

Advertising with Product Ads

Step-by-step instructions to creating your
account and ads on Amazon.com

Table of Contents

1. Create Your Product Ads account	page 2
2. Choose Your Feed Type	page 2
2.1 Product Ads formatted txt files	
2.1a Create a New Feed Using the Product Ads Template	page 2
2.1b Modify an Existing Feed	page 4
2.2 Yahoo! Store Catalog.xml feed	page 8
2.3 Google Base Feed	page 8
3. Options to Upload Your Product Information	page 8
3.1 Manual Upload through Seller Central	page 8
3.1a Amazon Product Ads txt file	page 8
3.1b Upload Yahoo! Store Catalog. xml	page 9
3.1c Google Base Feeds	page 10
3.2 Upload Using FTP	page 11
3.2.a Activating Your Product Ads FTP Account	page 11
3.3 Yahoo! Store Sync	page 12
4. Creating Your Feed File	page 14
4.1 Requirements for Creating your Product Ads	page 14
4.2 Add Customizable Fields for Yahoo! and Google Sellers	page 14
4.3 Add More Detailed Product Data	page 15
5. Set Your Shipping Rates	page 15
6. Optimize Your Product Feed	page 16
7. View Your File Processing Report	page 16
8. Review Category Bids	page 17
9. Set Your Daily Budget	page 17
10. Set Your Account Notifications	page 18
11. Review Products Uploaded to Your Account	page 18
12. View Product Report	page 18
Top Tips for Success	page 18
Getting Started on Product Ads Checklist	page 19

Advertising with Product Ads

Put your products in front of millions of Amazon.com customers with Product Ads. This Getting Started Guide provides you with step-by-step instructions to creating your account and ads on Amazon.com. It includes tips for product data and optimizing your ads over time.

Benefits of Product Ads

- Access to tens of millions of customers shopping on Amazon.com
- No monthly fees and no minimum spend
- Drive traffic to your website
- You control the brand and buying experience on your website

Getting Started with Product Ads

1. Create Your Product Ads account

Register as a Product Ads Seller by visiting productads.amazon.com and click on the Sign Up for Product Ads button.

To register, you will need the following information:

- US credit card and billing address
- US phone number where you can be reached
- Business name
- Business address
- Business contact information

2. Choose Your Feed Type

Once your account is created, you need to submit your product information. This information will be used to create your ads on Amazon.com. There are various ways to upload your product information. You can submit a feed manually through Seller Central, upload your feed using FTP, or sync your account with your Yahoo Store. If you want to submit your products in a feed, here are the types of files you can upload:

- Amazon Product Ads formatted text file (.txt)
- Yahoo! Store Catalog.xml file
- Google Base .txt file

2.1 Product Ads formatted txt files

2.1a Create a New Feed Using the Product Ads Template

If you do not already have a product feed, you can create a Product Ads feed. Start by downloading the template from Seller Central.

Go to the Products tab in Seller Central and select the "Upload Amazon Product Ads File" from the dropdown menu located under number 1. You will be presented with the option to download the template.

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product ads

HOME | HELP | LOGOUT

PRODUCTS | BIDDING | REPORTS | SETTINGS

Search GO!

Upload Product Ads | View Products | Download Product Report | Use FTP

Merchant: Web Site: www.amazon.com

Upload Products

Product Ads supports a variety of methods for you to upload your products to the Amazon catalog. [Learn more](#)

1 Select Upload Option

Upload Options: Upload Amazon Product Ads File

2 Locate File to Upload

Need the Product Ads template? [Click here.](#)

Locate Your File: Browse...

Note: If your file is above 10MB, please use [FTP](#).

Upload

Help Section

- » What is the Product Ads file?
- » Which fields are required?
- » Which fields are recommended?
- » What value should I use for Category?
- » How do I save the Product Ads file as a tab-delimited .txt file?

Didn't find your answer? [Learn more](#)

The Product Ads template is a spreadsheet that describes what product information is required. Within the file template are several worksheets (tabs).

Overview tab has instructions for using the template.

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Congratulations, you are three steps away from listing on Product Ads.

1 Fill in the template

Select the FeedTemplate tab and fill in the template with your product information paying special attention to required fields. Do not change the header names. Some example data is on the right, and more detailed information is located in the Attribute Definitions tab.

2 Save a copy of the template as a .txt file

Once you have completed entering your products save a copy of your template as a Text (Tab delimited) (*.txt) file, our system only accepts this format. Make sure you are on the FeedTemplate tab when you save your file as Text.

3 Upload your file

Log into SellerCentral.com and select the Products tab. From here you will be able to select the .txt file you just created and upload it to our systems.

Example Template Data

For detailed information on the data fields, formatting or requirements, click on the Attribute Definitions tab or in the Help section of the Seller Central website.

Required Fields	
Category:	mjwebsiteDirectory>Category>Grouping
Title:	Samsung LN52A550 52-Inch 1080p LCD HDTV
Link:	http://www.YourCompany.com/product/detail.html
SKU:	12345678910
Price:	123.45
Strongly Recommended Fields	
Brand:	Ralph Lauren, Linksys, Reebok, Rolex
Department:	mens, womens
UPC:	000123456789
Image:	http://www.YourCompany.com/product/image.jpg
Description:	This is a one paragraph description of the product
Manufacturer:	Olympus, adidas
Mfr Part Number:	SB-122
Enhanced/Recommended Fields	
Shipping Cost:	5.67
Shipping Weight:	12.34

Overview | Attribute Definitions | Feed Template

Attribute Definitions tab provides definitions and examples of what to include in each column in the **Feed Template** tab.

