



HAPPY education
academy

Amazon Reklam Türleri Nelerdir?

- PPC: Pay Per Click
 - Sponsored Ads
- Sponsored Products
- Sponsored Brands
- Sponsored Display

New campaign United States

Choose your campaign type

Sponsored Products

Promote products to shoppers actively searching with related keywords or viewing similar products on Amazon.

Continue

[Explore Sponsored Products](#)

Sponsored Brands

Help shoppers discover your brand and products on Amazon with rich, engaging creatives.

Continue

[Explore Sponsored Brands](#)

Sponsored Display

Grow your business by reaching relevant audiences on and off Amazon.

Continue

[Explore Sponsored Display](#)

Want help from an Amazon Advertising specialist to create your first campaign? [Request a call](#)

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Sponsorlu Ürün Reklamları Oluşturmak

× New campaign Go back to campaigns Save as draft Launch campaign ?

Create campaign

Settings

[See Campaign settings guidance](#)

Campaign name ⓘ

Portfolio ⓘ

Start ⓘ **End** ⓘ

Daily budget ⓘ

Targeting

Automatic targeting
Amazon will target keywords and products that are similar to the product in your ad.

Manual targeting
Choose keywords or products to target shopper searches and set custom bids.

Sponsorlu Ürün Reklamları Oluşturmak

× New campaign Go back to campaigns Save as draft Launch campaign ?

Campaign bidding strategy ⓘ

[Choose your bidding strategy](#)

Dynamic bids - down only
We'll lower your bids in real time when your ad may be less likely to convert to a sale.

Dynamic bids - up and down ⓘ
We'll raise your bids (by a maximum of 100%) in real time when your ad may be more likely to convert to a sale, and lower your bids when less likely to convert to a sale.

Fixed bids
We'll use your exact bid and any manual adjustments you set, and won't change your bids based on likelihood of a sale.

▼ [Adjust bids by placement \(replaces Bid+\)](#) ⓘ

Create an ad group

An ad group is a group of ads sharing the same set of keywords and products. Consider grouping products that fall within the same category and price point range. You can edit your campaign after launch to create additional ad groups in campaign manager.

Settings

[Create an ad group](#)

Ad group name ⓘ

Sponsorlu Ürün Reklamları Oluşturmak

× New campaign Go back to campaigns Save as draft Launch campaign ?

Products ⓘ [Add the products you want to advertise](#)

Search Enter list Upload

Search by product name, ASIN, or SKU

Show: Newest first New [Add all on this page](#)

[Add variations](#) ⓘ

[Add variations](#) ⓘ

[Add variations](#) ⓘ

[Add variations](#) ⓘ

[Add variations](#) ⓘ

1-50 of 103 results

0 products

Add products

Sponsorlu Ürün Reklamları Oluşturmak

× New campaign Go back to campaigns Save as draft Launch campaign ?

1-50 of 103 results < >

Automatic Targeting Choose how much to pay for clicks

Set default bid ?
\$ 0.75

Set bids by targeting group ?

∨ Negative keyword targeting optional

∨ Negative product targeting optional

Save as draft Launch campaign

Sponsorlu Ürün Reklamları Oluşturmak

× New campaign [Go back to campaigns](#) [Save as draft](#) [Launch campaign](#) ?

Targeting

You can add multiple ad groups to your campaign, but you can choose only one targeting type per ad group.

Keyword targeting
Choose keywords to help your products appear in shopper searches.
[Learn more](#)

Product targeting
Choose specific products, categories, brands, or other product features to target your ads.
[Learn more](#)

Use this strategy when you know the search terms that customers use to search products similar to yours.

Use this strategy to help shoppers find your product when browsing detail pages and categories or searching products on Amazon.

Keyword targeting

[Select keywords to target](#)

Suggested	0 added								
<p>Enter list Upload file</p> <p>Bid ? Suggested bid</p> <p>Filter by ? <input checked="" type="checkbox"/> Broad <input checked="" type="checkbox"/> Phrase <input checked="" type="checkbox"/> Exact</p> <p>Keywords Match type Sugg. bid Add all</p> <p>There are no suggested keywords Try entering your own keywords</p>	<p>Remove all</p> <table><thead><tr><th>Keywords</th><th>Match type</th><th>Sugg. bid</th><th>Bid</th></tr></thead><tbody><tr><td></td><td>?</td><td>?</td><td>?</td></tr></tbody></table> <p>Apply All</p>	Keywords	Match type	Sugg. bid	Bid		?	?	?
Keywords	Match type	Sugg. bid	Bid						
	?	?	?						

