



NEW SELLER GUIDE (NSG)

CHAPTER 5: LAZADA SPONSORED SOLUTION (LSS)

SEPTEMBER 2022



COURSE OVERVIEW

INTRODUCTION

Lazada Sponsored Solutions (LSS) will help to make selling and reaching to customers easier. All you need to do is utilize the available tools and be ready to see changes to your store.

WHAT YOU'LL LEARN

1. The overview and steps to set up new campaign using the New Product Launcher (NPL)
2. The overview and steps to set up your products for to be visible on Sponsored Discovery
3. The overview and steps to activate Sponsored Affiliate



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OVERVIEW: SPONSORED SOLUTION

Easy tools to help you cut through competition, drive traffic and sales to your store

SPONSORED SOLUTION

New Product Launcher

- ❑ How it works: Promote your **new products (created within past 90 days)** via: Home page 'For You' and My Orders 'To Review' page (Exclusive placement).
- ❑ How to see ad: Auction model, ads with highest score* will appear on the top of the page. (*Refer to page 32 for Appendix)
- ❑ Cost: Cost-per-click model, **seller only pay if a customer clicks the ad.**
- ❑ Top up: **Prepaid** mode

Sponsored Discovery

- ❑ How it works: Via **2 types of placements** (Sponsored Search or Sponsored Products)
- ❑ How to see ad: Auction model, ads with highest score* will appear on the top of the page. (*Refer to page 32 for Appendix)
- ❑ Cost: Cost-per-click model, **seller only pay if a customer clicks the ad.**
- ❑ Top up: **Prepaid** mode

Sponsored Affiliate

- ❑ How it works: Reach customers through **affiliate partners**, price comparison sites, cashback apps, top apps and websites and in-app placements.
- ❑ How to see ad: Visitors click affiliate links and landed on Lazada websites.
- ❑ Cost: Pay-per-sale model, **seller only pay after buyer purchased from seller's store.**
- ❑ Top up: **Postpaid** mode

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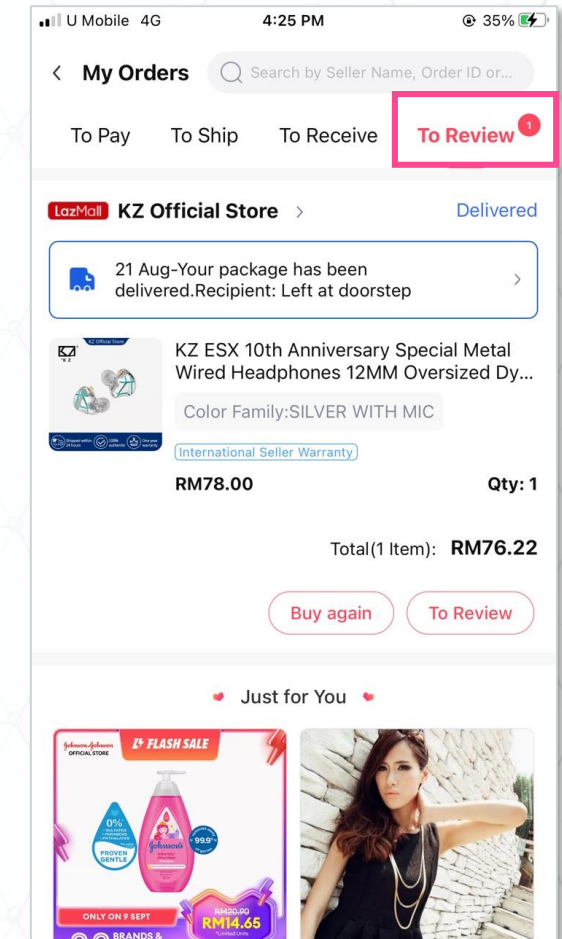
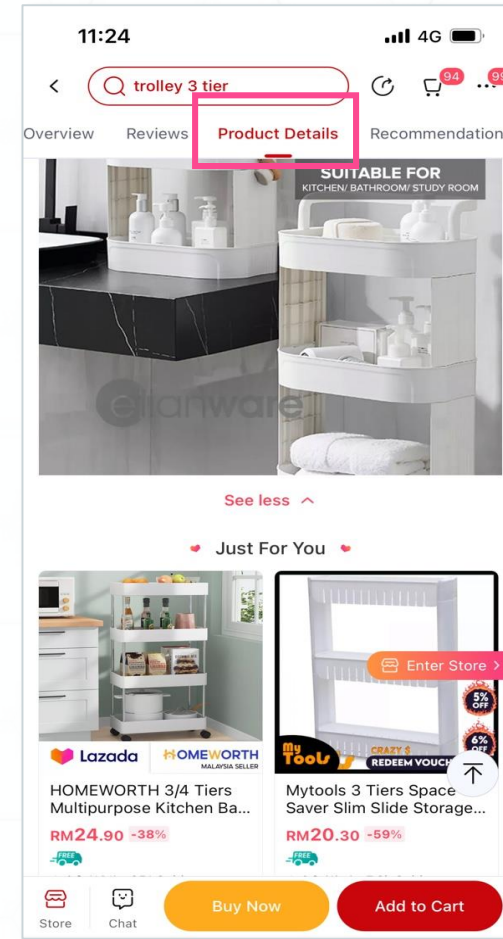
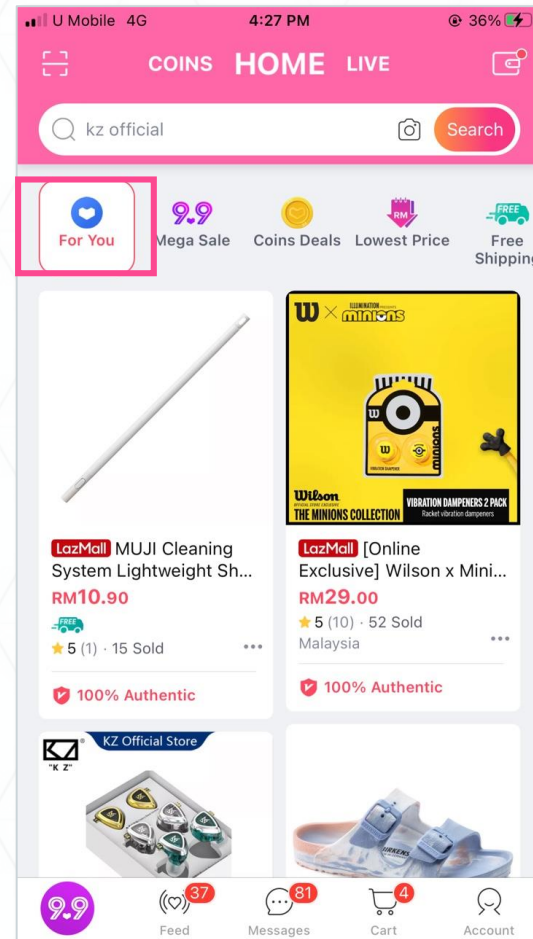
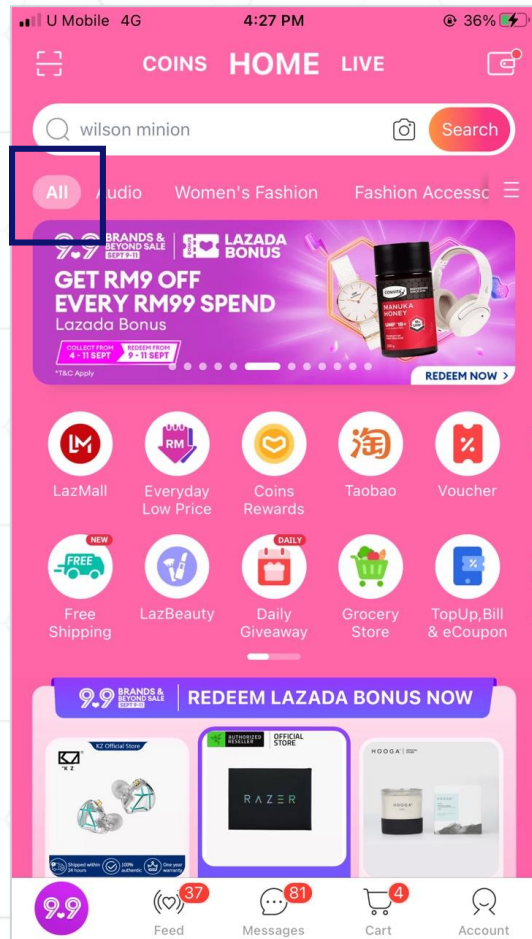


