



COMPETING WITH AMAZON ON ADWORDS

Inside Amazon's Paid Search Strategy

 +

 **SEMRUSH**
competitors research

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Introduction

Amazon just beat out Google as the [new starting point for online shoppers](#).

However, ironically, they're also Google's biggest advertiser—blowing past heavyweights such as eBay, Target, and Walmart.

Many brands and retailers try and fail to beat Amazon on AdWords, watching their CPCs skyrocket while conversions dip.

Is Amazon impossible to compete with? Maybe not.

In this guide, we partnered with the creators of [SEMrush](#) (a handy SEO and PPC tracking tool) to get some insights into some of Amazon's strategies and the counter strategies for retailers and brands hoping to get a bigger slice of AdWords revenue.



Amazon Stays Focused
on Profitable Products



Amazon Focuses on Profitable Products

Amazon's very methodical and careful about where they invest their time, and PPC Text Ads are no exception. Currently, Amazon seems to be focused on promoting electronics and home goods on Google ads (both text & PLAs).

Of the **most popular products in 2016**, 26 were electronic or electronic accessories ranging from Amazon's Echo Dot to SIM cards. Some of Amazon's top selling products also happen to be on the list of their top keywords (by volume) on SEMrush, such as the Fitbit:

| Ad | Keyword | Pos. | Block | Volume | CPC (USD) | URL | Traffic % | Costs % | Com. | Results | Trend | Last seen |
|----|----------------|-------|-------|------------|-----------|--|-----------|---------|------|---------------|-------|-----------|
| | amazon | 1 (1) | | 68,000,000 | 0.03 | www.amazon.com/ | 10.53 | 0.40 | 0.18 | 2,040,000,000 | | 9 hr ago |
| | amazon prime | 1 (1) | | 5,000,000 | 0.11 | www.amazon.com/prime | 0.21 | 0.03 | 0.22 | 81,600,000 | | 1 day ago |
| | amazon prime | 1 (2) | | 5,000,000 | 0.11 | www.amazon.com/ | 0.77 | 0.11 | 0.22 | 81,600,000 | | 9 hr ago |
| | amazon.com | 1 (4) | | 3,350,000 | 0.02 | www.amazon.com/ | 0.51 | 0.01 | 0.19 | 2,040,000,000 | | 9 hr ago |
| | dallas cowboys | 3 (3) | | 2,740,000 | 1.11 | www.amazon.com/s...n-shop | 0.08 | 0.11 | 0.03 | 43,700,000 | | Apr 2017 |
| | fitbit | 1 (6) | | 2,240,000 | 0.59 | www.amazon.com/sports | 0.03 | 0.02 | 0.82 | 46,700,000 | | Dec 2016 |

The other category Amazon seems to be focused on is home goods.

| Ad | Keyword | Pos. | Block | Volume | CPC (USD) | URL | Traffic % | Costs % | Com. | Results | Trend | Last seen |
|----|------------|-------|-------|---------|-----------|--|-----------|---------|------|------------|-------|------------|
| | home goods | 3 (3) | | 823,000 | 1.04 | www.amazon.com/h...niture | 0.02 | 0.03 | 0.20 | 51,200,000 | | 8 May 2017 |

However, both of these could easily change.





Amazon uses a proprietary tool to track the products that are performing well on their site, and that will likely inform the next segment of products they invest in for PPC.

Amazon also bids on branded keywords plus variant misspellings, and they receive a pretty significant portion (about 15% estimated) of traffic via the trademark ads below.

One thing to keep in mind is that Amazon.com ads on Google are not always from Amazon; they can also be 3P sellers seeking to drive traffic to their Amazon listing.

However, when it comes to Google PPC, only one ad per domain can show up—meaning only one Amazon ad will win the auction.

"If multiple Amazon sellers bid on the same term, they're competing against not only Amazon, but potentially other Amazon sellers who are attempting to do the same thing."



