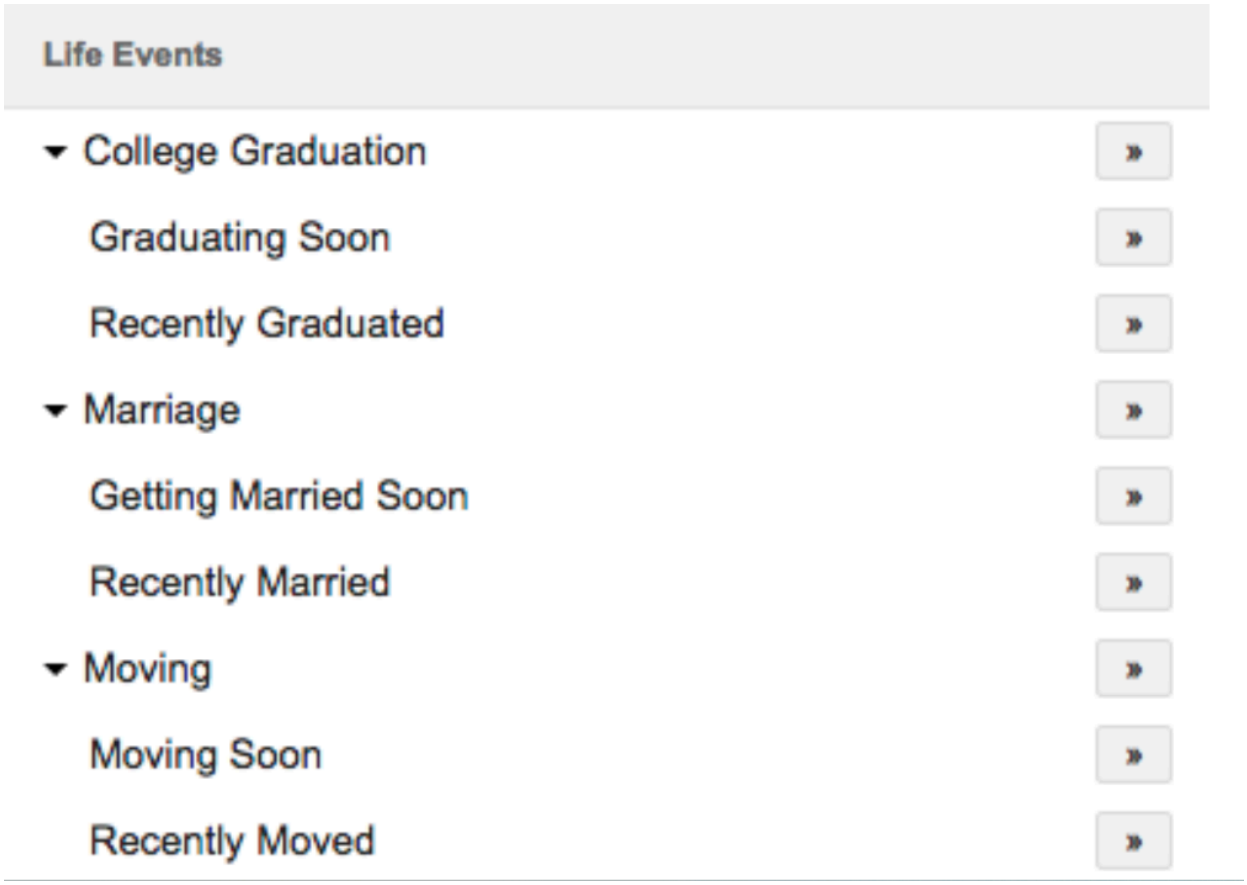
Source

- **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.



Source

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

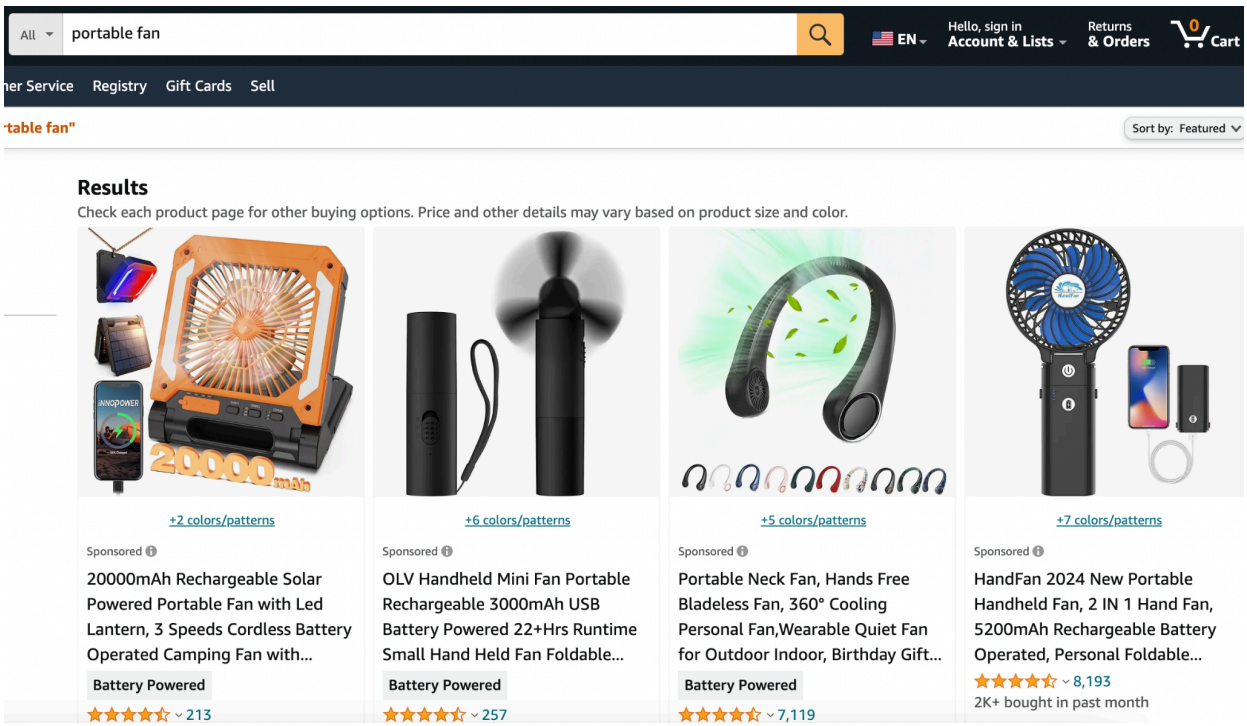
Boosting the Visibility of Your Products

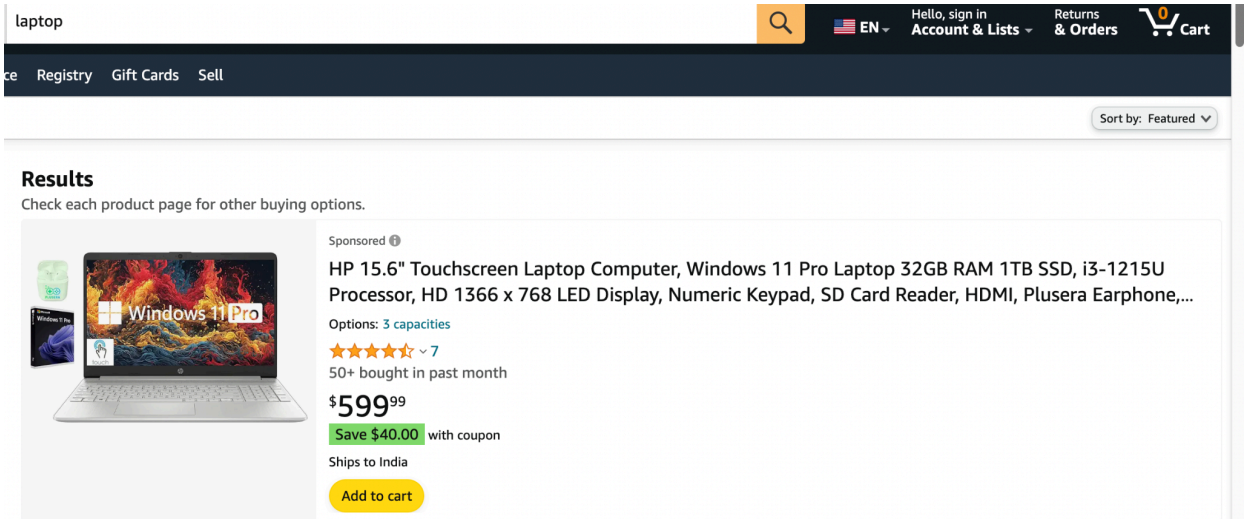
Each second, Amazon records $4,722 in its sales.

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.

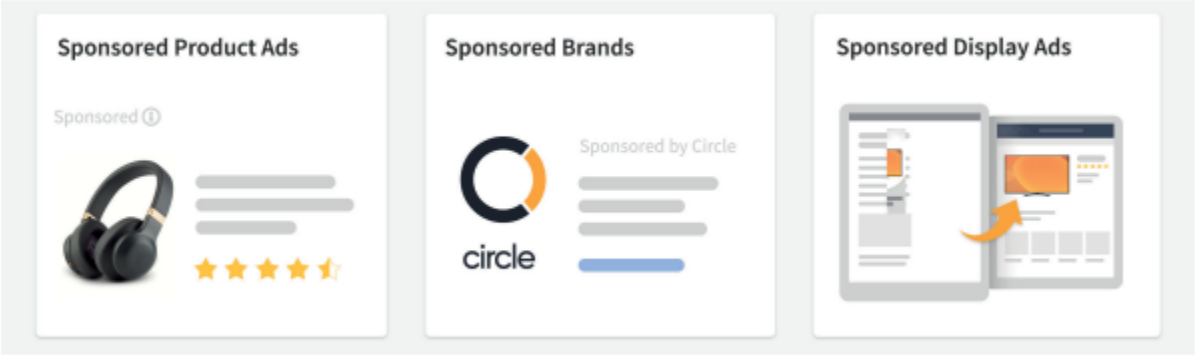
Amazon ad campaigns are visible in prominent locations, such as search result pages and product detail pages within the Amazon store.





Driving Traffic to The Listings

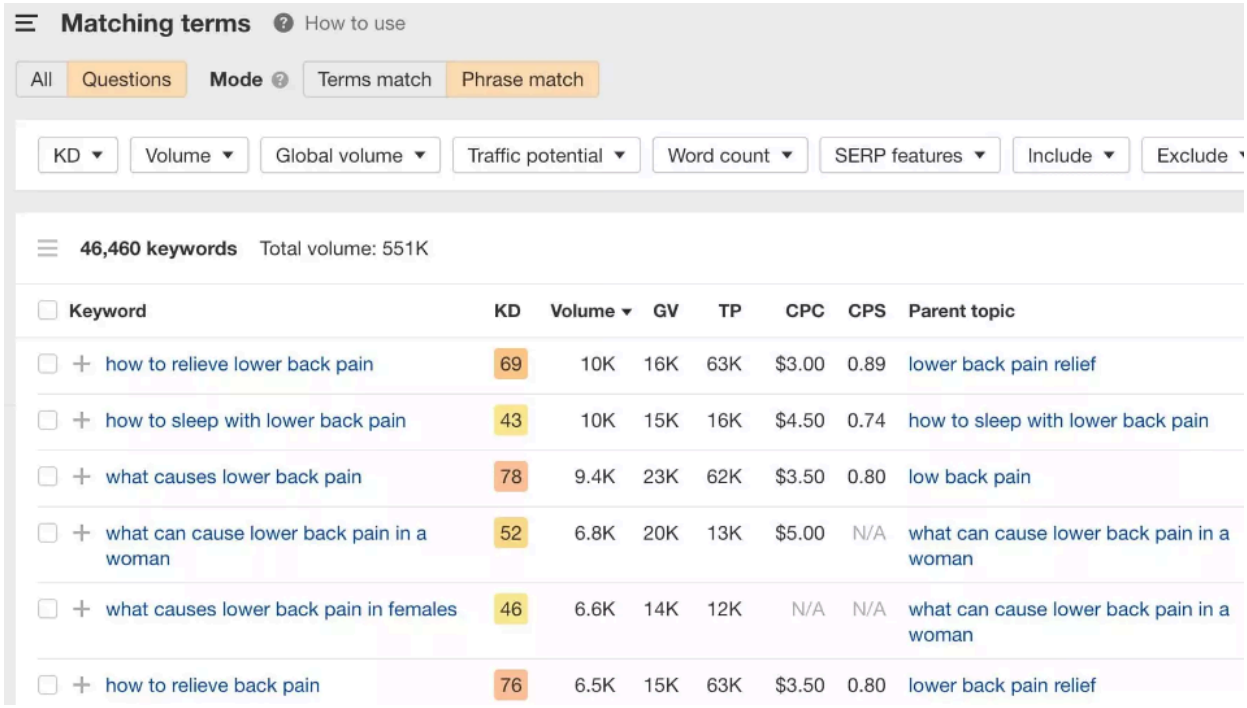
Many customers come to Amazon prepared to make a purchase. Amazon Ads can assist you in connecting with customers in search of products similar to yours.



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.

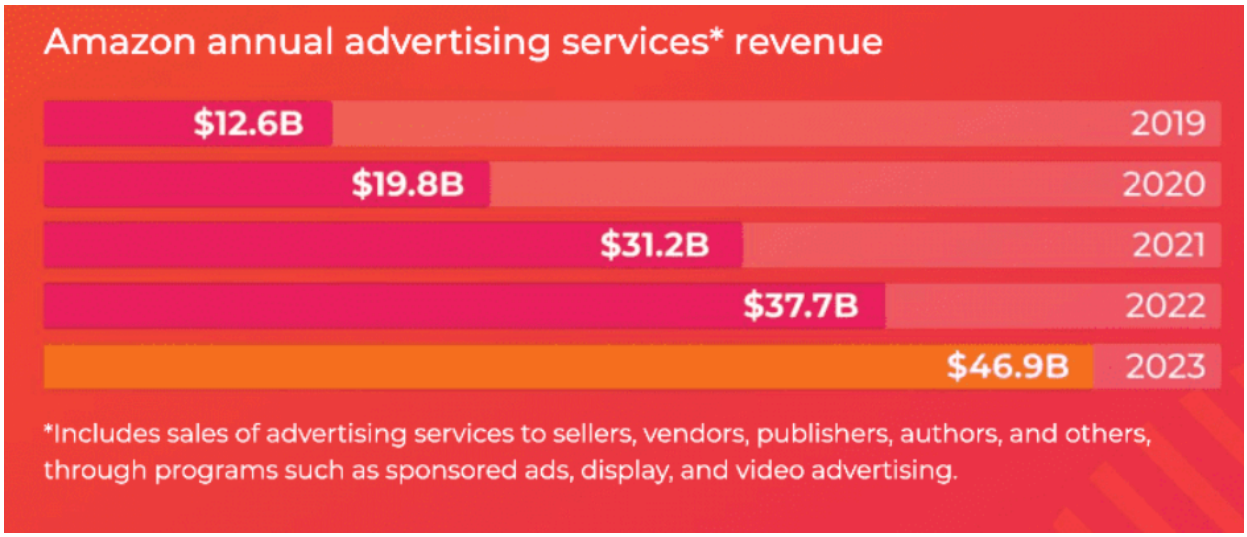


Keyword	KD	Volume	GV	TP	CPC	CPS	Parent topic
how to relieve lower back pain	69	10K	16K	63K	$3.00	0.89	lower back pain relief
how to sleep with lower back pain	43	10K	15K	16K	$4.50	0.74	how to sleep with lower back pain
what causes lower back pain	78	9.4K	23K	62K	$3.50	0.80	low back pain
what can cause lower back pain in a woman	52	6.8K	20K	13K	$5.00	N/A	what can cause lower back pain in a woman
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
how to relieve back pain	76	6.5K	15K	63K	$3.50	0.80	lower back pain relief

Source

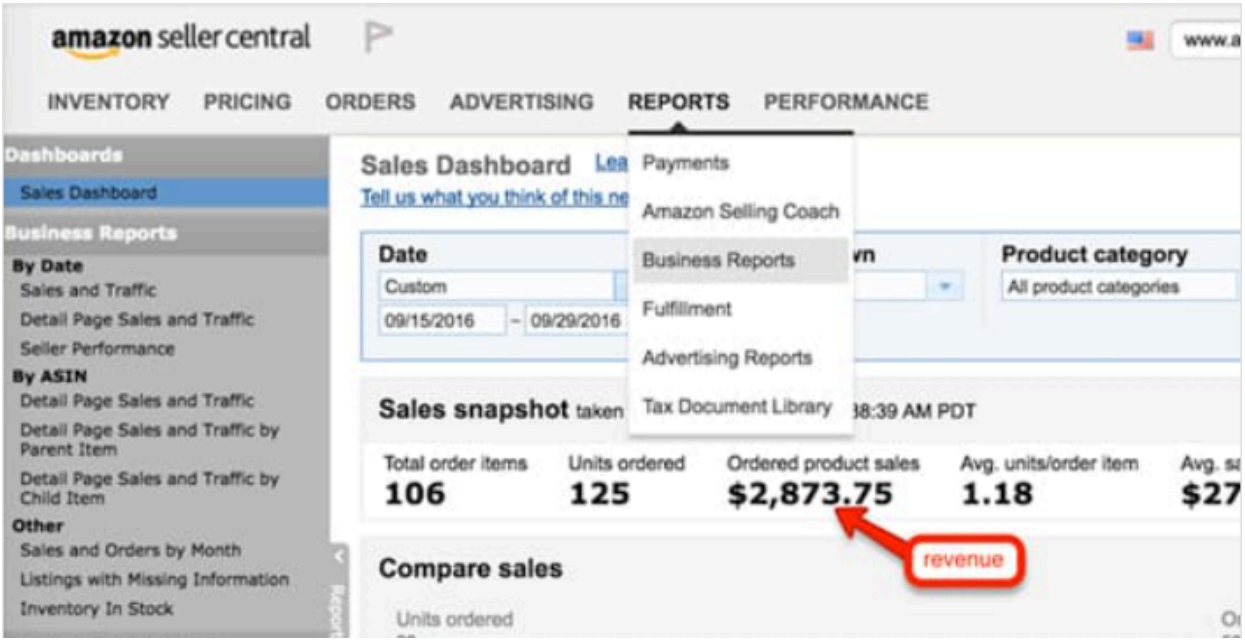
Increasing the Sales

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.



Source

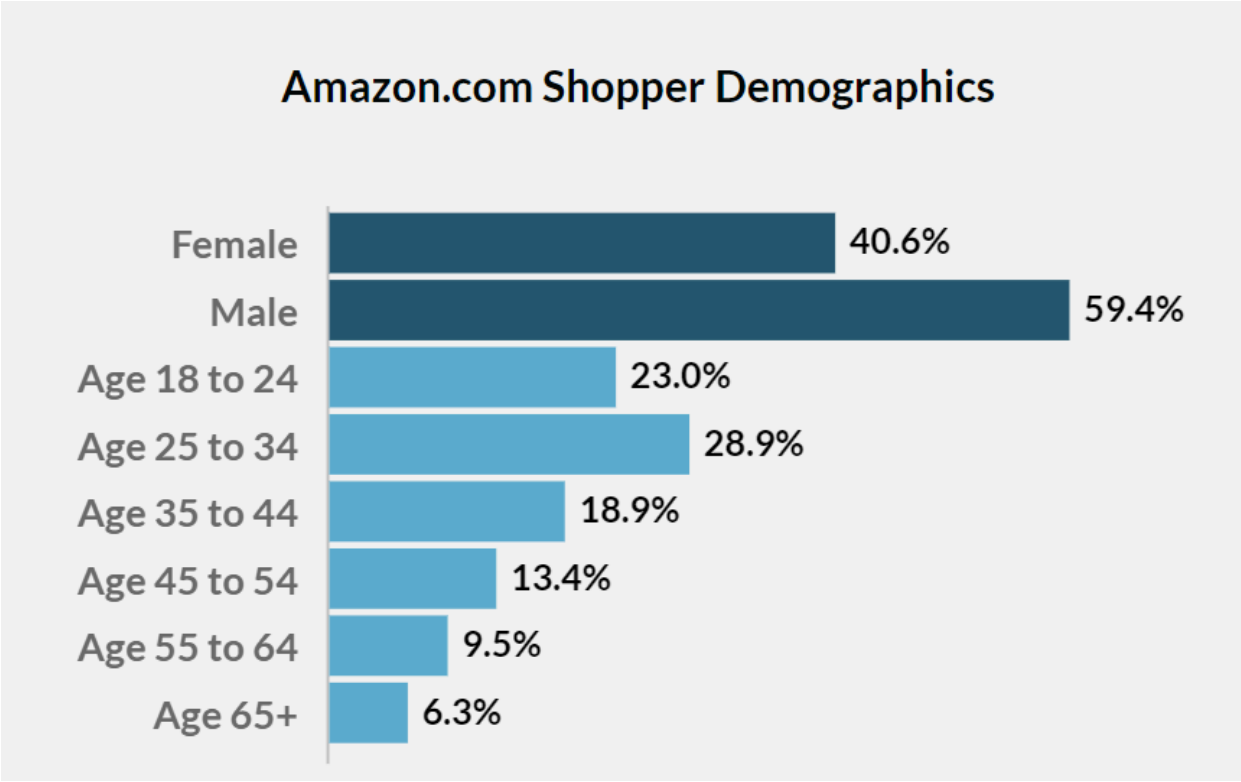
Around 19% of small business sellers achieved over $10,000 in monthly sales on average.



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?

Source

Source

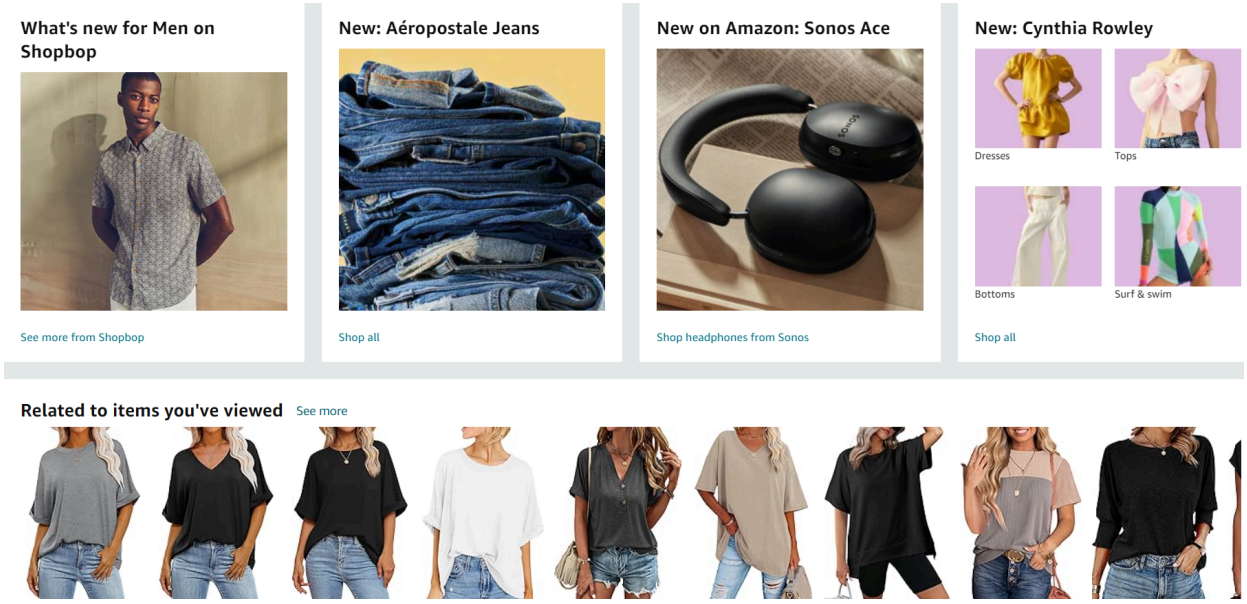
Google and Facebook can place ads for users in the discovery or consideration phase, but Amazon ads get the consumer in the buying phase.

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.

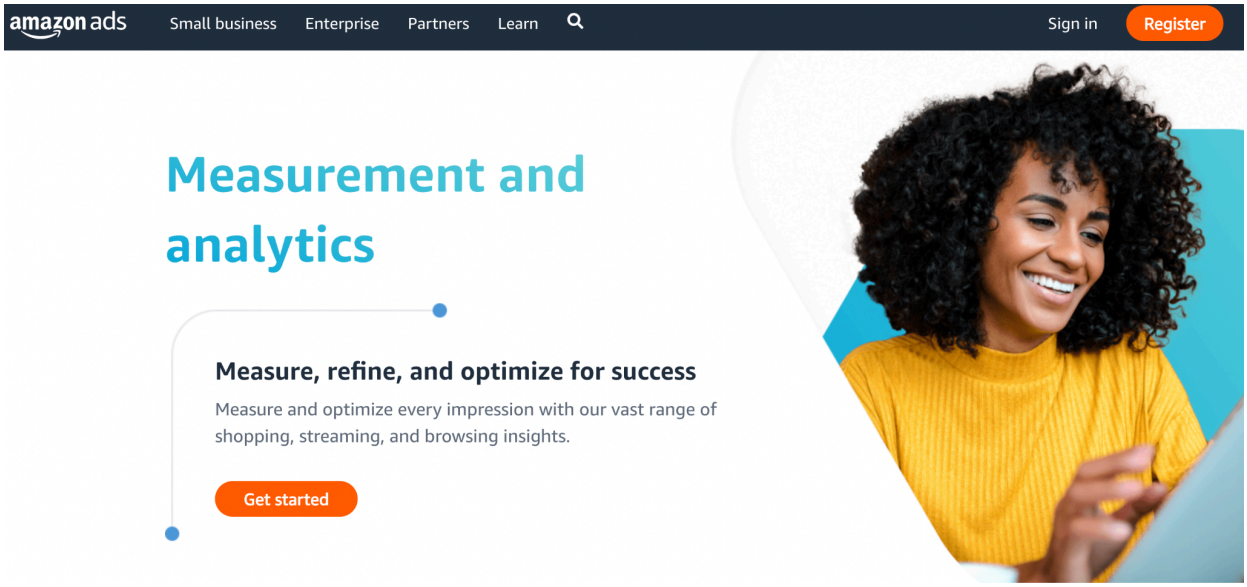
- **Targeting Based on Buying Behaviors:** Amazon follows a data-driven approach that enables targeting potential customers according to their purchase histories, browsing behaviors, and purchase patterns.



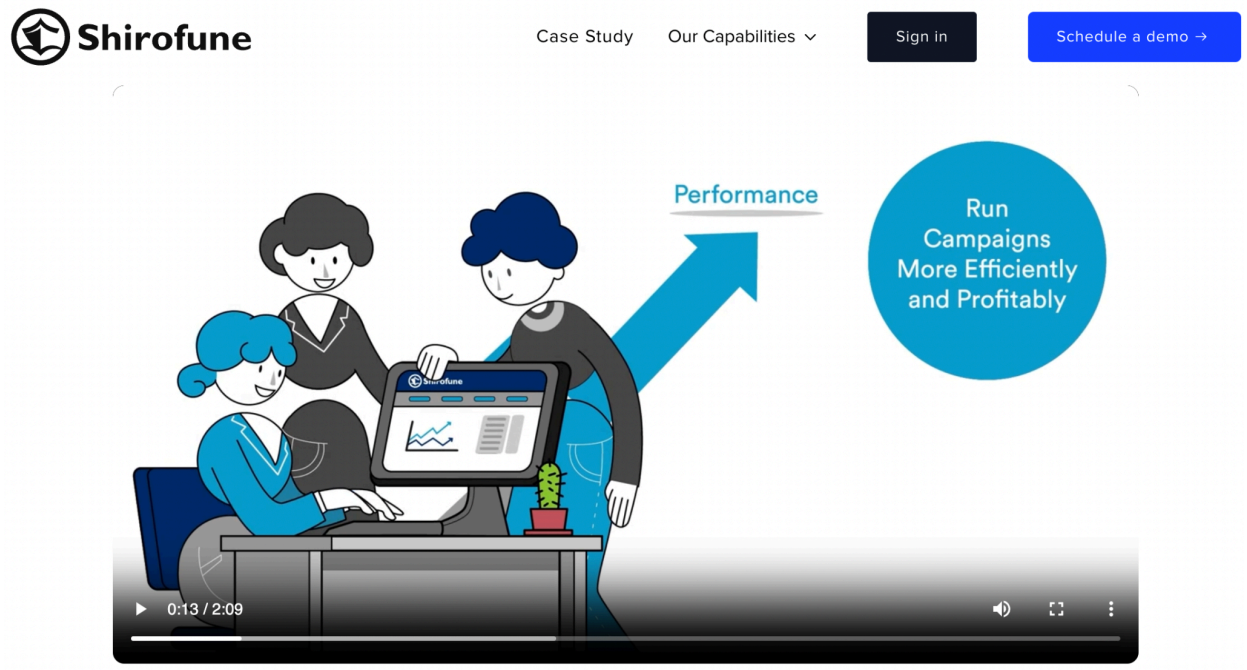
- **Customer Trust:** Advertising on Amazon will let you utilize the trust and credibility they have established over the years. With that, the perceived value of your ads will be enhanced. According to a survey, 65% of US and UK residents choose Amazon as their primary e-commerce option.
- **Cost-effective 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.

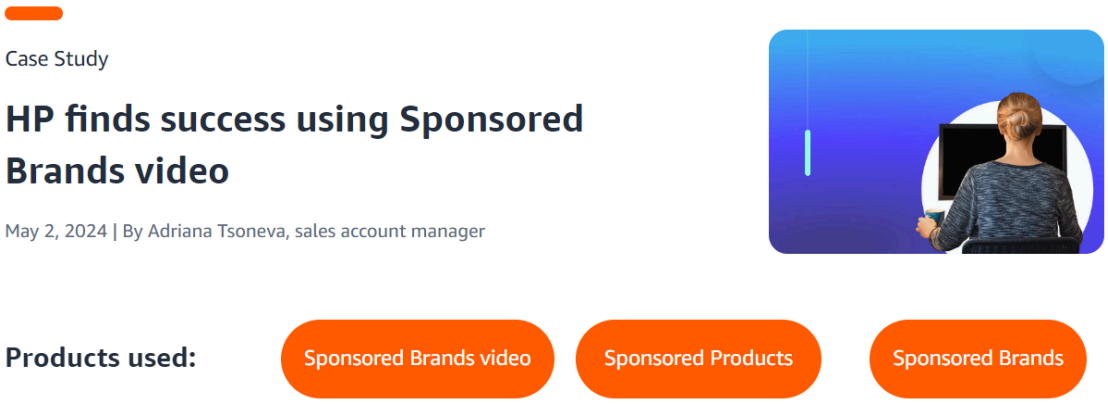


You can also leverage tools like Shirofune to optimize your ad performance, leveraging human-based AI intelligence.



