

Promoted Listings Advanced (PLA)

<h2>GUIDE.TALKING_POINTS

PLA - General questions

en_US#PLAGeneralquestions">PLA - General questions

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1710&ViewLocale=en_US#Rulesbased">Rules based listing

en_US#Rulesbased">Rules based listing

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1710&ViewLocale=en_US#RemovalofpassiveCBT">Removal of passive cross border trade (CBT)

en_US#RemovalofpassiveCBT">Removal of passive cross border trade (CBT)

</h2><h2>PLA - General

questions</h2> Can I use Promoted Listings Advanced? Refer to

these eligibility requirements: Sellers: Promoted Listings Advanced is available to

Above Standard or Top Rated sellers with enough account activity on the US, UK, DE, IT, and

AU sites. Listings: Sellers can promote fixed price listings for most

categories except Wholesale & Job Lots, Cars, Motorcycles & Vehicles, Events Tickets,

Property, E-Cigarettes, Vapes & Accs and Everything Else categories. Auction and Auction Buy

It Now listings are not eligible at this time. When you create an Advanced

campaign, only listings that are eligible will appear in your selection view.

 Who Promoted Listings Advanced is best for and why it's available to all sellers

 Promoted Listings Advanced is available for both professional and private sellers

to allow everyone the opportunity to choose the marketing tools that work for them and their

business. If you feel that it's not the right solution for you, you can keep on using Promoted Listings

Standard as per usual. You can use this checklist to help determine if Promoted

Listings Advanced is right for you: I have new or trending inventory that can

competitively target competitive placements I have experience running and

optimizing cost-per-click campaign types I have items with high prices better suited

for cost-per-click campaign types I want the ability to control my daily advertising

budget I have popular items that need more visibility to begin performing well Should I use smart targeting or manual targeting for my Promoted Listings Advanced campaign? Smart Promoted Listings Advanced campaigns are ideal for sellers who want simplified set up and campaigns that automatically update to maintain ad settings. Manual Promoted Listings Advanced campaigns are ideal for sellers who want to maintain control over campaign creation and optimization. How can I get the most out of smart Promoted Listings Advanced campaigns? You can use reporting from smart Promoted Listings Advanced campaigns to enhance the targeting of you manual Promoted Listings Advanced campaigns. Using eBays smart targeting can help you identify new keywords and highly performant campaign settings that you could use to enhance the targeting of your manual targeting campaigns. How can I get the most out of Manual Promoted Listings Advanced campaigns? To fully harness new reporting and control levers provided by Promoted Listings Advanced campaigns using manual targeting, follow these best practices: Set your daily budget and keyword bids with your measures of success in mind. When you select your campaign duration and daily budget, make sure that the total amount is something you're willing to pay. In addition to that, do some simple steps as you set up your campaign to ask yourself what will determine a successful campaign. Are you tracking impressions? Clicks? Conversions? What are the numbers you want to hit? If you're spending \$--- in a month, what sort of return do you expect to see? By asking yourself these questions, you're setting yourself up for success by targeting which metrics to pay attention to - and which aspects of your campaign to edit if you're not meeting your goals. Build ad groups around a common theme or goal Ad groups help you build more effective campaigns by organizing your listings by a common goal or category, and grouping together similar listings allows you to target them with the same set of keywords. For example, you might want to create ad

groups containing men's sneakers and men's athletic wear that you would like to promote for Father's Day.

Campaign: Father's Day

Daily budget: \$500

Ad group: Last season's men's athletic wear

Listings: Joggers, Sweatshirts, Shirts

Keywords: Fleece hooded sweatshirts, athleisure, quick dry t-shirt, high waisted jogger pants

Ad group: Best selling men's sneakers

Listings: High top sneakers, Running shoes

Keywords: Father's day gift ideas, men's athletic shoes, high tops, best running shoes, popular men's sneakers

This extra level of control lets you better target your listings and increase the likelihood that your campaigns will drive ROI.

Select your keywords with your buyers in mind. Your keywords should match the terms buyers may use to find your listings. We advise you to select suggested keywords. We evaluate keywords based on how frequently they have been used in recent searches.

Bid strategically

To help optimize your campaign, we provide you with a suggested bid range and suggested bid for each keyword.

Our suggested bids and bid ranges are based on a number of factors, including selected keyword match type, past performance, and marketplace trends.

Please note that the bid that you set for each keyword is a maximum bid, meaning that you can be charged up to that amount, but never more.

Check for newly suggested keywords

We search for new relevant keywords for your ad groups every day. We recommend checking in on your Promoted Listings Advanced ad groups weekly to see if there are any newly suggested keywords that you could be using.

Monitor your keyword reports

Download your keyword reports every week to check on which keywords are performing best in your campaigns. Remove underperforming keywords and add in any newly suggested

ones.

Now you can save time by scheduling and downloading reports from the report tab by downloading reports at the account level and for multiple campaigns at once.

Downloading reports from the Reports tab:

Click on "Download"

Click on "Download report"

Select the following report parameters:

- Source Marketing
- Campaign type Promoted Listings Advanced
- Type Keyword, Listing, Campaign, or Search query

Scheduling reports from the Reports tab:

Click on "Schedule"

Click on "Schedule report"

Create a download schedule by selecting the following report parameters:

- Source Marketing
- Campaign type Promoted Listings Advanced
- Type Keyword, Listing, Campaign, or Search query
- Frequency Daily, Weekly, or Monthly

If you have many campaigns + listings, some reports in the Reports tab might fail to generate and may surface an error message. To successfully generate a report, limit the number of campaign reports you choose to download at one time. If you continue to face this issue, please reach out.

Download reports are optimized for local formatting defaults. We had similar issues with GCX teammates in Germany who had Irish settings on their PC and were getting the same experience when opening the download reports in Excel. We were able to fix this by opening the reports with German settings.

To change settings to the local market, go to Control Panel > Region, select "German (Germany)" from the drop-down and click "Apply". For Italy you would select Italian and so on.

How is Promoted Listings Advanced different from Promoted Listings Standard?

Both Promoted Listings Advanced and Standard help your items stand out among billions of listings across the eBay network and be seen by millions of active buyers when they're browsing and searching for what you're selling, increasing the likelihood of a sale.

Promoted Listings Standard campaigns let you promote your listings across the eBay

network and only pay when you sell. Standard campaigns are quick and simple to set up. Since you only pay when you sell, Standard campaigns are a low-risk way to increase visibility.

- Promoted Listings Advanced campaigns offer priority access to placements across eBay and let you pay per click on your ad. Promoted Listings Advanced provides can help you grow your business and get more sales with advanced targeting and budget controls.

When to use Promotions Manager and Promoted Listings Advanced together

- Promotions Manager offers professional merchandising tools for sellers of all levels. Whether you're looking to bundle complementary items, offer a storewide sale, clear out old inventory, or make your listings more competitive with shipping discounts, Promotions Manager is an ideal way to optimize your listings.
- Tip: When you promote your items through Promoted Listings Advanced, you're bidding on priority access to placements on eBay. Make that bid go a long way by using Promotions Manager. If you bundle items or run a storewide sale, buyers may see a banner on your listing page, guiding them to your other inventory.

Where and how can I access Promoted Listings Advanced?

- Refer to these eligibility requirements:
- Sellers: Promoted Listings Advanced is available to Above Standard or Top Rated sellers with enough account activity on the US, UK, DE, IT, and AU sites.
- Listings: Sellers can promote fixed price listings for most categories except Wholesale & Job Lots, Cars, Motorcycles & Vehicles, Events Tickets, Property, E-Cigarettes, Vapes & Accs and Everything Else categories. Auction and Auction Buy It Now listings are not eligible at this time.
- Listings that are out of stock are not eligible for Promoted Listings Advanced.

