

SPONSORED SEARCH CANADA

Campaign Optimization Playbook

March 2025





SPONSORED SEARCH CANADA

Overview

In this comprehensive deck, we're diving into the art and science of optimizing your Sponsored Search campaigns **and setting them up for success!** Get ready to learn how to unlock the full potential of your campaigns by harnessing the power of data-driven insights and strategic tactics.

Unravel opportunities and take actionable steps to supercharge your results.

Table of contents

<u>Optimization Guidelines for the first 30* Days of Your Campaign</u>	5
<u>General Optimization Best Practices</u>	8
<u>Scenario-Based Optimizations – Product Performance</u>	9
<u>Page Performance, Placement Performance, and Bid Optimization Levers</u>	10
<u>Optimizing Click-Through Rate</u>	11
<u>Optimize Conversion Rate</u>	12
<u>Optimize Ad Visibility</u>	13
<u>Keyword Performance Optimization</u>	14
<u>Using the Item Keyword Performance Report</u>	15
<u>Keyword & Bidding Strategy</u>	16
<u>Optimize Your Item Page Content Quality Score</u>	17
<u>Optimize, Rinse, Repeat</u>	18
<u>Appendix</u>	20
<u>Campaign Performance Dashboard</u>	21
<u>Near-real-time Metrics</u>	22



SPONSORED SEARCH CANADA

Optimization Guidelines for the First 30* Days of Your Campaign

Now that your first Sponsored Products campaign is live, it's time to focus on optimizing and monitoring its performance.



Day 7*: Monitor Initial Performance

- **Review early metrics:** Check key performance indicators (KPIs) such as click-through rate (CTR), conversion rate and impressions.
- **Identify Trends:** Look for early patterns in keyword performance and audience engagement.
- **Adjust Bids:** Make small bid adjustments based on early data.

Days 14*, 21*: Optimize and Refine

- **Detailed Analysis:** Focus targeting on effective keywords.
- **Enhance Product Listings:** Optimize product listings with quality images, detailed descriptions, and relevant keywords.

There is no standard schedule for monitoring and optimizing your Sponsored Product campaigns; **frequency is at the advertiser's discretion.*

While specific schedules aren't prescribed, continuous monitoring of KPIs like CTR, conversion rate, and ROAS is essential.

Regular adjustments to bids, budgets, and targeting are necessary.

Review frequency depends on:

- Campaign Size and Complexity
- Budget
- Competition within the Category
- Available Resources

SPONSORED SEARCH CANADA

Optimization Guidelines for the First 30* Days of Your Campaign

*There is no standard schedule for monitoring and optimizing your Sponsored Product campaigns; frequency is at the advertisers' discretion.



Day 7*: Monitor Initial Performance

- **Review early metrics:** Check key performance indicators (KPIs) such as click-through-rate (CTR), conversion rate and impressions.
- **Identify Trends:** Look for early patterns in keyword performance and audience engagement.
- **Adjust Bids:** Make small bid adjustments based on early data.

Days 14*, 21*: Optimize and Refine

- **Detailed Analysis:** Focus targeting on effective keywords.
- **Enhance Product Listings:** Optimize product listings with quality images, detailed descriptions, and relevant keywords.

**While specific schedules aren't prescribed, continuous monitoring of KPIs like CTR, conversion rate, and ROAS is essential.*

Regular adjustments to bids, budgets, and targeting are necessary.

Review frequency depends on:

- Campaign Size and Complexity
- Budget
- Competition within the Category
- Available Resources

SPONSORED SEARCH CANADA

Optimization Guidelines for the First 30* Days of Your Campaign

*There is no standard schedule for monitoring and optimizing your Sponsored Product campaigns; frequency is at the advertisers' discretion.



Day 30*: Comprehensive Review and Adjustment

- **Performance Review:** Review the past month's campaign performance.
- **Budget and Bids Adjustment:** Make strategic adjustments to budget and bids to maximize ROI.
- **Strategy Refinement:** Refine your advertising strategy based on insights.

