Syndicated Product Ads

Partner Webinar

October 15, 2020
Speakers

Sripathi Ramadurai
Director, Product Management

Michelle Gerzon
Director, Global Partnerships
Agenda

1. Product overview
2. Special features
3. Reporting
4. Next steps
5. Q&A
Overview

Several key pieces of product development that enable Syndicated Product Ads (PA)

- Feed configuration update
- HTML beacon
- JS verification code
- Impression IDs and data values

Focus of this webinar
Product Ads

- **Image** 'imageurl'
- **Title** 'title'
- **Price** 'Original Price'
  
  If the Price returned is $0, you can use the details from "installmentInfo" (i.e., "amount": "$58.33/mo", "description": "For 24 months")
- **Merchant** 'sellername'
Results of early bucket testing

**EXPERIENCE**  
Product ads create a richer, more *engaging experience* for users

**QUALITY**  
Product ads help *improve quality* as they provide users with additional information about the ad, including an Image and Price, so user intent to convert is higher

**PERFORMANCE**  
Product ads improve overall performance. In one bucket test, the addition of PA led to a *lift in Click Yield and PPC* (results vary widely)

**REVENUE**  
Product ads can help drive additional revenue. In one bucket test, the addition of PA led to a *lift of over 100% RPM and revenue* (results vary widely and this is on the very high end of what to expect). Partners should consider PA CTS fees of $0.35 per 1,000 ad calls requesting PA when making revenue projections. The Allow List can help minimize fees.

---

**Projected Metrics**  
(varies widely)

<table>
<thead>
<tr>
<th>Organic implementations</th>
<th>Non-organic implementations</th>
</tr>
</thead>
<tbody>
<tr>
<td>PA coverage</td>
<td>50-75% (depending on kw mix)</td>
</tr>
<tr>
<td>RPM lift</td>
<td>+10% or more (depending on implementation)</td>
</tr>
</tbody>
</table>

PA coverage: 6-14% (varies)  
RPM lift: +1-2%  
PA coverage: 50-75% (depending on kw mix)  
RPM lift: +10% or more (depending on implementation)
Allow List

The “Allow List” parameter (&checkProductAdsEligibility=1) was built as an option for Partners to use to help minimize CTS fees. By adding this parameter to an ad call, our system can flag the query likely to be “shopping” related or not.

Since Partners are only charged for the queries sent through requesting PA, this helps minimize costs by limiting the calls to queries most likely to be “shopping” related, which is the category most likely to have coverage.

The VZM Product team may be able to set up and run these bucket tests on behalf of the Partner. It takes about two weeks to gather the data.

<table>
<thead>
<tr>
<th>Type of Implementation</th>
<th>Should it use the Allow List?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic typed-in search traffic</td>
<td>Yes, definitely</td>
</tr>
<tr>
<td>Non-organic search traffic (shopping or non-shopping related)</td>
<td>Yes, probably, can bucket test to confirm</td>
</tr>
<tr>
<td>Non-organic search traffic with long tail keywords Note: may not hit the threshold limit set for the Allow List</td>
<td>Maybe not, but can bucket test to confirm</td>
</tr>
</tbody>
</table>
Sample response

<Listing rank="2" adType="PLA" k="5083" appNs="API" originalPrice="$239.99"
imageUrl="https://sp.yimg.com/ib/th?id=OP.AY4dBEh32yb5fA474C474&o=5&pid=21.1"
sellername="Horizon Hobby" originalTitle="E-flite - P-51D Mustang 1.2m PNP, b>Airplanes</b>,
PNP, Electric, EFL8975" originalDescription="The E-flite® P-51D Mustang 1.2m scale
<b>airplane</b> delivers outstanding warbird appeal with operational flaps and retracts, plus 3-4S
LiPo compatibility and realistic detail that includes simulated wing tanks and a functional four-blade
propeller." title="E-flite - P-51D Mustang 1.2m PNP, b>Airplanes</b>, PNP, Electric, EFL8975"
description="The E-flite® P-51D Mustang 1.2m scale <b>airplane</b> delivers outstanding warbird
appeal with operational flaps and retracts, plus 3-4S LiPo compatibility and realistic detail that
includes simulated wing tanks and a functional four-blade propeller." siteHost="" biddedListing="true"
bidText="(Cost to advertiser: <a href="http://www.overture.com/d/...overture&t=ad">$0.00</a>)"
currency="USD" adultRating="G" ImpressionId="14763088245" phoneNumber=""
new_ecpi="19824">