When you create an Advanced campaign, only listings that are eligible will appear in your selection view.

You can access Promoted Listings Advanced from your advertising dashboard. Select Create new campaign, then select Advanced as your campaign type.

Why would I use Promoted Listings Advanced?

- Promoted Listings Advanced gives you the high visibility you want and

the control you need to increase sales on eBay.

- Advanced campaigns currently let you bid for priority access to placements across eBay with advanced targeting and budget controls.
- For sellers looking to gain more insight into performance metrics, Promoted Listings Advanced has a campaign dashboard that provides ad group-level listing-level, keyword-level performance data and downloadable reports for listings, keywords, and search queries to help you monitor your performance.
- Promoted Listings Advanced does not charge you a percentage of the sale price but only charges for clicks. For items that are high priced and/or for items that are more likely to sell after a click, using Promoted Listings Advanced may be more cost-effective than Promoted Listings.

Where will my Promoted Listings Advanced ads show?

- Advanced campaign ads get priority access to placements across eBay.

When will my Promoted Listings Advanced ad appear?

- Your ad will only appear when:
- A buyer searches for an item like yours.
- You win the second price auction.

Simply adding your listing to a campaign does not guarantee that your listing will appear.

- To increase the likelihood that your ad will win the auction, we recommend that you promote quality listings and use a competitive campaign strategy.

How is my Advanced ad fee determined?

- The cost for each click is based on a second price auction, which means the fee charged will be determined by factors like listing quality, keyword relevance, your bid amount, placement, competition from other sellers, and a reserve price (the minimum amount we've determined a click is worth, taking item quality, competition, seasonality, and marketplace thresholds into consideration).
- All Advanced ad fees are charged at a listing level. Charges are determined by the sum of all cost-per-click clicks a single listing receives within a day, Sales will be attributed within a 30-day window of a click on your ad.
- Promoted Listings Advanced campaigns offer two ways to bid, manual targeting and smart targeting. With manual targeting, you select the bid amount; with smart targeting, eBay will bid for you, subject to a max CPC you set.
- Your bid is entered

into a second price auction to determine which ads are shown to buyers and how much you're charged for each click on your ad. If you win the auction, your ad may appear in an eligible ad slot, and you'll be charged an amount between the next highest bid and your bid for each click on your ad. You won't be charged more than your daily budget each day or your bid for each click on your ad, regardless of the targeting strategy you select for your campaign.

- For example, if Seller A had the highest bid at \$3.00 and Seller B had the second-highest bid at \$1.50, and both items are of equal quality, Seller A wins the auction. The amount that Seller A will pay per click will be between \$1.50 and \$3.00, but will never be more than \$3.00.

Because the listings, keywords, and bids and campaign structures are unique, each cost per click calculation is dynamic.

While it is possible to be charged for multiple legitimate clicks from the same buyer, we have checks in place to filter out invalid clicks. If clicks on an ad are identified as invalid, you will not be charged. Note that you will also be charged if you click on your own Advanced ad.

Internal Information

For teammates only, do not share with sellers: You can [watch this video](https://www.youtube.com/watch?v=d4HRR3AHQo0) to better understand second price auctions and how they work.

What is a reserve price?

The reserve price is the minimum amount we've determined a click is worth, taking item quality, competition, seasonality, and marketplace thresholds into consideration.

How does my daily budget work?

The daily budget is the maximum amount that you're willing to spend on a single campaign per day. Some days you may spend less than your daily budget, but you will never be charged more than the amount you choose. Once your campaign has reached its daily budget, your campaign will stop serving ads until the next day, when the daily budget resets. Any unused daily budget will not roll over to the next day.

The daily campaign cost is calculated by multiplying the total number of clicks received per keyword by their respective price.

Example: Daily budget NOT reached

Daily budget is \$500.

On a given day,

Keyword A (average cost per click of \$2.50) receives 100 clicks, and Keyword B (average cost per click of \$2.00) receives 50 clicks, which brings the daily campaign cost to \$350. The remaining \$150 will not roll over to the next day.

Example: Daily budget REACHED

Daily budget is \$500.

On a given day, Keyword A (average cost per click of \$2.50) receives 100 clicks, and Keyword B (average cost per click of \$2.00) receives 125 clicks, which brings the daily campaign cost to \$500. Since the daily budget has been reached, your ads will stop serving and your campaign will resume the next day.

Note: Updates to your daily budget are made in real time. If you update your daily budget below what has already been spent, your ads will stop serving and your new daily budget will go into effect the next day.

What is a suggested daily budget?

A suggested daily budget is designed to help you maximize impressions, clicks, and sales by limiting the amount of time your campaign is out of budget. Some days you may spend less than your daily budget, but you'll never be charged more than the amount you choose.

What does it mean if my campaign is out of budget?

If your campaign is out of budget, it means your campaign has reached its daily budget and your Promoted Listings Advanced ads have stopped until the next day, when the daily budget resets.

Increasing your daily budget to the daily suggested budget can help you maximize clicks on your listings and avoid downtime.

What does the campaign out of budget notification tell me?

The campaign budget notification lets you know how often your campaign has reached its daily budget over the last 7 days. When you exceed your daily budget, your campaign is paused until the next day when the daily budget resets.

The notification provides a suggested daily budget designed to help you maximize impressions, clicks, and sales by limiting the amount of time your campaign is out of budget.

How is the percentage in the out of budget notification calculated?

The percentage of time your campaign was paused shown in the notification is determined by comparing the inactive periods caused by meeting your daily budget over the last 7

days to active or seller-initiated pause periods in real-time.

- What are smart Promoted Listings Advanced campaigns?
- Smart Promoted Listings Advanced campaigns (Also known as Smart targeting campaigns) offer easy setup and automatically update over time to optimize your campaign.
- How does eBay determine when to show my Smart Promoted Listings Advanced campaign ads to buyers?
- Ads are shown to buyers based on the relevancy of an item to a buyer's search activity. Relevancy is based on a number of factors, including the search query, past performance, and marketplace trends.
- What is a manual Promoted Listings Advanced campaign?
- Manual Promoted Listings Advanced campaigns give you control over campaign setup for ads that appear on the search results page. You'll select how to manage ongoing optimizations to ensure your campaigns remain competitive.
- Once I've launched a campaign, can I change from a smart to manual Promoted Listings Advanced campaign, and vice versa?
- You cannot change your campaign from smart to manual, and vice versa, after your campaign has launched.
- Are smart or manual Promoted Listings Advanced campaigns best for me?
- Smart Promoted Listings Advanced campaigns are ideal for new and experienced sellers who want a simplified set up and campaigns that automatically update to maintain ad settings. Manual Promoted Listings Advanced campaigns are ideal for sellers who want to maintain control over campaign creation and optimization.
- Will my ads appear in different placements across eBay depending on whether I choose smart or manual Promoted Listings Advanced campaigns?
- No, both strategies for Promoted Listings Advanced campaigns will serve your ads across both search results and listing pages.
- What is the Max CPC?
- The max CPC (cost-per-click) is the maximum amount you'd be willing to pay for each click on your ad. Your cost-per-click will never exceed this amount. The default max CPC is based on a number of factors, including marketplace competition.