Lewis Brannon
Paid Search Manager
CPC Strategy

| Ad | Keyword | Pos. | Block | Volume | CPC (USD) | URL | Traffic % | Costs % | Com. | Trend | Last seen |
|----|----------------|-------|-------|------------|-----------|--|-----------|---------|------|-------|-------------|
| | amazon | 1 (2) | | 68,000,000 | 0.05 | www.amazon.com/ | 13.34 | 0.73 | 0.11 | | 8 May 2017 |
| | amazon | 1 (3) | | 68,000,000 | 0.05 | www.amazon.com/n...tional | 9.23 | 0.50 | 0.11 | | 5 May 2017 |
| | netflix | 1 (2) | | 20,400,000 | 5.75 | www.amazon.com/T...eTrial | 2.77 | 17.47 | 0.01 | | Apr 2017 |
| | showbox | 1 (1) | | 1,830,000 | 0.05 | www.amazon.com/N...figures | 1.29 | 0.07 | 0.02 | | Apr 2017 |
| | pizza hut | 1 (2) | | 9,140,000 | 0.17 | www.amazon.com/ | 1.24 | 0.23 | 0.16 | | Apr 2017 |
| | taco bell | 1 (1) | | 1,500,000 | 0.64 | www.amazon.com/g...tuples | 1.06 | 0.74 | 0.06 | | Apr 2017 |
| | xbox one | 1 (1) | | 1,500,000 | 1.02 | www.amazon.com/v...games | 1.06 | 1.19 | 0.93 | | Apr 2017 |
| | hbo go | 1 (1) | | 1,220,000 | 3.87 | www.amazon.com/c...ls/hbo | 0.86 | 3.67 | 0.12 | | 5 May 2017 |
| | burger king | 1 (1) | | 1,220,000 | 3.73 | www.amazon.com/ | 0.86 | 3.54 | 0.03 | | Apr 2017 |
| | macy's | 2 (4) | | 6,120,000 | 0.09 | www.amazon.com/ | 0.83 | 0.08 | 0.16 | | 28 Apr 2017 |
| | amazon prime | 1 (2) | | 4,090,000 | 0.04 | www.amazon.com/ | 0.80 | 0.03 | 0.14 | | 4 May 2017 |
| | bb&t | 1 (1) | | 1,000,000 | 0.67 | www.amazon.com/h...l-care | 0.70 | 0.52 | 0.01 | | Apr 2017 |
| | at&t | 1 (2) | | 5,000,000 | 1.04 | www.amazon.com/c...series | 0.67 | 0.77 | 0.33 | | Apr 2017 |
| | amazon.com | 1 (1) | | 3,350,000 | 0.02 | www.amazon.com/ | 0.65 | 0.01 | 0.11 | | 8 May 2017 |
| | chicago cubs | 1 (1) | | 823,000 | 0.75 | www.amazon.com/s...tdoors | 0.58 | 0.48 | 0.02 | | Apr 2017 |
| | amazon prime | 1 (3) | | 4,090,000 | 0.04 | https://www.amaz...BYBNEE | 0.55 | 0.02 | 0.14 | | Mar 2017 |
| | old navy | 1 (4) | | 5,000,000 | 0.03 | www.amazon.com/ | 0.52 | 0.01 | 0.16 | | Apr 2017 |
| | chili's | 1 (1) | | 673,000 | 0.32 | www.amazon.com/gift-cards | 0.47 | 0.16 | 0.13 | | Apr 2017 |
| | amazon.com | 1 (2) | | 3,350,000 | 0.02 | www.amazon.com/n...tional | 0.45 | 0.00 | 0.11 | | 3 May 2017 |
| | kmart | 1 (3) | | 3,350,000 | 0.10 | www.amazon.com/ | 0.45 | 0.04 | 0.16 | | Apr 2017 |
| | letmewatchthis | 1 (1) | | 550,000 | 0.05 | www.amazon.com/P...eTrial | 0.39 | 0.02 | 0.00 | | 4 May 2017 |





Takeaway

If there's just one thing you take from this section, it's that you shouldn't throw money at highly competitive keywords simply because they fit your niche.

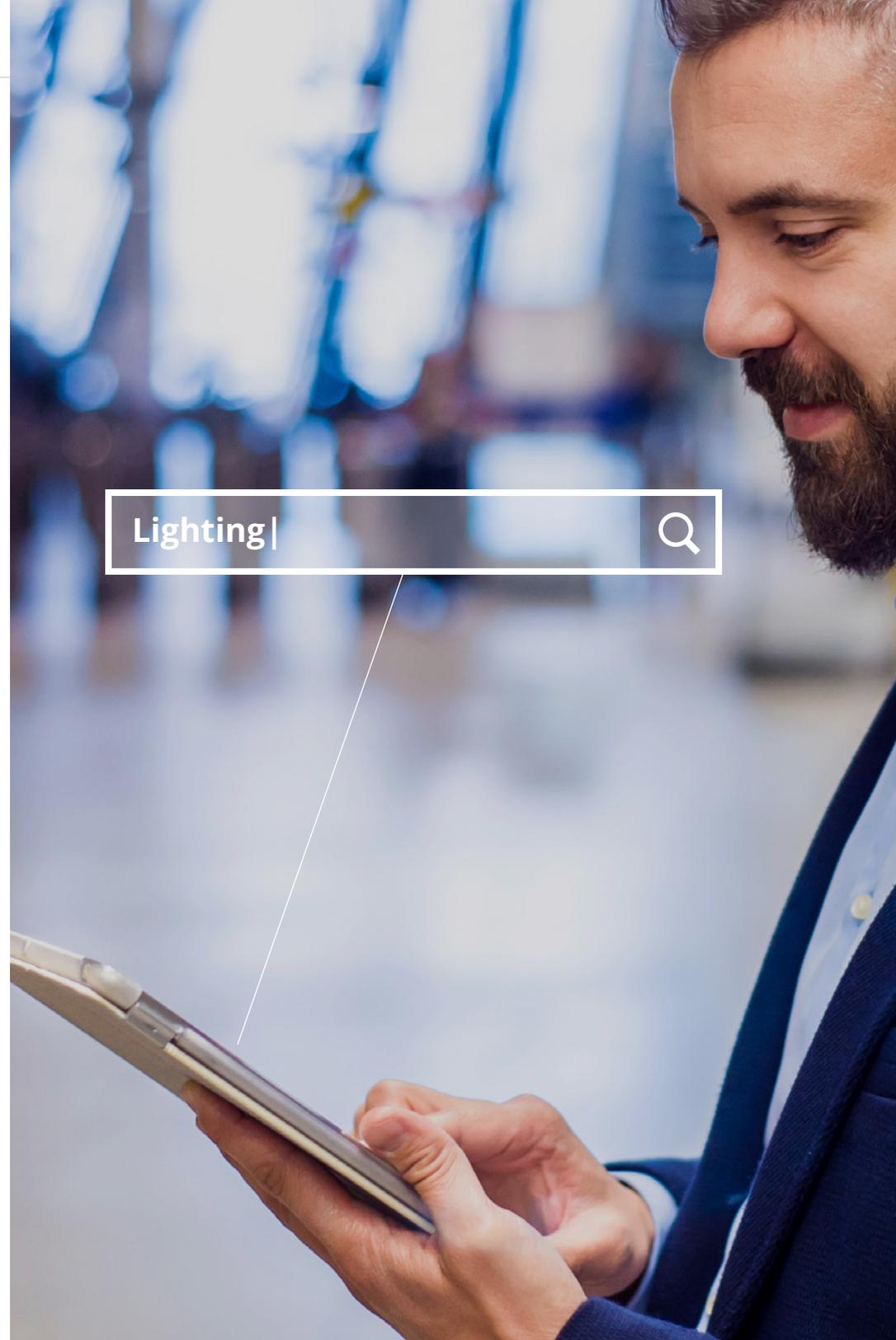
It's important to keep an eye on what's actually selling, and be willing to shift your priorities towards other keywords, even some longer tail keywords that could result in a bigger profit and have less competition.

