

# The power of keywords

More visibility. More results.

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## Get better results from your campaigns with the right keywords

Do you want customers to find you more easily on bol? Then carefully chosen keywords are essential. Keywords determine whether your items appear in front of the right shopper, at the right time. That said, we often see partners miss out on opportunities because keywords aren't being used to their full potential. In this whitepaper, we will explain step by step how to use keywords strategically within your Sponsored Products campaigns, what the difference is between keywords and search terms, and how to avoid spending budget on irrelevant clicks. That way, you'll quickly boost both the visibility and success of your assortment.

### You'll get answers to the following questions:

1. What's the difference between an automatic and a manual campaign?
2. Keywords vs. search terms: what's the difference?
3. What types of keywords can you use?
4. How do you add keywords effectively to your campaign?

Finally, we've included some useful links in case you want more information or want to explore further.

# What's the difference between an automatic and manual campaign?

Good keywords are important, but first you need to decide on the type of campaign you'll run. With Sponsored Products, you have two options: automatic or manual. Both have their own advantages, so choose the one that best fits your goal.

## Automatic Campaign

The system selects keywords automatically based on your product information. This is ideal if you're just starting out and want to gather insights. After around 80 to 100 clicks, you'll have enough data to see which keywords perform well. You can also optimise an automatic campaign by excluding irrelevant keywords.

## Manual Campaign

Where do you want your Sponsored Products to appear? You choose which keywords you want to show up for. This way, you have more control over where and when your ad appears. Just make sure to keep relevance in mind.



**Tip:** Always start with an automatic campaign. It helps you identify which keywords perform best and ensures you don't miss any opportunities.



# Keywords vs. search terms: what's the difference?

Whether you choose an automatic or manual campaign, it's important to understand the difference between a keyword and a search term. They may seem similar, but they really mean different things. Once you're clear on this, you can use keywords strategically and avoid unnecessary costs.

Before you start adding keywords yourself, it's helpful to know the difference between:

**Keywords** → These are the words you want to be found for.

**Search term** → This is what the customer types into the search bar.

**Note:** Visitors often type spontaneously or make spelling mistakes. So don't simply copy search terms literally as keywords but carefully select relevant (partial) words. You don't need to add spelling mistakes or plurals—these are recognised automatically.



**Tip:** Curious about the search terms your customers use? Check out the Search Trends dashboard in your seller account!




# What types of keywords can you use?

Now you know how important the right keywords are. But how do you use them effectively? There are several ways to ensure your items become more visible in search results. Here are your options:

## Exact keywords

Your ad will only show when someone types your keyword exactly. Ideal if you want to advertise very specifically.

**Example: Keyword =**  

Your ad will show for “electric bike,” but not for “cheap electric bike” or “bike electric.”

## Broad match keywords

Your ad will also appear for broader search queries that include or complement your keyword. Useful for attracting more traffic.

**Example: Keyword =**  

Your ad will also show for “blue bike,” “women’s bike,” or “children’s bike.”

## Long-tail keywords

These are longer, more specific search queries. They help you reach shoppers who already know exactly what they want.

**Example: Keyword =**  

Instead of using just “children’s bike”, you use something more specific like “14 inch boys’ children’s bike”.

## Negative keywords

Avoid unnecessary costs and irrelevant clicks by excluding keywords you don’t want to be found for.

**Example: Negative Keyword =**  

Your ad will not be shown for searches including “city bike”, “cargo bike”, “folding bike”, and “mountain bike”.



**Tip:** Structure your campaigns wisely. Group similar items together in one campaign, like sneakers with sneakers or skincare with skincare. This helps you tailor your keywords more effectively and keeps everything organised.



# How do you add keywords effectively to your campaign?

Adding keywords works best when you approach it efficiently and in a structured way. By optimising in phases, you get more out of your campaign and avoid missing opportunities. With this plan, we'll give you the right tools to work purposefully and make your campaigns stronger every time.

## 1. Start with an automatic campaign

This way, you discover which keywords perform well and make sure you don't miss any opportunities.

## 2. Analyse the 'Results by placement' report

Which keywords are performing? Keep in mind that you only get a clear picture of what truly delivers results after about 80 to 100 clicks.

## 3. Exclude irrelevant keywords

This prevents unnecessary budget being spent on bids for keywords that don't generate revenue.

## 4. Set up a manual campaign

Time to put your knowledge and data into action and take control yourself! Extract the good search terms from the report and turn them into keywords.

## 5. Give it some time and analyse again

After a few weeks, check your reports again to see how your keywords are performing.

## 6. Focus on the top performers

Add well-performing keywords as exact match keywords.

## 7. Increase your bids on these exact match keywords

This way, you give successful keywords an extra boost.

## 8. Keep optimising continuously

Regularly analyse your campaigns and adjust your strategy based on search volume, conversions, and click-through rate (CTR). The more data you gather, the better you understand what works and what doesn't. Exclude irrelevant keywords, add new ones that match current search trends, and adjust where needed. This way, you get the most out of your campaigns!



# Useful links

Ready to take your Sponsored Products to the next level? On the Partnerplatform, you'll find everything you need: videos, advanced e-learnings, and much more. Below, we've shared some useful links to get you started.

[Watch this video for a step-by-step walkthrough](#) →

[Dive into our advanced e-learning](#) →

[Explore videos on setting up and analysing campaigns](#) →

[Follow tips to optimise your campaign](#) →

[Learn everything you need to know about keywords](#) →

