



NEWEGG ADVERTISING

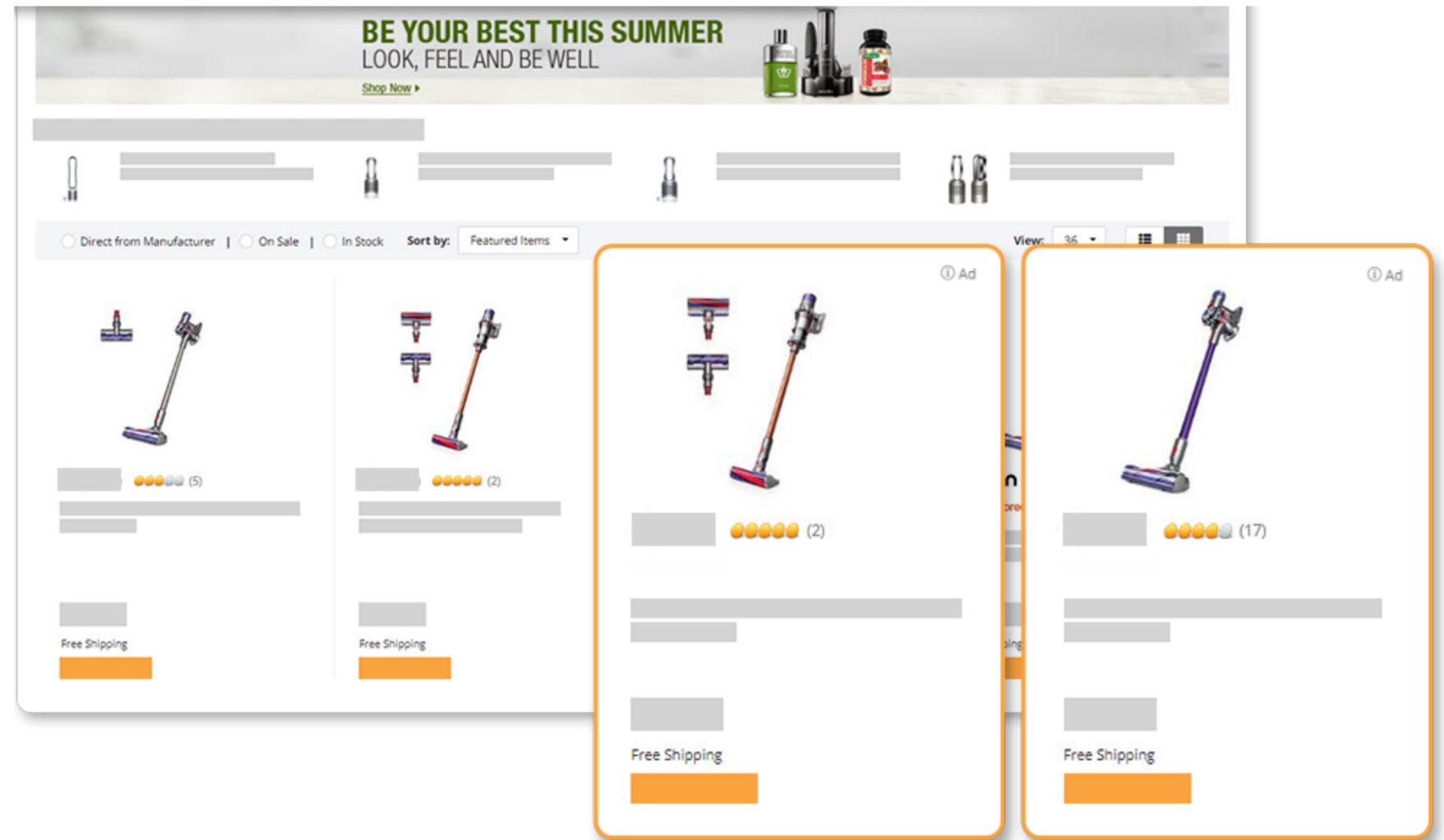
# MASTERING NEWEGG'S SPONSORED PRODUCT AND HEADLINE ADS



# WHAT ARE SPONSORED PRODUCT ADS?

Sponsored Product Ads (SPA) are promoted placements of products in the Newegg search engine results pages (SERPs).

The tool is designed to help sellers and brands maximize their product visibility and run an efficient advertising campaign. SPA results appear elevated in the search results page, ensuring that more customers see these products than by organic ranking alone.