ABOUT NEW PRODUCT LAUNCHER



New Product
Launcher

Launch pad for new products



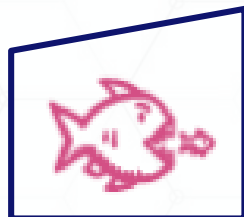
WHY NEW PRODUCT LAUNCHER?

Worry less about competition



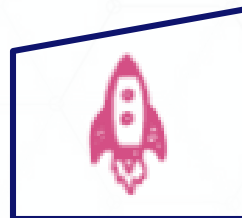
**Gain More
Visibility**

Unlock **exclusive**
placements



**Lesser
competition**

**Protected bidding
environment** for
your new products



Pay for Results

**Only pay when
products are
clicked**



**High Intent
Audience Targeting**

Target high intent
audiences via
**search keywords &
audience targeting**
features

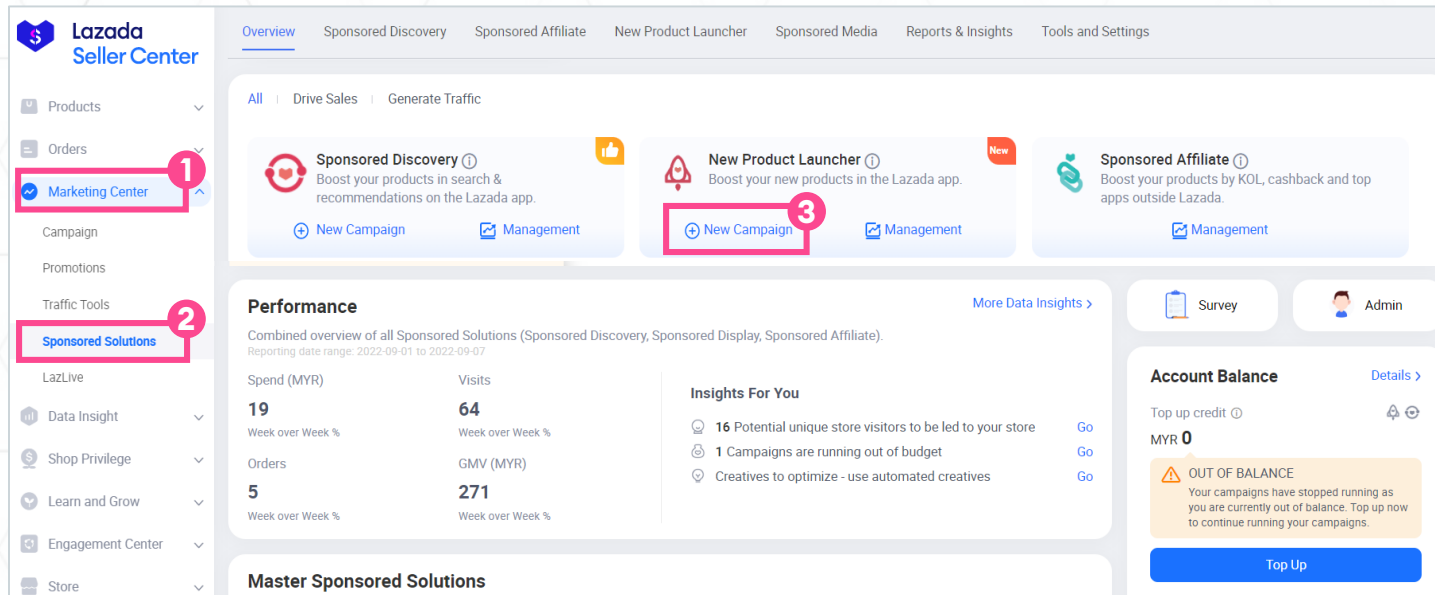


Data Transparency

**Detailed
performance report**
across promoted
products and
placements

5 MINS EASY SET UP

Marketing Center > Sponsored Solutions > New Product Launcher: New Campaign



The screenshot shows the Lazada Seller Center dashboard. The left sidebar contains a menu with 'Marketing Center' highlighted (Step 1) and 'Sponsored Solutions' highlighted (Step 2). The main content area shows three solution cards: 'Sponsored Discovery', 'New Product Launcher' (with a 'New Campaign' button highlighted, Step 3), and 'Sponsored Affiliate'. Below these is a 'Performance' section with a table of metrics and an 'Account Balance' section showing a 'Top Up' button.

Performance	
Metric	Value
Spend (MYR)	19
Visits	64
Orders	5
GMV (MYR)	271

Step 1 & 2: Select 'Sponsored Solution' under **Marketing Center**.

Step 3: Create 'New Campaign' for New Product Launcher

5 MINS EASY SET UP

Marketing Center > Sponsored Solutions > New Product Launcher: New Campaign

Choose Campaign Mode For Your New Products ⓘ

☒ Incubate Mode Become High Potential Items

Boost your new products' sales to become high potential new products in your product category



4

☐ Test Mode Get First Orders

Boost traffic to your new products to get first orders for quick market validation Note: The campaign duration will be fixed once the campaign is live.

Select New Products ⓘ

Filters: Excellent Product Score Joined Free Shipping Configured Voucher

10		Product Name	Stock	Retail Price	Product Insights
<input checked="" type="checkbox"/>		 (READY STOCK) 6pcs Blackish Glass Mug & 1pc Teapot ID: 3118123357	50	MYR 179.9	Product Score ⓘ Excellent Promotion Tools ⓘ Free Shipping ⓘ Voucher ⓘ
<input checked="" type="checkbox"/>		 (READY STOCK) Teapot Collection Single Unit FREE Teapot Co... ID: 3118037611	350	MYR 49	Product Score ⓘ Excellent Promotion Tools ⓘ Free Shipping ⓘ Voucher ⓘ

Step 4: Select **campaign mode**:-

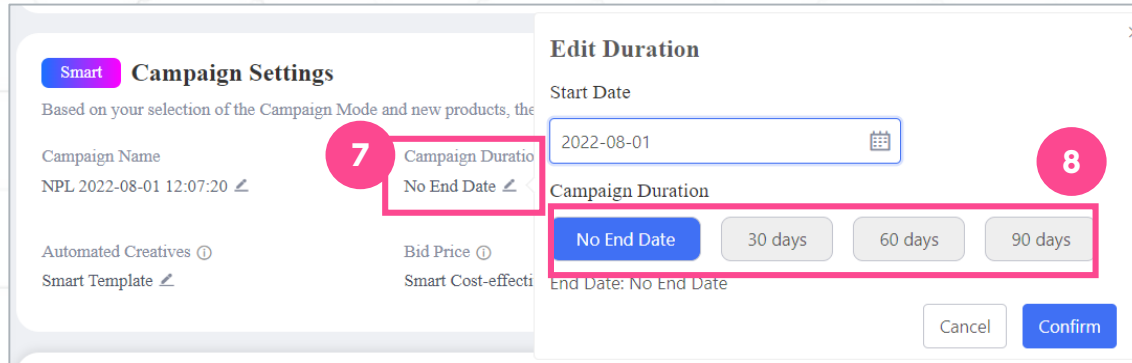
(a) Incubate mode: Boost your new products to become high potential new products

(b) Test mode: Boost traffic to your new products to get first orders

Step 5 & 6: Select new products with excellent product score

5 MINS EASY SET UP

Marketing Center > Sponsored Solutions > New Product Launcher: New Campaign



Smart Campaign Settings
Based on your selection of the Campaign Mode and new products, the below smart campaign settings are recommended.

