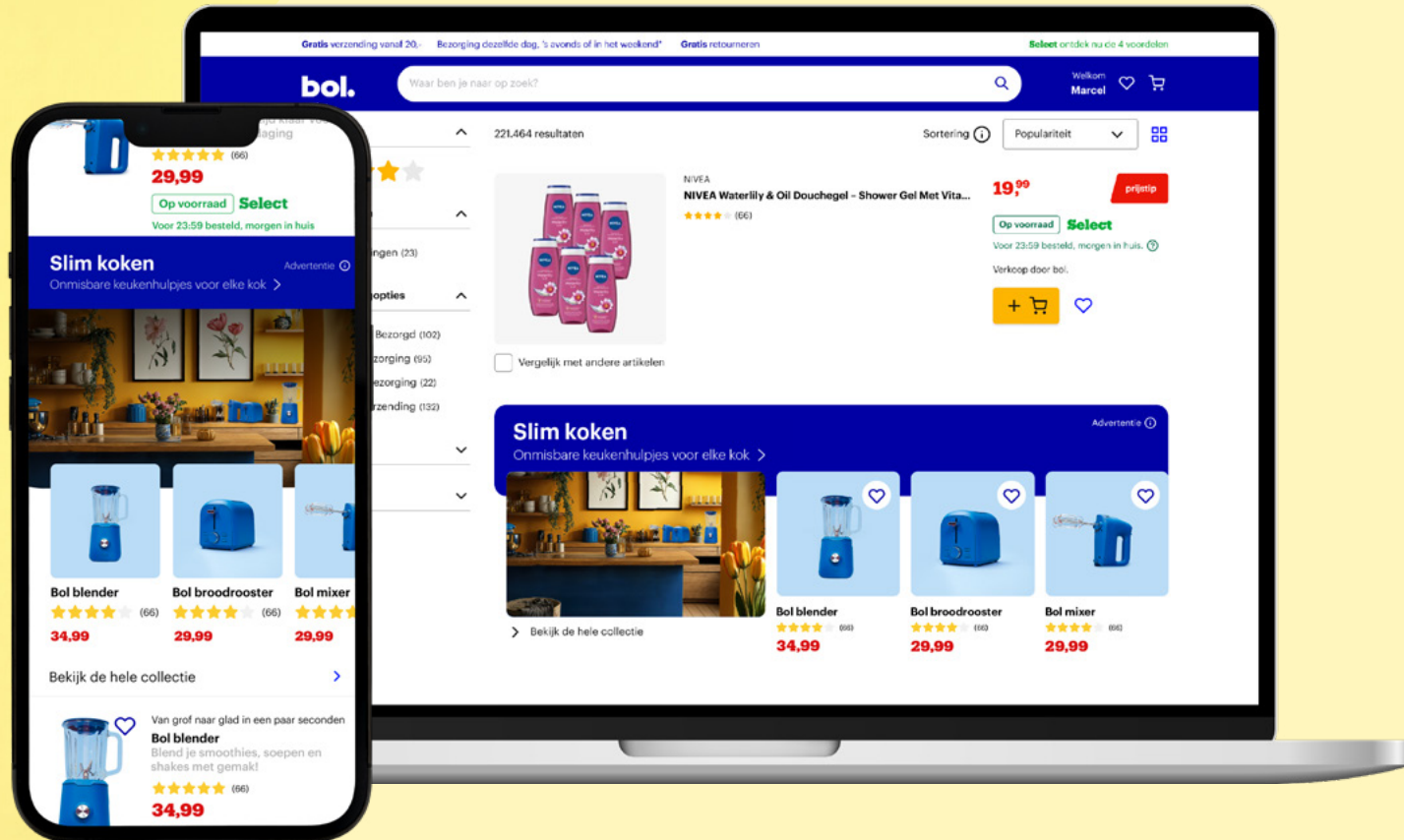


Kick-off Guide: **Branded Shelves**



bol.

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What's in this Kick-off Guide?

To help you hit the ground running, we've created a practical guide. **Here's what you'll find:**



An Introduction: Everything you need to know about Branded Shelves and how it works.



A Step-by-step Plan: Clear instructions for setting up impactful campaigns.



Optimization Tips: Best practices to maximize the potential of your Branded Shelves.

Before you start



What is Branded Shelves?



Branded Shelves helps you reach customers with a unique ad format that showcases your product story and product range.

You have full control over the design, and decide which content, branding, and products to feature. As customers search or browse on bol, they'll encounter your brand in the right context, increasing visibility, strengthening brand consideration, and driving sales.

Reach shoppers in the consideration phase

Designed to drive traffic to your products by targeting customers in the consideration phase, Branded Shelves is a mid-funnel solution to engage consumers who are still exploring their purchase options. Different formats within Branded Shelves occupy various positions in the funnel based on engagement level.

Do it yourself

One of the big advantages of branded shelves is that you are in control. The proposition is completely self-service. That means that you are in control of your targeting strategy and can optimize based on the results. You will decide how much you invest in your campaigns and ultimately optimise your budget based on your advertising goals.



Tell your product story **with** **Branded Shelves**

Showcase your brand and products uniquely with custom shelves. Control your content, branding, and product selection to boost visibility, strengthen brand consideration, and drive sales on bol.

How to support your strategies using Branded Shelves

Depending on your goals, Branded Shelves offers great ways to support your strategy, reach your goals and make the most of your advertising journey.

1



Brand recognition

Tell your product story in your own brand style for optimal brand recognition and consideration

2



Visibility

Reach new customers while they shop within your product categories and reach product preferences

3



More sales

Increase conversion by featuring multiple products and stimulate cross-sell and upsell

3 benefits of Branded Shelves

1



Multiple products

Show multiple products at the same time

2



Creative freedom

Tell your product story in your own look & feel

3



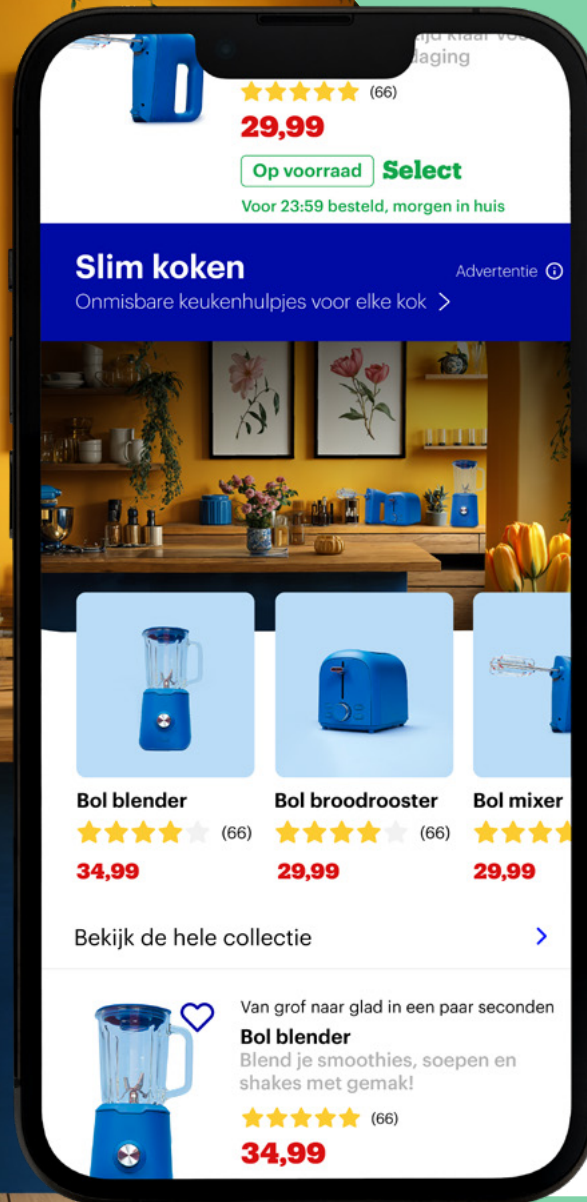
Brand shelf space

Choose from various shelf options and positions on the product page

Where will you be advertising?



