

Amazon Advertising

Daniel Múdry

amazon advertising

6 CLICKZ

Dnes o Amazone:

- Čo to je Amazon Advertising, kedy a prečo to využiť
- Aké reklamné formáty môžem využiť
- Analýza KW pre Amazon
- Tvorba automatických a manuálnych kampaní
- Optimalizácia kampaní
- Porovnanie Google Ads vs. Amazon Ads

Čo to je Amazon Advertising?

- Nástroje na zvýšenie viditeľnosti produktov a predaja na Amazone
- Základ – Sponsored Products
- Amazon Marketing Services (Amazon Vendors Programme)
- Money off, Free shipping, Buy 1 get 1, Lightning Deals

- Show results for
- Luggage & Travel Gear
 - Casual Daypack Backpacks
 - Kids' Backpacks
 - Backpacks
 - Messenger Bags
 - Gym Bags
 - Carry-On Luggage
 - Gym Drawstring Bags
 - Gym Tote Bags
 - Computers & Accessories
 - Laptop Backpacks
 - Laptop Accessories
 - Surge Protectors
 - Laptop Bags, Cases & Sleeves
 - Women's Fashion
 - Women's Shoulder Bags
 - Men's Fashion
 - Surf, Skate & Street Backpacks
 - Outdoor Recreation
 - Hiking Daypacks
 - Hiking Backpacking Packs
 - Hiking Backpacks & Bags
 - Camping & Hiking Equipment
 - Internal Frame Hiking Backpacks
 - Winter Sports Equipment
 - Snowboarding Equipment
 - Sports Fan Shop
 - Sports Fan Bags, Packs & Accessories
 - Sports Fan Backpacks
 - Sports Fan Laptop Bags
- See All 33 Departments

- Refine by
- Subscribe & Save
 - Subscribe & Save Eligible
 - Delivery Day
 - Get It by Tomorrow
 - Amazon Prime
 - prime
 - Pantry
 - prime pantry
 - Prime Wardrobe

Sponsored Products



SPONSORED BY PEAK DESIGN
 Pack your creativity
 Shop now >



Peak Design Everyday Messenger Bag 15" (Heritag...
 ★★★★★ 131
 prime



Peak Design Everyday Sling 10L (Charcoal)
 ★★★★★ 75
 prime



Peak Design Everyday Tote Bag (Ash)
 ★★★★★ 11
 prime

Showing most relevant results. See all results for backpacks.

Sponsored ⓘ
Laptop Computer Backpack Hopesport External USB Charge Port with Built-in USB Charging Cable School Travel Backpacks (blue)
 by hopesport
 \$29.49 prime
 Prime FREE Delivery by Wednesday, May 9
 ★★★★★ 22

Sponsored ⓘ
Travel Laptop Backpack Durable Computer Bag Water Resistant Large Capacity Backpacks Fit Most 17-Inch Laptops & Notebook Black
 by XNRUE
 \$40.99 prime
 Only 15 left in stock - order soon.

Amazon's Choice

Laptop Backpack, Business Anti Theft Waterproof Travel Backpack with USB Charging Port & Headphone interface for College Student for Women Men, Fits Under 17-Inch Laptop Notebook by AMBOR
 by AMBOR
 \$26.99 prime
 Prime FREE Delivery by Wednesday, May 9
 ★★★★★ 616
 Product Features
 ... Anti-theft backpacks this Backpack apply anti-theft design technology. ...



1-24 of 4,008 results for Baby: Bathing & Skin Care : Washcloths & Towels : "hooded baby towel"

Sort by Relevance

 prime | FREE One-DayGet FREE One-Day Shipping on
qualifying orders over \$35

Show results for

Any Category

Baby

Bathing & Skin Care

Washcloths & Towels

Bath & Hooded Towels

Washcloths & Wash Gloves

Refine by

Subscribe & Save

 Subscribe & Save Eligible

Delivery Day

 Get it by Tomorrow

Amazon Prime

 prime prime | FREE One-Day

Brand

 Luvable Friends Spalisk Hudson Baby Ideal Little Tinklers World Land of the Wix

SPONSORED BY JUNGLE SNUGS 100% FOR CHARITY

The luxury baby towel mom's trust

> Shop now






Luxury Hooded Baby Towel and Washclo... Luxury Hooded Baby Towel and Washclo... Luxury Hooded Baby Towel and Washclo...

Ad feedback

Showing results in Baby. Show instead results in All Departments.



Sponsored ⓘ

Luxury Hooded Baby Towel and Washcloth Set
(White) |...

★★★★★ * 31

\$16⁹⁵ \$24.95

prime | FREE One-Day

Get it by Tomorrow, Jul 20

FREE One-Day Shipping on qualifying orders over \$35



Sponsored ⓘ

Bear Hooded Baby Towel By ONLY BABY : Blue Bath
Robe...

★★★★★ * 1

\$10⁹⁹

prime



Sponsored ⓘ

Bamboo Hooded Towel for Kids Babies & Toddlers +
Bib...

