# Sponsored Products video Creative Toolkit

## Engage & convert with effective video content



amazon ads

amazon ads

CREATIVE TOOLKIT #


01 WHY SP VIDEO

02 CONTENT CHECKLIST

03 CATEGORY BEST PRACTICES

04 BID BOOST & REPORTING

05 CASE STUDIES

amazon ads

# Why Sponsored Products video?

## Sponsored Products video delivers on performance

**72%**
of shoppers **say product feature videos are most engaging**

**56%**
prefer **product video** while browsing Amazon

**+67%**
**Higher CTR** vs. SP campaigns without video

**+9%**
**Higher CVR** vs. SP campaigns without video

A new video ad format layered onto existing Sponsored Products campaigns — **same budget, same targeting, no separate campaign needed.**

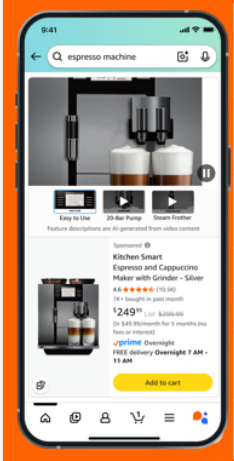
Upload 1–5 feature videos per ASIN per ad group. Up to 3 thumbnails will display at a time most relevant for shoppers based on search query and browsing history.

**2x**
**More likely to buy from that brand within 7days after watching** a Sponsored Products video for 5+ seconds

## How is SP video different from other video solutions?

### Sponsored Products video

**Show your product features**




| |
|---|
| Showcase **your single product (ASIN) in detail** |
| **Boost product visibility and traffic to product pages.** |
| **Integrated within SP campaign as video add-on** |
| **Product features videos** |
| **1 to 5 video upload** |
| **7seconds - no cap;** |
| **Mobile search only;** *(More placements in 2026)* |

### Sponsored Brands video

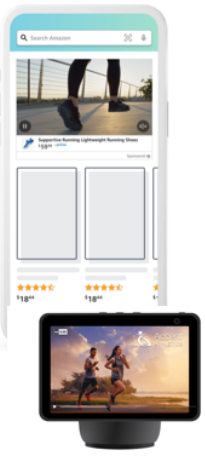
**Show your brand**



| |
|---|
| Create a captivating introduction to your **brand and products** |
| **Drive brand awareness and traffic to your Brand Stores or product pages.** |
| Ad format selection: Product Collection, Store Spotlight, **Video** |
| Brand, product collections, lifestyle videos |
| 1 video only |
| 6-45 seconds; **15–30 seconds** recommended |
| **Premium visibility (Sparkle) on Search in-line, Detail page** |

### Display or Streaming TV

**Show up everywhere**



| |
|---|
| **Reach, re-engage, and convert** customers wherever they spend time |
| **Re-engage past customers and expand brand reach** |
| Ad format selection: image or video |
| Brand or product videos |
| 1 video only |
| 6-45 seconds; |
| **Prime video, Fire TV, Twitch, IMDb, Amazon Publisher Direct, Third-party** sites/apps |

1. Amazon Shopper Study, Quadrants Strategies, September 2025;
2. Amazon internal data, Aug-Oct'25

amazon ads

# How to get started

## 3-steps to get started

**For tips on SP video content:**

DOWNLOAD HOW-TO GUIDE

**1 Prepare your product feature videos**
Select an ASIN you want to add video to. Create new or choose existing product feature videos that best showcase product benefits.

**2 Upload videos in Campaign Manager**
Upload 1 to 5 product feature videos per ASIN by going into Campaign Manager, choosing an Ad group, then into Video tab.

**3 Optimize campaign settings**
To increase chances of video ads being delivered in eligible placements, you may apply bid boost in the 'bid adjustment' tab for video ads.

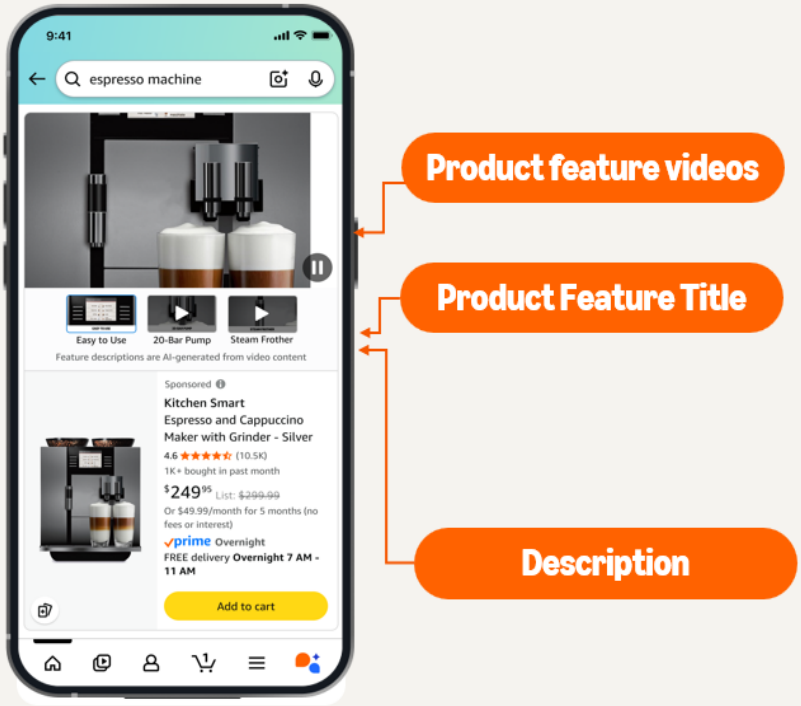
### Pro tip!

**SP video campaigns with 5-15% bid adjustment saw a +33% uplift in Impressions and +5% higher CVR than those without[1]**

You can make bid adjustments to video and bid increases will apply on top of other placement adjustments. Learn more about bid adjustments in Section 4.

