

ebay Ads

Promoted Listings Advanced^{BETA}

Understanding keyword match types and navigating the keyword and search query reports.

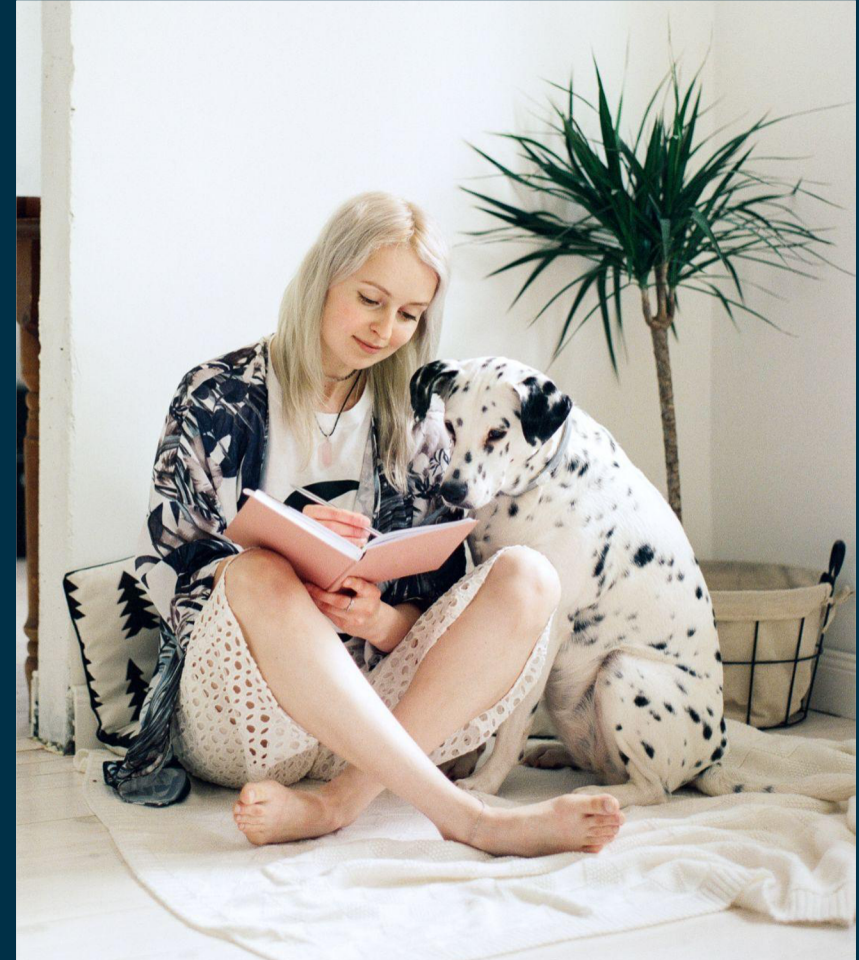


Table of contents

- Reaching active buyers
- Understanding match types
- Finding and navigating your reports
- Additional resources





Reaching active buyers + keyword match types



How to reach buyers while they are actively searching for items like yours

The Top of Search

The top of search is the best place to reach buyers who are searching for items like yours, and using Advanced campaigns can help your listings appear in this high visibility placement more often.

To create an Advanced campaign, you'll need to select and bid on keywords, and select a keyword match type.



Keyword Match Types

Match types determine *how closely* the keywords in your campaign should match that buyer's search terms for your ad to be considered for display.

Promoted Listings Advanced^{BETA} currently offers three match types: exact, phrase, and negative exact.