Attribute	Category	Definition and Use	Type	Accepted Values	Examples
Required Fields					
Category:	All	While we make the final match, you must suggest a category for your item. It is generally best to use your own descriptive website categories when classifying the offers in your feed.	String	To see our category guidelines, click here .	Good=Home > Bed and Bad=Gifts>Halloween
Title:	All	Indicates the product name. Your title should be descriptive and accurate. It should be between 4-8 words long and include information like Brand, Model, Manufacturer, Model Number, Product Name and Defining features.	String	An alphanumeric string; 100 characters maximum. To avoid an error, do not include any of the following: HTML tags, hard returns, quotation marks or any special characters. Some examples of special characters not to use are *, \$, &, +.	Good=Samsung LN52A Bad=Rack Coat,2HK C
Link:	All	This is an extremely important field, since this will be the URL that directs customers to the product on your Web site.	URL	The URL must be fully-formed and valid. Be sure to include http:// on your links.	Good=http://www.compe Bad=www.companynam
SKU:	All	A unique identifier for each product, assigned by you. After you have established a SKU for a product do not change it.	String	An alphanumeric string; 40 characters maximum. SKUs are case sensitive	Good=1H3400 Bad=Duplicate SKUs or Good=\$9.95 or 1000.00 Bad=\$6.50 or \$3.760
Price:	All	Indicates the price of your product (should reflect the price on your website).	Number	List the product price in US dollars, without a \$ sign, commas, text, or quotation marks. Do not include taxes, shipping costs, rebates, coupons, or bulk discounts.	
Strongly Recommended Fields					
Brand:	All	The product line name from the manufacturer.	String	An alphanumeric string; 50 characters maximum.	Polo, Bravia, Kleenex
Department:	Apparel	Indicates the department in which the apparel product is found.	String	An alphanumeric string; 50 characters maximum.	mens, womens, boys, t
UPC:	All	Indicates your product's 12 digit UPC (Universal Product Number). Providing a UPC will allow us to quickly determine if your product is unique and, if so, award it its own Detail Page. Without a UPC we will try to match your listing to an existing product detail page. If there is no match, we will create your listings but they will only show on similar related items.	Number	A number, 12 characters. Include any leading zeros, do not remove or insert any characters or spaces.	798888465012 or 06836
Image:	All	This will be the main image for your product. In an Amazon test, we found that adding a good quality image to a detail page increased page views by >60% and orders by >25%.	URL	Image pixel dimensions of at least 500 pixels on the longest side. A minimum of 1000 pixels on the longest side is preferred. Acceptable file formats are JPG and GIF. We do not accept redirects, URL must be fully-formed and valid (no spaces, and include the http://). To view all image requirements click here	http://www.companynam
Description:	All	The description should complement your title since it allows you to provide more details about your product.	String	An alphanumeric string; 2,000 characters maximum. To avoid an error, do not include any of the following: HTML tags, hard returns, quotation marks or any special characters. Some examples of special characters not to use are *, \$, &, +.	The new Worm Cherry a model the look of a well
Manufacturer:	All	Enter the manufacturer. Do not use your store name in this field unless you are the manufacturer. This is a very important field because it is keyword searchable.	String	An alphanumeric string; 50 characters maximum.	OLYMPUS, adidas
Mfr part number	All	If applicable, please submit the manufacturer's part number for the product. For most products, this will be identical to the model number, however, some manufacturers distinguish part number from model number.	String	An alphanumeric string; 40 characters maximum.	SB-122
Enhanced/Recommended Fields					

Feed Template tab is where you enter your product information.

Category	Title	Link	SKU	Price	Brand	Department	UPC
e.g.=Home > Bed and >Bathroom > Bathtubs	e.g.=Samsung LN52A550 52-Inch 1080p	e.g.=http://www.companynam.com/prc	e.g.=1H3400	e.g.=59.95	e.g.=Polo	e.g.= mens	e.g.=798888465012
e.g.=Home > Furniture> Sofas	e.g.=Jonathan Louis Alexis Reclining Mic	e.g.=http://www.companynam.com/prc	e.g.=182699	e.g.=100	e.g.=Bravia	e.g.= unisex-adult	e.g.=683610120981

When you have finished adding your product information, use the Save As option to save the Feed Template as a Tab Delimited Text file (.txt).

2.1b Modify an Existing Feed

The data requirements for Product Ads are similar to the requirements for other cost-per-click programs. In many cases, you can simply change the column title on an existing file and then uploading it to Amazon through Seller Central. [Learn more](#)

Below are five steps that will guide you through modifying an existing file so you can use it for Product Ads.

1. Log in to your Seller Central account.
2. Go to Help and click on the link to "Modify existing Data File to upload Product Ads"
3. Click the button that corresponds with the type of feed you already use. Use the table as a guide to modify the header row field names of an existing feed to match the Product Ads requirements.

