



Sponsored Products Self-Serve

Canadian Platform Onboarding

July 18, 2025



Agenda

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Accessing the platform

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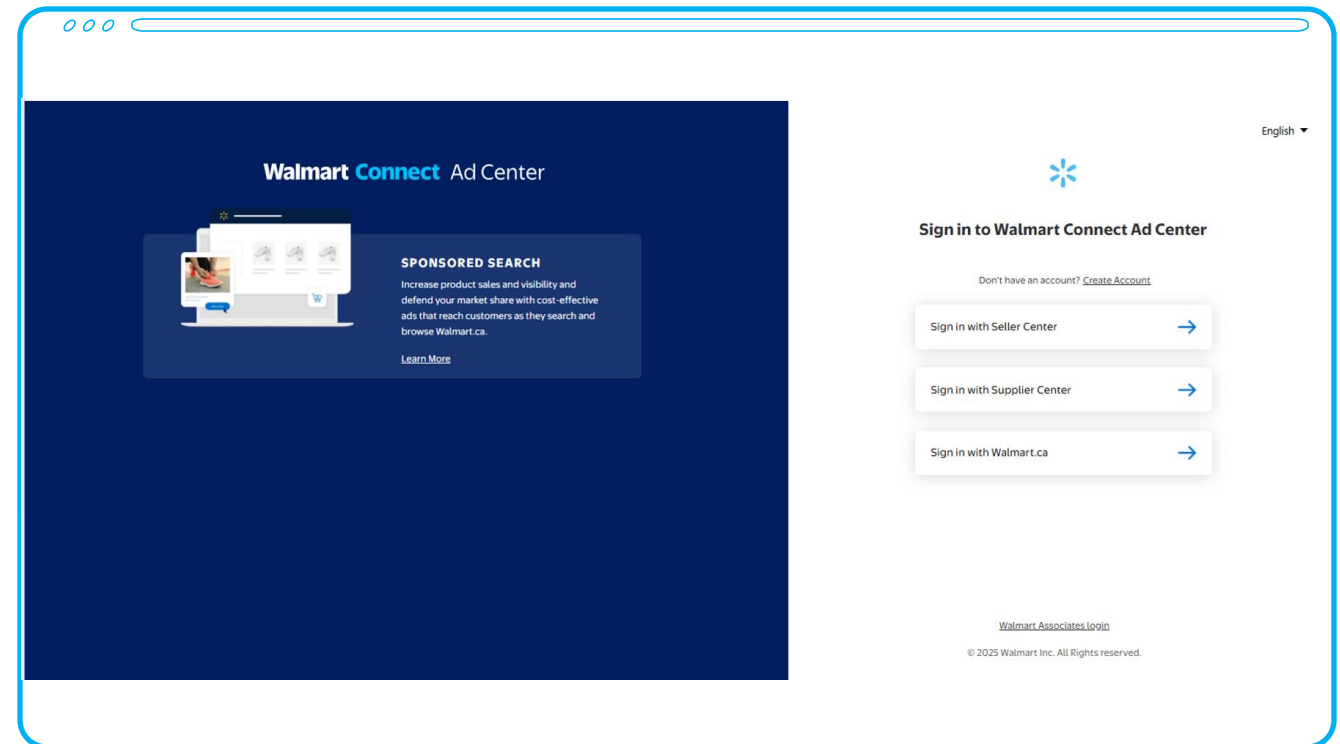
Campaign Optimization Best Practices

Sponsored Product Platform Account Access

Accessing your Canadian Sponsored Search advertising account

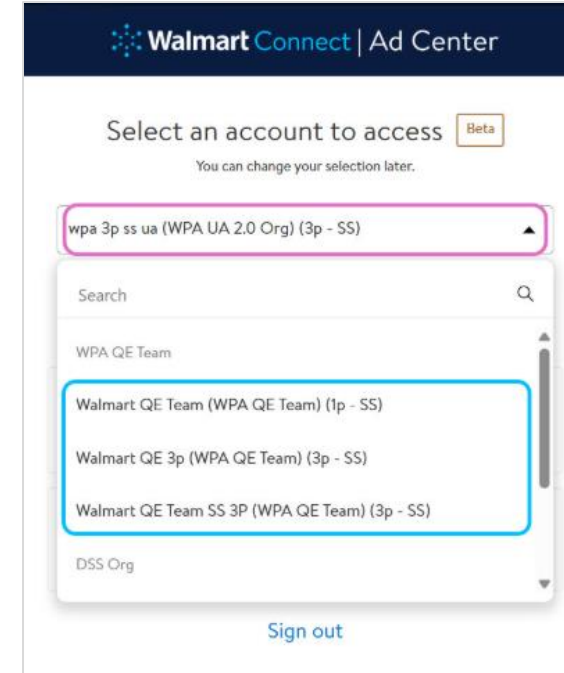
STEP 1: Log in to the [Walmart Connect Canada Ad Center](#) with your Seller Center, Supplier Center, or Walmart.ca credentials.

If you're managing campaigns on behalf of a Seller or Supplier, use the "Sign in with Walmart.ca" option to log in



STEP 2: Select an account to access

- For new advertisers, select the advertising account in the drop-down where you'd like to begin running your ads.
- For existing/returning advertisers, the advertising account that you last used will pre-populate in the drop-down for your convenience



The screenshot shows the 'Walmart Connect | Ad Center' header. Below it, the text 'Select an account to access' is followed by a 'Beta' badge. A subtext reads 'You can change your selection later.' A dropdown menu is open, showing the currently selected account 'wpa 3p ss ua (WPA UA 2.0 Org) (3p - SS)' highlighted with a pink border. Below the dropdown is a search bar with a magnifying glass icon. A list of accounts is displayed below the search bar, with the first three items highlighted by a blue box: 'Walmart QE Team (WPA QE Team) (1p - SS)', 'Walmart QE 3p (WPA QE Team) (3p - SS)', and 'Walmart QE Team SS 3P (WPA QE Team) (3p - SS)'. The list also includes 'WPA QE Team' and 'DSS Org'. At the bottom of the interface is a 'Sign out' link.

Sponsored Product Platform Campaign Set-up

STEP 2:

Set placement inclusions

Add additional placements to expand reach.

Placement Inclusion

Choose where you'd like customers to see your ads.

☐ Search Ingrid

☒ Item Buybox

☒ Search Carousel

☒ Item Carousel

All placements will be turned on by default, but you can change this anytime.

STEP 3:

Add bid multipliers

Boost bids for prime placements and platforms while keeping your base bid low

Bid Multiplier (Optional)

Placement

Search Ingrid

0

%

Buy Box

0

%

Platform

Desktop

0

%

App

0

%

Mobile

0

%

Did multipliers increase your bid by a preset percentage when your ads are eligible to serve in premium placements

They help you compete for Search Ingrid, Buy Box on desktop, app and mobile web

9

PROPRIETARY & CONFIDENTIAL

STEP 4:

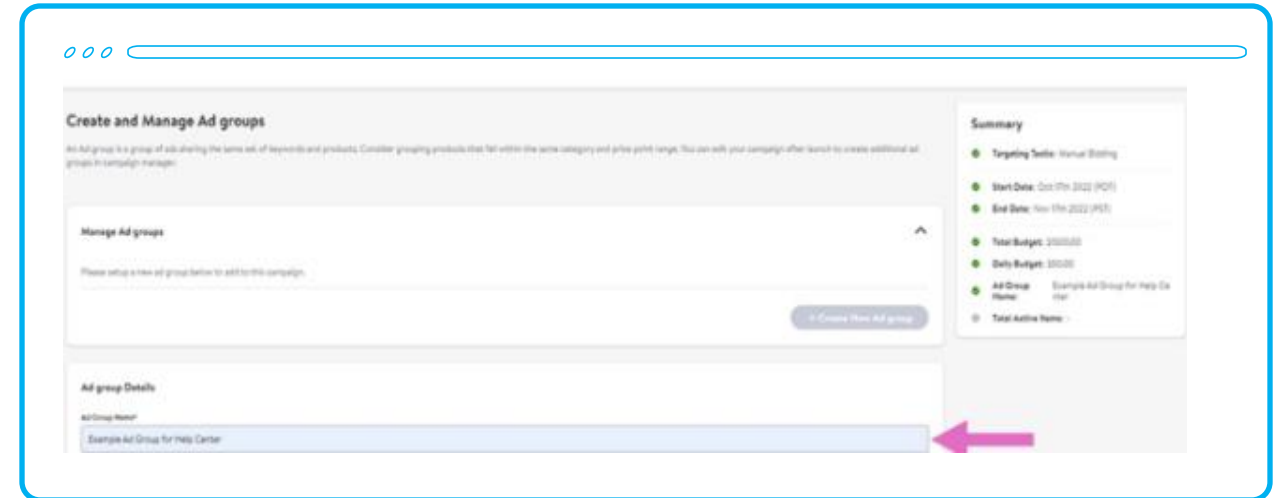
Create an Ad Group

Automatic campaigns:

- Group similar products to track performance effectively

Manual campaigns:

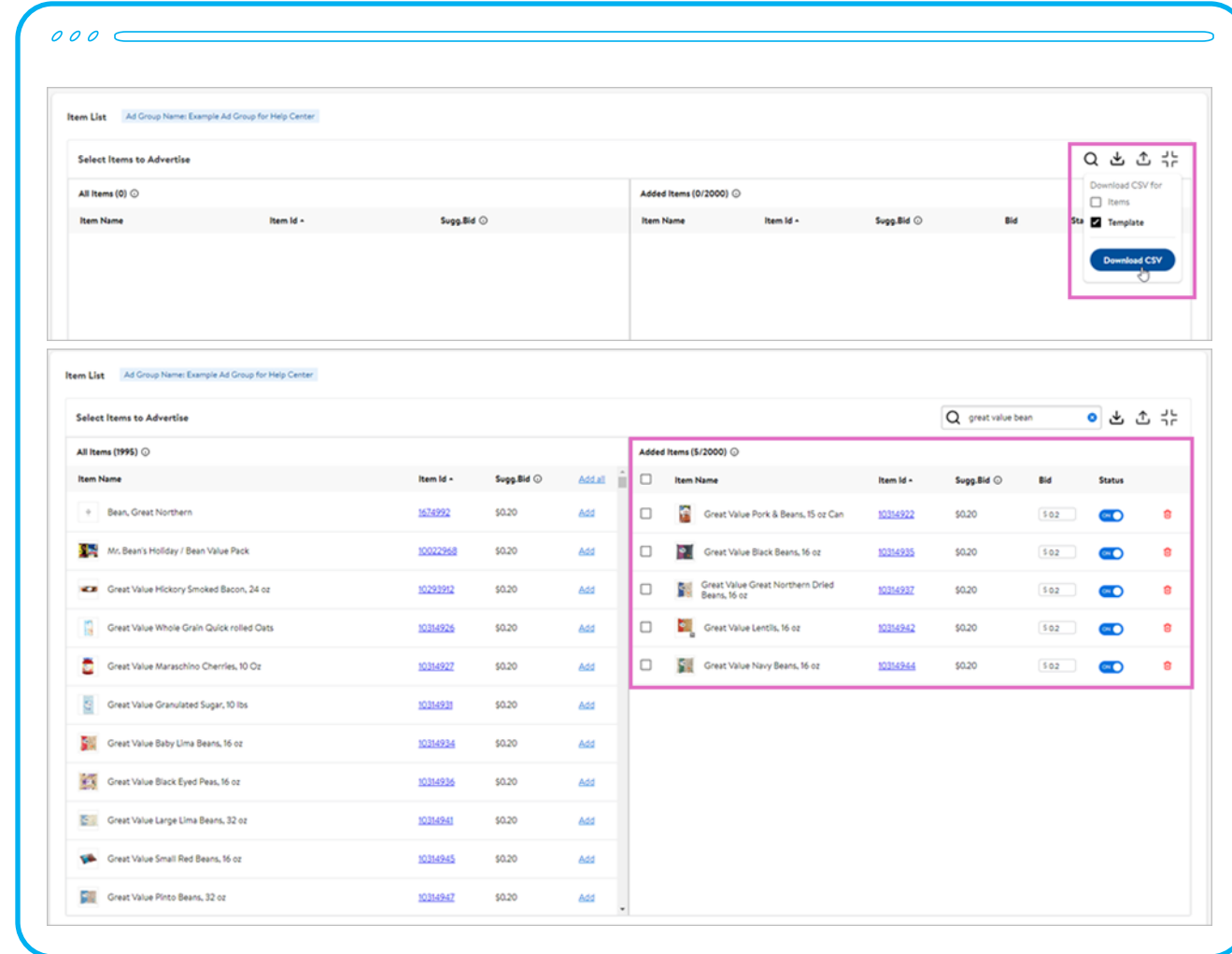
- Create ad groups for products with similar attributes and related keywords
- Limit ad groups to 50–100
- Organize by related keywords, brands, product categories and top sellers for easier search
- Use clear, relatable naming conventions
- Regularly review ad group performance to optimize campaigns



STEP 4A:

Add items to an Ad Group

- Add items to your ad group by uploading a CSV file or searching items by ID, name, keyword, or brand
- To use the CSV option, download the CSV template, update with Item ID, Bid and Status and upload your CSV file
- The items/bids will then be added to your ad group under *Added Items*.



The screenshot displays the Walmart Connect interface for adding items to an ad group. The top section, titled 'Item List', shows the 'Select Items to Advertise' area. It includes a search bar and a 'Download CSV' button. The bottom section, titled 'Item List', shows the 'Added Items' table. The table has columns for Item Name, Item ID, Sugg. Bid, Bid, and Status. The 'Download CSV' button is highlighted in both sections.

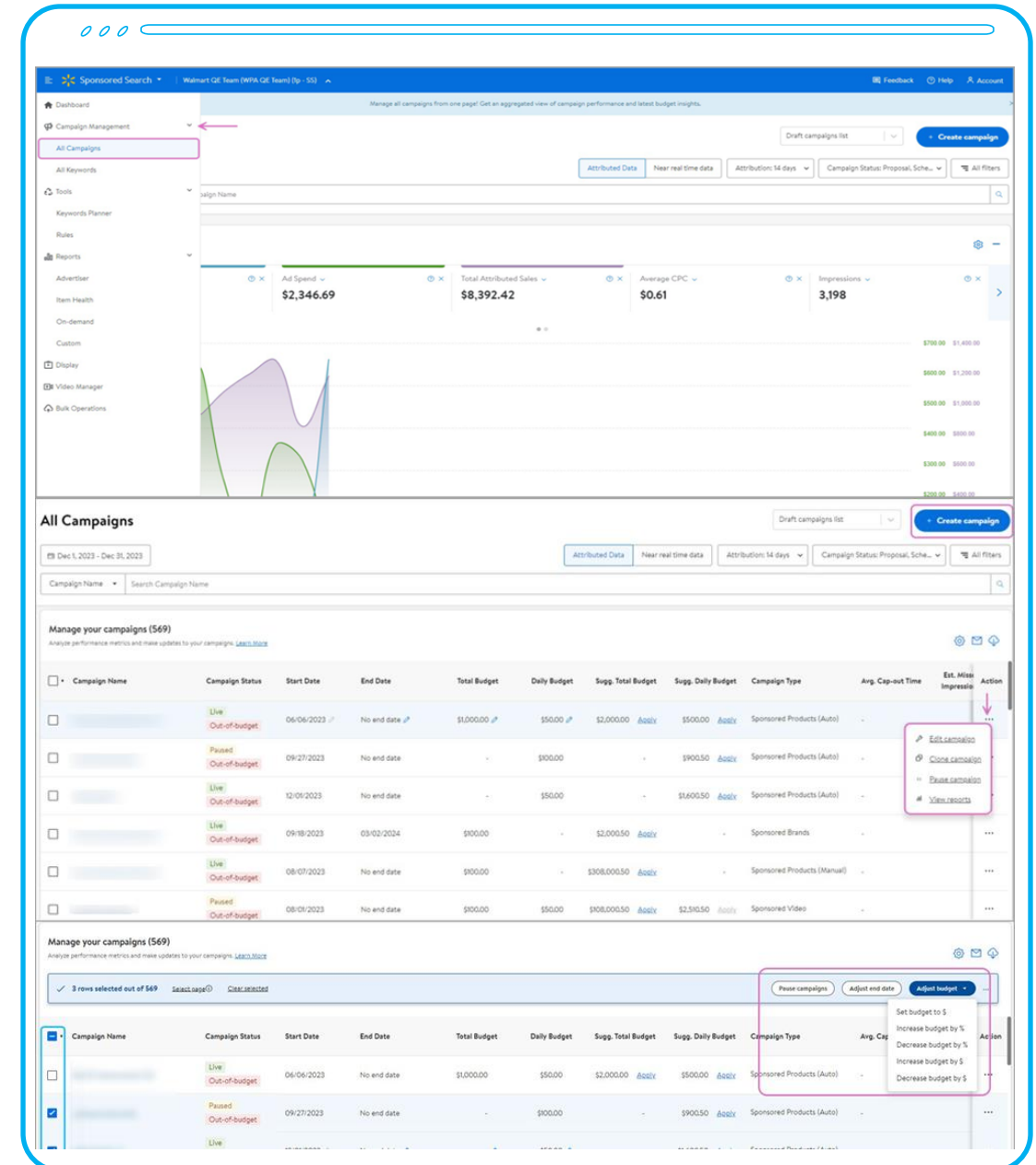
Item Name	Item ID	Sugg. Bid	Bid	Status
Bean, Great Northern	10314922	\$0.20		
Mr. Bean's Holiday / Bean Value Pack	10022298	\$0.20		
Great Value Hickory Smoked Bacon, 24 oz	10293992	\$0.20		
Great Value Whole Grain Quick rolled Oats	10314926	\$0.20		
Great Value Maraschino Cherries, 10 Oz	10314927	\$0.20		
Great Value Granulated Sugar, 10 lbs	10314930	\$0.20		
Great Value Baby Lima Beans, 16 oz	10314934	\$0.20		
Great Value Black Eyed Peas, 16 oz	10314936	\$0.20		
Great Value Large Lima Beans, 32 oz	10314941	\$0.20		
Great Value Small Red Beans, 16 oz	10314945	\$0.20		
Great Value Pinto Beans, 32 oz	10314947	\$0.20		

All Campaigns Dashboard

All Campaigns

Analyze, strategize and optimize multiple campaigns efficiently from a single page

- ✓ Create, edit, enable, pause or reactivate campaigns
- ✓ Monitor and adjust budgets
- ✓ Perform bulk actions
- ✓ Compare data across timeframes