# WHERE DO THEY APPEAR ON NEWEGG?

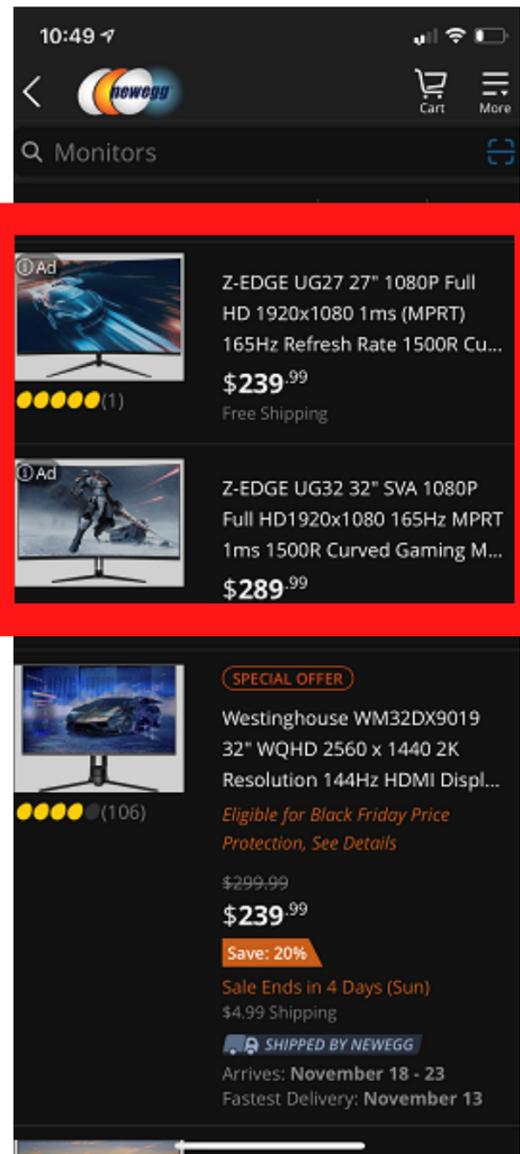
RIGHT PRODUCTS  
RIGHT CUSTOMERS  
RIGHT TIME

Keywords are attached to your products. Product ads are served when customers perform a search using those keywords provided the keywords have competitive bids.

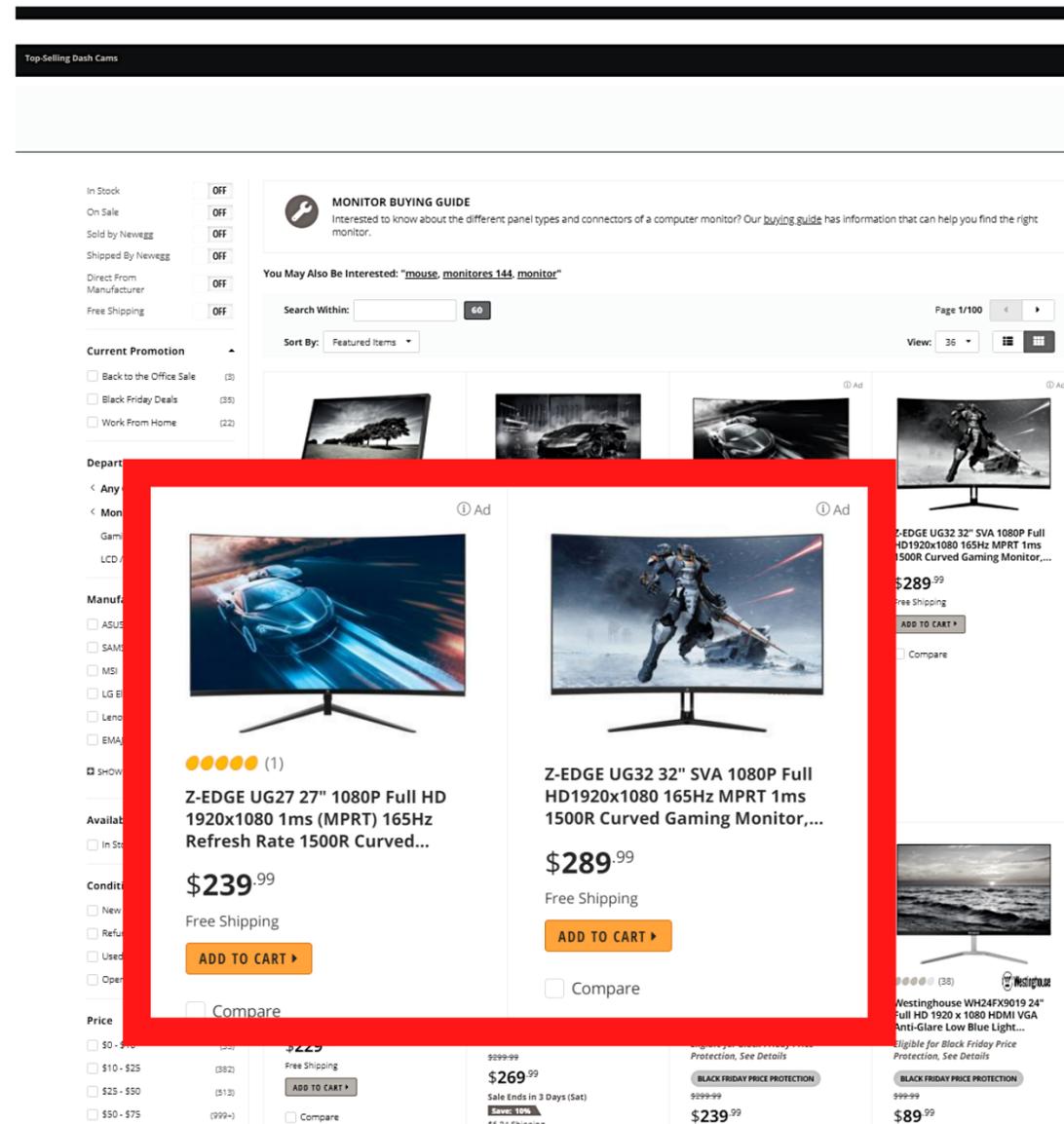
Additional ads can appear to customers who are at different stages of the shopping journey.

