My Ads on Shopee
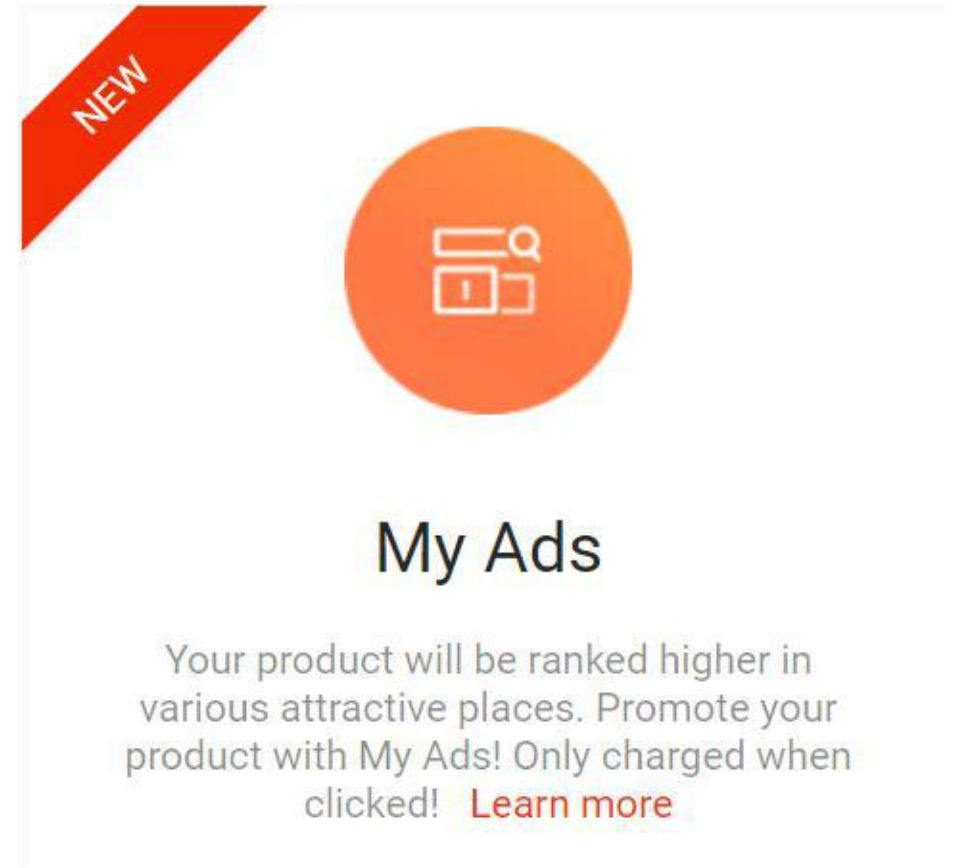## Keyword Ads User Guide

Table of Contents

What is My Ads?

My Ads allows you to place advertisements within Shopee's app and web platforms to increase exposure for your product listings.

Set yourself up for success by learning how to get your first Shopee ad running!

Click through from Marketing Centre to find My Ads.

If you're new to My Ads, start with our short [introductory guide](#) here.

Getting started with My Ads

Learn all about the 4 key areas in your My Ads account.

Promotion

Report

Billing

Top Up

Set up your ad by bidding for your product to appear at the top of the Search Results or under "Similar Products"

See how your ad is performing and use our reporting tool to improve your targeting.

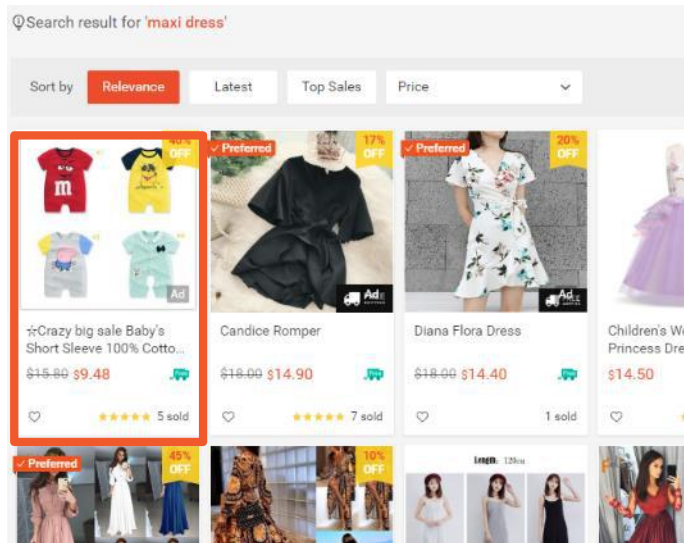Review your billing records here. Remember, you're only charged for clicks on promoted listings.

