amazonadvertising

Sponsored Display:
Placements and creatives cheat sheet

With creatives that are automatically generated, Sponsored Display lets you promote your items to help shoppers discover your product detail page on Amazon so they can learn more, and maybe complete a purchase. Here's a cheat sheet to help you know where your ads may appear.

Product targeting

Product targeting helps build consideration and drive conversion for your product among shoppers who are browsing similar products and categories.

Goal

Accelerate awareness and increase consideration for your products with relevant shoppers.

Placement details

Exclusive product detail page placements, alongside customer reviews, shopping results pages, or under the featured offer.
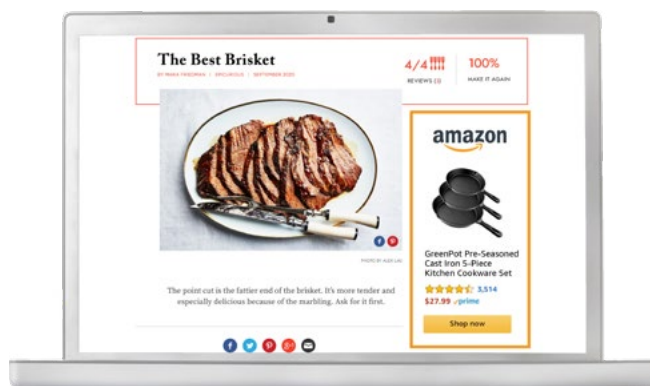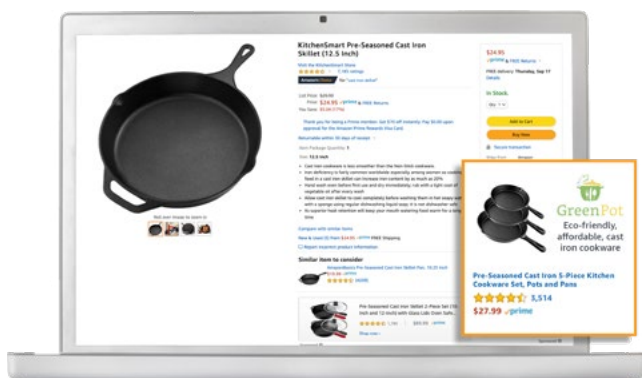
Audiences targeting

Audiences targeting helps reach shoppers who have viewed your product detail page as well as products, and categories similar to yours.

Goal

Reengage audiences that previously viewed your product or similar products, but didn't make a purchase.

Placement details

Amazon homepage, Third-party websites and apps product detail pages.

Creatives

Depending on the ad placement and size, your ad creative may include a product image, description, star rating, price, Prime badging, and a "shop now" button to connect shoppers to your product detail. That's all automatically updated if any changes are made to the product detail page of the product featured in your ad.

Product targeting

Customize your ad, including a brand name, logo, and headline that can help drive holiday interest to your products.

← brand logo
← product image
← custom headline

← product title
← product review rating
← pricing and badging

Audiences targeting

Your creative will be automatically adjusted to the placement with no extra work needed from you. You can also customize your ad's logo and headline.
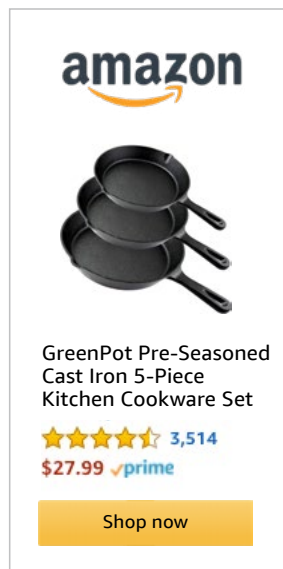
← Amazon logo

← product image

← product title

← product review rating
← pricing and badging
← "Shop now" button

Create a Sponsored Display campaign ›

Learn more about Sponsored Display by accessing our comprehensive getting started guide.