Campaign Name
NPL 2022-08-01 12:07:20

Automated Creatives ⓘ
Smart Template

Edit Duration

Start Date
2022-08-01

Campaign Duration
No End Date 30 days 60 days 90 days

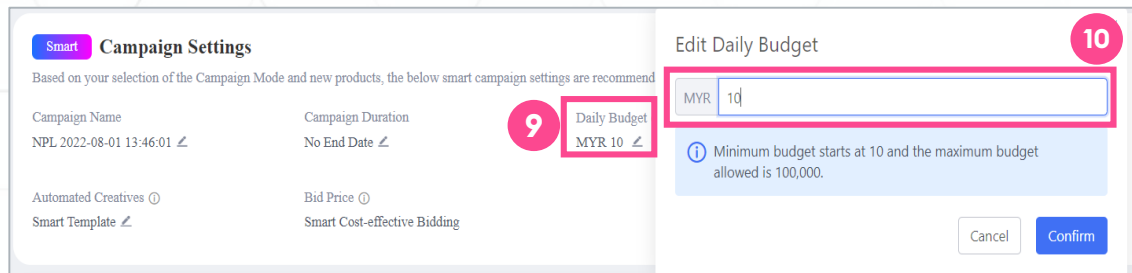
End Date: No End Date

Cancel Confirm

Step 7 & 8: Choose between 30, 60 or 90 days for **campaign duration**.

Step 9 & 10: Set **daily budget**.

(Min budget is based on number of products selected, for instance 10 products = Min budget RM10)



Smart Campaign Settings
Based on your selection of the Campaign Mode and new products, the below smart campaign settings are recommended.

Campaign Name
NPL 2022-08-01 13:46:01

Automated Creatives ⓘ
Smart Template

Edit Daily Budget

Daily Budget
MYR 10

Minimum budget starts at 10 and the maximum budget allowed is 100,000.

Cancel Confirm

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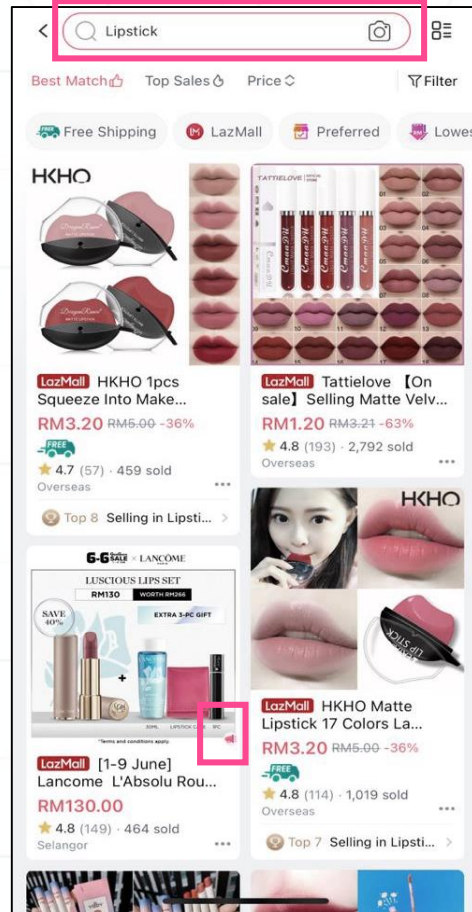
06

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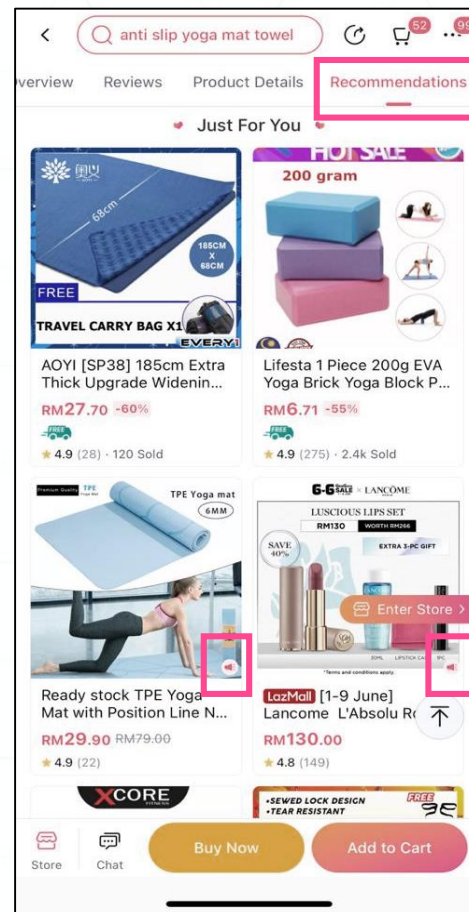


ABOUT SPONSORED DISCOVERY

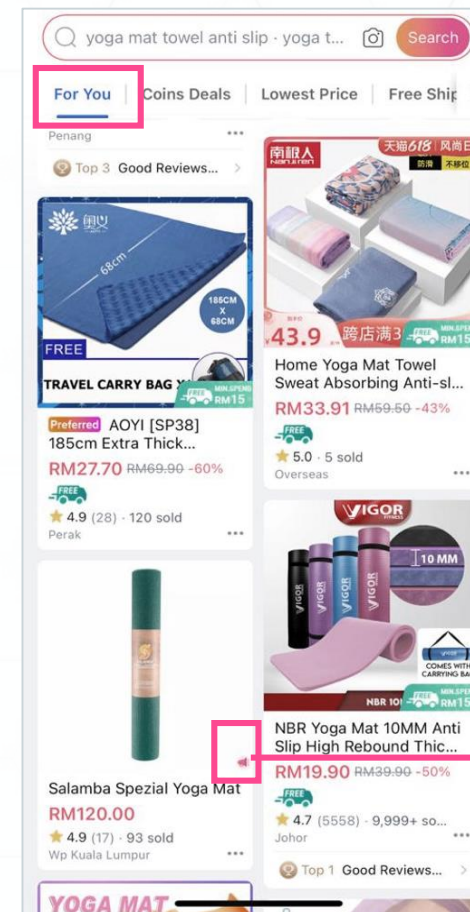
WHAT is Sponsored Discovery?



Placement on
"Search Result"
page



Placement on
"Recommendations"
> product details
page



Placement on
Homepage > "For You"
tab



"Pink megaphone"
icon on product listing
indicates Sponsored
Discovery slot.

WHY SPONSORED DISCOVERY?



Expected 6.4x sales uplift!



