



Lazada University

DRIVE VISIBILITY & SALES WITH SPONSORED DISCOVERY

04/05/22



COURSE OVERVIEW

INTRODUCTION

In this module, you will learn what Sponsored Discovery is and how to drive traffic and sales to your store with this solution

WHAT YOU'LL LEARN

1. Understand what is Sponsored Discovery and its key benefits.
2. Learn how to create Sponsored Discovery campaign.
3. Learn how to use advanced campaign settings.



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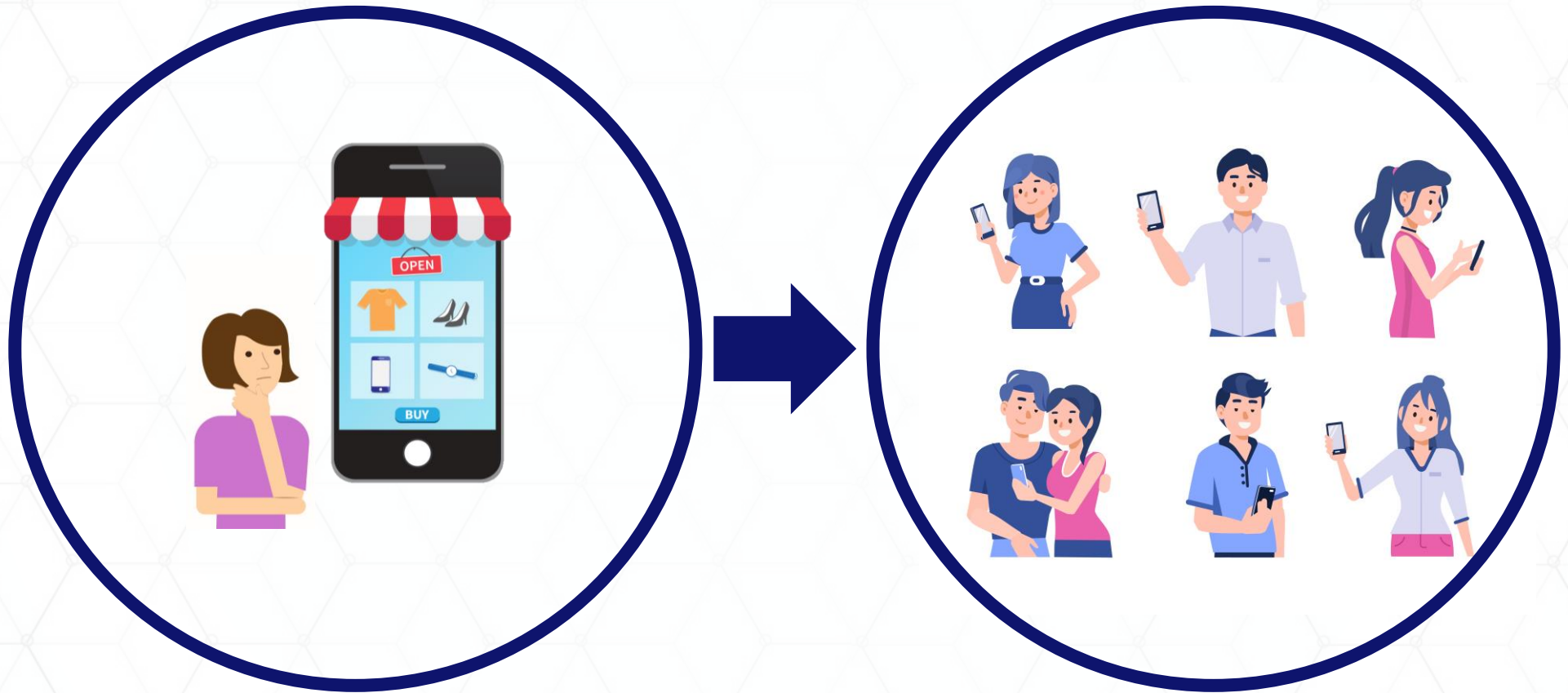
**Set up
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Management Page**

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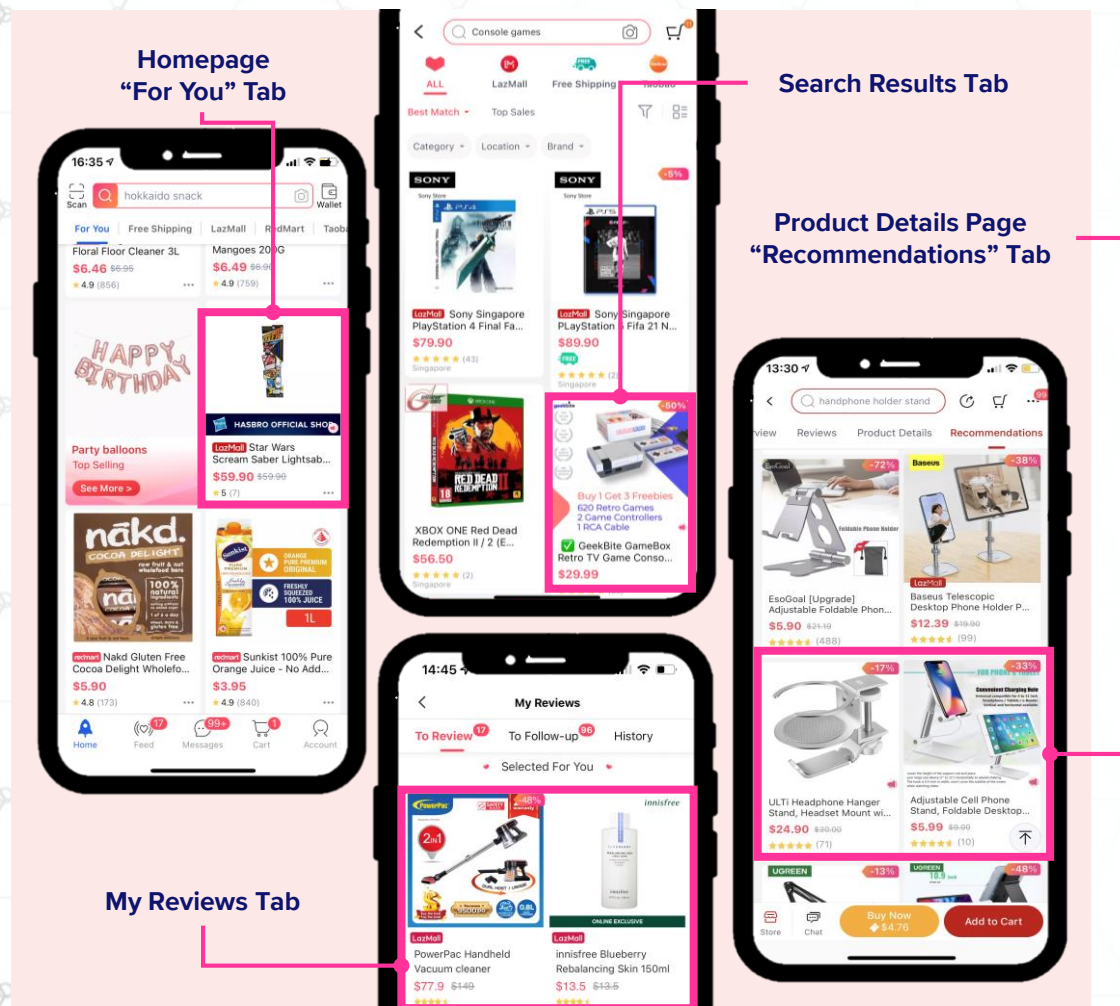
**Advanced Campaign
Settings**



HOW TO REACH THE RIGHT SHOPPERS AT THE RIGHT TIME?



