

Dear Advantage Vendor:

We're excited to let you know that in May 2016, you will gain access to Amazon marketing programs previously reserved for Amazon's biggest vendors. These solutions are designed to help you showcase your titles within Amazon.com driving awareness and customer conversion:

**Amazon Marketing Services (AMS)** – AMS drives discoverability and sales of your items at Amazon.com. With AMS you can:

- Promote your products within Amazon.com using cost-effective pay-per-click ads.
- Control your spending with campaign budgets as low as \$100.
- Measure return on investment and optimize campaign performance with detailed reporting.

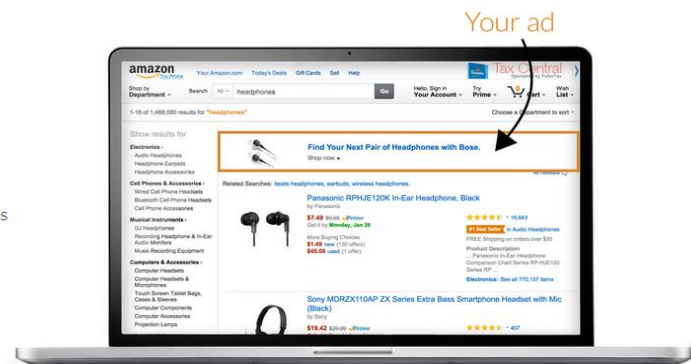
Need more information on AMS? Review the [case study](#) to learn how AMS has helped vendors grow their businesses. Also, join our [LinkedIn](#) Group and [Youtube](#) channel.

## Advertise at Amazon

Target by keyword or product

- Start a campaign for as little as \$1
- Pay only when shoppers click
- Optimize performance with detailed sales reports

Get started



**Vine reviews** - Amazon Vine is a program that enables a select group of Amazon customers to post opinions about products to help their fellow customers make educated purchase decisions. Vendors provide reviewers with free copies of titles, and in-return they kick-start your customer reviews. Customers are invited to become "Vine Voices" based on the trust they have earned in the Amazon community for writing accurate and insightful reviews. Since Voices members will receive access to products that may not yet be available on the market, their opinions may be among the first posted on a product's detail page. Importantly, Amazon does not influence the opinions of Amazon Vine members, nor do we modify or edit their reviews. The Vine program is an opportunity for publishers to quickly acquire customer reviews from trusted influencers.

Items with reviews are 22% more likely to be viewed from an Amazon search result than those with no reviews. Trusted by other customers, Amazon Vine reviews carry a special badge and have been proven to lift sales.

### Sample Vine Review:

15 of 16 people found the following review helpful

★★★★★ **Let's go to that tropic vacation spot of the Midwest - North Dakota 30° below zero and falling**

By Cheryl Stout **TOP 1000 REVIEWER** **VINE VOICE** on March 2, 2015

Format: Hardcover **Vine Customer Review of Free Product (What's this?)**

I have read all of the C.J. Box books and have especially enjoyed the Joe Pickett series. But **BADLANDS**, which follows after **BACK OF BEYOND** and **THE HIGHWAY**, brings us back to Cassie Dewell and I like her.

A little overweight, 36 years old, a mom, and a darn good police officer, Cassie leaves Montana, where she was unappreciated and is now the Chief Investigator on the Bakken County Sheriff's Department based out of Grimstad, North Dakota.

Grimstad is a **BOOMING** oil town. The details given on the oil industry by author Box were fascinating. To go from a sleepy, dying small town to a population of over 60,000 practically overnight causes all kinds of problems, especially for law enforcement.

Eligible items can be enrolled in Vine starting at \$1500 per title.

**“A+” Detail Pages** - Successful product marketing at Amazon starts with the detail page. The “A+” detail page is a deluxe detail page featuring advanced formatting and rich media content to enhance the customer shopping experience and convince customers to buy your product.

Benefits of A+ content include:

- Increasing customer conversion by providing additional information on the item, such as sample content, video or audio clips.
- Improving organic external search engine optimization (higher relevance).
- Retaining customer interest.
- Distinguishing between basic and premium product lines, such as a special collector or anniversary edition of your title.
- Driving brand awareness.

Sample A+ detail pages:

Additional content from title:



[View larger](#)

#### Ginger-Mint Lemonade

Start your day with this or sip throughout the day to curb hunger while aiding digestion and adding in some minerals. It's best to use room-temperature or cool water instead of ice cold to keep your digestive fire strong.

Makes 1-2 servings

Prep time: 5 minutes

2 cups (474 milliliters) water

¼ cup (24 grams) mint

1-inch (2.5 centimeters) piece of ginger, chopped

Handful spinach

¼ cup (59 milliliters) or more lemon juice

Stevia to taste

Process water, mint, ginger, and spinach in a blender, then pour through a fine sieve. Transfer to a mason jar and add in lemon juice and sweeten to taste.

You can now upload A+ enhanced marketing content for your titles for \$600/title (subject to change).



**Save 40%**

**Infostorms: How to  
Take Information**

[Clip Coupon](#)

**Coupons** – Publishers can now drive promotions by issuing a digital coupon. Vendors fund and create a coupon (available right on the product detail page) for customers to use as an immediate discount off of the Amazon selling price.

Coupons can be made available by using our Vendor Powered Coupons program, a self-service process enabling you to directly upload promotions into our systems. The discounts are determined and funded by the vendor and the savings are passed through to our customers. Coupons can be used to spur sales, liquidate product or to generally affect on-site pricing.

For example, if you're selling a book with a list price of \$10.00 which typically sells on Amazon for \$9.25, you could run a promotion using our coupon program offering an additional 10% discount. In that case, for each unit of the book sold, the publisher would incur additional costs of \$0.93 for the discount, a \$0.08 redemption fee and \$0.17 clipping fee for the coupon (coupon pricing subject to change).

We hope you're excited about the value these substantial improvements will bring to the Amazon Advantage vendor program.

Kind regards,  
Amazon Advantage Team