amazon ads

# Ads Strategy Guidebook

## for Holiday Marketing 2025




- Expert insights
- Strategic toolkits
- Hands-on learning




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**Dedicated to advertisers who've mastered the basics and are ready to elevate their game.**

To view the online version and use interactive tools, visit: advertising.amazon.com/events/holidays

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# Editor's letter

**In a world of livestreams, podcasts, and one-minute explainers, writing a book on advertising strategy might seem counterintuitive. But here's the thing about books: they create space. Space to pause and reflect. To revisit ideas with your team. To find fresh inspiration—especially when your campaign needs tweaks or a strategy shift. That's the kind of space we set out to create with this guide.**

**Because if you're a small or medium-sized business, you're not starting from scratch—but you're also not working with massive teams or large budgets. You're growing smartly. Making trade-offs. Doing a lot with a little by asking the right questions: Do my products get the attention they deserve? Am I focusing on insights that can help me grow my business? What more can I do?**

**We hear those questions. And while we can't answer them for you, we can help you think them through with frameworks, tools, expert advice, and new generative AI resources to help you experiment more confidently and unlock greater success. We're with you—not just during shopping moments, but all year long.**

**Thank you for embarking on this journey with Amazon Ads. Let's turn 2025 into your best holiday season yet.**

**Thank you,**
**Amazon Ads**


ACKNOWLEDGEMENTS

LUDOVIC DE VALON • ROBIN PARIS • T JOHNSON • LEX NGUYEN • FANI KELESIDOU • NATALIE NG • JULIE HERTZMAN
CONNOR LEIGHTON • JOANNA LI • JUSTICE RODRIGUES • ALYSE RUNOWSKI • JESSIE CHEN • NIRALI SHAH
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THE TEAM AT VMG STUDIOS




# Goal setting



**Start with your goal in mind.**

## Welcome to your holiday ads strategy journey.

Before diving into tactics, take a moment to think about your objectives by setting goals.

In this section, you'll set learning goals that are personally meaningful—and business goals that can help drive real impact this holiday season. We start with goal setting because it builds commitment—you're far more likely to achieve an objective you've clearly defined.

It also brings clarity, helping you and your team stay aligned on what you're working toward and how you'll measure success. Most importantly, it keeps your focus on the right metrics, ensuring your efforts drive meaningful results.



## Set your learning goals

Why this matters: When you set a learning goal, your brain starts looking for answers. It makes what comes next more relevant and intentional.

# My learning goals

**Considering your business challenges:** What specific knowledge do you need to gain to overcome them?

**1**

A business challenge I want to address is _____
*Example: Improving the return on ad spend during the holiday season.*

To tackle this, I want to learn _____
*Example: How to better evaluate the results of our ad campaigns to identify what's working.*

I'll consider this goal achieved when _____
*Example: I can confidently analyze campaign performance and improve ROAS by at least 10%.*

**2**

A business challenge I want to address is _____

To tackle this, I want to learn _____

I'll consider this goal achieved when _____

**3**

A business challenge I want to address is _____

To tackle this, I want to learn _____

I'll consider this goal achieved when _____

# Set your business goals

**Why this matters:** Defining success through a few key metrics helps your team stay laser-focused on what truly matters. Setting realistic yet ambitious targets also inspires experimentation and learning, like running A/B tests or trying new strategies.

**Need help defining what to measure for your business?** Go to *Ads Metrics: Measure what matters* (p. 42).

## My holiday season business goals

**What does success look like for your business this season?**

**1**

My business goal is _____
*Example: Acquire 10,000 new customers through ad campaigns between November 1 and 30, 2025.*

I will measure success using the following metric(s): _____
*Example: New-to-brand (NTB) purchase rate.*

I will consider this goal achieved when _____
*Example: Drive at least 20% of November unit sales from NTB customers (a 20% NTB rate).*

To deliver this business goal, I will experiment with _____
*Example: Targeting lifestyle audience segments and testing creative and placements to see which combinations drive the highest NTB conversions.*

**2**

My second business goal is _____

I will measure success using the following metric(s): _____

I will consider this goal achieved when _____

To deliver this business goal, I will experiment with _____

**3**

My third business goal is _____

I will measure success using the following metric(s): _____

I will consider this goal achieved when _____

To deliver this business goal, I will experiment with _____

**42%**

## Write it. Share it. Commit to it.

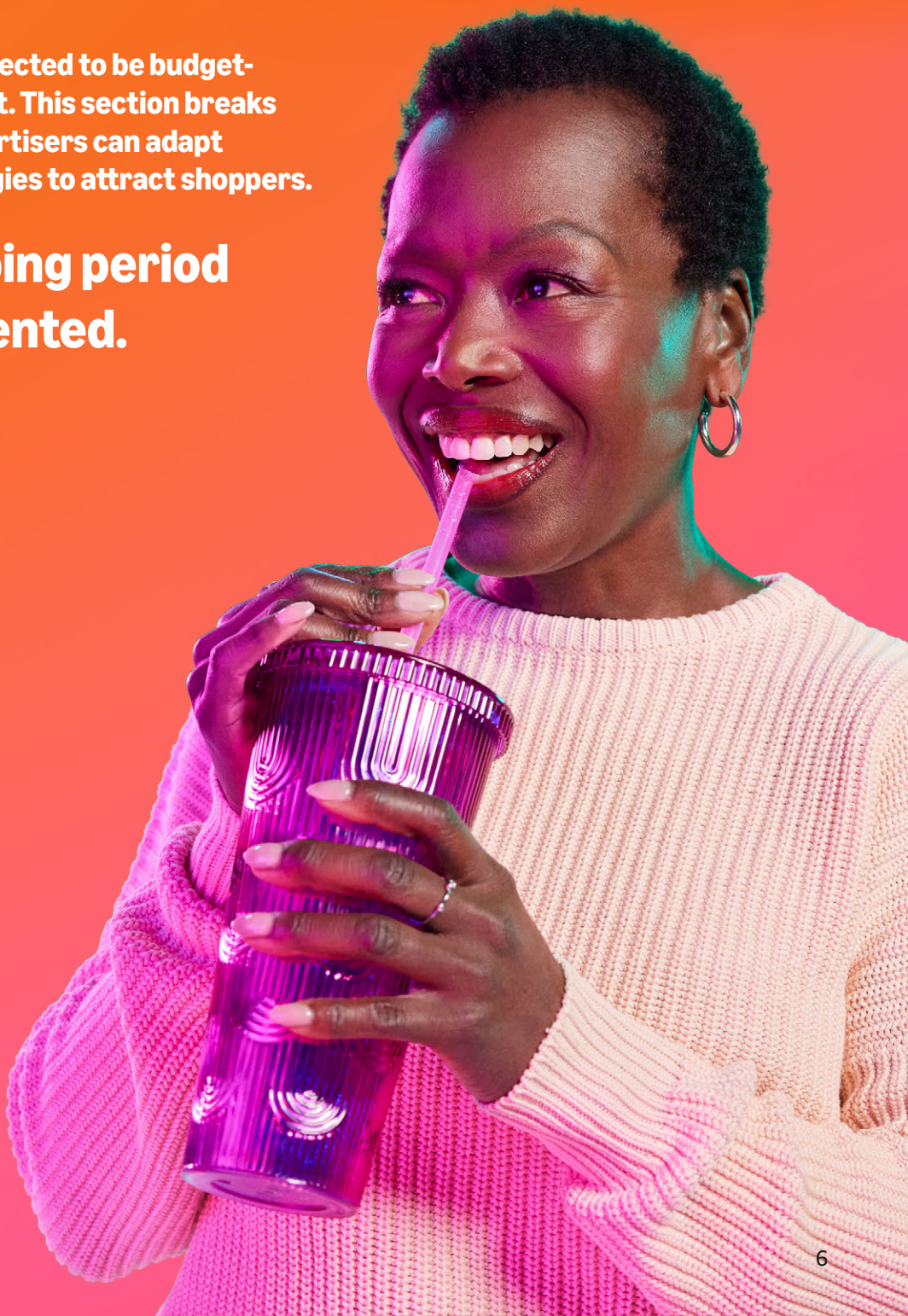
Did you know you're **42%** more likely to achieve a goal when you write it down?* Achievement is even more likely when you share that goal with a colleague or agency. Capture this page with a photo or screenshot, then post it at your workstation or include it in your strategy document.

*Matthews, G. (2015). Goal Research Summary. Dominican University of California.

# Holiday season shopping trends

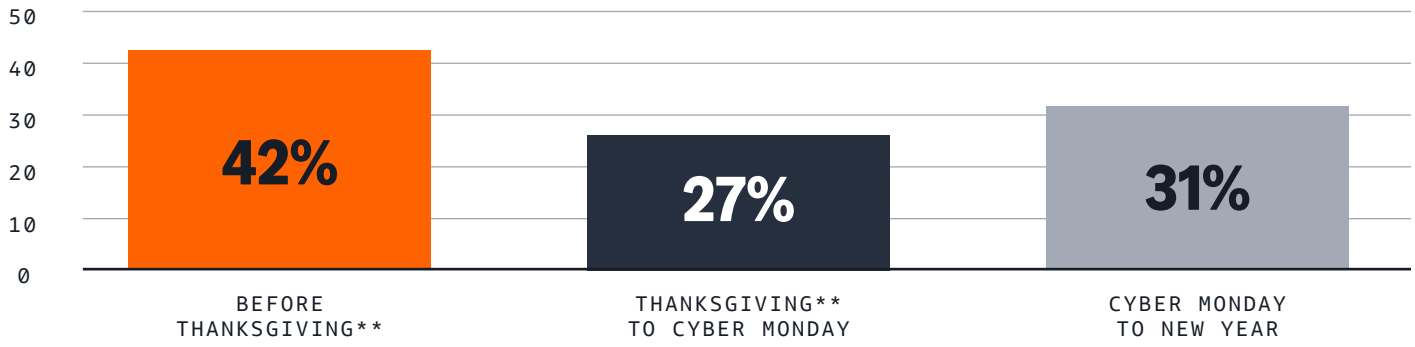
**The 2025 holiday season is expected to be budget-conscious and more spread out. This section breaks down key trends and how advertisers can adapt messaging, timing, and strategies to attract shoppers.**

## The holiday shopping period is long and fragmented.



# Holiday season shopping trends

## U.S. 2025 expected timeframe for customers to do holiday shopping




With Thanksgiving in the U.S. falling late in the calendar in 2025 (November 27), advertisers can expect a higher concentration of sales in December than before, making it essential to sustain momentum well beyond Cyber Monday.*

This means the window to purchase is stretched across nearly three months, with spikes around key cultural moments but no single window dominating.

**Planning advertising activity only around Black Friday and Cyber Monday means potentially missing large audiences on either side.**

# Ads strategy application

## Turn the long, fragmented holiday season into sales by thinking long-term.

**Break campaigns into Lead-up, Peak, and Lead-out phases for each event:** The last three months of the year are packed with shopping moments. Use a detailed calendar to plan your ads strategy effectively.

**Reach audiences early where they spend their time:** Sponsored TV can spark early awareness, giving customers more time to consider your products. Sponsored Display can help you reach shoppers beyond the Amazon store, bringing your brand and products top of mind.

**Stay visible all season with Sponsored Brands**: Use lifestyle creative to reach early researchers and last-minute buyers.

**Reengage interested shoppers using views remarketing with Sponsored Display:** Shoppers who browsed but didn't buy may still convert later in the season.

**14%**

### INSIGHT

The holiday shopping season in the U.S. typically begins early, with **14%** of shoppers expecting to make purchases during the summer, and continues through the end of the year.*

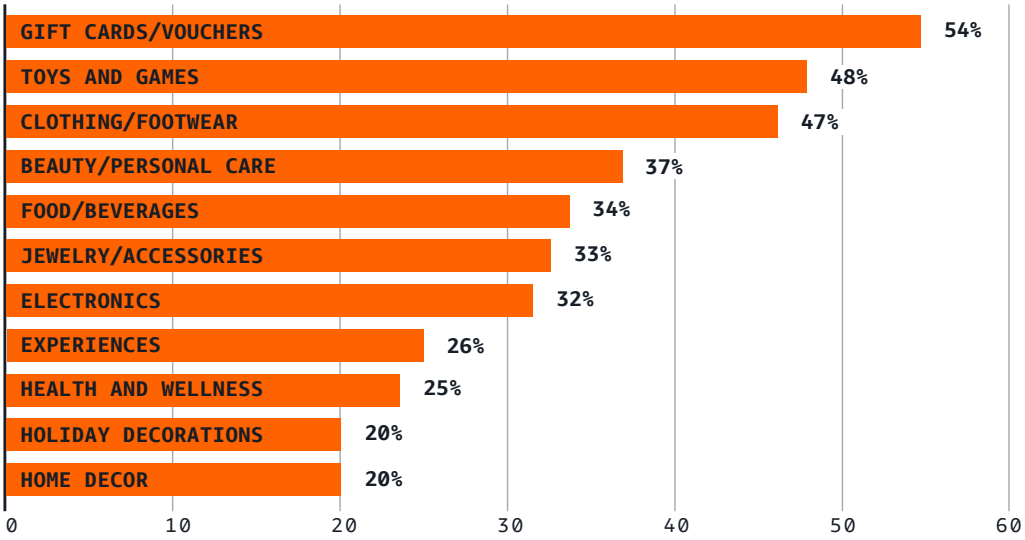



*Mintel Reports, US Look Ahead: Winter Holiday Shopping, 2025
**U.S. Thanksgiving.

# Everyday categories can become gift categories

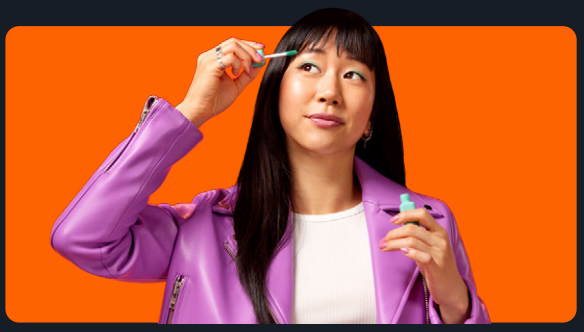
## U.S. winter holiday gift purchases, 2024

Percentages of customers who purchased as a gift for someone else.*




### INSIGHT

In 2024, holiday shoppers expanded their definition of what counts as a gift. While gift cards, toys, and clothing remain top choices, categories not traditionally seen as "gifting" staples, like beauty (**37%**), food and beverage (**34%**), and health and wellness (**25%**) are now firmly part of the holiday consideration set.*



# Ads strategy application

## To capture this behavior, make your product more relevant for holiday use cases through these strategies:

**Update creative across Sponsored Products and Sponsored Brands** to reflect gifting themes even for everyday products. For example, replace “Daily hydration” with “Gift-worthy glow” for a skincare item.

**Cast a wider net by reaching adjacent interests.** For example, go beyond “blender” and include keywords like “kitchen mixer,” “food processor,” “juicer,” or “meal prep tools.” Use broad match in your keyword targeting or Sponsored Display in-market audiences to reach new shoppers interested in similar appliances or culinary gifts.

**Refresh your Brand Store** with a seasonal gifting lens: Add “Gifts by Price” or “Gifts for Him/Her/Them” modules even for daily essentials.

**Test lifestyle images or seasonal A+ content** that shows products being unboxed, shared, or gifted—not just used.

HOLIDAY SEASON TAKEAWAY:

**You don’t need to sell toys to run a great holiday campaign. If you sell a product that solves a need, it can be a gift.**

### INSIGHT

Advertisers saw an increase of **121%** in units sold using Sponsored Products, Sponsored Brands, and Sponsored Display during Black Friday and Cyber Monday, when compared to average category growth.**

*Mintel Reports, US Look Back Winter Holiday Shopping, 2025
**Amazon internal data, AE, AU, BE, BR, CA, DE, EG, ES, FR, IT, JP, MX, NL, PL, SA, SE, SG, TR, UK, US, ZA. Baseline period is 11/10/24 - 11/23/24, tentpole period is 11/24/24 - 12/07/24.

# Shoppers are budget-conscious

**Many shoppers are currently focused on finding good value and prioritizing essential purchases.**

This has led them to seek out deals and sales earlier than in previous years. In a global consumer survey, **59%** of respondents said they are looking for ways to save money on everyday expenses due to rising inflation and economic uncertainty.*

## Ads strategy application

**To engage shoppers, focus on value reassurance and deal clarity across your campaigns.**

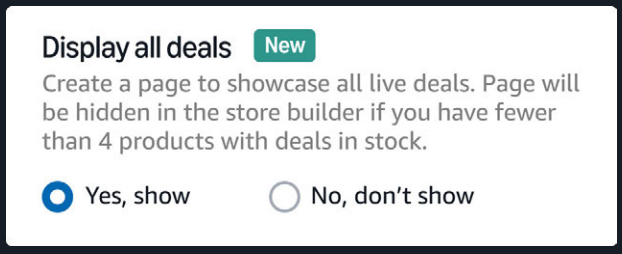
**Product mix tactic:** Promote multi-packs or bundles of items that are priced lower than similar products from other brands but offer better value, like more positive reviews. This can help shoppers accomplish more of their gift-giving needs while still keeping costs manageable.

**Showcase your deals effectively:** Drive traffic to your Brand Store by adding it as a landing page for your Sponsored Brands campaign. You can promote deals in your Brand Store in two ways:

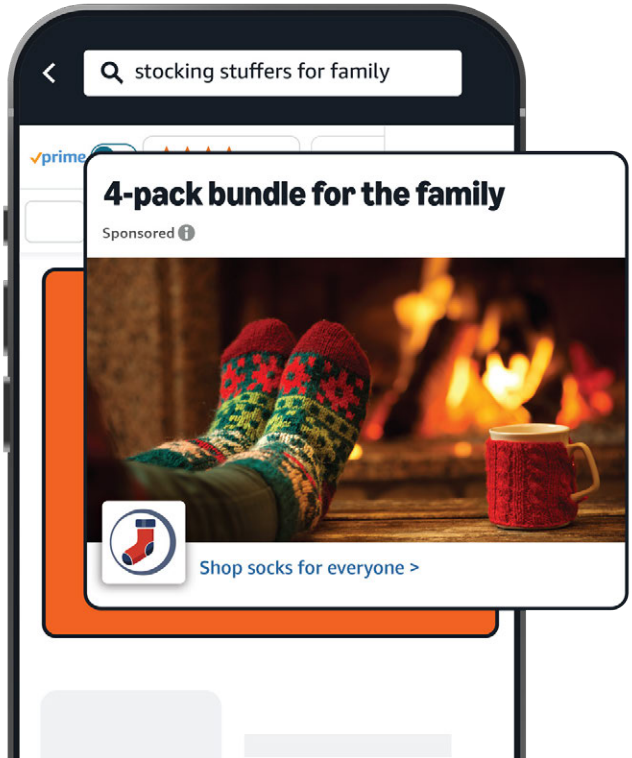
- Automatically with the All Deals page, which appears only when you have active deals.
- Custom-built by creating a dedicated deals page with your deal-eligible ASINs and using the Featured Deals widget.

**The All Deals page and banner appear automatically in your Brand Store when deals are active and are removed when they end. You can opt out of this feature in Brand Store settings.**

Not available for premium theme Brand Stores.




How to opt out from automatic All Deals page.