Top up your My Ads account to ensure you have enough Ad Credits to keep your ads running.
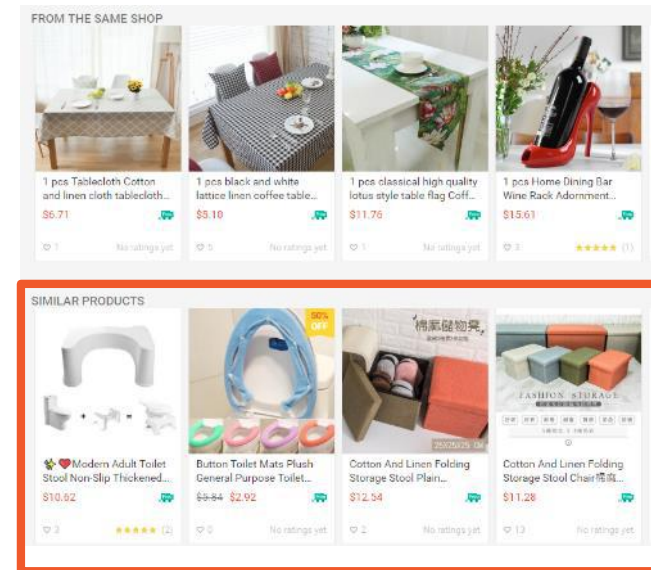
Types of Promotion Ads

Keyword Ads

Bid for keywords - Your ad will be placed alongside products the user searches for on the site

Targeting Ads

Bid for "Similar Products" feature - Your ad will be placed on the product detail page of products similar to yours.
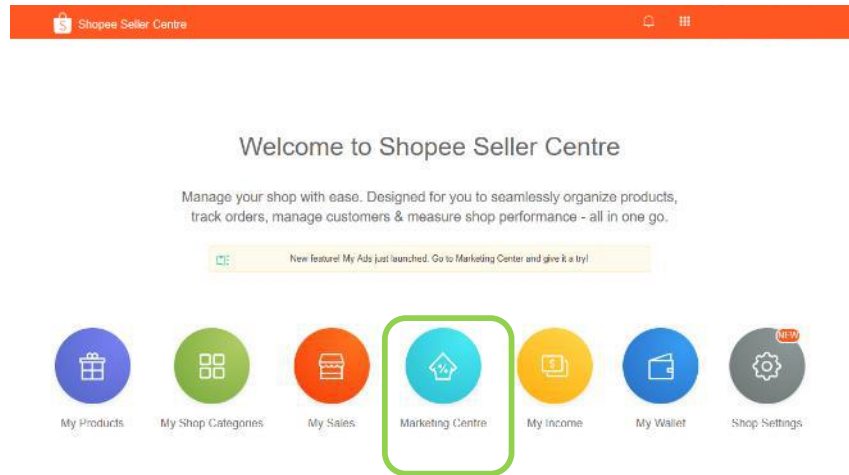
Promotion: Keyword Ads

