



Amazon Vendor Central management - dotcomreps.com

<https://www.dotcomreps.com/services/amazon-ppc-advertising>

In comparison with other ad channels Amazon PPC is generally very effective because it allows you to reach shoppers where they actually make purchases (i.e. on Amazon). Amazon PPC allows you to promote your products with highly visible placements on Amazon, with ads appearing on desktop and mobile browsers as well as on Amazon's app.