

PLA Campaign Setup Guide

Microsoft Retail Media
powered by PromoteIQ

 Microsoft Advertising



Creating Successful Product Listing Ad Campaigns

03

Product Listing Ads (PLA)
Overview

04

Platform Overview

10

Creating PLA Campaigns

16

Performance Reporting

22

Platform Resources

Product Listing Ads (PLA)

Product Listing Ads, also known as Sponsored Products, are a pay-per-click on-site advertising solution for suppliers who want to **increase clickthrough** and **sell-through** of their products.



Targeted reach

Place your products in front of thousands of in-market shoppers ready to buy.



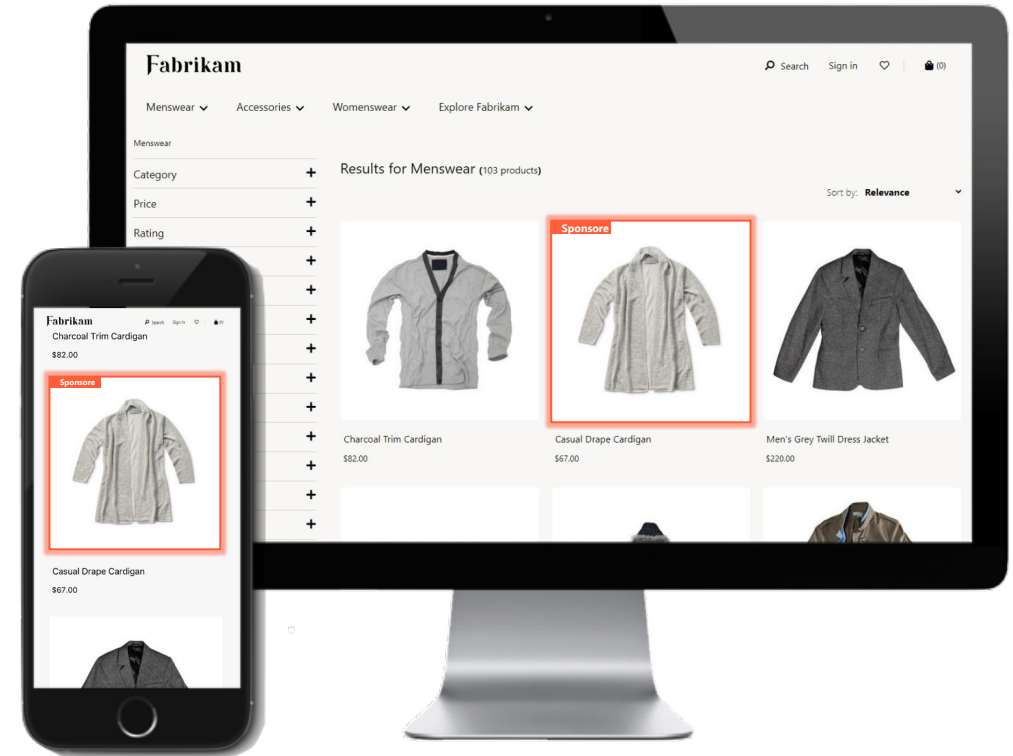
Cost-effective

Only pay when shoppers click your products, ensuring you only reach qualified customers.



Results-driven

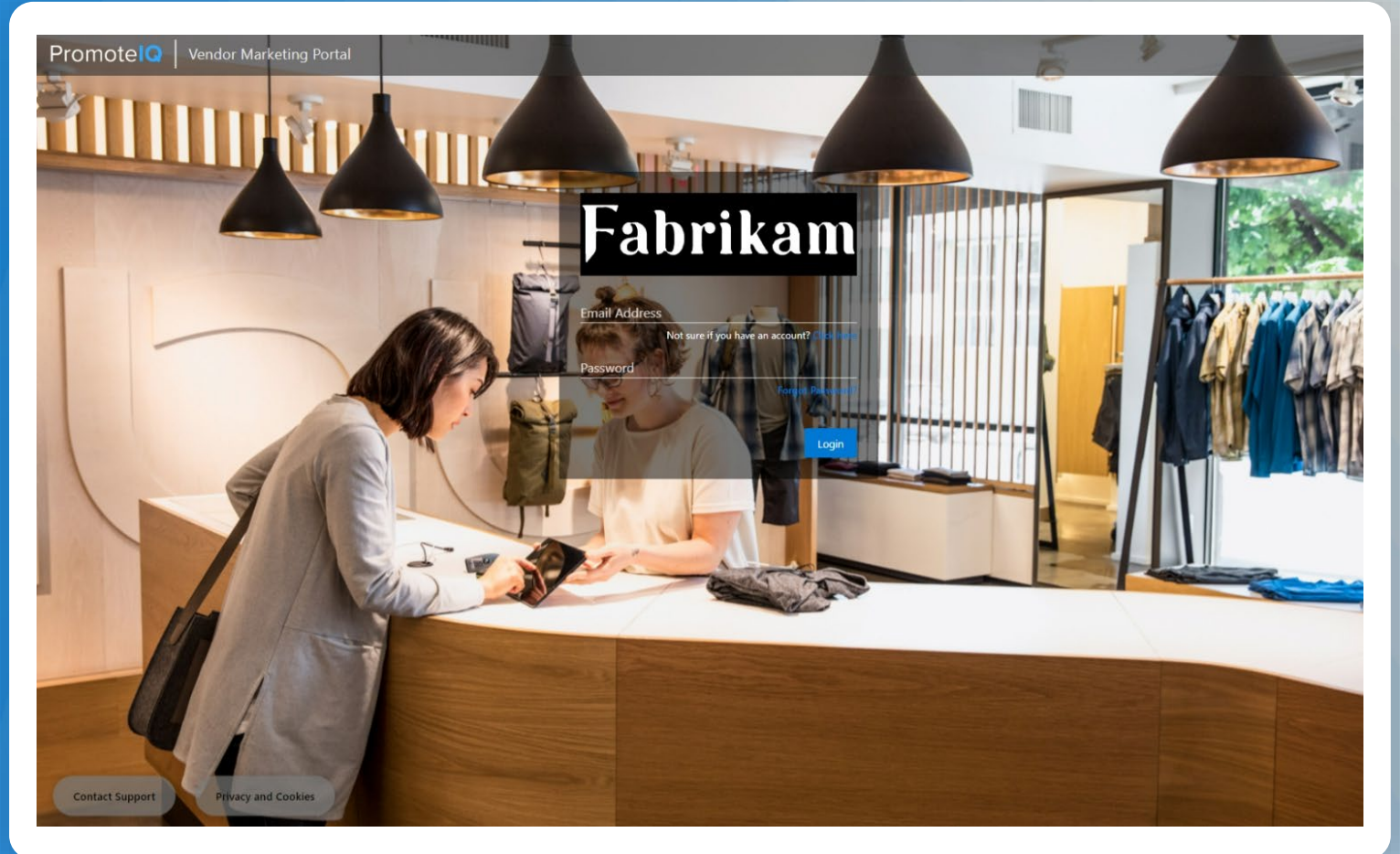
Track and optimize against sales, clicks, and product views. **Average ROAS is 300%–600%***



