

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. Including Strongly Recommended and Recommended attributes will expose your ads in more search and browse results, putting 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 10 MB) 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 two ways:

[Manual upload](#) of a Yahoo! Catalog (catalog.xml) file

[Automatic synchronization](#) with Yahoo! Store. In this option you provide the URL to your Yahoo! Store catalog. With this URL we will obtain your product catalog on a daily basis updating your product ads.

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

Google Base file is uploaded manually, with the [basic or enhanced attributes](#). Please make sure that your attributes match by viewing our list of [Available Attributes by Category](#). Note that the attribute headers must include the c: and contain the underscores (_).

Select an appropriate file format and upload your product file, then [view the uploaded ads](#) and, if needed, [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 Amazon Central. To set a shipping rate for a specific product, use that product's shipping field in the feed. [Learn more](#).

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. It also helps determine where your items appear on product detail pages. [Learn more](#).

Monitor Performance

We provide several reports to track your clicks and spend. 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, keep your e-mail address up to date: in Seller Central click the **Settings** tab, click **Account Info**, then click **Edit** to make any necessary changes. You can also add additional email addresses to direct these e-mails to other people in your company.

Ensure Your Success, with Good Practices

Keep your product information—prices, availability, and selection—current. Upload a new feed when your product information changes.

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.

Add attribute data to your product feed. This helps build robust product pages and gives customers the information they need to make a purchase decision.

Get Seller Support by phone or e-mail. (Log in required. This link is available at the bottom of every Seller Central page.)

Get 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](#).