

Amazon Sponsored Display Workbook



About Amazon Ads:

With 300+ million worldwide active customer accounts, Amazon has a deep understanding of how shoppers engage with products and brands as they discover, browse, and purchase online.

Amazon Ads can help you reach customers at every stage of their journey. A variety of Amazon products help you achieve your advertising goals while helping customers find the products they're looking for. Besides Sponsored Products and Sponsored Brands, Sponsored Display is becoming an increasingly important campaign type for advertisers, in particular, to boost visibility and strengthen your brand on Amazon.



About Sponsored Display:

With Sponsored Display you can reach relevant audiences who are browsing, discovering, or purchasing products on or off Amazon with ads that may appear on the Amazon home page, product detail pages, or shopping results pages, as well as third-party websites and apps.

About This Workbook:

With Finch’s “Amazon Sponsored Display Workbook”, we’ll walk you through setting advertising goals and helping you decide which Amazon Display targeting options are right for your brand and product.

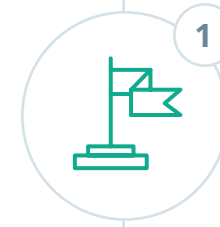
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AMAZON
SPONSORED
DISPLAY
CHECKLIST

- ☐ Set a Budget
- ☐ Prepare your product pages
- ☐ Choose the right targeting options
- ☐ Post Campaign Analysis

Finch's Approach to Amazon Ads



1

Definition of Growth Goals

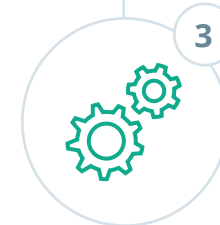
Together with the client we set overall growth goals for Amazon as well as target ACoS for each campaign type, product or category.



2

Granular Data Structure

We organize ad groups down to the individual SKU or single keyword level. Every SKU has its own bid.



3

Automated Campaign Optimization

Based on the different goals for each product or category we let our automated software take care of bidding using the performance and conversion rate for each individual SKU.



4

Untapped Growth Potential

We collect and analyze as much data as possible, so you can discover growth opportunities, allocate your budget accordingly, and increase revenue.



5

Brand Equity

We strengthen your brand by opening up your upper funnel and maximizing your brand visibility with Sponsored Brands/Display.

SET YOUR GOALS

The first step of an advertising campaign is setting your goals. Whether you're looking for increased brand awareness or a serious boost in sales, your ad journey starts here.

Q What are your overall goals?

What part of the client journey do you want to target? - Awareness, Consideration, Purchase Intent, Purchase Decision

Q Do you have specific sales or traffic goals? If so, what are they?

Pro tip: you can aim for a percentage increase in traffic and/or sales based on available data.

Q What would a successful campaign look like for you?

Are you looking for increased traffic on your campaigns and some boosted sales? What ad performance would be ideal? What click-through rates would you consider a success?

“Promotional planning can cover weeks (and even months) of ad campaigns, where the desired result can be as concrete as increased sales or as ambiguous as “brand awareness.” When planning your promotions (like everyday life), starting with a strategy tied to specific and measurable goals is essential.”

[Learn More](#)

SETTING BIDS AND BUDGET

Good news first: Amazon Ads doesn't require a minimum budget to launch a Sponsored Display campaign. All you need to do is to pick your daily bid and budget.

To ensure the campaign will run all day, Amazon recommends setting a daily budget of \$100 USD. You can adjust the budget at any time, but Amazon recommends starting here and adjusting in the future based on results.

The default bid is set to .50 USD and can be increased or decreased depending on how much you want to pay per click.

Frequently Asked Questions on Bid and Budget Setting

Q How much budget should I allocate to Sponsored Display?

In many companies, advertising and branding budgets are defined separately. Hence, it is even more important to be clear about the goals of your Sponsored Display campaigns. Depending on your defined campaign goals, we recommend to keep budgets low and bids high enough to test and gather insights. Based on that it will be easy to adjust your budget accordingly.

Q How granular should I set my bids?

The more granular, the better. You can set different bid amounts for each selected audience in your campaign. With that, you can tailor the amount you are willing to spend on each specific group to help you achieve maximum results. For even more specification, you should analyse your data to determine how your ads are performing in each segment, and further adjust your bids accordingly.

Q How can I control my campaigns' spend?

From the start, advertisers can choose a daily budget, a total budget for the length of the campaign, a portfolio budget for multiple campaigns and even set start and end dates to each of these options. That way, you ensure that the campaign does not spend a cent more than you'd like it to.

Q My budget runs out early in the day, and my Ads are not showing during peak times. How can I make sure my budget runs evenly throughout the day?

Obviously, an easy solution is to increase the budget. First step could however be to lower your CPC for the targets which spend the most and have the highest Cost per Click. Lowering the reach by narrowing the audience is also possible.

