

→ This page is a work in progress and will be updated frequently based on the questions we receive. If you can't find the answer you're looking for, reach out to us:

✉ Contact your Retail Media Manager or [campaignmanager@aboutyou.com](mailto:campaignmanager@aboutyou.com).

🔧 Need technical support? Contact us via our [service desk](#)

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## Newsletter

Stay up-to-date with our newsletter – [click here](#) to subscribe! 🛎

- Newly released features
- Sales promotions
- Live webinar dates

## Videos on Demand

You can watch past sessions of our webinars here:

- **General Introduction - (EN)**
  - [Click here to watch](#), a session we hosted on 10.10.2023
  - [Slides](#) in PDF format
- **General Introduction - (GER)**
  - [Click here to watch](#) (Passcode: r86+UGM), a session we hosted on 10.10.2023
- **Introduction - SPA email newsletter (EN)**



- [Click here to watch](#): (Passcode: #Nz4\$2#&), a session we hosted on 14.10.2023
- [Slides](#) in PDF format
- **Introduction - CPC dynamics (EN)**
  - [Click here to watch](#) (Passcode: qSC80oX!), a session we hosted on 19.03.2024
  - [Slides](#) in PDF format
- **What are the "merchant queue" and the "size share" (EN)**
  - [Slides](#) in PDF format

## Why Sponsored Products

With the Sponsored Products tool, you can increase your products' ranking and visibility within the categories in the ABOUT YOU shop by paying a CPC bid. By enhancing your products' visibility, you increase the likelihood of users clicking on and purchasing your products. Within the tool, you can define the products you want to include, the countries where you want the campaign to be active, and the CPC you are willing to spend.

- **Push short-term sales**
- Make use of long-term benefits by **increasing the position of your products in the ranking**
- **Derive valuable insights** about your products' performance

## How to Start

### Step 1: Define Your Goal

Before setting up your campaign, it's essential to define your campaign goal. There are **three strategies** you can follow in the tool:

#### VISIBILITY STRATEGY

→ **Best for brand awareness & key marketing styles**

- Use this strategy if you want to maximize product visibility.
- Best for building brand awareness and gaining impressions.
- Lower ROAS is expected compared to Sales or Performance strategies.

 **Benchmark for visibility strategy:**

- ROAS: 50% - 500%
- CPC: 0.25€ - 0.80€

#### SALES STRATEGY

→ **Most popular – balances visibility & ad spend**

- This strategy helps maximize sales while maintaining a strong Return on Ad Spend (ROAS).
- Ideal for finding the balance between impressions and conversions.
- Works well for products with proven sales potential.

**Benchmark for sales strategy:**

- ROAS: 300%- 800%
- CPC: 0.15€ -0.30€

**Rule of thumb:**

- Actual ROAS < Target ROAS → Decrease CPC or exclude the product.
- Actual ROAS = Target ROAS → Keep CPC as it is.
- Actual ROAS > Target ROAS → Increase CPC.

**PERFORMANCE STRATEGY****→ Best for low budget campaigns & NOS styles**

- Focuses on achieving the highest marketing efficiency by minimizing costs.
- Works best for Never Out of Stock (NOS) products and long-term profitability.
- Prioritizes cost control over visibility.

**Benchmark for performance strategy:**

- ROAS: 500%- 1000%
- CPC : 0.10€ -0.25€

**Rule of thumb:**

- Use the minimum CPC per country: [Check out the CPC values](#)
- Austria (AT), Switzerland (CH), Germany (DE), Netherlands (NL) → **0.09€ (9 cents)**
- Belgium (BE), Cyprus (CY), Czech Republic (CZ), Denmark (DK), Finland (FI), Luxembourg (LU), Sweden (SE), Slovenia (SI) → **0.07€ (7 cents)**
- Bulgaria (BG), Estonia (EE), Spain (ES), France (FR), Greece (GR), Croatia (HR), Hungary (HU), Italy (IT), Lithuania (LT), Latvia (LV), Poland (PL), Portugal (PT), Romania (RO), Slovakia (SK) → **0.04€ (4 cents)**

**Step 2: Create a Campaign**

When setting up a campaign, you can:

- Define a campaign name
- Select the countries where you want to boost your products
- Choose the products to include in the campaign
- Set a budget and timeframe
- Determine the CPC strategy (Manual or Dynamic)

## Manual vs Dynamic CPC

You can choose between **Manual CPC** and **Dynamic CPC**.

### Manual CPC Campaigns

For a Manual CPC campaign, you need to:

1. **Set a CPC bid** for your campaign.
2. **Manually adjust the CPC** based on country deviations or individual product CPCs.

