



My Ads on Shopee

User Guide

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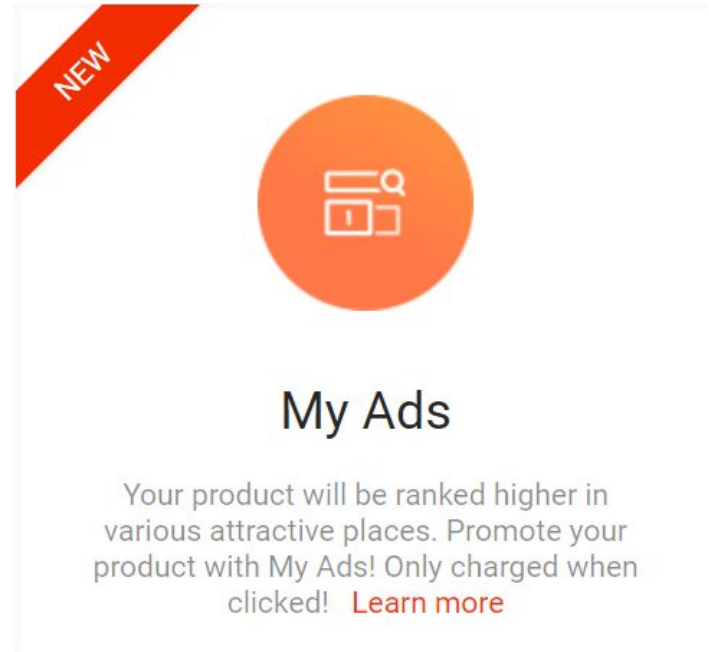


WHAT IS MY ADS?

What is My Ads?

My Ads allows you to place advertisements within Shopee's app and website to increase exposure for your products and shop.

Click through from Marketing Centre to find My Ads.



A promotional card for 'My Ads' on a light gray background. In the top-left corner, there is a red diagonal banner with the word 'NEW' in white. To the right of the banner is a large orange circle containing a white icon of a document with a magnifying glass. Below the circle, the text 'My Ads' is written in a large, bold, black font. Underneath this, a paragraph of text reads: 'Your product will be ranked higher in various attractive places. Promote your product with My Ads! Only charged when clicked!'. The word 'Learn more' is at the end of the paragraph, in a smaller font and red color.

NEW



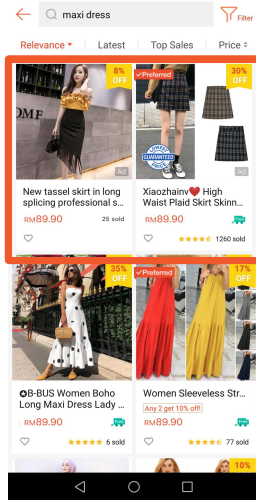
My Ads

Your product will be ranked higher in various attractive places. Promote your product with My Ads! Only charged when clicked! [Learn more](#)

Types of Ads

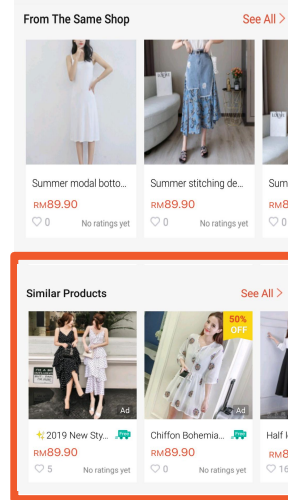
Keyword Ads

Bid for keywords - Your ad will be placed on the **search results page**



Targeting Ads

You can place your ad on the product detail page of products similar to yours under **Similar Products** and on the homepage under **Daily Discover**.

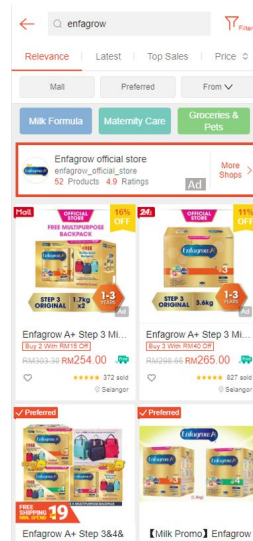


Types of Ads

Shop Ads

Bid for keywords - Your shop will be placed at the top on the **search results page**

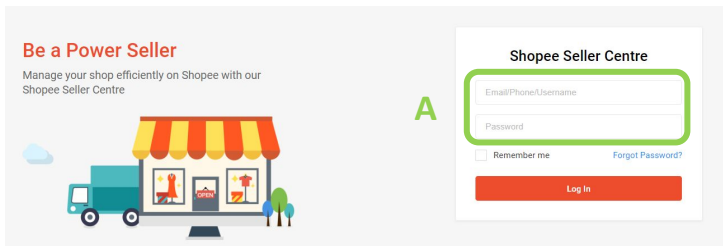
- Open only to Mall sellers and Preferred sellers



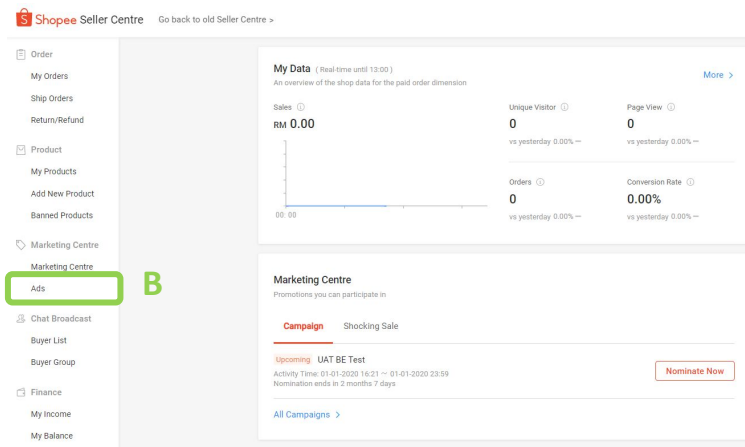
SETTING UP KEYWORD ADS

BID FOR YOUR PRODUCTS TO APPEAR IN SEARCH RESULTS

A Log in to Seller Centre

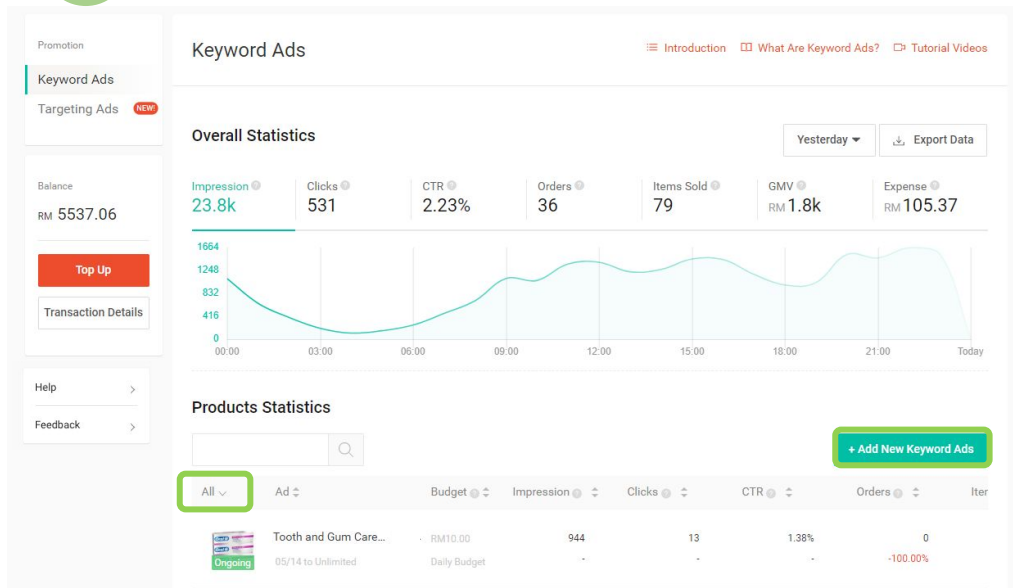


B Click on Ads



C

Click on + New Keyword Ads

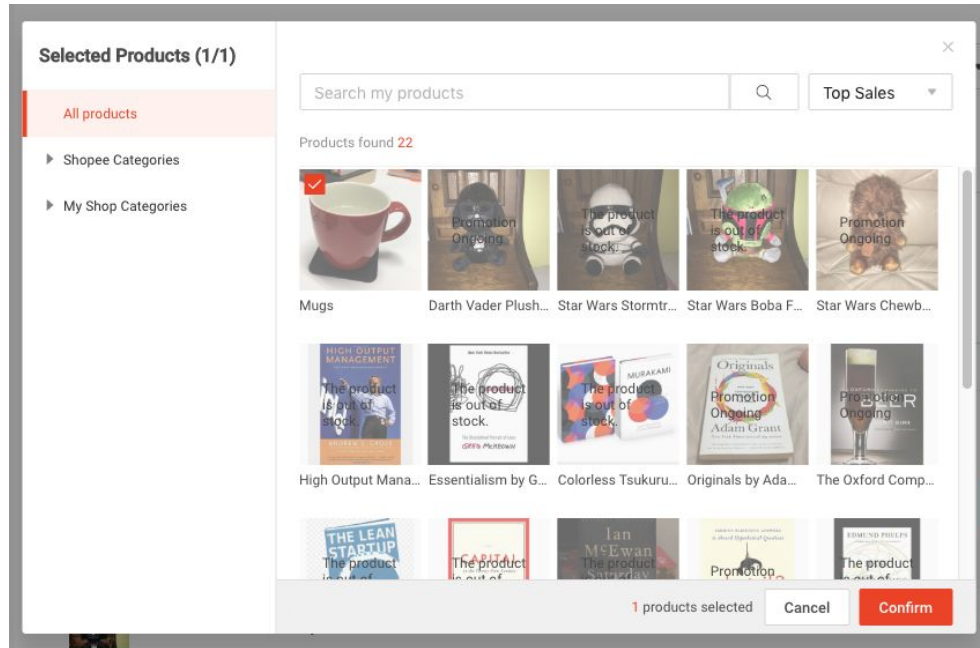


This is your **Keyword Ads** tab where all your product promotions are displayed.

Tip: To get a quick overview of all your Scheduled, Ongoing or Completed promotions, use the drop-down list to apply the appropriate filter.

