

# 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 an Amazon search results page for the query "baby care". The top navigation bar includes the Amazon logo, search bar, and account options. The search results are displayed in a grid format. A yellow circle highlights a section of sponsored products. The first sponsored product is a Jack & Jill Diapers pack, followed by two bottles of Jack & Jill Baby Sunscreen Cream. Below these are three more sponsored products: a Baby Monitor M7 Lite, a Baby Diaper Bag Backpack, and a Baby Care Play Mat. The left sidebar contains navigation links for various product categories like Baby Products, Health & Household, Books, Apps & Games, and Prime Wardrobe. The bottom of the page features three circular icons: a bar chart, a globe, and a computer monitor.