

The Essential Guide

Amazon

Sponsored Products



OnlineSales.ai

Content

Chapter 1. What Are Amazon Sponsored Products?



Chapter 2. Why should you use Amazon Sponsored Products?



Chapter 3. Are Amazon Sponsored Products Worth It?



Chapter 4. Categories Eligible for Amazon Sponsored Products



Chapter 5. Pricing



Chapter 6. How To Get Started with Amazon Sponsored Products?



About OnlineSales.ai

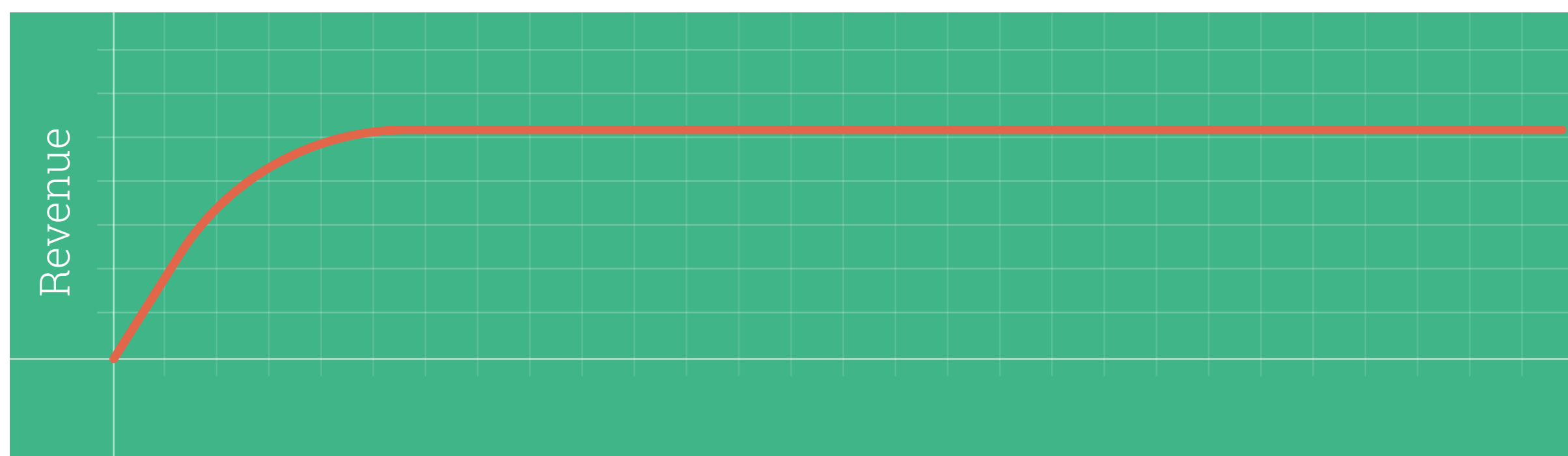


So, you're a seller on Amazon. You sell shoes. (or clothes or kitchenware etc.) You have created a product catalog that people would love to buy. The pricing is competitive.

The shipping is all set. (Fulfilled by Amazon/Fulfilled by Merchant).

You think, "Any moment now, I will be swamped with orders that I can barely keep up with." You tell yourself, "I am ready!"

Days pass, months pass, and the big orders never come. They've just plateaued. You are desperately hoping to turn this around. Sounds familiar? Then read on...



You are not alone. Many Amazon sellers go through these exact same concerns. Just like you, they are lost in a pool of sellers and hope to turn this around to ramp up their sales, and earn higher profits.

How? Well, the solution has been staring right at you all the time while you browsed through Amazon – Amazon Sponsored Products! All your questions and concerns will be solved here!



Chapter 1

What Are Amazon Sponsored Products?

Amazon Sponsored Products is Amazon's take on Product Based, Pay Per Click (PPC) Product Ads. They are ads similar to [Google Shopping Ads](#), [Bing Shopping Ads](#) and [Facebook Dynamic Product Ads](#).

We have all seen and mostly clicked on these Product Ads at least once.

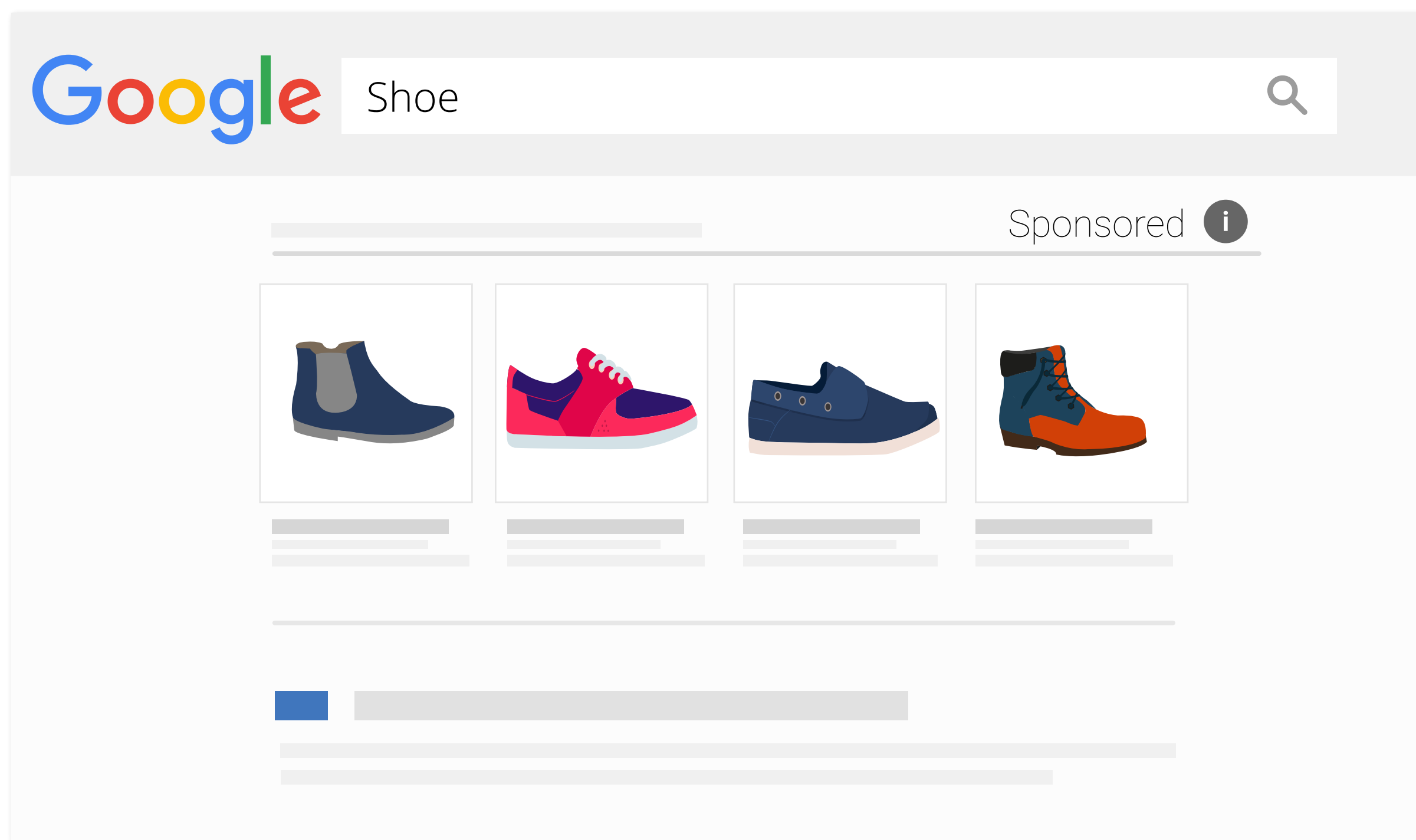
Here are some examples of Product Ads from Google, Bing and Facebook to refresh your memory.