**Key takeaway:**

## Offer and communicate value to appeal to budget-conscious shoppers.

*Statista Global Consumer Survey 2024

# One season, many celebrations

**The holiday season isn't just one moment or one country—it's a diverse stretch of celebrations and shopping peaks around the world.**

Shopping events like Black Friday and Cyber Monday that started in the U.S. are now anticipated by customers in multiple countries. Holidays like Diwali or Singles' Day can boost sales in multiple countries where local communities mark the occasion. Explore the retail holiday calendar.

**While earlier tips focused on changing shopping habits, it's just as important to think globally and multi-culturally. Selling across regions lets you tap into different cultural moments and keep your sales momentum strong as one celebration rolls into the next.**



## Ads strategy application

**Plan for a multi-country ad campaign, localize, and cater to various events by country to help expand reach:**

**Identify and engage shoppers celebrating key events globally by leveraging intent signals:** Use Amazon-built audiences to reach those browsing holiday-related products, and reengage past customers.

**Create global manual keyword targeting campaigns in minutes:** During campaign creation for Sponsored Products and Sponsored Brands, select "manual targeting" to see relevant translations. Learn other tips for international advertising here, and on page 34.

**Use Gen AI** to generate fast, localized variations of ad copy or gift headlines. See *Holiday creative kit* (p. 62).

TAKEAWAY:

**Advertisers who localize their approach can help turn these celebrations into sales.**



EXPERT ADVICE

**"Beside the U.S. store, there are opportunities across Europe and beyond. With Amazon stores now in 23 countries, brands can connect with shoppers during regional holiday shopping moments. Many of these stores are growing faster and can be more cost-efficient, too."**

**Max Rottenaicher,** Amerge



# Holiday full-funnel marketing

Small and medium-sized businesses (SMBs) can compete at every stage of the customer journey. A full-funnel strategy helps SMBs build awareness, inspire consideration, and drive conversions—without needing enterprise-level budgets. In this chapter, we'll show practical ways to connect with shoppers across the funnel, using Amazon Ads solutions that scale to your goals and resources.

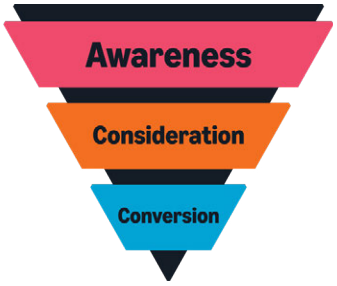


# Holiday full-funnel marketing

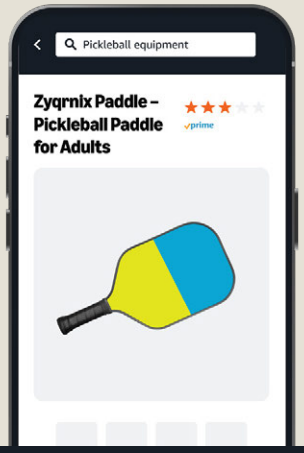
## for small and medium-sized businesses

### What is full-funnel marketing?

Full-funnel marketing engages customers across every stage of the journey—awareness, consideration, and conversion—rather than focusing only on conversions. It helps brands build trust, drive sales, and foster long-term loyalty from first discovery to final decision. The easiest way to understand full-funnel marketing? **Let's compare two pickleball brands, one with a full-funnel strategy and one without.**




### What it looks like without a full-funnel strategy




Imagine searching for a pickleball paddle in the Amazon store and seeing a listing from a brand you've never heard of. **No A+ content. No images showing the grip or paddle texture.**

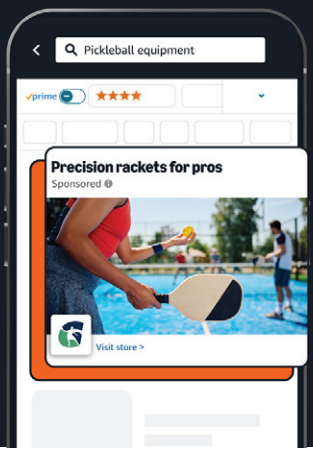
The brand name is unfamiliar, but there's no clickable link to a Brand Store where you could explore their other products or learn about their brand history. Instead, you're left with just a simple title and a handful of standard product shots.

**"Premium Pickleball Paddle – Buy Now!"**

You'd probably hesitate. Why this paddle? Is it really premium? Who makes it?

**Without full-funnel marketing, it's hard for shoppers to recognize or trust your brand.** You're left competing on price—without giving customers a reason to choose your paddle.

### Now imagine a full-funnel brand




You're shopping for a pickleball paddle—but this time, you've already seen a 15-second video ad showing athletes using the paddle on court. Last week, you clicked on a Sponsored Brands ad while browsing for athletic gear. You visited their Brand Store and learned the paddle is made with carbon fiber and designed by a pro player.

You've seen positive customer testimonials and a product comparison chart on the product detail page. Today, there's a deal on some of the items that could be perfect for you.

**Suddenly, it's not just any paddle—it's the one you've been meaning to try.**

See how CRBN, a pickleball brand, leverage a full-funnel strategy.

Watch Youtube video.

View their Brand Store.

**Advertisers saw an increase of 35% in units sold using Sponsored Brands during Black Friday and Cyber Monday, when compared to average category growth.***

*Amazon internal data, AE, AU, BE, BR, CA, DE, EG, ES, FR, IT, JP, MX, NL, PL, SA, SE, SG, TR, UK, US, ZA. Baseline period is 11/10/24 - 11/23/24, tentpole period is 11/24/24 - 12/07/24.

## Myth

**You need a large budget to go full-funnel with Amazon Ads.**




## Truth

**Full-funnel marketing isn't about spending more. It's about spending smarter. It helps drive higher-intent traffic to conversion-focused ads.**



# How to get started with full-funnel marketing:

You can complement your Sponsored Products campaigns with Sponsored Brands to stand out on shopping results and showcase their product range. You can also leverage Sponsored Display to reengage interested customers. These ad solutions, when used together, can help drive both immediate sales and long-term business growth.



### Consider these no-cost ideas:

- **Top of funnel:** Introduce your entire product line with Brand Stores (for brand owners). Use free Gen AI tools to build your creative assets in a few minutes. See *Holiday creative kit* (p. 62).
- **Mid-funnel:** Encourage shoppers to explore your full catalog and get familiarized with your brand with Brand Stores. Organize your storefront to highlight deals, products by use case, or price range. Manage and answer customer questions, and add comparison charts within your A+ content.
- **Bottom of funnel:** Enroll your brand to Subscribe & Save.
- **Stay budget-neutral:** Allocate a portion of your budget to test with Sponsored Brands and Sponsored Display.

### Take your full-funnel marketing further:

Amazon Ads helps you reach relevant audiences at scale through full-funnel advertising across first-party audience reach and leading publishers and supply-side destinations.

amazon · amazon music · prime video
fire tv · twitch · sling
WONDERY · amc · Dotdash meredith
alexa · BuzzFeed · and more



**Shoppers who visit a Brand Store during their shopping journey purchase 53.9% more frequently, have a 52.1% higher add-to-cart rate, a 42.4% higher average selling price and a 71.3% higher average order value compared to those who do not visit a Brand Store.***

*Amazon internal data, WW, 2024

# Why go full-funnel this holiday season? Be on the shortlist.

During the holidays, shoppers don't just wake up and buy. They make lists—mental or actual—of brands and products they've noticed, researched, or even added to cart.

These are the items and names they return to once sales hit and decisions need to be made fast.

| Benefits of full-funnel | Consider these tactics |
|---|---|
| **Awareness puts your brand on the list.** Holiday shoppers can be overwhelmed with ads, gift guides, or influencer picks. Awareness campaigns help your brand get noticed early, become trustworthy when it reappears, and earn a spot in their Wishlist or cart. | Launch Sponsored Brands campaigns with broad, seasonal keywords. Use Sponsored Display audiences to reach shoppers browsing similar products. Refresh your Brand Store with holiday gift guides, seasonal collections, and imagery. |
| **Consideration keeps your brand on the list.** When shoppers go back to their list and start comparing options, this is where your storytelling matters. Great product detail pages, Brand Stores, and Sponsored Brands ads help reinforce your value and keep you in the running. | Create Sponsored Brands video ads to highlight product benefits in search results. Optimize your product detail pages with updated images, bullet points, and A+ content (no-cost improvements). |
| **Conversion closes the deal.** Now it's game time—Black Friday, Cyber Monday, last-minute shipping week. Now that you're on the list (congrats!), your Sponsored Products ad and deals nudge them to click "Buy Now." | Use Sponsored Products for top keywords and bestsellers. Offer time-sensitive deals, Coupons, or Lightning Deals to nudge purchase. |

## Pop quiz: Your funnel health score

Being full-funnel can look different for every advertiser. The scorecard below isn't definitive—but it can help you assess your approach and uncover new opportunities.

| Funnel stage | Current practice | Checklist |
|---|---|---|
| **Awareness** | I run awareness campaigns or video ads to introduce my products. | ☐ |
| | I set aside a budget specifically for awareness. | ☐ |
| | I use lifestyle, in-market, or contextual audience segments. | ☐ |
| **Consideration** | I use Sponsored Display to reengage product viewers. | ☐ |
| | I have a Brand Store to help shoppers discover my products. | ☐ |
| | I use Sponsored Brands and A+ content for differentiation. | ☐ |
| **Conversion** | I optimize product pages with quality images and clear copy. | ☐ |
| | I use Sponsored Products to show up on top-converting keyword results. | ☐ |
| | I use negative keywords and bid adjustments to manage spend. | ☐ |

**How much did you score?**

`0 TO 4 (1 STAGE)`
**Potentially too narrow**
Broadening your funnel can help reach more customers.

`5 TO 7 (2+ STAGES)`
**On your way**
Invest more in the stage you're currently underusing.

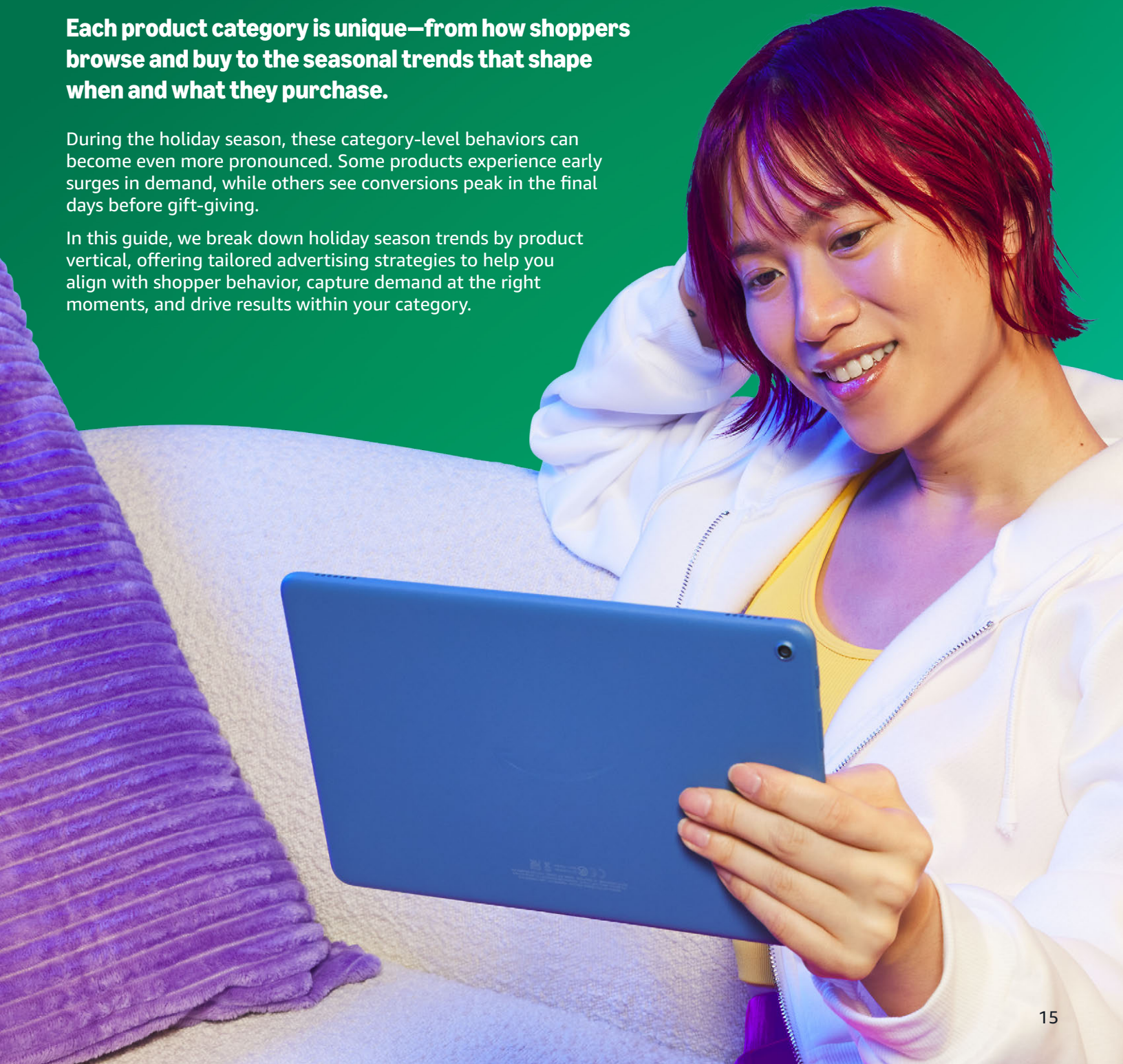
`8 TO 9 (ALL 3 STAGES)`
**Full-funnel pro**
You're set up for growth now and later.

# Ads strategy by category

**Each product category is unique—from how shoppers browse and buy to the seasonal trends that shape when and what they purchase.**

During the holiday season, these category-level behaviors can become even more pronounced. Some products experience early surges in demand, while others see conversions peak in the final days before gift-giving.

In this guide, we break down holiday season trends by product vertical, offering tailored advertising strategies to help you align with shopper behavior, capture demand at the right moments, and drive results within your category.



# Home and living

**Help shoppers discover both evergreen and seasonal home products. Showcase complementary products across decor, furniture, and home improvement.**



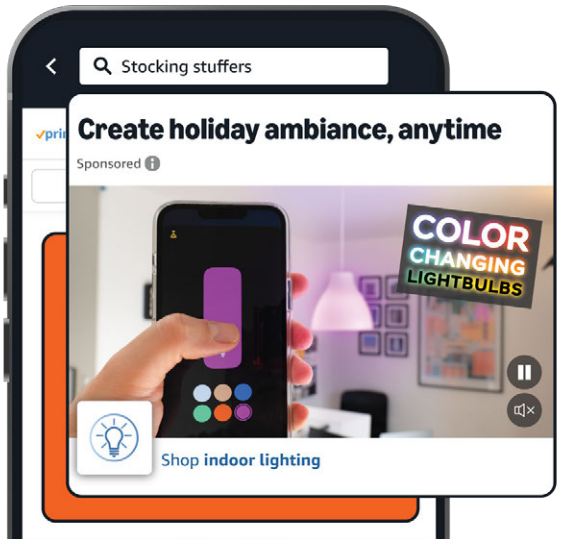
## Category trends

| Trend | Recommendation |
|---|---|
| **Shoppers look for seasonal home decor, making year-round products less seasonally relevant.** | Promote year-round products via holiday lifestyle imagery and video content to showcase product relevance and spark holiday decor inspiration. |
| **Shoppers in the home decor and improvement categories have varied goals—from refreshing a space with new decor, to refurnishing entire rooms, to tackling major renovation projects.** | Consider organizing and layering your ads by price ranges, products, and seasonal timing to help shoppers find items that meet their goals during different shopping periods. |

## Ads strategy recommendations

### Content strategy: Develop content showcasing seasonal offerings and gift opportunities.

- Make your products appealing for gifting by highlighting deals. On your Brand Store, use the automated "All Deals" page in the navigation menu. This displays current offers with an automated promotional banner that updates when offers expire.
- Use Sponsored Brands video to demonstrate product features and functionality, for example, a smart light that can "Create holiday ambiance, anytime."




### Campaign structuring: Balance year-round and seasonal products.

Consider creating distinct campaigns for your seasonal and year-round product lines. Leverage Sponsored Brands video ads that link to your Brand Store, encouraging shoppers to explore your full catalog. For example, during holiday periods, you could feature a table lamp with seasonal decorations.

### Keyword and budget strategy: Align spending with seasonal trends and shopping patterns.

Apply match types strategically: Use broad match for seasonal terms ("holiday home decor"), exact match for everyday products ("power tool gift sets"), and category keywords ("power drill") to help reach gift shoppers browsing without specific products in mind.
Plan budget for the entire season, not just November: Early November (holiday decor planning), Black Friday through Cyber Monday (major purchases), mid-December (last-minute nudges), and post-holiday (reengaging customers). Consider implementing budget rules to help automatically optimize high-performing campaigns during these crucial times.

# Fashion and beauty

**Stand out in crowded categories and convert through creative content and effective keyword strategies.**



## Category trends

| Trend | Recommendation |
|---|---|
| **Beauty shoppers seek detailed ingredient lists and application guidance while fashion customers look for fit and styling inspiration.** | Provide comprehensive product information through detailed ingredients and usage tutorials for beauty items, while offering clear sizing details and styling suggestions for fashion pieces. This helps build shopper confidence and can reduce purchase barriers. |
| **Fashion and beauty trends are highly seasonal, requiring customized messaging.** | Align creative messaging and product highlights with holiday moments—from early gifting inspiration, to holiday party glamor, to New Year celebrations. Showcase seasonal collections and party-ready items when shoppers are actively searching for these occasions. |
| **Customers browse extensively across complementary fashion and beauty categories.** | Showcase coordinated product groupings that help shoppers envision complete solutions—such as party outfits with matching accessories or skincare routines paired with holiday makeup looks. This holistic approach can increase average order value while providing added value to gift-givers seeking comprehensive solutions. |

## Ads strategy recommendations

### Content strategy: Address key purchase barriers through content.

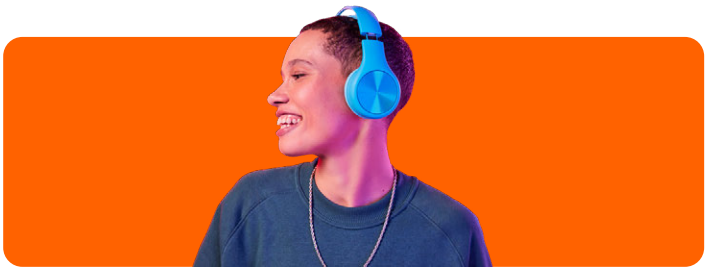
- Leverage Sponsored Brands video ad format highlighting fit and styling. For example, “One holiday dress, three festive occasions”.
- Design Brand Store pages moving from “Holiday Gift Guide” (Nov) to “New Year, New You” (Jan), with product guidelines and return policies.
- Use lifestyle imagery showing products in seasonal settings. For example: beauty gift sets in holiday packaging, winter boots in snow. Make the most of the free creative tools available in the advertising console to build engaging visuals in a few clicks that can help you stand out from the crowd. Leverage our AI builders, video builder, or access free stock images directly from Shutterstock.

### Keyword and bidding strategy: Reach audiences exploring fashion trends and beauty gifts.

- Start with automatic targeting to help match your ads with relevant customer searches, then leverage theme targeting to automatically source and update keywords tailored to your landing page.
- Consider keyword match types with aligned bidding strategies: exact match (“sequin party dress”) with more aggressive bids, phrase match with moderate bids, and broad match (“holiday beauty gifts”) with conservative bids. Implement cost controls to help manage bids automatically.
- Explore dynamic bidding options during peak shopping periods to help increase sales opportunities when customers are browsing seasonal items like beauty gift sets or party wear.