Rules based listing questions

How does rule-based

listing selection work? When creating a smart Promoted Listings Advanced campaign, you can choose to add listings to your campaign using rule-based listing selection. Once your campaign has launched, eBay will evaluate your inventory daily to determine if any new, revised, or newly eligible listings meet the criteria set by your rule. If any listings meet your rules criteria, they will automatically be added to the campaign and any listings that no longer meet the criteria will be removed. You can use brand, category, price, and condition to define the rule for your campaign. For example, a rule you create could add all mens shoes and womens shoes from any brand, priced between \$60-\$100 and whose condition is new to your campaign.

Can I use rule-based listing selection for my manual targeting Promoted Listings Advanced campaign? No. At this time rule-based listing selection is only available for Promoted Listings Advanced campaigns using smart targeting.

What criteria can I use for rule-based listing selection in my smart Promoted Listings Advanced campaign? You can create rules using brand, category, price, and condition when setting up rule-based listing selection in your smart Promoted Listings Advanced campaign.

How will using a rule to select my listings affect listings that are already in other campaigns? Once launched, smart Promoted Listings Advanced campaigns using rules to select listings will only promote eligible listings that meet your rule criteria. All listings that meet the criteria, even if they're promoted in other Promoted Listings Advanced campaigns, will be automatically added to your campaign.

How do I edit the rule for my inventory in a smart Promoted Listings Advanced campaign? You can't edit the rule for your inventory in campaigns. To change the rule that selects listings for your smart Promoted Listings Advanced campaigns, end the campaign and create a new one with the rule you'd like.

Will active promoted listings that meet my listing selection rules be pulled into my smart Promoted Listings Advanced campaign? All listings that meet the criteria, even if they're promoted in other Promoted Listings Advanced campaigns will be added to

your smart Promoted Listings Advanced campaign.

- What happens if a new listing qualifies for two or more existing smart Promoted Listings Advanced campaigns?
- If a new listing qualifies for two or more existing smart Promoted Listings Advanced campaigns, it will be added to each of the campaigns.
- How do smart Promoted Listings Advanced campaigns work with secondary categories?
- Using rules to select listings for your smart Promoted Listings Advanced campaigns only recognize primary categories.
- If you have secondary categories that you wish to exclude from being promoted, you may consider creating a manual Promoted Listings Advanced campaign.
- How does using rules to select listings work with listings that have variations in pricing?
- When using rules to select listings, we consider the prices of all variations. If any of these prices falls outside the selected price range, the listing will be excluded, even if there are variations that meet the set criteria available.
- For example, if 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).
- How is it determined when and where my ads will be displayed?
- Your bid amount is a factor in determining how frequently your listing appears in placements across eBay. The more competitive the bid, the more likely your listing appears in an eligible ad slot.
- Promoted Listings Advanced campaigns offer two ways to bid, manual targeting and smart targeting. With manual targeting, you select the bid amount; with smart targeting, ebay will bid for you subject to a max CPC you set.
- Your bid is entered into a second price auction to determine which ads are shown to buyers and how much youre charged for each click on your ad. If you win the auction, your ad may appear in an eligible ad slot and youll be charged an amount between the next highest bid and your bid for each click on your ad. You wont be charged more than your daily budget each day or your bid for each click on your ad, regardless of the targeting strategy you select for your campaign.
- What is quick setup?
- Quick setup is a way to easily

set up an Advanced campaign. With quick setup, you'll set your daily budget, choose your campaign start and end date, and select listings. We'll optimize everything else needed to launch your Advanced campaign including sorting your listings into ad groups, selecting keywords and keyword match types, and setting competitive keyword bids.

If I use quick set up, will I be able to review the campaign before it launches?

Yes, you'll have the opportunity to review and edit your campaign's details before launch.

Are campaigns created with quick setup automated?

Quick setup only helps set up your initial campaign settings. Whether you use quick setup or manual setup, you'll handle monitoring your campaign performance on the dashboard and ongoing optimization to remain competitive.

How does eBay optimize my campaign in quick setup?

Quick setup organizes your listings into optimized ad groups based on our understanding of campaign setup best practices. Once your listings are in ad groups, we select keywords and select keyword match types we believe will perform well, and set initial, competitive keyword bids.

What is manual setup?

Manual setup allows you to have complete control over your campaign creation. You'll choose your campaign dates, your daily budget, organize your listings into ad groups, select keywords and keyword match types, and set keyword bids.

Whether you use quick setup or manual setup, you'll handle monitoring your campaign performance on the dashboard and ongoing optimization to remain competitive.

What is an ad group?

Ad groups help you build more effective campaigns by organizing your listings to a common goal or category. Grouping together similar listings allows you to target them with the same set of keywords.

Note: You can add up to 1,000 listings in each ad group.

For example, you might want to create an ad group containing men's sneakers that you would like to promote for Father's Day.

Campaign: Father's Day

Daily budget: \$500

Ad group: Best selling men's sneakers

Listings: High top sneakers

Running shoes

Keywords

Men's athletic shoes, high tops, best running shoes, popular men's sneakers
 Ad group: Last season's men's athletic wear
 Listings: Joggers Sweatshirts
Shirts Keywords: Fleece hooded
sweatshirts, athleisure, quick dry t-shirt, high waisted jogger pants
 This extra level of control helps you better target your listings and
increase the likelihood that your campaigns will drive a return on investment (ROI).
 What are recommended listings?
Recommended listings have the most potential to drive sales based on eBay's historical
data. Based on the match type I choose, how are my keywords targeted?
 Exact match allows your listing to appear when a buyer's search matches your
keywords character-for-character with slight variations like misspellings, capitalization, and
abbreviations. For example: One of your keywords is electric
shears Your ad may appear for: electric shear
Electric Shears Your ad will not appear for:
electric scissors red electric shears
 Phrase match allows your listings to appear when a buyer's
search includes your exact keyword and may include other words before and/or after your keyword.
Phrase match is designed to match your ad to a buyer journey where your keyword retains its
original meaning. It will not appear when a buyer adds a word to the middle of your keyword.
 For example: One of your keywords is yellow socks
Your ad may appear for: large yellow socks yellow socks
for kids Your ad will not appear for: yellow
large socks yellow kids socks
 Broad match allows your listings to appear when a buyer searches your
exact keyword, even if there are other words before, between, and/or after your keyword.

For example: One of your keywords is "womens hat"
your ad could appear for: "womens beanie hat" "sun hat
womens" Your ad will not appear for:
"baseball hat" "womens accessories"
 Negative keywords are terms which are excluded
from your ad group. This means when a buyer searches for a term that you've added as a negative
keyword, your Advanced ads will not be eligible for display. There are two kinds of negative
keywords: Negative exact match and negative phrase match. Negative exact
match keywords
are without variants, meaning that for a keyword to be excluded, it needs to
match the buyer's search term character for character. For example:
One of
your negative exact match keywords is yellow socks. Your ad will only be excluded from buyers
using that exact search term. Negative phrase match keywords
will exclude your item from appearing for search terms that include your exact keyword and may
include other words before and/or after your keyword, but not between.
 For
example:
One of your negative phrase match keywords is yellow socks. Your ad will only be
excluded from buyers using that exact search term, plus any search term that includes "yellow
socks" with other terms either before or after the keyword, such as "large yellow socks" or "yellow
socks womens". You can use up to 1,000
keywords per ad group. You can use a combined total of 1,000 suggested and
custom keywords per ad group. Additionally, you can add up to 1,000 negative keywords per ad
group. As a reminder, negative keywords do not accrue charges or count towards
your total keyword count. How can I pause
my
keywords? Pausing keywords is an easy way to temporarily prevent your ad from
appearing when a buyer searches for them. To pause or unpause a keyword, edit
an active campaign and navigate to the "Set your keyword bids" section. You can pause or unpause
any keyword using the "Active" toggle in the "Status" column.