★★★★★ * 41

\$24⁷⁷ \$32.99

prime

Get it by Friday, Jul 21

Sponsored ⓘ



Beach and Bath Swaddle Blanket &...

\$19⁹⁷ prime

★★★★★ 12



Hooded Towel - 100% Cotton Baby...

\$15⁹⁹ prime

★★★★★ 10

Presto! Save on household paper must-haves.

Home & Kitchen > Home Gift Guide



Roll over image to zoom in

DII DII Decorative Leaves & Flowers 16" Summer Wreath for Front Door or Indoor Wall Décor to Celebrate Spring & Summer Season

★★★★☆ 56 customer reviews

Best Deal

Price: \$37.99 prime

FREE Delivery by Thursday. In Stock. Ships from and sold by Amazon.com. Gift-wrap available.

Color: Summer Garden

- Color selection options: Summer Garden (\$37.99), Spring Garden (\$47.99), Summer Garden (\$49.99)

- FRONT DOOR WREATH measures 16" in diameter and is decorated with green foliage, yellow, orange, and red blossoms and twigs. Lightly dust when needed. Shaping is required to achieve a full and lifelike look upon delivery.
SPRINGTIME CHARM: Add fresh spring vibe to any room with our floral wreath
GREAT ACCENT PIECE: Versatile decorating accessory for country or traditional decor and fitting for all seasons.
PAIR WITH DII HOME ESSENTIALS: Coordinate with DII tablecloths, placemats, napkins and more!
To view more of our products visit amazon.com/dii

Compare with similar items

Used & new (3) from \$31.19 prime

Report incorrect product information.

Packaging may reveal contents. Choose Conceal Package at checkout.

Share

Buy new: \$37.99

Qty: 1

Add to Cart

or 1-Click Checkout

Buy now with 1-Click

To get it: Thursday, May 10 (Free Two Day Shipping)

This is a gift

Deliver to AnnaLes - CRYSTAL BEACH 34681

Buy used: \$31.19

Add to List

Add to your Dash Buttons

Other Sellers on Amazon

Used & new (3) from \$31.19 prime

Have one to sell? Sell on Amazon

Safavieh Shop Premium Shag Rugs by Safavieh

Safavieh Hudson Shag Collection Grey and Ivory Moroccan Ogee Plush Area ... \$212.99 prime

Display Ads



Safavieh Shop Premium Shag Rugs by Safavieh Safavieh Hudson Shag Collection Iv... \$229.47 prime

Kde môžeme inzerovať?

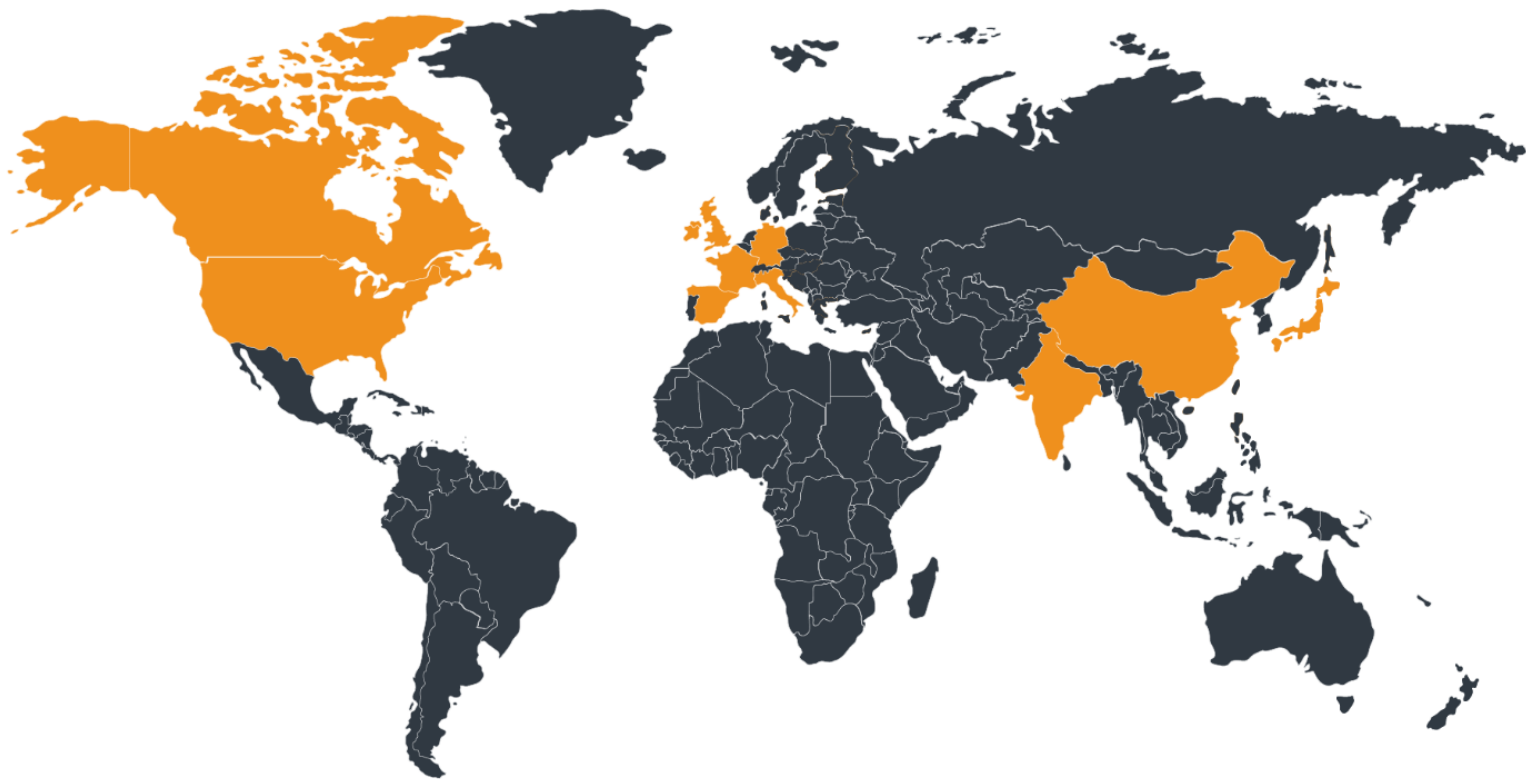
[Canada >](#)
[China >](#)

