

Sponsored Products

Native product placements ads for retail websites.

- Sponsored Products

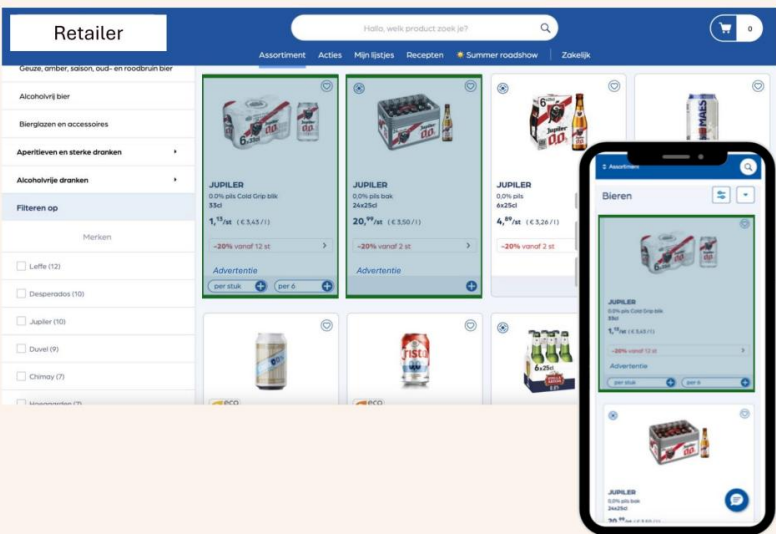
Sponsored Products

Sponsored Products are ads for products on retail websites. Advertisers pay to have their products displayed in prominent positions on these websites, such as at the top or in the first row, or within embedded search engines.


Sponsored products are a form of native advertising that blends in with unpaid product listings. They include elements such as a product image, title, price, ratings and reviews, promotional messages and a call to action (CTA).

Below is an example of a Sponsored Products listing on desktop and mobile. As you can see, the SP ad follows the layout and style of regular product listings, with only a label below the ad indicating that it is a paid advertisement.

Sponsored product ads



- Web & App
- Fixed price or CPC
- Highest bidder wins (auction)
- Competition drives revenue
- Key word targeting
- Measured in real time



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How Sponsored Products works within Adhese

1. The campaign and booking side of an SP campaign is fairly similar to a regular display campaign, with CPC (cost per click) as the pricing model. Campaigns can be either guaranteed, with a fixed price set by the advertiser, or auction-based, where the highest bidder wins.

2. The creatives are uploaded to an Advar template tailored to the retailer's designs, making the SP ad appear native. The template can include:
 1. Images or video
 2. Product title
 3. CTA
 4. Price
 5. Product info
 6. Disclaimers
 7. SKU
 8. etc...
3. The SKU is entered either in the dedicated SKU field or in a separate SKU field in the template. This allows for (i)ROAS ((incremental) Return On Ad Spend) calculations
4. Ads can be targeted at the booking level. Delivery can be targeted on product category, audience, or search results.

When the campaign starts, results such as impressions or clicks are collected via Kafka (in real time) or BigQuery. The data can then be combined with sales data and SKUs to calculate (i)ROAS.