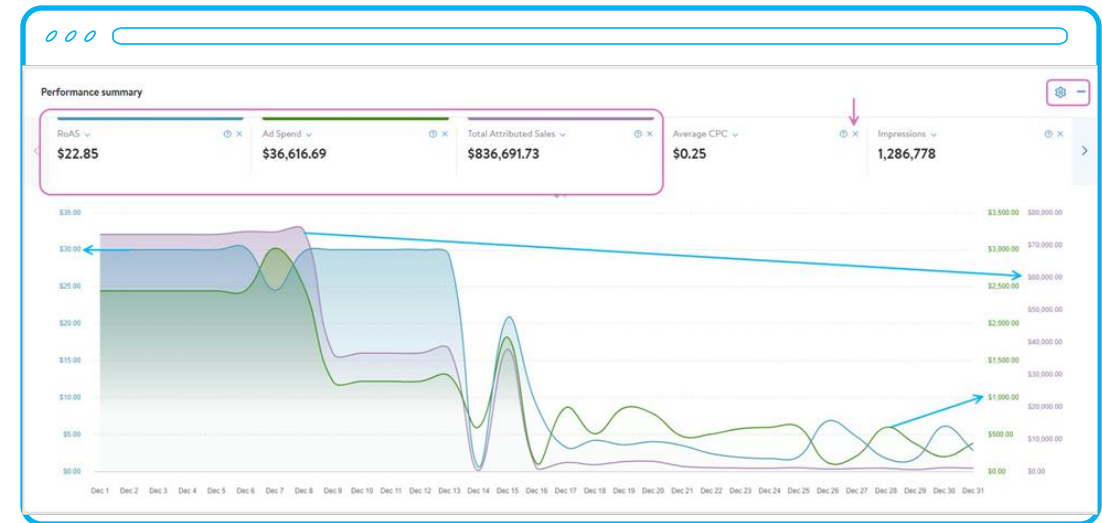


All campaigns: Performance dashboard

Analyze, strategize and optimize multiple campaigns efficiently from a single page

The **All Campaigns** page offers a Performance Dashboard with key metrics to help you monitor and optimize campaigns:

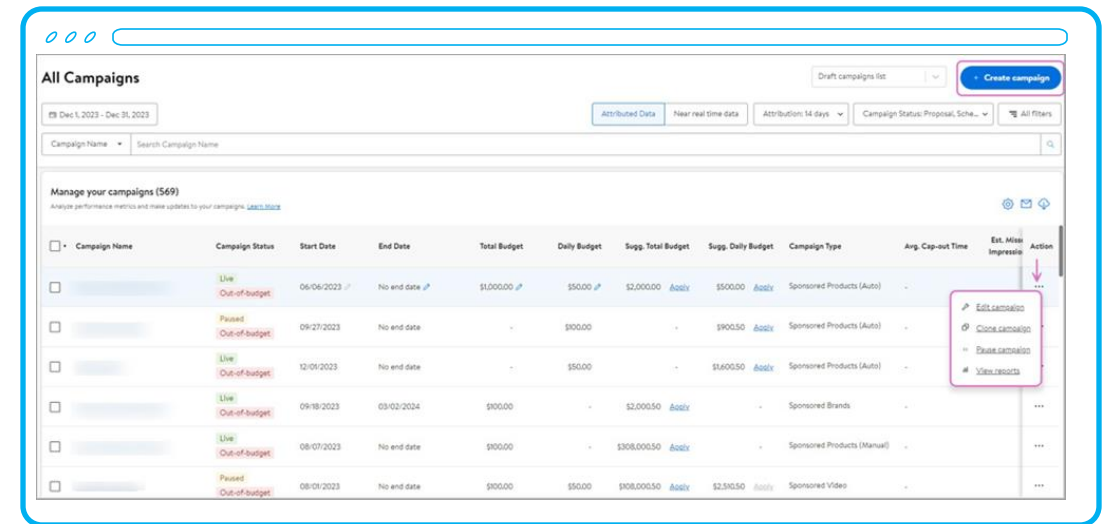
- **Big picture view:** See ROAS, ad spend, and sales in one place for easy comparison.
- **Deeper insights:** Explore trends, compare timeframes, and analyze attribution windows and unlock insights to optimize your campaigns and keywords
- **Better optimization:** Use clear visuals to guide budget and keyword decisions for improved performance



All campaigns: Data tables

The All Campaigns data table shows all the campaigns associated with *proposal*, *scheduled*, *live*, *paused* and ended campaigns

- Customize columns to meet your layout needs
- Analyze campaigns offline
- Perform bulk actions
- Get out-of-budget and budget-at-risk information and apply budget suggestions
- Compare between two date ranges to spot trends and adjustments.



All Campaigns

Dec 1, 2023 - Dec 31, 2023

Attributed Data | Near real time data | Attribution: 14 days | Campaign Status: Proposal, Sched... | All filters

Manage your campaigns (569)

Campaign Name	Campaign Status	Start Date	End Date	Total Budget	Daily Budget	Sugg. Total Budget	Sugg. Daily Budget	Campaign Type	Arg. Cap-out Time	Est. Miss Impressions	Action
[Redacted]	Live Out-of-budget	06/06/2023	No end date	\$1,000.00	\$50.00	\$2,000.00	\$500.00	Sponsored Products (Auto)	-	-	[Edit campaign] [Close campaign] [Pause campaign] [View results]
[Redacted]	Paused Out-of-budget	09/27/2023	No end date	-	\$900.00	-	\$900.00	Sponsored Products (Auto)	-	-	[Edit campaign] [Close campaign] [Pause campaign] [View results]
[Redacted]	Live Out-of-budget	12/01/2023	No end date	-	\$50.00	-	\$1,000.00	Sponsored Products (Auto)	-	-	[Edit campaign] [Close campaign] [Pause campaign] [View results]
[Redacted]	Live Out-of-budget	09/18/2023	03/02/2024	\$100.00	-	\$2,000.00	-	Sponsored Brands	-	-	[Edit campaign] [Close campaign] [Pause campaign] [View results]
[Redacted]	Live Out-of-budget	08/07/2023	No end date	\$100.00	-	\$308,000.00	-	Sponsored Products (Manual)	-	-	[Edit campaign] [Close campaign] [Pause campaign] [View results]
[Redacted]	Paused Out-of-budget	08/01/2023	No end date	\$100.00	\$50.00	\$108,000.00	\$2,330.00	Sponsored Video	-	-	[Edit campaign] [Close campaign] [Pause campaign] [View results]

All campaigns: Data tables cont.

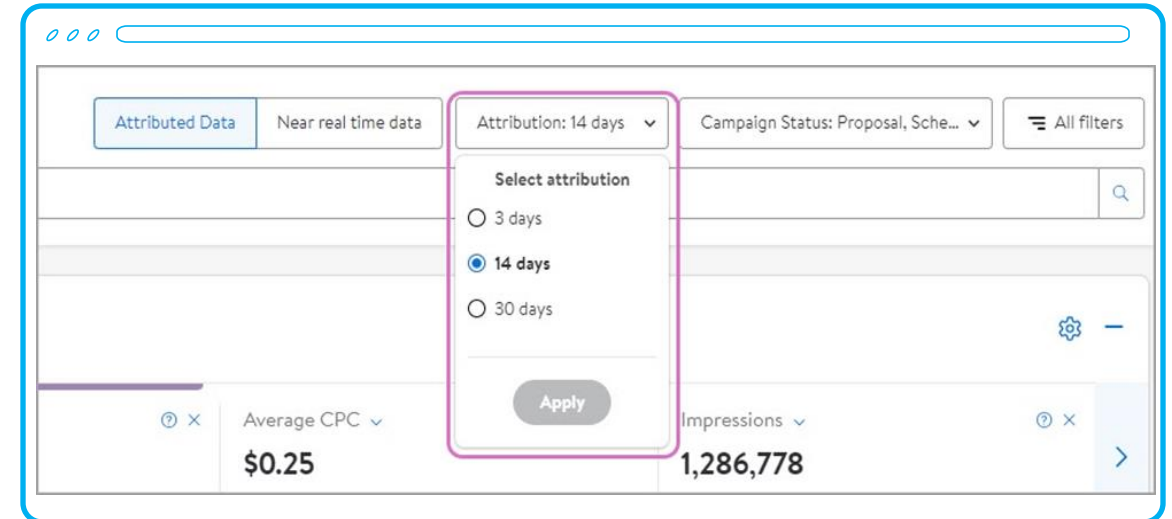
Attributed data: Provides a unified view of campaign metrics requiring an attribution window, including:

- ROAS
- Total attributed sales

Refreshed every 24 hours and available with 3, 14, and 30day attribution windows

Near real time data: Refreshed every 15 mins, provides budget and ad spend insights including:

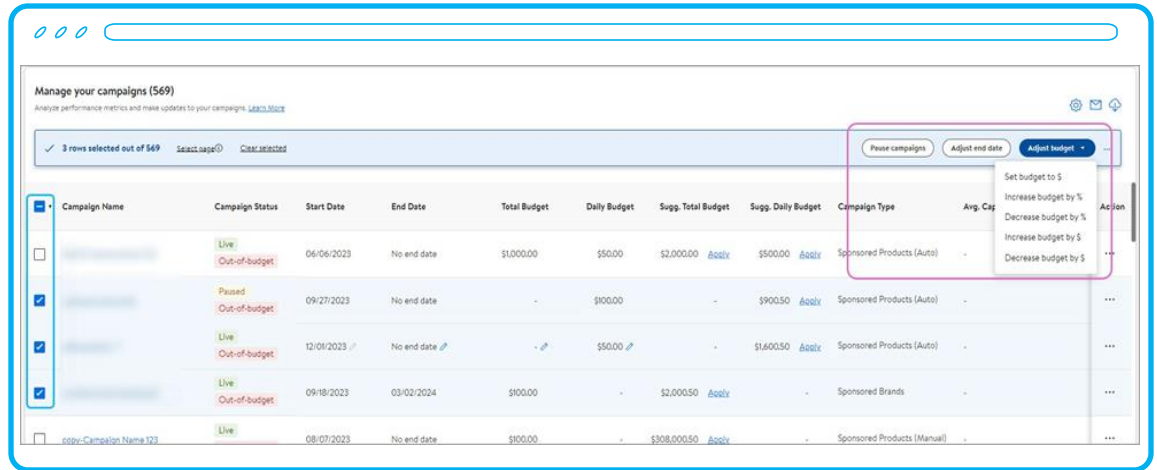
- Daily & Total remaining budget
- Impressions, clicks, and CTR



Apply Bulk actions

Make individual updates to campaigns or apply bulk actions to up to 50 campaigns at once.

