



Amazon Advertising

LOYAL BUYERS, HIGH INTENT

TARGETING

Keywords – Phrase,
Exact, Broad, Negative

AD TYPES

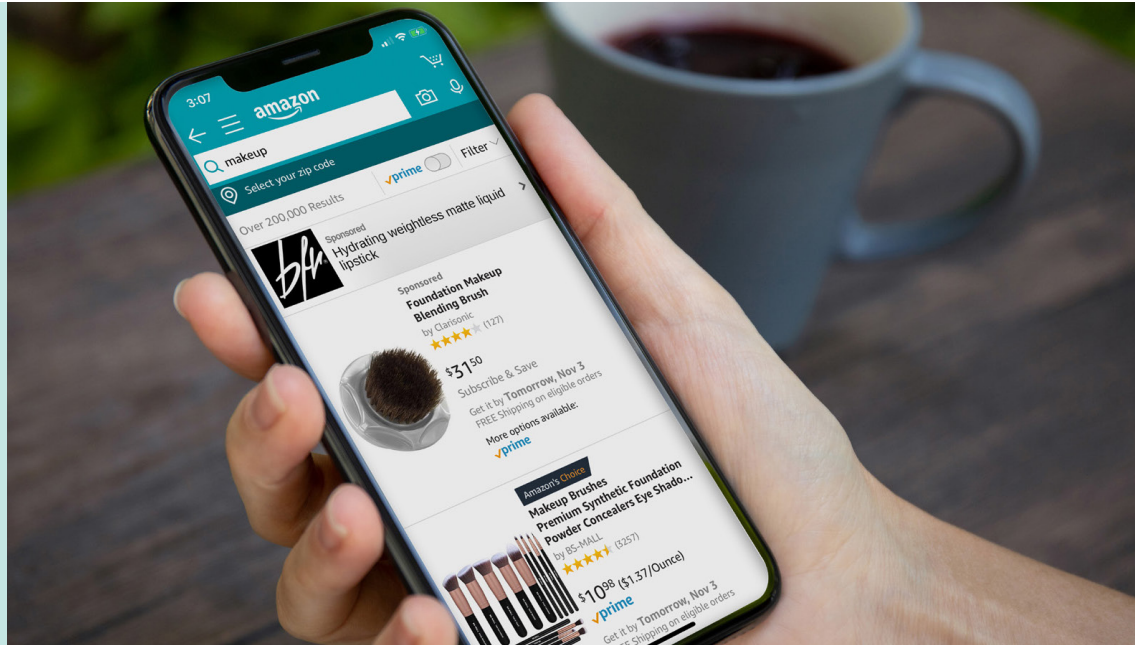
Sponsored Products

FEATURES

- Rules-Based Optimization
- Dayparting
- Aggregate Keyword Optimization
- Search Query Report
- Bulk Import/Export
- Keyword Suggestions
- Automated Reporting

COMING SOON

- Sponsored Brands Reporting/Editing
- ASIN Reporting
- Alerts
- Forecasting
- Custom Metrics
- Detailed Product Info
- Pacing Dashboard
- Sync
- Data Visualization
- Labels
- Ads Preview



We're very excited by our relationship and integration with Amazon, which will enable our clients to advertise their products across various Amazon Advertising placements and leverage the power of Scope to scale and optimize performance. And given where we see Amazon's ad offering potentially going, we're confident this is just the beginning.

SEIF HAMID, SVP STRATEGIC OPERATIONS, 4C

Execute

Scale campaigns with ease using proprietary 4C tools that help you maximize efficiency through workflow automation and streamlining.

Further resources available:

Rules-Based Optimization

Define efficiency metrics & performance goals across campaigns, ads & keywords.

Automate bid, budget, status against custom rule conditions & determine when they run.

Smart Groups

Analyze

Automate campaign pacing, optimize using predictive data science, and evaluate performance alongside other channels.

Further resources available:

Report Center

Automate reporting & pacing data delivery via web query, Amazon S3, SFTP, or email.

Understand keyword performance across all accounts.

Pacing Dashboard