Each channel has a slightly different take on displaying these ads.



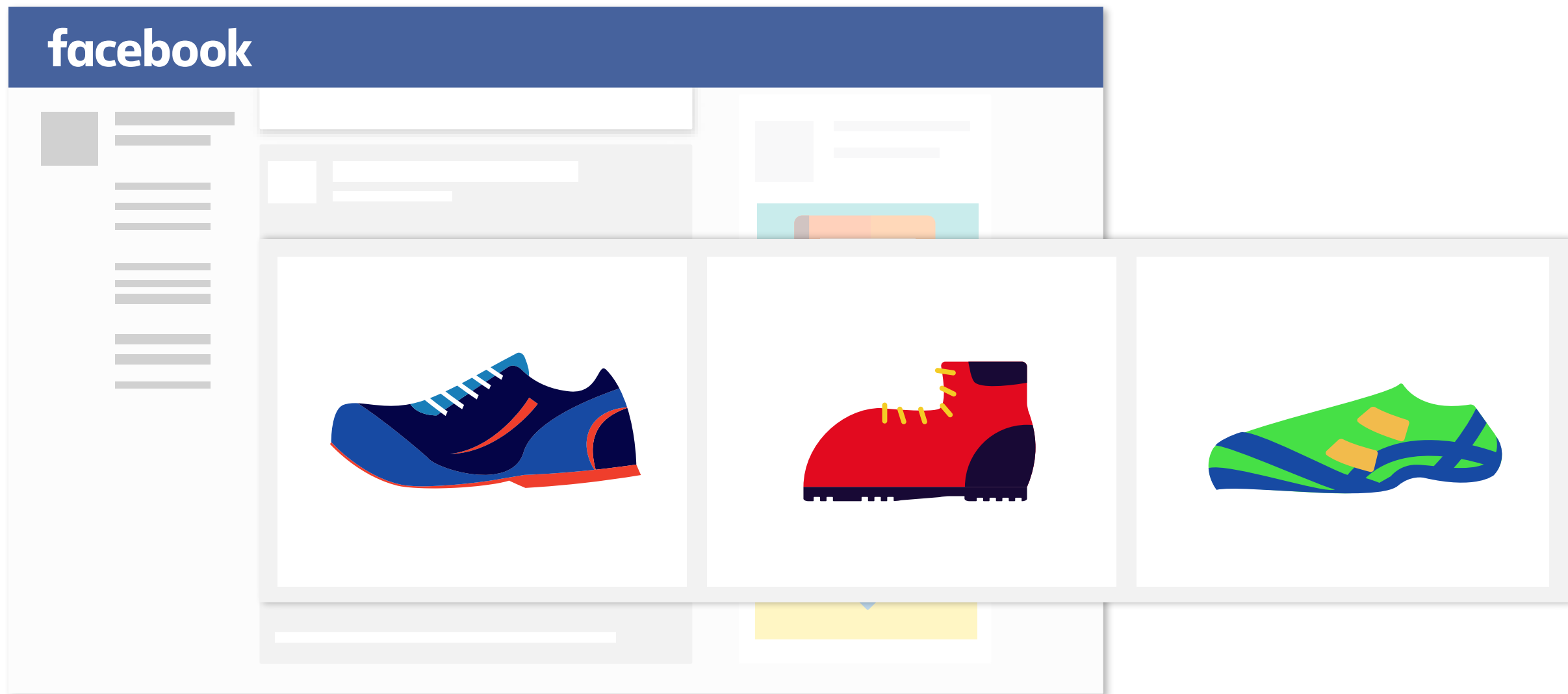
Google

Google shows you these ads on top of the search results. These ads are in a carousel view where each Product card displays the product name, price and the website sponsoring the ad.



