Frequently Asked Questions

	Sponsored Products	Product Display Ads
What is it?	• Delivers relevant ads in search results based on keyword searches • When clicked, ad sends shoppers directly to your book's detail page from their search	• Delivers interest or product-targeted ads to customers on detail pages and Kindle E-readers, where eligible • When clicked, ad redirects shoppers directly to your detail page
What are the targeting options?	• Target by keyword, using recommended, custom keywords or auto-targeting	• Target by interest (book genre) • Target by related or relevant products, even outside of books
Where do ads typically appear on Amazon?	• Below search results • Below the fold on product detail pages	• On related product detail pages • On Kindle E-reader screensaver and home screen for eligible ads
How much does it cost?	• You control your spend by setting your bids and budget • You're only charged when customers click on your ad	
What are the eligibility requirements?	• Be available on Amazon.com • Be in eBook format • Be written in English • Meet the Book Ads Acceptance Policy	
How long do campaigns run?	• Continuously or select a custom date rage	• Select a custom date range
What reporting is available?	• Campaign and keyword-level sales reporting	• Campaign-level sales reporting

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