

Promoted Listings Optimization Guide

An insider's guide to effective campaigns



Take your Campaigns to the Next Level

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.

What we'll cover:

- Key drivers for advertising success
- Creating effective campaigns
- Understanding your data
- Frequently asked questions
- Helpful resources



Key Drivers for Success



Understand your objective

Create effective campaigns

Know your data



Defining your Campaign Objectives

It's important to know what you want to gain from your campaign and how you're going to measure success. Define your goals and then manage your campaigns based on those objectives.

Promoted Listings will help you:

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



Creating Effective Campaigns

Creating multiple campaigns can be useful for optimizing your advertising spend and achieving your marketing goals.

A variety of campaigns can be launched based on your overall strategy:

- Product, brand or category based campaigns
- Ad rate based campaigns for the items being promoted
- Seasonal/culturally relevant campaigns
(example: back to school)
- Campaigns based on your goals, objectives and/or selling price



Selecting the Right Listings to Promote

Promoted Listings will pull ad information from your listings. Make your ads stand out and drive traffic with these guidelines.

What makes a great ad? A great listing!

- Confirm all items are listed in the right category
- Ensure item titles contain all the relevant keywords
- Use a high quality photo with a clear background
- Include any relevant product identifiers such as the brand, UPC, etc.
- Offer discounts and Fast 'N Free when possible



Items with strikethrough pricing or free shipping tend to have a higher CTR



Optimizing your Ad Rates

What is the right bid? We'll advise you on category ad rate trends, when you create or edit campaigns. These recommendations are based on the average ad rates set by sellers using Promoted Listings in your category.

Remember you only pay when your ad is clicked and the item is purchased within 30 days.

- Start by bidding at or above the market trend rate. This will increase the likelihood of your ads receiving impressions and clicks.
- Increase your bid if you are not receiving impressions or clicks, especially if your category is very competitive
- Another common tactic is to begin with a higher bid and lower it over time



Bid at or above the market trend rate when promoting seasonal items to improve the likelihood of reaching your goals prior to the end of the season

