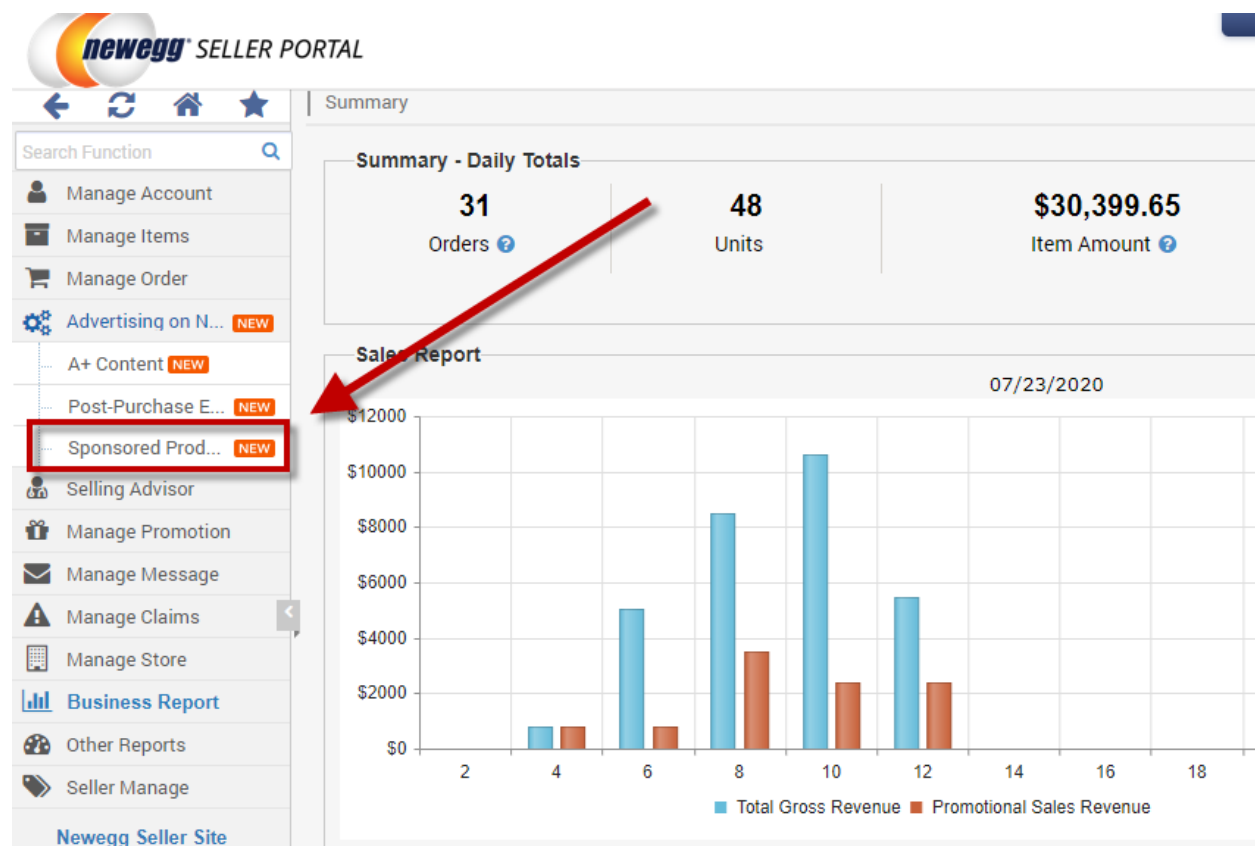The Sponsored Headlines tool is keyword-targeting search function that enables sellers to promote their listings more prominently in the search results page. This advertising model charges advertisers when customers see the ad, on a cost-per-thousand-impression (CPM) model.

How do Sponsored Headline Ads work?

Sponsored Headline Ads use keyword targeting to match a customer's search with the relevant seller ad. The goal is to drive increased visibility for high-intent searches to enhance conversion, with a low cost of sales model.

How do you find the Sponsored Headline Ads tool?

The Sponsored Headline Ads tool is located in the Seller Portal menu under "Advertising on Newegg". Sellers who meet the performance requirements will be able to view this tool and create campaigns.

Where does your ad appear?

Creating a campaign is easy. The following list summarizes the terms you need to know before ad creation:

- **Campaign:** the basic setup of your ads. You choose the keywords for which you wish your ad to be triggered by and related item listings.
- **Ad Group:** an Ad group is a group of campaigns sharing the same set of keywords and products.
- **Total Budget:** is an estimated amount of money you will spend for a campaign in a specific period.
- **Products:** your listings that you want to promote in the same campaign.
- **Keyword Targeting**: you can specify keywords (word combinations and phrases) to match your ads with search terms customers using to find products.

