

Promoted Listings Standard

GUIDE.SUMMARY Who can use it Promoted Listings Standard is available to eBay sellers that are Above Standard or Top Rated with enough account activity. Sellers can promote fixed price listings for most categories except Vehicles, Real Estate, Travel, and Everything Else. Auction and Auction Buy It Now listings are not eligible at this time. Internal information: Some sellers may be Below Standard but eligible for Promoted Listings Standard.

These sellers will have an <https://cskb.qa.ebay.com/csskbapp/art?page=content&id=GUIDE1469>

flag on their account. Markets can add this issue to strategic seller accounts to keep them eligible for Promoted Listings Standard even if they fall Below Standard. What it is

Promoted Listings Standard is the smart and easy way to get sellers listings noticed on the eBay network. Available to all Above Standard or Top Rated sellers with enough account activity, Promoted Listings Standard makes listings stand out with placements in search results and across a buyers entire shopping journey. Plus, sellers only pay when a buyer clicks on their Standard ad and then purchases any of their promoted items within 30 days.

A Promoted Listings click is when a buyer clicks-through to your item page from your ad or clicks the Add to watchlist heart symbol on your ad. How it works

Sellers can access Promoted Listings Standard from the Seller Hub, the Marketing tab in Seller Hub, the Active Listings page,

<https://pages.ebay.com/seller-center/listing-and-marketing/promoted-listings.html> this introductory marketing page, My eBay, and through the advanced listing tool

experience. Promoted Listings Standard uses a CPS (Cost Per Sale) model. This means that sellers only pay their chosen ad fee once their item sells via Promoted Listings

Standard. Their ad fee is based on the ad rate that they choose when creating their Promoted Listings Standard campaign. The ad rate is a percentage of the items total sale amount

(including item price, shipping, taxes, and any other applicable fees). Once their item sells via

Promoted Listings Standard, the ad rate will be applied to the total sale amount (including Best Offers). They'll see the ad fee in the Payments tab or on their monthly invoice under Ad fee Standard.

- Promoted Listings Standard uses a last click attribution model, meaning that the applicable ad fee is charged when a buyer clicks on a Standard ad and then purchases any of the sellers promoted items within 30 days.
- In the event of multiple clicks from the same buyer, the ad rate that was in effect at the time of the click closest to the sale will be charged.

Note: We usually recognize the buyer when they are logged in across devices. However, in some cases, buyers may not be logged in when they click on an ad. In those cases, we utilize internal models and signals across accounts and devices to link clicks to purchases of promoted items.

Where and how to access Promoted Listings Standard

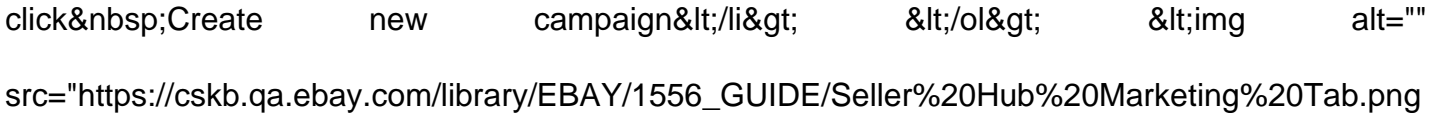
Promoted Listings Standard can be accessed from many places within the Seller Hub:

- the Active Listings dashboard page,
- <https://pages.ebay.com/seller-center/listing-and-marketing/promoted-listings.html>
- Advertising dashboard
- in the <https://www.ebay.com/sh/mkt>
- Marketing
- tab, through the Create listing button, relist and Sell similar flows.

Sellers with access to Promoted Listings Standard can also promote individual listings through the listing flow on eBay iOS and Android apps.

Seller Hub - Marketing Tab

- Go to the Seller Hub (My eBay Selling)
- Hover over, or click on the Marketing Tab for the drop down menu
- Click on the Advertising dashboard link
- From the Advertising dashboard, click Create new campaign



The screenshot shows the Seller Hub Marketing Tab interface. It displays three main options: Create campaign, Bulk listing selection, and Simple listing selection. The Create campaign option is highlighted.

From here, eligible sellers will see three options: Create their campaign using Simple listing selection, Bulk listing selection, or by Creating rules

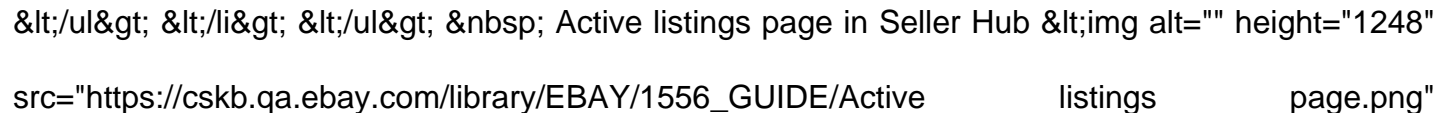
- Simple and Bulk listing selection are considered Manual campaigns, since sellers add the listings using manual selection
- Creating rules is considered an Automated

campaign, since sellers promote their listings using rules that they create to automatically promote their listings

- Each campaign type has a maximum capacity of 50,000 listings

Note: If your automated campaign rules apply to more than 50,000 listings, the campaign will promote your most recent 50,000 listings.

Active listings page in Seller Hub



You can promote listings individually or in bulk from your active listings page in Seller Hub

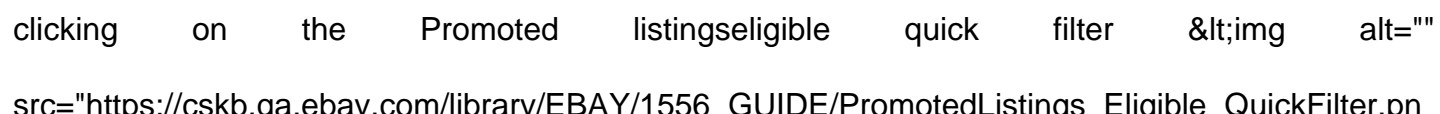
To promote individually, you can:

- Click Promote in the Promoted Listings Standard column
- Select the listing and click the Sell it faster button then click Promote from the dropdown menu

To promote in bulk, you can:

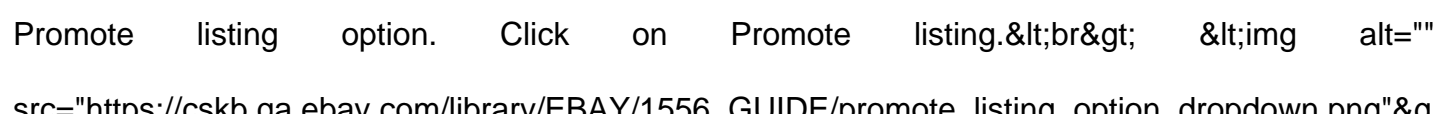
- Select 2+ listings and click the Sell it faster button then click Promote from the dropdown menu

You can easily see which of your listings are eligible for Promoted Listings Standard by clicking on the Promoted listings eligible quick filter



My eBay (on desktop, mweb, and native)

From the [Active](https://www.ebay.com/mys/active) page within My eBay, the seller will see all of their active listings. Click the arrow (desktop) or three dots (mobile) dropdown next to the listing they want to promote. If the item is eligible, they will see a Promote listing option. Click on Promote listing.



A pop-up will appear that will allow sellers to choose their ad rate, see the suggested ad rate, and see the ad fee. Click Promote listing now to promote listing.

Note: Depending on certain seller classifications, they may not see the Campaign section while promoting the listing.

Some FAQs specific to Promoted Listings Standard in My eBay:

- How do I stop promoting my listings?

<ol type="1"> From your Active page within My eBay, you will see all of your active listings. Click the arrow dropdown next to the listing you want to stop promoting. Click on Edit promoted listing. A pop-up will appear. Click the button that says Stop promoting. Can I manage my campaigns from My eBay? <ol type="1"> As of now, there is no campaign management available from My eBay. How is promoting my listings from My eBay different than promoting them from elsewhere? <ol type="1"> My eBay lets you manage your listings in a simple and easy way. The Promoted Listings Standard experience in My eBay is different than in other areas. It allows you to promote your listings one-by-one. You can change your ad rate and, in some cases, select a campaign to place your listing in. However, there is no high-level campaign management within My eBay yet. Im able to edit my ad rate, but I dont see any mention of a campaign on the pop-up. Is something wrong? <ol type="1"> No, that is normal. After choosing to promote their listings, some sellers will only be able to edit their ad rate. This is based on certain seller classifications. Listing Flow/Sell your item <ol start="1" type="1"> To access the advanced listing tool experience click on the blue button at the top right of the listings page in Seller Hub called Create a listing <ol start="2" type="1"> When sellers select either Single listing or Multiple listings, depending on the action theyd like to take, they are sent directly to the advanced listing tool experience. Sellers must scroll down the advance listings details page to the Sell it faster section where they will be able to promote the listing and add it to an existing campaign.
 Bolt Listing Flow on the eBay iOS or Android App When creating or editing

a single listing through the eBay iOS or Android App, sellers must scroll down to the Sell it faster section. In the Sell it faster section, sellers will be able to promote the listing and add it to an existing campaign.