They will be visible on **our website**. Your advertisements will appear on the **7th position** in the search results, on both category pages and search result pages.



Category page

On this page (also called '**Browse**' in your account), you can view all the items that fall into a specific category, such as kitchen appliances.

Visitors can filter here by subcategories like type of kitchen machine and brand. **Category pages** are identified by the breadcrumb trail at the top of the page, such as

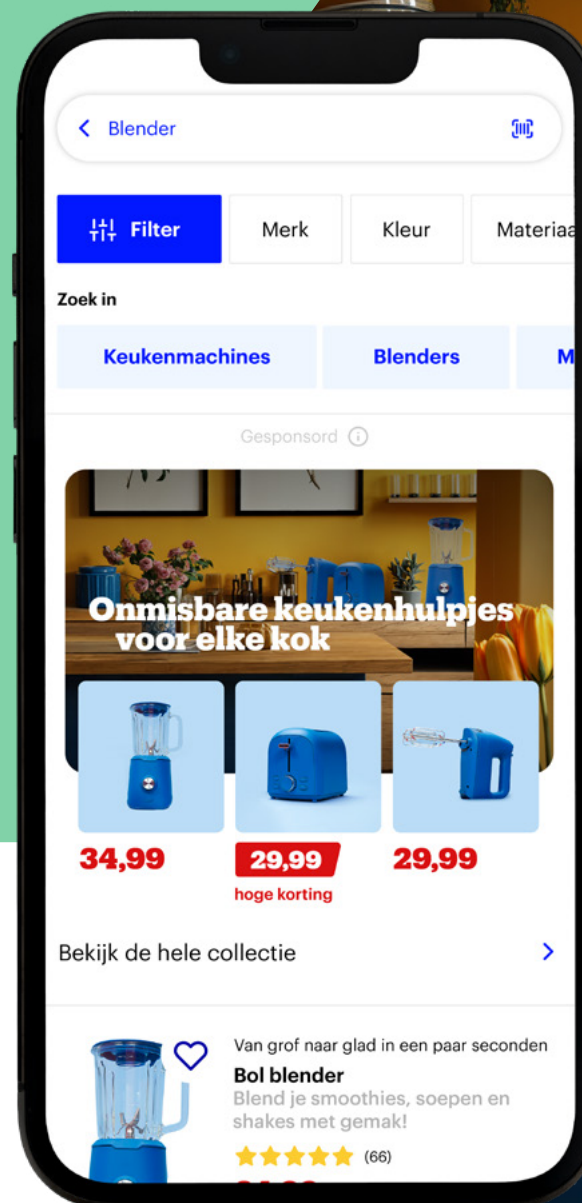
Electronics • **Kitchen appliances** • **Blenders**

Your Branded Shelves ad will be visible within the product feed.

Search result page

Here you can get a
Branded Shelf ad
when a visitor is specifically
searching for a product or
product groups.

For example, if someone searches for
'blender,' they will be taken directly to the
page with all blenders. The '**search page**'
does not have a breadcrumb trail at the top.
Your Branded Shelves ad will be visible within
the product feed.



Branded Shelves is still in development

We're 100% honest: Branded Shelves is still in its early stages. This means we're working hard to improve the product and expand it with new formulas.

The Image Shelf

At this moment, we have 1 format: the Image Shelf. This feature allows you to visually showcase your products with a key visual and showcase your product line, enhancing visibility and engagement.

'We're working hard to improve the product and expand it with new formulas'



These developments are planned for the near future:

Step 1: Top position (Shelf)

Increase the visibility of your brand and products on the product listing page.

Step 2: Audience Targeting

Moving towards a more advanced form of targeting.

Step 3: API integrations

Manage Branded Shelves via our advertising API.

Step 4: Goal-driven ads

Automatic targeting based on the objectives you provide.

Step 5: Video format (Shelf)

A new member of the Branded Shelves family: ads in video format.



Why it's interesting for me

Goals and strategy

Branded Shelves can be a powerful tool, if it aligns with your objectives. Do you want to increase brand visibility and stand out from competitors? Or are you looking to drive more traffic to your products by reaching customers in the consideration phase?

Whatever your goal, Branded Shelves offers different strategies to help you achieve it. Choose the approach that best fits your needs and maximize your impact on bol!

Usage terms and requirements

A number of conditions apply to advertising with Branded Shelves.

You're a registered brand owner. [Registering your brand](#) is a simple verification process.



Your ad follows **[the creative guidelines](#)**.



Your content meets **[the acceptable content principles](#)**.



Your product has the **[the buy box](#)**.



Your product is **[eligible for advertising](#)**.
[Advertising Code Committee](#) rules apply.



You agree to the general terms and conditions for Advertising via bol.



Investments

Whether Branded Shelves is right for you also depends on how much you want to invest on advertising. With Branded Shelves you only pay when a visitor actually clicks on an ad from your campaign. We call this the CPC model (Cost per Click). When setting up a campaign, you determine how much you are willing to spend in total and how much you are willing to pay per click from a potential buyer. This way, you have full control.

Adjust your budget strategically

Understanding how to manage your budget is essential when using Branded Shelves. Your budget should align with the goals of your campaign, and being able to adjust it as needed will help you get the best results.

Whether you're aiming to increase brand awareness or focus on performance, tracking key metrics and adjusting your budget accordingly can help ensure you're getting the most value from your efforts.

‘With Branded Shelves you only pay when a visitor actually clicks on an ad from your campaign’



Agency Access

Brand owners can grant agencies access to their environment. They are responsible for determining who gets access.



Retailer Portal (SDD):

- Users must have the role: `ROLE_DEFAULT_BUSINESS`.
- A user can only be linked to **1 retailer**.
- If a retailer uses an agency, it is possible to set up a user with an email address in the agency's domain, such as [user@agency.com](#).

Note: this email address cannot be reused for another retailer.

Supplier Portal (SUP):

- Users must have either the role: `ROLE_ADVERTISING_EXTERNAL` or `ROLE_ADVERTISING_INTERNAL`.
- If a supplier uses an agency, it is possible to set up a user with an email address in the agency's domain, such as [user@agency.com](#).
- A user can be linked to **multiple suppliers**.
- Need **additional linking**? Contact Supplier Service or use a unique email (e.g. `user2@agency.com`).

The Branded Shelves **algorithm**

The most relevant offers

We prioritize ensuring a great shopping experience for all bol visitors. That's why the most relevant offers appear at the most visible positions.



The formula for the relevance score is:

**Expected
clicks**
on the ad



Bid amount
for the ad

When a user visits a search results page, an auction takes place to determine which ads are most relevant. This helps inspire customers during their **decision-making process**, ensuring your ads reach the right audience at the right moment.

Our algorithm matches your products to the search terms and categories you want to rank for. It analyzes the engagement of visitors with your brand and products to predict how likely customers are to click on or purchase an item.