Platform Overview

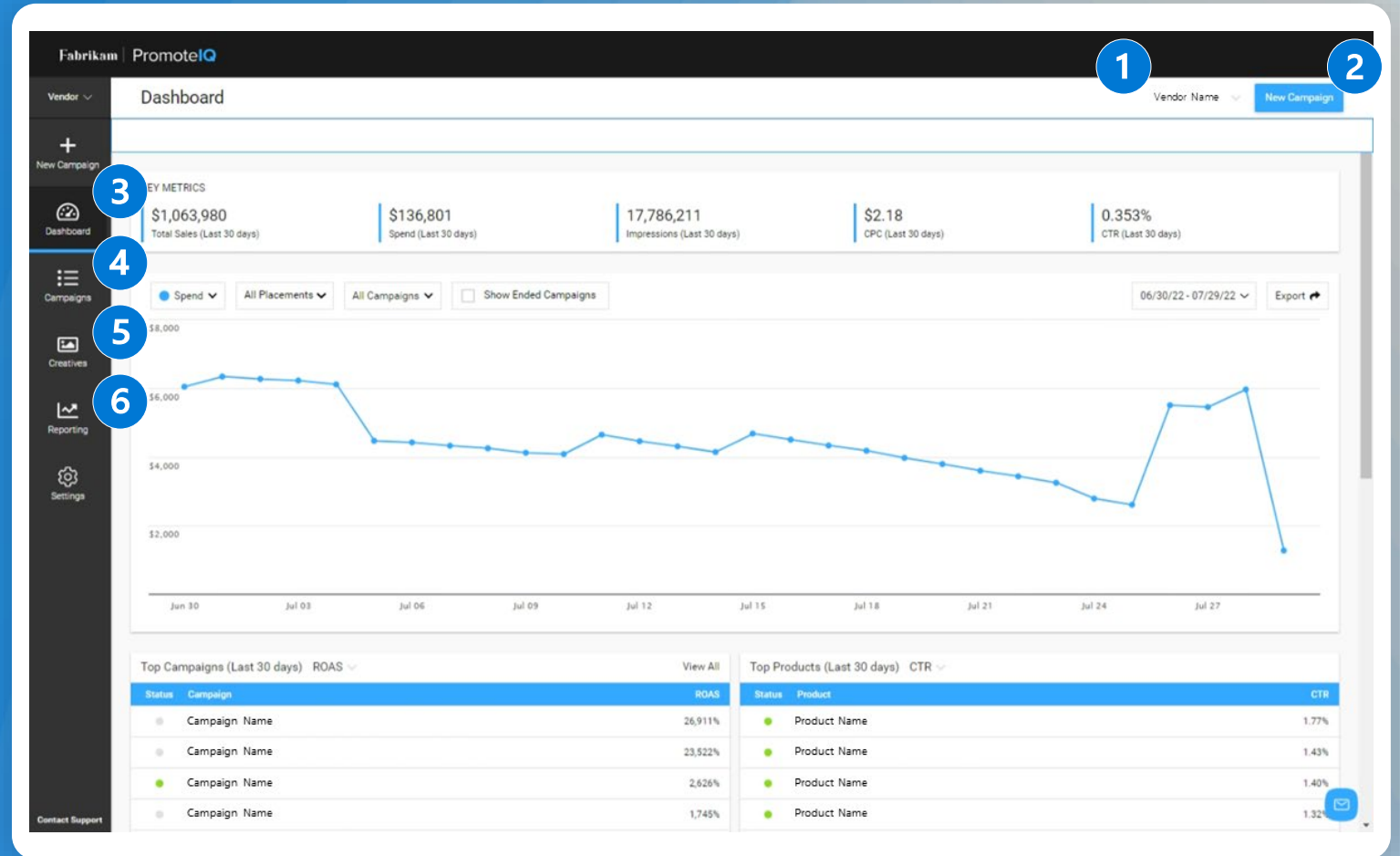
Platform Login

1. Enter program URL into your browser
2. Enter email address and password
3. Click 'Login'



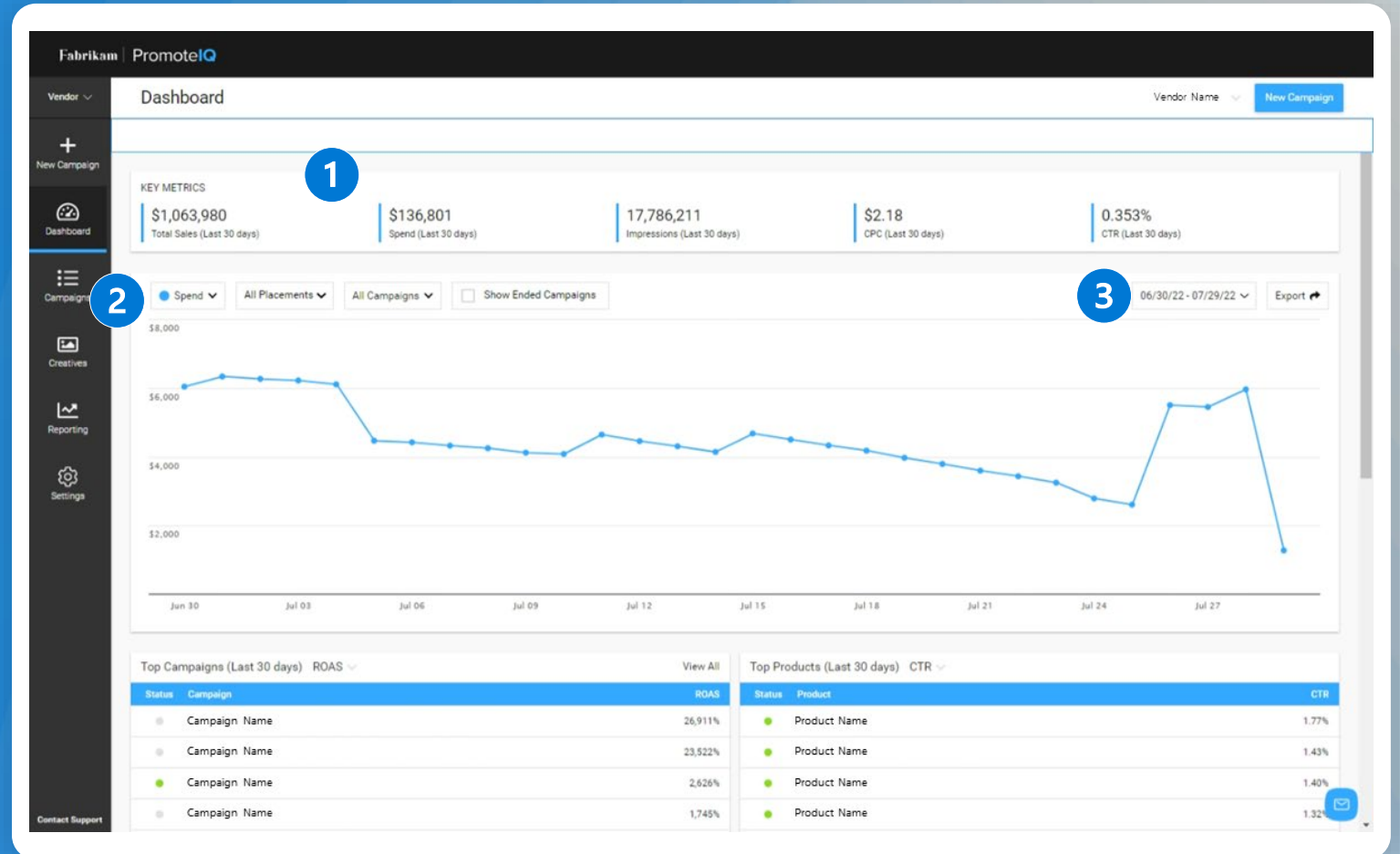
Menu & Navigation

1. Select Vendor (Brand)
2. Start a New Campaign
3. View Account Dashboard
4. View All Campaigns
5. View All Creatives
6. Create Campaign Reports



Dashboard: Key Metrics

1. Key metrics for all campaigns over the last 30 days (not including current day)
2. Adjust dashboard graph by campaign, metrics, and/or campaign type
3. Adjust period of the graph. Selections include:
 - Last 7 Days
 - Last 30 Days
 - Current Month
 - Previous Month
 - Custom Date Range



Dashboard: Top Campaigns & Products

1. Quick view of top campaigns over the past 30 days.
2. Quick view of top promoted products over the past 30 days.
3. Full campaign list, showing cumulative performance by campaign. Click on campaign name or pencil icon on the far right to edit.

The screenshot displays the PromoteIQ dashboard interface. At the top, it shows the user's name 'Vendor' and a 'New Campaign' button. The main content area is divided into three sections:

- Section 1 (Top Campaigns):** A table titled 'Top Campaigns (Last 30 days) ROAS' with columns for Status, Campaign Name, and ROAS. It lists several campaigns with their respective ROAS values.
- Section 2 (Top Products):** A table titled 'Top Products (Last 30 days) CTR' with columns for Status, Product Name, and CTR. It lists several products with their respective CTR values.