2.1

Setting up Keyword Ads: Choose Product



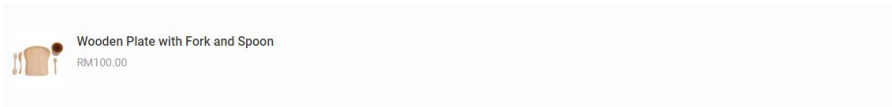
D

Select the product you wish to promote and click **Confirm**

Tips: Use the search or filter function to look for your desired product easily.



Create Ads



Budget Balance: RM49.52

☒ No Limit
Your ad will receive a maximum of 380 clicks, based on your current balance.

☐ Set Budget

Time Length

☒ No Time Limit

☐ Set Start/End Date

Keywords

Auto Selected ☐

Not sure which keywords to select? Toggle on, and Shopee will manage the rest for you. [Learn more](#)

Manually Selected

+ Add recommended keywords

Publish Promotion

Cancel

E

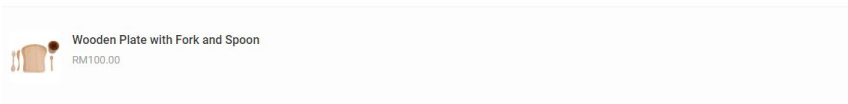
Set Budget

Budget indicates the maximum ad expense you are willing to pay. Once the budget amount is reached, your ad will stop showing. You can choose not to set a budget limit, or to set a daily budget or total budget.

Tips:

- Set “No Limit” if you want your ad to have sustained exposure, or if you are not sure how many clicks you must get to yield an order.
- Set a budget if you want to cap your ad expenses.

Create Ads



Budget Balance: RM49.52

☒ No Limit

Your ad will receive a maximum of 380 clicks, based on your current balance.

☐ Set Budget ⓘ

Time Length

☒ No Time Limit

☐ Set Start/End Date

Keywords

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Not sure which keywords to select? Toggle on, and Shopee will manage the rest for you. [Learn more](#)

Manually Selected

+ Add recommended keywords

Publish Promotion

Cancel

F

Set Time Length

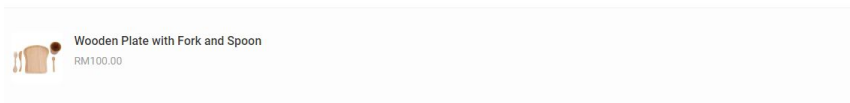
Time Length indicates the length of time your ad is active. Once the end date is reached, your ad will not show anymore.

You can choose no time limit or impose a start and end date.

Tips:

- Set “No Time Limit” if you would like your ad to have sustained exposure.
- Set a time schedule if you only want to push your listings on certain days of the year, e.g sales periods.

Create Ads



Budget

Balance: RM49.52

No Limit

Your ad will receive a maximum of 380 clicks, based on your current balance.

Set Budget

Time Length

No Time Limit

Set Start/End Date

Keywords

Auto Selected

Not sure which keywords to select? Toggle on, and Shopee will manage the rest for you. [Learn more](#)

Manually Selected

+ Add recommended keywords

Publish Promotion

Cancel

G

Let Shopee manage your keywords

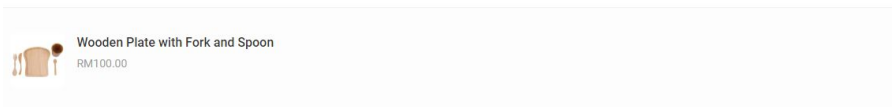
Ideal for New Users

if you are not sure how to choose keywords, toggle on “Auto Selected”.

Shopee will select keywords that are relevant to your product, based on searches related to your product information.

*Currently in Beta mode and only open to selected users

Create Ads



Budget Balance: RM49.52



No Limit

Your ad will receive a maximum of 380 clicks, based on your current balance.



Set Budget

Time Length



No Time Limit



Set Start/End Date

Keywords

Auto Selected ☐

Not sure which keywords to select? Toggle on, and Shopee will manage the rest for you. [Learn more](#)

Manually Selected

+ Add recommended keywords

Publish Promotion

Cancel



Click on “+ Add recommended keywords”

Keywords determine where your ad will appear in a Shopee search. Choose keywords that people might use when finding your products.

Tips: Our recommended keywords will give you starting ideas about which keywords to bid for, based on the product you are advertising.

2.5

Setting up Keyword Ads: Add Recommended Keywords

k

+ Add Keywords Mass Edit Bid Price Mass Edit Match Type Mass Delete

☐ Keyword	Quality Score	Search Volume	Match Type	Suggested Bid	Bid Price	
makeup brush with bag		72	Broad match	RM 0.13	RM 0.13	
women cosmetic bag		13	Broad match	RM 0.07	RM 0.07	
makeup bag toiletries & cosmetic bags		227	Broad match	RM 0.07	RM 0.07	
make up case box		79	Broad match	RM 0.07	RM 0.07	
professional make up bag		30	Broad match	RM 0.07	RM 0.07	

J

I You will be shown a list of recommended keywords based on your product.

J To remove a keyword from your bidding list, click on the **delete sign**.

K To add more keywords, click **+ Add More**.

2.5

Setting up Keyword Ads: Add Other Keywords

L

Add Keywords

Enter your own keyword here

Shopee Suggested

Add All

Keyword	Quality Score	Search Volume	Suggested Bid	Action
drill Hot		13144	RM0.50	Add >
bosch Hot		6014	RM0.10	Add >
screwdriver Hot		797	RM0.20	Add >
screwdriver drill Hot		8133	RM0.30	Add >
bosch drill Hot		2923	RM0.30	Add >
bosch screwdriver Hot		172	RM0.30	Add >
mini drill Hot		1479	RM0.30	Add >
bosch x-line Hot		76	RM0.10	Add >
bosch screwdriver drill Hot		51	RM0.40	Add >
screwdriver set Hot		362	RM0.20	Add >
bosch set Hot		83	RM0.20	Add >
bosch drill set Hot		95	RM0.40	Add >
mini screwdriver Hot		87	RM0.30	Add >
bits screwdriver Hot		28	RM0.30	Add >

M

Keywords Added(0)

no selected keywords

Change Match Type: Broad match

Cancel

Confirm and add keywords

N

L

Type the keyword you're looking for into the search bar and press enter.

M

Click **Add >** to add the chosen keywords into your bidding list.

N

Click **Confirm and Add Keywords**.

2.5

Setting up Keyword Ads: Add Other Keywords

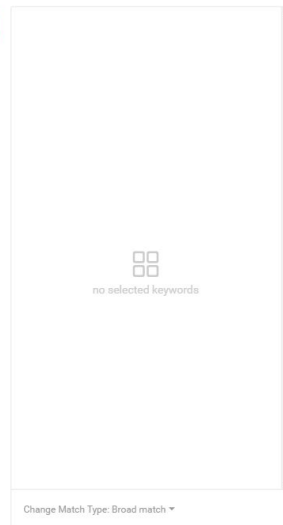
Add Keywords

Shopee Suggested

Add All

Keyword	Quality Score	Search Volume	Suggested Bid	Action
drill Hot		13144	RM0.50	Added >
bosch Hot		6014	RM0.10	Added >
screwdriver Hot		797	RM0.20	Added >
screwdriver drill Hot		8133	RM0.30	Added >
bosch drill Hot		2923	RM0.30	Added >
bosch screwdriver Hot		172	RM0.30	Added >
mini drill Hot		1479	RM0.30	Added >
bosch x-line Hot		76	RM0.10	Added >
bosch screwdriver drill Hot		51	RM0.40	Added >
screwdriver set Hot		362	RM0.20	Added >
bosch set Hot		83	RM0.20	Added >
bosch drill set Hot		95	RM0.40	Added >
mini screwdriver Hot		87	RM0.30	Added >
bits screwdriver Hot		28	RM0.30	Added >

Keywords Added(0)



Cancel

Confirm and add keywords

3 key metrics you should consider while choosing your keywords:

- **Suggested Bid:** the bid price recommended to get one of the top positions for your keyword.
- **Quality Score:** how relevant your ad is to the shopper searching for your keyword.
- **Search Volume:** the number of times a keyword has been searched in the last 30 days.





Set **match type**.

What is Match Type?

Match Type controls which searches on Shopee will display your ad.

- **Broad Match** displays your ad when buyers search for phrases that contain your keyword. For example, if you bid for “dress” using Broad Match, your ad may appear on searches for “dress”, “dresses”, “shirt dress”.
- **Exact Match** displays your ad when buyers search for your exact keyword. For example, if you bid for “dress” using Exact Match, your ad may only appear on searches for “dress”, “DRESS” and “Dress”.

+ Add Keywords Mass Edit Bid Price Mass Edit Match Type Mass Delete						
☐ Keyword	Quality Score	Search Volume	Match Type	Suggested Bid	Bid Price	
makeup brush with bag		72	Broad match	RM 0.13	RM 0.13	
women cosmetic bag		13	Broad match	RM 0.07	RM 0.07	
makeup bag toiletries & cosmetic bags		227	Broad match	RM 0.07	RM 0.07	
make up case box		79	Broad match	RM 0.07	RM 0.07	
professional make up bag		30	Broad match	RM 0.07	RM 0.07	

2.7

Setting up Keyword Ads: Keyword Settings - Bid Price

P

Review your **bid price**.

[+ Add Keywords](#)
[Mass Edit Bid Price](#)
[Mass Edit Match Type](#)
[Mass Delete](#)

☐	Keyword	Quality Score	Search Volume	Match Type	Suggested Bid	Bid Price	
	makeup brush with bag		72	Broad match ▼	RM 0.13	RM 0.13	
	women cosmetic bag		13	Broad match ▼	RM 0.07	RM 0.07	
	makeup bag toiletries & cosmetic bags		227	Broad match ▼	RM 0.07	RM 0.07	
	make up case box		79	Broad match ▼	RM 0.07	RM 0.07	
	professional make up bag		30	Broad match ▼	RM 0.07	RM 0.07	

Bid Price indicates the highest amount you're willing to pay for each click on your ad. Bid price is taken into account to calculate your ad ranking (or how high you appear in search results). The higher your bid price, the higher ad rank you will get.