 Is there a minimum and maximum daily budget for Promoted Listings Advanced?

 Yes. There is a \$1.00 minimum and a \$1,000,000 maximum daily budget.

 Is there a minimum and maximum bid for Promoted Listings Advanced keywords?

 Yes. There is a \$0.02 minimum and a \$100 maximum. What is

a dynamic bidding strategy? The dynamic bidding strategy will automatically

update keyword bids daily to the suggested bid. With this strategy, sellers do not need to make

daily, manual updates to keep their keyword bids competitive in the marketplace.

Suggested bids 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. What is a fixed bidding strategy? Using

the fixed bidding strategy, your bid will not change once it has been set. You can edit a fixed bid, but

a dynamic bid will do the adjustment on your behalf. You can review your performance and update

your campaign bidding strategy at any time. Why use a dynamic bidding

strategy? Keeping your ad campaign competitive in an ever-changing marketplace

can be time-consuming and manual. The dynamic bid strategy offers you an effortless way to secure

priority access to placements by automatically adjusting your keyword bids to match eBay's daily

suggestions. How are the dynamic and fixed bidding strategies different?

 A bidding strategy is the option you can select to determine how much you are

willing to spend for a click on your ad, and you can choose from two strategy options. The dynamic

bid strategy will automatically update each of your keyword bids to align with the daily suggested

bid, saving you time and keeping your campaign competitive. When using the fixed bid strategy,

your bid will not change once it has been set. You can edit a fixed bid, but a dynamic bid will do the

adjustment on your behalf. How does this impact the campaign set-up process?

 There is a new option in the Promoted Listings Advanced campaign set-up

process to "Select your campaign bidding strategy". Here, you'll be able to choose between a

dynamic bidding strategy and a fixed bidding strategy. Which campaign bidding strategy is used with quick setup? When using quick setup, you will get to choose between a dynamic or fixed campaign bidding strategy. If you use dynamic bidding and quick setup together, we will set initial competitive keyword bids and update them automatically to the daily suggested keyword bid. If you use fixed bidding and quick setup together, we will set initial competitive keyword bids and your bids will not change automatically once they are set. You can review your performance and update your bids at any time to remain competitive. Can I change my campaign bidding strategy once my campaign is launched? Yes. You can update your bid strategy at any time by editing your campaign. Am I able to bid on trademarked terms as keywords? We don't restrict trademarks as keywords. If a listing isn't relevant for a particular branded query, however, the Promoted Listings Advanced ad for that listing is not likely to show. Our algorithms are designed with proprietary relevance and performance filters in place, which means that ads will only appear if they pass our relevancy filters and will only continue to show if buyers actually engage with them. If you believe that any content in which you claim trademark ownership has been infringed by anyone using eBay's services, please notify our VeRO team through the Verified Rights Owner (VeRO) Program and eBay will investigate your notice. How will sales be attributed to my Promoted Listings Advanced ads? Sales will be attributed within a 30-day window of a click on your ad. How will sales be attributed between my Standard and Advanced campaigns? We use a last click attribution model, meaning that the sale will be attributed to the click closest to the sale. Last click attribution is the industry standard and will ensure that a sale is only attributed once across Promoted Listings campaign types. For example, if a listing is promoted in both a Standard and an Advanced campaign, a buyer may click on the Advanced ad and the Standard ad before purchasing the item. Once purchased, the sale will

be attributed to whichever ad was last clicked before the buyer made the purchase.

Note: Advanced ads will always be charged for a click, regardless of an attributed sale. Standard ads will only be charged for an attributed sale.

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

Charges will be based on the campaign type the listing was participating in at the time of the click. You will always be charged for valid clicks on Advanced ads, but you will only be charged for attributed sales for Standard ads.

For example, Item A participates in both Advanced and Standard campaigns. It has an average CPC of \$0.25 in the Advanced campaign and a 7% ad rate in the Standard campaign.

Item A wins the priority placement via an Advanced ad and there are 5 clicks, which incurs \$1.25 in fees through Promoted Listings Advanced.

The next day, Item A appears in a Promoted Listings Standard placement on a listing page. A buyer clicks the Standard ad and buys Item A for \$100 within 30 days, so Item A accrues a \$7.00 ad fee via Promoted Listings Standard.

In total Item A accrued a total of \$8.25 in ad fees via both campaigns.

Note: Advanced ads will incur a charge each time they are clicked, regardless of the attributed sale.

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

Why am I seeing a credit named "Ad fee credit" in my account?

We experienced an unexpected system issue where we needed to credit your account. If you see "ad fee credit" on your account this is because you have received a credit for a Promoted Listings charge.

Can my Promoted Listings Advanced campaign accrue charges for external Promoted Listings?

No. Currently, Promoted Listings Advanced campaigns only appear in premium placements, so you will not accrue any charges for external Promoted Listings clicks.

What will my Payments tab look like if the same listing is sold through Promoted Listings Standard and Promoted Listings Advanced?

The fees in your Payments tab will be shown on an

item-level. Fees for Advanced campaigns will be labeled as "Ad Fee Advanced" and fees for Standard campaigns will be labeled as "Ad Fee Standard".

- How will I see charges for my Advanced campaigns?
- We combine all clicks a seller receives on a Promoted Listings Advanced ad in a given campaign on a daily basis and sellers are generally charged for these clicks up to 72 hours after the clicks take place.
- Your charges are reported at a listing level. From your Payments tab, you'll see the campaign ID, click date, total number of clicks, and average cost-per-click per listing.

How are my Advanced ad fees charged?

- All Advanced ad fees are charged at a listing level. Charges are determined by the sum of all cpc clicks a single listing receives within a day.
- How does eBay handle invalid traffic? Who should I contact if I suspect invalid traffic?
- Promoted Listings Advanced traffic is screened by our proprietary detection software, which is designed to help filter invalid traffic in real time.
- Suspicious traffic that is reported by sellers or partners is eligible for manual review by our team of traffic experts.
- In the event manual review detects invalid traffic, a credit will be processed within 1 - 4 weeks.
- Note: Campaign reports can take up to 72 hours to reconcile.

What's the difference between valid and invalid clicks?

- We have a proprietary detection software in place designed to filter out invalid clicks with abnormal patterns, including bots, malicious clicks, or accidental clicks. If clicks on the ad are identified as invalid, the clicks will not be charged.
- If a click has not been identified as invalid for any of the reasons listed above, it is considered a valid click.

Where can I find my Promoted Listings Advanced campaigns after they launch?

- Once you have activated a campaign, you can access it again from the Advertising dashboard. Select "Promoted Listings Advanced" from the campaign type dropdown and scroll down to the campaign section of the page. From here you can edit, pause, or end your campaign and also download a CSV report.
- How do I see performance metrics for my Promoted Listings Advanced 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 cost per click. 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 ad group-level, listing-level, and keyword-level data from your Campaign dashboard. Campaign dashboards are available for all Advanced campaigns. From your Campaign dashboard, you can see detailed reporting and make edits quickly. To get there, go to your Advertising dashboard, select Promoted Listings Advanced from the Campaign type drop down, and click on the campaign name from your campaign grid. Additionally, you can download listing reports, keyword reports, and search query 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.

My Promoted Listings Advanced 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 seller's 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).

Some common reasons for ads not displaying include:

- having one or more past due payments in the past 12 months.
- open claims on their transactions in the past 12 months.
- established a new selling account with little to no sales history in the past 12 months.
- decreased selling activity with little to no sales history in the past 12 months.

A seller's 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.