- Section 3 (Full Campaign List):** A detailed table with columns for Status, Campaign Name, Type, Budget, Interval, Spend, Impressions, Clicks, CPM, CPC, CTR, ROAS, Start Date, End Date, and Tools. It provides a comprehensive overview of all campaigns, including their performance metrics and dates.

Numbered callouts (1, 2, and 3) are placed over the dashboard to highlight these key sections.

Dashboard: Campaigns List

1. Access the list of all campaigns on the "Campaigns" tab
2. The campaign list can be sorted by vendors, placements, and campaign status using the filters at the top of the page
3. Click the 3 Dots on the right-hand side of each campaign to quickly edit, pause, or see the insights page of a campaign.

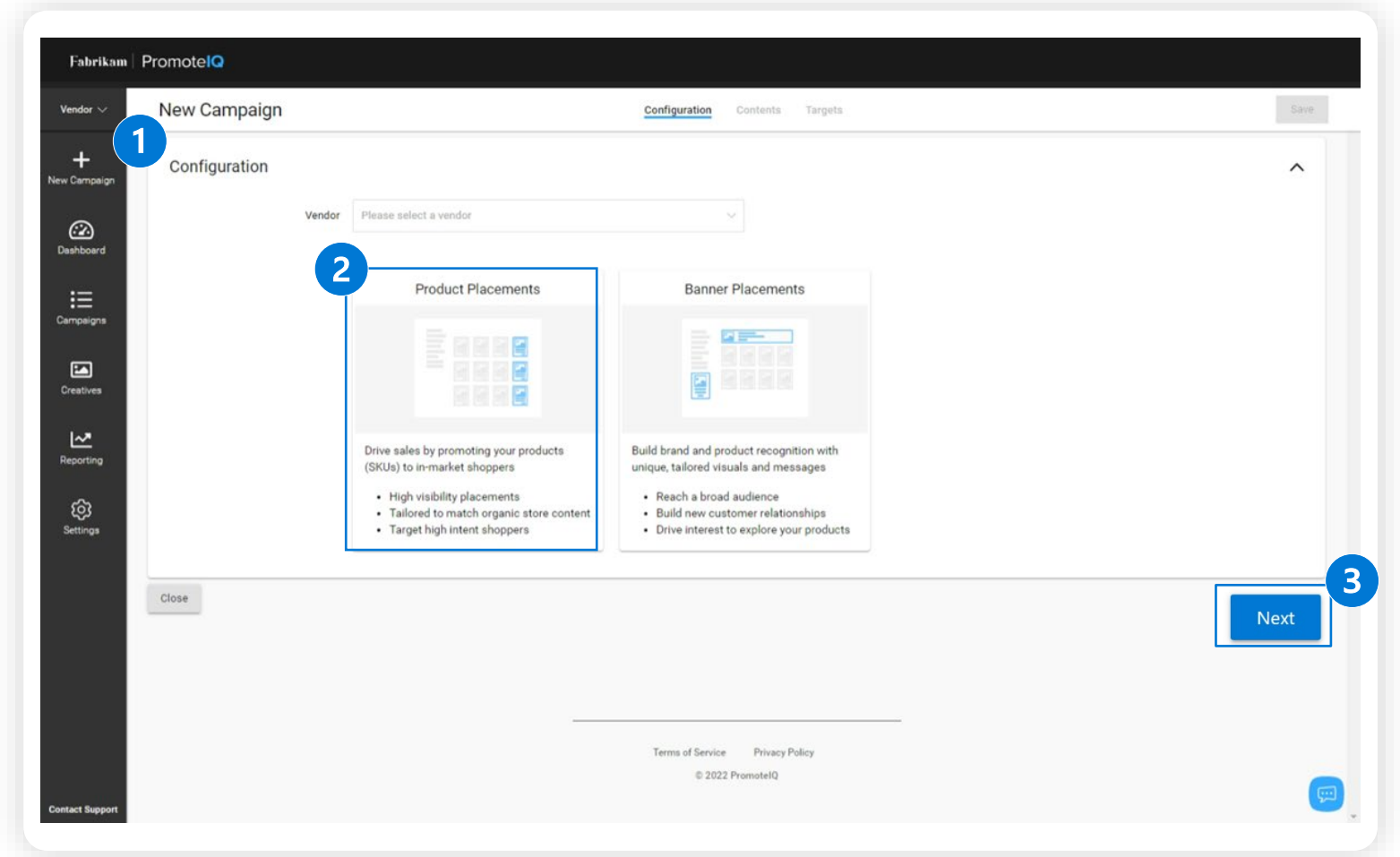
The screenshot displays the PromoteIQ Campaigns dashboard. On the left is a dark sidebar with navigation options: New Campaign, Dashboard, Campaigns (highlighted), Creatives, Reporting, and Settings. The main area is titled 'Campaigns' and includes a search bar, dropdown menus for 'All Vendors' and 'All Placements', and a 'Filters (3)' button. A table lists 15 campaigns with columns for Vendor Name, Campaign Name, Type, Status, Start, End, Budget, Total Spend, CPM, CPC, CTR, and ROAS. Each row has a three-dot menu icon on the right. At the bottom, it shows '1123 Results' and a pagination control.

