

Advertising options on Amazon

| | Sponsored Products | Sponsored Brands (Formerly known as Headline Search Ads) | Stores | Display Ads Video Ads |
|-----------------------|--|---|--|--|
| Ad Type | Product Ad appears on top, alongside, or within a result page. | Brands Ad and multiple product Ads with custom headline | E-store to promote your brand and curate a collection of products | Visual ads that feature your brand images and |
| Cost | Cost per click | Cost per click | Free | Minimum US\$35,000 |
| Advantages | <ul style="list-style-type: none"> ✓ Simplest form if you're new to advertising on Amazon ✓ Ad goes live immediately | <ul style="list-style-type: none"> ✓ Promote your brand and multiple products ✓ Brand elements and preferences can fight against counterfeit products | <ul style="list-style-type: none"> ✓ Suitable for sellers with multiple products and categories ✓ Get your own amazon.com web address | <ul style="list-style-type: none"> ✓ You do not need to sell on Amazon to use these ads ✓ Great for brand engagement and emotional story telling |
| Limitations | <ul style="list-style-type: none"> × If your item is out of stock, your ad will not display. | <ul style="list-style-type: none"> × If you have a poor star rating and low review count, it will unlikely invite click-through. | <ul style="list-style-type: none"> × May require rich content (eg. Text, images, videos) × Requires at least 3 days for your store to be approved by Amazon. | <ul style="list-style-type: none"> × High start-up advertising cost |
| Meet all requirements | <ol style="list-style-type: none"> 1. Have a professional seller account (a \$39.99 monthly subscription) 2. Able to ship to all US addresses 3. Sell products in accepted categories. You do not sell adult products or second-hand products. 4. Have an ad budget. | | | |
| Eligibility | Product listing has Buy Box* eligibility | For registered brand owner (under Amazon Brand Registry) | For registered brand owner (under Amazon Brand Registry); or Amazon demand-side platform users (DSP) with an advertising account | For Self-service Amazon demand-side platform (DSP) users |

*Buy Box is the box on the product detail page where customers begin the purchasing process. There may be many sellers for the same product so a seller's aim is to win the Buy Box and get your product into the shopping cart.



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