How to optimize your position in the auction

There are often multiple advertisers who want to advertise with the same keyword. So, you also have to deal with competition. We use a relevancy model to keep the auction fair. This means that even if you place a high bid, your ad might not win if it isn't relevant enough. Your Branded Shelf's relevance in relation to the selected keywords plays a key role in determining whether your ad is shown.

To make your ads have a high chance of winning the auction, it's important to focus on your creative materials, your keywords and product categories and your bidding strategy.

Tip:

Keep **testing different types of targeting** to see what works best for you. A combination of the **right bid** and **high relevance** will maximize your success.

How to influence the relevance of your ads

- 🌟 **Creative materials**
- 📦 **Keywords and product categories**
- 🔔 **Bidding strategies**



Start **your** **campaign**



Branded Shelves is a powerful tool for telling your brand's story, showcasing multiple products in a cohesive and visually appealing way with your desired targeting.



In this section

...you will find all the information needed and practical tips for creating successful advertising campaigns.



Find out **which items** you can best use for this



Learn **how to structure** your campaigns



Determine **which targeting strategy** works for you



Learn more about **bidding strategies** and how to set **budgets** for your campaigns



Discover **the key guidelines and restrictions** to create your actual ads



Selecting **items**

The screenshot shows the 'bol.' website interface for setting up a 'Branded Shelves' campaign. At the top, there's a progress bar with five steps: 1. Duration & costs, 2. Articles (active), 3. Targeting, 4. Ad styling, and 5. Summary. Below this, the campaign is titled 'Test Campaign - Branded Shelves'. The main section is titled 'Which articles do you want to advertise with?' and includes a sub-header 'Place similar articles in a campaign. This allows you to choose targeted ad placements, which increases the relevance of your advertisements and increases the chance that they will be shown to advertisers.' Below this is a text input field with the placeholder 'Type or paste the EAN numbers you want to include in this campaign' and a sample EAN number '0 711719503590, 0 711719577171, 0 711719502683'. An 'Add Articles' button is at the bottom left of the input field. At the bottom right of the interface, there are buttons for 'Changes saved', 'Previous', and 'Next'.

With Branded Shelves, you can select items that will be shown in the product carousel ad.

Smartly build your Shelf based on your goals. Do you want to show different colors or variants of a product? **Then group them in 1 Shelf.**

Do you have products that complement each other, like a controller, case and charger? **Combine them in 1 Shelf to encourage cross-sell.**

Always think from the consumer's perspective: is everything you're showing relevant and logical within one campaign? Does it align with the message and visual? If not, it's better to create multiple ads.

How to influence the performance of your campaign

There are several factors that influence the performance of your ads. It is important that you pay close attention to this when selecting items.



Breadcrumb trail

Check whether the breadcrumb trail for your item is correct, as these are the categories in which your ads can appear.



Product specifications

All product specifications must be filled in correctly. For example, is a brand, publisher or genre missing here? Then you cannot advertise the item.



Buy box

Does your item not have the best sales position? Then you don't have a buy box and cannot advertise with it.



Item photos and item description

High-quality product images, detailed descriptions, and an compelling ad copy are crucial for a successful Branded Shelf. These elements will make your Branded Shelf more engaging and persuasive.



In stock

Is your item out-of-stock? Then you don't have a buy box and cannot advertise with it.

How many items should you advertise with?

Your Branded Shelf is an interactive carousel and will show up to 20 articles. The first 3 are shown without the visitor having to scroll. Important: a minimum of 3 articles that have the buy box is a must for your Branded Shelf to appear!

Make sure your Shelf contains enough products to prevent it from going offline when something sells out, or from losing the buy box. Also think carefully about which products you include. Do you have 20 different colors of one product? Then definitely include all 20.

Running a campaign with different types of air fryers?

Consider including a maximum of 10, and make sure to place the most attractive ones first. You can adjust the order of the products yourself after adding them.

Items that you're not allowed to advertise with

Some items are excluded from advertising by regulations, such as infant formula and certain medication. To find out which items these are exactly, visit [the website of the Advertising Code Commission](#).

It's not possible to advertise erotic products. Products that are classified as erotic and have an 18+ filter can be added to your campaign, but they won't be shown in any ads.

'A minimum of 3 articles that have the buy box is a must for your Branded Shelf to appear'



Creating **structure**

Set up your Shelf smartly

It's possible to combine products from different categories in one Shelf with Branded Shelves. But think carefully: which categories complement each other? Do you sell a blender, a kettle and an air fryer? Then it's less effective to group them together, as it becomes harder to guide visitors toward a clear campaign goal. Do you sell an air fryer with various attachments? In that case, it might make sense to group them. Just be sure to carefully consider which keywords and creatives you'll use, so that all products in the Shelf remain relevant.

