

Getting Started with Product Ads

1. Upload Product Information

We support the following file formats for product ads:

Amazon Product Ads file is uploaded in two steps:

1. Create a new product file from our [Product Ads file template](#), or [modify an existing product file](#). Five product attributes are required in a product file: [Category](#), Title, URL link, SKU, and Price. To increase your product views in Search and Browse results, we suggest including Strongly Recommended and Recommended attributes. This will put your products in front of more Amazon customers.
2. Upload the file by using one of the following options:
[Manual upload through Seller Central](#). Use this option for once-a-week uploads of small (up to 10MB) files.
[Upload with FTP](#). Use this option for frequent updates or for files that are greater than 10 MB in size. To use this option, [first activate your Product Ads FTP account](#).

Yahoo! Store file can be uploaded in one of three ways:

1. [Manual upload](#) of a Yahoo! Catalog (catalog.xml) file
2. [Upload with FTP](#). To use this option, you must first [activate your Product Ads FTP account](#).
3. [Automatic synchronization](#) with Yahoo! Store. Provide the URL to your Yahoo! Store catalog. We will use this URL to obtain your product catalog, and will automatically update your product ads on a daily basis.

Make sure that your Yahoo! Store attributes match Product Ads attributes by viewing our list of [Available Attributes by Category](#).

Google Base file can be uploaded in one of two ways:

1. [Manual upload through Seller Central](#).
2. [Upload with FTP](#). To use this option, you must first [activate your Product Ads FTP account](#).

When including [basic or enhanced attributes](#), make sure they match Product Ads attributes by viewing our list of [Available Attributes by Category](#). Note that the attribute headers must be prepended by c: and contain underscores (_) – for example, **c:product_ads_category**

Once you have uploaded your product file, [review the uploaded ads](#) and [address any upload-related errors and warnings](#).

2. Set Daily Budget

[Set your budget](#) to ensure that your listings go live as soon as you upload the product feed. The daily budget is the average amount you are willing to spend every day over a calendar month.

3. Set Shipping Rates

To set one shipping rate for all your products, use the [Shipping Settings functionality](#), found under the **Settings** tab in Seller Central. To set a shipping rate for a specific product, include that product's shipping cost in the shipping field in the feed.

Beyond the Basics

Set Bids

When you open a Product Ads account, your [bids will default to the minimum](#) for each product category. Any new bid value you set must meet or exceed the minimum; if it does not, your ad will not be displayed. Your bid represents the highest amount you are willing to pay for a click. Your bid also helps determine where your items appear on product detail pages.

Monitor Performance

We provide several reports to track your clicks and spend. You can monitor the performance of your ads [over time](#) or [by category](#), or use the [Performance by SKU](#) report to view the click and impression activity for each of your ads. These reports, as well as your [invoice history](#), are available under the Reports tab in Seller Central.

Set Notification Preferences

Notifications, which can be [critical](#) or [informational](#), keep you informed about your Product Ads account. To receive notifications, you will need to keep your e-mail address current. To update your account, start in Seller Central, click the **Settings** tab, click **Notification Preferences**, click **Edit**, and then make any needed changes. You can also add additional email addresses to direct these e-mails to other people in your company.

Five Ways to Ensure Your Success

1. Keep your product information—prices, availability, and selection—current. Upload a new feed when your product information changes.
2. Familiarize yourself with [Product Ads Content Guidelines](#). Take immediate action if you receive a content violation notice to avoid suspension of your ads or account.
3. Add attribute data to your product feed. This helps build detailed and helpful product pages, and gives customers the information they need to make a purchase decision.
4. Receive Seller Support by [phone or e-mail](#) (log in required). This link is available at the bottom of every Seller Central page.
5. Get more tips and learn best practices from our [Seller Support blog](#), [webinars](#), and our vast array of [help topics](#). Stay up-to-date with Product Ads by reading our [newsletter](#).