

Amazon Advertising Platform


What is Amazon's Adverting Platform?


Sponsored Products from Amazon Sellers

Sponsored Products are advertisements for products sold by merchants on Amazon.com. When you click on a Sponsored Product ad, you will be taken to an Amazon detail page where you can learn more about the product and purchase it.


To learn more about Amazon Sponsored Products, [click here](#).


Sponsored Ads:



~~\$49.99~~ **\$13.99** (\$5.60/100 ml)  **Prime**
Order in the next **22 hours** and get it by Thursday, Jan 16.
More Buying Choices
\$12.99 new (2 offers)


★★★★☆ (103)
Beauty: See all 2,268 items




Retinol Cream (Vitamin A 100,000 Iu Per Ounce) - 2 Oz by Good n Natural
~~\$6.48~~ (\$648.00/100 g)  **Add-on Item**
Add it to a qualifying order within **23 hours** to get it by Thursday, Jan 16
More Buying Choices
\$4.79 new (6 offers)


★★★★☆ (338)
#1 Best Seller in Vitamin A Supplements
Product Features
Good N Natural - Retinol Cream (Vitamin A 200,000 I.U. per Jar) - 2 oz Cream
Health & Personal Care: See all 1,912 items

Sponsored Products on Amazon [What's this?](#)







Skinny Cream 6oz (Pack of 2) - Clinically Proven Cellulite Reduction and Skin Firming Cream - Advanced Formula - Anti-Cellulite Fat Burner - Get Skinny Sexy
~~\$56.95~~
★★★★☆ (10)
Natural Products Depot



Best Cellulite Cream - This Potent Anti Cellulite Cream Is Proven To Eliminate Ugly Cellulite Dimples - Extremely Effective For Toning & Tightening Dimpled Skin -
~~\$24.95~~
★★★★☆ (26)
 **Prime**
H3 Brands

Previous Page 1 2 3 ... 20 Next Page

Sponsored Links

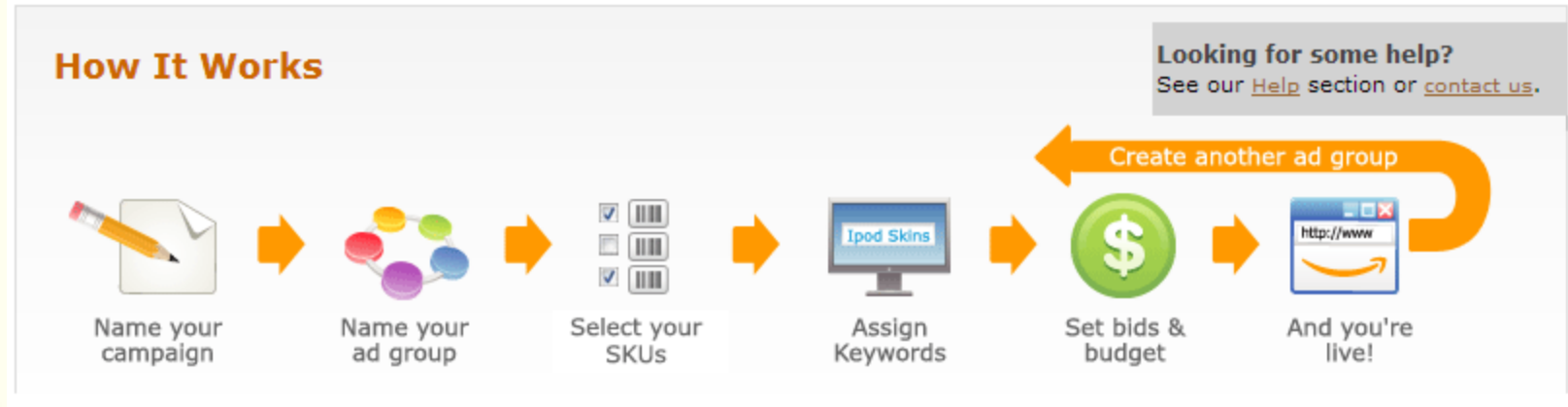
- [Cellulite Cream](#)  72% Reduction in **Cellulite** in Just 6 Weeks! See Photos. www.adonialegtone.com/
- [Best Cellulite Treatment](#)  Effective **Cellulite** Reduction Where You Need It. Find Out More Today! www.americanlaser.com/
- [Anti Cellulite Cream](#)  Increase Skin Elasticity & Glow. Get Bonus Gifts & Free Ship on \$50+ www.murad.com/Cellulite
- [NIVEA® Skin Firming Cream](#)  Reduce The Appearance of **Cellulite**. NIVEA Skin Firming Gel-Cream. niveausa.com/Skin-Firming-Cream-Q10

See a problem with these advertisements? [Let us know](#)

What is Amazon's Adverting Platform?

