

2021-09-03 System Update

Notice

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New Feature:

1. [Promoted Listing Advanced(eBay)] Negative keywords

* Negative keywords are terms that are excluded from your ad group.

Meaning, when a buyer

searches for a term that is a negative keyword, your Advanced ads will not be eligible for

display.

eg:

Keywords: smart phone. Match type: PHRASE

Negative Keywords: android

Buyer search text: Apple smart phone (✓)

Buyer search text: smart phone android (✗)

2. [Promoted Listing Advanced(eBay)] Added "Shop Details" to show the real-time budget status of each shop in a campaign

* Budget status "used-up" means your budget of this shop in this campaign for today is used up, your PLA ads stop surfacing for the rest of this day, but they will come back with "Sufficient" budget status

tomorrow.

3. [Promoted Listing Advanced(eBay)] Added bulk edit for keywords in system interface: Bulk Apply suggested bids, Bulk delete keywords
4. [Promoted Listing Advanced(eBay)] Added new filter "Created by" in PLA campaign search filter.

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