[France >](#)
[Germany >](#)

[India >](#)
[Italy >](#)

[Japan >](#)
[Spain >](#)

[United Kingdom >](#)
[United States >](#)



Kedy a prečo spustiť reklamy?

- Mám nový produkt – slabé predaje, žiadne recenzie, veľmi slabý organic
- Mám zabehnutý produkt – predaje nejako idú, ale ten organic stále nič moc
- Mám zabehnutý produkt – konkurencia má ničí, má reklamu
- Mám sezónny/špeciálny produkt (Valentín, Vianoce,...)
- Výpredaj

Podmienky inzercie

- Professional Seller Account
- Produkty z povolených kategórií
- Nové produkty (bazár nie je povolený)
- Shipping do všetkých krajín kde inzerujeme
- Inzerovaný produkt musí mať Buy Box

Echo Plus – With built-in smart home hub (Black) – Includes Philips Hue White E27 Edison Screw Light Bulb

by Amazon

★★★★★ | 2,493 customer reviews
| 626 answered questions

Amazon's Choice for "echo plus"

RRP: £139.99
Deal Price: **£94.99** & **FREE Delivery** in the UK.

Share [Email] [Facebook] [Twitter] [Pinterest]

Add to Basket

Buy Now

1-Click ordering is not available for this item.

This is a gift. [Why is this important?](#)

Add Additional Items

A new way to play games with Alexa:

Buy Box

Čo mám urobiť ak chcem spustiť kampane?


- Pripraviť analýzu kľúčových slov
- Vyladiť produktovú kartu (dôležité aj pre Amazon SEO)
- Spustiť „Automatic campaign“
- Spustiť „Manual campaigns“

Analýza kľúčových slov

- Uvedomiť si aký typ užívateľa prichádza na Amazon – ready to purchase
- Branded KW, Longtaily, Category KW
- Zdroje pre KWA:
 - Google Keyword Planner
 - Keywordtool.io
 - Sonar-tool.com
 - Ubersuggest
 - Amazon Search Box
 - Automatic campaign

Čo upraviť na produktovej karte

- Potrebne mať pripravenú analýzu KW
- Product title
- Product features
- Product description
- Backend keywords



MRPLUM 25L-30L Rucksack Foldable Ultralight Packable Backpack, Unisex Durable Handy Daypack for Travel & Outdoor Sports Durable & Waterproof

by MRPLUM

★★★★☆ 340 customer reviews | 11 answered questions

Price: **£10.89** & **FREE UK Delivery** on orders dispatched by Amazon over £20. [Delivery Details](#)

Voucher **Apply 6% voucher** [Details](#)

Promotion Message [Promotion Available](#) 6 promotions ▾








In stock.

Want it delivered by Tuesday, 4 Sep.? Order within 6 hrs 2 mins and choose **Expedited Delivery** at checkout. [Details](#)

Sold by MRPLUM and Fulfilled by Amazon. Gift-wrap available.