## PRODUCT FEATURE-FOCUSED VIDEO FORMAT

**Product Feature Title & Description allows contextualized viewing experience for shoppers with clickable thumbnails**




| | |
|---|---|
| **Feature title** | **≤ 3 words / 15 characters** |
| **Description** | ≤ 6 words / 55 characters |
| **Title required?** | Yes — per video |
| **Description required?** | Optional |
| **AI optimization** | Optional checkbox on upload (ads console) |

### Optimize text with AI

You can opt-in to use AI to optimize feature names and descriptions and create more relevant text based on shopper behavior

1. Amazon internal data, Mar'26

amazon ads

# SP Video Checklist

**Check the SP video-specific guidelines before submission to avoid re-submission that takes another 72 hours to activate**

**FOR DETAILED GUIDELINES, VISIT**
**SPONSORED PRODUCTS VIDEO GUIDE**

**For tips on how to create effective product feature videos,**

**DOWNLOAD HOW-TO GUIDE**

## Video specs

- ✓ Exported as MP4 or MOV
- ✓ Resolution 1920 × 1080 px
- ✓ File size ≤ 500 MB
- ✓ Horizontal 16:9 — vertical available soon
- ✓ No audio track in the exported file
- ✓ No embedded subtitles or caption



## Check Title & Description

- ✗ Feature title describes **exactly what is shown in the video** — not a brand claim, but the specific feature demonstrated
- ✗ No medical, clinical, or therapeutic claims in title or description without detail page substantiation or verified claims

## DO's

- ✓ Video length is 7 seconds or longer
- ✓ Product fills 50%+ of the frame
- ✓ Product shown in real use
- ✓ A person interacts with the product (strongly recommended for CTR)
- ✓ Each video demonstrates one clearly identifiable product feature
- ✓ Video makes sense without audio — no voiceover dependency

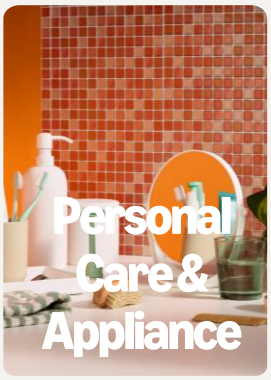
## DON'Ts

- ✗ Brand logo or name (unless physically printed on the product)
- ✗ Blurry frames, out-of-focus shots, or low resolution
- ✗ Letter boxing (black bars top and bottom)
- ✗ No slideshows / static image sequence
- ✗ Talking head or voiceover content
- ✗ Emojis or emoticons on screen
- ✗ Excessive animation or rendering
- ✗ Nudity or inappropriate content

amazon ads

# Category Guide

## Demonstrating product features enhance engagement and conversion across multiple product categories



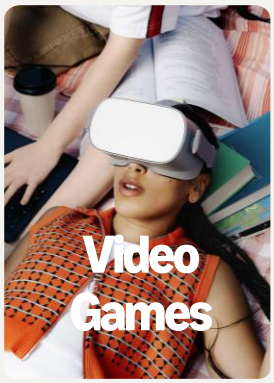

**31%** uplift in **CTR**

**112%** Higher **Imp CVR**[1]



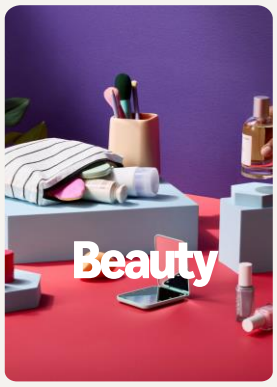

**12%** uplift in **CTR**

**9%** Higher **Imp CVR**




**20%** uplift in **CTR**

**59%** Higher **Imp CVR**



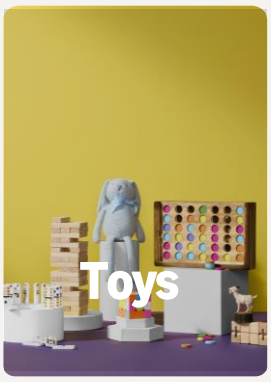

**13%** uplift in **CTR**

**6%** Higher **Imp CVR**



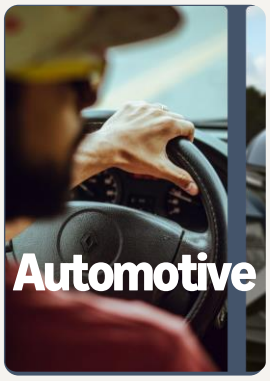

**17%** uplift in **CTR**

**5%** Higher Imp **CVR**




**10%** uplift in **CTR**

**12%** Higher **Imp CVR**




**18%** uplift in **CTR**

**17%** Higher Imp **CVR**



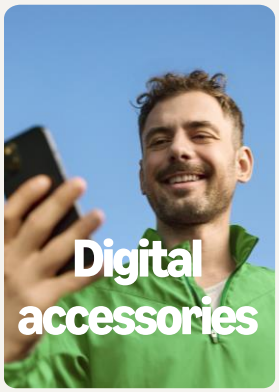

**24%** uplift in **CTR**

**34%** Higher **Imp CVR**




**21%** uplift in **CTR**

**30%** Higher **Imp CVR**



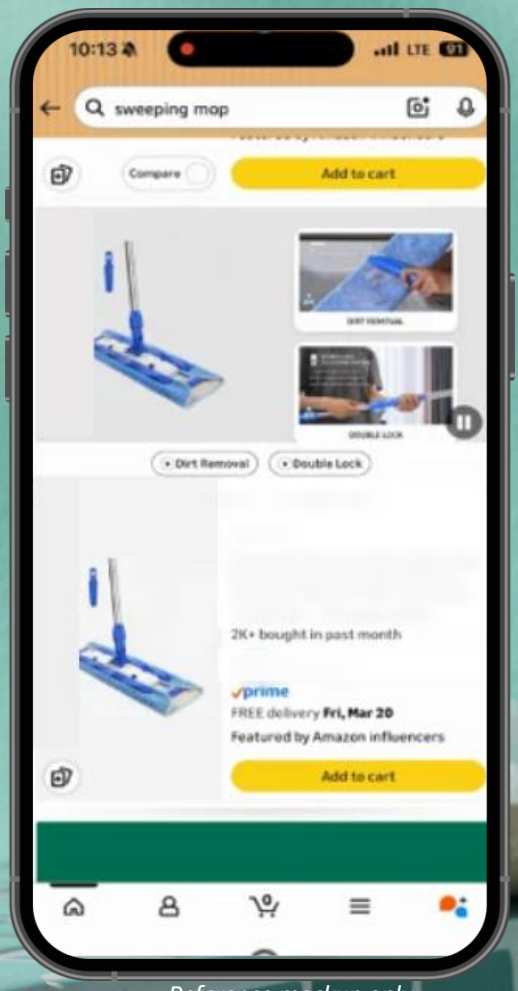

**84%** uplift in **CTR**

**22%** Higher **Imp CVR**

1 IMPRESSION TO CONVERSION RATE 2. HEALTH & HOUSEHOLD INCLUDES HOUSEHOLD ESSENTIALS; HEALTH & WELLNESS;
AMAZON INTERNAL DATA FEB 2026

amazon ads

# Health & Household




*Reference mockup only*

## Best Practice

- Start **with pain point** - ensure product demo is shown in the first 5 seconds
- Show real world product **in-use**
- A person in the frame for scale reference
- Show **dirty → product applied → result** in one continuous clip
- Add 3+ more videos to showcase multiple features & functionality

