

# Use of eBay Promoted Offsite

??ID??: 1104 | ??: ??? | ????: Tue, Aug 27, 2024 3:04 PM

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Go to Sales > Advertising & Promotions > eBay Campaign Strategy

The screenshot displays the eBay Seller Hub 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 the following items:

- 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 > (highlighted) - This item is expanded to show:
  - eBay活動策略 (highlighted)
  - eBay促銷管理
- 刊登日程管理

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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🔗 : Holistic Tech - Tue, Aug 27, 2024 3:04 PM. 📄 1796 📄

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