

# Amazon Advertising: Sponsored Products

Sponsored Products are cost-per-click (CPC) ads that promote individual product listings on Amazon. Help customers discover and purchase products that you sell on Amazon with ads that appear in shopping results and on product pages.

amazon marketingservices



## Headline Search Ads

Targeted by Keyword

Appears above search results



## Sponsored Products

Targeted by Keyword

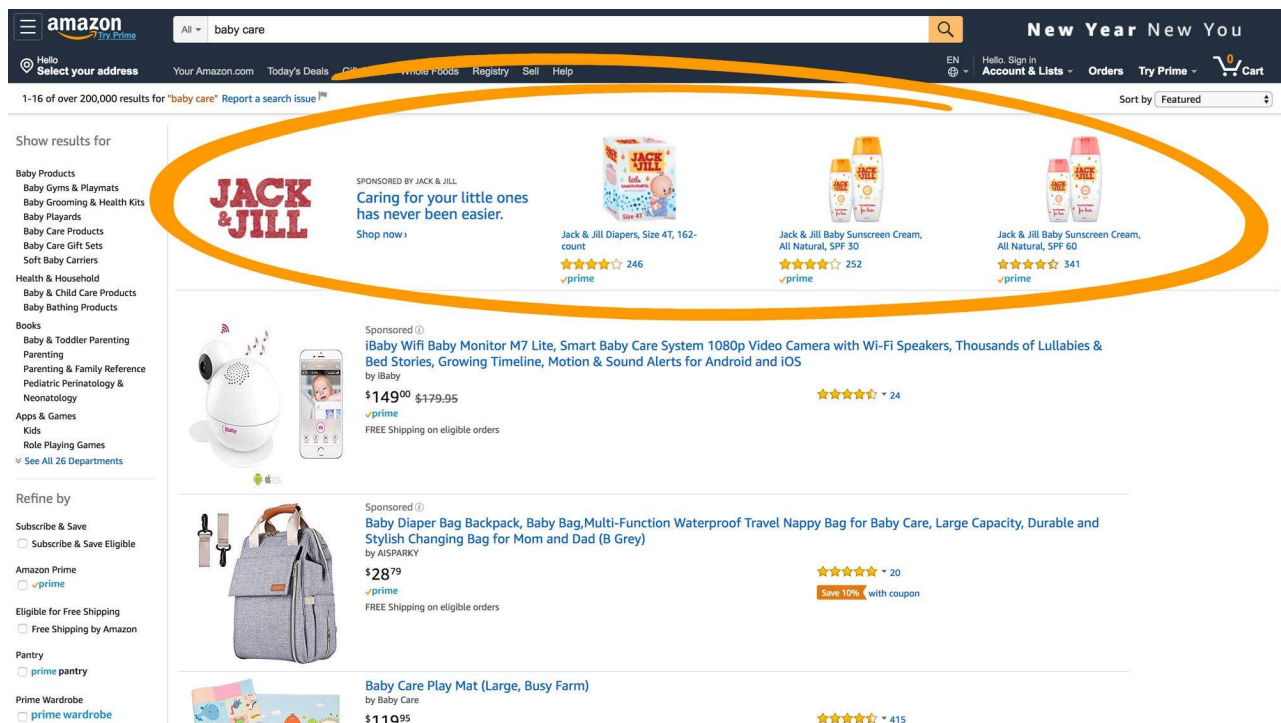
Appears below search results



## Product Display Ads

Targeted by Product or Interest

Appears on related product detail pages



amazon  New Year New You

1-16 of over 200,000 results for "baby care" Report a search issue

Show results for

Baby Products  
Baby Gyms & Playmats  
Baby Grooming & Health Kits  
Baby Playdays  
Baby Care Products  
Baby Care Gift Sets  
Soft Baby Carriers

Health & Household  
Baby & Child Care Products  
Baby Bathing Products

Books  
Baby & Toddler Parenting  
Parenting  
Parenting & Family Reference  
Pediatric Perinatology & Neonatology

Apps & Games  
Kids  
Role Playing Games

See All 26 Departments

Refine by

Subscribe & Save  
 Subscribe & Save Eligible

Amazon Prime  
 prime

Eligible for Free Shipping  
 Free Shipping by Amazon

Pantry  
 prime pantry

Prime Wardrobe  
 prime wardrobe

**JACK & JILL**  
SPONSORED BY JACK & JILL  
Caring for your little ones has never been easier.  
Shop now

Jack & Jill Diapers, Size 4T, 162-count  
★★★★☆ 246  
prime

Jack & Jill Baby Sunscreen Cream, All Natural, SPF 30  
★★★★☆ 252  
prime

Jack & Jill Baby Sunscreen Cream, All Natural, SPF 60  
★★★★☆ 341  
prime

Sponsored ⓘ  
iBaby Wifi Baby Monitor M7 Lite, Smart Baby Care System 1080p Video Camera with Wi-Fi Speakers, Thousands of Lullabies & Bed Stories, Growing Timeline, Motion & Sound Alerts for Android and IOS  
by iBaby  
\$149<sup>00</sup> \$179.95  
prime  
FREE Shipping on eligible orders  
★★★★☆ 24

Sponsored ⓘ  
Baby Diaper Bag Backpack, Baby Bag, Multi-Function Waterproof Travel Nappy Bag for Baby Care, Large Capacity, Durable and Stylish Changing Bag for Mom and Dad (B Grey)  
by AISPARKY  
\$28<sup>79</sup>  
prime  
FREE Shipping on eligible orders  
★★★★☆ 20  
Save 10% with coupon

Baby Care Play Mat (Large, Busy Farm)  
by Baby Care  
\$119<sup>95</sup>  
★★★★☆ 415

