

# Why Part of Your Amazon Advertising Strategy Should Start on Google

By Russ Dieringer // December 22, 2022 //

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Many shoppers begin their Amazon shopping journey with a Google search.

That means Google to Amazon ads allow us to target relevant searches when and where shopper interest is initiated, then send them directly to an Amazon listing or storefront, bypassing competitors in the process.

**Join Russ Dieringer along with guest presenter Joe Shelerud to review differences in conversion rate and margins between your e-commerce site and Amazon (including the brand referral bonus) to determine if Google traffic should be directed to Amazon.**

This session is designed for intermediate to advanced eCommerce practitioners with a particular focus Amazon and Google.

All Signal, No Noise Format

- 20 minutes of prepared remarks
- 20 minutes of Q&A

[Recap & Replay](#)

