



SHOPEE ADS

USER GUIDE

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1. WHAT IS SHOPEE ADS?

What is Shopee Ads?

Shopee Ads allow you to create ads within Shopee's platform to increase exposure for your products and shop.

- 1 On browser, find **Shopee Ads** under **Marketing Centre** in Seller Centre. To login successfully, turn off the ads blocker on your web browser.
- 2 On app, find **Shopee Ads** in your **shop profile section**.
 - Go to your "Me" page
 - Tap on "My Shop" at the top left

1 Shopee Ads on browser

Shopee Seller Centre

TIPS TO DRIVE ORDERS FOR 21 OCT - 11 NOV

Marketing Centre

- Shopee Ads

To Do List

Metric	Count
Unpaid	0
To-Process Shipment	0
Processed Shipment	0
Pending Return/Refund	0
Pending Cancellation	0
Banned Products	6
Sold Out Products	1
Pending Campaign	0

Business Insights (Real-time data until GMT+8 09:00)

Metric	Value	vs yesterday
Sales	0.00	0.00%
Visitors	0	0.00%
Page Views	0	0.00%
Orders	0	0.00%
Conversion Rate	0.00%	0.00%

2 Shopee Ads on app

Shopee App

Marketing Center

- Shopee Ads



Types of Ads

1) Search Ads

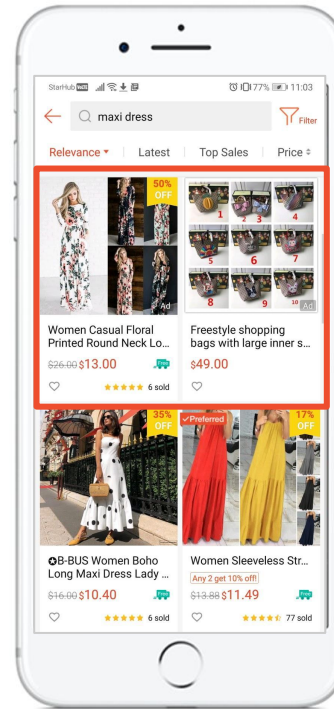
a) Keyword Ads

Bid for keywords, and your ad will appear on the **search results page** when shoppers search using those keywords.

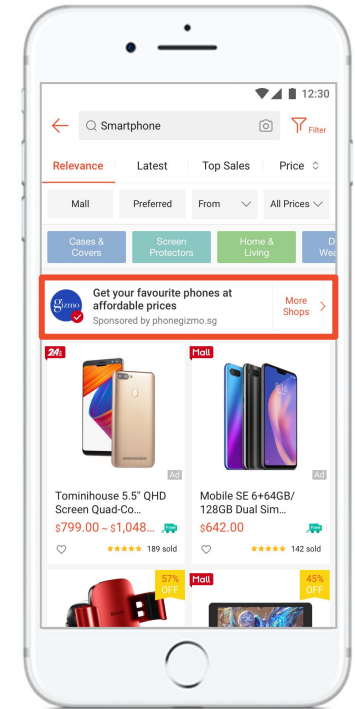
b) Shop Ads

Bid for keywords, and your ad (showcasing your shop name, ad picture and tagline) will appear at the top on the **search results page**.

Shop Ads is open only to Mall sellers, Preferred sellers and selected sellers with good track record in sales and shop ratings.



Keyword Ads



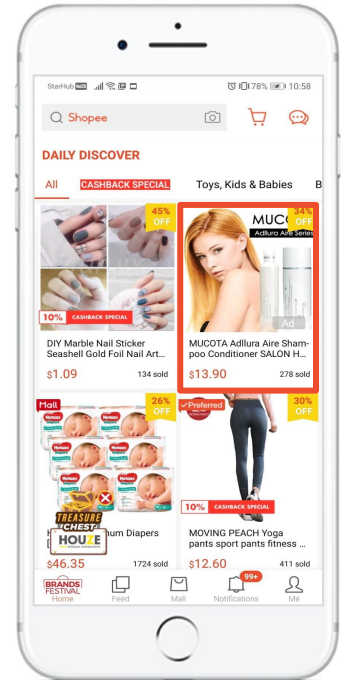
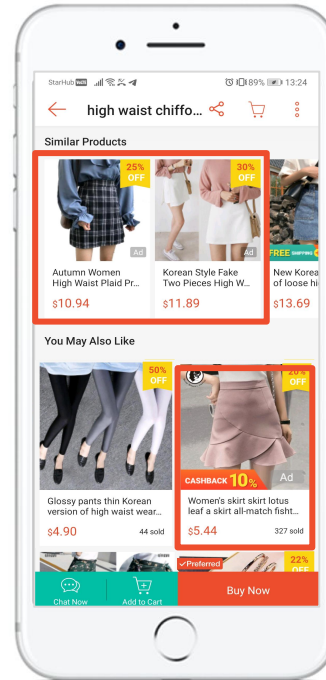
Shop Ads



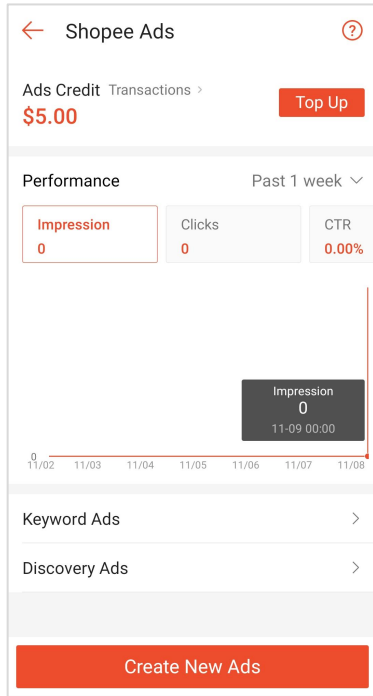
Types of Ads

2) Discovery Ads

Place your ad on the product detail page of products similar or complementary to yours under **Similar Products** and **You May Also Like**, and on the homepage under **Daily Discover**.



Shopee Ads on App



With **Shopee Ads on Shopee App**, users can:

- Top up ads credit
- Create and modify Keyword Ads as well as Discovery Ads
- View ads performance

For full Shopee Ads functionalities (e.g. manually adjusting keywords for Keyword Ads), please access Shopee Ads via Seller Centre on a browser.

More Shopee Ads functionalities will be released on app, please stay tuned!

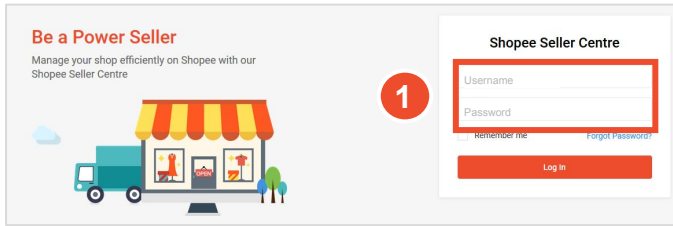


2. **SETTING UP KEYWORD ADS**

BID FOR YOUR PRODUCTS TO APPEAR IN SEARCH RESULTS

Setting up Keyword Ads

1 Log in to Seller Centre



2 Click on Shopee Ads

Shopee Seller Centre

Shipment
My Shipment
Mass Ship
Shipping Setting

Order
My Orders
Cancellation
Return/Refund

Product
My Products
Add New Product
Suspended Products

Marketing Centre
Marketing Centre
Shopee Ads

Chat Broadcast
My Broadcast
Chat Broadcast Group
Buyers' Details

TIPS TO DRIVE ORDERS FOR 21 OCT - 11 NOV

To Do List
Things you need to deal with

0 Unpaid	0 To-Process Shipment	0 Processed Shipment	0 Pending Return/Refund
0 Pending Cancellation	6 Banned Products	1 Sold Out Products	0 Pending Campaign

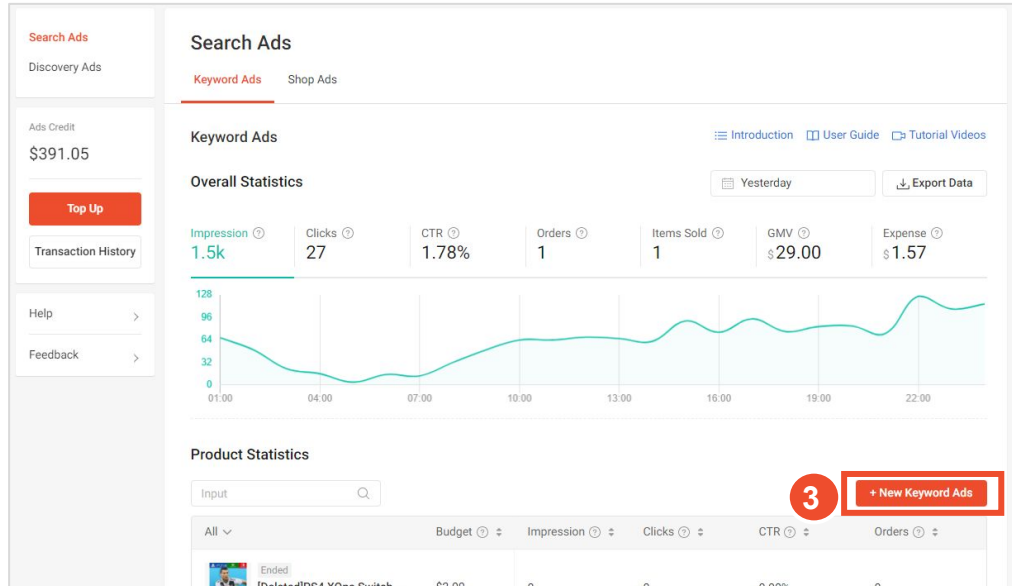
Business Insights (Real-time data until GMT+8 09:00)

Sales 0.00	Visitors 0 vs yesterday 0.00%	Page Views 0 vs yesterday 0.00%
Orders 0 vs yesterday 0.00%	Conversion Rate 0.00% vs yesterday 0.00%	



Setting up Keyword Ads

3 Click on + New Keyword Ads



Seller Tips!



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

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








Setting up Keyword Ads: Choose Products

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

Select Products

All Categories

Show available products only

<input checked="" type="checkbox"/>	Products	Monthly Sales	Price	Stock
<input checked="" type="checkbox"/>	 Product Name with thumbs up icon	64	\$14.90 - \$19.00	94
<input checked="" type="checkbox"/>	 Product Name with thumbs up icon	39	\$11.00 - \$23.00	37
<input checked="" type="checkbox"/>	 Product Name with thumbs up icon	42	\$5.30 - \$5.60	282
<input checked="" type="checkbox"/>	 Product Name with thumbs up icon	64	\$4.90	103
<input checked="" type="checkbox"/>	 Product Name with thumbs up icon	68	\$5.90	25

< 1 2 3 4 ... >

10 product(s) selected (Max. 50)

Cancel

Confirm

Seller Tips!




Choose products with the 'thumbs up' icon in the product selector. These items are recommended for ads as they have high sales and conversion rates.