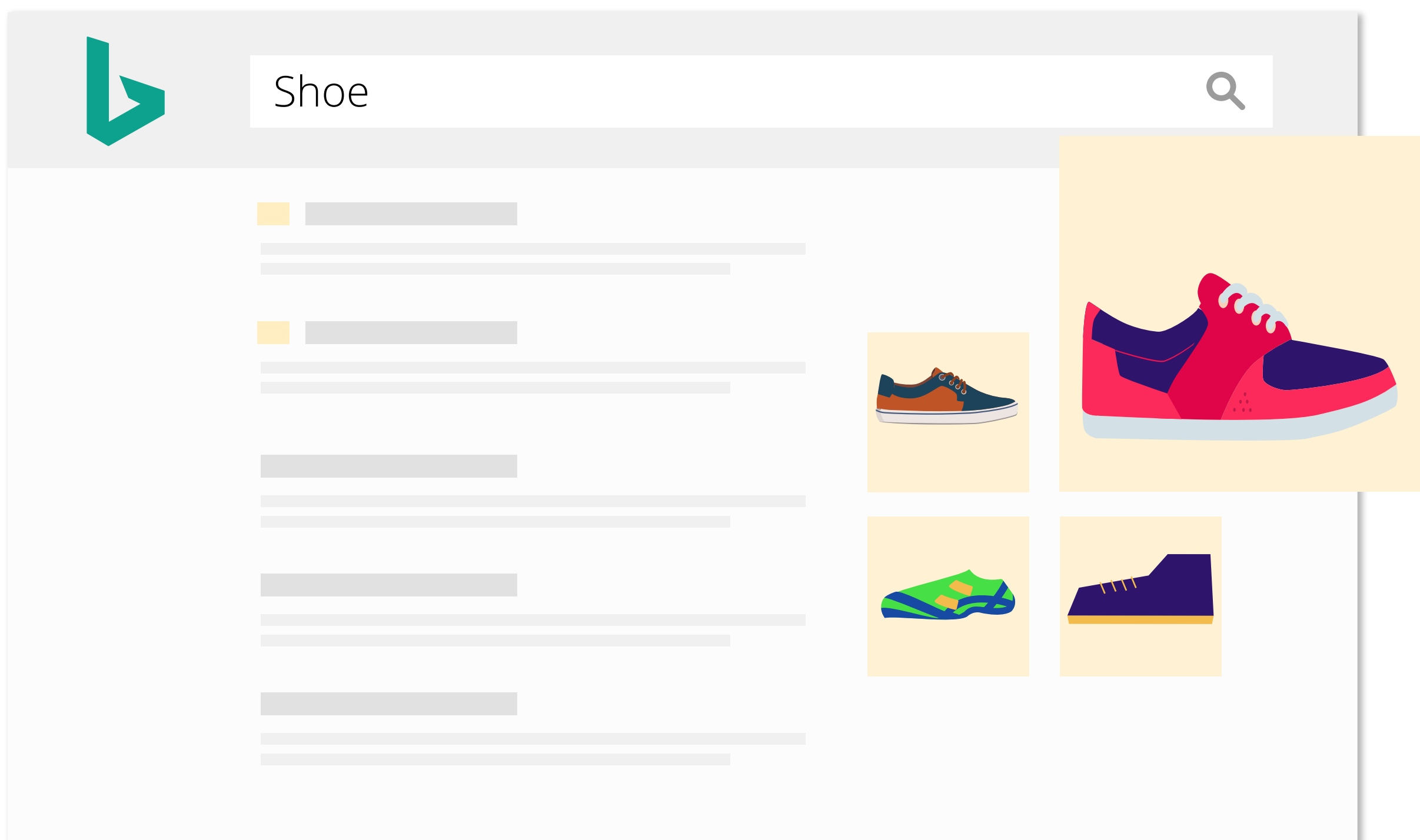
Facebook

Facebook Dynamic Product Ads are displayed in a carousel view. All the products displayed in the carousel are from the same merchant site, unlike Google which shows the customer a variety of similar products from different merchant sites.



Bing

Bing shows its product ads on the top right side of the screen instead of mixing it with the search results.





No matter how these product ads are shown on each platform they are the most successful ad type when it comes to E-Commerce.

However, when it comes to product searches, Amazon clearly leads the way!

44% of people go directly to Amazon to start their product searches!

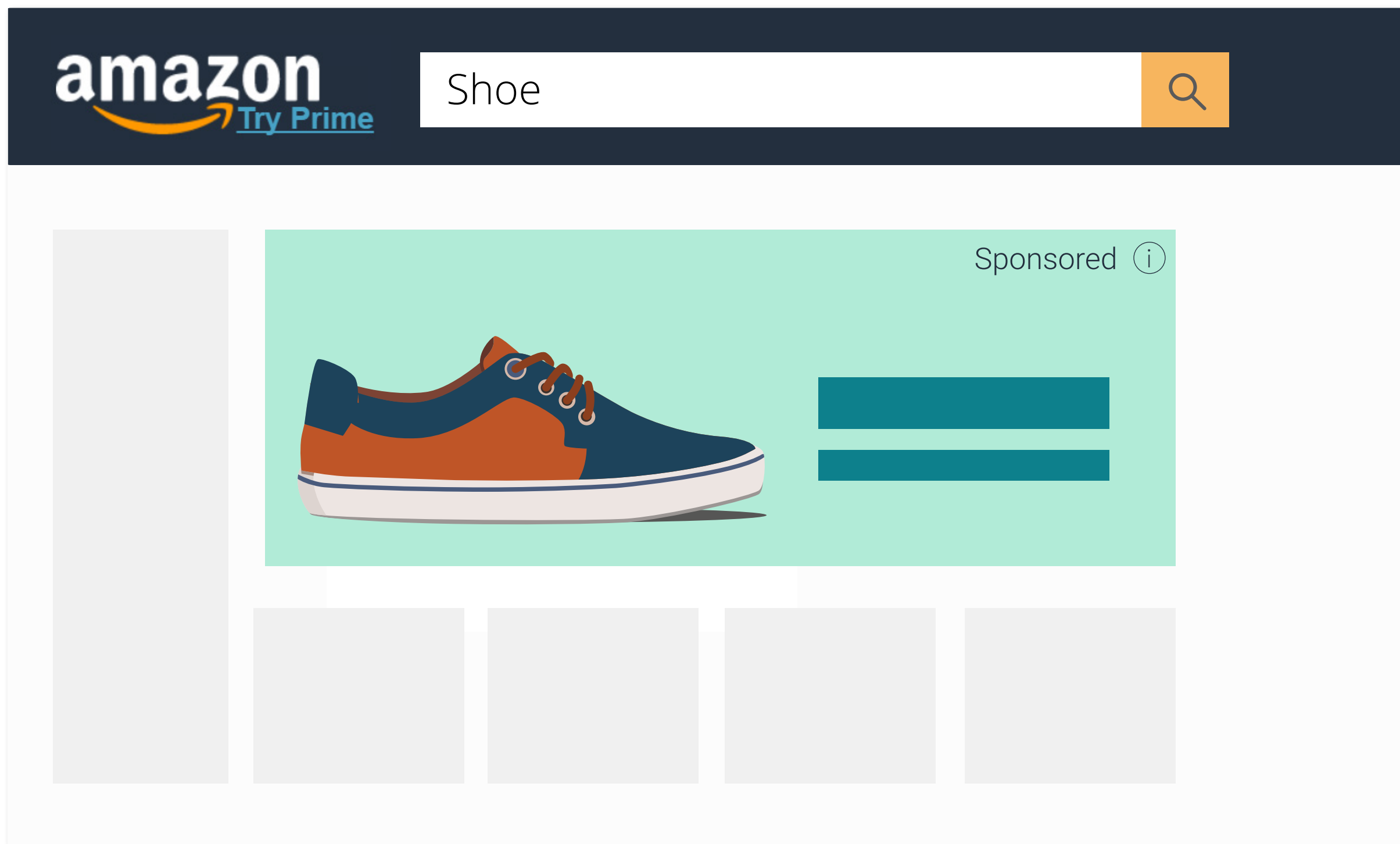
Source : Hubspot

This really is an advantage you should be utilizing as an Amazon Seller! When someone searches for a product in the Amazon search box, the most relevant product listings are shown.