How to create Your Sponsored Headline Ads Campaign:

1. Go Seller Portal > Promotions > Manage Campaign
2. On the All Campaigns section, you are able to view your existing campaigns under "Campaign List" or click "Create Campaign" to start a new campaign.

3. When the option appears for either a Sponsored Product Ad or Sponsored Headline Ad, choose Sponsored Headline Ad.
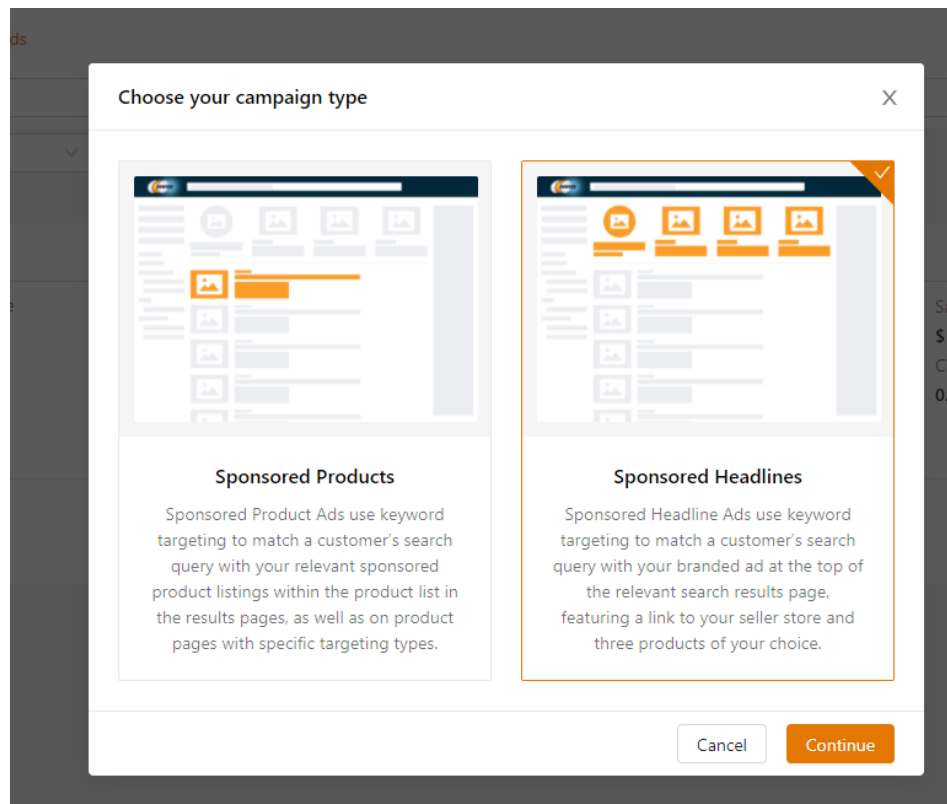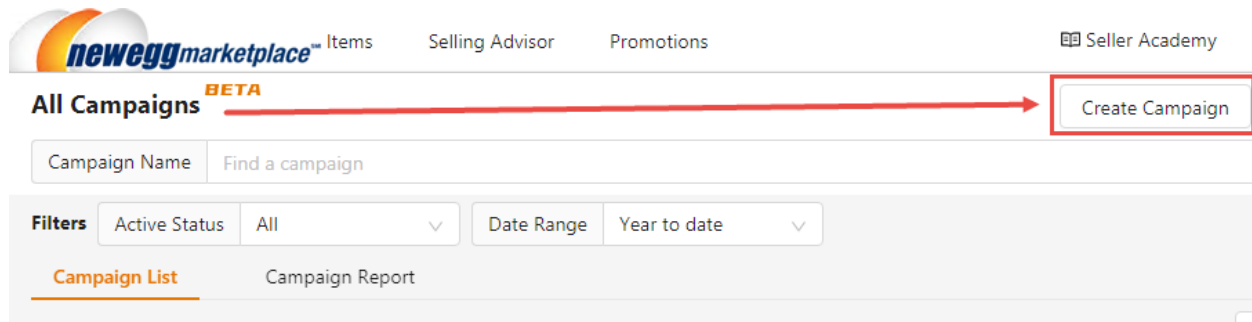
4. On the "Create Campaign Setting" page, fill in all the required information.
   a. **Campaign Name**: Specify a campaign name to help organize your ads. This is for reference only and not visible to external viewers.
   b. **Start date** and **End Date:** Specify when the campaign will start and end. If you plan to have current campaigns last indefinitely, you can select "No End Date"
   c. **Total Budget:** The estimated amount of money you will spend for a campaign in previous specified period.