Note: Product Ads requires the exact field name, but the order of the columns is not important.
















4. Update any tracking codes you have in the Links to your product pages for your Amazon Product Ads.
5. Save your file as a tab delimited text file (.txt).

Here are images of tables displayed when modifying the field names of other cost-per-click program feed files to Product Ads:

Converting a Shopzilla.com feed to a Product Ads feed

<div style="display: flex; justify-content: space-around; margin-bottom: 5px;"> Shopping.com Shopzilla.com </div> <div style="display: flex; justify-content: space-around;"> Nexttag.com Google.com </div>	
Shopzilla.com Field Names	Product Ads Field Names
Category	Category
Manufacturer	Manufacturer
Title	Title
Description	Description
Link	Link
Image	Image
SKU	SKU
UPC	UPC
Condition	
Shipping Weight	Shipping Weight
Shipping Cost	Shipping Cost
Bid	
Promo Text	
Quantity on Hand	
Price	Price
	Required Fields
	Strongly Recommended
	Recommended
	Field will be ignored

Converting a Shopping.com feed to a Product Ads feed

<div style="display: flex; justify-content: space-around; margin-bottom: 10px;"> Shopping.com Shopzilla.com </div> <div style="display: flex; justify-content: space-around;"> Nextag.com Google.com </div>	
Shopping.com Field Names	Product Ads Field Names
MPN	 SKU
Manufacturer Name	 Manufacturer
UPC	 UPC
Product Name	 Title
Product Description	 Description
Product Price	 Price
Product URL	 Link
Image URL	 Image
Shopping.com Categorization	 Category
Stock Availability	
Stock Description	
Ground Shipping	 Shipping Cost
Weight	 Shipping Weight
Zip Code	
Color key for Product Ads Fields	Required Fields
	Strongly Recommended
	Recommended
	 Field will be ignored

Converting a Nextag.com feed to a Product Ads feed

<div style="display: flex; justify-content: space-around; margin-bottom: 5px;"> Shopping.com Shopzilla.com </div> <div style="display: flex; justify-content: space-around;"> Nextag.com Google.com </div>	
Nextag.com Field Names	Product Ads Field Names
Unique Product Identifier	SKU
Product Name	Title
Description	Description
Price	Price
Click-out URL	Link
Category	Category
Image URL	Image
Stock Status	
Product Condition	
Ground Shipping	Shipping Cost
Weight	Shipping Weight
Cost-per-Click	
Marketing Message	
	Manufacturer
	UPC
	Required Fields
	Strongly Recommended
	Recommended
	Field will be ignored

Color key for Product Ads Fields

2.2 Yahoo! Store Catalog.xml feed

If you have a Yahoo! Store, you can use this product information on Amazon.com. All you need to do is export your store catalog to xml feed. Here's how:

1. Make your Yahoo! Store file accessible for export

Before we can directly import your Yahoo! Store file, you must first make it accessible for export to third parties by enabling the Export of Store Contents feature. Learn more about [how to enable the Yahoo! Store export feature](#).
2. Obtain the URL in the xml format for your exportable Yahoo! Store file

Once you have enabled your Yahoo! Store file for export, it will be automatically published to a URL ending in catalog.xml. You will need this URL if you want to sync your Product Ads account to your Yahoo! Store products.

Product Ads does not support Legacy Yahoo! stores. We support catalog.xml files from Yahoo! Catalog Manager. We do not support objinfo.xml files. Learn more about [migrating to Catalog Manager](#).

2.3 Google Base Feed

Google Base sellers can submit their tab-delimited (.txt) Google Base file (as described in Google Base support [here](#).)

3. Options to Upload Your Product Information

3.1 Manual Upload through Seller Central

3.1a Amazon Product Ads txt file

3.1b Upload Yahoo! Store Catalog. xml

3.1c Google Base Feeds

3.2 Upload Using FTP

3.3 Yahoo! Store Sync

3.1a Amazon Product Ads txt file [Learn more](#)

Step 1: Choose the Upload Amazon Product Ad File option from the dropdown menu to upload your products using our Product Ads Template. This includes files which have been modified for Product Ads.

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product ads

PRODUCTS | BIDDING | REPORTS | SETTINGS

Upload Product Ads | View Products | Download Product Report | Use FTP

Merchant: Your Company Web Site: www.amazon.com

Upload Products

Product Ads supports a variety of methods for you to upload your products to the Amazon catalog. [Learn more](#)

1 Select Upload Option

Upload Options: Upload Amazon.com Product Ads tab-delimited file (.txt) ▼

Note: It is your responsibility to keep your product information accurate and up-to-date (including pricing, URL, product name, etc.).

