

# 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

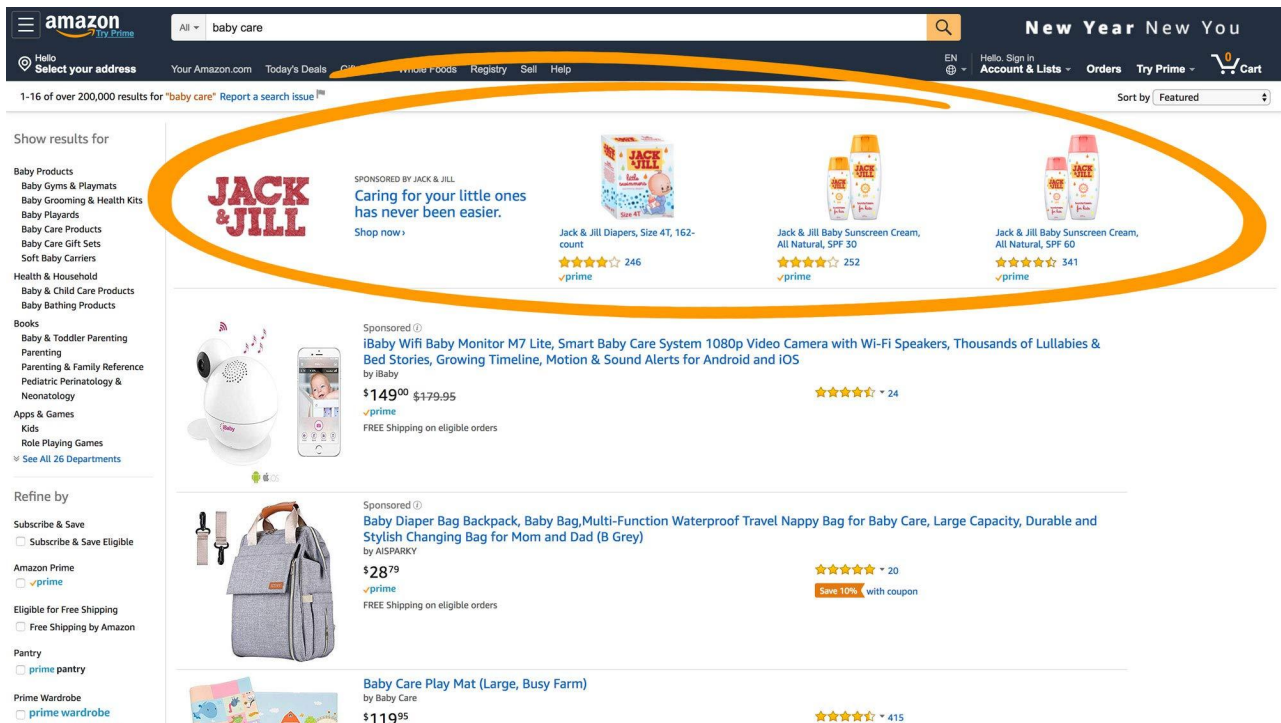
Appears below search results



## Product Display Ads

Targeted by Product or Interest

Appears on related product detail pages



The screenshot shows an Amazon search page for "baby care". A large orange oval highlights several sponsored product listings. The listings include:

- JACK & JILL Diapers:** "Caring for your little ones has never been easier." Price: \$246. Rating: 4.5 stars.
- JACK & JILL Baby Sunscreen Cream:** "All Natural, SPF 30." Price: \$252. Rating: 4.5 stars.
- JACK & JILL Baby Sunscreen Cream:** "All Natural, SPF 60." Price: \$341. Rating: 4.5 stars.
- 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." Price: \$149.00 (was \$179.95). Rating: 4.5 stars.
- 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)." Price: \$28.79. Rating: 4.5 stars.
- Baby Care Play Mat (Large, Busy Farm):** Price: \$119.95. Rating: 4.5 stars.

