

The 2025 Full-Funnel Amazon Playbook

Strategies to Boost Sales



Table of Contents

If you're an Amazon seller looking to elevate your full-funnel performance, boost your sales, and sharpen your competitive edge, you're in the right place. This playbook will introduce you to powerful, actionable advertising tactics specifically designed to drive immediate results.

Throughout this guide, we'll explore how Amazon's different ad types fit strategically into the buyer's journey, helping you understand exactly when, how, and why to deploy each advertising method. With a clear strategy and precise execution, you'll quickly see tangible improvements in your Amazon performance, setting yourself up for sustained growth and lasting success.

Mapping Amazon Ad Types to the Buyer Journey



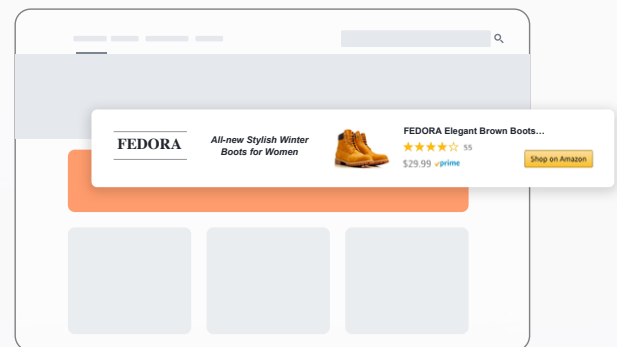
Amazon offers several powerful ad types, each playing a strategic role at different stages of the buyer's journey. Here's how and where you can effectively utilize each:

Upper Funnel

(Awareness Stage)

- Sponsored Display (Audience Targeting)**

Sponsored Display ads extend your reach to new potential customers based on interests, behaviors, or interactions with competitor products. This proactive targeting introduces your brand to wider audiences, making these ads effective in generating initial interest and laying the foundation for future conversions.

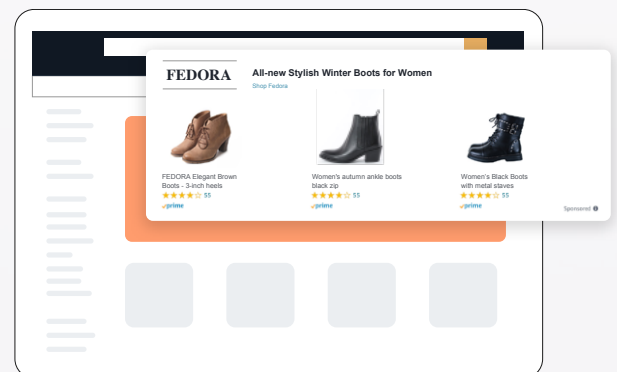


Mid Funnel

(Consideration Stage)

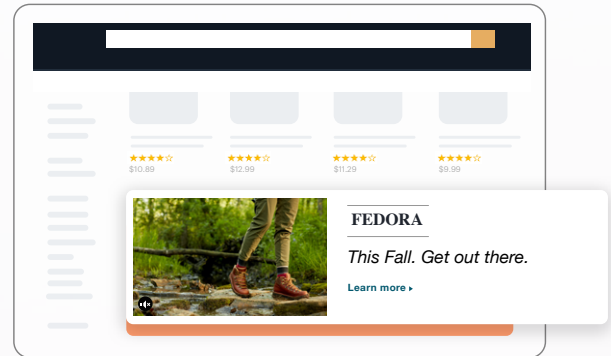
- Sponsored Brands**

These ads are perfectly suited for the consideration stage as they allow brands to showcase multiple products or convey a compelling brand story through custom creative and lifestyle imagery. Sponsored Brands help move shoppers who are exploring their options towards a purchasing decision through prominently placed ads that promote discovery and consideration. Though slightly less cost-efficient (average **ROAS: 4.3**), they are highly effective at increasing brand awareness and influencing buyer consideration.



- Sponsored Brand Video**

Videos quickly communicate essential product benefits and stand out visually, directly appealing to consumers evaluating various product options. This makes Sponsored Brand Video ads highly effective in moving consumers closer to a purchase decision by clearly highlighting features that address buyer needs or desires.