Cost per Click will start at RM0.06 per click, and increases depending on the demand. Your actual cost per click may be less than your bid price, depending on the bid price of other ads in the auction.

Set Keywords These are the keywords recommended for your ad. You can also add more keywords by clicking on the "Add More" button.

[+ Add More](#)

2 keywords selected

[Adjust Bid Price](#) | [Change Match Type](#) | [Delete](#)

☒ drill Per Click RM0.60 Broad match ▼	☒ bosch Per Click RM0.12 Broad match ▼	☐ screwdriver Per Click RM0.24 Broad match ▼	☐ screwdriver drill Per Click RM0.36 Broad match ▼
--	--	---	---

[Publish Promotion](#)[Cancel](#)

Q

If you want to change settings for many keywords, tick on the checkbox next to these keywords and click **Mass Edit**.

Set Keywords These are the keywords recommended for your ad. You can also add more keywords by clicking on the "Add More" button.

+ Add More

☐ Select All Adjust Bid Price | Change Match Type | Delete

☐ drill

Per Click **RM0.60**

Broad match

☐ bosch

Per Click **RM0.12**

Broad match

☐ screwdriver

Per Click **RM0.24**

Broad match

☐ screwdriver drill

Per Click **RM0.36**

Broad match

Publish Promotion

Cancel

R

Click **Publish Promotion**.

To read our tips on how to set up Keyword Ads for success, please click [here](#).

SETTING UP TARGETING ADS

BID TO INCREASE YOUR PRODUCT'S EXPOSURE IN DAILY
DISCOVER AND SIMILAR PRODUCTS

A Log in to Seller Centre

Be a Power Seller
Manage your shop efficiently on Shopee with our Shopee Seller Centre



A

Shopee Seller Centre

Email/Phone/Username

Password

☐ Remember me [Forgot Password?](#)

Log In

B Click on Ads

Shopee Seller Centre [Go back to old Seller Centre >](#)

- Order
 - My Orders
 - Ship Orders
 - Return/Refund
- Product
 - My Products
 - Add New Product
 - Banned Products
- Marketing Centre
 - Ads**
- Chat Broadcast
- Buyer List
- Buyer Group
- Finance
 - My Income
 - My Balance

My Data (Real time until 13:00) [More >](#)
An overview of the shop data for the paid order dimension

Sales ①	Unique Visitor ①	Page View ①
RM 0.00	0	0
	vs yesterday 0.00% —	vs yesterday 0.00% —
	Orders ①	Conversion Rate ①
	0	0.00%
	vs yesterday 0.00% —	vs yesterday 0.00% —

Marketing Centre
Promotions you can participate in

Campaign Shopping Sale

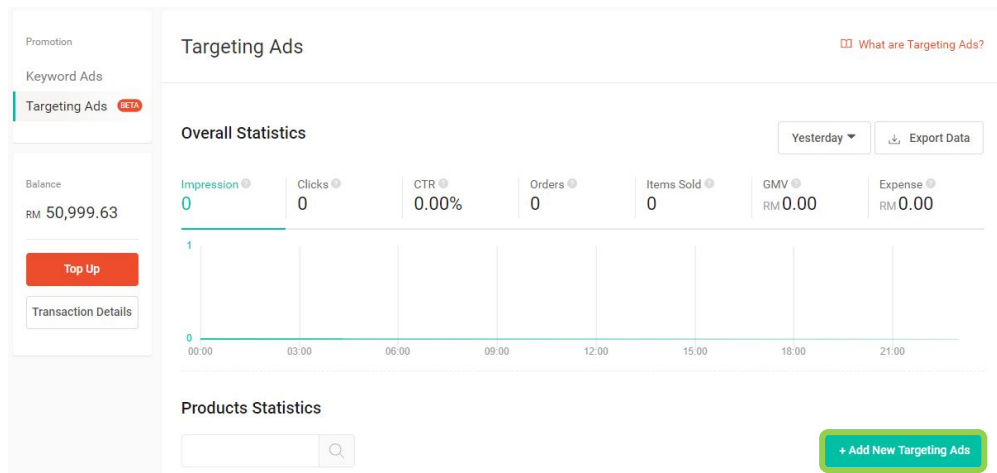
Upcoming UAT BE Test

Activity Time: 01-01-2020 16:21 ~ 01-01-2020 23:59
Nomination ends in 3 months 7 days

[Nominate Now](#)

[All Campaigns >](#)

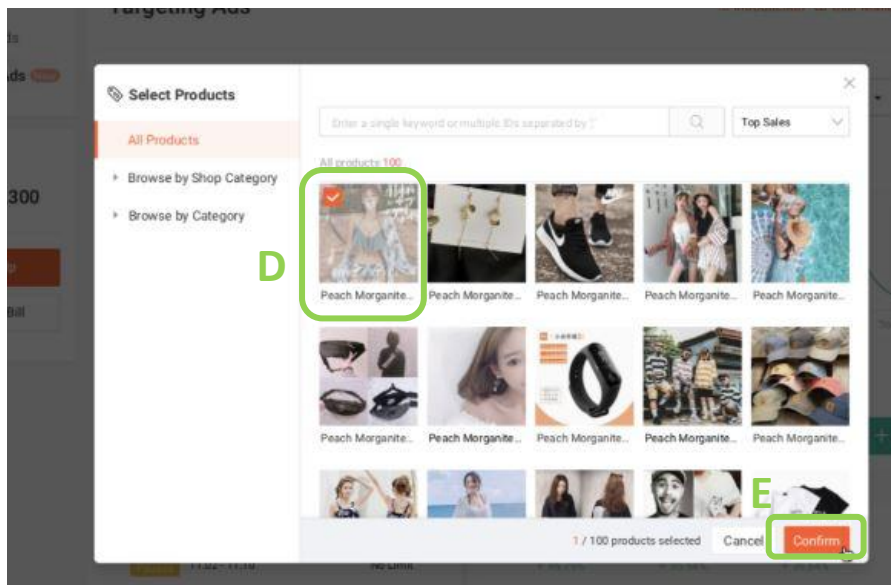
C

Click on **+ New Targeting Ads**

Click on the “+ New Targeting Ads” button to start.

3.1

Setting up Targeting Ads: Choose Product



D

Select the product(s) you wish to promote

E

Click **Confirm**

You may choose up to 10 products from your existing shop listings at a time.

Tips: Use the search or filter function to look for your desired product easily

The screenshot shows the 'Create Ads' interface in the Shopee Marketing Centre. The 'Ads Setting' step is active, showing 3 products selected. A green box highlights the 'Bid Price' column, and a green letter 'F' is placed next to it. The table lists two products: 'MY DD test 1010' and 'MY DD test 99', both with a bid price of 'RM 0.03' and a suggested bid of 'RM 0.03'. The 'Budget' and 'Time Length' columns are also visible.

Select All	Bid Price	Budget	Time Length
☐	RM 0.03 Suggested RM 0.03	No Limit	No Time Limit
☐	RM 0.03 Suggested RM 0.03	No Limit	No Time Limit

F

Set Bid Price

Bid Price indicates the highest amount you're willing to pay for each click on your ad. It is pre-filled with the suggested bid price. Click on the pencil icon to adjust the amount.

Cost per Click will start at RM0.03 per click, and increases depending on the demand.

Tips: To mass edit the bid prices, select the relevant products and click Mass Edit Bid Price.

Shopee Home Marketing Centre Targeting Ads Create Ads

Create Ads

1 Ads Setting

3 products selected. You can add up to 10 products at a time. [Add more products to the list.](#)

Mass Edit Bid Price Mass Edit Budget Mass Edit Time Length

☐ Select All

	Bid Price	Budget	Time Length
 MY DO test 1010 RM100.00 Suggested RM 0.03	RM 0.03 Per Click	No Limit	No Time Limit
 MY DO test 99 RM100.00 Suggested RM 0.03	RM 0.03 Per Click	No Limit	No Time Limit

Confirm Cancel

2 Display Locations Setting

G

Set Budget

Budget indicates the maximum ad expense you are willing to pay. Once the budget amount is reached, your ad will stop showing. You can choose not to set a budget limit, or to set a daily budget or total budget.

Tips:

- Set “No Limit” if you want your ad to have sustained exposure, or if you are not sure how many clicks you must get to yield an order.
- Set a budget if you want to cap your ad expenses.
- To mass edit the budget, select the relevant products and click Mass Edit Budget.

Shopee Home Marketing Centre Targeting Ads Create Ads

Create Ads

1 Ads Setting

3 products selected. You can add up to 10 products at a time. [Add more products to the list.](#)

Mass Edit Bid Price Mass Edit Budget Mass Edit Time Length

Select All	Bid Price	Budget	Time Length
☐ MY DD test 1010 RM100.00	RM 0.03 Per Click Suggested RM 0.03	No Limit	No Time Limit
☐ MY DD test 99 RM100.00	RM 0.03 Per Click Suggested RM 0.03	No Limit	No Time Limit

Confirm Cancel

2 Display Locations Setting

H

Set Time Length

I

Click Confirm

Time Length indicates the length of time your ad is active. Once the end date is reached, your ad will not show anymore. You can choose no time limit or impose a start and end date.

Tips:

- Set “No Time Limit” if you would like your ad to have sustained exposure.
- Set a time schedule if you only want to push your listings on certain days of the year, e.g sales periods.
- To mass edit the time length, simply select the relevant products and click Mass Edit Time Length

3.5

Setting up Targeting Ads: Set Ad Display Locations

2 Display Locations Setting

- Set Premium Rate to make your bid price for each ad display location more competitive.
- Switch on Status for all ad display locations for better ads traffic.

Display Locations	Sample	Premium Rate	Final Bid Price	Status
Product Detail Page - Similar Products		% 0 Premium Rate Range: 0 - 300	RM0.03 - RM0.03 Per Click	☒
Homepage - Daily Discover		% 0 Premium Rate Range: 0 - 300	RM0.03 - RM0.03 Per Click	☒

Publish Ads Cancel

J

Set **Premium Rate**

K

Set **Status**

L

Click **Publish Promotion**

Premium rate allows you to increase bid price for each ad display location. Your bid price will be raised by the premium rate to obtain better traffic for the chosen display location. The final bid price is the maximum cost you pay per click.