### Dynamic CPC Campaigns

With Dynamic CPC, you can select either "Dynamic CPC (Country Target ROAS)" or "Dynamic CPC (Campaign Target ROAS)", set an initial and maximum CPC, and define a target ROAS based on your goal.

The tool evaluates performance every **7 days**. If the campaign has received impressions for **7 consecutive days**, the tool can optimize performance by automatically adjusting the CPC.

#### 1. Choose Dynamic CPC as a Bid Strategy.

You can select either "Dynamic CPC (Country Target ROAS)" or "Dynamic CPC (Campaign Target ROAS)." The CPC will be automatically adjusted based on your set target ROAS.

#### 2. Set a Campaign CPC Bid to start with.

A recommended bid will be provided based on your selected goal.

#### 3. Define a Maximum Campaign CPC.

This is the highest amount you are willing to pay per click for your campaign.

#### 4. Set a Target ROAS.

Choose the ROAS you aim to achieve. A recommendation will be provided based on your selected goal.

#### 5. Country Deviations are automatically enabled.

You can either adjust the deviation manually or leave it set to equal. The tool will continuously (re)adjust the % country deviation to help achieve your desired Target ROAS.

#### Tip:

#### Start Big

When setting up your first campaign, we recommend including as many countries and products as possible. Why? This allows you to gather extensive insights and derive valuable learnings, helping you set up more efficient campaigns in the future.

**Allocate a Budget**

To assist with budget allocation, the tool includes a budget calculator. This recommendation considers the number of products, the selected countries, and the CPC defined in the campaign settings. It then provides a budget range to help you allocate the appropriate amount for your campaign's timeframe—whether 1 month, 3 months, or 6 months (if you have set an end date).

**Improve Continuously**

You can make any changes in your campaign settings. Once you click "Update", the new settings will take effect the following day. This iterative process should initially be done weekly until performance stabilizes. Once stable, you can switch to reviewing and optimizing every two weeks. Note: for dynamic CPC campaigns, you do not need to make manual adjustments as the tool automatically adjusts the CPCs based on your set targets.

**Explanation of KPIs****Step 3: Track Key KPIs**

Once your campaign is live, data will become available the day after the start date. In the campaign dashboard, you can track essential KPIs such as:

- **ROAS (Return on Ad Spend)** =  $\text{Gross GMV Attributed to Ad Spend} / \text{Ad Spend} * 100$  (Example: a ROAS of 1900% means that 1€ of Ad Spend leads to 19€ in Gross Sales)
- **Ad Impressions** = number of viewable Impressions (at least 50% in the viewpoint)
- **Ad Clicks** = number of unique Clicks a sponsored product has received
- **Attributed Sales** = number of Sales of a campaign (attribution window 7 days during an active campaign, 7 days after the campaign end date)
- **CTR (Click Through Rate)** =  $\text{Clicks} / \text{Number of Impressions}$
- **CR (Conversion Rate)** =  $\text{Sales} / \text{Clicks}$
- **Sponsored Sales Share** =  $\text{Attributed Sales} / \text{Overall Sales}$  (organic & sponsored) over the same period (This is limited to the product IDs included in a campaign, and for the time they were sponsored - if a product was not sponsored on a given day it would be excluded from "overall sales")
- **Ad Spend** =  $\text{Clicks} * \text{CPC}$
- **GMV** = Gross Revenue (before returns) with VAT
- **Average CPC** = average CPC actually paid

- **Add to wishlist** = The number of clicks directly adding products to the "add to wishlist" without opening the Product detail page
- **Add to basket** = The amount of Add to basket
- **CPM** (Cost per Mille, also known as cost per thousand impressions) = Ad spent divided by impressions \* 1000
- **Cost per item sold** = Budget spend divided by Sales
- **Ad Spend (total)** includes the overall value of impressions shown, potentially with over-delivery due to delays in campaign adjustments taking up to 24 hours to process.
- **Ad Spend (paid)**, however, is the amount you are actually charged, capped at your set budget; you only pay for impressions within that budget, even with over-delivery.
- **Ad Clicks Total**  
Displays the total number of Clicks your Sponsored Products received, giving a broader view of user interest.
- **Ad Clicks Paid** (*formerly just "Ad Clicks"*) Shows only the Clicks that directly contributed to your advertising costs.
- **ROPI (%)** Measures the percentage of Gross Merchandise Value (GMV) generated for every Euro of your budget or investment. This helps you evaluate efficiency and return more clearly.


If needed, you can also export product performance data using the tool's export function.

