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1 min article

Promoted Listings overview

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Promoted Listings helps your items stand out among billions of listings across eBay and be seen by millions of active buyers, increasing the likelihood of a sale.

Take a look at the different ways to promote your listings below to see which one is best for you and your business.

[Promoted Listings Standard](#)

With Promoted Listings Standard you're only charged when a buyer clicks on one of your Promoted Listings ads and purchases one of your promoted items. You'll be guided through the set up, and will see our listing and ad rate suggestions.

Listings in Standard campaigns can appear in sponsored placements across the eBay network.

[Promoted Listings Express](#)

Promoted Listings Express makes it easy for you to boost the visibility of your auction items from the eBay app.

You'll pay an upfront flat fee which is based on the length of your auction and item category.

[Promoted Listings Advanced](#)

Promoted Listings Advanced provides priority access to placements across eBay to help you grow your business and get more sales.

With Promoted Listings Advanced you're only charged when a buyer clicks on one of your ads and you'll have access to advanced targeting and budget controls.

Promoted Listings FAQs

How is Promoted Listings Advanced different from Promoted Listings Standard?

Can I promote the same listings via Standard and Advanced campaigns?

How will sales be attributed between my Standard and Advanced campaigns?

How will I be charged for listings that are promoted via Promoted Listings Standard and Promoted Listings Advanced campaigns?

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