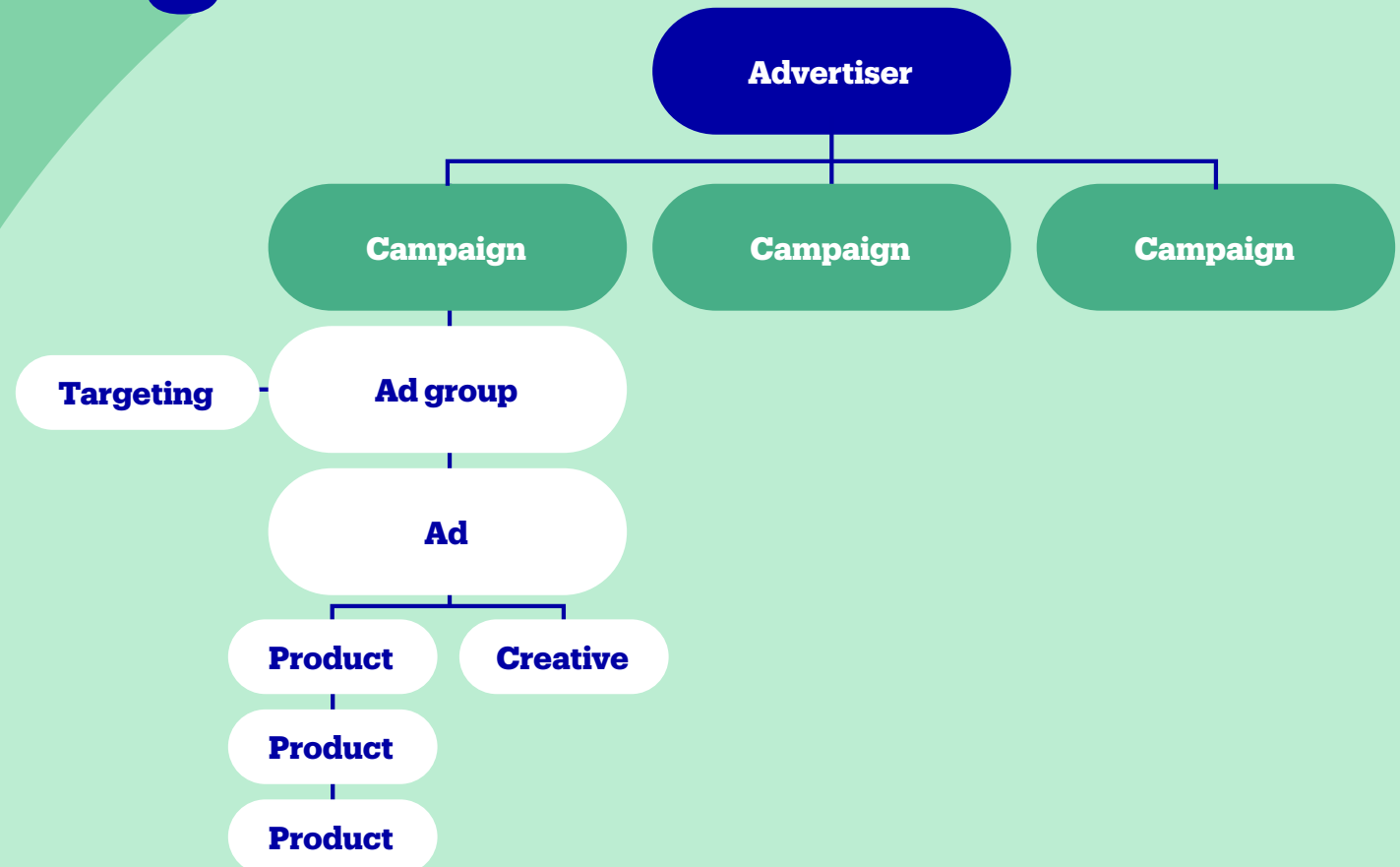


Campaigns, ad groups, ads:

structuring your campaign

The structure of an advertising campaign helps you organize and manage your ads efficiently. As an advertiser, you can run **multiple campaigns**, each tailored to different strategies or goals. Every campaign contains an ad group, where you can apply targeting to reach the relevant audience.

Each campaign includes 1 ad group and 1 ad. Each ad consists of a **single creative** and **multiple products** (with a minimum of 3 and a maximum of 20).



Targeting strategy

To target your ads to the right audience, you can configure relevant keywords or categories within your campaign. It's important for your reach, but also to learn what works best and adjust accordingly.

Keyword targeting

The keyword targeting within Branded Shelves works via **exact keyword match**. This means that your ad is delivered when there is an **exact match between the keyword that is configured in your campaign and the search term that a customer is searching for**. Include as many relevant keywords as possible in the beginning, and make sure to optimize your keywords along the way. Tip: you can add keywords in bulk!

How do you find relevant keywords?

Use the search trends tool to discover the relevant search terms! You can also check which keywords show the best results in your sponsored products-campaigns.

As an advertiser, you can easily set your bid at the **keyword** level.

This allows you to optimize your **targeting** strategy within a single campaign.



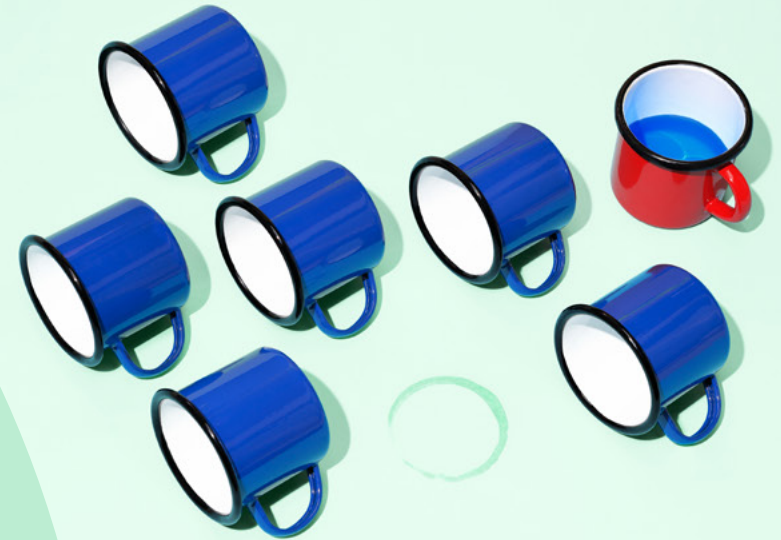
Competitor Keyword targeting

With Competitor Keyword Targeting you can advertise on search terms related to competing brands or products. It's a common tactic in online advertising .

How does it work?

Let's say, someone searches for "Brand X shoes". If your products are a good match to that search, your ad appears as a relevant alternative. It can also work the other way around: you can protect your own brand by advertising on your brand name yourself.

To maximize the relevance of our advertisements and refine our algorithm, we'll explore how customers search, what performs well, and what we can improve.





What's allowed?

- Bidding on **competitor brand keywords**.

What's not allowed?

- **Using competitor brand names** in ad copy, images, or titles.
- Creating ads that **confuse users** about who the advertiser is or from which brand the product is.

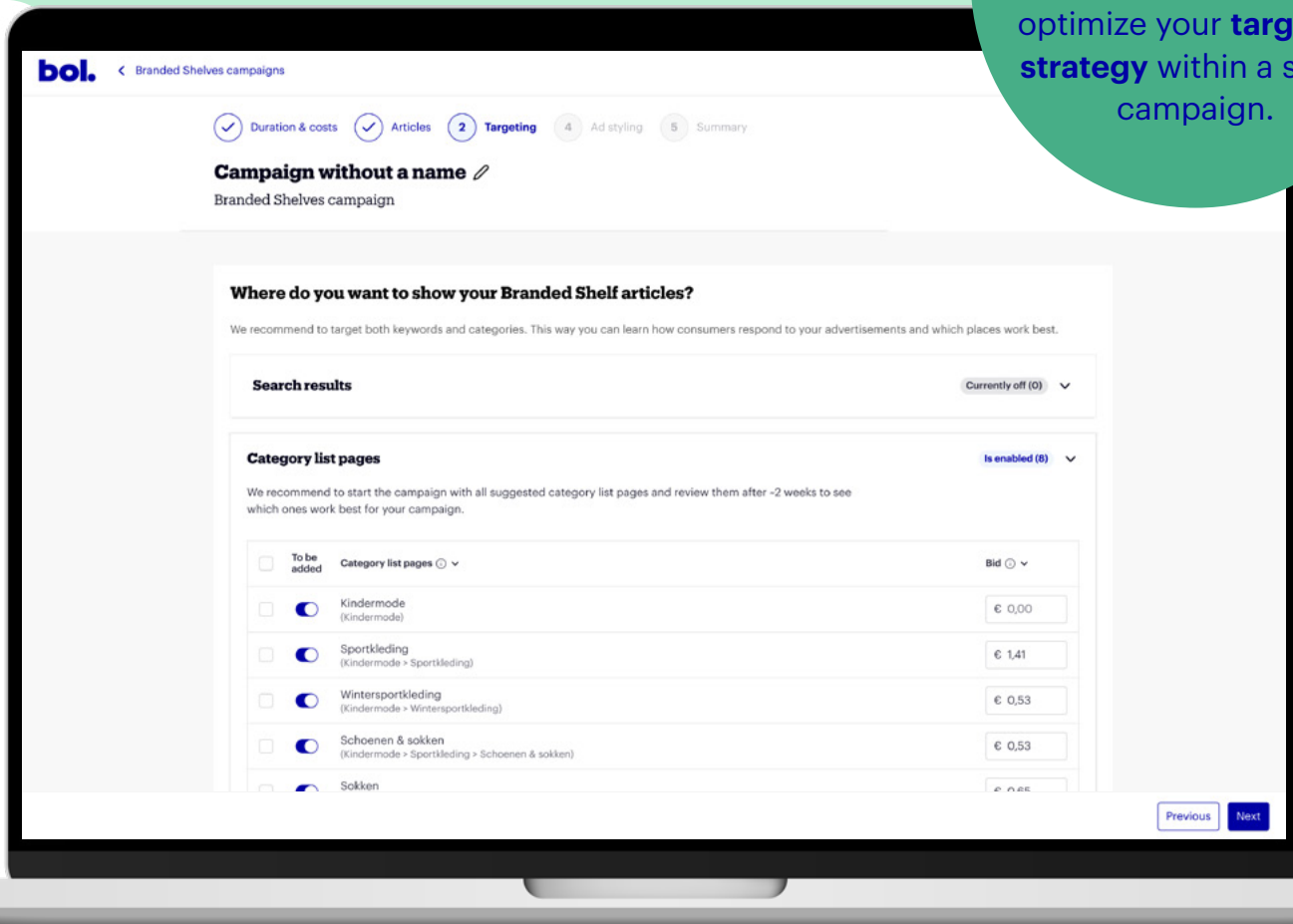
Category targeting

Select the most relevant categories for your campaign.