Vendor Name	Campaign Name	Type	Status	Start	End	Budget	Total Spend	CPM	CPC	CTR	ROAS
Vendor Name	Campaign Name	PLA	Active	07/04/2022	07/31/2022	\$14,377 / LIFETIME	\$13,344.66	\$15.69	\$1.50	1.05%	409%
Vendor Name	Campaign Name	PLA	Active	02/01/2022	08/31/2022	\$45,000 / LIFETIME	\$36,204.85	\$9.94	\$1.81	0.55%	247%
Vendor Name	Campaign Name	PLA	Active	11/27/2021	-	\$100 / DAILY	\$2,829.49	\$0.97	\$0.50	0.19%	418%
Vendor Name	Campaign Name	PLA	Active	05/06/2021	12/31/2022	\$1,000 / MONTHLY	\$18,580.80	\$22.24	\$1.51	1.47%	1,527%
Vendor Name	Campaign Name	PLA	Active	11/05/2021	-	\$100 / WEEKLY	\$1,392.27	\$2.29	\$0.90	0.25%	418%
Vendor Name	Campaign Name	PLA	Active	07/13/2022	-	\$45 / DAILY	\$1,028.78	\$8.08	\$1.10	0.74%	513%
Vendor Name	Campaign Name	PLA	Active	02/04/2022	08/31/2022	\$51,959 / LIFETIME	\$46,392.06	\$13.71	\$1.58	0.87%	410%
Vendor Name	Campaign Name	Banner	Active	05/05/2022	07/30/2022	\$1,000 / LIFETIME	\$983.24	\$25.07	\$10.84	0.23%	61%
Vendor Name	Campaign Name	PLA	Active	06/01/2022	07/31/2022	\$15,000 / LIFETIME	\$14,830.79	\$16.47	\$1.21	1.36%	188%
Vendor Name	Campaign Name	PLA	Active	05/25/2022	-	\$2,000 / MONTHLY	\$3,828.19	\$2.58	\$0.69	0.38%	1,424%
Vendor Name	Campaign Name	PLA	Active	03/29/2022	-	\$188 / MONTHLY	\$1,380.30	\$1.67	\$0.80	0.21%	36%
Vendor Name	Campaign Name	PLA	Active	08/05/2021	-	\$10,000 / MONTHLY	\$54,226.26	\$4.14	\$0.97	0.43%	117%
Vendor Name	Campaign Name	PLA	Active	11/30/2021	-	\$100 / DAILY	\$532.55	\$4.28	\$0.52	0.83%	544%
Vendor Name	Campaign Name	PLA	Active	11/30/2021	-	\$100 / DAILY	\$8,546.20	\$4.67	\$0.56	0.84%	864%
Vendor Name	Campaign Name	PLA	Active	06/16/2022	08/05/2022	\$2,500 / LIFETIME	\$1,399.82	\$2.48	\$0.58	0.43%	588%

Creating PLA Campaigns

Starting a PLA Campaign

1. Click '+New Campaign' in the left-side menu or use the button in the upper right-hand corner of the dashboard
2. Click 'Product Placements' once on the configuration page to create a new Sponsored Products campaign
3. Click 'Next'



