



Promoted Listings 활용 전략



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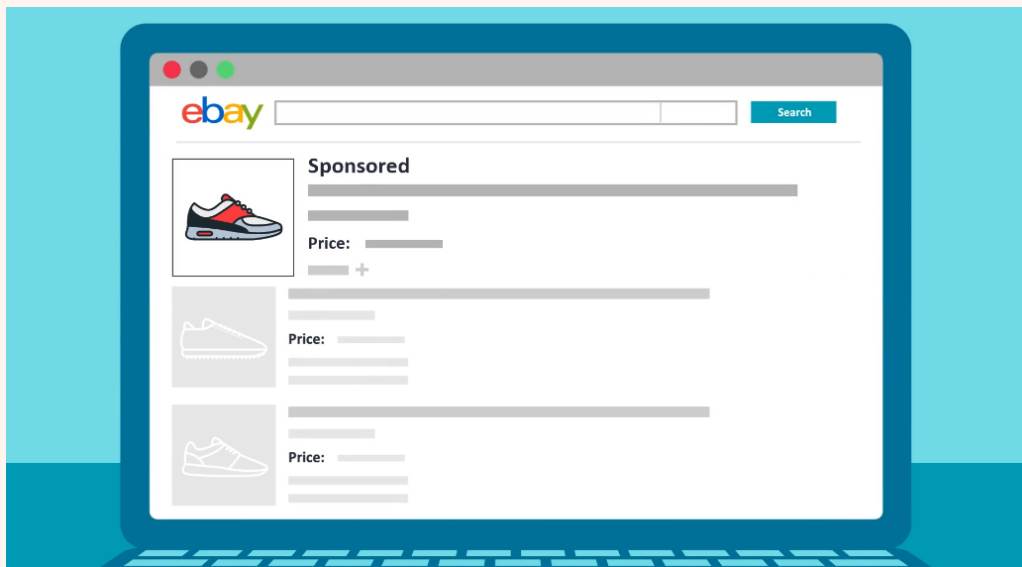
■ Promoted listings란?

쉽게 광고(Advertisement)를 의미하며, Above standard 및 Top-rated 셀러가 사용할 수 있는 프로모션 방법
셀러 퍼포먼스 레벨 조건 외에도 충분한 판매활동(Account activity)도 필요함
이베이의 상품 노출 기준인 Best Match 결과값과 별개로 상품의 노출도를 상승시킬 수 있는 방법

상품의 종류와 셀러가 많은 다음의 카테고리 셀러는 필수적으로 사용할 것을 추천

Health & Beauty > Skin Care Products, Makeup Products

Fashion > Clothing, Shoes, Accessories



Promoted Listings 활용 전략

■ Promoted listings 활용 전 체크사항

상품이 판매 여부와 무관하게 광고비용이 부과되는 Advanced의 특성상 셀러는 반드시 Payments > Available funds에 일정 금액을 유지하는 것이 좋음

즉 Payout schedule을 Daily로 설정할 경우 Available funds가 없고, 추가 매출이 없는 상황에 광고비가 부과되면 balance가 negative(마이너스 잔고)가 되어 이로 인해 광고비 지불 능력이 없다고 판단되어 Promoted listings Advanced 사용이 안될 수 있음.

