

Promoted Listings Express

<h2>Boost the visibility of your auction-style listings with Promoted Listings Express.</h2>

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<h2>If you're eligible for Promoted Listings Express, you'll see this option when creating and managing auction-style listings. It's an easy way to help your listing reach more buyers.</h2>

<h2 id="section1">How Promoted Listings Express works</h2>When you promote your listings with Promoted Listings Express, you'll pay a flat fee upfront for access to sponsored placements on similar listing pages. When a buyer clicks on the sponsored ad, they'll be taken to your listing. You can promote any auction-style listing, except for items listed in the Vehicles, Real Estate, Travel, or other select categories. Visit Seller Center - opens in new window or tab to learn more about Promoted Listings Express.</h2 id="section2">Promoting your listings</h2>

You can promote your auction-style listings when creating or editing a listing, from the Promote it banner, or from the item menu. If your item is eligible, you'll see an option to use Promoted Listings Express in the following places: Creating or editing a listingDepending on eligibility, you'll see an option to promote your listing while creating a new listing or right after listing an item. You may also see an option to promote your listing when editing an itemMy eBay Selling Overview and Active pagesSelect the Promote it banner on top of eligible listings on the My eBay Selling Overview and Active pages to promote your listingItem menuOn the My eBay Active page, when you click on the menu next to your item, eligible listings will have an option to Promote listingYour listing will have access to sponsored placements until your auction ends.</h2>

id="section3">Fees for using Promoted Listings Express</h2>Your Express ad fee will depend on the length of your auction-style listing and the category you select when listing your item. When promoting your listing, you will see the fee clearly stated before confirming your purchase, and will be charged immediately. Express ad fees will be listed on your Transactions page within the Payments section in My eBay. </h2 id="section4">Promoted Listings FAQs</h2>

What is the eligibility criteria for Express campaigns?For your listings to be eligible for Promoted Listings Express, they need to meet all of the following criteria:The listing is auction-styleThe listing category isn't Vehicles, Real Estate, Travel, or other select categoriesFor sellers to be eligible for Promoted Listings Express, you need to meet all of the following criteria:Your seller level is Above Standard or Top RatedYou have enough account activity Where do Promoted Listings Express ads appear?

Listings promoted with Promoted Listings Express will have access to sponsored placements on listing pages of similar listings. Where can I review the charges for my Express campaigns?Express ad fees will be listed on your Transactions page within the Payments section in My eBay. Which listings should I promote with Promoted Listings Express?We always suggest promoting your highest quality listings when deciding which listings to promote using Promoted Listings Express. Our algorithms decide which listings to display to buyers based on a variety of factors, including listing quality. High quality listings have a higher potential to get more clicks and ultimately more bids. For the best buyer experience, quality is one of the most important factors in determining if we'll show your listing. Since our systems rely on the quality of your listing, there's no guarantee that your item will receive a boost in impressions, or that your item will sell.We recommend following eBay's listing best practices to help ensure your promoted listings are high quality and attractive to buyers:Categorize your listings properlyInclude relevant keywords in titlesPrice items competitivelyUse high quality photos with clear backgroundsTo learn more about listing best practices, click <a

href="https://pages.ebay.com/seller-center/listing-and-marketing/listing-best-practices.html"

target="_blank">here. - opens in new window or tab What is the difference between a view and an impression?A view is the number of visits to a listing page. An impression is the number of times your listing has appeared on eBay. When we talk about visibility, we are referring to impressions.For example, when your listing appears as a Promoted Listings Express ad, that would be counted as an impression. If the buyer clicks on that ad, that would be counted as a view. How do I measure the performance of my promoted listings?Once you’ve promoted your listing, in the eBay app tap on the item menu. Tap “View ad report” to see your promoted listing’s performance.Here, you can see the listing’s total impressions, promoted impressions, and organic impressions.Promoted impressions show the number of times we displayed your Promoted Listings Express ad to buyers. It’s a good way to measure how much impact your promotion has had on your listing’s overall visibility. What is the meaning of promoted impressions, organic impressions, and total impressions on my ad report page?Promoted impressions: The number of times we displayed your Promoted Listings Express ad to buyers.Organic impressions: The number of times we displayed your organic (non-promoted) listing to buyers throughout eBay.Total impressions: The sum of promoted and organic impressions.</h2><h2>promoted listings express,express,ad rate,</h2>