"If you're trying to compete with Amazon and you're trying to drive traffic to your ecomm site, be really smart about competitive monitoring, and look for niches that you can exploit within a category that they're not bidding as aggressively on."



Lewis Brannon
Paid Search Manager
CPC Strategy

You can do all of the above by using your Auction Insights on Google, or a tool such as SEMrush. In order to keep up with bid changes, you may need some level of automation (more on that later).



Amazon Bids Differently
on Desktop vs. Mobile



Amazon Bids Differently on Desktop vs. Mobile

There are [30 million monthly average users on Amazon's app](#), and [SEMrush reports indicate Amazon is currently ranking for ~53.4K keywords on mobile](#).

On desktop, Amazon's ranking for ~2.5 million keywords.



Mobile Keywords



Desktop Keywords





PAID COMPETITORS 1 - 100 (120,207) ⓘ

Export

| Domain | Competition Level | Common Keywords | Ads Keywords | Ads Traffic | Ads Traffic Price (USD) | SE Keywords |
|-------------------------------|-------------------|-----------------|--------------|-------------|-------------------------|-------------|
| target.com | | 527.3k | 564.1k | 5.0m | 2.8m | 10.0m |
| stuccu.com | | 241.6k | 163.2k | 1.6m | 945.7k | 6.6k |
| ebay.com | | 248.6k | 416.3k | 5.0m | 5.9m | 32.1m |
| compare99.com | | 140.8k | 46.3k | 1.0m | 853.9k | 873 |
| walmart.com | | 129.1k | 172.0k | 4.1m | 1.9m | 17.3m |
| jcpenny.com | | 129.2k | 277.5k | 3.0m | 2.3m | 2.3m |
| wayfair.com | | 83.2k | 142.3k | 1.2m | 1.3m | 2.2m |
| cheap-r.com | | 75.6k | 1.3k | 642 | 166 | 2 |
| homedepot.com | | 67.5k | 132.6k | 2.2m | 1.7m | 5.1m |
| shop411.com | | 65.4k | 279.7k | 2.8m | 2.4m | 7 |

Some of Amazon’s top 10 competitors for similar keywords on desktop include:

- ✓ Target.com
- ✓ Stuccu.com
- ✓ eBay.com
- ✓ Compare99.com
- ✓ Walmart.com
- ✓ Jcpenney.com
- ✓ Wayfair.com
- ✓ Cheap-r.com
- ✓ Homedepot.com
- ✓ Shop411.com





| Domain | Competition Level | Common Keywords | Ads Keywords | Ads Traffic | Ads Traffic Price (USD) | SE Keywords |
|---------------------------------|-------------------|-----------------------|-----------------------|---|-------------------------|------------------------|
| target.com | | 56.3k | 10.3k | 340.6k | 330.1k | 1.6m |
| searchnow.com | | 17.9k | 5.5k | This value is based on the desktop keywords' metrics. | | 51 |
| wayfair.com | | 9.1k | 3.2k | 300.4k | 255.0k | 447.9k |
| stuccu.com | | 6.9k | 2.2k | 381.8k | 291.5k | 191 |
| walmart.com | | 7.6k | 2.5k | 862.0k | 331.1k | 3.0m |
| when.com | | 13.2k | 0 | 0 | 0 | 3 |
| bestbuy.com | | 7.5k | 2.0k | 387.9k | 260.0k | 918.1k |
| jossandmain.com | | 7.9k | 1.1k | 134.7k | 93.4k | 19.1k |
| ebay.com | | 15.1k | 1.3k | 36.0k | 23.1k | 4.9m |
| macys.com | | 7.6k | 1.9k | 390.4k | 84.1k | 595.6k |

However, on mobile, the competition for similar keywords changes.