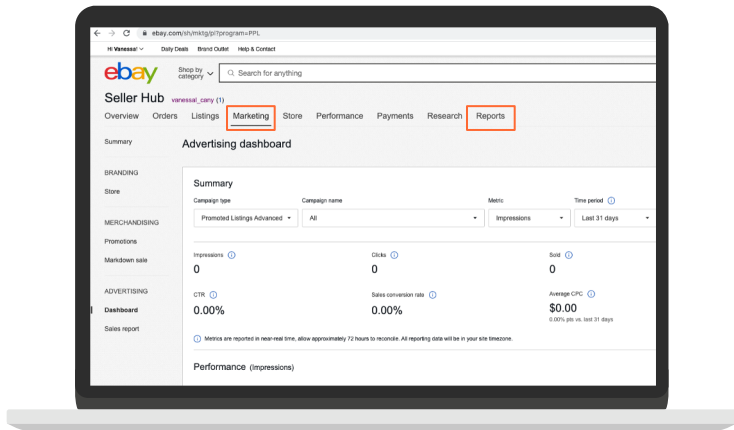
Available match types

Keyword match type	Definition	Example keyword	Appears for	Example search	Best for
Exact match	Exact match allows your listing to appear for search terms that match your exact keywords character-for-character with slight variations like singulars or plurals, upper or lower case, common misspellings, capitalization, and some abbreviations.	electric shears	keywords + close variants	Your ads will still be considered if a buyer searches for “electric shear” or “Electric Shears” but not for queries like “electric scissors” or “red electric shears.”	Exact match is best for consideration and conversion goals by helping you target high-intent buyers. Exact match has minimum reach, meaning it will give you the lowest number of impressions, but maximum relevance to buyers, giving you the highest potential click through rate among the match types.
Phrase match	Phrase match allows your ads to appear for searches that include other words before and/or after your exact keyword. Your ad will only appear for search phrases where your keyword retains its original meaning, and it will not appear for search phrases that add a word to the middle of your keyword.	yellow socks	keyword phrase with words before or after	Your ad would be considered for the search query “large yellow socks” but not “yellow large socks” or “large socks yellow.”	Phrase match is best for more awareness and consideration goals by helping you reach a larger audience. With phrase match, you’ll have higher reach than exact match so you’ll likely see more impressions than with exact match, potentially resulting in a lower click through rate.
Negative exact	Negative keywords are terms which are excluded from your ad group. Meaning, when a buyer searches for a term that you’ve added as a negative keyword, your Advanced ads will not be eligible for display. Negative keywords are exact match without variants, meaning that for a keyword to be excluded, it needs to match the buyer’s search term character for character.	samsung galaxy	exact keywords	Your ads will be considered if a buyer searches for “latest model galaxy phone” “red Samsung phone,” but not for “samsung galaxy.”	Negative keywords ensure your ad doesn’t appear for a particular search, which can help reduce the likelihood that your ad will appear for searches that you feel are less relevant to your listings/items.

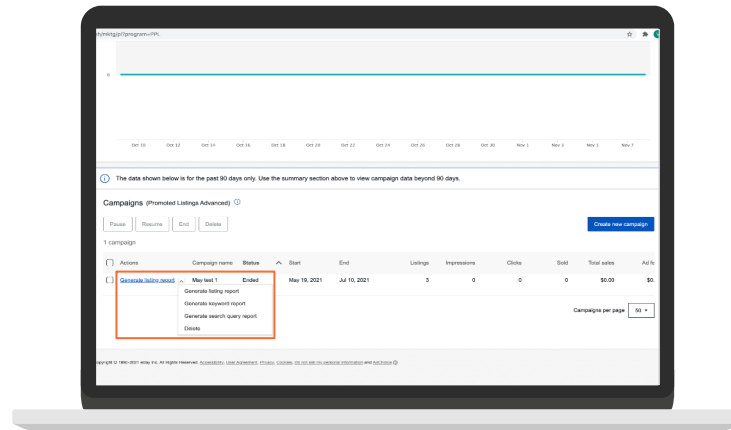


Reports and optimization strategies

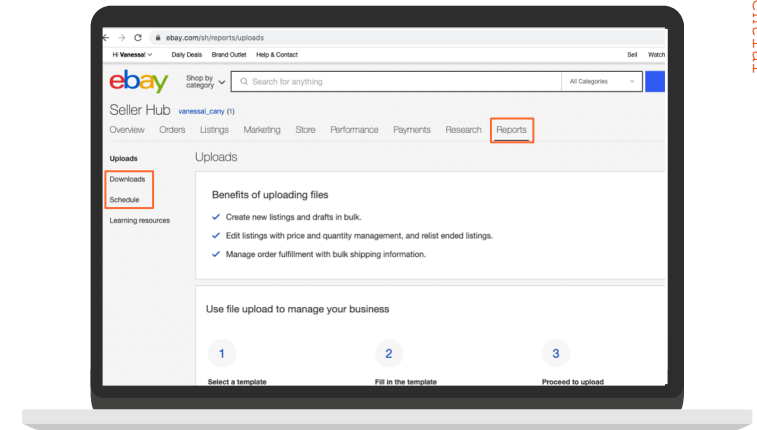
Where to find your reports



You can access your Promoted Listings Advanced^{BETA} reports from the marketing or reports tabs in **Seller Hub**.



