

How to get started with advertising on ebay

Before using any advertising service, try to identify your business goals and define your expected outcome from using advertising technology. Here, we advise you on how to set up your initial settings, and which key metrics you need to track closely to understand your ads success.

DICTIONARY

Impressions - is when a user sees an advertisement. In practice, an impression occurs any time a user opens an app or website and an advertisement is visible.

ACOS - Advertising Cost of Sales is a metric used to measure pay-per-click (PPC) advertising campaigns. It compares the amount spent on PPC campaigns to the amount earned.

CTR - Click-Through Rate is the ratio of clicks on a specific link to the number of times a page, email, or advertisement is shown.

ROAS - Return On Advertising Spend is a marketing metric that measures the efficacy of a digital advertising campaign.

Business goal	Objective	Key metrics to watch	Advertising model and helpful tips
<p>Moderate</p> <p>Brand discovery and awareness</p> 	<p>Cultivate trust amongst a new audience of potential buyers to expand your customer base.</p>	<p>Impressions</p>	<p>Promoted Listings Standard</p> <p>Keep your ad expenses low. This approach works best for products with a low margin, or with niche items that have small competition.</p> <p>Average ad rate < 4%</p>
<p>Growth</p> <p>Traffic and visibility increase</p> 	<p>Target customers who are in a shopping mindset by creating ads that are relevant and engaging.</p>	<p>Impressions Clicks</p> <p>CTR ROAS ACOS</p>	<p>Promoted Listings Standard</p> <p>Promoted Listings Advanced</p> <p>Don't fall behind market trends and keep your ad expenses on a competitors' level in order to grow your sales.</p> <p>Average ad rate < 8%</p> <p>Average daily budget > 10€</p> <p>Target ACOS = 10%</p>
<p>Booster</p> <p>Sales conversion</p> 	<p>Engage with high-intent shoppers who may move from the consideration phase into making a purchase.</p>	<p>ROAS ACOS</p> <p>Overall increase</p> <p>Total sales</p>	<p>Promoted Listings Standard</p> <p>Promoted Listings Advanced</p> <p>Stand out and beat your competitors' offers to gain the most from advertising. This approach is advised for those with a high margin.</p> <p>Average ad rate < 15%</p> <p>Average daily budget > 20€</p> <p>Target ACOS = 20%</p>