# Electronics and accessories

**Help tech shoppers understand product features and benefits across different price ranges during peak shopping events.**



## Category trends

| Trend | Recommendation |
|---|---|
| **Customers evaluate technical specifications and compatibility when choosing PCs and wireless accessories.** | Present clear, comprehensive technical information and compatibility details prominently in your content to help drive informed purchase decisions during the holiday season. |
| **Customers compare features and reviews when considering laptops and gaming PCs.** | Help maintain visibility throughout the extended consideration period by emphasizing key differentiators and customer testimonials during holiday research phases. |
| **Growing demand for latest-generation PCs and upgraded wireless accessories.** | Balance promotion of new technology releases with proven bestsellers to help customers choose between cutting-edge and established options at various price points. |

## Ads strategy recommendations

### Content strategy: Develop content that helps shoppers understand technical features and compare options easily.

- Use Sponsored Brands and Sponsored Display video ad format to help showcase product capabilities in real-life settings. For example, demonstrating laptop performance or wireless accessory features.
- Design Brand Stores pages with comparison visuals: “Holiday Gaming Guide” (GPU/RAM comparison), “Student Tech” (battery life/weight specs).
- Use technical specification charts in A+ content highlighting key features for different use cases.

Products with deals or coupons in the Electronics category that were advertised with Sponsored Products saw an average **69% increase in sales** and **79% increase in units sold** compared to when the deal or coupon product was not advertised.*

### Keywords, bidding, and budget strategy: Balance technical terms with gift-themed searches.

- Consider various keyword approaches: Phrase match for specific product features (“32GB RAM laptop”), broader terms for seasonal shopping (“tech gifts”).
- Review and adapt budgets during different shopping periods. For example, consider increasing budgets for wireless accessories during Black Friday through Cyber Monday, when shoppers may be looking for tech gifts.
- Explore dynamic bidding options for your Sponsored Products campaigns for high-interest tech products. For example, when shoppers are actively browsing gaming laptops as gifts, dynamic bidding can help adjust bids based on likelihood of sales.
- Consider using cost controls for your Sponsored Brands and Sponsored Display campaigns. It dynamically adjusts bids to get the most clicks while keeping your average cost-per-click (CPC) near your desired target. Factor in increased traffic when setting your CPC target.

*Amazon internal data, WW, 1/1/23-12/31/23. Sales referenced are ad-attributed. Results are based on past observations and may not indicate future performance.

# Sports and outdoor gear

**Help shoppers discover fitness and outdoor products during both gift-giving and resolution seasons while showcasing value across price points.**



## Category trends

| Trend | Recommendation |
|---|---|
| **Seasonal activities and fitness goals drive different shopping patterns throughout the year.** | Consider aligning your holiday messaging with seasonal activities and fitness goals. Tailor content to help customers find appropriate winter sports gear and fitness equipment, speaking to both gift-giving and personal purchase motivations. |
| **Customers evaluate gear based on technical specifications and experience level requirements.** | Organize your holiday content around performance features and skill levels. This approach may help customers find appropriate gear, from entry-level to advanced equipment, during the gift-giving season. |

## Ads strategy recommendations

### Content strategy: Showcase product benefits for gift-giving and personal fitness goals.

- Organize your content by sport category (fitness equipment, winter sports gear, outdoor recreation) and skill level (entry-level to advanced). Create seasonal themes that align with both gift-giving and personal purchase intent, such as “Holiday Gift Guide for Athletes” (November-December) and “New Year Fitness Goals” (December-January).
- Use Sponsored Brands and Sponsored Display video ad format to help showcase product applications. For example, demonstrating winter sports gear or home fitness equipment.
- Design Brand Store pages that organize products by activity and expertise level, including technical specifications and buying guides. For example, comparing features across different treadmill models.
- Consider including product feature information and real-life scenarios in your content to help inform purchase decisions. For example, showcasing how ski jackets perform in different weather conditions.

### Keywords, bidding, and budget strategy: Align with gift-oriented and personal purchase intent.

- Gift-related terms and fitness goal terms may help reach relevant audiences. For example, “gifts for runners” or “home gym essentials”.
- Consider implementing cost controls to automatically adjust budgets during different shopping periods. This approach may help maximize opportunities when demand increases, such as fitness equipment leading up to the New Year or winter sports gear during holiday gift-giving periods.
- Dynamic bidding can help increase sales opportunities during peak periods. This may be particularly relevant for higher-priced items like home gym equipment in late December or winter sports gear during Black Friday through Cyber Monday.

# Ads strategy by deal type

**Not all deals are created equal—and neither are the strategies that drive them.**



**In this section, we break down how to tailor your Amazon Ads approach based on the type of deal you're running, from Lightning Deals to Coupons and Prime-Exclusive offers. You'll find practical tips, creative considerations, and measurement tactics to make every deal work harder.**

# Map of the deal-verse

**Below is your comprehensive guide to different deal types and how to optimize for successs.**

| Type | Deal/ Promotion type | What is it? | Typical duration | Where it appears | What makes it special | Best for |
|---|---|---|---|---|---|---|
| Deals | **Best Deal** | Long-running promotion with visible discount badge. | 7–14 days | Deals page, shopping results, product pages. | Sustained visibility during event windows with a deal badge. | Mid-to-high volume ASINs, price-sensitive shoppers. |
| | **Prime-Exclusive Best Deal** | A type of best deal shown only to Prime shoppers. | Same as Best Deal, but only for Prime members. | Prime Day/Prime Big Deal Days event pages, shopping results, cart and product pages. | Adds Prime badge and access to high-intent, engaged shoppers. | New or competitive ASINs needing steady visibility. |
| | **Lightning Deal** | Limited-time deal to drive urgency or flash sales. | 4–6 hours | Today's Deals page, shopping results, product detail pages. | Drives urgency and conversion with countdown timer and limited inventory. | High-demand, high-velocity ASINs or ASINs with limited inventory/ quantity cap. |
| Promotions | **Price Discount or Percentage off** | Percentage or price discount applied at checkout. | Flexible | Product detail pages, cart page. | Flexible incentives based on spend thresholds or ASIN groups. | Broad use across ASINs. |
| | **Buy X Get Y Promotion** | Buy one or more items, get free/ discounted items. | Flexible | Product detail pages, cart (auto-applied). | Great for basket building, bundling, or liquidating excess stock, peak sale events, everyday offers. | Bundled products or inventory clearance. |
| Coupons | **Clippable Coupons** | Digital coupons on product pages. | Flexible | Shopping results, Product detail pages, Today's Deals page. | High-CTR green/ orange badge; lets shoppers clip offers directly on product listings. | New or trial ASINs, price-sensitive buyers. |

While these are the primary types of deals, promotions, and coupons we offer, additional options may be available during special events or seasonal periods. The selection of available offers is subject to change.

## Now that we've explored the deals landscape, let's dive deeper into how to support your deals with advertising strategy.

# Best Deals

**Best Deals provide promotional visibility through discount badges across shopping results and product pages for 7 to 14 days.**

**ADVERTISING STRATEGY:**

To maximize this opportunity, think long term and plan to run your advertising campaigns throughout this 7-14 day period. This approach helps build awareness, sustain momentum, and capture sales throughout the entire promotional window.

**EXAMPLE IN ACTION:**

**Toy launch:** Consider a new toy (magnetic building blocks) with 30 reviews and enhanced product detail pages featuring lifestyle imagery and comparison content. The brand secured Best Deals.



| Phase | Recommended advertising strategy and role |
|---|---|
| **Pre-event**<br>Warm up, test, build awareness and gain learnings | **Run Sponsored Products** to test keyword variants like “magnetic building blocks” or “STEM toys for kids." This builds early momentum and identifies converting terms. Use Sponsored Brands to introduce the product within a family of relevant ASINs, for example, educational toys, puzzles, or accessories, not just the products with deals.<br>**Monitor product page readiness:** Confirm mobile layout is optimized and bullet points highlight seasonal use cases, for example, holiday gift, hands-on entertainment, and imagery supports quick scanning. |
| **Deals live**<br>Maximize visibility and conversion | **Leverage exact match and dynamic bidding** in Sponsored Products to drive visibility on best-performing terms that you identified before the event. Consider bid adjustments for top-of-shopping-results if performance is strong.<br>**Deploy Sponsored Display remarketing** to reach audiences viewing deal-based products who didn’t convert. This can help reinforce consideration as shoppers compare items.<br>**Avoid overextension:** Review budget pacing regularly to avoid depleting it early if the ASIN needs more time to build momentum. |
| **Post-event**<br>Continue momentum | **Reintroduce Sponsored Products with optimized bids:** Bring back best-performing keywords with slightly reduced bids to maintain presence without overspending.<br>**Layer in Sponsored Brands or Brand Stores spotlighting bundles:** Post the event, position your toy as a part of a “Top Holiday Picks” or “Screen-Free Gift Ideas” collection to extend appeal into the gifting window (Dec-Jan). After December, refresh your toys' messaging such as "New Year. New Learning Toys." |

# When initial plans need adjustment

## If you didn’t manage to secure a deal

Run Sponsored Brands or Sponsored Display to help drive visibility. Consider adding a coupon to boost shopper interest and conversion potential.

## High visits but low conversions

A Best Deal can boost visibility, but if your product has limited reviews, unappealing product pages, or pricing that doesn’t offer value compared to similar items from other brands, shoppers may browse but not buy. Review and fix these potential issues to help ensure your deal drives sales.

# Prime-Exclusive Best Deal

## or Prime Early Deal

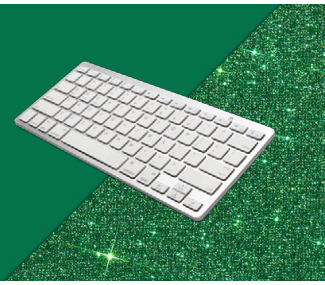
**Prime-Exclusive Best Deals (PEBD) provide discount-based offers visible only to Prime members.**

**ADVERTISING STRATEGY:**

Since only Prime members can access the offer, you can use this window to build awareness and capture early conversions before traffic peaks. Focus on messaging that reinforces product value, early access, and seasonal relevance—especially for ASINs ideal for gifts or business use.

**EXAMPLE IN ACTION:**

**Leveraging a Prime-Exclusive Best Deal for a business-to-business ASIN:** A premium wireless keyboard with consistent business demand and strong shopper reviews is featured in a Prime-Exclusive Best Deal ahead of Black Friday.



| Phase | Recommended advertising strategy and role |
|---|---|
| **Pre-event**<br>Warm Prime audiences and test positioning | **Sponsored Products:** Launch ad groups with segmented themes like Gifting Prime: “Prime tech gifts,” “early Prime deals for professionals,” or Corporate Gifting: “employee appreciation gifts Prime,” “business holiday bundles”.<br>**Sponsored Display:** Begin building audiences based on relevant category or product views. While you can’t explicitly segment Prime traffic, you can mention Prime in your creative to attract relevant customers. |
| **During the event**<br>Maximize qualified reach and Prime-only conversion | **Sponsored Products:** Consider exact and phrase match only for relevance, for example, “holiday tech gifts Prime."<br>**Sponsored Display:** Use views remarketing to reengage those who explored your product during the pre-deal phase.<br>**Leverage Amazon Business specific features to increase reach:** Activate the Amazon Business bid adjustment early and layer it with other bid modifiers like placement and device settings. Test increases to prioritize high-value business shoppers. If eligible, also leverage Prime-Exclusive business pricing to further improve deal appeal. |
| **Post-event**<br>Retain attention and prep for peak | **Sponsored Display:** Continue remarketing to shoppers who visited the detail page during the deal period, especially if they didn’t purchase. These audiences are likely to be higher-intent and more familiar with the product.<br>**Convert interest into sales:** Consider light incentives like small coupons to reactivate interest from audiences viewing Prime-Exclusive Best Deal before Black Friday and Cyber Monday. |

# When initial plans need adjustment

### Business buyers hesitate due to unclear bulk pricing.

If bulk discounts or business benefits aren’t clear, ads may get clicks but low conversions. Use ad creative—especially Sponsored Brands video or headlines—to highlight bulk pricing, tiered discounts, and business value propositions. Pair this with optimized product pages that clearly showcase bulk options to help boost shopper confidence and conversions.



# Lightning Deals

**Lightning Deals features countdown badges across shopping results and product pages, typically running from 4 to 12 hours with quantity limits. This format helps encourage quick purchase decisions.**

**ADVERTISING STRATEGY:**

Given the compressed timeframe, focus on an aggressive, burst-style advertising approach. Build strong pre-deal awareness, then maximize visibility during the short promotional window to drive instant conversions.

**EXAMPLE IN ACTION:**

**Facial trimmer:** Consider a best-selling facial trimmer with 250+ reviews, consistent sales history, and strong inventory position—ideal characteristics for a time-sensitive promotion.



| Phase | Recommended advertising strategy and role |
|---|---|
| **Pre-event**<br>Build pre-deal awareness and generate spikes | **1–2 weeks before:** Build early awareness using Sponsored Brands and Sponsored Products with high-intent, high-converting keywords—including ASINs from other brands that are similar to yours. Use Sponsored Display to help reengage product or category viewers and drive interest.<br>**48–72 hours before:** Ramp up Sponsored Brands (including campaigns with video ad format) and Sponsored Products to help boost visibility. Position your products as a budget-friendly, thoughtful gifts. Optimize your detail page for mobile and quick purchase decisions. |
| **During the event**<br>Execute a burst of high-intensity ads across channels | **Run high-intensity Sponsored Products with exact and phrase match** terms that converted well prior to the event, for example, “facial trimmer deal”, “holiday grooming kit." Prioritize top-performing terms and pause or reduce low-performing ones.<br>**Use Sponsored Display remarketing to reengage shoppers** in real time. Consider allocating 40–50% of your total event budget, with aggressive bidding to help capture high-visibility placements. Review performance regularly and adjust bids dynamically. |
| **Post-event**<br>Sustain engagement and cross-sell | **Continue Sponsored Display remarketing** to help reengage shoppers who showed interest but didn’t purchase during the Lightning Deal. Shift focus to complementary or gift-worthy products, for example, grooming accessories, seasonal bundles, personal care tech.<br>**Use insights from this event to refine holiday campaign strategies**—identify which complementary products resonate most with shoppers and which ad messages drive conversions for related items.<br>**Extend remarketing and bundle promotions** throughout the broader holiday period to help capture late gift buyers and early New Year's shoppers. |

**TIP**

Consider using campaign scheduling and set up performance alerts in the campaigns manager to adapt quickly.

# When initial plans need adjustment

## Inventory depleting too quickly

Sponsored Products pause when inventory runs out, but Sponsored Brands may keep running—exhausting your budget and creating a poor experience for shoppers. Consider lowering bids on high-spend terms and shift toward efficient keywords. Sync with inventory teams and update creative or ASINs to avoid promoting out-of-stock items.

## Low reviews limit competitiveness

If your ASIN has fewer reviews but meets deal eligibility, build credibility prior to the event using Sponsored Display to help reengage recent buyers. During the event, lean on Sponsored Brands video ad format and Display ads to highlight unique product features.

# Buy X, Get Y promotions

**Buy X, Get Y promotions can help increase basket size and encourage repeat purchases. Ideal for consumables, gifting products or seasonal items.**

**ADVERTISING STRATEGY:**

Focus on your existing repeat customers or high-intent shoppers. This is because Buy X, Get Y promotions tend to resonate more with shoppers already interested in a brand or category. Buy X, Get Y helps shift focus from price to quantity.

**EXAMPLE IN ACTION:**

**Buy X, Get Y promotion for scented candles during the holiday season:** A premium candle brand wants to reach holiday shoppers seeking gifts and home decor. With seasonal traffic rising, they launch a Buy Two, Get One Free promotion to help encourage shoppers to increase order size by trying multiple scents or styles.



| Phase | Recommended advertising strategy and role |
|---|---|
| **Pre-event**<br>Build intent and engage loyal customers | **Use Sponsored Brands with keyword targeting** to capture shoppers who are about to make purchase decisions using queries like “best scented candles,” “holiday gift candles,” or your brand name.<br>**Launch Sponsored Display views remarketing** to reengage people who viewed your product pages in the past 30 days, including repeat or seasonal browsers, to help drive up interest. |
| **Live event**<br>Encourage loyal and high-intent customers to purchase | **Use exact and phrase match** targeting on high-intent keywords like “holiday candle gift set,” “Christmas home fragrance,” and “scented candle bundle.”<br>**Leverage Sponsored Display purchases remarketing** to reengage previous buyers with messaging like “Loved it last time? Buy 2, get 1 Free.”<br>**Boost bids and budgets on branded terms with high click-through rate** to help appear on top-of-shopping-results when shopper intent is peaking. |
| **Post-event**<br>Reinforce and nurture loyalty | **Delay remarketing efforts aiming to reengage customers who purchased your Buy X, Get Y promotion** to avoid ad fatigue and allow some time for customers to use what they purchased.<br>**Reengage with Sponsored Display later on** to help promote refills, limited-edition scents, or upcoming seasonal launches. |

# When initial plans need adjustment

## Low awareness can limit promotion impact

If you see weak sales lift despite running a promotion or if shoppers aren’t engaging with the full candle collection, shoppers may not be seeing your products. Leverage Sponsored Display ads to help amplify visibility, visually connect complementary products and promote bundle savings. Adjust Sponsored Brands ad creative to focus on best-sellers or themed bundles that better resonate and help grow sales.

## Inefficient spend on non-converting keywords

Ads spend may drain quickly on broad or irrelevant keywords, hurting return on ad spend (ROAS). Focus on exact and phrase match keywords tied to high-converting terms like “holiday gift sets” or “multi-pack deals,” pausing broad match to help improve efficiency.

# Coupons

**Coupons are digital discounts shoppers "clip" on product detail pages. They can be percentage-based or fixed-value.**

**ADVERTISING STRATEGY:**

Focus your ad strategy on maximizing visibility to deal-seeking and price-sensitive shoppers early on, using clear coupon messaging to help capture their attention quickly. Simultaneously, leverage remarketing campaigns, like Sponsored Display, to nurture first-time buyers into loyal customers by reminding them of exclusive coupons and encouraging repeat purchases.

**EXAMPLE IN ACTION:**

**Using Coupons to drive trial for sunscreen:** A brand introduces a new lotion featuring broad-spectrum SPF and mineral-based ingredients, ideal for outdoor winter sports or tropical holiday vacations. With limited but positive reviews and pricing slightly above the category average, initial shopper hesitation may slow adoption.




| Phase | Recommended advertising strategy and role |
|---|---|
| **Pre-event**<br>Build trial and coupon awareness | **Use Sponsored Brands campaigns** to tell the broader category value story and promote multiple coupon-eligible ASINs, driving discovery. **Activate visible percentage-off coupons** with seasonal, high-intent keywords like "body lotion," "SPF moisturizer," and "holiday skincare deals." |
| **During the event**<br>Maximize conversion and reengagement | **Amplify Sponsored Products campaigns** to help reinforce the coupon offer in shopping results, helping to drive clicks and conversions. **Leverage Sponsored Display campaigns** to extend coupon visibility across product pages and reengage shoppers who viewed but didn't purchase. **Review coupon redemption rates regularly** and adjust bids or coupon values to remain appealing to shoppers while still preserving a healthy ROAS. **Use remarketing** to help convert undecided shoppers with timely reminder messaging. |
| **Post-event**<br>Sustain value perception and loyalty | **Continue Sponsored Brands campaigns** to help support affordability messaging and promote related or replenishable ASINs with coupons. **Use Sponsored Display campaigns** to help highlight complementary products or seasonal offers, nurturing repeat purchases. **Analyze coupon and campaign performance** to optimize future promotions. **Layer Sponsored Brands video or creative in real-life settings** to help emphasize product benefits and deepen customers' trust beyond pricing. |

# When initial plans need adjustment

## Shoppers are clicking on ads but not clipping the coupon

Test a slightly higher discount or add urgency-driven language in Sponsored Products copy, for example, "Limited-time offer." Ensure the coupon badge is active and visible on key ASINs.