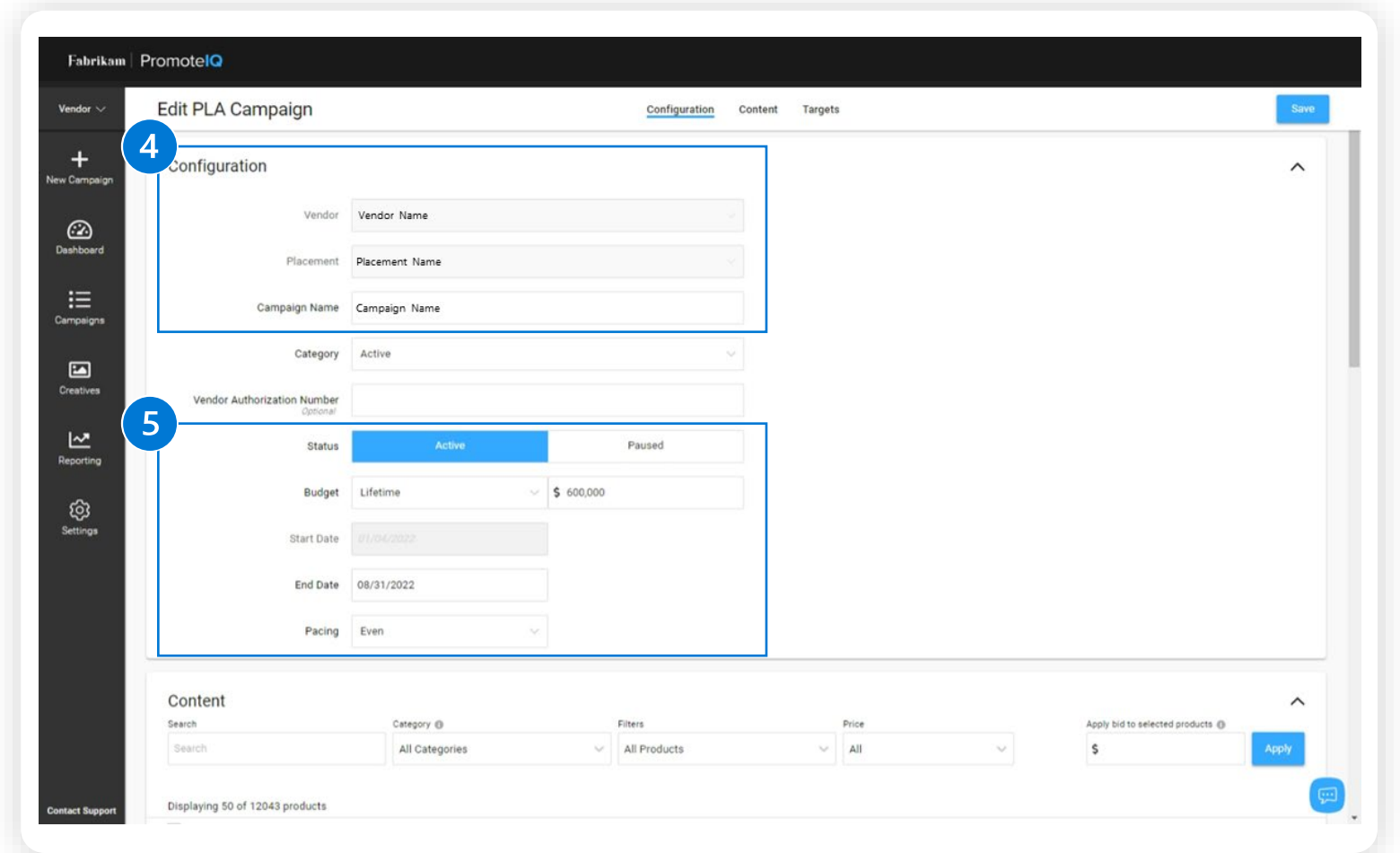
PLA Campaign Configuration

4. Confirm Vendor and Name Campaign

- Use easily recognizable campaign names for reporting purposes, such as: 'Retailer_Brand_Initiative_Timeframe'

5. Enter Budget and Flight Dates

- Set campaign to "Active" to go live upon setup completion, or "Paused" to launch at on a specific date
- Recommend \$1,000/week for test & learn campaigns budgets
- Budget interval will determine how campaign budget is refreshed (daily, weekly, monthly, or lifetime)
- Recommend 6–8-week campaign flight dates to ensure sufficient visibility onsite
- Set recurring campaigns, without end dates for a sustained onsite presence.



PLA Campaign Content

6. Product Selection

- Select the available items in the content tab when creating a new campaign.
- Select your full catalog or 30+ products minimum
- For the best performance, select top sellers, seasonally relevant, and/or core items. Avoid slow selling products if possible.

7. Setting Bids

- Once products are selected, unique bids can be set per product, or a standard bid can be applied across all selected products
- Bids must be above the Minimum Bid for products to be eligible for promotion
- Bid within the Suggested Bid Range to ensure your bids are competitive
- Consider the price of products in relation to bids. Maximum bid should be ~50% of product price

The screenshot shows the 'Edit PLA Campaign' interface in the Fabrikam PromoteIQ system. The 'Content' tab is active, displaying a list of 85 products out of a total of 2756. The interface includes search and filter options at the top, and a table of product details. A blue box labeled '6' highlights the product list, and another blue box labeled '7' highlights the bid columns.

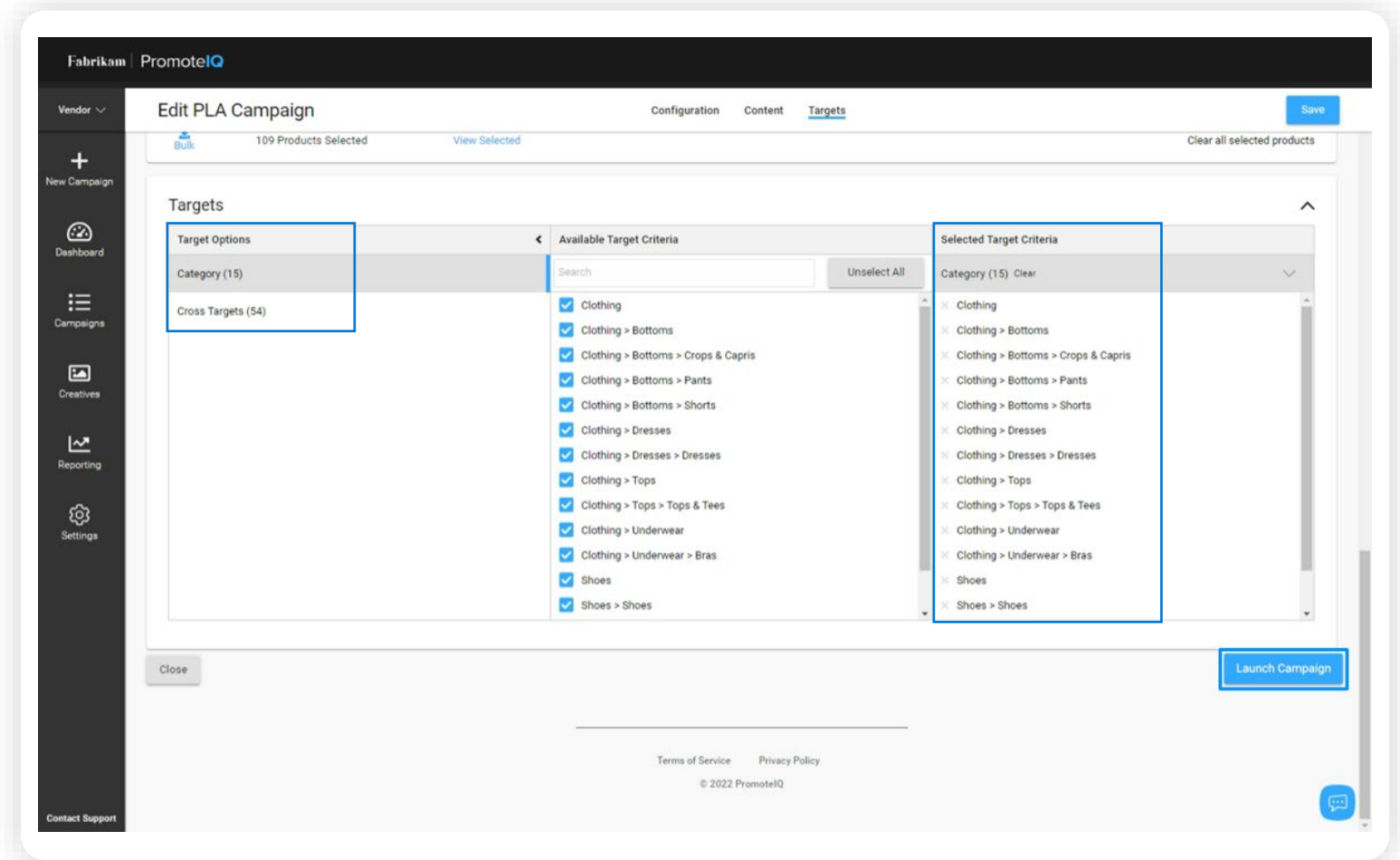
SKU #	Name	Status	Price	Minimum Bid	Suggested Bid	Bid
SKU #	Product Name	In Stock	\$25.00	\$0.50	\$1.15 - \$9.35	\$
SKU #	Product Name	In Stock	\$29.99	\$0.50	\$0.52 - \$5.05	\$
SKU #	Product Name	In Stock	\$30.00	\$0.50	\$0.52 - \$5.05	\$
SKU #	Product Name	In Stock	\$109.99	\$0.50	\$1.15 - \$9.35	\$
SKU #	Product Name	In Stock	\$79.99	\$0.50	\$1.18 - \$8.90	\$
SKU #	Product Name	In Stock	\$100.00	\$0.50	\$1.18 - \$8.90	\$
SKU #	Product Name	In Stock	\$35.00	\$0.50	\$0.52 - \$5.05	\$
SKU #	Product Name	In Stock	\$30.00	\$0.50	\$0.52 - \$5.05	\$
SKU #	Product Name	In Stock	\$27.99	\$0.50	\$0.52 - \$5.05	\$
SKU #	Product Name	In Stock	\$30.00	\$0.50	\$1.15 - \$9.35	\$
SKU #	Product Name	In Stock	\$65.00	\$0.50	\$1.15 - \$9.35	\$
SKU #	Product Name	In Stock	\$24.99	\$0.50	\$1.15 - \$9.35	\$
SKU #	Product Name	In Stock	\$32.00	\$0.50	\$0.52 - \$5.05	\$
SKU #	Product Name	In Stock	\$69.99	\$0.50	\$1.18 - \$8.90	\$
SKU #	Product Name	In Stock	\$35.00	\$0.50	\$1.15 - \$9.35	\$

