The Sponsored Products 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 click on an ad (pay-per-click).

How do Sponsored Products Ads work?

Sponsored Products Ads use keyword targeting to match a customer's search with the relevant sponsored product listings. 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 Product Ads tool?

The Sponsored Product 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 Products 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. 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.
   d. **Select Targeting Method –** Select between two targeting methods. With automatic targeting, Newegg will target keywords and products similar to the product in your ad. With manual targeting, you can select keywords or products to target shoppers' searches and set custom bids. More information on targeting methods will be provided in the next section.

Create Campaign Setting

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

* Campaign name ⑦

| Your First Campaign | ✓ |

* Start date ⑦   **End date** ⑦

| 05/25/2020 | 📅 | | No end date | 📅 |

* Total budget ⑦

| $ | 5,000.00 ✓ |

    e.   **Create an ad Group**. Specify an ad name to help organize your ads. It is for reference only and not visible to external viewers.

    f.   **Add Products**. Adding your listings that you want to promote in the same campaign.

Create an ad group

An ad group is a group of ads sharing the same set of keywords and products. Consider grouping

You can edit your campaign after launch to create additional ad groups in campaign manager.Lea

* **Ad group name** ⓘ

> Your first AD group   ✅

Add products

Add products that you want to promote in this campaign.

Enter list

> Test-001

g. **Managing 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 matching options available for targeting keywords and two bidding options for SPA campaigns.

   i. **Automatic Targeting** – A match type with four options that leverage Newegg's proprietary relevancy algorithms to automatically match your ads with relevant keywords. These options should be used to narrow or widen the audience target for your campaign. Generalized targeting increases the quantity of views to your ad where more specific targeting narrows the views, closely matching to what the searcher is looking for.

      1. **Near match** – Your ad will be seen by shoppers who use keywords that are closely related to the products in your campaign group. If your product is "400 thread count cotton sheets," we'll show your ad when shoppers use search terms like "400 thread count", "cotton sheets" and "400 count sheets."

      2. **Loose match** – Your ad will be seen by shoppers who use keywords that are loosely related to the products in your campaign group. If your product is "400 thread count cotton sheets," we'll show your ad when shoppers use search terms like "bed sheets", "bath sheets" and "bath towels."

      3. **Substitutes** – your ad will be seen by shoppers who use keywords that are substitutes of the products in your campaign group. If your product is "400 thread count cotton sheets," we'll show your ad when shoppers use search terms like "300 count cotton sheets", "queen 400 count sheets" and "500 count sheets."

4. **Complements** – Your ad will be seen by shoppers who use keywords that are compliments to the products in your campaign group. If your product is "400 thread count cotton sheets," we'll show your ad on detail pages that include "queen comforter" and "feather pillows."
5. **Setting bids under Automatic Targeting** - This method of targeting requires the least effort and provides you with two options for setting bid levels.
   a. "Set default bid" allows setting a single bid level that's applicable to all match type categories. The Seller Portal will offer a suggested bid which you can adjust.
   b. "Set bids for targeting group" allows setting a bid for each specific match group type. Sellers can select which match group to use and can adjust the budget.

Automatic Targeting ⑦

◉ **Set default bid** ⑦

| $ | 0.05 |

Suggested bid($) : **0.05** (0.05 ~ 0.05)

○ **Set bids by targeting group** ⑦

Targeting Groups ⑦	($)Suggested bid	Bid
🔘 Near match ⑦	**0.10** (0.10 ~ 0.06)	$ 0.06
🔘 Loose match ⑦	**0.07** (0.07 ~ 0.06)	$ 0.10
⚪ Substitutes ⑦	**0.05** (0.05 ~ 0.05)	$ 0.05
🔘 Complements ⑦	**0.05** (0.05 ~ 0.05)	$ 0.05

ii. **Manual Targeting** - A match type that gives you the option of choosing exactly what keywords you would like to bid on ("Enter list") or which ones you would like to use from a suggested list ("Related") provided by our proprietary system. This is the match type that provides you with the most direct control over where your ads appear and how much you spend per keyword.

