



Amazon PPC Ad Placement Guide

WHERE DO SPONSORED PRODUCT ADS APPEAR ON AMAZON?

- **Amazon's search engine results page (SERP).** When a shopper logs onto Amazon and types something into the search bar, Amazon loads a page full of results. Depending on whether or not the shopper is viewing the page on mobile or desktop, the ads may appear at the top of the SERP, the right column, at the bottom, and in between other entries.
 - **Headlines.** Additionally, branded products on Amazon that have three or more products in their catalog can purchase headline ads. These ads often appear at the top of the SERP and give the advertiser the ability to write a little advertising copy to promote the represented products.
 - **Product pages.** Advertisements even appear on product pages in a few different areas. In the desktop view, just below the fold there is a band of products with the heading "sponsored products related to this item." This band appears again above the reviews and product FAQ.
 - **Off-site marketing.** Amazon also advertises just like anyone else, and one way they've found to be effective is advertising products that you might be interested in. You've probably seen it before, too. You're on a website that you like and you notice a product that you were looking at recently, or something related. Those are ads targeting you specifically.
 - **Email newsletters.** Like anyone else, Amazon also does a lot of email marketing. Sometimes, in their newsletter they'll throw in a few targeted products, too.
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