**Platform
Wide Visibility**

Gain more **visibility**
with Lazada's
shoppers



**Integrated
Campaign Delivery**

Best results across
Lazada's
placements



**Smart Campaign
Management**

**Automated product
& keyword
selection**



Pay for Results

**Only pay when
products are
clicked**



**High Intent
Audience Targeting**

Target high intent
audiences via
**search keywords &
audience targeting**
features



Data Transparency

**Detailed
performance report**
across promoted
products and
placements

SPONSORED DISCOVERY CAMPAIGN JOURNEY



Sponsored
Discovery

Seller **set a daily budget**,
can pause/adjust
anytime

**(1) Create Sponsored
Discovery campaign**

Focus on product
that are trending
in sales, high in
stock, new
arrivals.

(2) Select product

Increase bids on
store visitors OR
in-market
audiences for similar
products.

(4) Bid higher

**(3) Decide
keywords**

Sellers are strongly
recommended to use
**Lazada recommended
keywords** shown.

Sellers **pay for each valid
clicks** on promoted ads.

**(6) Shopper
clicks product**

**(5) Top up
account**

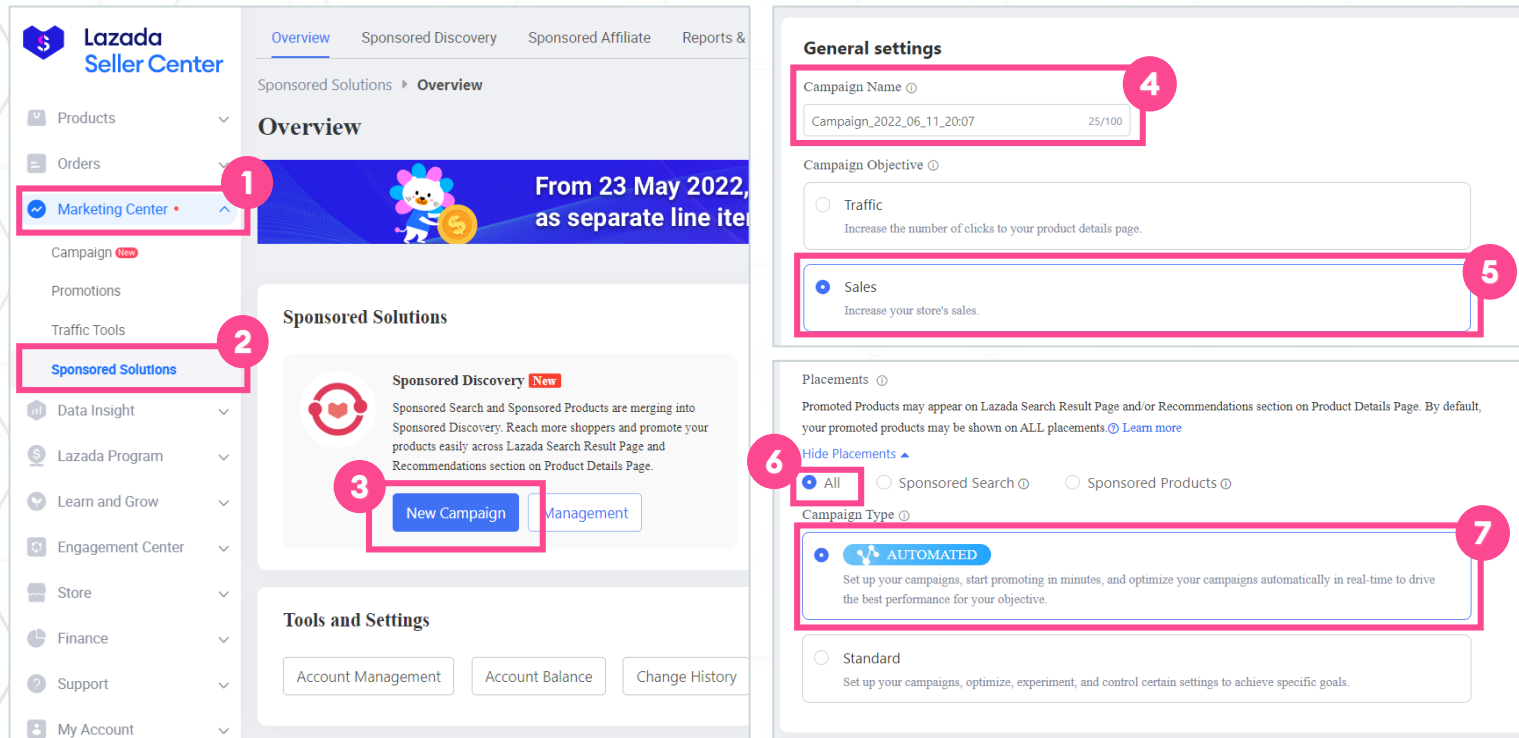
Top up via
store earnings
or credit card

**(7) Customer makes
a purchase**

Sellers can **view the units
sold** from “promoted
product” in system.

5 MINS EASY SET UP

Marketing Center > Sponsored Solutions > New Campaign (Automated Campaign)



Step 1: Click on **Marketing Center** in the left sidebar.

Step 2: Click on **Sponsored Solutions** in the left sidebar.

Step 3: Click on **New Campaign** in the Sponsored Solutions Overview section.

Step 4: Enter your **Campaign Name**.

Step 5: Select **Sales** as the Campaign Objective.

Step 6: Select **All** under Placements.

Step 7: Select **AUTOMATED** as the Campaign Type.

Step 1 & 2: Select ‘**Sponsored Solution**’ under **Marketing Center**.

Step 3: Create ‘**New Campaign**’ for Sponsored Discovery.

Step 4: Enter your **campaign name**.

Step 5: Select **campaign objective**:-

(a) Sales: Maximize sales

(b) Traffic: Maximize product visibility

Step 6: Select ‘**All**’ under **placements** for your promoted product to reach search results page & similar product pages

Step 7: Select ‘**Automated**’ **campaign type** which sets bids and keywords automatically for higher sales based on set budget

5 MINS EASY SET UP

Marketing Center > Sponsored Solutions > New Campaign (Automated Campaign)

Campaign Budget and Schedule

8

Daily Budget ⓘ

MYR 100

ⓘ Minimum budget starts at MYR 4 and the maximum budget allowed is MYR 100,000.

Set Maximum Bid Price ▾

9

Start Date

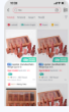
11/06/2022

Set End Date (Optional) ▾

You can now bid on First Search Slot!

Average 2X traffic and 6.4X sales uplift

Tap into First Search Slot by increasing your budget



Step 8: Set **daily budget** to run for whole day



Tip: You can start with RM100/day to make sure you won't miss any traffic

Step 9: Sets **campaign starts date**

Step 10 & 11: Go for **'automated' product selection** for system to pick the products automatically to optimize the best performing products for your campaign



Tip: Automated product selection is only available for one 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](#)

11

Show Option ☒

Cancel Back Next

5 MINS EASY SET UP

Marketing Center > Sponsored Solutions > New Campaign (Automated Campaign)



Creatives

12

Enable automatic creatives improvements ☒

Let Lazada automatically optimise towards the best performing creative from your existing product image set.

Campaign Settings [Edit](#)

Campaign Name	Campaign Objective	Placements	Campaign Type
Campaign_2022_06_11_20:11	Sales	All	AUTOMATED
Budget	Duration	Maximum Bid Price	
50	2022-06-11-No End Date	Cost-effective Bidding: Let Lazada automatically set cost-effective bid prices for you	

13

Cancel

Back

Submit

Step 12: Enable **automatic creative improvements** to allow the system to optimize the best performing creative from your existing product images.