A Log in to **Seller Centre** and enter **Marketing Centre**

B Click on **My Ads**

A
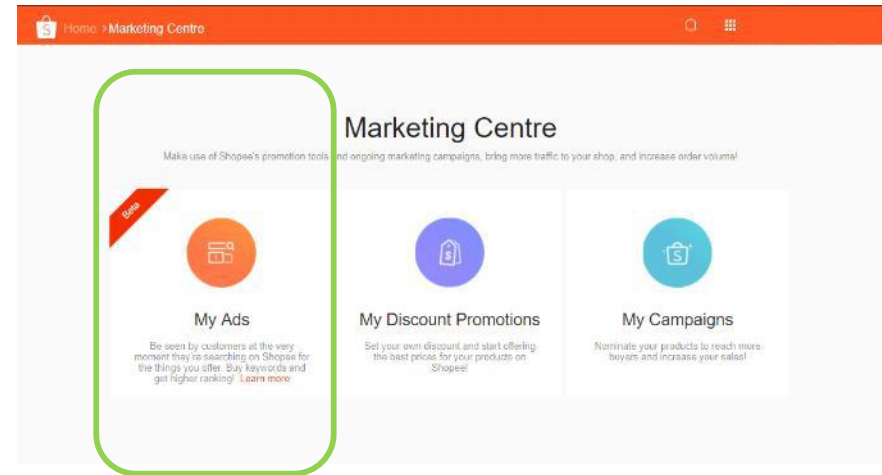
B

C Click on **Add Keyword Ads**

This is your **Promotion** 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.
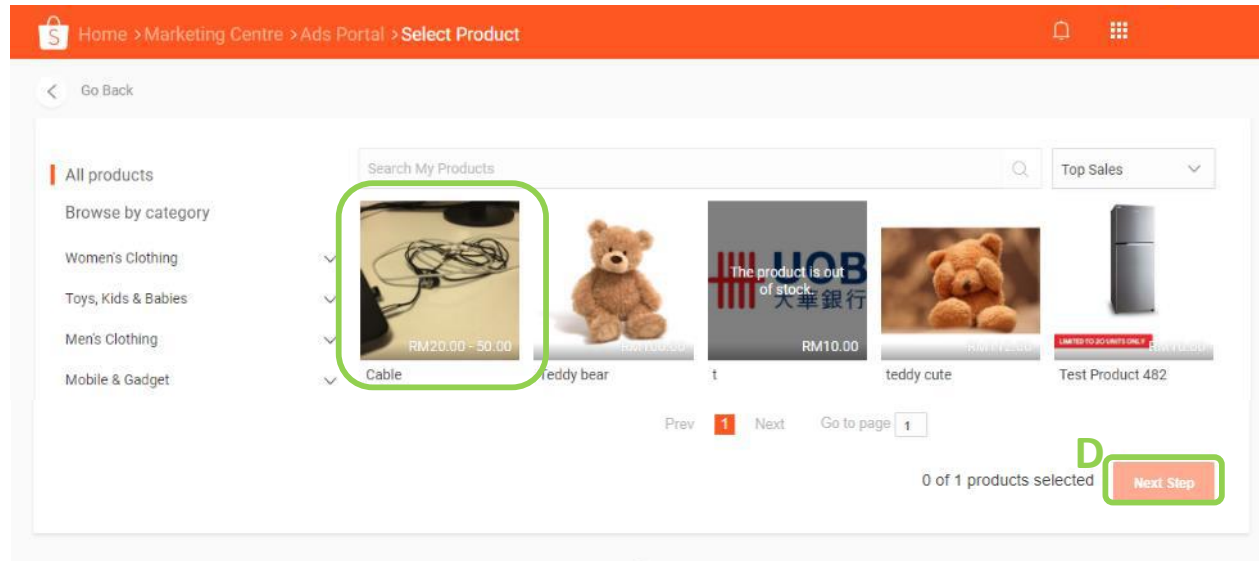
D Select the product you wish to promote and click **Next**

You may only advertise products from your existing shop listings.

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

Pride and Prejudice
$100.00

Set Keywords The following keywords were used last time when you promoted this product

+ Add recommended keywords   **E**

Budget Balance $0.00

- No Limit
  This promotion can support maximum 0 clicks based on your current balance.

- Set Budget ⓘ

Time Length

- No Time Limit
- Set Start/End Date

Publish Promotion   Cancel

E Click on "**+ Add recommended keywords**" for the next steps

F Pick relevant **Keywords** for your listing and set your **Bid Price** and **Match Type**.

G If you wish to add your own keywords, click on **Add More**

Pride and Prejudice
$100.00

Set Keywords The following keywords were used last time when you promoted this product

G + Add More

F

5 keywords selected   Adjust Bid Price | Change Match Type | Delete

☑ herself	☐ occur	☐ sets	☐ draw
Per Click $79.20 ✎ Broad match ▾	Per Click $88.80 ✎ Broad match ▾	Per Click $87.60 ✎ Broad match ▾	Per Click $82.80 ✎ Broad match ▾
☐ complete	☑ cookies	☐ cover	☑ children
Per Click $90.00 ✎ Broad match ▾	Per Click $90.00 ✎ Broad match ▾	Per Click $98.40 ✎ Broad match ▾	Per Click $79.20 ✎ Broad match ▾
☐ far	☐ shout	☑ cabin	☐ activity
Per Click $82.80 ✎ Broad match ▾	Per Click $61.20 ✎ Broad match ▾	Per Click $84.00 ✎ Broad match ▾	Per Click $64.80 ✎ Broad match ▾
☑ ago	☐ against	☐ evening	☐ contain
Per Click $64.80 ✎ Broad match ▾	Per Click $87.60 ✎ Broad match ▾	Per Click $96.00 ✎ Broad match ▾	Per Click $110.40 ✎ Broad match ▾
☐ butter	☐ steep	☐ bridge	☐ afternoon
Per Click $67.20 ✎ Broad match ▾	Per Click $105.60 ✎ Broad match ▾	Per Click $79.20 ✎ Broad match ▾	Per Click $86.40 ✎ Broad match ▾

Keywords influence when your ad will appear in a Shopee search. Choose keywords that are similar to the words or phrases people might use when conducting their search.