Setting up Keyword Ads: Set Budget

5 Set Budget

Create Ads

 2pcs Dress set for New baby Girl Cotton ice cream printed Dresses for baby set
\$ 2000.00

Budget Balance : \$100.00

No Limit This promotion can support maximum 100 clicks based on your current balance. Set Budget

Time Length

No Time Limit Set Start/End Date

Seller Tips!



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.


- 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.
 - The minimum daily budget required is \$2
 - The minimum total budget required is \$20



Setting up Keyword Ads: Set Time Length

6 Set Time Length

Create Ads

 2pcs Dress set for New baby Girl Cotton ice cream printed Dresses for baby set
\$ 2000.00

Budget Balance : \$100.00

No Limit This promotion can support maximum 100 clicks based on your current balance. Set Budget

Time Length

No Time Limit Set Start/End Date

Seller Tips!



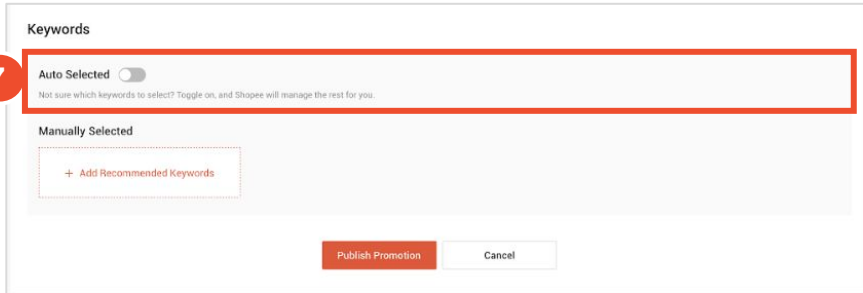
Time Length indicates the length of time your ad is active. Once the end date is reached, your ad will not show anymore.

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



Setting up Keyword Ads: Use Auto Selected Keywords*

7 Let Shopee manage your keywords



Keywords

7 Auto Selected Not sure which keywords to select? Toggle on, and Shopee will manage the rest for you.

Manually Selected

+ Add Recommended Keywords

Publish Promotion Cancel

Seller Tips!

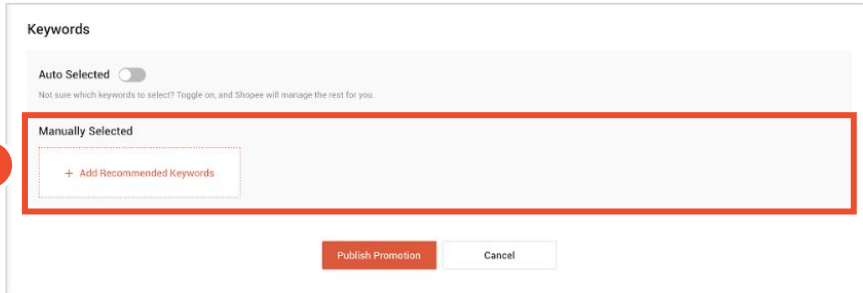


- With **Auto-Selected Keywords**, Shopee will select relevant keywords for your products and optimise them for you.
- Use this feature if you prefer to set up and manage your ads with minimal effort and time, or if you are unsure of what keywords to choose.
- Note that if you are creating Keyword Ads using Shopee app, auto-selected keywords will be automatically toggled on. To turn it off or manually set keywords, please log onto Seller Center on a browser (see guidance in next page).



Setting up Keyword Ads: Set Keywords Manually

8 Click on + Add recommended keywords



Keywords

Auto Selected

Not sure which keywords to select? Toggle on, and Shopee will manage the rest for you.

Manually Selected

+ Add Recommended Keywords

Publish Promotion Cancel

Seller Tips!



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

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








Setting up Keyword Ads: Set Keywords Manually

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

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

10

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

<input type="checkbox"/>	Keyword	Quality Score	Search Volume	Match Type	Suggested Bid	Bid Price	
<input type="checkbox"/>	woman dress maxi dress	<div><div style="width: 100%;"></div></div>	8	Broad match ▾	\$ 0.1	\$ 0.10	9 
<input type="checkbox"/>	woman dress	<div><div style="width: 100%;"></div></div>	1657	Broad match ▾	\$ 0.07	\$ 0.07	
<input type="checkbox"/>	maxi dress	<div><div style="width: 100%;"></div></div>	11058	Broad match ▾	\$ 0.08	\$ 0.08	
<input type="checkbox"/>	long dress	<div><div style="width: 100%;"></div></div>	19236	Broad match ▾	\$ 0.07	\$ 0.07	
<input type="checkbox"/>	dress	<div><div style="width: 100%;"></div></div>	55561	Broad match ▾	\$ 0.26	\$ 0.26	

Seller Tips!



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



Setting up Keyword Ads: Set Keywords Manually

11 Add Keywords

dress women

Search results

Keyword	Quality Score	Search Volume	Suggested Bid	Action
dress women Hot	<div><div style="width: 100%;"></div></div>	31191	\$0.07	Added >
dress Hot	<div><div style="width: 100%;"></div></div>	55561	\$0.22	Added >
dress women maxi dress Hot	<div><div style="width: 100%;"></div></div>	39	\$0.13	Added >
women summer dress midi dress	<div><div style="width: 100%;"></div></div>	4	\$0.30	Added >
women dress maxi dress skirts	<div><div style="width: 100%;"></div></div>	4	\$0.12	Added >
women plus size dress midi dress	<div><div style="width: 100%;"></div></div>	4	\$0.11	12 Add >
maxi dress midi dress women's apparel tops Hot	<div><div style="width: 100%;"></div></div>	7	\$0.10	Add >
women dress short dresses midi dress	<div><div style="width: 100%;"></div></div>	4	\$0.33	Add >
women tops dresses midi dress maxi dress	<div><div style="width: 100%;"></div></div>	4	\$0.17	Add >
pink dress women's apparel midi dress	<div><div style="width: 100%;"></div></div>	3	\$0.09	Add >

Keywords Added(4)

- 1 dress women \$ 0.08
- 2 dress women maxi ... \$ 0.16
- 3 women summer dr... \$ 0.36
- 4 women dress maxi ... \$ 0.14

Change Match Type: **13** Broad match

Cancel **13** Confirm and add keywords

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

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

13 Click **Confirm and Add Keywords**



Setting up Keyword Ads: Set Match Type

Seller Tips!



14 Set match type

<input type="checkbox"/> Keyword	Quality Score	Search Volume	Match Type	Suggested Bid	Bid Price	
woman dress maxi dress	<div><div style="width: 100%;"></div></div>	8	14 Broad match	\$ 0.1	<input type="text" value="\$ 0.10"/>	
woman dress	<div><div style="width: 100%;"></div></div>	1657	Broad match	\$ 0.07	<input type="text" value="\$ 0.07"/>	
maxi dress	<div><div style="width: 100%;"></div></div>	11058	Broad match	\$ 0.08	<input type="text" value="\$ 0.08"/>	
long dress	<div><div style="width: 100%;"></div></div>	19236	Broad match	\$ 0.07	<input type="text" value="\$ 0.07"/>	
dress	<div><div style="width: 100%;"></div></div>	55561	Broad match	\$ 0.26	<input type="text" value="\$ 0.26"/>	

What is Match Type?

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

- **Broad Match** shows your ad on the search results page when buyers search for relevant variations of your keywords, even if their searches do not contain your keywords. For example, if you bid for "socks", your ads may appear on searches for "socks", "running gears", "ankle socks", "socklets".
- **Exact Match** displays your ad when buyers search for your exact keyword. For example, if you bid for "dress", your ad may only appear on searches for "dress", "DRESS" and "Dress".



Setting up Keyword Ads: Set Keywords Manually

Add Keywords

dress women

Keywords Added(4)

Keyword	Quality Score	Search Volume	Suggested Bid	Action
dress women Hot	<div><div style="width: 100%;"></div></div>	31191	\$0.07	Added >
dress Hot	<div><div style="width: 100%;"></div></div>	55561	\$0.22	Added >
dress women maxi dress Hot	<div><div style="width: 100%;"></div></div>	39	\$0.13	Added >
women summer dress midi dress	<div><div style="width: 100%;"></div></div>	4	\$0.30	Added >
women dress maxi dress skirts	<div><div style="width: 100%;"></div></div>	4	\$0.12	Added >
women plus size dress midi dress	<div><div style="width: 100%;"></div></div>	4	\$0.11	Add >
maxi dress midi dress women's apparel tops Hot	<div><div style="width: 100%;"></div></div>	7	\$0.10	Add >
women dress short dresses midi dress	<div><div style="width: 100%;"></div></div>	4	\$0.33	Add >
women tops dresses midi dress maxi dress	<div><div style="width: 100%;"></div></div>	4	\$0.17	Add >
pink dress women's apparel midi dress	<div><div style="width: 100%;"></div></div>	3	\$0.09	Add >

1 dress women \$ 0.08

2 dress women maxi ... \$ 0.16

3 women summer dr... \$ 0.36

4 women dress maxi ... \$ 0.14

Change Match Type: Broad match

Cancel Confirm and add keywords

Seller Tips!



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.



Setting up Keyword Ads: Set Bid Price

15 Set and review your bid price

<input type="checkbox"/> Keyword	Quality Score	Search Volume	Match Type	Suggested Bid	Bid Price	
woman dress maxi dress	<div style="width: 100%;"></div>	8	Broad match	\$ 0.1	<input type="text" value="\$ 0.10"/>	
woman dress	<div style="width: 100%;"></div>	1657	Broad match	\$ 0.07	<input type="text" value="\$ 0.07"/>	
maxi dress	<div style="width: 100%;"></div>	11058	Broad match	\$ 0.08	<input type="text" value="\$ 0.08"/>	
long dress	<div style="width: 100%;"></div>	19236	Broad match	\$ 0.07	<input type="text" value="\$ 0.07"/>	
dress	<div style="width: 100%;"></div>	55561	Broad match	\$ 0.26	<input type="text" value="\$ 0.26"/>	

Seller Tips!



- **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 S\$0.04 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.



Setting up Keyword Ads: Mass Edit

16 If you want to change settings for many keywords, tick the checkbox next to these keywords and select the highlighted buttons

17 Click **Publish Promotion**

<input type="checkbox"/>	Keyword	Quality Score	Search Volume	Match Type	Suggested Bid	Bid Price	
<input type="checkbox"/>	woman dress maxi dress	<div><div style="width: 100%;"></div></div>	8	Broad match	\$ 0.1	<input type="text" value="\$ 0.10"/>	
<input type="checkbox"/>	woman dress	<div><div style="width: 100%;"></div></div>	1657	Broad match	\$ 0.07	<input type="text" value="\$ 0.07"/>	
<input type="checkbox"/>	maxi dress	<div><div style="width: 100%;"></div></div>	11058	Broad match	\$ 0.08	<input type="text" value="\$ 0.08"/>	
<input type="checkbox"/>	long dress	<div><div style="width: 100%;"></div></div>	19236	Broad match	\$ 0.07	<input type="text" value="\$ 0.07"/>	
<input type="checkbox"/>	dress	<div><div style="width: 100%;"></div></div>	55561	Broad match	\$ 0.26	<input type="text" value="\$ 0.26"/>	

17

Publish Promotion

Cancel

Seller Tips!