PREPARING YOUR PRODUCT

In order to to get the most for your ad dollars, make sure your product pages are optimized for visitor appeal.

- ☐ Update product photos
- ☐ Set price (be sure to include sales price, additional offers, etc)
- ☐ Update product description (if needed)
- ☐ Identify “Frequently Bought Together” products (for later targeting)



Product photos

When running paid ads that include your product images, it’s important to ensure your images are optimized to motivate customers. Experts recommend the following checklist:

- ☐ Display Your Products Professionally: One of the best ways to create the visual appeal required for an emotional response is to arrange physical products using a combination of display aids to dynamically present your products at different heights and from different angles.
- ☐ Size Your Photos Correctly: Once you’ve got eye-catching product photos to feature in your ads, you want to ensure you have the size and file type required for the advertising platform you’re using.
 - Sponsored Brands: 728×90, 800×90, 300×250, 160×600, 245×135, or 900×45 px
 - eCommerce display creative on Amazon: 300×250, 160×600, and 300×600 px
 - Amazon DSP off Amazon: 300×250, 160×600, 300×600, and 728×90 sizes, and 970×250 px
 - Standard media ad sizes

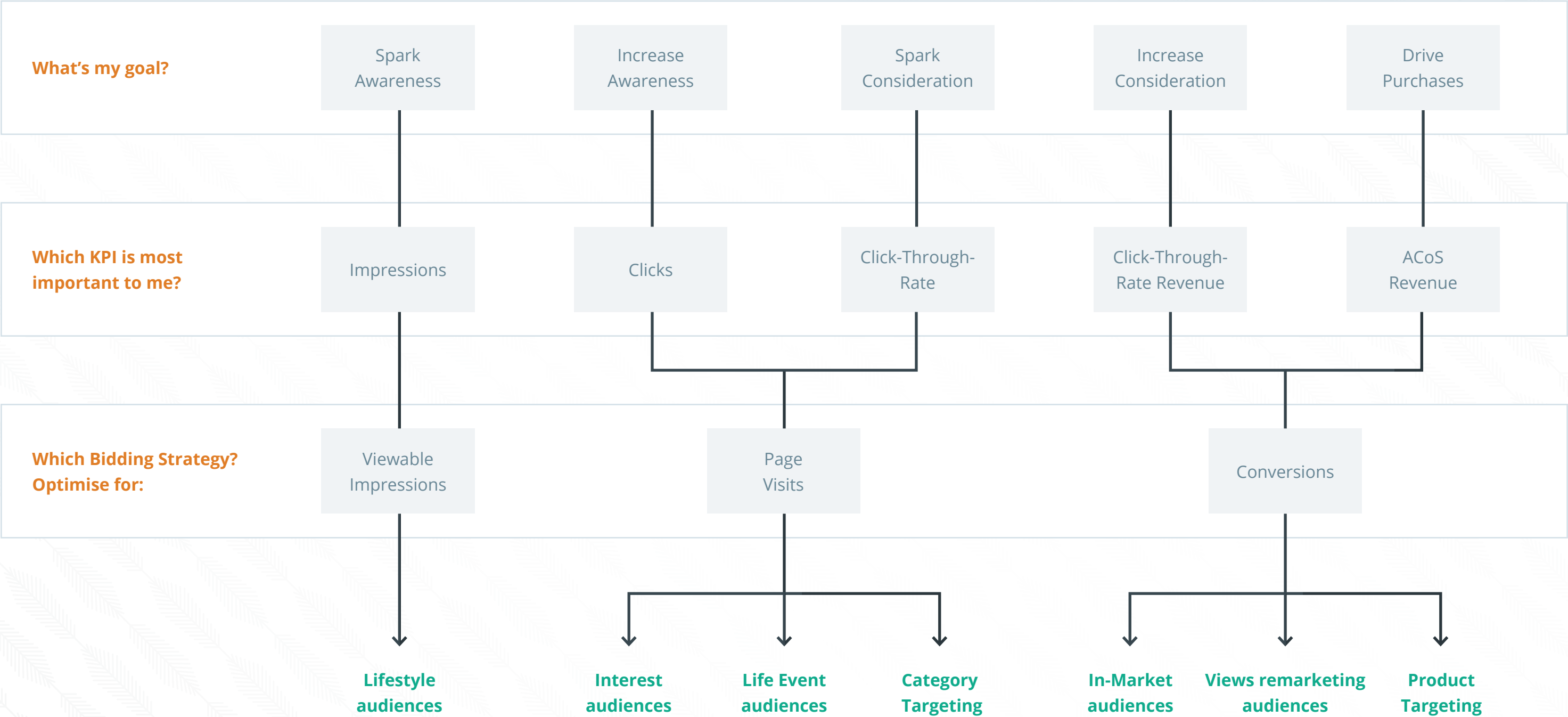
[Want to learn more?](#)