You can determine how narrow you want to go.

- **Broad targeting:** Select a main category (example: kitchen appliances) to advertise across all related subcategories (blenders). This allows you to reach a wider audience within your category, perfect for, for example, product launches or a Shelf featuring a variety of products.
- **Narrow targeting:** Focus on specific subcategories to refine your reach 'and target a more specific audience

As an advertiser, you can easily set your bid at the **category** level. This allows you to optimize your **targeting strategy** within a single campaign.



How to **calculate your ACoS**

You calculate your ACoS (Advertising Cost of Sales) by dividing the total amount you've spent on advertising by the revenue you've earned from it.

Did you spend €10 on ads and earned €100 in revenue?
Then your ACoS is 10%.



What is a good ACoS?

A good ACoS isn't just about profitability but also about growth. Efficient ads drive immediate sales, while investing in branding boosts visibility and attracts new customers. **Branded Shelves is a tool designed for the consideration phase of the customer journey.** At this stage, potential buyers are exploring their options, so maintaining strong visibility can make all the difference. This means your ACoS might look different from sponsored products. Make sure your ACoS aligns with both your profit goals and brand strategy to ensure long-term success.



Example

Let's say you're selling kitchen scales for **€27 each**. You pay **€5.67 in VAT**, so the selling price after VAT is **€21.33**.

You purchase the scale for **€6**, ship it for **€8**, and pay a **€2** commission. After subtracting all the costs from the selling price, you're left with **€5.33**. **This is the profit you make per scale without advertising.** This means you can spend up to €5.33 on ads without losing money on the product.

To calculate your ACoS, simply divide the amount available for advertising costs by the selling price ($€5.33 / €21.33 = 0.24$). This gives you an ACoS of 24%.

Bidding & Budgets

Branded Shelves works via a CPC model (Cost per Click):
you only pay for your ad if a customer clicks on it.

Also, it works via a 2nd priced auction model. This does not only look at the bid, but also at the relevancy of your campaign and those of your competitors.



Floor price and maximum bid limit

The floor price (or minimum bid) is the minimum amount of money that you should bid based on your campaign targeting. The starting floor price is set for all categories.

Branded Shelves also sets **maximum bid prices** in campaigns to ensure fair competition and a good advertiser experience.

Why?

- **Prevents overly aggressive bidding**, potentially leading to inflated cost per click.
- **Helps you avoid unintentional overspending** that could quickly deplete your budget.

A maximum bid limit ensures that all advertisers – large and small – can compete fairly.

How to configure a bid

When setting up your campaign, you first decide which keywords or placements you want to be visible on. You can then set a bid for each keyword or placement, and manually optimize it during the campaign. This way, you can optimize and steer your campaign using different bidding strategies.



Click prices

The costs per click are influenced by, among other things:

-  **Competition on the keyword** or within the category
-  Your **set bid** and your **competitors bid**
-  **The relevancy** of your campaign



Tip!

Make sure to **monitor your campaign** and **adjust your bids** accordingly.

How to determine the right bid

As mentioned before, bids are an important part of the algorithm. If your bids are not competitive enough, you might not win the auction.

To determine the right bid, it's important to determine your strategy and desired ACoS.

For example:

if your objective is to **increase visibility of your brand** and you want to reach a broader audience, you might need to **consider increasing your bids** for these specific campaigns and targeting.

Budgets

To stay in control of your advertising costs, you can set a budget.

A budget determines how much you want to spend to achieve your campaign goals. You can set budgets at two levels:

1. **Campaign budget** – Controls spending for individual campaigns.
2. **Account budget** – Sets a total spending cap for all your Branded Shelves campaigns.



Setting a campaign budget

- By **setting a daily limit**, you can ensure that your campaign doesn't spend more than the configured amount on a daily base. If you want to pace your campaign.
- By **setting a total campaign limit**, you can ensure that your campaign doesn't spend more than the configured amount during the configured timeline.

Tip!

Make sure to **monitor your campaign pacing** and **the delivery of your budget**.

The screenshot shows the 'bol.' Branded Shelves campaign setup interface. The top navigation bar includes 'bol.', a back arrow, and 'Branded Shelves campaigns'. Below this is a progress bar with five steps: 1. Duration & costs (active), 2. Articles, 3. Targeting, 4. Ad styling, and 5. Summary. The main heading is 'Campaign without a name' with an edit icon, and the subtitle is 'Branded Shelves campaign'.

The first section is titled 'How long should the campaign run?'. It includes a recommendation: 'We recommend at least 4 weeks of runtime. It usually takes about 2 weeks for campaigns to start running well.' Below this are two date pickers: 'Start date' (16-02-2024) and 'End date' (16-02-2024), each with a calendar icon. To the right of the end date is a toggle switch for 'Ongoing campaign'.

The second section is titled 'Do you want to set one or more limits for the advertising costs of your campaign?'. It includes a note: 'You can ensure that your advertising costs do not increase too much by setting a daily limit or a campaign limit. This way you won't have unexpected costs.' Below this is a 'Limits' section with two checkboxes: 'Daily limit' and 'Campaign limit', each with a help icon.

At the bottom right of the form are two buttons: 'Previous' and 'Next'.

How it works:

Setting a budget for Branded Shelves works the same way as for Sponsored Products. **Simply select Branded Shelves as the ad type when creating your budget.**

**Setting an account budget**

If you want to control the total spend across all your Branded Shelves campaigns, you can set an account budget. Once this budget is depleted, all Branded Shelves campaigns will stop running.

- If you already have an account budget for Sponsored Products, **you'll need to create a separate budget for Branded Shelves.** The two budgets do not automatically merge.
- **Not using an account budget for sponsored products?** Then setting one for Branded Shelves is optional.