1) Payments > Payout schedule은 매주 혹은 격주로 설정하는 것이 필요

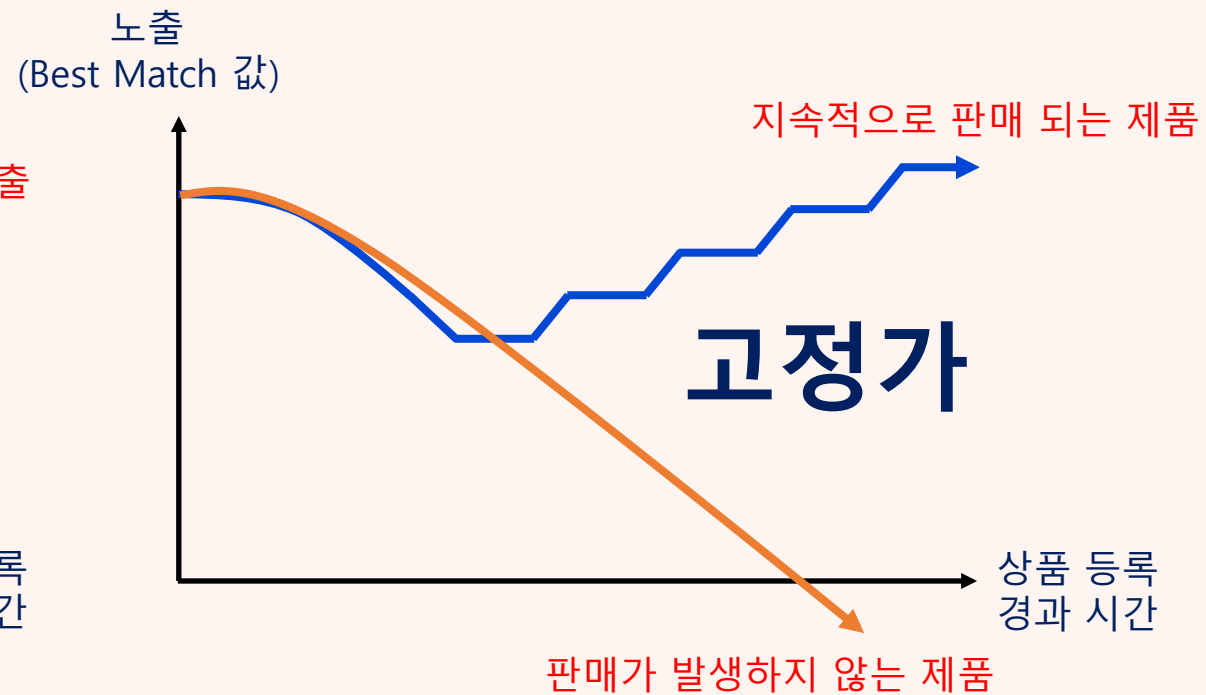
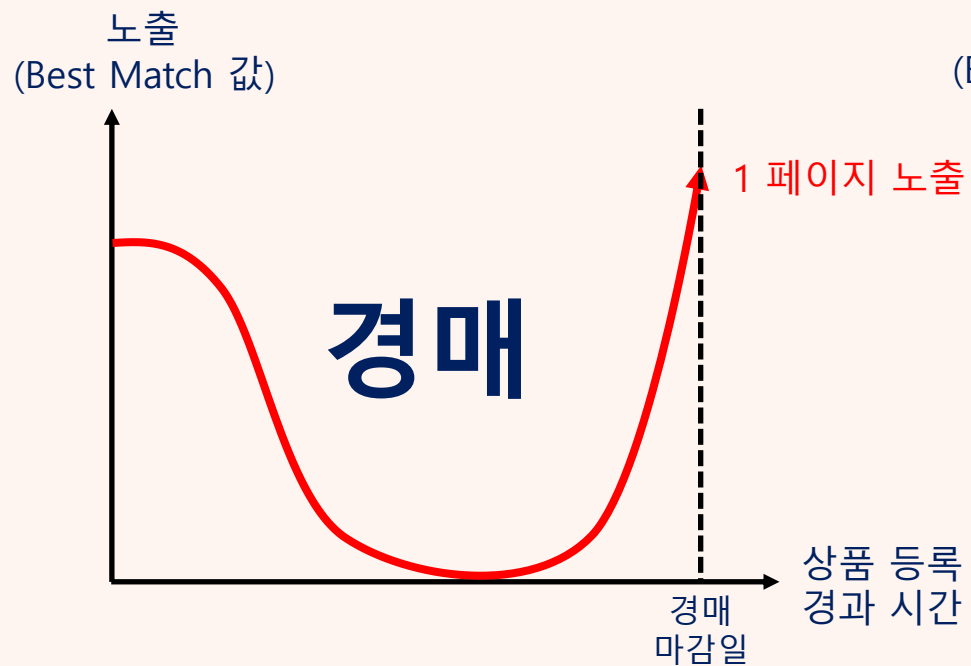
The screenshot shows the 'Your financial summary' page. On the left, a blue box displays '\$0.00' under 'Available funds' with a link to 'Available funds'. Below it, it states 'No payout is scheduled' and 'Your last payout of \$1,908.29 was sent on Mar 2, 2022'. At the bottom, it shows '\$0.00 On hold' and '\$1,763.61 Processing'. On the right, the 'Settings' section shows 'Payout method' as 'Payoneer ID 44308594' with an 'Edit' link. Below that, 'Payout schedule' is set to 'Daily' with a 'Change' link, which is circled in red.