Ongoing: Regular Monitoring and Optimization

- **Bi-Weekly Check-ins:** Monitor performance every two weeks and adjust bids, budgets, and targeting.
- **Monthly Reporting:** Track progress and effectiveness monthly.
- **Continuous Improvement:** Use data-driven insights for ongoing optimization and enhancement.

**While specific schedules aren't prescribed, continuous monitoring of KPIs like CTR, conversion rate, and ROAS is essential.*

Regular adjustments to bids, budgets, and targeting are necessary.

Review frequency depends on:

- Campaign Size and Complexity
- Budget
- Competition within the Category
- Available Resources

General Optimization Best Practices



Campaign Duration

Campaigns should run for at least 4-6 weeks to allow the platform to gather learning and apply it to campaigns, optimizing performance

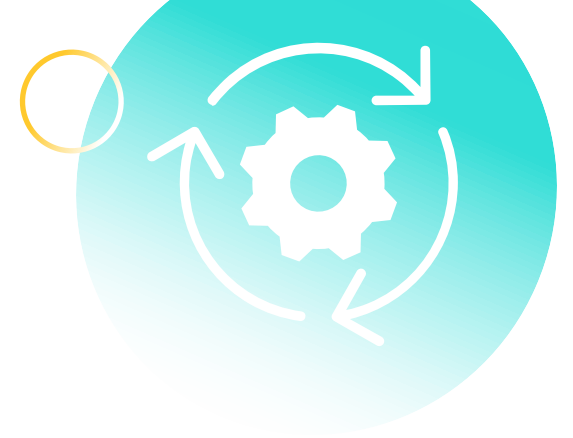
Always-on Campaigns

BEST FOR:

- **Increased visibility:** Consistent presence keeps product visible, building brand familiarity. Maintains high search rankings.
- **Optimized performance:** Continuous data in the platform improves targeting and bidding, making the algorithm more efficient in applying learning.
- **Stable revenue:** Reduces reliance on peak seasons.
- **Considerations:** Requires performance monitoring & regular adjustments, and budget management, to ensure sustainability.

Frequency of Optimizations

- Allow 14 days from campaign launch before making any optimizations; we recommend only making one optimization at a time. This makes it easier to see which lever helped with performance.
- Allow 5 days before optimizing again.



Scenario-Based Optimizations – Product Performance

Product Performance Cases:

SCENARIO	RECOMMENDED ACTION
Product has few impressions and no conversion .	▶ Test whether a higher bid can improve performance.
Product has low click-through rate/ROAS .	▶ Reallocate its budget to products with higher click-through rates/ROAS to test whether this produces better results.
Product generates costs but no conversion , even over time.	▶ Remove product from campaign; reallocate its budget to high-performing products to produce more sales.

Frequently review product quality score and update based on feedback within the Seller Center. Even though the score may be high, it is recommended that Sellers update their product listing based on the feedback.



Optimizing Performance: Page, Placement, and Bid Optimization Levers

SKU-level Optimization

Identify what is performing best and increase bids on those SKUs to prioritize them:

- For high-performing SKUs - **increase the CPC** on these SKUs aggressively so they make up the majority of spend.
- For medium-performing SKUs - **keep the CPCs** of these as they are to maintain the average performance.
- Low-performing SKUs - **Lower CPCs** or set CPCs to floor bid to minimize their spend in the campaign. If possible, deactivate the lowest-performing 5 SKUs.

Bid Multipliers

- Use bid multipliers to increase your chance of winning Search In-grid and Buy Box. These premium ad placements produce better click-through rates and can improve conversion.
- Bid multipliers are percentages that are applied to your max bid to increase your chances of posting ads on specific locations.
- Apply 5%-15% higher than suggested to ensure you are winning most desirable spots.
- Always ensure you have 10 SKUs per ad group for optimal results.

Optimizing Click-Through Rate



Within your campaigns:

- Review your Keyword Performance and Item Keyword reports weekly to uncover new keywords.
- Use branded and seasonal keywords.
- Take advantage of the 100-character limit to bid on longer phrases.