For example, if your bid price is RM0.10 and your premium rate is 50% for Similar Products, your final bid price for Similar Products is $RM0.10 \times (100\% + 50\%) = RM0.15$.

Status allows you to set where to display your Targeting Ads

To read our tips on how to set up Targeting Ads for success, please click [here](#).

SETTING UP SHOP ADS

BID FOR YOUR SHOP TO APPEAR IN SEARCH RESULTS

A Log in to Seller Centre

Be a Power Seller
Manage your shop efficiently on Shopee with our Shopee Seller Centre



Shopee Seller Centre

Email/Phone/Username

Password

☐ Remember me [Forgot Password?](#)

Log In

B Click on Ads

Shopee Seller Centre [Go back to old Seller Centre >](#)

- Order
 - My Orders
 - Ship Orders
 - Return/Refund
- Product
 - My Products
 - Add New Product
 - Banned Products
- Marketing Centre
 - Ads**
- Chat Broadcast
- Buyer List
- Buyer Group
- Finance
 - My Income
 - My Balance

My Data (Real time until 13:00) [More >](#)
An overview of the shop data for the paid order dimension

Sales ①	Unique Visitor ①	Page View ①
RM 0.00	0	0
	vs yesterday 0.00% —	vs yesterday 0.00% —

00:00

Orders ① Conversion Rate ① | || 0 | 0.00% | |
| vs yesterday 0.00% — | vs yesterday 0.00% — | |

Marketing Centre
Promotions you can participate in

Campaign Shopping Sale

Upcoming **UAT BE Test**

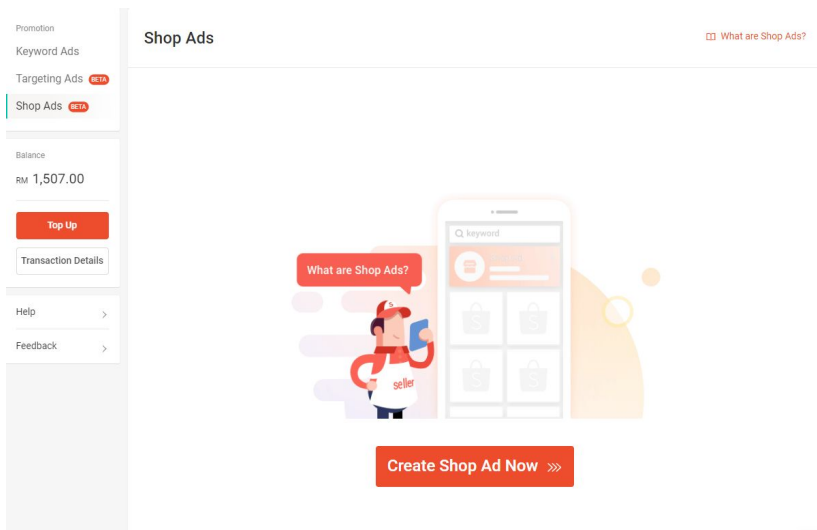
Activity Time: 01-01-2020 16:21 ~ 01-01-2020 23:59
Nomination ends in 2 months 7 days

[Nominate Now](#)

[All Campaigns >](#)

C

Click on **Shop Ads** in left side bar, under **Promotion**



Click on the “Create Ads Now” button to start.

Create Shop Ads

Budget Balance: RM1,507.00



No Limit

Your ad will receive a maximum of 0 clicks, based on your current balance.



Set Budget

Time Length



No Time Limit



Set Start/End Date

Set Keywords

+ Add recommended keywords

Publish Promotion

Cancel

D

Set Budget

Budget indicates the maximum ad expense you are willing to pay. Once the budget amount is reached, your ad will stop showing. You can choose not to set a budget limit, or to set a daily budget or total budget.

Tips:

- Set “No Limit” if you want your ad to have sustained exposure, or if you are not sure how many clicks you must get to yield an order.
- Set a budget if you want to cap your ad expenses.

Create Shop Ads

Budget Balance: RM1,507.00

☒ No Limit ☐ Set Budget 

Your ad will receive a maximum of 0 clicks, based on your current balance.

Time Length

☒ No Time Limit ☐ Set Start/End Date

Set Keywords

+ Add recommended keywords

Publish Promotion

Cancel

E

Set Time Length

Time Length indicates the length of time your ad is active. Once the end date is reached, your ad will not show anymore.

You can choose no time limit or impose a start and end date.

Tips:

- Set “No Time Limit” if you would like your ad to have sustained exposure.
- Set a time schedule if you only want to promote your shop on certain days of the year, e.g sales periods.

Create Shop Ads

Budget Balance: RM1,507.00



No Limit

Your ad will receive a maximum of 0 clicks, based on your current balance.



Set Budget

Time Length



No Time Limit



Set Start/End Date

Set Keywords

+ Add recommended keywords

Publish Promotion

Cancel

F

Click on **+ Add Recommended Keywords**

Keywords determine where your ad will appear in a Shopee search. Choose keywords that are similar to the words or phrases people might use when searching for your products.

Tips: Our recommended keywords will give you starting ideas on which keywords to bid for, based on your shop profile and the products you sell.

4.4

Setting up Shop Ads: Add Recommended Keywords

Set Keywords

+ Add Keywords

Mass Edit Bid Price

Mass Edit Match Type

Mass Delete

☐ Keyword	Quality Score	Search Volume	Match Type	Suggested Bid	Bid Price	
armani si		0	Broad match ▾	RM 0.1	RM 0.10	
si passion		0	Broad match ▾	RM 0.1	RM 0.10	
si passione		0	Broad match ▾	RM 0.1	RM 0.10	
armani si edp		0	Broad match ▾	RM 0.1	RM 0.10	
armani si passione		0	Broad match ▾	RM 0.1	RM 0.10	
เสื้อ h&h		0	Broad match ▾	RM 0.1	RM 0.10	
เสื้อ h&m		0	Broad match ▾	RM 0.1	RM 0.10	
หมวก ปาล์ม		0	Broad match ▾	RM 0.1	RM 0.10	
ปาล์ม หมวก h&m		0	Broad match ▾	RM 0.1	RM 0.10	
เสื้อยืด h		0	Broad match ▾	RM 0.1	RM 0.10	

Publish Promotion

Cancel

G

You will be shown a list of recommended keywords based on your shop.

H

To remove a keyword from your bidding list, click on the **trash can**.

I

To add more keywords, click **+ Add Keywords**.



4.5

Setting up Shop Ads: Add Other Keywords

Add Keywords

mi

Search results

Keyword	Quality Score	Search Volume	Suggested Bid	Action
mi	■	0	RM0.08	Added >
xiaomi mi mix 2 mobile phones	■	0	RM0.08	Added >
xiaomi mi mix mobile phones	■	0	RM0.08	Added >
xiaomi mi 6x mobile phones	■	0	RM0.08	Added >
xiaomi mi 8 mobile phones	■	0	RM0.08	Added >
xiaomi mi6 mobile phones	■	0	RM0.08	Added >
mi mix 2 mobile phones	■	0	RM0.08	Added >
mi 5x mobile phones	■	0	RM0.08	Added >
mi 6x mobile phones	■	0	RM0.08	Added >
xiaomi mi a1 64gb	■	0	RM0.08	Added >
xiaomi mi 8 128gb	■	0	RM0.08	Added >
xiaomi mi mix 3	■	0	RM0.08	Added >
xiaomi mi mix 2	■	0	RM0.08	Added >
xiaomi mi note	■	0	RM0.08	Added >

Keywords Added(8)

1	mi	RM 0.10
2	xiaomi mi mix 2 mo...	RM 0.10
3	xiaomi mi mix mobi...	RM 0.10
4	xiaomi mi 6x mobil...	RM 0.10
5	xiaomi mi 8 mobile ...	RM 0.10
6	xiaomi mi6 mobile ...	RM 0.10
7	mi mix 2 mobile ph...	RM 0.10
8	mi 5x mobile phones	RM 0.10

Change Match Type: Broad match

Cancel

Confirm and add keywords

J

Type the keyword you're looking for into the search bar and press enter.

K

Click **Add >** to add the chosen keywords into your bidding list.

L

Click **Confirm and Add Keywords**.

Tips: You can use Quality Score, Search Volume and Suggested Bid to gauge how well the keyword will perform.

4.5

Setting up Shop Ads: Add Other Keywords

Add Keywords

apple is reserved and cannot be added.

Search results

Add All >>

Keyword	Quality Score	Search Volume	Suggested Bid	Action
octobrew apple crumble		0	RM0.08	Add >
flavour vape apple		0	RM0.08	Add >
vape juice apple		0	RM0.08	Add >
pendrive apple		0	RM0.08	Add >
salt nic apple		0	RM0.08	Add >
apple macbooks		0	RM0.08	Add >
apple malaysia		0	RM0.08	Add >
vinegar apple		0	RM0.08	Add >
apple vinegar		0	RM0.08	Add >
apple tobacco		0	RM0.08	Add >
apple slipper		0	RM0.08	Add >
apple crumble		0	RM0.08	Add >
tobacco apple		0	RM0.08	Add >
apple sandals		0	RM0.08	Add >

Keywords Added(0)

no selected keywords

Change Match Type: Broad match

Cancel Confirm and add keywords

What are Reserved Keywords?

Reserved Keywords are keywords which cannot be used to create Shop Ads. These are keywords which show high user preference for a specific shop.

For example, when a user searches for “Laneige”, they most likely want to find Laneige Official Shop. As such, to preserve good shopper experience, search result for the keyword “Laneige” will only display organic shop profile such as Laneige Official Shop, not advertised shop profiles.



4.6

Setting up Shop Ads: Keyword Settings - Match Type

Set Keywords

☐ Keyword	Quality Score	Search Volume	Match Type	Suggested Bid	Bid Price	
armani si		0	Broad match	RM 0.1	RM 0.10	
si passion		0	Broad match	RM 0.1	RM 0.10	
si passione		0	Broad match	RM 0.1	RM 0.10	
armani si edp		0	Broad match	RM 0.1	RM 0.10	
armani si passione		0	Broad match	RM 0.1	RM 0.10	
เสื้อ ห&		0	Broad match	RM 0.1	RM 0.10	
เสื้อ ห&m		0	Broad match	RM 0.1	RM 0.10	
ห&m ปาดไหล่		0	Broad match	RM 0.1	RM 0.10	
ปาดไหล่ ห&m		0	Broad match	RM 0.1	RM 0.10	
เสื้อยืด ห		0	Broad match	RM 0.1	RM 0.10	

M

Set match type.

