



# GETTING STARTED WITH PROMOTED LISTINGS



More  
visibility.

More  
sales.

Promoting your listings is a smart and risk free way to get your items noticed on eBay. The best part? You pay *only* when your ad is clicked *and* the item is purchased.

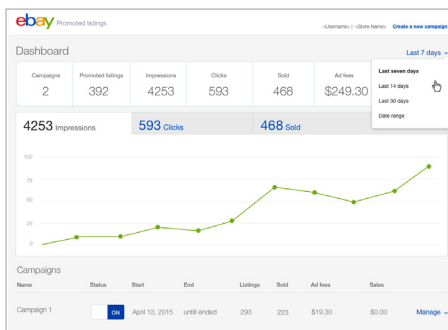
Anchor Store subscribers receive a \$25 quarterly credit for promoted listings. Top Rated Sellers are eligible to receive a \$30 quarterly credit. Anchor Store subscribers who are also Top Rated Sellers are eligible to receive both credits, totaling \$55 per quarter.

In this quick-start guide, you'll find tips and strategies to help make promoted listings your competitive advantage.

# Boost your item visibility on eBay

Promoted listings is an eBay advertising service that allows you to put your best merchandise in front of active shoppers, increasing item exposure and the likelihood of a sale. You determine what you want to pay to promote your items. Best of all, you pay when your ad is clicked and the item is purchased within 30 days. No risk. Full control.

- **Increase visibility** – Ads may appear in prominent locations, such as the 4th and 5th spot on first-page search results. Placement is influenced by the ad rate you set and the item's search relevance among other factors.
- **Full control** – Select the listings you want to promote\*\* and decide how much you're willing to pay to promote them—from 1% to 20% of the item's final sale price (excluding shipping and taxes).
- **Easy setup** – Promoted listings requires no additional creative or agency effort. Your ad is built right from your listing, so setup is quick and easy.
- **Detailed reporting** – With metrics at your fingertips including impressions, clicks, revenue, and more, you can monitor buyer demand and quickly and easily adjust your ads and pricing strategy.



## Optimize ad performance

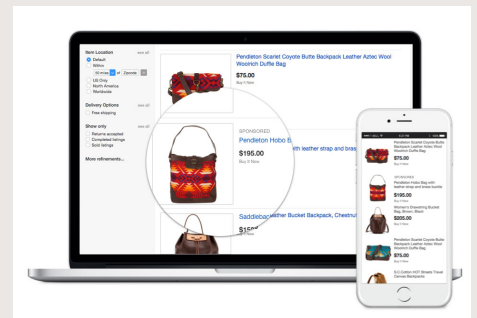
Check your promoted listings dashboard regularly to see how your ads are performing. Test different ad rate and inventory selection strategies to see if the change yields a stronger result.

## Quick tips for creating your competitive advantage

- 1 **Be selective** – Start with 10–20 listings that would benefit from added exposure and traffic. Think best sellers, new listings, and seasonal items.
- 2 **Set a comfortable ad rate** – If you're unsure how much you can comfortably afford to invest, start with category average ad rates updated weekly at [www.ebay.com/adratetrends](http://www.ebay.com/adratetrends). However note that other sellers may choose a higher ad rate, which could impact the chances of your ad appearing.
- 3 **Go live** – Launch your campaign immediately, or schedule it for a future date—like a holiday sales period or an upcoming event. You can start, stop or change a campaign at any time.

\*Based on data from May through June, 2016. Measured on 40,000 listings that had sales before they were promoted and had promoted listing sales after they were promoted.

\*\*Promoted listings is only for multi-quantity, fixed price listings. Ad fees are calculated based on the ad rate selected. These fees are in addition to all standard selling fees and any other applicable fees. © 2015 eBay Inc. All Rights Reserved.



# Q:

## What makes a great ad? A great listing.

Promoted listings pulls information automatically from your item listing. To help ensure your ads stand out and drive traffic, double check your listings to make sure:

- Items are listed in the right category
- Item titles contain all the relevant keywords
- Your main photo is of high quality and clear background
- You've included any relevant product identifiers such as the brand, UPC, etc.

## Get started now

Go to promoted listings at [ebay.com/getpromotedlistings](http://ebay.com/getpromotedlistings) ▶