- Enable or Pause campaigns
- Adjust end dates
- Adjust budgets

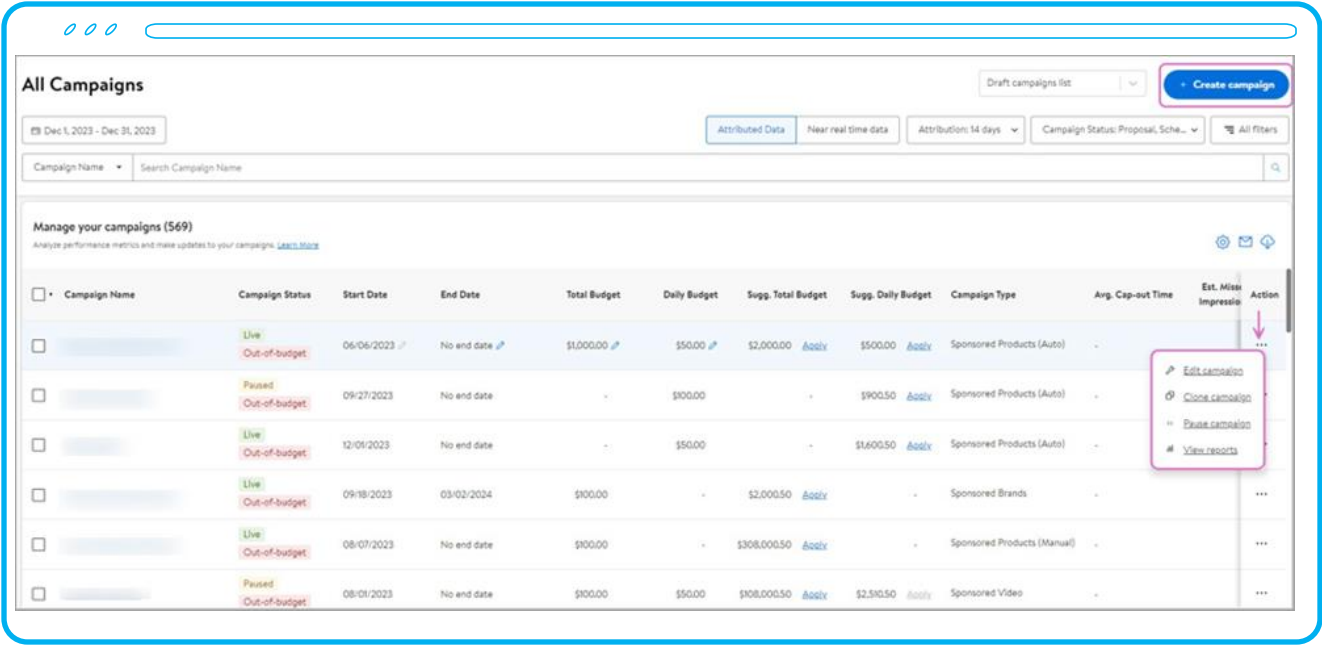


The screenshot displays the 'Manage your campaigns' interface with 569 campaigns. A table lists campaign details including Name, Status, Start/End Dates, Budgets, and Campaign Type. A blue selection bar at the top indicates '3 rows selected out of 569'. On the right, a bulk actions menu is open, showing options: 'Pause campaigns', 'Adjust end date', and 'Adjust budget'. The 'Adjust budget' option is highlighted, revealing a sub-menu with: 'Set budget to \$', 'Increase budget by %', 'Decrease budget by %', 'Increase budget by \$', and 'Decrease budget by \$'.

Campaign Name	Campaign Status	Start Date	End Date	Total Budget	Daily Budget	Sugg. Total Budget	Sugg. Daily Budget	Campaign Type	Avg. CPE	Action
[Redacted]	Live Out-of-budget	06/06/2023	No end date	\$1,000.00	\$50.00	\$2,000.00	\$500.00	Sponsored Products (Auto)	-	...
[Redacted]	Paused Out-of-budget	09/27/2023	No end date	-	\$100.00	-	\$900.50	Sponsored Products (Auto)	-	...
[Redacted]	Live Out-of-budget	12/01/2023	No end date	-	\$50.00	-	\$1,600.50	Sponsored Products (Auto)	-	...
[Redacted]	Live Out-of-budget	09/18/2023	03/02/2024	\$100.00	-	\$2,000.50	-	Sponsored Brands	-	...
[Redacted]	Live	08/07/2023	No end date	\$100.00	-	\$308,000.50	-	Sponsored Products (Manual)	-	...

Create and edit campaigns

- Create a new campaign or Edit an existing campaign to make changes, such as adding another ad group or increasing your daily budget
- Clone lets you duplicate your selected campaign, rename it, and modify its details before scheduling



All Campaigns

Dec 1, 2023 - Dec 31, 2023

Attributed Data Near real time data Attribution: 14 days Campaign Status: Proposal, Sched... All Filters

Campaign Name Search Campaign Name

Manage your campaigns (569)

Campaign Name	Campaign Status	Start Date	End Date	Total Budget	Daily Budget	Sugg. Total Budget	Sugg. Daily Budget	Campaign Type	Avg. Cap-out Time	Est. Miss Impressions	Action
	Live Out-of-budget	06/06/2023	No end date	\$1,000.00	\$50.00	\$2,000.00	\$500.00	Sponsored Products (Auto)	-	-	...
	Paused Out-of-budget	09/27/2023	No end date	-	\$100.00	-	\$900.50	Sponsored Products (Auto)	-	-	...
	Live Out-of-budget	12/05/2023	No end date	-	\$50.00	-	\$1,600.50	Sponsored Products (Auto)	-	-	...
	Live Out-of-budget	09/18/2023	03/02/2024	\$100.00	-	\$2,000.50	-	Sponsored Brands	-	-	...
	Live Out-of-budget	08/07/2023	No end date	\$100.00	-	\$308,000.50	-	Sponsored Products (Manual)	-	-	...
	Paused Out-of-budget	08/01/2023	No end date	\$100.00	\$50.00	\$108,000.50	\$2,510.50	Sponsored Video	-	-	...

Dropdown menu options: Edit campaign, Clone campaign, Pause campaign, View reports

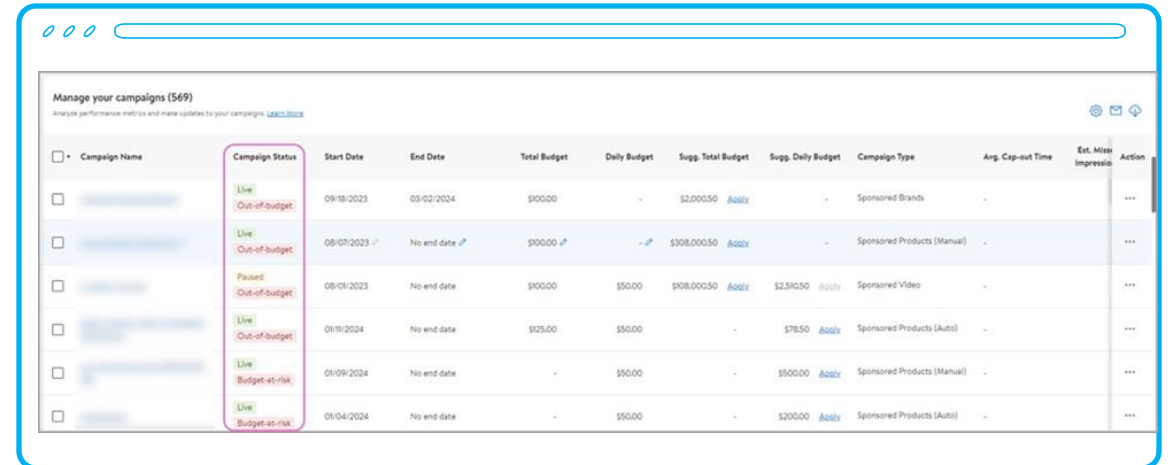
Monitor and update budgets

Get personalized budget recommendations to optimize spend, prevent missed opportunities, and quickly adjust campaigns using insights like cap-out time and missed impressions.

Out-of-Budget label: Instantly flags campaigns that have completely exhausted their daily budget

Budget-at-Risk Label: Identifies campaigns that are at risk of running out of budget and may not perform optimally

Average Cap-Out Time: Displays the estimated time your campaign is expected to run out of budget during the day.