Amazon shows these product listings, sponsored or otherwise, to a customer's searched term. (also called search query or keyword).

Organic results have:

- ▼ An Image
- ▼ A Title
- ▼ Price & Seller Ratings.



You may have noticed, some of the listings have a small “Sponsored” icon on top. These are Amazon Sponsored Products.

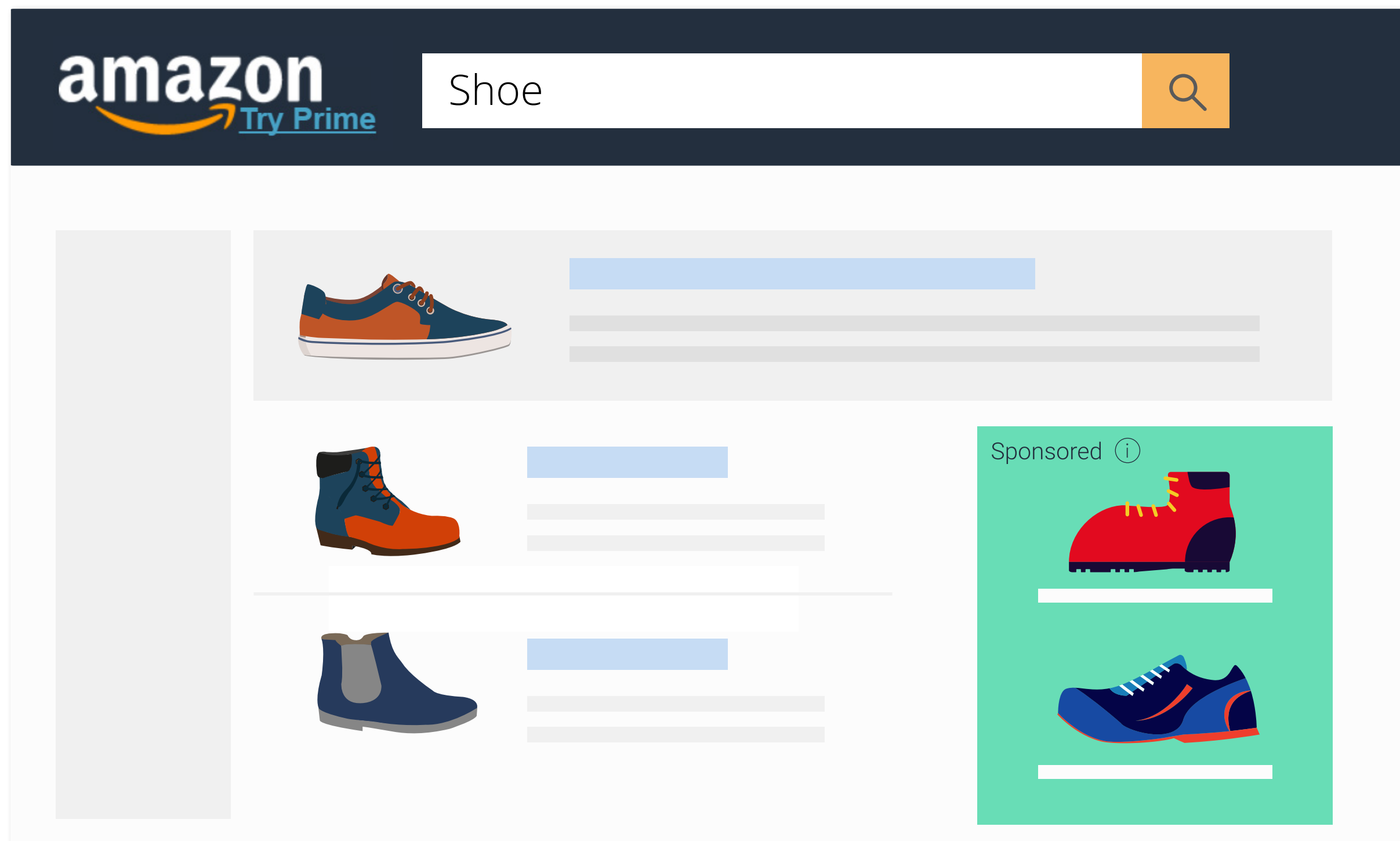
Amazon Sponsored Products are shown in two different places.

- ▼ Search Results Page
- ▼ Product Listing Page



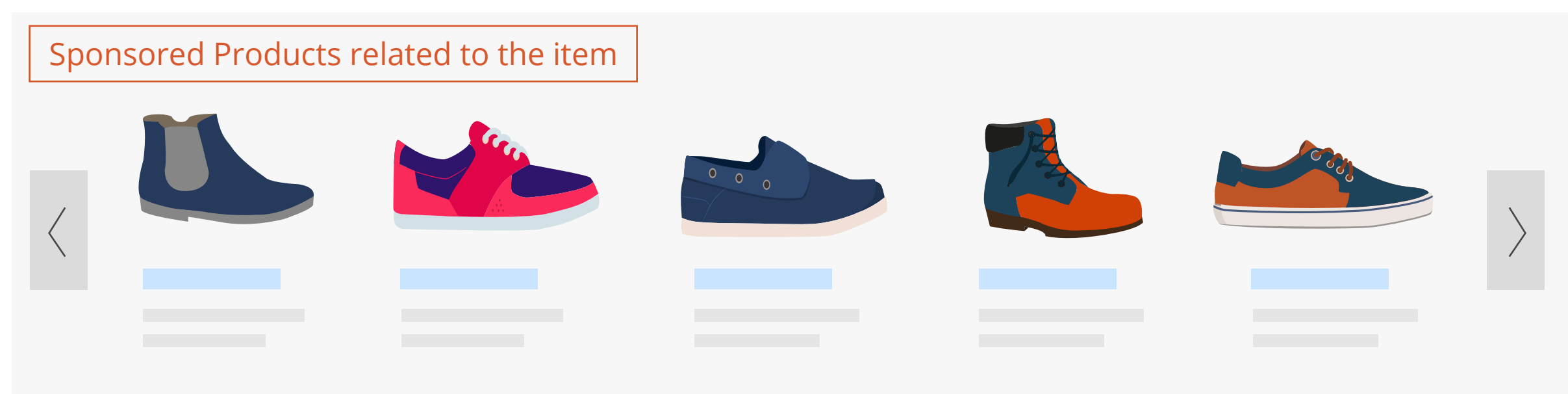
Search Results Page

These Ads are shown at the right-side of Search Results.