 </h2></h2>GUIDE.RELATED_LINKS Promoted

Listings Lite article:
 GUIDE1693 -

Promoted Listings Lite Tool page:

https://pls.ebay.com/plsweb/plwelcome

 Seller dashboard:
 https://www.ebay.com/getpromotedlistings

 Promoted Listings Standard benefit page for an overview of seller benefits, eligibility, testimonials, strategies, video tutorials and guides:

https://p

ages.ebay.com/seller-center/listing-and-marketing/promoted-listings.html

 Getting Started with Promoted Listings Standard features

a step-by-step how-to guide on how to start using Promoted Listings Standard:
 <a

href="https://ir.ebaystatic.com/pictures/aw/pics/sc/listing/Getting_Started_with_Promoted_Listings.p

df">https://ir.ebaystatic.com/pictures/aw/pics/sc/listing/Getting_Started_with_Promoted_Listings.p

df Promoted Listings Standard Optimization

Guide helps the seller understand how to optimize campaigns:
 <a

href="https://ir.ebaystatic.com/pictures/aw/sc/stores/promoted-listings/Promoted-Listings-Optimizatio

n-Guide.pdf">https://ir.ebaystatic.com/pictures/aw/sc/stores/promoted-listings/Promoted-Listings-

Optimization-Guide.pdf Promoted Listings Standard Frequently Asked Questions:
 https://pages.ebay.com/seller-center/listing-and-marketing/promoted-listings.html#faqs </h2><h2>GUIDE.TALKING_POINTS General questions (how it works, eligibility) Dynamic ad rate Halo attribution June 2022 ad rate definition expansion Can I use Promoted Listings Standard? Promoted Listings Standard is available to all eBay sellers that are Above Standard or Top Rated with enough account activity. Promoted Listings Standard can be used on fixed-priced listings in most categories. Exceptions include Vehicles, Real Estate, Travel, and Everything Else categories. Auction and Auction with Buy It Now listings are not eligible. What can I do to get the most out of Promoted Listings Standard? Choose which items to promote with objectives in mind. Promoted Listings Standard is best for: Increasing visibility for best selling, stagnant, or discounted items Testing premium exposure on newly listed items Move excess inventory and discounted items Clear out seasonal items Sellers should select an ad rate that is most in line with their goals and objectives. Sellers should determine the ad rate based on each items

margins and what they would be willing to pay once each item sells.

- We offer suggested ad rate guidance to help sellers understand what ad rate it might take to adequately compete with other sellers in the same categories.
- Sellers can opt for a dynamic rate which will update their rate based on the daily suggested rate.

Break down listings into campaigns based on:

- Product, brand, or category
- Ad fee or selling price
- Seasonal grouping
- Any other goals that can be grouped

Improve overall performance by optimizing listings and ensuring that the item:

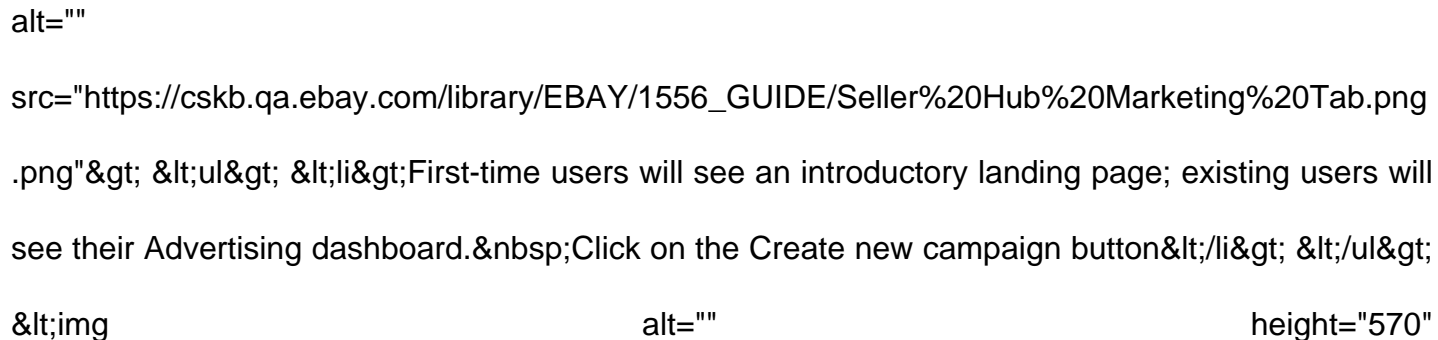
- Is listed in the correct and best categories
- Has a title that contains all relevant keywords
- Has a high-quality picture with a clear background
- Includes all relevant product identifiers like brand, UPC, functionality, and more
- Offers shipping options that are in line with other similar products with respect to pricing and timing
- Uses Promotion Manager when possible

Where and how can I access Promoted Listings Standard?

Promoted Listings Standard can be accessed from many places: the [Advertising dashboard](https://www.ebay.com/sh/mktg/pl), the Active Listings page, through the Create listing button on the Active Listings page (Bulk edit and relist, advanced listing tool, and SYI flows), and through the Relist and Sell Similar flows.

Accessing Promoted Listings Standard from the Marketing tab:

- Click or hover over the Marketing tab
- Click on the Advertising dashboard link from the Marketing tab dropdown menu or the dashboard link under the Advertising i header on the left-hand side.



First-time users will see an introductory landing page; existing users will see their Advertising dashboard.

Click on the Create new campaign button

src="https://cskb.qa.ebay.com/library/EBAY/1556_GUIDE/AccessFAQ2.png" width="1263">

 Sellers will then have three choices for how they would like to create their campaign: Simple listing selection Bulk listing selection These two options are manual campaigns. That means the seller manually selects which listings they want to promote. Creating rules This is an automated campaign. That means listings will be automatically promoted according to the rules the seller creates for their listings and ad rates. If sellers chose Simple listing selection, they can choose either a dynamic ad rate, or a fixed ad rate When they land on this screen, dynamic ad rate is selected by default. The dynamic ad rate automatically aligns an item's ad rate with eBay's daily suggested ad rate. With this strategy, sellers do not need to make daily, manual updates to keep their listings competitive in the marketplace. Set an ad rate cap. Set the maximum ad rate you'd be willing to pay. Your ad rate will never exceed this amount. Instead of a dynamic ad rate, they can choose to set a fixed ad rate, which will let them set one ad rate to apply to all listings. Once the seller has chosen an ad rate, they can choose which items to promote from all eligible listings by checking the empty box next to each listing. They can also change ad rates for individual listings. Then they will click the blue LAUNCH button at the bottom of the page

 Accessing Promoted Listings Standard from the Active Listings dashboard From the Seller Hub, click on the Listings tab

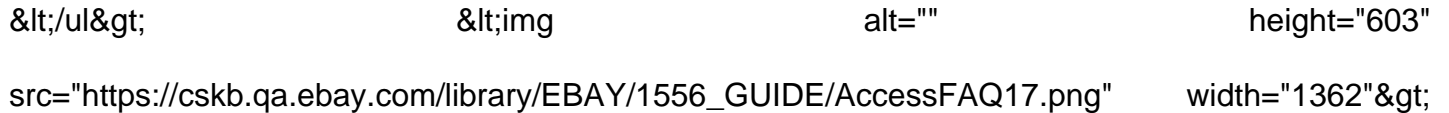
 They should see all of their Active Listings there Active listings that are eligible for Promoted Listings Standard will have a grey bubble with a green dot that says, Promote listing under the item title If they'd like to promote items individually, click on that grey bubble under each title to individually promote items

 If theyd like to promote items in bulk, select the eligible listings with the selection tool on the far left then click on the Sell it faster button at the top of the page and select Promoted listings
 Each selection will prompt a pop-up form that will ask them to set an ad rate for their listing(s) As they select an ad rate, they will also see the ad fee that they will pay if their item sells through Promoted Listings Standard

 Click the blue Promote button at the bottom of the pop-up to complete the process
 Accessing Promoted Listings Standard through the Create a listing button on the Active Listings page Click on the blue button at the top right of the page called Create a listing
 Select either Single listing (internally known as Helix) or Multiple listings, depending on the action theyd like to take Create their listing(s) as usual At the very bottom of the page, there is a Sell it faster section Check the box that begins with, Boost your items visibility to turn on Promoted Listings Standard
 Choose the ad rate two ways: Click on the - and + signs to

select the ad rate

- Enter the desired ad rate in the box



Click the List item button at the bottom of the screen to list and promote items

Example: In the USA, unassigned promoted listings will be sorted into a campaign called **NEW US Campaign**.

Note: If a seller doesn't create a campaign at the moment they promote their listing, then eBay will assign that listing to a default campaign

What are the benefits of using Promoted Listings Standard?

Promoted Listings Standard will boost their promoted items visibility by 36% on average by displaying them in search results and placements across a buyer's entire shopping journey on the eBay network.

The 36% figure is US only.

Disclaimer: Results may vary. These results were based on data from 2018 and only includes data for placements on eBay.

Since Promoted Listings Standard uses a Cost per Sale (CPS) pricing model, sellers only pay the ad fee when any of their promoted items sell within 30 days of a click on a promoted listing.

In the event of multiple clicks from the same buyer, the ad rate that was in effect at the time of the click closest to the sale will be charged.

If the promoted item doesn't sell, the seller doesn't pay any Promoted Listings Standard fees.

With multiple touchpoints across the seller experience, Promoted Listings Standard is easy to find, use, and benefit from.

Since sellers also have full access to reporting and can begin, pause, or end their campaigns at any time, Promoted Listings Standard is a great option for sellers looking for full control.

Where will my Promoted Listings Standard items be displayed?

