

# Amazon Ads Service Summary



CREATIVE  
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## Service Summary

# AMAZON ADS



## WHAT?

It is an advertising model in which advertisers pay a fee to Amazon when a shopper clicks on their ad (pay-per-click). There are 3 Amazon ad types available: Sponsored Products, Sponsored Brands and Sponsored Display Ads. The latter is a new and extended version of the former Product Display ads – PDAs.

## WHY?

- It is very effective compared to other ad channels because it allows you to reach shoppers where they actually make purchases, i.e. on Amazon.
- It allows product promotion with highly visible placements on Amazon, with ads appearing on desktop, mobile browsers as well as on Amazon's app.
- It allows you to choose from different ad types depending on goals.
- Amazon PPC offers a portfolio of different targeting methods from keywords to categories, brands, and products (ASINs— Amazon Standard Identification Numbers) as well as remarketing on external websites to ensure that your message is reaching the desired audience.

## HOW?

We require your Amazon account details to get started with Amazon Ads and after that, we will work on the below-listed areas:

- Strategy
- Setup
- Optimization

Service Summary

# AMAZON ADS



## WHO?

Creative Conversions Amazon Ads specialists will drive your Amazon Ads campaign towards success.

### **Some Important Benefits Working with Creative Conversions:**

- No Lock-in Contracts
- \$0 Setup Fee (Eligible For Monthly Management Model)
- Experienced Specialists
- Your Accounts Belong To You
- Proactive Communication
- Custom Reporting

## TYPES

- Sponsored Products – keyword and ASIN-targeted ads, similar to Google Ads, that enable you to promote individual products within Amazon search results and on product detail pages. Sponsored Products are the most popular ads on Amazon.
- Sponsored Brands – ads for brand building that allow brands to promote a custom headline, brand logo, and up to 3 products in their ad in the top spot above Amazon search results (and other placements), with the ability to send shoppers to their Amazon Stores page or a custom landing page on Amazon. Newly available are also video ads linking to product detail pages.
- Sponsored Display ads – banner ads that send shoppers to Amazon product detail pages. They deliver relevant ads both on Amazon and on external websites to shoppers who are visiting and revisiting (remarketing) specific products on Amazon.

Service Summary

# AMAZON ADS



## OUR APPROACH

Our certified team understands what it takes to develop a great Amazon advertising strategy for your business. We focus specifically on creating targeted campaigns that are cost-effective & profitable.

### **Research & Discover**

In the initial stages, we understand and research the client's business as much as possible, including its complexities & target audience.

### **Competitive Analysis**

Our experts will analyze your business, its industry, and how the different players in the market are running ads.

### **Comprehensive Account Analysis (Only for Running Accounts)**

Without an understanding of historical data and competitive analysis in Amazon Ads management, you can't drive a campaign to success. The most important asset available to us is your historical account data. Our specialists focus on this and supporting aspects to meet your advertising needs and generate maximum results.

### **Build Strategy & Campaign**

Our research and analysis will jointly translate into an effective PPC strategy. Our Amazon Ads specialists will draft a complete action plan and strategy that will deliver the best results to achieve your business goals.

### **Optimize, Grow & Repeat**

Campaign Ads will be tested using A/B testing methods to determine which ads lead to high performance. Our experts will make sure that your Amazon Ads campaign is properly optimized to achieve business goals.

Service Summary

# AMAZON ADS



## OUR PROCESS

### On Initiation

- We send a briefing document for you to fill in.

### Campaign Setup

- Setup campaign parameters as per the brief.
- The final element is billing and going live.

### Management

- Statistical reviews
- Ongoing optimizations
- Monthly Reporting

### Why Choose Us for Your Amazon Ads Management

- **Management**

Being a reputable Amazon Ads service provider, we will ensure that you are connected with the potential audience.

- **Expertise**

As an Amazon Ads management company, we have a team of highly skilled and experienced PPC consultants with years of hands-on experience in delivering good results.

- **Stability**

With an extensive, full-time staff and a strong track record in different internet marketing disciplines, we are the Amazon advertising agency you can rely on for as long as your campaign runs in an efficient manner.

Service Summary

## AMAZON ADS



## OUR RESPONSIBILITIES

- Get appropriate information to set up a campaign.
- Set up campaign structures professionally and according to the brief.
- Prepare campaign content for your review and approval.
- Implement approved campaign copy to specification.
- Set up all conversion functions to ensure a clear measurement of results.
- Optimize the campaign where needed.
- Report results accurately each month.

## YOUR RESPONSIBILITIES

- Work closely with our Amazon Ads team to get the best engagement and result.
- Fill out the initial brief completely and on time.
- Review, fine-tune and approve the campaign structures and content in a timely manner.
- Work closely with our Amazon Ads specialists in the early weeks, for fine-tuning of the campaign
- Work closely with us when recommendations are made to improve performance.

# AMAZON ADS



## LIMITATIONS

### Campaign Limitation:

- Ads disappear once a campaign reaches its budget and listings will disappear once a campaign is complete.

### Our Limitation

- Responding efficiently to each aspect of registered project proceedings is very important to be on a smooth path.
- Our Amazon ads team follows a well-defined process to keep track of projects.
- Any delays from your side towards any aspect of the project can create limitations for us to proceed and complete activities within a determined timeline, i.e.
  - If the intake form is not completed, or partially completed on your side, there will be limitations that will arise for the Ads team to take the next step of Campaign drafting/setup on time.
  - If there is a delay in approvals on your side in regards to any opportunity, suggestions, or recommendations, the Ads team will be unable to implement the best practices/strategies/experiments to improve the campaign.

## What's Next?

When the Amazon Ads campaign is successful and has achieved the goals, it was set out to reach, it can further develop into the next strategy:

- Google Ads
- Social Media Ads