Create Campaign Setting

Create campaign
The basic settings of an ad can be created below, you can also modify it later.

* **Campaign name** ⦵

Your First Campaign ✓

* **Start date** ⦵   **End date** ⦵

05/25/2020 📅   No end date 📅

* **Total budget** ⦵

$ 5,000.00 ✓

d. **Add Products**. Adding your listings that you want to promote in the same campaign.
    i. *Note: you must add at least 3 products, however you can add up to 50 products to a specific Headline Ad. The ad will only show 3 products, however depending on the query or if an item becomes out of stock, other items will rotate in*

Add Products

Add products that you want to use to promote in this campaign, you must provide at least 3 products (but no more than 50) . Note that you should have products that are closely related, since these will all be using the same targeting methodology and keywords to surface your ad. These should align with what you have written on your headline as well.

| Seller Part# ∨ | Type seller part number, multiple numbers sperated ... | **Search** |

7 items   Your Products

SENA Snap On Wallet For iPhone 12 / iPhone 12 Pro Toffee
Item# : 9SIAH47CV16596
Selling Price : $ 49.95
Seller Part# : SFD48906NPUS
Qty : 88

SENA Snap On Wallet For iPhone 12 Mini Black
Item# : 9SIAH47CV16595
Selling Price : $ 49.95
Seller Part# : SFD488NPUS
Qty : 113

SENA Walletskin For iPhone 12 / iPhone 12 Pro Black
Item# : 9SIAH47CV16594
Selling Price : $ 69.95
Seller Part# : SFD468NPUS
Qty : 54

< Remove
> Add

3 items   Used Products in Headlines

SENA Snap On Wallet For iPhone 12 / 12 Pro Black
Item# : 9SIAH47CV16607
Selling Price : $ 49.95
Seller Part# : SFD489NPUS
Qty : 95

SENA Snap On Wallet For iPhone 12 Pro Max Toffee
Item# : 9SIAH47CV16609
Selling Price : $ 49.95
Seller Part# : SFD49006NPUS
Qty : 113

SENA Snap On Wallet For iPhone 12 Pro Max Black
Item# : 9SIAH47CV16606
Selling Price : $ 49.95
Seller Part# : SFD490NPUS
Qty : 73

about **516** results. **Load More**

e. Create Headlines:
  i. **Logo:** The logo <u>must</u> be your own seller logo, it cannot be a logo that is not owned by you, such as a brand logo for a product you sell if you are a third-party reseller.
  ii. **Headline:** This must be in English, have no profanity/distasteful language, or spelling errors, must be grammatically correct, and not violate Newegg content policies. This can be a maximum of 102 characters, depending on which characters are used.
  iii. **Landing Page:** This can be your seller store, a search string link, or a filtered store result page, however it can only be on the Newegg domain.

Create Headlines

Seller Logo ?

+
70*28(px)

* Headline ?
[Please enter Headline]

Seller Store Name ?
[Targus]

Landing Page ?
◉ Newegg Store Preview
○ New Landing Page

SENA Snap On Wallet For iPhone 12 / 12 Pro Black

SENA Snap On Wallet For iPhone 12 Pro Max Toffee

SENA Snap On Wallet For iPhone 12 Pro Max Black

The order of the products you add here may be different from the order actually displayed in the sponsored headlines on the Newegg.com, Newegg will dynamically adjust according to the selected product attributes, inventory, etc.

f. **Keyword Targeting:** The keywords (word combinations and phrases) will be used to match your ads to the search terms customers are using to find products. There are two options available.

i.   **Related:** Enter the keywords related to the products in your ads. You can still modify it anytime while current campaign is running.

ii.   **Enter List**: You can search keywords first to see the result from Newegg.com.

g.   **Bid:** The amount you'll pay for a click when a keyword triggers your ad. The "**Suggested Bid**" is the reference amount that can help you getting impressions for your keywords.