<ClickUrl type="body" k="5084" appNs="API">
https://r.search.yahoo.com/......
</ClickUrl>
</Listing>

57%
Lift in PA Coverage over the last few years

115%
Lift in PA RPM over the last few years
O&O coverage by region*

* Coverage rates are for O&O SYC. These rates change over time and by implementation.
Merchant Promotion | PA Extension

Displays **special product or site-wide offers**

Users **click on arrow** to display an overlay with “Shop” button

Users **click on “shop”** to lead to Advertiser’s landing page

Add **“&adEnablePLAMerchantPromotion=1”** to enable

Sample response:

```xml
<Extensions>
  <plaMerchantPromotion>
    <redemptionCode>Use code at checkout: SAVE15</redemptionCode>
    <displayedText>Special Offer</displayedText>
    <promotionalText>15% Off Sitewide</promotionalText>
    <daysFromExpiration>1</daysFromExpiration>
    <url>https://www.bing.com/</url>
    <isNonBillable>0</isNonBillable>
  </plaMerchantPromotion>
</Extensions>
```
Product Rating | PA Extension

Displays the **product ratings** on the product ads

Disregard URL returned and make **non-clickable**

Returned on a scale of 0-10 and should be scaled down and **displayed as a scale of 5 stars**

The number can be displayed as is or **formatted differently** (i.e., “1385” could also be “1k+”)

Add “&adEnablePLAProductRating=1” to enable

Sample response:

```xml
<Extensions>
  <plaProductRating>
    <rating>10</rating>
    <numberOfReviews>1385</numberOfReviews>
    <url>https://www.bing.com/product/reviews...</url>
  </plaProductRating>
</Extensions>
```

Coverage is **38%** on US O&O (varies)
Price Drop | PA Annotation

Eligible to be shown when a **recent price reduction is detected** via the Advertiser’s feed

Displayed as “**X% Price Drop**” or “**Free Shipping**”

Placed as a **new line of text** below existing content

Add “&adEnablePLAPriceDrop=1” to enable

Sample response:

```xml
<Extensions>
  <plaPriceDropAlert>
    <displayedText>16% price drop</displayedText>
    <longText>Price dropped 16% below its 90-day average</longText>
  </plaPriceDropAlert>
</Extensions>

ALTERNATIVE

```xml
  <displayedText>Free shipping</displayedText>
  <longText>Free shipping</longText>
```
Identifies ads from **high quality** Advertisers

**Non-clickable** graphic displayed next to the URL

Returned as a signal, not an image file, and image used should be the **same height and size** of the rest of the line

Add “&adEnablePLAEliteBadge=1” to enable

Sample response:

```xml
<Extensions>
  <plaEliteBadge>
    <domain>closeoutbats.com</domain>
    <rating>0</rating>
    <source/>
    <numberOfRatings>0</numberOfRatings>
    <url>https://www.bing.com/aclick?Id=....</url>
  </plaMerchantPromotion>
</Extensions>
```
Additional EMEA features

Price per Unit (UK, FR, DE)
- Vetspec Healthy Dog Adult...
  - Amazon UK: £45.99
  - (£3.83 / 1 kg)
- Pedigree Vital Protection...
  - Amazon UK: £20.57
  - (£4.29 / 1 kg)
- Dry Dog Food For Adult...
  - Amazon UK: £41.27
  - (£2.95 / 1 kg)

Energy Rating (UK, FR, DE)
- Amica Geschirrspüle...
  - 259,00 €
  - Versand gratis
  - Energie: A+
- Exquisit Geschirrspüle...
  - 275,00 €
  - Versand gratis
  - Energie: A++
- Bosch Serie 4 Geschirrspüle...
  - 515,00 €
  - Versand gratis
  - Energie: A+++  

Shipping Cost (DE)
- Laurent-Perrier La Cuvee...
  - £36.95
  - £4.95 shipping
- Personalised Champagne Custom Gifts
  - £44.99
  - £4.49 shipping
- Glitter PVC...
  - £3.99
  - £4.49 shipping
Partner Insights reporting

Note: All numbers are made up figures. Do not use them as benchmarks (they won’t make sense).
Next steps

1. MIT
2. Legal
3. Launch!
Q&A