With Promoted Listings Standard, sellers cannot choose exactly where their promoted items will appear. Promoted Listings Standard items will appear in premium placements on search results and placements across a buyer's entire shopping journey on the eBay network on both mobile and desktop experiences.

Search results

Sponsored Related and Similar item modules on View Item pages

 Listings with a Sponsored label throughout the eBay shopping

experience are Promoted Listings. Why cant I add new listings to an existing

campaign? If the seller previously created a campaign through Bulk listing

selection, they are unable to individually add listings to that campaign (for example if they

want to add a listing through Active Listings). They can only edit/add listing through the same bulk

upload flow. Sellers can only individually add listings to campaigns that were

created through Simple listing selection

How does the Promoted Listings Standard algorithm work? The algorithm will

decide which listings to show based on two main factors: relevancy and the ad rate. Relevance is

determined based on the buyers behavior, the listing quality, and sell-through. The ad rate is a

percentage of the total sale amount (including item price, shipping, taxes, and any other applicable

fees). The more competitive the ad rate is, relative to similar products, the more likely the

listing will be shown. Sellers cannot choose where their Promoted Listings

Standard will appear. How much will using Promoted Listings Standard cost?

 The best part about Promoted Listings Standard is that sellers only pay when their

item sells. The ad fee is calculated as a percentage of the total sale amount (including item price,

shipping, taxes, and any other applicable fees). Sellers will choose the ad rate and must agree to it

before Promoted Listings Standard is activated. If sellers accept a Best Offer price

for an item, they will pay an ad fee based on the Best Offer price, not the original listed price. Sellers

will be able to see the applicable ad rate from their Manage Offers page so they can accept or reject

offers with that information. Note:There may be some circumstances where the ad

rate displayed isn't applicable, including:

- The buyer clicks on your ad again (the applicable ad rate will be the click closest to the sale)
- The 30-day attribution window expires once the offer is accepted (no ad fee applied)

If their item doesn't sell, they don't pay the fee.

Seller thinks they have been charged the wrong amount because they were charged an ad rate that they had recently edited to make lower.

Since Promoted Listings Standard uses a last-click attribution model, it's possible for sellers to be charged an ad rate that is not currently active.

This can happen if the seller sets an ad rate, the buyer clicks on the promoted listing, the seller changes the ad rate, then the buyer purchases the item within 30 days of their most recent click. In that case, the seller is charged the ad rate in effect at the time of the click closest to the sale.

For example:

- A seller promotes a listing on April 15th and sets the ad rate to 6%
- A buyer clicks on the promoted listing on April 17th
- The seller changes the ad rate to 3% on April 20th
- That same buyer purchases the item on April 21st
- The seller will be charged the 6% ad rate, as that was the ad rate at the time that the buyer clicked on the promoted listing and made a purchase within 30 days of their last click.

Teammates in the US can check this data on the backend by reaching out to the eWatch team. Please check the data first before refunding the ad fee.

For Teammates helping sellers outside of the US, please contact the appropriate people to get help. See the Related Links section of this article.

Where will sellers see charged and credited Promoted Listings Standard fees?

If a seller issues the buyer a refund for any item(s), the ad fees are credited back to the seller, which will be shown in the Payments section of Seller Hub or My eBay.

There may be a delay of up to two weeks for the credits to show.

Note: Sellers are credited back their ad fee in any instance where they would be credited back their Final Value Fee (returns, UPIs, cancelled transactions, etc.).

Please consult

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1506">GUIDE1506

for additional guidance or direct sellers to the

href="https://www.ebay.com/help/selling/fees-credits-invoices/fee-credits?id=4128" target="_blank">Fee Credits Help Page

As an eBay Seller, you may be eligible for promotions to use towards eBay Ads that correlate with seasonality, events, BETA programs, and other factors. If you activate a promotion, it will include a start date, end date, and details of the specific promotion.

For example:

- Start Date: 1/15/21
- End Date: 12/31/21
- Opt-In Required: Yes
- Promotion Amount: Up to \$30 off ad fees

Details for each promotion may vary and will be provided at the time of that promotion.

The UPI process merged with Cancel transaction in April 2021. When a seller cancels an order for the 'Buyer didn't pay' reason, the FVF is credited and any Promoted Listing ad fees are automatically credited.

How should Teammates respond to seller requests to refund ad fees?

Before refunding sellers for ad fees, please use discretion with the knowledge that sellers have opted into Promoted Listings Standard and agreed to pay the ad fee.

If they need reassurance that their credits will come through, please refer to the relevant sections in this article (especially the article Summary) to educate them on these issues.

Why does Promoted Listings Standard use a last-click attribution model?

Attributing the sale and charging the ad fee based on the click closest to the sale is the industry standard in advertising.

Where can I see my Promoted Listings Standard Ad fee in the Payments tab or within My eBay? The best place to view your Promoted Listings Standard Ad fee charges is within your Financial Summary. You can find this both within the Payments tab in Seller Hub or the Transactions page in My eBay:

Fee Netting 1 sellers

Seller Hub: You can see your Promoted Listing Ad fee charges in the Expenses section of your Payments tab within Seller Hub.

My eBay: If you do not have seller hub, you

can see your Promoted Listings Standard Ad fee charges in Payment options within My eBay.

- Fee Netting 2 sellers

Seller Hub: You can see your Promoted Listing Ad fee charges in All Transactions section of your Payments tab within Seller Hub.

My eBay: If you do not have Seller Hub, you can see your Promoted Listings Standard Ad fee charges on the Transactions page within My eBay.

What is fee netting?

Fee netting means that all seller fees, including any applicable Promoted Listings Standard fees, will be charged at the time of sale.

How will I know if my Promoted Listings Standard fees are being netted from my seller account balance?

If the seller is a C2C seller:

- If the seller is opted into Managed Payments, all of their selling fees, including any applicable Promoted Listings Standard fees, are being netted from their seller account balance. They can see the details of each transaction on their Transactions page in My eBay.
- If the seller is not opted into Managed Payments, their fees are not being netted yet. The seller must pay their fees through their invoice.

Note: All C2C sellers must opt into Managed Payments by the end of 2021.

If the seller is a B2C seller:

- If the seller is opted into Managed Payments, their final value fee (FVF) is being netted from each transaction. However, their other fees, including any applicable Promoted Listings Standard fees, are not being netted yet. The seller must pay their additional fees through their invoice.
- Note: Some B2C sellers will begin to see their other fees, including any applicable Promoted Listings Standard fees, being netted beginning March 3rd, 2021.
- If the seller is not opted into Managed Payments, their fees are not being netted yet. The seller must pay their additional fees through their invoice.

Note: All B2C sellers must opt into Managed Payments by the end of 2021.

Does the Promoted Listings Standard fee change mean I'll pay more to promote my listings with Promoted Listings Standard?

- Yes, most sellers will see a small increase in their ad fees; however, the actual

amount will vary based on details of the final transaction, like buyer location.

Will the Promoted Listings Standard fee change impact how my listings are shown?

No. Your promoted listings will continue to be eligible to appear in sponsored placements across the eBay network with no changes.

The fee change only impacts what the ad fee will be once a purchase has occurred.

Is the Promoted Listings Standard fee change for all categories?

Yes. The Promoted Listings Standard fee change applies to all categories.

Any listing that is eligible for promotion within Standard campaigns will switch to this ad fee calculation.

What exactly is changing with the Promoted Listings Standard fee change?

Prior to June 1st, 2022, the Standard ad rate was calculated as a percentage of the final sale price, which didn't include shipping, taxes, or any other applicable fees.

Starting on June 1st, 2022, the ad rate will be calculated as a percentage of the total sale amount, which includes item price, shipping, taxes, and any other applicable fees.

Why do my report metrics differ slightly day-to-day?

It may take approximately 72 hours for our systems to process reporting metrics to make any necessary reconciliations.

Why does the date of the ad fee charge not match the date of my sale?

The final ad fee and item charges may list slightly different dates due to eBay's reconciliation system.

How can I see the ad fee calculation when I'm promoting my listings? I don't see it anymore.

The ad fee estimation will no longer be available. The new ad rate calculation will include variables, like buyer location and shipping costs, that are not determined until the sale is complete.

You'll still be able to view your ad fees from the Transactions section of your Payments tab, or in your sales report.

I promoted my listings, but don't see my ads when I search for the items I promoted.

While most promoted listings show up within an hour of promoting them, some listings may take up to 36 hours to show up.

If they still don't show up after three days, sellers may want to make sure that the listings aren't violating any of eBay's rules.

For example, some items may get flagged for being suspicious by the eBay Trust

team - like a new iPhone being listed for \$10. Another explanation is that the seller may be using the relevant search terms so their item is not appearing because it wouldn't appear in those search results regardless. To explore what is going on, Teammates should first check whether or not the seller is getting impressions for the promoted item(s) that they are referring to. If not, it may be a delay issue mentioned above. If they are, it is probably because the seller is searching with irrelevant search terms. Next, Teammates can direct the seller to search for the item(s) by their item ID. If it is showing as promoted, then there is probably no issue. If not, then there is an issue as it's not being promoted currently. In this case, keep in mind the potential delay mentioned above. I want to promote certain items, but I don't see them available for Promoted Listings Standard. If the items sellers want to promote aren't showing up as available to promote, it is most likely that the items aren't eligible for Promoted Listings Standard. Check the eligibility requirements in the Summary section of this article to confirm. I relisted items and previously promoted items continue being promoted? When sellers relist items, all of their previous settings are carried over to the new listing - that includes items that were promoted. These listings will carry over the ad rates that had been applied. The seller can remove these listings from the campaigns that they are in to stop promoting them. The seller can also opt out of Promoted Listings Standard while they are relisting items. I used sell similar and previously promoted items continue being promoted. When sellers use the sell similar feature to create new listings, all previous settings are carried over to the new listing - that includes applied ad rates. The seller can remove these listings from the campaigns that they are in to stop promoting them. The seller can also opt out of Promoted Listings Standard while in the sell similar flow. Can I adjust my ad rate? Sellers can adjust their listings Ad Rate for

their Promoted Listings Standard at any time in eBays Seller Hub. Can I set a budget for my campaign?