PLA Campaign Targets

8. Target Selection

- Review campaign targets to ensure promoted products are displayed in front of the most relevant shoppers.
- If there is a target that is not relevant, contact support for guidance.
- We recommend selecting all targets to maximize campaign reach.
- Use Cross Targeting where available for broader visibility on site and to target shoppers in complementary categories.

Once desired targets are selected, click “Launch Campaign” button in lower right-hand corner and the campaign will be live on site in about an hour.



PLA Campaign Strategies for Success

	Good Performance	Strong Performance	Exceptional Performance
Product Rotation	<ul style="list-style-type: none"> Running at least 30 SKU's 	<ul style="list-style-type: none"> Running over 75 SKUs to maximize pacing efficiency & performance 	<ul style="list-style-type: none"> Running full product catalog to maximize pacing efficiency & performance
Budget Intervals	<ul style="list-style-type: none"> Monthly Budgets 	<ul style="list-style-type: none"> Lifetime Budgets 	<ul style="list-style-type: none"> Monthly, with no end date, to optimize pacing around key promotional periods
Flight Dates	<ul style="list-style-type: none"> Monthly flights dates, extending at the end of each month 	<ul style="list-style-type: none"> Lifetime budgets with Quarterly flighting 	<ul style="list-style-type: none"> Always on, monthly no end date, with a pacing boost around key promotional periods
Bid Strategy	<ul style="list-style-type: none"> Within 50% of suggested range 	<ul style="list-style-type: none"> Within 60% of suggested range 	<ul style="list-style-type: none"> Within 75% of suggested range with bid increases around key promotional times

Performance Reporting

Reporting Tool Dashboard

1. To enter the reporting tool, click "Reporting" in the left-side navigation menu
2. Once in the reporting tool, click "Create New" in the top-right corner or above saved reports to open the report builder menu
3. Reports will be available for download in this window
4. View all saved reports in this window

The screenshot displays the PromoteIQ Reporting Tool Dashboard. The left navigation menu includes options for New Campaign, Dashboard, Campaigns, Creatives, Reporting (1), and Settings. The main content area is titled 'Your Reports' and features a '+ Create New' button in the top right corner (2). Below this, there are two sections: 'Recent Reports' (3) and 'Saved Reports' (4). The 'Recent Reports' section is currently empty, displaying a message: 'No reports have been run yet. Reports will appear here for download once they've been run.' The 'Saved Reports' section contains a table with the following data:

Report Name	Vendor	Report Period	Reporting Interval	Scheduled	Created By	Tools
Product Performance Report	Multiple (5236)	Previous 7 days	Daily	No	PromoteIQ	Run
Sales Report	Multiple (5236)	Previous 7 days	Daily	No	PromoteIQ	Run
Campaign Performance	Multiple (5236)	Previous 7 days	Daily	No	PromoteIQ	Run
Campaign Summary	Multiple (5236)	Previous 30 days	Cumulative	No	PromoteIQ	Run

Building Reports

1. Name Report

- Add a report description if needed. This is included with reports distributed via email.

2. Select Report Period and Interval

- Period: determines date range for report
- Interval: indicates how the data will be aggregated within the report

3. Select Vendor(s) and Campaign Types

- Vendors: Reports can be pulled for multiple brands at the same time
- Campaign Types: Choose between PLA, Banner, or All Campaign Types

4. Select Dimensions and Metrics

- Preset Reports: Choose from one of the preset reports and modify as needed
- Custom Reports: Build report by selecting individual dimensions and metrics

