

Use of eBay Promoted Offsite

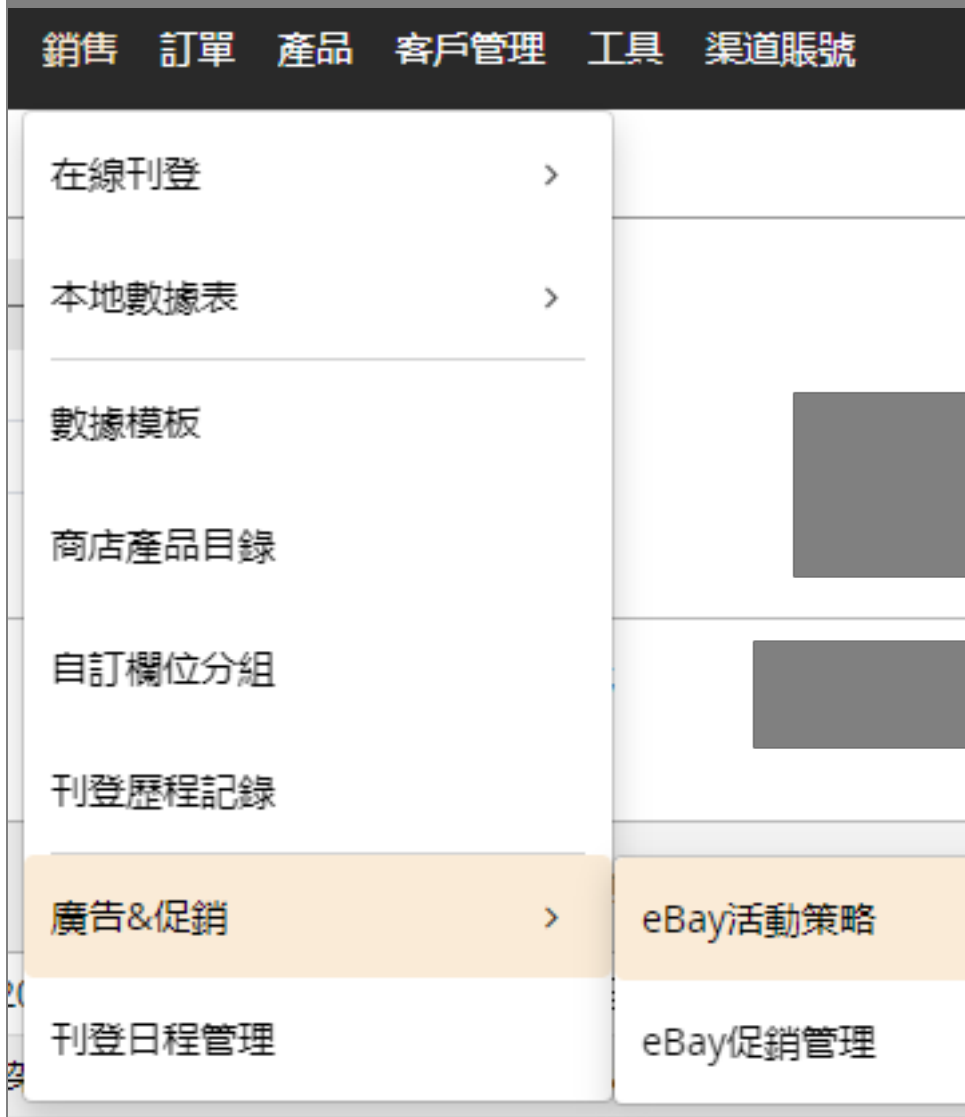
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Go to Sales > Advertising & Promotions > eBay Campaign Strategy



The screenshot shows the eBay Seller Center navigation menu. The top navigation bar includes: 銷售, 訂單, 產品, 客戶管理, 工具, 渠道賬號. The main menu is open, showing a list of options. The '廣告&促銷' (Advertising & Promotions) option is highlighted in orange, and its sub-menu is visible, containing 'eBay活動策略' (eBay Campaign Strategy) and 'eBay促銷管理' (eBay Promotions Management). Other menu items include '在線刊登', '本地數據表', '數據模板', '商店產品目錄', '自訂欄位分組', and '刊登歷程記錄'.

銷售	訂單	產品	客戶管理	工具	渠道賬號
在線刊登					
本地數據表					
數據模板					
商店產品目錄					
自訂欄位分組					
刊登歷程記錄					
廣告&促銷					
刊登日程管理					
				eBay活動策略	
				eBay促銷管理	

Click on the <Off-site Advertising> tab

eBay活動策略

eBay優先活動策略 eBay一般活動策略 **新** eBay站外廣告

Click <Create New eBay Off-site Advertisement> , set the campaign name, site, budget, start time, end time (optional), and specify the eBay account

eBay站外廣告

促銷刊登活動設置

* 活動名稱: 2024-08-27 test * 活動站點: US ** 每日預算: 5 - USD

* 開始時間 (已選站點時區): 2024-08-28 00:00 完結時間 (已選站點時區): 已選站點時區

店鋪:

店鋪	狀態
<input type="checkbox"/> acc1	已開通
<input type="checkbox"/> acc2	已開通
<input type="checkbox"/> acc3	未開通(限制)

* 必填 * 每日預算為單個eBay賬號的每日廣告預算，例如：某廣告活動每日預算為100USD，用戶添加了3個eBay賬號的刊登，則該活動的每個eBay賬號的預算都為100USD，合計300USD。

提交 關閉

Click <Submit> to complete the settings.

eBay will automatically select the corresponding sites of these accounts to publish off-site advertisements on search engines such as Google.

Fin

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??URL: <https://www.soldeazy.com/support/article.php?id=1104>