2 Locate File to Upload

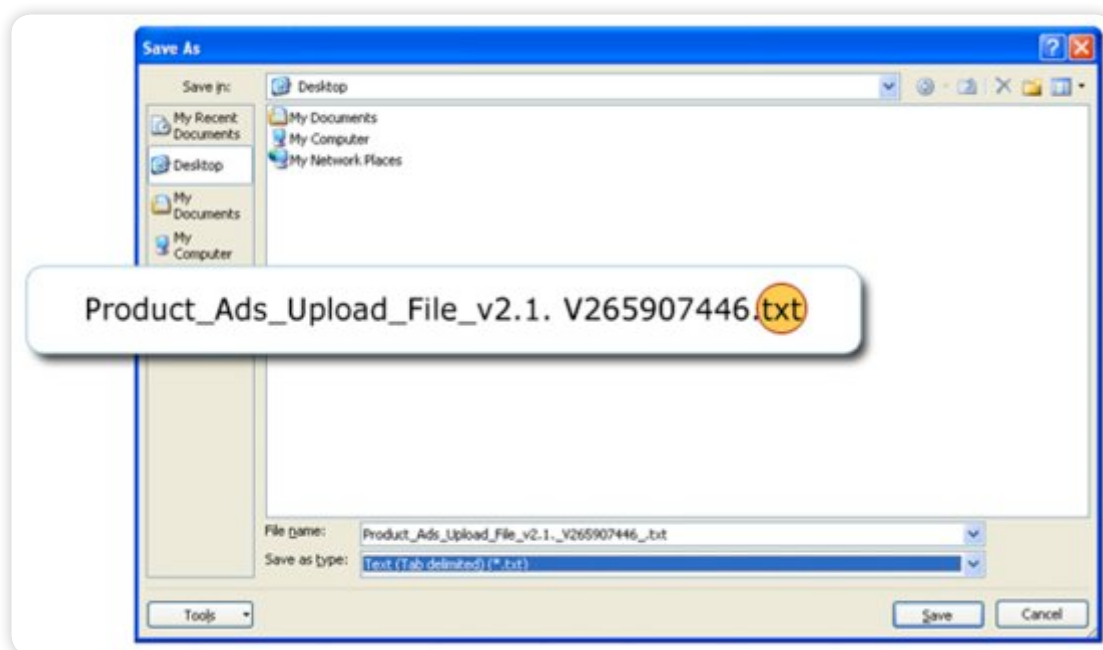
Locate Your File: Browse...

Note: If your file is above 10MB, please use [FTP](#).

Need the Product Ads template? [Click here.](#)

Upload

Step 2: Locate and Upload file



3.1b Upload Yahoo! Store Catalog. xml

To upload your Yahoo! Store catalog, save your catalog.xml from Catalog Manager on Yahoo!. Go to the Upload Product Ads tab in Seller Central on Amazon. Once there, use the dropdown menu in Step 1 to select "Upload Yahoo! Store Catalog .xml".

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PRODUCTS | BIDDING | REPORTS | SETTINGS

Upload Product Ads | View Products | Download Product Report | Use FTP

Merchant: Your Company | Web Site: www.amazon.com

Upload Products
Product Ads supports a variety of methods for you to upload your products to the Amazon catalog. [Learn more](#)

1 Select Upload Option

Upload Options: Upload Amazon.com Product Ads tab-delimited file (.txt) accurate

- Upload Amazon.com Product Ads tab-delimited file (.txt)
- Upload Google Base tab-delimited file (.txt)
- Upload Yahoo! Store file (catalog.xml)
- Sync Your Yahoo! Store

Find your Yahoo! Store catalog file by using the “Browse” button (remember that the file needs to have a catalog.xml extension) and clicking the “Upload” button.

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PRODUCTS | BIDDING | REPORTS | SETTINGS

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Merchant: Your Company Web Site: www.amazon.com

Upload Products

Product Ads supports a variety of methods for you to upload your products to the Amazon catalog. [Learn more](#)

1 Select Upload Option

Upload Options: accurate

- Upload Amazon.com Product Ads tab-delimited file (.txt)
- Upload Google Base tab-delimited file (.txt)
- Upload Yahoo! Store file (catalog.xml)
- Sync Your Yahoo! Store

View Processing Report

Uploaded	Batch#	File Type	Method	Activated	Errors	Total	Processing Report
5/27/2009	2451839202	Yahoo! XML	Manual	702	1	703	Download (.txt)
5/25/2009	2447965142	Yahoo!					
5/25/2009	2447954702	Yahoo!					

2 Locate File to Upload

Locate Your File:

3.1c Google Base Feeds

Upload your Google Base feed (.txt)

To upload your Google Base feed, go to the Upload Product Ads tab in Seller Central. Once there, use the dropdown menu in Step 1 to select “Upload Google Base feed”.

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PRODUCTS | BIDDING | REPORTS | SETTINGS

Upload Product Ads | View Products | Download Product Report | Use FTP

Merchant: Your Company Web Site: www.amazon.com

Upload Products

Product Ads supports a variety of methods for you to upload your products to the Amazon catalog. [Learn More.](#)

1 Select Upload Option

Upload Options:

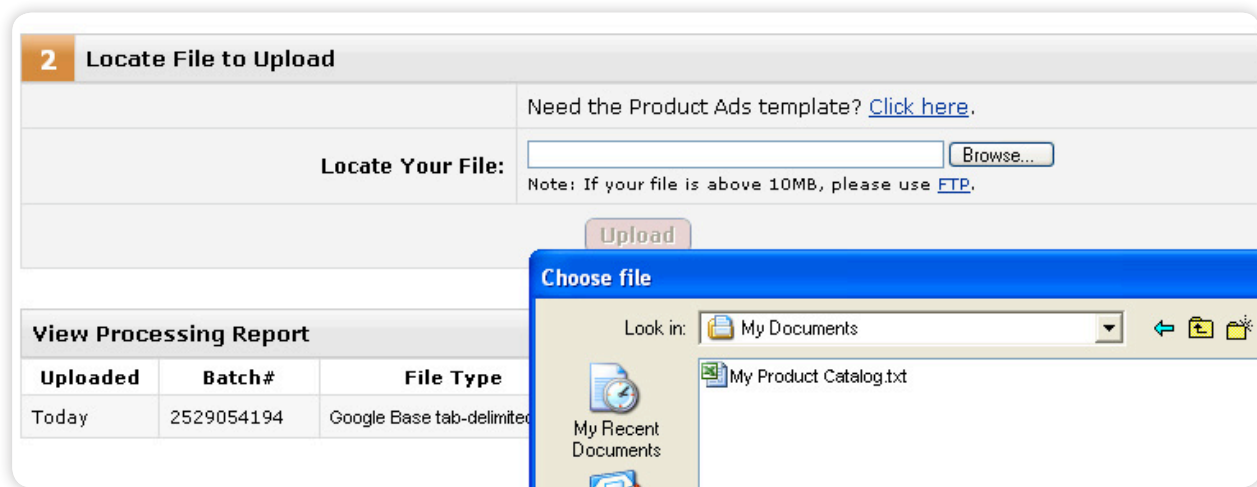
- Select one
- Upload Amazon Product Ads tab-delimited file (.txt)
- Upload Google Base tab-delimited file (.txt)
- Upload Yahoo! Store file (catalog.xml)
- Sync Your Yahoo! Store

2 Locate File to Upload

Locate Your File:

Need the Products Ads template? Click [here](#).

Find your Google Base feed file by using the “Browse” button (remember that the file needs to have a txt extension) and clicking the “Upload” button.



3.2 Upload Using FTP

We accept Amazon Product Ads formatted .txt files via FTP. We do not accept Google Base .txt feeds or Yahoo! Store Catalog. xml files via FTP. In order to use FTP you must first activate your Product Ads FTP account.

3.2.a Activating Your Product Ads FTP Account

Before you can connect to the Product Ads server, you need to activate your FTP credentials.

To activate your FTP User name and Password, go to the Products Tab and click the “Use FTP” link just below the tabs. From there, click Activate. Your FTP Password will display, along with your User name, and our server location (productads.amazon-digital-ftp.com).

Your FTP User name and Password combination is not the same as the combination you use to log in to Seller Central.

For security reasons, we do not store your FTP password in Seller Central. We strongly recommend that you keep a record of your password in a safe location. If you forget your password, simply go back to the “Use FTP” page to generate a new one. It can take up to 30 minutes for us to activate your FTP account or for a password change to take effect.

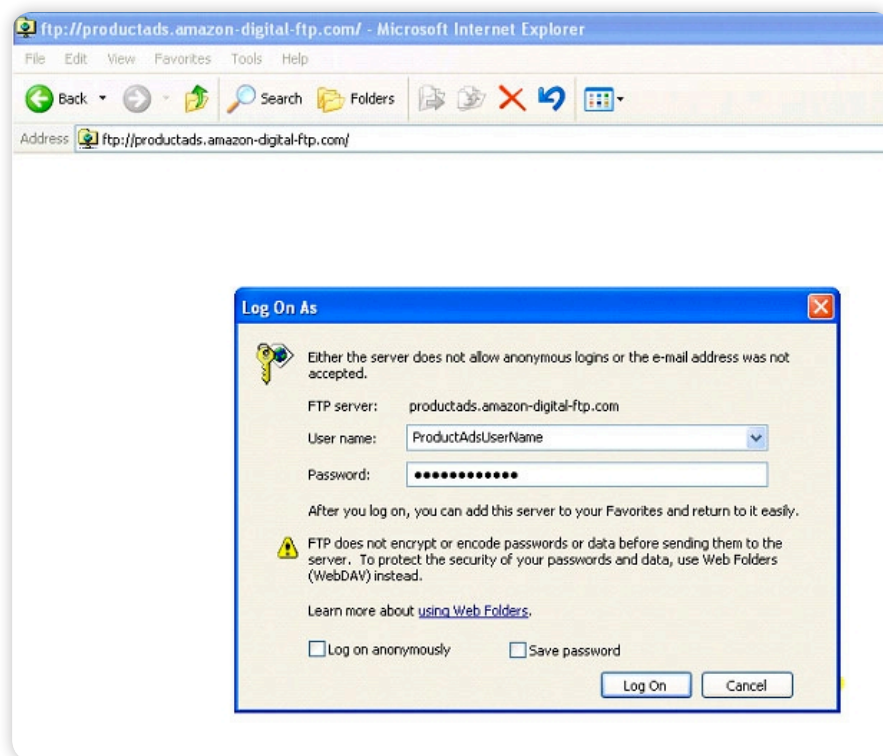
Once your Product Ads FTP account has been activated, you have several options for submitting your data file. Below we have highlighted two common methods.

Option 1: Load your data file using an internet browser

We recommend using this option if this is your first time using FTP.