Featured placements include:

- Search Engine Results Pages
- Product Pages
- Checkout Pages
- Mobile Devices



Mobile



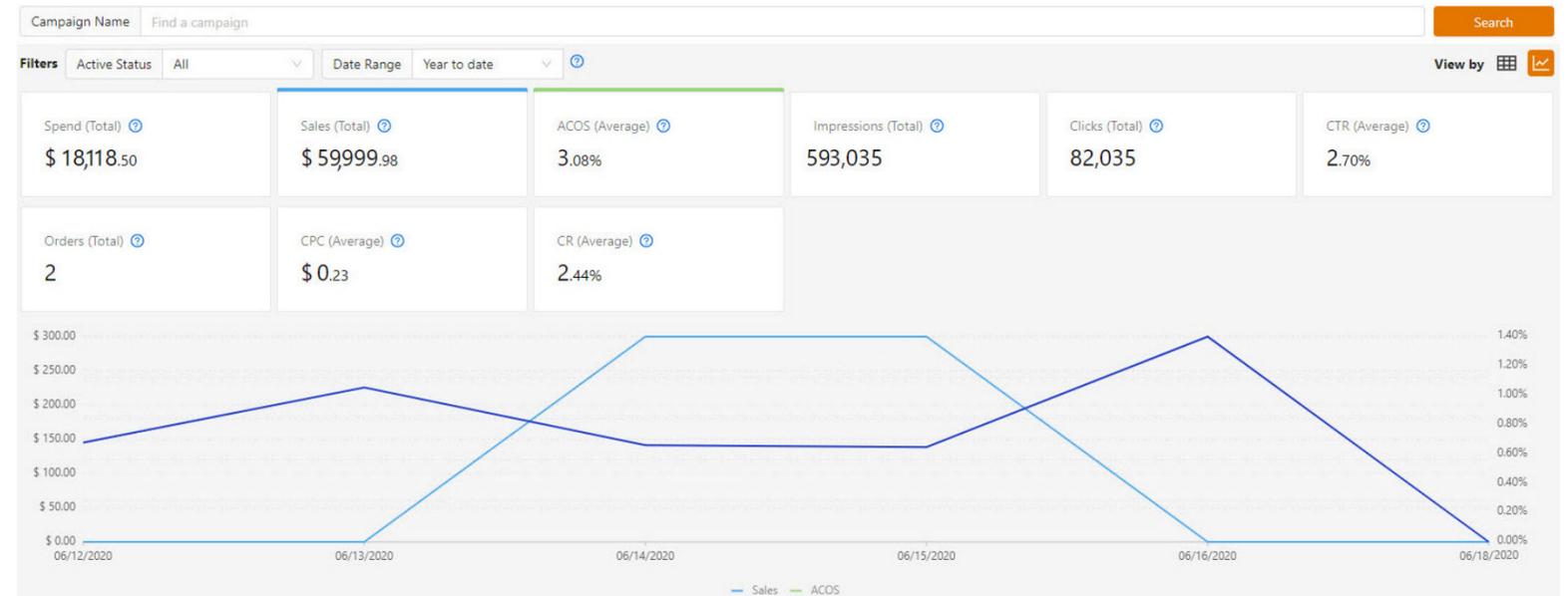
Desktop

# WHY ARE THESE ADS ESSENTIAL?

## ADVERTISE PROFITABLY AND EFFICIENTLY

The digital landscape is as competitive as ever, especially during the holidays. The National Retail Foundation expects that more than 60% of holiday shopping will happen online due to consumer concern over COVID-19 exposure. The consumer behavior shift is being felt as merchants are quickly diverting their efforts to marketplaces and adjusting budgets for digital advertisement opportunities.