- Sellers cannot set a budget or budget cap for a PLS campaign, but can opt to use an ad rate cap or fixed ad rate to keep the ad percentage in line with their goals and objectives.
- Since promoted listings uses a cost per sale model, sellers can control the cost of a sale when they choose an ad rate to promote their listing. Sellers can stay within their budget when they choose an ad rate percentage they are able to afford after their promoted listing sells.

I don't want to use Promoted Listings Standard because

- My margins aren't big enough
- Sellers don't have to promote all their listings. They can choose the listings with more margin and/or that have surplus and promote them at an ad rate they are comfortable with. See Best Practices.
- Promoted Listings Standard is a low risk tool where sellers only pay when their listed item sells
- Sellers should give it a try even at a low ad rate. Doing this works particularly well for high quality items. Even if a member can only afford less than 5% in ad fees, it's still worth it for them to set up Promoted Listings Standard, as it's a low risk ad tool.
- I already pay eBay fees - why pay more?
- There are no additional fees on Promoted Listings Standard unless your Promoted Listings Standard items sell.
- Promoted Listings Standard is the fastest way to increase your chances to sell by boosting product visibility an average of 36% to active buyers seeking similar merchandise.
- Sellers who promote their items via PLS have an advantage over sellers who don't, since their promoted listings will show in placements reserved for promoted items (i.e. on VIP) across the eBay network.
- Im already using ads/marketing tools
- If a seller is already using Promotions on their listings, it is always helpful to add Promoted Listings Standard to an item also on promotion. This ensures that items with attractive pricing/condition get enough visibility.
- Sellers can help boost performance of eBays ad tools for free by using the Promotions Manager to create customized discounts and coupons that incentivize buyers to spend more.
- Examples of these promotions include but are not limited to markdown sales

events, order discounts, shipping discounts, volume pricing, and codeless coupons.

I've already tried PLS and it didn't work.

eBay has made recent updates improving PLS and there are more coming! Sellers should give it another try.

Promoted Listings Standard is constantly evolving and optimizing its services, featuring new placements, enhanced features and optimization services throughout different touchpoints of the buyers journey.

"I don't know what to promote/I'm overwhelmed"

When selecting listings to promote, sellers can take advantage of the "Recommended Items" feature in the campaign manager. eBay handpicks the sellers listings that may benefit most from Promoted Listings Standard.

Promoted Listings Standard is available for all categories except Vehicles, Real Estate, Travel, and Everything Else (currently open to limited subcategories)

My campaigns performance has been increasing/decreasing recently although I did not make any changes to the campaign - how could that happen? There are several factors that could result in sudden increases or decreases to your promoted listings visibility, clicks or sales. Possible factors include seasonal effects, changes to the competitive landscape (e.g. other sellers start or stop promoting items in the same category and/or make significant changes to their ad rates), third parties (e.g. brands) choosing to start or stop promoting certain items, or general platform improvements. Why can't I see which items were sold via Promoted Listings Standard? Sellers can view which items sold via promoted listings detailed in the orders page via the orders tab in Seller Hub. Why can't I see the Promoted Listings Standard stamp on the Order Page? If sellers don't see the PLS stamp on Order page it is because they are on the old version of Orders page which doesn't have this feature. Why do I see low quality listings being Promoted in "sponsored" placements? "Low quality" listings can sometimes gain visibility in Promoted placements simply because people are buying/engaging with those listings. This should not deter sellers from Promoting their listings as there are many placements where your listing can show up. Why am I not getting as many impressions as I used to get?

If the sellers impressions have dropped, but are not completely zero:

 There may be changes in the competitive landscape that could be affecting impressions. These changes can be a range of things: Competitors could be promoting more items, using higher ad rates, demand may be decreasing, or other similar competitive changes. If the sellers impressions are flatlining at zero: With every new change that Promoted Listings Standard makes and releases, there are sometimes new policies that are applied. If sellers are not obeying any of eBays many policies, they are subject to being removed from Promoted Listings Standard or receiving limited visibility. Here is a handy guide to eBays rules and policies that must be followed in order for listings to be displayed with Promoted Listings Standard. I skipped through the product tour when I first came to my new Advertising dashboard - can I take the product tour again? Yes. Click the "Take tour" link at the top right of your dashboard to relaunch the product tour. I just created a new account, why am I ineligible for Promoted Listings? New accounts take a few weeks to become eligible for Promoted Listings. If you are a seller in good standing (Above Standard or Top Rated), your account should become eligible within a few weeks. Internal Information Internal note: New accounts are set to become eligible 14 days after account creation. You can check to see how far away that is for a seller to give them a more accurate expectation. <h3>External promoted listings</h3> Does my ad rate affect whether a third party also promotes my listing? No. The ad rate for your promoted listing does not affect whether a third party also promotes your promoted listing. Can a third party promote a listing that I am promoting at the same time? Yes. Its possible for a third party to promote a listing that you have promoted as well. This effectively increases the ad rate on that promoted listing and the likelihood that it will appear in prominent locations across the eBay network. You will only be charged the ad rate based on the final price of the item (excluding shipping charges and sales taxes) that you agreed to in your account settings.

Third party promoters will be charged separately. I didn't promote my listing, but its still showing up as "sponsored" Why? In certain cases, third parties may decide to promote certain listings across the eBay network. For example, a major shoe brand manufacturer may choose to promote eBay listings featuring its shoe products. What is the eBay network? The eBay network is a group of sites where your promoted listings could be featured, including eBay and partner sites across the internet. Your promoted listings may appear in external sponsored placements, including search engines, to help drive traffic to your listings when buyers are actively searching and shopping across the internet. Why are Promoted Listings Standard shown in external placements? Promoted Listings Standard is designed to boost your listings visibility to increase the chance of a sale. By creating dedicated programs designed to help drive incremental visibility for Promoted Listings Standard in external placements, were adding new ways for potential buyers to engage with your promoted listings when theyre shopping across the internet. What does "via external placements" mean in my downloadable reports? Since we are showing your promoted listings in external placements, we have added metrics to your downloadable reports so you can measure the impact of these external placements. You will see these metrics for external placements: Promoted Listings Standard clicks (via external placements) Promoted Listings Standard conversion rate (via external placements) Promoted Listings Standard sales (via external placements) Ad fees (via external placements) These metrics reflect the performance of your promoted listings that appeared in external placements. Can I choose to only promote my listings on eBay? If you would like your ads to appear on eBay only, you can submit a request to opt out of external placements by going to the Promoted Listings Standard Help page and submitting a request. https://ww

[w.ebay.com/help/selling/listings/listing-tips/promoted-listings?id=4164](https://www.ebay.com/help/selling/listings/listing-tips/promoted-listings?id=4164)

The opt out link is under an FAQ titled, Can I choose to only promote my listings on eBay? You can expect to be opted out seven days after submitting a request. You can also opt back into the program through the same link.

Your promoted listings may appear in external sponsored placements, including search engines, to help drive traffic to your listings when buyers are actively searching and shopping across the internet. How do I know if I have been opted out? You can expect to be opted out 7 days after submitting a request. You can verify that youve been opted out by checking your downloadable reports and checking your metrics around external placements. Internal Information You can check whether a user has opted out of external ads in the Miscellaneous info section of Agent Desktop: The External Ads Opt Out section will contain one of the following 3 values for any user If user has never opted out, External Ads Opt Out = No If user opted out, External Ads Opt Out = Yes;

4/29/2019 6:32:12 PM (opt out date/time) If user opted out and then opted-in, External Ads Opt Out = No; 4/29/2019 6:32:12 PM (opt in date/time) Why am I still seeing Promoted Listings Standard sales (via external placements) on my downloadable reports even after Ive been opted out? You may still see Promoted Listings Standard sales (via external placements) after youve opted out due to our 30-day attribution window. For example, if a buyer clicked on your promoted listing before you opted out, then returned to purchase your listing after you opted out and within 30 days of that click, you would still be charged the ad rate in effect at the time of the click. Ive been charged an ad fee from a promoted listing that was in an external placement even after Ive been opted out. Can I get a refund? You may still see Promoted Listings Standard sales (via external placements) and Ad fees (via external placements) after youve opted out due to our 30-day attribution window. For example, if a buyer clicked on your promoted listing before you opted out, then returned to purchase your listing after you opted out and within 30 days of that

click, you would still be charged the ad rate in effect at the time of the click.

- Internal Information We will not be refunding these ad fees, because they are valid charges due to the 30-day attribution window. Will my invoice or transactions page show me the breakdown of ad fees that came from sales via on eBay placements and via external placements?
- No. You will only be able to see the breakdown through your downloadable reports.
- Why am I still seeing my promoted listings in external sponsored placements even after I've been opted out?
- While you have opted your promoted listings out of getting an additional boost to appear in external sponsored placements, eBay may still choose to show any listing in these placements.

