Catalog SOP: Advertising a Coupon

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> ℹ️ **Who is this for?** Individuals who want to advertise their Amazon Coupons.

> ✅ **Objective**: To create a clear and systematic process for advertising a coupon to increase customer engagement, drive sales, and enhance brand visibility for a retail business.

Once you've created a Coupon, you may want to advertise it as well. After submitting your Coupon, you have the option to create a Sponsored Products Advertising Campaign for your Coupon ASINs to potentially improve search placement and increase page views.

Before implementing, it is important to inform, brief details, and get client's approval. Include the approval proof (screenshot or fireflies call link) as Task Details or as a Comment.

These Sponsored Product Advertisements appear in high-visibility spots like the first page of search results and product pages. The advertisement will also display the Coupons badge.

Sponsored Product Advertisements work on a cost-per-click basis, so you only pay when customers click on your ad. You can control your expenses by setting your budget and choosing your cost-per-click.

Note that Coupons and Sponsored Product Advertisements have different eligibility criteria. Therefore, there may be cases where you cannot create a Sponsored Product Advertising Campaign for your Coupon or vice versa.

It's also worth noting that Coupons Campaign and Sponsored Product Advertising Campaign are separate entities. If your budget runs out, the Coupons Campaign may end, but the Sponsored Product Advertising Campaign will continue until you manually turn it off.