1. In a new Internet browser window, go to <ftp://productads.amazon-digital-ftp.com>.
2. You will be prompted to enter your FTP User name and Password. Enter this information and click Log On (the button name may be different, depending on which browser you are using).

You will be connected to the FTP server even though you may see blank screen.



3. You can now drag and drop your data file onto the browser window and wait for the file to transfer. Once we begin processing the file it will no longer be visible in the browser window. To confirm that we are processing your file, log into Seller Central and look in the Upload Product tab.

Option 2: Load your data file using an FTP client

Savvy FTP users may prefer using an FTP client.

For this option, an FTP client must be installed on your computer. If you do not already have an FTP client, there are several free versions that you can download from the Web. We do not endorse any specific FTP clients, but two commonly-used clients are FileZilla and Fetch.

Once you have an FTP client installed, follow these steps to submit your data file:

1. Open your FTP client and configure it for Product Ads by entering the following information into it: Host: productads.amazon-digital-ftp.com
2. User Name: Your Username can be found in Seller Central on the Use FTP page
3. Password: Your Password can be found in Seller Central on the Use FTP page
4. Click to connect to our server. In FileZilla, this button is called "Quickconnect."
5. Use the "Local Site" directory browser to locate your Product Ads data file on your computer.
6. Drag your file to the "Remote Site" area to Transfer it to our FTP host. When the transfer

3.3 Yahoo! Store Sync

Sync to your existing Yahoo! Store Catalog. The existing Yahoo! Store catalog option is recommended for most merchants and should only take a few minutes to complete.

1. Make your Yahoo! Store file accessible for export
Before we can directly import your Yahoo! Store file, you must first make it accessible for export to third parties by enabling the Export of Store Contents feature. Learn more about how to enable the [Yahoo! Store export feature](#).
2. Obtain the URL in the xml format for your exportable Yahoo! Store file
Once you have enabled your Yahoo! Store file for export, it will be automatically published to a URL ending in catalog.xml. Make a note of that URL, as you will use it in Step 3.

If you have a Legacy Yahoo! store, you will need to look into migrating to Yahoo! Catalog Manager as we only accept catalog.xml files and not objinfo.xml files. Learn more about [migrating to Catalog Manager](#).

If you do not use Yahoo! Catalog Manager, you will not be able to sync your Yahoo! store. Please choose from one of our other methods such as uploading via the Product Ads Template. Learn more about how to [upload your product ads](#).

3. Provide us with your catalog.xml URL in Seller Central
Once you have your catalog.xml URL, log into Seller Central and go to the Upload Products tab. Then use the dropdown menu in step 1 to select "Sync your Yahoo! Store."

Then enter your catalog.xml URL in Step 2 in the box labeled "Yahoo! Catalog.xml URL". Finally, click on the "Activate Sync" button.

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PRODUCTS | BIDDING | REPORTS | SETTINGS

Upload Product Ads | View Products | Download Product Report | Use FTP

Merchant: Your Company | Web Site: www.amazon.com

Upload Products

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1 Select Upload Option

Upload Options: accurate

- Upload Amazon.com Product Ads tab-delimited file (.txt)
- Upload Google Base tab-delimited file (.txt)
- Upload Yahoo! Store file (catalog.xml)
- Sync Your Yahoo! Store

View Processing Report

Uploaded	Batch#	File Type	Method	Activated	Errors	Total	Processing Report
Yesterday	2572594614	Yahoo! XML	Sync	95	9	104	Download (.txt)
7/24/2009	2561886436						
5/18/2009	2434713360						

2 Sync Your Yahoo! Store

Yahoo! Catalog.xml URL:

Note: In order for us to connect to your store you must enable the [Export of Store Contents](#) feature using the Yahoo! Store Manager.

Activate Sync

At this point your sync will be activated. It will take 5 minutes for the sync to appear in the View Processing Report section.

4. Creating Your Feed File

4.1 Requirements for Creating your Product Ads

The Amazon.com system uses the product information you provide to create, categorize and target your ads. To create your ads, you will need, at a minimum, the following information: Category, Title, Link, SKU and Price for each of your products.

Below is a description of each of these values including some tips:

Category: Descriptive value telling us what type of product you are listing. You may want to use your website category. For example: Home > Kitchen > Tableware > Utensils

Title: A maximum of 100 characters. Include brand, manufacturer, model, descriptive title and key features. For example: "Nine West Women's Yogini Rain Boot". Do not include HTML tags, hard returns, quotation marks, abbreviations or special characters.

Link: Provide the URL that directs customers to the product page on your website. The URL must be fully-formed including http://. Please make sure your URLs are accurate and up-to-date.

SKU: A unique identifier for each product created and assigned by you. Once you have assigned a SKU for a product do not change it or re-use it for a different product.

Price: List the product price in US dollars, without a \$ sign, commas, text, or quotation marks. Do not include taxes, shipping costs, rebates, coupons, or bulk discounts.

The content in your Product Ads feed must fairly and accurately represent the product advertised and the website to which customers will click through to purchase your products. Make sure your product information follows our [Product Ads Content Guidelines](#). Your account may risk suspension or your ads may be rejected if they do not comply with these requirements.