You can generate Promoted Listings Advanced^{BETA} campaign reports from the bottom of **marketing tab**.



You can schedule and download Promoted Listings Advanced^{BETA} campaign reports from the **reports tab**.

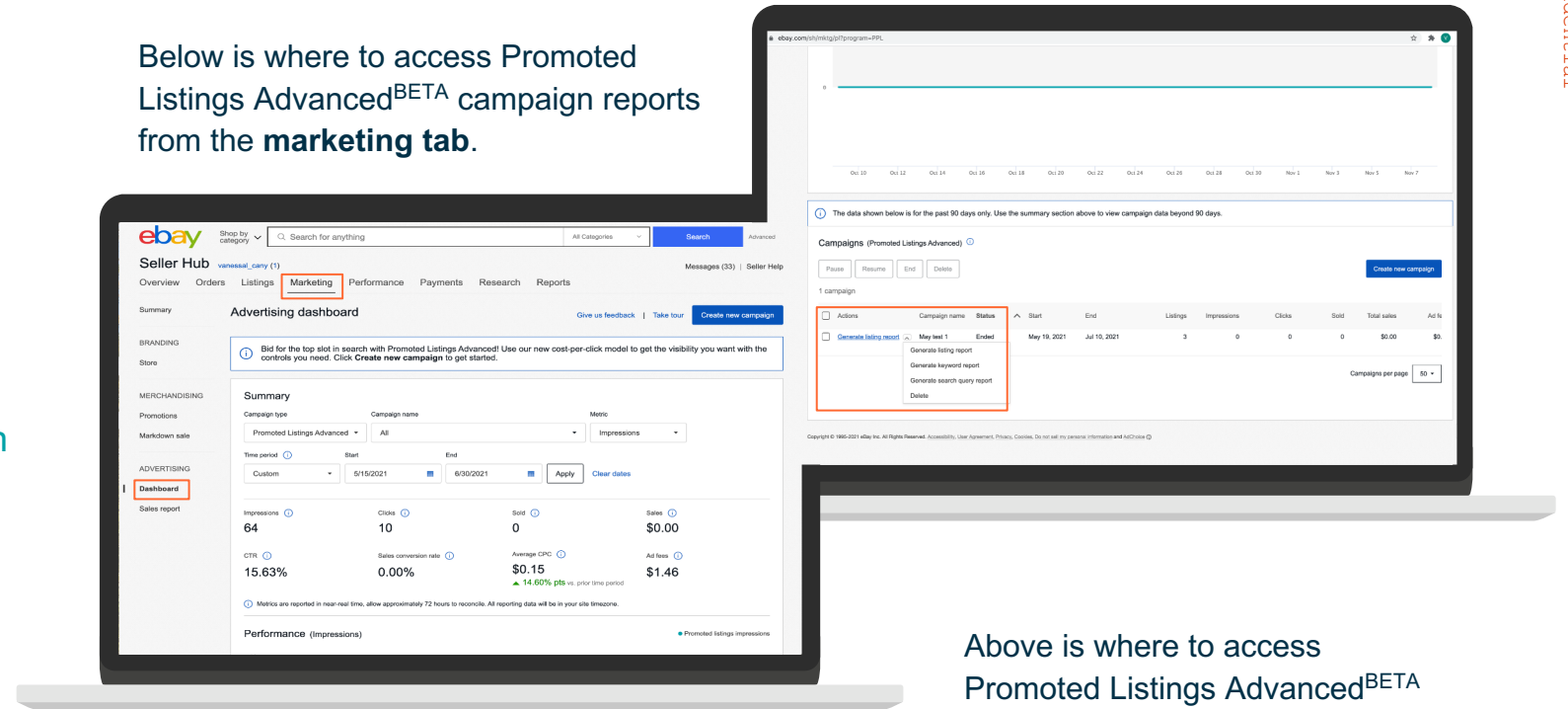
*Please note that reports for Promoted Listings Standard campaigns currently are not available in the reports tab.

