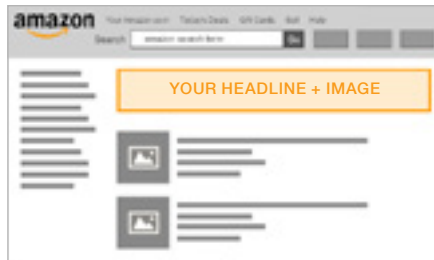


Drive sales with Amazon Marketing Services


We offer fast, simple, effective advertising solutions to help you reach Amazon.co.uk's shoppers and drive more sales. [Sign in](#) to start advertising today.




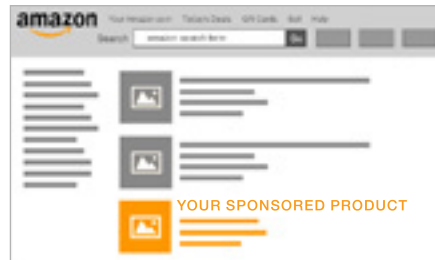
Headline Search Ads

Target by keyword.
Appear above search results.

- 1 Select ad landing page.
- 2 Set a campaign budget.
- 3 Add keywords and bids.
- 4 Add your logo and headline.

 Easy-to-use reporting.

 Minimum budget is £100.




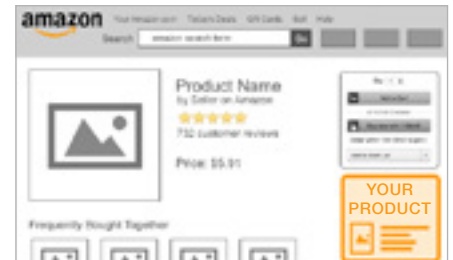
Sponsored Products

Target by keyword.
Appear below search results.

- 1 Select products.
- 2 Set a daily budget.
- 3 Add keywords and bids.

 Easy-to-use reporting.

 Minimum daily budget is £1.




Product Display Ads

Target by product or interest.
Appear on related product detail pages.

- 1 Select a product.
- 2 Choose to target by product or interest.
- 3 Set a campaign budget and bid.
- 4 Add your logo and headline.

 Easy-to-use reporting.

 Minimum budget is £100.

You only pay when shoppers click your ad.

Tips

- Target keywords relevant to the products on your ad's page.
- Use phrase match to maximize the impressions for your ad.
- Create engaging headlines to encourage shoppers to click your ad.

Tips

- Use keyword suggestions. Then optimize future campaigns based on performance.
- Target keywords relevant to the products you are advertising.
- Use the [category bidding guide](#) to set your bid.

Tips

- Advertise products with good customer reviews or A+ detail page content.
- Keep the box checked to expand targeting to other related products to increase impression volume.
- Preview your ads to confirm the logo is clear and legible.

Create a Headline Search Ad

Create a Sponsored Products Ad

Create a Product Display Ad

Frequently Asked Questions

Headline Search Ads

Sponsored Products

Product Display Ads

What is it?

Keyword-targeted ads with a custom text headline.

Keyword-targeted ads.

Product or interest targeted ads with a custom text headline.

How much does it cost?

Cost-per-click bids start at £0.10. Begin with a campaign budget as low as £100.

Cost-per-click bids start at £0.02. Begin with a daily budget as low as £1.

Cost-per-click bids start at £0.02. Begin with a campaign budget as low as £100.

Where do ads typically appear on Amazon.com?

Above search results.

Below search results.

On related product detail pages.

How can I target my ad?

Keyword-Targeting: Choose relevant keywords shoppers might search for to purchase your products at Amazon.com.

Product-Targeting: Target complimentary or competitive product detail pages that shoppers might visit to purchase your products at Amazon.com.

Interest-Based Targeting: Select shopper interest categories to reach a broader audience.

How do I measure results?

Measure return on investment with keyword-level sales reporting.

Measure return on investment with product and keyword-level sales reporting.

Measure return on investment with campaign-level sales reporting.

Ready to get started?

1. Sign in at ams.amazon.co.uk.
2. Click the "Ads" icon.
3. Click "Create your first ad".