

Amazon Sponsored Brands Optimization

The 10-step framework for scaling brand awareness, acquiring new customers and building durable brand equity on Amazon.

Sponsored Brands helps shape how shoppers discover and evaluate your brand on Amazon. In 2026, leading brands use this format to drive demand, not just clicks.

Whether you're defending branded searches, increasing category visibility, acquiring new-to-brand customers, or capturing competitor traffic, Sponsored Brands influences how demand flows across Amazon. The brands that win treat Sponsored Brands as a strategic growth lever, not a standalone ad format.

FIRST, SPONSORED BRANDS OPERATE ACROSS FOUR DEMAND LAYERS:

Demand Capture
Branded search defense

Demand Shaping
Category discovery

Demand Expansion
New-to-brand growth

Demand Redirection
Competitor conquest

FEEDVISOR'S 2026 SPONSORED BRANDS OPTIMIZATION MODEL

01

Anchor Sponsored Brands to brand growth, not ROAS alone

Sponsored Brands serves a different purpose than Sponsored Products. Its role is to build awareness, consideration, and new-to-brand acquisition, not simply maximize ROAS.

QUICK ACTIONS:

- Track NTB%, branded search growth, and Brand Store engagement
- Measure contribution to overall TACOS, not standalone ROAS
- Establish upper-funnel KPIs before campaigns launch

02

Invest in video as the primary growth lever

Video drives the highest-engagement of any Sponsored Brands format and should be a core part of every SB strategy.

- Lead with the primary product benefit in the first 2–3 seconds
- Design creative for sound-off viewing
- Keep videos between 15–30 seconds
- Refresh video creative monthly

03

Build Brand Store as a conversion destination

Brand Stores create a controlled shopping experience without competitor ads and support cross-selling across your catalog.

QUICK ACTIONS:

- Drive traffic to relevant Brand Store pages
- Organize stores around shopper needs and use cases
- Add lifestyle imagery and video
- Review Brand Store Insights monthly

04

Segment campaigns by format and intent

Format separation comes first. You can't diagnose a Video problem inside a blended campaign.

- Separate Product Collection, Store Spotlight, and Video campaigns
- Split branded, category, competitor, and discovery campaigns
- Use exact match for proven terms
- Use broad match only for controlled discovery

05

Optimize headline copy and creative assets

Benefit-led headlines outperform generic brand messaging every time. Most brands set a headline at launch and never revisit it.

QUICK ACTIONS:

- Test benefit-led messaging
- Rotate headlines monthly
- Refresh custom images quarterly
- Test one variable at a time

06

Prioritize new-to-brand metrics

Sponsored Brands should help expand the customer base, not simply recapture existing demand.

QUICK ACTIONS:

- Monitor NTB% by campaign
- Increase investment in high-NTB category campaigns
- Identify signs of audience saturation
- Compare NTB trends over time

07

Coordinate SB with SP, SD, and DSP

Sponsored Brands builds the recognition that makes Sponsored Products convert. Cutting SB frequently causes SP efficiency to decline.

- Protect branded search with both SB and SP
- Align DSP audiences with SB messaging
- Use AMC to understand cross-format influence
- Evaluate performance at the portfolio level

08

Align with pricing, inventory, and promotions

Advertising amplifies strong retail fundamentals.

QUICK ACTIONS:

- Increase investment during launches and key events
- Sync headlines with promotions and deals
- Reduce spend on low-inventory products
- Ensure featured products remain competitively priced

09

Monitor competitive share of voice

If your brand is not occupying premium placements, competitors likely are.

QUICK ACTIONS:

- Track impression share weekly
- Monitor branded keyword coverage
- Review competitor creative regularly
- Defend top-of-search visibility

10

Measure at the portfolio level

Sponsored Brands should be evaluated based on its impact on the entire demand system.

QUICK ACTIONS:

- Monitor blended ROAS and TACOS
- Track NTB order volume
- Measure branded search growth
- Evaluate category share of voice
- Use AMC to assess incrementality

“Amazon Sponsored Brands optimization in 2026 is a system-level discipline that integrates creative strategy, Brand Store optimization, new-to-brand measurement, and full-funnel coordination. It is the only format on Amazon where you control the message, the product grouping, and where the shopper goes next. If you're measuring it on ROAS alone, you're missing the point.”

- Dani Nadel, President and COO at Feedvisor

The 2026 measurement standard

- Multi-touch contribution across all formats
- Portfolio-level halo impact on SP efficiency
- New-to-brand order volume as budget input

- Category SOV trend as leading indicator
- AMC incrementality — not last-click ROAS

Ready to Evaluate Your Sponsored Brands Performance?

See a live demo built around your category, your products, and your competitive landscape, with specific actions to drive profitable growth.

REQUEST A LIVE DEMO