What is the requirement of Promoted Listing?

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Promoted listing relevant introduction:

http://pages.ebay.com/seller-center/faq/stores.html#promoted-listings

Note Promoted listings set on SoldEazy will be displayed as grey in the eBay backend and cannot be modified in the eBay backend.

Promoted listings launch on eBay backend will be displayed as green in the eBay backend, but it does not display on SoldEazy and cannot be modified.

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