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








Use Auto Selected Keywords for Mass Ad Set-Up

1 Select multiple products (up to 50 products) and click **Confirm**

Select Products ×

All Categories ▼ Product Name ▼

Show available products only

<input checked="" type="checkbox"/>	Products	Monthly Sales	Price	Stock
<input checked="" type="checkbox"/>	 Product 1 👍	64	\$14.90 - \$19.00	94
<input checked="" type="checkbox"/>	 Product 2 👍	39	\$11.00 - \$23.00	37
<input checked="" type="checkbox"/>	 Product 3 👍	42	\$5.30 - \$5.60	282
<input checked="" type="checkbox"/>	 Product 4 👍	64	\$4.90	103
<input checked="" type="checkbox"/>	 Product 5 👍	68	\$5.90	25

< 1 2 3 4 ... >

10 product(s) selected (Max: 10)

Seller Tips!



- Click "Select All" to choose the first 50 products based on the criteria in the drop-down menu (e.g. Top Sales).
- Products that are already on Keyword Ads campaign, out of stock or banned cannot be selected.
- Mass set up your ads using Auto-Selected Keywords to easily scale up your ads with minimal effort and time investment. You may mass set up using either your browser or your Shopee app.



2. SETTING UP KEYWORD ADS

Use Auto Selected Keywords for Mass Ad Set-Up

2 Set Budget Per Ad and Time Length Per Ad

Budget Per Ad Balance: \$100.00

No Limit
This promotion can support maximum 100 clicks based on your current balance.

Set Budget ⓘ

Time Length Per Ad

No Time Limit

Set Start/End Date

Seller Tips!



- The budget chosen is applied to each keyword ad, i.e. not shared amongst the multiple keyword ads published.



Use Auto Selected Keywords for Mass Ad Set-Up

3 Click **Publish Promotion**

Keywords

Auto Selected

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

▼ Advanced Setting

Manually Selected

For manually set up keywords, please go to ads detail page after publishing the promotion

Publish Promotion Cancel

Seller Tips!



- When you select multiple products, you can only publish Keyword Ads using the default **Auto-Selected** mode.
- To use **Manually Selected** mode, you must choose only one product at the beginning of the Keyword Ad set up process.

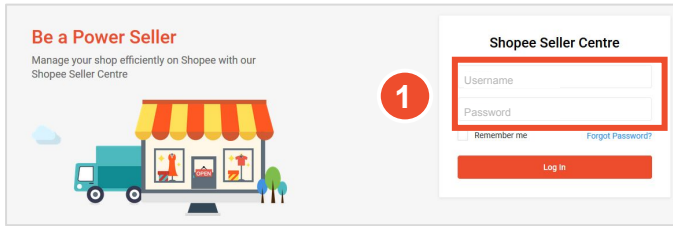


3. SETTING UP DISCOVERY ADS

BID TO INCREASE YOUR PRODUCT'S EXPOSURE IN **DAILY DISCOVER**, YOU MAY ALSO LIKE AND **SIMILAR PRODUCTS**

Setting up Discovery Ads

1 Log in to Seller Centre



2 Click on Shopee Ads

Shopee Seller Centre

Shipment
My Shipment
Mass Ship
Shipping Setting

Order
My Orders
Cancellation
Return/Refund

Product
My Products
Add New Product
Suspended Products

Marketing Centre
Marketing Centre
Shopee Ads

Chat Broadcast
My Broadcast
Chat Broadcast Group
Buyers' Details

TIPS TO DRIVE ORDERS FOR 21 OCT - 11 NOV [LEARN MORE](#)

To Do List
Things you need to deal with

0 Unpaid	0 To-Process Shipment	0 Processed Shipment	0 Pending Return/Refund
0 Pending Cancellation	6 Banned Products	1 Sold Out Products	0 Pending Campaign

Business Insights (Real-time data until GMT+8 09:00) [More >](#)
An overview of the shop data for the paid order dimension

Sales 0.00	Visitors 0 vs yesterday 0.00%	Page Views 0 vs yesterday 0.00%
Orders 0 vs yesterday 0.00%	Conversion Rate 0.00% vs yesterday 0.00%	



3. SETTING UP DISCOVERY ADS

Setting up Discovery Ads

3 Click on + New Discovery Ads

The screenshot displays the 'Discovery Ads' dashboard. On the left sidebar, there are sections for 'Search Ads', 'Discovery Ads', 'Ads Credit' (showing \$0.00 with a 'Top Up' button), 'Transaction History', 'Help', and 'Feedback'. The main content area is titled 'Discovery Ads' and includes links for 'Introduction' and 'User Guide'. Below this is the 'Overall Statistics' section, which shows a date selector for 'Yesterday' and an 'Export Data' button. The statistics are as follows:

Impression	Clicks	CTR	Orders	Items Sold	GMV	Expense
0	0	0.00%	0	0	\$0.00	\$0.00

Below the statistics is a line chart showing data over time from 01:00 to 22:00. The 'Product Statistics' section features a search input field and a table of active ads. A red box highlights the '+ New Discovery Ads' button in the top right of this section. The table lists two ongoing ads:

Product	Budget	Impression	Clicks	CTR	Orders
Cheongsam / Qipao Collec... 08/18 to Unlimited	No Limit	0	0	0.00%	0
Timberland farah + free gif...	No Limit	0	0	0.00%	0



Setting up Discovery Ads: Choose Products

4 Select the product(s) you wish to promote

5 Click **Confirm**

Select Products ×

All Categories Product Name

Show available products only

<input checked="" type="checkbox"/>	Products	Monthly Sales	Price	Stock
<input checked="" type="checkbox"/>	Product 1	64	\$14.90 - \$19.00	94
<input checked="" type="checkbox"/>	Product 2	39	\$11.00 - \$23.00	37
<input checked="" type="checkbox"/>	Product 3	42	\$5.30 - \$5.60	282
<input checked="" type="checkbox"/>	Product 4	64	\$4.90	103
<input checked="" type="checkbox"/>	Product 5	68	\$5.90	25

< 1 2 3 4 ... >

10 product(s) selected (Max. 50)

Seller Tips!



- You may choose up to 50 products from your existing shop listings at a time.
- Use the search or filter function to look for your desired product easily.
- Choose products with the 'thumbs up' icon in the product selector. These items are recommended for ads as they have high sales and conversion rates.



Setting up Discovery Ads: Use Auto Optimisation Mode*

6 Use **Auto Optimisation** mode to let Shopee manage the bid prices of your Discovery Ads

Create Ads

Auto Optimisation

Let system auto optimise Ad setting for you to ensure better performance. [Learn More](#)

'Auto Optimisation' is now available for Targeting Ads!

Toggle it on to let system smartly optimise your ads settings based on real-time performance and toggle it off if you wish to set up your bid price manually.

[Got It](#)

	Mass Edit Budget	Mass Edit Time Length	
	Bid Price ⓘ	Budget ⓘ	Time Length
<input type="checkbox"/>	Auto ⓘ	No Limit ▾	No Time Limit ▾
<input type="checkbox"/>	Auto ⓘ	No Limit ▾	No Time Limit ▾
<input type="checkbox"/>	Auto ⓘ	No Limit ▾	No Time Limit ▾

Final bid price range: **Auto** ⓘ

[Cancel](#) [Publish Ads](#)

Seller Tips!



- With **Auto Optimisation** mode, Shopee will manage the bidding for your Discovery Ads across all display locations.
- Use this feature if you prefer to set up and manage your ads with minimal effort and time, or if you are unsure of how to set the bid price.
- Note that you can only create Discovery Ads using Auto Optimisation mode on Seller Centre using a browser, not via the Shopee app.

* Discovery Ads Auto Optimisation is in beta mode and only available to selected users



Setting up Discovery Ads: Use Auto Optimisation Mode*

7 Set **Budget** and **Time Length**

8 Click **Publish Ads**

Create Ads

Auto Optimisation

Let system auto optimise Ad setting for you to ensure better performance. [Learn More](#)

Set Budget And Duration

3 products selected. You can add up to 10 products at a time.

[+ Add Products](#) [Mass Edit Bid Price](#) [Mass Edit Budget](#) [Mass Edit Time Length](#)

Select All	Bid Price	Budget	Time Length
<input type="checkbox"/>	Auto	No Limit	No Time Limit
<input type="checkbox"/>	Auto	No Limit	No Time Limit
<input type="checkbox"/>	Auto	No Limit	No Time Limit

Final bid price range: Auto

[Cancel](#) [Publish Ads](#)

Seller Tips!



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.

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

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.
- Set “No Time Limit” if you would like your ad to have sustained exposure.

* Discovery Ads Auto Optimisation is in beta-mode and only available to selected users



Setting up Discovery Ads: Set Bid Price Manually

9 Toggle off **Auto Optimisation**

10 Set **Bid Price**

Create Ads

Auto Optimisation

Let system auto optimise Ad setting for you to ensure better performance. [Learn More](#)

Set Budget And Duration

3 products selected. You can add up to 10 products at a time.

[+ Add Products](#) [Mass Edit Bid Price](#) [Mass Edit Budget](#) [Mass Edit Time Length](#)

Select All	Bid Price	Budget	Time Length
<input type="checkbox"/> 2pcs Dress set for New baby Girl Cotton ice cream printed Dresses RM 23.76	\$ 8.20 per click Suggested \$8.20	No Limit	No Time Limit
<input type="checkbox"/> 2pcs Dress set for New baby Girl Cotton ice cream printed Dresses for baby set RM 23.76	\$ 6.50 per click Suggested \$5.00	No Limit	No Time Limit
<input type="checkbox"/> Rac Women Long Dress RM 23.76	\$ 6.80 per click Suggested \$6.80	No Limit	No Time Limit

Final bid price range: \$6.50 - \$8.20

[Cancel](#) [Add Advanced Settings](#) [Publish Ads](#)

Seller Tips!



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. You can review and adjust the amount.

Cost per Click will start at S\$0.02 per click, and increases depending on the demand.

- To mass edit the bid prices, select the relevant products and click Mass Edit Bid Price.
- Note that, if you are mass creating Discovery Ads for multiple products using Shopee app, the chosen bid price for each display location will apply to all the products chosen.



Setting up Discovery Ads: Set Budget

11 Set Budget

Seller Tips!



Create Ads

Auto Optimisation

Let system auto optimise Ad setting for you to ensure better performance. [Learn More](#)

Set Budget And Duration

3 products selected. You can add up to 10 products at a time.

[+ Add Products](#) [Mass Edit Bid Price](#) [Mass Edit Budget](#) [Mass Edit Time Length](#)

Select All	Bid Price	Budget	Time Length
<input type="checkbox"/>	<input type="text" value="\$ 8.20 per click"/> suggested \$8.20	<input type="text" value="No Limit"/>	<input type="text" value="No Time Limit"/>
<input type="checkbox"/>	<input type="text" value="\$ 6.50 per click"/> suggested \$5.00	<input type="text" value="No Limit"/>	<input type="text" value="No Time Limit"/>
<input type="checkbox"/>	<input type="text" value="\$ 6.80 per click"/> suggested \$6.80	<input type="text" value="No Limit"/>	<input type="text" value="No Time Limit"/>

Final bid price range: \$6.50 - \$8.20

[Cancel](#) [Add Advanced Settings >](#) [Publish Ads](#)

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.