SPA's offer sellers a cost-effective advertising solution because product ads on Newegg are charged on a per-click basis. The pay-per-click (PPC) model facilitates better return on ad spend (ROAS) since customers are served an advertised product based on what they're looking for, indicating higher intent to purchase.



## REAL-TIME ANALYTICS

Sellers have access to valuable customer insights which gives them the flexibility to make the right adjustments for a profitable campaign.



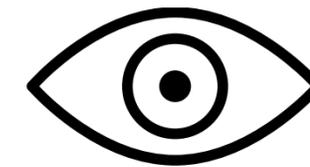
Revenue



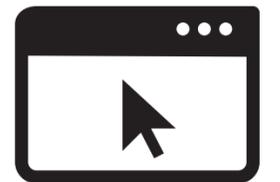
Ad Spend



ACOS



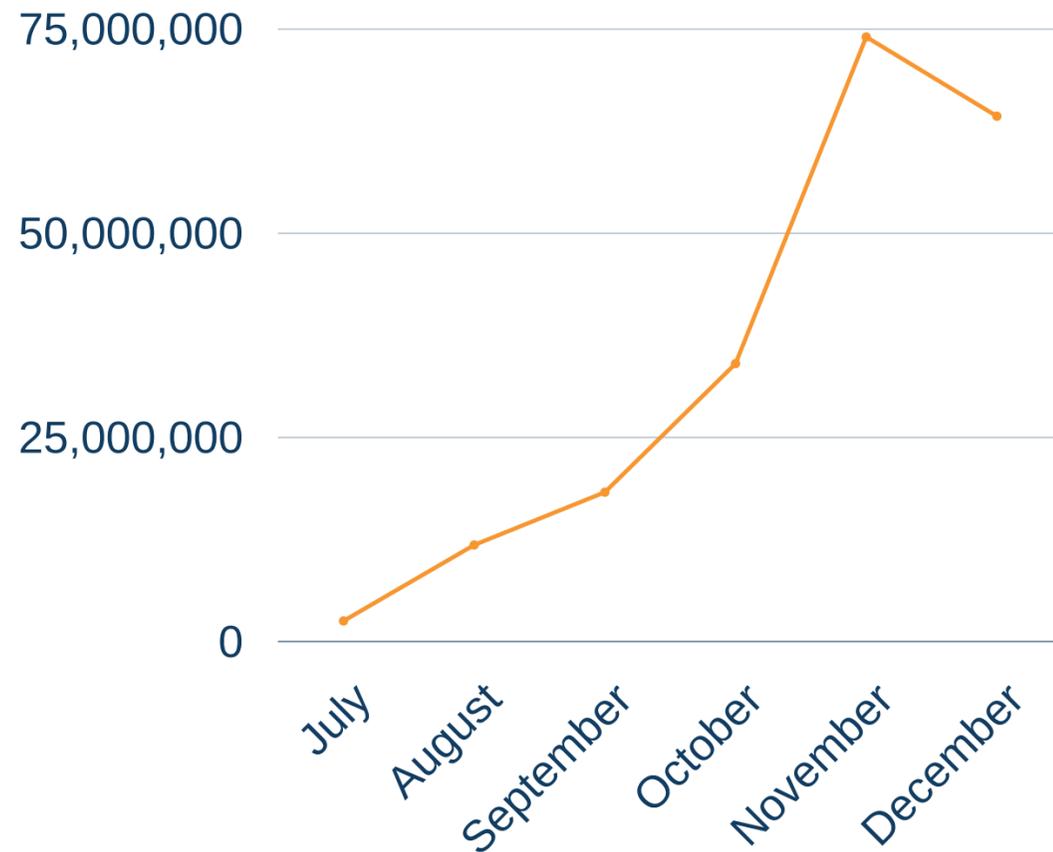
Impressions



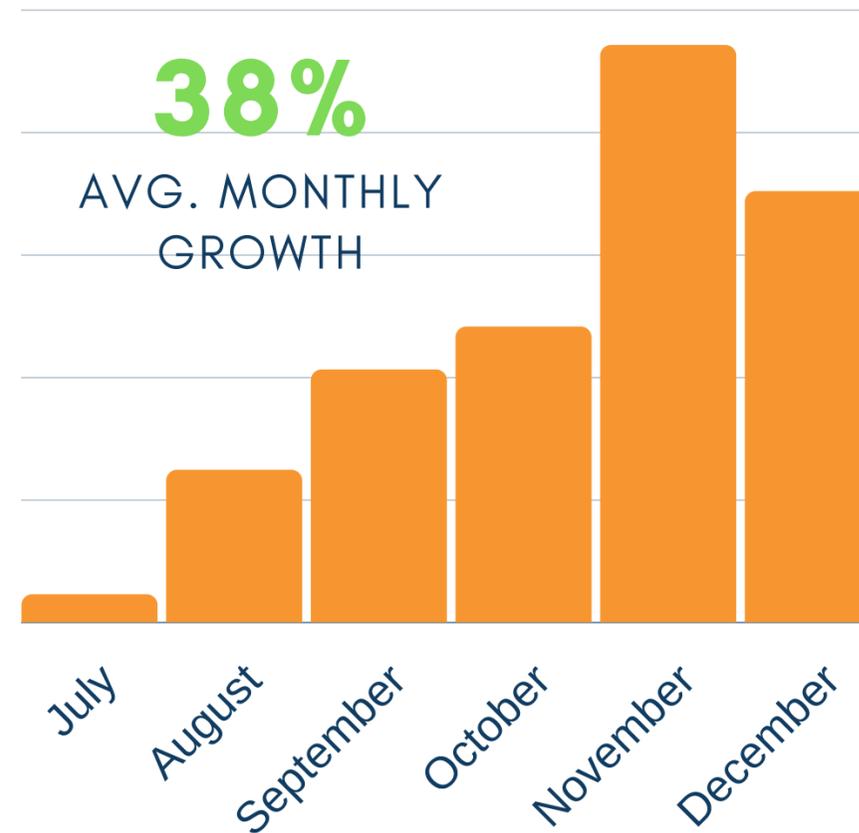
CTR

# NEWEGG ADVERTISING

## PERFORMANCE BY THE NUMBERS



TOTAL IMPRESSIONS



REVENUE GROWTH

**11.5%**

ACOS

**869.5%**

Avg. ROAS

**\$0.20**

Avg. CPC

\*Average data is based on data from July 2020 thru December 2020.

# SPONSORED PRODUCT AD PLAYBOOK

# SPA PRO TACTIC #1: Plan strategically

## HARVESTING



- Identify popular search terms
- Match products based on your findings
- Pay attention to what your competitors are offering-models, pricing, content.

## FLEXIBLE BUDGETS



Increased online shopping compared to previous years is expected producing higher digital traffic. Increase your budgets to capitalize on this trend because SPA campaigns are expected to grow conversions by 60% this season.

## DRESS TO IMPRESS



- Audit product titles, descriptions, and images
- Don't price high and expect to convert. Having your ad clicked only to fail at converting will drain your coffers quick.

## MONITOR CAMPAIGNS



Newegg SPA provides users real-time, detailed analytics. Keep an eye on your campaigns, sales, impressions, CTRs, CRs, and ACOS. Regularly checking puts you in the habit of identifying areas you can improve on.