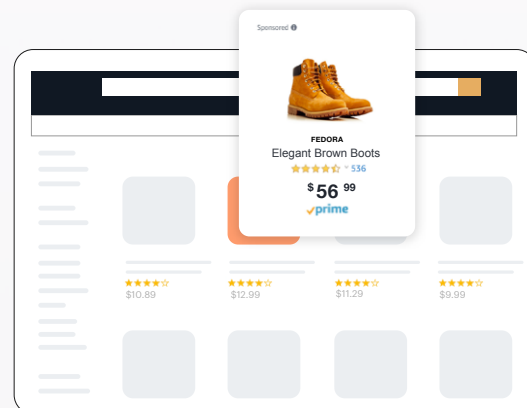


Bottom Funnel

(Purchase Stage)

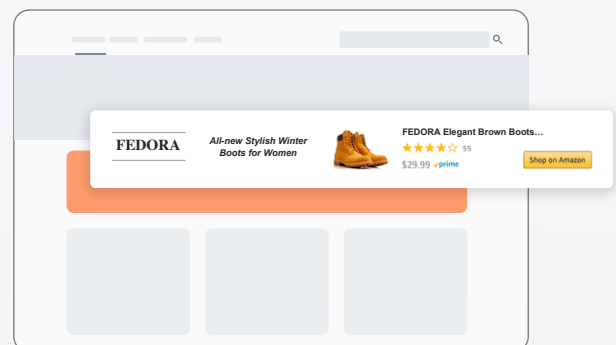
- Sponsored Products**

Sponsored Products account for **84%** of all ad spend on Amazon. These ads fit naturally into the bottom funnel stage because they blend seamlessly with organic listings, making them highly appealing to shoppers who are already searching and ready to buy. Shoppers actively looking for specific products are more likely to click Sponsored Products ads than other types of ads, driving immediate conversions efficiently (average **ROAS: 4.7**).