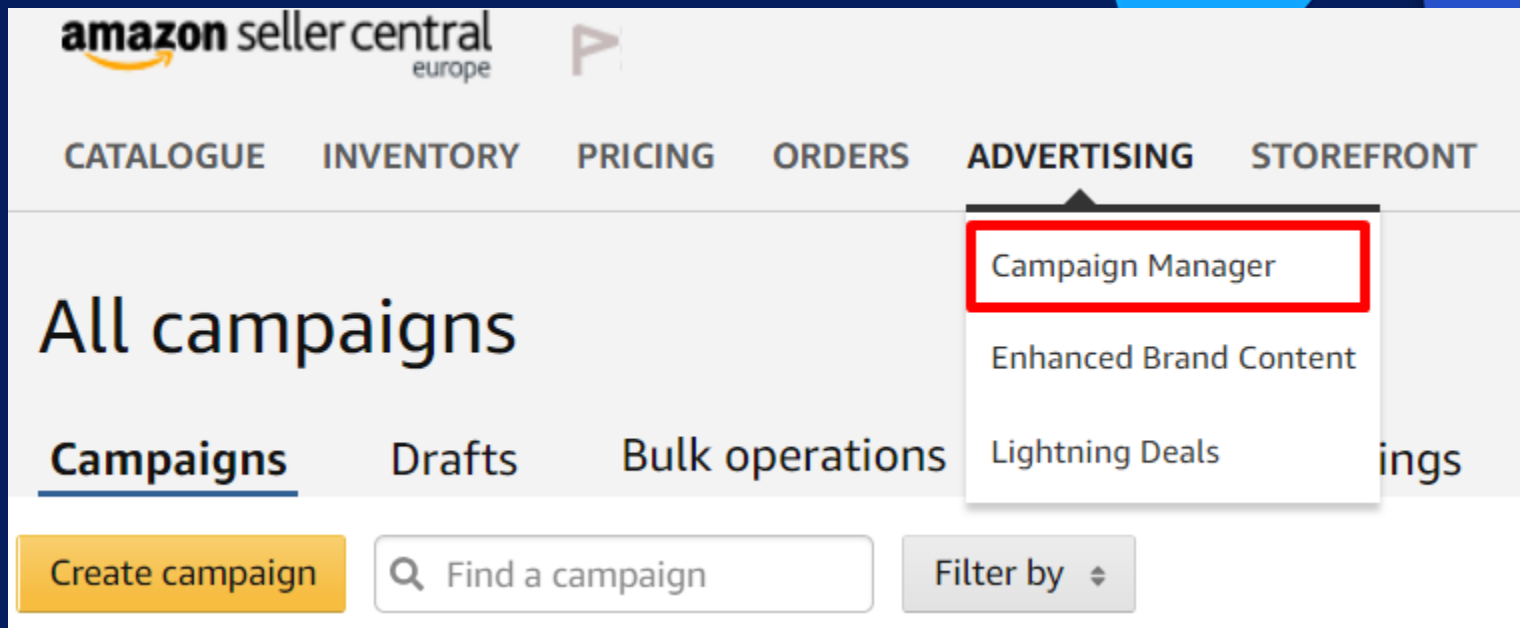
1 new from **£10.89**

Colour: **Black**

 £10.89	 £10.89	 £10.89	 £10.89	 £10.89	 £10.89
 £10.89					

- Unconditional Lifetime Warranty: (support@mrplum.com) Contact us no matter what problems you meet, we you help you until you are 100% happy.
- Capacity: 25L storage space, keep things organized. This lightweight backpack features a classic shape with several pockets for storage.
- Convenient and Lightweight; It fits into an ultra-compact pouch. Easy to folds up into small pocket (Sandwich size). So you can easily pack it in your suitcase, purse or car and have an extra bag without it taking up space,Ultralight and Handy.
- Multipurpose- perfect for day-to-day use or day trips, vacation, travel, day hikes, school, camping and shopping, and great gift for anyone.
- Durable: Made with High Quality Water and Tear Resistant Nylon Material. Durable Abrasion Resistant SBS Metal Zipper Available. Reinforced more than 13 places with rope Process

Spúšťame prvú kampaň



The screenshot shows the Amazon Seller Central interface for Europe. The top navigation bar includes 'amazon seller central europe' and a play button icon. Below this, a menu bar contains 'CATALOGUE', 'INVENTORY', 'PRICING', 'ORDERS', 'ADVERTISING', and 'STOREFRONT'. The 'ADVERTISING' menu is open, showing a dropdown with three options: 'Campaign Manager' (highlighted with a red box), 'Enhanced Brand Content', and 'Lightning Deals'. Below the navigation, the main heading is 'All campaigns'. Underneath, there are tabs for 'Campaigns' (underlined), 'Drafts', 'Bulk operations', and 'ings'. At the bottom, there is a yellow 'Create campaign' button, a search bar with the text 'Find a campaign', and a 'Filter by' dropdown menu.

amazon seller central europe

CATALOGUE INVENTORY PRICING ORDERS **ADVERTISING** STOREFRONT

All campaigns

Campaigns Drafts Bulk operations ings

Create campaign Find a campaign Filter by

Základné reklamné formáty

- Sponsored Products
- Headline Search Ads

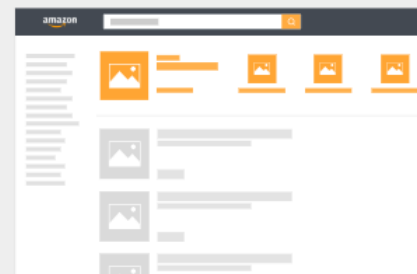
Sponsored products



Promote individual products and use keywords to target shoppers searching for items like yours.