Wayfair and Target seem to be emphasizing mobile at the moment, while Home Depot doesn't even make it into the mobile competition:

- ✓ **Target.com**
- ✓ Searchnow.com
- ✓ **Wayfair.com**
- ✓ **Stuccu.com**
- ✓ **Walmart.com**
- ✓ When.com
- ✓ Bestbuy.com
- ✓ Jossandmain.com
- ✓ **eBay.com**
- ✓ Macy's.com



NOTE: Not all of these companies listed are Amazon's direct competitors, but they are listed here because they are competing for the same keywords.

Like many retailers, Amazon may not spend as much or could be spending more on mobile because the conversion rate is typically lower than on desktop, but we can only speculate based on the estimations SEMrush calculated.

Our experts believe that Amazon likely invests in specific keywords and categories on mobile.

Lewis Brannon, Paid Search Manager at CPC Strategy, explains:

"Amazon is probably willing to spend much more on mobile for certain categories and not for others. Certain categories lend themselves better to mobile shoppers than others. For instance, home goods and home appliances are often higher AOVs and shoppers may not convert as well on mobile for those."



Lewis Brannon
Paid Search Manager
CPC Strategy





Takeaway

[Google is emphasizing mobile more every day](#) with new ad features, and more and more people are actually completing purchases on mobile, so don't just decrease mobile bids across the board because they're not showing up as the final purchase destination.

Do some of your products sell better on mobile than on desktop? Start putting more money behind those keywords. The same goes for keywords that excel on desktop over mobile. You should always be bidding on the keywords that are most valuable for your business.

Pay closer attention to your attribution funnel and find out how your shoppers prefer to browse + buy your products. The more targeted you can get with your mobile vs. desktop bid strategy on Text Ads, the better off you'll be.

A photograph of a man in a light blue shirt and dark tie, looking down at his smartphone. A semi-transparent grey box with the text 'Add to Cart' is overlaid on the image. A dotted line extends from the bottom of the box to the right edge of the image.

Add to Cart

Amazon Doesn't
Sweat Their Ad Copy



Amazon Doesn't Sweat Their Ad Copy

Most of Amazon's ads emphasizes the following features:

- ✓ Free 2-day shipping
- ✓ Customer reviews
- ✓ Low prices





We pulled some of their top performers below:

| POSITION | KEYWORD | DESCRIPTION | TITLE |
|----------|------------------|---|--|
| 1 | fitbit | Shop our Sporting Goods store Free Shipping on Qualified Orders. | Fit Bit at Amazon. |
| 1 | michael kors | Buy Michael Kors Purse at Amazon. Free Shipping on Qualified Orders. | Michael Kors Purse at Amazon® Official Site. |
| 1 | hollister | Buy Apparel & a lot more at Amazon. Free Returns on Eligible Items. | Apparel at Amazon® - Shop Apparel. |
| 1 | under armour | Find Deals on Under Armour in Mens Apparel on Amazon. | Shop Under Armour: Amazon Free 2-day Shipping w/ Prime. |
| 1 | belk | Read Customer Reviews & Find Best Sellers. Free 2-Day Shipping w/Amazon Prime. | Shop Belk on Amazon - Low Prices for Belk - amazon.com. |
| 1 | charlotte russe | Buy Charlotte Russe at Amazon. Free Returns on Eligible Items | Charlotte Russe at Amazon. |
| 2 | emoji pillows | Read Customer Reviews & Find Best Sellers. Free 2-Day Shipping w/Amazon Prime. | Emoji Pillows Set on Amazon Low Priced Emoji Pillows Set. |
| 3 | home goods | Compare Prices on Home goods in Home Furniture. | Shop Home Goods - Amazon - Official Site amazon.com. |
| 1 | lord and taylor | Find Deals on Lord Taylor in Apparel on Amazon. | Shop Lord Taylor: Amazon - Free 2-day Shipping w/ Prime. |
| 1 | office max | Read Reviews on Office Supplies. Compare by Price, Type & Brand. | Office Products at Amazon® - Shop Office Products. |
| 2 | alex and ani | Big Savings on Alex and Ani bracelets. Free 2-Day Shipping w/Amazon Prime. | Alex and Ani Bracelets - Amazon.com. |
| 1 | lularoe leggings | Find Deals on Leggings Lularoe in Womens Clothing on Amazon. | Shop Leggings Lularoe: Amazon Amazon.com Official Site. |



If you search for anything Amazon’s bidding on, you’ll notice the ad copy isn’t astounding—but they’re still getting massive visibility and click throughs on the SERP.

As Brannon points out, the ad experience from a vanity standpoint is poor, but the Amazon domain name is such a powerful draw, they don’t need to sweat the copy.

“For Amazon, it’s not a necessity to write good, catchy ads—they just have to be straightforward, and they’re likely to be successful”



Lewis Brannon
Paid Search Manager
CPC Strategy



Takeaway

The key to beating Amazon in the text ad copy arena? Don't waste time trying to perfect your text ad copy.

While copy still influences click through rate to a point, your brand's reputation is far more important--and Amazon has worked hard on creating a reputation that's tough to beat.