Campaign Name	Campaign Status	Start Date	End Date	Total Budget	Daily Budget	Sugg. Total Budget	Sugg. Daily Budget	Campaign Type	Avg. Cap-out Time	Est. Missed Impressions	Action
[Campaign Name]	Live Out-of-budget	09/18/2023	03/02/2024	\$100.00	-	\$2,000.50	Apply	Sponsored Brands	-	-	...
[Campaign Name]	Live Out-of-budget	08/07/2023	No end date	\$100.00	-	\$308,000.50	Apply	Sponsored Products (Manual)	-	-	...
[Campaign Name]	Paused Out-of-budget	08/01/2023	No end date	\$100.00	\$50.00	\$108,000.50	Apply	Sponsored Video	-	-	...
[Campaign Name]	Live Out-of-budget	01/11/2024	No end date	\$125.00	\$50.00	-	\$75.50	Apply	Sponsored Products (Auto)	-	...
[Campaign Name]	Live Budget-at-risk	01/09/2024	No end date	-	\$50.00	-	\$500.00	Apply	Sponsored Products (Manual)	-	...
[Campaign Name]	Live Budget-at-risk	01/04/2024	No end date	-	\$50.00	-	\$200.00	Apply	Sponsored Products (Auto)	-	...

Key metrics

Estimated missed impressions and clicks

Average cap-out time

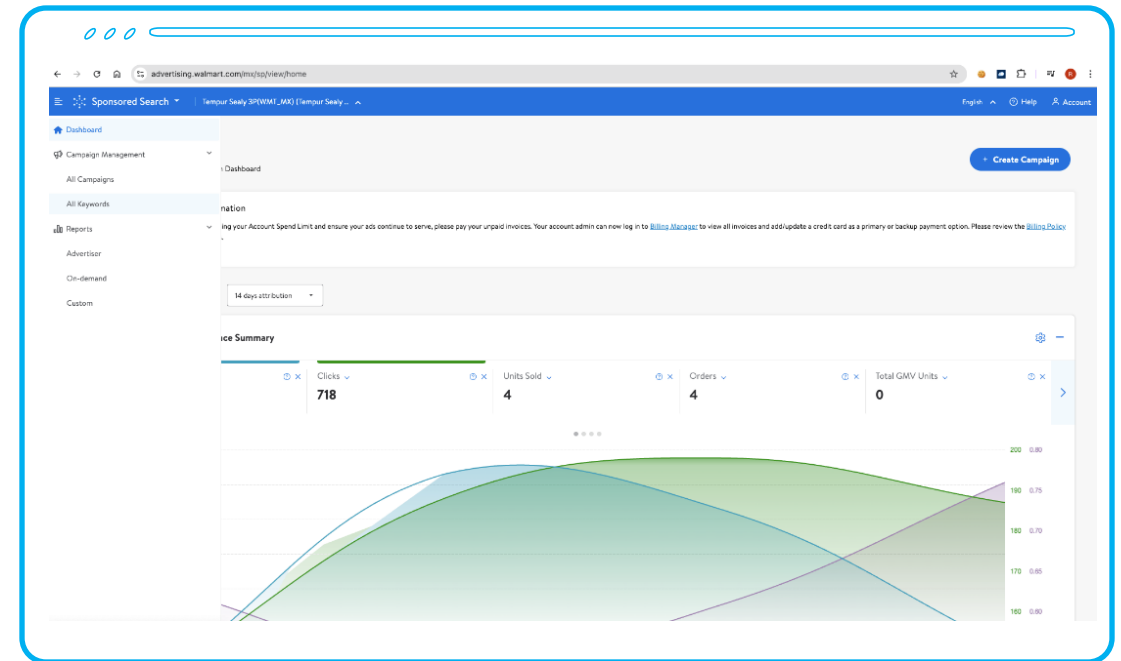
Suggested daily and total budget

All Keywords Dashboard

All Keywords

Analyze, strategize and optimize multiple keywords efficiently from a single page

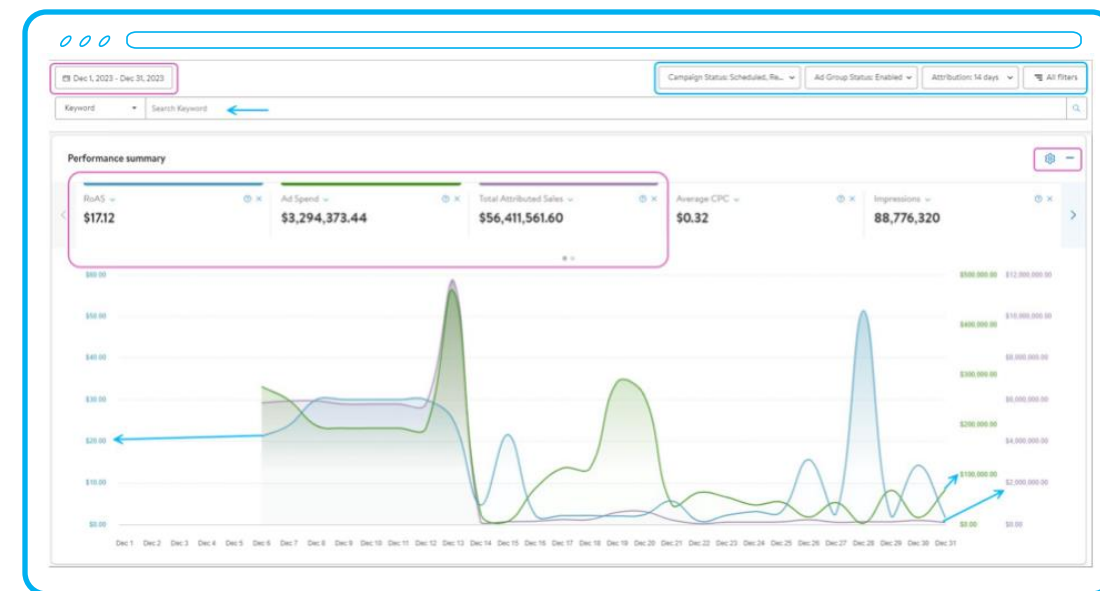
- Visualize performance across campaigns with the performance dashboard
- Search, filter, and sort to uncover insights and refine strategy
- Spot trends between two date ranges with the Compare tool
- Optimize quickly by enabling/disabling multiple keywords at once
- Customize visible data points, adjust columns, and download views for offline analysis



All keywords: Performance dashboard

The **All Keywords** page offers a Performance Dashboard with key metrics to help you monitor and optimize campaigns:

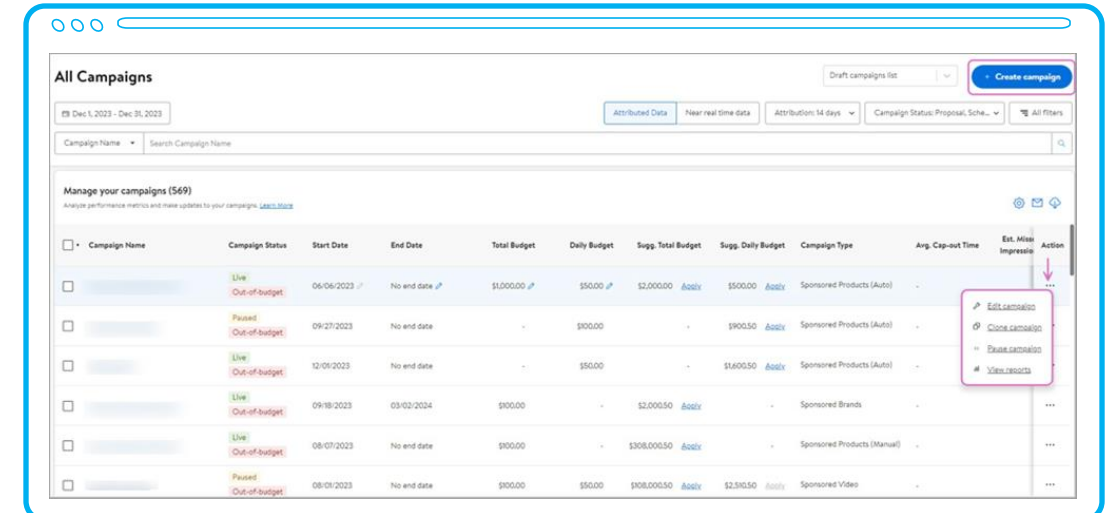
- **Big picture view:** See ROAS, ad spend, and sales in one place for easy comparison
- **Deeper insights:** Explore trends, compare timeframes, and analyze attribution windows and unlock insights to optimize your campaigns and keywords
- **Better optimization:** Use clear visuals to guide budget and keyword decisions for improved performance