On your product detail pages:

- Provide detailed descriptions, multiple images, product variants, reviews, and ratings.
- Price products competitively.
- Be sure the main product image is high quality.
- Differentiate your items by offering features and/or accessories that stand out from the competition.

Optimize Conversion Rate



Optimize product detail pages with detailed descriptions, multiple images, product variants, reviews, and ratings.



Price products competitively.



Be sure product images are high-quality.



Differentiate your product by offering features and/or accessories that stand out from the competition.



For marketplace sellers: Review 1P product listings with a reputable brand within the same category and mimic their PDP details.

SPONSORED SEARCH CANADA

Optimize Ad Visibility

- Make sure advertised products are in stock and meet Sponsored Products eligibility criteria.
- Run Automatic and Manual campaigns simultaneously to expand your reach.
- Add more SKUs and/or keywords to your campaign.
- Monitor daily spend to ensure budgets are optimized.
- Bid competitively.



Eligibility criteria

- Your item is in stock
- Your item is published
- Your item is winning the Buy Box

Keyword Performance Optimization

- Use branded and seasonal keywords.
 - Make sure your product titles are optimized.
 - Ensure keywords are relevant to the items in ad group.
 - Regularly review item keyword performance report to understand which queries are triggering your ads.
 - Manually remove or adjust keywords that are not relevant or underperforming.
 - Identify broad-match keywords that are converting well and create exact-match keywords with a higher bid.
 - Identify keywords with low click-through rates/ROAS and reallocate their budget to keywords with higher click-through rates/ROAS to test whether this produces even better results.
 - Identify keywords with lower ROAS and narrow their match type from “broad” to “phrase” or from “phrase” to “exact.”
- Walmart Connect does not offer negative keywords as a targeting option. In the absence of negative keywords, advertisers can still optimize their campaigns effectively by considering the following alternative strategies:
 - Tight keyword grouping: Create tightly themed ad groups with specific keywords. This approach helps control which ads are triggered by closely matching the items to the target keywords.
 - Precise keyword match types: Utilize precise match types like exact match or phrase match to limit the scope of queries triggering your ads. This helps to reduce irrelevant traffic.
 - Note, there are restrictions from bidding on Walmart private label brand terms, and Walmart private labels are restricted from bidding on other advertisers’ brand terms.

SPONSORED SEARCH CANADA

Using the Item Keyword Performance Report

Campaign Name	Campaign Id	Ad Group Name	Ad Group Id	Item Name	Item Id	Searched Keyword	Bidded Keyword	Match Type	Impressions	Clicks	CTR	Ad Spend	Conversion Rate (Units Sold Based)
Manual Campaign 6-28-2022	1234567	Ad Group 1	10000345	Bed Pillow	12245678	pillows	unknown	unknown	1	2	200	0.439999998	50
Manual Campaign 6-28-2023	1234567	Ad Group 1	10000345	Bed Pillow	12245678	bed pillow	bed pillows	phrase	82	2	2.44	2.060000062	0
Manual Campaign 6-28-2023	1234567	Ad Group 1	10000345	Bed Pillow	12245678	bed pillows	bed pillows	phrase	253	15	5.93	11.47000009	200

WHAT IT IS

An on-demand report showing which keywords your advertised items are being served against, and how well they're performing.

Like a keyword report card.

WHY IT MATTERS

Identifies the best-performing keywords that qualified your ads for Search In-grid.

Informs which keywords to add to your Manual campaigns for optimization.

TIPS

Focus on the metric that is more relevant for your campaign goal.

Increase traffic > review high-impression items

Improve consideration > review click rate/page views

Grow conversion > review units sold/orders

Keyword & Bidding Strategy (Manual Campaigns)

Maximize your products' chances for exposure with these strategies.



Harvest keywords against which your top-performing items are being advertised, and these metrics, based on your advertising goals:

Increase traffic > review high-impression items

Improve consideration > review click rate/page views

Grow conversion > review units sold/orders



Add any seasonal or branded keywords specific to your items. Review suggested keywords weekly to stay up-to-date with the latest searches on Walmart.