Bid Price indicates the maximum amount you'll pay for each click on your advertised listing.

Tip: Shopee helps you by recommending relevant keywords and bid prices for your listing. You may select from this list or choose to add your own.

Here, you will see a list of keywords for your listing ranked by quality score and search volume.

Quality Score is a measure of how attractive your ad is and its relevance to the keyword.

Search Volume refers to the number of times the keyword was searched on Shopee in the last 30 days.

Tip: Your Ad Rank is determined by both keyword quality score and bid price, so pick the right keywords and bid competitively.

H Use the search bar to look for relevant keywords and click **Add**

I Set your bid price and click **Confirm**

J Select your Match Type for selected Keywords

1. Broad match (Default): By Default, all keywords will be set as Broad match. This matching option allows your ad to be listed on the search page as long as the buyer's search phrase contains the keyword you bid for. If Broad match is triggered, the system will charge 1.2x the input bid price.

Using Broad match will definitely give your products more exposure

2. Exact Match: Only displays your ad when buyer searches for the exact keyword you've bid for; even minor differences will impact the search-ability of your product.

For example, if you bid for "Dress" and buyer searches for "Dress**ES**", your ads will not appear
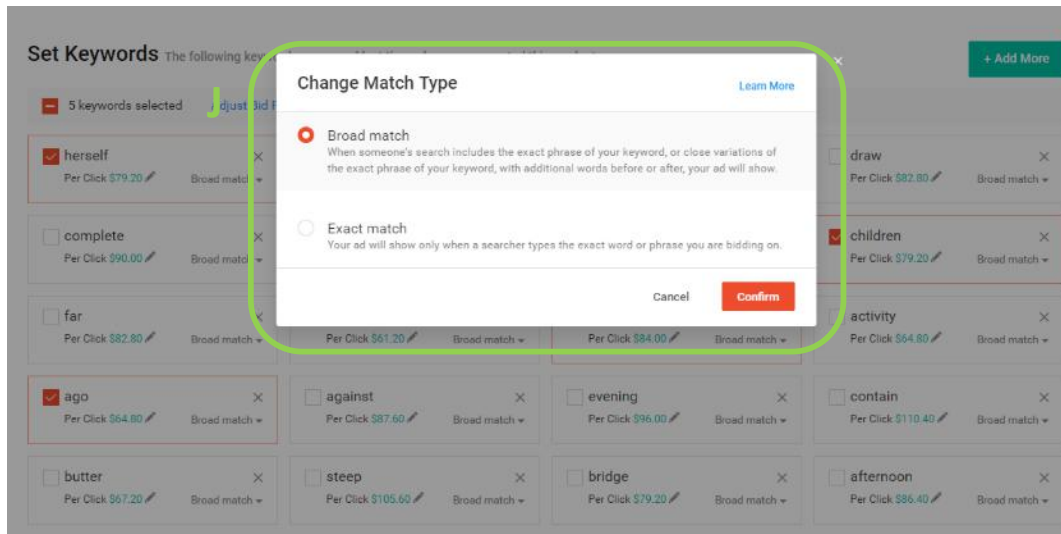
For example:
When you bid for the keyword "Rolex" with **Broad Match** with a bid price of SG$ 0.05, your ad will be shown when buyers search for:

1. The exact keyword, i.e. "Rolex" – You will pay exactly per the bid price
2. Phrases that contain the keyword "Rolex", i.e. "Rolex watch", "Rolex male watch", "New Rolex", etc. - You will be required to pay SG$ 0.05* 1.2 = SG $0.06

When you bid for the keyword "Rolex" with **Exact Match**, your ad will only be shown when buyers search for the exact keyword - "Rolex".

| Budget Balance: $1,561.30 |
| ◉ No Limit |
| This promotion can support maximum 13 ~ 26 clicks based on your current balance. |

K — ○ Set Budget

K Enter a **Budget** for your ad

Time Length

◉ No Time Limit

L — ○ Set Start/End Date

L Indicate the **Duration** your ad will run for

M **Publish Promotion** Cancel

M Click **Publish Promotion**

Tip: My Ads operates on a Cost-per-Click model. Each time your advertised listing is clicked, the CPC amount (or bid price) will be deducted from your ad budget.

Ensure that your budget is sufficient for the volume of search traffic you desire.