Brannon explains:

"You're never going to have as much budget or brand clout as Amazon, so even if your ad looks amazing, utilizes every extension, and is very relevant to the search. As long as Amazon is there and just barely meeting those minimum requirements for a coherent ad, they're going to win traffic. It's futile to think about beating Amazon or winning against them in that sense."





From what our Google PPC experts can tell, Amazon's relying on [dynamic keyword insertion](#), meaning their ad fields are automatically generated from their feed.

However, we also know Amazon isn't just setting and forgetting ads or completely relying on automation.

A better play is to focus on smart targeting and use a mix of automation and manual techniques to ensure your ads get clicks.

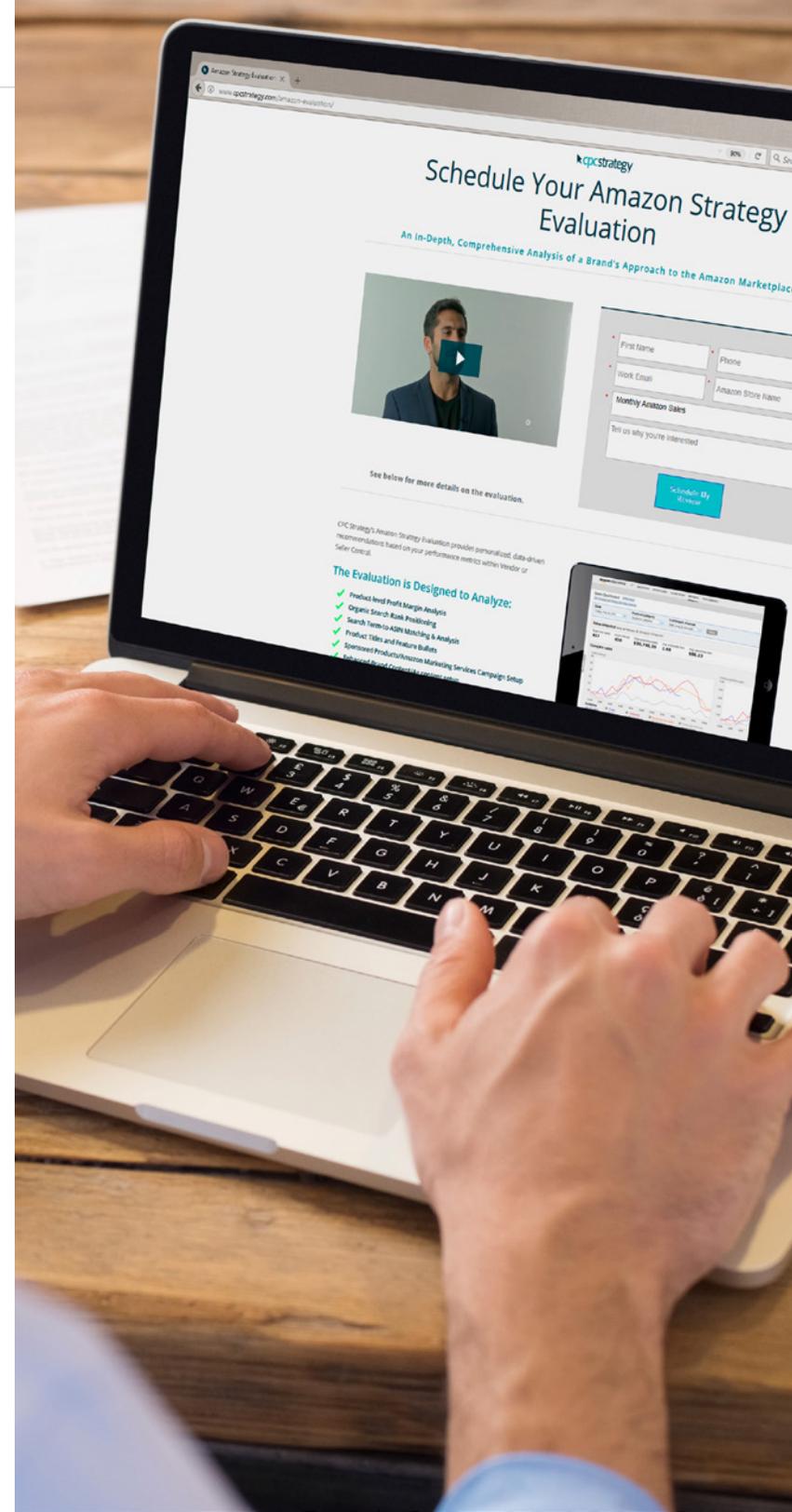
Start by monitoring impression share on the Auction Insights Report, and see when Amazon's getting more aggressive on those keywords.

Then, take a look at SEMrush's Organic/Advertising Position Changes report, where, you can simply type a competitor's domain in the search bar, and see where they're losing or gaining traction in keywords.

Some of Amazon's biggest keyword improvements include storage shelves and silk pillowcases:

Finally, focus on a smart geographic, demographic, and day parting strategy for your top keywords, because Amazon is not thinking that granularly for each category or product

It could also be time to work with an agency to break out your campaigns in a more granular way, or just invest in a tool. At CPC Strategy, we believe it's important to invest in both manual and automatic methods to stay on top of the SERP.