Set different bids depending on performance and profit margins. Bid higher on keywords with the potential of bringing the most value.



Continue the best practice of running Automatic and Manual campaigns simultaneously, with a 30% higher budget on Manual to accommodate premium CPCs.



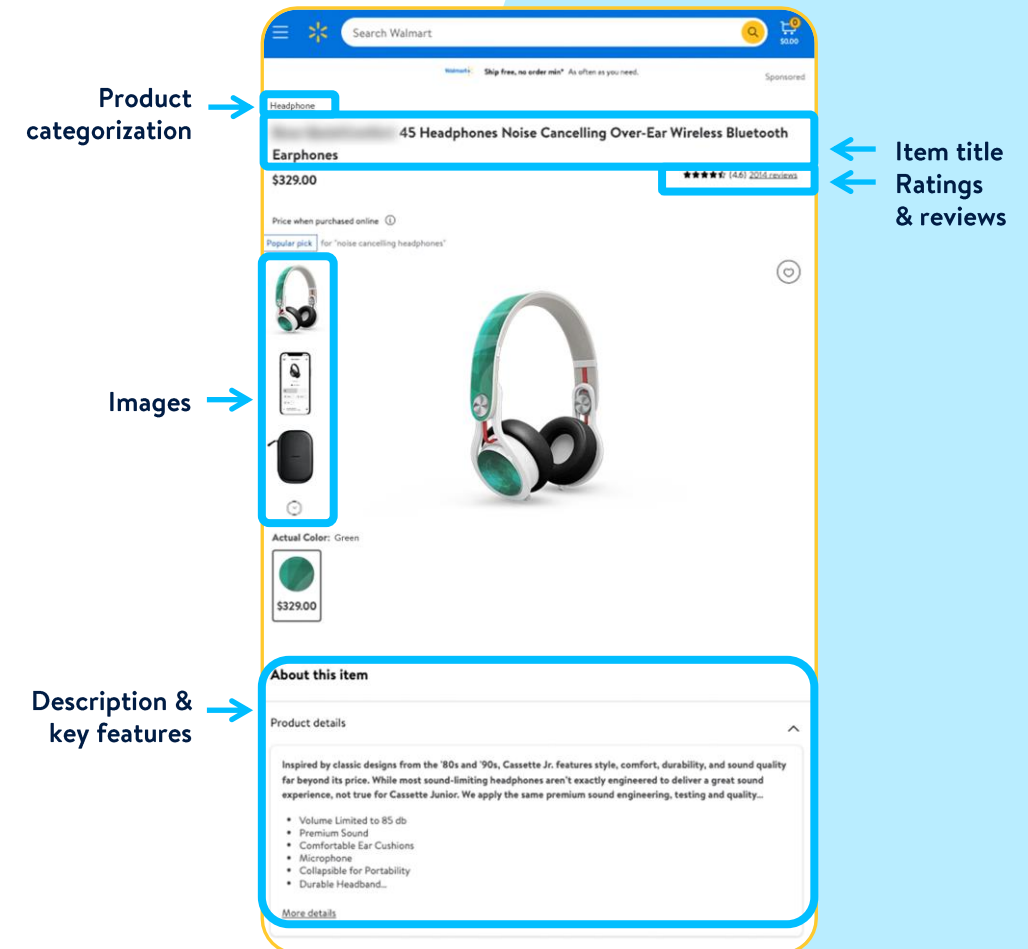
When bidding on all match types, apply highest bids for exact-match, followed by phrase- and broad-match.

SPONSORED SEARCH CANADA

Optimize Your Item Page Content Quality Score to Improve Item Relevancy

- Regularly optimize **item titles, descriptions, images, and key features**. Aim for a minimum **60% listing quality score**.*
- Use **Keyword** and **Item Keyword** reports from your Sponsored Products performance dashboard to identify keywords that drive clicks and conversions.
- Weave **relevant keywords** throughout your item description.
- When listing your items, ensure the **correct item category** is used — this makes it easy for customers to find your product organically, which helps your Sponsored Products campaign.
- **Offer a competitive price**
- **In stock**: Your ads will not be eligible if the items are out of stock
- **Shipping**: Offer free and 2-day shipping

*Learn more: [Seller Center Analytics](#) at Walmart Seller Center help.