DRIVE TRAFFIC AND SALES WITH LAZADA'S IN-APP AND ON-SITE PLACEMENTS PERSONALIZED BY OUR ALGORITHM TO SHOPPERS WHO MATTER



Examples of where your promotions might show up with Lazada app

Lazada leverages on our algorithm to match your promoted products to the most relevant audiences based on their historical search & browsing behavior—this ensures that they are more likely to click & convert on your products.

Benefits:



Platform Wide Visibility

Gain visibility among Lazada's shoppers who are browsing Lazada's app or site



Integrated Campaign Delivery

Optimize across search and recommendations placements in a single campaign to achieve your goals easily



Smart Campaign Management

Optimize with real-time trends and results with automation across product selection, bidding, keywords selection, and creatives



Pay For Results

Optimise towards your business objectives, and pay only when products' listings are clicked (Pay per Click pricing model)



High Intent Audience Targeting

Target high intent audiences via search keywords & audience targeting features

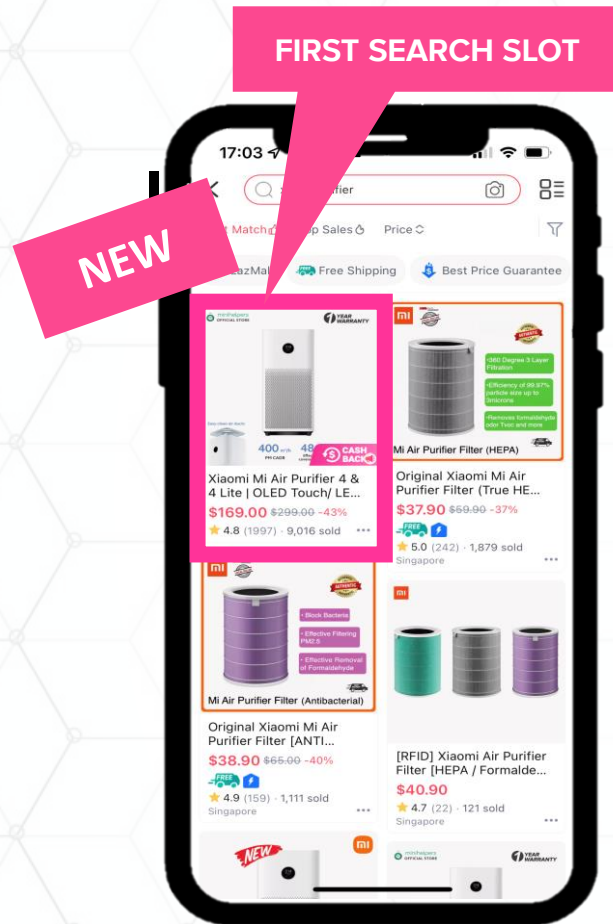


Data Transparency

Detailed performance report with metrics that matter across promoted products and placements

Payment methods Top-up via store's earnings, credit/debit cards, etc.

DON'T MISS YOUR OPPORTUNITIES TO SHOW UP ON THE FIRST SEARCH SLOT



Part of Sponsored Search Placement of Sponsored Discovery

First Search Results. First in Visibility and Performance.

Place your products in the most visible placement among the entire search results of the Lazada app and website to shoppers who matters most.

First in Visibility

This premium placement leads the way in showing up to shoppers who matter, driving up to **2x more traffic*** compared to other slots on the search results page.

First in Performance

The match between your promoted products and shoppers is first in terms of performance. Sellers like you saw **6x growth in sales*** and an **average ROI of 9***.

Pay for results only

You will only pay when shoppers click on your promoted products.

How to increase your chances of showing up on the First Search Slot?

1. Set up campaigns with automated campaign type or increase your bids based on our suggestions via performance predictor or suggestions module³
2. Increase your campaigns' daily budgets
3. Enable auto top-up or top-up sufficient amounts

START NOW 

*Traffic and sales uplift data are derived from Lazada's internal data that compares the metrics of first search slot vs other Sponsored Search slots accessible via Sponsored Discovery on 2nd April 2022.

³Performance predictor or suggestions module will show up if there are sufficient data to predict the performance.

OVERVIEW OF CAMPAIGN SETTINGS

	Traffic Objective		Sales Objective	
Type	Automated	Standard	Automated	Standard
When to use?	When you want to maximize clicks for a given budget	When you want to control over your bids	When you want to get the most sales within a specific budget	When sales are the main objective , but you also want control over your bids .
How it works	Bids will be automatically modified by our algorithm to improve the chance of clicks based on your budget	Set the Cost per Click (CPC) on the product/keyword level and control how much you pay per click	Modifies bids automatically to improve chance of sales, based on set daily budget	Bids will be automatically modified by our algorithm to improve the chance of sales within your product/keyword bid cap threshold
Metrics to evaluate	Cost per click (CPC) This campaign helps you obtain the lowest CPC to maximize your clicks within a specified budget	Cost per click (CPC) This campaign helps you to control your CPC at the product/keyword level	Cost per unit sold This campaign helps you obtain the lowest cost per unit sold to maximise conversions within your specified budget	Cost per unit sold This campaign helps you obtain the lowest cost per unit sold while allowing you to control your CPC at product/keyword level

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**Advanced Campaign
Settings**



SPONSORED DISCOVERY CAMPAIGN JOURNEY

Automated selection available

Automated selection available

Optional for Standard Campaigns



Create a campaign and set a daily budget

Sponsored Discovery can work for almost any budget. You can pause or adjust your budget anytime.



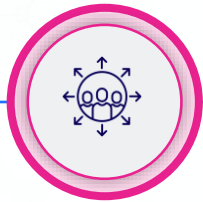
Select the products to promote and how much to bid

Before you start, make sure that your product title, pictures, descriptions and stock are updated.



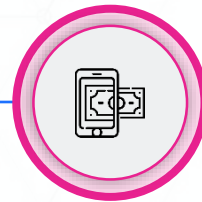
Decide which keywords to target and how much to bid for clicks

Let Lazada recommend product-relevant keywords for you, or add your own. Add as many keywords as you can!



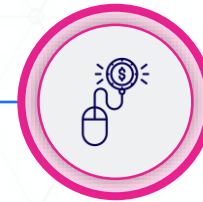
Secure high converting audiences with higher bids

Increase your bids on store visitors in the past 15 days or on in-market audiences for similar products



Top up your account

Top up your account with your store's earnings or your debit/credit card.