## Shoppers clip the coupon but don't convert

Revisit your product page—optimize images, clarify product benefits, and highlight strong reviews. Use Sponsored Display remarketing to bring back interested shoppers with persuasive messaging.

## Sponsored Products aren't generating enough traffic

Refine keywords with long-tail and seasonal terms like "mineral SPF for spring" or "natural sunscreen for sensitive skin." Refresh ad copy to include coupon benefits and help stand out in shopping results.

# Drive success beyond Deals this peak season

**Not every brand uses deals during peak events—and that's okay. Whether you're playing the long game managing tight margins or can't discount, you can still help drive visibility and conversions with the strategies below.**

## Stay visible: Strategies to help you stay top-of-mind

### Reinforce branded visibility when shoppers see more ads than usual.

**Why it helps:** Even loyal customers may be tempted by surrounding deals. Consistent branded presence helps reinforce customer trust and encourage repeat purchases.

**Action**

- Run exact match branded keywords with higher bids via multiple ads solutions.
- Apply top-of-shopping-results modifiers to Sponsored Products to maintain visibility.
- Reengage shoppers with Sponsored Display views remarketing.

### Help ensure visibility for your high-converting branded terms.

**Why it helps:** Other brands with products similar to yours may bid on *your* branded terms. Running branded campaigns helps you stay top-of-mind with shoppers.

**Action**

- Set up separate campaigns for branded terms and use bid modifiers to appear in top-of-shopping-results placements.
- Use negative targeting and product targeting in your campaigns. Add irrelevant terms or other brands' names or products as negative keywords to your non-branded campaigns.

## Grow your presence in your category

### Meet shoppers where other brands may not fulfill their needs.

**Why it helps:** Gaps in inventory or delivery speed can create opportunities for your products. Being visible makes your brand the reliable alternative.

**Action**

- Use Sponsored Products and Sponsored Display on similar products with slow shipping, prices higher than yours, or low number of reviews.
- Identify products that ended deals or are out of stock—ramp up bids on these.

## Lead with quality

### Position no-deal products as premium, seasonal choices, if applicable.

**Why it helps:** Shoppers often prefer high-quality, differentiated products, not just markdowns.

**Action**

- Use Sponsored Brands video ad format to help showcase your commitment to quality and craftsmanship—perfect for elevating holiday celebrations.
- Launch seasonal bundles or gift sets that feel specially selected.

# Ads myth-busting with experts

## Debunking misconceptions, delivering results.

Behind every successful ad strategy is a clear-eyed view of what really works—and what doesn't. Yet in a fast-moving, crowded advertising world, myths and outdated assumptions often creep in. Left unchecked, these myths can stall growth, waste spend, or block fresh ideas before they're tested.

In this chapter, we tackle the most common myths advertisers face today, using expert insights. You'll get practical guidance to shift mindsets, adjust plans, and unlock smarter ways to connect with your customers.



# Myth 1:

## "If ACOS spikes during sales events, pause campaigns or cut budget."

### Myth

When Advertising Cost of Sales (ACOS) suddenly increases during major sales events, campaigns should be paused to avoid wasting money.

### Truth

A temporary spike in ACOS doesn't mean your ads aren't working. On the contrary, it often means they're doing their job. During the holiday season, traffic increases and more brands are active, which can drive ACOS higher. But ACOS only measures the efficiency of ad-attributed sales, not the full picture. That's where Total Advertising Cost of Sales (TACOS) comes in. TACOS reveals whether your total sales, including organic and paid, are growing in relation to your ad spend.

### TIP

**Set controls:** Create automated rules that adjust bids or daily budgets when ACOS exceeds certain thresholds. Remember, ACOS may spike short term—check 7–14 day attribution before making changes. Sales during peak events often occur days after the initial ad click.



EXPERT ADVICE

### ACOS is just one piece of the profitability puzzle.

**Here's why:** When ACOS rises during high-traffic events, we don't immediately pull back. Instead, we look at TACOS—and often, we find it dropping. That signals improved overall efficiency, as ads are driving both paid and organic sales through increased visibility.

**What to do instead:** Shift some budget from branded to category terms, even if it raises ACOS initially.

**Why it works:** Category terms help you reach new, in-market shoppers who don't already know your brand. While ACOS may climb in the short term, you're expanding total sales and visibility, which is especially valuable during peak shopping moments.

**Adam Mellott,** BTR Media

# Myth 2:

## "Sponsored Products are all you need during major events."

### Myth

Exclusively relying on Sponsored Products campaigns, assuming that capturing bottom-funnel search traffic is sufficient, is a strategy that works well for high-traffic events.

### Truth

Sponsored Products is essential but other ad products can also help you accelerate growth. During holiday events, shoppers don't just search and buy. They browse, compare, and come back later. A strategy that creates synergies between different ad solutions can help you to reach shoppers at different stages in their journey.

### TIP

**Two to three weeks ahead of the holiday season:** Use Sponsored Brands video ad format to spotlight upcoming holiday deals and grab early gift shoppers' attention.



EXPERT ADVICE

### Holiday shopping is a marathon relay—and to win it, you need a team.

Sponsored Products are a strong anchor, but it may need a full lineup of ad solutions to make the handoffs that move shoppers from discovery to purchase. Sponsored Brands, Brand Stores, Sponsored Display, and Sponsored TV each play a role in engaging customers at different stages. Treating holiday advertising as a team sport helps ensure you don't miss key moments along shoppers' journey.

**Joe Shelerud,** CEO & Co-Founder, Ad Advance

# Myth 3:

## "You must increase bids to compete during peak seasons."

### Myth

To stay visible and stand out during major shopping events, advertisers must significantly raise their bids across all keywords.

### Truth

Blindly increasing bids can lead to inefficient spending. A more nuanced approach focusing on high-performing keywords and strategic placement often yields better results.

### TIP

**Optimize Sponsored Products placement bidding:** Use placement bid adjustments for top-of-shopping result visibility and product pages. This targeted approach helps you stay relevant and efficient without raising all bids indiscriminately.



EXPERT ADVICE

**Peak season events are incredible opportunities to increase your sales.**

However, blindly increasing your spend and bids without strategy can damage your return on ad spend and performance over time. It's important to take time in advance to plan these events and craft a comprehensive strategy—from choosing items with sufficient availability that you want to push, down to the bid optimization rules you'll set, as well as bid adjustments. Learn from each event and apply the learnings to the next. One of our brands, My Carry Potty, using Amazon Marketing Cloud to understand the path to purchase but also when customers were actually buying, saw a 30% increase in ROI from one event to another just by focusing on the ads which converted at the right time.

**Jérôme de Guigné,** Founder and CEO of e-Comas

# Myth 4:

## "Once Cyber Monday ends, holiday advertising isn't worth it."

### Myth

Demand drops sharply after Cyber Monday, making further holiday-specific advertising unnecessary.

### Truth

With 31% of shoppers planning to make purchases between Cyber Monday (December 1st, 2025) and New Year's, cutting advertising after Cyber Monday may lead to missing nearly a third of holiday shoppers.* This extended shopping window, combined with a late Thanksgiving in the U.S., makes December a crucial period for maintaining advertising presence.

### TIP

**Leverage recommendations:** Explore the recommendations page in the advertising console for tailored insights and actionable strategies specific to you. These can help you optimize your campaigns for both peak shopping days and the high-traffic post-Cyber Monday period.

*Mintel Reports, US Look Ahead: Winter Holiday Shopping, 2025.



EXPERT ADVICE

After almost seven years advertising with Amazon Ads, we know that Black Friday and Cyber Monday is just the beginning of the gift shopping season. Many of our brands top their November sales in December by reengaging seasonal shoppers and people who already know their brand.

**Using insights from Amazon Ads and Amazon Marketing Cloud is crucial to advertise effectively and capture extra visibility from increased traffic.**

**Alessandro Carnati,** Digital Turnover

# Myth 5:

## "Campaigns using automated settings don't work during peak season."

### Myth

During major shopping events, only manual targeting with carefully selected keywords are effective.

### Truth

Automated targeting in Sponsored Products campaigns can help advertisers explore and capture valuable long-tail and seasonal search terms that manual campaigns might miss, especially during high-traffic periods with diverse shopping behaviors.

### TIP

**Apply negative targeting strategically:** Use negative keywords across campaign types to prevent overlap and guide traffic to the most relevant campaigns. This can help improve efficiency of your overall advertising strategy.



EXPERT ADVICE

**During peak season, shopping behavior differs widely compared to the rest of the year.**

We advise brands to leverage automated campaigns and broader targeting, alongside manual ones to help capture seasonal search demand. Think Christmas gifting in December, or deals over Black Friday and Cyber Monday. Capturing seasonal, long-tail search terms allows for higher visibility, often at a lower cost.

**Alessandro Carnati,** Digital Turnover

# Myth 6:

## "Brand Stores aren't worth the effort during busy shopping periods."

### Myth

Brands don't need to put effort into their Brand Stores during peak events. Focusing solely on product-level advertising is enough to drive business growth.

### Truth

Well-optimized Brand Stores can help boost conversion rates and average order value, especially during gift-shopping seasons when customers seek curated experiences.

### TIP

**Create seasonal Brand Store pages:** Design dedicated pages highlighting your top-selling holiday items and gift bundles. This can provide a more engaging and relevant shopping experience during peak seasons.



EXPERT ADVICE

Amazon Ads gives you more real estate than most brands realize. Smart advertisers turn their Brand Store into a mini website, using Sponsored Brands ads to lead to curated landing pages that match what the shopper came looking for.

**It's not just a brand play, it's a conversion engine.**

**Ritu Java,** PPC Ninja

**INSIGHT**

**Brand Stores updated within the past 90 days had 9% more repeat visitors and 10% higher attributed sales per visitor.***

*Amazon internal data, WW, 21/10/2024

# Myth 7:

## "Advertising in the Amazon store is only effective for lower-funnel conversion."

### Myth

Amazon is solely a place to capture ready-to-buy shoppers. Putting effort into building your brand will not drive sales growth.

### Truth

Amazon Ads offers various ad formats and placements that can help you effectively build awareness for your brand and business, and nurture shoppers into repeat customers.

### TIP

**Start with Sponsored TV campaigns:** Launch Streaming TV ads to help reach new audiences where they spend their time. This approach helps bring you top of mind for shoppers even before they begin searching for items they plan to purchase.



EXPERT ADVICE

Since e-Comas began 12 years ago, the retail media landscape has evolved from simple purchase-intent targeting into a complex shopping journey spanning streaming TV, mobile, and AI-driven conversational browsing. Brands that excel with compelling content and videos across product pages and Brand Stores can help drive long-term business growth. We tested this approach with an oral care brand, using Prime Video ads, Sponsored Brands videos, and DSP ads informed by Amazon Marketing Cloud insights.

**The results were striking: a 57% increase in brand searches in the country of interest compared to 23% elsewhere.**

**Jérôme de Guigné,** Founder and CEO of e-Comas

# Myth 8:

## "Small budgets can't drive success during high-traffic shopping events."

### Myth

A limited budget can’t help advertisers reach and engage shoppers effectively during high-traffic periods.

### Truth

Strategic budget allocation and focused targeting can help advertisers of all sizes stay visible and achieve business growth, even during shopping events when traffic is heightened.

### TIP

**Use portfolio budgets effectively:** Group similar campaigns together and set budget rules to help allocate budget efficiently. For Sponsored Brands and Sponsored Display, you may want to consider leveraging “cost controls” to automatically optimize your bids and stay within your budget.



EXPERT ADVICE

Small budgets can win when every dollar is aimed at relevance. Focus on high-converting placements at the campaign level, lean into long-tail keywords with clear intent, and actively negate irrelevant traffic.

**It’s not about spending less, it’s about spending smartly.**

**Ritu Java,** PPC Ninja

# Myth 9:

## "If my conversion rate is falling, it must be a targeting issue."

### Myth

When conversion rates decline, advertisers often assume the problem lies exclusively with audience targeting and rush to modify targeting settings.

### Truth

While targeting is important, conversion rate fluctuations can stem from multiple factors. These may include seasonality, pricing, or the quality of product detail pages. Before making drastic changes to your targeting, it's beneficial to conduct a comprehensive review of your campaigns and product listings.

### TIP

**Experiment with your ad creative:** Test different images or ad copy while keeping targeting consistent. Sometimes, a fresh creative approach can reinvigorate performance.



EXPERT ADVICE

Poor or fluctuating performance doesn't always signal a targeting problem, or even an ad strategy problem. Fluctuation could be caused by listing content gaps, pricing gaps within the category, seasonality, or a bad retail moment. Ads only accelerate what's already working—I like to describe them as a reflection of your overall business. They won't ever fix fundamental listing or retail problems.

**Try to take an unbiased approach to your business, put yourself in the shoes of shoppers, and thoroughly understand your category and key players within it.**

**Adam Mellott,** BTR Media

# Myth 10:

## "Black Friday and Cyber Monday traffic guarantees sky-high conversions."

### Myth

Holiday traffic surges automatically lead to higher conversion rates and more sales.

### Truth

Increased traffic doesn't guarantee increased conversion. In fact, many brands see conversion rates drop during major sales events. Shoppers are in discovery mode—clicking around, comparing, waiting.

### TIP

**Create attention-grabbing Sponsored Brands videos:** Develop clear, compelling video ads that quickly communicate your holiday offers. This can help capture attention in the crowded Black Friday and Cyber Monday environment.



EXPERT ADVICE

During holiday shopping events, impressions can surge by double digits while conversion rates stay flat or even decline. The winning strategy isn't just showing up—it's standing out and following through.

**With memorable creative and smart remarketing, brands can turn that wave of browsers into buyers, even when conversions are lagging.**

**Joe Shelerud,** CEO & Co-Founder, Ad Advance

# International advertising

Global advertising can help expand your reach and drive sales growth by connecting with diverse audiences worldwide. With Amazon Ads, you can now seamlessly advertise across 23 countries, allowing you to:

**Reach more customers:** Engage shoppers across the globe who are looking for products like yours.

**Leverage year-round shopping events:** While December brings increased sales worldwide, other regions see more peaks in other months too. Planning campaigns around these varied shopping periods throughout the year helps create steady sales growth.

**Create ads in any time zone:** Your ads work 24/7 across time zones. Set them up once, and connect with shoppers around the clock, even while you're sleeping.



# Scale globally, advertise locally this holiday season

**Whether launching new products or adapting seasonal campaigns, Amazon Ads offers powerful tools that can help you scale efficiently while maintaining authentic connections in each of the 23 countries.**

## INSIGHT

Advertisers who use the full suite of sponsored ads products across countries saw **88%** of their sales growth come from outside their home country.*

**88%**

## Global campaign creation, management, and reporting

Save time creating and managing campaigns across multiple countries with unified reporting, performance metrics, and budget and bidding strategy in your preferred currency all in one place.



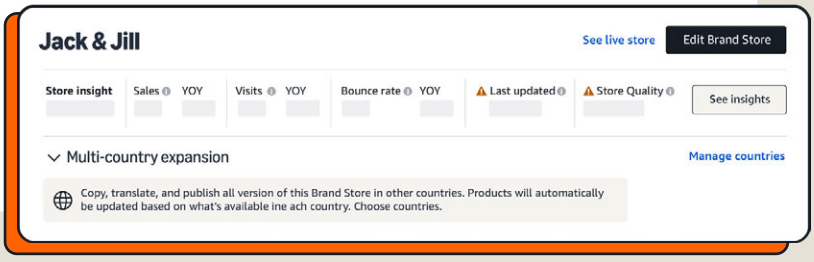

## AI-powered localization suite

Break through language and cultural barriers effortlessly with built-in automatic keyword translation and immersive, AI-generated creative assets that transform your images and videos (subtitles, voiceovers, and on-screen text) into locally relevant content across multiple languages and regions.




## Multi-country Brand Stores expansion tool

Launch and manage your Brand Store across multiple countries while maintaining consistent brand presence globally, without multiplying workload or budget.




*Amazon internal data, WW, March 23, 2023-March 23, 2024. Full suite of sponsored ads includes Brand Stores, Sponsored Products, Sponsored Brands, and Sponsored Display.

# Turn shopping events into growth opportunities

**When advertising across multiple countries, it's helpful to understand local shopping moments and planning guidelines. Familiarize yourself with key moments across the world with the Amazon retail holiday calendar, and use these planning guidelines to help drive results during these events.**

| Pre-event | During the event | Post-event |
|---|---|---|
| **Research and planning:** Review country-specific event calendars to decide where to advertise, prioritizing countries with shared language or cultural similarities for initial expansion. | **Global campaigns:** Create global Sponsored Products campaigns across countries and adjust product selection, bids, and budgets for each country if necessary. | **Performance analysis:** Generate consolidated multi-country reports in preferred currency to compare performance across countries and regions. |
| **Campaign structure:** Utilize the multi-country campaign creation feature while setting up budget rules for automated spending adjustments during events. | **Real-time optimization:** Use country filters to analyze performance by region and make prompt adjustments to bids and budgets based on local shopping patterns. | **Campaign optimization:** Convert high-performing event campaigns into always-on strategies, maintaining consistent presence in countries with strong sales. |
| **Content preparation:** Develop culturally relevant content and messaging for each region using Amazon Ads translations service or AI immersive localization for text, keywords, images, and video creative assets to help engage local audiences. | **Campaign refinement:** Review shopping query insights to update keyword strategies and negative keywords based on event performance. | **Strategic planning:** Track seasonal trends and upcoming events across different regions using the retail holiday calendar. |

Remember that successful **global advertising combines well-timed event participation with consistent local presence**. Use these shopping moments and guidelines to help build lasting connections while driving results.

## Learn from our Rising Stars entrepreneurs

Success across borders starts with helpful tools and strategic planning, as shown by sellers featured in our Rising Stars mini-documentary series. The series spotlights small business entrepreneurs around the world who have mastered the art of scaling a business, turning local success into international growth by leveraging Amazon Ads solutions.

## Ready to go global?

**Set up your first global Sponsored Products campaign at advertising.amazon.com.**



## Useful resources

- Global advertising guide
- Personalized quiz on international expansion
- Global advertising how-to videos
- A guide to advertising for international events
- Rising Stars mini-documentary series
- Amazon retail holiday calendar

# Post-event strategy

## Turn holiday insights into year-round growth.

The last day of holiday shopping season is not the end—it's the beginning of your next best strategies. Whether you exceeded your goals or fell short, the post-event window is a chance to analyze, optimize, and activate. This chapter guides advertisers to take what they learned and help them build smart plans that continue to drive sales and learnings rolling into the new year.

Let's walk through the following scenarios that reflect common holiday outcomes across key product categories. For each one, assess the situation, choose the right performance summary, and determine the best follow-up strategy. This exercise helps sharpen your ability to interpret results and take meaningful action.