Optimize, Rinse, Repeat

Optimize using the Item Keyword performance report:

Review the Item Keyword performance report to harvest keywords against which your top performing items are being advertised and use the below metrics, based on your advertising goals:

- Increase traffic > review high- impression items
- Improve consideration > review click rate/page views
- Grow conversion > review units/orders items

Continue with a strategic bidding approach:

- Continue the best practice of running both Automatic and Manual campaigns at once, with a 30% higher budget on Manual to accommodate premium CPCs.
- When bidding on all match types choose highest bids for exact-match, followed by phrase- and broad-match. Exact-match can help to generate higher ROAS.

Optimize using the Keyword performance report:

Frequently evaluate bidded keywords, refresh bids and match types based on current performance. Analyze which keywords drive conversion and move keywords from broad- to phrase- and exact-match types, as needed (Manual campaigns).

Optimize using the Placement performance report:

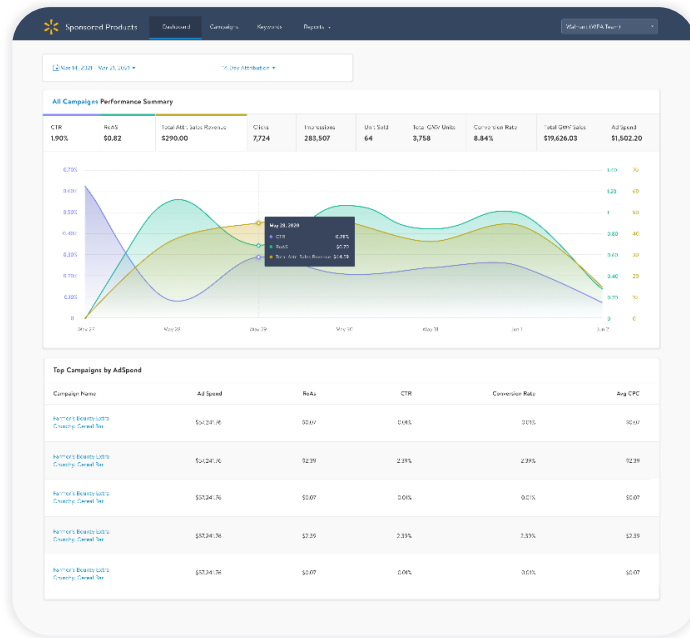
Use bid multipliers to increase your chance of winning Search In-grid and Buy Box. These premium ad placements produce better click-through rates and can improve conversion.

Thank you

Appendix

SPONSORED SEARCH CANADA

Campaign Performance Dashboard



Dashboard metrics

- Ad spend
- Impressions
- Clicks
- Click-through rate
- Conversion rate (orders)
- Units sold
- Total attributed sales revenue
- ROAS

Advertiser reports

Sponsored Products performance breakdowns by:

- Platform
- Page type
- Placement
- Keywords
- Brand
- Ad group
- Item

- Access through Walmart Ad Center or Seller Center
- Updated in near-real time
- 14-day attribution window (default)