- 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.
 - The minimum daily budget required is \$1
 - The minimum total budget required is \$10
- To mass edit the budget, select the relevant products and click Mass Edit Budget.
 - Note that if you are mass creating Discovery Ads for multiple products in Shopee app, your budget setting will apply to all the products chosen.



Setting up Discovery Ads: Set Time Length

12 Set Time Length

13 Click **Add Advanced Settings** to customise display location setting

Create Ads

Auto Optimisation

Let system auto optimise Ad setting for you to ensure better performance. [Learn More](#)

Set Budget And Duration

3 products selected. You can add up to 10 products at a time.

[+ Add Products](#) [Mass Edit Bid Price](#) [Mass Edit Budget](#) [Mass Edit Time Length](#)

Select All	Bid Price	Budget	Time Length
<input type="checkbox"/>	\$ 8.20 per click Suggested \$8.20	No Limit	No Time Limit
<input type="checkbox"/>	\$ 6.50 per click Suggested \$6.00	No Limit	No Time Limit
<input type="checkbox"/>	\$ 6.80 per click Suggested \$6.80	No Limit	No Time Limit

Final bid price range: \$6.50 - \$8.20

[Add Advanced Settings >](#) [Publish Ads](#)

Seller Tips!



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.

- 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.
 - Note that if you are mass creating Discovery Ads for multiple products in Shopee app, your time length setting will apply to all the products chosen.



Setting up Discovery Ads: Set Display Location Setting

Display Locations Setting

Display Locations

- 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	Status
Homepage - Daily Discover		Increase Bid Price by <input type="text" value="0"/> %	<input checked="" type="checkbox"/>
Product Details Page - Similar Products		Increase Bid Price by <input type="text" value="0"/> %	<input checked="" type="checkbox"/>
Product Details Page - You May Also Like		Increase Bid Price by <input type="text" value="0"/> %	<input checked="" type="checkbox"/>

Final bid price range: \$6.50 - \$8.20

Cancel < Set Budget as Publish Ads

14 Set Premium Rate

15 Set Status

16 Click Publish Promotion



Setting up Discovery Ads: Set Ad Display Locations

Seller Tips!



Display Locations Setting

Display Locations

- 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	Status
Homepage - Daily Discover		Increase Bid Price by <input type="text" value="0"/> %	<input checked="" type="checkbox"/>
Product Details Page - Similar Products		Increase Bid Price by <input type="text" value="0"/> %	<input checked="" type="checkbox"/>
Product Details Page - You May Also Like		Increase Bid Price by <input type="text" value="0"/> %	<input checked="" type="checkbox"/>

Final bid price range: \$6.50 - \$8.20

Cancel < Set Budget and Duration Publish Ads

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 \$0.10 and your premium rate is 50% for Similar Products, your final bid price for Similar Products is $\$0.15 = \$0.10 \times (100\% + 50\%)$.
- Note that if you are creating Discovery Ads using Shopee app, there will be no premium rate setting, instead you can enter the final bid price for each display location for all the products chosen.

Status allows you to set where to display your Discovery Ads.



Setting up Discovery Ads: Set Ad Display Locations

Display Locations Setting

Display Locations

- 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	Status
Homepage - Daily Discover		Increase Bid Price by <input type="text" value="0"/> %	<input checked="" type="checkbox"/>
Product Details Page - Similar Products		Increase Bid Price by <input type="text" value="0"/> %	<input checked="" type="checkbox"/>
Product Details Page - You May Also Like		Increase Bid Price by <input type="text" value="0"/> %	<input checked="" type="checkbox"/>

Final bid price range: **\$6.50 - \$8.20**

Cancel < Set Budget and Duration Publish Ads



- Final Bid Price Range** shows the min and max bid prices for all the products after premium rate adjustment.

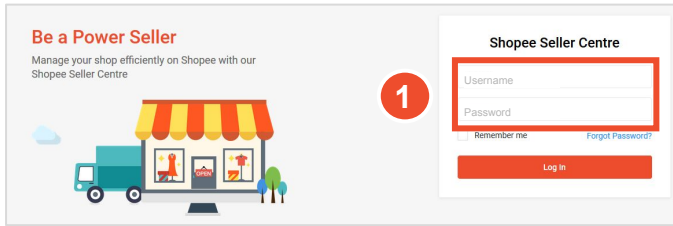


4. SETTING UP SHOP ADS

BID FOR YOUR SHOP TO APPEAR IN SEARCH RESULTS

Setting up Shop Ads

1 Log in to Seller Centre



2 Click on Shopee Ads

Shopee Seller Centre

Shipment **My Shipment** **Mass Ship** **Shipping Setting**

Order **My Orders** **Cancellation** **Return/Refund**

Product **My Products** **Add New Product** **Suspended Products**

Marketing Centre **Marketing Centre** **Shopee Ads**

Chat Broadcast **My Broadcast** **Chat Broadcast Group** **Buyers' Details**

TIPS TO DRIVE ORDERS FOR 21 OCT - 11 NOV [LEARN MORE](#)

To Do List
Things you need to deal with

0 Unpaid	0 To-Process Shipment	0 Processed Shipment	0 Pending Return/Refund
0 Pending Cancellation	6 Banned Products	1 Sold Out Products	0 Pending Campaign NEW

Business Insights (Real-time data until GMT+8 09:00) [More >](#)
An overview of the shop data for the paid order dimension

Sales 0.00	Visitors 0 vs yesterday 0.00% —	Page Views 0 vs yesterday 0.00% —
0 Orders vs yesterday 0.00% —	0.00% Conversion Rate vs yesterday 0.00% —	



Setting up Shop Ads

3 Click on **Shop Ads** in the menu on the left, under **Promotion**

4 Click on the **Create Shop Ad Now** button to start

The screenshot displays the 'Search Ads' dashboard. On the left sidebar, the 'Shop Ads' menu item is highlighted with a red box and a red circle containing the number '3'. The main content area shows 'Overall Statistics' with a table of metrics: Shop Impressions (0), Shop Clicks (0), Shop CTR (0.00%), Orders (0), Items Sold (0), GMV (0.00), and Expense (0.00). Below the table is a line chart showing a flat line at zero. At the bottom, the 'Ad Statistics' section features a search input field and a '+ Create Shop Ads' button, which is highlighted with a red box and a red circle containing the number '4'. The interface also includes a 'Top Up' button and a 'Transaction History' link in the sidebar.



Setting up Shop Ads: Set Ad Name

5 Set Ad Name

Create Shop Ads

Settings

Ad Name 10/50

Budget Balance: \$100.00

No Limit Set Budget

This promotion can support maximum 10 clicks based on your current balance.

Time Length

No Time Limit Set Start/End Date

Seller Tips!



Set **Ad Name** to help you identify and organize multiple Shop Ads Campaigns.

- Include details such as ad landing page, ad duration, ad campaign objective, e.g. "Boost Sales, female perfume collection, 1-30 Jan".




Setting up Shop Ads: Set Budget

6 Set Budget


Create Shop Ads

Settings

Ad Name 

Ad for backpacks 10/50

Budget Balance \$100.00

No Limit This promotion can support maximum 10 clicks based on your current balance. Set Budget 

Time Length

No Time Limit Set Start/End Date

Seller Tips!



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.

- 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.
 - The minimum daily budget required is \$2.5
 - The minimum total budget required is \$25



Setting up Shop Ads: Set Time Length

7 Set Time Length

Create Shop Ads

Settings

Ad Name 10/50

Budget Balance: \$100.00

No Limit Set Budget

This promotion can support maximum 10 clicks based on your current balance.

Time Length

No Time Limit Set Start/End Date

Seller Tips!



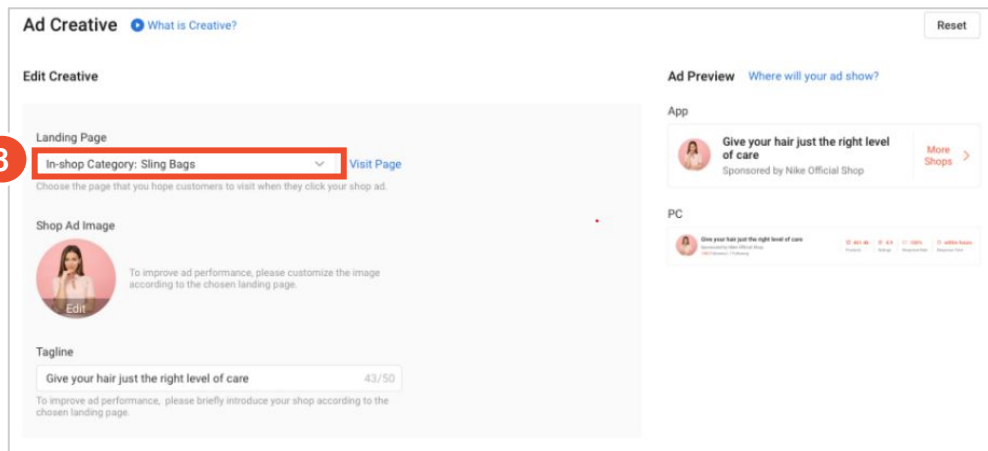
Time Length indicates the length of time your ad is active. Once the end date is reached, your ad will not show anymore. You can choose no time limit or impose a start and end date.

- 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. sale periods.



Setting up Shop Ads: Set Landing Page (Optional)

8 Set Landing Page



Ad Creative [What is Creative?](#) Reset

Edit Creative

Landing Page

8 In-shop Category: Sling Bags Visit Page

Choose the page that you hope customers to visit when they click your shop ad.

Shop Ad Image

To improve ad performance, please customize the image according to the chosen landing page.

Tagline

Give your hair just the right level of care 43/50

To improve ad performance, please briefly introduce your shop according to the chosen landing page.

Ad Preview [Where will your ad show?](#)

App

Give your hair just the right level of care
Sponsored by Nike Official Shop More Shops >

PC

Give your hair just the right level of care
\$100.00 \$1.00 \$100.00 \$100.00

Seller Tips!



Landing page determines the page that shoppers will be directed to after clicking your ad.