Dynamic ad rate What is a dynamic ad rate strategy?

- The dynamic ad rate strategy is one of the options sellers can select to determine how their ad rate is set. The dynamic ad rate strategy automatically aligns an item's ad rate with eBay's daily suggested ad rate. With this strategy, sellers do not need to make daily, manual updates to keep their listings competitive in the marketplace.
- Suggested ad rates are calculated based on a variety of factors that may include item attributes, seasonality, past performance and current competition in order to find an optimal balance between performance and cost.
- Why use a dynamic ad rate?
- Keeping your ad campaign competitive in an ever-changing marketplace can be time-consuming and manual. The dynamic ad rate strategy offers you an effortless way to secure high visibility placements by automatically adjusting your ad rates to match eBay's daily suggestions.
- How are the dynamic and fixed ad rate strategies different?
- The dynamic ad rate strategy will automatically update each of your listings to align with the daily suggested ad rate to keep your campaign competitive. Using the fixed ad rate strategy, your ad rate will not change once it has been set. You can edit a fixed ad rate, but adjustments are done automatically with a dynamic ad rate strategy.
- How does this impact the campaign set-up process?
- There is minimal change to the campaign setup process. The dynamic ad rate feature gives you the opportunity to automatically

update your ad rate to match eBay's daily suggestions. The dynamic ad rate will be available as a selection in the Simple and Automated campaign creation flows.

Can I select the dynamic ad rate when I edit my existing fixed ad rate campaigns?

Yes, you may select the dynamic ad rate for your whole campaign when editing. Individual listings within a campaign cannot be moved to the dynamic ad rate. To update an individual listing's ad rate strategy to dynamic, please remove the listing from the existing campaign and add it to a campaign that uses the dynamic ad rate.

How can I update my existing fixed ad rate listings to match today's suggested ad rate?

Please go to the Campaign dashboard and select the listings you'd like to update. Select today's suggested ad rate to make a one-time adjustment to your ad rate.

Suggested ad rate questions and answers

What is the suggested ad rate?

Suggested ad rates are tailored to each of your items and designed to help you stay competitive while finding an optimal balance between performance and cost.

When you choose the dynamic ad rate strategy your items ad rate is automatically aligned with eBay's daily suggested ad rate.

Suggested ad rates are calculated based on a variety of factors that may include:

- Item attributes such as:
 - Item Price
 - Item Condition
 - Shipping Status
- Seller attributes such as:
 - Number of listings
 - Current PLS competition
 - Item's past performance
 - Seasonality/buyer demand for that item

How is the suggested ad rate different from trending ad rates?

The old trending rates were calculated based on ad rates for similar items sold via Promoted Listings Standard, and only looked at listings in the same sub-category, price range and condition.

The suggested ad rates look at item-specific, historical and predictive data to tailor an ad rate for each of your listings. Some of these factors may include an item's condition, price, and past organic performance, as well as the current competition in promoted listings and the seasonality for that specific item. Based on these

factors, the suggested ad rate is calculated to help you find the optimal balance between cost and performance.

Why did eBay make this change?

While the old trending rate gave sellers a good idea of how other similar sellers are setting their ad rates, the new suggested ad rate uses a more personalized approach to each of the sellers listings. By looking at factors such as an items attributes, past performance, seasonality, and current competition, suggested ad rates are designed to find the ad rate where performance and balance meet.

Ultimately, the change is to provide sellers an ad rate designed to help them find the optimal balance between performance and cost, so they can make the most informed choices when setting campaign goals and budgets.

Unified Ranking questions and answers

Why is eBay making this change?

This is an important step forward in improving the buyer experience onsite and increasing the relevance of our search results to highlight high-quality listings by giving them greater visibility on site.

Instead of fixed top slots in search, the top slots will be a dynamic mix of both organic and promoted listings.

This will help to increase exposure of Promoted Listings Standard onsite, balance visibility for both promoted and organic listings, diversify the buyer experience, and help the overall health of the eBay marketplace.

If I use Promoted Listings Standard, could my organic listings ever show up in search results?

Yes. The top slots in search will be dynamic, meaning they could all be promoted, organic, or a mix.

We'll select which listing to display based on factors such as listing quality, relevancy, ad rate, and more.

If my organic listings are showing in search results, where will my Promoted Listings Standard appear?

Promoted Listings Standard have various placements across the eBay network. If your Promoted Listings Standard arent showing in placements on search, they are still eligible to show in other placements throughout the buyer journey including listing pages, homepage, and many more. Will these changes affect my sales?

It is possible that this change could affect your sales. We are closely monitoring the overall health of the marketplace and will continue to optimize the

experience. Every seller could have a different outcome, so we encourage you to make sure you set up high quality listings and monitor your performance.

Keep in mind that these changes only impact how listings appear in the search results. Your promoted listings will continue to show in various placements across the eBay network.

Im thinking of removing my listings from Promoted Listings Standard to avoid the increased charges?

We understand that changes like this can cause uncertainty and want to assure you that we will continue to monitor the change to ensure it is what's best for the overall marketplace.

If you still wish to remove your listings from being Promoted, you can end your campaigns from your Advertising dashboard at <http://www.ebay.com/getpromotedlistings>;
(See further guidance below).

Keep in mind that these changes only impact how listings appear in the search results. Your promoted listings will continue to show in various placements across the eBay experience.

How do I remove my listings from Promoted Listings Standard?

Go to your Promoted Listings Standard page by hovering over the Marketing tab in Seller Hub and clicking Promoted listings.

To end all campaigns, check the box on the top left of your campaign grid to select all campaigns. Then click the End button at the top of your campaign grid.

If you created your campaign by Simple listing selection:

To remove certain listings from Promoted Listings Standard, click the name of the campaign you want to edit. Then you can click the X beside the listings you want to remove. These changes will save automatically.

If you created your campaign by Bulk listing selection:

To remove certain listings from Promoted Listings Standard, click the name of the campaign you want to edit. Then click on switch to .csv upload at the top of the page. Download the campaign file and delete the listings you wish to remove. When you re-upload the file these changes will save automatically.

If you created your campaign by Creating rules (automated campaign):

End your campaign to stop

promoting listings.

- Every seller could have a different outcome, so we encourage you to make sure you set up high quality listings and monitor your performance.
- Is it only possible to appear in top slots by using Promoted Listings Standard?
- No. The top slots in search will be dynamic, meaning they could all be promoted, organic, or a mix.
- We understand this change might take time to understand how it affects each seller individually and we encourage sellers to test and monitor their performance to make sure their listings remain optimized.
- I only ever see Promoted Listings Standard in the top slots in search. Why?
- The top slots in search will be dynamic, meaning they could all be promoted, organic, or a mix.
- Generic queries (iphone, sunglasses, etc.) have a larger amount of relevant promoted listings to display, making it more likely that most of the top slots will be filled with Promoted Listings Standard.
- More specific queries (womens blue Calvin Klein dress size 6) may have fewer relevant Promoted Listings Standard and may be more likely to display a mix of organic and Promoted Listings Standard.
- Why am I only seeing my Promoted Listings Standard in the top spot in search?
- The top slots in search will be dynamic, meaning they could all be promoted, organic, or a mix.
- We will select which listing to display based on factors such as listing quality, relevancy, ad rate, and more. This will create a cleaner, more relevant search experience for buyers.
- We understand this change might take time to understand how it affects each seller individually and we encourage sellers to test and monitor their performance to make sure their listings remain optimized.
- If I change my Promoted Listings Standard ad rate will my organic listing be displayed again?
- The top slots in search will be dynamic, meaning they could all be promoted, organic, or a mix.
- Ad rate is one factor that is considered for Promoted Listings Standard placement, but is not the only factor. Other factors include listing quality, relevancy, and more.
- We understand this change might take time to understand how it affects each seller individually and we encourage sellers to test and monitor their performance to make sure

their listings remain optimized.

- How do you decide which listings will be shown in the top slots in search?
- Ranking will depend on how search ranks the listings when it pulls them in from the unified dataset.
- We will select which listing to display based on factors such as listing quality, relevancy, ad rate, and more.

I have low profit margins. Now do I have to pay to be considered for the top slots in search?

- If your organic listings are high-quality and relevant to the search query, they can still appear in top slots on search.
- We encourage you to continue to utilize a strategy that works for you and your margins. We will continue to monitor the new experience to optimize for the overall health of the marketplace.
- Continue to monitor your Promoted Listings Standard reporting to see which listings are doing well and which need to be optimized to maximize visibility.

I used to be eligible for Promoted Listings Standard, but now I'm getting an ineligibility page. What's going on?

- Promoted Listings Standard is available to Above Standard or Top Rated sellers with enough account activity.
- If you are seeing the ineligibility page, you might not be following eBay policies and guidelines, and meeting customer satisfaction criteria.
- You must also have enough account activity to be eligible for Promoted Listings Standard.

I used to be eligible for Promoted Listings Standard, but now I'm seeing a read-only dashboard and all my campaigns are paused. What's going on?

