



Amazon Video Advertising-

A detailed guide for sellers



Amazon Video Advertising – A Detailed Guide For Sellers

Description

More than 300 million people use Amazon each month globally, and the United States alone has more than 148 million Prime subscribers.

If you are a seller, advertising on Amazon Video may do wonders for your brand, traffic, clicks, and ultimately, sales. This is a powerful way to reach customers and help them make informed decisions about their purchases. Amazon has multiple requirements that a video must meet before it can be published. We will learn the finest Amazon advertising methods to increase your brand's visibility on Amazon. So, let's get started!

What Are Amazon Sponsored Brands' Video Ads

Video ads are an important part of Amazon advertising that can help sellers boost brand awareness and generate conversions. They are keyword targeted, paid on a cost-per-click basis, and can appear on mobile and desktop search result pages.

The most effective type of video for marketing is a product-focused video. This type of ad is 3.6 times more likely to drive purchases.

They're also a more engaging way to communicate with shoppers since they attract more attention than text or images. Users also retain 95% of a message when they watch a video compared to 10% when reading it in text.

A key consideration for creating a successful video ad is choosing the right product and imagery to match your target audience. It's also important to consider your brand and what messages you want to convey in your video.

Guidelines For Creating An Amazon Video Ad Campaign

Creating an Amazon video campaign can be a daunting task. There are many parameters to abide by, It's a good idea to familiarize yourself with the guidelines and requirements for Amazon video creatives. By doing so, you can ensure that your video is optimized for the platform.

- Adding text to your video can be a great way to add information and support your message, but it is crucial that the on-screen text is readable.
- Amazon recommends using a font, such as Helvetica, at a minimum size of 80 px with text in white over a black bounding box set to 80% opacity.
- You can also use audio in your video to make it easier for shoppers to understand the messaging.
- It's also a good idea to incorporate the logo at the start and end of the video to give it more impact.

Why Should You Use Amazon Video Ads?

[Amazon video ads](#) are a unique opportunity for sellers to showcase their products in a way that can catch the attention of potential customers. Only one video ad is shown per search page, so it's crucial to create top-quality videos that will impress potential buyers straight away.

Higher CTR-

The click-through rate (CTR) of video advertisements is 7.5 times greater than that of display ads on average. Videos are more interesting to watch and are better at grabbing people's attention than images. On a screen that is typically still, anything that moves will always stand out more than the other content.

You can illustrate a product demo video-

If your product has a hands-on component, showing them how to use it will increase the likelihood that they will purchase it. Video, in whatever form, gives customers a sense of what it's like to use your product.

Most people learn visually-

The majority of people (about 65%) prefer to learn through visual materials, which is why so many services are shifting to video. Because of this, a moving ad is more likely to elicit a response from a visual learner. You've seen this in action if a blog's readership increased after the author included a fantastic infographic in an article.

Different Types Of Amazon Sponsored Video Ads

amazon-vedio-advertising-banner

Image not found or type unknown

The types of Amazon video ads you can run on Amazon vary according to your product and customer needs, but they all share a common goal: to help shoppers find your products online. This can be done by using keywords, SEO, video ads, and other ad formats that align with your goals and target market.

1. Amazon Sponsored Brand Videos:

These ad units are available to professional sellers enrolled in the Amazon Brand Registry and appear on mobile and desktop search results on pages. They automatically play as users scroll down the page and are muted until clicked on. The ad units can be resized to fit the space available and are one of the most cost-effective forms of advertising on Amazon, with some of the lowest ACoS (Advertising Cost of Sale) of any ad type.

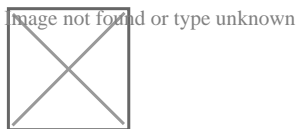
2. Sponsored Display Video ads

Sponsored Display ads appear in various locations by targeting audiences outside of Amazon's purchasing results based on various shopping signals. This video format enables advertisers to exhibit their products and brands via engaging storytelling (e.g. tutorials, demos, unboxing, and testimonials). Using a video ad format, advertisers targeting Sponsored Display audiences will be able to increase consideration for their products and brand on and off Amazon.

3. Amazon Interactive Ads:

These ad units allow users to interact with a video using their voice or TV remote. These ad units are currently in beta testing, but they can increase your visibility to customers who browse Amazon for movies, TV, music, and other entertainment content.

4. Amazon Streaming TV Ads:



Source- Amazon

Streaming TV ads are often video ads that play in full screen and cannot be skipped. These ads might play before, during, or after streaming content such as TV shows or movies. These can be viewed in PC, mobile, and linked TV contexts, although the vast majority of them are provided on Television. These ads can help you find the most relevant customers in their purchasing journey on and off of Amazon while increasing your reach and sales.

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Best practice for using Sponsored video ads

Source- Amazon

Video ads are a great way to reach potential customers, but they must be created according to Amazon's guidelines. They must also meet certain file size and resolution requirements.

Whether you're a beginner or an experienced marketer, there are some important tips for creating high-quality Amazon video ads. To make the process easier, you can use ready-to-use promotional video ad templates that are fully customizable in terms of fonts, colors, and filters.

- The best practice for using sponsored video ads is to keep the length of your ad 10 seconds. This will allow you to quickly relay your message and increase the chances that a customer will click through to your product listing.
- In addition, you should create a short loop at the end of your video to make it look as if the video never ended. This will keep the customer engaged and ensure that they aren't distracted by other ads on the page.
- Keep your Amazon video ad brief and straight to the point. Most viewers don't have the patience to watch long videos, so make sure you deliver your message as quickly and clearly as possible.
- You should also ensure that your ad doesn't exceed the maximum length of three minutes. This will decrease the chances of your video getting rejected, as it can be too long for the average customer's attention span. If you do need to add more than three minutes, make sure you have a strong call to action. This should be clear in your title, subtitles, and text, and include a link to your product page.
- Finally, you should consider adding a mute button to your ad to avoid interruptions by viewers who don't want to listen to the sound. This will ensure that your ad can be seen by the widest audience possible, and it will increase the likelihood of people watching the full ad.
- You should also include your logo and product images to help customers recognize your brand and trust it. This will help them stay on your page and take the next step toward buying your product.
- You can also include a mute toggle button in the video, which means customers can mute it as soon as they're ready to watch. You'll also need to make sure that your video meets all of the file requirements set by Amazon, such as size and resolution.

Conclusion

Need assistance developing an effective video marketing strategy for Amazon? Paxcom has supported some of the world's largest brands in developing their online presence on Amazon. We can assist you in navigating the Amazon ads process. Several of Paxcom's services, such as eCommerce promotion management, content and design, developing brand stores, eCommerce advertising, and custom data analytics, are utilized by brands to expand their sales and market reach.

We can assist with more details at – info@paxcom.net

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