Optimizing Your Product Detail Page

- ☐ According to Amazon, great detail page accurately presents all the product information a customer would want and need in order to make a buying decision. Important components of a detail page include:
 - A concise and unique title, in Amazon.com title style
 - 5 bullet points conveying the most important information about the product
 - An accurate description of the product, discussing all its major features in detail
 - A clear product image of exactly what the customer is purchasing
 - Additionally, using Amazon A+ Content increases the sales of an item by 3%–10% on average, according to Amazon.
- ☐ Product descriptions should discuss the features of your product (without expressing an opinion). Descriptions should be similar to what’s on the manufacturer’s site, but not copied verbatim. They should be written in complete, engaging sentences and include:
 - The major product features and positioning within its category.
 - Information on the materials and construction, controls and settings, and included parts and accessories are critical in the buying decision.
 - Accurate dimensions, particular care instructions, and warranty information.

[Learn more](#)

CHOOSE THE RIGHT TARGETING OPTION(S)
ACCORDING TO YOUR GOALS



TARGETING OPTION BREAKDOWN

Now that you’ve decided on the targeting option that’s right for your goals, let’s dig into best practices for each Amazon Sponsored Display Targeting option.



Product

One successful tactic is targeting individual products directly. You can target products in several ways. The first is through suggested products, in which Amazon delivers a list of related products based on the one you plan to advertise. Another targeting option is by using keyword search results to show your ads, or you can upload a list of ASINs in a CSV file.

Suggested → Amazon will give you a list of related targets based on the selected product to advertise

Search → Search for list of targets via keyword search

Enter list → enter a list of ASINs separated by either a space or a comma

Upload → if you have a large list of ASINs on a spreadsheet you can upload it using a CSV file.



Category

If you target by category, you can have your ads target ASINs in specific categories. You will select the categories related to your product and choose more than one category. Category targeting is less restrictive than the Individual Products option, as it gives Amazon Ads only bid and category parameters to bid on ad placements.



Views Remarketing


Views Remarketing allows you to re-engage customers who have looked at your product but did not make a purchase

In Amazon, you define & engage audiences who viewed:


- Your advertised products on and off Amazon in the past 30, 14, or 7 days
- Similar to advertised products on and off Amazon in the past 30, 14, or 7 days.
- Products within a specific category on and off Amazon in the past 30 days, 14 days, and 7 days.”

Audience


There are 4 different audience types offered by Amazon Advertising: In-Market, Lifestyle, Interest-Based, and Life Events.




Targeting **in-Market audiences** allow you to reach audiences who are “in the aisle” and whose recent activity suggests they are likely to buy products in a certain category. With it, you can reach audiences in the same category as your advertised products or try entirely new segments.



Lifestyle audiences are positioned for awareness campaigns and can reflect shopping and streaming behaviors that suggest certain lifestyle preferences and affinities. Some examples of lifestyle audiences may include Automotive Ownership, Entertainment, Student & Professionals, and more.



Interest-based audiences allow you to help raise awareness with prospective customers whose shopping activity suggests a durable interest in specific categories. Examples of interest-based audiences include Books, Science, History, and more.



Life events audiences give you the opportunity to drive awareness and consideration for audiences with recent activity around life moments such as moving or getting married.

PRODUCT TARGETING TIP:
COMPLEMENTARY PRODUCT REVIEW

Identifying complementary products is a powerful way to not only price your product competitively, but also offer additional locations for ad placement.

- Q

What are the results of “frequently bought together” for your product?

Scroll down on your product page and look for the “frequently bought together” module. List the provided products below. They will help with your targeting efforts.

- Q

What are Amazon’s similar popular items?





Search Amazon for your product type and see results are delivered on the first page, labeled as Amazon’s choice, or have large amounts of reviews. These will help with your targeting efforts.

