

# Promoted Listings Standard optimization guide

An insider's guide to effective campaigns



Now that you've set up at least one campaign using Promoted Listings Standard, it's time to learn how to improve your results and attract more of the right buyers.

- Increase visibility for best sellers and low-ranking items
- Move excess inventory and discontinued items
- Clear out seasonal items

## Key drivers for success

### Define your campaign goals

Identify what you want to achieve and then manage your campaigns based on those goals.

### Create effective campaigns

Optimize your advertising spend across a variety of campaigns based on the product, brand, category, season, selling price and/or ad rate.

### Choose the right items to promote

We generate a list of recommended listings to promote every time you upload a new batch. These recommendations are personalized and based on trends in the marketplace and historical performance.

### Optimize your ad rates

Start by looking at the suggested ad rates to help you stay competitive. Suggested ad rates are calculated based on a variety of factors that may include item attributes, seasonality, past performance, and current competition for each of your listings.

### Understand your dashboard

Multiple campaign metrics are included in your Promoted Listings Standard dashboard to help you measure the return on ad spend and analyze performance.

# Analyze & optimize your campaign

In your Promoted Listings Standard dashboard, click the dropdown next to the campaign you wish to analyze and select 'Download report', or you can use our 'Sales Report' at the top of the page to quickly see exactly what items have sold. Review common performance metrics to quickly analyze if the campaign is performing to your expectations:

## 1. Click-through rate

Measure the effectiveness of your item to convert a potential buyer to a shopper. Use this figure to measure how appealing your campaign is to buyers.

## 2. Return on investment

Measure the return on your investment in Promoted Listings Standard relative to your goals. Your ROI can be calculated by dividing Sales by Ad Fees.

## 3. Promoted listings contribution

Measure the impact of Promoted Listings Standard on your overall sales figures. This can be calculated by dividing Promoted Listings Standard-Sold by Quantity Sold.



# Promoted listings best practices

## Improve Visibility

- Ensure items are categorized properly
- Promote your "Recommended Listings"
- Confirm your ad rates are competitive

## Make sure your listings work hard enough

- Ensure items are priced competitively
- Use a clear and descriptive listing title with relevant keywords
- Use a high-quality photo with a clean background

## Utilize seller level report insights

- Instantly access top-level sales data
- See which of your items are selling
- No need to download a full report

Learn more by visiting [eBay.com/PromotedListings](https://www.eBay.com/PromotedListings)