

Table of Contents

A Flying Start

Your Sponsored Products campaigns are live—great! But how do you make sure they deliver real results? Advertising via bol is a smart way to boost your visibility and sales, but success doesn't happen by itself. Sponsored Products only work if you invest time and attention: analyse your performance, make adjustments, and keep optimising. With the right insights, tools, and a clear strategy, you'll improve your results step by step.

Ready for the next step?

We'll help you not only get off to a strong start, but also continuously improve your campaigns step by step. Whether you're just getting started or already seeing those first clicks roll in, this guide shows you how to analyse your results, avoid common pitfalls, and make the most of your budget.

With these tips, you'll get exclusive insights straight from bol, plus proven strategies from successful partners—all based on thousands of campaigns and in-depth platform experience.

What we'll cover:

- 1.** Analyse like a pro:
6 tips before you start
- 2.** Analysing results
- 3.** Smart optimisation for
successful campaigns
- 4.** Extra Tips & Tools



1. Analyse like a pro: 6 tips before you start

You've set up your first campaigns and are curious about their performance. It's time to analyse! But how do you do that effectively? Before you begin, here are a few useful tips to make analysing easier and more impactful:

1. Set your goal beforehand

Always start by setting a clear goal for your campaign. What do you want to achieve, and which numbers (or metrics) will tell you if you've succeeded? This way, you know exactly what to focus on when analysing. Are you aiming for conversions? Then your focus should be on achieving a lower ACoS. If your goal is mainly to boost brand awareness, expect the ACoS to be higher.

2. Give it time

It's wise to review a campaign's results after 2 to 4 weeks, or once it has reached 80 to 100 clicks. Campaigns need a learning period to perform at their best. This way, you'll have reliable data to analyse properly. For example, if after 2 weeks you haven't generated much traffic or sales, make small adjustments—like increasing the ACoS or bids, or adding or replacing a product.

3. Always start with an automatic campaign

We recommend always starting with an automatic campaign. Once it has gathered enough data, you can use the insights to set up a manual campaign. Are you happy with the automatic campaign? Then keep it running. Opt for a manual campaign if you want to drive more traffic to specific keywords.

4. Experiment!

There's no one-size-fits-all for campaigns. To get the best out of Sponsored Products, it's important to wait for at least 80 clicks before making any judgments. After this time, regularly reviewing and adjusting your campaigns is essential to achieve the best results.



5. Keep your campaigns running

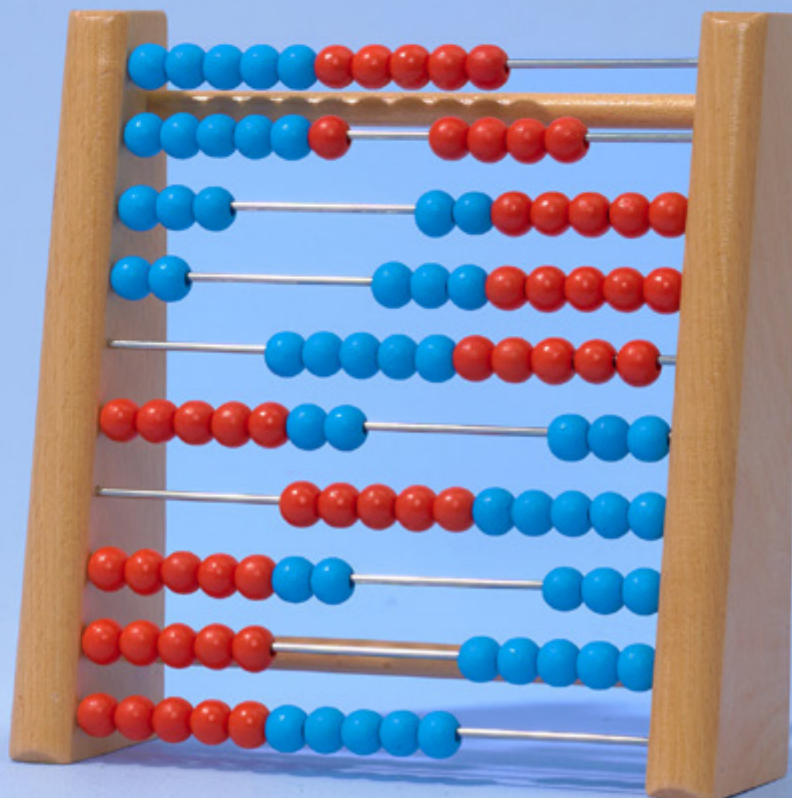
The algorithm needs time to learn and gather data. If you keep switching your campaigns off, the learning period starts all over again. That's why it's best to always keep your campaigns running—if needed, with a lower bid—so they can continue to develop and deliver better results.