2) 또는 Account settings > Payment information > Payments에서 Add payment options을 통해 백업 페이먼트 (신용카드)를 등록

The screenshot shows the 'Edit payout schedule' dialog. It asks 'How frequently do you want to receive payouts?'. The options are: 'Daily', 'Weekly' (Tuesdays), 'Bi-weekly' (Every other Tuesday), and 'Monthly' (First Tuesday of each month). The 'Bi-weekly' option is selected and highlighted in yellow. At the bottom, it shows 'Next payout: Mar 15, 2022' and 'Save' and 'Cancel' buttons.

Promoted Listings 활용 전략

■ Best Match의 노출원리 (= Organic)



Promoted Listings 활용 전략

■ Promoted listings의 효과

Impression의 즉각적인 상승 효과가 있으며,

이를 통해 Click, Sales 역시 상승하고, 결론적으로 매출 증가를 기대할 수 있음



Click through rate

= clicks/impression

Sales conversion rate

= sales/clicks

4,227,297

Impressions ⓘ

▼ 10.4% vs. prior time period

48,101

Page views ⓘ

▼ 8.3% vs. prior time period

1,146

Quantity sold ⓘ

▲ 2.1% vs. prior time period

1.1%

Avg click-through rate ⓘ

2.4%

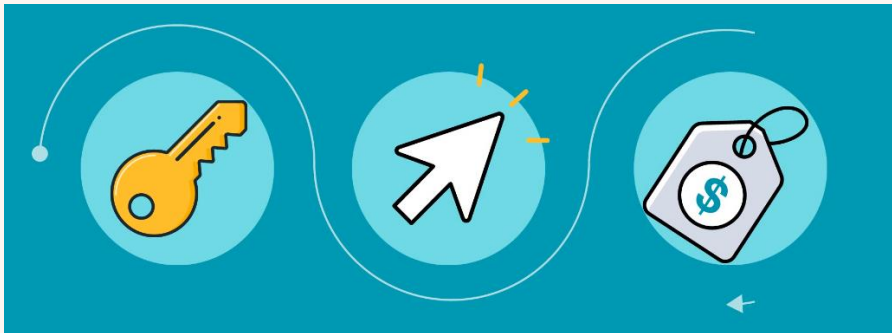
Avg sales conversion rate ⓘ

Promoted Listings 활용 전략

■ Promoted listings **Standard**

특정 상품에 Ad rate를 설정하고, 이 rate에 따라 검색 결과 내 노출 순위 상승을 도모할 수 있음

Ad rate는 광고 비용이며, 판매가 되었을 때만 해당 비용을 부과함 (판매되지 않으면 과금 되지 않음)



Sell it faster

Promoted listings

☒ Boost your item's visibility with premium placements on eBay and pay only if your item sells! [Learn more.](#)

Set ad rate ⓘ

- 6.3 % +

[Suggested ad rate: 6.3%](#)