Step 13: Click next to proceed

DIFFERENT CAMPAIGN OBJECTIVE FOR DIFFERENT RESULTS

OR seller can select “All” to gain both traffic and sales!

OBJECTIVE	TRAFFIC	SALES
When to use	Seller wants to maximize clicks within a specific budget.	Seller wants to get the most sales within a specific budget.
How it works	Seller’s ad will be shown to customers who are likely to click the ad (Sponsored Search).	Seller’s ad will be shown to customers who are likely to click AND likely to buy the product (Sponsored Products).
Results	Helps you get the lowest cost-per-click (CPC). *Higher traffic to seller’s product/store but not necessarily higher sales.	Helps you get the lowest cost-per-sale (CPS) and a higher return on investment (ROI).

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 ⓘ



*Recommended: Set by default “All” to get your ads shown on **all placements**.*

TIPS FOR HIGHER ROI!

Follow optimized settings for the highest ROI: Proven from actual seller accounts!

Creating New Campaign

Editing Existing Campaign

Campaign Objective

☐ Traffic

Increase the number of clicks to your product details page.

☒ Sales

Increase your store's sales.

(1) CAMPAIGN OBJECTIVE

ROI uplift **+45%**
for "SALES" setting

Campaign

Overview

Campaign Name
327 Piece - watch

Maximum Bid Price
No limit

Campaign Objective
Sales

Duration
2021-09-26 - No End Date

Campaign Objective

☐ Traffic

☒ Sales

Please note that changes made to your campaign objective will only be effective from tomorrow (2 days).

Submit

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

(2) PLACEMENT

ROI uplift **+65%**
for "ALL" setting

Overview

Campaign Name
327 Piece - watch

Maximum Bid Price
No limit

Campaign Objective
Sales

Duration
2021-09-26 - No End Date

Campaign Type
Automated

Daily Budget
MYR 100

Placements
All

Product Selection

☒ All

☐ Sponsored Search

☐ Sponsored Products

Apply

Reports

Reporting is not real-time and only accurate up to 2021-04-09 04:43:23. In most cases your campaign statistics are delayed by a day.

Campaign Type

☒ 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.

(3) CAMPAIGN TYPE

ROI uplift **+480%**
for "Automated" setting

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

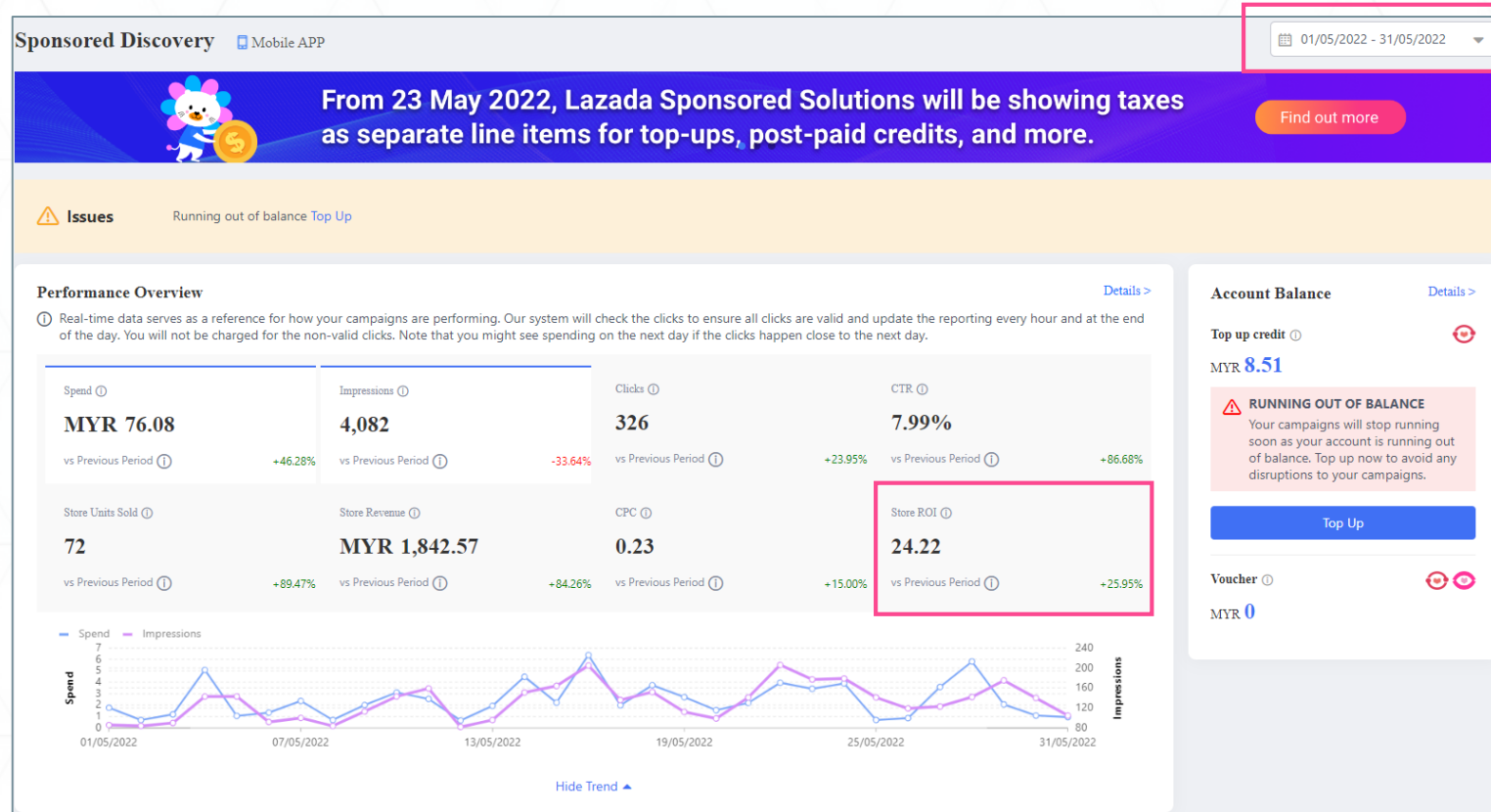
I want to select products manually from my store. [Learn more](#)

(4) PRODUCT SELECTION

ROI uplift **+84%**
for "Automated" setting

TIPS FOR HIGHER ROI!

ROI = Return on Investment. Measures the revenue generated from cost spent on LSS.



Notes:

- (1) **How to find your ROI:** Sponsored Solution > Sponsored Discovery > Select time period on the top right > ROI over the period.
- (2) **Ensure store ROI > 10** = Indicates healthy store performance (RM10 return for every RM1 spent)
- (3) Run your campaign for **at least 2 weeks** in order to have sufficient data for campaign performance analysis.

