

Increase Holiday Sales on Amazon with Sponsored Products Placements

Investing in Sponsored Products ads can significantly increase the visibility of your products and help ensure a strong holiday season for your brand on Amazon

This holiday season will be more competitive than ever and investing in the Amazon Sponsored Products program can help you stand out from competitors and achieve a strong holiday performance.

Amazon Sponsored Products placements can help:

- Improve search ranking on products featured in ads
- Expose new products to more customers faster
- Make it easier for you to be found during holiday, Prime Day and peak traffic days
- Efficiently drive traffic to items on price promotion
- Increase conversion by targeting products to specific segments

With the Sponsored Products program, you gain more control over product merchandising on Amazon.com. Amazon Sponsored Products is a cost-per-click ad (you pay only when a shopper clicks on your ad) unit that enables you to advertise products in many high-profile locations on Amazon.com – search result pages, product detail pages, thank you pages and across mobile search results – giving you maximum exposure to Amazon customers this busy holiday season.

Our team of ecommerce growth experts will assist with:

- Determining a strategy that is right for your budget and goals and is specific to your brand's competitive landscape
- Setting up automatic campaigns to improve your product visibility
- Selecting keywords, which control ad placement and can boost visibility of your products when customers search using keywords
- Developing a strong pricing strategy to help you win the Buy Box for your listings
- Providing ongoing strategic guidance to optimize bid levels, test campaign variations and monitor campaign performance



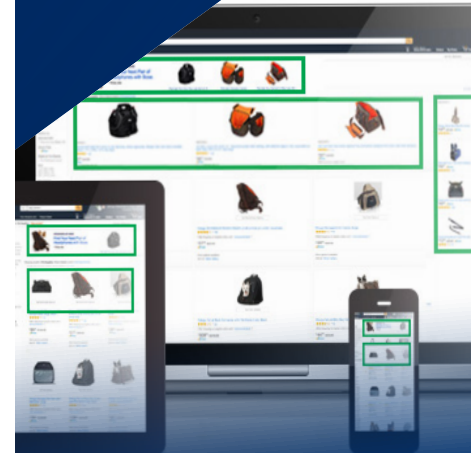
We want to make your holiday season a great success on Amazon.com. Our experienced Amazon team can set up, test, measure and enhance your ads so you make the most of your Sponsored Products ad program.

Contact your Account Manager or email hello@commercehub.com to get started with Amazon Sponsored Products.

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CommerceHub

is a distributed commerce network connecting supply, demand and delivery that helps retailers and brands increase sales by expanding product assortments, promoting products on the channels that perform, and enabling rapid, on-time customer delivery.

With its robust platform and proven scalability, CommerceHub helped over 12,000 retailers, brands, and distributors achieve an estimated \$20 billion in Gross Merchandise Value in 2018.

www.commercehub.com

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