Continue

Headline Search Ads



Showcase a collection of your products, your brand logo and a custom message. Use keywords to target shoppers searching for items like yours.

Continue

Sponsored Products

- Reklamy vo vyhľadávaní
- PPC Ads
- Cielenie na kľúčové slová
- Zobrazenie reklamy medzi organickými výsledkami, top of the page,
na produktovej karte

Kde sa reklama zobrazuje



De'Longhi Fully Automatic Bean to Cup by De'Longhi

£326.00 - £989.06

Only 5 left in stock - order soon.



De'Longhi Eletta Plus ECAM 44.620 by De'Longhi

£399.99 ~~£629.99~~ ✓prime

Get it by **Tomorrow, Aug 24**
FREE Delivery



Sponsored ⓘ

De'Longhi Scultura ECZ351BG Traditional Pump Espresso Machine by De'Longhi

£149.95 ~~£199.99~~ ✓prime

FREE Delivery

Best Seller



Sponsored ⓘ

De'Longhi Magnifica ESAM 4200.S Bean to Cup, Silver by De'Longhi

£299.99 ~~£449.99~~ ✓prime

FREE Delivery

★★★★☆ · 1,713



See Colour Options

Sponsored ⓘ

De'Longhi Scultura ECZ351BG Traditional Pump Espresso Machine - Champagne by De'Longhi

£149.95 ~~£199.99~~ ✓prime

FREE Delivery

★★★★☆ · 256



See Colour Options

Sponsored ⓘ

De'Longhi Dedica Style EC685BK Traditional Pump Espresso Machine - Black by De'Longhi

£139.00 ~~£219.99~~ ✓prime

Available to ship in 1-2 days

FREE Delivery

★★★★☆ · 186



Sponsored ⓘ

De'Longhi Eletta ECAM 44.660.B Bean to Cup, Black by De'Longhi

£615.00 ~~£829.99~~ ✓prime

FREE Delivery

Energy Efficiency Class: A

★★★★☆ · 156

Best Seller



De'Longhi Magnifica ESAM 4200.S Bean to Cup, Silver by De'Longhi

£299.99 ~~£449.99~~ ✓prime



See Colour Options

De'Longhi Dedica Style EC685M Traditional Pump Espresso Machine - Silver by De'Longhi



De'Longhi Eletta ECAM 44.660.B Bean to Cup, Black by De'Longhi

£615.00 ~~£829.99~~ ✓prime

Get it by **Tomorrow, Aug 24**

Amazon's Choice



See Package Quantity Options

DELONGHI DESCALER ECODECALK DLS500 Bottle 500ml (Pack of 1) by De'Longhi

Automatic campaign

- 1-2 týždne
- Amazon sám nájde KW, match type, bid (KW z produktovej karty)
- Super zdroj pre KW, ktoré zaradím do Manual Campaigns

Campaign name ⓘ

Example: Christmas favourites

Start ⓘ **End** ⓘ

31 Aug 2018 No end date

Daily budget ⓘ

£ 10.00

Targeting

Automatic targeting
Amazon will target your ads to all relevant shopper searches based on your product information. [Learn more](#)

Manual targeting
Choose keywords to target shopper searches and set custom bids. [Learn more](#)

Products 1

Search by product name, ASIN or SKU



Sort by date added

Descending ⌵

Add all on this page



REPAREX Against Grey Beard & Moustache - Natural Grey Beard

£39.90 | in Stock

ASIN: B07G4CPX2M | SKU: LR-UXJ8-TIT9

Added



REPAREX Against Grey Hair for Women - Natural Grey Roots and Hair Treatment - Better than

£39.90 | in Stock

ASIN: B07G4BDLNJ | SKU: KA-L25M-Q2ZA

Added



REPAREX Against Grey Hair for Men - Natural Grey Roots and Hair Treatment -

£39.90 | in Stock

ASIN: B07G47Y3V8 | SKU: DG-0IHY-QJRG

Added



Bromeslim

£24.90 ~~£19.90~~ | in Stock

ASIN: B07F3VM5F6 | SKU: OJ-RUG8-J3YF

Add

3 products

Remove all



REPAREX Against Grey Beard & Moustache - Natural Grey Beard Treatment - Better than Beard

£39.90 | in Stock

ASIN: B07G4CPX2M | SKU: LR-UXJ8-TIT9



REPAREX Against Grey Hair for Women - Natural Grey Roots and Hair Treatment - Better than

£39.90 | in Stock

ASIN: B07G4BDLNJ | SKU: KA-L25M-Q2ZA



REPAREX Against Grey Hair for Men - Natural Grey Roots and Hair Treatment - Better than Shampoo

£39.90 | in Stock

ASIN: B07G47Y3V8 | SKU: DG-0IHY-QJRG



Manual Campaigns

Campaign name

TEST

Start

31 Aug 2018

End

No end date

Daily budget

£ 20.00

Targeting

Automatic targeting

Amazon will target your ads to all relevant shopper searches based on your product information. [Learn more](#)

Manual targeting

Choose keywords to target shopper searches and set custom bids. [Learn more](#)

Products ?