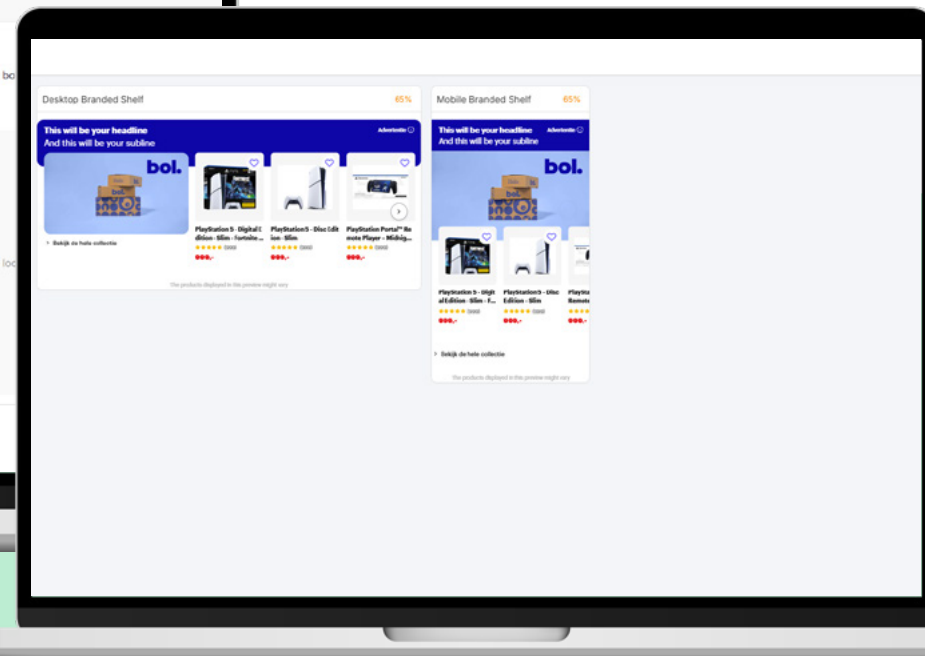
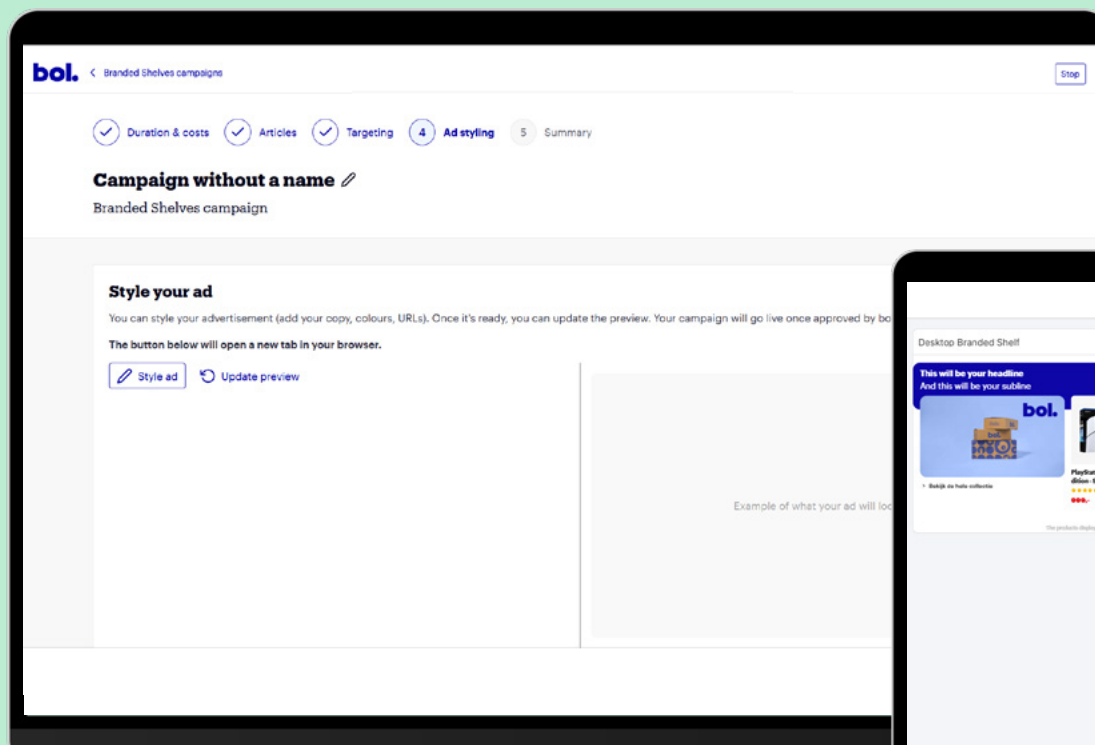
Creating **your** ad

When setting up your Branded Shelves campaign, you'll be redirected to the CAPE environment to create your ad. In CAPE, you'll be able to add all the creative elements for your ad, which will then be reviewed by our moderation team.

What you'll add in CAPE:

- Background color
- Image
- Headline
- Subline
- Click-out URL

You can only configure one click-out, so both the button and the image lead to the same page. Once your creative is set, you'll return to the campaign creation flow, where you can preview your ad.





Creative guidelines



Background

- Add a background color by entering the correct HEX code
- The background color must have sufficient contrast with the text color (white)
- Black, white, or colors that strongly resemble them are not allowed as background colors



Copy:

- Title, **max 24 characters (including spaces)**, mandatory, for specified language
- Subtitle, **max 56 characters (including spaces)**, mandatory, for specified language
- Use capital letters only for brand names and at the beginning of a sentence.
- Avoid punctuation; only “&”, commas and apostrophes are allowed
- No ALL CAPS in editable fields
- **No mentioning of other brands** in editable fields
- **No mentioning of discount (%) and/or prices (€)** in any editable field of the ad
- To claim sustainability in your copy, your products must have the Goede-Keuze label.



Targeting for NL & BE (French):

- **You can target both the Netherlands and Belgium** (NL & BE). Choose the language (Dutch or French) based on your customer's browser setting.
- **Be aware:** the headline and subline can obviously only be in one language. So, if you target for the French language, make sure your creative is in French.



Image Requirements:

- **A lifestyle image is required**, size: 1920x1080 pixels (16:9 ratio).
- **No text** in the image is allowed.



Logo Placement (optional):

If you want your logo visible, add it to the mood image before uploading.

- Place it in the **top right corner**:
 - **Horizontal logo:** Margin of 24px from the top and right side, logo height is 44px
 - **Vertical logo:** Margin of 24px from the top and right side, logo height is 44px

Acceptable content principles

Due to rules and guidelines campaigns or creatives should never conflict with good taste and decency, which means:

- **Do not discriminate** based on – but not limited to – gender, race, belief, sexuality, political orientation, health situation
- **Do not target vulnerable people**, like – but not limited to – mentally unstable, limited financial situation
- **Do not target kids** (anyone below 18 years)
- **Do not mislead** and/or **deceive**
- **Do not abuse**
- **Do not be harmful** and/or **aggressive**



Your Landing Page for Branded Shelves

Set your Branded Shelves campaign up for success by choosing the right landing page:

Which pages work best?

- Brand Page - Our top choice for best results
- Brand activation page
- Retail action page
- Branded list page
- Product detail page

No final page yet? No worries! Choose a temporary page like a retail action or branded list. We'll update your campaign once your final page is live.

Good to know

- The URL should start with www.bol.com/nl/... or www.bol.com/be/nl/...
- Make sure the products on the landing page match the content of the Shelf
- The URL must not contain "?" or "#"
- Avoid search results URLs: they're unstable and give visitors an inconsistent experience.

How does the review process work?

We review your URL with your ad on business days, within 1 working day. This is done according to bol's advertising guidelines.

Note: Rejections also count as part of the review process. If your campaign is rejected and resubmitted (with or without changes), the 1-day review period restarts from that moment.

New!