# SPA PRO TACTIC #2 Segmenting Ad Groups

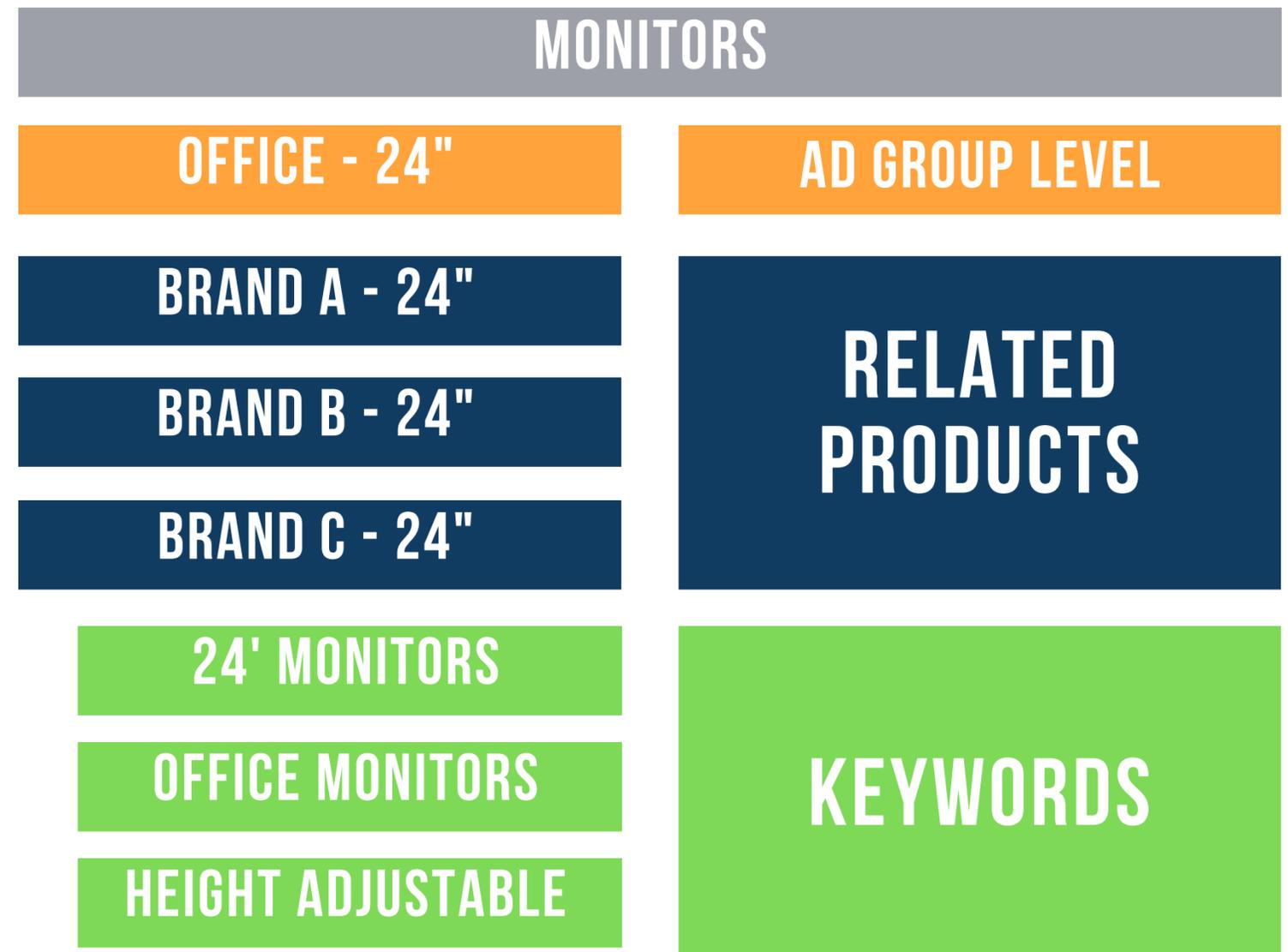
## LAYING A FOUNDATION

Define your campaign goals so you know what foundation to lay when you're using SPA. We advise sellers be specific when they set up ad groups.

- Instead of using a category as an ad group, we suggest using a common feature.
- Curate products according to your ad group. Try to stay within the scope of the product features.
- Sellers using manual targeting can select keywords to match for. This is why harvesting keywords in the planning stages is critical because these will be the words you'll use.

Setting up a consistent campaign structure is a vital step, but it isn't the only one. Discover the other variables you can master to create an effective campaign.

[LEARN MORE ►](#)



# Which Targeting Method?

## THE CASE FOR AUTOMATIC

Automatic targeting matches your ads to all relevant product searches based on your product information. Sellers prefer using automatic targeting for the following reasons:

- Automatic targeting eliminates the guesswork of finding the right keywords.
- Setting up automatic targeting campaigns is simple. Sellers determine a budget, put together the ad group, and select match types.
- Sellers define how broad or narrow they want their ads to surface for by selecting the different match types.

For most sellers, automatic targeting is a simple and effective method yielding favorable results.

### Set bids by targeting group ?

Targeting Groups ?	Suggested bid(\$)	Bid
<input checked="" type="checkbox"/> Near match ?	<b>0.18</b> ( 0.07 ~ 0.30 )	\$ 0.18
<input checked="" type="checkbox"/> Loose match ?	<b>0.15</b> ( 0.07 ~ 0.22 )	\$ 0.15
<input checked="" type="checkbox"/> Substitutes ?	<b>0.17</b> ( 0.05 ~ 0.29 )	\$ 0.17
<input checked="" type="checkbox"/> Complements ?	<b>0.19</b> ( 0.05 ~ 0.33 )	\$ 0.19

## MORE THAN 65% OF AUTOMATIC TARGET CAMPAIGNS USE NEAR OR LOOSE MATCH

- Near match - Ads are shown to shoppers using search terms that are closely related to your products.
- Loose match - Ads are shown to shoppers whose search terms are loosely related to your products.
- Substitutes - Ads are shown to shoppers who viewed pages that are substitutes of your products.
- Complements - Ads are shown to shoppers who viewed pages that are complements of your products.

# Which Targeting Method?

## THE CASE FOR MANUAL

Manual targeting offers sellers direct oversight over their campaigns. Sellers can select the keywords they want to bid on, choosing different match types for keywords.

- You can select categories, products, brands, or features related to your product.
- Adjust SKUs, keywords, and set custom bids.
- Bidding at the keyword level gives you the ability to outbid competitors leading to more impressions and sales.
- It is easy to reduce bids or pause your low-performing words.

Sellers accustomed to using Sponsored Product Ads find that manual targeting gives them a much needed competitive advantage.