**17%** uplift in **CTR**

**5%** higher **Imp CVR**

## Features to highlight

**Efficacy**
(ex: Save time, Eliminate dirt)

**In-use**
(ex: Dual mop; Automatic features)

**Packaging Real-life Size**
(ex: Compact handles, Self-standing)

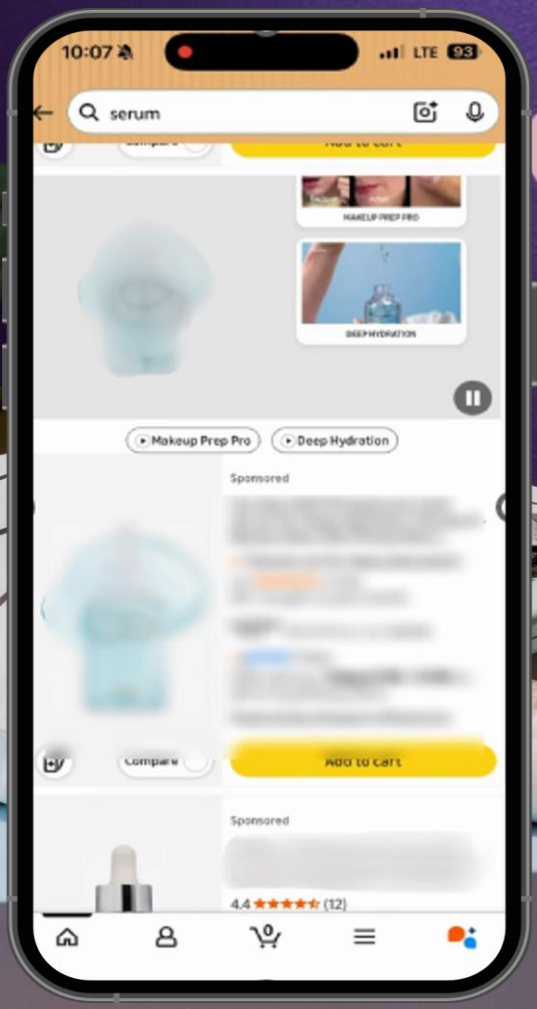
**Appliance Compatibility**
(ex: Multi-plug, Compatibility)

**Safety & Wellness**
(ex: Eco-friendly, Sustainable)

1. Health & Household category includes Household Essentials, Health & Wellness
2. Amazon internal data, US, Feb'2026; Impression to Conversion Rate

amazon ads

# Beauty




*Reference mockup only*

## Best Practice

- **Before & After with person in use** — products cannot demonstrate themselves
- Show **product texture** — the absorption or in-use moment is the proof point
- Use macro close-ups for application
- **Product ingredients & benefits** should be clear in Title & video content
- Match detail page descriptions

**13%**
uplift in **CTR**

**6%**
higher **Imp CVR**

## Features to highlight

**Before & After**
(ex: Glowing skin, Hair styling)

**Efficacy claims**
(ex: 72H hydration, Anti-wrinkle)

**Ingredients**
(ex: Retinol, Aloe vera, Essential oils)

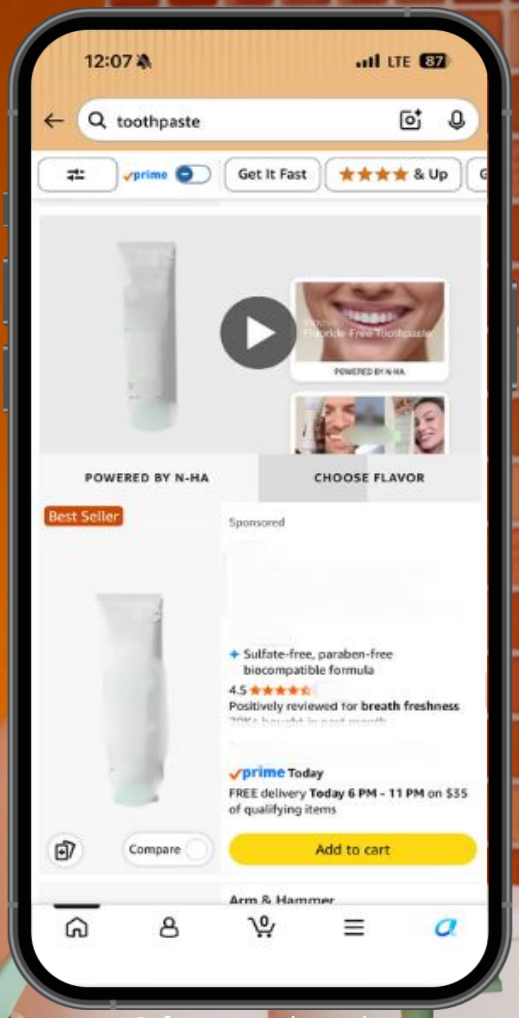
**Application**
(ex: Texture, Skin tone, Brush)

**Customer Reviews**
(ex: Makeup prep, Quick application)

*Amazon internal data, US, Feb'2026; Impression to Conversion Rate

amazon ads

# Personal Care & Appliances




*Reference mockup only*

## Best Practice

- **Start with efficacy** - ensure product is shown in the first 5 seconds
- Highlight **ingredients, health & sustainability claims**
- A person in the frame for scale reference
- **Show usability** – size, color, differentiators
- No slideshows — show product quality

**31%** uplift in **CTR**

**112%** Higher **Imp CVR**

## Features to highlight

**Performance**
(ex: Reduce odor, Whitening)

**Sustainability**
(ex: Compostable, Recycled plastic)

**Ingredient**
(ex: Fluoride-free, Argan oil)

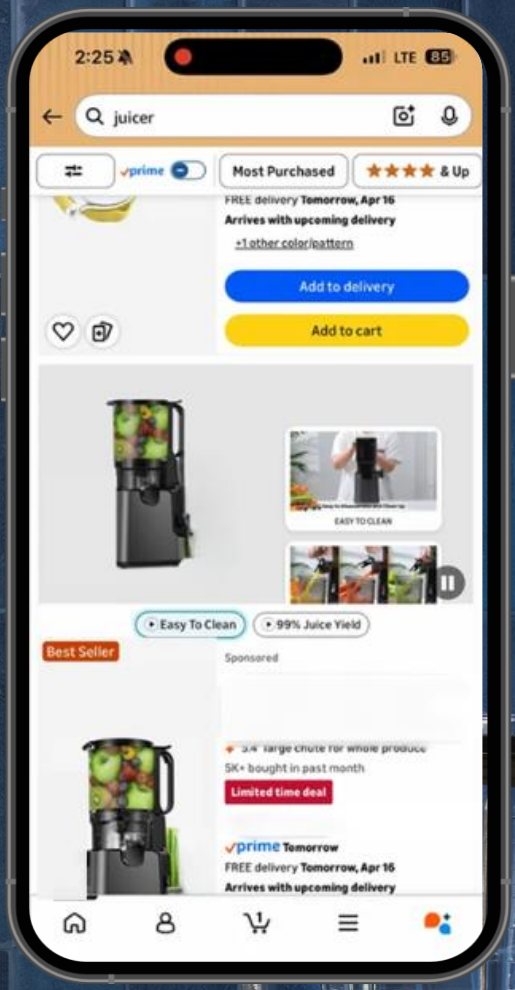
**Health & Clean claims**
(ex: Hypoallergic, Paraben-free formula)