Search by product name, ASIN or SKU



Sort by date added Descending

[Add all on this page](#)



REPAREX Against Grey Beard & Moustache - Natural Grey Beard

~~£39.90~~ | in Stock

ASIN: B07G4CPX2M | SKU: LR-UXJ8-TIT9

Added



REPAREX Against Grey Hair for Women - Natural Grey Roots and Hair Treatment - Better than

~~£39.90~~ | in Stock

ASIN: B07G4BDLNJ | SKU: KA-L25M-Q2ZA

Added



REPAREX Against Grey Hair for Men - Natural Grey Roots and Hair Treatment - Better than Shampoo

~~£39.90~~ | in Stock

ASIN: B07G47Y3V8 | SKU: DG-0IHY-QJRG

Added



Bromeslim

~~£24.99~~ **£19.90** | in Stock

ASIN: B07F3VM5F6 | SKU: OJ-RUG8-J3YF

Add

3 products

[Remove all](#)



REPAREX Against Grey Beard & Moustache - Natural Grey Beard Treatment - Better than Beard

~~£39.90~~ | in Stock

ASIN: B07G4CPX2M | SKU: LR-UXJ8-TIT9

×



REPAREX Against Grey Hair for Women - Natural Grey Roots and Hair Treatment - Better than

~~£39.90~~ | in Stock

ASIN: B07G4BDLNJ | SKU: KA-L25M-Q2ZA

×



REPAREX Against Grey Hair for Men - Natural Grey Roots and Hair Treatment - Better than Shampoo

~~£39.90~~ | in Stock

ASIN: B07G47Y3V8 | SKU: DG-0IHY-QJRG

×

Keywords and bids ?

Default keyword bid ?

£ 0.50

Bid+ ?

Increases the bids in this campaign by up to 50% when ads are eligible to be shown in the top of search results. [Learn more](#)

Suggested ?

Enter keywords

Upload file

Match type ?