Brand Page Creator

Discover a smart, new way to make your brand visible on bol. With this self-service tool, you can easily create a brand page that tells your story and inspires customers



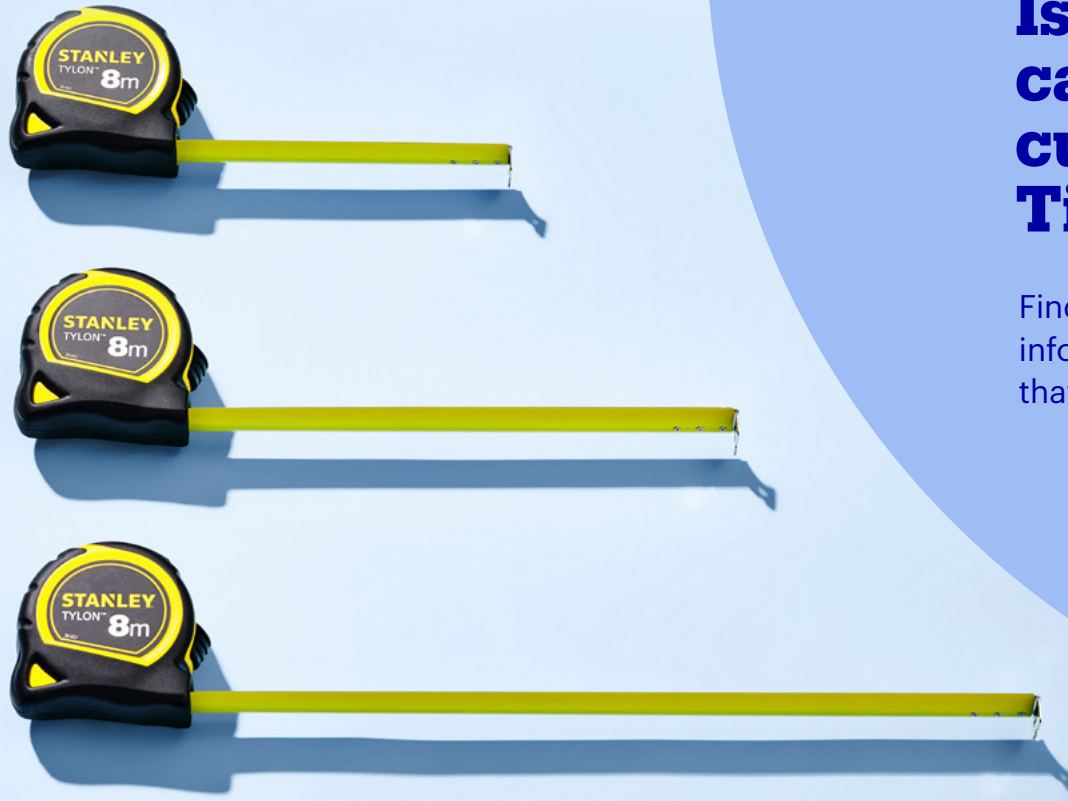
Analyse & Optimize



Analyse **your results**

Is your first advertising campaign live? And are you curious how it's performing? Time to analyse!

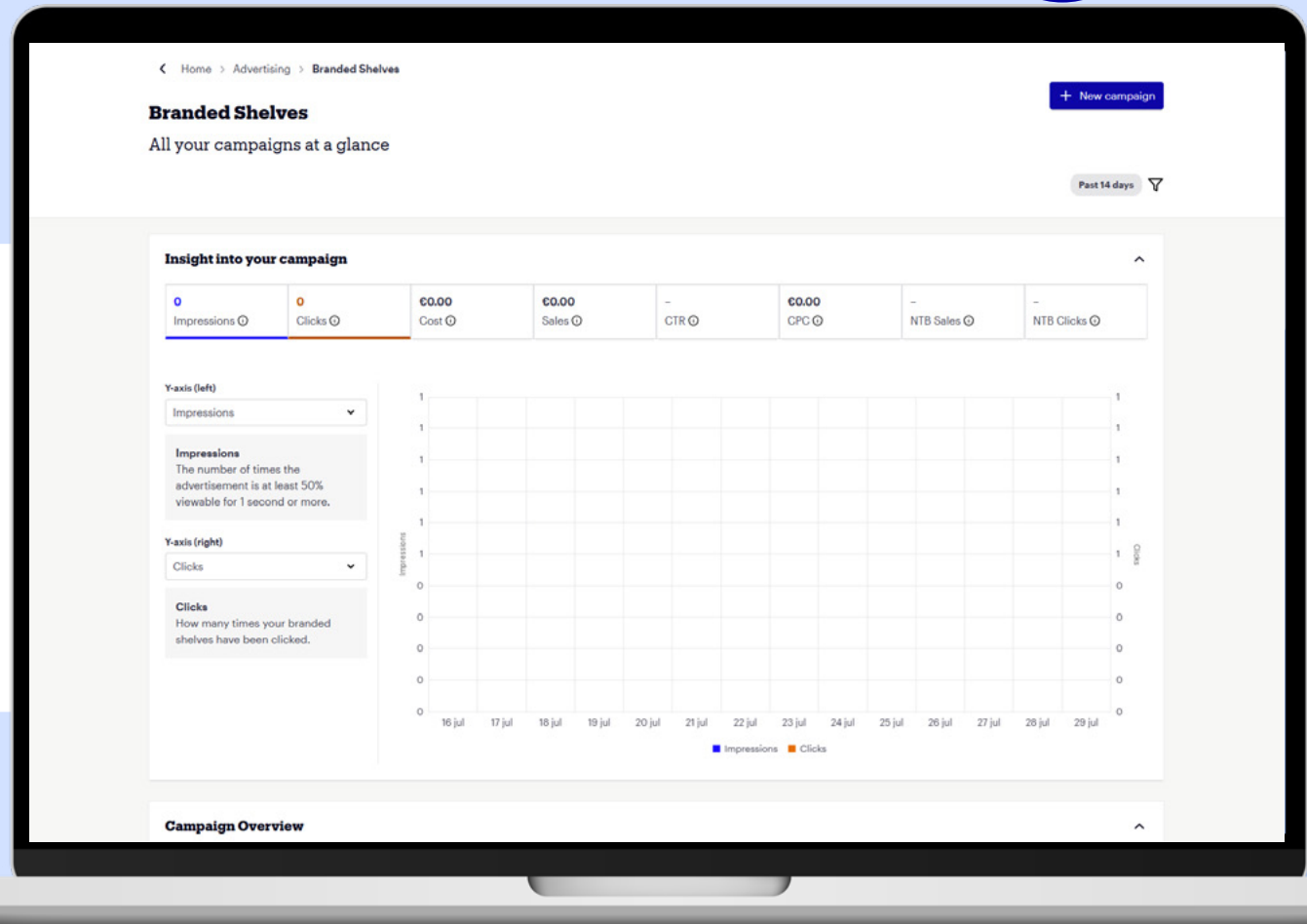
Find out how to approach this, with the following information about **reports**, **metrics (data)** and **other tips** that will help you to analyse and optimize your ads.





Reports

Analyse your results by **creating a campaign performance report** to understand which campaigns and configured set of keywords are **driving the most traffic and conversions**. Use this data to make informed decisions about your keyword strategy.



Metrics

Metrics are key **data points that allow you to assess the performance of your campaign**. We use these metrics to **track and measure how well your ads are performing**. They provide objective insights that help you optimize and refine your campaigns. You'll encounter these metrics both when setting up your campaign and while reviewing your reports. The significance of each metric varies depending on the specific **goals** and **objectives** of your campaign.

Example brand halo attribution

If a user clicks on an ad for a specific computer but later buys a Windows laptop within the "Laptops" level 2 category of the same brand, this would be considered a **halo effect** from the initial ad interaction.



Viewable Impressions

The number of times your Branded Shelves ad **has been seen by visitors to bol**. The Branded Shelf ad is 50% in view for >1 second.