## Scenario 1: Skincare brand

# Turn seasonal buyers into repeat customers

TOP PRODUCTS

**Holiday gift set collection • Daily moisturizers • Vitamin C serum**



### Holiday performance summary

- Gift sets sold out by mid-day Cyber Monday.
- Sponsored Brands campaigns drove **2.1%** click-through rate (CTR), above **1.8%** benchmark, but conversion on skincare category keywords was below expectation at under **3%.**
- Sponsored Display campaigns drove **70%** of sales from new-to-brand (NTB) customers for the gift set.
- Evergreen moisturizers saw a **25%** year-over-year decline in sales, despite being included in deal pricing.

## POP QUIZ

### 1. What best summarizes this performance?

A. Sponsored Brands campaigns had the highest conversion rates (CVR).

B. Holiday bundles generated volume but failed to acquire new shoppers.

C. Limited-time offers brought in new customers, but core products underperformed.

### 2. What should the advertiser do next?

A. Extend holiday deals into January and maintain Sponsored Brands investment.

B. Launch a Sponsored Display reengagement campaign to reach gift set buyers to promote core skincare ASINs.

C. Pause ads and reengage in February with new creative.

### Learning and ideas for next steps:

You reached customers with a one-time gift purchase. The next step is to encourage repeat purchases by introducing shoppers to your daily skincare line, like moisturizers and serums, which offer long-term value and recurring purchase potential.



EXPERT ADVICE

### The time after the event is an opportunity to engage shoppers who browsed but didn't make a purchase.

"Engage warm leads in the week after the event is over with action-driven messaging like 'Still in stock' or 'Bundle deal still live.' Use Sponsored Display views remarketing to reengage event browsers and filter by traffic window to help reach high-intent shoppers."

**Florian Nottorf,** Adference

### Answer key

1. **C:** Gift bundles helped acquire new customers, but everyday products like moisturizers lagged in performance, highlighting an opportunity for repeat purchases.
2. **B:** Encourage repeat purchases by reengaging new customers with everyday products that can help drive sales over time.

## Scenario 2: Wireless audio brand

# Adjust bidding rules to help improve ROAS

TOP PRODUCTS

**$25 wireless earbuds • Bluetooth audio accessories**



### Holiday performance summary

- Sponsored Products saw a **65%** increase in top-of-shopping-results impression share.
- ROAS declined **30%** year-over-year from 4.1 to 2.9.
- Used “bidding up-and-down” with a **100%** multiplier for top-of-shopping-results placements.
- **70%** of advertising spend was allocated to broad keywords, for example, "wireless audio", with less than **4%** CVR.

## POP QUIZ

### 1. What best summarizes this performance?

A. Increased visibility yielded a healthy ROAS.

B. Overspending on broad top placements led to inefficient results.

C. ROAS decline was unrelated to keyword strategy.

### 2. What should the advertiser do next?

A. Maintain current bidding to keep driving visibility.

B. Lower top-of-shopping-results multipliers and test down-only bidding for efficiency.

C. Pause Sponsored Products and shift spend to help reengage shoppers.

### Learning and ideas for next steps:

High bids on broad keywords may have hurt performance. Improve ROAS by lowering bids on broad terms, prioritizing higher bids on niche, high-intent keywords, testing strategies, and using negatives to stay efficient.



EXPERT ADVICE

### Boost efficiency with strategic top-of-shopping-results placement.

"Refresh Sponsored Brands headlines to highlight your promotions, for example, 'Save on XYZ'. Manually bid on high-ranking and priority shopping queries to continue to reach relevant audiences after the event."

**Laura Meyer,** Envision Horizons

### Answer key

1. **B:** Broad targeting with aggressive bidding helped increase visibility, but didn’t drive efficient conversions, leading to reduced ROAS.
2. **B:** Fine-tune your bids and refine targeting to help balance visibility with cost efficiency.

## Scenario 3: Fashion brand

# Adapt messaging and audience signals for ongoing performance

TOP PRODUCTS

### Holiday party dresses • Statement outerwear



## Holiday performance summary

- Sponsored Products using holiday terms with exact match, for example, "NYE outfit" or "holiday dresses 2025", delivered **7.2%** CTR and **12.4** ROAS, exceeding benchmarks.
- Branded keywords contributed to **70%** of total holiday sales, indicating high purchase intent.
- Sponsored Brands video drove **2.5x** higher NTB sales year-over-year.
- Outerwear CTR dropped **30%** versus the previous quarter, suggesting a drop in category demand.

## POP QUIZ

### 1. What best summarizes this performance?

A. Branded keywords were ineffective for the post-holiday period.

B. All product categories performed consistently.

C. Branded and holiday terms performed strongly, but outerwear underdelivered.

### 2. What should the advertiser do next?

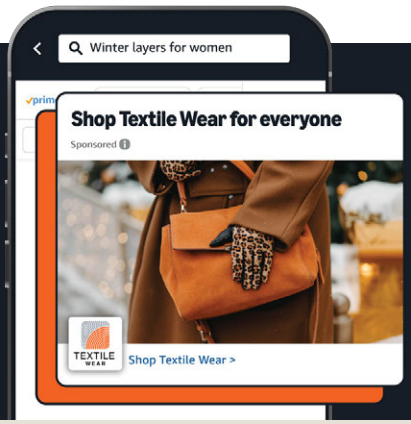
A. Pause outerwear campaigns and focus only on spring inventory.

B. Reallocate budget toward high-performing branded terms and reposition outerwear with non-holiday messaging.

C. Launch new Sponsored Brands video creative focused solely on outerwear.

## Learning and ideas for next steps:

Branded and seasonal terms helped increase sales, though results varied. Consider updating messaging to align with the current season, for example, changing "holiday party looks" to "winter layers", and refine your budget based on recent shopping activity.




## Answer key

1. **C:** High-intent branded and seasonal queries drove strong results during the holiday window. However, performance varied by category, with outerwear underperforming and requiring a revised approach.
2. **B:** Consider maintaining campaigns with branded terms that deliver impressions consistently after seasonal events like shoppers searching your brand name. For categories showing lower performance, like outerwear, you can refresh messaging, for example, "January layering" or "winter-ready looks" to help increase visibility and extend product seasonality.

## Scenario 4: Kitchen and cookware brand

# Balance high visibility with efficiency

TOP PRODUCTS

**Copper non-stick pans • Ceramic cookware sets**



### Holiday performance summary

- **100%** bid multiplier applied to Sponsored Products for top-of-shopping-results placements.
- Top-of-shopping-results impression share rose **90%** year-over-year.
- Advertising cost of sales (ACOS) increased from **19%** in early October to **34%** during Cyber Monday week.
- Sponsored Brands campaign CVR dropped **22%** year-over-year.

## POP QUIZ

### 1. What best summarizes this performance?

A. Prominent placements improved visibility but reduced efficiency.

B. Bids were too low to stay visible.

C. Automatic targeting drove the majority of results.

### 2. What should the advertiser do next?

A. Maintain aggressive bidding and focus on reach.

B. Lower bid multipliers and test creative variations across placements.

C. Pause Sponsored Brands entirely.

### Learning and ideas for next steps:

Prominent placements can help increase visibility, though conversions may depend on creative relevance. Test multiple creative options and headlines ahead of peak season to identify what resonates, then lean into top performing creative and ads to drive maximum performance during peak seasonal events.



EXPERT ADVICE

### Record budget settings before events.

"Review all budget caps (account-level caps, portfolio budgets) a week before the event and take screenshots for your records. Uncapped budgets can lead to spending more than bargained for."

**Laura Meyer,** Envision Horizons

### Answer key

1. **A:** Visibility improved through aggressive bidding, but higher ad costs and weaker creative led to lower efficiency.
2. **B:** Adjusting bids and refreshing ad creative may help improve performance while maintaining visibility in key placements. See *Holiday creative kit* (p. 62) for resources about testing different creative approaches.

# Ads Metrics: Measure what matters

## Grow by measuring what truly matters

For businesses navigating tight budgets and high-stakes sales events, it's not about tracking everything—it's about tracking the right things. Effective advertisers zero in on the metrics that directly reflect their goals, guide smarter decisions, and drive results. This chapter helps you focus on what matters most so you can turn insights into impact.



# Pre-event: Laying the foundation for measurement success

## Measurement is not one-size-fits-all.

Choosing the right metrics starts with defining the role your holiday campaigns play in your overall business strategy. These should be specific, measurable, achievable, relevant, and time-bound, also known as SMART goals. Without clearly defined goals, advertising efforts can become akin to "throwing money at a problem and hoping it solves itself."

So, ask yourself, are you trying to: Drive immediate sales? Acquire new customers? Maximize spend efficiency? Increase share of voice? Use the table below to help identify the most relevant metrics. Resist the urge to optimize for everything and align your KPIs to what actually matters to your business.

| Funnel stage | Specific goal | Recommended metrics | Why it matters |
|---|---|---|---|
| **Awareness** | **Introduce yourself to new audiences and/or remind customers that you're here for them** | • Impressions<br>• Reach<br>• Branded search volume | Indicates how many people are seeing and remembering your brand. Branded search volume shows brand lift. |
| **Consideration** | **Improve ad engagement** | • Click-through rate (CTR)<br>• Video completion rate (VCR) | High CTR/VCR signals strong creative and message fit with audience. |
| | **Drive product exploration** | • Detail page views<br>• Session % of new visitors | Shows shopper interest and awareness-to-consideration funnel movement. |
| | **Increase traffic and engagement for your Brand Store** | • Quality rating<br>• Dwell time (including your peer set)<br>• Bounce rate<br>• Visits per traffic source | Helps refine assets that drive deeper engagement. |
| **Conversion** | **Increase sales volume** | • Orders, unit sales<br>• Conversion rate (CVR) | Core metrics for revenue-driving campaigns. CVR connects clicks to purchases. |
| | **Improve cost-efficiency** | • Cost-per-click (CPC)<br>• Ad cost of sales (ACOS)<br>• Return on ad spend (ROAS) | Tracks how cost-effectively your ad budget converts into sales. |
| | **Measure full business impact** | • Total ACOS (TACOS) | Shows ads' impact on total sales (attributed + organic). Great for understanding lift. |
| | **Acquire new customers** | • New-to-Brand % (NTB)<br>• NTB orders<br>• Subscribe & Save | Critical for brands looking to expand market share. |
| | **Capture purchase intent** | • Add-to-cart rate | Indicates whether consideration is translating to action. |
| **Loyalty / Retention** | **Boost repeat purchases** | • Repeat purchase rate<br>• Lifetime value (LTV)<br>• Customer retention rate | Helps quantify success of brand stickiness and long-term value. |
| | **Build subscriptions or long-term habits** | • Subscribe & Save rate<br>• NTB to repeat ratio | Relevant for CPG and brands with recurring use cases. |

**Once you've identified the metrics you will focus on, use the exercise on the next page to help you set goals and define success for these metrics.**

# Pre-event goal setting exercise

## 1 Define your primary goal

### Ask

**What does success look like in one sentence?**



### Examples

- Acquire 10,000 NTB customers during the Black Friday and Cyber Monday weekend.
- Generate $500k in sales before December 31st.
- Launch a new product and achieve 2,000 unit sales with TACOS under 15%.

### Tip

Reviewing past performance insights, including insights from previous shopping events, is invaluable for setting realistic but ambitious performance expectations, and identifying areas ripe for improvement.

## 2 Identify your secondary metrics

Once your primary goal is defined, the next step is to identify the supporting metrics that provide context, accountability, and early indicators of whether you're likely to meet your primary objective.

They also ensure your strategy is well-rounded—not over-optimized for just one outcome at the expense of others. Use the following framework to define a strong set of secondary metrics.

### Feeder metrics

These are direct inputs that fuel your primary goal. Improving these should have a clear, measurable impact on your main objective.

**Examples:**

- CTR and CVR for customer acquisition goals.
- Impression share or branded search volume for awareness-building campaigns.

### Guardrail metrics

These act as safety checks. They help prevent you from achieving your goal in a way that harms other parts of your business.

**Examples:**

- ROAS or TACOS to prevent overspending while driving volume.
- Inventory levels or operational capacity to avoid fulfillment bottlenecks.

### Complementary metrics

These balance out your strategy by encouraging dual success in areas that may be in natural tension.

**Examples:**

- Maximize new customer acquisition while keeping cost per acquisition under a specific threshold.
- Increase sales velocity without lowering average selling price below a certain floor.

**These secondary metrics balance out your strategy by encouraging dual success in areas that may be in natural tension.**

# Pre-event goal setting exercise

## 3 Set your metrics and thresholds

**Now that you've set your goal, capture the metrics.**

| Metric | Benchmark | Target | Why it matters |
|---|---|---|---|
| Primary goal #1 | | | |
| Primary goal #2 (optional) | | | |
| Primary goal #3 (optional) | | | |
| Secondary metric #1 | | | |
| Secondary metric #2 (optional) | | | |
| Secondary metric #3 (optional) | | | |

# Monitoring: Red flags and green lights



## Identifying red flags: Signals that something might not be working how it should.

| Signal | Interpretation | What to do |
|---|---|---|
| **CPC increasing sharply** | Heightened competition or inefficient bidding. | Refine targeting, revisit keyword match types, or adjust budget allocation. |
| **CTR dropping** | Creative fatigue, weak audience alignment. | Refresh creatives, re-evaluate audience or placements. |
| **Add-to-Cart rate declining** | Product detail page isn't convincing or competitive. | Check pricing, images, A+ content, and reviews. |
| **Impressions plateauing despite high bids** | Budget caps, delivery issues, or inventory limits. | Check campaign settings, inventory status, and budget pacing rules. |
| **CVR trending downward** | Clicks not converting—could indicate poor fit or technical issue. | Reassess targeting relevance and ASIN page readiness. |
| **NTB percent falling** | You're reaching mostly existing customers. | Expand audience, add generic keywords, shift budget to upper-funnel tactics. |
| **ACOS rising and TACOS rising** | Paid efficiency and total profitability are declining. | Consider pausing low-performing campaigns or reallocating budget. |
| **High spend, but low attributed sales** | Tracking gaps or poor efficiency. | Ensure attribution windows are correct, and review keyword/ad ASIN alignment. |



## Celebrating green lights: Double down on things that are working.

| Signal | Interpretation | What to do |
|---|---|---|
| **TACOS stable or falling while spend increases** | Organic lift is keeping total efficiency in check. | Continue scaling or reinforce strong performers. |
| **NTB percent increasing week-over-week** | You're acquiring new customers successfully. | Keep momentum going, test more discovery formats. |
| **CVR and Add-to-Cart rate rising** | Product pages and offers are converting well. | Double down on best-performing ASINs and creative. |
| **Branded shopping query volume increasing** | Higher brand awareness and recall. | Maintain brand defense and consider broader brand campaigns. |
| **Video CTR outperforming static ads** | Creative format is resonating. | Shift more budget to high-performing ad types. |
| **Lower CPC with steady or improved performance** | Gaining efficiency without sacrificing results. | Great sign—keep budget steady or slowly scale. |
| **ACOS stable with higher revenue** | Ad performance is predictable and profitable. | Maintain current pacing and bid strategy. |
| **Multiple ASINs contributing to conversions** | Portfolio performance is diversified. | Expand coverage to similar or complementary ASINs. |

# Post-event: Analyzing performance and informing future strategy

## Why this phase is critical

Too often, holiday campaigns are judged only by surface-level metrics like total sales or ROAS. But true value comes from connecting performance to your goals and uncovering actionable insights that can improve decision-making in future cycles. Consider drafting a post-event analysis to help you identify what went well, what did not, and, most importantly, why.

Documenting key takeaways, specific recommendations, and assigned action items for future implementation can help ensure that your past experiences directly inform your future strategies. On the next page, we've provided a template for you to leverage for your wrap-up report.

# Measurement pitfalls to avoid

### 1 Over-relying on last-touch attribution

Last-touch credits only the final ad, undervaluing upper-funnel impact. Use multi-touch insights (if you leverage Amazon Marketing Cloud) and blended metrics like TACOS and total sales growth.

### 2 Chasing surface-level metrics

High impressions or CTR don't guarantee revenue or new customers. Focus on goal-aligned KPIs: NTB percent, unit sales, revenue.

**Tip:** Always connect metrics back to business outcomes.

### 3 Ignoring attribution lag

Short attribution windows can underreport true performance early on. Delay final analysis 1–2 weeks after campaign end and manage stakeholder expectations.

### 4 Not controlling for retail variables

Performance drops may stem from price changes, out of budget ads, or suppressed listings, not just ads. Monitor retail readiness daily and coordinate with operations teams.

### 5 Ignoring incrementality

Strong ROAS may reflect existing demand, not incremental impact. Compare promoted vs. non-promoted ASINs, use geo-testing or Amazon Marketing Cloud for incrementality, and track total brand sales.

### 6 Failing to segment results

Averages mask valuable insights across products and audiences. Analyze by ASIN, targeting type, and audience segment.

### 7 Comparing campaigns with different goals

Top-funnel and direct-response campaigns require different success metrics. Match each campaign to its objective and set aligned expectations.

**Tip:** Don't compare a Sponsored Brands video campaign's ROAS to a Sponsored Products campaign's ROAS.

# Holiday campaign wrap-up template

## 1 Campaign overview

**Objective:** _____

**Primary KPI:** _____

**Campaign period:** _____

**Ad spends:** _____

## 2 Performance summary

**Compare your planned vs. actual performance for key metrics.**

| Metric | Target | Actual | Gap | Commentary |
|---|---|---|---|---|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

# Holiday campaign wrap-up template

## 3 Incrementality and channel analysis

### Which channels, tactics, or ASINs drove the most incremental value?

**Insights:**

- _____
- _____
- _____
- _____

**TIP** If promoted ASINs had much higher total sales lift, not just ad-attributed, you likely drove incremental impact.

- _____
- _____
- _____



**If you are an intermediate or expert advertiser, take your analysis one step further and use these tools.**

- **Amazon Marketing Cloud** to analyze halo, path-to-purchase, and unique audience trends.
- **Brand Lift Studies** (if available).
- **Pre/Post sales deltas** in geographies or audiences.
- **Compare performance** of ASINs you promoted vs. those you didn't.

## 4 Creative effectiveness

### What formats, messages, or assets performed best or worst?

**Insights:**

- _____
- _____
- _____
- _____
- _____
- _____
- _____

# Holiday campaign wrap-up template

## 5 Post-campaign attribution lag

**Note if any attribution window effects delayed full reporting.**

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

## 6 Summary and next steps

**What worked:**

- _____
- _____
- _____

**What didn't:**

- _____
- _____
- _____

**Recommendations for next holiday:**

- _____
- _____
- _____

# Ads math

Measuring advertising success isn't always straightforward. With so many metrics available, it can be tempting to focus only on what's immediately visible—like cost-per-click (CPC) or click-through rate (CTR)—without fully capturing how ads drive value across the entire customer journey. Ads math is here to help change that.

This chapter offers a practical, easy-to-use toolkit to help advertisers see a more complete view of their advertising impact. Through hands-on frameworks, simple formulas, and real-world scenarios, you'll learn how to:

1. **Connect ad performance to profitability, customer lifetime value (LTV), and brand growth.**
2. **Calculate break-even return on ad spend (ROAS) using your business inputs.**
3. **Make smarter decisions about budgets, bids, and optimizations.**



**When you understand the math behind your ads, you can measure what matters and invest with confidence.**

# Challenge 1: Interpret your ROAS

## You may ask, "Is my ROAS of 2.4 good enough to keep running this ad?"

### How to think about it

There is no general threshold for good or bad ROAS. A "good" ROAS is one that is profitable for you. Start by identifying your break-even ROAS—based on your gross profit margin. This tells you the minimum ROAS you need to not lose money.