Shopper clicks on your Promoted Product

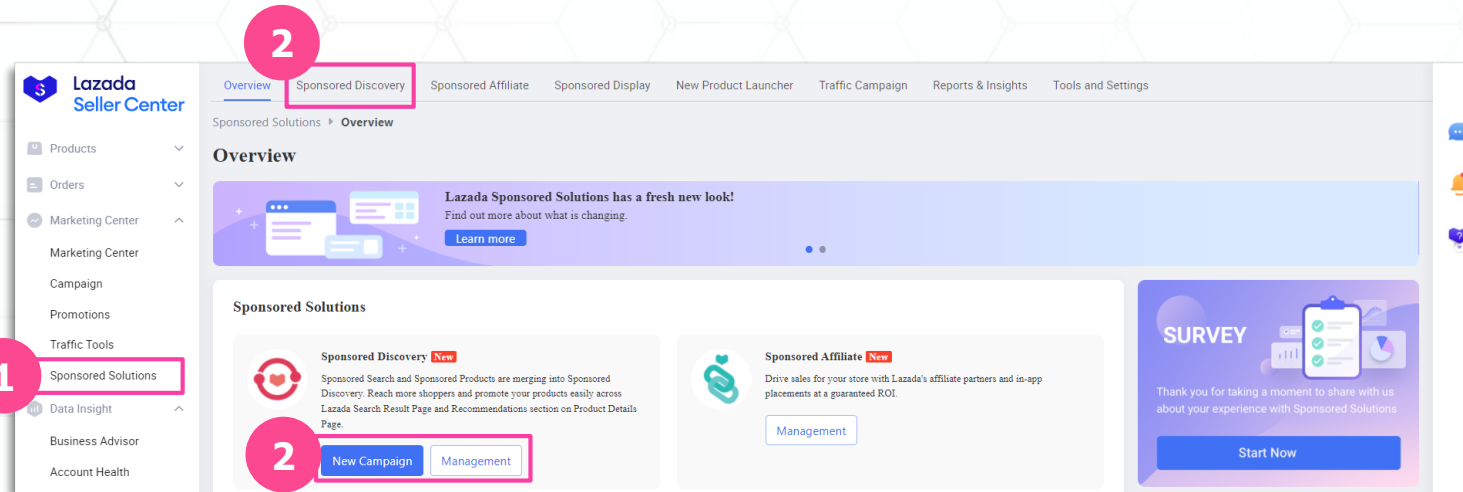
You pay for each valid clicks on your Promoted Product. Each click results in a visit to your product page.



Customer makes a purchase.

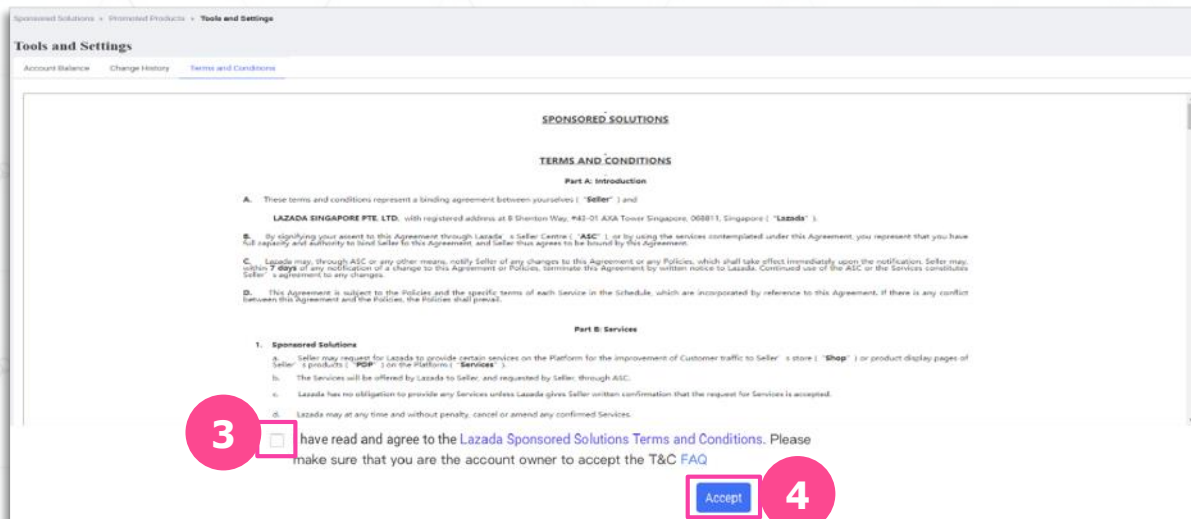
System records the purchase from your promoted product. You can view the units sold from your Promoted Product.

HOW TO ACCESS SPONSORED DISCOVERY

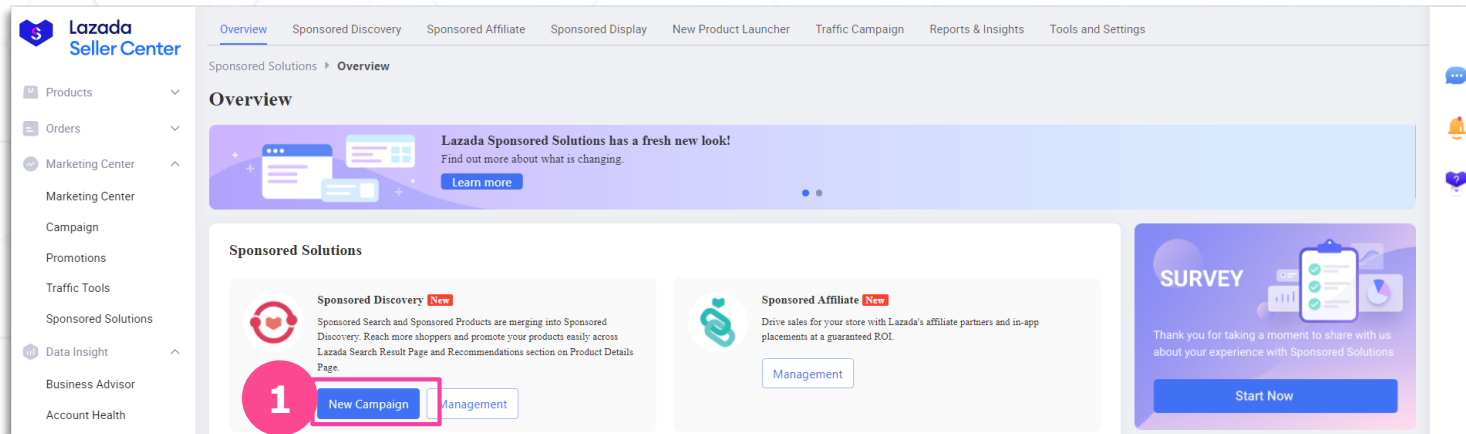


To access Sponsored Discovery from Seller Center

1. Navigate to **Sponsored Solutions**
2. Click on **Sponsored Discovery** on the top navigation bar. Alternatively, you may click on **New Campaign** or **Management** to create or manage your **Sponsored Discovery** campaigns
3. Tick the checkbox to accept the **Terms and Conditions**
4. Click **Accept** button