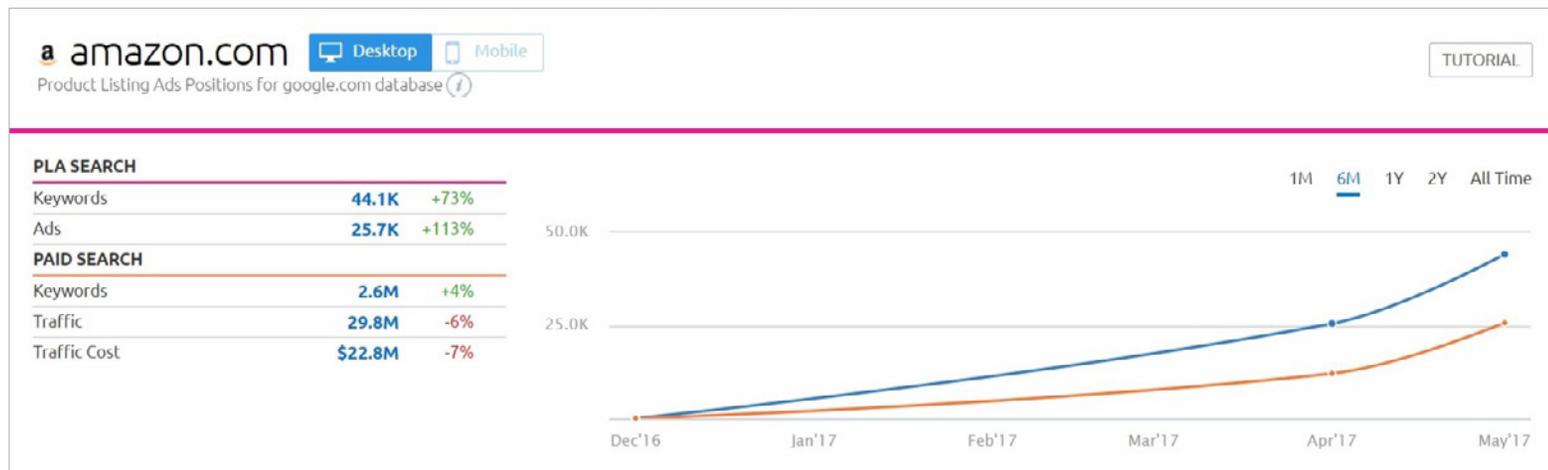
Amazon's Taking it Slow With PLAs

Amazon's Taking it Slow With PLAs

A lot of advertisers were worried when it was revealed [Amazon was re-entering Google Shopping](#).

However, over the last few months, it seems Amazon's been extremely strategic and might even be taking cautious steps, rather than taking Google Shopping by storm.

Check out the graphs below to see Amazon's growing involvement in PLAs over the last 6 months:



Here are the top keywords Amazon's gaining visibility for in PLA listings:

| Ad | Keyword | Pos. | Volume | URL | Product Title | Price (USD) | Trend | SERP | Last Update |
|----|---------------------|-------|---------|--|---|-------------|-------|------|-------------|
| | kindle fire | 1 (1) | 246,000 | www.amazon.com/dp/B018SZT3BK/ | Amazon Kindle Fire HD 8 (6th Generation) - Wi-Fi | 89.99 | | | 6 hr ago |
| | echo | 1 (1) | 165,000 | www.amazon.com/dp/B01DFKC2SQ/ | Amazon Echo Dot (2nd Generation) - Black | 49.99 | | | 10 hr ago |
| | weber grills | 1 (1) | 135,000 | www.amazon.com/dp/B016M5A2SQ/ | Weber 46810001 Spirit E330 Liquid Propane Gas Grill, Black | 599.00 | | | 9 hr ago |
| | weber spirit e 310 | 3 (2) | 90,500 | www.amazon.com/dp/B0098HR1FI/ | Weber Spirit E-310 Propane Gas Grill with 3 Burners - ... | 499.00 | | | 6 hr ago |
| | amazon fire | 1 (1) | 74,000 | www.amazon.com/dp/B018SZT3BK/ | Amazon Kindle Fire HD 8 (6th Generation) - Wi-Fi... | 89.99 | | | 10 hr ago |
| | kindle paperwhite | 1 (1) | 60,500 | www.amazon.com/dp/B01BFIBRIE/ | Amazon Kindle Paperwhite - Wi-Fi - White - with Special | 119.99 | | | 9 hr ago |
| | ikea desk | 1 (1) | 49,500 | www.amazon.com/dp/B0056ILD20/ | Ikea Computer Desk Workstation, White, MICKE 902.143.08 | 162.63 | | | 8 hr ago |
| | himalayan salt lamp | 1 (1) | 49,500 | www.amazon.com/dp/B01M15T9SC/ | Natural Himalayan Rock Salt Lamp 8-13 lbs with Wood Base, UL Approved ... | 14.99 | | | 21 hr ago |
| | kindle fire hd | 1 (1) | 49,500 | www.amazon.com/dp/B018SZT3BK/ | Amazon Kindle Fire HD 8 (6th Generation) - Wi-Fi... | 89.99 | | | 5 hr ago |
| | mre | 1 (1) | 49,500 | www.amazon.com/dp/B00SV080TY/ | Sure-Pak MRE Packs with Flameless Ration Heater (6-Piece) | 45.00 | | | 6 hr ago |

Notice the trend continues—Amazon is still investing in tech (ex. Kindle Fire) and household goods such as grills.