6. Relevance is key

A successful campaign isn't just about strategy—it starts with a solid foundation: strong reviews, fast delivery times, a competitive buy box, and more. Even small tweaks to titles, descriptions or images can significantly improve visibility and performance. Relevance plays a major role in the success of Sponsored Products. Tip: analyse how your competitors present these elements.



Tip: analyse how your competitors present these elements.



2. Analysing Results

Before you start analysing, it's important to collect enough data and have a clear idea of what you're looking for. Wait until you have at least 80 to 100 clicks—this gives the algorithm time to learn properly and allows your campaign to run at its best. Only then will you have enough information to make meaningful improvements.

Do you remember the goal you set when launching your campaign? This makes analysing much easier. Focus on these KPIs based on your objective:

<p>Awareness increasing brand awareness:</p> <p>KPI: Impressions Objectives: Attract new potential buyers</p>	<p>Consideration generating interest among buyers:</p> <p>KPI's: Clicks, CTR Objectives: Connect with buyers who are already in-market</p>	<p>Conversion encouraging purchases:</p> <p>KPI's: ACoS, revenue, number of conversions, conversion rate Objectives: Convince buyers to make a purchase</p>
---	--	---

Now that you know which KPIs to focus on and have gathered enough data, you can dive deeper into analysing your campaign results. This way, you can see what's working well and where there's room for improvement. You can review these results at four different levels:

1. Account level
2. Campaign level
3. Product level
4. Placement level



1. Account level

When you open the Sponsored Products dashboard, you'll see "Campaign insights" at the top. By clicking here, you get a graphical overview of your campaign results over the past 14 days. This is the default period, but you can adjust it in the top right corner.

Below the graph—which by default shows revenue versus costs—you'll find filters on the left. If you notice a drop in revenue, also check impressions and clicks, as traffic may have decreased during the same period.

2. Campaign level

In the Sponsored Products dashboard, you'll also find the campaign overview. This is where you can see the results of all your campaigns together and for each individual campaign. At a glance, you can spot which campaigns need extra attention—whether that's because they're performing well or need improvement. Usually, the focus is on ACoS, costs and revenue. For a deeper analysis of other KPIs, you'll often look at the product or placement level.

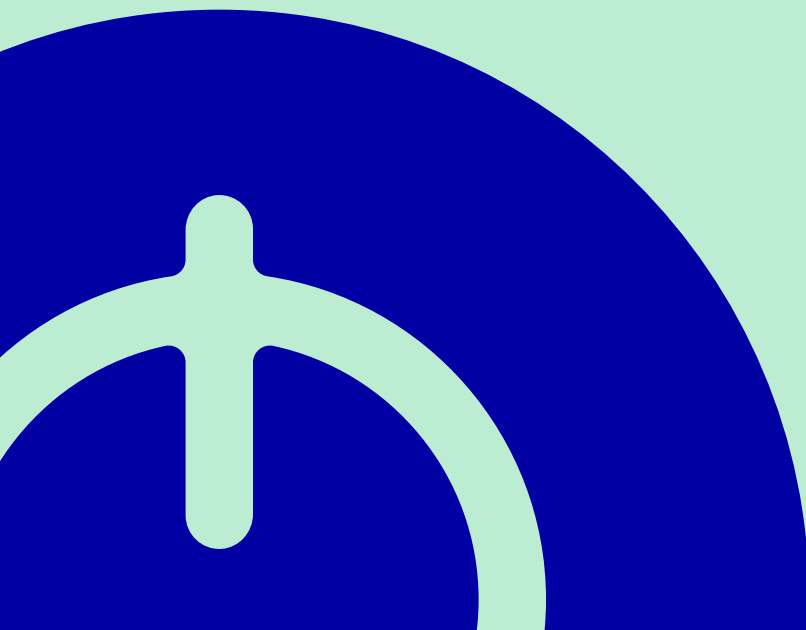
3. Product level

When you select a specific campaign in the campaign overview, you'll find a breakdown of all products within that campaign. This helps you quickly identify which products are performing well and which aren't. By looking at other KPIs, you can uncover the reasons behind the differences. What stands out? Where do you see the biggest gaps?

If the conversion rate for certain products is low, it's important to investigate why. Is it the price? Is the product description unclear? Or could negative reviews be a factor?

It can also happen that the CPC is too high to achieve a healthy ACoS.

This is often due to less relevant ads, resulting in a low CTR. In addition, high competition in the auction can drive the CPC even higher.



4. Placement level

As you scroll further, you'll find the results per placement. Ads can appear in three places: on a product page, a category page, or alongside search results for specific keywords. Under 'placements', you'll see the status and results for each spot, along with the bids you previously set. This is the time to check which placements are performing well and which are costing a lot without generating enough conversions. Using the column chooser, you can easily add extra metrics to deepen your analysis.