\$31.50

Ad fee if this item sells from promoted listings

Selected campaign ⓘ

US Campaign Jul 04, 2019 03:28:58



리스팅 페이지 하단에서 Suggested ad rate를 참고하여 광고 비용을 설정하며 판매 시 부과되는 Ad fee도 즉시 확인할 수 있음

6월 1일부터 Promoted listings standard 수수료가 바이어의 결제 총액(구매총액+세금+배송비)에 대해 적용될 예정 (현재는 판매가에만 적용)

Promoted Listings 활용 전략

셀러허브 > Listings > Active에서 원하는 상품 선택 후
Sell it faster > Promote를 통해서도 설정 가능

Buttons: Edit, Sell Similar, Actions, Sell it faster

	Actions	Photo	Title
<input type="checkbox"/>	Actions		
<input type="checkbox"/>	Edit		[Ferramed] Pack Zinc In
<input checked="" type="checkbox"/>	Edit		[Ferramed] Pack Zinc In

Dropdown menu for 'Sell it faster':

- Add item specifics
- Promote
- Send offers
- Add Best Offer
- Edit Best Offer
- Add volume pricing

Edit promoted listing

Boost your item's visibility and pay only when it sells via Promoted Listings Standard. [Learn more](#)

☒ Set ad rate

- 8 % +

Suggested rate: 6.3%

\$40.00

Ad fee if sold via Promoted Listings Standard

☐ Select campaign

United States

US Campaign Jul 04, 2019 03:28:58

☐ Stop promoting

By editing this promoted listing, you agree to the [Terms of Service](#).

Edit promoted listing

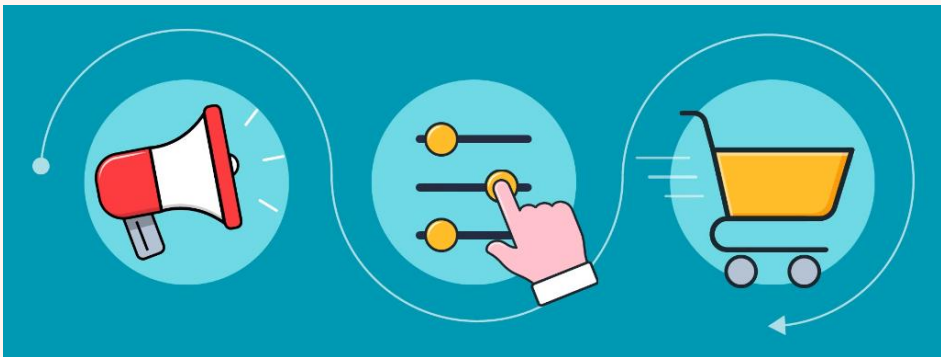
Cancel

Promoted Listings 활용 전략

■ Promoted listings **Advanced**

특정 상품 및 상품군의 노출을 최상위로 도모할 수 있는 방법

클릭당 비용이 부과되는 CPC 방식이며, 원하는 키워드 선택, 키워드당 비용 설정, 하루 예산 설정 등을 컨트롤하며 노출 상승 가능



셀리허브 > Marketing > Advertising의 Dashboard > Create new campaign

Choose your campaign type

STANDARD

Simple set up, pay only when you sell

Appear in ads across eBay, including search and listing pages, and pay per sale. [FAQs](#)

▼ Simple

▼ Bulk

ADVANCED BETA

Target top of search with additional controls, pay per click

Bid for the top slot in search using keyword and budget controls and pay per click. [FAQs](#)

▶ Watch how it works

Create campaign

Promoted Listings 활용 전략

Name your campaign 캠페인 이름

Campaign name

0 / 80

Set your daily budget

Enter the maximum amount that you are willing to spend each day for this campaign.

\$ 1.00
1.00 minimum

하루 예산 설정

Set your dates

Select when you would like your advertising campaign to start and end.