Keyword targeting
Your keywords (word combinations and phrases) are used to match your ads with search terms shoppers are using to find products. Learn more

Related	**Enter list**

Search Keywords

AMD	Search

☑ AMD

Cancel   Add

1 keyword(s) have been added   Remove All

| Keyword	Suggested bid	Bid	Action
AMD	**0.10** (0.10 ~ 0.10)	$ 0.1	Remove

< | 1 | >

How to View your Existing Campaigns:

1. Go Seller Portal > Promotions > Manage Campaign
2. On the All Campaigns section, you are able to view your existing campaigns under "Campaign List". For each campaign, the following information is available.
   - **Active:** Specifying whether the current campaign is Active or Deactivated.
   - **Campaigns:** The name to identify current campaign.
   - **Status:** The status of current campaign including Processing, Delivering, Ended.
   - **Date Range:** The start and end date for current campaign.
   - **Total Budget:** The estimated amount of money you will spend for current campaign.
   - **Indicators:**
     - **Spend:** The total click charges for a product ad.
     - **Sales:** The total value of products sold within the specified timeframe for a current campaign.
     - **ACOS:** Advertising cost of sales (ACOS). ACOS is the percentage of attributed sales spent on advertising. This is calculated by dividing total spend by attributed sales.
     - **Impressions:** The total appearances of current campaign.
     - **Clicks:** The number of times the ads were clicked.
     - **CTR:** Click-through Rate. The ratio of how often shoppers click on your product ad when displayed. This is calculated as clicks divided by impressions.
     - **Orders:** The total count of orders customers placed after clicking on your ads.
     - **CPM:** Cost-per-thousand-impressions (CPM). This is the average amount you paid for each thousand customers who viewed an ad.
     - **CR:** Conversion rate is the number of orders generated after clicks on your ads. This is calculated as orders divided by clicks.

Export Campaign Report

You can export a report to review your campaign performance
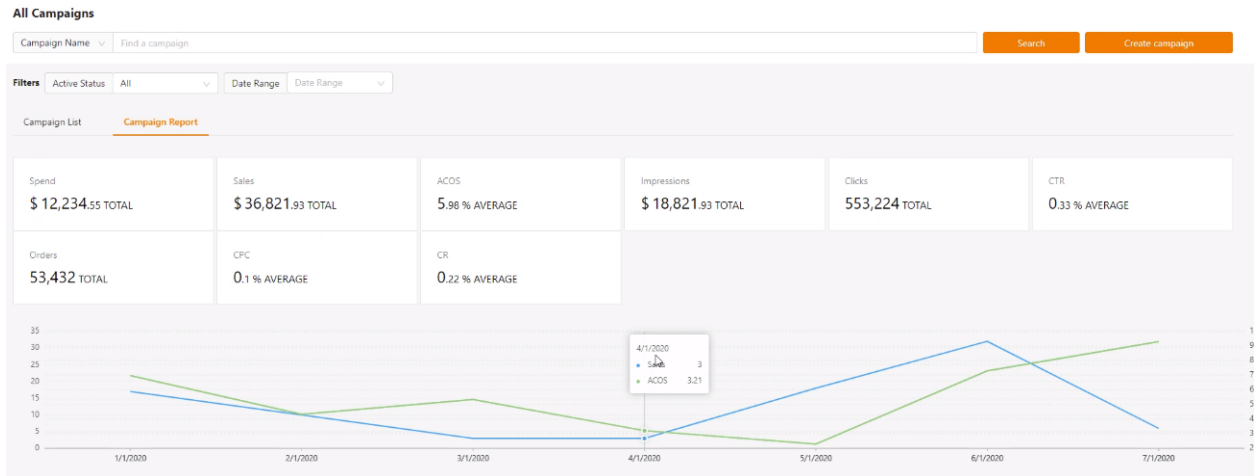
1. Click on the "Create Report" on the top of "All Campaigns" section.
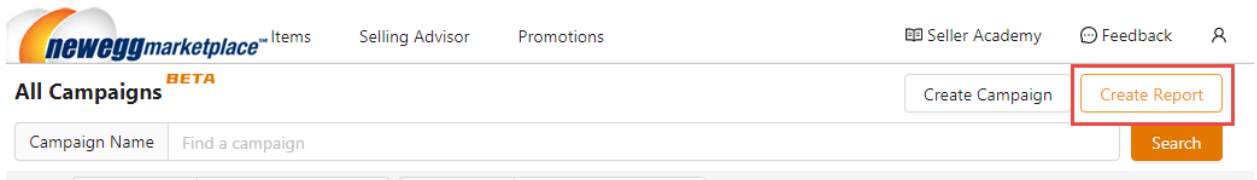
2. A setup window is available for you to specify your report.

Compaign Report Settings

* Name: Sponsored Products Search term report

Campaign type: Sponsored Products

Report type: Search term

* Time unit: ⦿ Summary ◯ Daily

* Report period: Last 30 days ⌄

Cancel   **Export**

3. Click "Export" when you are ready.