

# CHANNELADVISOR AMS FOR 1P SELLERS

## Get More Out of Amazon Marketing Services Than You Ever Thought Possible

### THE CONSTRAINTS OF THE AMS UI

It wasn't supposed to be like this. You know how crucial paid advertising is for connecting to customers, and had every intention of leveraging Amazon Marketing Services when you signed up as a 1P seller. How were you to know just how restricting Amazon's user interface would be?

It's a frustration faced by many manufacturing brands. On the one hand, you need a strong pay-per-click campaign to stand out on the marketplace and get your products in front of the right people. But when using the AMS interface to manage Amazon ads, there's simply no way to:

- Change bids and keywords automatically
- Apply bulk bid or keyword changes
- Obtain reporting history beyond six weeks
- Use custom date ranges to review historical data

These limitations and others like them can lead to inaccuracies and discrepancies.

Suffice it to say that a separate solution is essential to success.

### THE ART OF AMAZON 1P ADVERTISING MANAGEMENT

There's no way around it: If you want to win more AMS ads, you're going to need a new suite of tools. Every hour lost to manual updates and individual entries is time you could be connecting to more customers, and insufficient intel will always keep you from realising real returns on your Amazon ad spend.

You'll need a whole lot more than basic capabilities for your digital marketing strategy to have a real impact within the marketplace: More data, more accuracy, more automation, more guidance and, above all, more ease.

With the right solution, it becomes exponentially easier to reach qualified customers and increase conversions — and then track your success to apply those metrics to your strategic planning.

### AMAZON MARKETING SERVICES MADE EASY

ChannelAdvisor's integration digs deep into the inner workings of Amazon's API — so you don't have to. Rather than wrestling within the confines of Amazon's UI, our experts can manage and track ads, create custom date range reports and make bulk changes to bids and keywords — advantages that aren't possible when relying on AMS.

Here's how it works:

ChannelAdvisor adds functionality and features that aren't available within the Amazon user interface, enabling our digital marketing experts to easily manage AMS content with a full suite of automated bidding tools, keyword recommendations and reporting options.

**ChannelAdvisor enables:**

Bulk Bidding

Bulk Keyword Management

Custom Date Range Reporting

Automated Rule-Based Bidding

Keyword Recommendations

Suggested Bids

**So you can:**

Change keyword bids in a single bulk update (instead of one by one)

Apply and change keywords, including negative keywords, in one fell swoop (instead of individually and manually)

More accurately evaluate ad performance

Apply bidding rules to keywords to automate strategic bid changes

Boost ad performance

Win more ad positions

Unlike AMS and other tools for managing Amazon advertising, ChannelAdvisor:

- **Automatically downloads and stores AMS data *daily*** for custom date ranges in reporting
- **Provides easy access to nearly 100 different sales channels** to keep sellers growing beyond Amazon's reach

**PUT SIMPLY:**

ChannelAdvisor provides the automated tools you need to gain an edge over the competition and get more out of your AMS spend. You'll start to save time, win bids and gain instant access to your most valuable digital marketing data the moment you begin to rely on ChannelAdvisor's digital marketing experts and powerful e-commerce technology to manage Amazon ads.