Sponsorlu Marka Reklamları Oluşturmak

× New campaign Go back to campaigns Save as draft Submit for review ?

Create campaign

Settings

Campaign name ⓘ

Portfolio ⓘ

Start ⓘ **End** ⓘ

Budget ⓘ

Create portfolios to organize campaigns, set budget caps, and track performance.

Choosing no end date means your campaign will run longer, and a longer timeframe can give you better insights on search terms and keyword performance to further optimize your campaign.


Most campaigns with a budget over \$30.00 run throughout the day. ⓘ

Sponsorlu Marka Reklamları Oluşturmak

× New campaign Go back to campaigns Save as draft Submit for review ?


Ad format ⓘ

Product collection




Promote multiple products from a landing page of your choice.

Store spotlight New



Drive traffic to a Store, including subpages.

Video



Feature a single product with an autoplaying video.

Landing page ⓘ

Store on Amazon (must have 4 or more pages, each with 1 or more unique products)

Sponsorlu Marka Reklamları Oluşturmak

× New campaign [Go back to campaigns](#) [Save as draft](#) [Submit for review](#) ?

Creative

Brand name and logo

Characters remaining: 30

[Edit logo](#)

Products

Change or reorder products below.

1 2 3

[Change product](#)

Headline

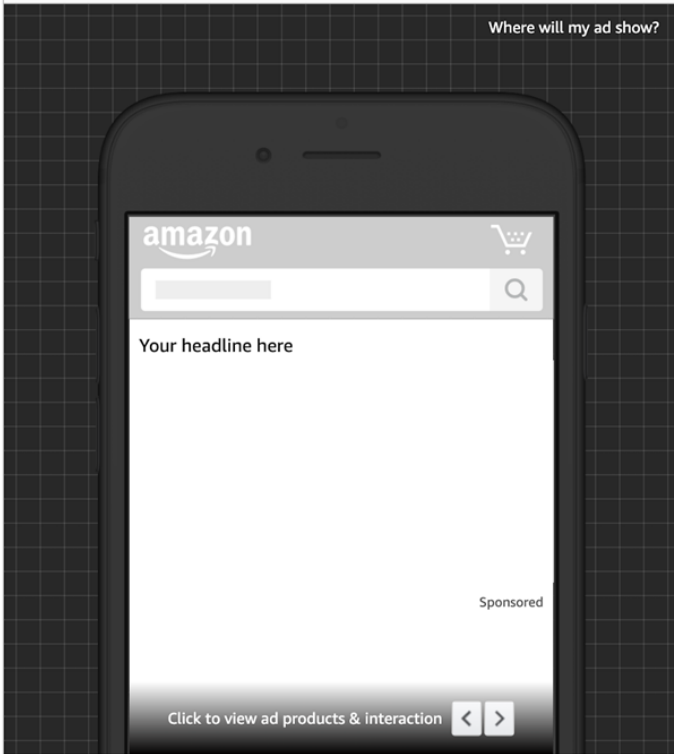
Characters remaining: 50

Custom Image beta

Include a custom image in supported placements

Ad preview Top of search: Mobile ad 1 of 4

Where will my ad show?



Sponsored


Click to view ad products & interaction

Sponsorlu Marka Reklamları Oluşturmak

× New campaign [Go back to campaigns](#) [Save as draft](#) [Submit for review](#) ?


Ad format ⌵

Product collection




Promote multiple products from a landing page of your choice.

Store spotlight New



Drive traffic to a Store, including subpages.

Video



Feature a single product with an autoplaying video.

Landing page ⌵

Amazon Store (including subpages)

New landing page
Choose products to display on the landing page for your ad. At least 2 products on the landing page must be available for purchase at all times, or the campaign will be paused.

Sponsorlu Marka Reklamları Oluşturmak

× New campaign Go back to campaigns Save as draft Submit for review ?

Products

Search Enter list Upload

[Add all on this page](#)

0 products

Add a minimum of 3 products.
We recommend adding at least 5 products to reduce the likelihood of campaign pauses if products go out of stock.

1-50 of 101 results

DİNLEDİĞİNİZ İÇİN
TEŞEKKÜRLER!