4.2 Add Customizable Fields for Yahoo! and Google Sellers

If you use a Yahoo! or Google Base file, we recommend you add the following fields to your feeds. These additional fields will allow you to manage your product mix and ensure the best categorization on Amazon.com. These three fields are:

- **product-ads-exclude**— Let us know which products you do not want to be listed on Amazon.com. Populate the field with a "Yes" for each product that you want excluded from Product Ads.
- **product-ads-category**—We use the data in your Yahoo! Store file to classify your products into the Amazon.com catalog. Populate the fields with the catalog data of your product you would like us to read.

Example of Good Categorization:

- Home & Garden > Bedding & Bath > Bedding > Bedspreads & Coverlets
- Baby Products > Bathing & Skin Care > Bathing Tubs & Seats

Examples of Bad Categorization:

- Receivers and Speakers (REASON: conflicting / mutually exclusive information, choose either "Receivers" or "Speakers")
- Gifts for Her (REASON: too broad, merchandising information that does not describe the product)

- **product-ads-description**—To create a Product Ads specific description or to avoid HTML-errors in your Yahoo! Store Catalog product description (we do not accept HTML in that field), simply populate the field with the description of your product you would like us to use. Remember not to include HTML and limit your description to a 2,000 character maximum.

4.3 Add More Detailed Product Data

Product Ads provides over 30 fields for addition product information. Adding content to your product pages helps increase the visibility of your products and enhances the customer shopping experience.

Strongly Recommended Fields include- Brand, Department, UPC, Image, Description, Manufacturer, Manufacturer part number.

Recommended Fields include- Age, Band material, up to 5 Bullet points, color, Color and finish, Computer CPU speed, Computer memory size, Digital Camera Resolution, Display size, Display technology, Flash drive Size, Flavor, Gender, Hard disk size, Height, Included RAM size, Item package quantity, up to 5 keywords, League and Team, Length, Material, Maximum age, Memory Card Type, Metal type, Minimum age, Model Number, Operating system, Optical zoom, up to 8 images, Screen Resolution, ring size, Scent, Shipping Weight, Shipping Cost, Size, Size per pearl, Theme HPC, Total Diamond Weight, Watch movement, Weight, and Width.

Learn more about these additional data fields [here](#). Please note that not all attributes are used for all types of products and some attributes are category specific. Be sure to review the table in our Help section that describes each attribute and the category of products that will benefit most from each attribute.

To add custom fields to your Yahoo! Store Catalog you will need to create additional custom fields in your catalog. Learn more about [creating custom fields in your Yahoo! Store catalog](#).

For Google Enhanced feeds attribute headers must include the “c:” underscore (_) fieldname, eg. “c:_fieldname”. This is to ensure that your file stays 100% compatible with Google. For more information on adding these enhanced attributes, view Google Base support on this topic [here](#).

5. Set Your Shipping Rates

Set your shipping rates in your account or include shipping costs in your Product Ads File. If you do not add this information your ads will be display with the messaging “No shipping info”. Amazon customers expect to see the total price for products. Listings for products that do not include a shipping rate will be ranked below listings that do include shipping rates.

There are three ways to set shipping prices for your products using the Shipping Settings feature in Seller Central:

- Flat fee per shipment - Use this option to set a fixed shipping price that will apply to all your products. If you want to set free shipping for all products, you can select this option and enter 0.00 in the “Per shipment fee” box.
- By product price - Use this option to set different shipping rates based on product price range
- By weight - Use this option if you charge shipping based on product weight.

Alternatively, you can submit specific shipping rates for each individual product in your Product Ads feed. You can use your feed to set shipping rates for some or all of your products. Simply use the Shipping Cost field of your feed. These shipping rates will override any rates set with the Shipping Settings feature in Seller Central for the specific product. To use the information from the Shipping Settings feature, delete the rates from your feed and upload the file.

[Learn more](#)

6. Optimize Your Product Feed

1. **Add UPCs to your feed.** Using UPCs (Universal Product Codes) will increase the accuracy and efficiency of matching your products to current product pages and creating new ones. It is the fastest way to make your items discoverable by customers.
2. **Provide descriptive product titles.** With millions of products on Amazon, good product titles help customers discover and choose the right product. Include information like Brand, Model, Manufacturer, Model Number, Product Name and Defining features.
Example, "Nine West Women's Yogini Rain Boot"
3. **Include high resolution images on white backgrounds.** In an Amazon.com test, we found that adding a good quality image to a detail page increased page views by >60% and orders by >25%. The product should occupy 80% of the total image. We recommend your images are at least 500x500 pixels in size and in JPG and GIF formats. We do not accept redirects, URL must be fully-formed and valid (no spaces, and include http://).
4. **Add more product information.** Providing attribute information like Brand, Department, Description, Manufacturer, Manufacturer part number and multiple images will help customers find and select your products.
5. **Include relevant additional fields.** Adding color, size and material will help customers learn about your products before they click through to your website. Adding information like search terms will help customers discover your products.

7. View Your File Processing Report

Once you upload a file, review the Processing Report to confirm that it was processed. You will also be able to read details of any specific errors that need to be fixed. You can find the downloadable .txt Processing Report in the Seller Central>Products tab>Upload Product Ads.