Start date

12/6/2021

End date

Continuous

진행기간

Create your ad group

Group listings by common goals or advertising objectives. [See more](#)

Name your ad group (셀러가 관리하기 위한) 그룹 이름

Ad group name

0 / 80

Select listings for your ad group

Add listings to your campaign by using the filters or by pasting your item IDs.

Add listings

(0 listings selected)

적용할 리스팅 추가

Choose your keywords

Keywords should match search terms that you think buyers will use to find the listings in your ad group. [See more](#)

Search keywords

Suggested

Add your own

Negative

☒ Suggested keywords (3)

☒ best mens tennis shoes

☒ best tennis shoes

☒ best tennis shoes for flat feet

노출할 키워드 설정

- Suggested (추천 키워드) : 추천하는 키워드 검색결과에 상품이 노출 됨

- Add your own (자체 추가) : 추가한 키워드 검색결과에 상품이 노출 됨

- Negative (검색 제외) : 해당 키워드 검색결과에는 상품이 노출되지 않음

Select your match type as exact or phrase. [See more](#)

Phrase

Add keywords

Set your keyword bids

Set the amount you're willing to pay for each keyword that leads to click on your ad. [See more](#)

Search keywords

X Keywords (25)

Match type

Suggested bid ①

Your bid: Suggested ①

X men's basketball sneakers

Phrase

\$0.84 \$0.74-\$0.96

\$ 0.84

X best athletic shoes for men

Phrase

\$0.84 \$0.74-\$0.96

\$ 0.84

X basketball shoes for men

Phrase

\$0.84 \$0.74-\$0.96

\$ 0.84

X nike sports sneakers

Phrase

\$0.84 \$0.74-\$0.96

\$ 0.84

X high top tennis shoe

Phrase

\$0.84 \$0.74-\$0.96

\$ 0.84

X good walking tennis shoe

Phrase

\$0.84 \$0.74-\$0.96

\$ 0.84

By launching your campaign, you agree to the [Terms of Service](#).

Cancel

Launch

키워드별 클릭당 금액 입찰

Promoted Listings 활용 전략

■ Promoted listings Express

경매 상품에 대해 노출도를 상승시킬 수 있는 방법 (데스크탑, 어플에서 모두 설정 가능)

Similar sponsored items 섹션에 상품이 노출되며, 추가 비용 없이 한 번의 수수료 지불로 경매 기간 동안 추가 노출이 보장됨

×

Promoted Listings Express

Boost this item's visibility with ads on listing pages of similar items. [Learn more](#)


Pay just

\$2.99

Boost visibility until your listing ends

You get

- ✓ Access to sponsored ads while your listing is live
- ✓ Buyers viewing your item while shopping for similar items
- ✓ Higher chance of a sale from increased views



Price: **US \$1,250.00**
[\\$54 for 24 months with PayPal Credit*](#)

[Buy It Now](#)
[Add to cart](#)


Best Offer: [Make Offer](#)
[Add to Watchlist](#)

Ships from United States 22 watchers


Shipping: **FREE** Standard Shipping | [See details](#)
Located in: Brunswick, Ohio, United States

Delivery: Estimated between **Thu, Dec. 09** and **Tue, Dec. 14** to 📍

Returns: Seller does not accept returns | [See details](#)

Payments: 

PayPal CREDIT
*\$54 for 24 months. Minimum purchase required. | [See terms and apply now](#)


 Earn up to 5x points when you use your eBay Mastercard®. [Learn more](#)

[Save this Seller](#)
[Contact seller](#)
[See other items](#)

[Have one to sell?](#) [Sell now](#)

Similar sponsored items

상품이 노출되는 섹션



[Feedback on our suggestions](#)

Promoted Listings 활용 전략

■ Promoted listings Dashboard

셀러허브 > Marketing > Advertising의 Dashboard

Summary

Campaign type: Promoted Listings Standard | Campaign name: All | Metric: Impressions | Time period: Custom | Start: 10/1/2021 | End: 11/30/2021 | [Apply](#) [Clear dates](#)