Case Study of Successful Amazon Ad Campaigns

HP’s Success with Amazon Ads

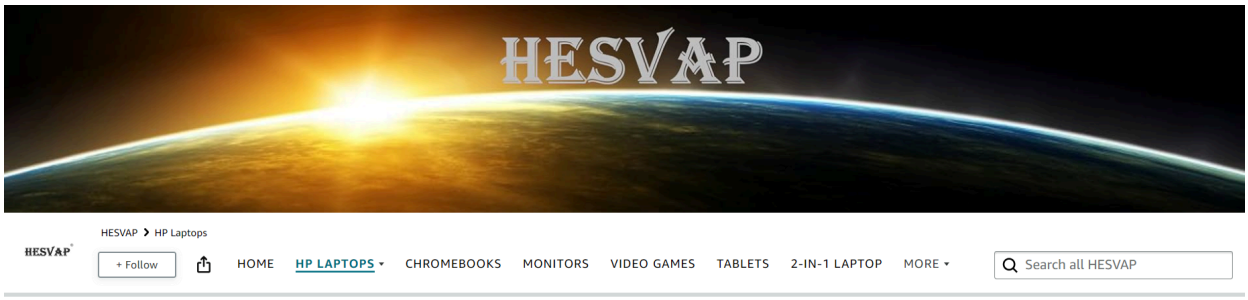


[Source]

Approach

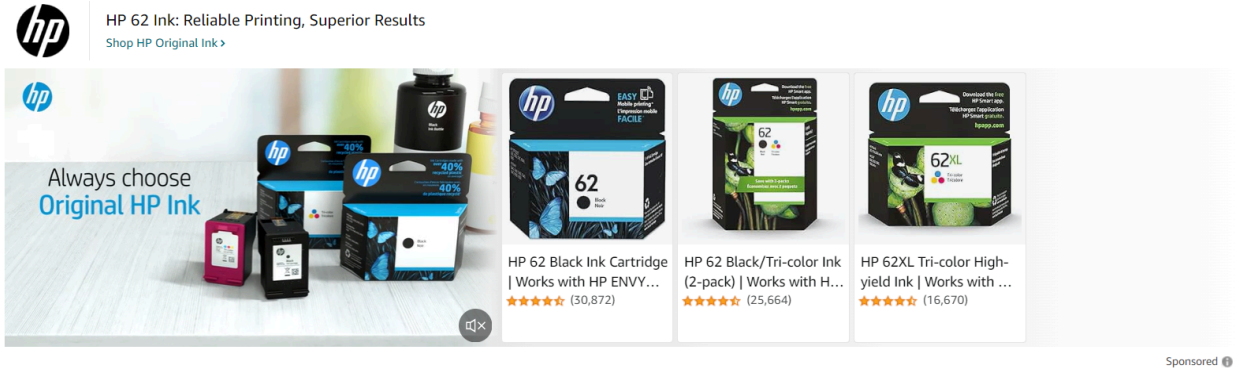
HP utilized a mix of Amazon’s ad solutions. They mainly used Sponsored Brands video alongside Sponsored Products, Sponsored Brands, and Sponsored Displays.

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.



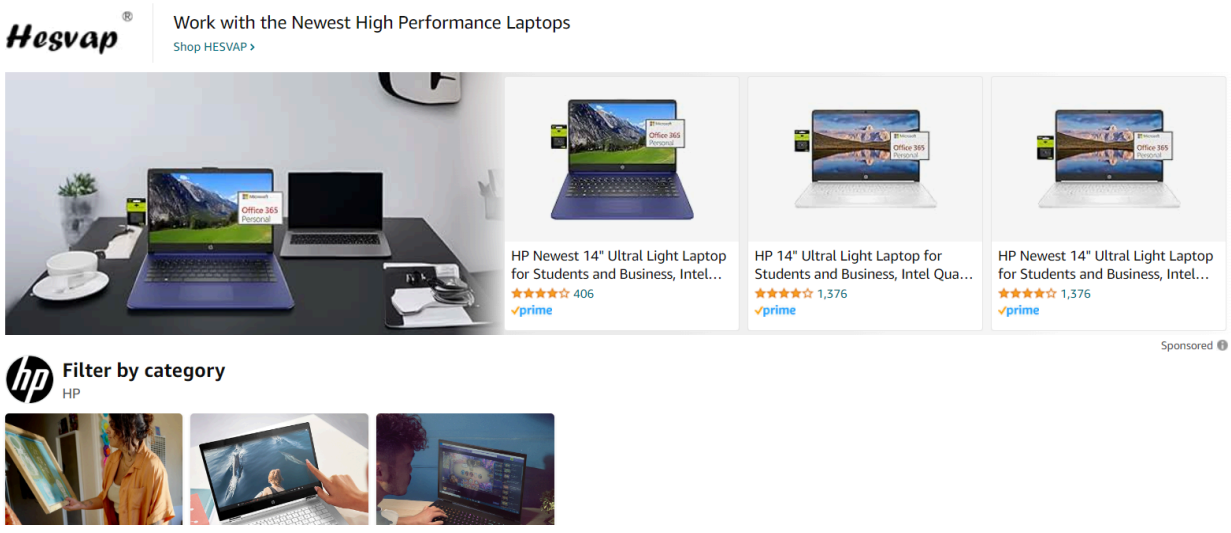
Key Strategies

- 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.



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:

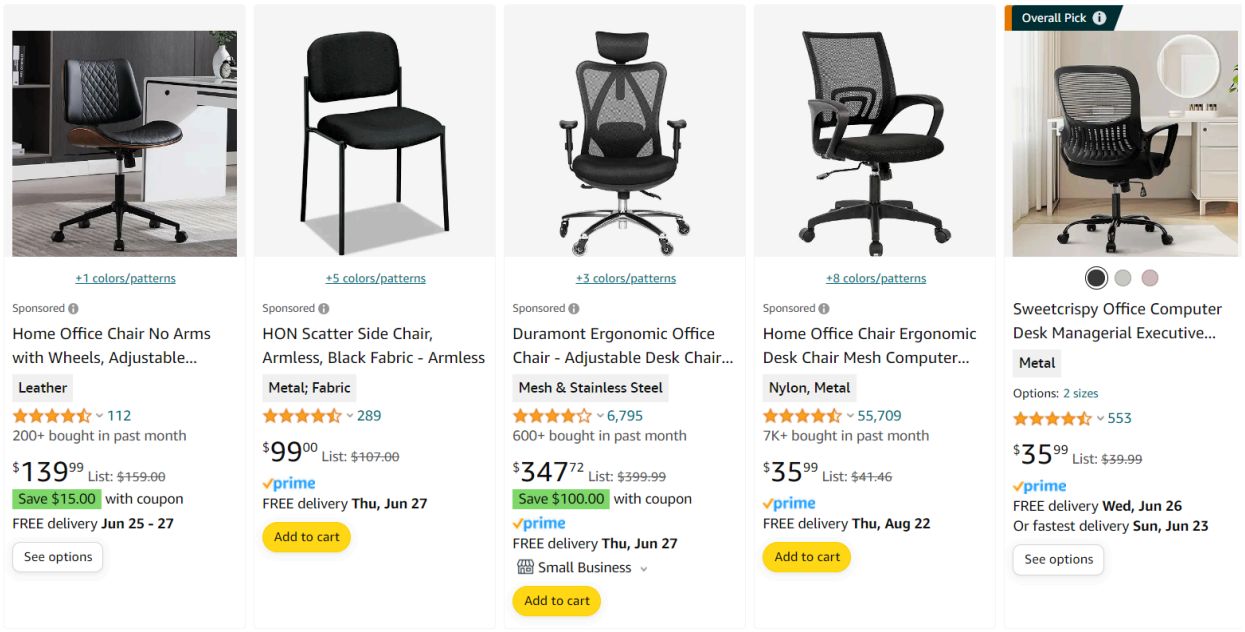
Sponsored Products

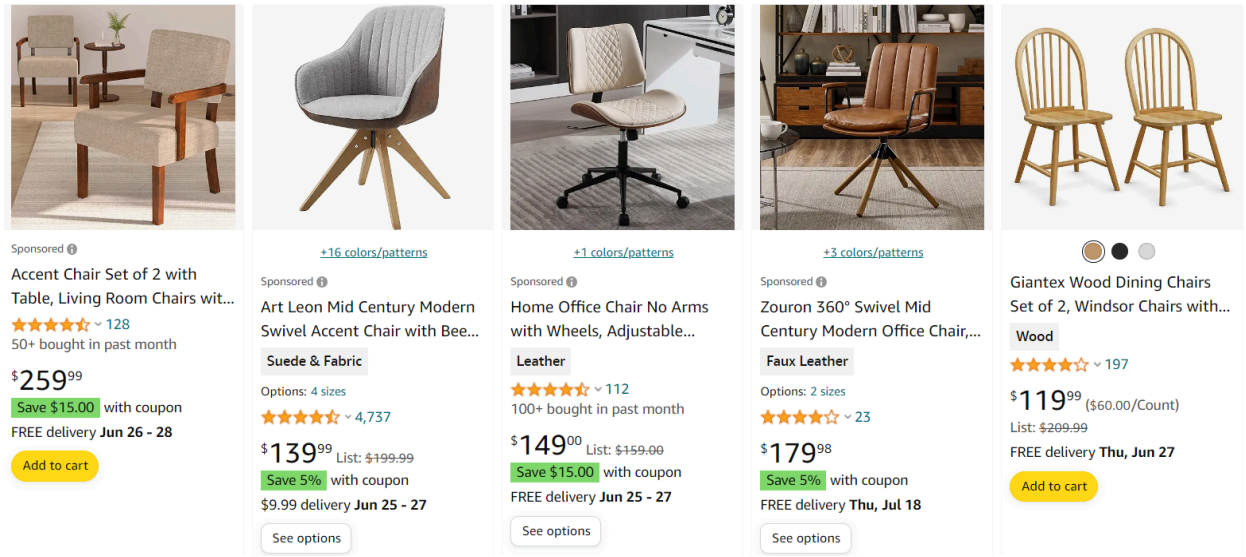
They are used to boost product visibility.

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.”





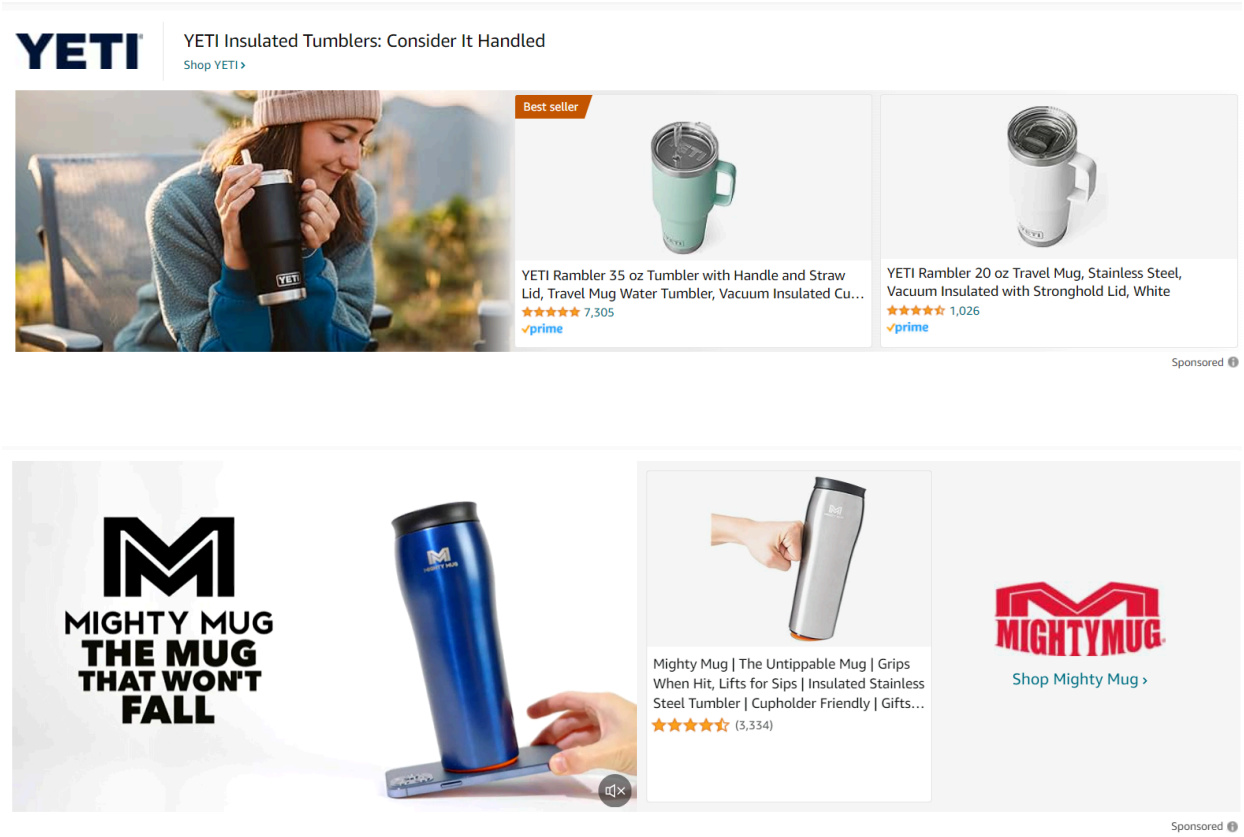
Sponsored Brands

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.



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.

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

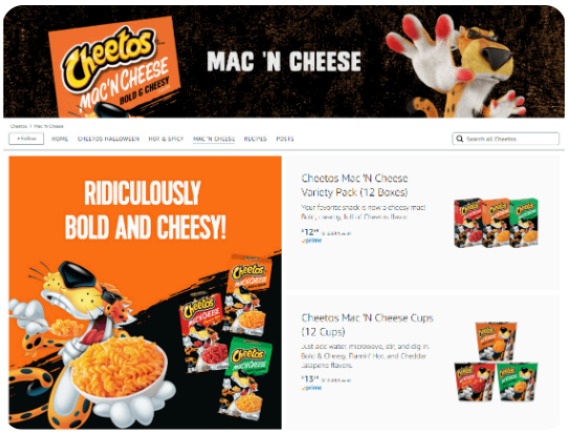
[Source]

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]

Setting Up Your Amazon Advertising Account

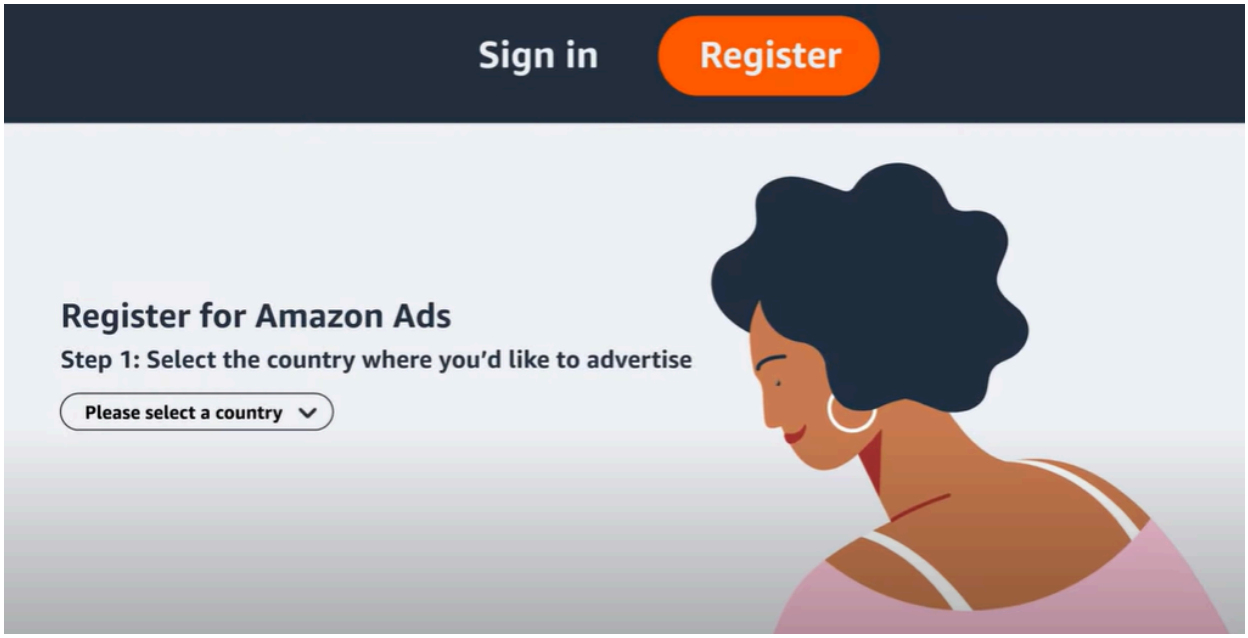
To get started with Amazon Ads, you first have to set up an Amazon advertising account. Here's how to do it:

Creating an Account

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

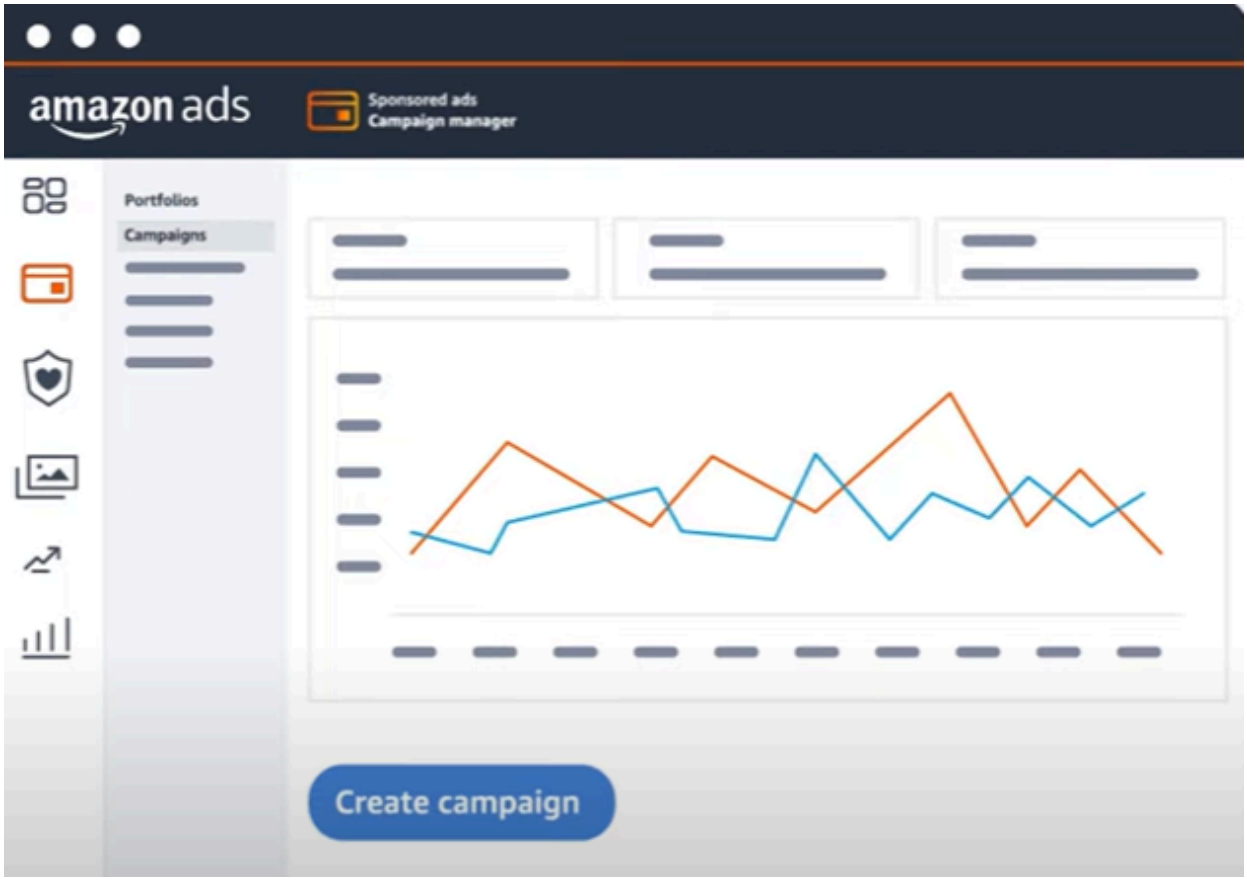
Source

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



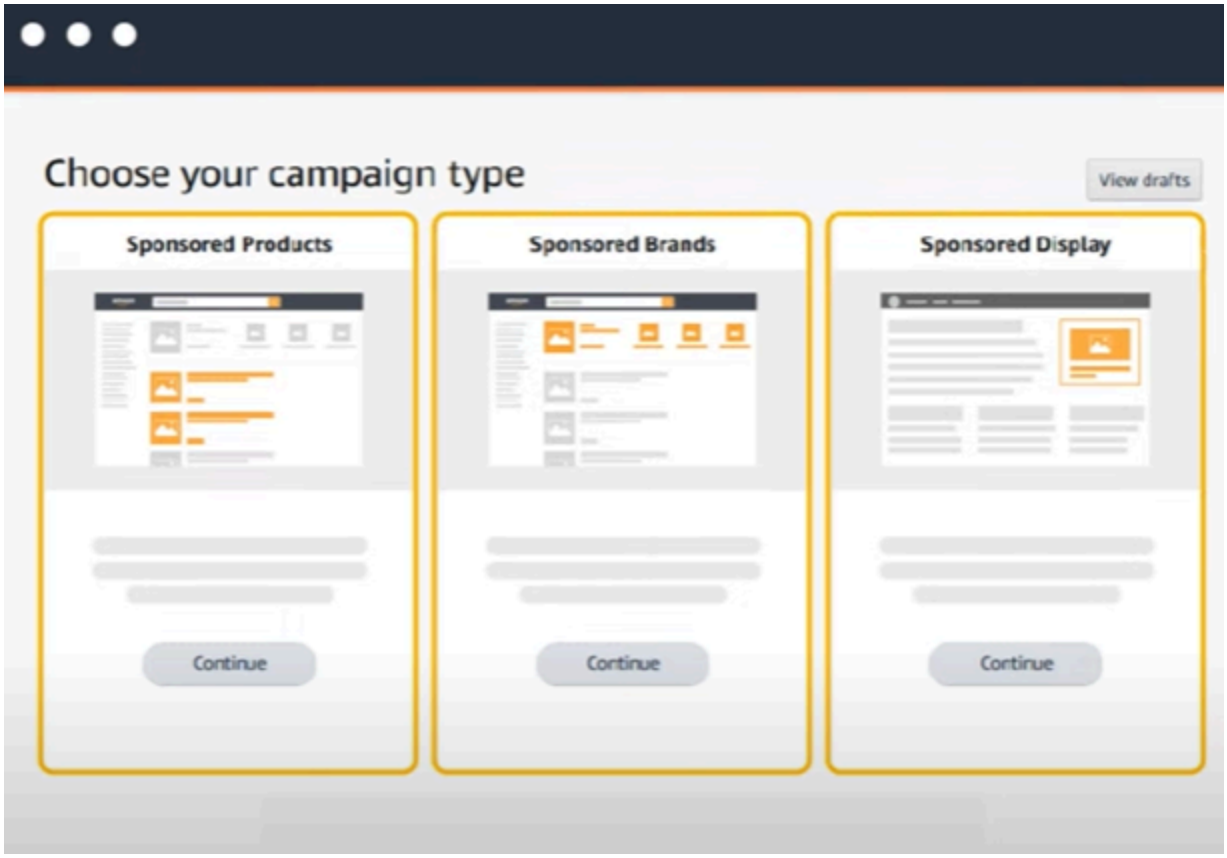
Source

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



Source

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

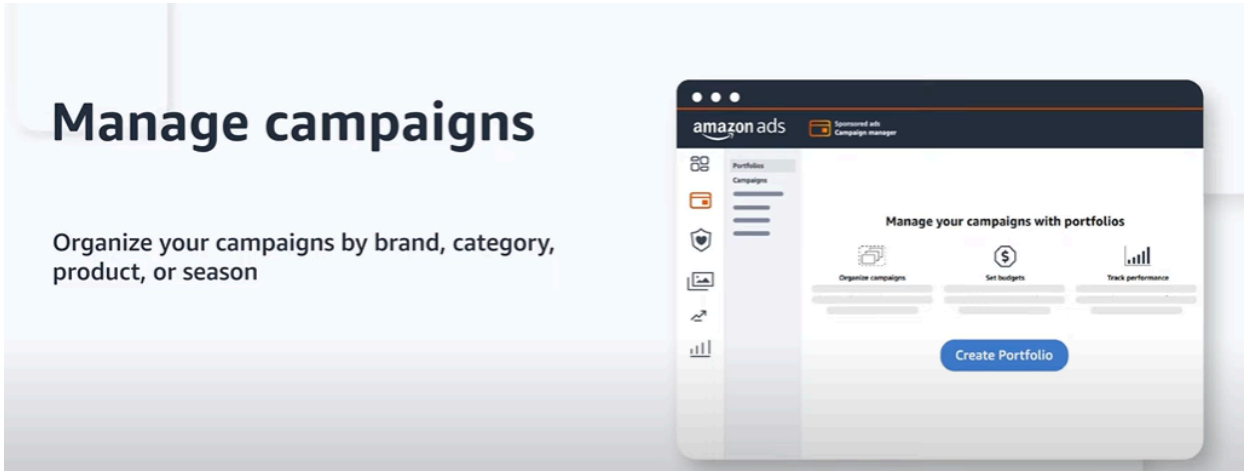


Source

Navigating the Amazon Ads Dashboard

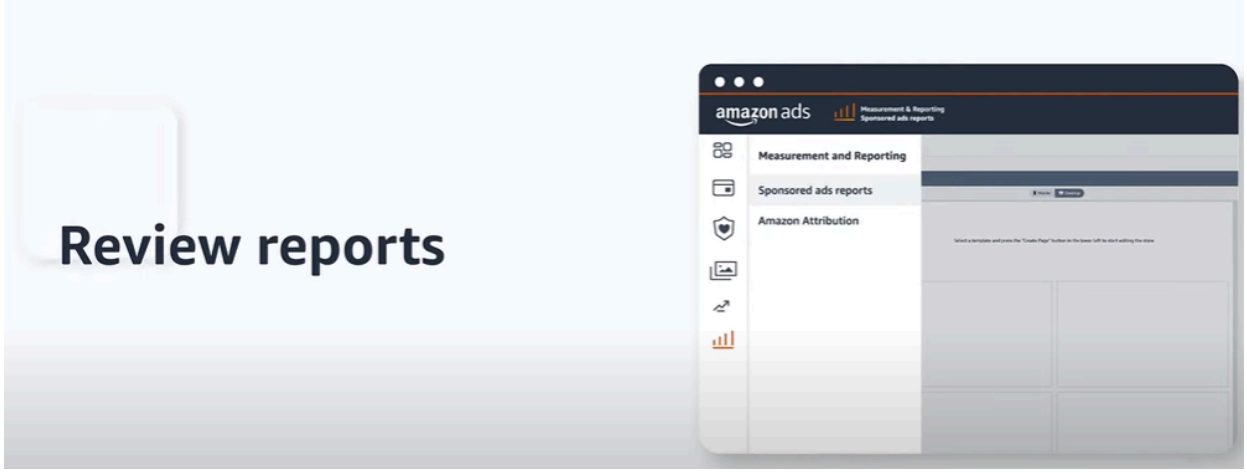
Advertisers and agencies can conveniently assess both total advertising expenditure and performance insights across their relevant accounts using a single integrated dashboard. Here are the different components of your dashboard:

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.



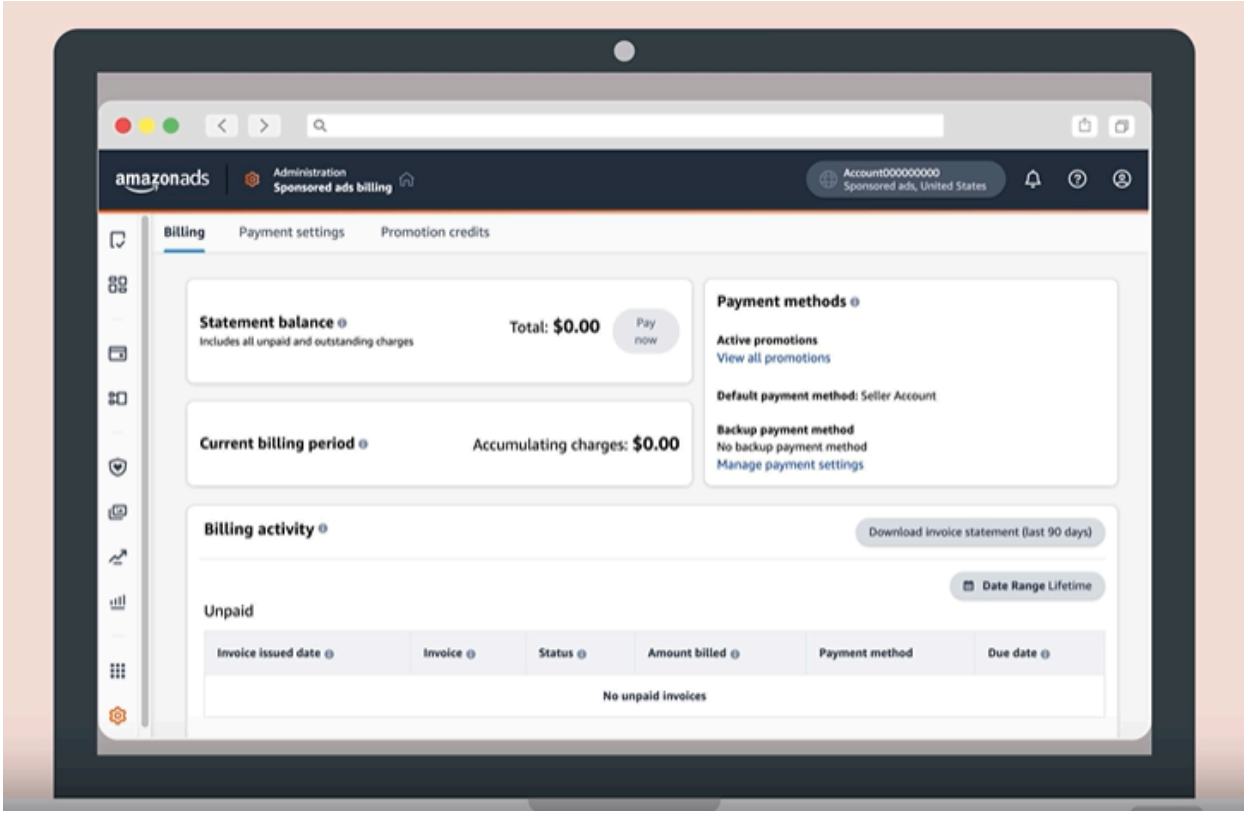
Source

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.



Source

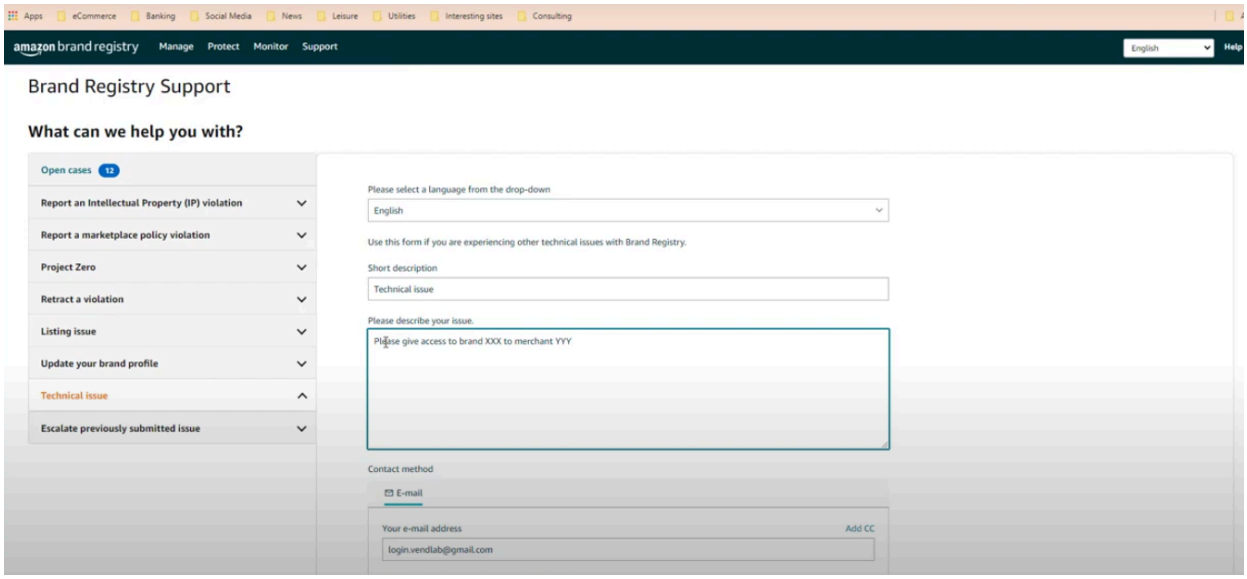
Billing: You manage your payments using the payment methods, and you can also view your advertising costs here.



