



Advertising in Amazon's Store Resources

Tuesday, July 9th, 2024

In this session, learn the fundamentals of advertising in Amazon's store to improve product visibility, reach new customers, and sell your products with efficiency. Discover advertising solutions for every budget and various mechanisms and strategies, such as Amazon Pay Per Click (PPC), Sponsored Brands, negative keyword targeting, and much more. We will also share information on the resources and programs Amazon has to help enable small business success.

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- [Advertising Cost of Spend \(ACOS\)](#)
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- [Amazon Ads Help Page](#)
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