



Stand out from the crowd with Promote your listings.

Promote your listings is the smart way for sellers with a store subscription to get noticed on eBay. And the best bit? You only pay for the service when it leads to a sale. No sale, no fee.

In this short guide, we'll share all the tips and strategies you'll need to make the most of **Promote your listings** and achieve a competitive advantage.

Increase your impact on eBay and only pay when you sell

Promote your listings is a self-service advertising tool that boosts your item's visibility and increases your chances of a sale.

You simply select the ad-rate (the percentage of an item's sale price you're willing to pay to promote it) which can be anything from 1% to 20%. This, along with other factors such as relevancy and how well your item is selling, influences where your listings appear, increasing the likelihood of a sale.

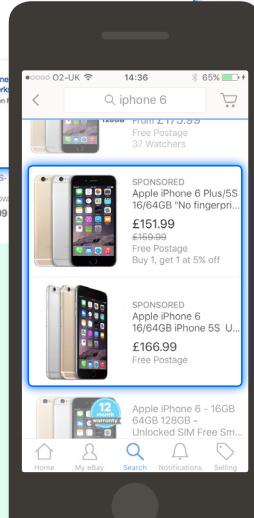
And the best part is, you only pay when your ad is clicked and your item is subsequently purchased within 30 days.

What's more, because the service can boost your performance on eBay, it can also have a positive long term effect on your store's performance and can help improve your listings' ranking in Best Match.

Get noticed in the most prominent places across desktop and mobile devices

Promote your listings ads appear in the places where they are most likely to be seen by potential customers.

Strong positions throughout the Search Results page.



Get seen site-wide on key pages like View Item pages and My eBay.

Promoted listings are marked as SPONSORED when appearing onsite.

Promote your listings is easy to set up and manage

Promote your listings has its own dedicated campaign management dashboard, which you can access via **My eBay**, the **Seller Centre** or the **Seller Hub**. Follow these three easy steps to get started:

1. Choose your listings.

The screenshot shows the 'Select listings' step of the campaign setup. It includes a search bar, filters for category ('All'), price range, quantity available, and delivery options ('Free P&P'). A list of selected items is displayed, each with a thumbnail, title, price, and quantity left.

2. Select your ad-rate.

The screenshot shows the 'Set ad rate' step. It features a slider from 1% to 20% with a midpoint at 5%. Below the slider, it says 'Your ad rate is the percentage of the final sale price, excluding P&P, that you're willing to pay to have your listing promoted. We only charge a fee if your item sells within 30 days of a click on your ad. Learn more'. A 'More likely to display' link and a 'Apply trending rates' button are also present. At the bottom, a list of three selected items shows their current ad rates.

3. Name your campaign, set your dates, and you're ready to go.

The screenshot shows the 'Review & launch' step. It displays the campaign details: 'Campaign listings: 3', 'Campaign name: Q2 Campaign', 'Start: Today', and 'End: No end date'. Below this, a preview section shows a laptop and a smartphone displaying the promoted listings. A 'Back' button, a checked 'I agree to...' checkbox, and a 'Launch' button are at the bottom.

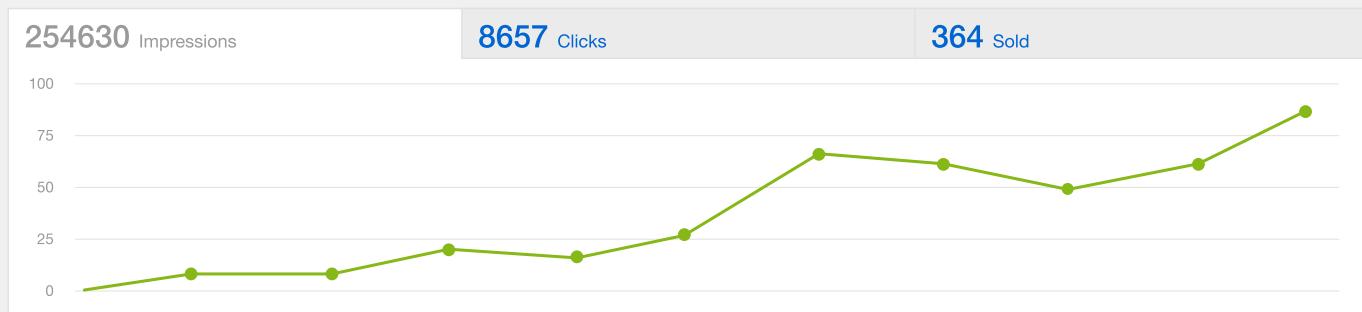
When you launch a campaign, your ads are automatically created from your listing information, including your primary photo, listing title, price, and format. If you edit any of this information in your listing, it's automatically reflected in your ad.

You are always in full control of your campaigns

Once your campaign is live, you'll have access to a dashboard from which you can monitor your impressions, clicks, sales and fees, as well as change or stop your campaign at any time.

Dashboard

Campaigns	Promoted listings	Impressions	Clicks	Sold	Ad fees	Sales
2	314	254630	8657	364	£450.78	£14,086.80



Campaigns

Name	Status	Start	End	Listings	Sold	Ad fees	Sales
Phones	<input checked="" type="checkbox"/>	March 2, 2017	No end date	231	171	£334.60	£10,793.52

Our top 5 tips to get the most from Promote your listings.

1.

Choose listings that drive results. Be creative... think holidays, new items, bestsellers, seasonal must-haves, as well as your consistently strong **Always On** items.

2.

Make sure your listing is fully optimised;

- Are your items in the correct category?
- Have you included all relevant keywords in your item titles?
- Is your main photo high quality?
- Are all relevant product identifiers included?

3.

Choose your ad-rate carefully. To help, the current ad-rate averages for each category [are available here](#).

4.

For multiple listings, save time using our **Bulk Upload** service. You can upload up to 25,000 listings in one go using a standard CSV file.

5.

Be proactive and keep an eye out for any opportunities when Promote your listings can help you boost business.

Get started now at

sellercentre.ebay.co.uk/business/promote-your-listings

ebay for business