**Usability**
(ex: Travel size, Color variations)

1. PC & Appliances include Oral Care, Grooming
2. Amazon internal data, US, Feb'2026; Impression to Conversion Rate

amazon ads

# Kitchen




*Reference mockup only*

## Best Practice

- **Inspire confidence** with real product performance
- Show **live demonstration** — food released from non-stick pan, or the pour of a sauce into a blender
- Show product in **real life setting,** on actual kitchen countertop or space to show relative sizing

**12%** uplift in **CTR**

**9%** higher **Imp CVR**

## Features to highlight

**Intelligence**
(ex: Automatic adjustments, Smart heating)

**In-use**
(ex: Third-depth racks, Convertible, Easy unlock)

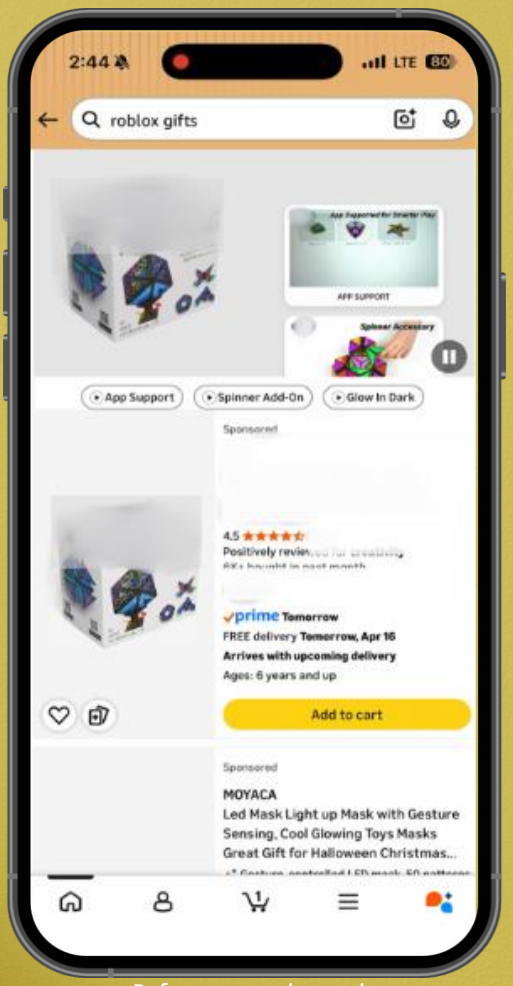
**Technology**
(ex: Auto-temp control, Scan to cook)

**Maintenance**
(ex: Advanced freezing system, Cold-pressed)

**Best Use Cases**
(ex: Deep clean, Quick meal prep, No-heat air fry)

*Amazon internal data, US, Feb'2026; Impression to Conversion Rate

# Toys




*Reference mockup only*

## Best Practice

- Show **real life scenes with kids** in the frame playing with the toy
- Display **Title with search keywords** that highlights what shoppers are looking for (i.e. “glow in the dark”, “add-ons”)
- **Product safety and play process** - the launch, the build completion, the transformation – is key.

**10%**
uplift in **CTR**

**12%**
higher **Imp CVR**

## Features to highlight

**Creativity Playful**
(ex: Music, Glow in the dark)

**Developmental Educational**
(ex: STEM-based, Cognitive puzzles)

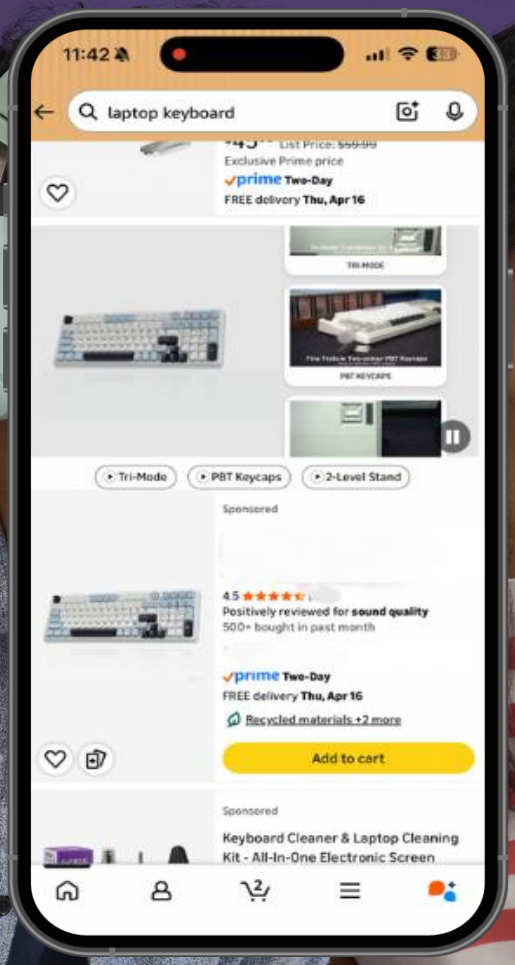
**Interactivity Functionality**
(ex: Transforming shapes, Smart sensors)

**Safety & Child Proof**
(ex: Ergonomic, Washable)

**Organic Materials**
(ex: Non-toxic, Organic wood)

*Amazon internal data, US, Feb’2026; Impression to Conversion Rate

# Personal Computers (PC)




*Reference mockup only*

## Best Practice

- **In-use scenes** — key usage moments, accessories details, and digital screen quality are all visible at high quality
- **Highlight functionality, display search keywords** in title or description
- Show **product in scale** (i.e. on desktop setting, hand grip showing keyboard size, etc.)
- No slideshows — show product quality

**21%** uplift in **CTR**

**30%** higher **Imp CVR**

## Features to highlight

**Product Close-ups**

(ex: PC screens, Accessories)

**Key usage moments**

(ex: Keyboard typing, Desktop/tablet)

**Storage & Quality**

(ex: USB ports, Storage capacity)