### Why this matters

ROAS alone is a preliminary metric. It should be considered in the context of your profit margin. A high ROAS may still mean you're losing money if your margin is too low. To answer questions like "is this good or bad?", preliminary metrics should be interpreted in context and paired with deeper performance indicators—such as conversions, customer lifetime value (LTV), profit, or incremental lift.

**ROAS alone can't tell you if your campaign is profitable. Here's why:**

| Scenario | ROAS | Margin | Revenue | Gross profit (margin × revenue) | Ad spend | Net profit (gross profit – ad spend) |
|---|---|---|---|---|---|---|
| **Advertiser A** | 3 | 20% | $3,000 | $600 | $1,000 | **-$400 (loss)** |
| **Advertiser B** | 2 | 60% | $2,000 | $1,200 | $1,000 | **+$200 (profit)** |

Advertiser A has a higher ROAS, but because their margin is small, they still lose money.
Advertiser B has a lower ROAS, but a better margin—so they make money.

STEP 1

### Calculate your campaign ROAS

*Revenue attributed ÷ Ad spend = ROAS*

Revenue attributed to ads ($): _____ ÷ Ad spend ($): _____ = **Your calculated ROAS:** _____

*Example: $50,000* | *$5,000* | *10*

STEP 2

### Calculate your break-even ROAS

1 ÷ *Gross profit margin* = *Break-even ROAS*

**Gross profit margin (%):**
*(Revenue – Cost of goods sold) ÷ Revenue*

**1** ÷ _____ = **Break-even ROAS:** _____

*Example: 40% (use 0.40)* | *2.5*

**TIP**

Remember, to calculate percentages, you must first convert the percent to a decimal. Divide by 100 to get the number to insert into these formulas. For example, 40% = 0.40 and 4% = 0.04.

A break-even ROAS of 2.5 means you need $2.50 in attributed sales for every $1 spent on ads.

STEP 3

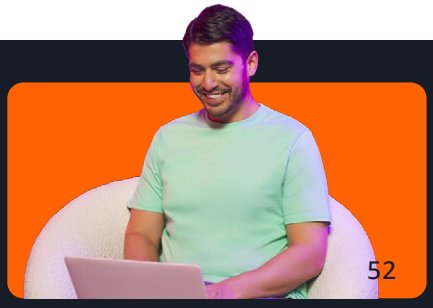
### Compare the break-even ROAS with your ad ROAS

**If campaign ROAS ≥ Break-even ROAS → The campaign is profitable (or at least not losing money).**

**If campaign ROAS ≤ Break-even ROAS → The campaign is unprofitable.**

### TAKEAWAY

It's not about how high your ROAS is—it's about whether your ROAS is higher than your break-even ROAS. Once you know your break-even ROAS, you can instantly see whether your ad campaigns are helping your business grow or quietly draining your profit.



# Challenge 2: Decide whether to bid up during shopping events

## You may ask, "Should I bid up during Black Friday?"

### How to think about it

Seasonal events may lead to higher cost-per-click (CPC) but often increase conversion and average order value (AOV), too. It's essential to model the full equation to see if the trade-off is worth it.

### Why this matters

Higher spend can still mean higher profit if your ROAS stays above your break-even point. Don't avoid bidding up out of fear, make a data-driven decision.

### Example scenario:

- CPC is projected to increase by 25%.
- ROAS is expected to drop from 3.2 to 2.8.
- Your break-even ROAS is 2.0.

### Verdict:

The campaign is still profitable because a ROAS of 2.8 is greater than 2.0 (break-even point). Therefore, you can afford to bid up.



## Model your bidding strategy

### Use the following inputs to determine if an aggressive bidding strategy is profitable.

*Refer to Ads math challenge 1 to calculate ROAS.*

Projected event ROAS:

*Example: 2.8*

Your break-even ROAS:

*Example: 2.0*

### Is your projected event ROAS higher than your break-even ROAS?

**Yes**

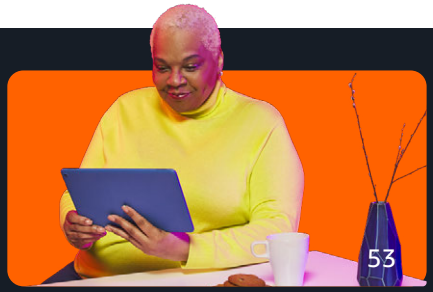
**Great! Your bidding strategy is profitable. You may bid up.**

**No**

**You might want to reconsider your bidding strategy.**

### TAKEAWAY

Go in with a plan, not fear. Test and scale where the math supports it.



# Challenge 3: Understand cost-per-click (CPC) for one-off purchases

## You may ask, "Is a $1.20 CPC too high for one-off purchases?"

### How to think about it

Don't judge CPC alone as it is a preliminary metric. Link it to conversion rate (CVR) and profit per order to find your effective cost per acquisition (CPA), which is the total cost to get one customer. Then, compare that to your margin.

### Why this matters

A high CPC is fine if your CVR and average order value (AOV) are high enough to support it. It's the full path from click to conversion that determines profitability, not just the cost of the click itself.



### Note

This worksheet is meant to determine if your CPC is too high in relation to CPA for one-off purchases and does not take into account customers who continue to purchase from your brand. If you expect customers to buy multiple times, please see *Challenge 4: Determining budget for acquiring new customers* on the next page.

### TIP

Remember, to calculate percentages, you must first convert the percent to a decimal. Divide by 100 to get the number to insert into these formulas. For example, 20% = 0.20 and 2% = 0.02.

## Find your profit per sale

Use the following inputs to see the full picture.

STEP 1

### Calculate CPA ($):

*CPC ÷ CVR = CPA*

| CPC ($): | | CVR (%): | | CPA ($): |
|---|---|---|---|---|
| | ÷ | | = | |
| *Example: $1.20* | | *2% (use 0.02)* | | *$60.00* |

STEP 2

### Calculate profit per sale ($):

*Average order value × Profit margin = Profit per sale*

| Average order value ($): | | Profit margin (%): | | Profit per sale ($): |
|---|---|---|---|---|
| | × | | = | |
| *Example: $50.00* | | *40% (use 0.40)* | | *$20.00* |

STEP 3

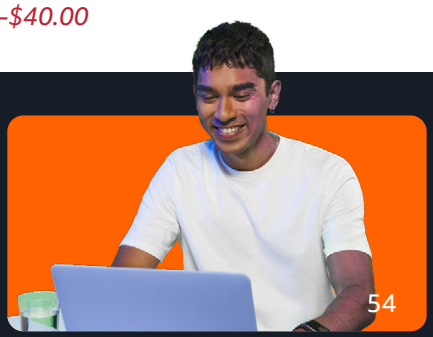
### Calculate net profit or loss per sale ($):

*Profit - CPA = Net profit or loss per sale*

| Profit per sale ($): | | CPA ($): | | Net profit or loss per sale ($): |
|---|---|---|---|---|
| | – | | = | |
| *Example: $20.00* | | *$60.00* | | *-$40.00* |

### TAKEAWAY

If the "Net profit/loss" is positive, the campaign is profitable. If it's negative, the campaign is unprofitable, and you either need to lower your CPC or increase your conversion rate.



# Challenge 4: Determining budget for acquiring new customers

## You may ask, "How much can I afford to acquire a new customer?"

### How to think about it

To set a smart ad budget, you first need to calculate customer lifetime value (LTV). Then, using your profit margin, you can determine your affordable CPA—the maximum you can spend to acquire a customer and still break even over their lifetime.

### Why this matters

Knowing your LTV allows you to see the full picture of the returns on your ad investment. It helps you avoid common pitfalls like bidding too low on valuable audiences or scaling back campaigns that are profitable in the long run, even if their initial return seems low.

## Find your affordable CPA

STEP 1

### Find your customer LTV

*Average order value × Average orders = Resulting LTV*

| Average order value ($): | | Average orders per customer: | | **Resulting LTV ($):** |
|---|---|---|---|---|
| | × | | = | |
| *Example: $58.00* | | *2.5* | | *$145.00* |

STEP 2

### Find your affordable CPA

*LTV × Profit margin = Affordable CPA (Lifetime profit)*

| Resulting LTV ($): | | Profit margin (%): | | **Affordable CPA (Lifetime profit):** |
|---|---|---|---|---|
| | × | | = | |
| *Example: $145.00* | | *40% (use 0.40)* | | *$58.00* |

**TAKEAWAY**

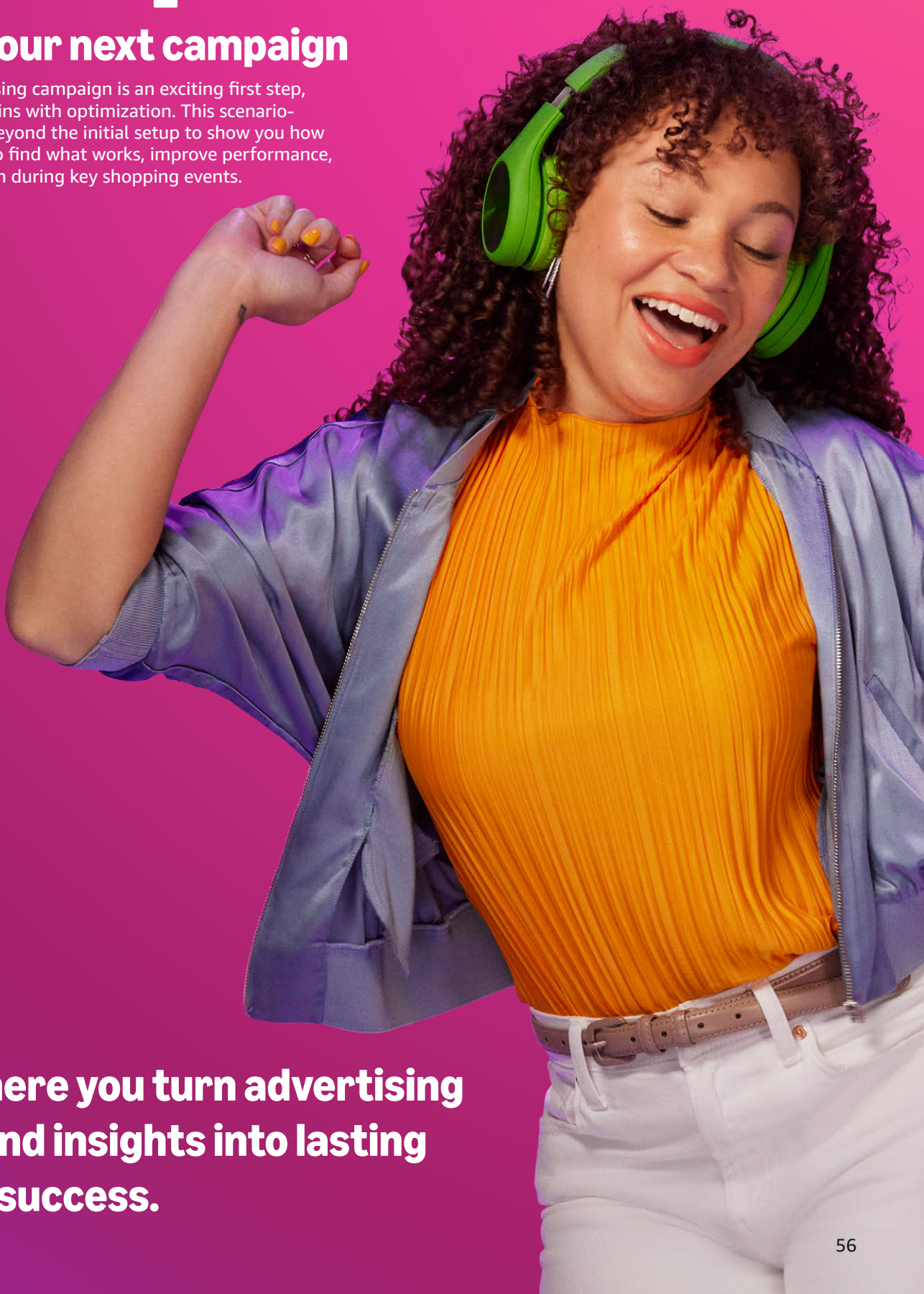
**Once you've identified your affordable CPA, you can use it as the upper limit for your ad spend per new customer to ensure you break even over their lifetime. Understanding this metric can help you invest more confidently in advertising, as it accurately reflects the long-term returns of your ad spend.**



# Ads optimization

## Perfect your next campaign

Launching an advertising campaign is an exciting first step, but the real work begins with optimization. This scenario-based chapter goes beyond the initial setup to show you how to leverage insights to find what works, improve performance, and drive sales growth during key shopping events.



**This is where you turn advertising activity and insights into lasting business success.**

## Scenario 1:
# From impressions to conversions



## The situation

"My ad impressions exploded during Black Friday and Cyber Monday, but conversions didn't follow. How can I make sure my ads are reaching the right people in this crowded advertising space?"

| Potential root causes | How to optimize |
|---|---|
| **Broad or unfocused targeting**<br>High impressions and clicks, but few orders in your search term report. | **Use insights to refine your targeting:**<br>• Search term or keywords report: Identify keywords with 5+ orders and a healthy ROAS in the last 14 days. Move them into their own campaigns.<br>• Brand impression share (Beta) dashboard: Find high-ROAS branded terms where your brand's impression share is low and increase your bids to capture more of that traffic.<br>• Search query performance Seller Central: Prioritize keywords with a high search query score to help improve conversion probability. |
| **Mismatched bid allocation**<br>Review your search term and keyword reports to identify terms driving sales with a strong ROAS and align your bids accordingly. | **Align bid strategy with conversion likelihood using varied match types:**<br>• Aggressive bids: Use for exact match keywords and high-converting shopping queries that you identified as losing top-of-shopping-results impressions but have a healthy ROAS.<br>• Moderate bids: Apply to phrase match, branded, and long-tail terms. Use these when you are looking to expand reach with relevant but not hyper-specific terms.<br>• Conservative bids: Use for broad match keywords to expand reach without overspending. Apply these when you want to discover new search terms. |
| **Reaching audiences not relevant to you**<br>Review your search and branded terms to check if you spend budget on clicks from terms unrelated to your brand. | **Use negative targeting to improve efficiency:**<br>• If a search term is generating clicks but has zero sales, add it as a negative exact match to stay efficient.<br>• If your ads are showing for brand searches that don't convert, add those brand names as negative brand targets. |
| **Suboptimal product detail page**<br>Examine your click-through rate (CTR) and conversion rate (CVR) to see if you are getting a lot of clicks but few or zero orders. | Ensure your deal is immediately visible on desktop and mobile. Use high-quality images and A+ content to highlight your products' benefits and reinforce their value. |
| **Not reengaging shoppers**<br>You haven't planned to bring back shoppers who viewed your product but didn't buy. Shoppers often compare multiple products before purchasing. | Use "Campaign Bid Adjustments" for built-in audiences on Sponsored Brands or remarketing audiences on Sponsored Display with an "optimize for conversions" strategy and opt for high-quality video. |

## TAKEAWAY

During high-traffic events like Black Friday and Cyber Monday, targeting precision is the key to converting impressions into sales. Focus your budget on high-intent shoppers to help maximize ROAS.



## INSIGHT

Advertisers that added Sponsored Display video to their Sponsored Products, Sponsored Brands, or Sponsored Display campaigns saw a **+24%** uplift in ad-attributed sales, compared to campaigns without Sponsored Display video.*

**24%**

*Amazon internal data, US. Baseline period is Jan 2024 to Dec 2024. Average growth of campaigns across all categories 2024 as compared to same time period in 2023.

## Scenario 2:
# Making your ad spend count

### The situation

"My budget for Black Friday and Cyber Monday was gone by noon, but I saw hardly any sales. My ads stopped running for the busiest part of the day."



EXPERT ADVICE

"Start scaling budgets 3–5 days ahead of the event and go for 20–30% increments, giving your campaigns time to adjust. For high-performing campaigns keep budgets open ... This helps ensure your ads keep running when traffic surges."

**Florian Nottorf,** Adference

| Potential root causes | How to optimize |
|---|---|
| **Campaigns weren't prepared for the traffic surge**<br>Results in the campaign manager show estimated missed impressions, clicks, and sales due to campaigns running out of budget. | • Start increasing your daily budgets by 20–30% in increments, 3–5 days before the event. This gives your campaigns time to adjust.<br>• Set up your schedule-based budget rules to automatically increase budgets for the event before it begins. This ensures you're ready for the first wave of traffic.<br>• Select high-performing keywords from your search term reports at least two weeks before major events and increase baseline bids for campaigns that include those terms during the event to account for the traffic surge. |
| **Your budget isn't paced to last the whole day**<br>Low "average time in budget" visible in the "Budgets" (Beta) section of the campaign manager. | • Review conversions hourly during peak times. If you're spending heavily without seeing sales, it's a good signal to adjust your strategy.<br>• Set performance-based rules to help your budget go further. For example, a rule like, “If ROAS is greater than 4, increase budget by 30%,” can help you efficiently capture more sales. |
| **Your bids aren't optimized for conversions**<br>High advertising cost of sales (ACOS) and ROAS for specific keywords or campaigns. | • For Sponsored Products: Consider switching high-priority campaigns like those with deal ASINs to the "Dynamic Bids — Up and Down" strategy to help capture sales when traffic surges.<br>• For Sponsored Brands and Sponsored Display: You can use cost controls to automatically manage bids, helping you drive conversions at a price that works for you. |
| **Your bids are not optimized to capture traffic where it matters most**<br>Low impressions or visibility for campaigns targeting key placements despite sufficient budget. | Use the top-of-shopping-results impression share report to find high-performing keywords but low impression share. Create a dedicated campaign for these terms with Sponsored Products to help drive product discovery. Use exact match and select "Dynamic Bids — Up and Down." In the "Adjust Bids by Placement" section, apply an aggressive bid multiplier for "Top-of-search", for example, +200% or higher, to signal your priority to show up at the top of shopping results. |

### TAKEAWAY

Budget efficiency is a combination of smart budget allocation, strategic bidding, and a solid campaign foundation. Ensure your ads run when it matters most by funding your best performers and using automated tools to manage bids.