Product Page

Amazon Sponsored Products shown on Product Pages are shown below a product description and above user reviews.





Chapter 2

Why should you use Amazon Sponsored Products?

Boost Sales for All Your Products

Amazon Sponsored Products gives you an opportunity to have your products listed higher up & ahead of your competitors.

It gives you much higher visibility and increases your chance to get in front of your audience. It's also a sureshot way to beat your high performing competitors in organic search.

Seasonality

With the help of Amazon Sponsored Products, you can promote specific products from your catalog for increased searches during Christmas, Hanukkah, Mother's Day, Valentine's Day, etc.

End-of-Season Sale, Black Friday, Cyber Monday, Bank Holidays and similar high-purchase days are also a great time to promote your products. Taking advantage of increased shopping interest during these dates can really help boost your sales.



You can also use Amazon Sponsored Products to quickly get rid of inventory at the end of a season.

New Products

It can be tough work to promote and gain visibility for newly-added products in your catalog. Amazon Sponsored Products provides a quick and effective way to fix this.

Sponsored Products impact a seller's overall Marketplace presence by providing an acceleration program for newer products.



Chapter 3

Are Amazon Sponsored Products Worth It?

Amazon charges a monthly subscription fee of \$39.99 for your Professional selling plan. This is mandatory for Amazon Sponsored Products.

Is the subscription cost plus the CPC costs for ads worth it? Is the ROI justified?





Think of it this way, if you plan to sell fewer than 40 items a month, the Individual plan may be best for you. There is no monthly subscription fee. Instead, Individuals pay \$0.99 per item.

However, if you do sell 40 items or more a month the Professional Plan is well worth it. (40 items \times \$0.99 = \$39.66) As far as the Ad costs go, the average CPC on Amazon is substantially low compared to Google, Bing etc.

The low Cost Per Click along with the fact that more than 44% of buyers search for products on Amazon first, this isn't an opportunity you want to miss out on.

When done right, Amazon Sponsored Products give great ROI and are well worth it.



Chapter 4

Categories Eligible for Amazon Sponsored Products

Product Category	Types of Products	Conditions Allowed	Approval Required
Amazon Device Accessories	Amazon Device Accessories	New, Refurbished, Used	No
Kindle Devices Accessories	Kindle Devices Accessories	Used only	No
Automotive & Powersports	Parts, Tools & Equipment, Accessories	New, Refurbished, Used, Collectible	Approval required. Available to Professional sellers only.
Baby Products (Excluding Apparel)	Nursery, Feeding, Gear	New only	No, but may be required for holiday selling.
Books	Books, Calendars, Card Decks, Sheet Music, Magazines, Journals, Other Publications	New, used	No, but all media items must ship within two business days of the date the order confirmation is made available to you.
Camera & Photo	Cameras, Camcorders, Telescopes	New, Refurbished, Used	No



Product Category	Types of Products	Conditions Allowed	Approval Required
Business Products (B2B)	Business-relevant products across multiple categories. Special pricing features to target business customers.	New, Refurbished, Used	Available to Professional sellers only.
Clothing & Accessories	Outerwear, Athletic Wear, Innerwear, Belts, Wallets	New only	No, but must meet certain requirements (Seller Central sign-in required)
Collectible Coins	Graded collectible coins minted by governments, US Mint packaged product, gold coins, silver coins, platinum coins, palladium coins	Collectible	Approval required. Available to Professional sellers only.
Fine Art	Paintings, Drawings, Mixed Media (Two-Dimensional), Limited Edition Prints and Photographs	Collectible	Approval required. Available to Professional sellers only.
Grocery & Gourmet Food	Beverages, Breakfast, Canned Goods, Household Supplies, Snacks, Meat, Seafood, Chocolate, Desserts, Gift Baskets	New only	Approval required. Available to Professional sellers only. Contact us Learn about selling local grocery/perishable items with Amazon Fresh here.
Handmade	Handmade and Hand-altered Products	New only	For more information, see the Handmade page.
Health & Personal Care	First Aid, Nutrition. See also Beauty.	New only	No



Product Category	Types of Products	Conditions Allowed	Approval Required
Historical & Advertising Collectibles	Vintage collectibles related to historical people, places, or events and promotional materials related to consumer brands.	Collectible	Currently not accepting new sellers.
Home & Garden	Kitchen, Dining, Furniture, Décor, Bedding, Bath, Craft, Hobby, Home Appliances, Storage, Patio, Lawn, Garden, Pool Supplies, Landscaping, Generators	New, Refurbished, Used, Collectible	No
Industrial & Scientific	Lab Equipment & Supplies, Industrial Materials, Power Transmission, Electronic Components, Sanitation, Janitorial	New only	Sellers must conduct proper research to ensure that their Industrial & Scientific product listings comply with applicable local, state, federal, and international laws and regulations.
Jewelry	Earrings, Necklaces, Rings, Bracelets (see also Watches)	New Only	Approval required. Available to Professional sellers only.
Luggage & Travel Accessories	Luggage, Bags, Backpacks, Briefcases, Umbrellas, Travel Accessories	New only	Approval required. Available to Professional sellers only.
Office Products	Supplies, Furniture, Printers, Calculators	New, Refurbished, Used, Collectible	No
Outdoors	Outdoor Gear, Outdoor Sports Apparel, Cycling, and Action Sports	New, Refurbished, Used	No
Personal Computers	Desktops, Laptops, Drives, Storage	New, Refurbished, Used	No



