

DIGISNARE TECHNOLOGIES

AMAZON ADS Training

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Amazon Ads Course Syllabus

Introduction

- How to start Amazon PPC
- What is Amazon PPC?
- Why is PPC important for Amazon sellers?
- How to create an Amazon PPC strategy
- Choosing which type of Amazon PPC ad is right for your business

Types of Amazon PPC ads and targeting strategies

- Sponsored Product ads
- Automatic targeting
- Manual targeting
- Sponsored Brand ads
- Sponsored Display ads

How to Control ACOS / ROAS

- Brands Awareness
- Boost Order Volumes with Low ACOS
- New Product Launch Strategy
- Reports
- Certification
- Sales Strategy

Account & Campaign Setup

- Campaign Optimization
- Reporting & Insights
- How to rank via organic



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