[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.



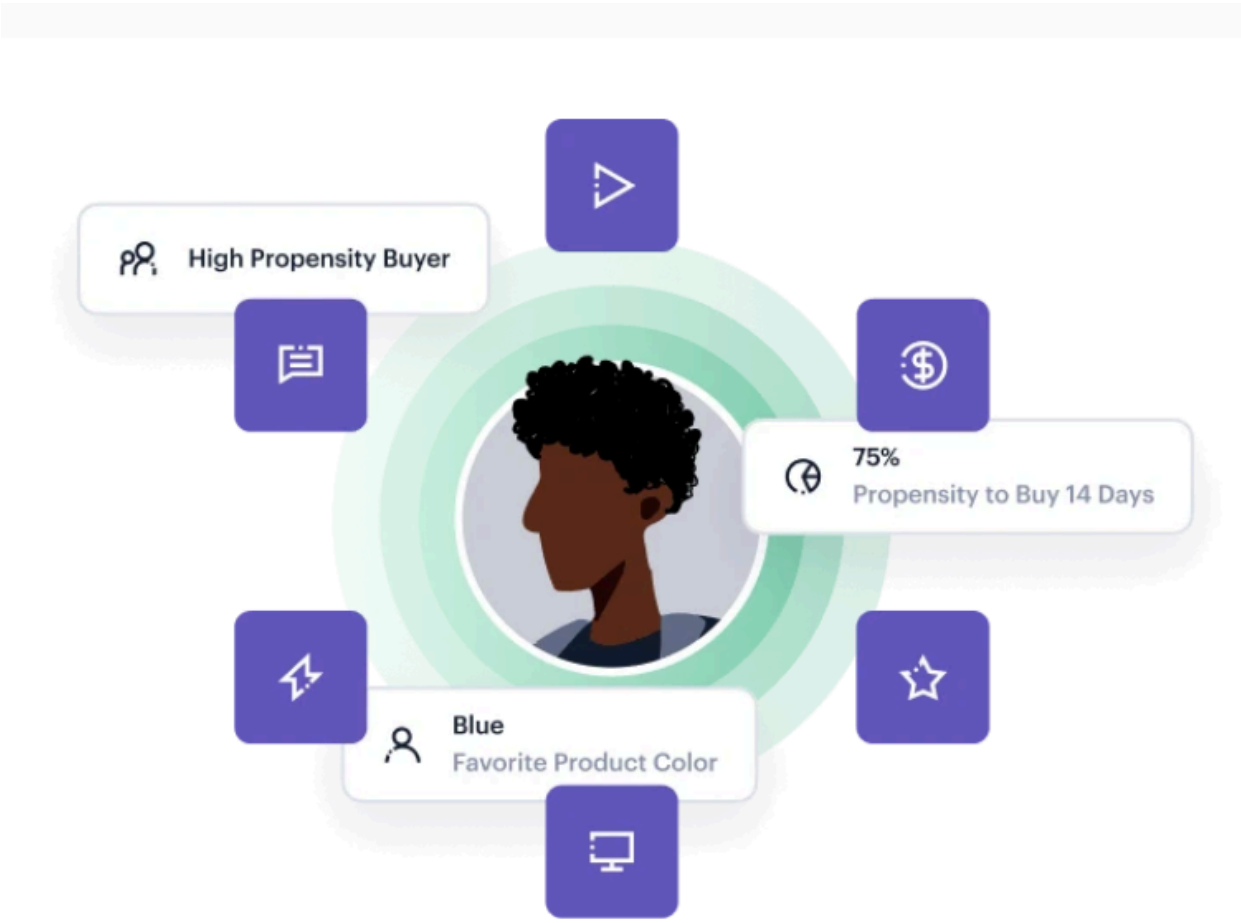
Source

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.

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.

Source

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

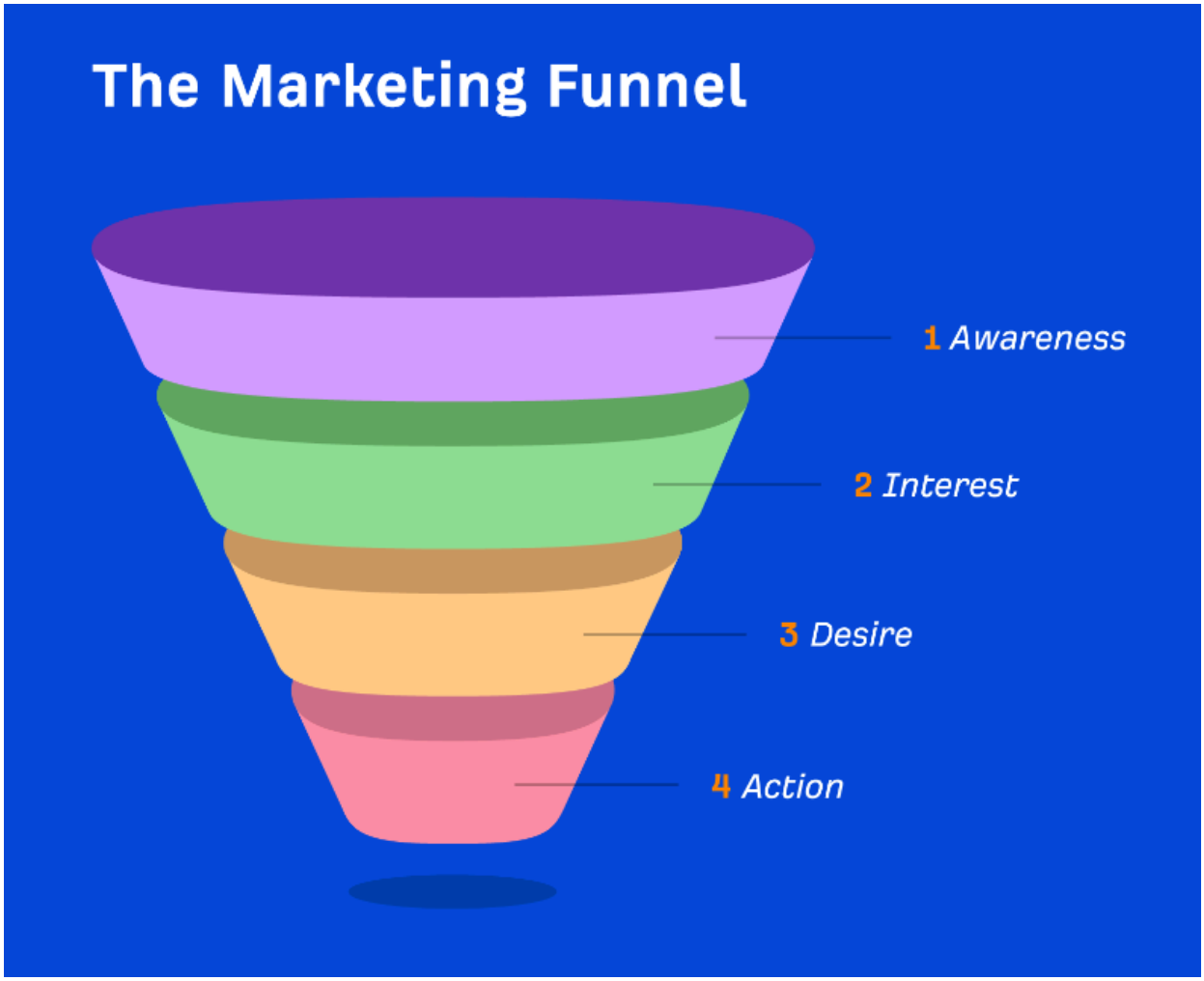
Source

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.



Source

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.

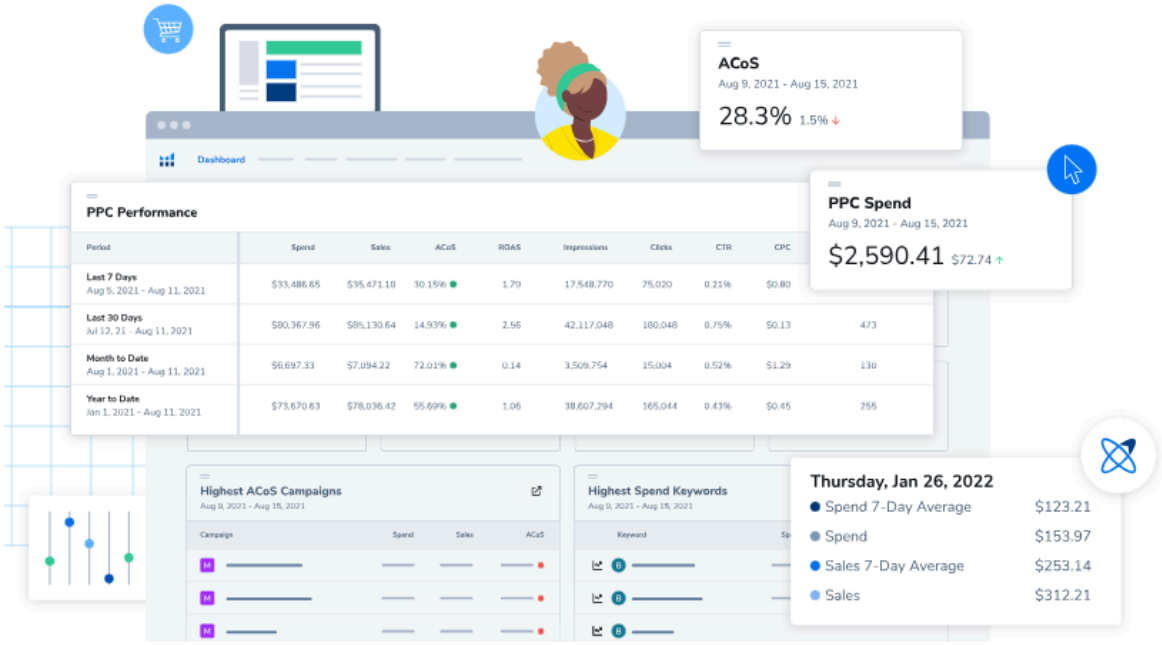
By understanding what terms or phrases your target consumers are using to search for products similar to yours, you can make sure that your product appears in the search, resulting in more chances of conversion.

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

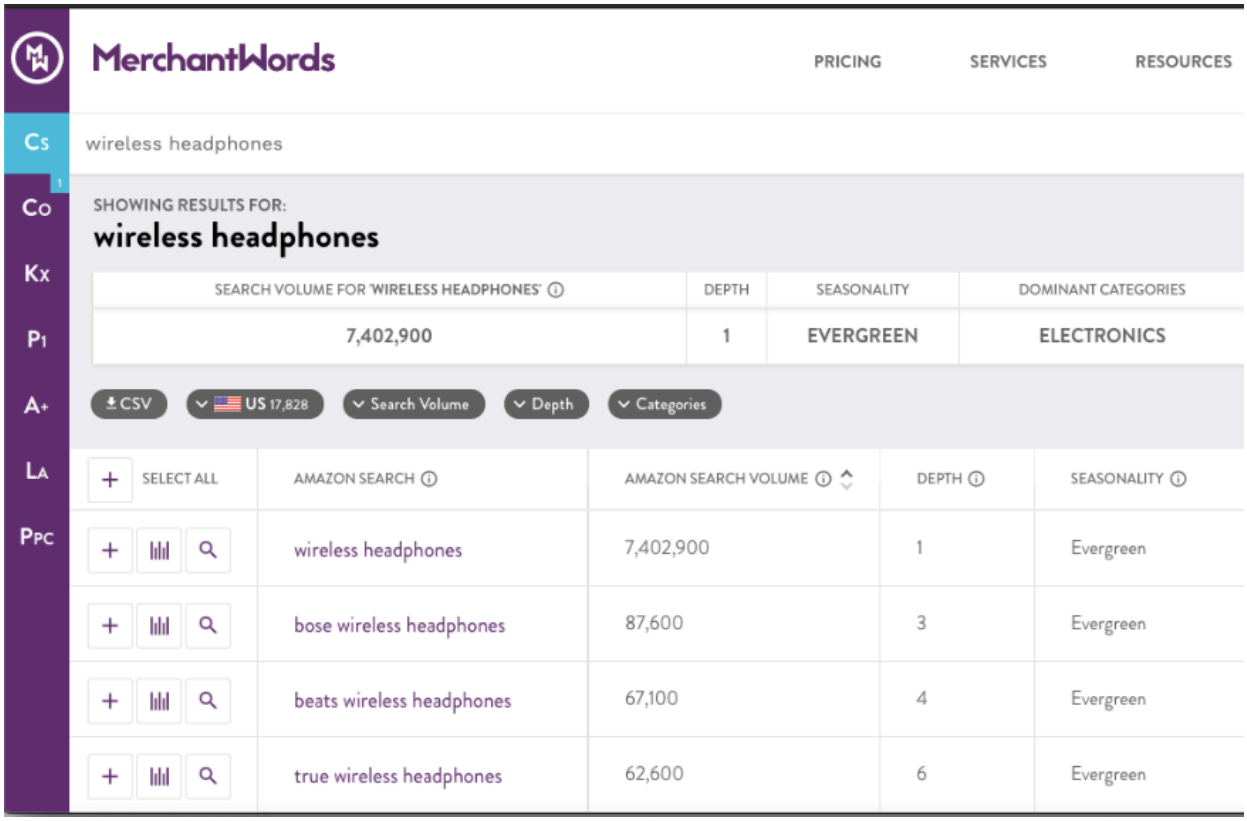
Tools and Techniques for Effective Keyword Research

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,

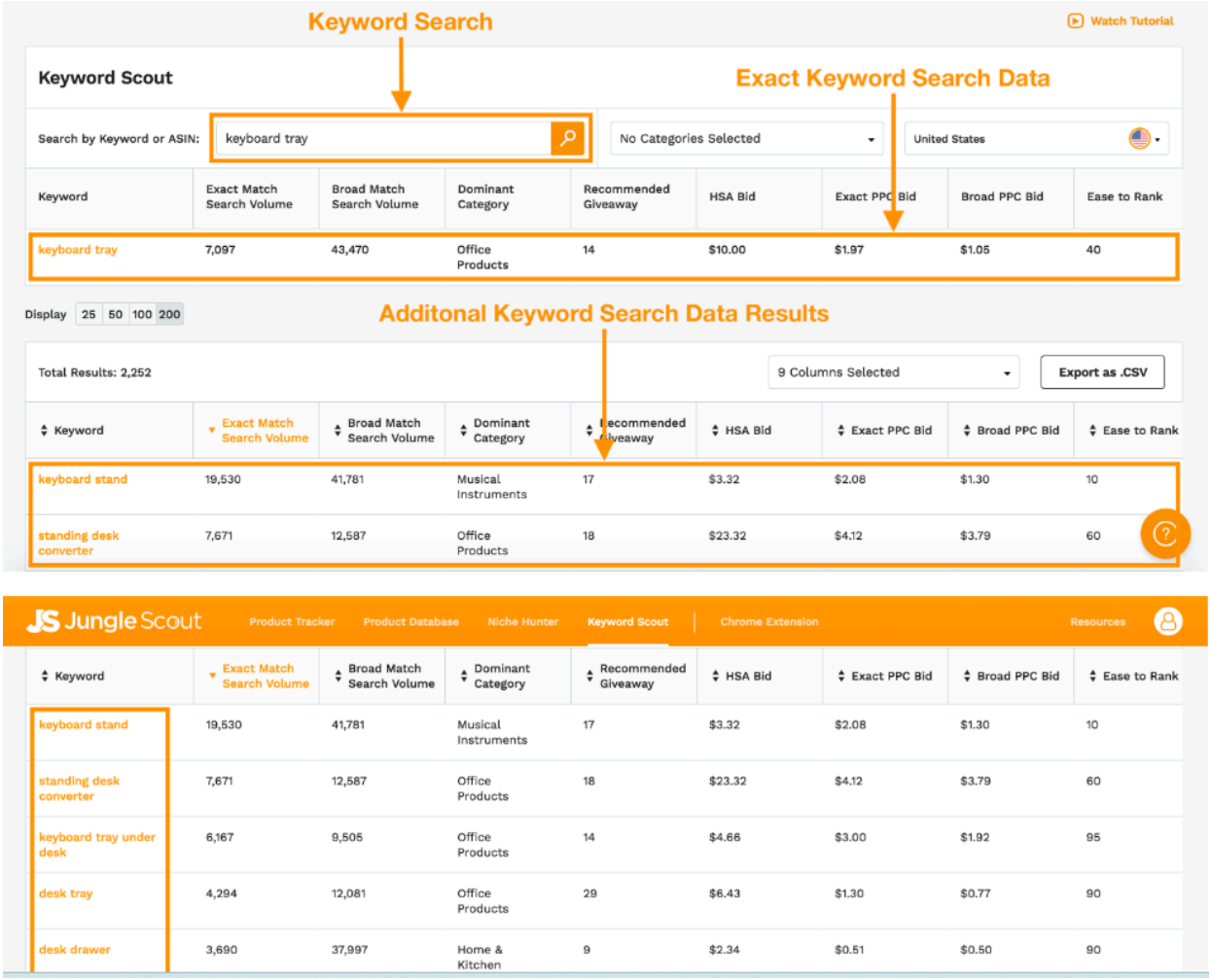
Keyword Scout retrieves real-time advertising data directly from Amazon. Simply inputting a keyword phrase or ASIN (Amazon Standard Identification Number) reveals comprehensive information about that keyword.



[Source]

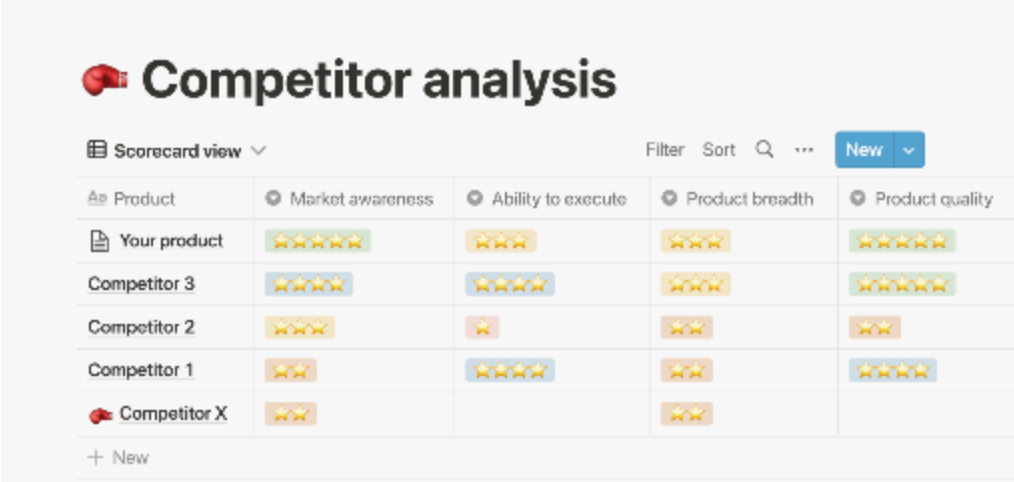

MerchantWords
PRICING
SERVICES
RESOURCES
Cs
wireless headphones
Co
Kx
Pi
A+
La
Ppc
SHOWING RESULTS FOR:
wireless headphones
SEARCH VOLUME FOR 'WIRELESS HEADPHONES'
DEPTH
SEASONALITY
DOMINANT CATEGORIES
7,402,900
1
EVERGREEN
ELECTRONICS
CSV
US 17,828
Search Volume
Depth
Categories
SELECT ALL
AMAZON SEARCH
AMAZON SEARCH VOLUME
DEPTH
SEASONALITY
wireless headphones
7,402,900
1
Evergreen
bose wireless headphones
87,600
3
Evergreen
beats wireless headphones
67,100
4
Evergreen
true wireless headphones
62,600
6
Evergreen

[Source]



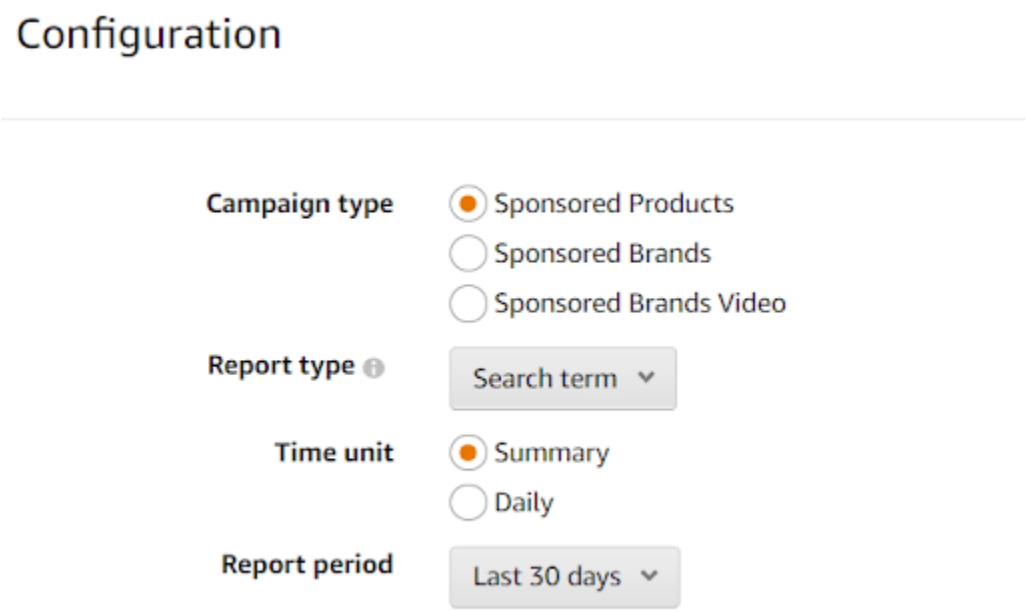
Source

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.



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.



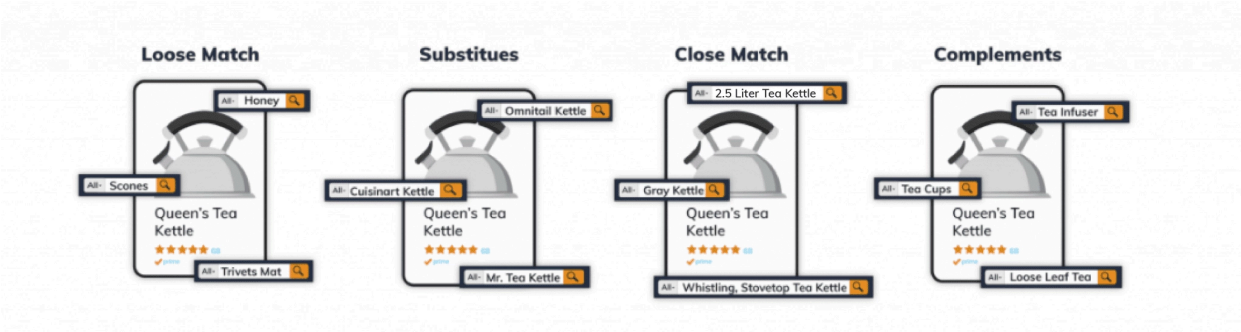
Source

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

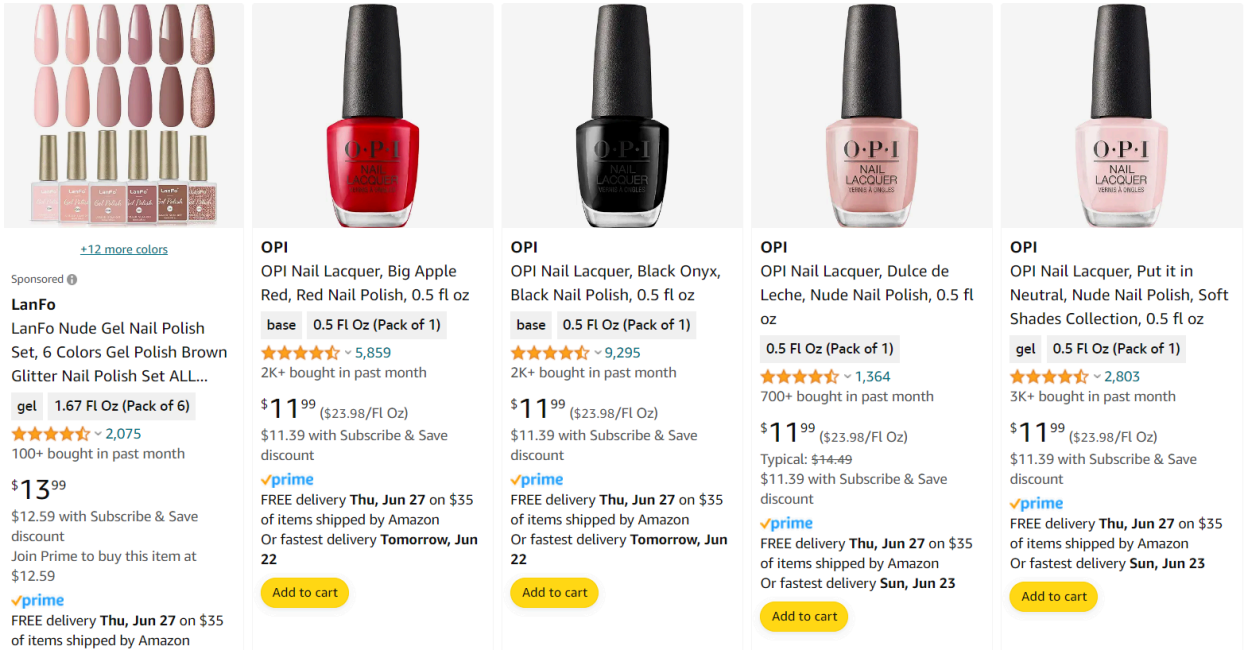
Source

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.

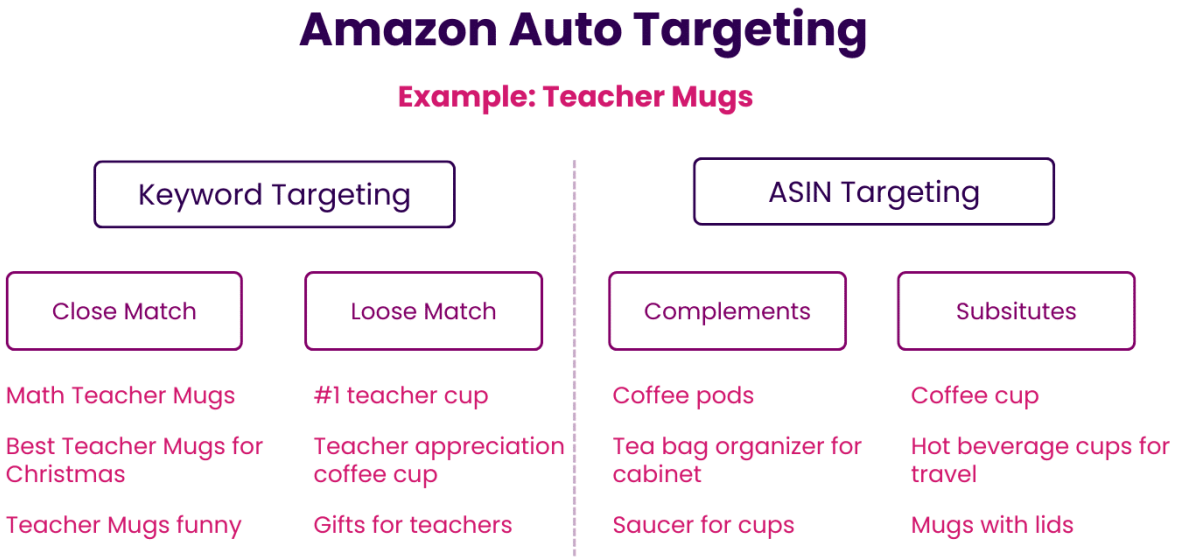
☐	b00358xuc4	auto	Loose Matc
☐	b003vagxwk	auto	Loose Match
☐	b00ecdm78e	auto	Loose Match
☐	b00gd7ba2q	auto	Loose Match
☐	b00lprq5ug	auto	Loose Match
☐	b00n3j8nrw	auto	Loose Match
☐	b00o0m46ko	auto	Loose Match
☐	b00yt6usoe	auto	Loose Match

Source

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



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



[Source]

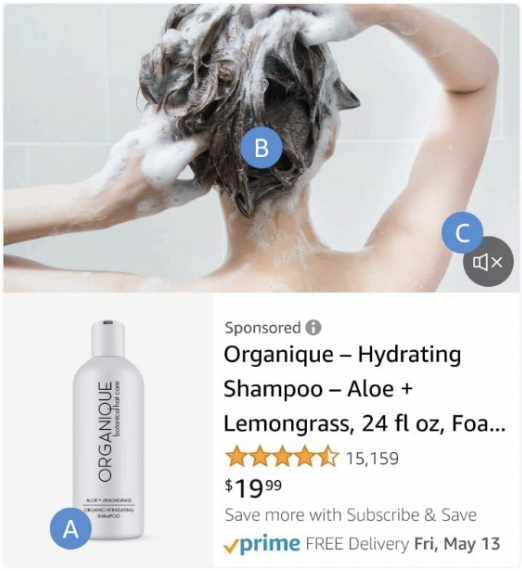
Creating Compelling Ad Content

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.

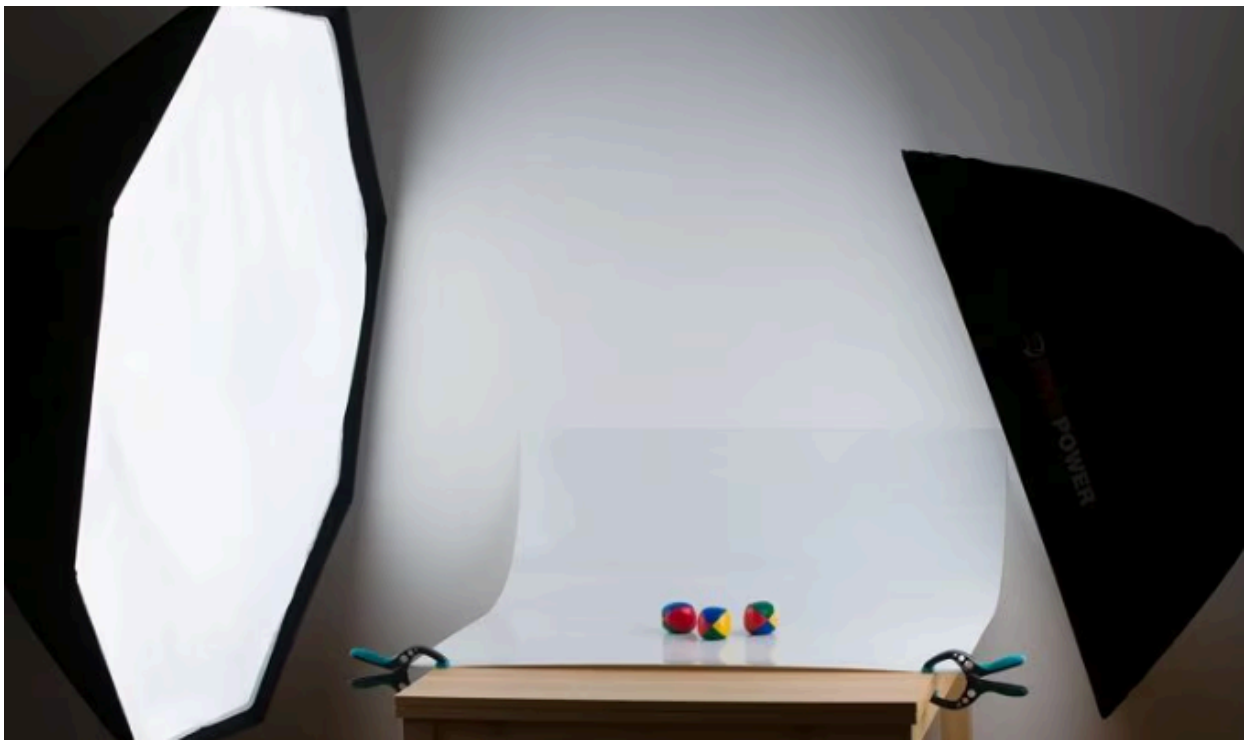
Use action-oriented language and include keywords that occur naturally.

