

# 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



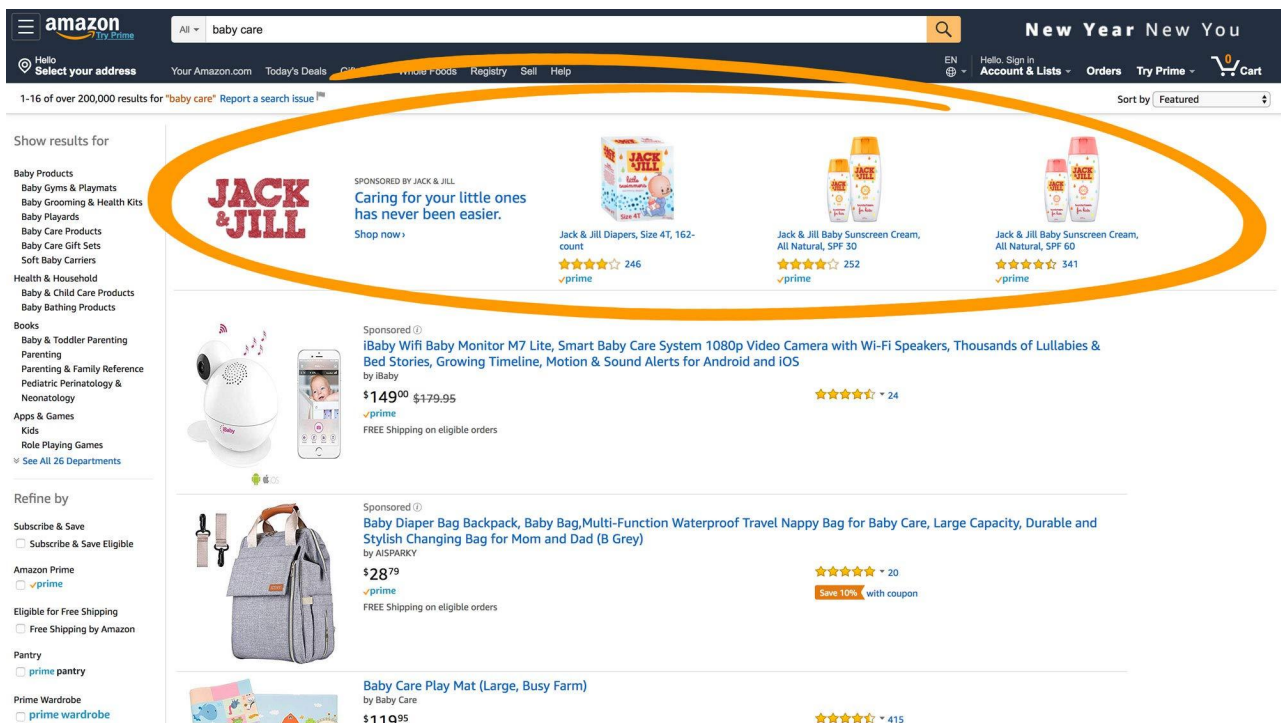
## Sponsored Products

Targeted by Keyword  
Appears below search results



## Product Display Ads

Targeted by Product or Interest  
Appears on related product detail pages



The screenshot shows the Amazon search results for 'baby care'. A large orange oval highlights several sponsored product listings. The top listing is for Jack & Jill baby care products, including diapers and sunscreen. Below it is a sponsored listing for the iBaby Wifi Baby Monitor M7 Lite. Further down are sponsored listings for a Baby Diaper Bag Backpack and a Baby Care Play Mat. The left sidebar shows navigation options like 'Baby Products', 'Books', and 'Apps & Games'. The top navigation bar includes the Amazon logo, search bar, and account options.