- Why are my metrics for clicks for the same date range different on the Marketing tab and Performance tab?
- The metric for clicks on the Marketing tab displays data from one campaign type at a time and combines the number of clicks on promoted listings that originate on and off eBay into one metric.
- The data on the Performance tab is aggregated from organic listings and multiple campaign types and displays clicks as three separate metrics:
- External site views represent the number of promoted and organic clicks on a listing originating from external sites, including search engines.
- Promoted listings represent the number of clicks on a listing from a Promoted Listings ad.
- Organic views represent the number of clicks on a listing via an organic impression on eBay.

Additionally, the data on the Performance tab and the Marketing tab are reconciled at different times and may have slight differences as a result.

- Why do my downloaded report metrics differ slightly day-to-day?
- Allow up to 72 hours for our systems to fully process reporting metrics to make any necessary adjustments.

I've promoted my listings via Promoted Listings Advanced, but I don't see my ads when I search for my listings using the keywords I'm bidding on. Why?

- Your listings will not automatically win placements when you advertise through Promoted Listings Advanced.
- Each time a buyer searches for a product, we will determine which listings are using a variety of factors, including keyword relevancy, bid amount, available budget, reserve price, and listing quality.
- If you're using manual targeting, try experimenting with different keywords and bid amounts and monitor your performance to determine the best keyword bid for your campaigns.

I want to promote certain items but I don't see them when I try to create a Promoted Listings Advanced campaign. Why?

- If you do not see items once you're in the campaign creation flow, this is because they are not eligible.

Can I adjust my daily budget and

keyword bid? Yes. You can make changes to your campaign at any time. Changes are reflected in real-time. My campaign's performance has been increasing/decreasing recently even though I didn't make any new changes. Why? The eBay Marketplace is a dynamic environment. A number of factors can cause an increase or decrease in your campaigns' visibility, clicks, or sales, including buyer traffic or demand, seasonality, changes to the competitive landscape, general platform changes, and more. Does my keyword bid or daily budget affect whether a third party also promoted my listing? No Can a third party promote the Promoted Listings Advanced that I am promoting at the same time? Yes. It's possible for a third party to promote a listing that you have promoted as well, or for a third party to promote a listing you've not promoted. If a third party also promotes your listing, the incremental bid can help increase the likelihood that your listings will appear in premium placements. Third party bidders will be charged separately. I didn't promote my listing, but it's still showing up as "Sponsored" on eBay. Why? In certain cases, third parties may decide to promote certain listings on eBay. For example, a major shoe brand manufacturer may choose to promote eBay listings featuring its shoe products. How can I see which items were sold via my Promoted Listings Advanced ads? You can see which items were sold via your Promoted Listings Advanced ads by downloading the listing-level report for each campaign. That will show you how many items and which items sold via Promoted Listings Advanced for each campaign. Sales are attributed on a 30-day attribution model, meaning that a sale made within 30 days of a click on your ad will be attributed to that ad, if it was the click closest to the sale (i.e. the buyer did not click a Standard ad for the same item before purchasing). Can I promote the same listings via Promoted Listings Standard &and Promoted Listings Advanced? Yes. You can promote the same listings through Promoted Listings Standard and Promoted Listings Advanced. Can a listing that is promoted via Promoted Listings &and Promoted Listings Advanced

appear in the same search results? No. A listing can only appear once in the same set of search results. Keep in mind that Standard campaigns have placements across the eBay network, not just in search results. My item sold via Promoted Listings Advanced then the buyer returned it. Will I be refunded for the fees on that item? No. Promoted Listings Advanced is a cost per click model, which means that you are being charged a fee per each click on your ad. You are responsible for paying those fees regardless of if the item is viewed, purchased, or returned. This is different than Promoted Listings Standard, which is a cost per sale model. Since a CPS model is charged based on whether a sale occurs, a return of the item results in a refund of ad fees because that item ultimately didn't sell. How should Teammates respond to seller requests to refund Promoted Listings Advanced fees? Internal Information All Promoted Listings Advanced campaigns are protected by our proprietary fraud detection software, which removes most invalid traffic in real time. Other suspicious traffic that is reported by sellers or partners will undergo manual review by our team of traffic experts. Each manual review results in an analysis that confirms whether traffic was valid or invalid. In the event that invalid traffic has been detected, a credit will be processed within 1 - 4 weeks. Please note that a campaign report can take up to 72 hours to get reconciled and click charges are impacted by many factors, including price, competition, seasonality, etc. What determines whether I will receive a credit? If manual review confirms invalid clicks, a seller will receive a credit. How do I know if a credit has been completed? You can view your credit on your payments tab in Seller Hub. How long does the investigation take to complete? Up to 15 business days. How long does the credit take to complete? Up to 4 weeks. Before refunding sellers for CPC ad fees, please use discretion with the knowledge that sellers have opted into Promoted Listings Advanced and agreed to pay the average daily budget

and keyword bid amount that they set.

If the seller thinks they have been charged for invalid clicks, inform them that we have measures to filter out invalid clicks. These measures are always reflected in reporting and may take up to 72 hours to be reflected in reporting.

A number of factors can cause an increase or decrease in your campaigns' visibility, clicks, or sales, including buyer traffic or demand, seasonality, changes to the competitive landscape, general platform changes, and more.

Examples of changes:

- Changes to daily budget
- Changes to CPC
- Changes to keywords
- Changes in the search popularity of your keywords
- Changes in volume of other sellers promoting items with the same keywords

Escalation to eWatch:

If further investigation is necessary, following information should be provided to eWatch:

Provide report or invoice seller is questioning

Provide:

- Seller Name
- Seller ID
- Campaign Name
- Campaign ID
- Item ID (if applicable)
- Dates in Question
- Clicks, Impressions and/or Charges in Question

Can I be charged for multiple clicks made by the same buyer?

Potentially yes, unless our click filtering systems detect suspicious activity. In some cases, buyers may revisit the same item multiple times before completing their purchase. However, please note that we have proprietary detection software in place designed to filter out invalid clicks with abnormal patterns, including bots, malicious clicks, or accidental clicks. If clicks on the ad are identified as invalid, the clicks will not be charged.

Can I be charged for clicking on my own Advanced ad?

Yes. Each valid click on your Advanced ad will be charged.

Am I eligible for any Promotional Listings Advanced promotions?

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:

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

Details for each promotion may vary and will be provided at the time of that promotion. I'm already using Promoted Listings and Promotions Manager tools, why do I need to use Promoted Listings Advanced? Using all three programs together, in a strategic way, can help your overall sales goals. See our guidance on how to use these programs together effectively:

- When to use Promoted Listings Standard and Promoted Listings Advanced together
- Promoted Listings Standard is ideal for ad strategies focused on coverage across eBay, including search, product pages, and homepage. Promoting your new and seasonal items will help them create a strong sales history quickly.
- Tip:** When you promote your items through Promoted Listings Advanced, you're bidding on priority access to placements. Keep in mind that Promoted Listings Standard has dozens of placements across the eBay network, so we recommend to keep using Promoted Listings Standard, as well, to maintain coverage.
- When to use Promotions Manager and Promoted Listings Advanced together
- Promotions Manager offers professional merchandising tools for sellers of all levels. Whether you're looking to bundle complementary items, offer a storewide sale, clear out old inventory, or make your listings more competitive with shipping discounts, Promotions Manager is an ideal way to optimize your listings.
- Tip:** When you promote your items through Promoted Listings Advanced, you're bidding on the highest visibility placement on eBay: premium placements. Make that bid go a long way by using Promotions Manager. If you bundle items or run a storewide sale, buyers may see a banner on your listing page, guiding them to your other inventory.