Types of Photography

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

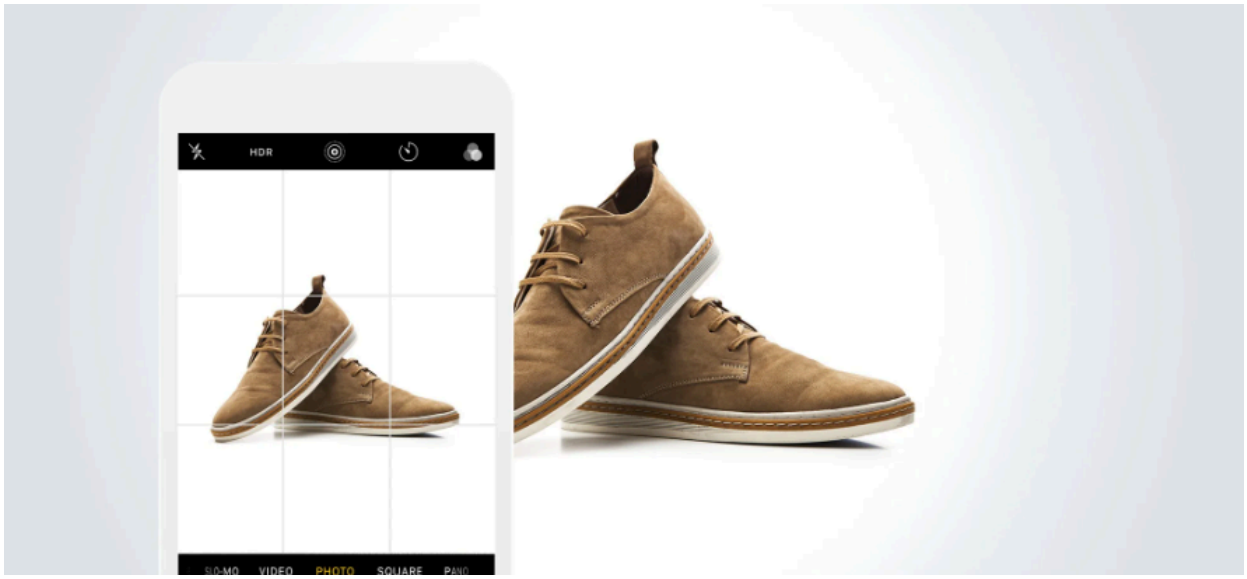
High-resolution images captured with professional equipment and proper lighting are essential to showcase product details effectively.
Quality product images not only drive sales but also enhance brand reputation and customer loyalty over time, making them a vital aspect of successful online selling 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

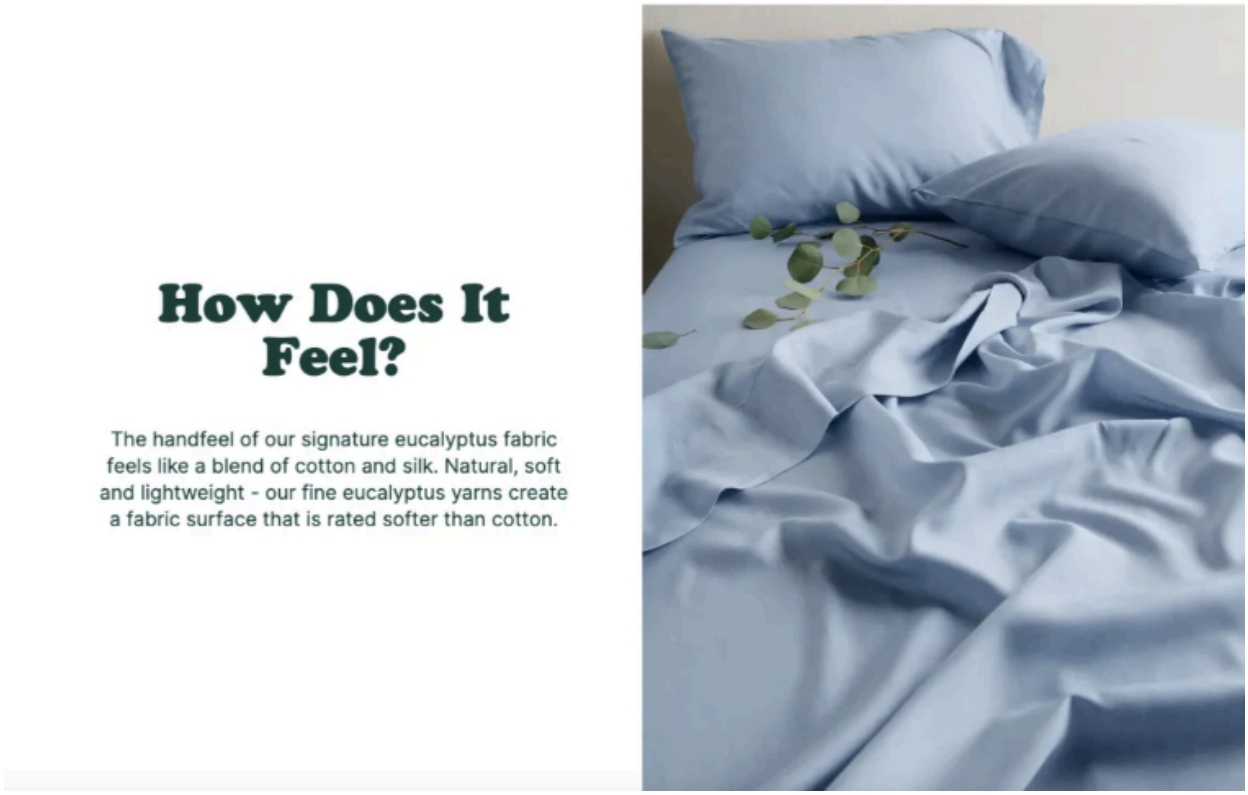
Lifestyle: Shows the product in action or its uses. It helps the customers to visualize how the products fit into their lifestyle.

Source

Source

Source

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



Source

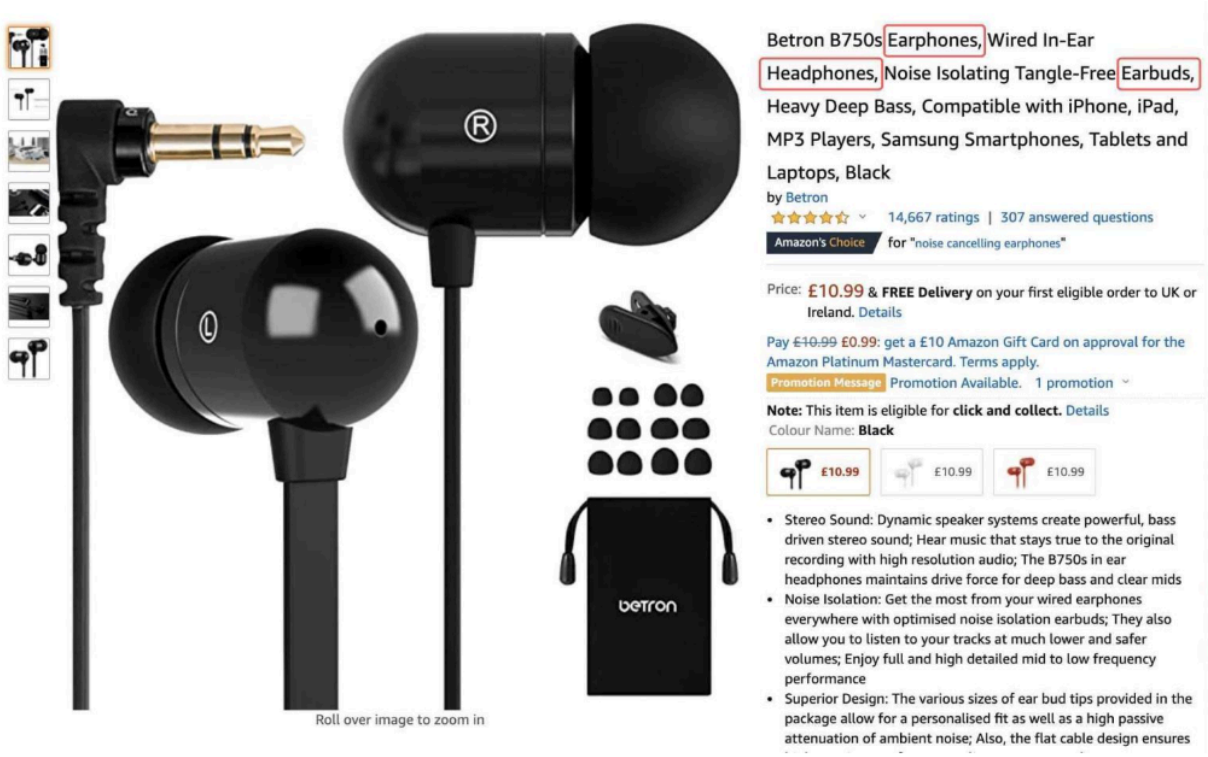
Source

Best Practices for Product Listings and Landing Pages

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

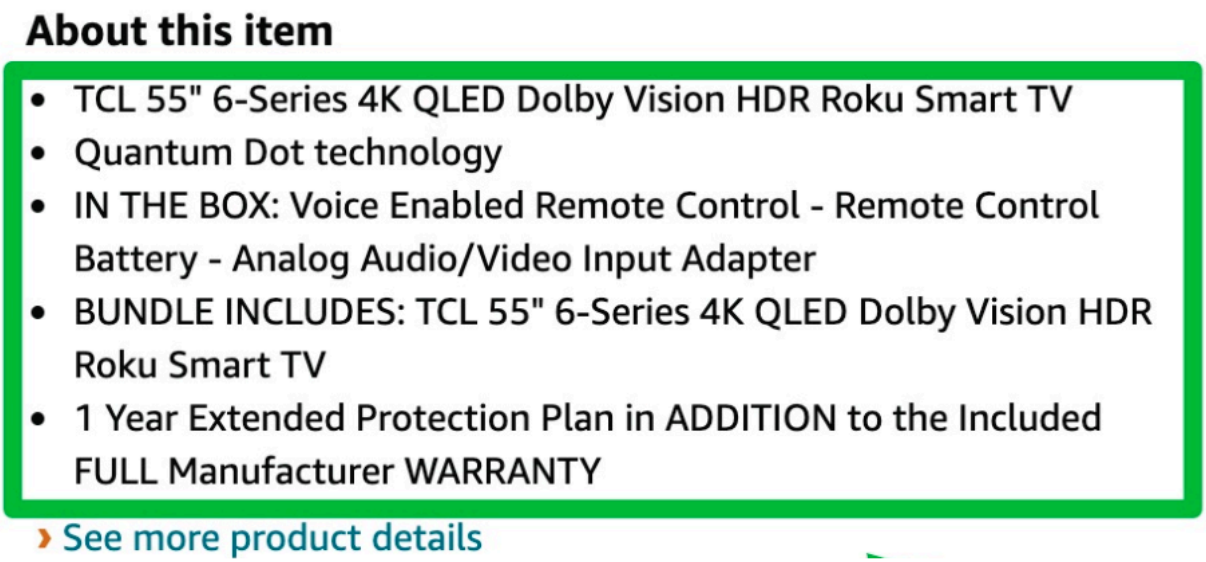
Product Titles: Keep them clear and descriptive and include the important keywords.

Source



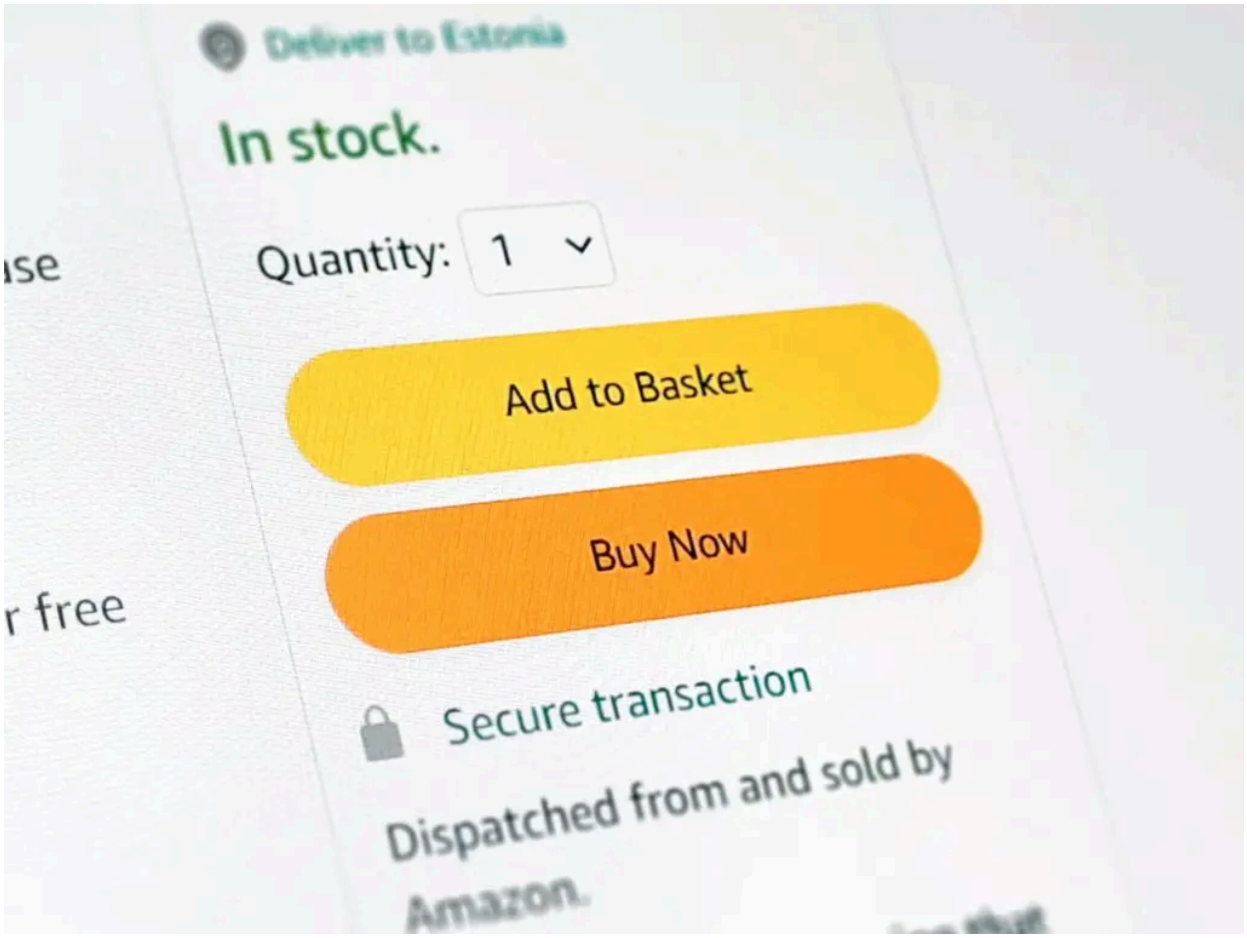
[Source]

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



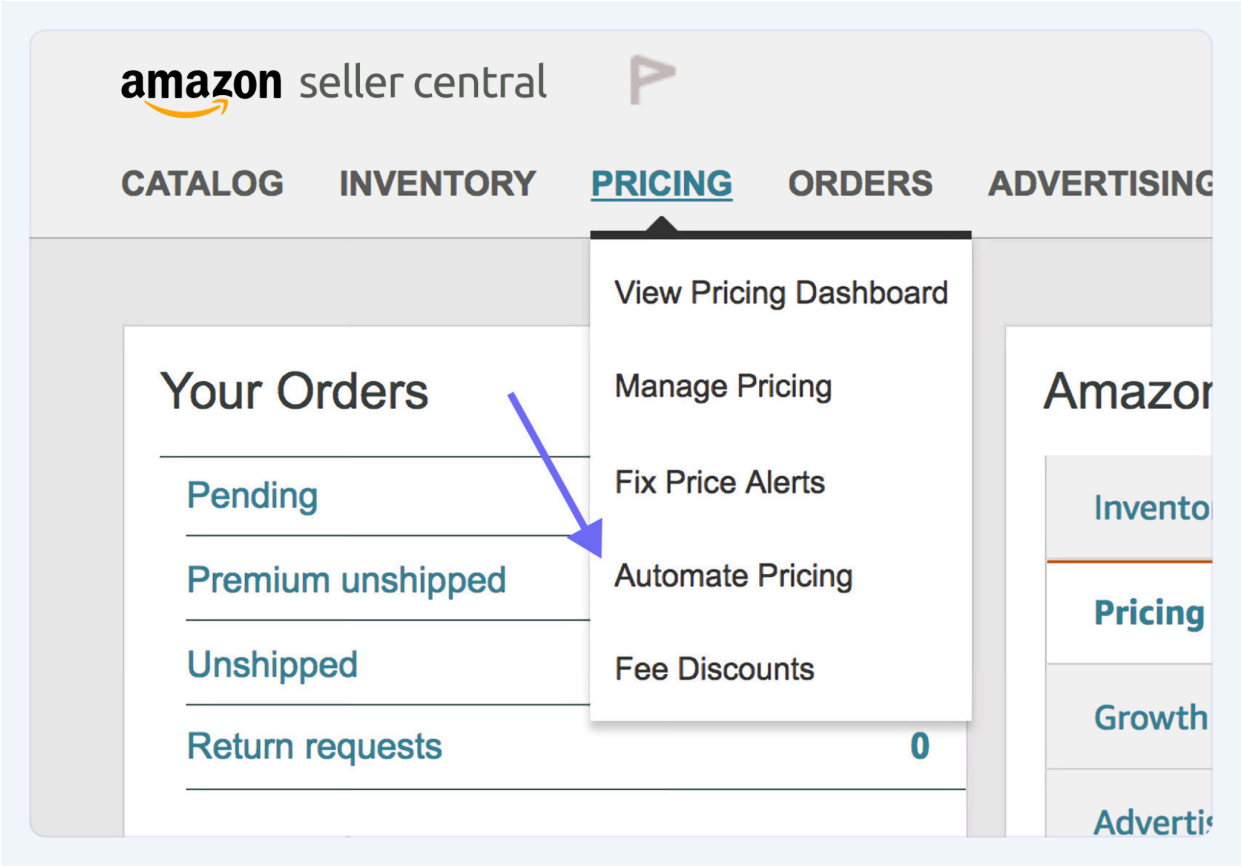
Source

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.

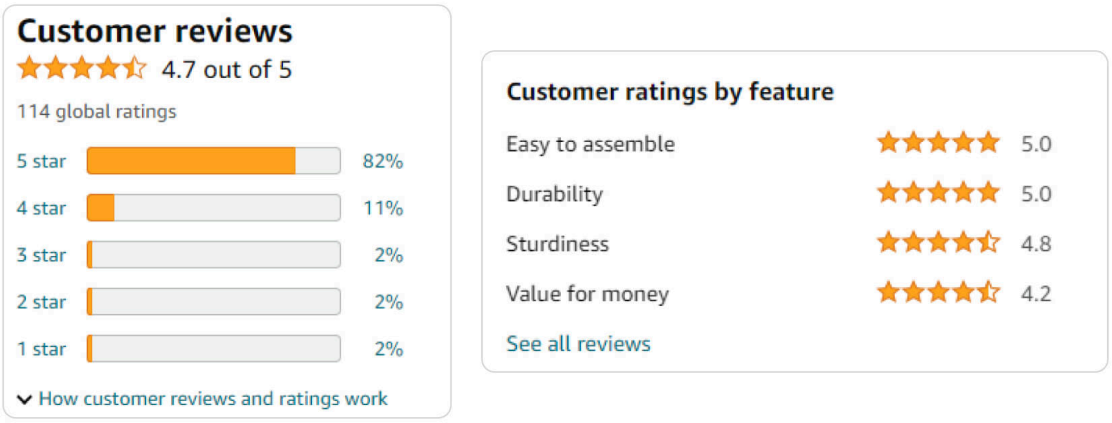


Source

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.

[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

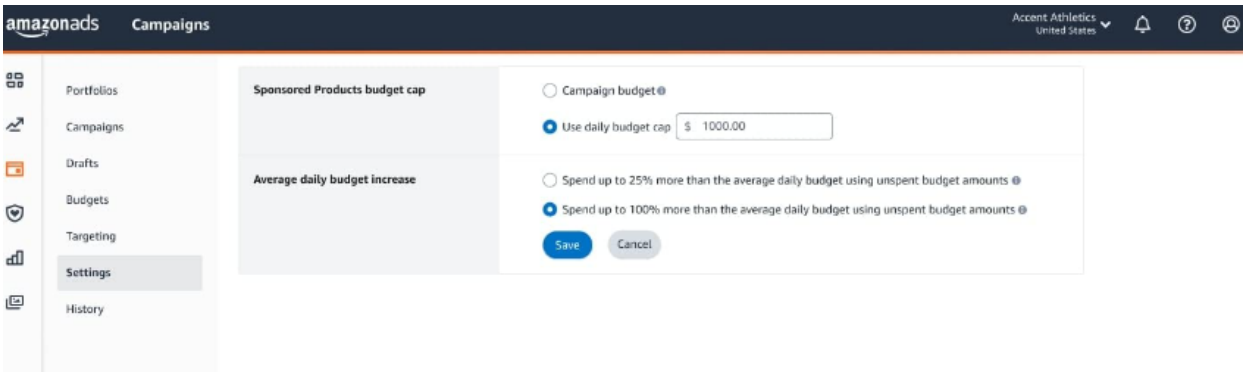
Organizing Campaigns and Ad Groups

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

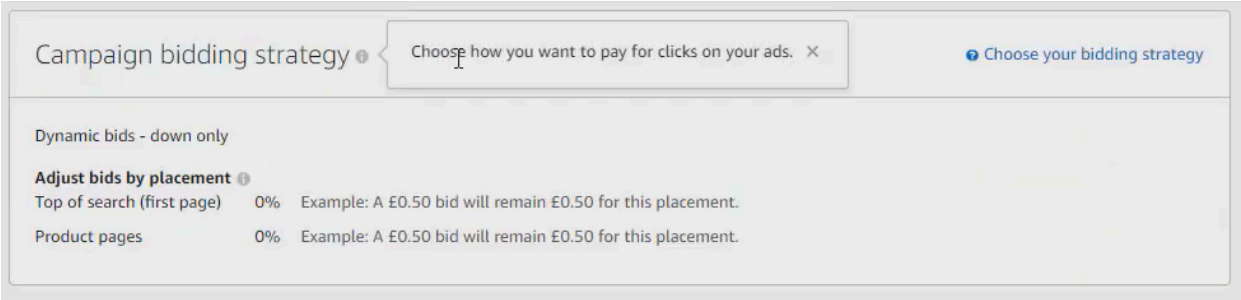
Budgeting and Bidding Strategies

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



Source

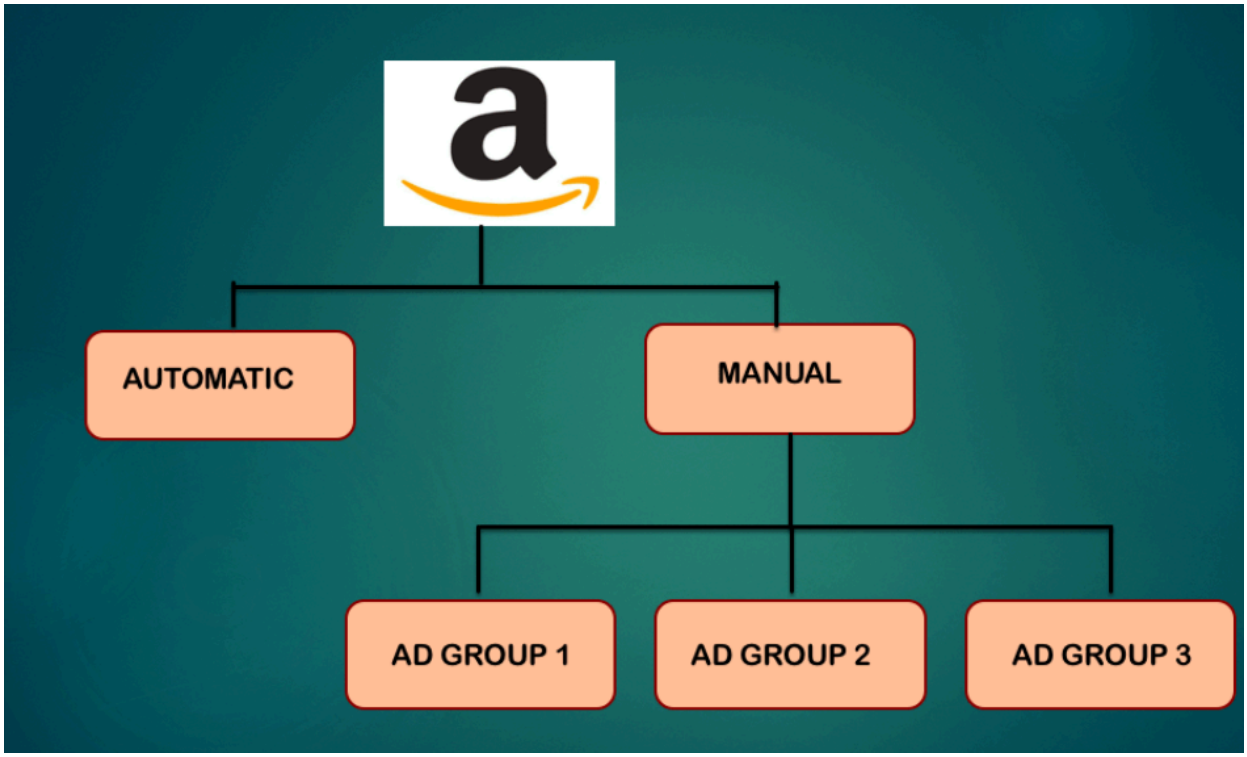
Bidding Strategy: Choose between manual bidding and automatic bidding.



Source

Manual bidding will allow you to control your bids precisely.

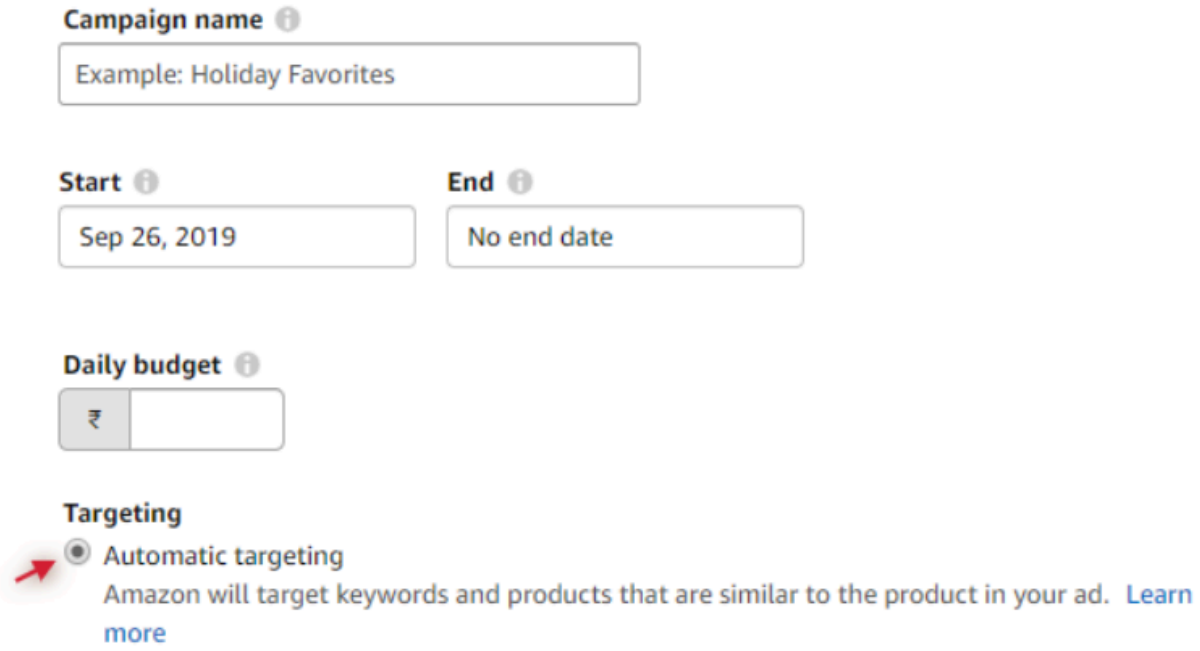
Automatic bidding will adjust bids based on competition and goals automatically.



