

AMAZON.EG LAUNCHES SPONSORED ADS AND STORES TO SUPPORT BUSINESSES IN EGYPT

Amazon.eg launches sponsored ads for sellers to help build product visibility and brand awareness

Egypt—September 14, 2022: Amazon Egypt has made Sponsored Products and Sponsored Brands available on Amazon.eg. Sellers can now use sponsored ads to achieve their business goals by reaching customers as they shop for relevant products on Amazon.eg, gaining product visibility and building their brands.

As more Egyptian consumers are shopping online more frequently, sponsored ads can help shoppers discover new products and enables brands to build product visibility.

According to **Filip Jabbour, Amazon Ads MENA General Manager:** “At Amazon, we work backwards from customers in everything we do. Our entire approach to advertising is based on creating customer experiences that are highly useful and relevant. Sponsored ads can help businesses of all sizes reach customers as they shop for relevant products on Amazon.eg.”

More on how businesses can choose the appropriate ad product for their needs:

Help increase discoverability for products

If businesses do not know where to start when it comes to online advertising, Sponsored Products is a great way to begin the advertising journey in Egypt. Sponsored Products appear in shopping results and on product pages, it is an effective approach to engage customers as they shop for similar products on Amazon.eg. Sellers do not require any experience to do this, in just a few clicks, businesses can create their first Sponsored Products campaign.

Help increase discoverability for brands

With Sponsored Brands, Sellers can build their brand’s exposure by featuring their brand logo, customizing headline copy, and displaying a variety of products. Sponsored Brands placements on shopping results and product detail pages can help drive brand discovery among customers looking for similar products to elevate brand loyalty.

Build online stores to stand out

Stores lets businesses connect with shoppers in a customized way. Sellers can now tell a compelling story about their brand, showcasing their products in a creative way, or simply presenting a complete product portfolio. No matter the size of the Seller’s brand, it can set up a store on Amazon.eg at no cost.

Amazon Egypt will be kicking off a roadshow to clients and partners announcing the different services available to help sellers grow their business online with Amazon. Sellers using Amazon sponsored ads for the first time can register for an advertising account.

For more information, [click here](#).

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit amazon.com/about and follow [@AmazonNews](https://twitter.com/AmazonNews).