Related Enter list

Bid   Suggest bid  Custom bid

Filter by  Broad  Exact  Phrase

0 has been selected Add Selected

<input type="checkbox"/>	Keyword (Competition)	Match Type	Suggested bid(\$)	Action
<input type="checkbox"/>	<a href="#">flip_phone</a> (Low)	Broad	<b>0.19</b> ( 0.19 ~ 0.30 )	<span>Add</span>
<input type="checkbox"/>	<a href="#">flip_phone</a> (Low)	Exact	<b>0.19</b> ( 0.19 ~ 0.40 )	<span>Add</span>
<input type="checkbox"/>	<a href="#">flip_phone</a> (Low)	Phrase	<b>0.19</b> ( 0.19 ~ 0.35 )	<span>Add</span>

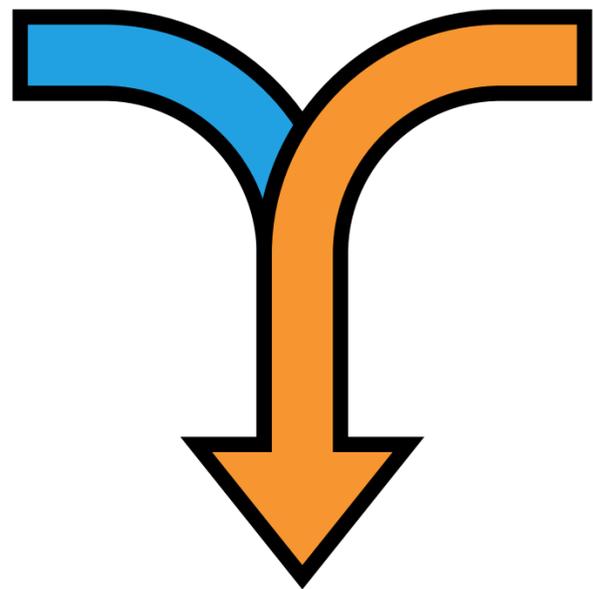
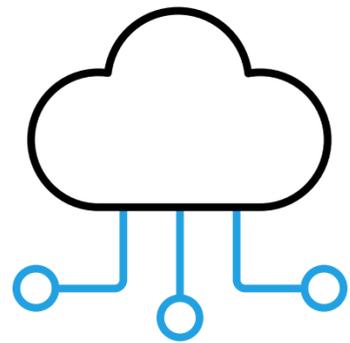


**INSIDER TIP: KEYWORD BID BETWEEN 25 TO 40 KEYWORDS AND ADJUST AS YOU GET MORE DATA**

- Our algorithms can provide related keywords or sellers can enter their list.
- Match types allow you to fine-tune which customer search terms trigger your ads.
  - Broad: Contains all the keywords in any order and includes plurals, variations and related keywords.
  - Exact: Exactly matches the keyword or sequence of keywords.
  - Phrase: Contains the exact phrase or sequence of keywords and includes plurals.

# SPA PRO TACTIC #3 Tag Team Duo

## YOU GET THE MOST OUT OF BOTH



It's advantageous for sellers to leverage both automatic and manual targeting options. Here are some tactics to try:

- Sellers should first search keywords on Newegg to see what other ads are already up. This way they will have insights into the price points, models and generally will be able to assess the strongest offer for the keyword.
- Run the exact campaigns for both automatic and manual targeting. After a couple of days or weeks, you can evaluate the performance of both campaigns.
- If automatic campaigns perform well, but manual campaigns are underperforming, then this signals sellers should make adjustments at the keyword level. Adjust or turn off bids and try new keywords.

Tune into our latest webinar where additional tips and tricks are discussed for sellers running dual campaigns.

[ACCESS NOW ►](#)

# SPA PRO TACTIC #4 Find the Sweet Spot

## BALANCING REVENUE AND COST

- If the cost of sales is under the target value, then consider raising the bid price to see if the ads reach and sales can expand.
- If the match types aren't generating any sales or are getting too few impressions, sellers should test whether a higher bid can activate them.



- If the cost of sales for a match type is over the target value, the bid should be lowered. You want to hit the desired ratio between ad spend and sales.
- If match types only generate costs and no conversion even over a longer period of time or they can't be adjusted into a profitable bid price range, then they should be stopped.

# SPONSORED HEADLINE AD PLAYBOOK

# WHAT ARE SPONSORED HEADLINE ADS?

Newegg's Sponsored Headline Ads (SHA) is a tool designed to help brands and sellers enhance their product visibility and drive conversion. It is a keyword-targeting ad platform that allows sellers to promote their products and brand at the very top of the page in search results pages of the site, capitalizing on critical real estate.

Advertisements can be customized with the seller or brand's logo, a tagline, and link back to either a seller store or search string for a particular product assortment. Additionally, each ad can feature three products, presenting a robust branding opportunity.