Source

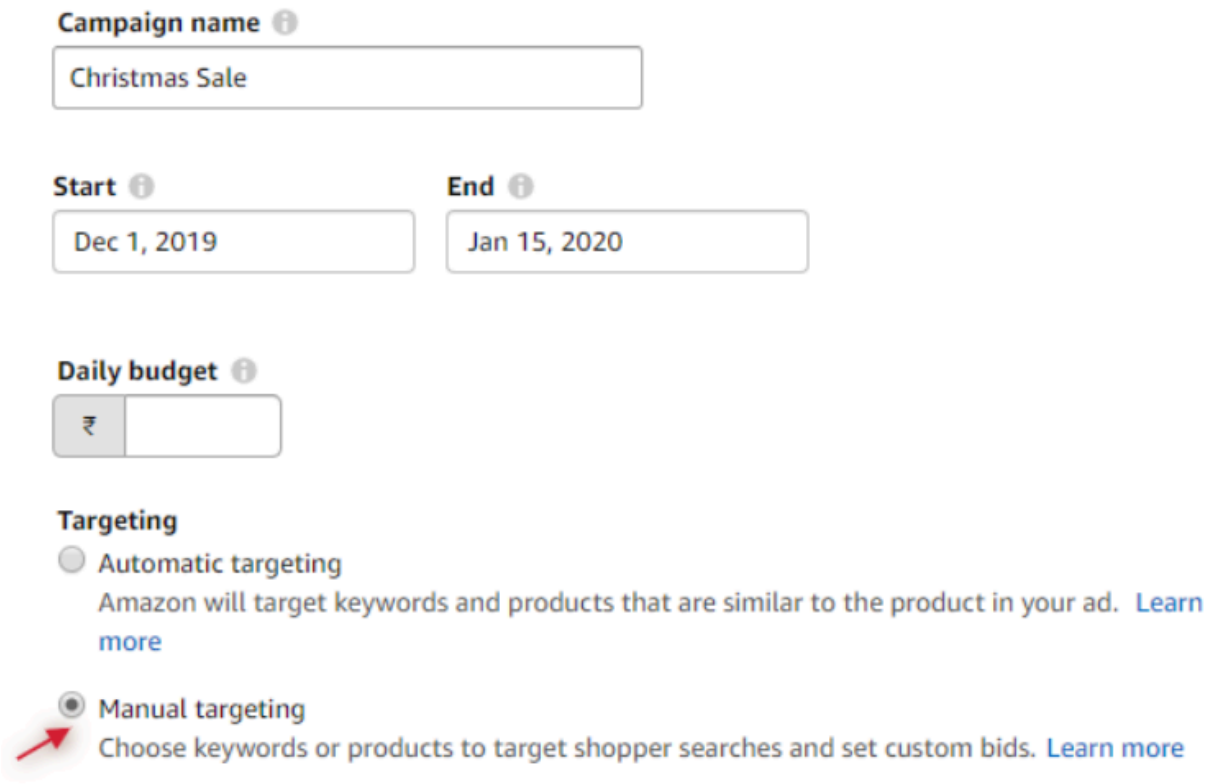
Utilizing Automatic vs. Manual Targeting

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



Source

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



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:

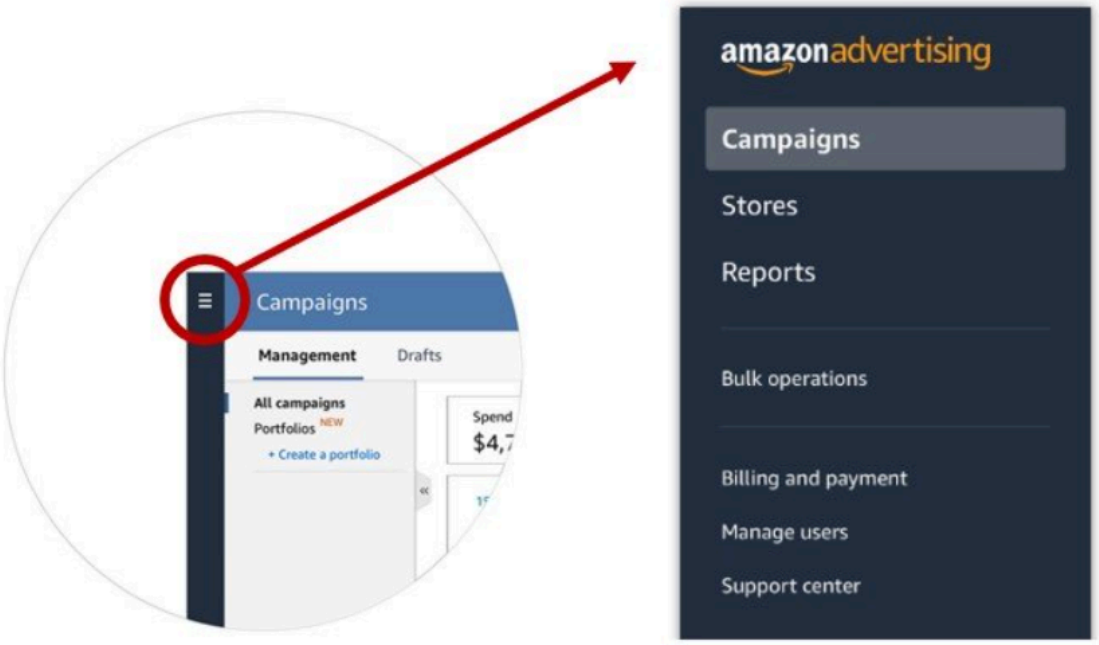
- **Quantitative KPIs:** Concrete numbers that measure objective performance, like sales figures, click-through rates, and employee turnover.

- **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

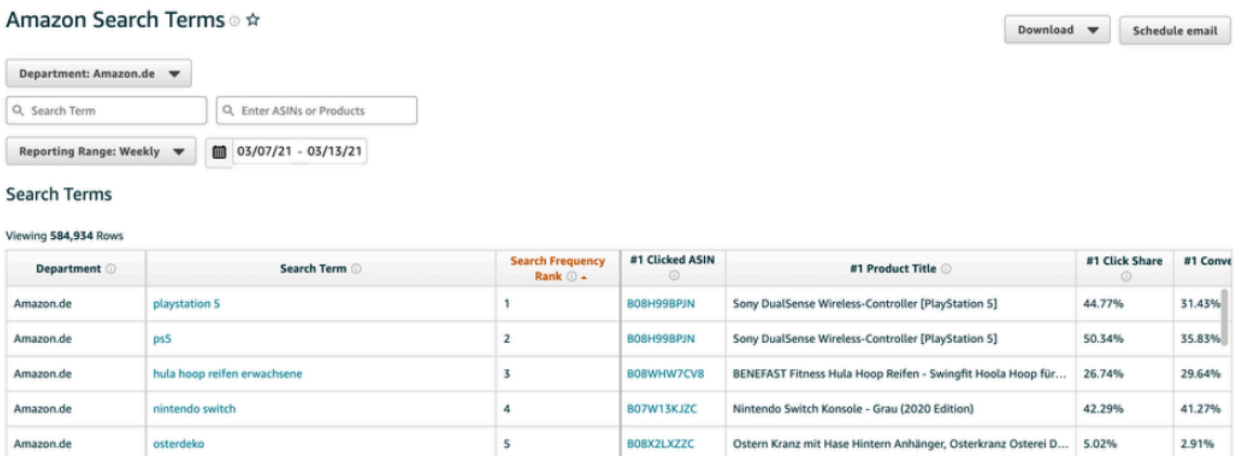
Amazon provides advanced tools for reporting that provide insights into ad performance.

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



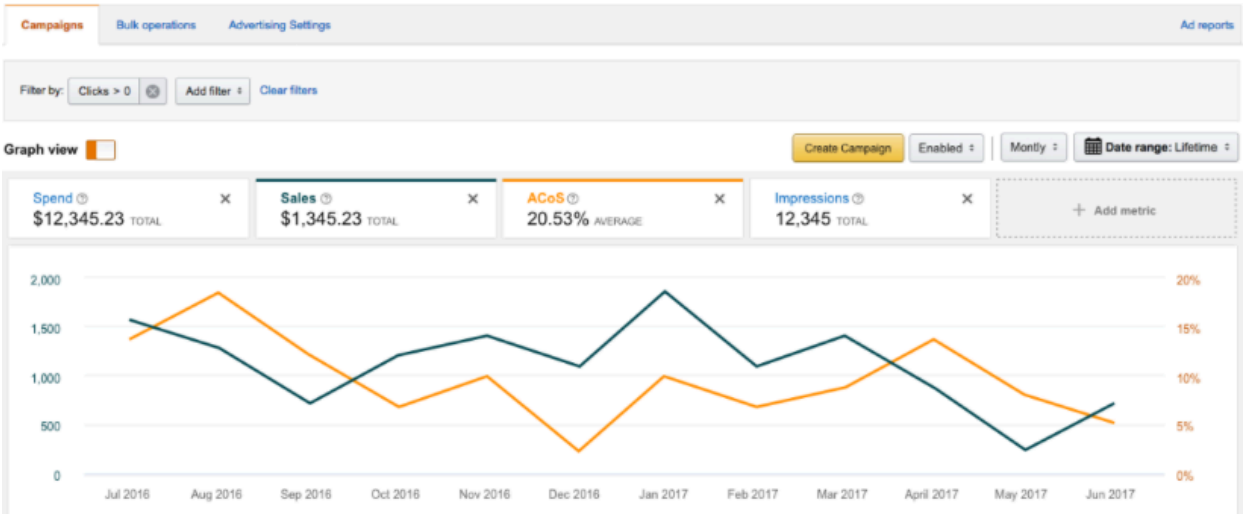
Source

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



[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.

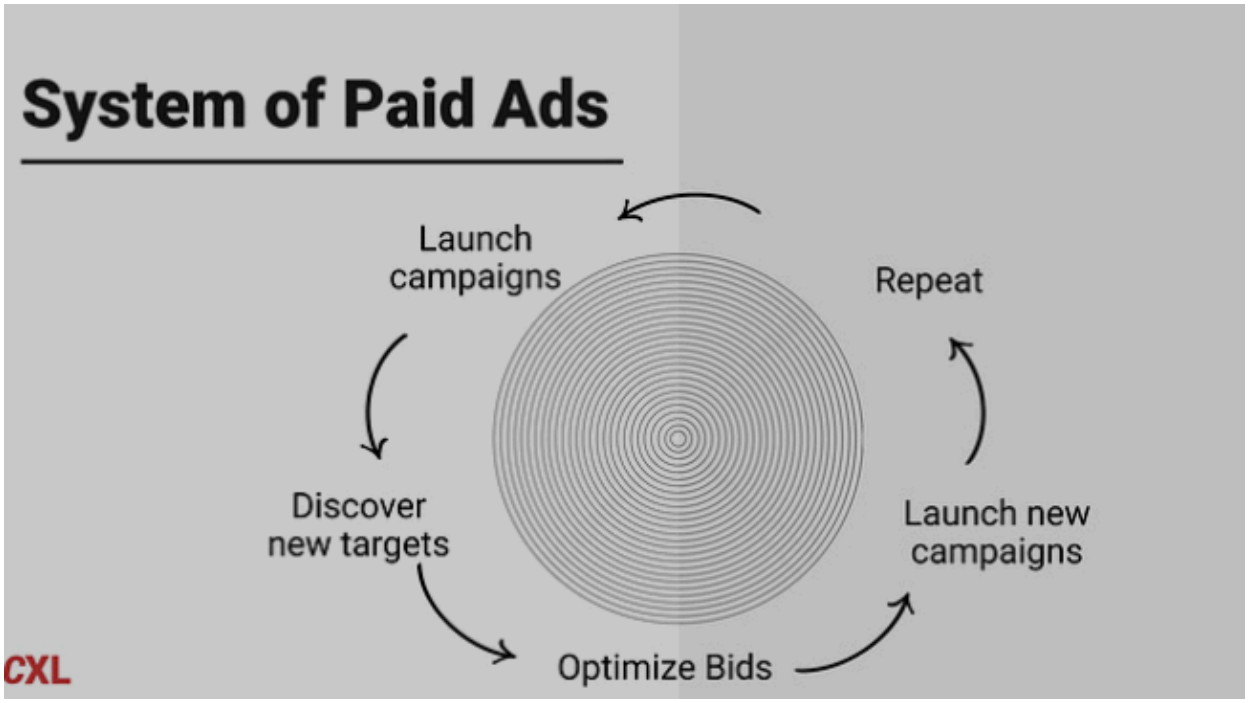


[Source]

Adjusting and Scaling Your Campaigns

Optimizing Bids and Budgets

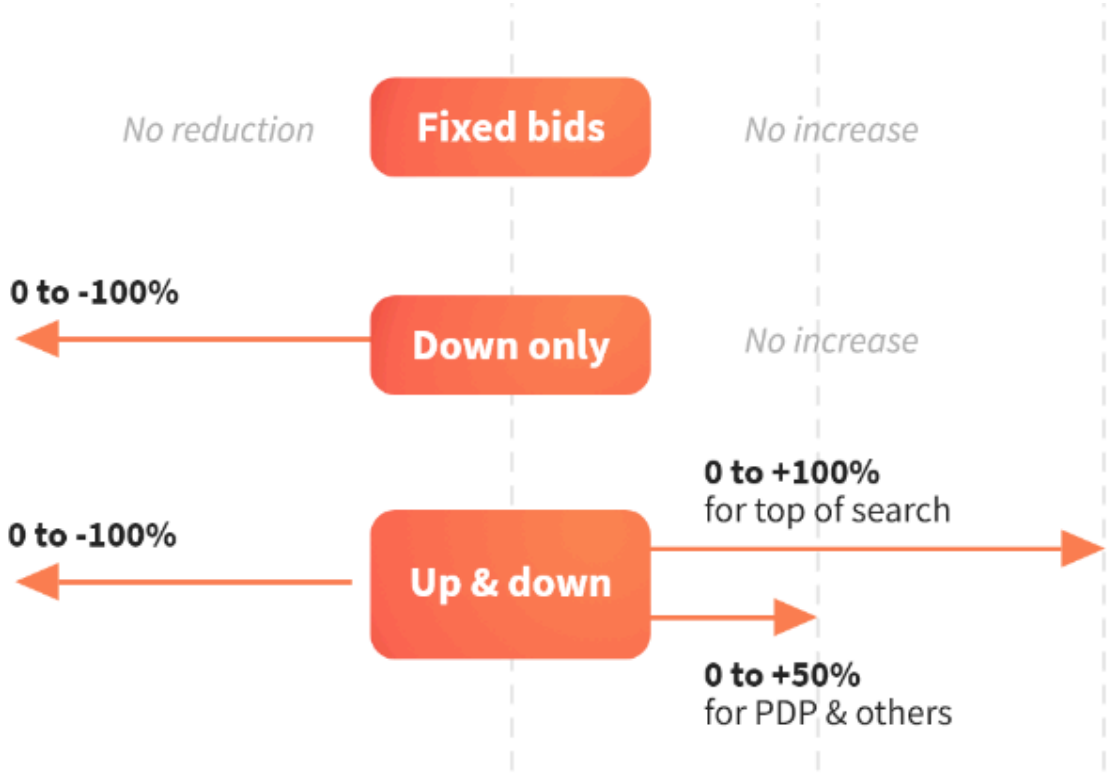
Be regular to adjust the bids to match your goals. You can increase the bids on high-performing keywords and decrease them on the underperforming ones.



Source

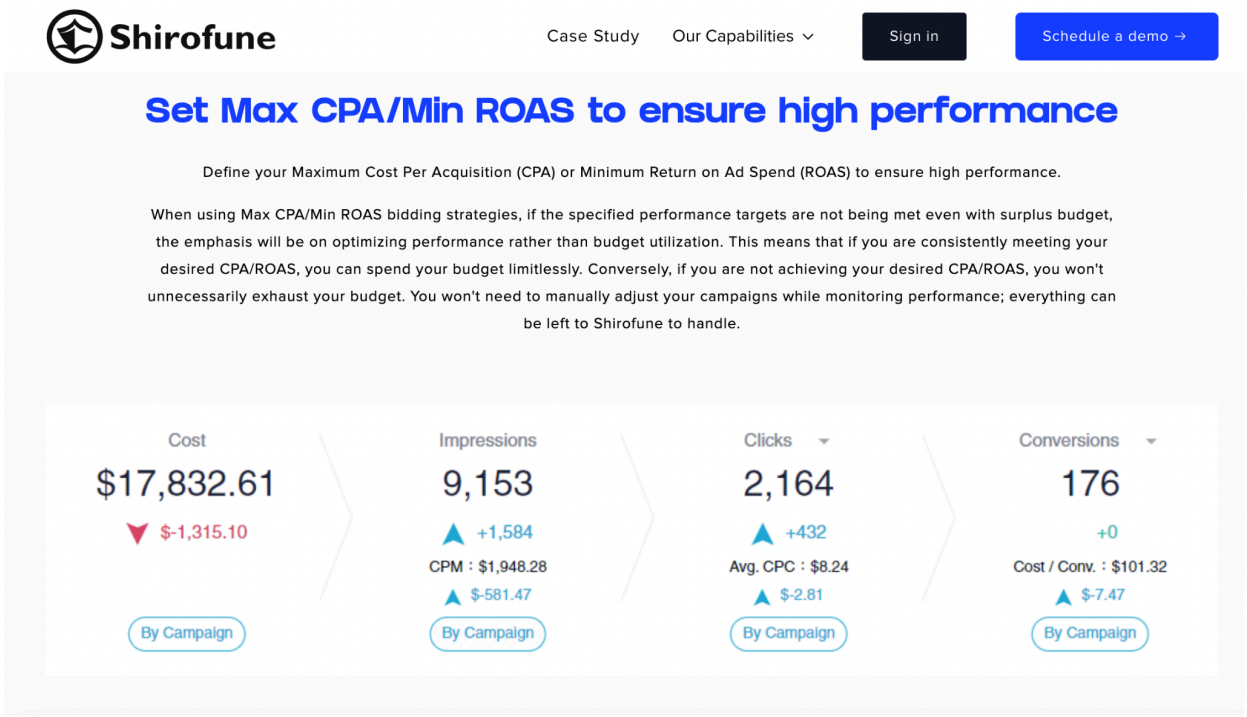
These are the bidding strategies Amazon follows:

- **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 Shirofune. Our AI-powered ad optimization system makes daily budget adjustments within your predefined budget range for maximum performance.



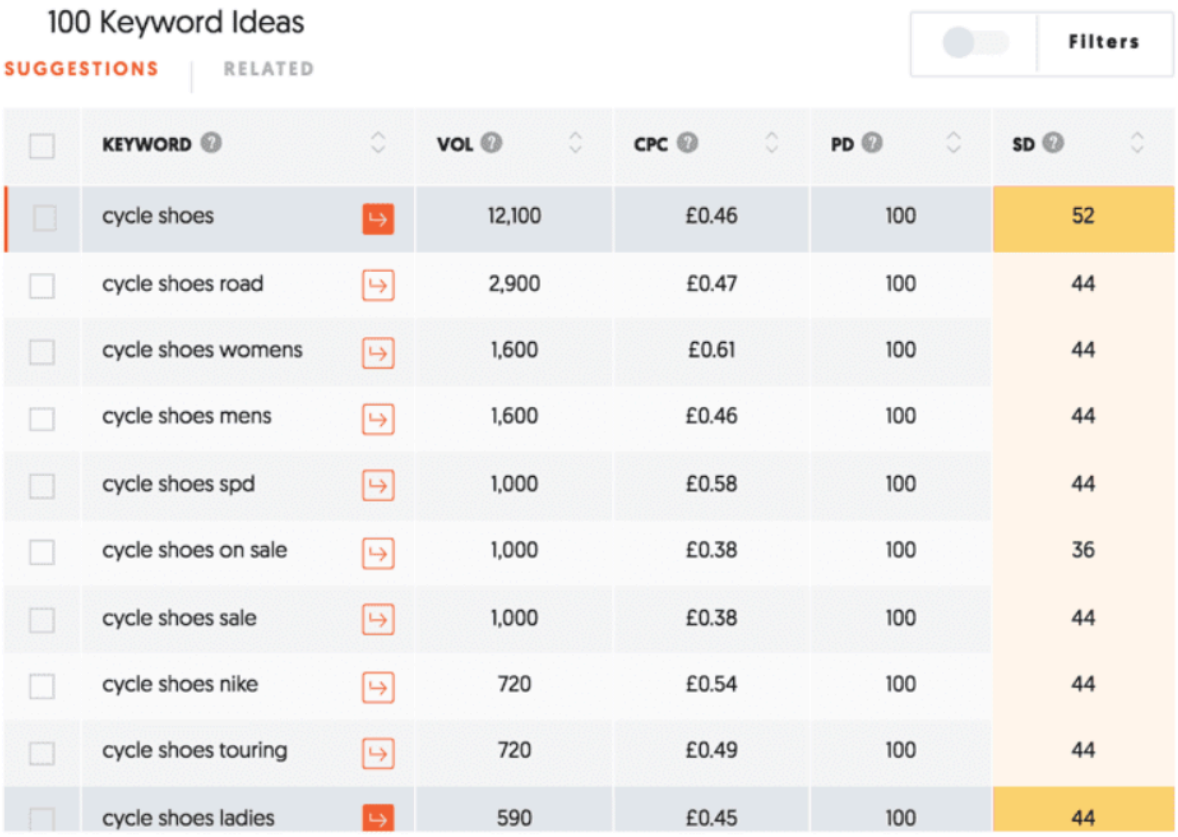
Refining Keyword Strategies

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.



KEYWORD	VOL	CPC	PD	SD
cycle shoes	12,100	£0.46	100	52
cycle shoes road	2,900	£0.47	100	44
cycle shoes womens	1,600	£0.61	100	44
cycle shoes mens	1,600	£0.46	100	44
cycle shoes spd	1,000	£0.58	100	44
cycle shoes on sale	1,000	£0.38	100	36
cycle shoes sale	1,000	£0.38	100	44
cycle shoes nike	720	£0.54	100	44
cycle shoes touring	720	£0.49	100	44
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

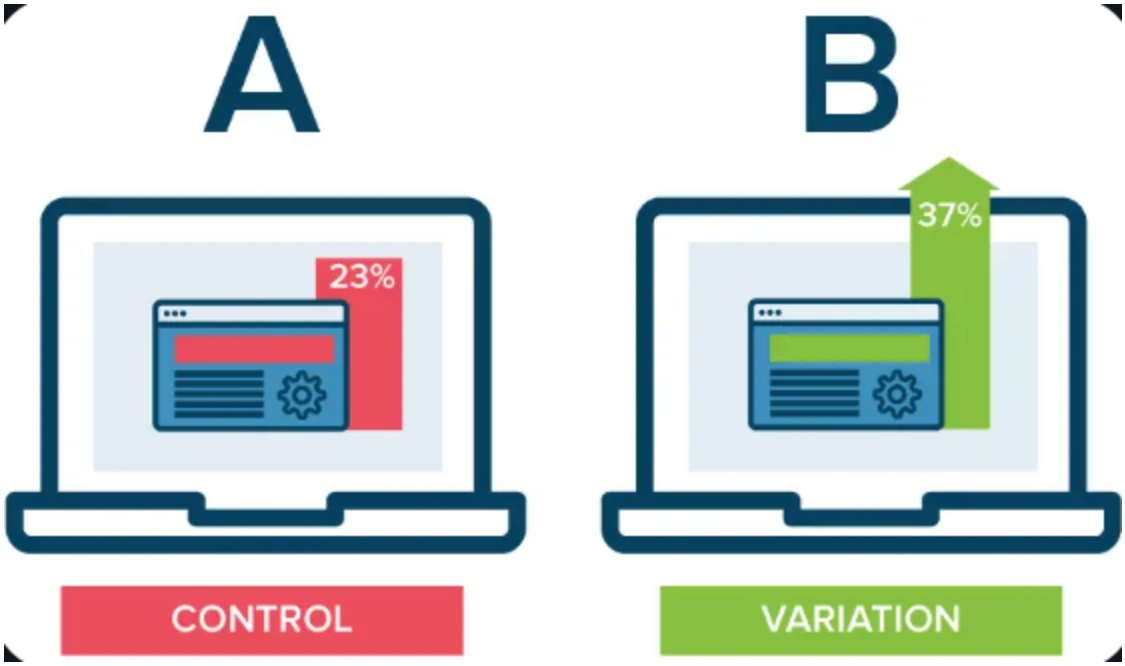
Scaling Successful Campaigns

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

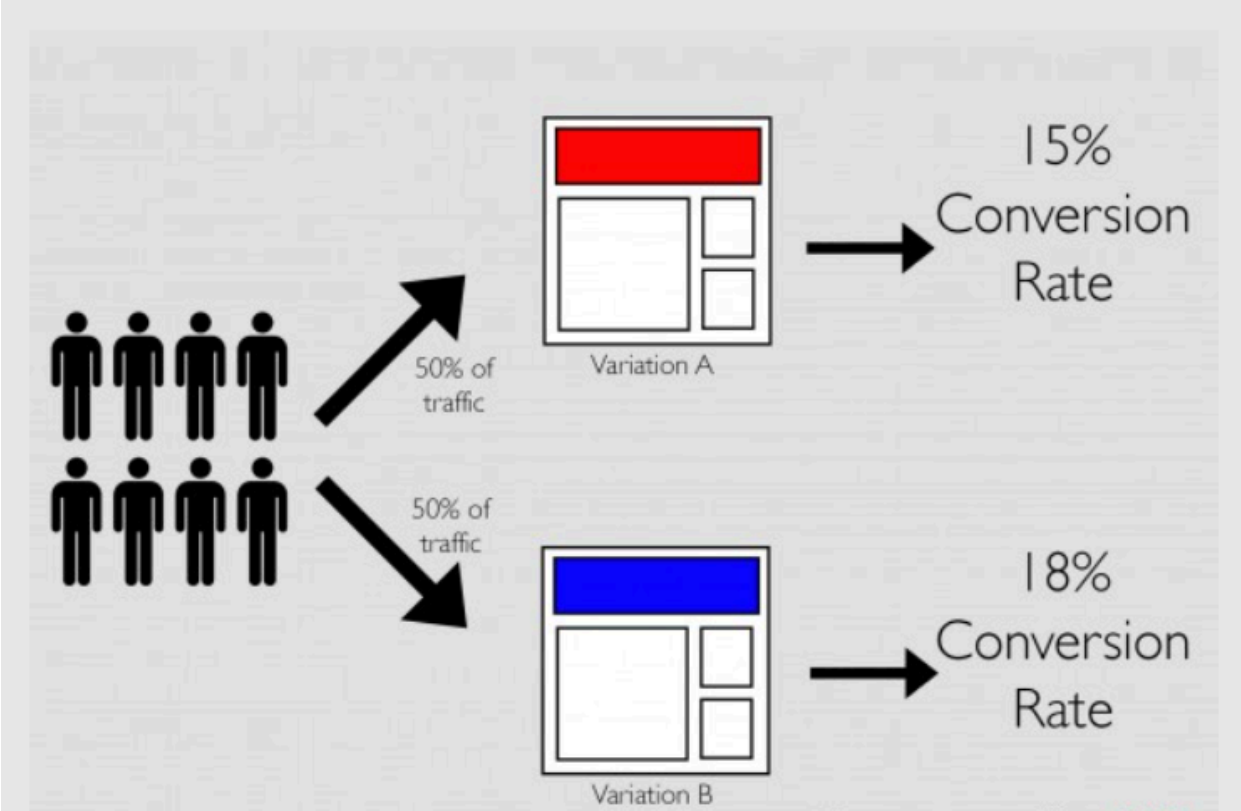
A/B testing will let you test two alternatives of the same ad to determine which one is performing better.



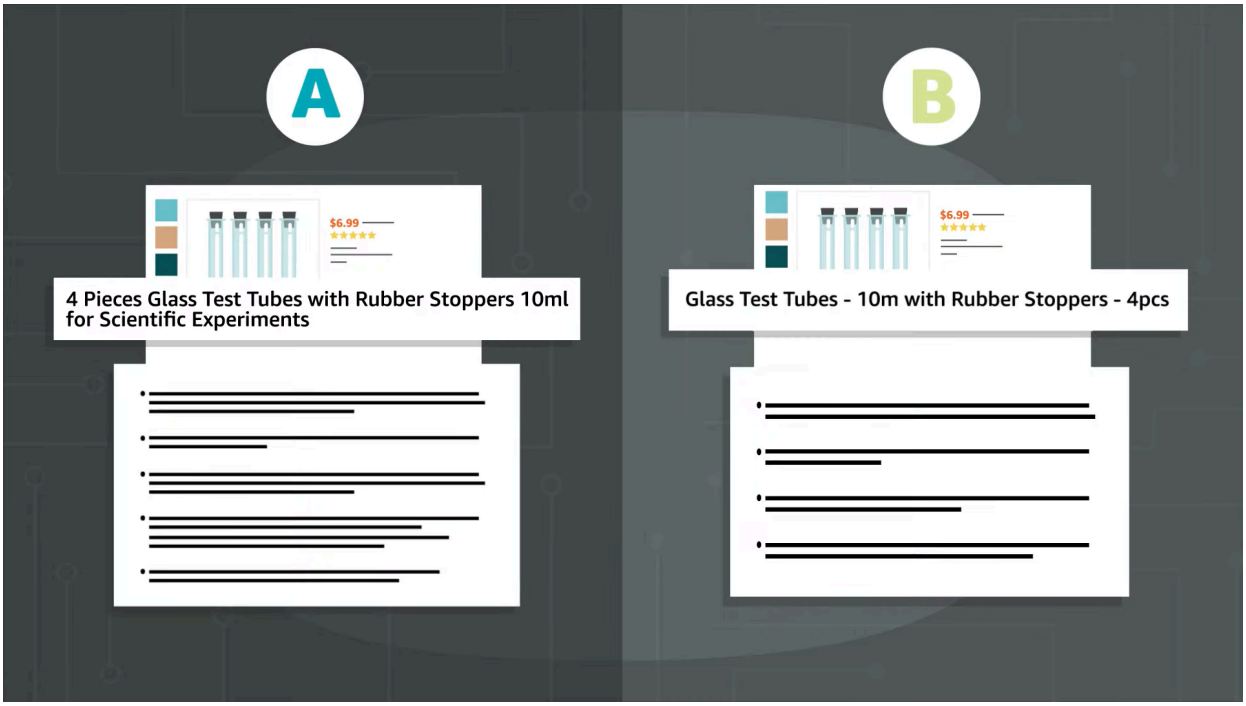
Source

How to Run Effective A/B Tests

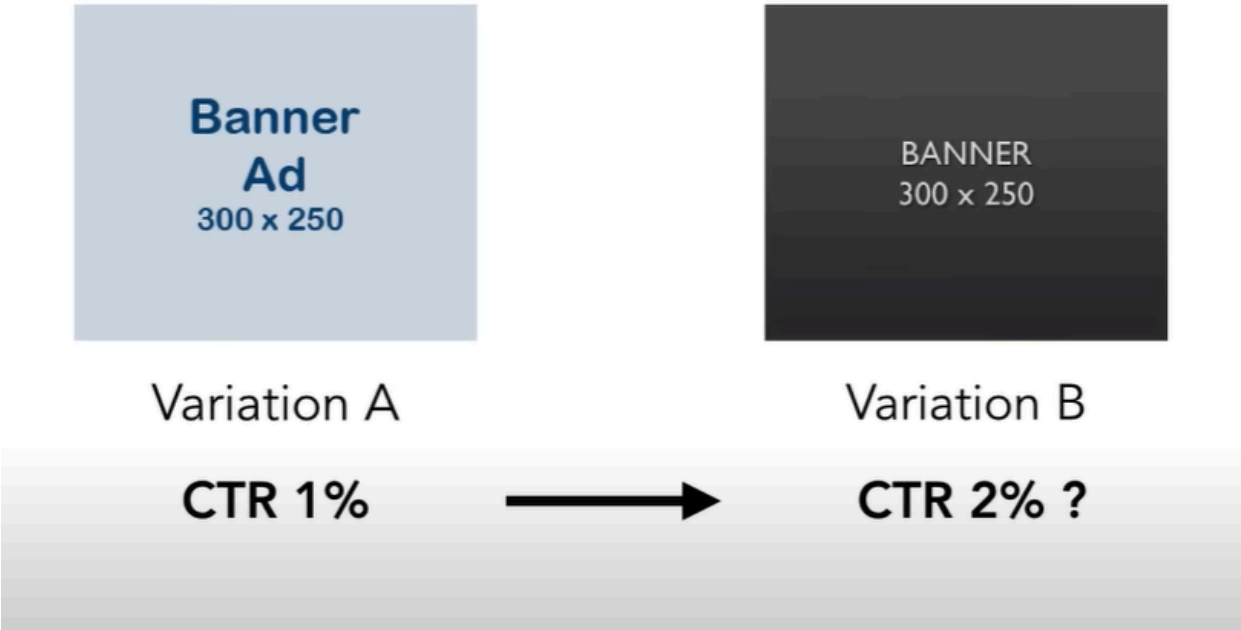
Determine what you want to achieve with your ads. For example, you want to improve the CTR and conversion rate and reduce CPC.


