

Syndicated Product Ads

Partner Webinar

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Speakers



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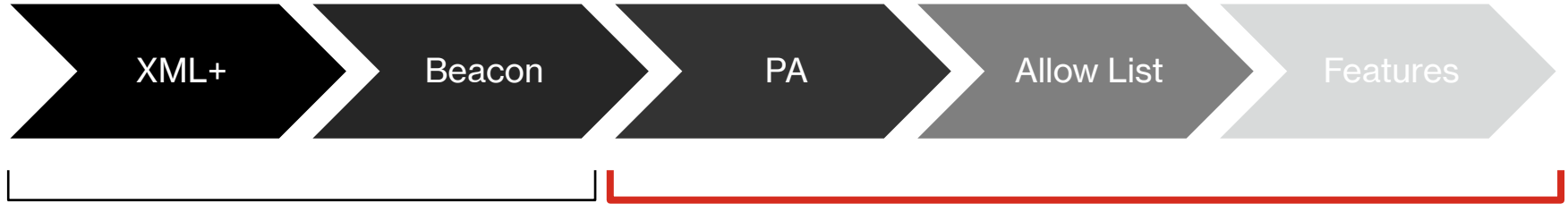


Agenda

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'



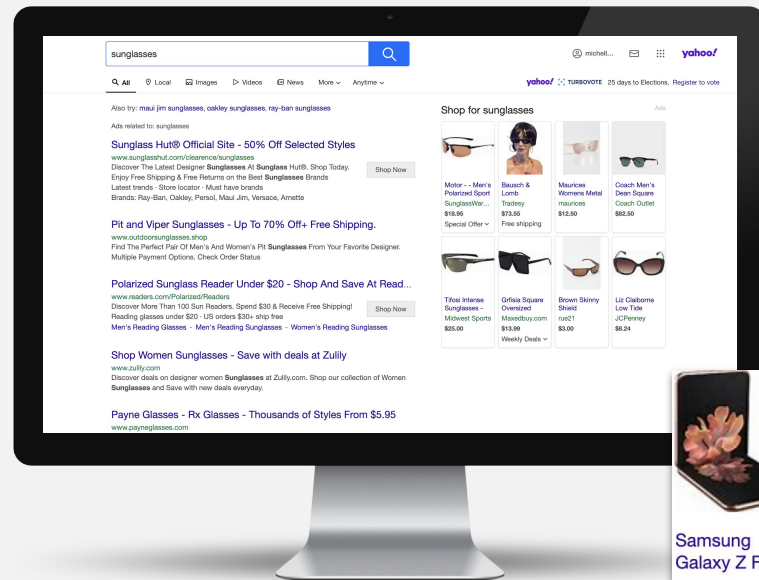
Price 'Original Price'

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'

high quality user experience



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)

Organic implementations

PA coverage **6-14%** (varies)
RPM lift **+1-2%**

Non-organic implementations

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.

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

Enable

&adEnableProductAds=1

&checkProductAdsEligibility=1

Disable

&adEnableProductAds=0

verizon
media

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*

CA

5.5% 0.1%

US

8% 6%

UK

8.5% 5.5%

FR

9% 12.5%

NL SE

DE

12.5% 14%

ES

IT

CH

AT

IN

1.4% 1.1%

AU

9% 20%

Merchant Promotion | PA Extension

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




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

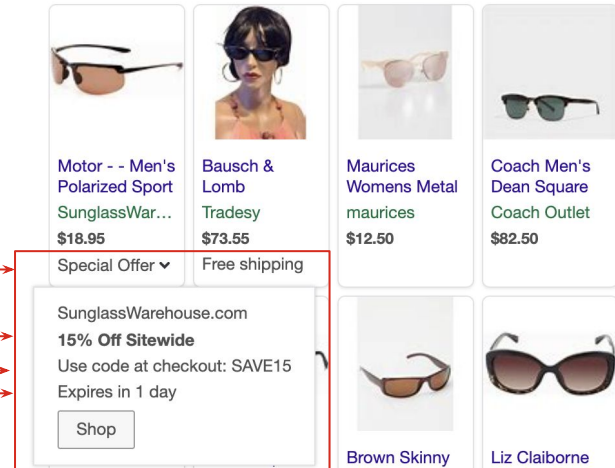
Users **click on “shop”** to lead to Advertiser’s landing page







Add “&adEnablePLAMerchantPromotion=1” to enable

Sample response:

```
<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/aclick?Id=....</url>
    <isNonBillable>0</isNonBillable>
  </plaMerchantPromotion>
</Extensions>
```

	US, CA, UK, FR, DE, IT, ES, NL, SE, AT, CH, AU, IN
	Desktop, Tablet and Mobile
	Coverage is 8% on US O&O (varies)



 Motor - - Men's Polarized Sport SunglassWar... \$18.95	 Bausch & Lomb Tradesy \$73.55	 Maurices Womens Metal maurices \$12.50	 Coach Men's Dean Square Coach Outlet \$82.50
Special Offer ▾	Free shipping		
SunglassWarehouse.com 15% Off Sitewide Use code at checkout: SAVE15 Expires in 1 day Shop			
 Brown Skinny	 Liz Claiborne		

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+”)

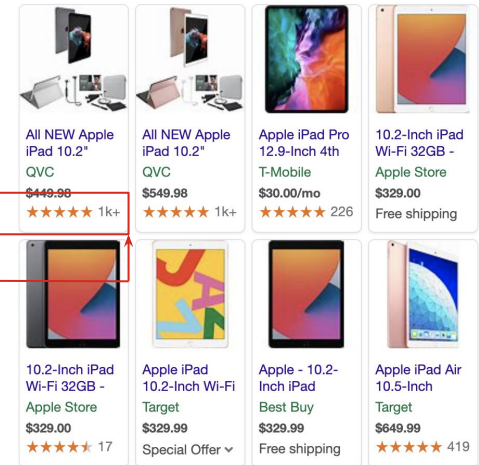
Add “**&adEnablePLAProductRating=1**” to enable

