

# SPONSORED CONTENT

## User Guide & Frequently Asked Questions

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### Ad Spend (total) vs Ad Spend (paid)

**Ad Spend (total)** includes the value of all impressions shown, which may be higher than your budget due to over-delivery. This can happen because it takes up to 24 hours for campaign adjustments to process.

**Ad Spend (paid)** is the amount you are actually charged. This amount is capped at your set budget, meaning you only pay for impressions up to that limit, even if your campaign over-delivers.

#### **Q: How does ABOUT YOU calculate my campaign spending?**

A: Your campaign spending is based on the number of times your ads are shown (impressions), not just the budget you set. A CPM (Cost Per Mille) is paid per 1000 viewed impressions. We keep track of these impressions and report them to you along with your total budget and the amount you've actually been charged.

#### **Q: What if my campaign shows more impressions than expected?**

A: We update most changes to your campaigns every hour, but some things, like increasing your bid, can take up to 24 hours to go through. This might cause your campaign to temporarily show more impressions than expected. While this will be reflected in your reports, rest assured you will not be charged for any impressions exceeding your budget due to this update schedule.

#### **Q: How do I know what I'm being charged for?**

A: We clearly separate any over-delivery of impressions in your reports, ensuring transparent and fair billing practices. You only pay for impressions within your set budget.

**Q: Who should I talk to if I have more questions about my campaign costs and impressions?**

A: Your retail media manager is ready to help! They can answer any questions you have about your campaign spending, impressions, and overall performance. Feel free to contact them directly.

## How to Create Your Sponsored Content Campaign

Ready to get your brand visible to ABOUT YOU's engaged audience? Creating a Sponsored Content campaign is easy with our intuitive self-service platform. Here's how it works:

### 1. Craft Your Campaign Draft:

- **Log in** to your Sponsored Content account.
- **Click "Create Campaign"** to start a fresh campaign.
- **Define Your Campaign Destination:**
  - **Destination Page:** Choose where to send users who click your ad.  
This can be your **brand page** or a curated **brand story** (booked separately).
- **Choose Your Target Audience:**
  - **Country:** Select the country where you want your campaign to run.
  - **Shop Section:** Specify whether your ads should appear, in men's, women's, kids', or other possible shop sections.

### 2. Bring Your Campaign to Life:

- **Upload Your Assets:** Add eye-catching images that will capture attention and showcase your brand.
- **Get Your Message Across:**
  - **Language:** Choose the language(s) for your ad copy to match the countries you're targeting. *Pro tip: Maximize your reach by providing translations for multiple languages within a country! We'll only show your ad in countries and languages where a translation is available.* The languages you need to provide depend on the chosen countries you want to display your teaser.
  - **Translation:** Provide your own translations or request our professional translation service for seamless localization.

- It's important that the text requirements depend on where your teaser will be placed
    - **Location Homepage:** no text is shown on the teaser, however to submit your campaign you need to add a placeholder text
    - **Location Category:** Headline is mandatory, please provide a matching headline
- **Set Your CPM (Cost Per Mille):** For the teaser that are visible on **homepage location** we are starting with a base CPM of 35 euro while we have a base CPM of 45 euro for teaser that are visible on the **category location**. To boost your campaign you can add a boosting CPM, thus increasing the chance of being visible. *Keep in mind: the boosting CPM is not the only factor influencing the visibility of your campaign. For more information, please contact your retail media manager or review our introduction document.*
- **Set Your Budget & Schedule:**
  - **Budget Limits:** Define how much you want to spend on your campaign.
  - **Monthly Budget:** The maximum amount you plan to spend in a month.
  - **Campaign Budget:** The total budget for the entire campaign duration.
  - **Scheduling:** Choose the dates and times for your campaign to run.
  - To ensure effective budget management, it is crucial that each budget level is logically consistent. This means: Your monthly budget should be less than your campaign budget.

### 3. Submit for Approval:

- **Review & Submit:** Once you're happy with your campaign, submit it to ABOUT YOU for approval.
- **Get Feedback:** Our team will review your campaign to ensure it meets our quality standards and aligns with our platform guidelines. We may provide feedback or suggestions for improvement. Once your campaign got approved by ABOUT YOU

the status will be changed from "Waiting for approval" to "Scheduled". The campaign will go live automatically on the defined start date. If you have further questions your retail media manager is happy to assist you.

#### 4. Schedule Your Go-Live:

- **Choose Your Launch Date:** Select your desired campaign start date and time. Please allow up to 7 days for review, approval, and finalization.
- **Urgent Requests?** If you have a more time-sensitive campaign or require a quicker turnaround, please reach out to your dedicated retail media manager to discuss the best approach. We're here to help you make the most of your Sponsored Content opportunities.
- **Changes to the campaign settings after Go-Live:** The following settings are editable after your campaign went live and has the status "active":
  - removing selected countries
  - changing selected products
  - removing subsidiary languages
  - adjusting boosting CPM
  - changing end date
  - adjusting budgets (campaign, monthly). *Please keep in mind that the budget should not be lower than the current budget spent to make sure the campaign remains active.*
- **Where to find the campaign in the ABOUT YOU shop:** The teaser images will be shown on app on the chosen location (Homepage or Category). The teaser link to the defined brand page or brand story.

#### 5. Expert Guidance from the Retail Media Team:

Have questions or want to discuss optimizing your campaign for maximum impact? Our retail media team is just a call or email away! They're here to provide personalized support and strategic advice throughout your Sponsored Content journey. Reach out to [service-retailmedia@aboutyou.com](mailto:service-retailmedia@aboutyou.com).

### Campaign Visual Requirements

## ABOUT CI

In order to assure an authentic and the best possible representation of your brand at ABOUT YOU, we need your most relevant and up-to-date campaign material that focuses on native advertising and fits our CI. If it's not possible for you to provide cropped material, you can easily upload your campaign material and crop it directly in our sponsored content tool.

## ABOUT CAMPAIGN VISUALS

The perfect brand marketing material considers the following:

### Dimensions:

Landscape: 3840 x 1726 px

Portrait: 1122 x 1500 px

Square: 1500 x 1500 px

### What to consider:

- Campaign material focuses on product. The product should be placed in a way it is clearly visible, e.g. not too much zoomed in and keeping sure the user can recognize the whole product.
- Campaign material allows best brand logo placing.
- Campaign material is up-to-date and fits season and target group.
- One visual per teaser, no collage.
- Please send us your campaign material as high-res .jpg files. (max. 10 MB)
- Don't place any important information on the right and top left side of the asset as it will be covered by placement elements (sponsored tag, follow button).

### Text:

- Teaser may not contain any text.

### Logo:

- No brand logo on campaign material: we will place your logo afterwards. - Please send us your logo in black and white as .eps or .png file.