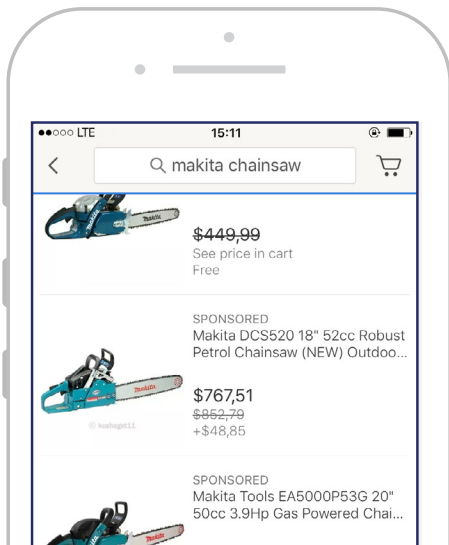


Promoted Listings Optimization Guide

An insider's guide to effective campaigns



Now that you've set up at least one campaign using Promoted Listings, it's time to learn how to improve your results and attract more of the right buyers.

- Increase visibility for best sellers and low ranking items
- Move excess inventory and discontinued items
- Clear out seasonal items

Key Drivers for Success

- **Define your campaign goals.** Identify what you want to achieve and then manage your campaigns based on those goals.
- **Create effective campaigns.** Optimize your advertising spend across a variety of campaigns based on the product, brand, category, season, selling price and/or ad rate.
- **Select the right listings to promote.** A great ad starts with a great listing. Ensure that all items are listed correctly and include descriptive titles, relevant keywords, product identifiers, special discounts and Fast 'N Free (when available).
- **Optimize your ad rates.** Start by bidding slightly below or at the market trend rate. Based on performance, increase your bid if necessary.
- **Understand your dashboard.** Multiple campaign metrics are included in your Promoted Listings dashboard to help you measure the return on ad spend and analyze performance.

Analyze & Optimize your Campaign

In your Promoted Listings dashboard, click on 'Download report' next to the campaign you wish to analyze. Compute common performance metrics to quickly analyze if the campaign is performing to your expectations:

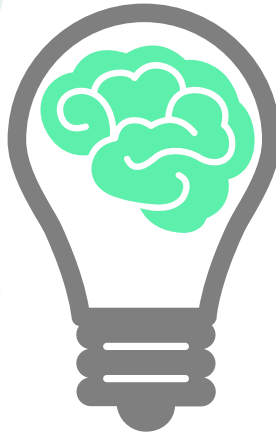
Click-through rate.

Measure the effectiveness of your listings to convert a user to a potential buyer. The CTR can be calculated by dividing Clicks by Impressions.



Return on investment.

Measure the return on your investment in Promoted Listings relative to your goals. Your ROI can be calculated by dividing Sales by Ad Fees.



Click-to-sales rate.

Measure the effectiveness of your item to convert a potential buyer to a shopper. The CTS can be calculated by dividing Sold Items by Clicks.



Promoted Listings contribution.

Measure the impact of Promoted Listings on your overall sales figures. This can be calculated by dividing Promoted Listings-Sold by Quantity Sold.



Promoted Listings Best Practices

1 Low impressions:

- Ensure items are categorized properly
- Include relevant keywords in the listing title
- Add more listings to your campaigns
- Confirm your ad rates are competitive

2 Low click-through rate:

- Ensure items are priced competitively
- Use a clear and descriptive listing title
- Use a high-quality photo with a clear background

3 Low click-to-sales conversion:

- Add more photos to your listing
- Shorten your handling and delivery time
- Timely restock items
- Offer flexible return policy and payment options

Learn more by visiting [eBay Promoted Listings](#)