- Promoted Listings Standard is available to Above Standard or Top Rated sellers with enough account activity.
- If you are seeing a read-only dashboard and your campaigns are system-paused, your seller level has fallen Below Standard.
- As a Below Standard seller, you will see a "read-only" version of your Advertising dashboard. In read-only versions, all of your campaigns have been system-paused.
- A system-paused campaign status indicates a system-generated, temporary pause on Below Standard sellers' campaigns. These campaigns will remain system-paused until sellers improve their seller level to Above Standard or Top Rated.

In this read-only version, you

cannot create new campaigns or edit your existing campaigns. But you can still view their campaign data and download reports.

- Once you have improved your seller level to Above Standard or Top Rated, you can resume using PLS and your campaigns will be automatically unpaused and return to their last status.

How can I become eligible for Promoted Listings Standard?

- Make sure your seller level is Above Standard or Top Rated. Check your seller standards to see what your seller level is and be sure that you are adhering to all eBay policies and guidelines and meeting customer satisfaction criteria.
- If you don't have enough account activity, you will need to in order to become eligible for Promoted Listings Standard. Make sure you are following eBay [best practices](https://pages.ebay.com/seller-center/listing-and-marketing/listing-best-practices.html) to sell your listings quickly.
- It's important for the buyer experience to show Promoted Listings Standard from sellers who will offer a good experience, which is why this criteria is in place.

Will ad blockers block my Promoted Listings Standard? Ad blockers generally are intended to block intrusive ads (like pop-ups) that disrupt the user experience. We have designed our Promoted Listings Standard ads to align natively with our site experience, and most ad blockers do not block that sort of non-intrusive content. However, there are a host of ad blockers on the market, and each maintains its own user settings and policies distinguishing between intrusive ads and acceptable native content. Currently, our data suggests that Promoted Listings Standard are being blocked for less than 2% of traffic. Like other marketplaces and social networks, we are constantly evaluating our user experience and our advertising programs, including the impact of ad blocker software on the content we make available.

How do I see performance metrics for my Promoted Listings Standard campaigns?

- There are a few ways to see your performance metrics. You can view the Summary section at the top of your Advertising dashboard to see Impressions, Clicks, Sold, Sales, Ad fees, Click through rate, Sales conversion rate, and Average sold ad rate.
- We show you these metrics for all of your campaigns by default, but you can also see these metrics for individual

campaigns over a custom time period by selecting your preferences from the drop-down menus at the top of the page. When you make a selection from one or all of the drop-down menus, the metrics in the summary bar and the graph will change accordingly.

- You can also track listing-level sales data from your campaign dashboard. Campaign dashboards are currently available for all Standard campaigns created using simple or bulk listing selection. Automated campaigns don't have a campaign dashboard at this time. From your campaign dashboard, you can see detailed listing-level reporting and make edits quickly from your dashboard. To get there, go to your advertising dashboard and select the campaign name from your campaign grid.
- Additionally, you can download listing-level reports from your Advertising dashboard as a .csv file. To do this, click on the small arrow beside the "Edit" link next to the campaign you'd like to download a report for. The "Edit" link is in the "Actions" column of your campaign grid. After clicking on the arrow, select "Download report" from the menu and your report will begin to download as a .csv file.

How can I better understand my Promoted Listings Standard performance?

The best way to understand your Promoted Listings Standard performance is twofold. First, create benchmarks from current performance data to understand where you're starting from. Second, use your benchmarks to set goals for your Promoted Listings Standard campaigns that make sense for you and your business.

Some of the metrics to keep an eye on are your click through rate (CTR), sales conversion rate, and average sold ad rate. Those will give you insight into the overall health of your Promoted Listings Standard campaigns - namely, they can tell you where you can work to improve your performance.

For example, if your CTR unexpectedly drops, it can be a signal that you're receiving the same volume of impressions, but something has stopped buyers from clicking through to your listing pages. That would indicate that key buyer signals like price, shipping, and seller rating may have recently changed and is having a negative impact on your CTR.

You can also track listing-level sales data from your campaign dashboard to better understand how specific items are performing. This is helpful if you are looking to optimize your campaigns on a listing-level.

 My Promoted Listings Standard performance has been increasing (or decreasing) even though I did not make any changes to my campaign. Why is this happening The eBay Marketplace is a dynamic environment. A number of factors can cause an increase or decrease in your Promoted Listings Standard impressions, clicks, or sales. They include: Buyer traffic or demand for a certain item Seasonality Changes to the competitive landscape (e.g., other sellers start or stop promoting items in the same category and/or make significant changes to their ad rates) Your ad rate is below the minimum Internal Information As of June 1, 2022: All categories will have a 2% ad rate minimum and users will not be able to enter a number below this. Third parties, such as a brand manufacturer, choosing to start or stop promoting certain items General platform improvements and quality thresholds My Promoted Listings Standard campaigns impressions, clicks, and sales have suddenly decreased to zero even though I did not make any changes to my campaigns. Why is this happening? When a sellers metrics decrease to zero like this, it could mean that the seller account might: Have low selling activity Be in violation of eBay policies (arbitrage classification or VERO infractions) Not be meeting certain quality thresholds (high claim rates) Any of those reasons could cause their ads to stop showing. Common reasons include but are not limited to: Having one or more past due payments in the past 12 months Having open claims on their transactions in the past 12 months Having established a new selling account with little to no sales history in the past 12 months Having decreased selling activity with little to no sales history in the past 12 months A sellers performance is evaluated on a constant basis and once a seller increases selling activity, establishes a history of following eBay policies, and starts meeting quality thresholds, their ads will begin to show again. Internal Information To confirm a seller has had their promoted listing ad performance dropped to zero,

please check Account Issues for an open Issue 798. Please also check the account MAC notes for any recent MAC notes related to Promoted Listing eligibility. If there is a recent MAC note, please reference the talking points above. To determine what the seller needs to focus on to regain ads exposure, you can check the following:

What to check	Guidelines on next steps
Has the seller account been on hold for non-payment within the past 12 months?	</td> </td></tr></table>Please refer to the Seller Dashboard to determine if there have been recent open claims </td> </tr> </tr> </td> Has the seller account experienced a recent increase in open eMBG claims in the past 12 months? </td> </td> Please refer to the Seller Dashboard to view the sellers transaction activity </td> </tr> </tr> </td> Has the seller account experienced a decrease in sales volume in the past 12 months? </td> </td> Please refer to the Seller Dashboard to view the sellers transaction activity </td> </tr> </tr> </td> Has the seller recently registered their account with little to no sales volume in the past 12 months? </td> </td> Please refer to the account seller registration date Please refer to the Seller Dashboard to view the sellers transaction activity </td> </tr> </tbody></table> </h2></h3>Automated campaigns questions and answers</h3> How do automated campaigns work? Create a rule for your inventory using filters, choose your ad rate strategy, and launch your campaign. After launch, we'll regularly assess your new, revised, or newly eligible listings to see if any should be added or removed from your campaign according to the rules you set. If there are, we will add or remove them automatically on a daily basis. If you choose to automate your ad rates, we'll automatically adjust each listing at their daily suggested ad rate. Note: Listings that are already promoted are not considered eligible.

 How do I create a rule for my inventory in an automated campaign? Use the filters provided to choose which eligible listings you want to promote. Review which listings your rule currently applies to by clicking the View details button in the summary box.

 What are automated dynamic ad rates? If you choose dynamic ad rates, we'll automatically adjust each listing to the daily suggested ad rate after you launch your campaign. Suggested ad rates may change as your performance, competition, and the marketplace changes. We check for updates daily. How will automated campaigns affect listings that are already in other campaigns? Once launched, automated campaigns will only promote eligible listings that meet your rule criteria. Listings that are already promoted or that are ineligible for Promoted Listings Standard will not be included. How do I edit the rule for my inventory? You can't edit the rule for your inventory in automated campaigns yet. You can still update your ad rate strategy. To apply your desired changes to the rule for your inventory, end the campaign and create a new one with the rule you'd like. Will active promoted listings that meet my automated campaign rules be pulled into my automated campaign? No. Automated campaigns will only promote eligible listings that meet the criteria you set. Listings that are already promoted are not considered eligible. What happens if a new listing qualifies for two existing automated campaigns? If a new listing qualifies for two existing automated campaigns, it will be added to the campaign that was created most recently. How do automated campaigns work with secondary categories? Automated campaigns only recognize primary categories. If you have secondary categories that you wish to exclude from being promoted, you may consider creating a manual campaign. When I'm using automated campaigns, how do the variations of item conditions map to the available selections in the condition filter? There are four selections from the Condition filter in automated campaigns: New, Certified Refurbished, Seller Refurbished, and Used. See the below groupings to see the item conditions that are included within

these four consolidated selections. New" grouping:

- New
- New other (see details)
- New - open box
- New with defects
- New with tags
- New without tags
- New with box
- New without box
- Brand new
- New/Factory sealed

"Certified Refurbished" grouping:

- Manufacturer refurbished

"Seller Refurbished" grouping:

- Seller refurbished
- Remanufactured

"Used" grouping:

- Used
- Used - like new
- Used - very good
- Used - good
- Used - acceptable
- Used - fair
- Pre-owned
- For parts or not working

How do automated campaigns work with listings that have variations in pricing?

- Example: You have a listing with three different prices for three different colors (\$8, \$10, \$12). You set your price range filter as \$10 - \$100. This listing would not be included because the lowest price for the listing (\$8) does not meet your price range criteria (\$10 - \$100).

[June 2022 Ad rate definition expansion](#) Does the Promoted Listings Standard fee change mean I'll pay more to promote my listings with Promoted Listings Standard?