I don't know what to promote via Promoted Listings Standard versus Promoted Listings Advanced. I'm overwhelmed.

- Promoted Listings Standard is ideal for ad strategies focused on coverage across eBay, including search, product pages, and

homepage. Promoting your new and seasonal items will help them create a strong sales history quickly.

Tip: When you promote your items through Promoted Listings Advanced, you're currently bidding on premium placements. Keep in mind that Promoted Listings Standard has dozens of placements across eBay, so we recommend to keep using Promoted Listings Standard, as well, to maintain coverage.

Removal of passive cross border trade (CBT)

Why am I no longer receiving Promoted Listings Advanced sales from countries other than the site my campaigns are created on?

When we launched Advanced campaigns, we allowed the ads to appear on any site where the listing was available for sale. However, after noticing significantly lower sales conversion rates when these listings appeared on sites other than the one they're listed on, we've decided to change this policy. Now, Advanced ads will only appear on the site they're listed on. This will help to ensure that sellers aren't spending their budgets on clicks that are unlikely to convert to sales.

What should I do if I want my Promoted Listings Advanced ads to appear outside of the country it is listed in?

Sellers should create additional campaigns on each of the Promoted Listings Advanced-eligible sites where you would like your ad to run.

Does this also extend to Promoted Listings Standard ads?

No, this change is only for Promoted Listings Advanced. Promoted Listings Standard ads can and will continue to surface across all eligible sites.

GUIDE.DETAILED_INFORMATION Eligibility

Sellers: Promoted Listings Advanced is available to Above Standard or Top Rated sellers with enough account activity on the US, UK, DE, IT, and AU sites.

Listings: Sellers can promote fixed price listings for most categories except Wholesale & Job Lots, Cars, Motorcycles & Vehicles, Events Tickets, Property, E-Cigarettes, Vapes & Accs and Everything Else categories. Auction and Auction Buy It Now listings are not eligible at this time.

When you create an Advanced campaign, only listings that are eligible will appear in your selection view.

Promoted Listings Advanced best practices

 Give your Advanced campaign a descriptive name By giving your Advanced campaign a descriptive name, you'll be able to quickly identify it and keep track of its performance after launch. Consider including the category or item types, the season and year, or any other details to the campaign name that can help you quickly determine the goal of that campaign and the listings you've added to its ad groups. For example, if you were creating an Advanced campaign for a seasonal sale of winter clothing, you might name your campaign, Winter Clothes - Seasonal Sale 2022 - Q4. When you determine a naming convention that works for your campaign, use a similar style for the names of your ad groups. Organize your campaign with ad groups Ad groups help you build more effective campaigns by organizing your listings by a common goal or category. Grouping together similar listings allows you to target them with the same set of keywords and bids. For example, if you sell women's footwear, you might want to create an ad group with all your new women's sandals to promote at the start of the summer and name it Women's Sandals - New - Summer 2022. We recommend keeping the number of unique product types within each of your ad groups limited, so that all the keywords within the ad group are relevant to all items. A good way to do this is by keeping the number of unique categories per ad group to 1 or 2 closely related ones. Reach active shoppers with suggested keywords Suggested keywords are search terms that we think are relevant and will likely perform well for the listings in your ad group, based on past performance. We evaluate keywords based on how frequently they've been used in recent searches and how relevant those searches are to the listings in your ad group. These keyword suggestions are designed to help you target buyers who are actively looking for items like yours. For best results, we recommend adding at least 10-15 keywords per unique product type in each ad group. Stay competitive with suggested bids To help optimize campaigns, we provide you with suggested bids and bid ranges for all suggested keywords. For a given keyword, suggested bids and bid ranges are derived from a

variety of factors, including the selected keyword match type, your listings' relevancy to the keyword, and the aggregated bids from listings that have received clicks in premium placements.

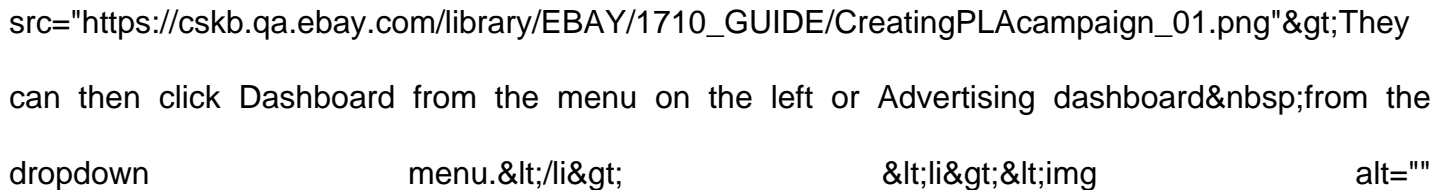
Using the suggested bids and bid ranges can help take the guesswork out of setting competitive bids.

Continue to optimize your campaigns

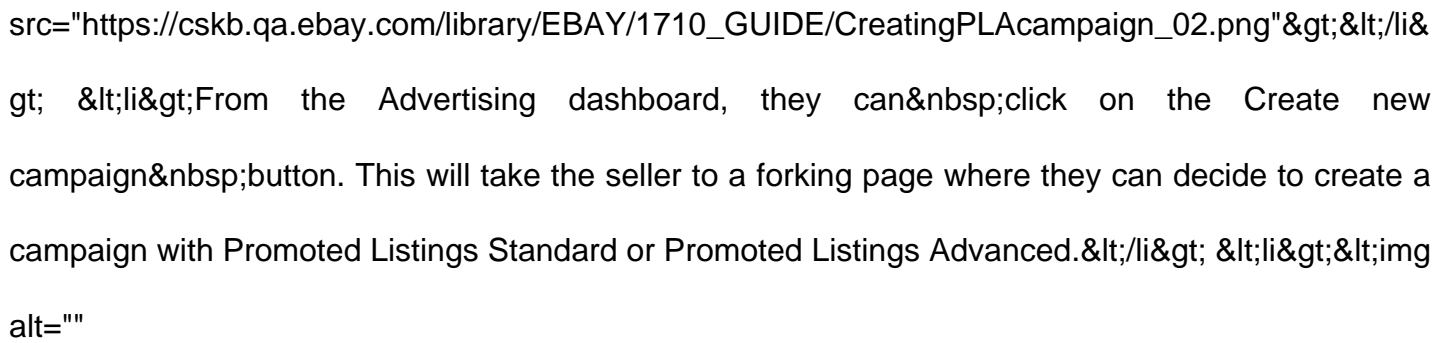
Keep an eye on your campaign performance to ensure your ad groups remain effective. Suggested keywords and bids can change over time, so we suggest monitoring your campaign performance and making any needed changes to remain competitive.