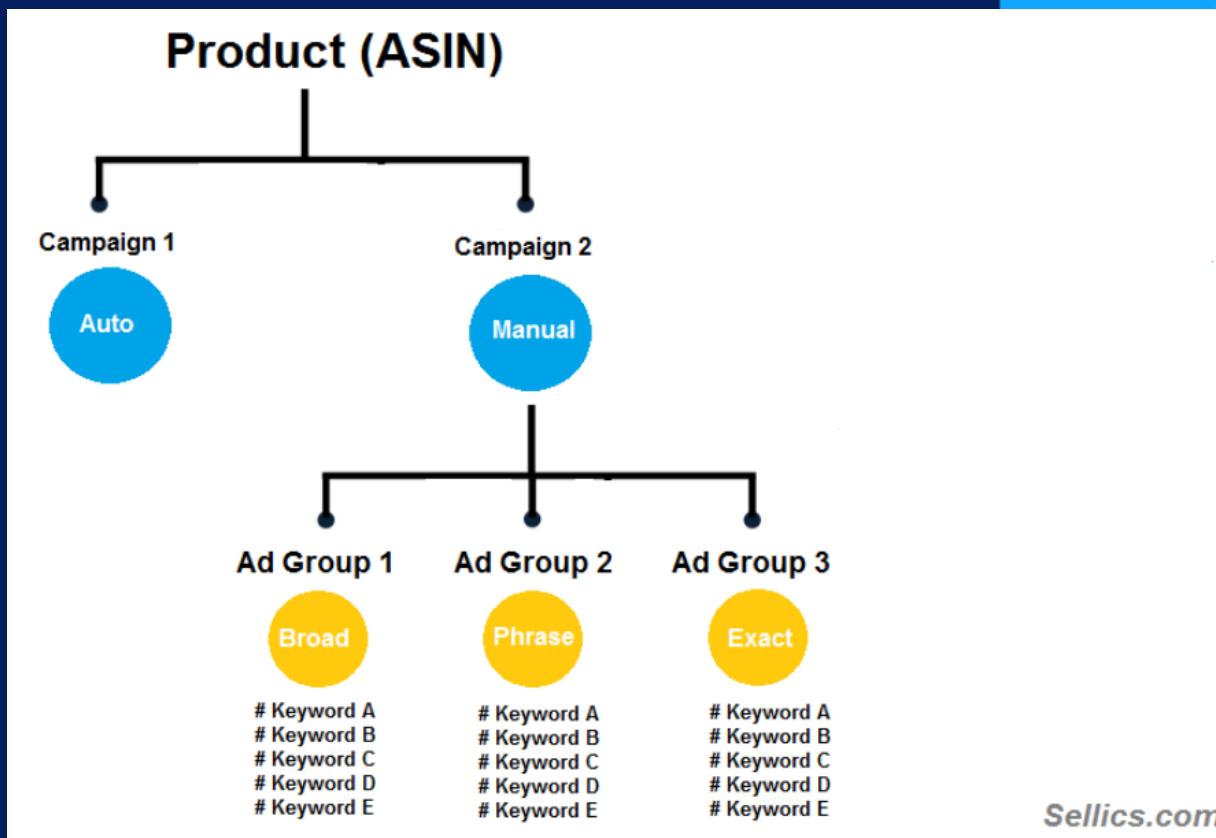
Broad

Všetky KW, ktoré som si do danej Ad Group vybra|

Štruktúra kampaní

- Každý podľa vlastného uváženia
- Pre prehľadnosť ideálne rozdeliť:
 - Brand
 - Brand + všeobecný výrazy
 - Všeobecné výrazy
- SKAG je zbytočnosť

Štruktúra kampaní



Headline Search Ads

- Radené nad výsledkami vyhľadávania
- Vhodné pre brandové vyhľadávania a category search
- Cielenie na kľúčové slová (najmä všeobecné výrazy)
- Nízke CTR, vyššia CPC

The screenshot shows an Amazon search results page for the query "coffee machine". The search bar at the top contains "coffee machine" and a magnifying glass icon. The page header includes "Home & Kitchen" and "August Bank Holiday DEALS". Navigation links include "Shop by Department", "Daniel's Amazon", "August Bank Holiday Sale", "Gift Cards & Top Up", "Sell", and "Help". A user greeting "Hello, Daniel" and links for "Your Account", "Try Prime", "Your Lists", and a "Basket" icon are visible. Below the navigation, category filters for "Appliances", "Cooking & Dining", "Furniture", "Bedding & Linens", "Home Accessories", "Laundry & Storage", "Lighting", "Garden & Outdoors", and "Wedding List" are shown. The search results are sorted by "Relevance". A large sponsored advertisement for Nescafé Dolce Gusto is prominent on the left, featuring the brand logo and the text "SPONSORED BY NESCAFÉ DOLCE GUSTO Order a NESCAFÉ Dolce Gusto Coffee Machine Today Shop now >". To the right of the ad are three product listings:

- Nescafé Dolce Gusto Krups Lumio Automatic Coffee Machine, Black**: 4.5 stars (26 reviews), Prime.
- Nescafé Dolce Gusto Krups Lumio Automatic Coffee Machine, Red**: 4.5 stars (31 reviews), Prime.
- Nescafé Dolce Gusto Mini Me Coffee Machine Starter Kit, 1500 W, Black and Grey**: 4.5 stars (21 reviews), Prime.

Products ?

Search by product name, ASIN or SKU



Sort by date added Descending

Add all on this page



REPAREX Against Grey Beard & Moustache - Natural Grey Beard

£39.90 | in Stock

ASIN: B07G4CPX2M | SKU: LR-UXJ8-TIT9

Added



REPAREX Against Grey Hair for Women - Natural Grey Roots and Hair Treatment - Better than

£39.90 | in Stock

ASIN: B07G4BDLNJ | SKU: KA-L25M-Q2ZA

Added



REPAREX Against Grey Hair for Men - Natural Grey Roots and Hair Treatment - Better than

£39.90 | in Stock

ASIN: B07G47Y3V8 | SKU: DG-0IHY-QJRG

Added



Bromeslim

£24.99 ~~£19.90~~ | in Stock

ASIN: B07F3VM5F6 | SKU: OJ-RUG8-J3YF

Add

3 products

Remove all



REPAREX Against Grey Beard & Moustache - Natural Grey Beard Treatment - Better than Beard

£39.90 | in Stock

ASIN: B07G4CPX2M | SKU: LR-UXJ8-TIT9



REPAREX Against Grey Hair for Women - Natural Grey Roots and Hair Treatment - Better than

£39.90 | in Stock

ASIN: B07G4BDLNJ | SKU: KA-L25M-Q2ZA



REPAREX Against Grey Hair for Men - Natural Grey Roots and Hair Treatment - Better than Shampoo

£39.90 | in Stock

ASIN: B07G47Y3V8 | SKU: DG-0IHY-QJRG



Build your creative

Brand name

Headline

Characters remaining: 25

Brand Logo



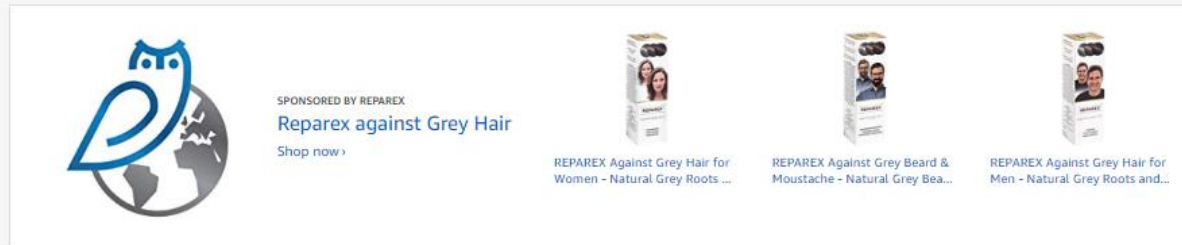
Ad products



Ad preview

Desktop ad preview

Where will my ad show?