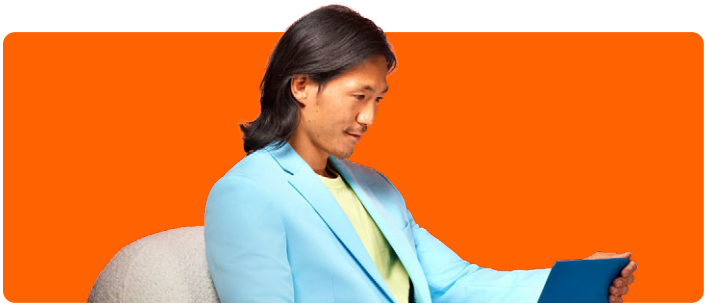
### INSIGHT

On average, Sponsored Brands advertisers who increased their bids by 100% or more for new-to-brand (NTB) shoppers saw **2x** more NTB orders than those who didn't increase their bids.*

**2X**

*Amazon internal data, WW, Aug 2024-Feb 2025

## Scenario 3:
# From new shoppers to loyal customers



### The situation

"New-to-brand sales increased during the event but my average order value and repeat purchase rate diminished, especially in the days after the event was over."

| Potential root causes | How to optimize |
|---|---|
| **Limited cross-promotion tactics during the event**<br>Decline in total orders or units during the event compared to non-event periods. | • Enrich product detail pages with A+ content to highlight complementary products and cross-selling opportunities.<br>• Leverage Sponsored Brands – Product Collection ad format and link to your Brand Store to help encourage shoppers to explore your full catalog. |
| **Lack of audience segmentation**<br>Campaign setup shows broad targeting without specific audience segments, for example, new versus existing customers or cart abandoners. | • Split your budgets between NTB shoppers and audiences that have engaged with you before. Customize your ad creative and messaging for each group.<br>• Leverage remarketing audiences with Sponsored Display. This can be very effective for last-minute shoppers who are already familiar with your brand. |
| **Static or reactive budget management**<br>Campaigns frequently hit budget caps during peak days, or have low average time in budget visible in the "Budgets" section. | • During the event: Use performance-based rules to automatically add budget to your top-performing campaigns during the event.<br>• Post-event: Use rules to return budgets to normal levels and reallocate spend to nurture your new customers. |
| **No post-event engagement strategy**<br>Low number of new customer reviews or a low average star rating post event. Low repeat purchase rate, especially for customers acquired during the event, as seen in the Repeat Purchase Behavior report in Seller Central. | • Continue remarketing with Sponsored Display to stay top-of-mind with recent visitors.<br>• Leverage built-in audiences with Sponsored Brands to reach audiences with a high likelihood to purchase based on their recent shopping activity. |

### TAKEAWAY

Sustainable growth comes from a full-funnel strategy that identifies unique strategies for different cohorts of customers. Combine new customer acquisition with remarketing and brand-building efforts to help increase both immediate sales and long-term customer value.

### INSIGHT

Advertisers saw an increase of **112%** in sales using Sponsored Products, Sponsored Brands, and Sponsored Display during Black Friday and Cyber Monday, when compared to average category growth.*

**112%**

*Amazon internal data, AE, AU, BE, BR, CA, DE, EG, ES, FR, IT, JP, MX, NL, PL, SA, SE, SG, TR, UK, US, ZA. ROAS is measured between 11/24/24 and 12/07/24.

## Scenario 4:
# Creating a fluid customer journey

### The situation

"Shoppers aren't converting when they land on my page. Is my messaging unclear, or is my ad creative not matching what shoppers see when they click through?"



EXPERT ADVICE

"If you're selling through multiple channels, align your direct-to-consumer website deals with your Sponsored ads promotions. Remember that shoppers tend to price-compare across retailers, so focus on offering unique value beyond just price drops."

**Laura Meyer,** Envision Horizons

| Potential root causes | How to optimize |
|---|---|
| **A disconnected ad-to-landing-page experience**<br>Low conversion rate (clicks to orders) despite a healthy click-through rate (CTR). | • Ensure what shoppers see in the ad is what they find on the page.<br>• Align your ad copy and creative with your targeting and ensure your advertised products are visible at the top of the landing page.<br>• Use ad formats that capture attention, like Sponsored Brands video. Add your Brand Store as a landing page to help shoppers explore more of your brand. |
| **Your landing page makes it hard to find deals**<br>Low sales/visitors attributed to Brand Store visits in the Brand Store insights page, especially during promotional periods.<br>Low average dwell time or high average bounce rate suggesting shoppers aren't exploring. | • Your Brand Store includes an automated All Deals page in the navigation menu, creating a promotional banner on your homepage that helps shoppers find all your current offers and updates automatically when offers expire.<br>• Feature your historically successful products and current bestsellers on your homepage using a product collections or featured deals tile. Remember to add the products in deals to your pages before you add the featured deals tile, and optimize for mobile. |

### TAKEAWAY

Trust is a key component of conversion. Build it with a clear, consistent, and helpful journey that seamlessly guides shoppers from your ad to their purchase.

### INSIGHT

Sponsored Brands "Drive page visits" campaigns using Brand Store landing pages saw **28%** higher sales attributed to advertising compared to other landing page options.*

**28%**

*Internal Amazon data, WW, July 2024–December 2024.

# Top tips

**Keep your ad copy simple, clear, and policy-compliant. To avoid common policy errors, we recommend the following:**

- **Avoid calling out the event specifically, such as “Black Friday sale."**
- **Use product shots that accurately match the products with active deals.**
- **Do not use elements that are too similar to Amazon-owned branding.**
- **Avoid using urgency phrases like "Today only" or "Last chance."**
- **Avoid calling out specific numerical or percentage discounts. Safe approaches include phrases like "Save now on selection" or "Special offers available."**



# Holiday creative kit

## Creative that converts: Why the holiday season demands a different approach.

Creative can help influence how shoppers engage with your ads—it may be the difference between a scroll-by and a sale. In a 2023 study, advertising creative was found to be the most critical driver of incremental sales at **49%.***



*NC Solutions 2023

# Holiday creative kit

## What changes during the holiday season?

| Dimension | Non-holiday period (Jan - Sep) | Holiday season (Oct - Dec) |
|---|---|---|
| **Shopper mindset** | Discovery and routine shopping | Deal urgency, gifting, last-minute needs |
| **Conversion drivers** | Product benefits, ratings | Promotions, gift-worthiness, shipping deadlines |
| **Creative tone** | Informational, evergreen | Emotional, festive, urgency-laced |
| **Asset refresh rate** | Monthly or quarterly | Weekly or even daily during peak |
| **Placement sensitivity** | Lower competition | High competition—every detail counts |

| Phase | Objective | Creative Example |
|---|---|---|
| **Lead-in**<br>(October - Early November) | Build awareness through holiday-themed visuals and creative messaging. |  |
| **During event**<br>(November - December) | Drive action through eye-catching deals coupled with holiday-themed creative, for example, Holiday travel gadgets, Gift for him/her. |  |
| **Lead-out**<br>(Late December - New Year) | Tap into browsing shoppers with post-holiday messaging, for example, "New Year, New You." |  |

### Strategic takeaway:

Enhance your ad relevancy during the holidays with creative that matches the season. Small adjustments like festive overlays or creative content, holiday-specific copy like "Ready to gift", and contextual visuals such as “Fits in a stocking”, can help your ad stand out in crowded search results and drive faster conversions.

### Recommended holiday season creative approach

Your holiday season creative needs to feel timely, not just look festive. Use built-in tools like Video Generator, Image Generator, and Creative Studio to build and refresh ads that move with the moment and convert clicks into customers.



# Meet your holiday creative kit

## Build holiday-ready ads fast

Amazon Ads generative AI creative solutions help advertisers of all sizes build impactful visuals and videos in minutes—not weeks.

### Video Generator

Need a video fast? Video Generator is a free AI-Powered tool that helps you create professional-quality videos in minutes. Capture shopper attention with dynamic visuals and product-driven storytelling to build Sponsored Brands video ads that stand out.

Currently available in the US.

### Image Generator

Turn basic product shots into festive lifestyle images in seconds, with Image Generator. No photo shoot required. Choose from over 40 seasonal and thematic backgrounds to give your ads instant holiday relevance. Save images to your creative assets library to launch campaigns with ease.

Available in US, CA, MX, UK, ES, IT, DE, FR, IN, JP, AU, BE, PL, SE.

### Creative Studio

Creative Studio is your all-in-one hub for building professional-quality creative—no design skills required. With a direct connection to your Amazon Ads creative assets library, you can easily save finalized creative for use in your next campaign. Perfect for advertisers who want full creative control with built-in AI support.

Currently available in the US.
Visit aistudio.amazon

# Other useful creative tools

### Canva: Download the Amazon Ads app

Easily design ad-ready creative using drag-and-drop Amazon Ads templates within Canva. Built-in policy compliance checks help you go from idea to launch quickly—and you can publish directly to your Amazon Ads creative assets library for use in Sponsored Brands and Sponsored Display campaigns.

Not available in China region.
Visit canva.com/amazon-ads

### Adobe Express: An add-on for Amazon Ads

Build polished graphics and video ads using Adobe Express, now connected to your Amazon Ads account. Start with your creative assets library, customize with Adobe's templates and tools, and check compliance in real-time—then export ready-to-launch assets straight into your next campaign.

Not available in China region.
Visit new.express.adobe.com

**No matter which tool you use, a few seasonal tweaks can help your ads feel right for the moment—and ready to convert during the holidays.**

# Build smarter. Scale faster. Drive results this holiday season.

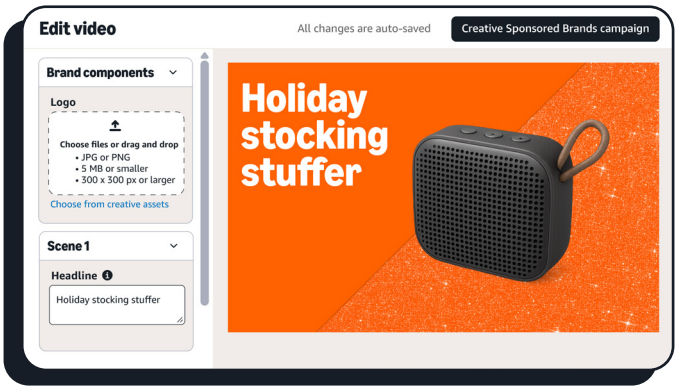
**See how brands can leverage creative tools this season.**

SCENARIO 1

## Quick video for Black Friday

**Challenge:** A small electronics accessories seller needs a fast, high-quality video for Black Friday but has no in-house creative resources.

**Solution:** Use Video Generator to build an ad-ready lifestyle video from product detail page assets. With just the selection of an ASIN, they can create a video tailored for Sponsored Brands in minutes—helping them capitalize on increased traffic during the event.




**STEP 1**

**In the Ad Console, visit Creative tools → Video builder then click "Generate video".**

**STEP 2**

**Select ASIN and click "Generate video".**

PLEASE NOTE GENERATION CAN TAKE UP TO 5 MINUTES.

**STEP 3**

**Edit the generated copy to align with your holiday of choice. For example, "Stay warm this holiday season" for a brand selling slippers or scarves.**



## HOLIDAY TIP

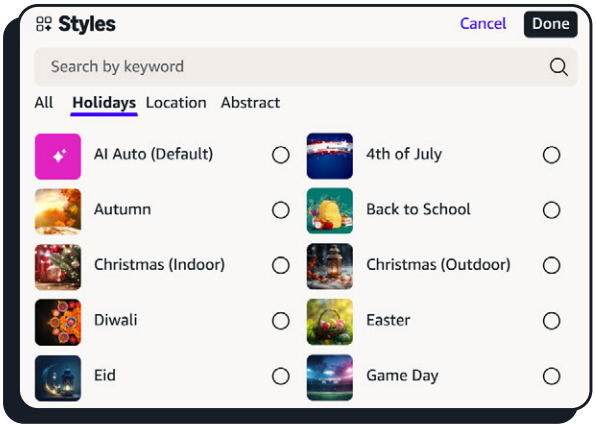
**Edit your video copy to highlight gifting moments, like "Holiday stocking stuffers," to make products feel timely and giftable.**

SCENARIO 2

## Seasonal lifestyle refresh

**Challenge:** A home essentials brand sees that their evergreen product imagery isn't connecting with holiday shoppers searching for gifts and seasonal inspiration.

**Solution:** Use Creative Studio to quickly generate lifestyle images featuring festive environments—placing their products in cozy holiday living rooms and winter-themed kitchen scenes. They can save the assets directly to their creative library and refresh Sponsored Brands ads and their Brand Store homepage in a single creative session.




**STEP 1**

**Visit Creative Studio and click "Studio".**

**STEP 2**

**Provide an ASIN, select a "Style" (for example, Halloween, Christmas), prompt the tool (for example, "product on a dimly lit kitchen counter with pumpkins and fall decor nearby") and click "Generate".**

### HOLIDAY TIP

Update your creative tone with warm, inviting scenes that reflect holiday traditions and gift-giving moments. In Creative Studio, apply a built-in Style, for example, "Christmas (indoor)", before prompting.

SCENARIO 3

## On-brand holiday creative

### HOLIDAY TIP

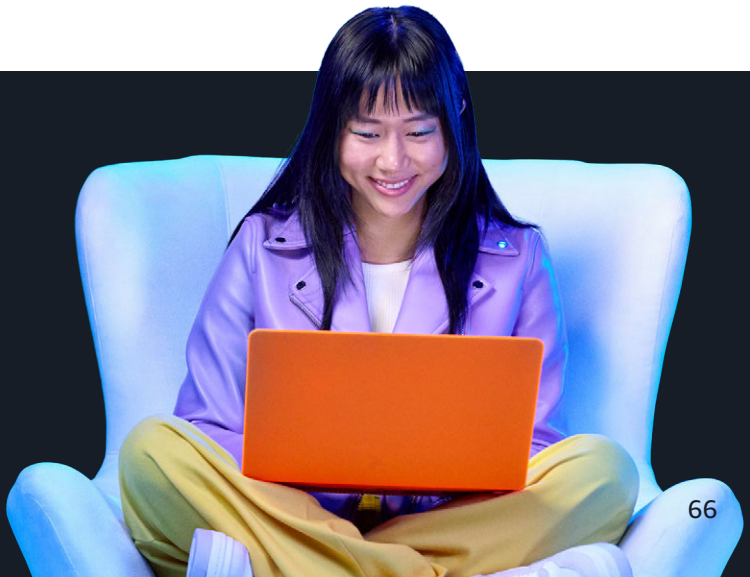
Use Adobe Express to add seasonal elements such as holiday colors, snowflakes, and wreaths using built-in assets or imported visuals. Ensure they align with your brand style and maintain creative quality.

**Challenge:** A mid-sized skincare brand needs to create holiday-themed creative that stay true to their premium brand look—without waiting on external agencies.

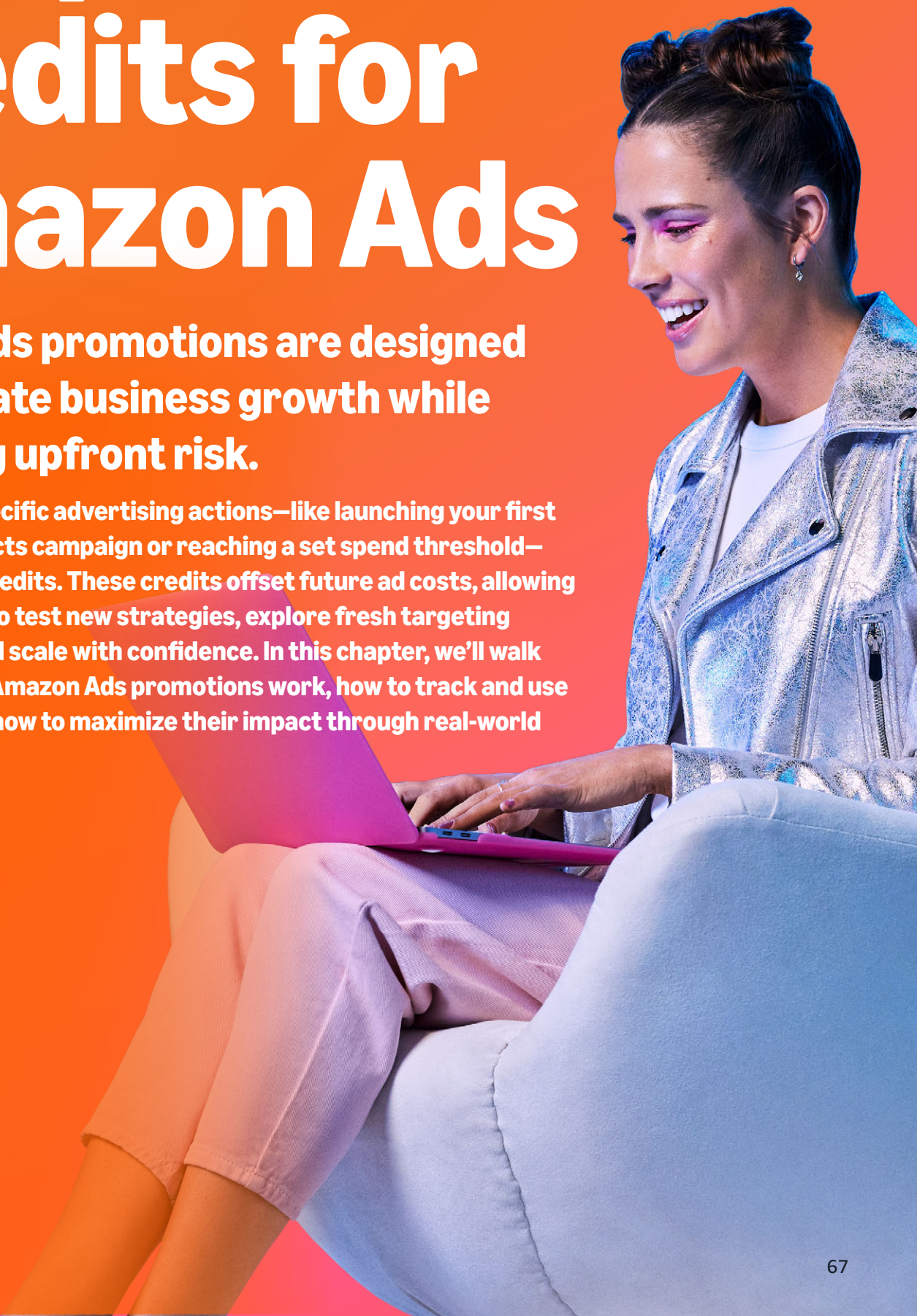
**Solution:** Use Amazon Ads templates on Adobe Express to design high-quality Sponsored Brands creative featuring brand approved fonts, color palette, and product imagery. With drag-and-drop customization and built-in compliance checks, they can launch polished, on-brand holiday ads in minutes instead of days.

# Next step

**Log into any of these 5 creative tools and start your Q4 refresh today. You could have a holiday-ready ad in minutes.**



# Use promotional credits for Amazon Ads



## Amazon Ads promotions are designed to accelerate business growth while minimizing upfront risk.

**By completing specific advertising actions—like launching your first Sponsored Products campaign or reaching a set spend threshold—you can earn ad credits. These credits offset future ad costs, allowing you the freedom to test new strategies, explore fresh targeting opportunities, and scale with confidence. In this chapter, we'll walk you through how Amazon Ads promotions work, how to track and use your credits, and how to maximize their impact through real-world use cases.**

# Use promotional credits for Amazon Ads

## How promotions work




### Get your invitation*

Eligible advertisers receive a personalized message with offer details in Seller Central, their advertising console, or by email.

### Take the qualifying action

Complete the specified advertising action during the promotional window.

### Receive automatic credits**

You receive the credit automatically by the date outlined in your offer terms.

### Apply to your campaigns

Credits reduce your costs automatically on eligible campaigns.

## Offer details

### Ad product eligibility

Which ad product is eligible, for example, Sponsored Products or Sponsored Brands.

### Qualifying action

What you need to do to earn the credits, for example, launch a campaign and spend $100.

### Offer amount

The total credit value offered.

### Promotional period

Timeframe for completing the qualifying action.

### Award date

When credits are applied (within 14 days of meeting requirements).