Sample response:

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



	US, CA, UK, FR, DE, IT, ES, NL, SE, AT, CH, AU, IN
	Desktop, Tablet and Mobile
	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:

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

ALTERNATIVE

```
<displayedText>Free shipping</displayedText>
<longText>Free shipping</longText>
```



	US, CA, UK, FR, DE, IT, ES, NL, SE, AT, CH, AU, IN
	Desktop, Tablet and Mobile
	Coverage is 62% on US O&O (varies)

Flowers - Same Day Delivery - From You Flo... \$19.99	Flowers - One Dozen Long - From You Flo... \$29.99	Flowers - Same Day Delivery: From You Flo... \$35.99	Flower Delivery - Send One - From You Flo... \$19.99
33% price drop	50% price drop	20% price drop	33% price drop

80-Piece Deluxe Art Set - Etsy \$39.99	Drawing Painting Art Set - eBay \$54.99	143 Piece Deluxe Art Set, eBay \$52.99	Portable Art Studio, 131- eBay \$27.50
Free shipping	Free shipping	Free shipping	Free shipping

Elite Badge | PA Annotation

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

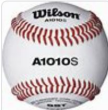







Add “**&adEnablePLAEliteBadge=1**” to enable

Sample response:

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



	US, CA, UK, FR, DE, IT, ES, NL, SE, AT, CH, AU, IN
	Desktop, Tablet and Mobile
	Coverage is 9% on US O&O (varies)

 Wilson A1010S Official High Closeout ... \$42.95	 Rawlings R11b1 Little League Epic Sports, I... \$29.69 ★★★★★ 17	 Rawlings Flat Seam NCAA Epic Sports, I... \$94.39 ★★★★★ 3	 Rawlings Flat Seam Naia Epic Sports, I... \$90.19 Special Offer ▾
 Champro Sports Baseball Savi... \$34.95 ★★★★★ 8	 Diamond DOL- 1 NFHS Amazon.com \$522.00 Free shipping	 Rawlings Official League Amazon.com \$9.99	 Christmas Baseball T-Shirt semine.store \$24.49

Additional EMEA features

Vetspec Healthy Dog Adult... Amazon UK £45.99	Pedigree Vital Protection... Amazon UK £20.57	Dry Dog Food For Adult... Amazon UK £41.27
(£3.83 / 1 kg)	(£4.29 / 1 kg)	(£2.95 / 1 kg)
Free shipping	Free shipping	Free shipping

Price per Unit (UK, FR, DE)

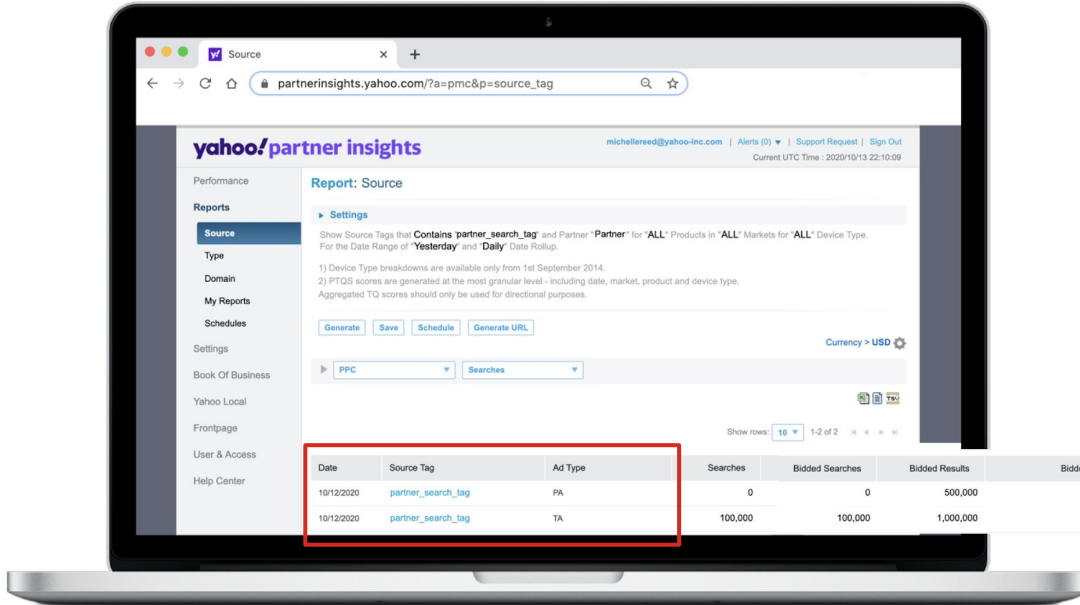
Amica Geschirrspüle... 259,00 € Versand gratis ✓ ao.de	Exquisit Geschirrspüle... 275,00 € Versand gratis ✓ ao.de	Bosch Serie 4 Geschirrspüle... 515,00 € Versand gratis ✓ ao.de
Energie: A+	Energie: A++	Energie: A+++

Energy Rating (UK, FR, DE)

Laurent-Perrier La Cuvee... The Whisky... £36.95	Personalised Champagne Custom Gifts £44.99	Glitter PVC... Amazon UK £3.99
+£4.95 shipping		+£4.49 shipping

Shipping Cost (DE)

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