Fabrikam | PromoteIQ

Vendor ▾ Create a New Report Save Report Run Now

+ New Campaign 1

Dashboard 2

Campaign 2

Creatives 3

Reporting 4

Settings

Contact Support

Report Name 1

Description 1

Report Period 2 Previous 7 days

Report Interval 2 Cumulative

Vendors 3 All Vendors

Campaign Type 3 All Types Clear Filters

Available Columns 4

Column Presets 4 None selected

Report Columns 4

You have not selected any report columns

Dimensions

Sales

Campaign

Inventory

Vendor

Product

Metrics

Performance

Average Unit Price (Purchased Product) \$

Conversion Source Abc

Interacted Product / Creative Abc

Interacted SKU 123

Order Date mm/dd/yy H:mm

Order ID Abc

Purchased Product Name Abc

Purchased SKU 123

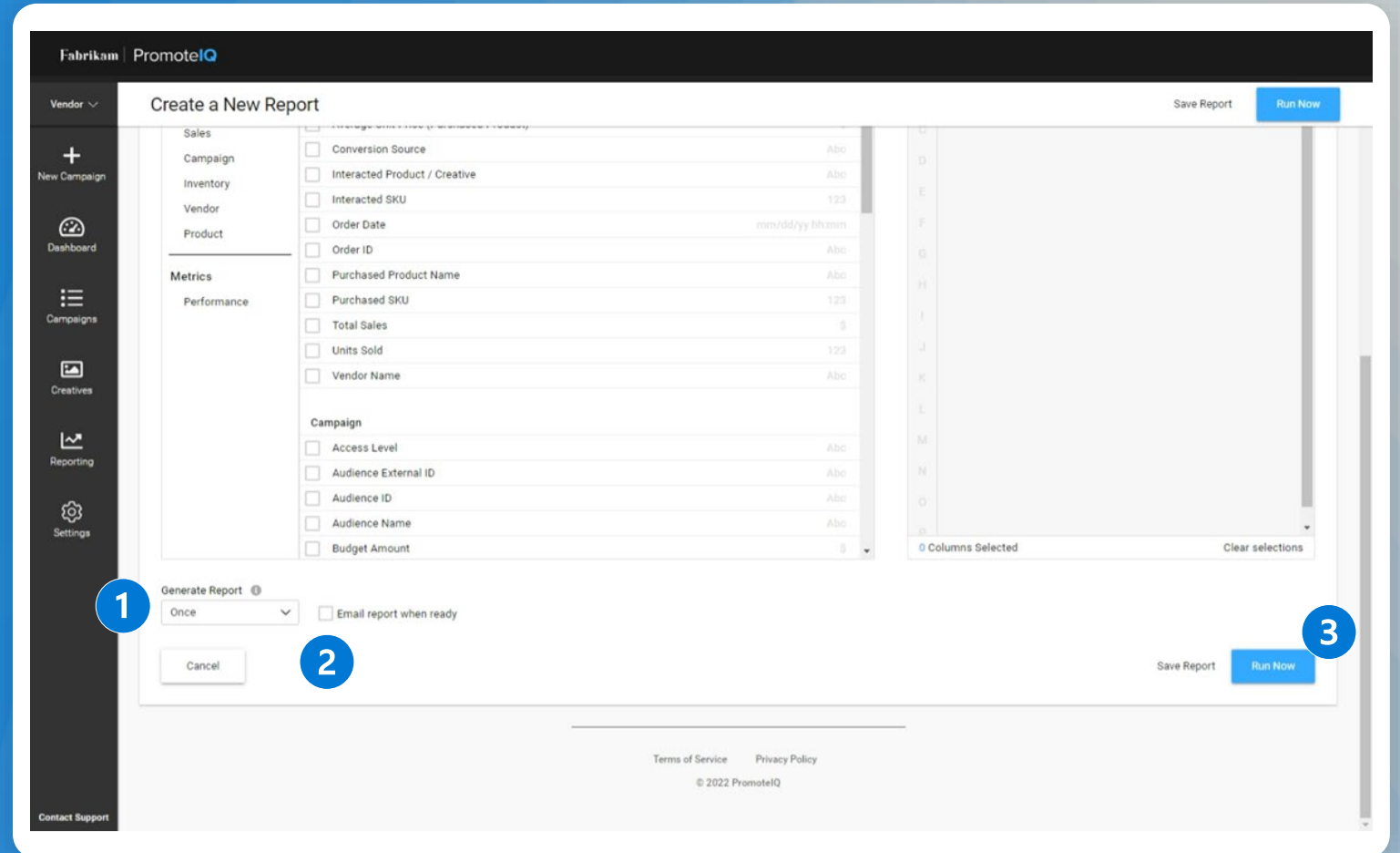
Total Sales \$

Units Sold 123

Vendor Name Abc

Scheduling Reports

1. Select how often you would like the report generated. Reports can be scheduled for a daily, weekly, or monthly recurring cadence
2. Check "Email Report When Ready" for the report to be delivered via email.
3. When the report build is complete, click "Run Now" in the top or bottom right-hand corner to create the .csv download



Preset Reports

Campaign Summary Report:

View overall campaign performance/efficiency across metrics including impressions, clicks, average CTR, CPC, total sales, and ROAS

If you have multiple campaigns running within an account, this is useful to compare performance

Detailed Campaign Performance:

Breaks down campaign performance of each promoted product for insights around share of impressions, clicks, spend, and sales.

Gain insight into In-Store Sales Attribution by adding "Conversion Source" and Cross-Targeting by adding Cross Targets to your report.

Sales Report:

Tracks which products are being purchased and attributed to campaigns.

Highlights shopper purchasing behaviors – ie: are shoppers clicking on a product but buying another?

Add "interacted SKU" to the report to see which product the shopper clicked on and compare to the final purchase product for additional insights.