What is Match Type?

Match Type controls which searches on Shopee will display your ad.

- Broad Match** is the default setting. **Broad Match** displays your ad when buyers search for phrases that contain your keyword. For example, if you bid for “dress” using Broad Match, your ad may appear on searches for “dress”, “dresses”, “shirt dress”.
- Exact Match** displays your ad when buyers search for your exact keyword. For example, if you bid for “dress” using Exact Match, your ad may only appear on searches for “dress”, “DRESS” and “Dress”.



4.7 Setting up Shop Ads: Keyword Settings - Bid Price

Set Keywords

+ Add KeywordsMass Edit Bid PriceMass Edit Match TypeMass Delete

☐	Keyword	Quality Score	Search Volume	Match Type	Suggested Bid	Bid Price	
☐	armani si		0	Broad match	RM 0.1	RM 0.10	
☐	si passion		0	Broad match	RM 0.1	RM 0.10	
☐	si passione		0	Broad match	RM 0.1	RM 0.10	
☐	armani si edp		0	Broad match	RM 0.1	RM 0.10	
☐	armani si passione		0	Broad match	RM 0.1	RM 0.10	
☐	เสื้อ h&		0	Broad match	RM 0.1	RM 0.10	
☐	เสื้อ h&m		0	Broad match	RM 0.1	RM 0.10	
☐	h&m ป้าไพล		0	Broad match	RM 0.1	RM 0.10	
☐	ป้าไพล h&m		0	Broad match	RM 0.1	RM 0.10	
☐	เสื้อยืด h		0	Broad match	RM 0.1	RM 0.10	

Publish PromotionCancel

N

Review your **bid price**.

Bid Price indicates the highest amount you're willing to pay for each click on your ad.

Bid price is taken into account to calculate your ad ranking (or how high you appear in search results). The higher your bid price, the higher ad rank you will get. For Shop Ads, your ad will only appear in search results if its ad rank is 1.

Cost per Click will start at RM0.08 per click, and increases depending on the demand. Your actual cost per click may be less than your bid price, depending on the bid price of other ads in the auction.



4.8

Setting up Shop Ads: Keyword Settings - Mass Edit

Set Keywords

+ Add Keywords
Mass Edit Bid Price
Mass Edit Match Type
Mass Delete

☐	Keyword	Quality Score	Search Volume	Match Type	Suggested Bid	Bid Price	
☐	armani si		0	Broad match	RM 0.1	RM 0.10	
☐	si passion		0	Broad match	RM 0.1	RM 0.10	
☐	si passione		0	Broad match	RM 0.1	RM 0.10	
☐	armani si edp		0	Broad match	RM 0.1	RM 0.10	
☐	armani si passione		0	Broad match	RM 0.1	RM 0.10	
☐	เสื้อ ห&		0	Broad match	RM 0.1	RM 0.10	
☐	เสื้อ ห&m		0	Broad match	RM 0.1	RM 0.10	
☐	ห&m ปาดไหล่		0	Broad match	RM 0.1	RM 0.10	
☐	ปาดไหล่ ห&m		0	Broad match	RM 0.1	RM 0.10	
☐	เสื้อยืด ห		0	Broad match	RM 0.1	RM 0.10	

Publish Promotion
Cancel



If you want to change settings for many keywords, tick on the checkbox next to these keywords and click **Mass Edit**.

4.9

Setting up Shop Ads: Publish Shop Ad

Set Keywords

+ Add Keywords

Mass Edit Bid Price

Mass Edit Match Type

Mass Delete

☐	Keyword	Quality Score [?]	Search Volume [?]	Match Type [?]	Suggested Bid [?]	Bid Price	
☐	armani si		0	Broad match ▾	RM 0.1	RM 0.10	
☐	si passion		0	Broad match ▾	RM 0.1	RM 0.10	
☐	si passione		0	Broad match ▾	RM 0.1	RM 0.10	
☐	armani si edp		0	Broad match ▾	RM 0.1	RM 0.10	
☐	armani si passione		0	Broad match ▾	RM 0.1	RM 0.10	
☐	เสื้อ ห&		0	Broad match ▾	RM 0.1	RM 0.10	
☐	เสื้อ ห&m		0	Broad match ▾	RM 0.1	RM 0.10	
☐	ห&m ปาดไหล่		0	Broad match ▾	RM 0.1	RM 0.10	
☐	ปาดไหล่ ห&m		0	Broad match ▾	RM 0.1	RM 0.10	
☐	เสื้อยืด ห		0	Broad match ▾	RM 0.1	RM 0.10	

Publish Promotion

Cancel

P

Click **Publish Promotion**.

To read our tips on how to set up Shop Ads for success, please click [here](#).



REVIEW & MODIFY YOUR AD

SEE HOW YOUR ADS ARE PERFORMING AND USE THIS DATA
TO IMPROVE YOUR ADS

Review & Modify Your Ad

Learn about how to monitor and change settings for different ad types.



Keyword Ads

Find your Keyword Ads performance and modify settings.



Targeting Ads

Find your Targeting Ads performance and modify settings.

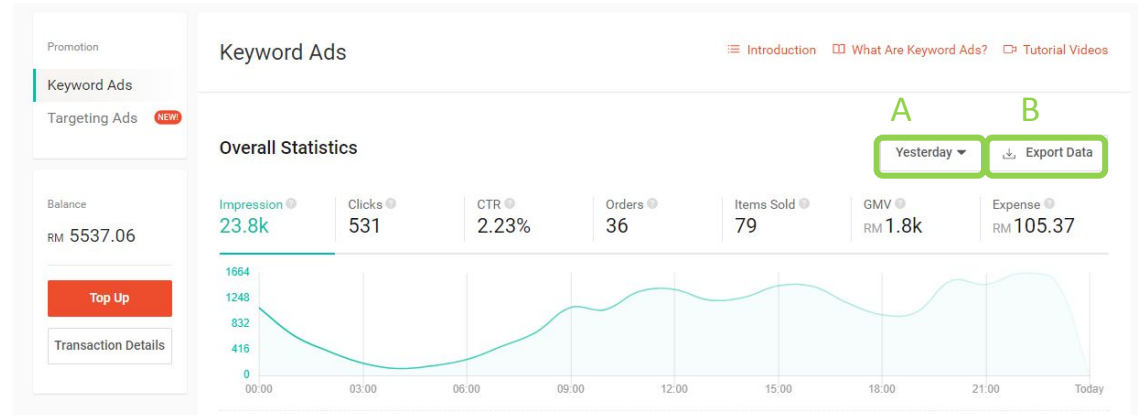


Shop Ads

Find your Shop Ads performance and modify settings.

5.1.1

Reviewing Keyword Ads Performance



A

You can edit the time duration to define the period of your performance data

B

Click Export Data to download your report

Tips:

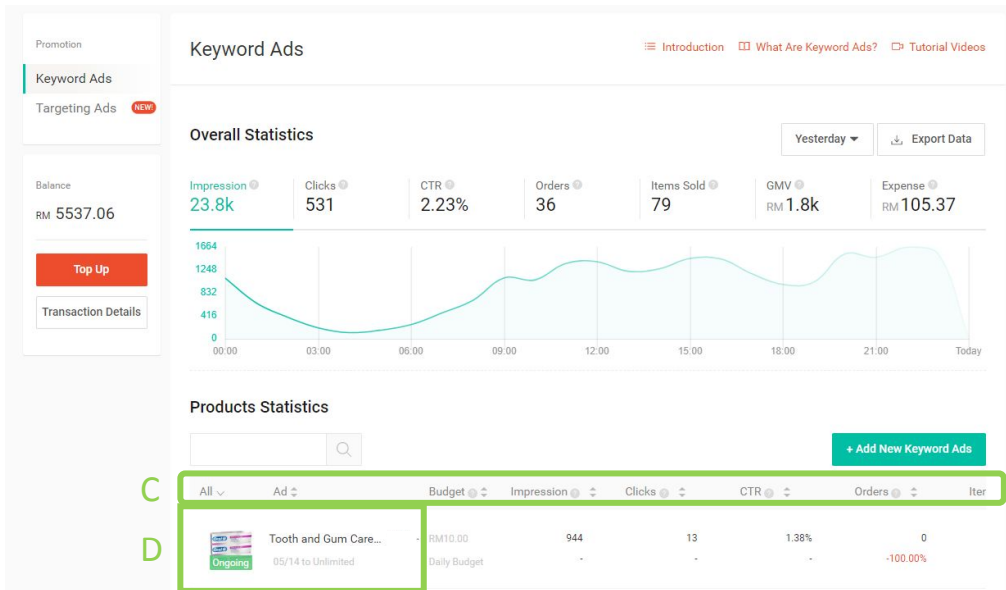
- Run your ads for at least 2 weeks to ensure that you have enough data for data analysis.
- Ad performance data is only available for the past 90 days, so you may regularly export data if you need historical data dated more than 90 days ago.

To understand our definition of each metric, please click [here](#).