15%
Conversion
Rate
Variation A
50% of
traffic
50% of
traffic
18%
Conversion
Rate
Variation B

Source


A
$6.99
4 Pieces Glass Test Tubes with Rubber Stoppers 10ml for Scientific Experiments
B
$6.99
Glass Test Tubes - 10m with Rubber Stoppers - 4pcs

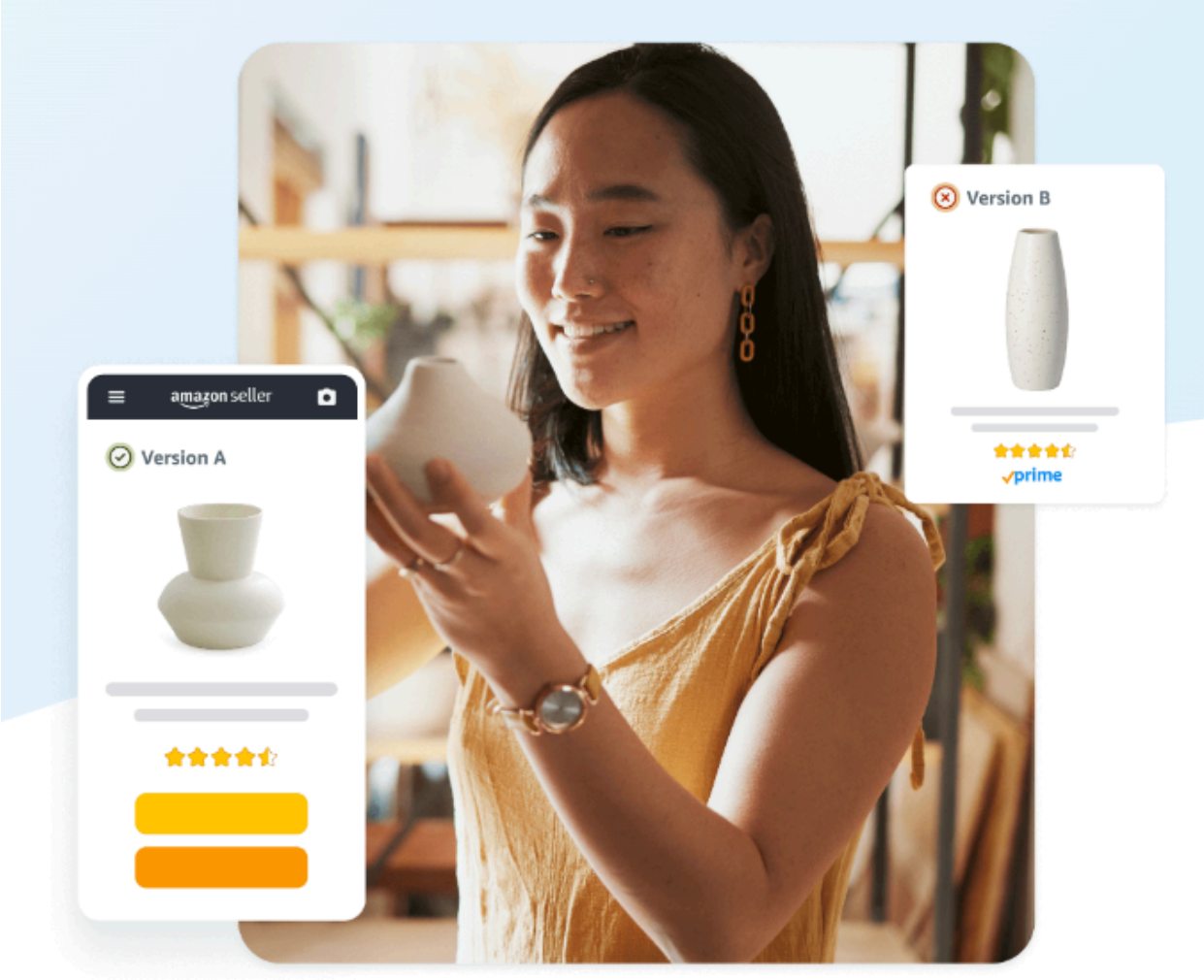
Source



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

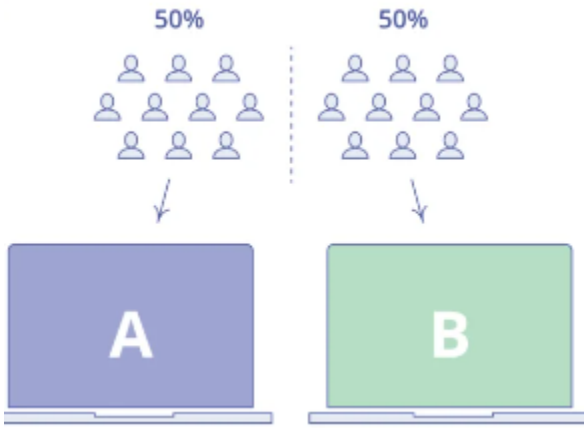


Source

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

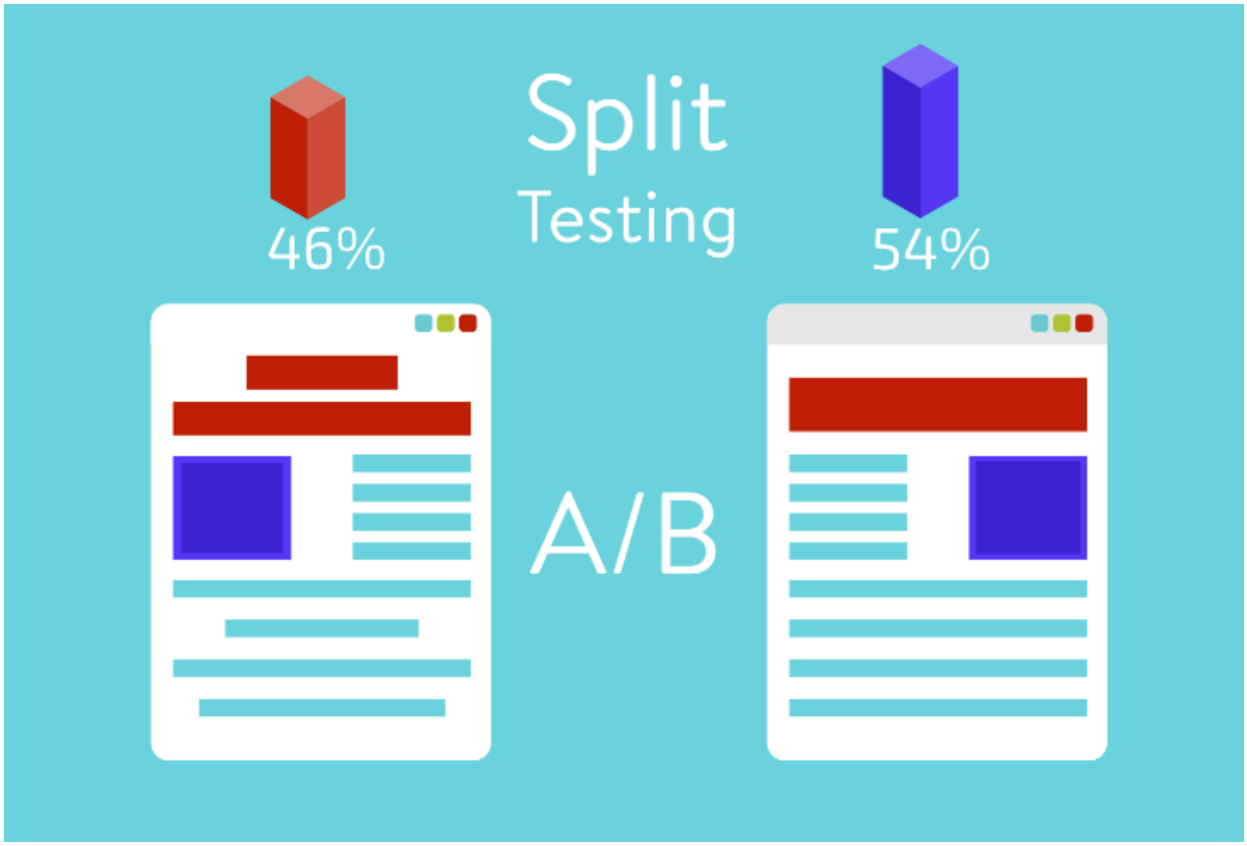
Source

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

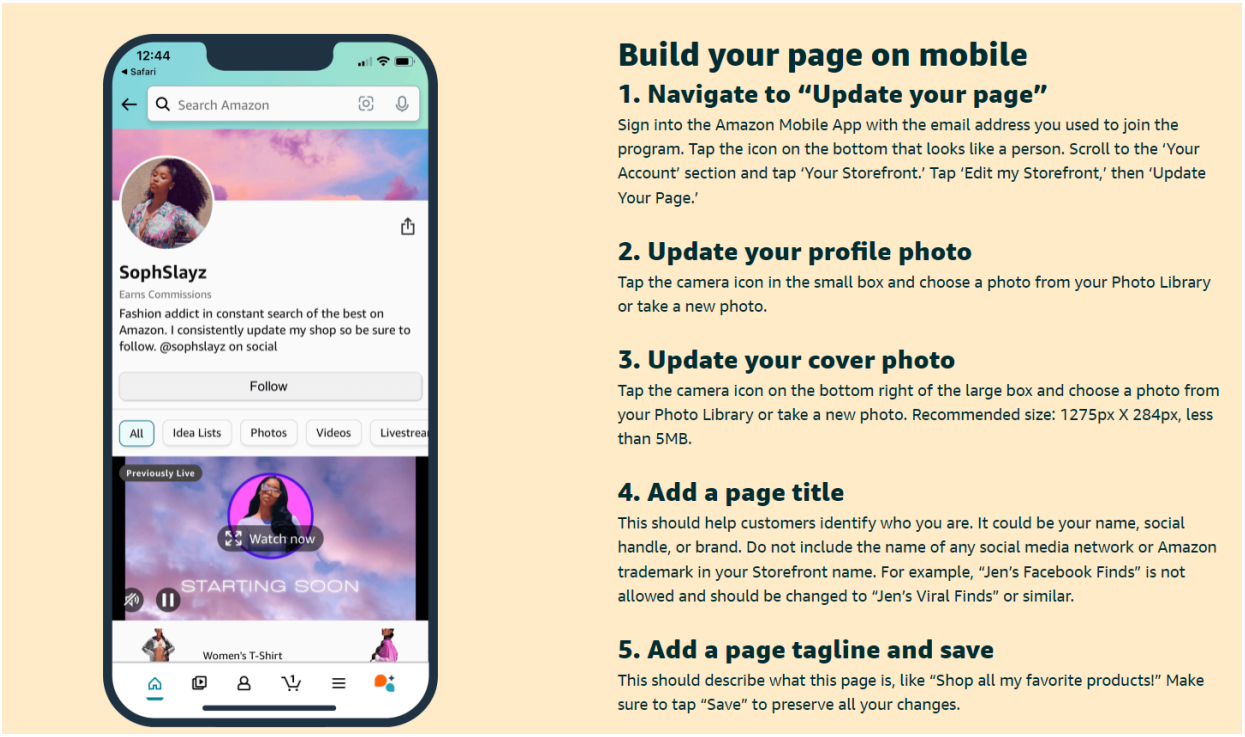
Test and optimize your campaigns regularly to improve their overall performance.

Advanced Strategies for Amazon Ads

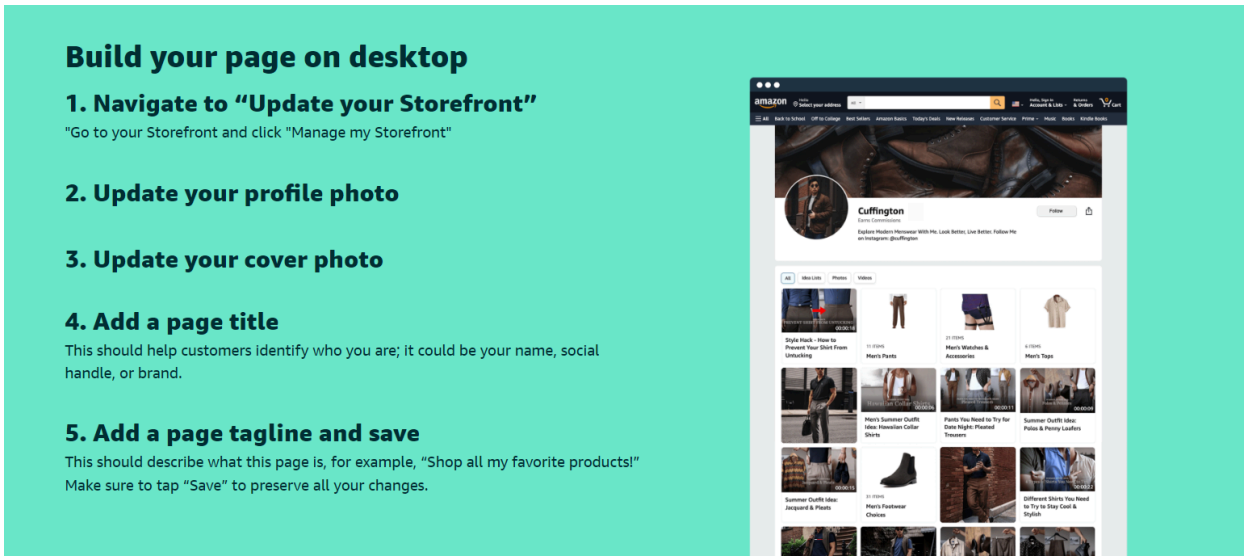
Creating an Effective Amazon Storefront

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

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

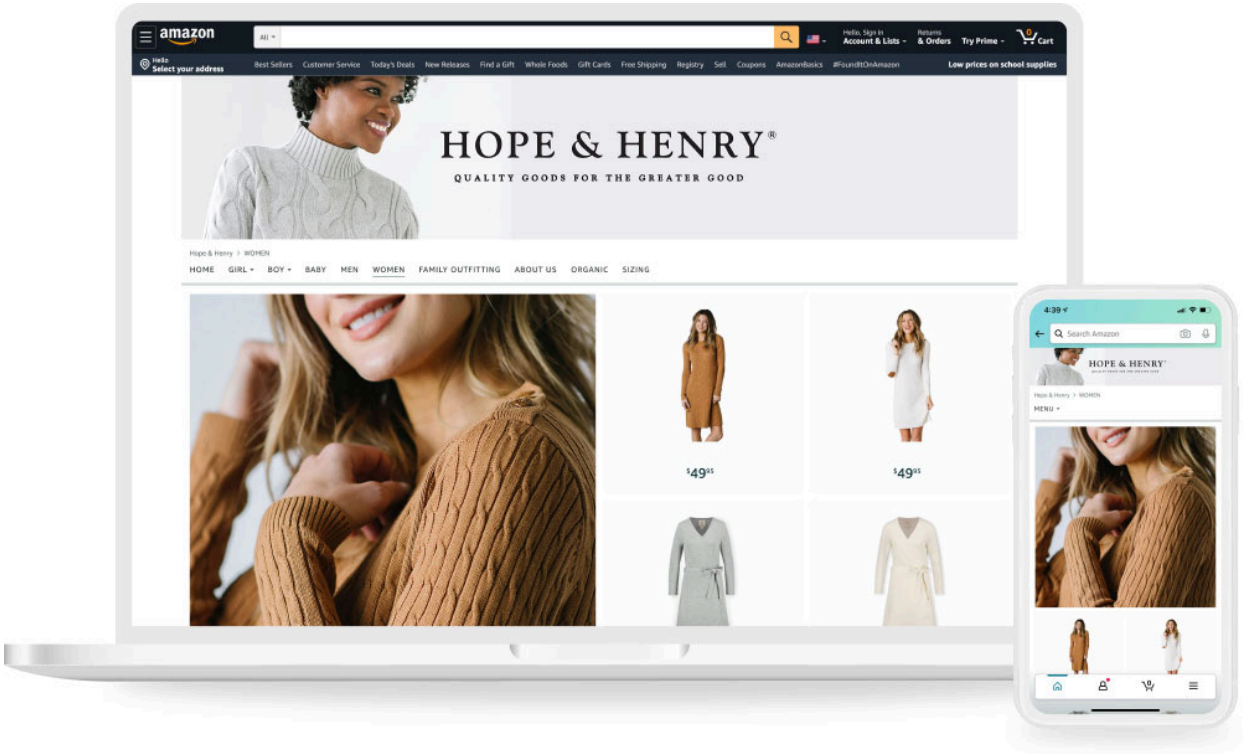


[Source]

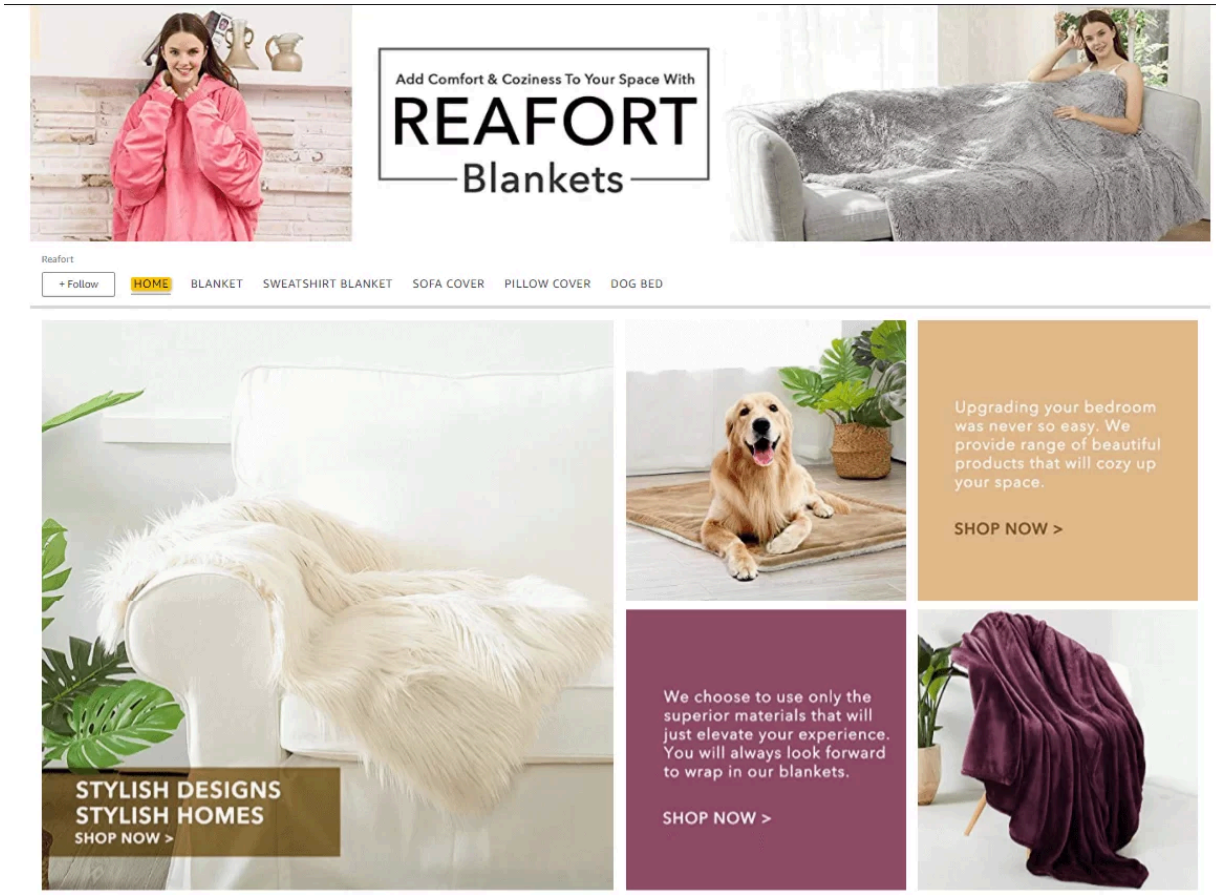


[Source]

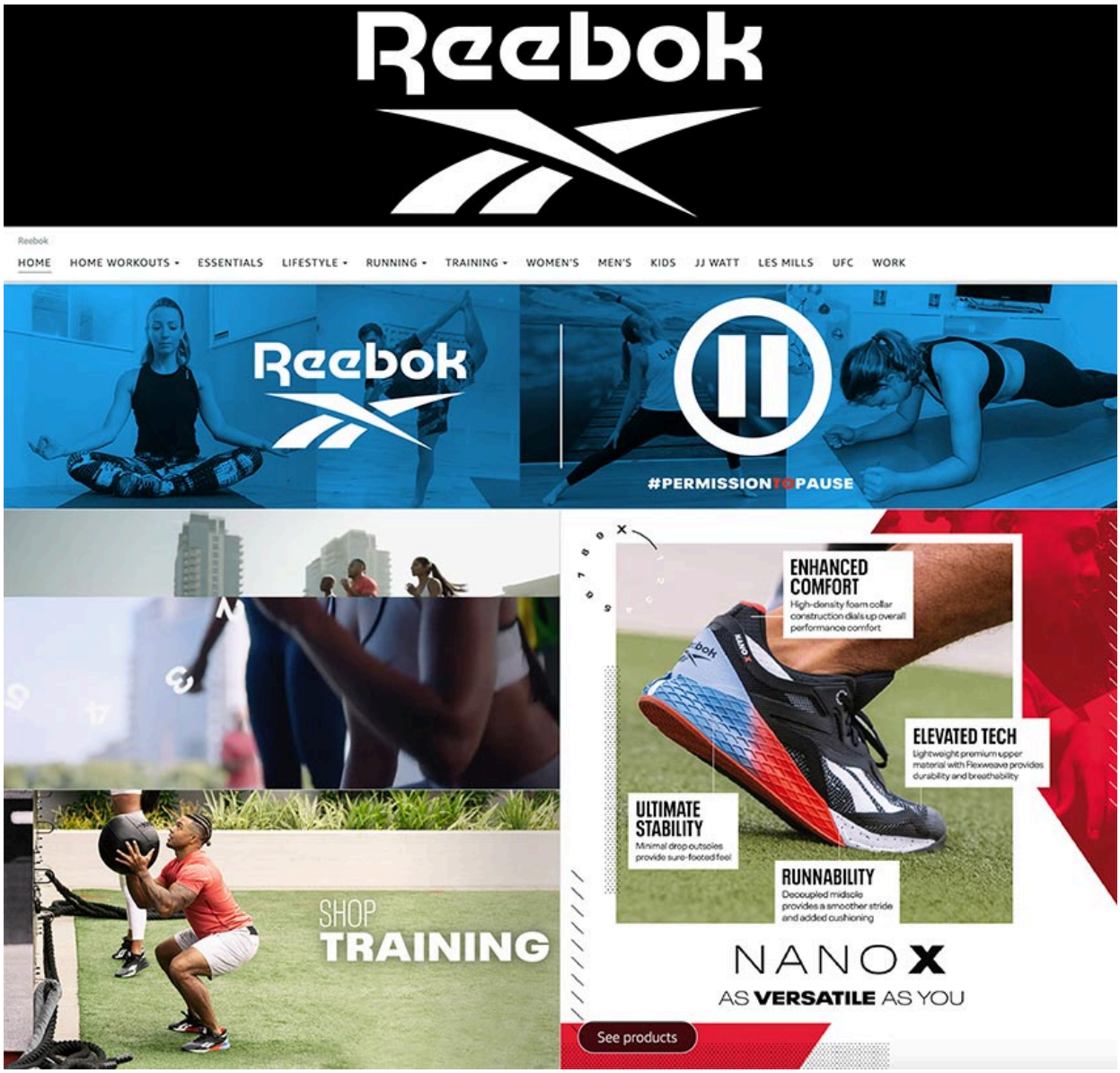
Here are some of the best examples of Amazon storefronts:


amazon
HOPE & HENRY®
QUALITY GOODS FOR THE GREATER GOOD
HOME
GIRL
BOY
BABY
MEN
WOMEN
FAMILY OUTFITTING
ABOUT US
ORGANIC
SIZING
$49.95
$49.95
HOPE & HENRY

[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 >

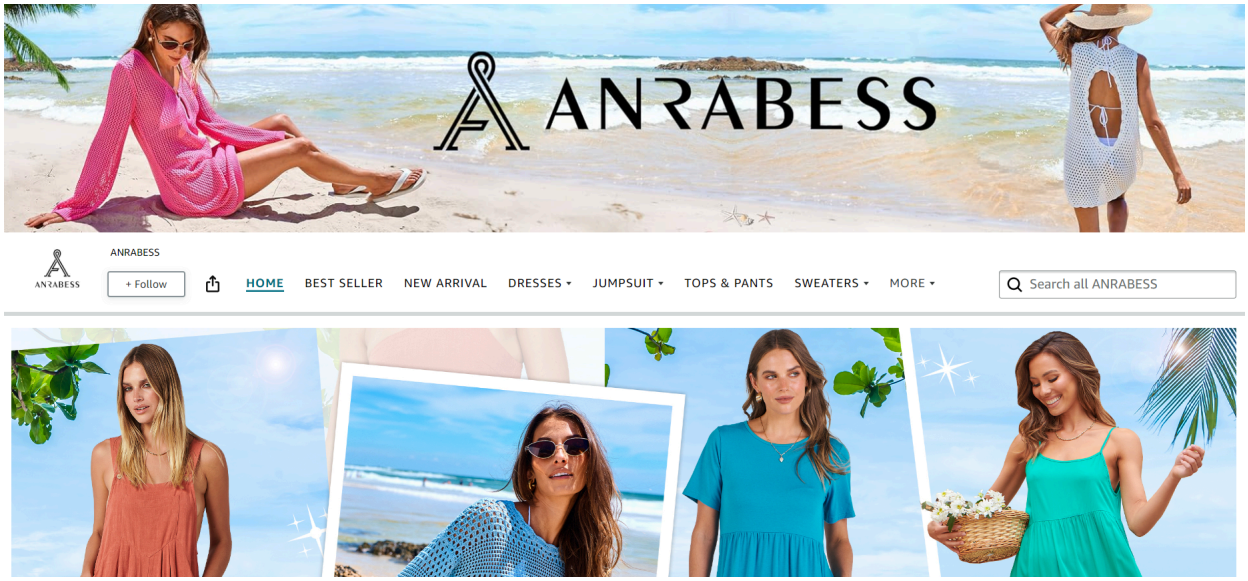
[Source]



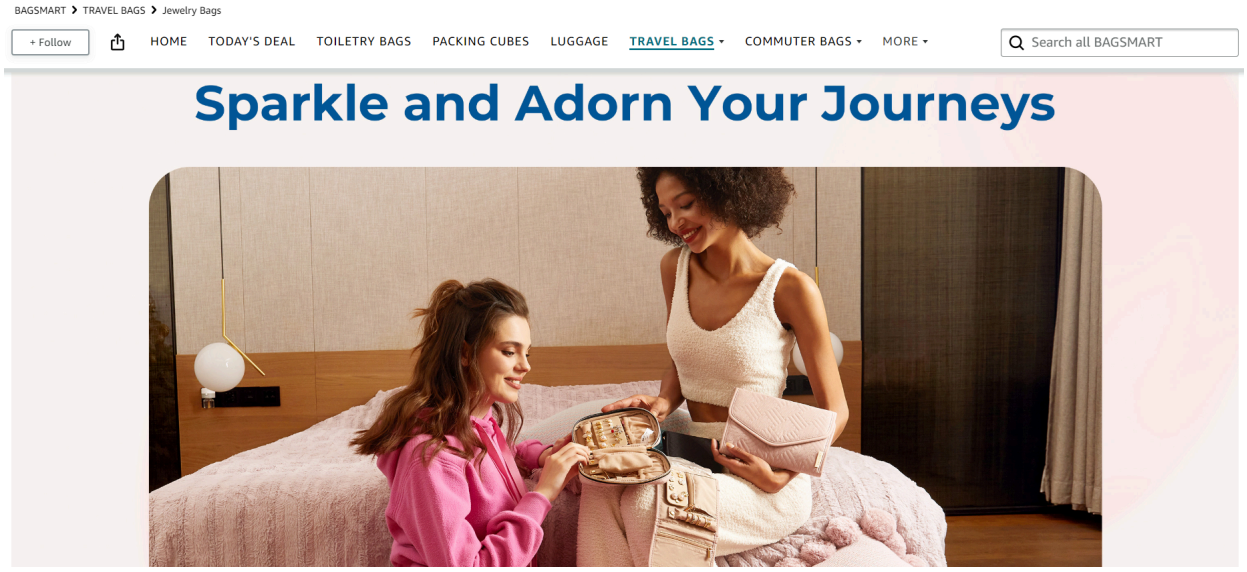
[Source]

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.

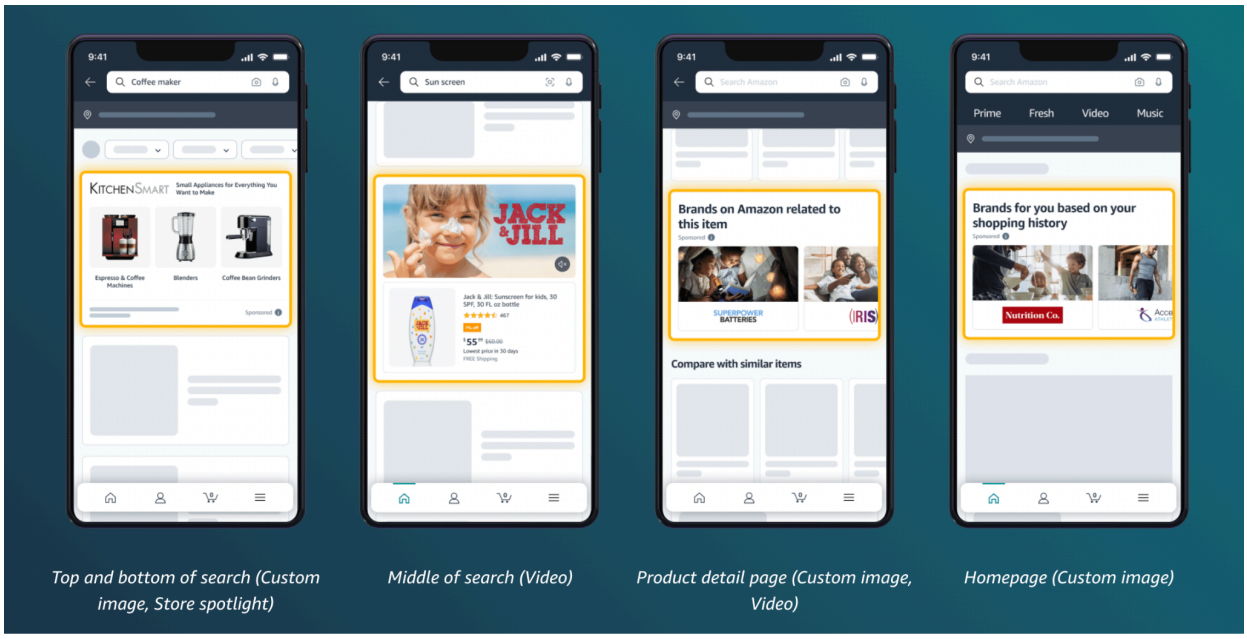


Share your Amazon storefront with others before going live with it to gather feedback.

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.