Congratulations!
You have successfully created your first keyword promotion.
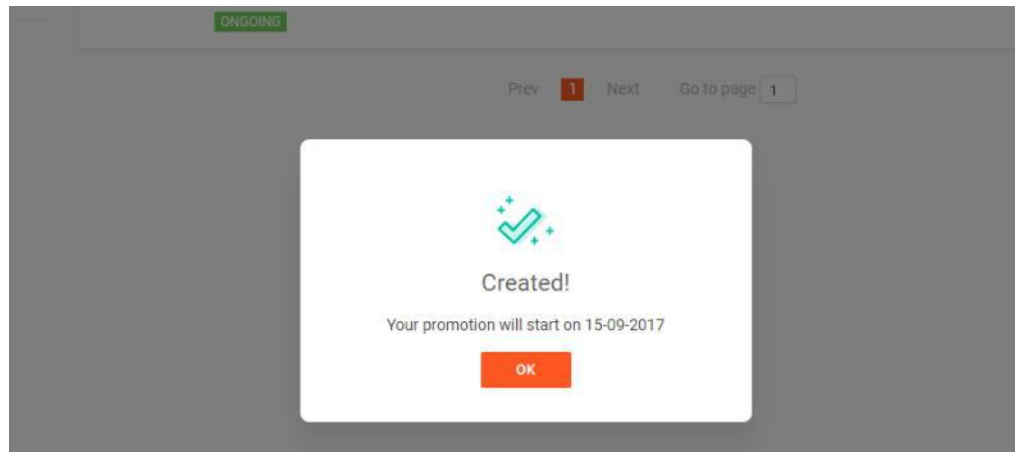
Tip: You will not be able to create a promotion if you do not have sufficient cash in your My Ads account. Learn how to top up your account on page 36.

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A

B

A — To edit your ad **Duration**, hover over the time period and click ✎

B — To edit your **Budget**, hover over your expenses and click ✎

C — To view your **Ad Details**, click on the ad title.

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My Shop Promotion Statistics (11-03-2019 to 11-03-2019)

Updated at 12-03-2019 17:00

Yesterday ▼ | ⬇ Export Data

Impression ⓘ	Clicks ⓘ	CTR ⓘ	Orders ⓘ	Items Sold ⓘ	GMV ⓘ	Expense ⓘ
1.8k	7	0.38%	0	0	$ 0.00	$ 0.23

+ Add more keywords | Batch Operation ⌄

☐ Keywords	Match Type ⇕ ⓘ	Per Click ⇕ ⓘ	Impression ⇕ ⓘ	Clicks ⇕ ⓘ	CTR ⇕ ⓘ	Orders ⇕ ⓘ	Items Sold ⇕ ⓘ	GMV ⇕ ⓘ	Exp
shoes	Broad match ▾	$ 0.05	928 +26.26%	3 +50.00%	0.32% +18.80%	0 -	0 -	$ 0.00 -	
shoe	Broad match ▾	$ 0.05	567 -14.61%	1 -80.00%	0.18% -76.58%	0 -	0 -	$ 0.00 -	
heels	Broad match ▾	$ 0.02	176 +23.94%	1 -75.00%	0.57% -79.83%	0 -	0 -	$ 0.00 -	
foot	Broad match ▾	$ 0.02	114 -	1 -50.00%	0.88% -50.00%	0 -	0 -	$ 0.00 -	

On your **Ad Detail** page, you may manage and view how well a particular ad promotion is performing.

Clicks shows how many clicks your ad has received to date.

Total Expense is how much you've been charged for the total number of clicks received.