Outdoor Grills > Weber > Amazon.com Sort: Default View: List My Shortlist (0) Merchant links are sponsored



Weber Spirit E-310 Propane Gas Grill with 3 Burners - Black - 52"

from Amazon.com

★★★★★ 772 product reviews #2 in Outdoor Grills > Weber > Spirit

Weber Spirit Gas

The Weber Spirit E-310 gas grill will give you the freedom to fire up some serious food on the 529 square inches of cooking space. Plus, the precisely engineered electronic ... more >

Other options ▾

\$499.00

+ \$38.67 tax. Free shipping

Amazon.com

★★★★★ seller rating

[Shop](#)

\$499.00 Wayfair

\$499.99 Target

\$499.00 Hayneedle

Compare prices from 10+ stores

Related items Reviews Details Accessories [Save to Shortlist](#)

In the case of their own products, they seem to be seeking to take over the SERP with both Text Ads and PLAs:

The top Google Shopping competitors for Amazon include:

- ✓ Walmart
- ✓ Jet.com
- ✓ Bedbathandbeyond.com
- ✓ Wayfair.com
- ✓ Target.com

The screenshot shows a Google search for "kinde fire". The search results page includes a navigation bar with "All", "Shopping", "Images", "News", "Books", "More", "Settings", and "Tools". The search results show "About 23,700,000 results (0.50 seconds)". The main results are for "Showing results for **kinde fire** Search instead for kinde fire". The first result is an advertisement for "Amazon Fire Tablets - Free Shipping - amazon.com" with a link to "www.amazon.com/fire-tablets" and a description: "High performance tablets designed for entertainment at an incredible price. All-New Fire HD 8 - \$49.99 Fire". The second result is "Amazon.com: Kindle Fire (Previous Generation - 1st): Kindle Store" with a link to "https://www.amazon.com/Kindle-Fire-Amazon-Tablet/dp/B0051VVOB2" and a description: "The first Gen Kindle fire had a faulty connection and will come loose overtime causing the device to no longer able to charge. It's a common problem but a hard ...". The third result is "Previous Generation: Kindle Fire HD 7" - Amazon.com" with a link to "https://www.amazon.com/kindle-fire-hd-best-family-kids-tablet/dp/B00CU0NSCU" and a description: "Kindle Fire HD 7", HD Display, Wi-Fi, 8 GB - Includes Special Offers This is the next-generation Kindle Fire HD but with an updated operating system and new ...". The fourth result is "Previous Generation: Kindle Fire HDX 7" - Amazon.com" with a link to "https://www.amazon.com/kindle-fire-hdx-student-gaming-tablet/.../B00BWYQ9YE" and a description: "Exclusive 7" HDX display with high pixel density and perfect color accuracy (100% sRGB, 323 ppi / 1920 x 1200); All-new Amazon Underground, a one-of-a-kind ...". Below the search results is a "People also ask" section with four questions: "What is the Kindle Fire tablet?", "Is Amazon fire the same as Kindle Fire?", "What is an Amazon Fire?", and "Is the Kindle Fire an android?". Below that is a "Kindle Fire - Wikipedia" section with a link to "https://en.wikipedia.org/wiki/Kindle_Fire" and a description: "The Kindle Fire is a tablet computer developed by Amazon.com. Built with Quanta Computer, the Kindle Fire was first released in November 2011, featuring a ...". Below that is an "Amazon FIRE7 Kindle Fire 7" 8GB Tablet - Walmart.com" section with a link to "https://www.walmart.com/ip/Amazon-FIRE7-Kindle-Fire-7-8GB-Tablet/167959481" and a description: "Amazon FIRE7 Kindle Fire 7" 8GB Tablet; Beautiful 7" IPS display (171 ppi / 1024 x 600) and fast 1.3 GHz quad-core processor. Rear and front-facing cameras." The right side of the page shows a product listing for "Amazon Kindle Fire HD 8 (6th Generation) - Wi-Fi - 16 GB - Blac...". The listing includes a price of "\$89.99", a rating of "4.6 stars", and "2,619 user reviews". The listing also includes a "Shop now" button, a "Sponsored" label, and a list of prices from other sellers: "\$89.99 - Amazon.com", "\$89.99 - Best Buy", "\$88.99 - Bonanza", and "\$79.95 - eBay". The listing also includes a "Reviews" section with "Pros: Fast · Quality Display · Long Battery Life · Easy To Use" and a "Product details" section with "Release Date: September 2015", "Display resolution: 1280 x 800", "Network connectivity: Wi-Fi Only", "Brand: Amazon", "Screen size: 8 in screen", "Battery life: 12 hour battery", and "Weight: 12 oz". Below the product listing is a "Similar Tablet Computers For Comics" section with five items: "Apple iPad mini 2", "Apple iPad mini 4", "Barnes & Noble NOOK", "Apple iPad (3rd Generati...", and "Amazon Kindle Fire HD 7". Below that is a "Similar products" section with several product images.