- Q

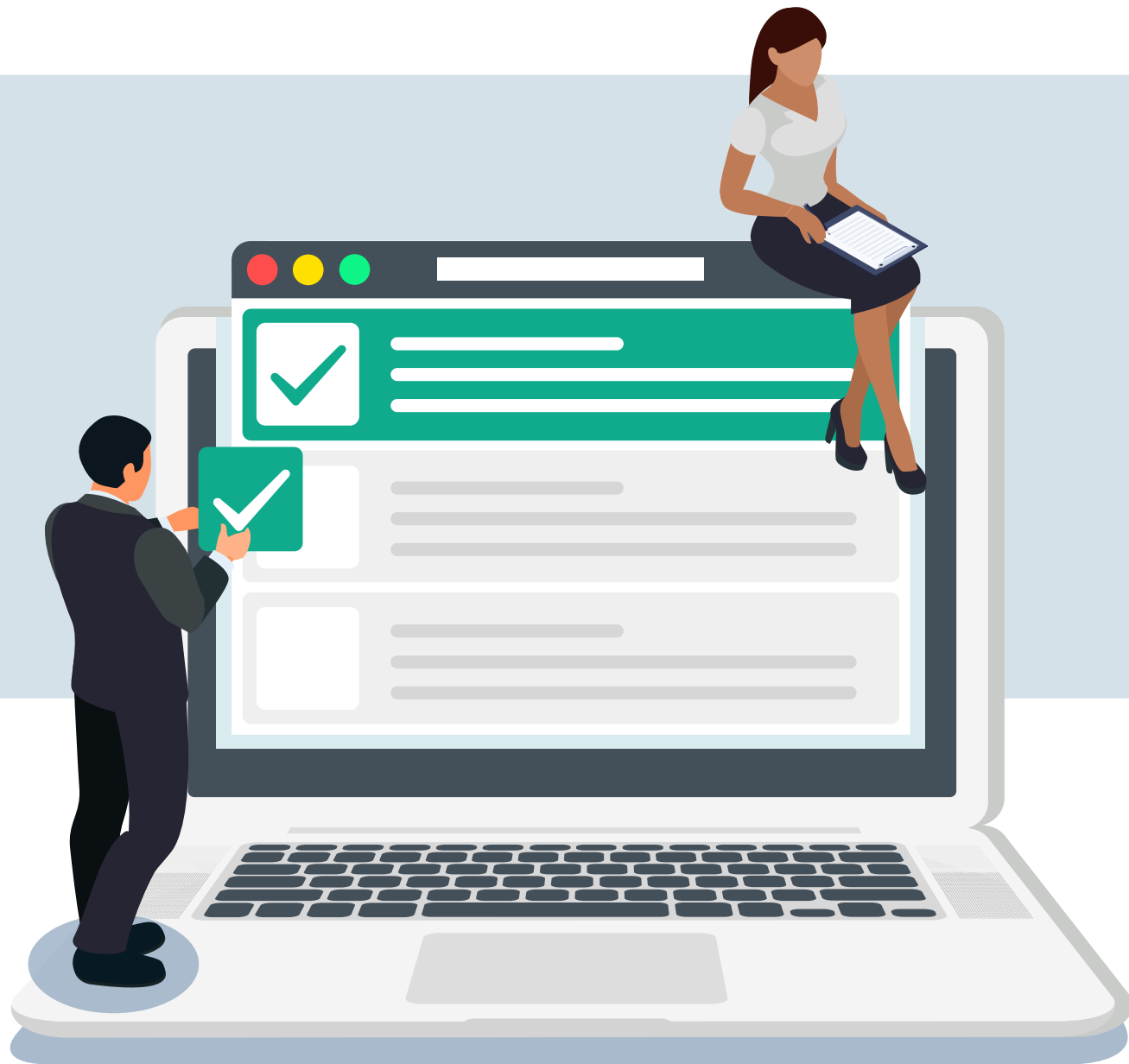
What are the top of search items in relevant categories?

Search Amazon for your product category and identify well-performing, similar items.

Amazon Advertising Resources by Finch

	<div>6 Tips to Optimize Amazon Sponsored Brands Ads</div> <div>Read Blog</div>
	<div>Amazon Sponsored Display Adds More Options for Advertisers</div> <div>Read Blog</div>
	<div>Amazon Advertising Sponsored Brands Best Practices</div> <div>Read Blog</div>
	<div>Automated Amazon Advertising Optimization</div> <div>Read Blog</div>

Finch Recommendations for **Amazon Sponsored Display**



Strategize: Have a detailed Amazon Strategy in place!



Get Granular: A granular campaign setup will drive efficiency.



Remarketing is a must: Get these low-hanging fruit now!



Analyse your own insights for the most accurate audience definition.



Test, test, test: Find out which audiences and bids are working.



Keep budgets low and bids high enough to test and gather insights



Plan resources for optimization as campaign setup needs refinement over time.



Narrow targeting allows you to set unique campaign goals that scale with low ACOS.

About Finch

As the world's first eCommerce Growth Platform, Finch was born to evolve.

Named for the most adaptive species on the planet, Finch has assembled industry authorities from around the world focused on one thing: eCommerce growth. That's it. We're a simple bunch of tech heads and eCommerce experts ruthlessly focused on enabling businesses to achieve growth and scale through our proprietary technology and proven strategies.

Over the last decade, we've watched the eCommerce landscape shift rapidly year after year. Taking a page from Darwin's book, we intentionally created a platform that continually evolves and adapts with the industry. The result is a world-first - an eCommerce Growth Platform that combines industry expertise and proprietary software to help digital-first brands scale their business, secure new markets, and deliver revenue goals.

Do you want to find out more about working with Finch and how we can help you grow your brand on Amazon?

Contact Finch now

