

WHAT IS AMAZON ADVERTISING?



01 WHAT IS AMAZON
ADVERTISING

WHAT DIFFERENT TYPES OF
AMAZON ADVERTISING ARE
THERE?

03

AGENDA

02 HOW DO EACH OF THESE
TYPES DIFFER?

HOW DOES ADVERTISING
WORK?

04

HOW DO I KNOW IF ADVERTISING IS
WORKING?

05

AMAZON ADVERTISING

viva naturals Vitamin C & Zinc Supplement - Daily Immune Boost
Shop Viva Naturals >

Results
Check each product page for details.

Product	Bid
Paula's Choice BOOST C15 Super Booster, 15% Vitamin C with Vitamin E & Ferulic Acid, Skin Brightening...	\$2.50
SOLARAY Vitamin C 1000mg Timed Release Capsules with Rose HIPS & Acerola Bioflavonoids, Two-Stage f...	\$2.30
FlavCity Vitamin C Supplement, C-Ya Later- Dietary Supplement for Immune Support Derived from...	\$2.10
Pure Encapsulations Ascorbic Acid Capsules - 1,000 mg Vitamin C - Antioxidant & Immune Support* -...	\$1.80
Nature's Bounty Vitamin C + Rose Hips, Immune Support, 1000mg, Coated Caplets, 100 Ct	Overall Pick

HOW IT WORKS:

- Amazon reserves many different placements to be purchased at auction
- Amazon Uses "Bids" to determine where advertising placements could appear, These bids are organised into who pays the highest down to who is paying the lowest. Your position on the search results is determined by where your bid sits in this hierarchy

WHAT DIFFERENT TYPE OF AMAZON ADVERTISING ARE THERE AND HOW DO THEY DIFFER?

This screenshot shows the top of an Amazon search results page for 'vitamin c'. The search bar at the top contains 'vitamin c'. Below the navigation bar, there are several sponsored product listings. The first listing is for 'Viva Naturals Vitamin C & Zinc Supplement - Daily Immune Boost'. Below this, there are five more sponsored product listings, each with a product image, title, and price. The products include 'Paula's Choice BOOST C15 Super Booster', 'SOLARAY Vitamin C 1000mg Timed Release Capsules', 'FlavCity Vitamin C Supplement', 'Pure Encapsulations Ascorbic Acid Capsules', and 'Nature's Bounty Vitamin C + Rose Hips'. The listings are arranged in a grid format.

This screenshot shows the top of an Amazon search results page for 'vitamin c'. The search bar at the top contains 'vitamin c'. Below the navigation bar, there are several sponsored brand listings. The first listing is for 'Viva Naturals Vitamin C & Zinc Supplement - Daily Immune Boost'. Below this, there are five more sponsored brand listings, each with a product image, title, and price. The products include 'Paula's Choice BOOST C15 Super Booster', 'SOLARAY Vitamin C 1000mg Timed Release Capsules', 'FlavCity Vitamin C Supplement', 'Pure Encapsulations Ascorbic Acid Capsules', and 'Nature's Bounty Vitamin C + Rose Hips'. The listings are arranged in a grid format.

This screenshot shows a product page for 'Vitamin C' by Sports Research. The product image is a black bottle with 'VITAMIN C High Potency' written on it. Below the image, there is a 'Sponsored' banner for 'Amazon Elements Vitamin C 1000mg, Supports Healthy Immune System, Vegan, 300 Tablets, 10 month supply'. The banner includes a star rating of 4.5 and a price of \$18.10. Below the banner, there are several customer reviews and a 'Competitively priced item' section. The product page also features a 'Diet Type' section with 'Vegan' and 'Unflavored' options, and a 'Report an issue with this product or seller' link.

SPONSORED PRODUCTS

- These ads appear at top of search, middle of search and bottom of search
- This ad type will typically give you the best return as it looks like an organic listing.
- Most of your budget should be allocated to this ad type. 80% or higher
- This ad types has the biggest impact on organic rank

SPONSORED BRANDS

- These ads appear at top of search and have a creative, Video/Image.
- This ad type is good at show casing a range of products
- Also at showcasing a range of different store pages.
- Good ad type to implement once you know what terms you convert best on

SPONSORED DISPLAY

- The main difference with SD is that most of these ads are not searched based they are audience based.
- You can target product detail pages as shown above.
- One of the best ways to use these ads is to retarget people who have either purchased from you before (if your product is a repeatable purchase) or viewed your product page but didn't purchase.

HOW DOES ADVERTISING WORK?

- In its most basic form advertising is where you have a product and you decide to serve an ad for that product on either a relevant search term or another products detail page.
- Search terms are what customers search for in the amazon search bar, very much like google. If i want a new pair of running shoes i would search running shoes on amazon to begin my search.
- Product detail pages are like a landing page, they have all the key information of your product, Images, Title, bullet points and other information. Amazon alllows you to advertise on your own product detail page and your competitors this is helpful for brand protection and gaining marketshare.



HOW DO I KNOW IF ADVERTISING IS WORKING?

CLICKS

Driving traffic is the aim of the game, If you are getting clicks advertising is working. Measuring how many clicks you are getting for each of your products is a good indication if you are getting the traffic you need.

CVR

Now you are getting clicks you need to know if your traffic is converting. This is calculated Conversions/Clicks. This tells us how well the traffic we are sending is converting. The real trick is knowing if your CVR is good or not. Amazon average CVR is 10%.

ACOS

Advertising cost of sale (ACOS) measures the profitability of our ads. Your ads should really fit into three categories. Ranking, Research and Profit. ACOS is the metric you can use to give each of your campaigns purpose.

TACOS

One of the most powerful metrics (which is why our podcast is called TACOS Tuesday) This is cal



CONCLUSION

1. Advertising can be tricky to navigate and going alone takes time and is full of costly lessons. Learning from people who have been where you are reduces both the time it takes to learn and reduces those costly mistakes.
2. Let us help by completing an advertising audit to see what is working and what could be improved. Book a call here – <https://gosellglobal.com/management-for-amazon-ads/>

JOIN US

Additionally to completing an advertising audit getting in a room together has proven an amazing way to get insights that otherwise you would never be exposed to.

Melbourne – Work Club Olderfleet – Lower Ground Floor, 477 Collins Street, Melbourne.

Date: Wednesday, 19th February 2025,

Time 4pm to 6pm

Sydney – Work Club Barangaroo – Level 6, 201 Kent Street, Sydney. Date:

Thursday 20th February 2025,

Time: 4pm to 6pm