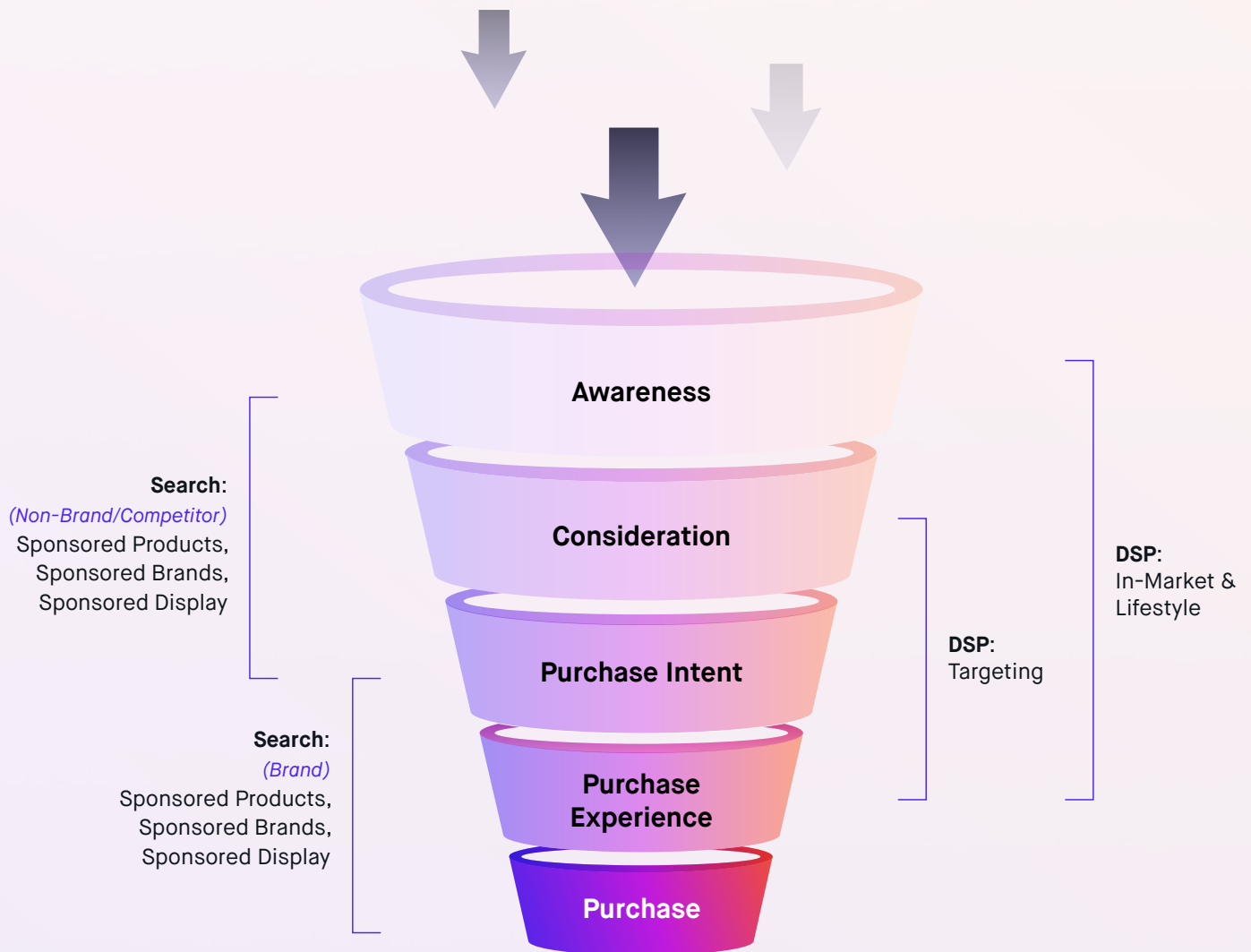


- Sponsored Display (Retargeting)**

These ads effectively re-engage shoppers who've previously viewed your product pages but have not yet purchased. Because these consumers have already shown interest, retargeting is especially effective at prompting final purchase decisions, reflected in a high average ROAS of **7.4**.



Amazon Advertising Funnel



How to Structure Your Campaigns for Full-Funnel Impact



Campaign structure significantly impacts your ad efficiency and sales effectiveness. It's best to set up two types of campaigns to start: auto campaigns and manual campaigns.

Auto Campaign

You'll want to launch at least one non-branded auto campaign per product or subcategory to begin gathering data about your audience. Use this campaign to "keyword harvest" and identify profitable keywords and product targets. Once

a keyword achieves **20-25** clicks and generates orders, transition it into manual campaigns to allocate budget more efficiently.

Manual Campaigns

The more time-consuming campaigns (and the ones that will directly impact your sales and profitability) will be manual. A good practice is to create 6-8 manual campaigns per product or subcategory to target specific customer segments effectively.

While your campaigns will likely skew heavily towards Sponsored Products, you'll want to include different ad types within these **6-8** campaigns to achieve full-funnel saturation.

Here's how experts at Teikametrics recommend setting it up:

- **Sponsored Product: Branded Keyword Campaigns (1-2):**

Build these campaigns with Sponsored Product ad types that leverage both branded keywords and branded ASINs. This is an essential defense to protect your brand from competitors bidding on your branded terms and ASINs.

Expect high efficiency with these campaigns as these shoppers are likely already looking for your brand.

- **Sponsored Product: Non-Branded Keyword Campaigns (2-3):**

These campaigns should include Sponsored Product ad types that focus on generic

keywords. These are crucial for capturing broad search traffic based on the keywords discovered through your auto campaigns. Your brand, ratings, and reviews will have a big impact on the success of these campaigns.

- **Sponsored Product: Competitor Keyword Campaigns (1-2):**

Launching Sponsored Product ads that include competitor keywords are a great tactic if you're in a space where large brands dominate the search results. These campaigns are excellent for increasing market share and intercepting active consumers considering your competitors.

These campaigns tend toward high incrementality but lower efficiency.

- **Sponsored Brand: Non-Branded Keyword Campaigns (2-3, if creative allows):**

Blend strategic brand exposure with targeted product messaging. Use compelling lifestyle imagery to enhance brand presence and influence buyer consideration.

- **Sponsored Brand: Branded Keyword Campaigns (1-2):**

Protect your branded search placements and ensure your products dominate top-of-search visibility.

Use these campaigns to reinforce a positive brand impression and capture direct traffic to avoid the risk of your competitors poaching potential customers.