Sample Campaign Summary Report

VENDOR NAM	CAMPAIGN NAM	PLACEMENT TYE	START DA	END DATE	BUDGET INTERVA	SPEND	IMPRESSIONS	CLICKS	CPC	CTR	UNITS SOI	TOTAL SAL	ROAS
Vendor Name	Campaign Name	Banner	2022-07-28	2022-08-07	LIFETIME	\$1,823.00	78,269	206	\$8.85	0.26%	756	\$25,371.16	1391.73%
Vendor Name	Campaign Name	Banner	2022-07-25	2022-08-04	LIFETIME	\$455.21	11,719	20	\$22.76	0.17%	747	\$19,396.22	4260.94%
Vendor Name	Campaign Name	PLA	2021-06-01	2022-08-31	LIFETIME	\$1,651.05	185,189	1,216	\$1.36	0.66%	620	\$12,798.35	775.16%
Vendor Name	Campaign Name	PLA	2021-08-01	2022-08-31	LIFETIME	\$1,065.04	81,655	723	\$1.47	0.89%	533	\$17,391.51	1632.94%
Vendor Name	Campaign Name	Banner	2022-07-20	2022-07-30	LIFETIME	\$454.98	15,166	52	\$8.75	0.34%	493	\$24,896.76	5472.06%
Vendor Name	Campaign Name	PLA	2021-08-01	2022-08-31	LIFETIME	\$2,079.42	220,773	1,329	\$1.56	0.60%	489	\$12,621.37	606.97%
Vendor Name	Campaign Name	PLA	2022-01-04	2022-08-31	LIFETIME	\$2,349.08	190,416	1,173	\$2.00	0.62%	383	\$14,051.81	598.18%
Vendor Name	Campaign Name	Banner	2022-07-28	2022-07-30	LIFETIME	\$1,018.38	33,946	76	\$13.40	0.22%	357	\$14,388.62	1412.89%
Vendor Name	Campaign Name	Banner	2022-07-28	2022-08-03	LIFETIME	\$1,438.39	48,026	58	\$24.80	0.12%	341	\$6,843.04	475.74%
Vendor Name	Campaign Name	Banner	2022-07-15	2022-07-31	LIFETIME	\$1,753.75	59,213	81	\$21.65	0.14%	333	\$7,860.39	448.20%
Vendor Name	Campaign Name	PLA	2022-02-01	2022-08-12	LIFETIME	\$1,216.10	160,057	1,879	\$0.65	1.17%	325	\$14,642.91	1204.09%
Vendor Name	Campaign Name	Banner	2022-07-01	2022-07-31	LIFETIME	\$403.40	13,517	26	\$15.52	0.19%	316	\$10,635.18	2636.39%
Vendor Name	Campaign Name	PLA	2022-06-28	2022-07-31	LIFETIME	\$400.42	75,480	262	\$1.53	0.35%	310	\$8,165.54	2039.24%
Vendor Name	Campaign Name	PLA	2022-05-03	2022-08-31	LIFETIME	\$2,406.80	258,345	1,186	\$2.03	0.46%	305	\$11,332.58	470.86%
Vendor Name	Campaign Name	PLA	2022-01-27	2022-08-12	LIFETIME	\$875.98	125,775	1,325	\$0.66	1.05%	298	\$13,177.67	1504.33%
Vendor Name	Campaign Name	PLA	2022-01-01	2022-10-31	LIFETIME	\$1,409.14	125,423	718	\$1.96	0.57%	297	\$8,446.67	599.42%
Vendor Name	Campaign Name	Banner	2022-07-24	2022-08-24	LIFETIME	\$315.05	9,279	16	\$19.69	0.17%	272	\$5,378.22	1707.10%
Vendor Name	Campaign Name	PLA	2022-07-07	2022-07-31	LIFETIME	\$511.81	54,297	320	\$1.60	0.59%	262	\$5,418.32	1058.66%
Vendor Name	Campaign Name	Banner	2022-07-28	2022-07-30	LIFETIME	\$1,667.94	54,691	133	\$12.54	0.24%	252	\$10,379.69	622.31%
Vendor Name	Campaign Name	Banner	2022-07-01	2022-07-31	LIFETIME	\$171.02	5,094	8	\$21.38	0.16%	245	\$7,848.72	4589.36%
Vendor Name	Campaign Name	PLA	2022-02-01	2022-08-30	LIFETIME	\$1,261.08	190,715	1,017	\$1.24	0.53%	217	\$10,135.75	803.74%
Vendor Name	Campaign Name	PLA	2022-04-15	2022-07-31	LIFETIME	\$165.32	21,926	97	\$1.70	0.44%	191	\$6,684.65	4043.46%
Vendor Name	Campaign Name	PLA	2021-06-01	2022-08-31	LIFETIME	\$968.95	109,595	678	\$1.43	0.62%	191	\$5,250.17	541.84%
Vendor Name	Campaign Name	PLA	2022-06-15	2022-08-12	LIFETIME	\$753.05	132,561	1,257	\$0.60	0.95%	184	\$10,151.92	1348.11%
Vendor Name	Campaign Name	PLA	2022-01-04	2022-08-31	LIFETIME	\$1,075.44	54,224	713	\$1.51	1.31%	179	\$3,825.61	355.73%
Vendor Name	Campaign Name	Banner	2022-07-20	2022-07-30	LIFETIME	\$907.51	28,888	49	\$18.52	0.17%	177	\$7,480.45	824.28%
Vendor Name	Campaign Name	Banner	2022-02-22	2022-07-31	LIFETIME	\$206.44	5,133	13	\$15.88	0.25%	173	\$2,770.84	1342.20%
Vendor Name	Campaign Name	Banner	2022-03-01	2022-07-31	LIFETIME	\$382.28	11,238	19	\$20.12	0.17%	170	\$4,132.30	1080.96%
Vendor Name	Campaign Name	Banner	2022-07-25	2022-08-04	LIFETIME	\$638.18	17,263	33	\$19.34	0.19%	165	\$5,326.38	834.62%
Vendor Name	Campaign Name	PLA	2022-02-03	2022-08-31	LIFETIME	\$415.45	74,291	359	\$1.16	0.48%	155	\$3,737.22	899.56%
Vendor Name	Campaign Name	PLA	2022-02-01	2022-08-30	LIFETIME	\$556.43	71,522	416	\$1.34	0.58%	138	\$6,906.23	1241.17%
Vendor Name	Campaign Name	PLA	2022-02-03	2022-08-31	LIFETIME	\$1,060.63	64,535	801	\$1.32	1.24%	132	\$5,500.68	518.62%
Vendor Name	Campaign Name	PLA	2022-01-01	2022-08-27	LIFETIME	\$491.96	26,411	399	\$1.23	1.51%	130	\$6,977.00	1418.20%
Vendor Name	Campaign Name	PLA	2022-01-01	2022-10-31	LIFETIME	\$690.13	90,027	455	\$1.52	0.51%	119	\$2,645.41	383.32%
Vendor Name	Campaign Name	PLA	2022-05-03	2022-08-31	LIFETIME	\$1,499.19	195,392	649	\$2.31	0.33%	113	\$3,980.67	265.52%
Vendor Name	Campaign Name	PLA	2022-02-01	2022-10-31	LIFETIME	\$845.28	56,561	537	\$1.57	0.95%	107	\$2,352.33	278.29%
Vendor Name	Campaign Name	PLA	2022-01-01	2022-08-31	LIFETIME	\$618.84	57,282	315	\$1.96	0.55%	101	\$2,092.71	338.17%
Vendor Name	Campaign Name	Banner	2022-07-15	2022-07-31	LIFETIME	\$580.69	19,614	22	\$26.40	0.11%	95	\$2,160.71	372.09%
Vendor Name	Campaign Name	PLA	2022-01-01	2022-08-31	LIFETIME	\$520.94	17,530	453	\$1.15	2.58%	94	\$2,790.32	535.63%
Vendor Name	Campaign Name	PLA	2022-06-15	2022-08-12	LIFETIME	\$182.24	27,628	306	\$0.60	1.11%	92	\$4,550.27	2496.86%

Common PLA Optimizations

Two factors to monitor when optimizing campaigns are **ROAS** and **Spend Through**. These metrics will provide the best insight into overall performance and onsite opportunity.

	High ROAS	Low ROAS
High Spend-Through	<ul style="list-style-type: none"> • Increase Bids on highest performing products to scale ROAS • Add additional budget to ensure campaign doesn't go dark during the day • Test adding additional products that are comparable to current product selection 	<ul style="list-style-type: none"> • Reduce bids on low performing products • Consider deselecting top level broad targets • Replace poor performing products with new products similar to higher performing products
Low Spend-Through	<ul style="list-style-type: none"> • Bid within the "Suggested Bid Range" • Add additional relevant products to campaign if possible • Increase bids on promoted products • Select all targets if possible 	<ul style="list-style-type: none"> • Include at least 30 products in campaigns and consider adding additional products if possible • Increase bids on products to be competitive and ensure bids are above the "Floor Price" • Select all available targets

Platform Resources

Below are links to several resources for platform support, campaign setup, and reporting.

PLATFORM SUPPORT

- [Microsoft PromoteIQ Help Desk](#)
- RMsupport@microsoft.com

CAMPAIGN SETUP

- [Getting Started with PLA Campaigns](#)
- [PLA Campaign Best Practices](#)
- [Getting Started with Banner Campaigns](#)
- [Banner Campaign Best Practices](#)

REPORTING

- [Reporting Tool Guide](#)
- [Preset Reports Guide](#)
- [Reporting Tool Glossary](#)