Downloading reports from the marketing tab

From the marketing tab:

1. Navigate to the Advertising dashboard
2. Select the Promoted Listings Advanced^{BETA} campaign type
3. Scroll down to the campaigns section
4. Select the type of report you would like to generate from the dropdown next to the campaign you would like to download the report for

Below is where to access Promoted Listings Advanced^{BETA} campaign reports from the **marketing tab**.



Above is where to access Promoted Listings Advanced^{BETA} campaign reports from the **reports tab**.

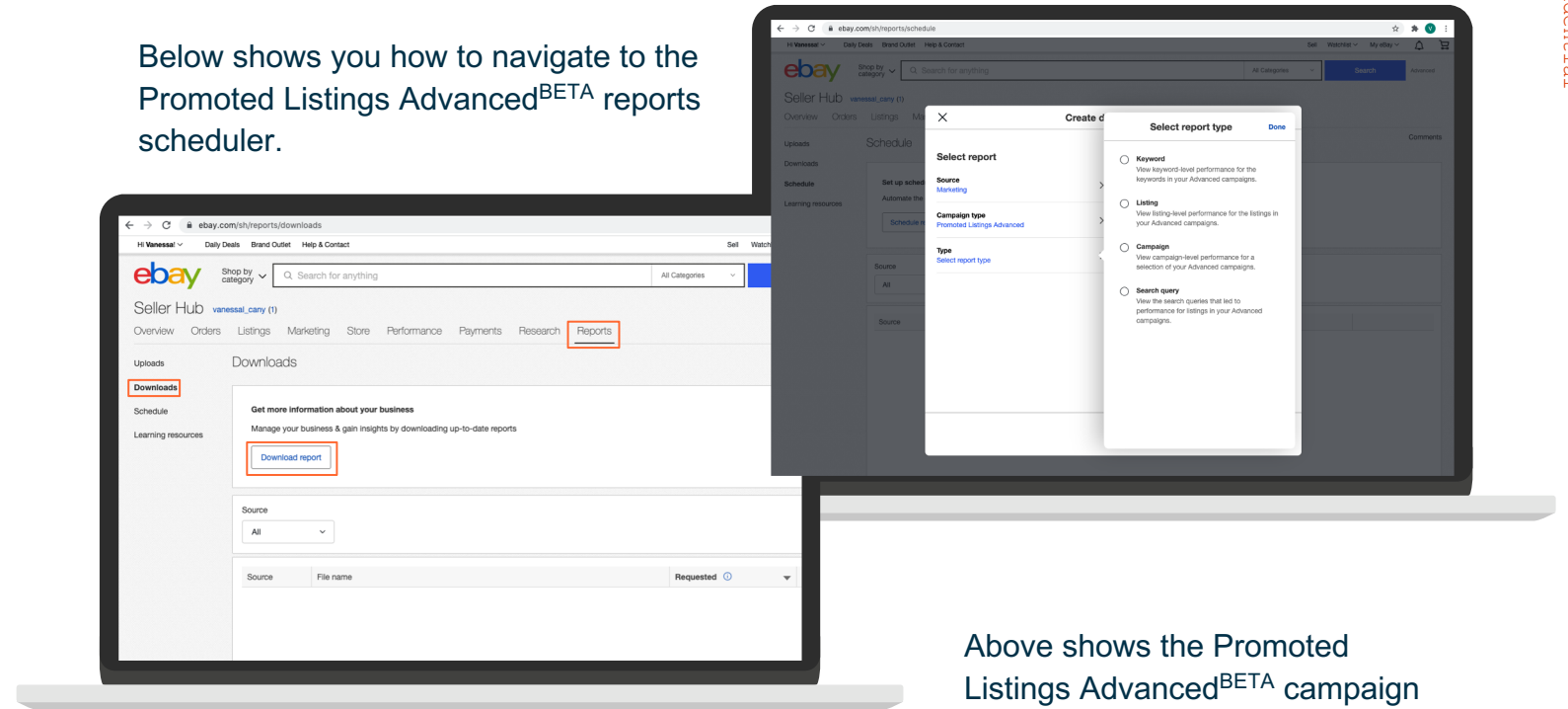
Downloading reports from the reports tab

The reports tab helps you save time by allowing you to download account level reports for multiple campaigns at once.