PER
1
Parent
ASIN/Category

6-8
Manual
Campaigns

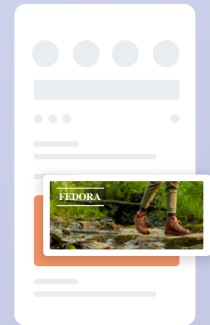
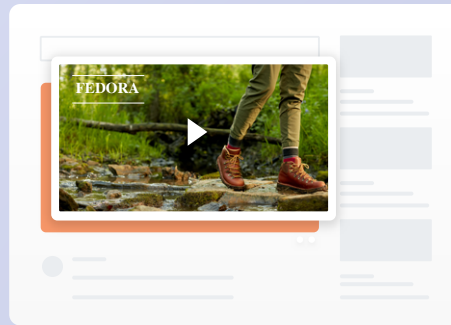
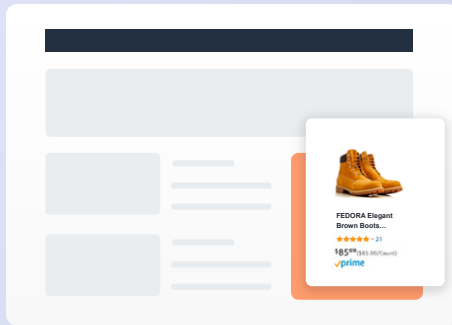
Target Type	Incrementality Score	Efficiency Score
SP Branded KW Targets	Low	High
SP Branded ASIN Targets	Low	High
SP Generic KW Targets	Medium	Medium
SP Category Targets	Medium	Medium
SP Competitor ASIN PT	Medium	Medium
SP Competitor KW Targets	High	Low
SB Generic KW Targets	Medium	Medium
SB Brand KW Targets	Low	High

1
Automatic
Campaigns

ASINs Sorted in Ad Groups	Medium	Medium
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Expanding Your Brand's Reach with Amazon DSP

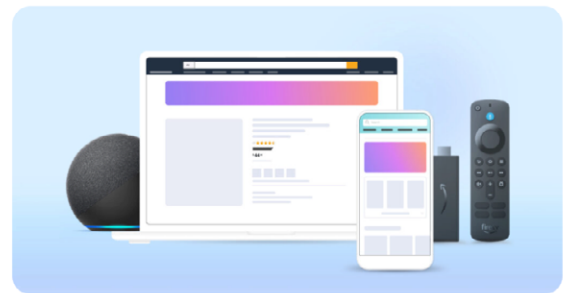




Amazon DSP (Demand-Side Platform) expands your advertising impact beyond standard ad types, offering unique targeting capabilities and enhanced control. These ads can show up beyond Amazon and reach potential customers on additional channels like Prime Video, Amazon Music, Audible, Alexa, Twitch, and live sports. These ads allow you to expand into:

- **Retargeting:**
DSP enables precise retargeting of users who interacted with your products but did not purchase, enhancing lower funnel efficiency.
- **Audience Exclusion:**
On the flip side, DSP also allows you to exclude recent buyers, ensuring your ad spend targets only new-to-brand prospects.
- **Full-Funnel Strategies:**
DSP covers all funnel stages—from top-of-funnel streaming TV ads that build brand awareness, to mid-funnel audience engagements like contextual targeting, to bottom-funnel cross-selling ads to previous purchasers.

[You can learn more about Amazon DSP here.](#)



Amazon DSP: Unlocking In-App Advertising Power for Brands

In today's competitive digital landscape, Amazon DSP (Demand-Side Platform) offers brands and sellers...

Your Immediate Action Plan

To rapidly improve Amazon performance:

- Prioritize Sponsored Products, especially at top-of-search positions, to immediately boost conversions.
- Integrate Sponsored Brand and Video ads to build deeper consumer engagement and enhance brand consideration.
- Initiate Sponsored Display campaigns for retargeting and strategic audience expansion.
- Gradually incorporate DSP ads to deliver comprehensive, sustained advertising success.

Implementing this playbook ensures immediate performance improvements and lays the groundwork for sustained growth and market dominance.

Need help setting up or managing multiple campaigns, refining your ads and bids, or optimizing your marketplace strategy? Teikametrics is here to assist with the [leading marketplace optimization platform](#) and the industry's [top analyst service team](#).

[Reach out to learn more.](#)