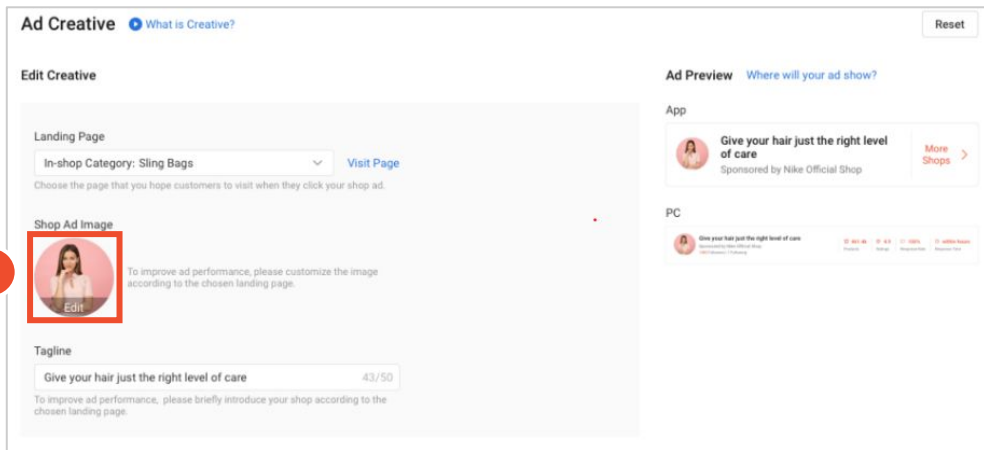
- Choose shop page if you want shoppers to explore your store.
- Choose product collection page if you sell diverse product categories (e.g Shoes and Toiletries) or if you want to boost sales for specific featured products (Spring Sale collection).

Click [here](#) to create a product collection.



Setting up Shop Ads: Set Shop Ad Image (Optional)

9 Set Shop Ad Image



The screenshot shows the Facebook Ad Creative editor interface. On the left, under the 'Edit Creative' tab, the 'Shop Ad Image' field is highlighted with a red box and a '9' in a red circle. The field contains a circular image of a woman's face and an 'Edit' button. Below it is a 'Tagline' field with the text 'Give your hair just the right level of care' and a character count of '43/50'. On the right, the 'Ad Preview' tab shows the ad as it will appear on mobile and PC. The mobile preview shows the same circular image and tagline, with a 'More Shops' button. The PC preview shows the same ad with a 'Shop Now' button. A 'Reset' button is visible in the top right corner.

Seller Tips!



Shop Ad Image is the image shown on your Shop Ad.

- If your landing page is a product collection page, use a picture that best represents it, e.g. the best-selling item from the collection.
- If your landing page is the shop page, you can use your shop logo. Alternatively use an attractive picture that represents your store.
- Your shop logo will be used by default if you do not add any custom picture.



Setting up Shop Ads: Set Tagline (Optional)

10 Set Tagline

Ad Creative [What is Creative?](#) Reset

Edit Creative

Landing Page
In-shop Category: Sling Bags [Visit Page](#)
Choose the page that you hope customers to visit when they click your shop ad.

Shop Ad Image

To improve ad performance, please customize the image according to the chosen landing page. [Edit](#)

Tagline
Give your hair just the right level of care 43/50
To improve ad performance, please briefly introduce your shop according to the chosen landing page.

Ad Preview [Where will your ad show?](#)

App

Give your hair just the right level of care
Sponsored by Nike Official Shop [More Shops >](#)

PC

Give your hair just the right level of care
Sponsored by Nike Official Shop

Seller Tips!



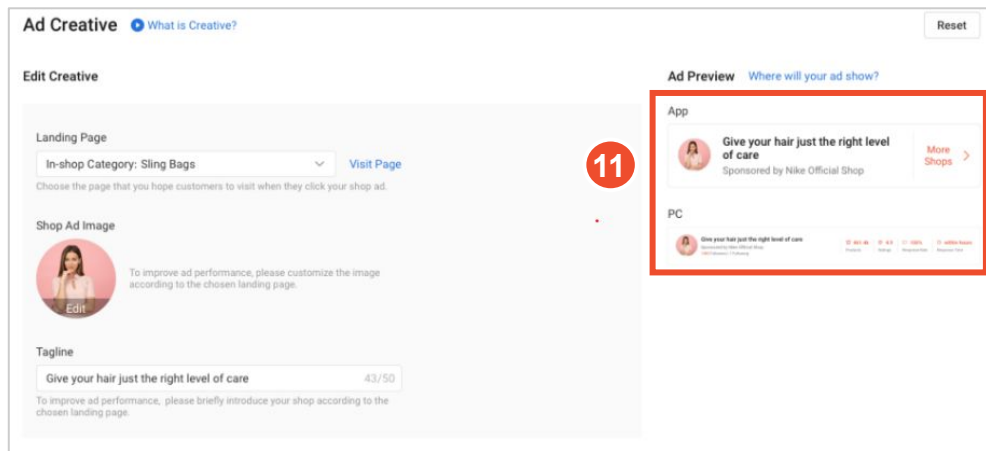
Tagline is the custom messaging that you set to convince shoppers to click your Shop Ads.

- Create a compelling tagline that best describes the ad landing page (i.e. your shop or product collection).
- Keep it concise and user benefit oriented.
- Do not use multiple exclamation marks, emoticons or special symbols.
- Highlight new or seasonal product collection, e.g. “Dress spookily and stylishly this Halloween”.



Setting up Shop Ads: Review Ad Preview

11 Review Ad Preview



The screenshot shows the 'Ad Creative' configuration page. On the left, under 'Edit Creative', there are sections for 'Landing Page' (set to 'In-shop Category: Sling Bags'), 'Shop Ad Image' (with an 'Edit' button), and 'Tagline' (with the text 'Give your hair just the right level of care'). On the right, the 'Ad Preview' section is highlighted with a red box and contains two views: 'App' and 'PC'. The 'App' view shows a mobile ad with the headline 'Give your hair just the right level of care' and 'Sponsored by Nike Official Shop'. The 'PC' view shows a desktop ad with the same headline and a 'More Shops' button. A red circle with the number '11' is overlaid on the 'Ad Preview' section.

Seller Tips!

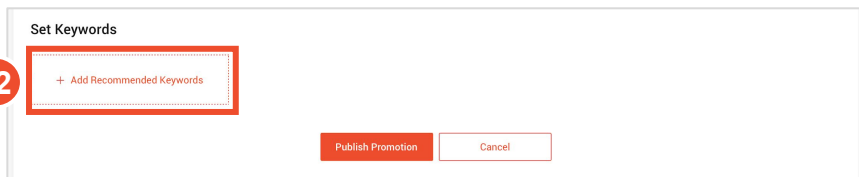


You can review how your Shop Ad will look to shoppers using the **App Ad Preview** or **PC Ad Preview**.



Setting up Shop Ads: Add Recommended Keywords

12 Click on + **Add Recommended Keywords**



Set Keywords

+ Add Recommended Keywords

Publish Promotion Cancel

Seller Tips!



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.

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



Setting up Shop Ads: Add Recommended Keywords

Set Keywords **15**

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

Keywords	Quality Score	Search Volume	Match Type	Suggested Bid	Bid Price	
Xiaomi	<div><div style="width: 20%;"></div></div>	130	Broad Match	\$ 0.03	\$ 0.03	14
MI	<div><div style="width: 20%;"></div></div>	290	Broad Match	\$ 0.05	\$ 0.05	
Phone	<div><div style="width: 40%;"></div></div>	290	Broad Match	\$ 0.02	\$ 0.02	
Pad	<div><div style="width: 20%;"></div></div>	290	Broad Match	\$ 0.02	\$ 0.02	
3C	<div><div style="width: 20%;"></div></div>	290	Broad Match	\$ 0.02	\$ 0.02	
dami	<div><div style="width: 20%;"></div></div>	290	Broad Match	\$ 0.02	\$ 0.02	
mi	<div><div style="width: 20%;"></div></div>	290	Broad Match	\$ 0.05	\$ 0.05	

14 Publish Promotion Cancel

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

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

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



Setting up Shop Ads: Add Other Keywords

Add Keywords

mi

Search Results

Keyword	Quality Score	Search Volume	Suggested Bid	Action
mi Hot	<div><div style="width: 100%;"></div></div>	123472	\$ 0.03	added
mi a2 Hot	<div><div style="width: 100%;"></div></div>	23400	\$ 0.05	added
mi a1	<div><div style="width: 100%;"></div></div>	7212	\$ 0.02	added
mi a3	<div><div style="width: 100%;"></div></div>	8023	\$ 0.02	added
mi a2 4/64 Hot	<div><div style="width: 100%;"></div></div>	2242	\$ 0.02	added
mi a2 tam	<div><div style="width: 100%;"></div></div>	973	\$ 0.02	added
mi a2 lite tam Hot	<div><div style="width: 100%;"></div></div>	923	\$ 0.05	add >
mi a1 case	<div><div style="width: 100%;"></div></div>	292	\$ 0.02	add >
mi a2 lite	<div><div style="width: 100%;"></div></div>	191	\$ 0.02	add >

Keywords Added (6)

1 mi	\$ 0.03
2 mi a2	\$ 0.05
3 mi a1	\$ 0.02
4 mi a3	\$ 0.02
5 mi a2 4/64	\$ 0.02
6 mi a2 tam	\$ 0.02

Change Match Type: Broad Match

Cancel Confirm and Add Keywords

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

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

18 Click **Confirm and Add Keywords**

Seller Tips!



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



Setting up Shop Ads: Add Other Keywords

Add Keywords

xiaomi
xiaomi is reserved and can not be added
Search Results ADD ALL >>

Keyword	Quality Score	Search Volume	Suggested Bid	Action
mi Hot	<div style="width: 100%;"></div>	123472	\$ 0.03	added
mi a2 Hot	<div style="width: 100%;"></div>	23400	\$ 0.05	added
mi a1	<div style="width: 100%;"></div>	7212	\$ 0.02	added
mi a3	<div style="width: 80%;"></div>	8023	\$ 0.02	added
mi a2 4/64 Hot	<div style="width: 100%;"></div>	2242	\$ 0.02	added
mi a2 tam	<div style="width: 100%;"></div>	973	\$ 0.02	added
mi a2 lite tam Hot	<div style="width: 80%;"></div>	923	\$ 0.05	add >
mi a1 case	<div style="width: 20%;"></div>	292	\$ 0.02	add >
mi a2 lite	<div style="width: 100%;"></div>	191	\$ 0.02	add >

Keywords Added (6)

- mi \$ 3.00
- mi a2 \$ 4.90
- mi a1 \$ 2.40
- mi a3 \$ 2.30
- mi a2 4/64 \$ 2.20
- mi a2 tam \$ 1.80

Change Match Type : Broad Match ▾

Cancel Confirm and Add Keywords

Seller Tips!



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.



Setting up Shop Ads: Keyword Setting - Match Type

19 Set match type

Set Keywords

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

<input type="checkbox"/> Keywords	Quality Score	Search Volume	Match Type	Suggested Bid	Bid Price	
Xiaomi		130	Broad Match	\$ 0.03	\$ 0.03	
MI		290	Broad Match	\$ 0.05	\$ 0.05	
Phone		290	Broad Match	\$ 0.02	\$ 0.02	
Pad		290	Broad Match	\$ 0.02	\$ 0.02	
3C		290	Broad Match	\$ 0.02	\$ 0.02	
dami		290	Broad Match	\$ 0.02	\$ 0.02	
mi		290	Broad Match	\$ 0.05	\$ 0.05	

Publish Promotion Cancel

Seller Tips!