- Relatively new
- CPC Model – Cost Per Click
- Only for Amazon Sellers, but many are not using it

How does it work?



What's Cost Per Click?

The cost-per-click (CPC) is the amount you pay each time a user clicks on your ad.

The CPC for any ad is determined by what your willing to pay; some advertisers may be willing to pay more per click than you and would be shown more because they are bidding more. Your ad won't be shown until their ad spend is depilated.

Important Factors For CPC on Amazon

- Keywords
- What you willing to pay per click
- Budget (per day)
- Product (if you have more than one SKU)

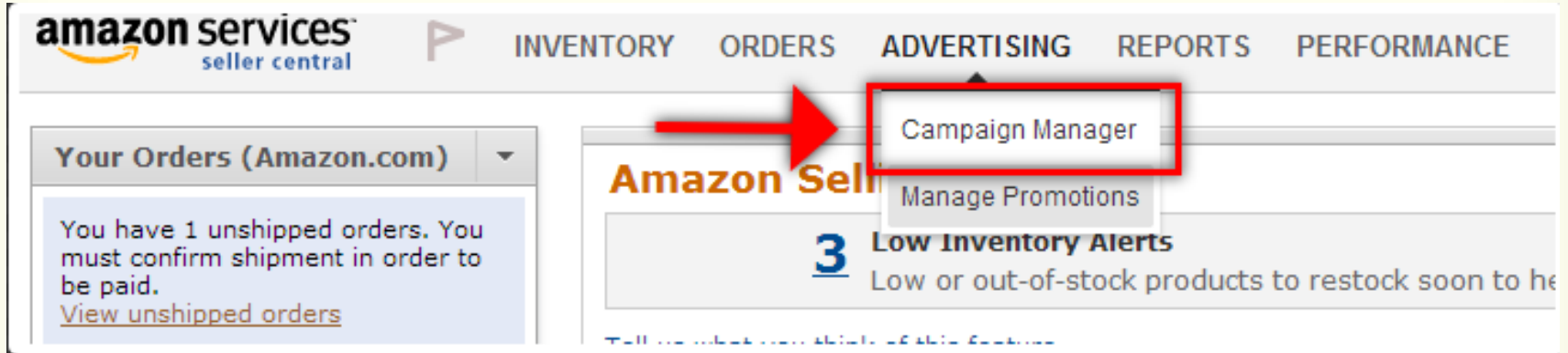
View of my campaigns - CPC

Daily Budget	Ad Groups	Ads	Impressions	Clicks	CTR	Total Spend	Average CPC
<input type="text" value="\$50.00"/>	1	2	10,919	20	0.18%	\$1.05	\$0.05
<input type="text" value="\$20.00"/>	1	1	258,318	786	0.30%	\$732.89	\$0.93
<input type="text" value="\$50.00"/>	1	2	71,700	136	0.19%	\$22.52	\$0.17
<input type="text" value="\$10.00"/>	1	1	15,762	29	0.18%	\$7.17	\$0.25

View of my campaigns - Sales

1-month Orders Placed	1-month Ordered Product Sales	1-month Conversion Rate	1-month Same SKU Units Ordered	1-month Other SKU Units Ordered	1-month Same SKU Units Ordered Product Sales	1-month Other SKU Units Ordered Product Sales
1	\$22.99	5.00%	1	0	\$22.99	\$0.00
109	\$4,487.87	13.87%	109	4	\$4,398.91	\$88.96
4	\$94.96	2.94%	4	0	\$94.96	\$0.00
0	\$0.00	0.00%	0	0	\$0.00	\$0.00

Set Up Your First Campaign:



What We Covered:

- Amazon's sponsored ad platform
- Important factors to bidding
- Look at my advertising campaigns
- How to set your own up today