

# 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". The search bar at the top contains "baby care" and the search results show "1-16 of over 200,000 results for 'baby care'". A red oval highlights several sponsored product listings:

- JACK & JILL** (Sponsored by Jack & Jill): "Caring for your little ones has never been easier." Below this are three product listings:
  - Jack & Jill Diapers, Size 4T, 162-count (4.5 stars, 246 reviews)
  - Jack & Jill Baby Sunscreen Cream, All Natural, SPF 30 (4.5 stars, 252 reviews)
  - Jack & Jill Baby Sunscreen Cream, All Natural, SPF 60 (4.5 stars, 341 reviews)
- iBaby Wifi Baby Monitor M7 Lite** (Sponsored by iBaby): "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). (4.5 stars, 24 reviews)
- Baby Diaper Bag Backpack** (Sponsored by AISIPARKY): "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. (4.5 stars, 20 reviews)
- Baby Care Play Mat (Large, Busy Farm)** (Sponsored by Baby Care): Price: \$119.95. (4.5 stars, 415 reviews)