CREATE A NEW CAMPAIGN



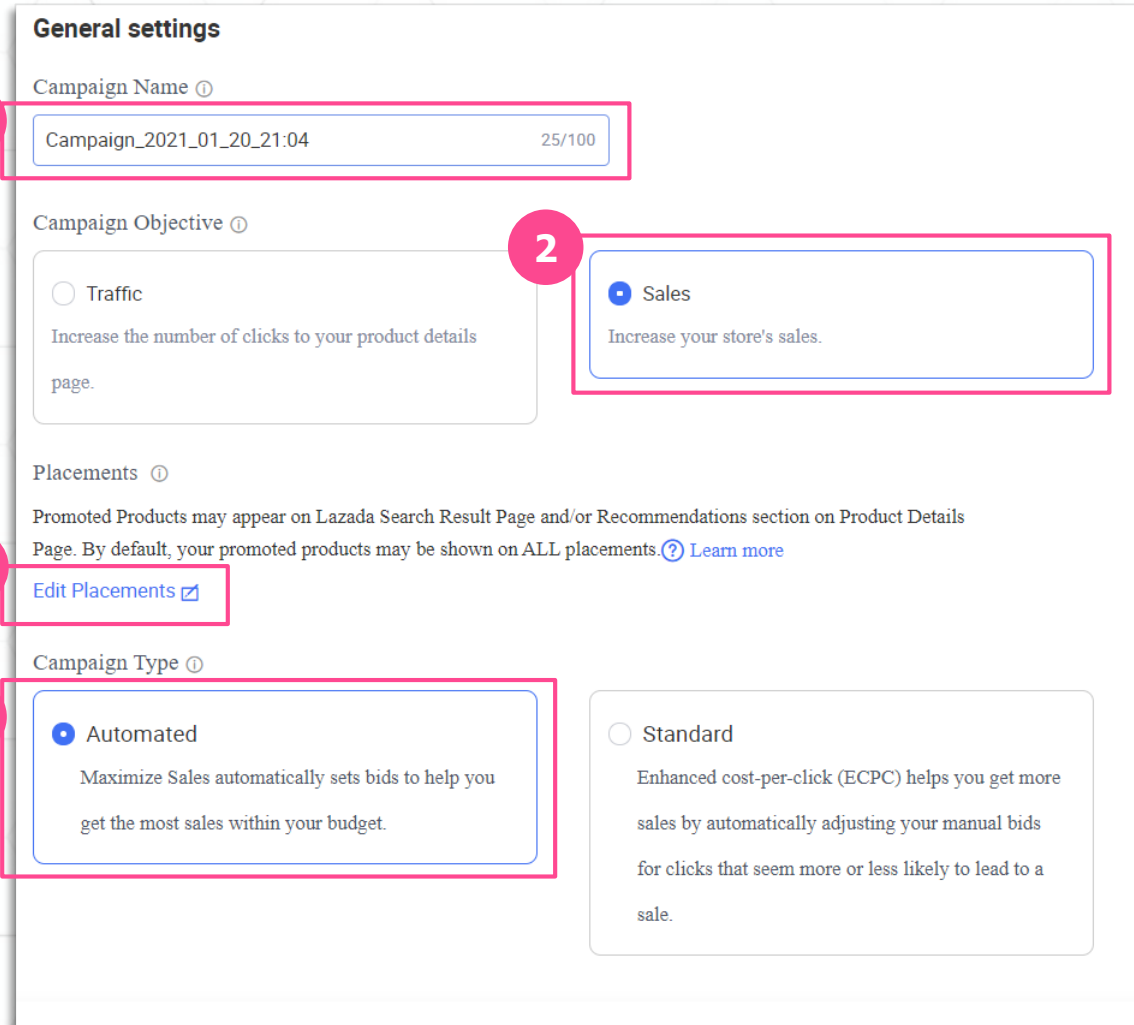
To create a new campaign

1. Click on **New Campaign**

NEW TO SPONSORED DISCOVERY?

	Traffic Objective		Sales Objective	
Type	Automated	Standard	Automated	Standard
When to use?	When you want to maximize your clicks at the product/keyword level		When you want to get the most sales within a specific budget	When sales are the main objective , but you also want control over your bids .
How it works	<div> <p>We recommend you to use the Sales Objective & Automated Campaign Type to maximise your ROI.</p> <p>Follow the steps in the following slides to set up your campaign!</p> </div>		Modifies bids automatically to improve chance of sales, based on set daily budget	Bids will be automatically modified by our algorithm to improve the chance of sales within your product/keyword bid cap threshold
Metrics to evaluate	Cost per click (CPC) This campaign helps you obtain the lowest CPC to maximize your clicks within a specified budget	Cost per click (CPC) This campaign helps you to control your CPC at the product/keyword level	Cost per unit sold This campaign helps you obtain the lowest cost per unit sold to maximise conversions within your specified budget	Cost per unit sold This campaign helps you obtain the lowest cost per unit sold while allowing you to control your CPC at product/keyword level

SETUP YOUR AUTOMATED SALES OBJECTIVE CAMPAIGN



General settings

1 Campaign Name ⓘ
Campaign_2021_01_20_21:04 25/100

Campaign Objective ⓘ

☐ Traffic
Increase the number of clicks to your product details page.

2 ☒ Sales
Increase your store's sales.

Placements ⓘ
Promoted Products may appear on Lazada Search Result Page and/or Recommendations section on Product Details Page. By default, your promoted products may be shown on ALL placements. ⓘ [Learn more](#)

3 [Edit Placements](#) ✓

Campaign Type ⓘ

4 ☒ Automated
Maximize Sales automatically sets bids to help you get the most sales within your budget.

☐ Standard
Enhanced cost-per-click (ECPC) helps you get more sales by automatically adjusting your manual bids for clicks that seem more or less likely to lead to a sale.

1. Enter your preferred **Campaign Name**
2. Under **Campaign Objective**, select **Sales** to maximise your sales
3. Keep the default option – select all placements as this allows your promotions to show up in front of interested shoppers, wherever they might be



Note: Due to differences in the bidding logic, you would not be able to adjust your placements from Sponsored Search to Sponsored Product or All placements.

4. Under **Campaign Type**, choose **Automated** to optimize bids automatically



Tip: If you are a new seller with no historical sales, you can select traffic objective to drive more clicks & switch to sales objective later.

SETUP YOUR AUTOMATED SALES OBJECTIVE CAMPAIGN

The screenshot shows the 'Campaign Budget and Schedule' configuration page. It includes a 'Daily Budget' field set to SGD 100, a 'Maximum Bid Limit' section with 'Cost-effective Bidding' selected and a bid of SGD 0.55 per click, and a 'Start Date' of 17/03/2022. A 'Next' button is at the bottom right. Numbered callouts highlight these key elements.

5 Daily Budget ⓘ

SGD 100

6 You can now bid on First Search Slot!
Average 2.5X traffic and 6X sales uplift
Tap into First Search Slot by increasing your budget

ⓘ Minimum budget starts at SGD 5 and the maximum budget allowed is SGD 10,000.

Hide Maximum Bid Price ▲

7 Maximum Bid Limit

☐ Cost-effective Bidding: Let Lazada automatically set cost-effective bid prices for you

☒ SGD 0.55 per click Surpass 75% of competitors by bidding higher than SGD 0.5

Start Date

17/03/2022

8 Set End Date (Optional) ▼

9 Cancel Next



Tip: To ensure sufficient budget levels, put a budget amount that will allow you to receive at least 100 clicks a day.