5.1.1

Reviewing Keyword Ads Performance



C

Look at Product Statistics for more details of your ad performance (drag the slider to the right for more metrics)

D

To view and download keyword performance for each product, click on that product

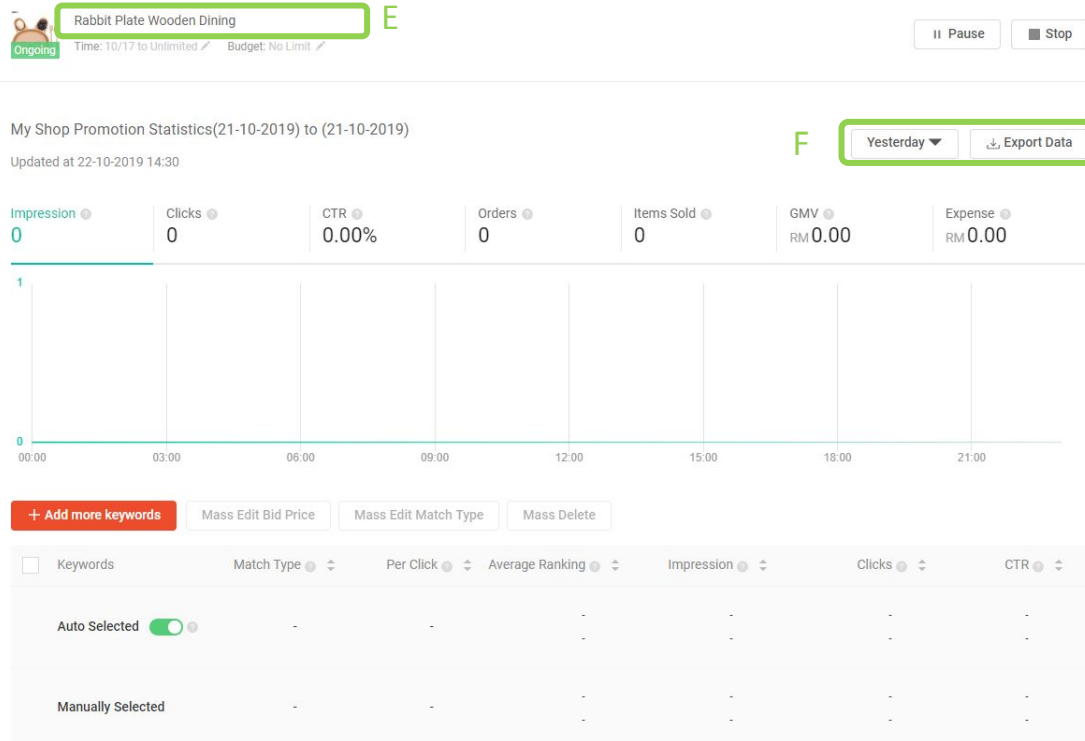
Tips:

- You can sort your ads by your metrics in descending or ascending order. For example, to view ads with highest impressions, click the sort button to the right of Impression metric.
- When you download your keyword performance data for each product, you would be able to see ad data on search query level if you have used Broad Match setting for keywords



5.1.2

Modifying Keyword Ads: Changing Product Ad Status



To modify a product's Keyword Ad, click on that product's icon in Product Statistic, in main Keyword Ads page

E

To adjust budget or ad duration, click on pencil icon

F

To pause or stop the ad, click on action button

5.1.3 Modifying Keyword Ads: Keywords



Rabbit Plate Wooden Dining

Time: 10/17 to Unlimited ✓ Budget: No Limit ✓

Pause

Stop

My Shop Promotion Statistics(21-10-2019) to (21-10-2019)

Updated at 22-10-2019 14:30

Yesterday ▼

Export Data

Impression
0

Clicks
0

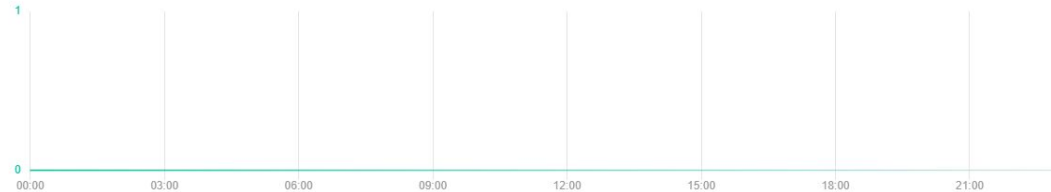
CTR
0.00%

Orders
0

Items Sold
0

GMV
RM 0.00

Expense
RM 0.00



H

+ Add more keywords

Mass Edit Bid Price

Mass Edit Match Type

Mass Delete

G

☐ Keywords	Match Type	Per Click	Average Ranking	Impression	Clicks	CTR
Auto Selected ☒	-	-	-	-	-	-
Manually Selected	-	-	-	-	-	-

To modify a product's Keyword Ad, click on that product's icon in Product Statistic, in main Keyword Ads page

G

Click on the toggle to turn off/on Auto Selected* keywords

H

To add keywords, click + Add more keywords

*Currently in Beta mode and only open to selected users



5.1.4

Modifying Keyword Ads: Mass Edit Functions

+ Add more keywords

Mass Edit Bid Price
Mass Edit Match Type
Mass Delete

☐ Keywords	Match Type	Per Click	Average Ranking	Impression	Clicks	CTR
Auto Selected ☒	-	-	-	-	-	-
Manually Selected	-	-	-	-	-	-
plate plate	Broad match	RM0.07	-	-	-	-
		Suggested RM0.07	-	-	-	-
plate	Broad match	RM0.07	-	-	-	-
		Suggested RM0.07	-	-	-	-

To modify a product's Keyword Ad, click on that product's icon in Product Statistic, in main Keyword Ads page

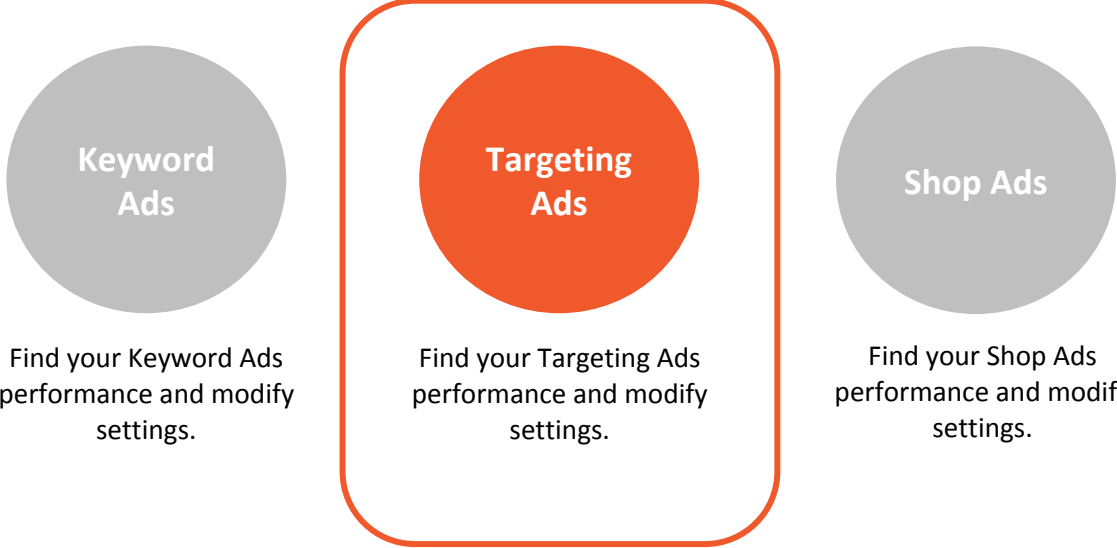
I To mass modify existing keywords, tick the checkbox next to keywords and click on desired action

To read our tips on modifying your Keyword Ads for success, please click [here](#).



Review & Modify Your Ad

Learn about how to monitor and change settings for different ad types.



**Keyword
Ads**

Find your Keyword Ads performance and modify settings.

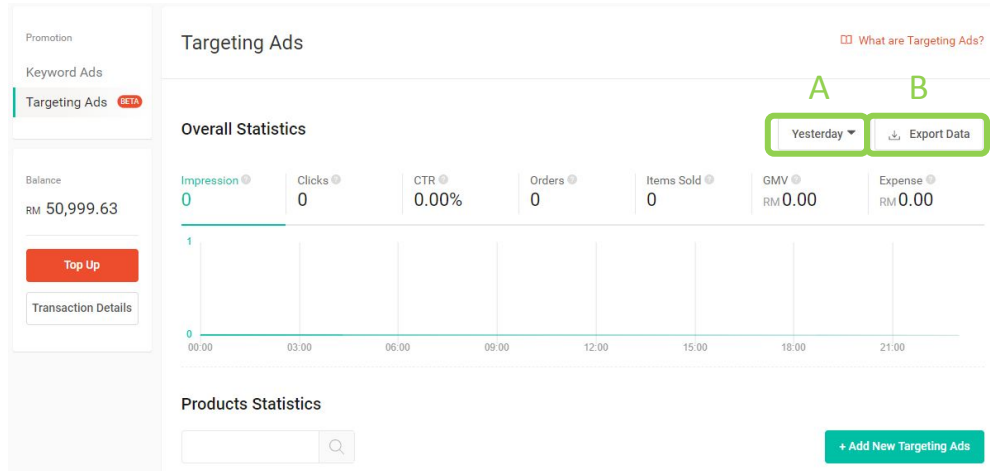
**Targeting
Ads**

Find your Targeting Ads performance and modify settings.

Shop Ads

Find your Shop Ads performance and modify settings.

5.2.1 Reviewing Targeting Ads Performance



A

You can edit the time duration to define the period of your performance data

B

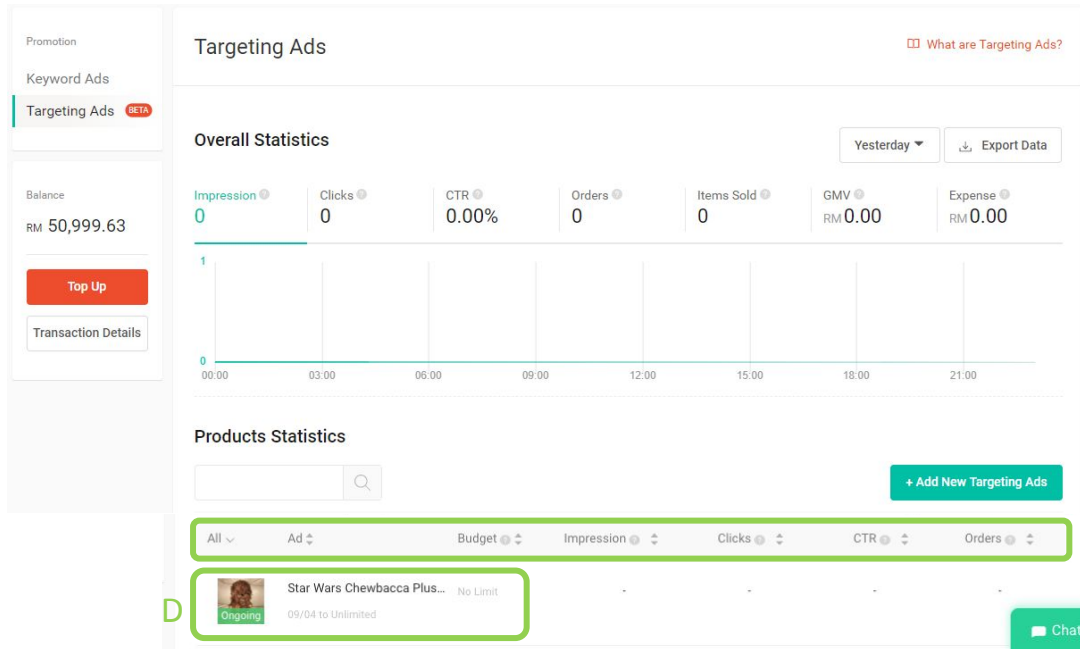
Click Export Data to download your report

Tips:

- Run your ads for at least 2 weeks to ensure that you have enough data for data analysis.
- Ad performance data is only available for the past 90 days, so you may regularly export data if you need historical data dated more than 90 days ago.

