

# Amazon Pay-Per-Click 101

Using PPC ad campaigns to increase conversions & Amazon rank

## What is PPC (Pay-Per-Click)?

In Amazon advertising, PPC (Pay-Per-Click) is the payment model where marketers pay only when users click their ads. Advertisers bid on keywords, and relevant searches trigger a display on Amazon's platform.

## How does it work?

In a PPC campaign, advertisers bid on specific keywords or target criteria relevant to their products or services. When a user searches for those keywords or matches the specified targeting criteria, the ad may appear in the search results or on relevant websites and social media platforms.

## What are the benefits?

 Increased visibility for products	 Pay only for clicks received	 Targeted advertising to relevant audiences	 Potential for higher sales & conversions	 Control over ad budget & bidding strategies	 Measurable & trackable results	 Ability to adjust campaigns in real-time
--	---	---	---	---	---	---

## How can PPC Entourage help?

PPC ads are a powerful strategy for Amazon sellers to boost visibility and drive sales.

**PPC Entourage has been designed to help sellers optimize and customize PPC campaigns to maximize ad revenue, slash ACoS, and improve profit margins.**

- ✓ Detailed, customizable reporting helps sellers stay aware of progress
- ✓ Implement changes across campaigns in seconds instead of hours with Bulk Engine
- ✓ Keyword recommendations help optimize to increase conversions on ads & listings
- ✓ Customizable PPC automation & bulk campaign management with Smart Pilot

Find out more about how to  
optimize your PPC campaigns here:



**PPC Entourage**  
by Carbon6