From the reports tab:

1. Click on “Download”
2. Click on “Download report”
3. Selecting the following report parameters:
 - a. **Source** → Marketing
 - b. **Campaign type** → Promoted Listings Advanced^{BETA}
 - c. **Type** → Keyword, Listing, Campaign, or Search query

Below shows you how to navigate to the Promoted Listings Advanced^{BETA} reports scheduler.



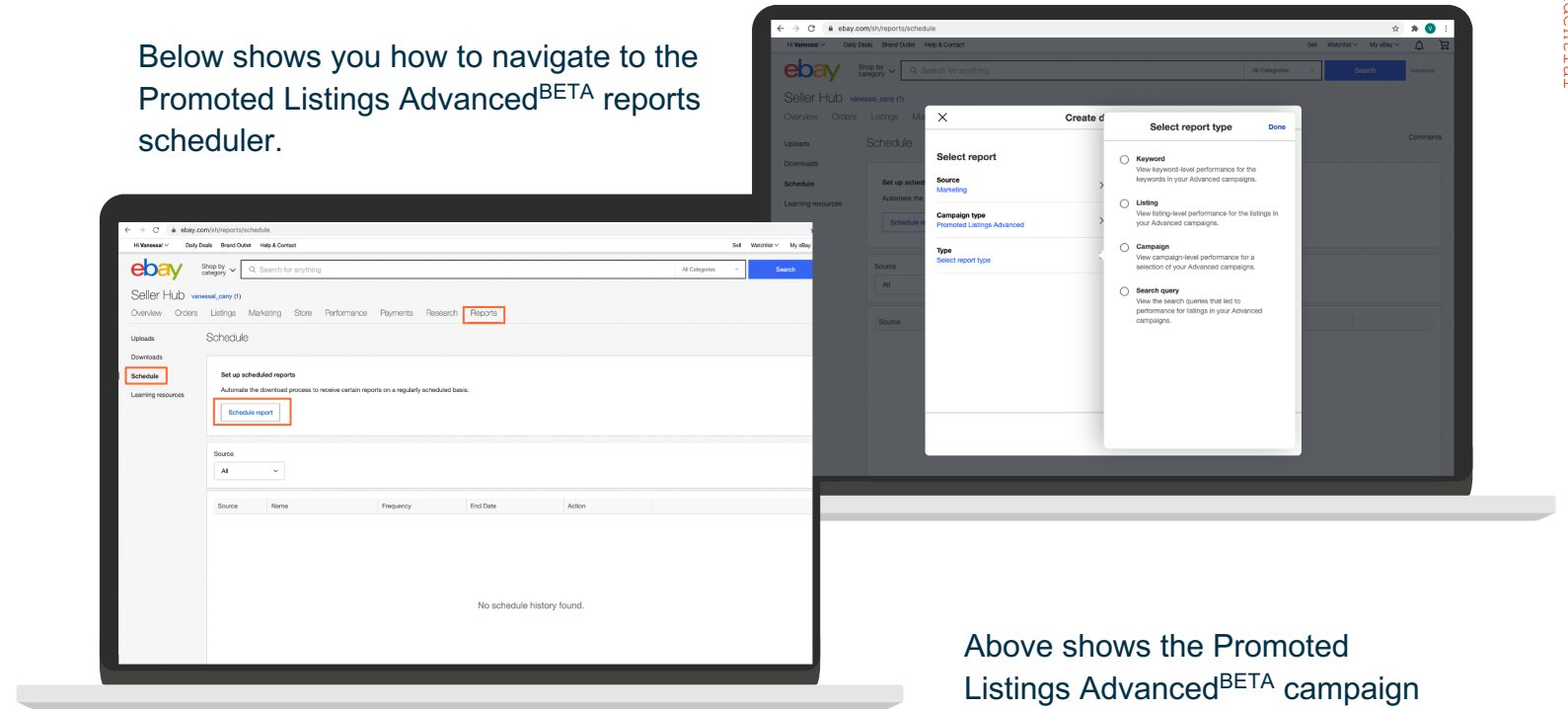
Above shows the Promoted Listings Advanced^{BETA} campaign scheduling parameters.

