

PPC in Amazon explained for first time advertisers: what to start with and why

If you are selling your product on Amazon for the first time, understanding **PPC in Amazon** can feel very confusing. However, the fact is that it's one of the easiest ways to get your product in front of customers who are ready to buy.



With Amazon PPC, you are only charged when a person clicks your ads, so it's totally safe for both beginner and pro-level sellers. It helps new products to gain visibility, generate sales and quickly improve your ranking on search results. In this guide, we will teach you how Amazon PPC works, what to start with, and why it is the most appropriate starting point for a new advertiser.

What Is PPC in Amazon?

PPC on Amazon is an advertising system that allows you to display your product advertisements to Amazon shoppers. You charge people only when they click your advertisement. Amazon applies this method to display products according to what people are searching for.

For example, when you type wireless headphones, Amazon displays sponsored advertisements of headphones. If your advertisement is placed there, you have higher chances of gaining more views and more sales. This is where **Amazon PPC Advertising** becomes very useful. It helps your products be at the right time and place, even when your product is new.

Why New Sellers Should Use PPC

Many new sellers think they should wait before trying ads. However, PPC is beneficial to beginners the most. Here's why:

Quick product visibility

If your product is new, then it is very hard to rank on search results. **Advertising Solutions on Amazon** makes you appear on search pages on the first day itself.

You reach shoppers who are ready to buy

Amazon users usually come with a buying mindset. With PPC, your products are seen in front of individuals who are actively searching.

You control the budget

With **Amazon PPC Management**, you can set a small daily budget and test what actually works for you.

You gather important data

Amazon provides information on purchases, keywords and clicks. This helps you in enhancing your product listing and subsequent campaigns.

Types of Amazon PPC Ads

Before you start this, you need to know the three main types of ads. All of them have a different mechanism of action, and as a beginner, you need to choose them wisely.

Sponsored Products

This is the easiest and most favored type of ad for first-time users. These advertisements display your personal product in the search results and product pages.

Sponsored Products are ideal for beginners due to:

- They are easy to set up.
- You can start with automatic targeting.
- They provide you with fast information to put on your listing.

The majority of first-time seller's start with Sponsored Products since it offers the most optimal cost and outcomes.

Sponsored Brands

These advertisements display your business logo, a personalization headline and several items. They are positioned on the first page of searches.

You can use Sponsored Brands only if you have Brand Registry. Beginners can skip this at the initial stage unless they have a desire to advertise numerous products together.

Sponsored Display

These advertisements give your product presence inside and outside of Amazon. They can be used to retarget individuals who had previously looked at your product and failed to make a purchase.

What First-Time Advertisers Should Start With

If this is your first time using [Amazon PPC Advertising](#), keep things simple. Here's the easiest and safest way to begin.

Step 1: Start With Automatic Campaigns

Automatic targeting means Amazon decides on its own where to display your ad. This is a perfect choice for beginners because:

- Amazon plants its data to match your product.
- It identifies the keywords that are relevant to you.
- It displays terms to search that really work.
- You do not need to run it on a huge budget.

Allow at least 7-14 days for the automatic campaign. In the process, Amazon will gather all important search information that you can use for the next steps.

Step 2: Create a Manual Campaign with Best Keywords

Following the automatic campaign, you will receive the list of the keywords that generated sales. You can now come up with a manual campaign with such performing keywords.

This helps you:

- Control your spending
- Bid more on your best keywords
- Rank better with time
- Reduce wasted ad spend

At this point, it is significant to use appropriate **Amazon PPC Management**. Proper management of keywords will help you maximize profits and will not waste much money.

Step 3: Enhance Your Product Listing

Even if your ads are good, you need a strong product listing to get conversions. Make sure that your product page contains:

- Clear images
- Bullet points with benefits
- An easy and uncomplicated product name
- A detailed description
- Competitive pricing
- High-volume keywords in the background

Advertisements may attract traffic, yet it is a proper listing that will make the shopper eventually purchase your product.

Step 4: Set the Right Budget

You do not need to have a huge budget when you are initiating your first PPC campaign. Start with a small and comfortable sum which suits your goals.

Keep your bids just a little higher than Amazon's suggested bid so your ads have a better chance of showing.

Going small will assist you in gathering valuable information, knowing what is effective, and reducing your risk as you develop.

Conclusion

Using **Amazon Advertising Solutions** is one of the fastest and most reliable ways for new sellers to get visibility and sales. Understanding how Amazon PPC Advertising works, Amazon Advertising Solutions and Amazon Pay Per Click Advertising, you will be able to control your cost and promote your product in the ranking. With consistent management, PPC becomes your strongest tool for growing your Amazon business.