Impressions ⓘ

25,377,235

▲ 885.55% vs. prior time period

Clicks ⓘ

71,212

▲ 1,000%+ vs. prior time period

Sold ⓘ

369

▲ 1,000%+ vs. prior time period

Sales ⓘ

\$55,281.07

▲ 1,000%+ vs. prior time period

CTR ⓘ

0.28%

▲ 0.20% pts vs. prior time period

Sales conversion rate ⓘ

0.52%

▲ 0.29% pts vs. prior time period

Average sold ad rate ⓘ

5.41%

▲ 2.79% pts vs. prior time period

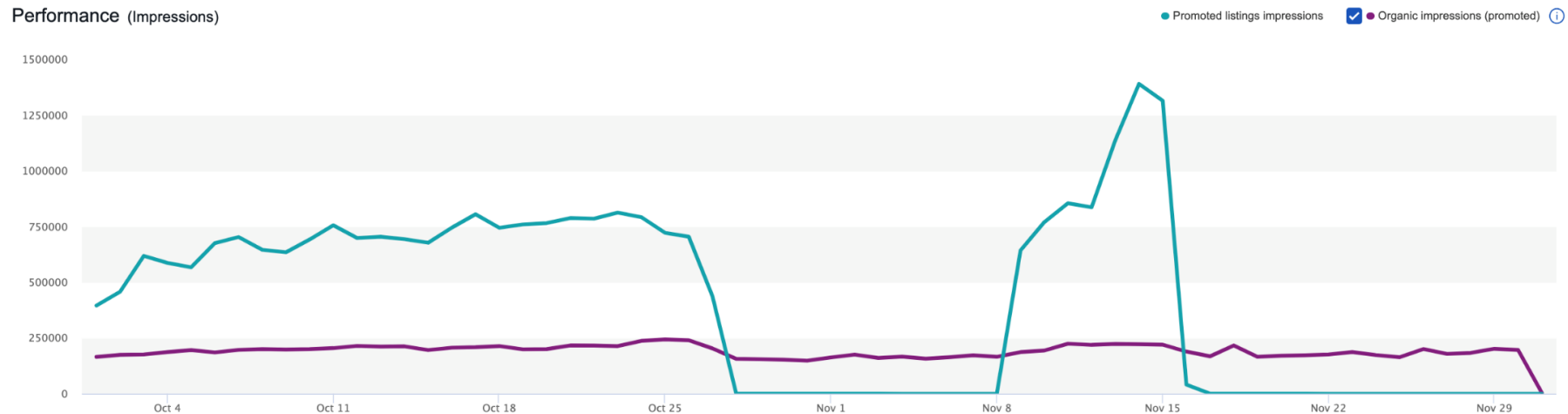
Ad fees ⓘ

\$2,991.22

▲ 1,000%+ vs. prior time period

ⓘ Metrics are reported in near-real time, allow approximately 72 hours to reconcile. All reporting data will be in your site timezone.