amazon.com Desktop Mobile TUTORIAL PDF

Product Listing Ads Competitors for google.com database

PRODUCT LISTING ADS COMPETITORS 1 - 100 (5,545) Export

| Domain | Competition Level | Common Keywords | PLA keywords | Paid Keywords | Paid Traffic | Paid Traffic Price (USD) |
|----------------------|-------------------|-----------------|--------------|---------------|--------------|--------------------------|
| walmart.com | | 8.6k | 560.6k | 167.2k | 4.1m | 1.9m |
| jet.com | | 6.9k | 307.8k | 24.5k | 187.8k | 159.3k |
| bedbathandbeyond.com | | 4.7k | 26.9k | 19.9k | 673.3k | 169.9k |
| wayfair.com | | 4.7k | 93.5k | 138.4k | 1.2m | 1.4m |
| target.com | | 4.6k | 71.8k | 550.4k | 5.0m | 2.8m |

Considering Walmart owns Jet.com, it's pretty clear the company is working hard to gain visibility against some of Amazon's popular keywords.

Takeaway

According to some sources, [PLAs are now more popular for retailers than Text Ads](#).

As Google Shopping gains in popularity, it will only become more difficult for brands and retailers to rank—particularly against heavyweights such as Amazon.

The key to success will be your ability to compete with granular targeting and show up for more long-tail keywords in Shopping, which is possible with CPC's ISO™ strategy.

You can learn more about Google Shopping Best practices in our [2017 guide](#).



Overall Takeaways



Overall Takeaways

Amazon's taken the world by storm, and the world just happens to include Google PPC.

Most retailers and brands simply can't compete with Amazon's budget or widespread brand trust.

But the good news is, you don't have to directly compete with Amazon to be successful. You just need to work smarter, using a combination of automatic and manual processes.

And hey, if you can't beat Amazon, it may be time to join them.

If you're not selling on Amazon, you're missing out on an opportunity to reach millions of shoppers. Think about it this way: You get to leverage Amazon's brand equity and rabid fan base to build your own.

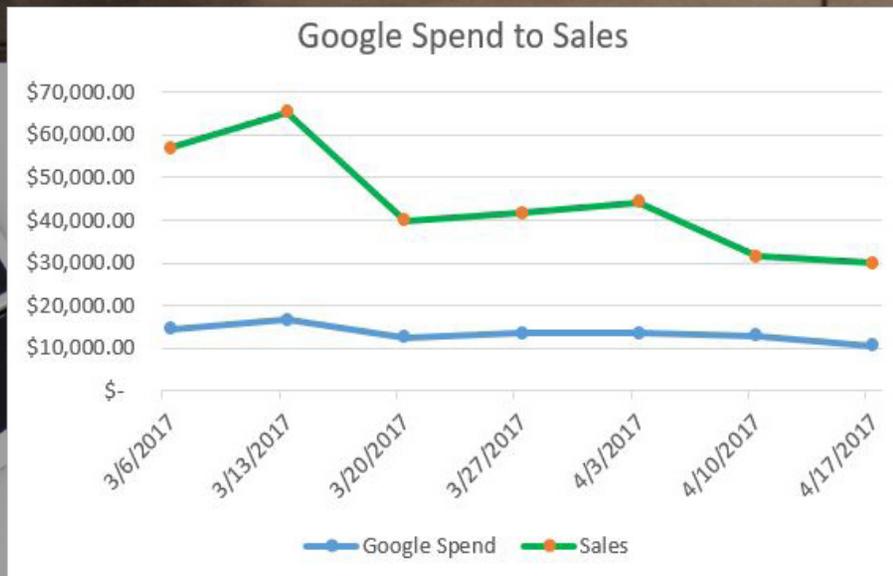
Consider becoming a seller as a 3P or vendor (or both), & leverage Amazon's ad programs to build your brand on Amazon.com.

Just keep an eye on both your Google campaigns and Amazon ad campaigns—if you have both running, you should have a plan in place for allocating budget to each platform.



The more you spend on Amazon ads (Amazon Sponsored Products or “ASP” below), the more you may see your Google ads drop, and vice versa.

We pulled some data from one of our own client accounts to better illustrate this principle:



“One of the trends you’ll see over the next 5-6 years will be that companies start building their brand within the Amazon space. Amazon’s targeting is really granular, and AMG is promising—brands should think of Amazon less as a competitor, and more as an additional channel to reach consumers.”



Lewis Brannon
Paid Search Manager
CPC Strategy

Oh, and one last word of advice—don’t try to game the system via unethical means, and don’t try to beat Amazon head on.

Amazon has the best engineers and access to customer data that you’ll likely never see. Figure out ways you can leverage Amazon to help build your brand, and you may end up seeing yourself as one of their top competitors list for Google Shopping and Search.



What Now?

Schedule Your Complimentary Paid Search Evaluation

CPC Strategy's Paid Search Evaluation is a complimentary 60-minute analysis and assessment of a retailer's existing Google AdWords campaign architecture, targeting settings, product feed, product pages, and profitability metrics.

[SCHEDULE MY EVALUATION](#)

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