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”.



Setting up Shop Ads: Keyword Setting - Match Type

20 Review your bid price

Set Keywords

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

<input type="checkbox"/> Keywords	Quality Score	Search Volume	Match Type	Suggested Bid	Bid Price	
Xiaomi		130	Broad Match	\$ 0.03	\$ 0.03	
MI		290	Broad Match	\$ 0.05	\$ 0.05	
Phone		290	Broad Match	\$ 0.02	\$ 0.02	
Pad		290	Broad Match	\$ 0.02	\$ 0.02	
3C		290	Broad Match	\$ 0.02	\$ 0.02	
dami		290	Broad Match	\$ 0.02	\$ 0.02	
mi		290	Broad Match	\$ 0.05	\$ 0.05	

20

Publish Promotion Cancel

Seller Tips!



- **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 S\$0.05 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.



Setting up Shop Ads: Keyword Setting - Match Type

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

Set Keywords

+ Add Keywords Mass Edit Bid Price Mass Edit Match Type Mass Delete **21**

<input type="checkbox"/> Keywords	Quality Score	Search Volume	Match Type	Suggested Bid	Bid Price	
Xiaomi		130	Broad Match	\$ 0.03	\$ 0.03	
MI		290	Broad Match	\$ 0.05	\$ 0.05	
Phone		290	Broad Match	\$ 0.02	\$ 0.02	
Pad		290	Broad Match	\$ 0.02	\$ 0.02	
3C		290	Broad Match	\$ 0.02	\$ 0.02	
dami		290	Broad Match	\$ 0.02	\$ 0.02	
mi		290	Broad Match	\$ 0.05	\$ 0.05	

Publish Promotion Cancel



Setting up Shop Ads: Keyword Setting - Match Type

22 Click **Publish Promotion**

Set Keywords

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

<input type="checkbox"/> Keywords	Quality Score	Search Volume	Match Type	Suggested Bid	Bid Price	
Xiaomi		130	Broad Match	\$ 0.03	\$ 0.03	
MI		290	Broad Match	\$ 0.05	\$ 0.05	
Phone		290	Broad Match	\$ 0.02	\$ 0.02	
Pad		290	Broad Match	\$ 0.02	\$ 0.02	
3C		290	Broad Match	\$ 0.02	\$ 0.02	
dami		290	Broad Match	\$ 0.02	\$ 0.02	
mi		290	Broad Match	\$ 0.05	\$ 0.05	

22 **Publish Promotion** Cancel

Seller Tips!



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



5. REVIEW & MODIFY YOUR AD

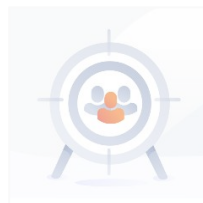
SEE HOW YOUR ADS ARE PERFORMING AND USE THIS DATA TO IMPROVE YOUR ADS

Review & Modify Your Ad

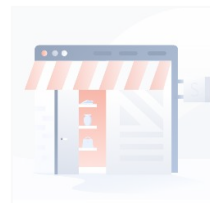
Learn about how to monitor and change settings for different ad types.



Keyword Ads



Discovery Ads

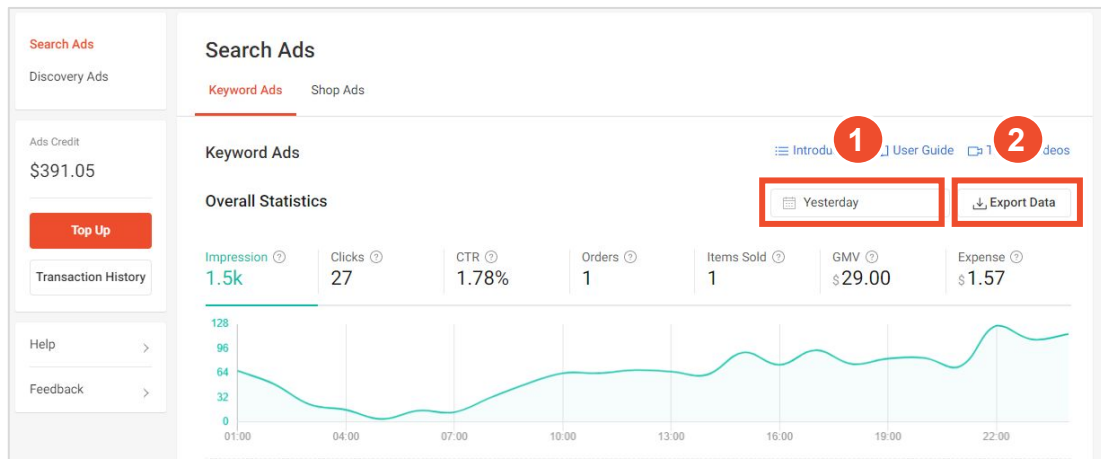


Shop Ads



Reviewing Keyword Ads Performance

- 1 You can edit the time duration to define the period of your performance data
- 2 Click **Export Data** to download your report



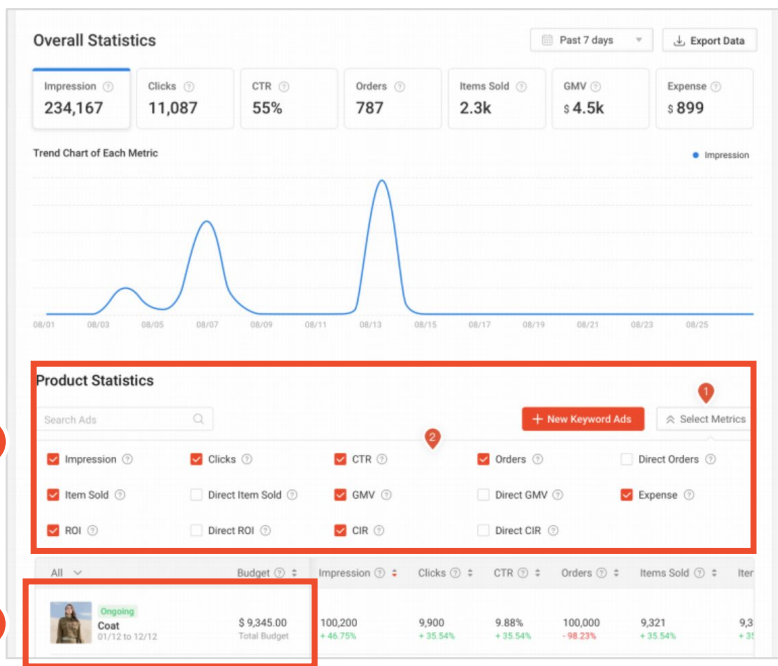
Seller Tips!



- 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](#).



Reviewing Keyword Ads Performance



3 Look at **Product Statistics** for more details of your ad performance

- Select/unselect any metrics to change the metrics displayed in the table report

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

Seller Tips!

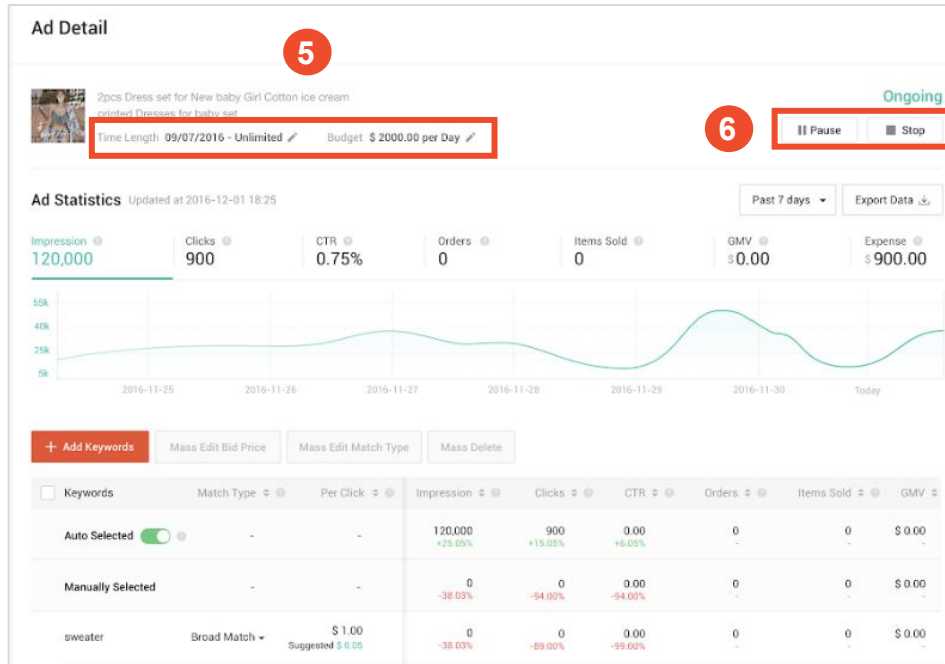


- You can sort your ads by your metrics in descending or ascending order. For example, to view ads with highest impressions, click the sort button to the right of Impression metric.
- When you download your keyword performance data for each product, you would be able to see ad data on search query level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



5. REVIEW & MODIFY YOUR AD

Reviewing Keyword Ads Performance



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

- 5 To adjust budget or ad duration, click on the pencil icon
- 6 To pause or stop the ad, click on the respective action button



Reviewing Keyword Ads Performance

Ad Detail

2pcs Dress set for New baby Girl Cotton ice cream printed Dresses for baby set Ongoing

Time Length: 09/07/2016 - Unlimited Budget: \$ 2000.00 per Day

Pause Stop

Ad Statistics Updated at 2016-12-01 18:25 Past 7 days Export Data

Impression: 120,000 Clicks: 900 CTR: 0.75% Orders: 0 Items Sold: 0 GMV: \$0.00 Expense: \$900.00

+ Add Keywords **8** Bid Price Mass Edit Match Type Mass Delete

Keywords	Match Type	Per Click	Impression	Clicks	CTR	Orders	Items Sold	GMV
Auto Selected <input checked="" type="checkbox"/>	-	-	120,000 +25.05%	900 +15.05%	0.00 +6.05%	0	0	\$ 0.00
Manually Selected	-	-	0 -38.03%	0 -94.00%	0.00 -94.00%	0	0	\$ 0.00
sweater	Broad Match	\$ 1.00 Suggested \$ 0.05	0 -38.03%	0 -89.00%	0.00 -95.00%	0	0	\$ 0.00

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

8 To add keywords, click **+ Add Keywords**

Seller Tips!