### Expiration date

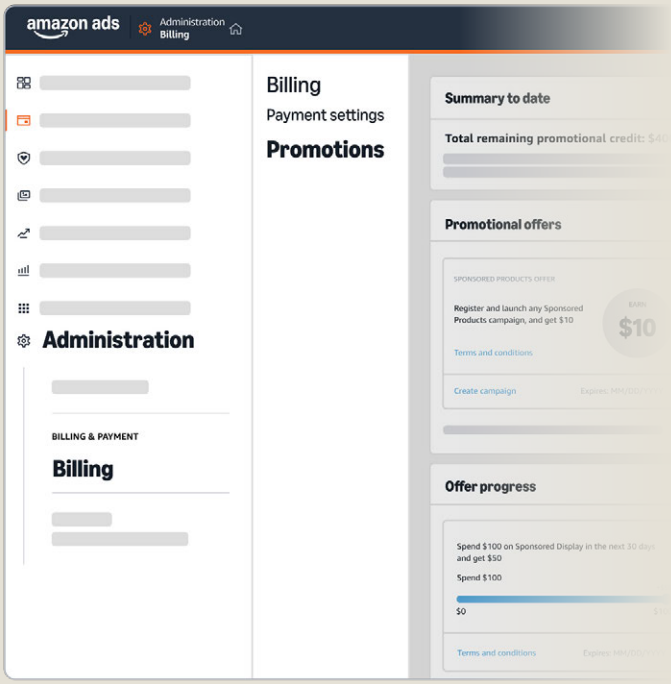
When credits expire if unused.

*Offer eligibility varies by promotion. Not all advertisers are eligible.
**See next page: Tracking your promotions.

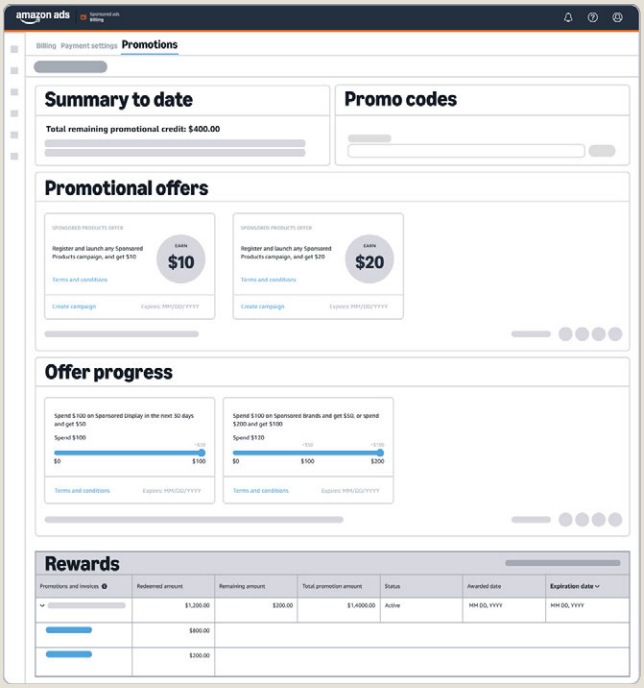
# Tracking your promotions

## To view your promotion details:

Log in to the advertising console
Go to: ***Administration*** > ***Billing*** > ***Promotions***




See your credit offers and rewards in one place. Check your current credit balance, track available offers, and monitor reward status.




# Credit guidelines

## You're covered when...

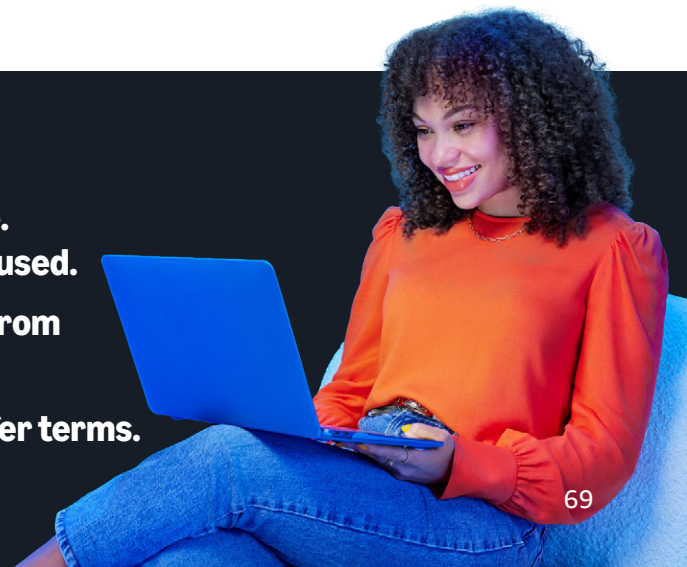
- Ads run after credit is applied.
- Spend stays within credit amount.
- Billing details are set up correctly.

## You'll be charged when...

- Spend exceeds available credit.
- Credit hasn't been applied yet.
- Credit has expired.

# Important notes:

- **You are responsible for monitoring your credit usage. Amazon does not notify you when your credit is fully used.**
- **Credits apply at the account level and are deducted from your monthly billing statement.**
- **Unused credits expire after the date listed in your offer terms.**



# Credit use cases

**See how Amazon Ads promotion credits can bring new opportunity to business challenges.**

### "What if my new holiday product line doesn't sell?"

**Challenge:** A small business wants to launch a line of holiday-themed home decor but is hesitant to spend during the competitive season.

**How the credit helped:** It gave them the freedom to test holiday-specific keywords and placements without upfront pressure. Early results informed whether to scale or optimize for last-minute shoppers.

**Takeaway:** Use promotional credit as a "pressure-free" way to validate new seasonal product bets before committing full budget.

### "Will gift-focused ads actually convert?"

**Challenge:** An online gift shop wants to promote holiday boxed sets but fears ad spend won't generate returns fast enough.

**How the credit helped:** They used the credit to try "personalized gift" messaging, gifting keywords, and bundle variations. Quick learnings revealed what offers and creatives resonated well before peak traffic.

**Takeaway:** Use the credit to A/B test bundles, pricing, and creative before committing big spend during gifting season.

### "I want to try Sponsored Brands video, but I'm not sure it's worth the effort."

**Challenge:** A mid-sized electronics brand wants to explore Sponsored Brands video to promote a wireless charging pad but is unsure about ROI.

**How the credit helped:** The credit allowed for a small test campaign without pulling from proven budgets. Two creative versions helped identify which product benefit drove engagement, while setting internal benchmarks for future video ads.

**Takeaway:** Use the credit to test new ad formats like video, without pulling budget from proven campaigns.

### "How do I know which audience is right for my new holiday toys?"

**Challenge:** A local toy brand wants to advertise educational holiday toys but isn't sure which keywords, segments, or age groups to target.

**How the credit helped:** They used the credit to test different audience and keyword segments, for example, "STEM toys for 4-year-olds" vs. "holiday gifts under $50." Results quickly showed which strategies converted.

**Takeaway:** Use the credit to explore new audience segments. Let early performance shape where to focus spend.

### "Margins are tight—can I make my existing winter stock move faster?"

**Challenge:** A small apparel brand needs to clear out last year's winter inventory but can't afford ad spend that further erodes already-thin margins.

**How the credit helped:** They used the credit to advertise discounted winter styles, increasing visibility without cutting into profit. Performance data revealed which products still had demand, helping them prioritize the styles most likely to convert.

**Takeaway:** Let the credit absorb the risk on clearance efforts. Use real conversion data to guide pricing and ASIN prioritization.

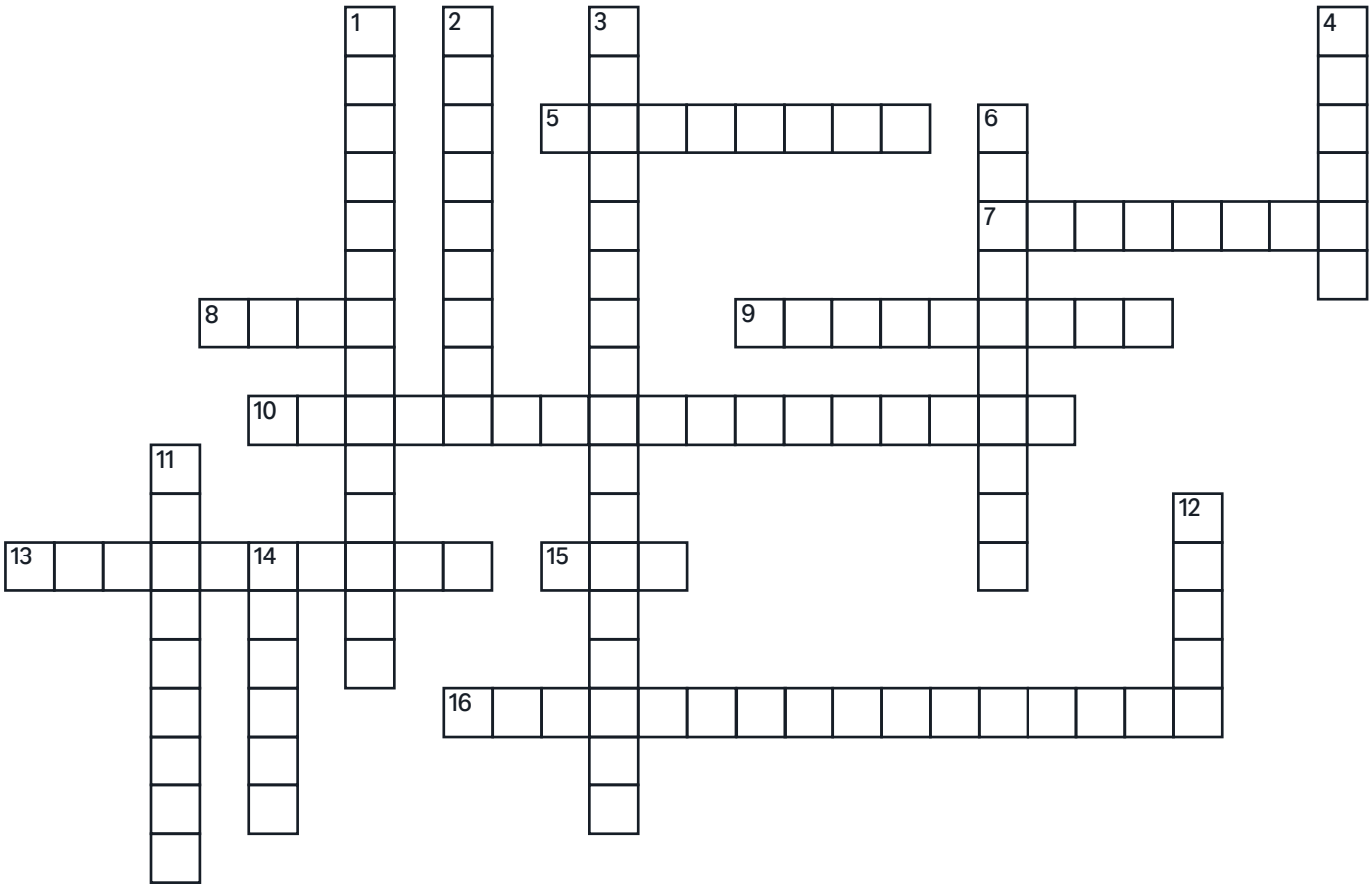
# Why it matters

**Amazon Ads promotions aren't just discounts—they're growth levers. For SMBs, credits provide a low-risk runway to experiment, validate new ideas, and unlock new audiences. Whether you're launching your first ad or testing a new format, ad credits can turn cautious steps into confident moves.**

**Watch this video to get started with promotions today.**

# Holiday Ads crossword

**Test your advertising know-how with this crossword challenge and invite a fellow Amazon advertiser for a little friendly competition.**




## DOWN

**1.** What key success metric to review if you want to understand whether your product detail pages inspire shoppers to purchase.

**2.** What advertising objective is important in helping you reach more shoppers?

**3.** If your holiday campaigns are driving clicks but not sales, you should audit your _____ _____ _____ .

**4.** If your ad isn't delivering impressions, what campaign status should you change?

**6.** During the holiday season, advertisers should update their _____ _____ to showcase their product catalog, feature holiday messaging, and highlight gifting themes.

**11.** What targeting type lets Amazon find relevant shoppers for you automatically?

**12.** _____ remarketing lets you reach people who viewed products similar to yours.

**14.** What should you increase gradually before Black Friday to ensure your campaigns scale efficiently?

## ACROSS

**5.** "Dynamic Bids - _____ _____" bidding strategy lowers bids when your ad is not likely to convert.

**7.** If your Sponsored Display campaign isn't delivering impressions, what might be too narrow?

**8.** If you want to measure how efficiently ad spend turns into profit, look at this.

**9.** "Dynamic Bids - _____ _____ _____" bidding strategy adjust your bids in real-time depending on how likely your ad is to convert to a sale.

**10.** What sponsored ads type gives the most granular keyword-level control? *Two words.*

**13.** What metrics in your Sponsored Brands campaign reports help you evaluate if your ad drove sales from new customers? *Three words.*

**15.** What do you adjust by placement to help increase performance at the top-of-shopping-results?

**16.** What keywords help remove poor-performing or irrelevant shopping queries from campaigns? *Two words.*

# Answer key:

### ↓ DOWN

**1.** CONVERSIONRATE

**2.** AWARENESS

**3.** PRODUCTDETAILPAGE

**4.** PAUSED

**6.** BRANDSTORE

**11.** AUTOMATIC

**12.** VIEWS

**14.** BUDGET

### → ACROSS

**5.** DOWNONLY

**7.** AUDIENCE

**8.** ROAS

**9.** UPANDDOWN

**10.** SPONSOREDPRODUCTS

**13.** NEWTOBRAND

**15.** BID

**16.** NEGATIVEKEYWORDS



# How did you do?

**Scored less than 9?**

No worries—every pro starts somewhere. Keep this guidebook handy to refresh key strategies.

**Got 9 or more?**

You're well on your way to becoming an Amazon Ads expert.

**Got 15 or more?**

You're an advertising pro!

**A perfect score?**

You should be writing the next strategy guide with us!

# Amazon Ads glossary



## Campaign types and tools

**Amazon DSP (Demand-Side Platform)**
Engage your audience with a combination of audio, display, online video, Streaming TV, and physical store advertising. Reach audiences where they spend time across all formats and devices.

**Amazon Marketing Cloud (AMC)**
Amazon Marketing Cloud (AMC) is a secure, privacy-safe, and cloud-based clean room solution in which advertisers can easily perform analytics and build audiences across pseudonymized signals, including Amazon Ads signals as well as their own inputs.

**Amazon Attribution**
With Amazon Attribution measurement, you can measure and optimize how non-Amazon marketing strategies help customers discover, consider, and purchase your products on Amazon.

**Brand Store**
Your Brand Store is your dedicated place on Amazon to differentiate your brand, drive sales, and build loyalty with millions of shoppers.

**Sponsored Brands**
Sponsored Brands is an advertising solution built to help customers discover your brand within the Amazon store. Grab your audience's attention with rich display and video content that puts your brand front and center.

**Sponsored Display**
Sponsored Display is a display advertising solution designed for all businesses (subject to certain Amazon Ads' policies and restrictions), whether they sell in the Amazon store or not.

**Sponsored Products**
Sponsored Products are cost-per-click (CPC) ads that promote individual product listings on Amazon and select premium apps and websites. You can create a campaign in just a few minutes, even if you've never advertised before.

**Sponsored TV**

Sponsored TV is a self-service streaming TV advertising solution. With no minimum budget required, these streaming TV ads are designed to help brands of any size connect with the right audiences, at the right time on streaming services like Prime Video and Twitch.

**Test Campaigns**
Short, experimental campaigns to gauge creative, targeting, and bidding performance before peak events.



## Metrics and measurement

**ACOS (Advertising Cost of Sales) & ROAS (Return on Ad Spend)**
ACOS is the ratio of ad spend to attributed sales, showing cost efficiency. ROAS is the revenue generated for each dollar spent on ads, emphasizing return. ACOS is the reverse of ROAS and vice versa. Both metrics describe the same relationship, but from opposite perspectives.

**Brand Stores metrics**
Below are some useful metrics to consider. See the Help page on Store metrics to learn more.

Page Views per Visitor: The average number of pages viewed by each shopper during their visit. Higher values suggest shoppers are exploring more of your catalog.

Dwell Time: The average time shoppers spend in your Brand Store. A longer dwell time usually signals stronger engagement with your content and products.

Store Quality: An Amazon Ads metric that evaluates the design, navigation, and overall shopping experience of your Brand Store. A higher quality score can improve shopper engagement and increase sales from your storefront.

**Conversion Rate (CVR)**
Percentage of clicks that lead to purchases, indicating listing effectiveness.

**New-to-Brand (NTB) Metrics**
Measures how many first-time customers purchased your brand.

**TACOS (Total Advertising Cost of Sales)**
Ad spend as a percentage of total (organic + paid) sales, showing overall profitability.

# Amazon Ads glossary

## Targeting and optimization

**Automatic vs. Manual Targeting**
Automatic targeting lets Amazon match ads to shopping queries; manual targeting gives advertisers full control. Learn 3 strategies to help improve Sponsored Products targeting.

**Bid Strategies (Dynamic Bids)**
Options for adjusting bids: Dynamic Bids – Up & Down, Dynamic Bids – Down Only, and Fixed Bids. Learn 5 strategies to help enhance Sponsored Products bidding.

**Cost Control**
Cost controls are available for Sponsored Brands and Sponsored Display campaigns. This bid setting aims to deliver your goals at a cost that works for you. When building a new campaign or within campaign settings, set the target amount that you're willing to pay for success and we'll optimize bidding on your behalf.

See the Sponsored Brands optimization strategy with cost controls announcement and the Help page on cost control to learn more.

**Keyword Match Types (Amazon Ads)**

- **Broad Match:** Ads show for query terms containing your keyword in any order, plus synonyms/variations. For example, keyword "running shoes" could match "best shoes for running."
- **Phrase Match:** Ads show when the query term contains your keyword phrase in the same order, with words before or after. For example, "running shoes" could match "best running shoes for men."
- **Exact Match:** Ads show only when the query term matches your keyword exactly (or close variations). For example, "running shoes" matches "running shoe," but not "trail running shoes."

Learn more about Amazon Ads keyword targeting.

**Negative Keywords**
Excluded keywords to prevent ads from showing on irrelevant shopping queries.

## Creative and content

**A+ Content**
Enhanced product detail pages with rich images, comparison charts, and storytelling modules.

**Lifestyle Creative**
Ads showing products in use, within relatable real-life settings, improving engagement.

## Retail and promotional levers

**Budget & Budget Caps**
Daily budgets, portfolio budgets, and account-level caps that control spend.

**Retail Readiness**
Optimized product listings (reviews, pricing, images, details) necessary for effective ads.

**Subscribe & Save**
Program for recurring deliveries with discounts, boosting customer retention.

# We'd love your feedback

## This guidebook was created with advertisers like you in mind.

**Your input helps us make it even more relevant and actionable. Tell us what resonated, what you'd change, or what you'd like to see in future editions.**

**Take a 5-minute survey.**



## Thanks for being part of the journey.

# What ad experts are saying about this guidebook

**"I have never seen anything like this. Half book, half exercise book, 100% practical. A must read."**

Jérôme de Guigné
Founder & CEO of e-Comas

**"This guidebook is packed with educational and actionable insights that every brand can use to maximize holiday results."**

Adam Mellott
BTR Media

**"It's a genuinely useful playbook that bridges the gap between Amazon's corporate speak and what sellers actually experience in the trenches."**

Qingyan He
Amazon Ads Seller Trainer

**"Packed with actionable insights—from category trends to phased tactics—this guide shows advertisers exactly how to win the holiday season."**

Joe Shelerud
CEO of Ad Advance

**"A master class in turning ads spend into real profit, making complex metrics and full-funnel strategies refreshingly clear and actionable."**

John Chin
Amazon Ads Seller Trainer