Creating a Promoted Listings Advanced campaign

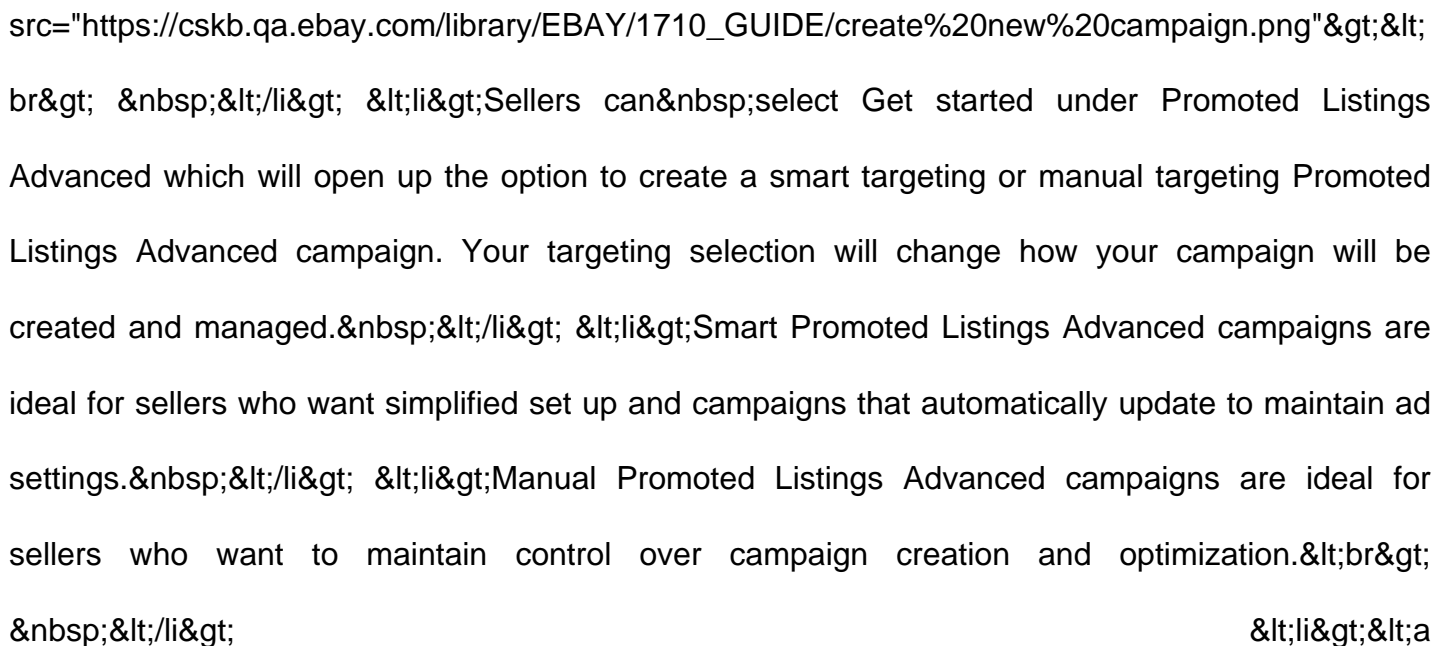
Sellers can access Promoted Listings Advanced from their Marketing tab.



They can then click Dashboard from the menu on the left or Advertising dashboard from the dropdown menu.



From the Advertising dashboard, they can click on the Create new campaign button. This will take the seller to a forking page where they can decide to create a campaign with Promoted Listings Standard or Promoted Listings Advanced.



Sellers can select Get started under Promoted Listings Advanced which will open up the option to create a smart targeting or manual targeting Promoted Listings Advanced campaign. Your targeting selection will change how your campaign will be created and managed.

Smart Promoted Listings Advanced campaigns are ideal for sellers who want simplified set up and campaigns that automatically update to maintain ad settings.

Manual Promoted Listings Advanced campaigns are ideal for sellers who want to maintain control over campaign creation and optimization.

href="https://cskb.qa.ebay.com/library/EBAY/1710_GUIDE/smart%20or%20manual.png"> See below for how to create both a smart targeting campaign and a manual targeting campaign. Smart targeting Smart Promoted Listings Advanced campaigns offer easy setup and automatically update over time to optimize campaigns. Heres how to get started:

In Seller Hub, go to the Advertising dashboard. Select Create new campaign. Select Smart targeting under Create campaign in the Promoted Listings Advanced box. Name the campaign. Set the campaign start and end dates. Select Add listing to add listings to the campaign.

 On the listings page, choose how you would like to add listings to your campaign. Manual- select the individual listings youd like to promote. Use the filters at the top to help sort. Item IDs- copy and paste a list of Item IDs youd like to promote with one ID per line. Rule Based - set a rule that will add current and future listings to your campaign.

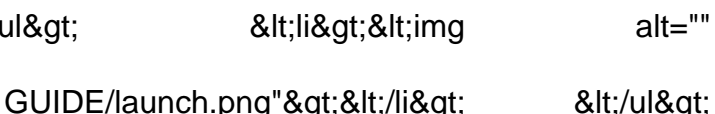
 Once the seller has selected their listings, they can select Add.

 They can then set a campaign daily budget and max CPC. The daily budget is the maximum amount that you're willing to spend on a single campaign per day. Some days you may spend less than your daily budget, but you will never be charged more than the amount you choose. The max CPC (cost-per-click) is the maximum amount youd be willing to pay for each click on your ad. Your cost-per-click will never exceed this

amount. The default max CPC is based on a number of factors, including marketplace competition.

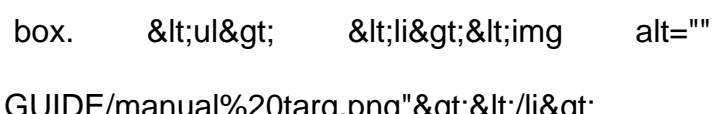


Select Launch.



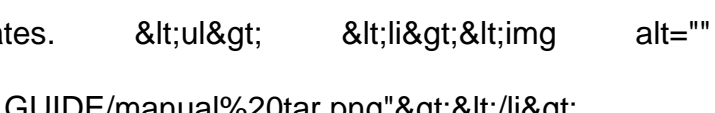
Manual Targeting Manual Promoted Listings Advanced campaigns give you control over campaign setup. You'll select how to manage ongoing optimization. Heres how to get started:

- In Seller Hub, go to your Advertising dashboard.
- Select Create new campaign.
- Select Manual targeting under Create campaign in the Promoted Listings Advanced box.

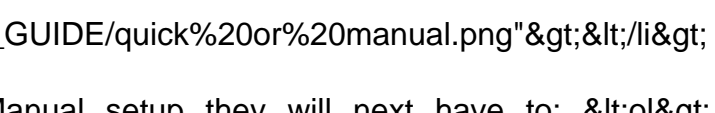


Name your campaign.

Set your maximum daily budget and your start and end dates.



Choose Quick setup or Manual setup.



If they select Manual setup they will next have to:

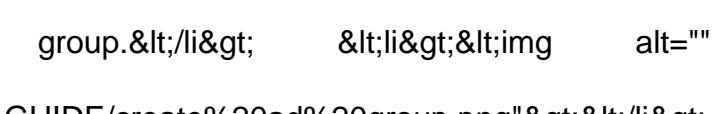
- Name their ad group.
- Select Add listings to add listings to their ad group.

To add listings to an ad group, they can sort their eligible listings by multiple filters or by entering item IDs.

We suggest you start by adding recommended listings by clicking the Recommended listings button. As a reminder, recommended listings are items that we believe will perform well based on our historical data.

Clicking on the Add button will add the selected listings to the ad group and take sellers back to the campaign creation page.

Note: There are 500 ad groups allowed per campaign, and a maximum of 1000 listings are allowed per ad group.



 Once they've selected their listings, they can select Add. Next, sellers will select their keywords. By default, all suggested keywords will be selected. Note: Suggested keywords are provided for most listings. A maximum of 1000 keywords are allowed per ad group. Sellers can also use the Add your own tab to add their own selection of keywords that are relevant to the listings in their campaign. Sellers can also use the Negative tab to add negative keywords. There are two kinds of negative keywords: Negative exact match and negative phrase match. Negative keywords that are exact match without variants will exclude your item from appearing for keywords that match the buyer's search term character for character. Negative phrase match keywords will exclude your item from appearing for search terms that include your exact keyword and may include other words before and/or after your keyword, but not between. Once suggested and custom keyword selections have been made, sellers will select their targeting type. Exact match with variants, allows listings to appear when a buyers search matches your keywords character-for-character with slight variations like misspellings, capitalization, and abbreviations. Phrase match allows listings to appear when a buyers searches for your exact keyword and may include other words before and/or after the keyword. Ads will only appear for search phrases where a keyword retains its original meaning. It will not appear for search phrases that add a word to the middle of the keyword. Broad match allows your listings to appear fwhen a buyer's seach includes your exact keyword terms, even if there are other words before, between, and/or after your keyword. Note: negative keywords only have two match types (negative exact match and negative phrase match). Once keyword and match type selections have been made, the seller will need to click the Add keywords button in order to move to the next step. Next, sellers will

set CPC bids for their keywords. First, they will choose whether to use a dynamic bidding strategy.