**In-use scenes**

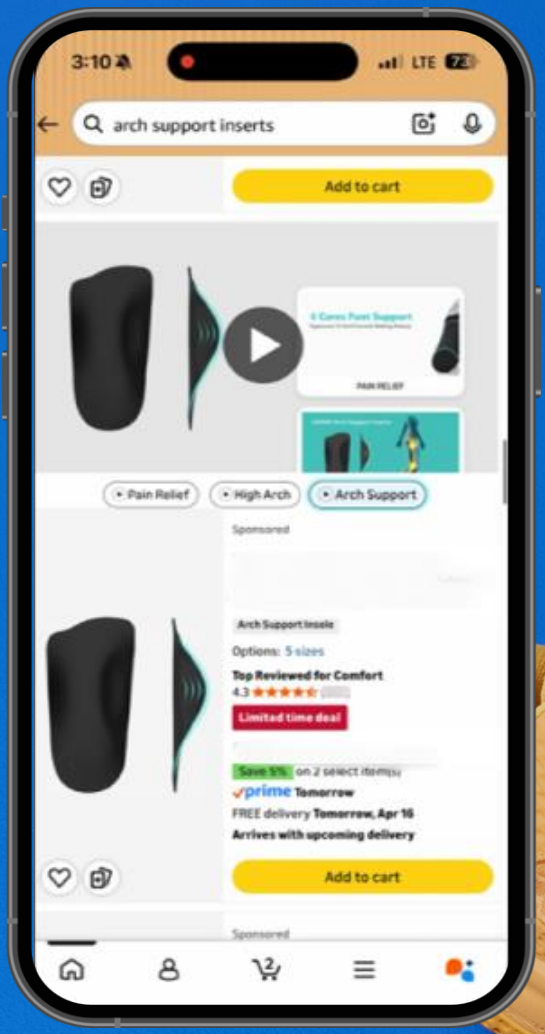
(ex: Desktop usage, Real-life settings

**Accessories**

(ex: Compatibility, Wireless)

*Amazon internal data, US, Feb'2026; Impression to Conversion Rate

# Shoes (Softline)




*Reference mockup only*

## Best Practice

- Start with **clarifying use case** — athletic/performance, casual/lifestyle, dress/occasion, outdoor/boots
- Reduce shopper anxiety **through quick sizing and fit information** — Shoes have high return rate among soft goods category driven by fit and size anxiety
- Show **details - width, materials, and true-to-size cues**

**+24%** uplift in **CTR**

**+34%** higher **Imp CVR**

## Features to highlight

**Sizing & Fit**

(ex: Tailored, Athletic cut, Wide feet )

**Use case**

(ex: Athletic, casual/lifestyle, dress/occasion)

**Functionality**

(ex: Thermoregulation, Water repellant, Ergonomics)

**Material Quality**

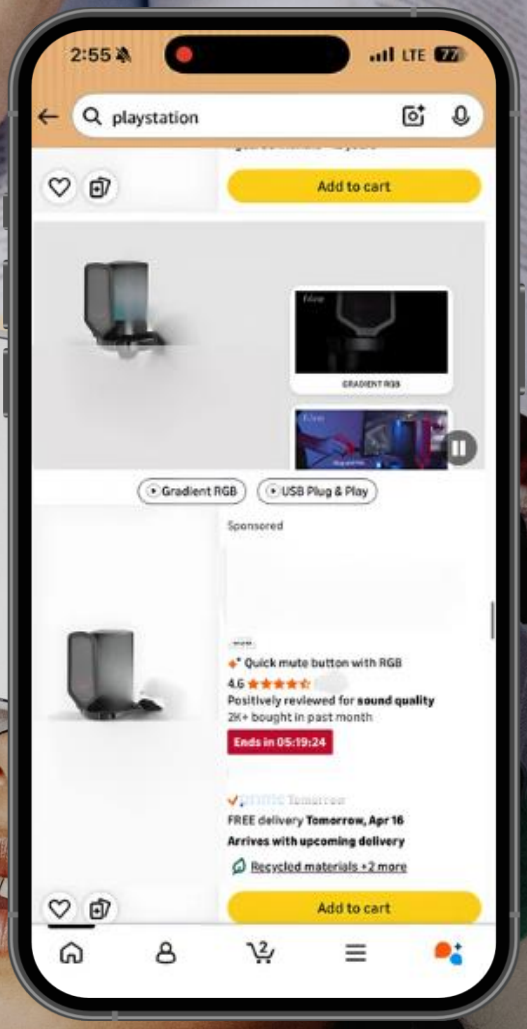
(ex: Fabric, material, hardware)

**Real-life Performance**

(ex: Footbed technology, Durable, Pain relief)

*Amazon internal data, US, Feb'2026; Impression to Conversion Rate

# Video Games




*Reference mockup only*

## Best Practice

- Lead with **the specific attributes** in use
- Show **“real” gaming** context immediately — which add-on value the feature delivers
- **Authenticity and live gaming setting** is crucial
- Confirm the **primary differentiating factor** in the first 2–3 seconds
- No Slideshows – show product quality

**20%** uplift in **CTR**

**59%** higher **Imp CVR**

## Features to highlight

**Gaming In-action**

(ex: Adjustable, Multi-player mode)

**Headsets & Audio**

(ex: Audio-to-mute, Noise Cancellation)

**Functionality Connectivity**

(ex: Mechanical switches, Built-in USB port)

**Real-life Usage**

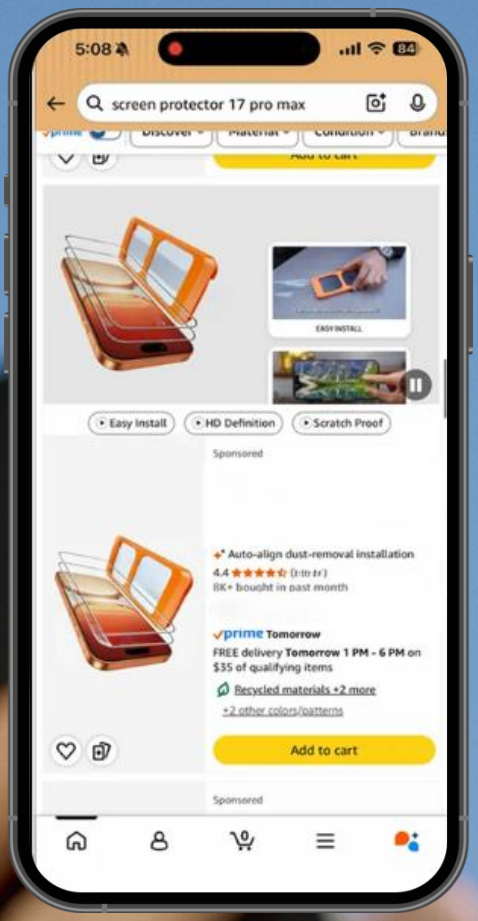
(ex: Ergonomic, weight tuning, Low latency )

**Mobile/ Desktop**

(ex: Multi-platform connectivity)