Tip: The lower your search ranking value, the more likely users will see your ad when they search for the keyword. Improve your search ranking by choosing relevant keywords and bidding competitively.
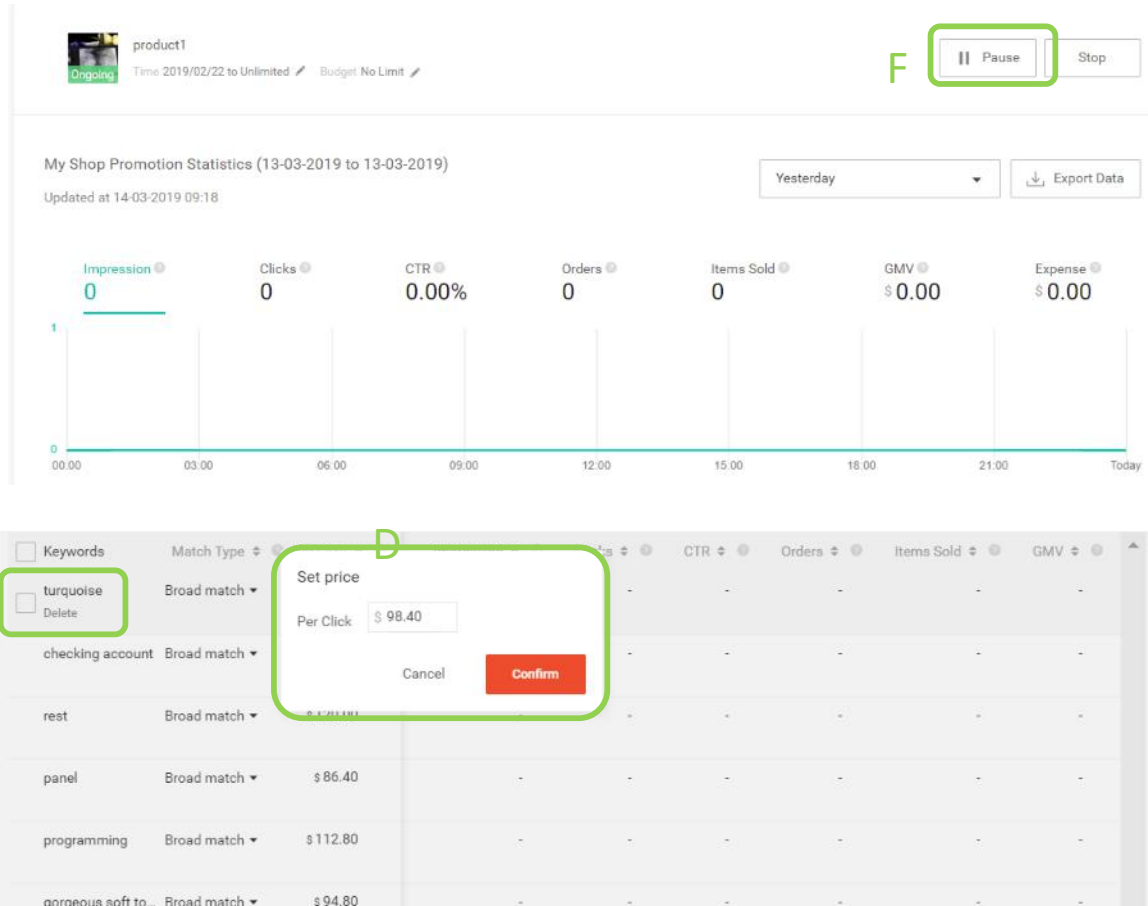
D — Edit your **Bid Price** by clicking ✏️

E — Remove a keyword by clicking **Delete**

F — You may pause the campaign anytime by clicking **Pause**

Tip: Pausing a promotion takes your ad promotion offline. You may choose to resume the promotion at any time.

G To batch-edit your keywords, select the keywords you wish to edit.

H Click on any of the functions to **Adjust Bid Price**, **Change Match Type** (Broad or Exact), or to **Delete** the selected keywords.

I The **Adjust Bid Price** function allows you to edit the bid prices of selected keywords by Amount, Percentage, or setting it to your preferred bid price!
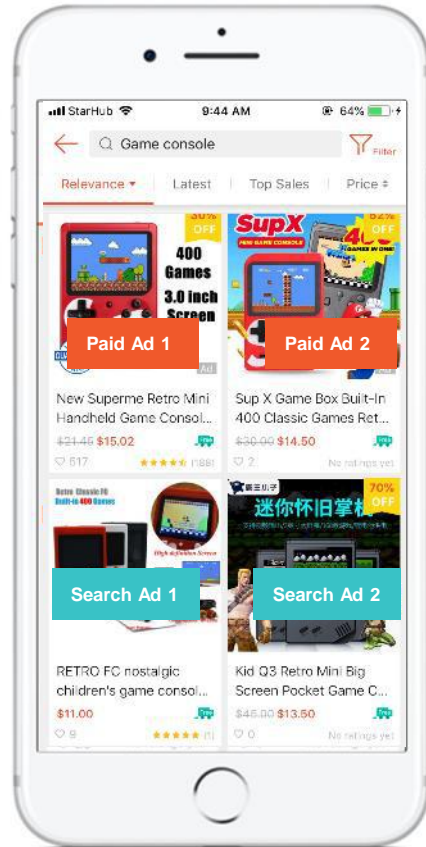
Mobile App Example

On the search results page in the Shopee app, the top 2 Paid Ads will be displayed on the first 2 product listings. They are followed by 4 regular search listings. Another 2 Paid Ads will appear after that.