Product Category	Types of Products	Conditions Allowed	Approval Required
Professional Services	Professional Services such as Assembly, Handyman, Electrical, Plumbing, House Cleaning and more.	Professionals only	Approval required. Available to service professionals only.
Shoes, Handbags & Sunglasses	Shoes, Boots, Sandals, Slippers, Handbags, Sunglasses, Eyewear Frames	New Only	Approval required. Available to Professional sellers only.
Software & Computer Games	Business, Media Education, Utility, Security, Children's Software and PC Games	New, Used	No, but may be required for specific products
Sports Collectibles	Trading Cards, Game-Used and Autographed Items	New Only	Approval required. Available to Professional sellers only.
Sports	Exercise & Fitness, Hunting Accessories, Team Sports, Licensed/ Fan Shop, Athletic Apparel, Boating & Fishing, and Game Room	New, Refurbished, Used, Collectible	No
Tools & Home Improvement	Hand & Power Tools, Plumbing, Electrical, Building Materials, Appliance Parts	New, Refurbished, Used	No
Toys & Games	Infant and Preschool, Learning and Exploration Toys, Ride-ons, Action Figures, Dolls, Board Games, Arts, Crafts, Hobbies, Furniture	New, Collectible	No, but may be required for holiday selling



Product Category	Types of Products	Conditions Allowed	Approval Required
Electronics (Accessories) Amazon Sponsored Products : Eligible Categories	Audio, Video, Camera, Photo, Cell Phone, Car Electronics, Computer, and Office Accessories	New, Refurbished, Used	No, but may be required for specific products
Electronics (Consumer)	TVs, CD Players, Car Audio, GPS	New, Refurbished, Used	New, Refurbished, Used
Music	CDs, Cassettes, Vinyl, and other sound recordings	New, Used, Collectible	Currently not accepting new sellers.
Musical Instruments	Guitars, Orchestra, Recording Equipment	New, Refurbished, Used, Collectible	No
Video Games & Video Game Consoles	Game Consoles, Console Games, Accessories	New, Used, Collectible	No, but may be required for specific products
Video, DVD & Blu-Ray	Movies, TV	New, Used, Collectible	Approval required. Available to Professional sellers only. To apply to sell in this category. All media items must ship within two business days of the date the order confirmation is made available to you.
Watches	All watches	New Only	Approval required. Available to Professional sellers only.



Chapter 5

Pricing

How much does it cost?

Amazon Sponsored Ads and Headline Search Ads use a cost-per-click, auction-based pricing model.

You set the maximum amount that you are willing to pay when a shopper clicks on your ad. The more competitive your bid is, the more likely it is that your ad will be displayed. You'll only be charged when your ad is displayed and is clicked on.

The cost of advertising on Amazon is relatively cheap in comparison to other ad services like Google AdWords or Facebook Ads.

Further Reading: [Google Shopping Vs Amazon Sponsored Products: 10 Key Differences](#)



Below are the average winning CPC bids by category on Sponsored Products from April 2012 to July 2016 from CPC Strategy:

Category	Bid (April 2015)	Bid (September 2015)	Bid (January 2016)	Bid (July 2016)	% Change	\$ Change
Health & Personal Care	\$0.56	\$0.58	\$0.61	\$0.76	25%	\$0.15
Personal Care Appliances	\$0.33	\$0.52	\$0.46	\$0.72	57%	\$0.26
Appliances	\$0.31	\$0.49	\$0.47	\$0.54	15%	\$0.07
Beauty	\$0.41	\$0.45	\$0.49	\$0.53	8%	\$0.04
Electronics- Mobile	\$0.23	\$0.27	\$0.28	\$0.53	89%	\$0.25
Pet Supplies	\$0.29	\$0.36	\$0.42	\$0.52	24%	\$0.10
Electronics	\$0.24	\$0.34	\$0.42	\$0.44	5%	\$0.02
Kitchen	\$0.23	\$0.34	\$0.38	\$0.44	16%	\$0.06
Cell Phones & Accessories	\$0.34	\$0.40	\$0.39	\$0.43	10%	\$0.04
Grocery & Gourmet Food	\$0.29	\$0.36	\$0.38	\$0.41	8%	\$0.03
Baby	\$0.18	\$0.23	\$0.34	\$0.40	18%	\$0.06
Computers	\$0.25	\$0.28	\$0.31	\$0.40	29%	\$0.09
Home Improvement	\$0.30	\$0.34	\$0.33	\$0.40	21%	\$0.07
Camera	\$0.26	\$0.31	\$0.31	\$0.37	19%	\$0.06
Home	\$0.21	\$0.28	\$0.30	\$0.36	20%	\$0.06
Patio, Lawn & Garden	\$0.27	\$0.28	\$0.36	\$0.36	0%	\$0.00
Office Products	\$0.19	\$0.24	\$0.27	\$0.34	26%	\$0.07
Sports	\$0.18	\$0.24	\$0.26	\$0.33	27%	\$0.07
Outdoor Recreation	\$0.17	\$0.20	\$0.31	\$0.32	3%	\$0.01
Luggage	\$0.19	\$0.20	\$0.27	\$0.30	11%	\$0.03
Software	\$0.12	\$0.23	\$0.21	\$0.28	33%	\$0.07
Industrial & Scientific	\$0.19	\$0.21	\$0.23	\$0.26	13%	\$0.03
Tools	\$0.13	\$0.16	\$0.21	\$0.24	14%	\$0.03
Jewelry	\$0.14	\$0.14	\$0.19	\$0.23	21%	\$0.04
Musical Instruments	\$0.13	\$0.16	\$0.19	\$0.22	16%	\$0.03
Watches	\$0.10	\$0.15	\$0.16	\$0.22	38%	\$0.06
Automotive	\$0.15	\$0.17	\$0.18	\$0.20	11%	\$0.02
Clothing & Accessories	\$0.09	\$0.13	\$0.16	\$0.19	19%	\$0.03
Sports Memorabilia	\$0.17	\$0.17	\$0.19	\$0.18	-5%	-\$0.01
Toys & Games	\$0.09	\$0.11	\$0.15	\$0.17	13%	\$0.02
Shoes	\$0.11	\$0.11	\$0.12	\$0.14	17%	\$0.02
Video Games	\$0.07	\$0.08	\$0.08	\$0.13	63%	\$0.05
Movies & TV	\$0.07	\$0.07	\$0.06	\$0.06	0%	\$0.00
Music	\$0.04	\$0.05	\$0.07	\$0.06	-14%	-\$0.01

Source

How Do I Pay for My Ads?

When you advertise, Amazon charges for the number of clicks you receive on your ads. Your seller invoice will indicate that charges are for the cost of advertising. You can find these charges in the Selling Fees section of your invoice. By default, your advertising fees are deducted from your selling account balance. The total advertising fee is deducted from your seller account during an invoice period.