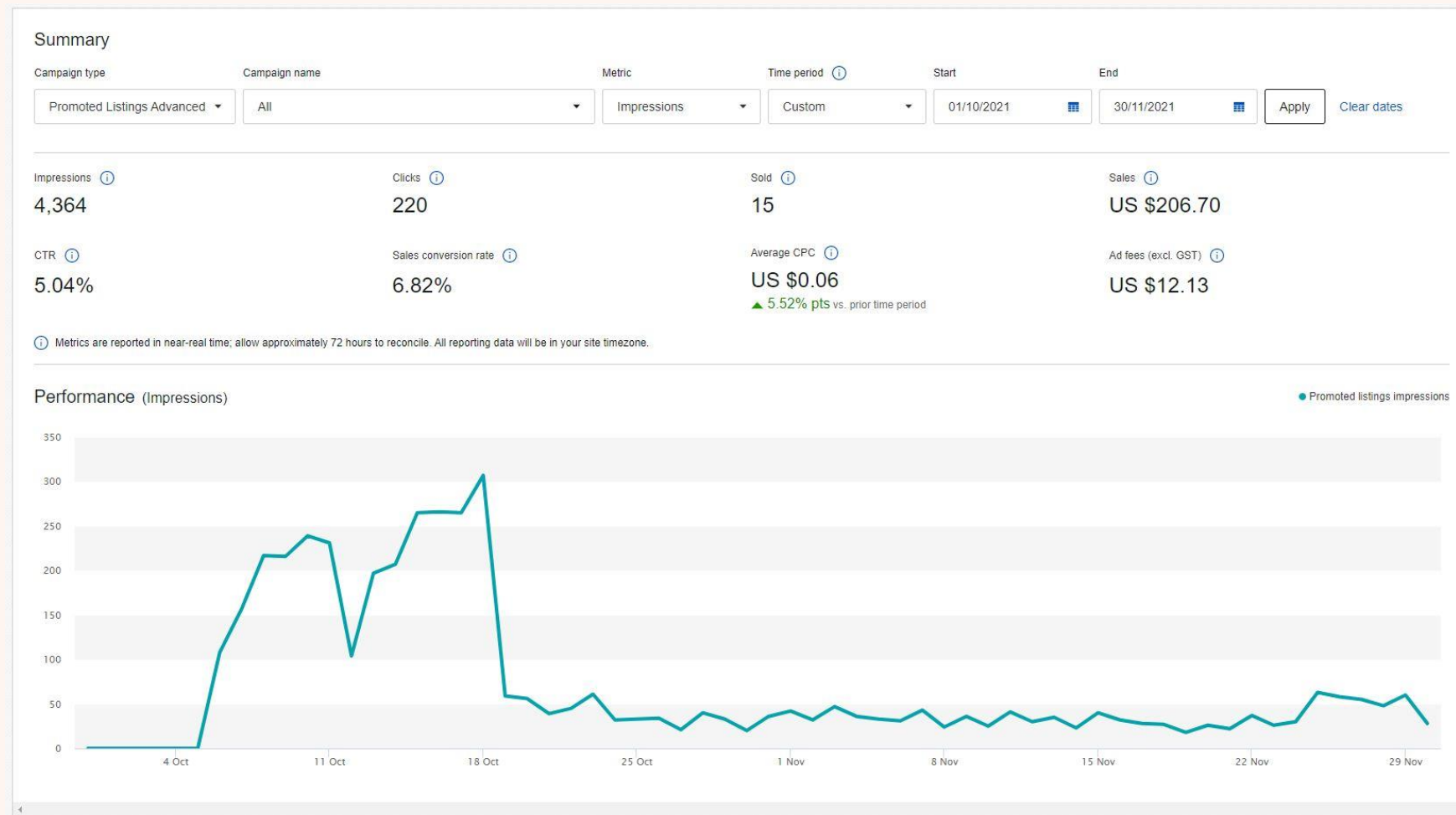
Performance (Impressions)



- Impressions : 검색 노출 횟수
- Clicks : 페이지 조회 수
- Sold : 판매 수
- Ad fees : 광고 비용
- Sales : 총 판매 금액

Promoted Listings 활용 전략

■ Promoted listings Dashboard (Advanced)



대시보드를 통해

- 노출, 클릭율이 얼마나 되는지 확인
- 총 매출을 얼마나 견인했는지 확인
- 매출 대비 광고비용이 적절한지 확인

Promoted Listings 활용 전략

■ Promoted listings의 활용 전략

Perfect Listing 이후 초반 판매고 달성을 위한 Ad Rate 설정 후 Promoted Listings Standard 진행

주력 상품의 지속적인 유입 및 판매를 위해 그룹화한 상품에 주요 키워드 설정하여 Promoted listings Advanced 진행

지속적인 Dashboard 모니터링 필수

Ad Rate, 키워드 설정, 입찰 비용을 통해 최대의 효과를 거둘 수 있는 전략 수립