5. Input your **daily budget**—setting a budget indicates the maximum amount you're willing to pay each day
6. Increase your daily budgets to increase your chances of showing up on the First Search Slot
7. Select **Cost-effective Bidding** to allow us to bid automatically based on our robust data for you. If you need to set a max bid, we encourage you to set an amount that is higher than the suggestions to stay competitive
8. Review your **campaign duration** settings to determine how long you want your campaign to run. To capture traffic and sales as they come, keep the default setting of no end date
9. Click **Next** to continue

SETUP YOUR AUTOMATED SALES OBJECTIVE CAMPAIGN

Product Selection

Choose how you would like to add products into this campaign:

10

☒ **Automated**
Not sure which products to select? Select this option to let Lazada automatically pick products from your store. Your promoted products may change daily as we optimize towards the best performing products for you. [Learn more](#)

☐ **Standard**
I want to select products manually from my store. [Learn more](#)

Show Option ☒

Cancel Back **11** Next

10. Under Product Selection, choose **Automated product** for us to optimize towards the best performing for your campaign

11. Click **Next** to continue



Tip: Automated product selection is only available for one campaign.

SETUP YOUR AUTOMATED SALES OBJECTIVE CAMPAIGN

The screenshot shows a three-step progress bar at the top: 'Campaign Settings' (completed), 'Product Selection' (completed), and 'Promoted Products Settings' (current step, indicated by a blue circle with the number 3). Below the progress bar, the 'Creatives' section is visible. It contains a toggle switch for 'Enable automatic creatives improvements', which is currently turned on. A pink rectangular box highlights this toggle, and a pink circle with the number 12 is placed next to it. Below the toggle, there is a small text description: 'Let Lazada automatically optimise towards the best performing creative from your existing product image set. @ Learn more'. At the bottom of the form, there are three buttons: 'Cancel', 'Back', and 'Next'. The 'Next' button is highlighted with a pink rectangular box, and a pink circle with the number 13 is placed next to it.

12. Toggle the **Enable automated creatives improvements** to allow us to optimize the best performing creatives from your existing product images

13. Click **Next** to continue

SETUP YOUR AUTOMATED SALES OBJECTIVE CAMPAIGN

The screenshot displays the 'Review' step of a four-step campaign setup process. The steps are: Campaign Settings, Product Selection, Promoted Products Settings, and Review. The 'Review' step is highlighted with a blue circle containing the number 4. Below the progress bar, the 'Campaign Settings' section is visible, showing fields for Campaign Name, Campaign Objective, Placements, Campaign Type, Budget, Duration, and Maximum Bid Price. The 'Product Selection' section is also visible, showing the option to add products to the campaign. At the bottom right, there are three buttons: 'Cancel', 'Back', and 'Submit'. The 'Submit' button is highlighted with a red box and a red circle containing the number 14.

Step	Step Name
1	Campaign Settings
2	Product Selection
3	Promoted Products Settings
4	Review

Campaign Settings [Edit](#)

Campaign Name	Campaign Objective	Placements	Campaign Type
Campaign_2021_01_20_21:04	Sales	All	Automated
Budget	Duration	Maximum Bid Price	
100	2021-01-20-No End Date	No Limit - Let Lazada automatically set your bid prices.	

Product Selection [Edit](#)

Choose how you would like to add products into this campaign:

Automated

[Cancel](#) [Back](#) [Submit](#)

14. Check your **Campaign Settings** and once confirmed, click **Submit**

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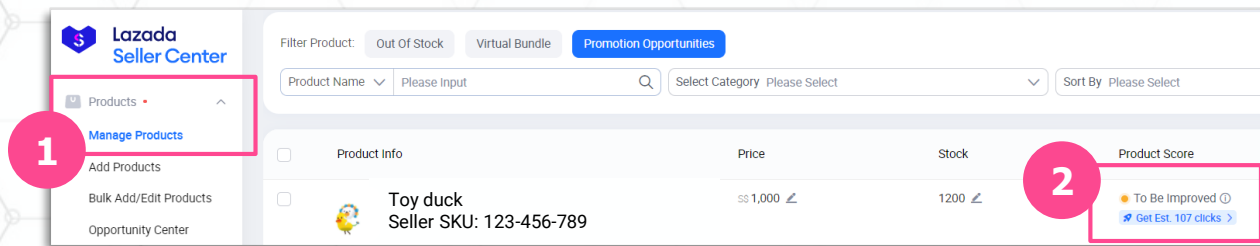
**Set up
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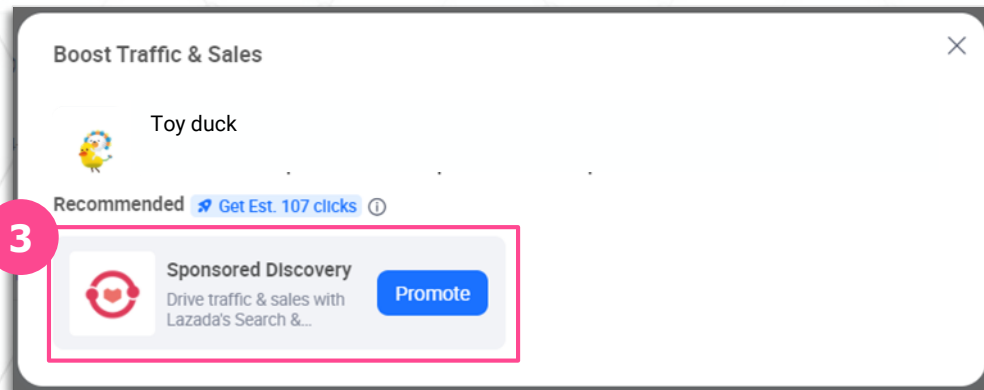
**Advanced Campaign
Settings**



ADD YOUR QUALITY PRODUCTS AND CHECK THE POTENTIAL RESULTS VIA THE PRODUCT MANAGEMENT PAGE



1. Navigate to the **Product Management** page within the **Seller Center** website
2. Check out the estimated clicks that you could get by adding the selected products
3. Click on the **Promote** button within the pop-up to proceed to set up **Sponsored Discovery** with the automated campaign type and automated product selection including the selected product



Note: If you have an existing automated campaign with automated product selection, your quality products in terms of its ability to drive your business results will be added automatically.

ADD YOUR QUALITY PRODUCTS AND CHECK THE POTENTIAL RESULTS VIA THE PRODUCT MANAGEMENT PAGE

The screenshot shows the 'Product Selection' interface. At the top, it says 'You've selected 1 product. The Lazada Algo will recommend and promote other quality products from your store to help you optimize your clicks and conversion (traffic or sales)'. Below this, a pink box labeled '4' highlights the 'Lazada Algo' recommendations section, which lists five products: 'Toy duck' (Seller SKU: 123-456-789), 'Product A' (ID: 123456789), 'Product B' (ID: 123456789), 'Product C' (ID: 123456789), 'Product D' (ID: 123456789), and 'Product E' (ID: 123456789). Below the pink box, a pink box labeled '5' highlights the 'Budget' field, which is set to 'SGD 5 Daily'. Another pink box labeled '6' highlights the 'Duration' field, which is set to '16/03/2022 - No End Date'. A pink box labeled '7' highlights the 'Submit' button at the bottom right of the form. Finally, a pink box labeled '8' highlights the 'Terms & Conditions' checkbox at the bottom of the page, which is checked.

