

Amazon x Search Advertising: What are the opportunities?

Shopping in Search Advertising: Why is it important?

The shift to a working from home economy as a result of the COVID-19 pandemic has accelerated the digital habits of consumers in the UK, with shopping online now an entrenched part of our daily lives. As a result, ecommerce has become increasingly central to the performance strategies of many brands, particularly those in the retail sector.

For search marketers, it is imperative to adapt to these behavioural changes and understand the advertising opportunities that exist for clients across shopping websites and results pages.

Several search platforms have introduced shopping ads as a core mechanic within their offerings, but nowhere is this more engrained than across Amazon's suite of search products.

Understanding the search engine offering on Amazon

Before diving into the intricacies of what is on offer, it is important to fully understand the environments in which shopping queries are searched.

Shoppers visit ecommerce stores such as Amazon to discover, research and compare, not just to buy. In fact, 69% of customers' shopping queries on Amazon start without a brand, and of those that do, 25% are shopping across multiple brands.

This is indicative of the opportunity that exists for brands to not just close business, but to win new business with a savvy shopping strategy in place.

Platforms such as Amazon are capable of capturing billions of shopping signals a day to help understand what customers may be interested in. These insights are woven directly into the advertising solutions they can provide, enabling a brand's products to automatically appear at the top of relevant results pages.

How is this different to other search engines?

Whilst there are several similarities between search advertising on an ecommerce store and search advertising on Google or Microsoft Bing, it's important that advertisers recognise the intrinsic differences between search engines of both types:

- Long-tail vs short-tail: Whilst advertisers are actively encouraged to optimise towards long-tail keywords on Google's system, consumers are less likely to engage with an ecommerce site in this way. Queries involving questions are uncommon, and the majority of product searches will be short and to the point. Take this into consideration when optimising your product descriptions.
- External linking: Unlike Google, Amazon functions within itself. Its algorithm focuses on the keywords users are searching solely within their own ecosystem, taking into account previous sales, customer reviews and retail readiness of the product page. It is important for both SEO and SEM that products are optimised for 'Retail Readiness' which works as the equivalent of landing page quality on the Amazon platform. There is, however, no benefit from external links leading to a product page as there is with other SEO and SEM algorithms.
- Clicks vs conversions: Amazon's algorithm is designed for selling products, as opposed to selling ads. Ads do exist on Amazon, but the main driving metric is different to other search platforms

What does this look like in practice?

Search shopping ads exist in a plethora of formats, with recent innovations in the space seeing new opportunities for brands. Amazon's suite of search products currently includes:

- Sponsored Products: Sponsored Products are cost-per-click (CPC) ads that promote individual product listings on Amazon. The ad creative is automatically generated for you, and with automatic targeting, Amazon will match your ads to shopping queries and products and position them prominently to users.
- Sponsored Brands: Sponsored Brands are CPC ads that spotlight your brand at the top of a search engine results page (SERP). You can customise the headline to call out your brand message and display examples of your product selection.
- Sponsored Brands Video: This is a new Sponsored Brands format that includes video creative. Ads are keyword targeted, cost-per-click and link customers directly to the product detail page where they can learn more and purchase.
- Stores: Stores allow you to showcase your brand and products in a multi-page shopping experience. You can create and customise a dedicated brand destination on Amazon with a self-service store at no additional cost.

To find out more about some of the success stories that brands have had using ecommerce search engine marketing, take a look at the case studies and resources on Amazon's site [here](#).