The screenshot displays the Newegg website search results for the keyword "smart plug". The top navigation bar includes the Newegg logo, a search bar with "smart plug" entered, and various category links like "Today's Best Deals", "Email Deals", "PC Builder", "Seller Select", and "Life & Living". Below the navigation, the search results are titled "SMART PLUG". On the left, there are filter options for "Sold by Newegg", "Shipped By Newegg", "Direct From Manufacturer", and "Free Shipping", all currently set to "OFF". Below these are filters for "Department" (Any Category), "Manufacturer" (POWRUI, TP-Link, Eques Inc., meross, Geek Buying, Mirro Tech), and "Condition" (New, Refurbished, Used). The main content area features a grid of sponsored headline ads. The top row of ads is highlighted with a red border and includes: 1) "MEROSS HOMEKIT SMART HOME" with a link to the meross Official Store; 2) "[Controlled By 'Hey Siri'] meross Smart WiFi LED Bulbs - Apple Certified with meross App, Works..."; 3) "[Controlled By 'Hey Siri'] meross Smart Wi-Fi Table Lamp - Apple Certified Dimmable and Voice..."; and 4) "Apple HomeKit Smart Plug WiFi - Smart Outlet Compatible with Alexa, Google Home, Siri, Meross...". Below this, there are more search results including a meross Smart Wi-Fi Waterproof Outdoor Outlet, a meross WiFi Smart Plug Mini, a POWRUI Smart Plug with USB Wall Charger, and another Apple HomeKit Smart Plug. The page includes a "Search Within:" field, a "GO" button, "Sort By: Featured Items", and "View: 36" options.

# WHERE DO THEY APPEAR ON NEWEGG?

The screenshot shows the Newegg website interface. At the top, there's a navigation bar with the Newegg logo, a search bar containing 'smart plug', and various utility links like 'My Account', 'Cart', and 'Customer Service'. Below the navigation bar, the search results are displayed. A red box highlights a featured banner for POWRUI products. The banner includes a POWRUI logo, a product image of a surge protector, a 6-pack of USB wall outlets, and a 2-pack of USB wall chargers. Each product is accompanied by a brief description and a 'Shop POWRUI' link.

Home > Search Results: "smart plug"

"SMART PLUG"

On Sale  OFF  
Sold by Newegg  OFF  
Shipped By Newegg  OFF

POWRUI

POWRUI POWER STRIP , SURGE PROTECTOR WITH USB PORTS  
Shop POWRUI ▶

POWRUI Surge Protector, USB Wall Charger with 2 USB Charging Ports (Smart 2.4A Total), 6-Outlet Extende...

POWRUI USB Wall outlet, 15A Duplex Receptacle with Dual USB ports (5V/4.2A) and Dusk-to-Dawn Sensor...

POWRUI USB Wall Charger, Outlet Adapter, 2-Pack Surge Protector(1080 Joules) with Dual USB Charger...

**RIGHT PRODUCTS  
RIGHT CUSTOMERS  
RIGHT TIME**

Headline ads are served when customers perform a search using those keywords provided the keywords have competitive bids.

This is a great space for brands looking to boost their visibility and target customers early on their shopping journey.

Featured banner placements include:

- Search Engine Results Pages
- Mobile Devices

# SHA PRO TACTICS

You probably noticed that the tactics for strategic planning for Sponsored Headlines is the same as SPA because preparation is similar for both functions. The major difference is that participating sellers have complete control over their SHA tactics, meaning there is no automatic function.

## HARVESTING



- Identify popular search terms from your SPA campaigns.
- Match products based on your findings.
- Set up branded and non-branded campaigns to resonate with customer search intent.

## FLEXIBLE BUDGETS



Budgets should be based on your goal. If you are maximizing profitability you'll want to set a average cost of sale threshold. If your goal is to drive greater brand awareness then you might be willing to have a higher ACOS limit.

## DRESS TO IMPRESS



- Optimize ad copy and taglines based on report findings and goals.
- Feature relevant products tied to the customer's intent.
- Test different combinations

## MONITOR CAMPAIGNS



Newegg SHA provides users real-time, detailed analytics. Keep an eye on your campaigns, sales, impressions, CTRs, CRs, and ACOS. Regularly checking puts you in the habit of identifying areas you can improve on.

# Advertise Efficiently and Profitably



01

SEARCH FOR  
INSIGHTS

02

MATCH  
PRODUCTS AND  
KEYWORDS

03

SETUP  
CAMPAIGNS

04

TRACK AND  
OPTIMIZE

With over 40 million tech savvy customers shopping on Newegg, getting your products to stand out from the competition presents challenges for sellers like you. Newegg's Sponsored Product and Headline Ads tools are built to give sellers an advertising solution whose goal is to drive profitable sales.

Whether you are looking to boost your conversions or increase impressions, these ad tools help put your products in front of the right customers at the right time. Our algorithms provide the data that can drive better performance without breaking the bank.

Advertise efficiently and profitably today.

[GET STARTED ▶](#)