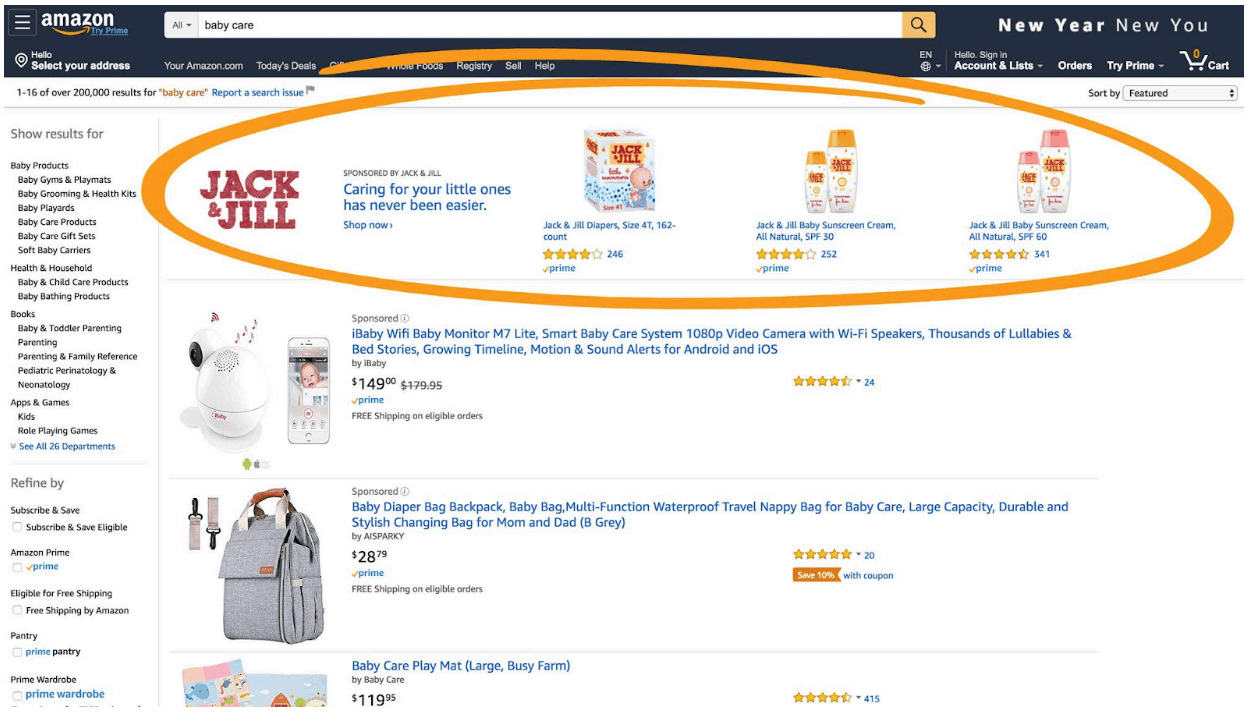


Top and bottom of search (Custom image, Store spotlight)

Middle of search (Video)

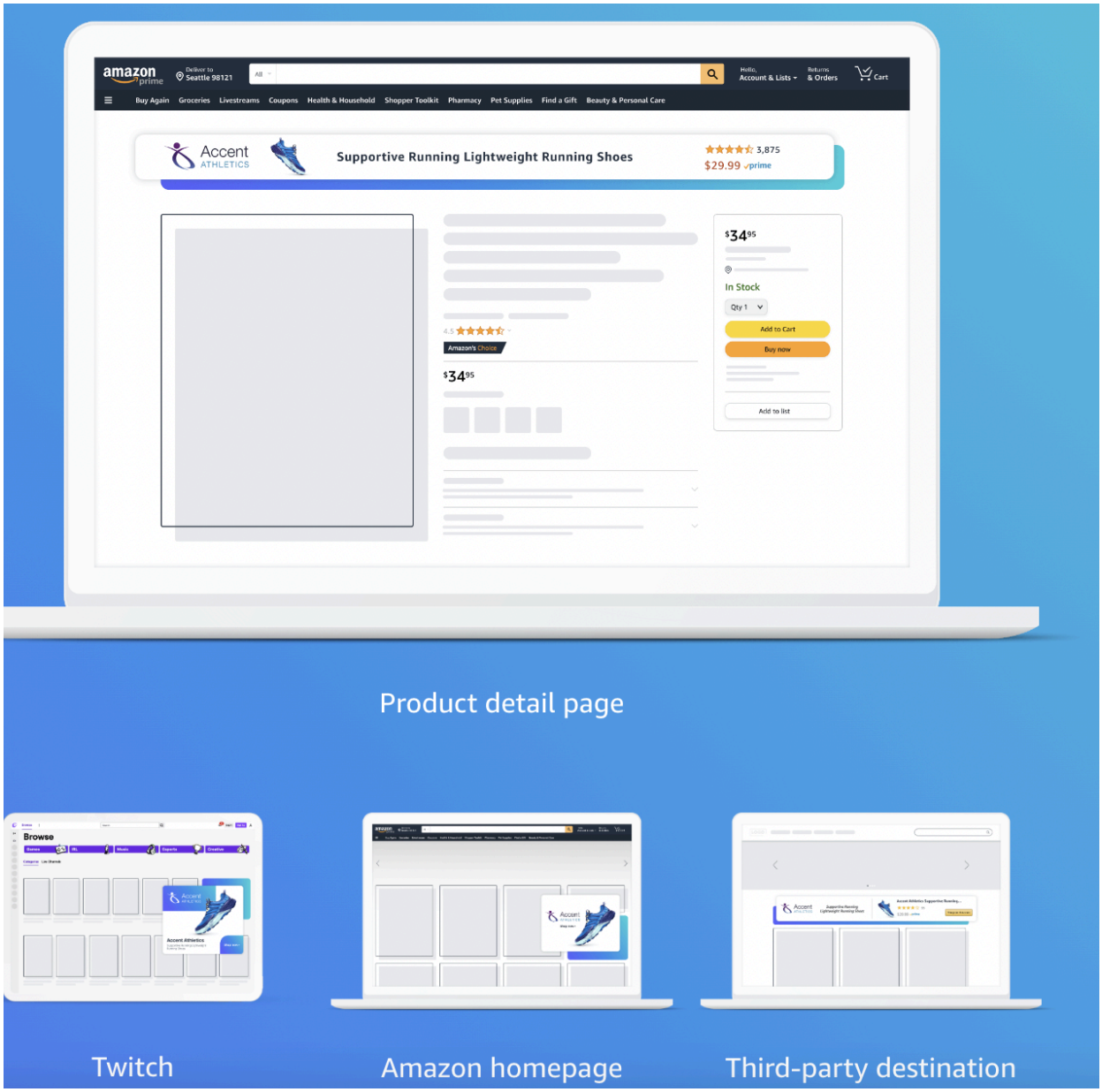
Product detail page (Custom image, Video)

Homepage (Custom image)



[Source]

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

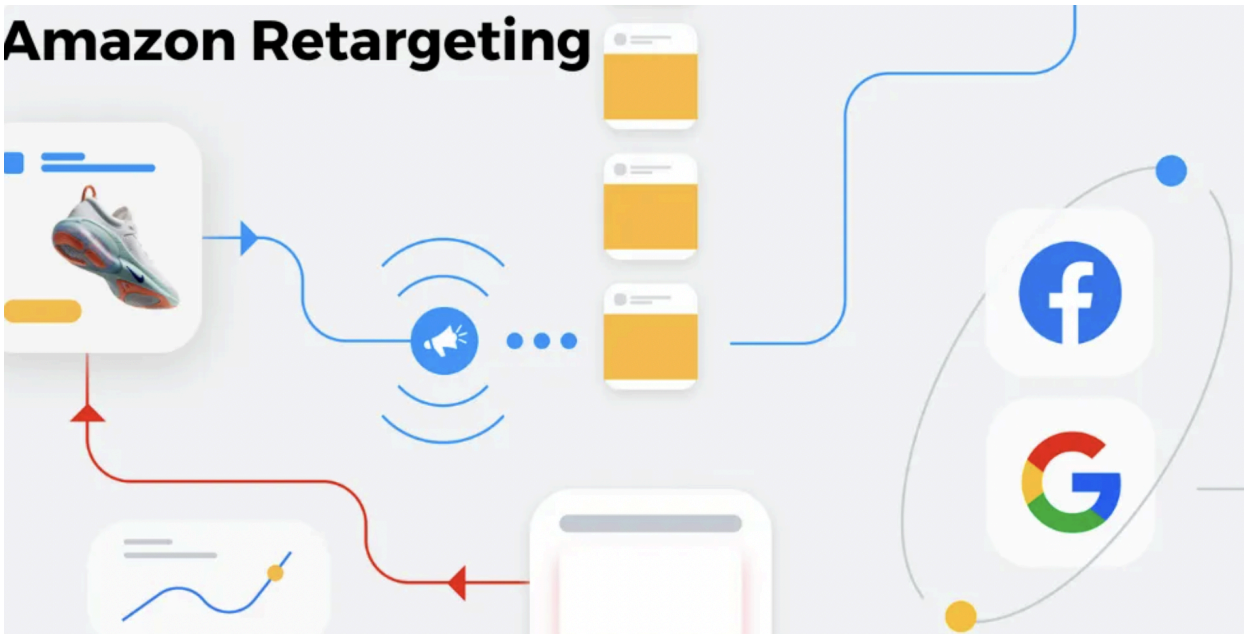


Advanced Targeting Options and Strategies

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

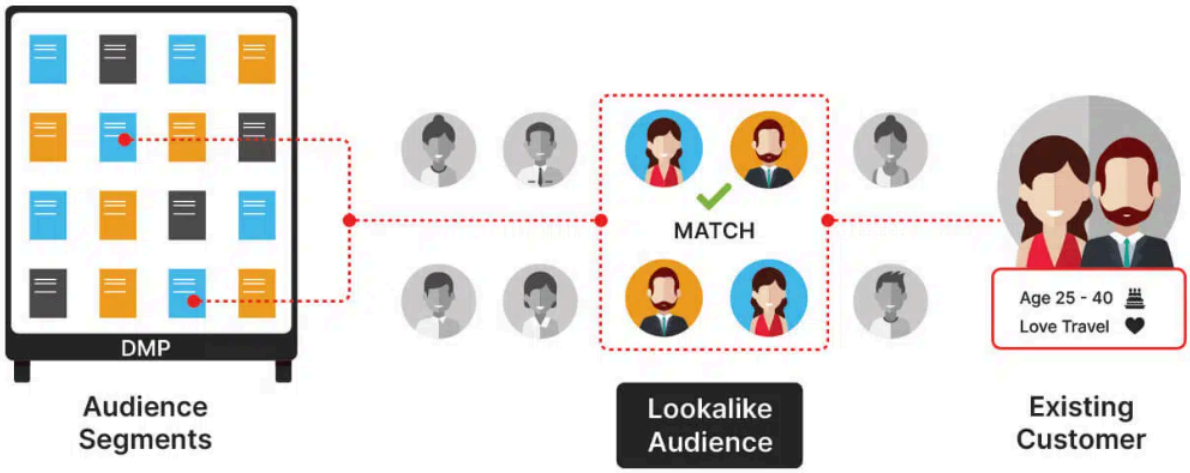
Source

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.

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.

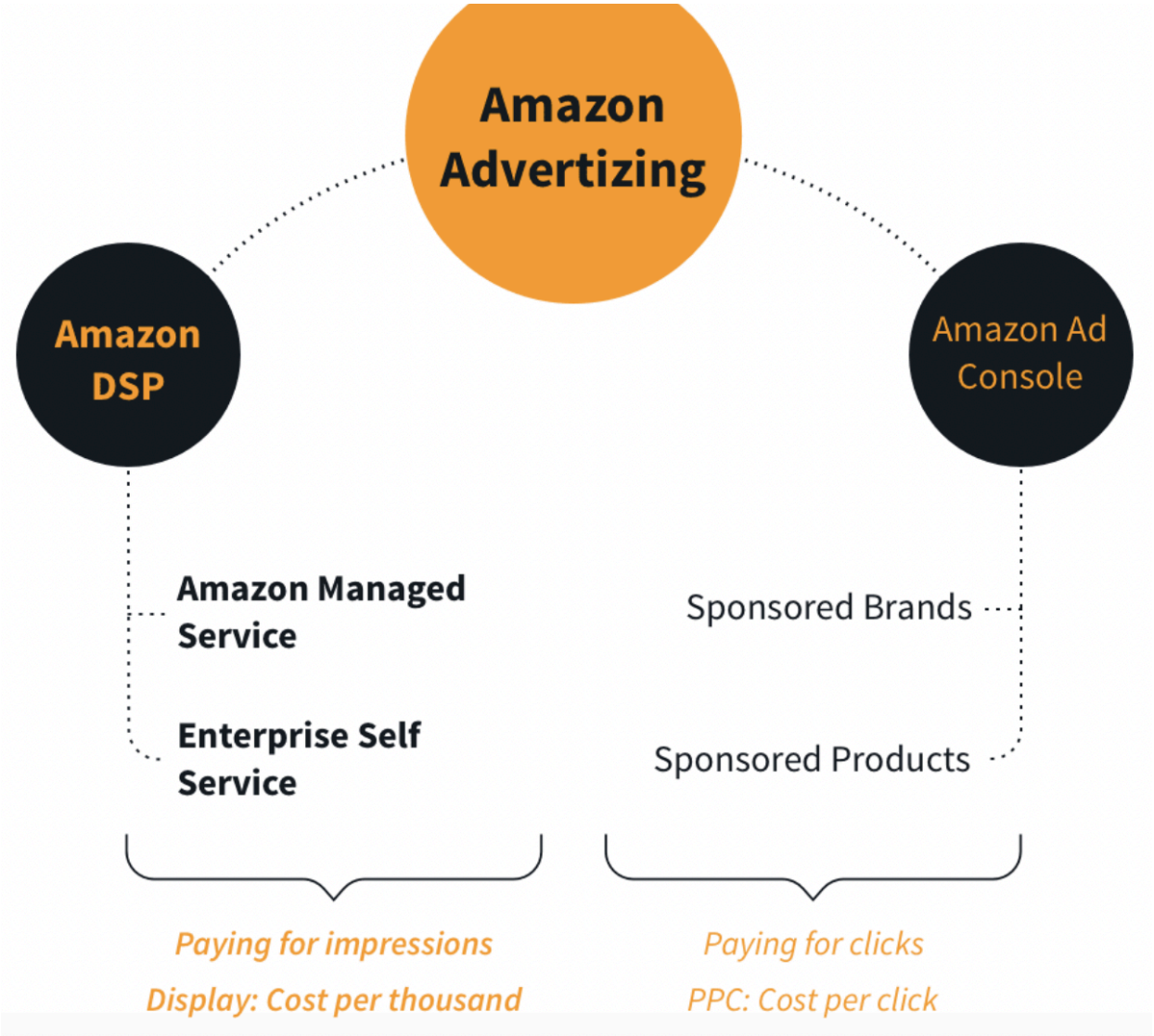
Utilize Amazon’s shopper data to target the audience precisely.

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.

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

Source

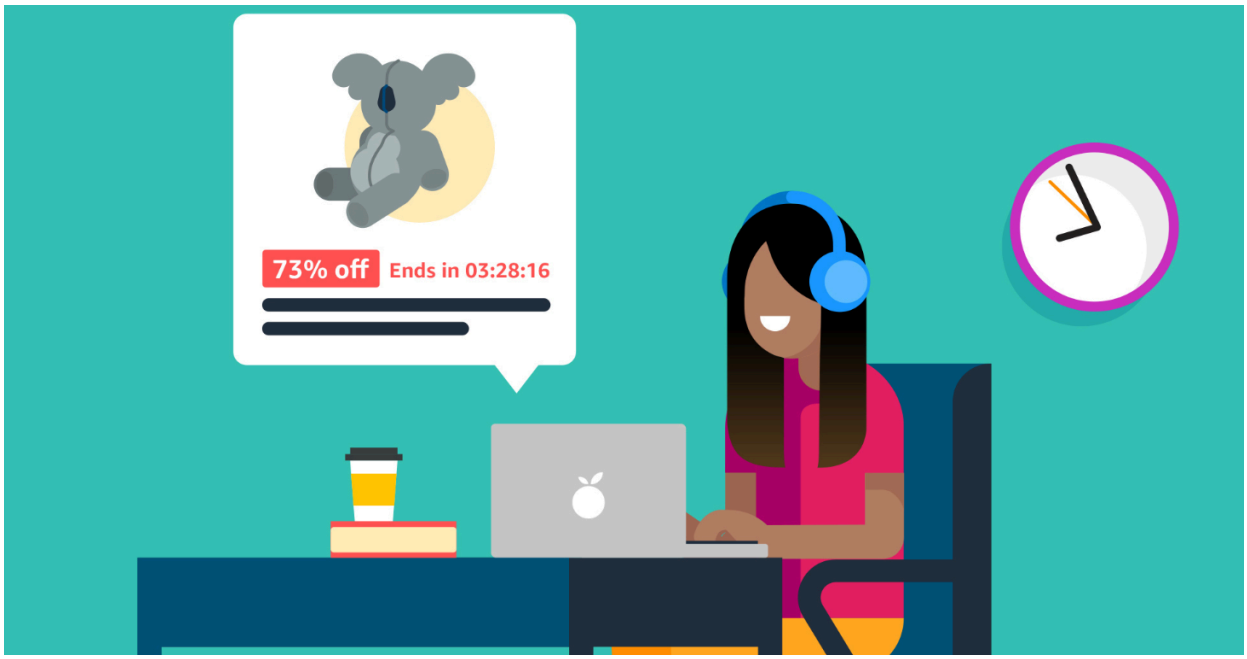
Create ads that match the theme of the holiday and attract holiday shoppers with promotions.

Source

Running Effective Promotional Campaigns

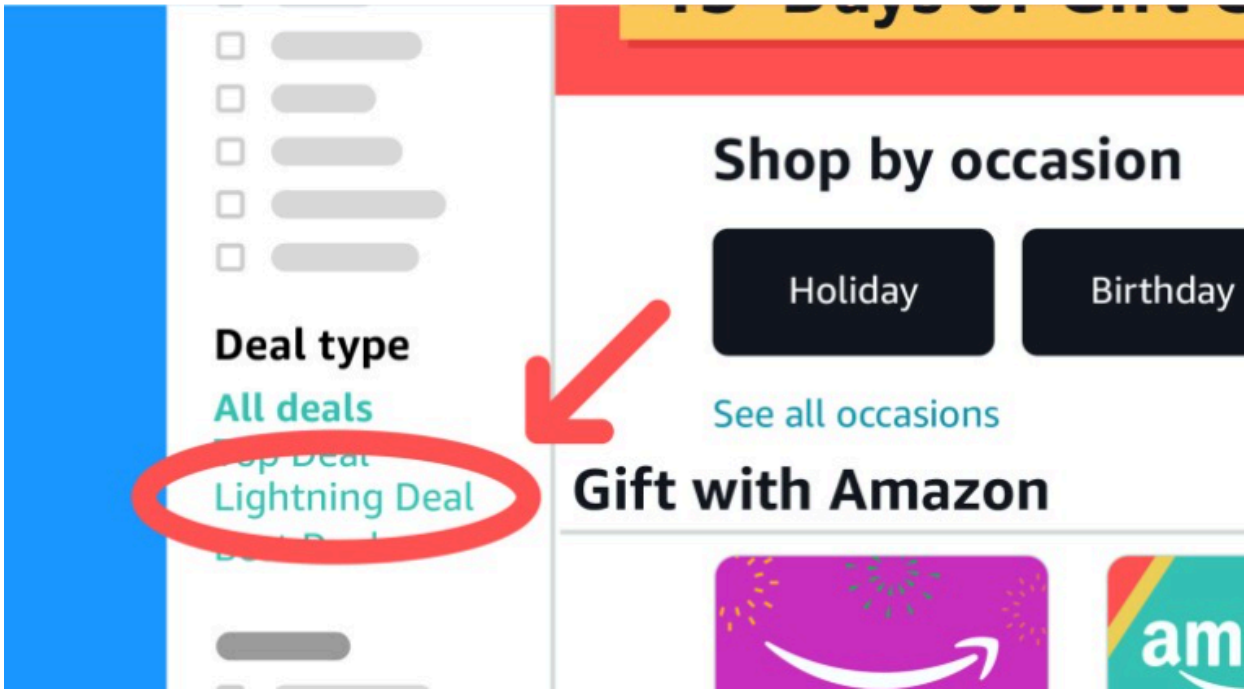
Use discounts and limited-time offers to create urgency.

Source

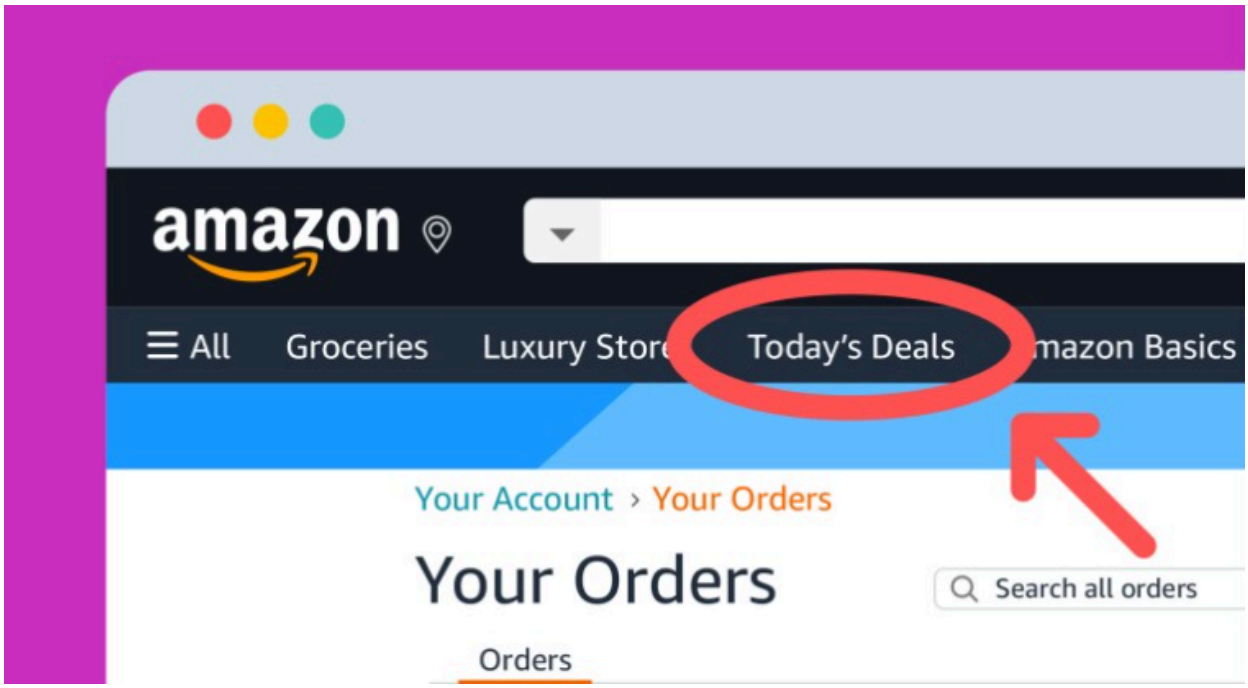


Source

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



Source

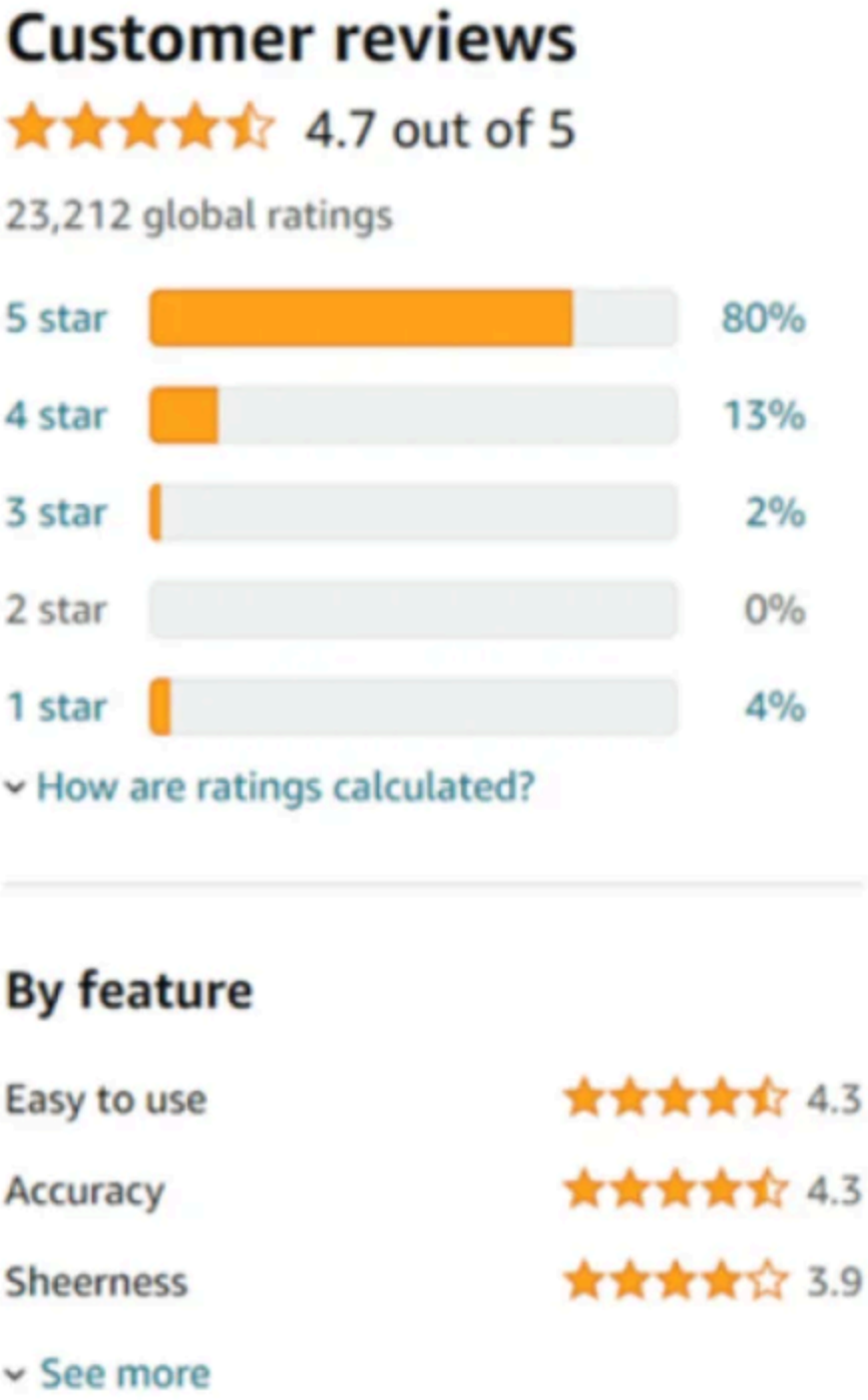


Source

Improving Customer Experience

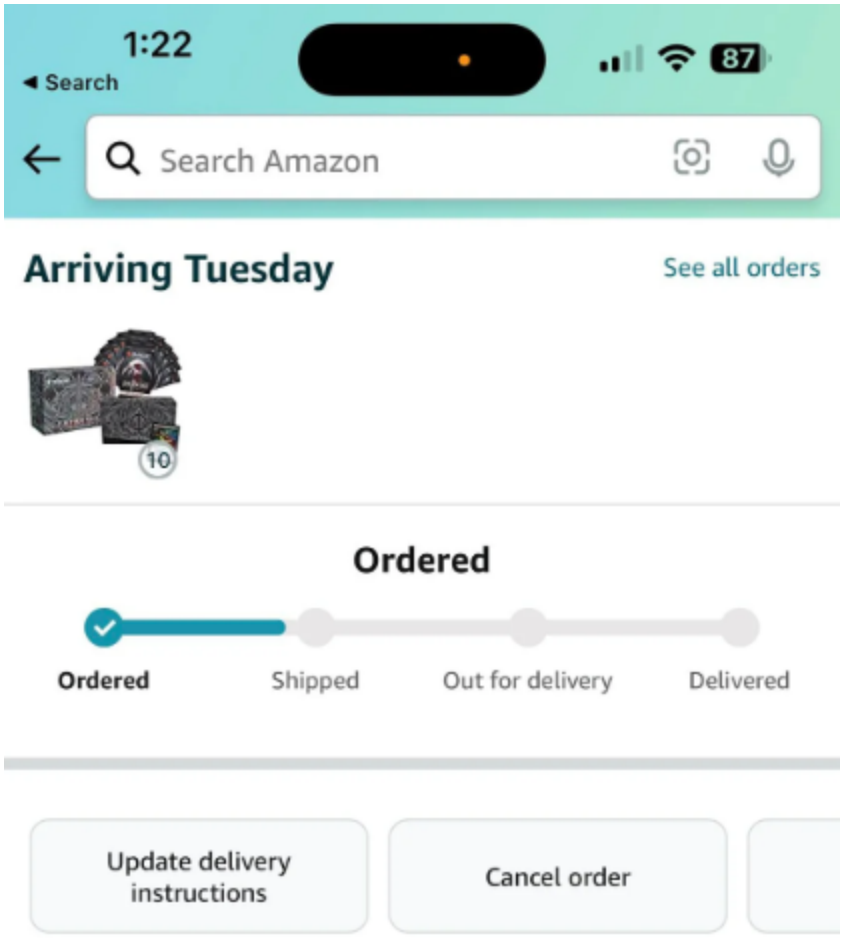
Optimize your customer experience by keeping them informed and engaged throughout the buyer journey. Provide regular product updates, personalize content, and maintain clear communication to build trust and loyalty.

Generating More 5-star Reviews



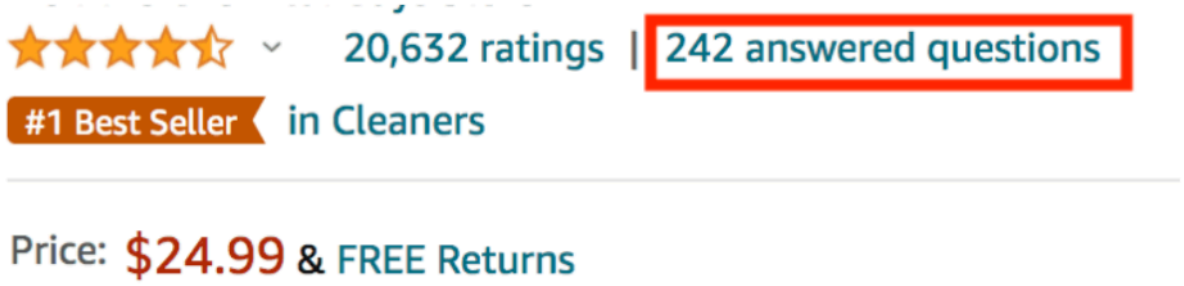
Source

Keep your customers informed about their order status.



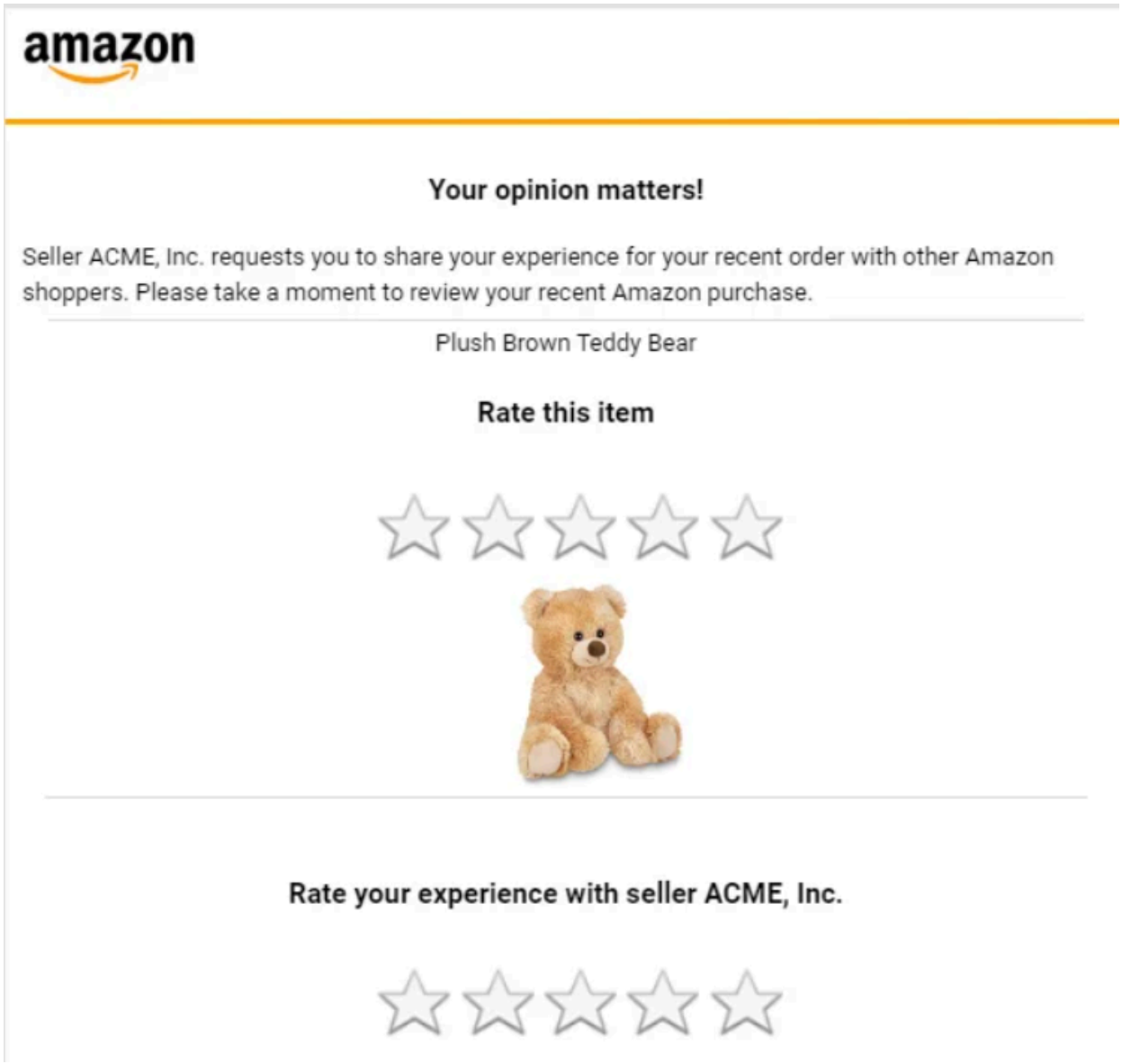
Source

Respond to their inquiries quickly to make their experience better.