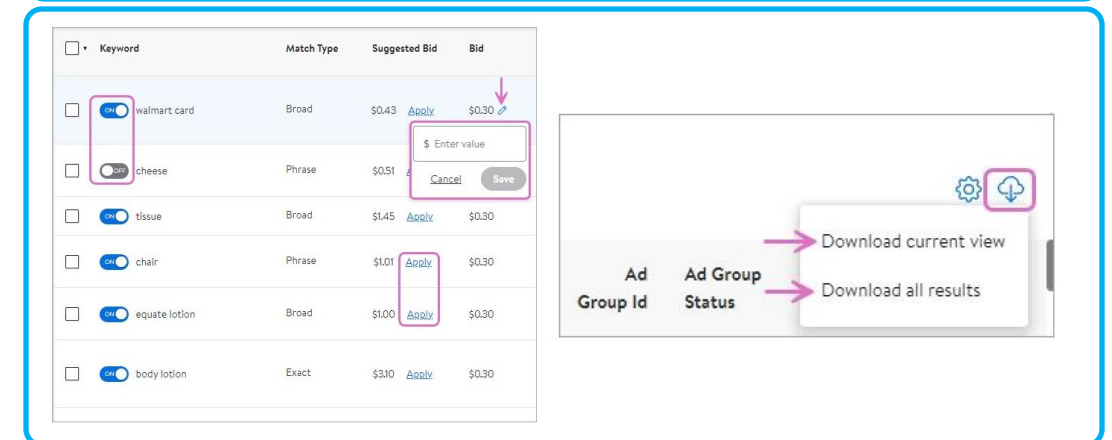
All campaigns: Data tables

The All Campaigns data table shows all the keywords associated with *proposal*, *scheduled*, *live*, *paused* and ended campaigns

- Customize columns to meet your layout needs
- Analyze keywords offline
- Perform bulk actions on keywords
- Get out-of-budget and budget-at-risk information and apply budget suggestions



Campaign Name	Campaign Status	Start Date	End Date	Total Budget	Daily Budget	Sugg. Total Budget	Sugg. Daily Budget	Campaign Type	Avg. Ctp-out Time	Est. Miss Impressions	Action
[Redacted]	Live Out-of-budget	06/06/2023	No end date	\$1,000.00	\$50.00	\$2,000.00	\$500.00	Sponsored Products (Auto)	-	-	[Edit campaign] [Clone campaign] [Pause campaign] [View results]
[Redacted]	Paused Out-of-budget	09/27/2023	No end date	-	\$100.00	-	\$900.50	Sponsored Products (Auto)	-	-	
[Redacted]	Live Out-of-budget	12/01/2023	No end date	-	\$50.00	-	\$1,600.50	Sponsored Products (Auto)	-	-	
[Redacted]	Live Out-of-budget	09/18/2023	03/02/2024	\$100.00	-	\$2,000.50	-	Sponsored Brands	-	-	
[Redacted]	Live Out-of-budget	08/07/2023	No end date	\$100.00	-	\$308,000.50	-	Sponsored Products (Manual)	-	-	
[Redacted]	Paused Out-of-budget	08/01/2023	No end date	\$100.00	\$50.00	\$108,000.50	\$2,310.50	Sponsored Video	-	-	



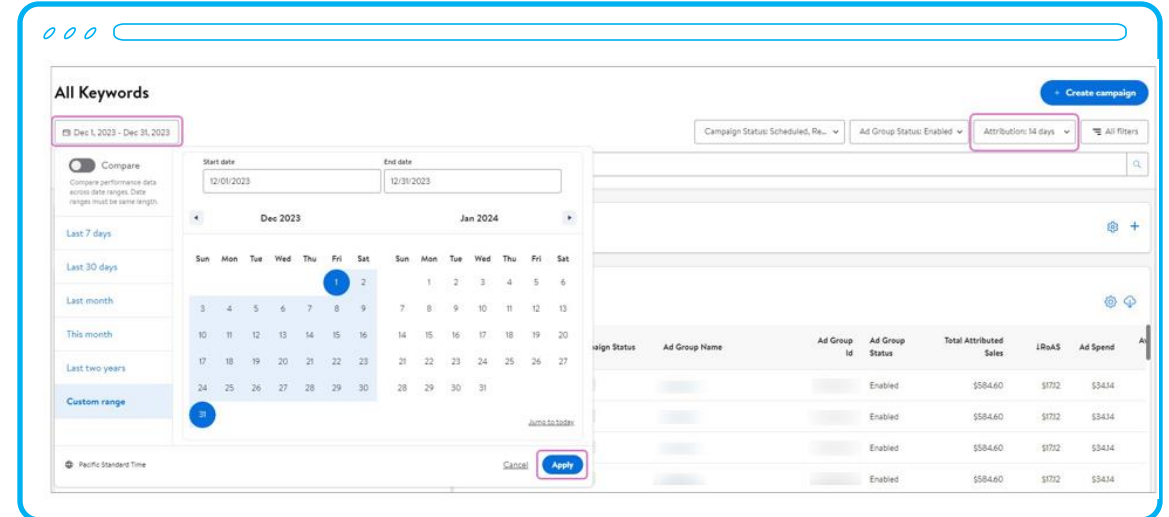
Keyword	Match Type	Suggested Bid	Bid
walmart card	Broad	\$0.43	\$0.30
cheese	Phrase	\$0.51	\$0.30
tissue	Broad	\$1.45	\$0.30
chair	Phrase	\$1.01	\$0.30
equate lotion	Broad	\$1.00	\$0.30
body lotion	Exact	\$3.10	\$0.30

Download current view

Download all results

All campaigns: Data tables cont.

- Attributed data: Provides a unified view of keyword metrics requiring an attribution window, including:
 - ROAS
 - Total attributed sales
- Compare the performance of the same keyword over different weeks, months, quarters and years
- Change the attribution window from the default, use the date range selector to pick a pre-populated range or customize it to suit your needs



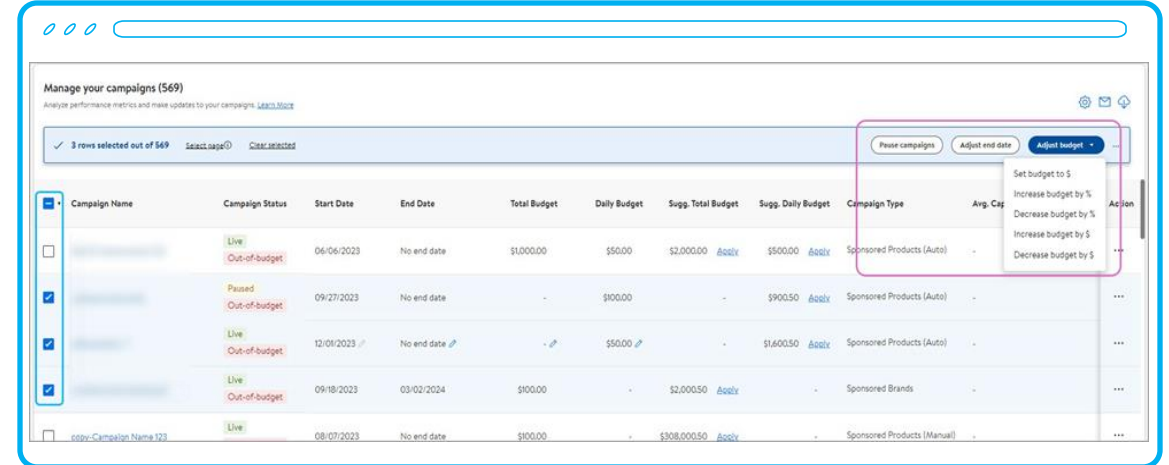
The screenshot shows the 'All Keywords' interface in Walmart Connect. A date range selector is open, showing a calendar for December 2023 and January 2024. The date range '12/01/2023 - 12/31/2023' is selected. The 'Attribution window' is set to '14 days'. The table below shows campaign data for the selected date range.

Campaign Status	Ad Group Name	Ad Group Id	Ad Group Status	Total Attributed Sales	lRoAS	Ad Spend
Enabled			Enabled	\$584.60	\$772	\$3434
Enabled			Enabled	\$584.60	\$772	\$3434
Enabled			Enabled	\$584.60	\$772	\$3434
Enabled			Enabled	\$584.60	\$772	\$3434

Apply Bulk actions

Make individual updates to campaigns or apply bulk actions to up to 50 campaigns at once.

- Enable or Pause campaigns
- Adjust end dates
- Adjust budgets



The screenshot displays the 'Manage your campaigns' interface with 569 campaigns. A table lists campaign details including Name, Status, Dates, Budgets, and Type. The 'Action' column for each row contains a three-dot menu. A red box highlights the 'Adjust budget' option in this menu, which has opened a sub-menu with the following options: 'Set budget to \$', 'Increase budget by %', 'Decrease budget by %', 'Increase budget by \$', and 'Decrease budget by \$'. Other bulk action buttons at the top of the table include 'Pause campaigns', 'Adjust end date', and 'Adjust budget'.

Campaign Name	Campaign Status	Start Date	End Date	Total Budget	Daily Budget	Sugg. Total Budget	Sugg. Daily Budget	Campaign Type	Arg. Cap	Action
[Redacted]	Live Out-of-budget	06/06/2023	No end date	\$1,000.00	\$50.00	\$2,000.00	\$500.00	Sponsored Products (Auto)	-	...
[Redacted]	Paused Out-of-budget	09/27/2023	No end date	-	\$100.00	-	\$900.50	Sponsored Products (Auto)	-	...
[Redacted]	Live Out-of-budget	12/01/2023	No end date	-	\$50.00	-	\$1,600.50	Sponsored Products (Auto)	-	...
[Redacted]	Live Out-of-budget	09/18/2023	03/02/2024	\$100.00	-	\$2,000.50	-	Sponsored Brands	-	...
copy: Campaign Name 123	Live	08/07/2023	No end date	\$100.00	-	\$308,000.50	-	Sponsored Products (Manual)	-	...