Scheduling reports from the reports tab

From the reports tab:

1. Click on “Schedule”
2. Click on “Schedule report”
3. Create a download schedule by selecting the following report parameters:
 - a. **Source** → Marketing
 - b. **Campaign type** → Promoted Listings Advanced^{BETA}
 - c. **Type** → Keyword, Listing, Campaign, or Search query
 - d. **Frequency** → Daily, Weekly, or Monthly

Below shows you how to navigate to the Promoted Listings Advanced^{BETA} reports scheduler.



Above shows the Promoted Listings Advanced^{BETA} campaign scheduling parameters.

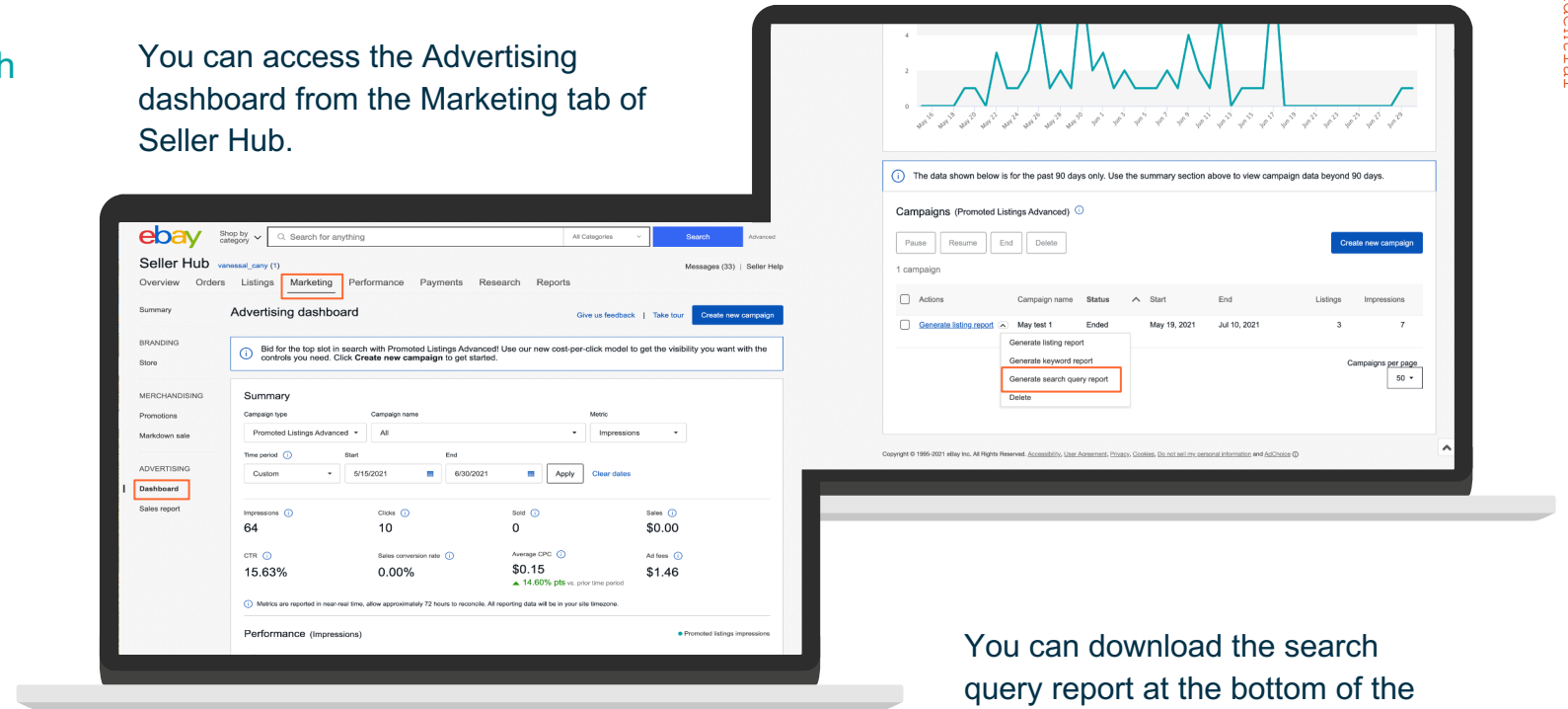
Navigating your search query report

The **search query report** shows you which buyer search queries your Advanced ads appeared for.

Knowing which search terms your ads appeared for is useful for optimizing your campaigns because it can help you select search terms that can be added as **negative keywords** and/or **new exact match** keywords.

