



**Sponsored  
Products**  
Make sure  
your products  
stand out!

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Do you want to stand out with a new product or draw even more attention to your most successful products?

Sponsored Products ensures that your brand is seen by the right target group. It works by linking potential customers' keywords directly to your products, ensuring they end high up in their search results.

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# 1. How does Sponsored Products work?



Sponsored Products helps you bring your products to the attention of customers who are searching in your product category. You decide in advance which keywords you want to lead to your product (or which keywords to exclude). Your products will stand out when customers search for these keywords. Keywords can be selected automatically or manually.

Sponsored Products provides real-time insight into your performance and the data in your dashboard and increases your visibility in all relevant parts of the bol.com website. You also have complete control: you determine the cost-per-click in your dashboard and are only charged if a customer clicks on your advertisement. Click [here](#) for more information!

# 2. What does Sponsored Products cost?



When you use Sponsored Products you are only charged if someone clicks on your advertisements. You determine the cost-per-click yourself in the 'Advertise on bol.com' environment. This allows you to control your costs on a campaign basis. You will also set a maximum budget per campaign and a total spending limit. We recommend starting with a minimum budget of €250. The minimum cost-per-click will differ per category.

You decide the maximum amount you are prepared to pay for a click on an advertisement, whereby the higher your bid, the greater the chance that your advertisement will be displayed. The cost-per-click generally increases the more popular or expensive a product is (and vice versa). In a second-price auction system, if advertiser A bids €0.90 and advertiser B bids €1, advertiser B wins the auction but pays only €0.90 per click.

You can only advertise a product if you have won the buy box for that product. If you lose the buy box in the middle of an advertising campaign then your advertisement will automatically be deactivated. This ensures you will **never** have to pay for clicks on your competitors' products.

# 3. What are the benefits of Sponsored Products?

Advertising via bol.com is very simple and has a lot of advantages. These are the advantages in a nutshell:

- 1 Your products stand out more in the product category
- 2 You will reach more potential customers
- 3 You only pay if someone clicks on your advertisement
- 4 The extra traffic improves your organic position
- 5 You stay in control: choose your own keywords and adjust your advertising campaign based on the data you generate



## 4. What has changed in the new environment?



**The Sponsored Products environment has been optimised to better meet your requirements.** Among others, the new system is more user friendly and offers more user options. In addition to an improved interface, extra functions have been added in the new 'Advertise on bol.com' environment. You can now advertise with keywords, the attribution model has been made more transparent and the auction system is based on the second-price auction model.

After you have gained access to the new environment, you will still be able to log into your Criteo account for a few more months and download reports, etc. However, it will no longer possible to create and manage campaigns in Criteo.



**We will move from Criteo to the renewed Sponsored Products as of January 1, 2021. So we'll switch to a new system with a different login. Login will be via the [Supplier Portal](#)**



### **Don't have a login/account?**

Ongoing If you don't have an account yet or if you forgot your password, you can request it via [supplier@bol.com](mailto:supplier@bol.com).



### **What with remaining campaigns & budget in Criteo?**

Ongoing campaigns are not automatically converted but must be recreated in Sponsored Products 2.0. The same goes for your budget. You have to place new budget in order to activate your new campaigns.

# 5. Using Sponsored Products for the first time

When you start using Sponsored Products you will need to go through a number of steps.

1. Start by clicking on the 'Advertise' tab in the [Supplier Portal](#).
2. There are two ways to create a campaign: automatically or manually. If you select an automatic advertising campaign, your campaign will be optimised based on your chosen ACoS. In a manual campaign you determine the cost-per-click you will use to bid yourself. If this is your first campaign then we recommend starting with an automatic campaign.
3. Next you need to select keywords and negative keywords. Selecting appropriate keywords for your products is an essential part of your advertising strategy and can be done manually or automatically. Bidding on the right keywords for your products can improve your sales and organic placement, which will ultimately affect your product sales.
4. Once your campaigns are up and running, you continue to monitor your performance and make adjustments on the basis of the results.



Click [here](#) for more information!

## 6. How can I advertise in the new environment?

If this is your first campaign, we recommend starting with an automatic campaign which we can be created as follows:

1. Go to the [Supplier Portal](#), log in and click on 'Advertise'.
2. Open the 'Advertise on bol.com' environment.
3. Go to campaigns.
4. Create a name for your campaign.
5. Select the start and end date of your campaign.
6. Select your budget. You can choose between a daily budget and a total campaign budget. Be aware that when your budget is used up, your campaigns will cease to run, so make sure you always have sufficient budget available on your account. If you have any questions about this, you can contact your buyer directly.
7. Select 'Automatic bidding' as bidding strategy. A standard ACoS will be used which you can adjust by clicking on 'Advanced' and then selecting an alternative ACoS.
8. Select the countries in which you wish to advertise.
9. Select 'next'.
10. Select the products you wish to advertise.
11. Select 'Automatic' keywords.
12. Start the campaign.



**Important!** Your advertisements will be visible on bol.com after approx. 15 minutes. You only pay when someone clicks on your advertisement.

## 7. FAQ



### **When can I login to Sponsored Products 2.0?**

This is possible after December 15th, the new system and campaigns will only go live from January 1st.

### **How can I login?**

For Sponsored Products you can log in to the [Supplier Portal](#). Within this portal you will find the tab 'Advertise', if you click on it you will be redirected to the renewed Sponsored Products.

### **How can I request a login?**

If you don't have an account yet or if you forgot your password, you can request one at [supplier@bol.com](mailto:supplier@bol.com).

### **From when does the new system go live?**

The new system goes live in 2 phases, group 1 from December 28th and group 2 from January 1st. If you haven't had a message about this, please contact [SP\\_migration@bol.com](mailto:SP_migration@bol.com).

### **Can I still create new campaigns in December?**

Yes you can in the 'old' Criteo system in the usual way.

### **What happens to the remaining budget?**

Any remaining budget will be transferred in Q1 (depending on the agreements made about this) but will not be available immediately. So it is very important to create a new budget in the new system. With your buyer/Retail media manager you can agree on a budget for this. This new budget will be available as of January when the appointments are final.

### **What happens to the budget that has just been added on Criteo by our buyer/retail media manager?**

The budget that you add in Criteo is for 2020, you can either make it up or leave it there so that it is transferred to 2021 (depending on the agreements that have been made about this). This happens in Q1 but is not immediately available. If a new budget has been agreed for 2021, it will automatically appear in the new system.

# 7. FAQ



## **When can I create new campaigns?**

Campaigns can be created after December 15th and can be set up from January 1st. **Please note:** if no budget has been agreed then the campaigns will not yet run.

## **Will my current campaigns in Criteo be transferred to the new system?**

Campaigns cannot be transferred automatically, they have to be transferred manually. If you have a lot of campaigns or have any questions about this, please contact us:

[SP\\_migration@bol.com](mailto:SP_migration@bol.com)

## **How long can I log into my Criteo account?**

After you have gained access to the new 'Sponsored Products' environment, you can login to your Criteo account for a few more months and download reports. Your sales data will also remain visible. However, you will no longer be able to set up and manage campaigns.

## **When will more information follow?**

We will keep in touch by email and a third webinar will follow early January. You will receive an invitation for this later.

## **I haven't received an email or phone call yet / I have questions.**

For questions you can contact us via

[SP\\_migration@bol.com](mailto:SP_migration@bol.com).



## Questions?

Contact Supplier Service!

Mo – thu: 09.00 – 17.00

Fri: 09.00 – 15:30

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