## How to Optimize Performance

### Step 4: Optimize Your Campaign

Based on your KPIs, you can optimize performance at the **campaign, country, and/or product level** by adjusting the CPC. While the campaign is active, you can edit:

1. **Start at the campaign level** – Assess overall performance metrics and ensure that the budget, CPC, and targeting align with your goals.
2. **Review performance at the country level** – Identify variations across different markets.
3. **Check performance at the product level** – Determine which products are driving results. You can change the CPC per product by clicking on the three dots next to the product image in the products table.
4. **Review campaign settings** – Adjust campaign settings according to the budget to optimize efficiency.

 **Tip:** Let the campaign run for **1–2 weeks** before making adjustments to ensure you gather sufficient data. By following this structured approach, you can make data-driven optimizations for better campaign

efficiency.

## Step 5: Use Insights For Future Planning

Use the insights gained from your campaign to plan future campaigns and make strategic business decisions.

## Minimum CPC Values

**Minimum CPC per country:** [Check out the CPC values](#)

- Austria (AT), Switzerland (CH), Germany (DE), Netherlands (NL) → **0.09€ (9 cents)**
- Belgium (BE), Cyprus (CY), Czech Republic (CZ), Denmark (DK), Finland (FI), Luxembourg (LU), Sweden (SE), Slovenia (SI) → **0.07€ (7 cents)**
- Bulgaria (BG), Estonia (EE), Spain (ES), France (FR), Greece (GR), Croatia (HR), Hungary (HU), Italy (IT), Lithuania (LT), Latvia (LV), Poland (PL), Portugal (PT), Romania (RO), Slovakia (SK) → **0.04€ (4 cents)**

**Minimum CPC per product groups\*:**

- Dresses, T-Shirts & Tops, Pullovers & Cardigans, T-Shirts & Polos, Sweatshirts & Hoodies, Blouses & Tunics, Sports Trousers, Skirts → + **0.01€ (1 cent)**
- Jackets & Coats, Trousers, Trainers, Ankle Boots, Shirts, Slippers → + **0.02€ (2 cents)**
- Jeans → + **0.03€ (3 cents)**
- Watches → + **0.04€ (4 cents)**

\*Including related product groups from the same categories.

## Frequently Asked Questions

### 1. Where are the Sponsored Products Ads displayed?

Sponsored Products are placed with a "Sponsored" label **within our category pages, Article detail page (ADP), and CRM channels** (Newsletter and Push Notifications), offering an additional benefit based on your CPC.


For category pages in the ABOUT YOU Shop: Sponsored Products are not necessarily positioned in the first row or at fixed intervals (e.g., every three rows). They are mixed within the organic sorting of category pages

and gain additional visibility based on your CPC.

## 2. How does the product sorting in the shop work?

The ranking of each product is based on **two main factors**:

- 1. Individual product performance** (net margin after returns, product popularity, net sales, etc.)
- 2. Brand performance** (brand likes, content interaction, etc.) within the ABOUT YOU community

 **Tip:** You can improve your product rank by adding a CPC bid in the Sponsored Products Tool. The higher the CPC, the greater the influence on ranking.

## 3. Is the organic performance of products affected by the Sponsored Products?

Yes. While Sponsored Products receive a higher immediate impact during the campaign, they also contribute to long-term product score improvements and increased brand awareness.

## 4. How many products should I include in my campaign?

Larger product selections improve campaign performance.

- Since all of the products are boosted daily, more products increase the chance of selecting top performers.
- Smaller product selections may include lower-performing products, leading to lower overall campaign performance.

## 5. What is the buy box share & size share?

When creating a campaign, you can:

1. Select the **merchant(s) or business(es)** you want.
2. Decide **how many sizes** must be in stock.

The **default size share** is **50%**, meaning your selected merchants must have at least **half of all available sizes** for the selected products in the campaign.

- **0% size share:** No size restriction
- **30% size share:** At least **2 sizes** required
- **50% size share:** At least **3 sizes** required
- **70% size share:** At least **4 sizes** required
- **100% size share:** All **5 sizes** required

 **Tip:**

- **50% is the best balance** between merchant contribution and product count.



- If you want **stricter control**, increase to **70% or 100%**.
- If you want **more products included**, lower it to **30%**.
- If **merchant selection doesn't matter**, choose **0%**.

## 6. How can I control my budget?

In addition to CPC, you can set:

- Campaign Budget – Maximum spend for an individual campaign.
- Monthly Budget – Maximum spend for a campaign from the 1st to the last day of the month.