In the event that your seller account does not have enough funds to cover the cost of advertising, the remaining balance will be charged to the credit card you used to register for Selling on Amazon.

If Amazon can not charge your credit card after multiple attempts, your advertising account will be placed into payment failure.

You do have the option to switch your payment method to directly deduct from a credit card. Each time your credit card is charged, you receive an invoice.

The invoice date is your monthly invoice date, or the date when your credit level changes.

Your Credit Card is Charged When:

You accumulate your first \$1.00 worth of clicks. (This transaction is used for validation of your credit card.)

[More on pricing related FAQs can be found on Amazon here.](#)

How Does The Daily Budget Work?

You set a maximum daily amount that you are willing to spend on promoting your ads. For Sponsored Products, the amount you enter is the average daily amount you are willing to spend over a calendar month.

For example, if you set your daily budget at \$100, you may receive up to \$3,100 worth of clicks in that calendar month (assuming a full 31-day month).



Chapter 6

How To Get Started with Amazon Sponsored Products?

It is not difficult to get started with Amazon Sponsored Products and you just have to follow these steps. But if you want to maximize & optimize the performance of your Sponsored Product Campaigns, you need to develop a bit of expertise in Performance Marketing [or tie up with someone who provides this readily (e.g. [OnlineSales.ai](https://www.onsales.ai) at your service!)]



Step 1: Upgrade to a Professional Seller Account.

- Go to your [Seller Account](#).
- Under the Settings heading, click the “Account Info” link.

The screenshot shows the Amazon Seller Central dashboard. At the top right, the 'Settings' link is highlighted with a red box. A dropdown menu is open from 'Settings', and 'Account Info' is highlighted with a red box. The dashboard includes sections for 'Your Orders' (Pending, Premium unshipped, Unshipped, Return requests), 'Seller Fulfilled' (In last day, In last 7 days), 'Fulfilled by Amazon' (In last day, In last 7 days), 'Performance' (Buyer Messages), 'Notifications' (Prepaid returns on seller-fulfilled items), and 'Amazon Selling Coach' (Inventory, Pricing, Growth, Advertising, Fulfillment). On the right, there are 'Payments Summary' and 'Sales Summary' sections.

- On the Seller Account Information page, go to the Selling Plan section and click the “Modify Plan” button.

Modify Selling Plan

A selling plan is defined as a set of seller products associated with your seller account. Your selling plan is modified when you opt for additional products and click **Subscribe**.

You are signed up for...	
Selling on Amazon	Individual
Fulfillment by Amazon	Registered

- On the next page, click the “Upgrade” button.
- Review the information on the next page and click the “Proceed to Upgrade” button to accept the terms and switch your plan.

After clicking the “Proceed to Upgrade” button, you will be returned to your Seller Account Information page and see a message indicating that the upgrade process has begun.



Your subscription to the new selling plan will begin immediately, and additional links to Professional seller tools will appear on your Seller Account page.

Some billing features may take up to 30 minutes to become effective. After you upgrade to a Professional Seller Account, Amazon no longer charges 0.99 cents per item sold via ads.



Step 2: Define your Marketing Campaign Goals

A Marketing Campaign is a set of marketing objectives, run for a specific period of time one-time or recurring at a certain budget.

Example: You may want to sell romantic gifts, chocolates & flowers for Valentine's Day, or you may be wanting to clear your last year's iPhone 7 stock now that the new iPhones are launched.

Decide whether you are willing to spend \$1000 for this, as long as it generates Sales worth \$5000 or more. You can set-up your Sponsored Product Campaigns in *SellerCentral > Advertising > Campaign Manager*.

The screenshot shows the Amazon Seller Central Campaign Manager interface. At the top, there is a navigation bar with tabs: CATALOG, INVENTORY, PRICING, ORDERS, ADVERTISING, STOREFRONT, REPORTS, and PERFORMANCE. Below this, there are two steps in a process: 'CAMPAIGN SETTINGS' (Step 1) and 'CREATE AD GROUP' (Step 2). Step 1 is currently active and highlighted with an orange circle. The main content area is titled 'Set your campaign budget and duration'. It includes a 'Campaign name' field with the example text 'Example: Holiday Favorites'. Below that is a 'Daily budget' field with a '\$' symbol and a '\$1.00 minimum' note. There are also 'Start date' and 'End date' fields, with '10/07/2017' entered in the start date and 'No end date' in the end date. Underneath, there are two radio button options for targeting: 'Automatic targeting' (selected) and 'Manual targeting'. A 'Select a targeting type' section is also visible. On the right side of the interface, there is a 'Campaign name' section with a lightbulb icon, explaining that the campaign name might be the type of products you'll be advertising or seasonal merchandise you're promoting, and that this name is only visible to you when managing your campaigns. A 'Learn more' link is provided.

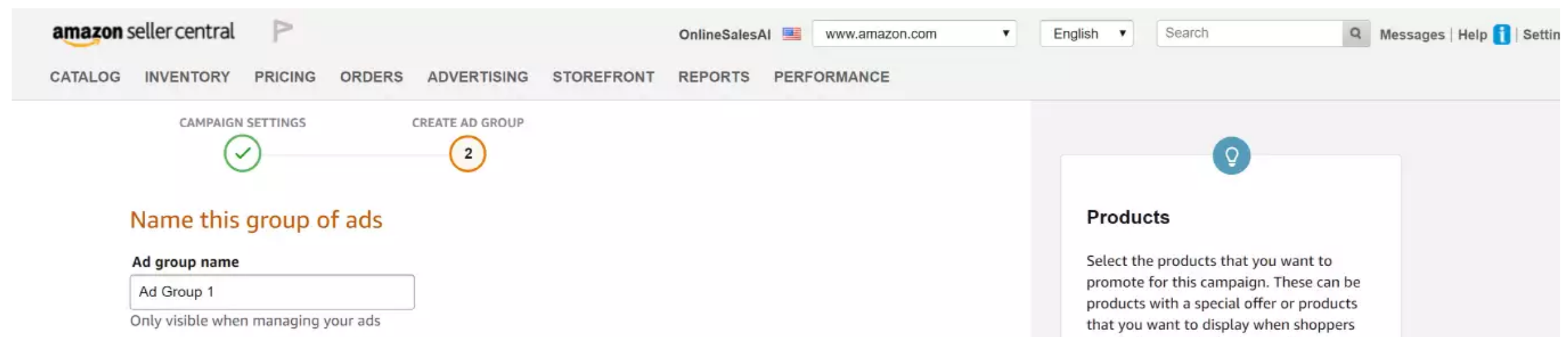
Give your campaign a name, a daily budget, start & end dates.