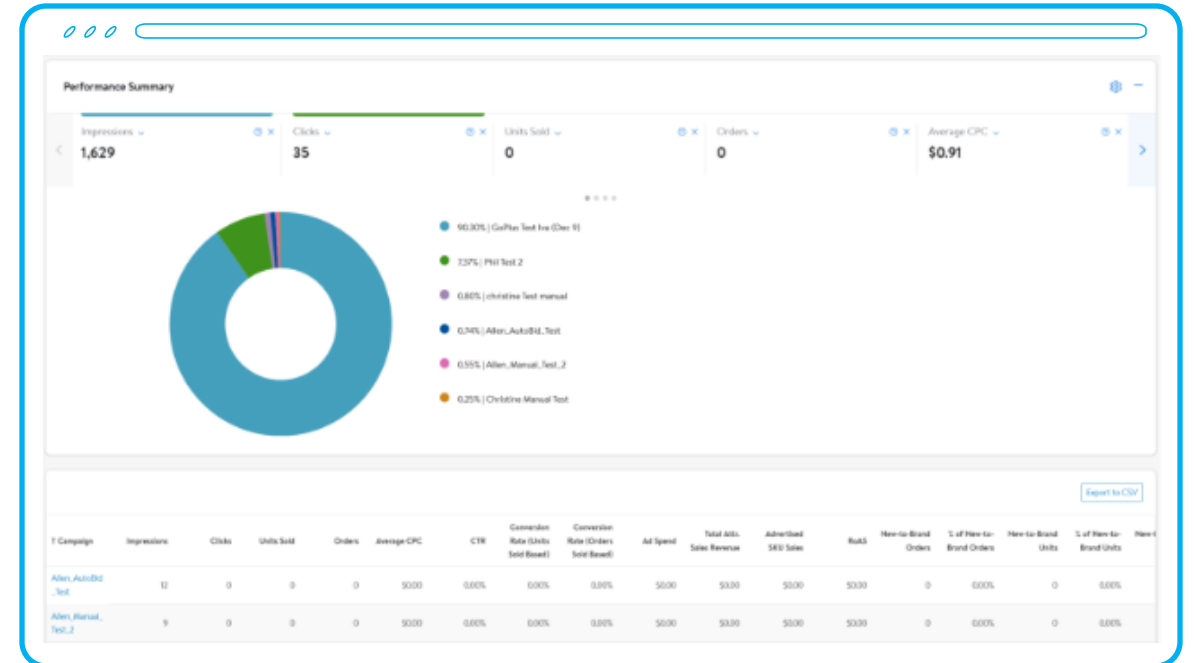
Campaign Reporting

Advertiser reports

Advertiser Reports offer a complete view of your account performance, letting you segment data by day, page type, platform, and campaign to uncover growth opportunities and optimize strategies.

Four report types are available:

- **Daily Performance:** Shows how your campaign performs each day
- **Campaign Performance:** Includes metrics for New-to-Brand customers
- **Page Type Performance:** Reports performance across different page types where your ads appear
- **Platform Performance:** Highlights performance by device type where your ads are shown

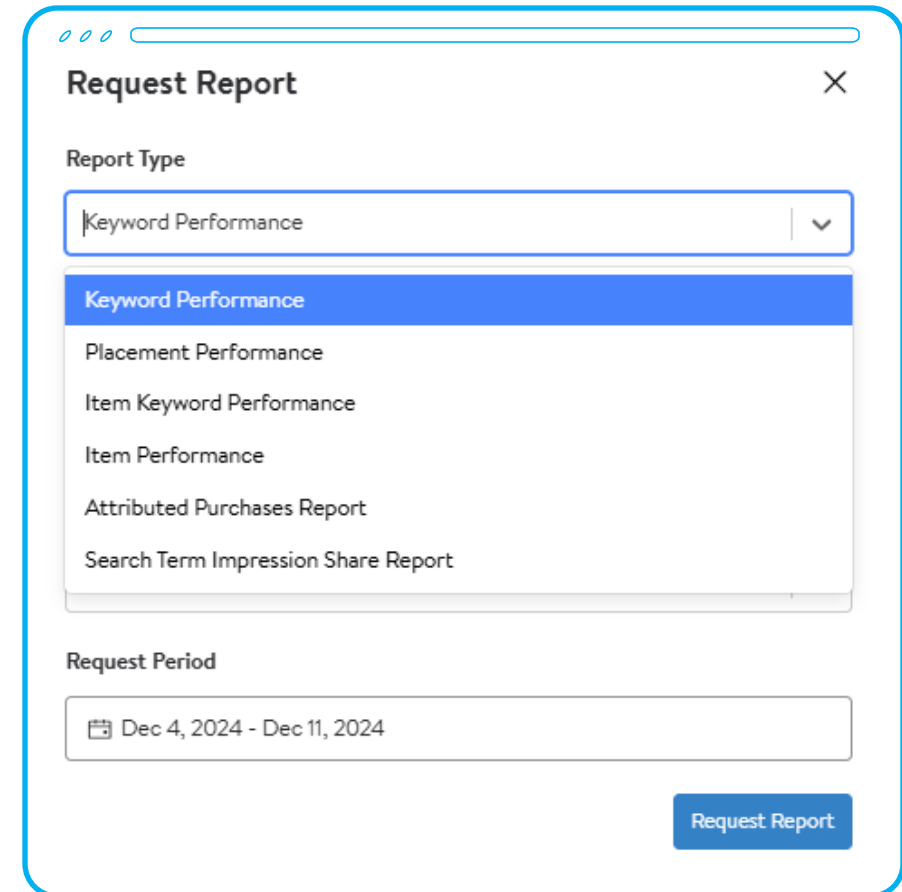


On demand reports

The platform offers on-demand reports at the campaign and ad group levels, with downloadable insights to support detailed analysis and optimizations.

Available report types include:

- Keyword Performance
- Item Keyword Performance
- Attributed Purchases
- Keyword Optimization
- Placement Performance
- Item Performance
- Search Term Impression Share
- Campaign Optimization

A screenshot of a "Request Report" dialog box. The dialog has a title bar with three dots and a close button (X). It contains two main sections: "Report Type" and "Request Period". The "Report Type" section has a dropdown menu currently showing "Keyword Performance", with a list of other options below it: "Placement Performance", "Item Keyword Performance", "Item Performance", "Attributed Purchases Report", and "Search Term Impression Share Report". The "Request Period" section has a date range input field showing "Dec 4, 2024 - Dec 11, 2024". A blue "Request Report" button is located at the bottom right of the dialog.

Request Report X

Report Type

Keyword Performance ▼

- Keyword Performance
- Placement Performance
- Item Keyword Performance
- Item Performance
- Attributed Purchases Report
- Search Term Impression Share Report

Request Period

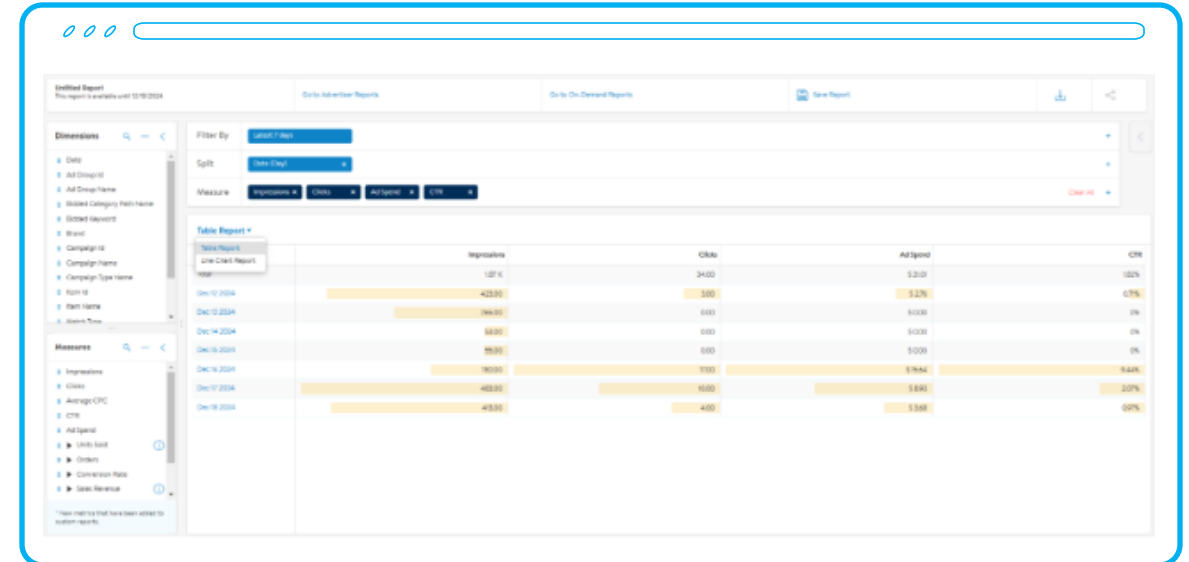
Dec 4, 2024 - Dec 11, 2024

Request Report

Custom reports

Gain deeper insights into Walmart Connect Sponsored Search performance by creating tailored reports across time ranges, campaigns, metrics and more.