Visit our Help pages to view a list of the [Most Common Error Codes](#)

If your Product Ads file is large, it may take some time for the file to process. If the file is above 10MB, please use FTP.

8. Review Category Bids

Your bids will automatically default to the minimums for each bidding category. In order to stay competitive with other sellers, adjust your bids to reflect the highest amount you are willing to pay per click. The final cost you will be charged is \$0.01 more than the next highest bid. [Learn more](#)

Manage Bids
Use this form to set your category bids. Your bids must meet or exceed the category minimum for your Product Ads to be displayed. Remember to save your bids by clicking the "Save changes" button. [Learn More](#).

Category	Minimum Bid	Current Bid
Electronics and Office total products: 567, products with bids: 518	\$0.40 - \$1.25	\$0.00 - \$1.27
Camcorders (17)	\$1.00	\$ 0.00
Camera Accessories (43)	\$0.50	\$ 0.52
DVD Players and Recorders (16)	\$0.70	\$ 0.72
Digital Cameras (181)	\$0.70	\$ 0.72
Electronics Accessories and Supplies (13)	\$0.50	\$ 0.53
GPS (25)	\$1.00	\$ 0.00
HDTVs, Plasma, LCD and Projection TVs (79)	\$1.25	\$ 1.27
Handhelds and PDAs (2)	\$0.70	\$ 0.73
Home Audio (8)	\$0.70	\$ 0.73
Home Theater Systems (6)	\$1.25	\$ 0.00
Lenses and Filters (1)	\$0.70	\$ 0.00
MP3s, Portable Audio And Video (3)	\$0.70	\$ 0.73
Miscellaneous Audio and Video (42)	\$0.70	\$ 0.73
Miscellaneous Camera and Photo (3)	\$0.70	\$ 0.73
Miscellaneous Electronics (34)	\$0.40	\$ 0.43
Office Electronics and Accessories (58)	\$0.40	\$ 0.43
Office Equipment (20)	\$0.70	\$ 0.53
Office Supplies (8)	\$0.40	\$ 0.74
Optics (2)	\$0.50	\$ 0.53
Standard Televisions (6)	\$0.70	\$ 0.74

Set bids for subcategories individually

Set all bids for a category to the minimum bid.

[Set all Electronics and Office bids to minimum](#)

9. Set Your Daily Budget

You will need to set your budget for your ads to go live. You can control how much you spend in a calendar month. To calculate your daily budget, divide your desired monthly spend by the number of days in the month. This is your daily budget and the amount you enter in your account.

To enter the amount, simply click the "Bidding" tab and then click "Daily Budget" in the sub-navigation bar just under the tabs, there you'll find a Daily Budget box. [Learn more](#) You can adjust your daily budget at any time.

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product ads

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PRODUCTS | BIDDING | REPORTS | SETTINGS | Search | GO!

Manage Bids | **Daily Budget**

Merchant: [Your Company](#) Web Site: [www.amazon.com](#)

Daily Budget
Your CPC bids will be automatically set to the category minimums. Make sure to set your budget now so that once you upload your feed your listings will go live immediately. [Learn more](#).

Daily Budget: \$ 100.00

[Update](#)

10. Set Your Account Notifications

Notifications are designed to keep you up to date on the most important events involving your Product Ads account. There are two types of notification - critical and informational. We will automatically notify you when critical activities require your immediate attention (payment failures, content violations and Yahoo! Store sync failures.) Informational Notifications about feeds, budget and bids, are optional. Provide at least one email address for each type of notice to direct this information to the right person in your company.

To set up your notifications, go to the Settings tab and go to the Account Info page. Click through to the Notification Preferences page and specify the e-mail addresses to which you'd like Amazon to send each type of notice. [Learn more](#)

Informational	
Payment success:	<input checked="" type="radio"/> Send <input type="radio"/> Don't send <input type="text" value="yourStore@gmail.com"/> Add Another
Feed upload reminders:	<input checked="" type="radio"/> Send <input type="radio"/> Don't send <input type="text" value="yourStore@gmail.com"/> Add Another

11. Review Products Uploaded to Your Account

You can view and manage the Product Ads you have uploaded to Amazon.com in your most recent data file. When in the Product Info section of Seller Central, simply click on "View Products" to see your uploaded product data to your account. [Learn More](#)

12. View Product Report

To see the status and categorization of your successfully uploaded Product Ads, download your tab-delimited file Product Report. This file can be opened in any spreadsheet application. [Learn more](#)

Top Tips for Success

- Update your feed daily to ensure you are reflecting current prices, availability and selection.
- Take immediate actions if you receive content violations. Being offline costs you sales.
- List all your selection to drive more traffic to your website.
- Add more product data in your feed to help build robust product pages. Give customers all the product information they need to know about your products.
- Get Technical Support by [phone or email](#) or best practices from our [Seller Blog](#) and [online tutorials and webinars](#).

Getting Started on Product Ads Checklist

- Register for Product Ads
- Choose Your Feed Type
- Select Your Feed Upload Option
- Create Your Feed
- Set Shipping Rates
- Optimize Product Information
- View File Processing
- Review Category Bids
- Set the Daily Budget
- Set Account Notifications
- Review Products Uploaded in Seller Central
- View Product Report