To understand our definition of each metric, please click [here](#).

5.2.1 Reviewing Targeting Ads Performance

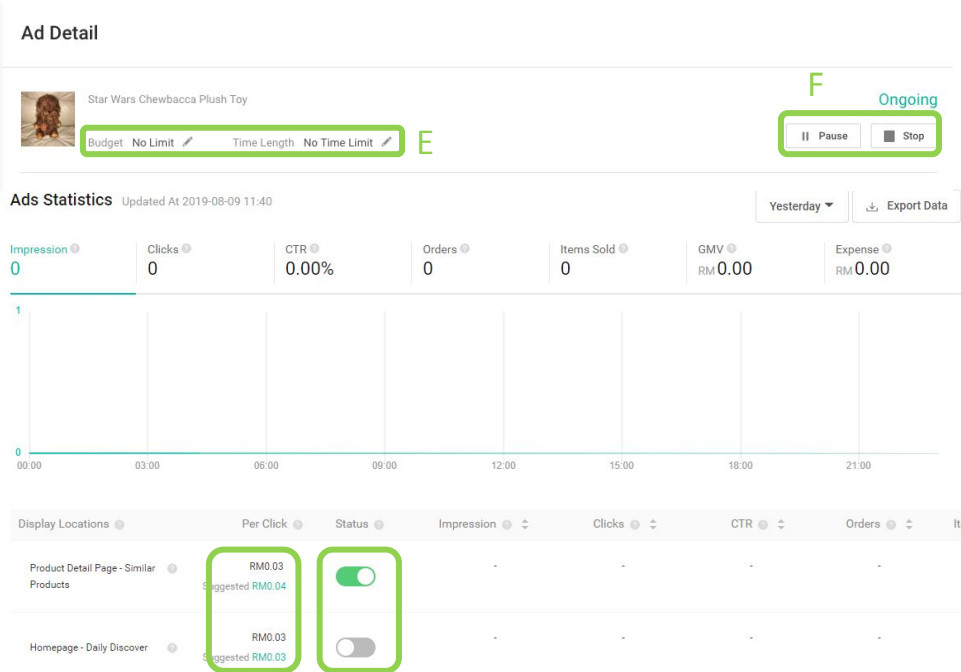


C Look at Product Statistics for more details of your ad performance (drag the slider to the right for more metrics)

D To view and download display location performance for each product, click on that product

Tips: You can sort your ads by your metrics in descending or ascending order. For example, to view ads with highest impressions, click the sort button to the right of Impression metric.

5.2.2 Modifying Targeting Ads



To modify a product's Targeting Ad, click on that product's icon in Product Statistics, in main Targeting Ads page

E

To adjust budget or ad duration, click on pencil icon

F

To pause or stop the ad, click on action button

G

To change bid price for each display location, click on the bid price

H

To turn on/off display location, use the toggle

To read our tips on modifying your Targeting Ads for success, please click [here](#).



Review & Modify Your Ad

Learn about how to monitor and change settings for different ad types.



**Keyword
Ads**

Find your Keyword Ads performance and modify settings.



**Targeting
Ads**

Find your Targeting Ads performance and modify settings.

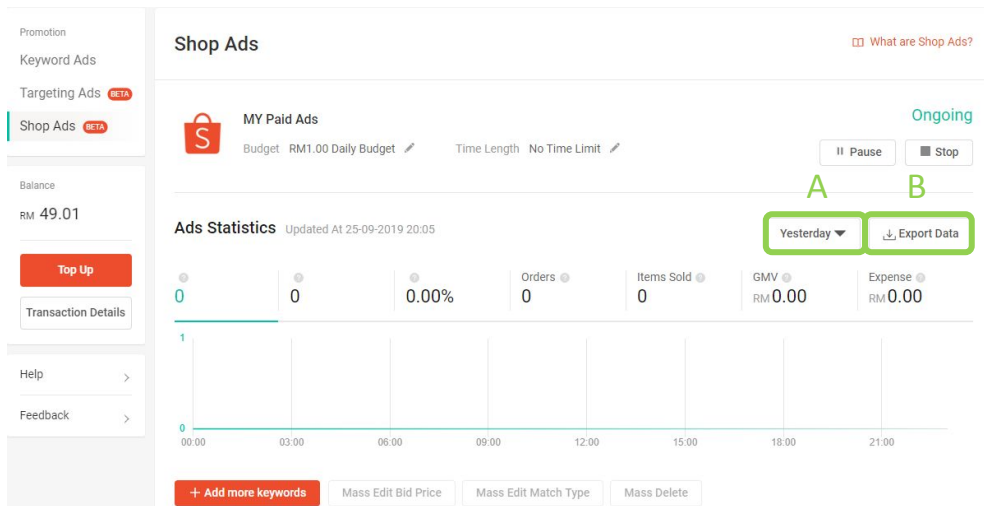


Shop Ads

Find your Shop Ads performance and modify settings.

5.3.1

Reviewing Shop Ads performance



A

You can edit the time duration to define the period of your performance data

B

Click Export Data to download your report

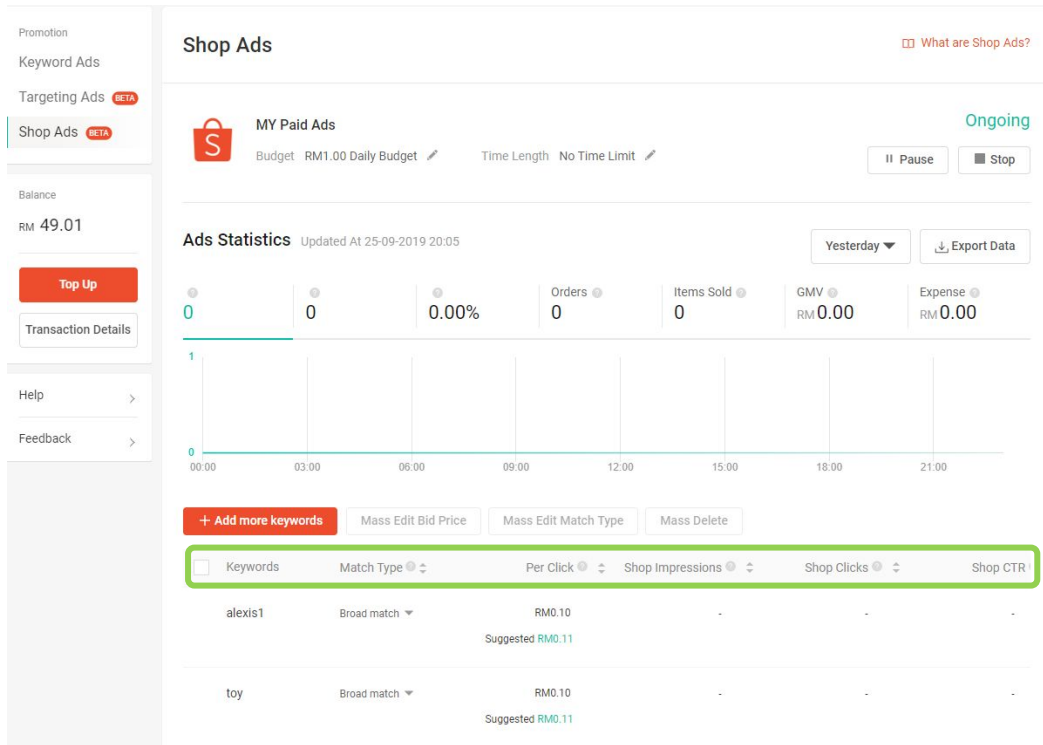
Tips:

- Unlike Keyword Ads and Targeting Ads, Shop Ads has no Product Statistics section because you are advertising for your entire shop, not a specific product.
- When starting out, run your ads for at least 2 weeks to ensure that you have enough data for data analysis.
- Ad performance data is only available for the past 90 days, so you may regularly export data if you need historical data dated more than 90 days ago.

To understand our definition of each metric, please click [here](#).



5.3.1 Reviewing Shop Ads performance



C Look below Ad Statistics section for more details on your keywords' performance (drag slider to the right for more metrics)

Tips: You can sort your keywords by your metrics in descending or ascending order. For example, to view keywords with highest shop impressions, click the sort button to the right of Impression metric.



5.3.2

Modifying Shop Ads

Promotion

Keyword Ads

Targeting Ads BETA

Shop Ads BETA

Balance

RM 49.01

Top Up

Transaction Details

Help >

Feedback >

Shop Ads

What are Shop Ads?

MY Paid Ads

Budget RM1.00 Daily Budget E Time Length No Time Limit D

Pause Stop

Ads Statistics Updated At 25-09-2019 20:05

Yesterday Export Data

0 0 0.00% 0 0 GMV RM 0.00 Expense RM 0.00

1

00:00 03:00 06:00 09:00 12:00 15:00 18:00 21:00

+ Add more keywords Mass Edit Bid Price Mass Edit Match Type Mass Delete

Keywords	Match Type	Per Click	Shop Impressions	Shop Clicks	Shop CTR
alexis1	Broad match	RM0.10	-	-	-
Suggested RM0.11					
toy	Broad match	RM0.10	-	-	-
Suggested RM0.11					

D

To adjust budget or ad duration, click on pencil icon

E

To pause or stop the ad, click on action button

F

To add keywords, click + Add more keywords

G

To modify existing keywords, tick the checkbox next to keywords and click on desired action

To read our tips on modifying your Shop Ads for success, please click [here](#).