- Yes, most sellers will see a small increase in their ad fees; however, the actual amount will vary based on details of the final transaction, like buyer location.
- Will the Promoted Listings Standard fee change impact how my listings are shown?
- No. Your promoted listings will continue to be eligible to appear in sponsored placements across the eBay network with no changes.
- The fee change only impacts what the ad fee will be once a purchase has occurred.
- Is the Promoted Listings Standard fee change for all categories?
- Yes. The Promoted Listings Standard fee change applies to all categories.
- Any listing that is eligible for promotion within Standard campaigns will switch to this ad fee calculation.
- What exactly is changing with the Promoted Listings Standard fee change?
- Prior to June 1st, 2022, the Standard ad rate was

calculated as a percentage of the final sale price, which didn't include shipping, taxes, or any other applicable fees.

- Starting on June 1st, 2022, the ad rate will be calculated as a percentage of the total sale amount, which includes item price, shipping, taxes, and any other applicable fees.

March 2023 Promoted Listings Standard fee definition expansion ("Halo item" sales) What's changed?

- Previously, eBay charged an ad fee for a promoted sale when the same buyer clicked on a Standard ad and purchased that same item within 30 days, also known as a Direct sale. This model did not account for when a buyer clicked on your Standard ad and then purchased a different Promoted Listings Standard item from you.
- As of March 30, 2023, our definition of an attributed sale has expanded to include when a buyer clicks on one of your Standard ads and then purchases any of your Promoted Listings Standard items. We refer to the sales of Promoted Listings Standard items other than the one featured in the clicked ad as Halo Item sales. We will charge the standard ad fee if the buyer purchases any of your Promoted Listings Standard items within 30 days of a click on one of your Standard ads.
- As of March 30, 2023, we've expanded our definition of a click for Standard and Advanced ads to include interactions with new features and functionality of your ads as we continue working to help make your ads more engaging and helpful for buyers. Those interactions will continue to include when a buyer clicks through to your listing page and will now also include when a buyer clicks on the heart icon to add an item to their watchlist from your promoted listing.

With this change, will my Promoted Listings Standard ad fees increase?

- Yes, it's possible that you will see an increase in both your total ad fees and total items sold via Standard ads.
- You will only be charged the ad fee if one of your promoted items sells and that same buyer clicked on one of your Standard ads within the past 30 days.
- Previously, we only reported a sale and charged the ad fee if the same buyer clicked on a Standard ad and purchased that same item within 30 days, also known as a Direct sale. This model didn't account for a buyer clicking on one of your Standard ads and then

purchasing a different promoted item from you. Since the buyer originated from a Standard ad and came back to purchase another item in your collection, there is a broader effect your Standard ads have. New reporting will show the wider impact of your advertising spend which could result in you seeing an increase in the total items sold through Standard campaigns. An increase in total items sold through Standard campaign could mean an increase in ad fees.

- Ad fees will continue to be based on the ad rate you select. A seller's ad rate is the percentage of an item's total sale amount (including item price, shipping, taxes, and any other applicable fees). Given the varying factors, we can't say for certain how much your ad fees will increase as a result of the change. This is why you don't necessarily see any additional information published.

Will the Promoted Listings Standard fee change impact how my listings are shown?

- No. Your promoted listings will continue to be eligible to appear in sponsored placements across the eBay network with no changes.
- The change only impacts what the ad fee will be once a promoted item purchase has occurred.

What's the benefit of this change for Promoted Listings Standard and how will it help me?

- These changes will illustrate a more complete view of the impact your Standard ads have on your sales.
- Previously, we only reported a sale and charged the ad fee if the same buyer clicked on a Standard ad and purchased that same item within 30 days, also known as a Direct sale.
- This model didn't account for a buyer clicking on one of your Standard ads and then purchasing a different promoted item from you. Since the buyer originated from a Standard ad and came back to purchase another Promoted Listings Standard item in your collection, there is a broader effect your Standard ads have.
- New reporting will show the wider impact of your advertising spend.

Example: Buyer A clicks on a Standard ad featuring a pair of red sneakers and ends up purchasing a pair of promoted blue sneakers from you instead.

- Previously, the sale of the blue sneakers would not have been reported as a Standard sale. After this change, it will be.

If the promoted

item that sells is different from the one that was clicked, what ad rate will I be charged?

- You will be charged the ad rate of the sold item.
- The ad fee will be calculated based on the ad rate in effect for the sold item at the time of the sale.

Does my item have to be in an active Promoted Listings Standard campaign at the time of the sale to trigger the ad fee?

- If a buyer purchases the item from a Standard ad that they clicked on, eBay will consider this to be a promoted sale if that item sells within 30 days of the click. The ad rate in effect at the time of the click will be charged.
- If a buyer purchases an item other than the Standard ad item they clicked on, eBay will only consider this a promoted sale if the purchased item is in an active Standard campaign at the time of sale. The ad fee will be the ad rate for the item sold at the time of sale.

Does this mean you are reporting and charging differently based on the item the buyer eventually purchases?

- Yes. If the item purchased is different from the item originally clicked in your Standard ad, we only charge the ad fee if the purchased item is actively being promoted and not if it has been removed from Promoted Listings Standard prior to the sale. If the item has never been promoted, an ad fee will not be charged.
- If the item purchased is the same as the item originally clicked in your Standard ad, or is a Direct sale, we will charge the ad fee based on the ad rate in effect at the time of the last buyer click and report this as a promoted sale even if the item is no longer participating in Standard ads at the time of the sale.

Is there any difference in when ad fees for Halo Item sales and Direct sales will be charged?

- No. Both types of sales for Promoted Listings Standard will only be charged when one of your promoted items sells.
- For a Direct sale, the ad fee will be charged when a buyer purchases the item from a Standard ad that they clicked on within 30 days, even if the item is no longer participating in Standard ads at the time of the sale. The ad fee will be based on the ad rate in effect at the time of the click.
- For a Halo Item sale, the ad fee will be charged when a buyer purchases a promoted item other than the Standard ad item they clicked on within 30 days, as long as the purchased item is in an active Standard campaign at the

time of sale. The ad fee will be based on the ad rate for the item sold at the time of sale.

Can I see which of my Promoted Listings Standard sales are Direct sales vs. Halo Item sales?

Yes, your Promoted Listings Standard sales report now includes a column for sale type (Direct or Halo Item). This report also shows the ad fees for your Direct and Halo Item sales.

Will eBay still credit back ad fees in case of returns or canceled transactions, and is that true for both Direct and halo sales?

Yes, in the event of a return or canceled transaction, eBay will credit the related ad fee. The credit will be issued for both Direct and Halo sales.

Promoted Listings Standard credits for returned or canceled transactions are reflected in the transactions section of your Payments tab, along with the itemized details (such as date, title, item ID, fee type, and amount).

Please note that if you issue a partial refund for an item that sold via Promoted Listings Standard, your Standard ad fee will be credited at the same rate as your partial refund. For example, if you refund a buyer 50% of the item price, you'll also get a 50% credit on the associated Standard ad fee.

What will fees for Halo Item sales look like on the Payments tab?

Fees for Halo Item sales will look the same as they do today for Promoted Listings Standard.

To view which sales were Direct vs Halo Item sales, see your Sales report, accessible from your advertising dashboard.

How does eBay define a click for Promoted Listings?

For both Promoted Listings Standard and Promoted Listings Advanced, we define clicks as the number of interactions with your ad.

We've expanded our definition of a click for Standard and Advanced ads to include interactions with new features and functionality of your ads as we continue working to help make your ads more engaging and helpful for buyers.

Those interactions will continue to include when a buyer clicks through to your listing page and will now also include when a buyer clicks on the heart icon to add an item to their watchlist from your promoted listing.

If my item is promoted as both a Standard and an Advanced ad, how will reporting and charging work?

If a buyer clicks on a Standard ad and then

purchases any of your promoted items within 30 days, it will be considered a promoted sale and the ad fee for the purchased item will be charged.

- You will always be charged for valid clicks on Advanced ads, but you will only be charged for Standard ads if a buyer clicks on a Standard ad and then purchases any of your promoted items within 30 days of clicking.
- It is possible that you could be charged both a Standard and an Advanced ad fee if both ads have been clicked and the item promoted via Standard ads sells.

Note: Advanced ads will incur a charge each time they are clicked, regardless of whether that item sells. No changes have been made to how Advanced fees work.

- You can see which listings sold through each campaign by looking at the reports in your Advanced and Standard campaigns.

What about last-click attribution? Is that still a thing?

- Yes, last-click attribution continues to be the same for Promoted Listings Advanced, but it has changed for Promoted Listings Standard.
- If one of your Promoted Listings Standard items sells within 30 days of a click on any of your Standard ads, then we will consider this a promoted sale for Standard ads even if your ad featuring the same item received a subsequent Advanced click.

Will Promoted Listings Standard remain a cost-per-sale model where I only pay when my promoted item sells?

- Promoted Listings Standard remains a cost-per-sale model and unique to eBay. You will only pay when a promoted item sells. It continues to be a powerful and efficient way to drive motivated buyers to your listings, above-and-beyond the visibility that items can get organically.

Will eBay still credit back ad fees in case of returns or canceled transactions, and is that true for both Direct item and Halo item sales?

