

DRIVE SALES TO YOUR AMAZON LISTINGS WITH SPONSORED PRODUCTS

A Bloomreach, Inc. study found that 55% of US consumers begin their product search on Amazon.com as compared to 28% who started on search engines such as Google.¹ What are you doing to make sure your products stand out from the millions of other products on Amazon? What could you do to make your listings rise above the rest?

Well, **Amazon Sponsored Products** provide these opportunities to stand out, and now you can closely integrate your advertising strategy with your listing strategy through ChannelAdvisor.

Sponsored Products is a program that allows sellers to promote their product listings on the Amazon search results page. These ads are based on keywords that match shoppers' search queries. If you're considering online ads to increase your product exposure on Amazon, Sponsored Products is a great place to start. ChannelAdvisor provides full support for Amazon Sponsored Products on Amazon.com with tools and reports that provide complete visibility into product-level performance, control over the success of your campaigns and actionable insights that drive iterative success. For ChannelAdvisor Marketplaces customers, Sponsored Products can be set up and used immediately.



With Sponsored Products, you can set up campaigns for all or a subset of products and only incur costs when shoppers click on an ad. Plus, Amazon only displays your product ad if you're the Buy Box owner for that listing, so you don't have to worry about sending traffic to a listing where your business is not featured prominently.

SPONSORED PRODUCTS AT A GLANCE:

- Keyword-based
- Keeps buyers on Amazon
- Must own Buy Box for ad to display
- Cost per click, auction-based pricing model

WHY USE AMAZON SPONSORED PRODUCTS?

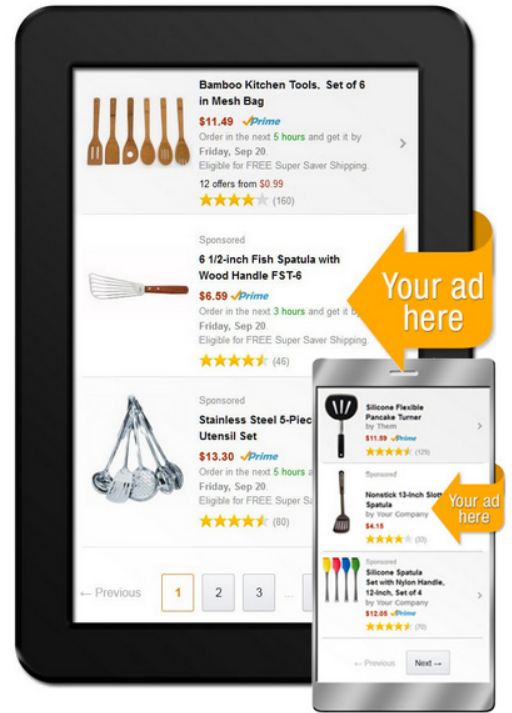
If you're selling on Amazon and want to increase the exposure of the products you already have listed, Sponsored Products is a natural place to start. Additionally, only 30% of Amazon shoppers click past the first page of search results.² Sponsored Products will land your ad on the first page and help shoppers discover your products. Though the ads are triggered only for items where you own the Buy Box, you'll be able to create Sponsored Products campaigns based on your goals.

¹ Bloomreach, Inc. survey

² <http://www.adweek.com/news/technology/why-its-so-hard-brands-get-noticed-amazon-161429>

BENEFITS OF SPONSORED PRODUCTS:

- Easily highlight new products, promote seasonal listings, drive traffic to clearance items and boost traffic to listings with low pageviews
- Target a highly qualified audience that is further along in the purchase funnel
- Even if you have the Buy Box 100% of the time, your product may not appear in the first page of natural search results; Sponsored Products provides you the opportunity to get on page 1
- Free impressions for your sponsored products; pay only when ads get clicked
- Automatic (Amazon selects keywords) and manual (you select keywords) keyword-targeting options are available
- Ads are now available on tablet and mobile devices as well, taking over a larger percentage of the screen — potentially leading to more conversions (see picture below)
- Anecdotally, some merchants have reported that sales driven by Sponsored Products have contributed to natural search ranking improvements



WHY USE AMAZON SPONSORED PRODUCTS WITH CHANNELADVISOR?

From an e-commerce perspective, Amazon Sponsored Products are unique in that they're a hybrid between selling on a marketplace and bidding as you would for paid search. Given our expertise in both third-party marketplaces and digital marketing, we've built a depth of support for Sponsored Products that delivers optimal flexibility, visibility and control.



With ChannelAdvisor's Sponsored Products support you can:

- Manage your Amazon listings and advertising programs in one location
- Automatically sync to import all your current Amazon campaigns, saving valuable time
- Automatically pause poor performing keywords in your campaigns or ad groups
- Receive Advertising Insights that provide recommendations about the best products to advertise
- Target the best products to advertise using ChannelAdvisor's proprietary Smart Select technology to identify products by core attributes (e.g., brand, ASIN, listing date) as well as Amazon-specific data points (e.g., Buy Box attainment, sales rank, FBA status)
- Enjoy centralized campaign management, which allows you to view all performance metrics for your cost per click entities — campaigns, ad groups, ads and keywords — from the same interface, helping you manage to your budgets and goals
- Strategically choose either automatic or manual keyword targeting options (automatic helps you get started quickly and provides actionable feedback on Amazon-selected keywords based on customer searches while manual provides for more customization and finessing of bids and keywords in your campaigns)
- View advanced performance metrics such as product-level reporting, conversion rate, CPC, advertising cost of sales and more
- Use bulk operations to activate, pause or archive campaigns as well as perform bulk management of keyword bids and advertised products

GETTING STARTED WITH AMAZON SPONSORED PRODUCTS

All Amazon sellers are eligible to participate in the Amazon Sponsored Products program, but you'll need to agree to their terms and conditions and add your credit card payment details to create an advertising account within Seller Central before you can get started. From there you can go back into ChannelAdvisor to manage your Sponsored Products along with all of your other advertising.



WHAT ELSE SHOULD YOU KNOW ABOUT SPONSORED PRODUCTS?

- Fees for Amazon Sponsored Products are in addition to your regular Amazon referral fees.
- ChannelAdvisor supports Sponsored Products for Amazon US and European marketplaces (UK, Germany, France, Italy, Spain).
- Amazon supports Sponsored Products for new or certified refurbished products only and currently does not offer the program in the jewelry, camera, books/media and adult categories.
- Sponsored Products differ from Amazon Text Ads, as that advertising format is entirely text-based and directs shoppers from Amazon to the merchant's website.

READY TO BE SEEN ON AMAZON?

Amazon's Sponsored Products is another tool that you can leverage to stand out from the crowd when selling on Amazon. To learn more about how ChannelAdvisor can help you manage your Amazon success, give us a call at 866-264-8594 or email info@channeladvisor.com.