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ABOUT SPONSORED AFFILIATE



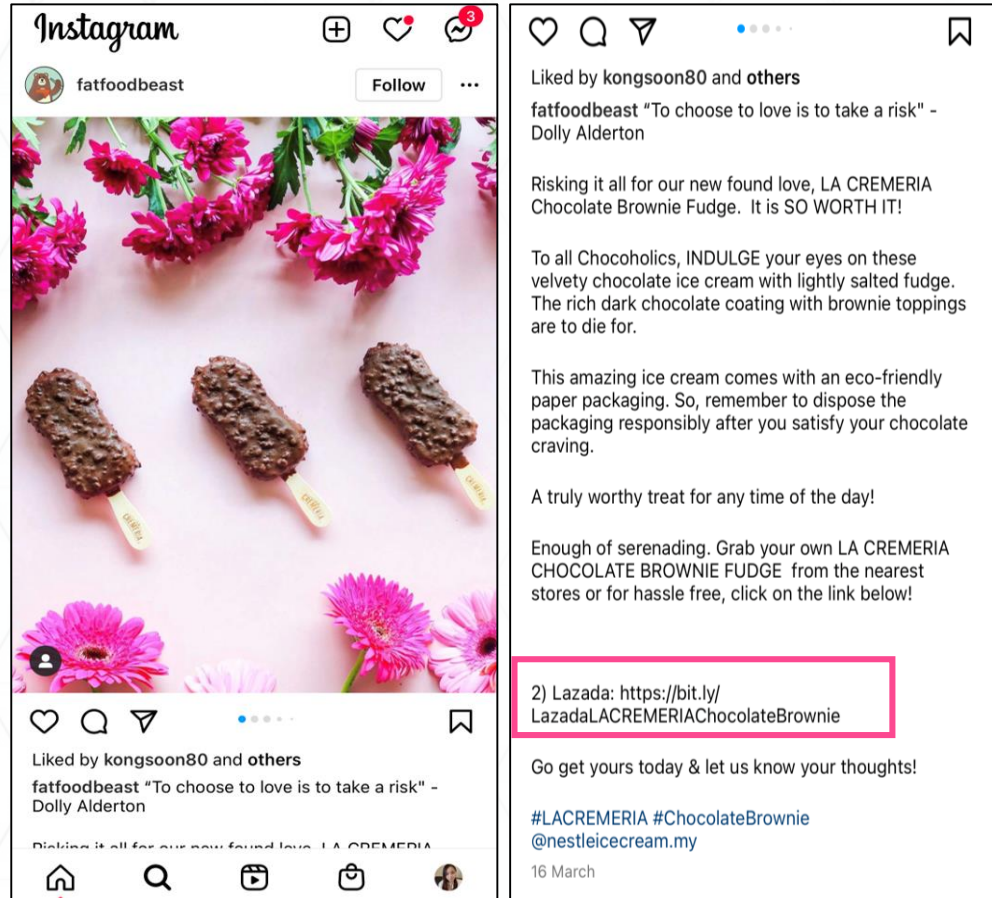
Sponsored
Affiliate

What is Sponsored Affiliate?

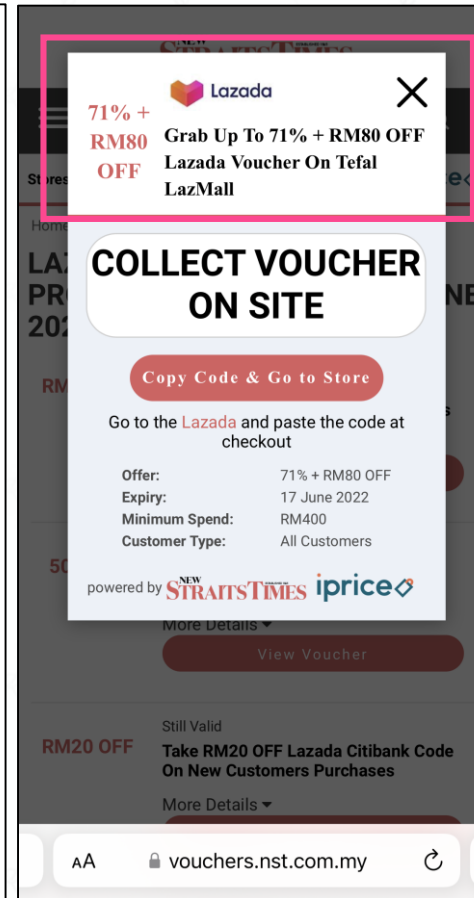
Facebook



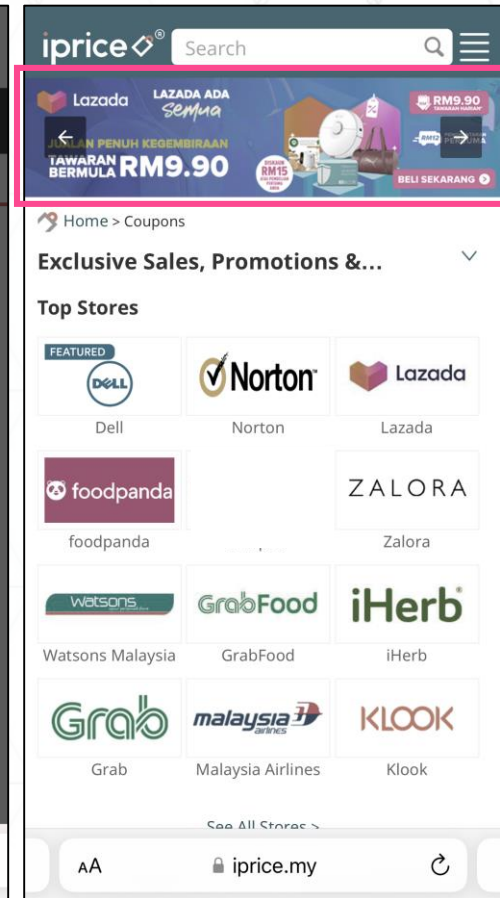
Instagram



New Straits Times website



iprice.my



WHY SPONSORED AFFILIATE?

Guaranteed return: Pay-per-sale!



Intelligent fraud detection

- Our in-house system detects fraudulent orders, ensuring your sales are genuine.



Only pay for sales conversion

- Make efficient investment where seller can control the ROI on their store.
- No upfront payment, fees deducted from seller's store earnings automatically.



Set up in less than 5 minutes

- Set 'Storewide Commission Rate'.
- Add 'Additional Product Commission' to maximize exposure and sales of selected products.



Access Lazada's Affiliate

- Leverage on Lazada's extensive affiliates network across 6 countries.
- Partner with cashback apps, influencers, content creators and high traffic apps and websites.



Grow brand presence

- Increase store visibility in the diverse digital space.

SPONSORED AFFILIATE CAMPAIGN JOURNEY



Sponsored
Affiliate

Set up Sponsored
Affiliate campaign with
attractive commission
rates
(1) You

Promotes your
store deals, send
traffic to your
Lazada store
(2) Affiliates

**Clicks on the
creatives** from
Affiliate's site and
lands on your
Lazada store
(4) Shoppers

Pay a fee based on the
commission rate set on
Sponsored Affiliate

(6) You

(3) Shoppers

Search products, **browse**
social media, blogs, price
comparison sites,
cashback apps and more