4. Check out the other products that the **Lazada Algo** recommends to drive your traffic and sales to your store. These items are recommended based on their conversion rates and other factors to maximize your return on investment (ROI).

5. Edit the **daily budget** based on your business' objectives—we have suggested the daily budgets to allow your campaigns to drive optimal results

6. Select your desired **campaign duration**—we recommend **no end date** to capture traffic and sales as they come, keep the default setting of no end date

7. Click on **Submit** to start your **Sponsored Discovery's** campaigns

8. You will be prompted with the **Terms & Conditions** before you click on **Submit** if you have not done so

ADD YOUR QUALITY PRODUCTS AND CHECK THE POTENTIAL RESULTS VIA THE PRODUCT MANAGEMENT PAGE

10

9

Top Up

Auto Top-Up Manual Top-Up

LIMITED BONUS EPIC 10th Birthday Top Up Rebate Up to \$30! [View More](#)

Top up to unlock **SGD 30 bonus** from 07/03/2022 - 27/03/2022

75 125 200

Top up SGD 75+ and receive SGD 8

1. Top-Up Amount

2. Select Payment Method

☒ Store Earnings

Available Store Earnings: SGD 0

☐ Other payment methods

VISA Mastercard JCB

You don't have sufficient store earnings, please select other payment methods.

Total: SGD 20

9. After you've successfully created your campaign, you can top up in the pop-up and enjoy some additional **Sponsored Discovery** credits (if there are ongoing top-up challenges)
10. If you have sufficient balance in your **Sponsored Solutions'** account balance, you can check out some information on best practices, optimization, and inspirations from another seller

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**Advanced Campaign
Settings**



ADVANCED SETTINGS: CAMPAIGN OBJECTIVE

If you like to have more control over your campaign optimization, you can adjust the following settings for your campaigns

CAMPAIGN
OBJECTIVE

PLACEMENT
TYPE

CAMPAIGN
TYPE

PRODUCT
SELECTION

KEYWORD
SELECTION

AUDIENCE
BIDDING

General settings

Campaign Name ⓘ

Campaign_2021_01_11_13:28

25/100

Campaign Objective ⓘ

☒ Traffic

Increase the number of clicks to your product details page.

☐ Sales

Increase your store's sales.

It is important to consider your **business goals** and your campaign objective will help you to achieve them.

Traffic helps you **to increase the number of clicks** to your store, while **Sales** helps to **increase your store's sales**.

You can create campaigns with different campaign objectives if you have separate budgets.



Tip: You can also leverage on different objectives to tailor to different periods – i.e. Traffic objective for teasing period (when visitors are adding to cart) & sales objective for D-Day (cart check out behavior).

ADVANCED SETTINGS: PLACEMENT TYPE

If you like to have more control over your campaign optimization, you can adjust the following settings for your campaigns

CAMPAIGN
OBJECTIVE

PLACEMENT
TYPE

CAMPAIGN
TYPE

PRODUCT
SELECTION

KEYWORD
SELECTION

AUDIENCE
BIDDING

General settings

Campaign Name ⓘ

Placements ⓘ

Promoted Products may appear on Lazada Search Result Page and/or Recommendations section on Product Details Page. By default, your promoted products may be shown on ALL placements. ⓘ [Learn more](#)

Hide Placements [↗](#)

☒ All ☐ Sponsored Search ⓘ ☐ Sponsored Products ⓘ

Placements ⓘ

Promoted Products may appear on Lazada Search Result Page and/or Recommendations section on Product Details Page. By default, your promoted products may be shown on ALL placements. ⓘ [Learn more](#)

[Edit Placements](#) [↗](#)

Placements determine where your promoted products appear. We offer 2 types of placements:

Sponsored Search: Reach customers on the Search results page when they are searching for a product.

Sponsored Products: Reach customers when they are browsing similar product pages.



Tip: By default, All placements is selected to optimise your budget & bids across different placements. However, you can also select specific placements if you would like to customize your budgets & bids on those placements.

ADVANCED SETTINGS: CAMPAIGN TYPE

If you like to have more control over your campaign optimization, you can adjust the following settings for your campaigns

CAMPAIGN
OBJECTIVE

PLACEMENT
TYPE

CAMPAIGN
TYPE

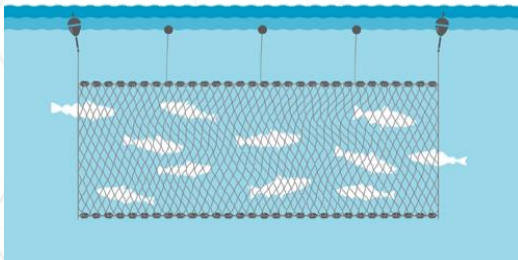
PRODUCT
SELECTION

KEYWORD
SELECTION

AUDIENCE
BIDDING

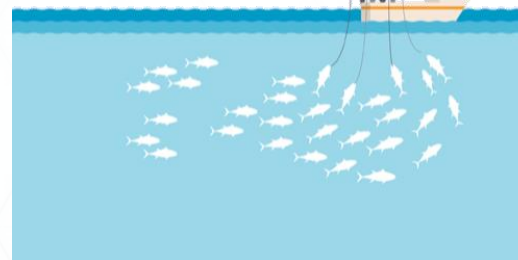
Choose between automated/standard campaign types to simplify your campaign management & optimize automatically OR retain more control over your bids

Automated



VS

Standard



Adjust to keyword trends automatically

Automated Campaigns helps you maximize clicks and sales for your given budget & helps you optimize your bids towards the best performing products, keywords automatically

Retain more control

With Standard Campaigns, you have more control over which products / keywords you bid on, and also have flexibility to adjust bid prices



Tip: You can pair your Standard campaigns with Automated campaigns to achieve the best results

ADVANCED SETTINGS: PRODUCT SELECTION

If you like to have more control over your campaign optimization, you can adjust the following settings for your campaigns

CAMPAIGN
OBJECTIVE

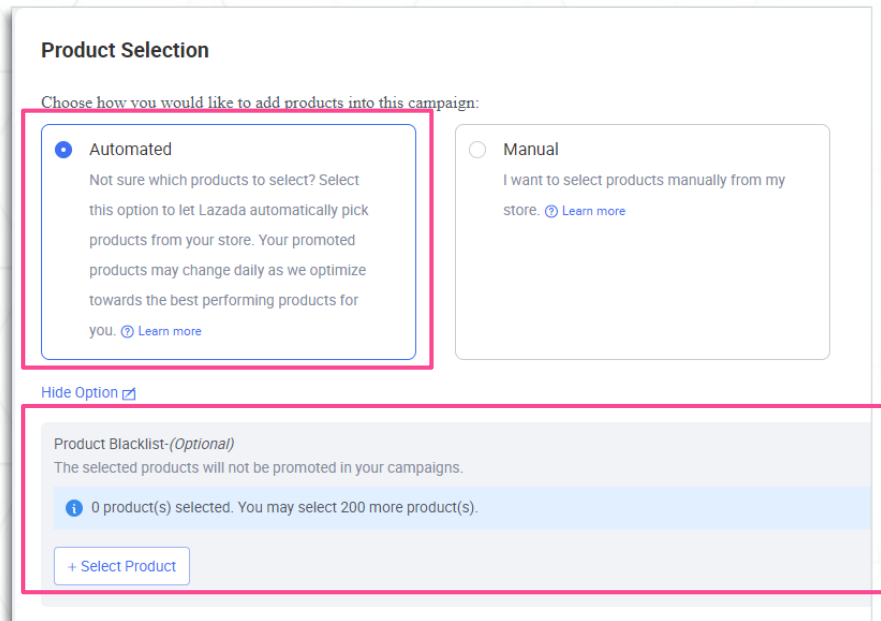
PLACEMENT
TYPE

CAMPAIGN
TYPE

PRODUCT
SELECTION

KEYWORD
SELECTION

AUDIENCE
BIDDING



Product Selection

Choose how you would like to add products into this campaign:

☒ **Automated**
Not sure which products to select? Select this option to let Lazada automatically pick products from your store. Your promoted products may change daily as we optimize towards the best performing products for you. [Learn more](#)

☐ **Manual**
I want to select products manually from my store. [Learn more](#)

[Hide Option](#)

Product Blacklist-(Optional)
The selected products will not be promoted in your campaigns.

0 product(s) selected. You may select 200 more product(s).

[+ Select Product](#)

Select between **Automated** or **Standard** to decide which products to promote in your campaign.

For **Automated**, Lazada's algorithm helps you to select up to 200 products to promote at any one time based on their predicted performance. This selection is dynamic & better performing products will get rotated into the mix based on current trends.



Tip: Should there be products that you do not wish to promote, you may use the Product Blacklist function to exclude them from your campaigns.

ADVANCED SETTINGS: PRODUCT SELECTION

If you like to have more control over your campaign optimization, you can adjust the following settings for your campaigns

CAMPAIGN
OBJECTIVE

PLACEMENT
TYPE

CAMPAIGN
TYPE

PRODUCT
SELECTION

KEYWORD
SELECTION

AUDIENCE
BIDDING

Product Selection

Choose how you would like to add products into this campaign:

☐ Automated
Not sure which products to select? Select this option to let Lazada automatically pick products from your store. Your promoted products may change daily as we optimize towards the best performing products for you. [Learn more](#)

☒ Standard
I want to select products manually from my store. [Learn more](#)

Select Product

All Top Searched Products Top Selling Products Trending Products

Category Brand Name productName search Search Clear

<input type="checkbox"/>	Product name	Units Sold	Quantity	Retail Price	Product Quality
<input checked="" type="checkbox"/>	IPHONE 11 PRO Model Terbaru	0	10	13,000,000	10
<input checked="" type="checkbox"/>	TEST 17seven produk	0	0	20,000	10
<input type="checkbox"/>	DRESS WANITA TERBARU TOKO...	0	12	10,000	10
<input type="checkbox"/>	TEST FACIAL MOISTURIZER	0	10	100,000	10
<input type="checkbox"/>	SAMSUNG - AC Dalam Ruangan	0	10	1,000,000	10

ABC, Casino

You can select 49 more products.

IPHONE 11 PRO Model Terbaru

If you already have an **Automated Product Selection** for one campaign, you can select the **Standard Setting** for your other campaigns. Toggle the buttons at the top to quickly select products that are most likely to perform and drive traffic & sales to your store.



Tip: If a product is shown as ineligible, this product cannot be promoted in Sponsored Discovery.

ADVANCED SETTINGS: PRODUCT SELECTION

If you like to have more control over your campaign optimization, you can adjust the following settings for your campaigns

CAMPAIGN
OBJECTIVE

PLACEMENT
TYPE

CAMPAIGN
TYPE

PRODUCT
SELECTION

KEYWORD
SELECTION

AUDIENCE
BIDDING

For standard product selection, include products that are likely to perform well:



Campaign Products

Boost visibility on approved campaign deals to drive more traffic to these products.



Competitively-Priced Products

Pricing is a key decision point for shoppers – products with competitive pricing and discounts have high sales potential.



Promotional Products

Products with vouchers, flexi combos & free shipping will entice shoppers to add to cart and build basket size.



Good Content Score Products

Products with the good title, clear images and accurate descriptions are more attractive for shoppers to click on.



Best-selling products

Your best-selling products can get more sales by attracting more people to click into your store.

ADVANCED SETTINGS: KEYWORD SELECTION

If you like to have more control over your campaign optimization, you can adjust the following settings for your campaigns

CAMPAIGN
OBJECTIVE

PLACEMENT
TYPE

CAMPAIGN
TYPE

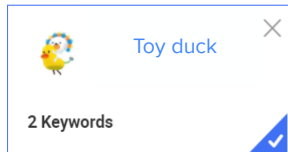
PRODUCT
SELECTION

**KEYWORD
SELECTION**

AUDIENCE
BIDDING

Keyword Selection

1 products selected. Please add keywords to 0 products.



Edit bid price in bulk

+ Add More Keywords

<input checked="" type="checkbox"/>	Keyword	Relevance	Search Volume	Suggested Bid Price	Bid Price
<input checked="" type="checkbox"/>	Toy duck	<div><div></div><div></div><div></div><div></div><div></div></div>	328	1.38	SGD 1.38
<input checked="" type="checkbox"/>	Duck	<div><div></div><div></div><div></div><div></div><div></div></div>	350	0.26	SGD 0.26

3 Factors to consider when selecting your keywords:

1. High Keyword Relevancy

Win more auctions by selecting keywords that have higher relevancy

2. High Search Volume

Select keywords with larger search volume to increase impressions

3. Bid Price

Ensure that bid price is sufficiently high to get more exposure

ADVANCED SETTINGS: RECOMMENDED KEYWORD

If you like to have some ideas on selecting keywords, you can view our recommended keywords based on the products you are selling

CAMPAIGN
OBJECTIVE

PLACEMENT
TYPE

CAMPAIGN
TYPE

PRODUCT
SELECTION

KEYWORD
SELECTION

AUDIENCE
BIDDING

Add Keywords

1 Select Keywords 2 Set Bid Price

Recommended Keywords Add more Keywords

<input type="checkbox"/>	Keyword	Relevance ↕	Search Volume ↕	Suggested Bid Price ↕
<input type="checkbox"/>	Keyword 1	■■■■■	1	0.05
<input type="checkbox"/>	Keyword 2	■■■■■	1	0.5
<input type="checkbox"/>	Keyword 3	■■■■■	135	1.6
<input type="checkbox"/>	Keyword 4	■■■■■	1	0.05
<input type="checkbox"/>	Keyword 5	■■■■■	1	0.4
<input type="checkbox"/>	Keyword 6	■■■■■	6,248	1.73

You may add 92 keywords, and you have selected 0 keywords.