The success of a campaign depends heavily on visibility in the right places. That's why it's smart to regularly review how your campaigns perform by placement. Some placements may be driving high costs but delivering little in return. Identify these and investigate whether the keywords align well with your product. Does the keyword appear often enough in your product information? Or is your product simply not relevant to that search?



Tip: compare your CPC to the average winning bid per placement over multiple periods. If your CPC is lower than the average winning bid, there's room to grow. If your CPC is higher, you might be able to scale back on that keyword without losing (or with minimal loss of) traffic and sales.

3. Smart optimisation for successful campaigns

Now that you've completed all the steps to analyse your Sponsored Products campaigns, you can use the insights from these results to optimise effectively. By making targeted data-driven adjustments, you improve performance and make the most of your budget. This way, you achieve maximum results in your campaigns.

Optimise step by step

Besides optimising your campaign, it's important to have the basics in order. Think about product details like delivery time, price, product title, description (with relevant keywords), and images. These elements greatly influence your campaign's visibility and success.

Keep in mind that optimising your campaigns takes time and attention. Looking for more tips and tools? [Here](#) you'll find a handy step-by-step guide that dives deeper into these points.

Optimise by KPI

You can also optimise your campaign by focusing on specific KPIs. Examples include ACoS, impressions, clicks, and conversion rate. By managing these particular elements, you work step by step towards better performance and achieve the most out of your campaign.

• Optimising ACoS

Are there placements with an ACoS different from what you intended? Then adjust your bidding strategy. Keep in mind that optimising ACoS varies between automatic and manual campaigns.



Automatic Campaign:

Too high ACoS:

Lower your target ACoS to get cheaper clicks. Note that this may result in fewer impressions. Monitor your campaign for about 1-2 weeks after lowering the ACoS.

Below your target ACoS:

Consider increasing your target ACoS and daily budget to create more bidding room. This can lead to more impressions. Monitor your campaign for about 1-2 weeks after raising the ACoS.

Manual Campaign:

ACoS too high

• **Search results page:**

Lower bids on keywords with high costs and low revenue.

• **Category pages:**

Lower bids on categories generating little revenue.

• **Product pages:**

Lower bids on product pages where costs are too high.

Need a quick refresher on the types of pages?

Below your target ACoS:

Increase bids on top-performing keywords, categories, or product pages to get more from your campaign. Also, raise the daily budget to fully benefit from the increased bids.

• **Impressions**

The quickest way to increase your impressions is by raising your bids. For example, in an automatic campaign, this can be done by increasing your target ACoS, or in a manual campaign, by raising your bids directly. Additionally, a higher daily budget ensures your ads stay visible for longer.



• Clicks

Want to generate more clicks? Then optimise your keywords, categories, and product pages. In the table below, you'll find useful tips for each area.

	Keywords	Categories	Product page
Increase relevance	Make sure that your product description, images, title, and reviews match the keywords used	Make sure that your product description, images, title, and reviews match the keywords used	Make sure that your product description, images, title, and reviews match the keywords used
Use ad groups	This allows you to better monitor the performance per placement	Monitor performance per placement	Monitor performance per placement
Automatic campaign	Increase your ACOS target to give more space to the campaign	Increase your ACOS target to give more space to the campaign	Increase your ACOS target to give more space to the campaign
Manual campaign	Increase the bid on the most relevant keywords and exclude keywords that are not performing well	Increase bids on the most relevant categories and exclude irrelevant categories	Increase the bid on the product page

• Conversion rate

A higher conversion rate means more sales with the same advertising budget. You can increase your conversion rate by, for example:

- **Competitive analysis:**

offer a more attractive price than comparable products from other sellers on bol.

- **Improved product information:**

enhance your product description with valuable insights from customer reviews

- **Appealing product images:**

ensure these are professional and clear to catch attention.

- **Better delivery times:**

offer faster delivery than your competitors.



4. Extra Tips & tools

Have you mastered these steps, or do you want to deepen your knowledge of Sponsored Products? On the [Partnerplatform](#), you'll find a variety of learning materials, videos, and practical tips to take your campaigns to the next level.

Sponsored Products Advanced E-learning

Of course, you want your Sponsored Products campaigns to perform at their best. That doesn't happen automatically! With this advanced [e-learning](#) course, you'll learn how to manage and optimise your campaigns like a true pro.

After completing this e-learning:

- You'll have an even better understanding of your advertising goals and the best approach to achieve them
- Your knowledge of how Sponsored Products work will be refreshed and deepened
- You'll know exactly what to look out for when monitoring your campaign results
- You'll be familiar with the next steps to optimise your campaign, tailored to your specific goals
- You'll be able to assess your advertising knowledge: are you already a pro?

Useful videos and tutorials

[How to video automatic campaign](#)

[How to video manual campaign](#)