Source

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



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
Please Give us an honest Seller feedback By scanning This Qr Code. & dont't Forget To Share Product Review.
https://www.amazon.in/feedback
amazon
Unhappy?
We Apologize For any inconvience.
and we wont'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

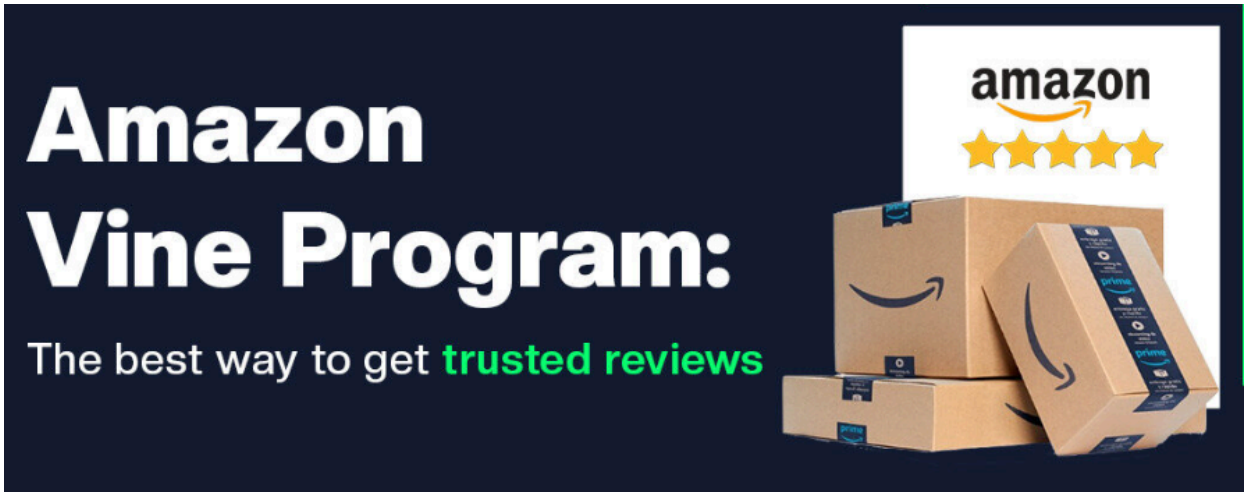
Source

Amazon Vine Program

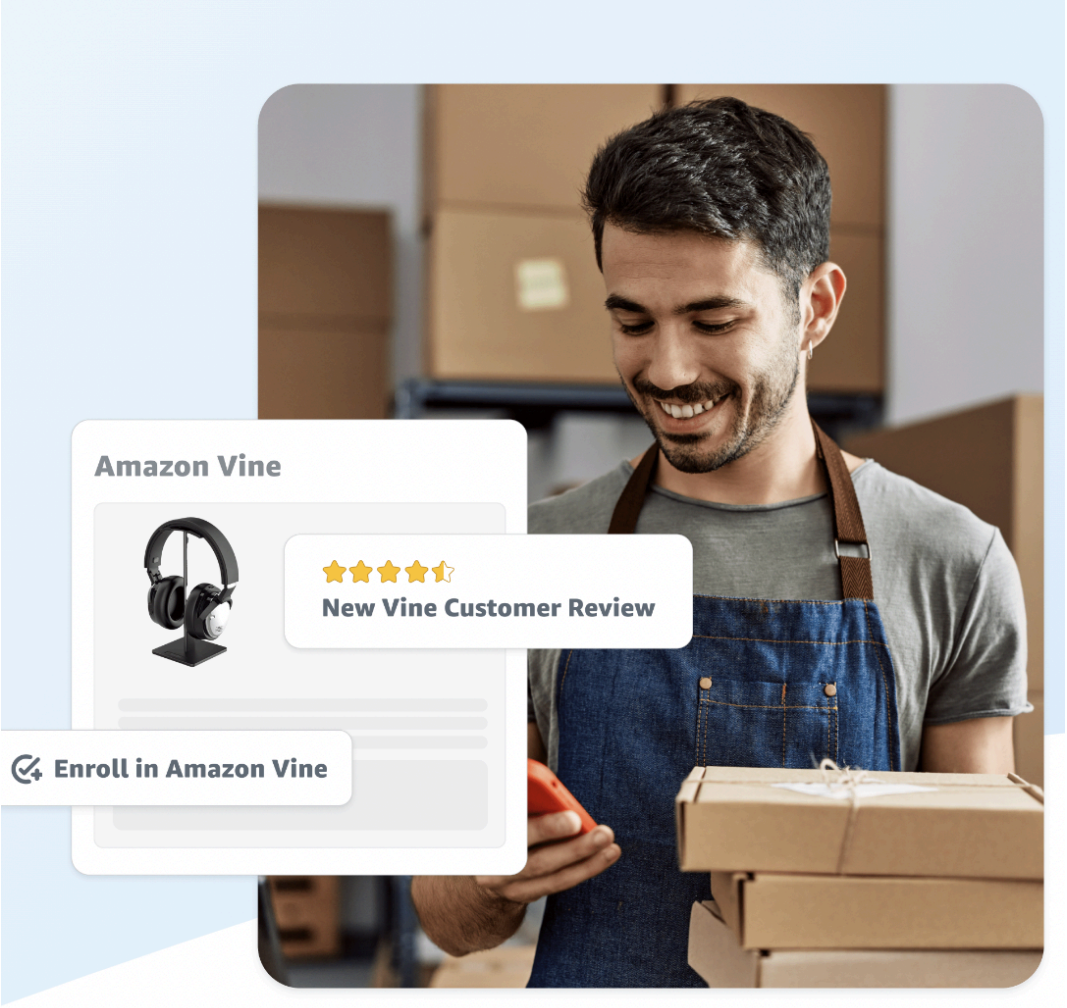
Amazon Vine is a program designed to help sellers generate high-quality reviews for their products, thereby increasing customer trust and boosting sales.

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.

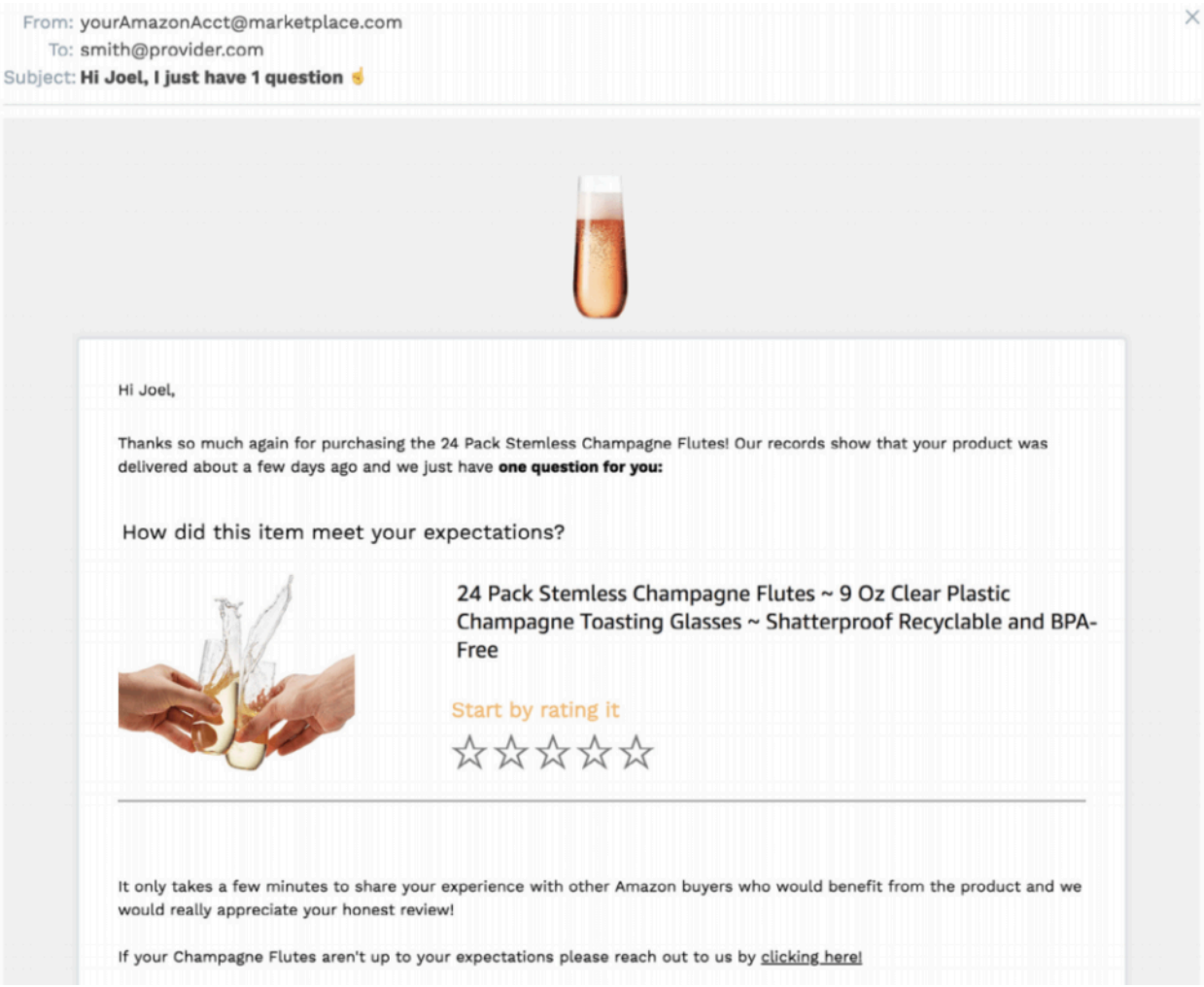


Source



Post-Product Automation for Collecting Feedback

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



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.

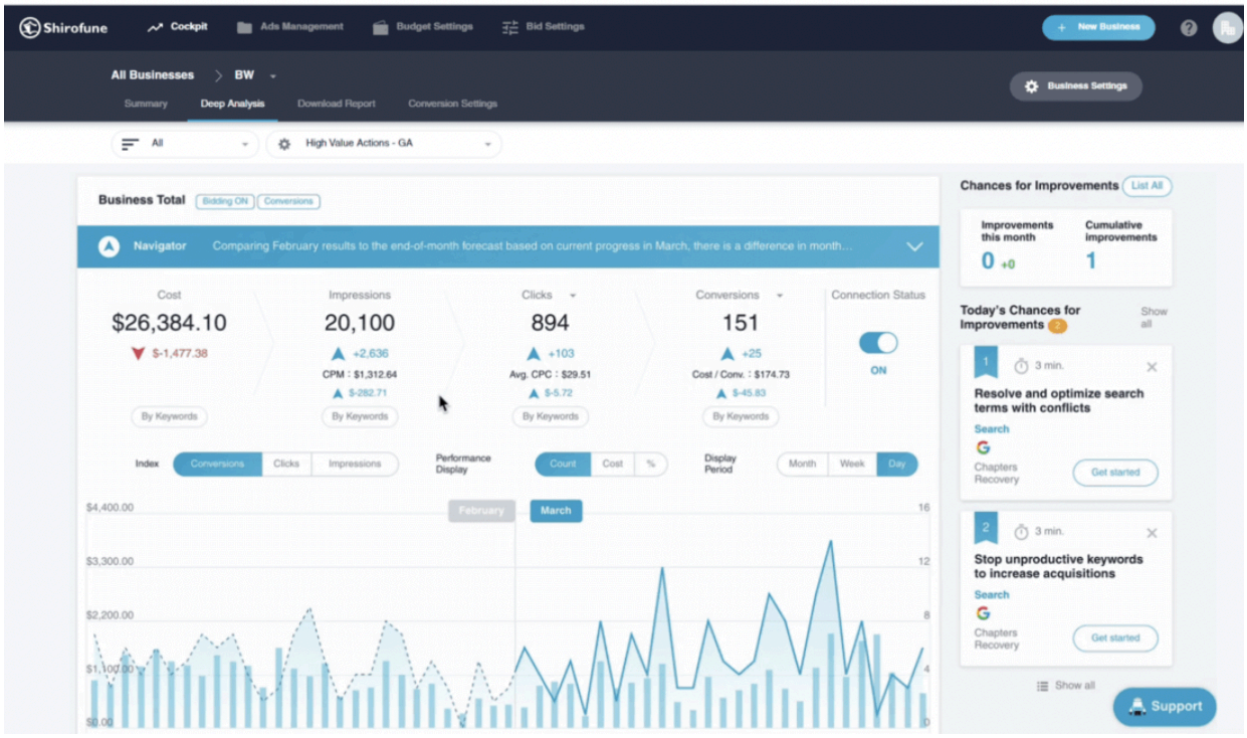
With 91% market share in Japan, it is trusted by 80% of top agencies and brands like Dentsu and Rakuten.

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

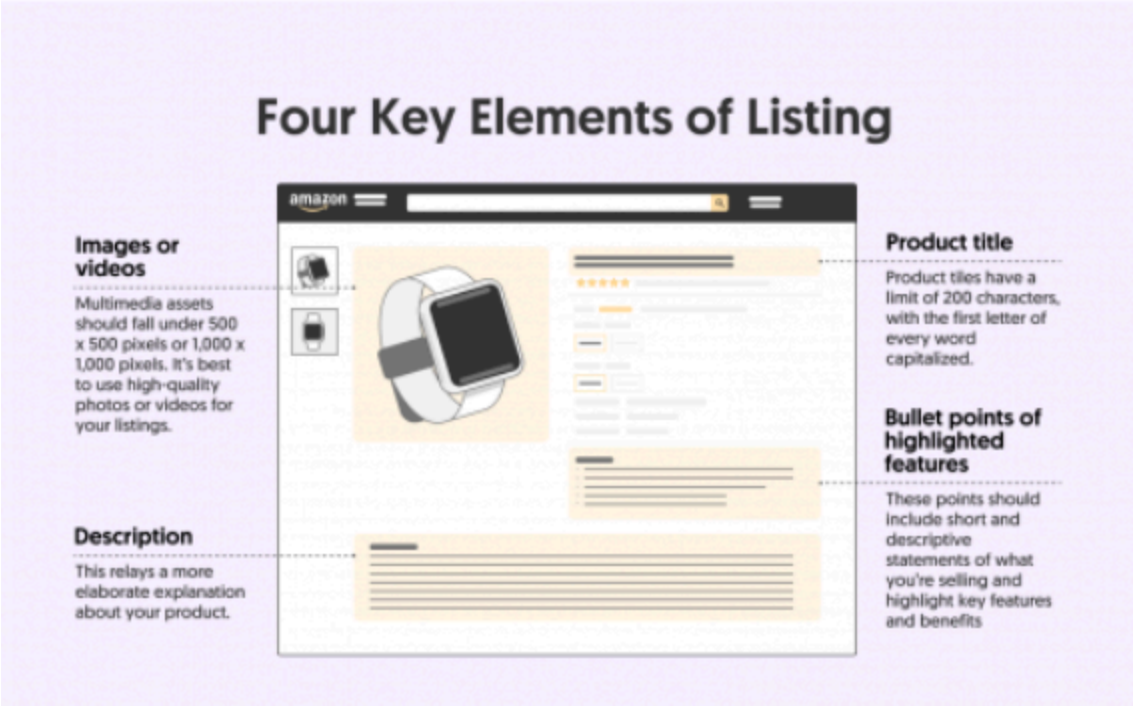
SWOT Analysis: Examine your strengths, weaknesses, opportunities, and threats when comparing yourself to competitors.

Source

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

Source

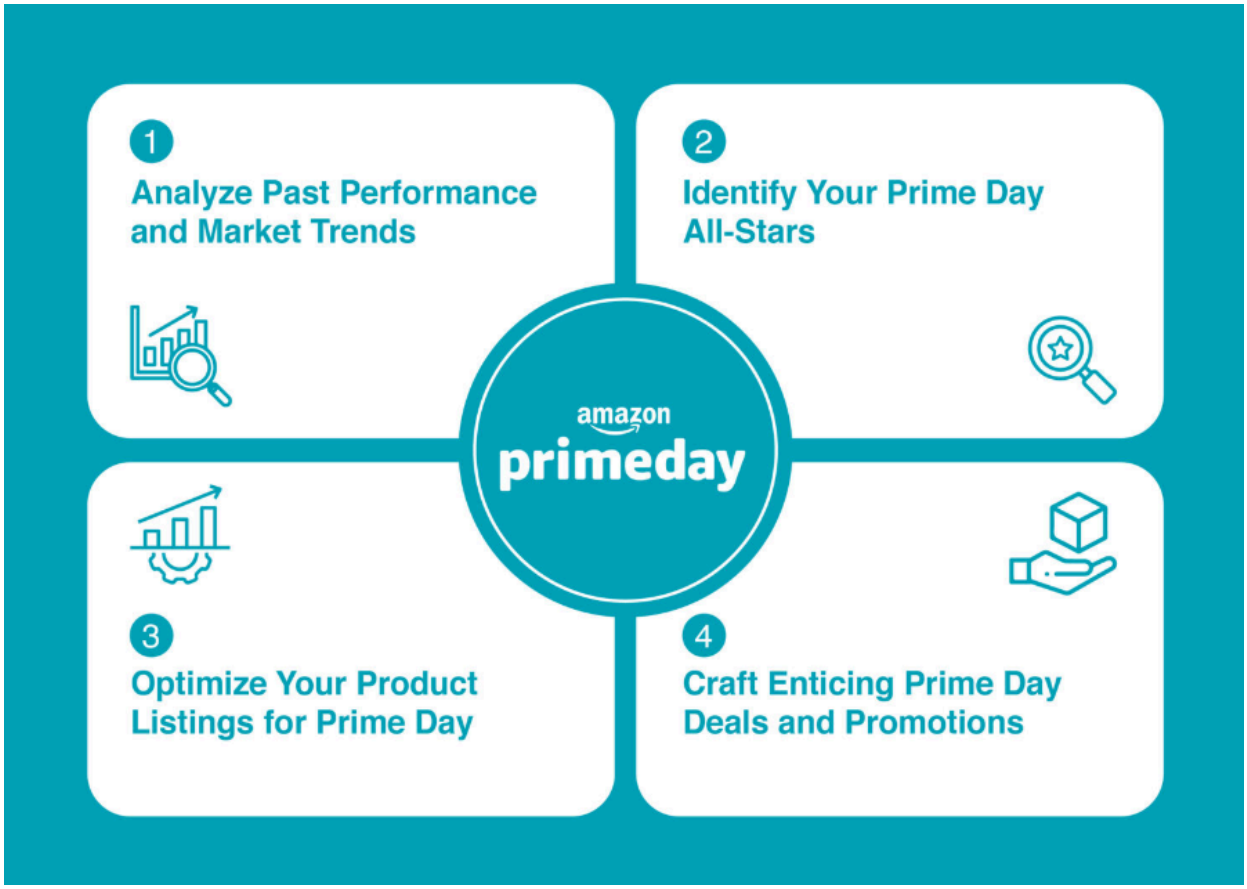
Differentiation: Highlight the benefits and unique features of your product so that it sets you apart from the competitors.



Source

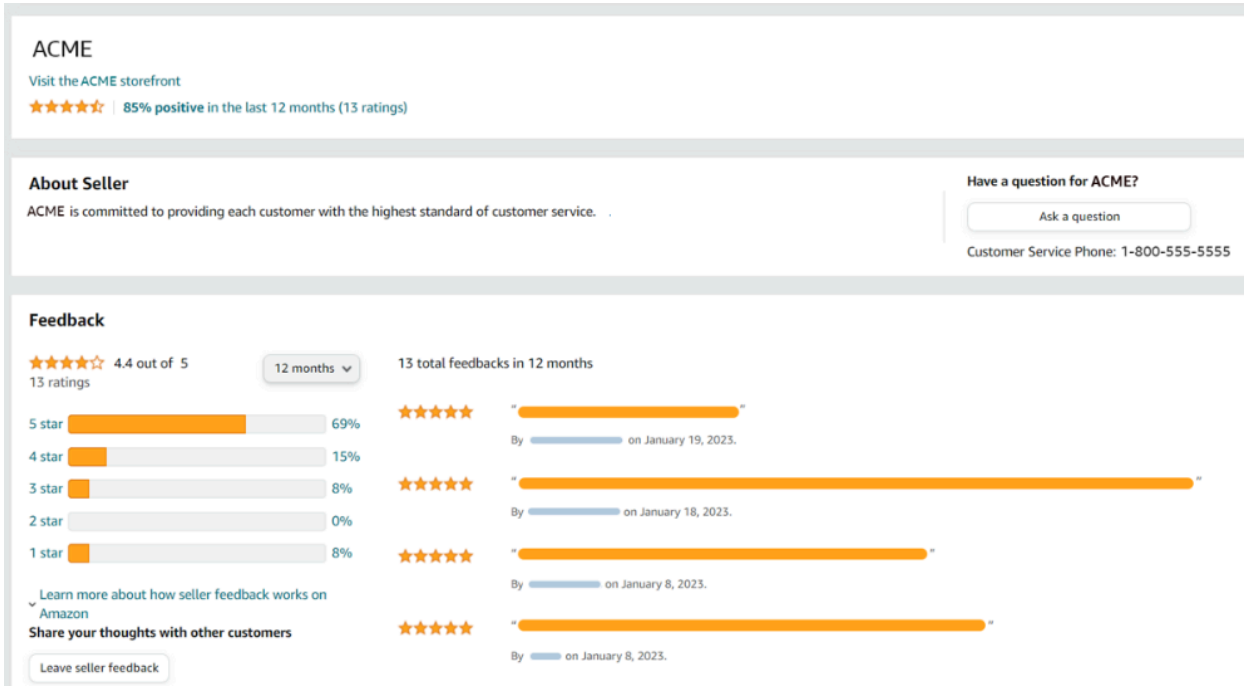
Adapting to Market Trends and Consumer Behavior

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



Source

Use customer feedback and reviews to understand customers' preferences.



[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.

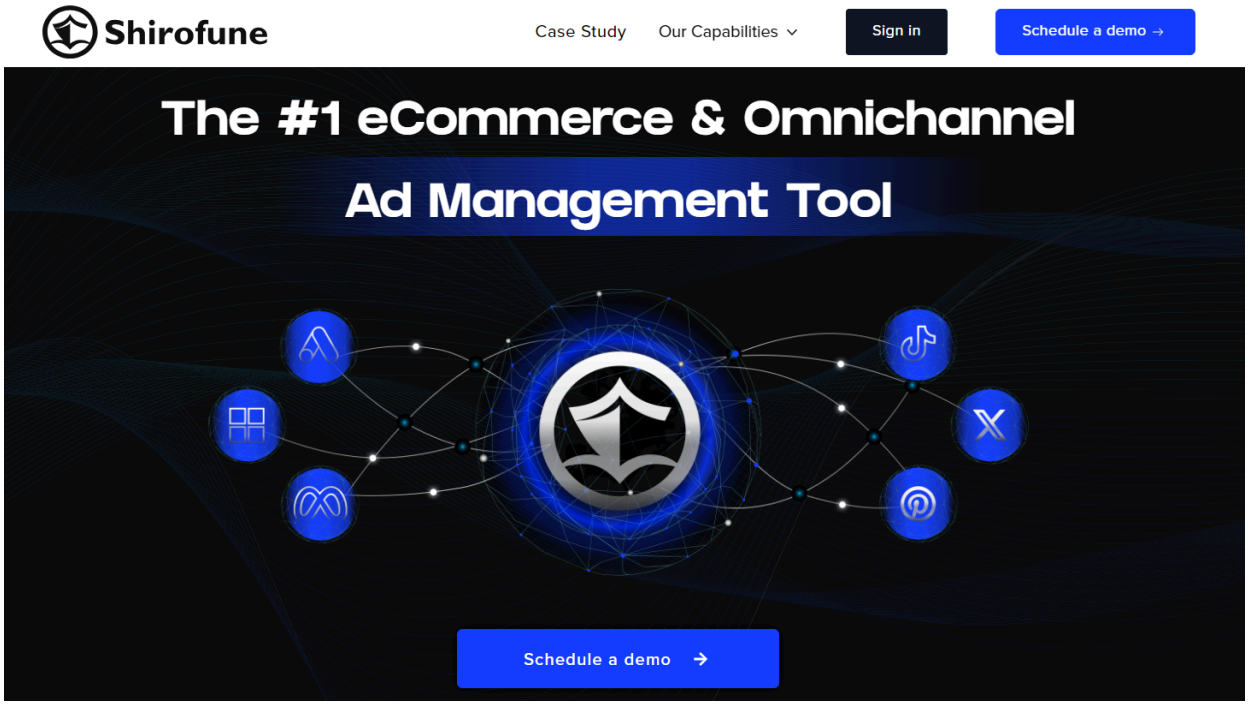
Address any policy violations that Amazon has identified as soon as possible.

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.

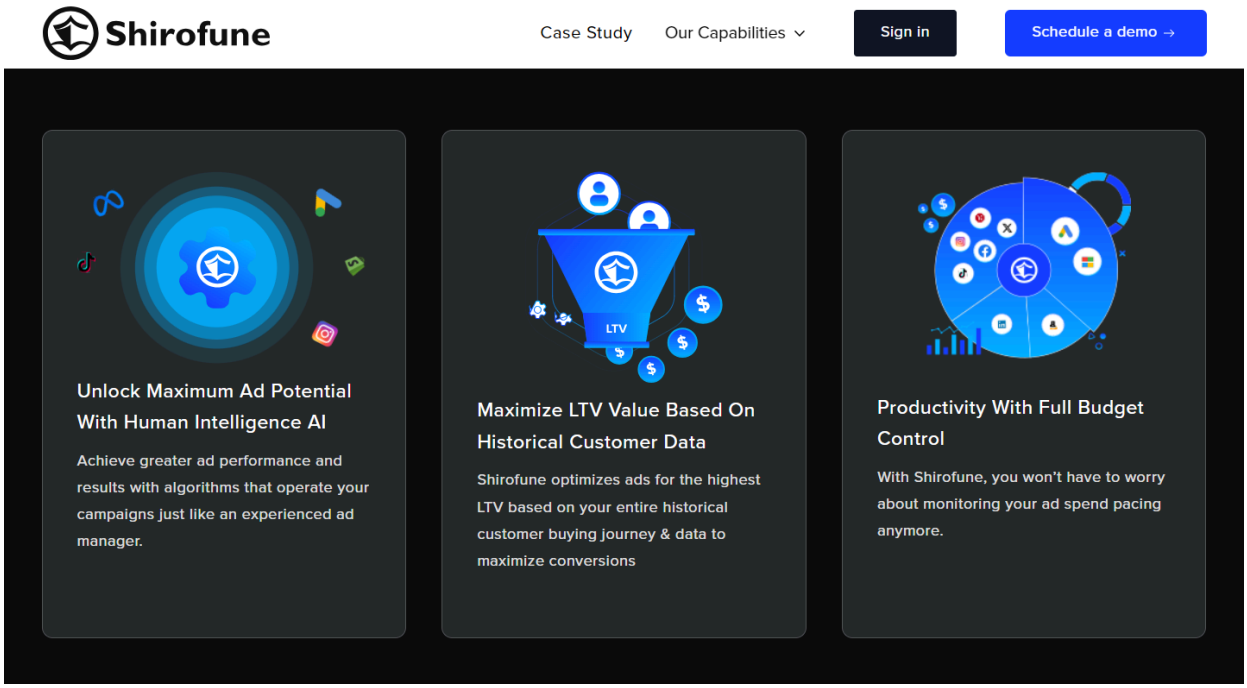
Elevate your Amazon Advertising With Shirofune

Ready to boost your sales and visibility on Amazon? Book your free demo and begin optimizing your Amazon ads.

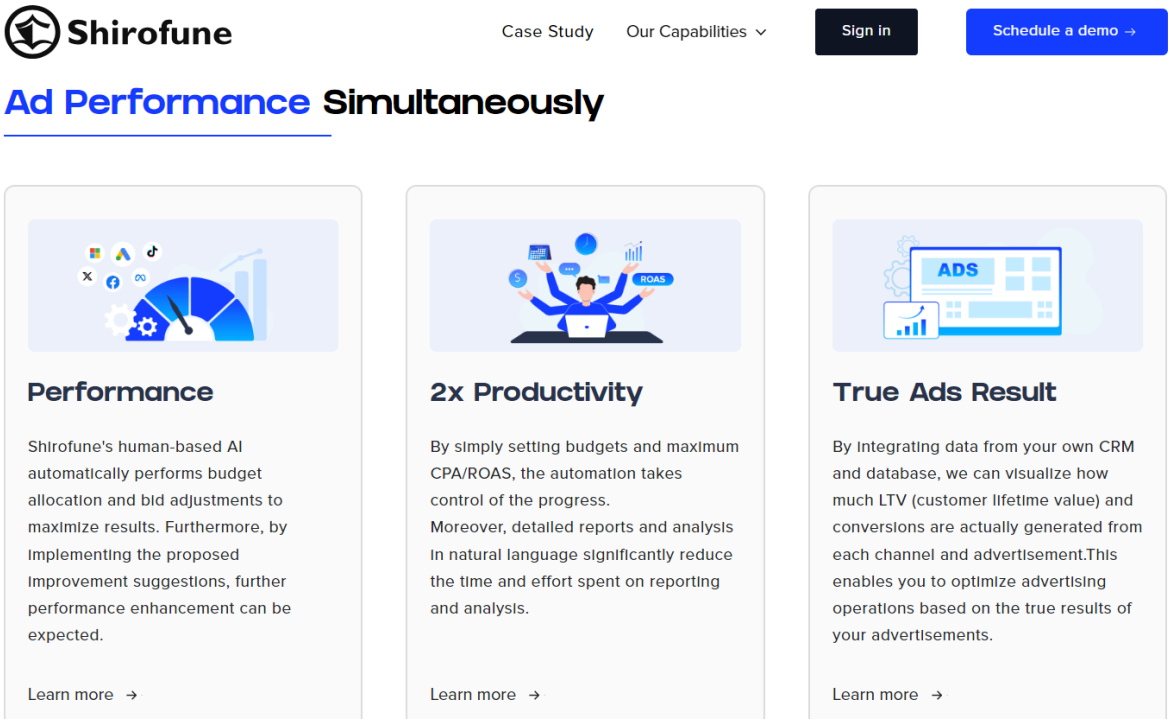


Shirofune is a smart tool that helps make your Amazon ads work better. Here's what it does:

- 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



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.



Schedule a Demo with Shirofune to enhance your Amazon ad performance.