- Yes, in the event of a return or canceled transaction, eBay will credit the related ad fee. The credit will be issued for both Direct and Halo Item sales.
- Promoted Listings Standard credits for returned or canceled transactions are reflected in the transactions section of your Payments tab, along with the itemized details (such as date, title, item ID, fee type, and amount).

Please note that if you issue a partial refund for an item that was sold via Promoted Listings

Standard, your Standard ad fee will be credited at the same rate as your partial refund. For example, if you refund a buyer 50% of the item price, you'll also get a 50% credit on the associated Standard ad fee.

Will I know which of my listings were sold as a Direct or Halo item sale?

Yes, sellers will be able to distinguish which items sold as Direct sales or Halo item sales using the transaction level reporting like the Sales Report. The Sales Report is available in your Advertising Dashboard.

If I promote a red scarf and a blue scarf, and a buyer clicks on the Standard ads for both, but purchases just the red scarf, will that be considered a Direct sale or a Halo item sale?

In this case, the sale of the red scarf will be considered a Direct sale, because the buyer did click on the Standard ad of the purchased item. We give priority to Direct. A sold item is only considered as a Halo item sale when the buyer never clicks on the Standard ad for the item they purchase.

Is it considered an ad click in the new model if a buyer adds my item to their watchlist by clicking the heart icon on a promoted listing?

Yes, if a buyer adds your promoted item (Advanced or Standard) to their watchlist by clicking the heart icon, it is considered an ad click. It is not considered an ad click if a buyer removes the same item from their watchlist based upon the expanded definition of a click.

The new definition of a click includes engagement with features and functionality of your ads, such as a buyer's click on the heart icon to add an item to their watchlist. This change applies to both Promoted Listings Standard and Advanced.

Is this change an industry standard? Are other marketplaces charging this way?

Promoted Listings Standard is a unique product to eBay since it uses a cost per sale model, and the advertising products offered by most other marketplaces use a cost-per-click model. However, we do see other marketplaces using a halo item attribution method.

If a buyer clicks on a Promoted item before March 30 and then after March 30 purchases a Halo item, will I be charged the ad rate of the Halo item promoted?

No, the Promoted Listings Halo item sale change is only applicable to clicks after March 30th, 2023 at 8AM PDT. It is not retroactive.

Any Promoted Listings Standard clicks before March 30 will not be

considered for this change. Direct sales will continue to be part of the Promoted Listings program.

GUIDE.DETAILED_INFORMATION Eligibility

Listings and Categories: Promoted Listings Standard is available to all fixed-priced listings in all categories except Motors, Real Estate, Travel, Everything Else. Auction and Auction with Buy It Now listings are not eligible at this time.

Sellers: Promoted Listings Standard is available to any Above Standard or Top Rated sellers with enough account activity. Eligibility is determined on a site level. e.g. if a seller's level drops to Below Standard in the UK but remains Above Standard in the US, the seller will only lose access to PLS in the UK and can continue to use PLS in the US.

Managing Promoted Listings Standard

Choose which items to promote with objectives in mind. Promoted Listings Standard is best for:

- Increasing visibility for best selling, stagnant, or discounted items
- Testing premium exposure on newly listed items
- Move excess inventory and discounted items
- Clear out seasonal items

Sellers should select an ad fee that is most in line with their goals and objectives. Sellers should agree to fees based on each item's margins and what they would be willing to pay once each item sells.

Break down listings into campaigns based on:

- Product, brand, or category
- Ad fee or selling price
- Seasonal grouping
- Any other goals that can be grouped

Improve overall performance by optimizing listings and ensuring that the item:

- Is listed in the correct and best categories
- Has a title that contains all relevant keywords
- Has a high-quality picture with a clear background
- Includes all relevant product identifiers like brand, UPC, functionality, and more
- Offers shipping options that are in line with other similar products with respect to pricing and timing
- Uses Promotion Manager when possible

Editing Promoted Listing campaigns

You can edit

Promoted Listings Standard campaigns from your Advertising dashboard. Editing Promoted Listings Standard campaigns from your Advertising dashboard if you used Simple listing selection: From Seller Hub, hover over or click on the Marketing tab. Click on the advertising dashboard link from the Marketing tab dropdown menu or dashboard under Advertising in the left-hand navigation. Scroll down and find the campaign they want to edit. Select the campaign name in the campaign grid. Sellers can then choose their ad rate by: entering a new ad rate in the Ad rate field on specific items selecting the Dynamic ad rate toggle to turn on or off the dynamic ad rate for specific items To edit ad rate for all the items in your campaign, select the Edit button under the Ad rate range heading. From there, sellers can choose either the dynamic ad rate, or a fixed ad rate: Selecting the Dynamic ad rate option. They can further edit this by adding an ad rate cap which will set the maximum amount they are willing to pay. Selecting fixed ad rate. This will set a fixed ad rate to apply to all listings. Listings can be individually edited after this process. To remove listings from campaign: Click the X to the left of the item(s) you wish to delete from your campaign Click the blue Update button at the bottom of the page to update campaign From your campaign dashboard, select the X on the left-hand side of the item(s) you'd like to delete from your campaign Editing Promoted Listings Standard campaigns from your Advertising dashboard if you used Bulk listing selection: From Seller Hub, hover over or click on the Marketing tab. Click on the advertising dashboard link from the Marketing tab dropdown menu or dashboard under Advertising in the left-hand navigation. Scroll down and find the campaign they want to edit. Select the campaign name in the campaign grid. Sellers can then choose their ad rate by: entering a new ad rate in the Ad rate field on specific items selecting the Dynamic ad rate toggle to turn on or off the dynamic ad rate for specific

items

-

To edit ad rate for all the items in your campaign, select the Edit button under the Ad rate range heading. From there, sellers can choose to apply the dynamic ad rate, or apply a fixed ad rate to all listings.

Editing Promoted Listings Standard campaigns from your Advertising dashboard if you created an automated campaign by creating rules:

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From Seller Hub, hover over or click on the Marketing tab.

-

Click on the Advertising dashboard link from the Marketing tab dropdown menu or dashboard under Advertising in the left-hand navigation. Scroll down and find the campaign you want to edit.

-

Click the Edit link next to the campaign you wish to edit.

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From here, you can edit your ad rate strategy only.

-

If you want to edit your listing rules, please end your campaign and create a new one with your desired rule.

-

Understanding PLS reporting

Sellers can check their overall Promoted Listings Standard performance at the top of their Advertising dashboard. Sellers can also select the time range they wish to review. By clicking on the Actions button on their active campaigns, Sellers can choose to either Edit Campaigns or Download a report. Sellers can also track listing-level sales data from their campaign dashboard. They can see detailed listing-level reporting and make edits quickly from the campaign dashboard. Sellers can also download a Sales report from the link under Advertising from the left-hand navigation, which takes them to a seller-level report of all PLS sales (available for last 90 days).

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Multiple metrics are available on the sellers dashboard:

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Impressions. The number of times your promoted listings have appeared on any eBay site.

-

Clicks. The number of visits to a listing page from a promoted listing.

-

Sold. The number of promoted items purchased within 30 days of a click on your promoted listings.

-

Ad fees. The total amount of fees incurred by items sold within 30 days of a click on your promoted listings.

-

Sales. The amount of sales generated by

promoted items sold within 30 days of a click on your promoted listings.

- CTR. Click-through rate. Clicks divided by Impressions. The CTR is the percentage of times buyers saw your ad and clicked on it.
- Sales conversion rate. Quantity sold divided by Clicks. The sales conversion rate is the percentage of promoted listings that are purchased after the buyer has clicked on them.
- Average sold ad rate. Ad fees divided by Sales. This number represents the average ad rate for items sold within 30 days of a click on your promoted listings.

Seller can also monitor comparative and organic data from their Advertising dashboard:

- Comparative data. Compare last month's performance to your current performance using the comparative data underneath each Summary metric. When you change the time period, the comparative data changes accordingly.
- Organic data. Compare your promoted listings and organic performance for items in Promoted Listings Standard campaigns. You can see organic data for impressions, clicks, and sales.

The campaign dashboard contains listing-level specific data for each listing in a campaign.

Common performance marketing metrics are included in the campaign level download reports for a campaigns entire period (detailing up to 13 months). The common performance metrics can be computed as follows:

- CTR % (Click-through-rate): $\text{clicks/impressions}$ - helps the seller measure the interest of potential buyers for a listing when they are exposed to it
- CTS % (Click-through-sales) Conversion: sold items/clicks - helps the seller measure the effectiveness of converting browsers to buyers.
- ROI (Return On Investment): sales/ad fees - helps measure the return on investment of a sellers Promoted Listings Standard campaign by providing the sales value generated for each ad dollar spent.
- Promoted Listings Standard contribution to sales: $\text{Promoted Listings Standard sold/overall eBay quantity sold}$ - helps the seller measure the impact of Promoted Listings Standard on their overall sales figures

Steps to adjust low-performing campaigns

- Low impressions
- Increase your ad rate

- Place items in the correct categories
- Include relevant keywords in your listing title
- Add more listings to your campaigns
- Ensure your listing is priced competitively.
- Low CTR
- Ensure items are priced competitively
- Listing title must be clear and descriptive
- Choose cost-effective shipping options that ensure safe delivery
- Feature the best-looking images at the highest resolution
- Use Promotion Manager to customize promotions for your listings whenever possible
- Low CTS (Sales Conversion)
- Include more photos in your listing
- Minimize handling and delivery time
- Restock items in a timely fashion
- Offer flexible return policy and payment options

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