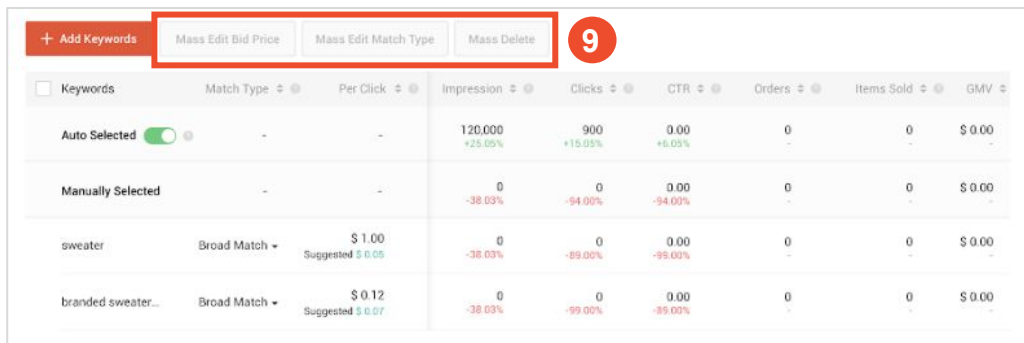


- If you've mass-set up Keyword Ads using Auto-Selected keywords, you can manually add keywords to each Keyword Ad on this page



Reviewing Keyword Ads Performance

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



The screenshot shows the 'Keywords' management interface. At the top, there are four buttons: '+ Add Keywords', 'Mass Edit Bid Price', 'Mass Edit Match Type', and 'Mass Delete'. A red box highlights the 'Mass Edit Bid Price' button, and a red circle with the number '9' is placed next to it. Below the buttons is a table with columns for 'Keywords', 'Match Type', 'Per Click', 'Impression', 'Clicks', 'CTR', 'Orders', 'Items Sold', and 'GMV'. The table is divided into 'Auto Selected' and 'Manually Selected' sections. The 'Auto Selected' section has a toggle switch turned on. The 'Manually Selected' section lists keywords like 'sweater' and 'branded sweater...' with their respective performance metrics.

Keywords	Match Type	Per Click	Impression	Clicks	CTR	Orders	Items Sold	GMV
Auto Selected <input checked="" type="checkbox"/>								
	-	-	120,000 +23.03%	900 +13.03%	0.00 +8.03%	0	0	\$ 0.00
Manually Selected								
	-	-	0 -38.03%	0 -94.00%	0.00 -94.00%	0	0	\$ 0.00
sweater	Broad Match	\$ 1.00 Suggested \$ 0.05	0 -38.03%	0 -89.00%	0.00 -99.00%	0	0	\$ 0.00
branded sweater...	Broad Match	\$ 0.12 Suggested \$ 0.07	0 -38.03%	0 -99.00%	0.00 -89.00%	0	0	\$ 0.00

Seller Tips!



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

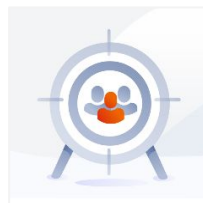


Review & Modify Your Ad

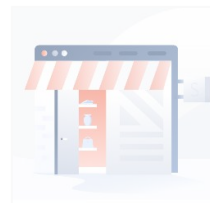
Learn about how to monitor and change settings for different ad types.



Keyword Ads



Discovery Ads

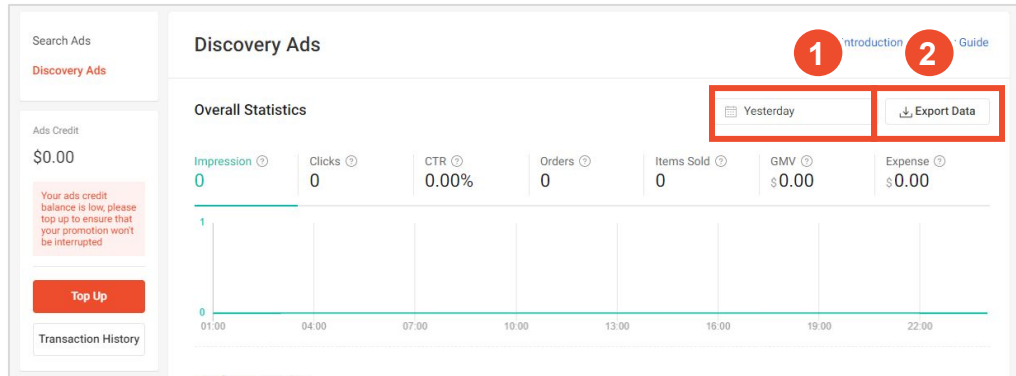


Shop Ads



Reviewing Discovery Ads Performance

- 1 You can edit the time duration to define the period of your performance data
- 2 Click **Export Data** to download your report



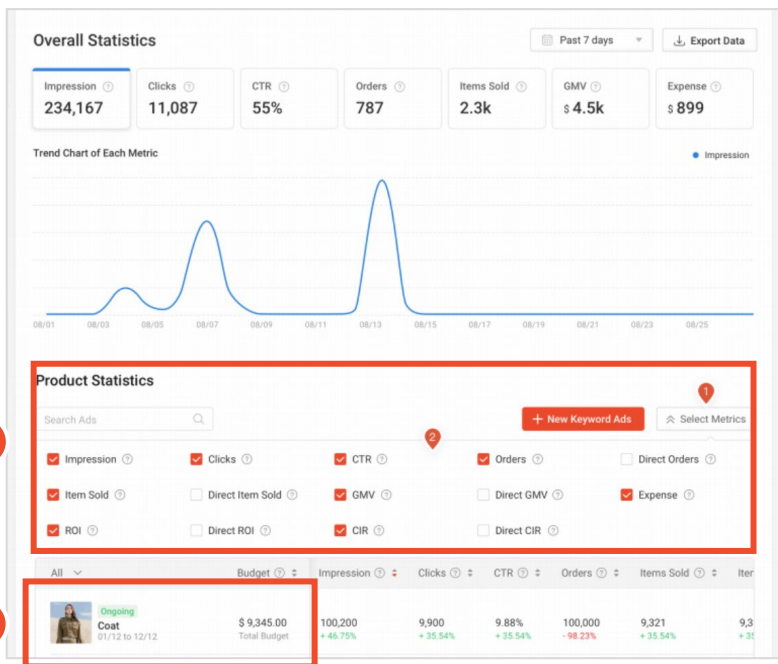
Seller Tips!



- 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](#).



Reviewing Discovery Ads Performance



3

3

Look at **Product Statistics** for more details of your ad performance

- Select/unselect any metrics to change the metrics displayed in the table report

4

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

Seller 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. REVIEW & MODIFY YOUR AD

Reviewing Discovery Ads Performance

Women Retor Solid Color A-line Skirt With Belt Ongoing

Bid Price: \$1.00 Final Bid Price Range: \$1.00 ~ \$2.40

Time: 01/07 to Unlimited Budget: No Limit

Auto Optimisation

Pause Stop

Ad Group Statistics

Past 7 days Export Data

Impression	Clicks	CTR	Orders	Items Sold	GMV	Expense
234,167	11,087	55%	787	2.3k	\$ 27,232	\$ 27,232

Trend Chart of Each Metric

Auto Optimisation Statistics Manual Setting Statistics

Display Locations	Premium Rate	Status	Impression	Clicks	CTR	Orders	Items Sold
Product Details Page - Similar Products	0	<input checked="" type="checkbox"/>	142 +1.17%	710 -2.68%	9.88% +3.96%	415 -2.94%	350 +0.76%
Homepage - Daily Discover	15%	<input checked="" type="checkbox"/>	920 +2.43%	102 -1.75%	12.04% +1.67%	611 -2.94%	732 +0.76%
Product Details Page - You May Also Like	0	<input checked="" type="checkbox"/>	142 +1.17%	710 -2.68%	9.88% +3.96%	415 -2.94%	350 +0.76%

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

- 5 To turn on/off Auto Optimisation* mode, use the toggle
- 6 To adjust bid price, premium rate, budget or ad duration, click on pencil icon
 - Bid price and premium rate cannot be customised if you are on Auto Optimisation mode
- 7 To pause or stop the ad, click on the respective action button
- 8 To turn on/off display location, use the toggle
 - For Auto Optimisation mode, display locations used will be optimised by the system

Seller Tips!

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



* Discovery Ads Auto Optimisation is in beta-mode and only available to selected users

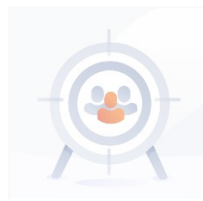


Review & Modify Your Ad

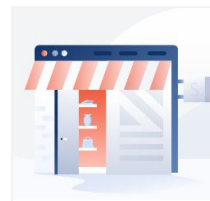
Learn about how to monitor and change settings for different ad types.



Keyword Ads



Discovery Ads

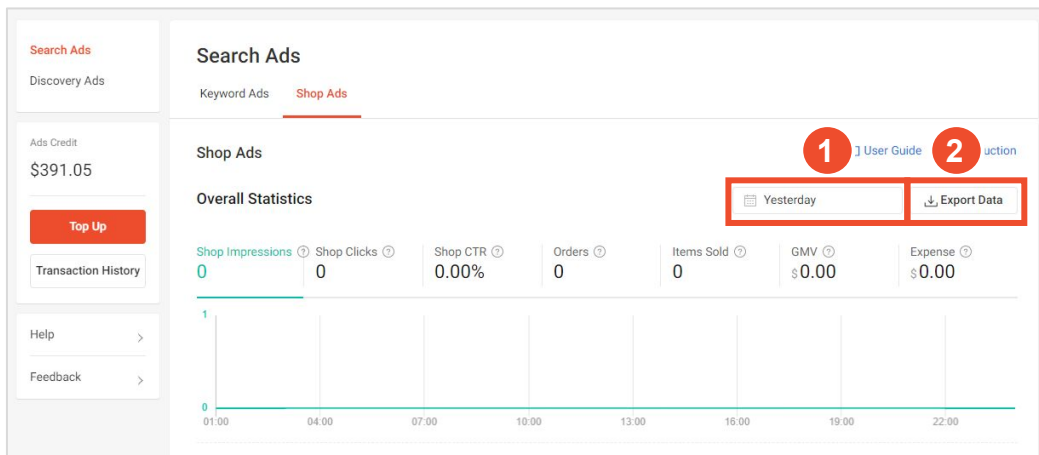


Shop Ads



Reviewing Shop Ads Performance

- 1 You can edit the time duration to define the period of your performance data
- 2 Click **Export Data** to download your report



Seller Tips!



- Unlike Keyword Ads and Discovery 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](#).



Reviewing Shop Ads Performance

3

4

All	Creation Order	Budget	Shop Impression	Shop Clicks	Shop CTR	Product Impression
	Ad for backpacks Super nice leather backpacks... 01:12 to 12:12	\$ 20.00 Daily Budget	100,200 +46.75%	9,900 +35.54%	9.88% +35.54%	100,000 -98.23%

- 3** Look at **Ad Statistics** for more details of your ad performance
- Select/unselect any metrics to change the metrics displayed in the table report
- 4** To review data on shop ad campaign level, click on the relevant campaign

Seller Tips!

You can sort your Shop Ad campaigns 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.



Reviewing Shop Ads Performance

- 5 To adjust budget or ad duration, click on pencil icon
- 6 To pause or stop the ad, click on the respective action button
- 7 Click **Edit Creative** to edit ad image, tagline or landing page

The screenshot shows an ad interface for 'backpacks' with the following elements and annotations:

- 5**: A red box highlights the 'Budget \$20.00 per Day' and 'Time: 01-12 to 12-12' fields, with a pencil icon next to each.
- 6**: A red box highlights the 'Pause' and 'Stop' buttons in the top right corner.
- 7**: A red box highlights the 'Edit Creative' button in the top right corner.

