

Start stacking up your sales with promoted listings



Stand out among billions of listings on eBay with promoted listings and be seen by millions of active buyers when they're browsing and searching for what you're selling, helping to increase the likelihood of a sale. The best part? You only pay when your item sells.

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

Key benefits

Boost visibility

Your items are more likely to sell when more people see them. Promoted Listings puts your items in front of more buyers and boosts visibility.

Guided setup

Our guidance tools help take the guesswork out and suggest which items to promote and at what cost.

Only pay for successful sales

You're not charged until a buyer clicks on your promoted listing and purchases the promoted item within 30 days.

Detailed reporting

Access detailed campaign metrics and sales reports to monitor performance and fine tune your campaigns.

How it Works

1. Launch your campaign

Use the “Sell It Faster” option in the Seller Hub to quickly promote as you list your items. Simply check the box, choose your ad rate, and add your listings to an existing campaign, or start a new one.

You can also use the Promoted Listings campaign manager to create a campaign by selecting eligible listings individually or uploading a .csv file, selecting the ad rate, and launching your campaign.

Tip:

Consider using our “Recommended Listings” option when selecting listings to promote. We recommend promoting these first by taking advantage of the items that have a “Recommended” tag next to them in the campaign manager when selecting listings to promote.

2. Get featured

Your promoted listings will be pulled based on the relevance of your items to buyer search and the chosen ad rate. They may appear throughout our network, including desktop and mobile across the shopper journey within search results, listing pages and many more.

3. Monitor & adjust

Start, stop, or edit your campaigns at any time. If some of your items or a full campaign isn't delivering the results you desire, consider bidding at or slightly above the “Suggested Ad Rate” to improve the chances of your ads appearing.



Best practices

To get the most out of the Promoted Listings service, ensure that you:

- Use the “Recommended Listings” option when selecting listings to promote.
- Review “Suggested Ad Rates” weekly. Bid at or slightly above to stay competitive.
- Set up enticing offers and promote them to maximize visibility and sales.

Follow eBay's listing best practices to ensure your promoted listings are high quality:

- Categorize your listings properly.
- Include relevant keywords in titles.
- Price items competitively.
- Use high-quality photos with clear backgrounds.

Additional resources

[Learn more](https://www.ebay.com/promotedlistings) [ebay.com/promotedlistings](https://www.ebay.com/promotedlistings)

[Set up a campaign](https://www.ebay.com/getpromotedlistings) [ebay.com/getpromotedlistings](https://www.ebay.com/getpromotedlistings)

[FAQs](https://www.ebay.com/promotedlistingsfaqs) [ebay.com/promotedlistingsfaqs](https://www.ebay.com/promotedlistingsfaqs)