*Amazon internal data, US, Feb’2026; Impression to Conversion Rate

# Digital Accessories




*Reference mockup only*

## Best Practice

- Show **in-use** moment in real life — cable plugging in, case snapping on, MagSafe aligning, etc.
- **Show 3+ multiple features** with quality visual cues or proof point that justify a premium price
- Highlight key pain points or shopper keywords that highlight the product

**84%** uplift in **CTR**

**22%** higher **Imp CVR**

## Features to highlight

**Utility**

(ex: Mobile pairing, Plugs, snapping)

**Protection & Portability**

(ex: Anti-scratch, Military grade certification)

**Power & Charging**

(ex: MagSafe, Wireless charging, universal ports)

**Usage & Compatibility**

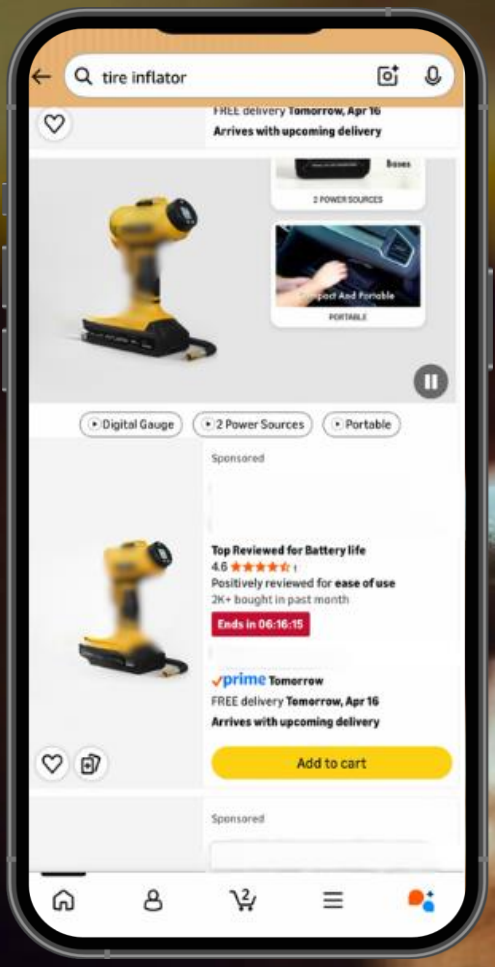
(ex: Easy install, mobile/desktop)

**Smart Sensors**

(ex: Spatial audio, Adaptive Noise Cancellation)

*Amazon internal data, US, Feb'2026; Impression to Conversion Rate

# Automotives




*Reference mockup only*

## Best Practice

- **Start with pain point** - ensure product demo is shown in the first 5 seconds
- Show **real world product in-use**
- A person in the frame for **scale reference**
- Show problem → key functionality → result to **highlight convenience**
- No slideshows — show product quality

**18%** uplift in **CTR**

**17%** higher **Imp CVR**

## Features to highlight

**Driver Assistance**

(ex: Driver Pain point, Blind Spot)

**Real-life Usage Scenes**

(ex: Easy Install, Portable)

**Mechanical Functionality**

(ex: Digital Gauge, Power Source)

**Active Safety**

(ex: Auto-brake, Head-up Display)

**Convenience**

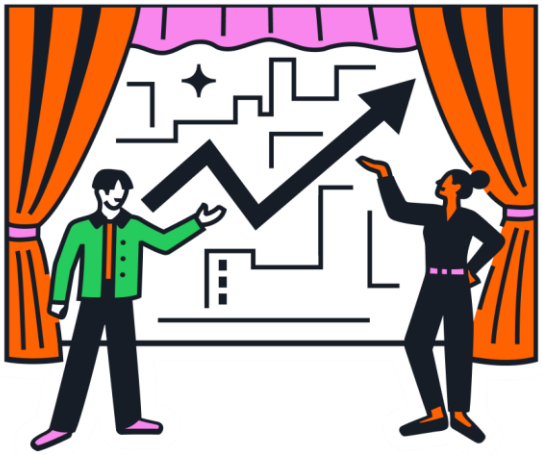
(ex: Cordless, Rechargeable, OTA updates)

*Amazon internal data, US, Feb'2026; Impression to Conversion Rate

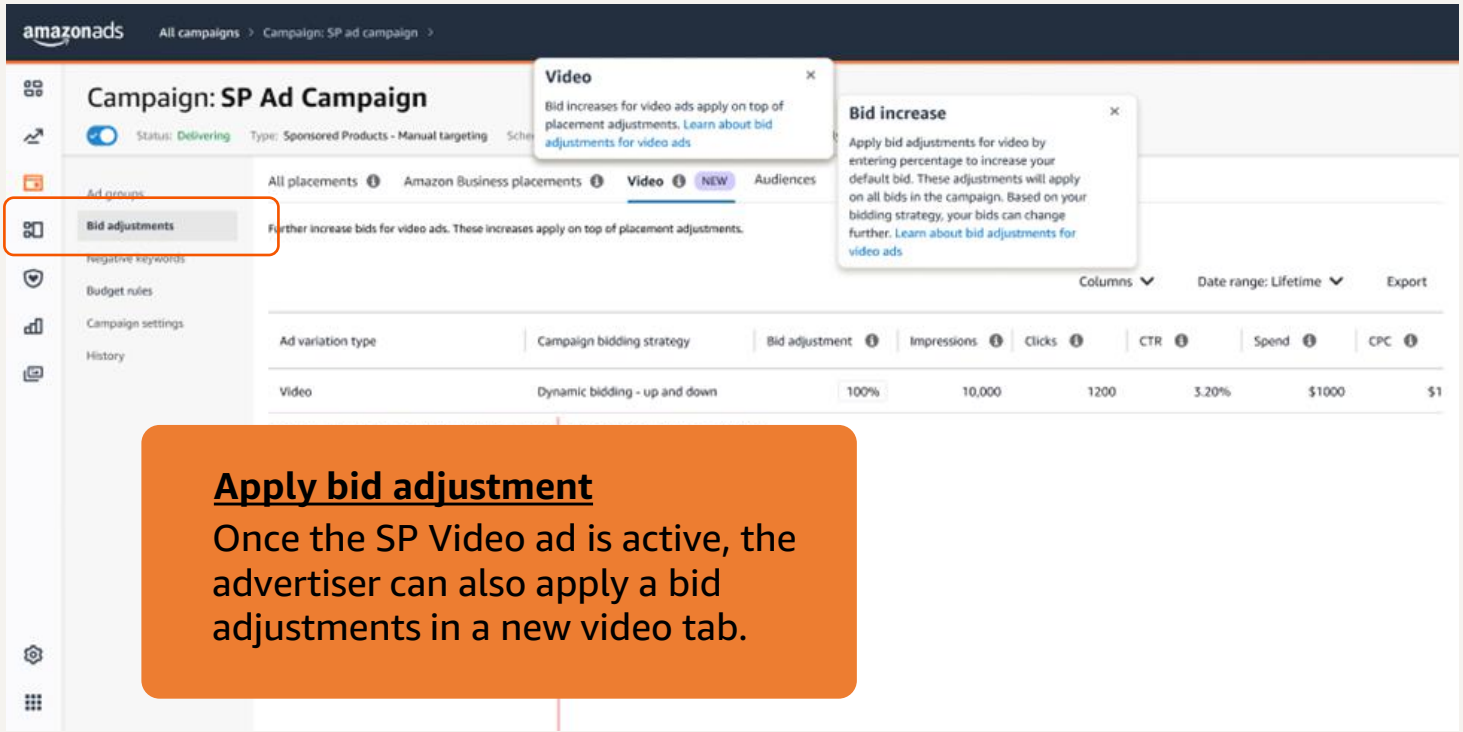
# Applying bid adjustments

## Bid boost drives higher reach & sales

SP video campaigns with 5-15% bid adjustment saw a **+33% uplift in Impressions** and **+5% higher CVR** than those without.[1]