TOP UP & BILLING

PAY FOR YOUR ADS BY TOPPING UP AND REVIEWING YOUR COSTS AFTERWARDS

6.0

Topping up your My Ads account

Promotion

Keyword Ads

Targeting Ads BETA

Shop Ads BETA

Balance
RM 49.01 **A**

Top Up **B**

Transaction Details

Help >

Feedback >

Shop Ads

[What are Shop Ads?](#)

MY Paid Ads Ongoing

Budget: RM1.00 Daily Budget ✎ Time Length: No Time Limit ✎

|| Pause ■ Stop

Ads Statistics Updated At 25-09-2019 20:05 Yesterday ▼ [Export Data](#)

0	0	0.00%	Orders 0	Items Sold 0	GMV RM 0.00	Expense RM 0.00
---	---	-------	----------	--------------	-------------	-----------------

00:00 03:00 06:00 09:00 12:00 15:00 18:00 21:00

[+ Add more keywords](#) [Mass Edit Bid Price](#) [Mass Edit Match Type](#) [Mass Delete](#)

From your **Top Up** tab, you'll be able to purchase Ads Credit required to run your ads.

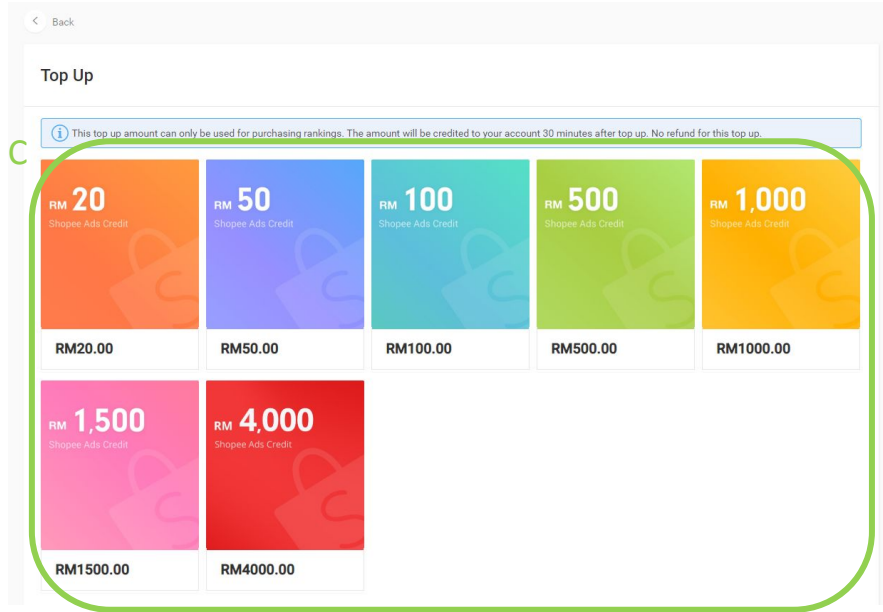
A

This shows how much money (Ads Credit) you have in your My Ads account

B

To Top Up your account, click **Top Up**





C Click the desired top up amount and check out

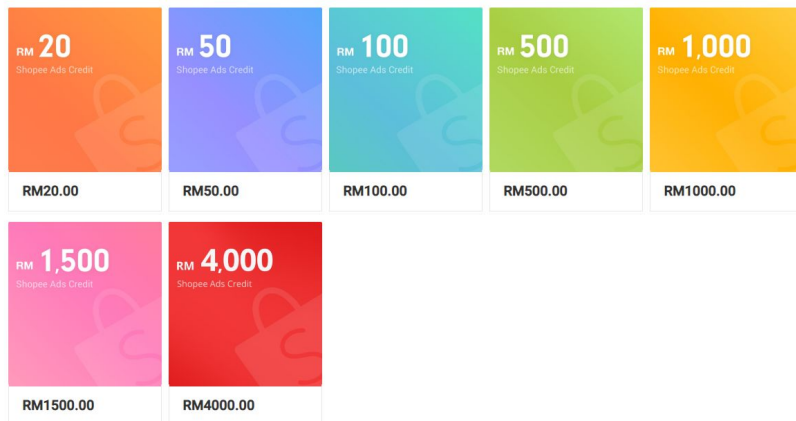
Follow through with the check out process and you're done!

Note: Ads Credit is non-refundable and has no expiry date.

6.1

Topping up your My Ads account automatically

ⓘ This top up amount can only be used for purchasing rankings. The amount will be credited to your account 30 minutes after top up. No refund for this top up.



Auto Top-Up

Automatically top up ads credits from your Shopee Wallet when your ads balance runs low. [Learn more](#)



Auto Top-Up allows you to automatically transfer money from your Seller Wallet to your Ads Credit balance, when the latter drops to a minimum threshold.

Never let your ads become inactive again!

A

Toggle on to set up Auto Top-Up

To find out more about how to turn on Auto Top-up, please click [here](#).



Promotion

Keyword Ads

Targeting Ads BETA

Shop Ads BETA

Balance

RM 49.01

Top Up

Transaction Details

Help >

Feedback >

Shop Ads

[What are Shop Ads?](#)

 **MY Paid Ads** Ongoing

Budget RM1.00 Daily Budget  Time Length No Time Limit 

 Pause  Stop

Ads Statistics

Updated At 25-09-2019 20:05 SG 1000.00 Yesterday ▼ Export Data

 0	 0	 0.00%	 0	 0	 RM 0.00	 RM 0.00
---	---	---	---	---	---	---



+ Add more keywords **Mass Edit Bid Price** **Mass Edit Match Type** **Mass Delete**

A

Click on **Transaction History** to access your ad billing records

6.2

Checking your billing records

Transaction Details

B Last week ▼	C All All Balance topup 20-09-2019 Keyword Ads Deduction Targeting Ads (Similar Product) Deduction 19-09-2019 Shop Ads Deduction	D Export Data راي Amount RM0.60 RM0.40
Date		
20-09-2019	Keyword Ads Deduction	RM0.60
19-09-2019	Shop Ads Deduction	RM0.40

< 1 > Go to page 1

B

You can edit your ad billing period

C

You can separate the type of transactions

D

Click **Export Data** to download billing report

FAQ

- 1. How long does it take to reflect my new balance?**
Please be patient. It should be within 30 minutes. Do drop an email to support@shopee.sg if this does not occur.
- 2. How do I check my balance?**
You will be able to view your balance from *Seller Centre* > *Marketing Centre* > *My Ads*.
- 3. How do I set auto top-up?**
You can set auto top-up for your ads credit. Click [here](#) for more details.
- 4. What type of credit cards are allowed?**
Currently, we only accept credit cards from local banks.
- 5. Can I get a refund?**
My Ads credits cannot be refunded after purchase as stated by the T&Cs stated [here](#).
- 6. Is this an e-wallet for me to purchase other items on Shopee?**
No, these are credits that can be only used for bidding Ads on the Shopee platform.
- 7. Can I buy ads credit as a gift for someone else?**
Unfortunately, no. However, you can consider getting them something else from our platform as a gift!
- 8. Will my ads credit expire after a period of time?**
No, there is no expiry date for the ads credit purchased on Shopee.



1. Why use Targeting Ads?

Complement Keyword Ads with Targeting Ads to further enhance product exposure by displaying them in more locations such as Daily Discover in Shopee homepage and product detail pages.

2. Why does my Targeting Ads traffic seem small?

Make sure your bid price is competitive for better ad rank and ad traffic, e.g. try using the suggested bid price.

Targeting Ads will appear in more display locations in the future, so you can get even higher traffic. Please stay tuned!

3. How do I check if my ads are showing to shoppers?

You can manually check your Keyword Ads by checking keywords you've bid for using the search bar.

Because Targeting Ads is in beta mode and cannot be seen by all shoppers, you might not be able to view the ads if your user account has not been selected to see Targeting Ads.

4. I have limited budget, is My Ads suitable for me?

My Ads is suitable for different advertising budgets. Keyword Ads starts at RM0.06 per click, while Targeting Ads starts at RM0.03 per click.

5. What happens if my ad receives multiple clicks from the same user?

To protect sellers, the Shopee system auto-detects invalid clicks. You will not be charged for such clicks.

6. How is cost-per-click calculated?

Your bid price is the maximum cost you are willing to pay per click. Shopee ads auction system calculates the minimum amount required for your ad placement. You're often charged less than your bid price.

7. How many keywords can I bid for in Keyword Ads?

You can bid for a maximum of 200 keywords per Keyword Ad.

8. What are Auto Selected Keywords?

With Auto Selected keywords, Shopee will manage your keyword bidding and optimization. We will automatically match your ad with keywords used by shoppers to find products like yours.

7.2 Shop Ads

1. Why should I use Shop Ads?

Shop Ads allow you to put your brand in the spotlight. When shoppers search for keywords relevant to your shop, they will see your shop profile at the top. This association between shop and keyword will make it easier for buyers to remember your shop when they are searching for products.

2. I am already using Keyword Ads. Should I use Shop Ads?

Yes! It is possible to have both your Keyword Ad and Shop Ad show on the same keyword query. We advise using both ad types if you want maximum exposure for your shop and listings.

3. How do I check if my ads are showing to shoppers?

You can manually check for whether your Shop Ad is showing by searching for the keywords you bid for. If the Shop Ad is showing, you will see it at the top of search results.

When a buyer sees your Shop Ad in search results, it will count as 1 impression in performance reporting.

4. Will Shop Ads be available to non-Mall and non-Preferred sellers?

Currently, only Mall or Preferred sellers can use Shop Ads. We will notify you if we decide to open Shop Ads to more sellers in the future!

5. What happens if my ad receives multiple clicks from the same user?

To protect sellers, the Shopee system auto-detects invalid clicks. You will not be charged for such clicks.

6. How am I charged for using Shop Ads?

Shop Ads are charged on a cost-per-click basis, which means you only pay when a buyer clicks on your Shop Ad. The amount you are charged depends on your bid price and the keyword that buyers used to find your Shop Ad.

7. How many keywords can I bid for?

You can bid for a maximum of 200 keywords per Shop Ad.