Cancel Next

3 Factors to consider when selecting your keywords:

1. High Keyword Relevancy

Win more auctions by selecting keywords that have higher relevancy

2. High Search Volume

Select keywords with larger search volume to increase impressions

3. Bid Price

Ensure that bid price is sufficiently high to get more exposure

ADVANCED SETTINGS: INCREASING BIDS FOR THE FIRST SEARCH SLOT

If you like to have more control over your campaign optimization, you can adjust the following settings for your campaigns

CAMPAIGN
OBJECTIVE

PLACEMENT
TYPE

CAMPAIGN
TYPE

PRODUCT
SELECTION

KEYWORD
SELECTION

AUDIENCE
BIDDING

The screenshot shows the 'Keywords and Bid Price' section of a Lazada campaign setup. It includes a description of keywords, a choice between 'Automated' and 'Standard' keyword selection methods, and a section for increasing the bid by a percentage (currently 109%). A pink box highlights the 'Increase bid by' section and the 'First Search Slot is Launched Now!' banner. The banner text states: 'First Search Slot is Launched Now! You will only pay for clicks on First Search Slot. Learn more'. It also features a '2.5x Traffic' badge and a '6x Sales' badge.

Keywords and Bid Price

Keywords are words that are used to match your promoted products with the terms shoppers are searching for. Keywords determine if your promoted products are eligible to be shown on Lazada Search Result Page.

Choose how you would like to add keywords for your product selection:

☒ Automated
Not sure which keywords to select? Select this option to let Lazada automatically match your product selection with keywords used by shoppers to find these products. [Learn more](#)

☐ Standard
I want to select keywords manually for my product selection. [Learn more](#)

Increase bid by
109 %
helps you surpass 61% competition

First Search Slot is Launched Now!
You will only pay for clicks on First Search Slot
[Learn more](#)

2.5x Traffic

6x Sales

Increase bids based on our suggestions to surpass your competitors. The bids will only be used for the **First Search Slot** and will not be used in any other slots/placements. You will only pay when there are clicks on the **First Search Slots**.

ADVANCED SETTINGS: AUDIENCE BIDDING

If you like to have more control over your campaign optimization, you can adjust the following settings for your campaigns

CAMPAIGN
OBJECTIVE

PLACEMENT
TYPE

CAMPAIGN
TYPE

PRODUCT
SELECTION

KEYWORD
SELECTION

AUDIENCE
BIDDING

Audiences

This setting allows you to bid higher on premium audiences that are more likely to convert in your store. [Learn more](#)

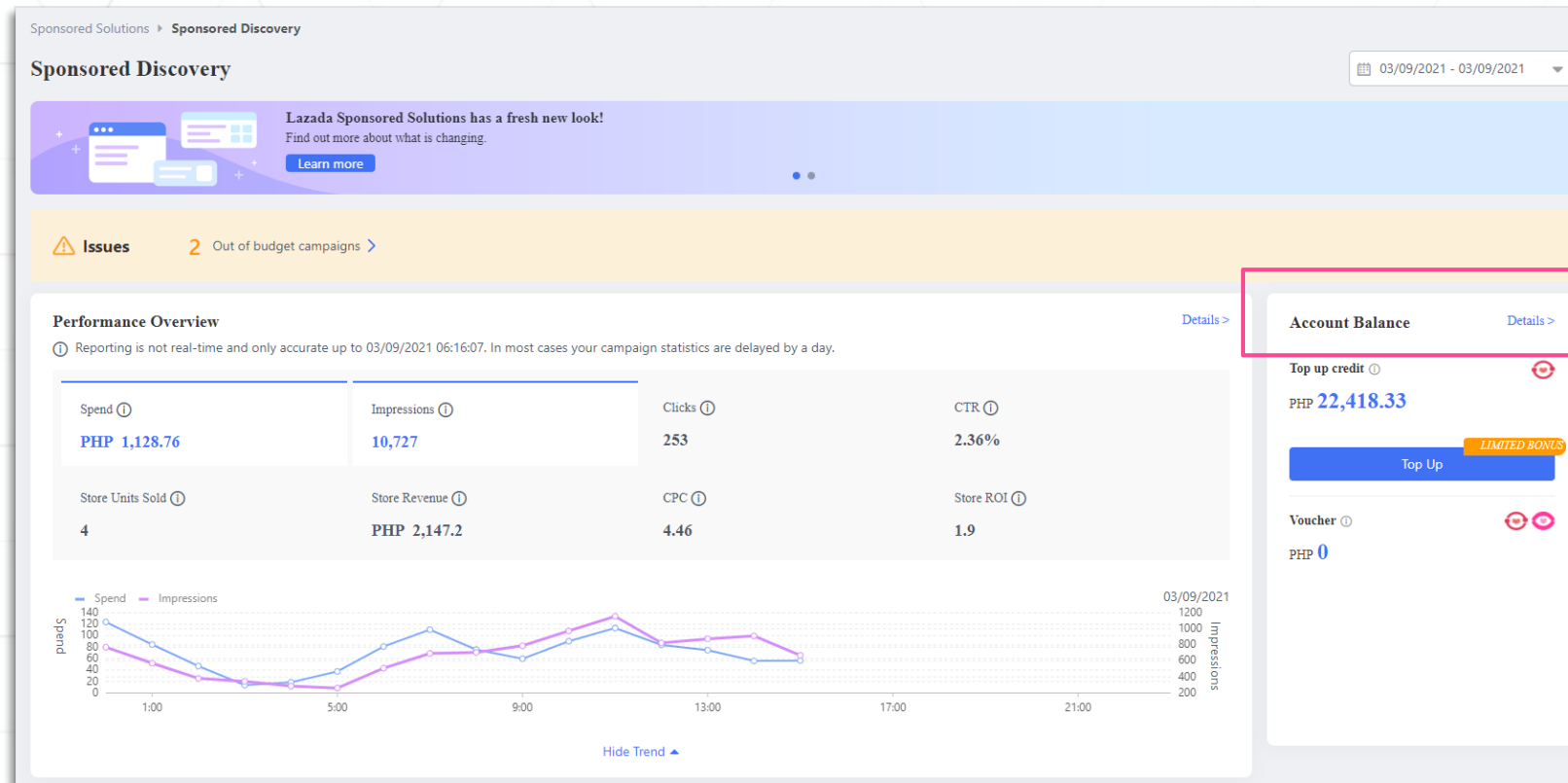
Increase bid by % on store visitors in the past 15 days

Increase bid by % on in-market audiences for similar products

The audience bidding feature is only available for Standard Campaign types, and allows you to increase your bid to **retarget store visitors in the past 15 days**, or reach out to **in-market audiences for similar products**.

TOP UP YOUR CREDITS

After creating your campaign, you will be led to the Performance overview page



Important:

- Top up your account and ensure that your **account balance has sufficient credit** for your campaigns to start running
- Learn how to do so with the step-by-step guide on **How To Top Up Your Credit on Sponsored Discovery**

SUMMARY

- **Sponsored Discovery is a solution build for you to promote SKUs on Lazada's search results page or when shoppers are browsing on similar product pages.**
- **You will be charged based on Pay Per Click (PPC) model so you pay only when shoppers click on your Promoted Product.**
- **If you are new to Sponsored Discovery, select the Automates Sales Objective Campaign to maximise your ROI. Once you are familiar with Sponsored Discovery, you can use the advanced settings for campaigns.**
- **To ensure your campaign is running without interruptions, top up your account. Top-up can be done from your available store earnings.**





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