

Program: **Keyword Bidding**

Enrollment Outcome: **Improved rank and treatment for listings that match searched keywords**

Merchant Goal: **Increase visibility of products that match searched keywords**

## How does keyword bidding work?

- Select a keyword that is relevant to your catalog (e.g. Bob's Shoe Emporium may choose "kenneth cole mens boots")
- You can enroll in the following merchandising programs for those keywords:
  - Rank bidding
  - Standard, enhanced, and premium marketing messages
  - Top placement program
- When a consumer searches for that keyword, your products will reflect the programs enrolled for that keyword

The screenshot shows a search for "kenneth cole mens boots" on Nextag. The results page includes a left sidebar with filters (Brand, Price, Shoe Style, Sales & Deals, Shoe Type, Material) and a main area with product listings. A blue arrow points from a callout box to the top of the search results. The callout box contains the text: "Bidding on rank for the keyword 'kenneth cole mens boots' would improve the positioning for products returned by this keyword search".

**Product Listings:**

- Kenneth Cole REACTION Men's Hunt-In-Man Boots (Black)** - \$62.10 (6pm.com)
- Kenneth Cole Reaction Note Book** - \$118.00 (Zappos.com)
- Kenneth Cole New York Men's Open Your Mind Boot, Black, 11.5 M US** - \$59.40 (Amazon)
- Kenneth Cole New York Open your mind Boots** - \$119.99 (Piperlime)
- Kenneth Cole New York Counter Point Dress Boots** - \$158.00 (Piperlime)



**Bidding on rank for the keyword "kenneth cole mens boots" would improve the positioning for products returned by this keyword search**

## How do I enroll in this program?

1. Click on “Merchandising and Performance Optimization” link in seller dashboard
2. On “Performance” tab, click on “By Keyword” view
3. Click “Add New Keyword”
4. Enter selected keyword in input box and select Exact/Broad match
5. Select merchandising program
6. Enter bid amount above minimum required CPC
7. Click “Submit Bid” to finalize enrollment

## Is there a required minimum bid for keyword bidding?

- For keyword rank boosts, there is no minimum required CPC
- For keyword top placement and marketing messages, there are minimum required CPCs

## How does bidding work for a keyword rank boost?

- The rank boost will be added on top of the baseline rank bid
- When determining your product’s rank on our website, our system will consider the aggregate bid for that product (baseline + boost)

## How will I be billed for a keyword rank boost?

- You will pay an incremental fee when consumers click on a listing that has been boosted as a result of a keyword rank bid
- You will be charged the aggregate bid amount for that product (baseline + boost)

*Billing example:*

$\$0.50$  (baseline rank bid) +  $\$0.10$  (keyword rank boost) =  $\$0.60$  total charge for click

## What is the difference between exact vs. broad match for keyword searches?

- If you select “exact” match for your match type, the programs you enroll in are only triggered if consumers type the exact keyword you have specified (e.g. if you specify “basketball”, the consumer must search “basketball” in the search bar)
- If you select “broad” match for your match type, the programs you enroll in are triggered even if consumers type your keyword as part of a larger search (e.g. if you specify “basketball,” the consumer can type “basketball shoes” in the search bar)

## Can I bid on keywords through the feed?

- Currently, you can only bid on keywords through the dashboard
- We will be building functionality to allow bidding through the feed in the near future

## Can I add keywords through the feed?

- Currently, you can only add keywords through the dashboard
- We will be building functionality to allow adding keywords through the feed in the near future

## When will you be removing the old bidding system?

- For your convenience, we will be leaving the current bidding system in place until the end of Q4 2011
- We will begin a process of migrating all functionality to our new bidding tool in Q1 2012