(5) Shoppers

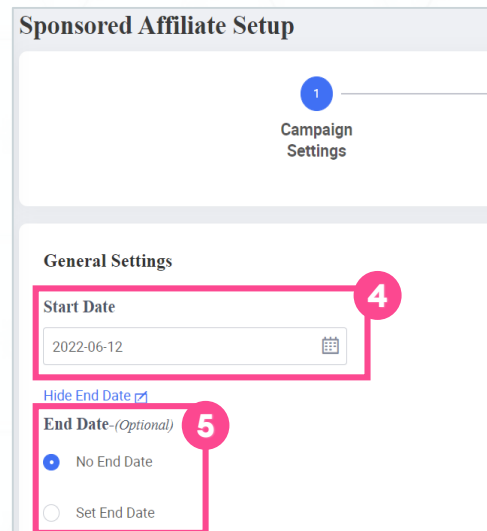
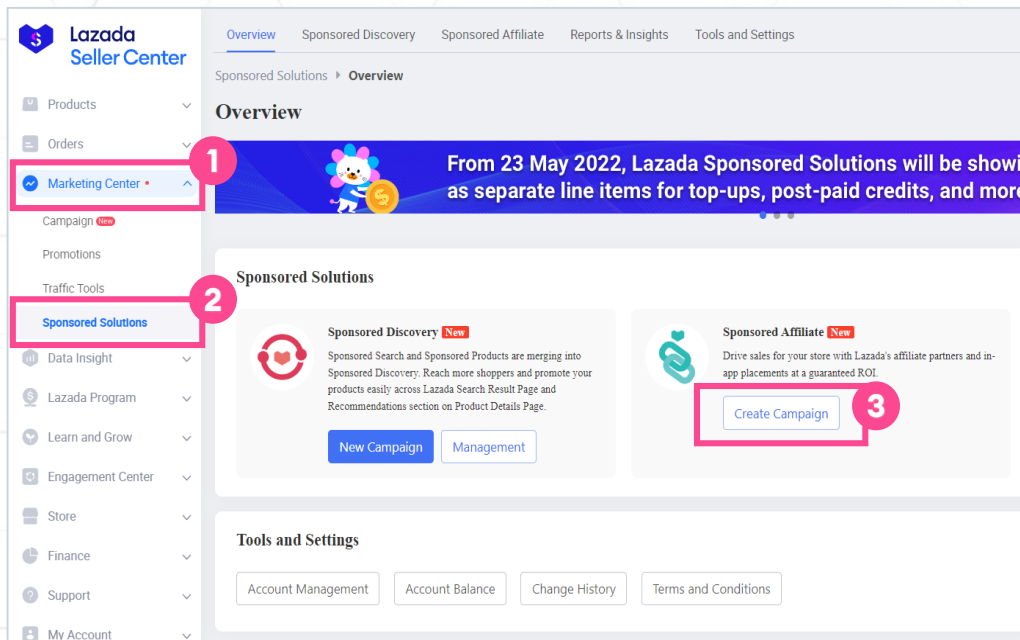
**Buy your
products** and
receive the
order

(7) Shoppers

Continue to search products,
browse social media,
websites.

5 MINS EASY SET UP

Marketing Center > Sponsored Solutions > Sponsored Affiliate: New Campaign



Step 1 & 2: Select 'Sponsored Solution' under 'Marketing Center'.

Step 3: Create 'New Campaign' for Sponsored Affiliate.

Step 4 & 5: Sets campaign start and end date

5 MINS EASY SET UP

Marketing Center > Sponsored Solutions > Sponsored Affiliate: New Campaign

Storewide Base Commission Rate ⓘ

Category	Storewide Base Commission Rate
Beauty	<input type="text" value="4"/> %
Women's Shoes and Clothing	<input type="text" value="4"/> %
Bags and Travel	<input type="text" value="4"/> %

Show More (11) ▾

Step 6: Set storewide **base commission rate**
(Standard rate: 4%)

Step 7: **Submit your campaign**

General Settings [Edit](#)

Schedule

2022-06-12-No Limit

Storewide Base Commission Rate ⓘ

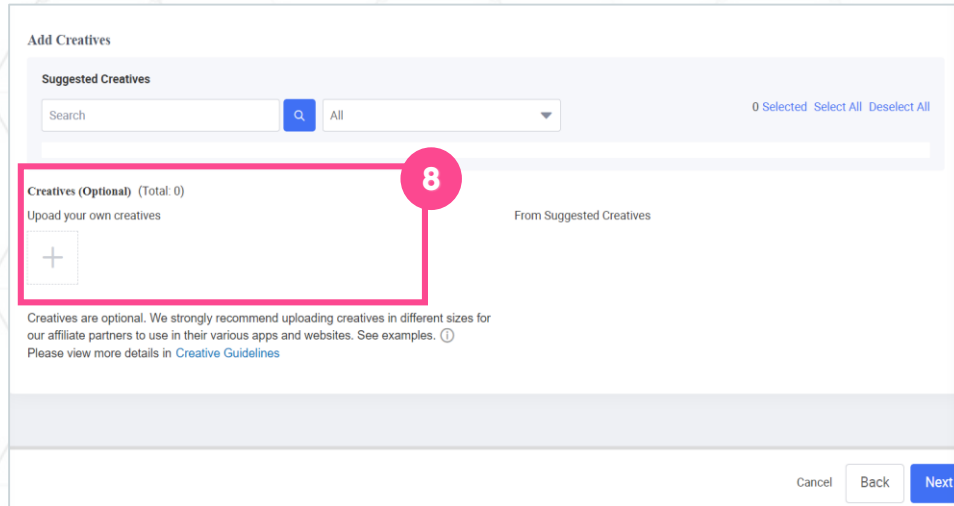
Category	Storewide Base Commission Rate
Beauty :	4%
Women's Shoes and Clothing :	4%
Bags and Travel :	4%

Cancel Back **Submit**

5 MINS EASY SET UP

Marketing Center > Sponsored Solutions > Sponsored Affiliate: New Campaign

Optional steps:



Add Creatives

Suggested Creatives

Search [] All [v] 0 Selected Select All Deselect All

8

Creatives (Optional) (Total: 0)

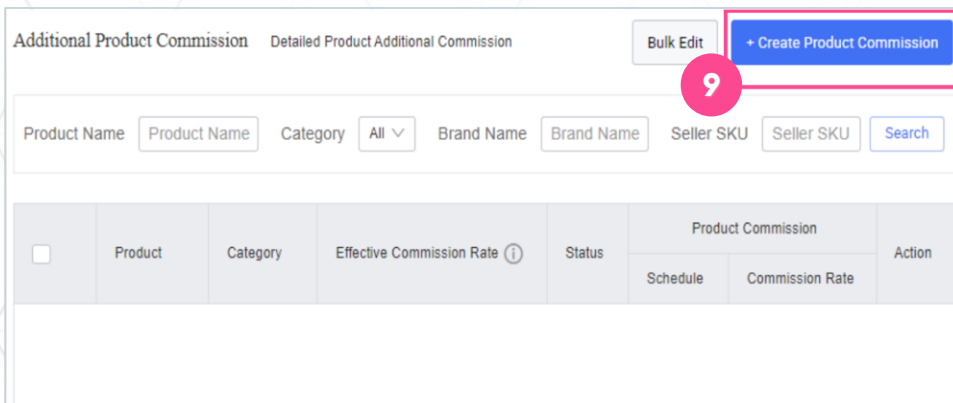
Upload your own creatives

+ []

From Suggested Creatives

Creatives are optional. We strongly recommend uploading creatives in different sizes for our affiliate partners to use in their various apps and websites. See examples. ⓘ
Please view more details in [Creative Guidelines](#)

Cancel Back Next



Additional Product Commission Detailed Product Additional Commission

Bulk Edit + Create Product Commission

Product Name [Product Name] Category [All v] Brand Name [Brand Name] Seller SKU [Seller SKU] Search []

	Product	Category	Effective Commission Rate ⓘ	Status	Product Commission		Action
					Schedule	Commission Rate	
<input type="checkbox"/>							

OPTIONAL STEPS:

Step 8: Recommend to **upload creatives in different sizes** for affiliate partners' usage.

Step 9: Optional for seller to **create additional product commission** on top of the base commission rate

SPONSORED AFFILIATE CHARGES

How much do I pay for every sales conversion?

