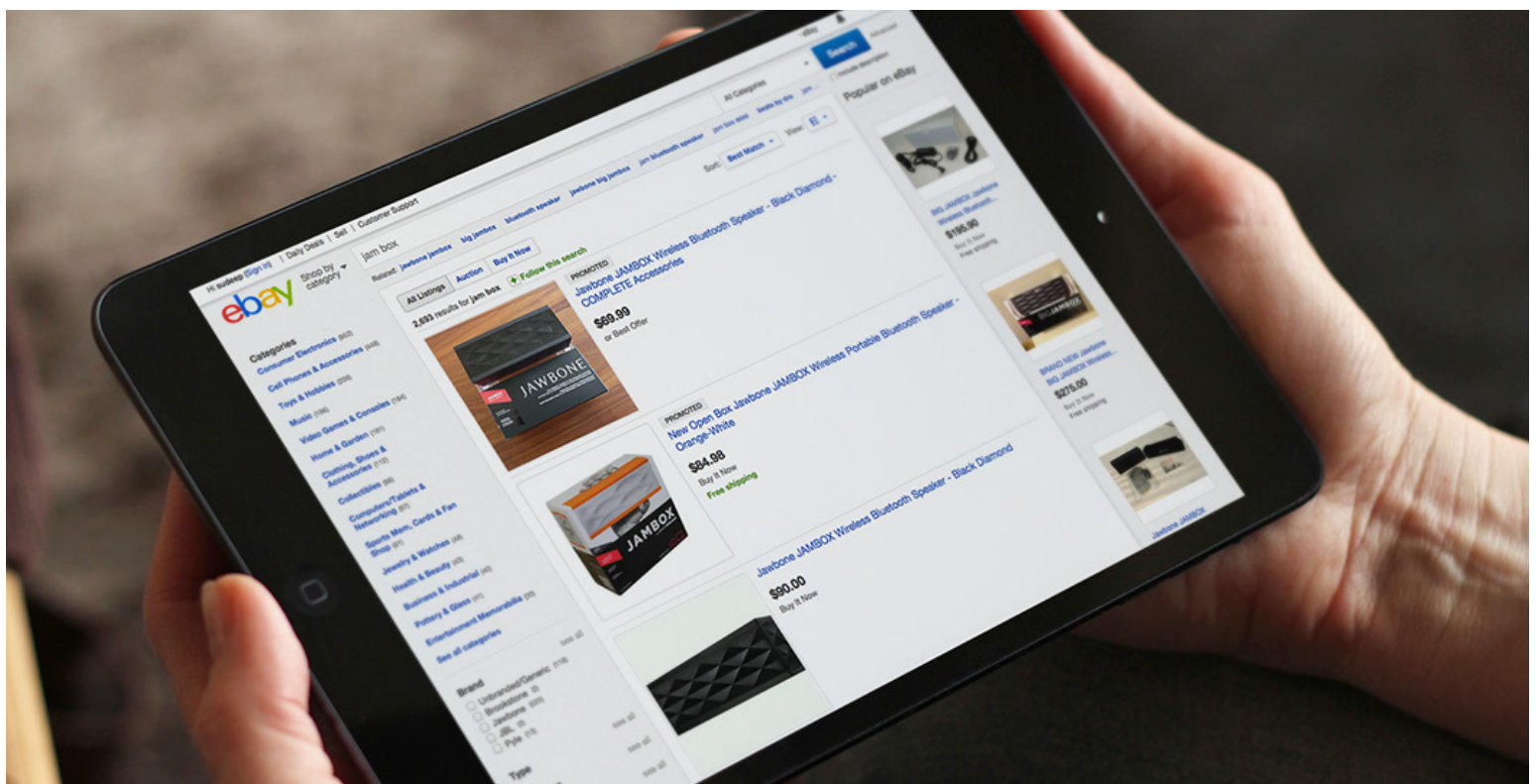


# STAND OUT WITH ONLINE ADVERTISING



A seller's  
guide to online  
advertising  
options

Now more than ever, businesses are harnessing the power of online advertising. In this guide, you'll learn some of the key considerations of online advertising and discover the new way to advertise on eBay.

# Why advertise online?

Online advertising is about getting your merchandise in front of the right people at the right time. As part of your marketing mix, online advertising can help increase visibility and ultimately give you a competitive advantage.

## Key considerations for your ad strategy

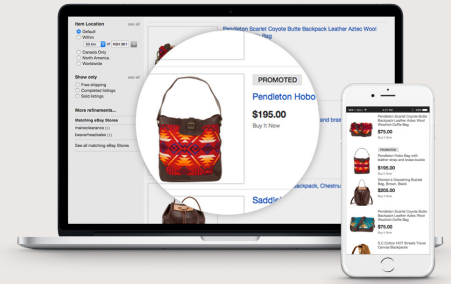
To make the most of your advertising strategy, begin by asking yourself a few key questions:

- 1 What should I advertise?** Consider items that would benefit from added exposure and traffic, such as best sellers, seasonal items, and new listings.
- 2 What should I budget?** Allocating a 'test' budget can help optimize your strategy. It's important to monitor how much you're spending each month and adjust as you go.
- 3 What makes an ad successful?** First, start with a great product. Then, ask yourself: Is it priced competitively? Is the listing clear and descriptive? Are there plenty of high-quality photos?

## Which ad model meets your needs?

Use the table below to match your goal with the optimal ad model.

	<b>CPM</b> Cost per 1000 impressions	<b>CPC</b> Cost per click	<b>CPS</b> Cost per sale
<b>Goal</b>	Create awareness Drive store traffic	Drive store traffic	Drive sales
<b>Measure</b>	Impressions (displays of an ad)	Clickthroughs (clicks to an advertiser's destination)	Conversion (sales generated from ad clickthroughs)
	<b>Key considerations</b>		
<b>Additional considerations</b>	Less expensive than CPC Difficult to track return	More expensive than CPM Highly competitive Track clicks to determine profitability	<ul style="list-style-type: none"> <li>✔ Expense varies (pay only when the ad results in a sale)</li> <li>✔ Clear tracking of ad spend return</li> </ul>
<b>Sample advertising services</b>	Facebook Ads Google AdWords	Facebook Ads Google AdWords Amazon Sponsored Products	eBay promoted listings



## Get noticed

Promoted listings is a new CPS online advertising service on eBay that puts your merchandise in front of buyers searching for those items.

- Increased item visibility
- Ads created for you—no additional creative effort needed
- Pay *only* when your ad is clicked *and* the item is purchased
- Easy setup and management
- Insightful metrics and reporting

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

## Want to know more?

Visit the promoted listings FAQs page at [ebay.com/promotedlistingsfaq](http://ebay.com/promotedlistingsfaq) ▶