Step 3: Create an Ad Group

An Adgroup is a group of products that you want to market and keywords that these products should show up for.

Your Ad Group name usually describes the products you will select below.



Consider grouping products that fall within the same category or price point.

You can create more ad groups after you save this campaign.



Step 4: Choose The Products You Want To Advertise

Now that your goals are defined, select which products you want to market. It could be specific products.



Example: iPhone 7, 7s or product categories of all the smartphones in your catalog.

Choose products to advertise

Search by product name

Sort by newest products ⌵

1-100 of 303 products [Select all on this page](#)

	<p>Potato Express Microwave Potato Cooker (1) \$12.00 ASIN: B00H854A02 SKU: os2121</p> <p>Ineligible ⌵</p>
	<p>PREUP Red Washable Cooker Bag Baked Potato Microwave Cooking Potato Quick Fast (cooks 4 potatoes at once) Kitchen Dining Tools \$20.00 ASIN: B01N2VJH0Q SKU: os333d3</p> <p>Ineligible ⌵</p>

← Previous 1 2 3 4 Next →

Select the products that you want to promote for this campaign. These can be products with a special offer or products that you want to display when shoppers search for a particular keyword.

At this time we do not support adult products, used products, refurbished products, and products in closed categories.

Within the Campaign Manager you'd be required to select each & every product that you want to promote.



Step 5: Add keywords to match these products

Now we come to the business size of the story. 'Keywords' are what people search on Amazon when they are looking for certain products.

Example: "Red t-shirts", "iPhone 7", "Purple handbag".

This is where Amazon Sponsored Products Ads differs from Google Shopping & Bing Shopping.

While Google & Bing Shopping campaigns rely on your product feed to match a customer's search query to a specific product in your product catalog, Amazon Sponsored Products give that control and flexibility to you.

You can choose which keywords match which products and which keywords should not be matched (negative keywords).

Set a bid and provide keywords:

Default bid [?](#)

\$

Bid+ Raises bids in this campaign up to 50% more than your default bid when ads are eligible to show at the top of search results.

[Learn more](#)

Suggested keywords | [Provide your own keywords](#)

0 keywords selected

Now give a bid to each keyword. A bid is a maximum \$ amount you are willing to pay when someone clicks on your ad.

This is also called PPC (Pay Per Click) bid. If your ad is shown, but no-one clicks on it, you won't be charged.



Match Types

There Are 3 Match Types You Should Know:

- ▼ Broad Match
- ▼ Phrase Match
- ▼ Exact Match

Broad Match

This Match Type allows your ad to show when someone searches for that keyword or a variation of it.

The broad match keyword “bicycle bell” can cause your ad to show if someone searches for variations like “bicycle bells,” “buy a bell for a bicycle,” and “bell reviews for bikes.”

This keyword allows you to reach the maximum number people. However, it usually reduces your conversion rate as your ad will only be shown for any related keyword for “bicycle bell”.

This match is best used initially to identify and analyse what people are searching for. You can then determine which keywords you’d want to include.



Phrase Match

Phrase match setting allows shows your ad only when the search includes the exact phrase of your keyword or close variations of the exact phrase of your keyword.

Your Ads are also shown with additional words before or after the given keyword.

For example, when you add “bicycle bell” as a phrase match keyword, your ad only shows when someone’s search includes “buy a bicycle bell” or “types of bicycle bell” etc.

Exact Match

Exact match is a match type which shows your ad only when the exact keyword is searched by a customer.

This type of Keyword Match has the highest relevance but also restricts your reach to your audiences.

Note: Keywords can only be added in specific type of Campaigns called Manual Campaigns.

Amazon also supports Automatic Campaigns where it decides which of your products are shown (if at all) to which of the user search queries.

Automated Campaigns are similar to Google Shopping & Bing Shopping Campaigns



Step 6: Optimize the performance of your Marketing Campaigns

Ah! Performance Optimizations – The holy grail of all Marketing Campaigns. Here, you need a bit of PPC expertise to determine;

- ▼ Which keywords should go with what products?
- ▼ How to tackle inventory changes?
- ▼ Which keywords should not go with certain products- negative keywords.
- ▼ What optimum bids to set-up that gets your products in front of potential customers without costing you more money than needed.

This is where performance optimization platforms like the [1-click Marketing](#) for Amazon from OnlineSales.ai comes into full power. Some key features of the 1-Click Marketing for Amazon Sponsored Products are:

- ▼ Helps you launch your marketing campaigns, for your desired products/ categories with just 1-click.
- ▼ Performance focussed merchandise selection, algorithms and Industry benchmarks select the best products to market to achieve your business objective.
- ▼ Automatically figures out which products should be clubbed together, what keywords they should match for and what bid to set for each.
- ▼ AI-Driven optimisation algorithms ensure you always get the best ROI for every dollar spent.

Get Started with Amazon Sponsored Products Now!

[Get Started Now](#)



About OnlineSales.ai

OnlineSales.ai, founded by ex-Amazonians, is a platform for eCommerce businesses globally to Acquire, Engage & Monetize shoppers at scale - leveraging Data & Intelligent Automation.

Today, 1000s of eCommerce Stores & Retail Brands deploy their marketing strategy across channels like Google, Facebook and marketplaces like Amazon, Sendo, Kraftly all through OnlineSales.ai's unified interface.

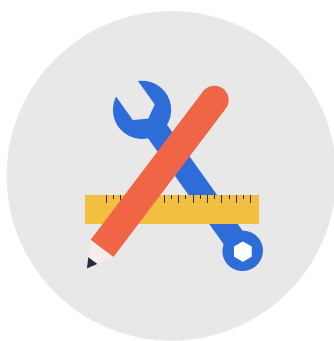
OnlineSales.ai converges billions of data points across Product Catalog intelligence, Real-Time Audience Data Stream and Marketing Automation Engine to scale acquisition and retention marketing across geographies, languages & devices.

Founded in 2016, OnlineSales.ai platform is language agnostic and is already operational in Asia Pacific, North America & Europe.

OnlineSales.ai aims to be the most sophisticated, yet simple AI platform delivering growth & profitability to eCommerce businesses globally.

Find our apps wherever you are

Whether you are built on BigCommerce, Magento, Shopify or a Custom platform OnlineSales.ai can easily integrate with your store.



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