 If

dynamic bidding is on, eBay manages the campaigns keyword bids and automatically updates them daily to the suggested bid. If dynamic bidding is off, the seller will set their

keyword bids To help sellers decide how much to bid for a click on each keyword, we provide a suggested bid and suggested bid range for most keywords. We strongly

encourage sellers to use these recommendations. Additionally, sellers can

also opt to use a Fixed bid strategy to apply one bid to all keywords in their campaign.

Once all campaign selections have been made, the seller will need to click the Launch button, to launch their campaign. The seller is then taken to the campaign overview

page. Here the seller can review the campaign details, make updates to the current campaign or ad group and add additional ad groups.

 The seller is then taken to the campaign overview page. Here the seller can review the campaign details, make updates to the current campaign or ad group and add

additional ad groups.

 Editing Promoted Listings Advanced campaigns From the Advertising dashboard, sellers can select Promoted Listings

Advanced from the campaign type drop-down menu, and then navigate to the campaign grid at the bottom of the page. From here, the seller can click the Edit link to the left of each campaign to go in

and edit.

The edit flow of Promoted Listings Advanced is the same as the create flow, so sellers will easily be able to change the campaign name, dates, daily budget, listings, keywords, and/ or bids

just as they did when they created their campaign.

To add new keywords, sellers can add any new suggested keywords that are available, or enter new custom keywords. If a seller has reviewed their keyword reports and identified underperforming keywords, they can remove them from their selected keywords. To remove keywords from a campaign, sellers should go to the Set keyword bids section of the campaign manager and click the gray X to the left of the keywords they would like to remove. This will bring the keywords to the Choose your keywords section of the campaign manager. Sellers can also update the suggested bids for each of their keywords by clicking on Suggested from the Your bid dropdown menu.

 Understanding Promoted Listings Advanced reporting metrics Notes

that sellers see at the top of their reports: After launching your campaign, allow up to 72 hours for reporting metrics to appear in downloaded reports. Campaign

details and reporting will be in the time zone for the site your campaigns were created in.

 Listing-level report: Raw Metrics:

Campaign Name Campaign ID Campaign Start

Date Campaign End Date Item ID Title

Price Quantity Available Listing Start Date

Listing End Date *Impressions *Clicks

*CTR *Sold Quantity *Conversion rate

*Sales *Average cost per sale *Ad Fees

Return on Ad Spend (*Sales/Total Ad Fees) * Refers to Promoted listings

Advanced. Reporting data is only available for the past 90 days.

 Calculated Metrics: No Calculated metrics will be

available in initial reports. Please see below for common calculations sellers can do from the raw

data provided. Avg. CPC (Total ad fees/*Clicks) CTR

(*Clicks/*Impressions) Conversion (*Sales/Clicks)

 Keyword-level report: Raw Metrics: Campaign Name Campaign ID Campaign Start Date Campaign End Date Ad Group Name Ad Group ID Seller Keyword Keyword ID *Impressions *Clicks *CTR *Sold Quantity *Conversion rate (Sold quantity/Clicks) *Sales *Ad Fees *Average cost per sale Return on Ad Spend (*Sales/Total Ad Fees) Calculated Metrics: No Calculated metrics will be available in initial reports or for keywords that have generated 0 impressions, clicks, or sales. Please see below for common calculations sellers can do from the raw data provided. Avg. CPC (Total ad fees/*Clicks) CTR (*Clicks/*Impressions) Conversion (*Sales/Clicks) Search Query Report Raw Metrics Campaign Name Campaign ID Campaign Start Date Campaign End Date Ad Group Name Ad Group ID Keyword ID Keyword Keyword Match Type Search Query *Impressions *Clicks *CTR *Sold Quantity *Conversion rate (Sold quantity/Clicks) *Sales *Ad Fees *Average cost per sale Return on Ad Spend (*Sales/Total Ad Fees) Calculated Metrics: No Calculated metrics will be available in initial reports or for keywords that have generated 0 impressions, clicks, or sales. Please see below for common calculations sellers can do from the raw data provided. Avg. CPC (Total ad fees/*Clicks) CTR (*Clicks/*Impressions) Conversion (*Sales/Clicks)

Common performance metrics can be computed as follows: CTR % (Click-through-rate): 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 seller's Promoted Listings campaign by providing the sales value generated for each ad dollar spent. Promoted Listings Advanced contribution to sales: Promoted Listings Advanced sold/overall eBay quantity sold - helps the seller measure the impact of Promoted Listings Advanced on their overall sales figures Steps to optimize low-performing campaigns Low impressions Increase your keyword bid Increase your average daily budget Add and check for new suggested keywords Low CTR Check that you have optimized your listings Follow these best practices to improve item quality and relevancy: Write a clear and concise title with correct spelling and no more than 80 characters. Add an accurate description, using product details from the eBay catalog wherever you can. Use high-quality photos, taken from every angle, and show any flaws or scratches. You can include up to 24 pictures for free. Add item specifics, such as make, model, size, color, and style. Check that you're bidding on the most relevant keywords that show buyer intent Check keyword-level reports to make sure that your selected keywords are performing well Low Conversion Rate Optimize your listing according to eBay best practices Write a clear and concise title with correct spelling and no more than 80 characters. Add an accurate description, using product details from the eBay catalog wherever you can. Use high-quality photos, taken from every angle, and show any flaws or scratches. You can include up to 24 pictures for free. Add

item specifics, such as make, model, size, color, and style.

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GUIDE.SUMMARY Who can use it

- Sellers: Promoted Listings Advanced is available to Above Standard or Top Rated sellers with enough account activity on the US, UK, DE, FR, IT, CA/CAFR and AU sites.
- Listings: Sellers can promote fixed price listings for most categories except Wholesale & Job Lots, Cars, Motorcycles & Vehicles, Events Tickets, Property, E-Cigarettes, Vapes & Accs and Everything Else categories. Auction and Auction Buy It Now listings are not eligible at this time.
- Used items can be promoted as long as they meet the criteria outlined above.
- When you create an Advanced campaign, only listings that are eligible will appear in your selection view.
- What it is
- Promoted Listings Advanced is a cost-per-click campaign type that lets sellers drive traffic to their listings with priority access to placements across eBay with advanced targeting and budget controls.
- How it works
- Sellers can access Promoted Listings Advanced from the Marketing tab in Seller Hub, the Active Listings page, and through the advanced listing tool.
- Advanced campaigns are based on a cost-per-click model where you choose how much you want to spend per day and how much you're willing to spend for a click on your ad.
- Campaign limits
- Manual targeting campaigns
 - 1,000 listings per ad group
 - 1,000 keywords per ad group
 - 500 ad groups per campaign
- Smart targeting campaigns
 - 3,000 listings per campaign
- Each listing can be included in multiple ad groups and campaigns
- Where to access Promoted Listings Advanced
- From your advertising dashboard, select Create new campaign. Then, select Advanced as your campaign type.

##