SPONSORED SEARCH CANADA

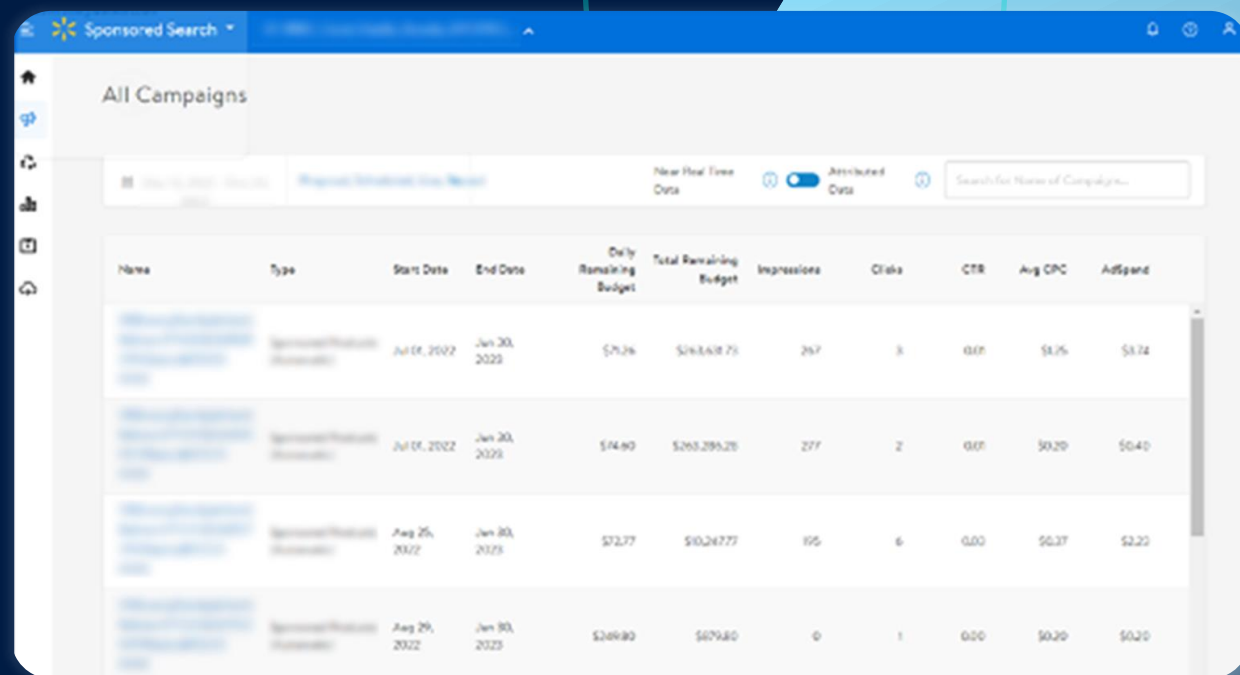
Near-real-time Metrics

What it is. In the campaign dashboard there are two options for viewing campaign insights: Near-Real-Time Data & Attributed Data. These analytics arm advertisers with metrics that can help improve Sponsored Products campaign performance and improve campaign management and ad spend efficiency.

Near-Real-Time Data will display the latest data for these core metrics:

- Impressions
- Clicks
- CTR
- Ad spend
- Daily remaining budget
- Bid: the maximum amount you will pay for a click when a customer sees your ad
- Average CPC: The average amount you paid for each click on an ad

This data is refreshed every 15 minutes or less.



The screenshot shows the 'All Campaigns' dashboard in the Sponsored Search interface. It features a table with columns for Name, Type, Start Date, End Date, Daily Remaining Budget, Total Remaining Budget, Impressions, Clicks, CTR, Avg CPC, and AdSpend. The table is filtered to show 'Near Real Time Data' and includes a search bar for campaign names.

Name	Type	Start Date	End Date	Daily Remaining Budget	Total Remaining Budget	Impressions	Clicks	CTR	Avg CPC	AdSpend
[Campaign Name]	Sponsored Product	Jul 01, 2022	Jan 30, 2023	\$7126	\$18,618.75	267	3	0.01	\$0.26	\$0.24
[Campaign Name]	Sponsored Product	Jul 01, 2022	Jan 30, 2023	\$1460	\$265,295.20	277	2	0.01	\$0.20	\$0.40
[Campaign Name]	Sponsored Product	Aug 26, 2022	Jan 30, 2023	\$7277	\$10,247.77	195	6	0.03	\$0.37	\$2.20
[Campaign Name]	Sponsored Product	Aug 26, 2022	Jan 30, 2023	\$26980	\$079.80	0	1	0.00	\$0.20	\$0.20