In short, 2 Paid Ads will appear after every 4 search listings.

A maximum of 60 Paid Ads are shown in the search results for any single Keyword.

Web Example

On the search results page on Shopee's website, the top 5 Paid Ads will be displayed in the first row of the search results, followed by 40 regular search listings. The next 5 Paid Ads will display after that.

In short, 5 Paid Ads will appear after every 40 search listings.

A maximum of 60 Paid Ads are shown in the search results for any single Keyword.

- You can bid for a maximum of 50 keywords per product.

- Shopee has safeguards to prevent you from being charged for fraudulent clicks.
  - If your ad receives multiple clicks from a single account within a short duration, you will only be charged for one click.
  - Clicks within 5 minutes will be counted as 1 click for the same user session.

- Maximum 5 clicks will be counted from the same user per day.

- Cost per Click based price will start at S$0.04 per click, and increases depending on the demand.

Getting started with My Ads

Learn all about the 4 key areas in your My Ads account.

Promotion

Report

Billing

Top Up

Set up your ad by bidding for keywords or specific user groups

See how your ads are performing and use this data to improve your targeting.

Review your billing records here. Remember, you're only charged for clicks on promoted listings.

Top up your My Ads account to ensure you have enough Ad Credits to keep your ads running.
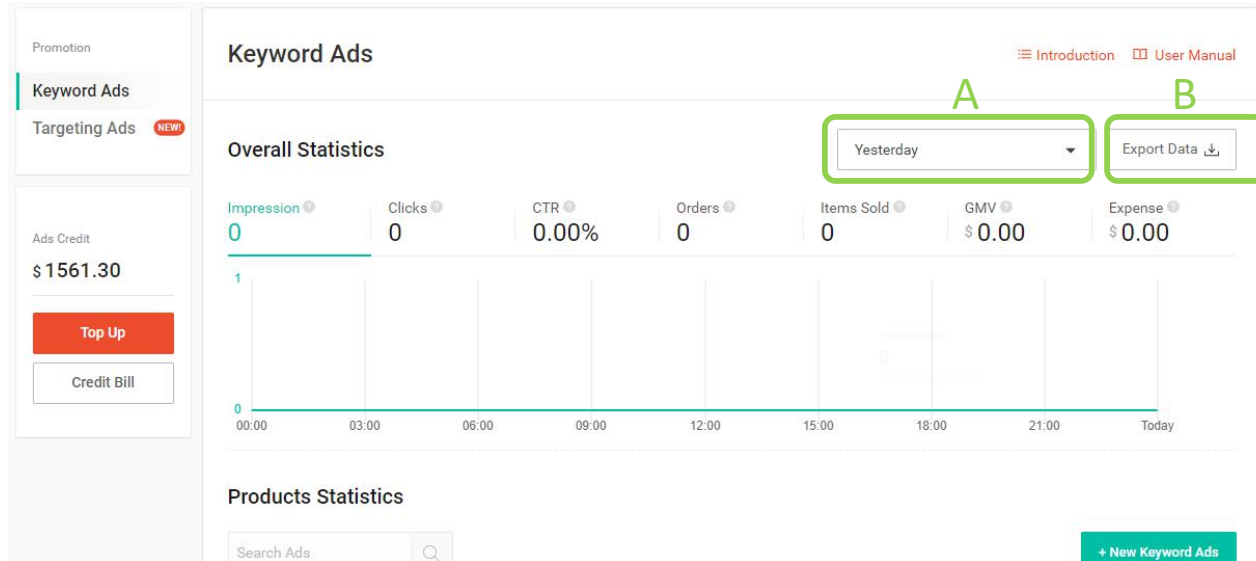
Once your ads have been running for a few days, you may want to take a look at how they are performing under the **Report** tab.

Orders indicates the number of orders received from your ad promotions for the selected time period.

Click-Through Rate (CTR) shows how well your ad promotions are converting product views to clicks. A high CTR is one indicator of ad effectiveness.

Tip: You'll want to look at your views, CTR, and orders to see which keywords are performing. Use this to fine-tune your keyword list to improve results.

A Use our **Date Selector Drop-list** to view performance for a specific time period

B Save your ad performance data by clicking **Export Data**

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Top up your My Ads account to ensure you have enough Ad Credits to keep your ads running.

Checking your billing record

You may view how much you've been billed to date from your **Billing** tab.