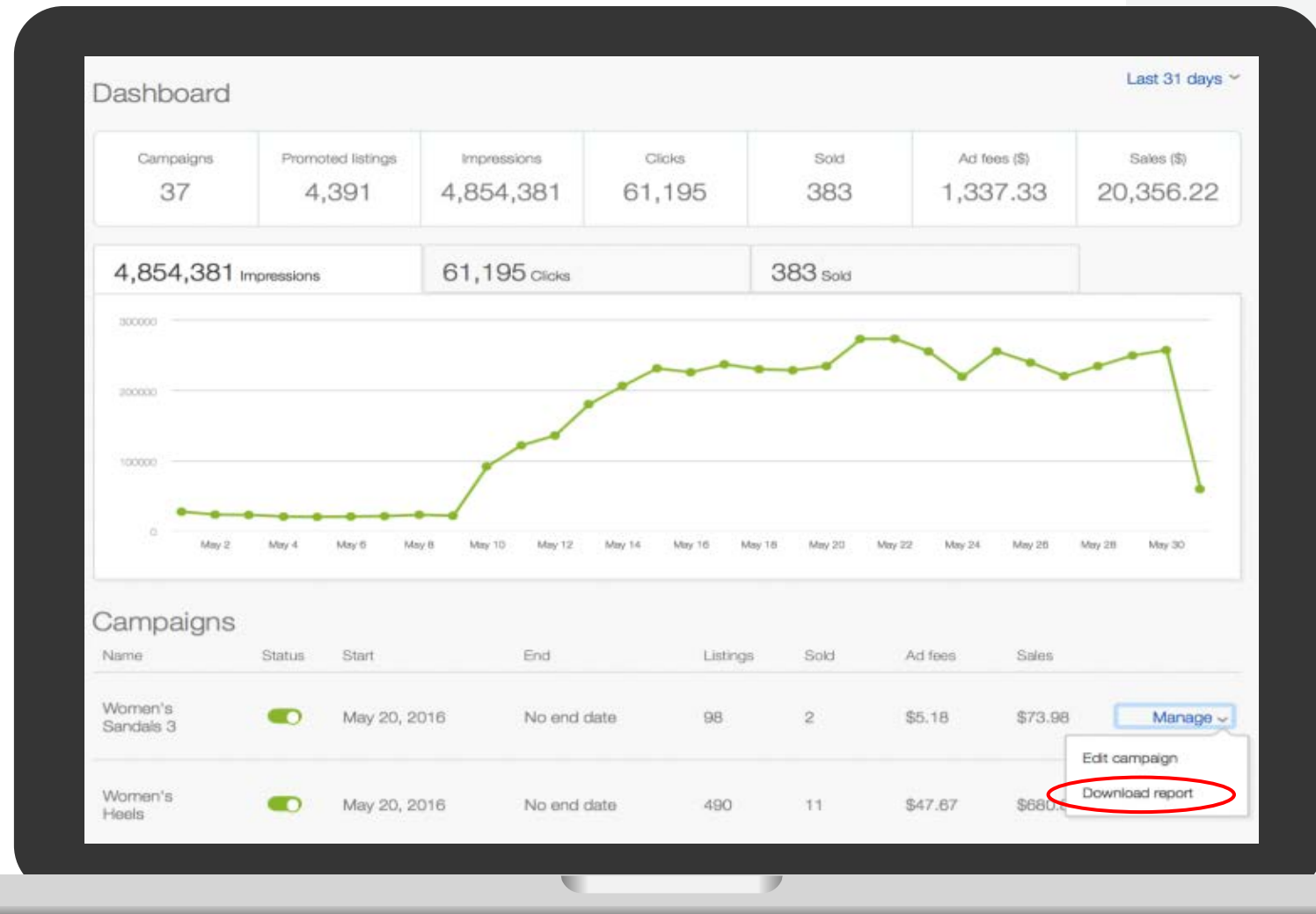
Tracking your Performance

If you're looking to measure your return on ad spend or to analyze the performance of your campaigns, it is vital to understand your Promoted Listings dashboard.

Multiple campaign metrics are included on your dashboard.

- **Impressions:** number of times your ad appeared
- **Clicks:** number of times your ad was clicked
- **Sold:** number of items sold through Promoted Listings
- **Ad fees:** fee based on the ad rate set for your promoted items
- **Sales:** total value of the items sold through Promoted Listings

Sample Dashboard





Analyzing your Campaigns

Click on '**Download report**' next to the campaign you wish to analyze. This report will show item level metrics to help you analyze and measure success.

Common performance marketing metrics can be computed easily.

- **CTR:** Clicks/Impressions
- **CTS:** Sold Items/Clicks
- **ROI:** Sales/Ad fees
- **PL Contribution:** Promoted Listings-
Sold/Quantity Sold

Decoding the Metrics

CTR

Is the ratio of users who clicked on your ad to the total number of users who viewed your ad. It helps you measure the effectiveness of your listings to convert a user to a potential buyer.



ROI

Is the total sales amount you generated from the ad dollars you spent. It can help you measure the return on your investment in Promoted Listings relative to your goals.



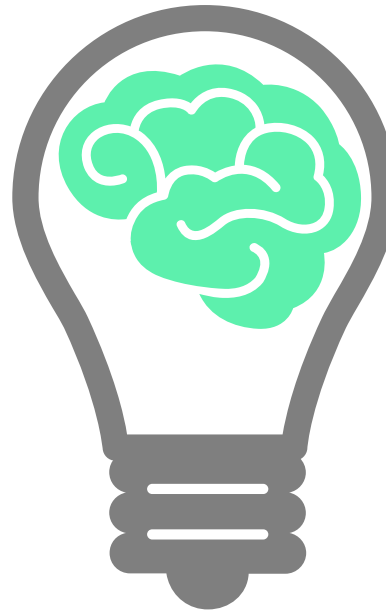
CTS

Is the percentage of items sold from the clicks on your ad. It helps you measure the effectiveness of your item to convert a potential buyer to a shopper.



PL Contribution

Is the percent of sales for an item through Promoted Listings compared to the overall sales for that item (including organic). It helps you measure the impact of Promoted Listings on your overall sales figures.





Optimizing your Campaigns

Follow these best practices to improve the performance of your Promoted Listings campaigns.

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

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

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



If you accept a Best Offer price for your item, we only charge the ad fee based on the Best Offer price

Frequently Asked Questions

Where do my ads appear?

Promoted Listings ads are labeled as 'sponsored' and appear on the fourth and fifth results within the search results page, on the bottom two results on the search results page, and on the view item page.

If a buyer finds my listing via search results-not a Promoted Listings ad-do I pay an ad fee?

You only pay an ad fee when an item sells within 30 days of clicking on your ad in one of the designated placements reserved for Promoted Listings.

Is my ad fee credited back to me if the buyer doesn't pay or returns the item purchased through Promoted Listings?

If a buyer returns an item or doesn't pay for an item, you're eligible for an ad fee credit.

What ad rate am I charged if a buyer clicks multiple times on my ad at different times?

We charge the ad rate that was active for the first click we can attribute to this buyer within the 30 day window.



Helpful Resources

- Have billing related questions? Check out [Reporting & Billing FAQs](#)
- See the latest ad rate trends by visiting the [ad rate trends page](#)
- Learn how Promoted Listings drove \$30:1 ROI for VMInnovations in this [Seller success story](#)
- Get your listings up and running in a flash with our [Quick start guide](#)
- Discover how to attract holiday shoppers by viewing the [Promoted Listings webinar](#)

Learn More

Visit us at [eBay Promoted Listings](#)