SPONSORED BY REPAREX
Reparex against Grey Hair
Shop now >

REPALEX Against Grey Hair for Women - Natural Grey Roots ...

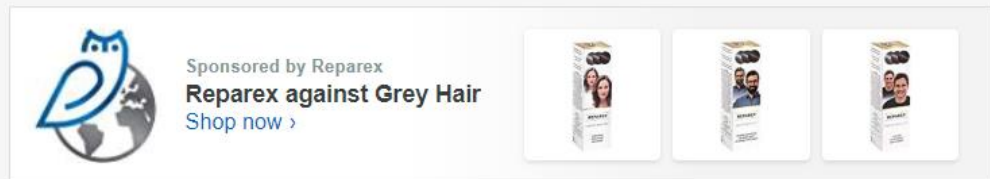
REPALEX Against Grey Beard & Moustache - Natural Grey Bea...

REPALEX Against Grey Hair for Men - Natural Grey Roots and...

Adjust images

Mobile ad preview

Where will my ad show?



Sponsored by Reparex
Reparex against Grey Hair
Shop now >

Adjust images

Mobile App

Where will my ad show?



Sponsored by Reparex
Reparex against Grey Hair >

Default keyword bid ?

£ 0.95

Automated bidding ?














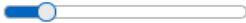


Allow Amazon to automatically optimise bids for placements below top of search.

Suggested ?

Enter keywords

Upload file

Suggested	Match type ?	Add all
hair treatment	Broad	Add
hair shampoo	Broad	Add
mens hair	Broad	Add
natural hair	Broad	Add
hair chalk	Broad	Add
grey hair	Broad	Add
men hair	Broad	Add
root touch	Broad	Add

Keyword	Match type 	Traffic 	Est. win rate 	Keyword bid 	Remove all
hair treatment	Broad	 High	50-75% win rate 	£ 7.00	Remove
hair shampoo	Broad	 Medium	50-75% win rate 	£ 1.99	Remove
mens hair	Broad	 Medium	50-75% win rate 	£ 7.09	Remove
natural hair	Broad	 Medium	50-75% win rate 	£ 1.35	Remove
hair chalk	Broad	 Medium	0-25% win rate 	£ 0.95	Remove
grey hair	Broad	 Medium	75-90% win rate 	£ 1.85	Remove

Optimalizácia kampaní

- Po spustení kampaní nechať 1-2 týždne bežať bez zmien
- Metriky dostupné v Amazon rozhraní
 - Impressions
 - Clicks
 - CTR
 - Spend
 - CPC
 - Orders
 - Sales
 - ACoS (Advertising Cost of Sales)

Optimalizácia kampaní

- Pri optimalizácii sa zameriavame na ACoS = PNO
- ACoS je potrebné si pre každý produkt vypočítať
- Berieme do úvahy:

- Cenu produktu
- Nákupnú cenu (výrobnú cenu)
- FBA Fees
- Ostatné (shipping, packaging,...)

$$\text{ACoS} = \text{Total Cost} / \text{Total Sales}$$

Optimalizácia kampaní

- Pomocou ACoS rovnaká optimalizácia ako v Google Ads a i.
- 0 impresií – skontrolovať slovo na produktovej karte a backend keywords
- Prechádzať Search Terms (dostupné len v exceli)
- Využívať Negative Keywords
- Sledovať aj celkové predaje, nie len PPC
- Externé nástroje:
 - Sellics
 - Ignite
 - Prestozon
 - SellerLabs

Amazon PPC vs. Google Ads

Rozdiely:

- Z Amazon reklamy len na web Amazonu
- Nie všetky typy reklamy pre všetkých
- Amazon bez modif. voľnej zhody
- Výpočet Ad Rank

Podrobnosti:

- CPC
- Cielenie na KW
- Organizovanie KW do Ad Groups
- Zaradenie reklám pred Organic
- Bidding
- Zhody KW (okrem modif. voľnej zhody)

Ad Rank Amazon

- CPC Bid x Ad Grade
 - CTR
 - Konverzný pomer
 - Celkový predaj
 - Product Title
 - Description
 - Product Features
 - Backend Keywords
- Ad Grade

Amazon PPC vs. Google Ads

- Nižšia CPC u všeobecných KW
- Vyššia CPC u Brand a produktových KW
- Vyšší konverzný pomer
- Vyššie ROAS – odlišné ciele užívateľov (pripravenosť kúpiť)

Amazon UK vs. Google Ads UK

Metriky	Amazon	Google Ads
CPC všeobecné KW	0,32 Eur	0,52 Eur
CPC Brand	0,07 Eur	0,21 Eur
KP všeobecné KW	2,3%	0,54%
KP Brand	13,4%	5,85%
ROAS	188%	164%

Otázkové okienko