Clicks

How often your Branded Shelves **ad was clicked**.



Click Through Rate (CTR)

The ratio of **banner clicks to banner impressions**.



Conversions

The number of times you see **a desired result on a certain action**. In the case of Branded Shelves, these are, for example, the sales you have achieved with your advertisements. In other words: did your advertisement result in a purchase by a customer? If so, we call that a conversion.



Direct attribution

- If a user clicks on an item ad and **buys the same item within 14 days**.
- If a user views an item ad and **buys the same item within 1 day**.



Brand halo attribution

If a user views or clicks on an item ad but does not buy the same item, instead **buys an item from the same brand and level 2 category** within the specified timeframes.





Conversion Rate %

The ratio of attributed **orders to banner clicks**.



Cost Per Click (CPC)

The average price you pay as an advertiser **each time someone clicks on your ad**.



Cost

The total cost of your Branded Shelves ad(s) depends on the number of clicks and your CPC but is always limited by your budget. If your remaining budget is lower than your CPC, you'll only be charged up to the available amount.



Revenue

The total amount of **revenue from clicks on your ad(s)**.



Advertising Cost of Sale (ACoS)

When calculating the ACoS (Advertising Cost of Sales), **we look at the costs and turnover without VAT**. This gives a clear picture of your ad campaigns, apart from taxes. But take note, VAT does affect your overall profit and financial results.



Return on Ad Spend (ROAS)

The ratio of your advertising revenue to your advertising costs.



New To Brand (NTB)

Defines buyers **who have not** previously **purchased any items of the advertised brand within the last 12 months**.



Optimize your campaigns

Want to boost visibility and drive more sales? **Here's how you can finetune your Branded Shelves campaign for better results.**



Start with focus, expand smartly

Since you don't yet have insights per keyword or placement, we recommend starting small.

- Step 1: Choose a **maximum of 5 relevant keywords** or **categories**
- Step 2: **Test the impact** of each addition
- Step 3: **Gradually expand** based on performance

Tip

Create separate campaigns for categories and keywords. This gives you more control over search volumes and bidding strategies.

Give your campaign time

Keep in mind there is a 14-day attribution window between click and conversion. So don't rush into changes if you see little results after just 2 days.

Use keywords strategically

Refine your targeting based on what your customers are searching for.

- Start with **broad keywords**
- **Gradually refine** based on results
- Add **negative keywords** to avoid irrelevant clicks

Tip

Consider running a separate campaign for branded keywords to better manage competition.



Grab attention with your content

Visuals and copy are critical components of your campaign. They can significantly impact its effectiveness:

- **Use high-quality images:** Clear, high-resolution images that showcase your product story effectively.
- **Write compelling copy:** Highlight the unique selling points of your product and use action-oriented language to boost clicks and conversions.



‘Did you know that most of the conversions on bol are after 17:00?’

Track results and optimize bids

Keep an eye on your campaign’s performance and adjust bids to keep improving.

- **Check performance regularly:** Use reports function to track impressions, clicks and conversions and create a performance report for your campaign.
- **Stay competitive in the auction:** Optimize your bids based on performance data. Consider increasing your bid if a keyword is performing well.
- **Keep your ads running:** Make sure your daily budget is sufficient to keep your ads running throughout the day. Did you know that most of the conversions on bol are after 17:00?

Optimize **per KPI**

Optimizing your campaign can also be tackled per KPI. Here are practical tips to increase your impressions and clicks, and monitor your performance.





Increasing impressions

Increase your visibility by using high-traffic keywords and setting competitive bids.



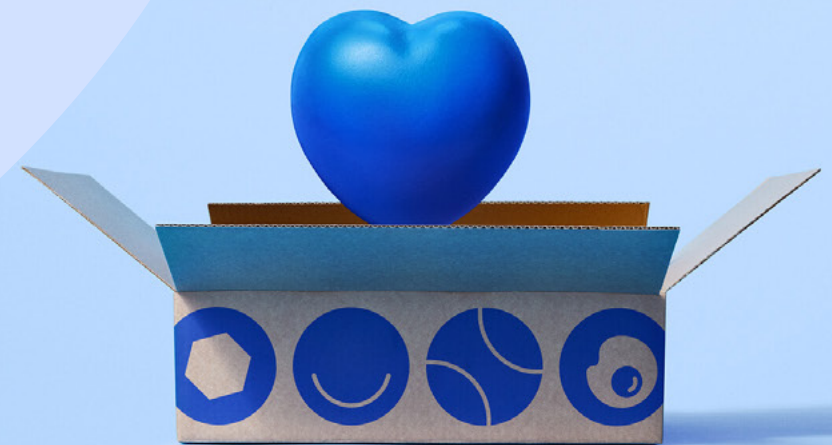
Boosting your clicks

Attracting attention is the first step to driving sales. Use high-quality images that clearly showcase your product and compelling copy that highlights its unique selling points. A well-presented ad increases engagement and encourages potential customers to click.



Increasing conversions

More clicks don't always mean more sales, so optimizing for conversions is key. Ensure your ads are optimized with clear product descriptions, high-quality images, and competitive pricing.



Improving your ACoS

Want to improve your Advertising Cost of Sale (ACoS)? Here are some ways to optimize your campaign.

1

Is your ACoS **too high**? Check this:

Search for your ads on bol and see if they appear for your selected keywords and categories. If you're not showing up often, increasing your bid may help. More visibility can lead to more sales.

Analyze your performance by keyword and category. Are certain keywords or categories driving up your average ACoS? Consider removing them.

2

Is your ACoS **very low**? Grow by:

- **Increasing your bid** to gain more visibility and sales.
- Adding **more keywords** and **categories** to reach a broader audience.
- **Optimizing your Branded Shelf and product pages.** Use clear product titles, high-quality images, strong descriptions, and competitive pricing and delivery options.





Setting the right budget for your goals

Getting your budget right is key to getting the most out of Branded Shelves. Make sure your budget matches your goals, keep a close eye on performance, and stay flexible to adjust as the market shifts.

- **Is your campaign aimed at increasing brand awareness?** Aim for a steady budget that ensures your ads are shown frequently, reaching as many people as possible. Keep track of metrics like viewable impressions, click-through rates (CTR), and new-to-brand stats to measure your success.
- **For campaigns focused on performance, it's best to allocate more budget to your top-performing campaigns.** Regularly monitor key metrics like ROAS (Return on Ad Spend) and conversion rates, and adjust your budget as needed to maintain strong results and profitability.

		Goal KPI	
		Increasing Brand Awareness	Increasing Performance
Advise in terms of	Budget strategy	Keep stable	More budget to top-performing campaigns
	Monitoring focus	Viewable impressions, CTR, New-to-Brand	RoAS, Conversion



Ready, set, go!

You're now all set to get started with Branded Shelves on bol!

Tell your product story with Branded Shelves

With the right knowledge, **you can set up your ads effectively and make them perform.** But remember: optimization is the key to success. Keep monitoring your campaigns and adjust where necessary. For more information go to the [Partnerplatform](#).



Questions & answers

This Kick-off guide will no longer be updated over times with new insights and changes. Therefore we refer you to the Partnerplatform.

Do you have any questions during the set-up up of your campaign? Or are you experiencing a bug? You can reach out to your **advertising account specialist**. If you don't have a dedicated account specialist, you can reach out to our **Partner service** via the seller portal. Our experts will help you out to make the best of your campaign!