To increase eligibility for placements, you can make bid adjustments specifically for Sponsored Products video in **Campaign Manager between 0 and 900%.** Bid increases will apply on top of other placement adjustments. Learn more about adjusting bids by placement and audience.




**Apply bid adjustment**

Once the SP Video ad is active, the advertiser can also apply a bid adjustments in a new video tab.

1. Amazon internal data, Mar 2026, US

amazon ads

# Measuring performance

## SP video report is available on Campaign Manager Ads Group page



Impressions
5 second views
5-sec view rate

Clicks
Click-through rate (CTR)
Cost-per-click
Spend

Orders
Sales
ACOS
ROAS

## ACCESSING VIDEO REPORT

1. Log in to **Ads Console** → **Reports** → **Create Report**
2. Select **Sponsored Products** as the ad type
3. Select **Video** from the report type options
4. Set your date range - minimum 14 days; 30 days recommended for optimization decisions
5. Select your metrics: include all available video metrics
6. Download as CSV or schedule weekly downloads for ongoing measurement

## KEY METRICS & OPTIMIZATION RECOMMENDATIONS

| Funnel | Primary metric | What it means | Optimization actions |
|---|---|---|---|
| Reach | **Impressions** | Is the video getting enough traffic volume? | Check campaign budget; Apply bid adjustment & keyword targeting |
| Video views | **5-second views** | Is the opening creative compelling enough to grab attention immediately? | Ensure product feature is shown in the first hook within first 5-10seconds |
| Sustained engagement | **5-second view rate** | Is the video holding attention through to completion? | Adjust video length & content pacing — avoid long videos without product features |
| Click engagement | **CTR (video)** | Is the video motivating shoppers to visit the PDP? | Ensure video content matches the relevant search keywords & Feature Title |
| Conversion | **ROAS & Orders** | Is the PDP converting to purchase? | Ensure product detail page matches video content; Enable A+ content, etc. |
| Video-level comparison | **Impressions + CTR + 5-sec view rate per video** | Which specific feature video is driving the strongest engagement ? | Compare metrics at video-level as proxy for creative performance |

amazon ads

# GoPro increases performance with SP video on search

## Objective

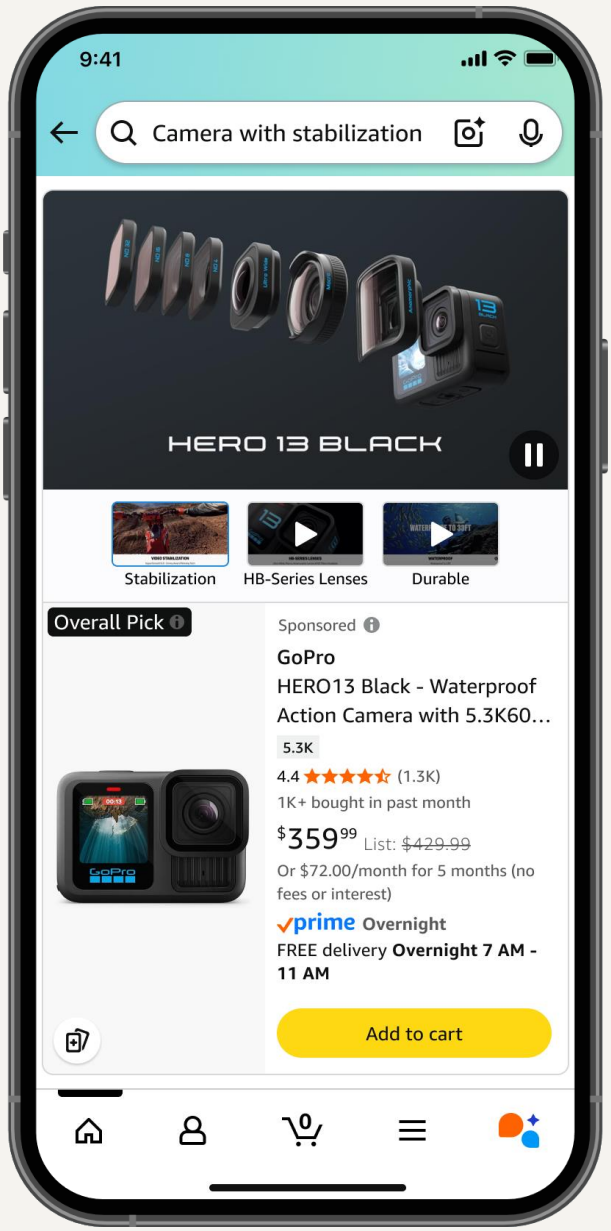
There wasn't a **product-focused video** solution that could effectively capture GoPro's video quality and technical features on Amazon search pages - like their Emmy-winning stabilization and advanced smart lenses that truly set them apart. GoPro needed a **high-performing video solution** focused on **showcasing product features** to help standout in a competitive action camera market and drive conversion.

## Solution

GoPro turned an existing SP campaign into **Sponsored Products video** campaign by uploading 3 product feature contents with descriptive text – highlighting their Emmy-winning Stabilization, advanced smart lenses, and Durable (waterproof) lenses.

## Result

GoPro saw **+15% higher CTR uplift** and saw a **+21% uplift in CVR** in just 3wks after adding videos to their SP campaigns, driving higher engagement & sales through contextual SP video placements on mobile search.