Find out where to download your search query report by referencing the images to the right.

You can access the Advertising dashboard from the Marketing tab of Seller Hub.



You can download the search query report at the bottom of the advertising dashboard in the “Campaigns” section.

Using your keyword and search query reports together

In the sample **keyword report**, you can see which keywords are being used in the campaign. In this example, keywords are being matched using phrase match.

In the sample **search query report** you can see which buyer search queries the ad appeared for.

You can see that using phrase match for the keywords “running shoes” and “sneakers” allowed the ad to appear for many buyer search terms that were not included as keywords in the seller’s campaign.

Below is a sample **keyword report**.

Seller Keyword (phrase match)	*Impressions	*Clicks	*CTR
tennis shoes	6	0	0.0
gym shoes	27	0	0.0
running shoes	79	0	0.0
athletic shoes	215	6	2.7
basketball shoes	829	1	0.1
bball shoes	22	0	0.0
high tops	547	17	3.1
comfotable sneakers	65	0	0.00%
cool sneakers	11	0	0.00%
bball	35	2	5.71%
popular sneakers	1	0	0.00%
sneakers	1	0	0.00%
men's tennis shoes	6	0	0.00%

Search Query	*Impressions	*Clicks	*CTR
children's tennis shoes	3	1	33.33%
tennis shoes for kids	2	0	0.00%
lightweight gym shoes	6	0	0.00%
high performance running shoes	2	0	0.00%
running shoes for trails	8	0	0.00%
high tops popular	4	0	0.00%
sketchers sneakers	1	0	0.00%
popular nike sneakers	1	0	0.00%
best basketball shoes	21	0	0.00%
waterproof sneakers	1	0	0.00%
blue basketball shoes for athletes	1	0	0.00%
kobe high tops	3	0	0.00%
basketball shoes	306	10	3.27%

Above is a sample **search query report**.

Optimizing your campaign

If the seller wants to reduce ad spend, they can identify the top performing keywords from the search query report and add them to their campaign as exact match keywords.

Additionally, a seller can identify keywords from the search query report that they do not want to appear for, and add those as negative keywords.

Search Query	*Impressions	*Clicks	*CTR	*Sold qty
children's tennis shoes	3	1	33%	0
tennis shoes for kids	2	0	0%	0
lightweight gym shoes	6	0	0%	0
high performance running shoes	2	0	0%	0
running shoes for trails	8	0	0%	0
high tops popular	4	0	0%	0
sketchers sneakers	1	0	0%	0
popular nike sneakers	1	0	0%	0
best basketball shoes	21	0	0%	0
waterproof sneakers	1	0	0%	0
blue basketball shoes for athletes	1	0	0%	0
kobe high tops	3	0	0%	0
basketball shoes	306	10	3%	4

Ideal negative keyword

Ideal exact match keyword

Identifying top performing and ideal negative keywords

“Basketball shoes” is a top performing and ideal exact match keyword because it has high impressions, clicks, CTR, and sales.

“Children’s tennis shoes” and “tennis shoes for kids” are ideal negative keywords because they are getting impressions and clicks despite being in a campaign with athletic shoes for adults.

Search Query	*Impressions	*Clicks	*CTR	*Sold qty
children's tennis shoes	3	1	33%	0
tennis shoes for kids	2	0	0%	0
lightweight gym shoes	6	0	0%	0
high performance running shoes	2	0	0%	0
running shoes for trails	8	0	0%	0
high tops popular	4	0	0%	0
sketchers sneakers	1	0	0%	0
popular nike sneakers	1	0	0%	0
best basketball shoes	21	0	0%	0
waterproof sneakers	1	0	0%	0
blue basketball shoes for athletes	1	0	0%	0
kobe high tops	3	0	0%	0
basketball shoes	306	10	3%	4

Ideal negative keyword

Ideal exact match keyword



Additional resources

Additional resources

- **Ads Academy**
 - Head to our free online learning platform to learn about best practices, optimization strategies, and more
 - Ads Academy is easily accessed from within the [Promoted Listings Advanced campaign manager](#)

- **Seller Center**
 - Head to Seller Center to brush up on all things eBay including product basics, news, and seasons tips
 - Seller Center is easily accessed using this link: <https://pages.ebay.com/seller-center/>