Other visible elements include: 'Ad for backpacks' title, 'Ongoing' status, 'Ad Creative' section with links 'What is ad creative?' and 'Where will your', 'Landing Page' section with 'In-shop Category: Backpacks' and 'Visit Page', 'App Ad Preview' and 'PC Ad Preview' sections showing product details and performance metrics (31 Products, 4.9 Ratings, 79% Response Rate, within hours Response Time).

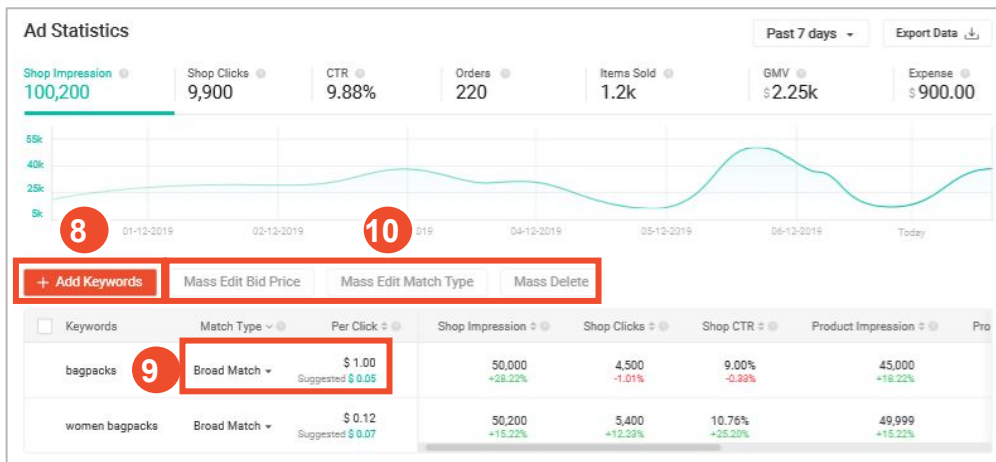
Seller Tips!



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



Reviewing Shop Ads Performance



- 8 To add keywords, click **+ Add Keywords**
- 9 To modify existing keywords, tick the checkbox next to keywords and click on desired action
- 10 To mass modify existing keywords, tick the checkbox next to keywords and click on desired action

Seller Tips!



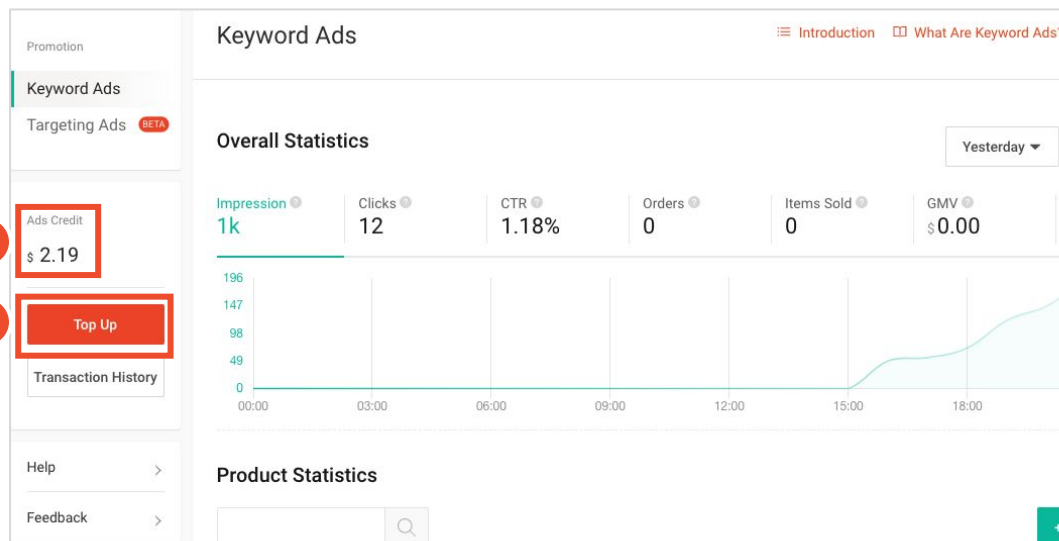
To read our tips on modifying your Shop Ads for success, please click [here](#).



6. TOP UP & BILLING

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

Topping Up Your Ads Account



1

2

- 1 This shows how much money (Ads Credit) you have in your Ads account
- 2 To top up your account, click **Top Up**

Seller Tips!



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








Topping Up Your Ads Account

3

Top Up

ⓘ 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.

 Shopee FOR SELLERS \$5 PAID ADS CREDITS	 Shopee FOR SELLERS \$10 PAID ADS CREDITS	 Shopee FOR SELLERS \$25 PAID ADS CREDITS	 Shopee FOR SELLERS \$50 PAID ADS CREDITS	 Shopee FOR SELLERS \$100 PAID ADS CREDITS
\$5.00	\$10.00	\$25.00	\$50.00	\$100.00

- 3 Click the desired top up amount and check out

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

Seller Tips!








- Ads Credit is non-refundable and has no expiry date.
- For more details on the payment channels when topping up via Shopee Ads on browser vs. on app, please click [here](#).



Topping Up Your Ads Account Automatically

Top Up

i 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.

 Shopee FOR SELLERS \$5 PAID ADS CREDITS	 Shopee FOR SELLERS \$10 PAID ADS CREDITS	 Shopee FOR SELLERS \$25 PAID ADS CREDITS	 Shopee FOR SELLERS \$50 PAID ADS CREDITS	 Shopee FOR SELLERS \$100 PAID ADS CREDITS
\$5.00	\$10.00	\$25.00	\$50.00	\$100.00

1 **Auto Top-Up**

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

When ads balance goes below \$0.20, Top up \$5.00 [Change Settings >](#)

1 Toggle on to set up Auto Top-Up

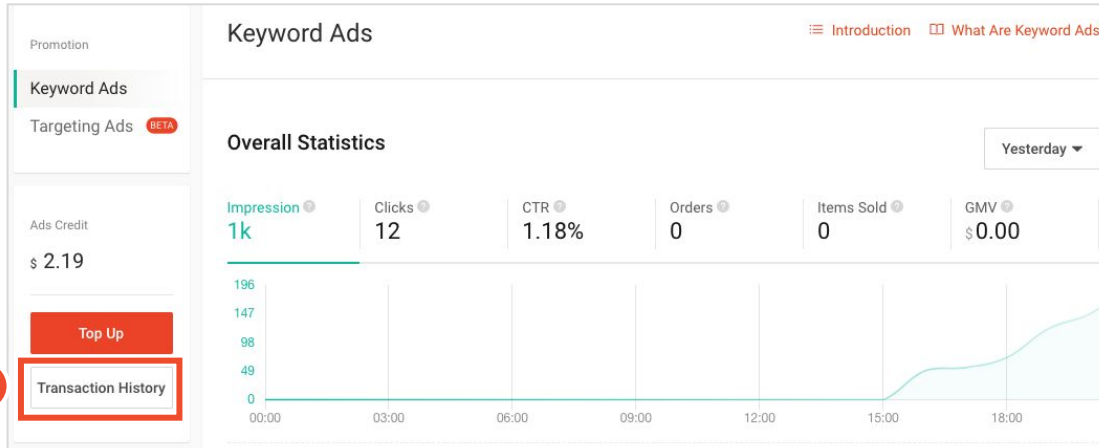
Seller Tips!



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



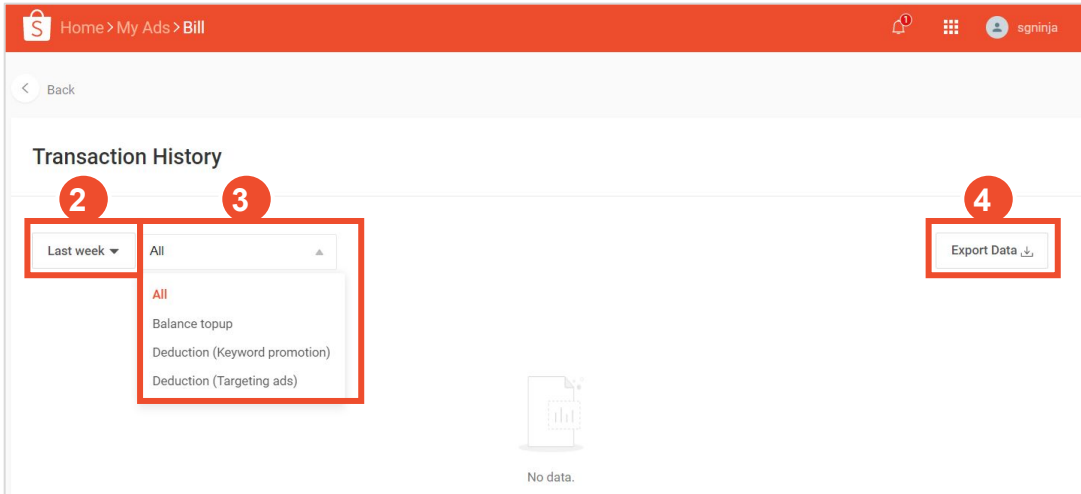
Checking Your Billing Records



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



Checking Your Billing Records



- 2 You can edit your ad billing period
- 3 You can separate the type of transactions
- 4 Click **Export Data** to download billing report



7. FAQ

Topping Up Your Shopee Ads Account

- 1. How long does it take to reflect my new balance?**
You should see your new balance 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* > *Shopee 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?**
Ads credits cannot be refunded after purchase as stated [here](#) in our T&Cs.
- 6. Is this an e-wallet for me to purchase other items on Shopee?**
No, these are credits that can only be used for bidding on 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.



Keyword Ads and Discovery Ads

1. Why use Discovery Ads?

Complement Keyword Ads with Discovery Ads to further enhance product exposure by displaying them in more locations such as Daily Discover in Shopee homepage, Similar Products and You May Also Like in product detail pages.

2. Why does my Discovery 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.

Discovery 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.

4. What is the difference between Discovery Ads in Similar Products and You May Also Like?

Discovery Ads in Similar Products show similar products, while Discovery Ads in You May Also Like show related or complementary products in the product detail pages.

5. I have limited budget, is Shopee Ads suitable for me?

Shopee Ads is suitable for different advertising budgets. Keyword Ads start at \$0.04 per click, while Discovery Ads start at \$0.02 per click.

6. 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.

7. 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.

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

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

9. What are Auto Selected Keywords?

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



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 Ad at the top showcasing your shop name, ad picture and tagline. The association between your shop and keyword will drive 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 your Shop Ad by searching for the keywords you've 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?

Yes, we have made Shop Ads available to selected sellers with good track record in sales and shop ratings! When you are eligible to use Shop Ads, you will be sent a notification.

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 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.





Thank you

Learn more about best practices for advertising in
Shopee below:

<https://myads.shopee.sg>