**+15%**

**Click-through Rate (CTR) increase in 3wks**

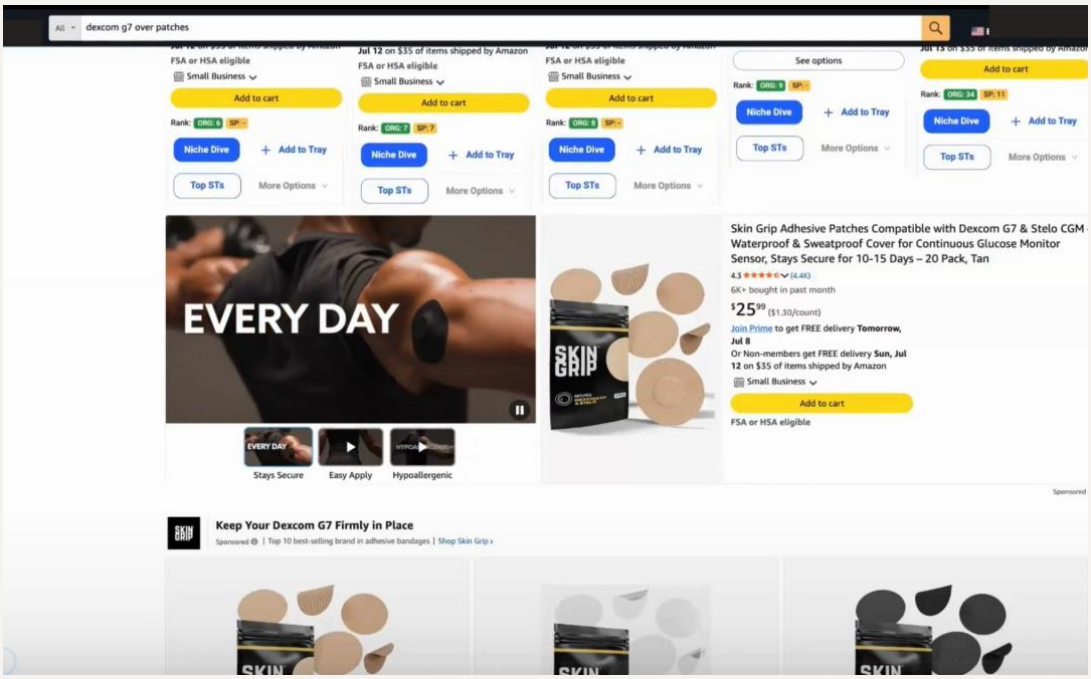
**+21%**

**Uplift in Conversion rate (CVR) in 3wks**

AMAZON INTERNAL DATA, AUG-SEP'25 (3WKS), US ONLY

amazon ads

# Skin Grip boosts CTR by 3.7x, +15% conversion with SP video




**3.7x**
**Higher Click-through Rate (CTR)**

**+15%**
**Higher CVR**

## Objective

Skin Grip competes in a category where trust is the primary purchase driver**. Product-benefit clarity**, not just brand storytelling, is the key differentiator that closes the sale. While the brand had established a strong presence with SP and SB campaigns, the gap was not visibility—it was translating attention into purchase intent at the exact moments shoppers were making decisions

## Solution

Skin Grip partnered with **Incrementum Digital** and **Video Fresh** to develop a video-forward strategy that would drive sales without inflating ad spend. The team leaned into both SP video and SB video as complementary solutions: shoppers encountering the brand for the first time have different informational needs than those already evaluating the product mid-search. Closing that gap required a **focused creative strategy with differentiation in assets** matching content to context, not just placement to budget.

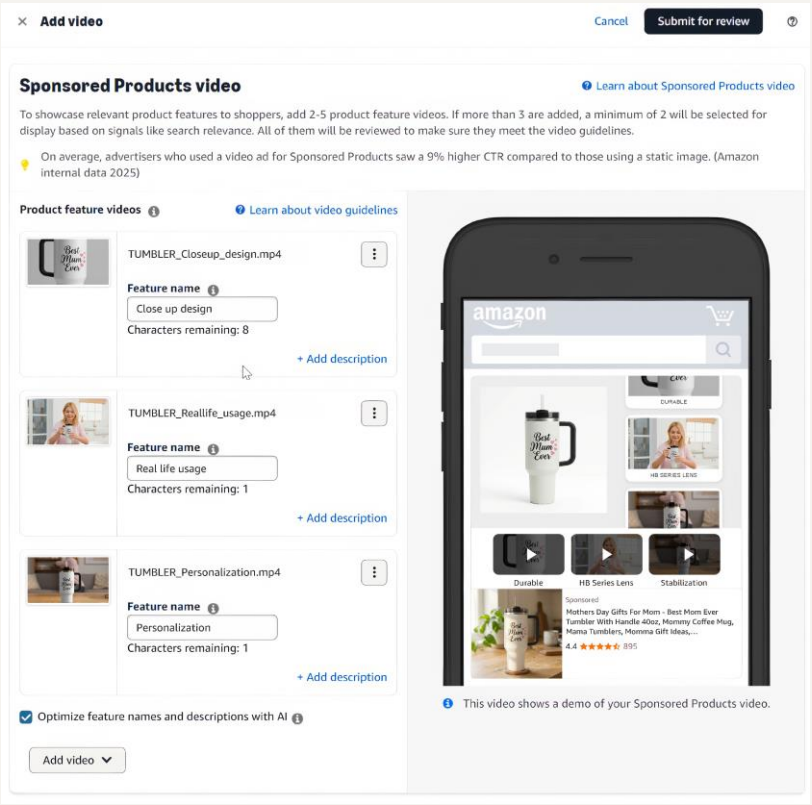
## Result

By designing distinct assets for SB video and **SP video along with bid boost** —Skin Grip achieved **3.7x higher CTR** within search results, **+15% higher CVR**, showing that shoppers who viewed product video were significantly more likely to buy. Critically, Skin **Grip achieved these gains while maintaining flat ACOS.**

# Gifting brand boosts +27% higher CVR and +13% increase in ROAS with Sponsored Products video

## Objective

Binh Bui Ngoc, a Vietnam-based brand owner selling personalized gifting, was looking for a way to stand out at the critical moment of purchase. Despite a strong catalog and loyal buyers, Amazon's gifting category is highly competitive during peak seasons. The brand needed a **scalable, easy-to-activate solution** that could **demonstrate performance quickly** and complement the existing video strategy for upper-funnel brand awareness.




## Solution

Binh Bui Ngoc understood the gap: the same video that introduces a brand at first discovery cannot close a sale at the product detail page. Closing that gap required a structured 3-step launch framework**:**

- **ASIN selection**
- **Structured Creative Strategy**
- **Bid boost & repurposing proven keyword/targeting**

## Result

The results validated SP video as a highly efficient lower funnel video solution complementary to the existing SB video strategy. By meeting shoppers at the moment of intent, Binh Bui Ngoc's Sponsored Products video campaigns delivered clear, measurable improvements across all three primary KPIs:.

**+27%**
Higher Conversion (CVR)

**+13%**
Higher ROAS

**-12%**
Reduction in ACOS

AMAZON INTERNAL DATA, CLIENT PROVIDED DATA, US, MAR'2026