

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



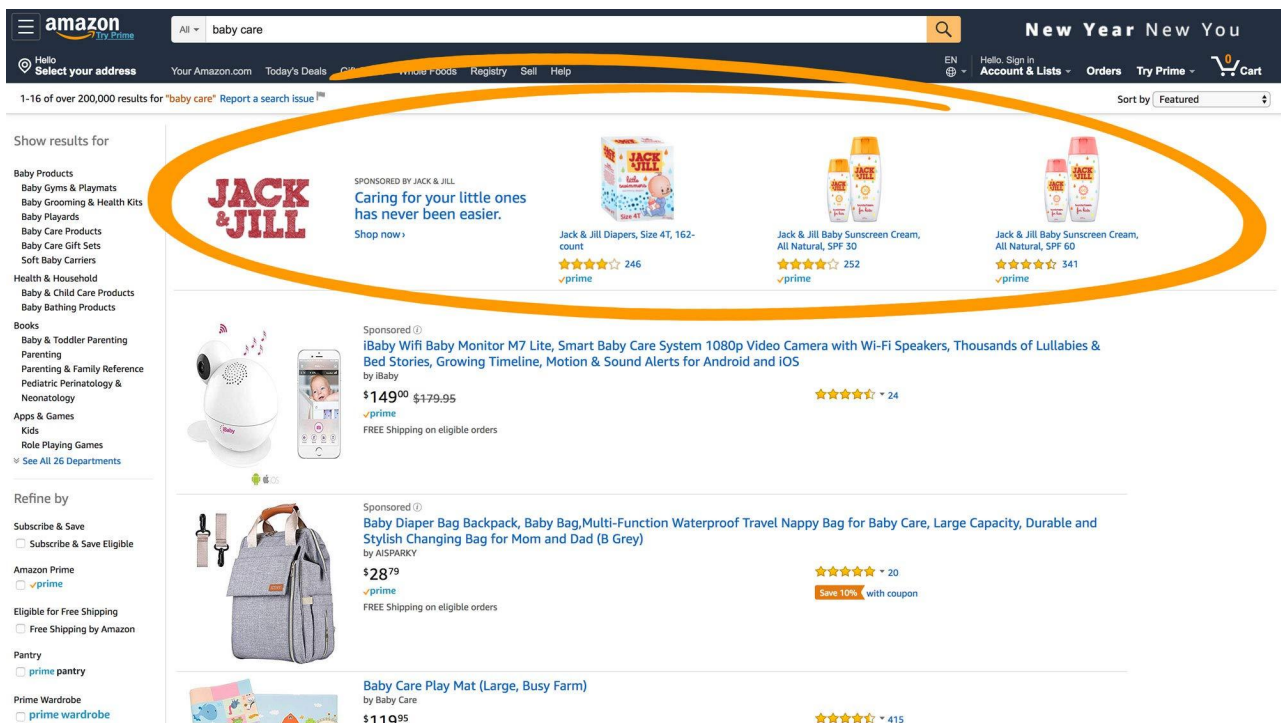
Sponsored Products

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 yellow circle 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.