FORMULA :

{ [Sub-total item price - Seller discount - Lazada bonus (total) + Lazada bonus (co-fund)] x Sponsored Affiliate commission rate } x 6% SST

SCENARIO:

Item	Price
Sub-total item price	RM 1,541.00
Seller discount (Flexi combo)	RM 770.50
Seller discount voucher (Buy RM 1,500 enjoy 20% off)	RM 308.50
Lazada bonus (total)	RM 135.00
Lazada bonus (Lazada co-fund 40%)	RM 54.00

Q: How much is the Sponsored Affiliate charges for this order?

A: { [RM 1,541.00 - RM 770.50 - RM 308.50 - RM 135.00 + RM 54.00] x 4% commission rate } + 6% SST
= { [RM 381.00] x 4% commission rate } + 6% SST
= **RM16.15**



Note:

1. 'Payment fee' & '2% commission fee' is excluded from the calculation formula.
2. Minimum storewide base commission rate: 4%

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PREPAID SOLUTION: SPONSORED DISCOVERY AND NEW PRODUCT LAUNCHER

Marketing Center > Sponsored Solutions > Top up

Account Balance [Details >](#)

Top up credit ⓘ

MYR 0

⚠ OUT OF BALANCE

Your campaigns have stopped running as you are currently out of balance. Top up now to continue running your campaigns.

Top Up

Voucher ⓘ

MYR 0

Seller needs to top-up credit first before start the campaign, this can be done in multiple ways:

1. Deduct from store earnings
2. Top up via online banking, credit card, Touch 'n Go

Top Up

☒ Auto Top-Up ☐ Manual Top-Up

Auto Top-Up ⓘ ☒

☒ **Option 1 ⓘ**

Condition: When top up credit balance falls below

Top-up Amount: MYR 100

Top Up: The minimum top-up amount starts at MYR 10.

Top up (amount added to your account balance): MYR 50

VAT (6%) ⓘ: MYR 3

Total (Including Tax): MYR 53

☒ **Option 2 ⓘ**

Condition: **Weekly**
We recommend you to select Sunday to ensure that your store has sufficient store earnings balance.

Top-up Amount: MYR 50

Top Up: The minimum top-up amount starts at MYR 10.

Top up (amount added to your account balance): MYR 50

VAT (6%) ⓘ: MYR 3

Total (Including Tax): MYR 53

Submit

2 OPTIONS under auto top-up:

Option 1: Top up seller account automatically when the credit balance threshold falls below desired amount.

Option 2: Weekly top up

Top Up

☐ Auto Top-Up ☒ Manual Top-Up

1. Top-Up Amount

Suggestion ⓘ: MYR 20, MYR 50, MYR 100, MYR 200, MYR 600

MYR Enter any amount

Top up (amount added to your account balance): MYR 50

VAT (6%) ⓘ: MYR 3

Total (Including Tax): MYR 53

2. Select Payment Method

☐ Store Earnings
Available Store Earnings ⓘ: MYR -0.42

☒ Other payment methods
VISA, Mastercard, Touch 'n Go, etc.

Total: MYR 53 **Top Up**

Note:

1. Auto top-up utilizes the earnings available from your store.
2. If seller's store earnings is insufficient, auto top-up feature will re-try every 2 hours until your top-up is successful.

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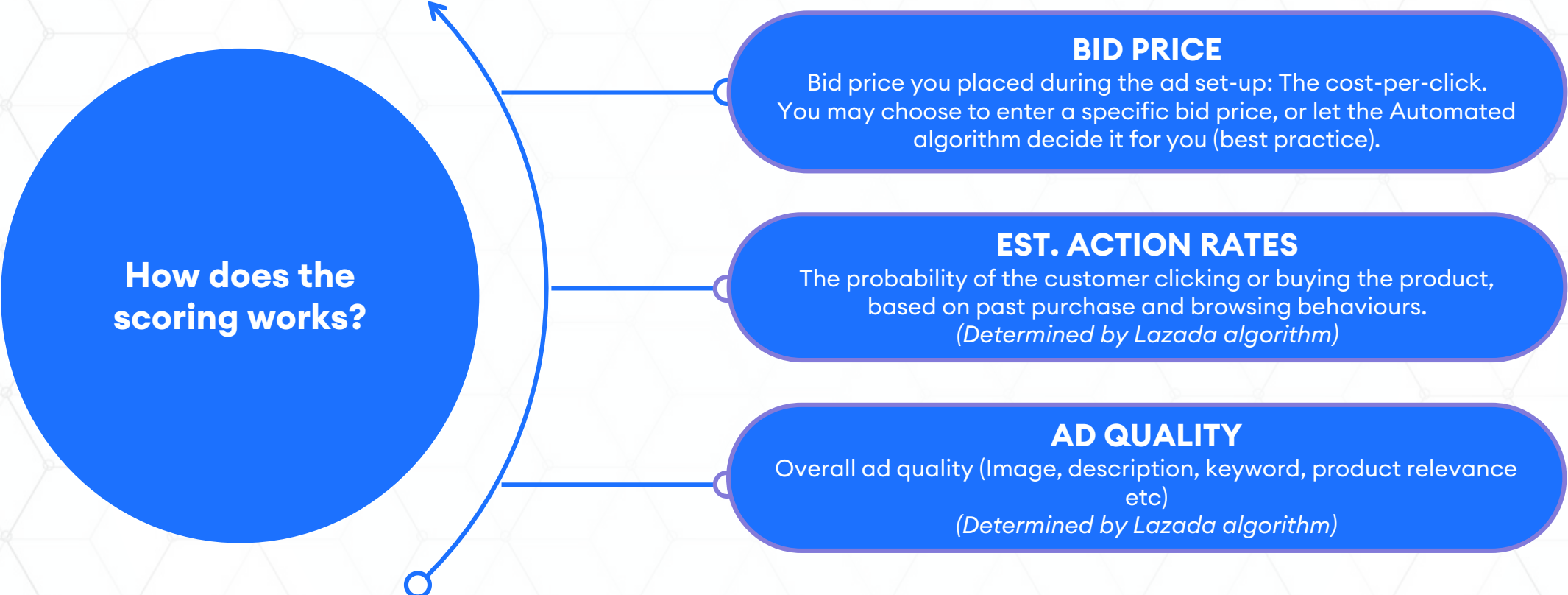
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Appendix



APPENDIX

How does the scoring works?



The diagram features a central blue circle with the text 'How does the scoring works?'. To its right, three blue rounded rectangular boxes are stacked vertically. Each box is connected to the central circle by a blue line that ends in a small circle. A curved blue arrow originates from the bottom of these three boxes and points back towards the central circle, indicating a feedback loop or overall impact.

BID PRICE

Bid price you placed during the ad set-up: The cost-per-click. You may choose to enter a specific bid price, or let the Automated algorithm decide it for you (best practice).

EST. ACTION RATES

The probability of the customer clicking or buying the product, based on past purchase and browsing behaviours.
(Determined by Lazada algorithm)

AD QUALITY

Overall ad quality (Image, description, keyword, product relevance etc)
(Determined by Lazada algorithm)

SUMMARY

- **Know your objective(s) before utilizing the tools available.**
- **For New Product Launcher and Sponsored Discovery, you will only need to pay if customer clicks the ad.**
- **For Sponsored Affiliate, you will only be charged when customer purchased item from your store.**
- **Set auto top-up to ensure your store/product gets the spotlight on Sponsored Discovery.**





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