## 7. How much budget do I need to run a campaign?

The minimum budget is 1000€ per campaign. At the end of a campaign only the actual ad spend will be invoiced. The actual ad spend is dependent on the traffic in the shop, only if a shop user clicks on a Sponsored Product the CPC is being charged.

## 8. When do I see the first campaign data?

You will see your first campaign data the day after the campaign starts.

- Data is imported daily between 5:00 - 15:00 CET.
- Updates occur only once per day, showing data up to the previous day.

## 9. What happens when articles are out of stock?

Products that are out of stock will not be sponsored until they have been restocked. However, we focus on size availability, not total stock.

- **Green:** Most sizes available – No impact on boosting.
- **Yellow:** Some sizes missing – No impact, but keep an eye on ROAS.
- **Red:** Critical sizes missing – **Lower conversion, still sponsored**

Restocked products will automatically resume their previous boosting status.

## 10. Will products that go live in the shop automatically be included?

Yes, if they fit your campaign settings. Products are evaluated and updated daily. Auto-inclusion is available only for "All Products" and "Specific Attributes" campaigns. If you decide for "Selected Products" you have to maintain the inclusion of new products manually.

## 11. What is the attribution model?

We use last-click attribution:

- Sales are attributed for **up to 7 days after a click** (even if the campaign ends).
  - Clicks are charged on the date they occur.
  - Sales are recorded on the purchase date.
- ⚠️ Sponsored Products appear only in category pages & ADP in the ABOUT YOU shop. Other sales within the shop do not count as attributed sales.

## 12. Can I add or remove products from a running campaign?

Removing products is possible. Adding products is only possible for "Specific Products" campaigns.

### For "Specific Attributes" campaigns:

- You must copy the campaign to add products or change attributes.
- New products matching the same attributes (e.g., season or price) will be automatically included.

### For "All Products" campaigns:

- New products are automatically included.
- ⚠️ Once a campaign is live, you cannot switch between "All Products," "Specific Attributes," and "Specific Products." To change the selection, create a new campaign.

## 13. Can I add or remove countries from a running campaign?

Yes, you can add or remove countries from a running campaign by clicking on the edit button.

## 14. How does the season selection work? When does it change?

### Manual Selection:

- You choose specific seasons.
- Product count may drop sharply when the season changes.

### Dynamic Selection:

- Automates the process based on in-season filters:
- Dynamic Current Season
- Dynamic Current & Upcoming Season

### Season Changes:

- March – August: 🌸 Spring/Summer (SS)
- September – February: 🍂 Fall/Winter (AW)

## 15. Can the CPC be adjusted on product level?

Yes, you can adjust the CPC manually.

Note: for Dynamic CPC Campaigns: Products with manually adjusted CPCs will be ignored by the automation.

## 16. What if the ROAS is too low and CPC is already at its minimum possible value in a specific country?

You can manually remove or include countries in a campaign.

## 17. How to understand what changes have been made to a campaign?

**User logs:** Click the button at the top right to view a log of all changes made to your campaigns. This log shows who made the change (user or system) and when it was made.

**Campaign filter:** Use the campaign filter in the campaign log to customize the log overview based on your preferred view.

## 18. DYNAMIC CPC CAMPAIGN: What happens if I make changes in the settings during the campaign duration?

If you change the country selection, the **7-day performance window** will reset. Since the tool requires **7 consecutive days of impressions** to take action, automated adjustments will only start **7 days after the change is made**.

## 19. DYNAMIC CPC CAMPAIGN: What changes can be made after the Dynamic CPC campaign went live?

✓ **Can be changed:** countries, end date, budget, maximum campaign CPC, target ROAS, operating model & buy box share, email newsletter

✗ **Cannot be changed:** bid strategy, campaign CPC bid, country deviations

💡 **Tip:** Avoid making changes at the beginning of the campaign and allow it some time to develop.

## 20. DYNAMIC CPC CAMPAIGN: What does target ROAS mean?

Target ROAS is the goal you want to achieve with your campaign. While exact achievement is not guaranteed, the system aims to stay within a (+/-) 10% range of the specified ROAS value.

## 21. DYNAMIC CPC CAMPAIGN: What if the ROAS is very high but the Maximum CPC is not high enough to achieve the target ROAS?

Automated CPC adjustments are limited to the maximum CPC defined in your settings. You can manually increase the CPC during the campaign period.

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### Summary of Documents:

**[General Terms & Conditions](#)**

**[Min CPC Values](#)**

**[Introduction - Sponsored Products](#)**

**[How to improve results](#)**

**[Merchant & buybox share](#)**

**[Print User Guide & Frequently Asked Questions](#)**