- Analyze new-to-brand orders by month
- Compare performance by brand type
- Customize metrics like Conversion Rate
- Track trends with date ranges and time shifts



Key components to set your campaigns up for success

First key component: SKUs

The more SKUs you advertise, the larger coverage you will have across placements and the ability to make more SKU-level optimizations

The recommended minimum number of SKUs is 10 to allow for the algorithm to prioritize the best performers

Ads will not render if a product is out of stock

Best Practice

Greater SKU variety preferred

Min: 10 SKUs

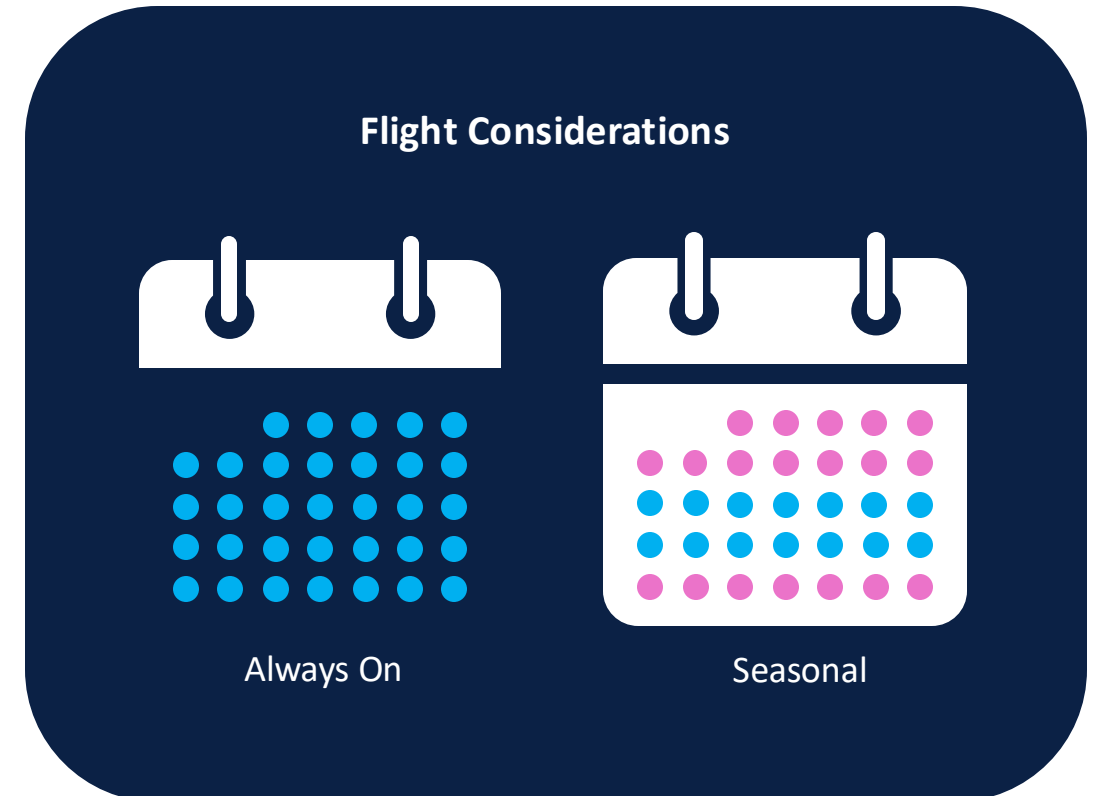
Max: 1k SKUs



Second key component: Flight

Recommend running campaigns for no less than 30 days, however Sponsored Products work best as an always-on program to allow for the algorithm to learn, optimize, and adjust

If you do not run an always-on program, we recommend aligning with key quarterly initiatives, seasonal relevance, new product launches, etc.



Third key component: Budget

There will be a budget set per campaign

Budget is spent only when ads are clicked on

The Sponsored Products auction is based on a cost-per-click (CPC) bid

IMAGE NEEDED

*Data represented in screen grabs is for illustrative purposes only.

What you don't have to worry about



Creative Build: No creative is required because ads use existing product imagery.



Ad Placement Selection: Ads will render on all eligible placements, but campaign optimizations can boost bids across available placements.



Keywords: There is a self-learning keyword algorithm that will collect and use highly relevant keywords for all advertised SKUs automatically. If needed, you can manually add keywords. In addition, you can manually upload a list of Negative Keywords that you want to make sure your line-item does not serve on or does not target.

Campaign launch recommendations

- Keep the campaign setup as **simple** as possible
- **Maintain fluidity** between SKUs to allow the algorithm to optimize performance
- Recommended campaign duration = **4-6 week minimum**
 - Always-on campaigns are recommended whenever possible
- **Allow 14 days from campaign launch** before making any optimizations – this uncovers a campaign's true ability to spend and perform
- **Allow your campaign to run for 3-4 days before optimizing again** to allow for a true view of the changes so that external factors do not skew results

Campaign Optimization: Best practices

Optimization takeaways & best practices

Adjust CPCs gradually

CPC bids are adjusted mostly at the SKU level to help achieve full delivery and ROAS targets

- SKU adjustments should be based on performance and bids should only be increased when performance falls outside of the 200-500% ROAS* benchmark

Increase CPCs at 5-10% increments if running on a standard ROAS-focused strategy. More significant increases can be made based on competition if running on an aggressive SOV-focused strategy

If a campaign routinely hits budget cap before 5pm, consider the following options:

- Allocate additional budget
- Increase daily budget cap

Allow 14 days from campaign launch before making any optimizations

This uncovers a campaign's true ability to spend and perform

Once you make an optimization, allow your campaign to run for another 7 days before optimizing again.

As a result, this will allow for a true view of a campaign so that external factors do not skew results

*ROAS range noted is an annualized average for 2022. Note, many factors may affect campaign results and ROAS including (but not limited to) seasonality, additional promotions, category density, product price point etc.

Bid optimization levers

SKU-Level Optimizations

Identify which SKUs perform well and increase bids on those SKUs to prioritize them

- **High-performing SKUs:** Increase the CPC on these SKUs aggressively so that they make up the majority of spend
- **Medium-performing SKUs:** Keep the CPCs of these as they are to maintain the average performance
- **Low-performing SKUs:** Lower CPCs or set CPCs to floor bid to minimize their spend in the campaign. Shut off bottom 5 SKUs if possible

Line-Item Optimizations

- Line items within campaigns can have different optimization strategies, include different groups of SKUs
- You can optimize at the line-item level. The logic behind your optimizations will depend on how your line items are set up
 - For example, you may bid higher on the Browse & Search page type if they drive a strong/above benchmark ROAS

Bid Multipliers & Placement Optimizations

The Bid Multiplier feature enables users to adjust the bids by a percentage for specific page types (like Home or Search pages) within a line-item. Users can increase a bid by up to 500% or decrease a bid by up to 50%. By default, no Bid Multiplier is applied

Secondary optimization levers

Additional recommendations provided to under-performing campaigns to help improve pacing & performance include:

- Removal/addition of SKUs
- Flight extensions
- Re-allocating budget to higher performing line-item/categories
- Shift in strategy/objective

Pro Tip:

Longer (or always-on) flights
lead to better overall
performance!

Campaign Decision Tree

Campaign Strategy/Goals

Defend Strategy

Performance (ROAS) Focus

Under performing, Under pacing:

Extend flight

Add more SKUs

Optimize SKUs:
Increase SKU bids performing above 300%, and decrease to floor those performing poorly

Determine if vendor would like to switch to grow strategy

Under performing, pacing evenly:

Optimize SKUs:
Increase SKU bids performing above 300%, and decrease to floor those performing poorly

Add more SKUs/Replace SKUs performing poorly

Performing well, pacing behind:

Extend flight

Optimize SKUs:
Increase SKU bids performing above 300% to help scale and increase spend opportunity

Add more SKUs

Implement increased budget caps during peak periods

Performing well, pacing evenly:

Determine if there is opportunity for incremental budget

Continue to monitor

Grow Strategy

SOV (Impression Share) Focus

Under performing, Under pacing:

Continue bidding aggressively to win SOV, understanding this may lower ROAS

Add more SKUs

Optimize SKUs:
Determine if there are any dragging down ROAS

Implement increased budget caps during peak periods

Extend flight if necessary

Under performing, pacing evenly:

Continue bidding aggressively to win SOV, understanding this may result in lower ROAS

Optimize SKUs:
Determine if there are any significantly dragging down ROAS

Add more SKUs/Replace SKUs performing poorly

Performing well, pacing behind:

Bid more aggressively, understanding this may decrease ROAS

Add more SKUs

Implement increased budget caps during peak periods

Performing well, pacing evenly:

Determine if there is opportunity for incremental budget

Continue to monitor

Optimize, Rinse, Repeat

Optimize using the Item Keyword performance report:

Review the Item Keyword performance report to harvest keywords against which your top performing items are being advertised and use the below metrics, based on your advertising goals:

- Increase traffic > review high-impression items
- Improve consideration > review click rate/page views
- Grow conversion > review units/orders items

Continue with a strategic bidding approach:

- Continue the best practice of running both Automatic and Manual campaigns at once, with a 30% higher budget on Manual to accommodate premium CPCs.
- When bidding on all match types choose highest bids for exact-match, followed by phrase- and broad-match. Exact-match can help to generate higher ROAS.

Optimize using the Keyword performance report:

Frequently evaluate bidded keywords, refresh bids and match types based on current performance. Analyze which keywords drive conversion and move keywords from broad- to phrase- and exact-match types, as needed (Manual campaigns).

Optimize using the Placement performance report:

Use bid multipliers to increase your chance of winning Search In-grid and Buy Box. These premium ad placements produce better click-through rates and can improve conversion.

A man and a woman are shown from the chest up, reaching their hands towards a glowing paper lantern hanging from above. The scene is set at night, with blurred city lights in the background. The woman is on the left, wearing a dark and light striped long-sleeved shirt. The man is on the right, wearing a dark hoodie. The lantern is a simple, glowing white paper structure. The overall mood is warm and appreciative.

Thank you