A Your **Balance** shows how much money (Ad Credits) you have in your My Ads account

B View your billing records for a specific time period by using the **Date Selector**

C Filter your billing records by **Additions (top ups)**, **Deductions (keyword promotion)** or, **Deduction (targeting promotion)**

Getting started with My Ads

Learn all about the 4 key areas in your My Ads account.

Promotion

Set up your ad by bidding for keywords or specific user groups

Report

See how your ad is performing and use our reporting tool to improve your targeting.

Billing

Review your billing records here. Remember, you're only charged for clicks on promoted listings.

Top Up

Top up your My Ads account to ensure you have enough Ad Credits to keep your ads running.

Top Up

Ads Credit

A $ 0.00

Your balance is low, please top up to ensure that your promotion won't be interrupted

Top Up

Credit Bill

(i) This top up amount can only be used

B $50.00
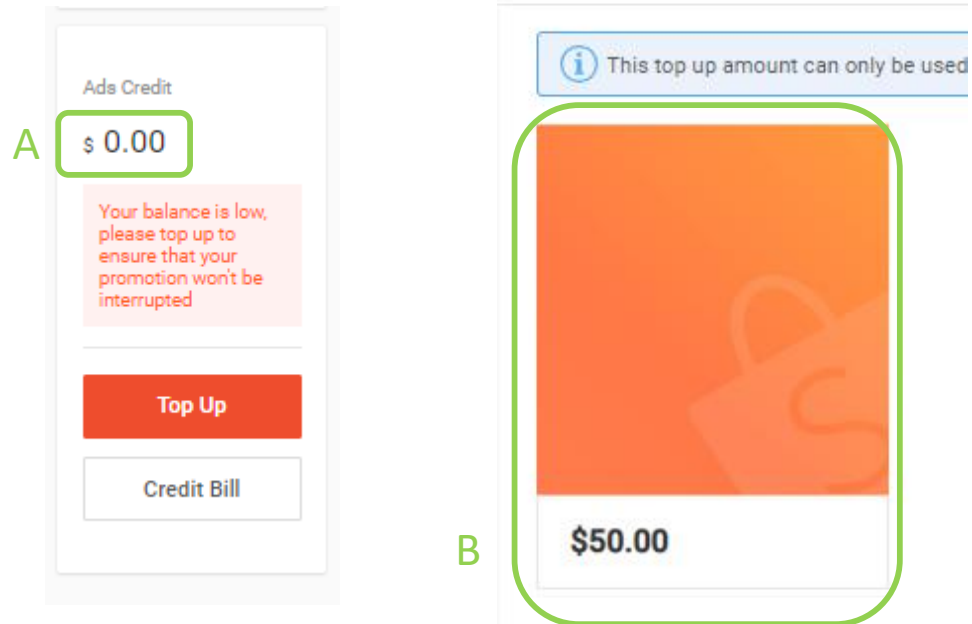
From your **Top Up** tab, you'll be able to purchase Ad Credits required to run your ad promotions .

A This shows how much money (Ad Credits) you have in your My Ads account

B To Top Up your account, select an appropriate **Top Up Amount**

C Click **Buy Now**
Check the details of your purchase and click **Check out**

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

Note: You will not be able to earn Shopee Coins when purchasing Ad Credits. Ad Credits cannot be bought with vouchers.

Regarding Wallet Balance

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.

1. **How do I check my balance?**
   You will be able to view your balance from *Seller Centre > Marketing Centre > My Ads.*

1. **Can I opt for an instant top-up option?**
   We do not have this feature currently, but we will be looking to implement this in the future. Do keep a lookout for it!

1. **What type of credit cards are allowed?**
   Currently, we only accept credit cards from local banks.

1. **Can I get a refund?**
   My Ads credits cannot be refunded after purchase as stated by the TnCs stated here.

1. **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.

Regarding Paid Ads Functionality

1. **How do I purchase Paid Ads credits?**
   Please refer to our guide online here for more details on purchasing Paid Ads credits.

1. **Can I buy this as a gift for someone else?**
   Unfortunately, no. However, you can consider getting them something else from our platform as a gift!

1. **Will my Paid Ads credits expire after a period of time?**
   No, there is no expiry date for the ad credits purchased on Shopee.

1. **Can I use Paid Ads to promote my shop? Will all my products be on the Ad or only selected products?**
   Paid Ads credits can only be used for products. You are required to choose the products to be promoted as ads.

1. **Where will I see my Ads published?**
   Ads will be shown in the search result page when keywords are searched in the search bar and it will appear as an Ad.

The End

Great, you're done!
If you have further enquiries, check out our other online resources.

New to keyword, targeted bidding or cost-per-click (CPC)?
View our introductory guide.