1. **Related** – our system can suggest a list of keywords for you based on your campaign group products and how searchers on our site are finding those products. Enter a list of products and our system will analyze those product and searching behavior to suggest a list.
2. **Enter list** – any keywords that are appropriate to your campaign and goals can be set up and corresponding bids set.

iii. To provide even greater flexibility in setting your targets there are 2 bid and subtype matching options.

1. **Suggested Bid**: User past bidding activity to predict bids that are more likely to win.
2. **Custom Bid** can be customized by you.
3. **Broad matching** provides the greatest expansion of keywords
4. **Exact matching** directly matches the keyword or sequence of keywords. For tips on creating your own keyword lists read on to the section "Choosing a Keyword List."

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**			1 keyword(s) have been added			Remove All

Search Keywords

AMD   Search

☑ AMD

Cancel   Add

| 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.
- **CPC:** Cost-per-click (CPC). This is the average amount you paid for each click on 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
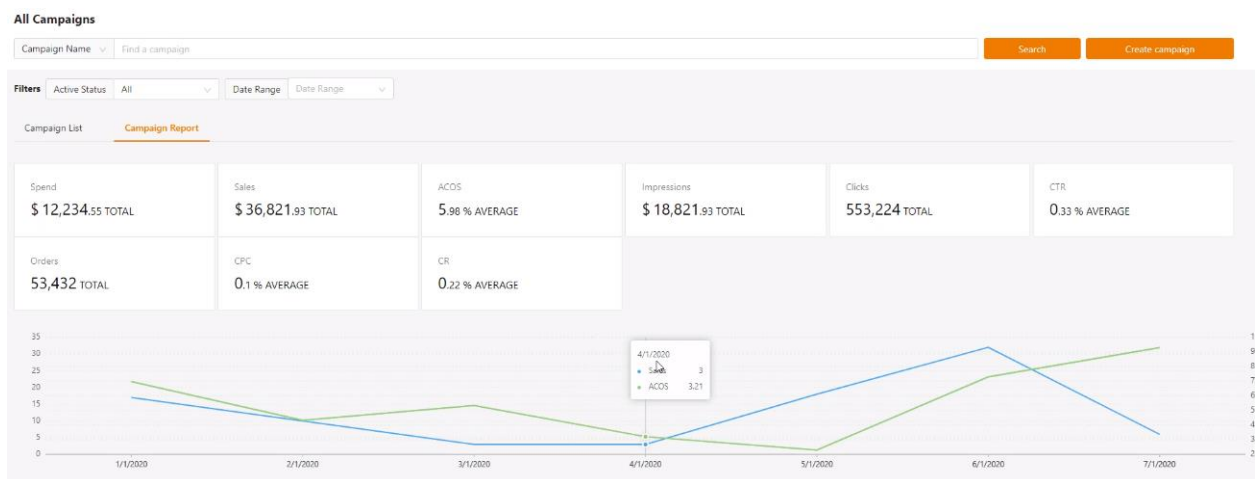
1. Click on the "Create Report" on the top of "All Campaigns" section.
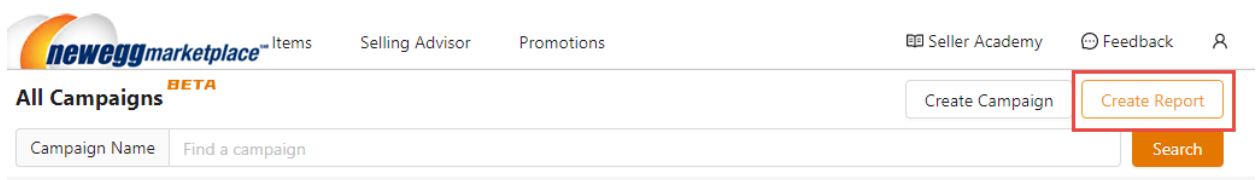
2. A setup window is available for you to specify your report.

3. Click "Export" when you are ready.