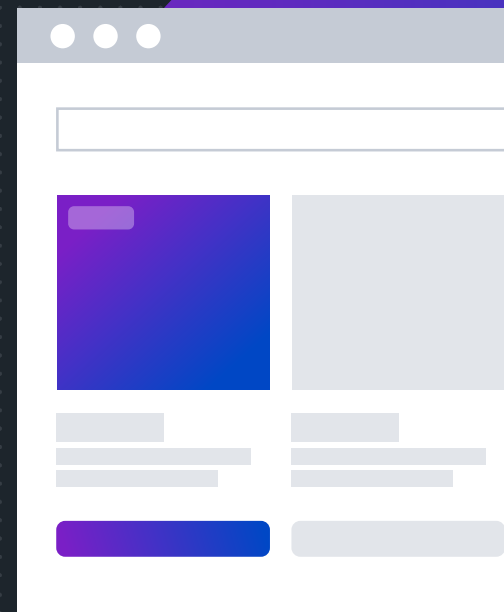


Sponsored Products Setup Guide



Welcome to Sponsored Products

This guide gives you a structured approach to creating a Sponsored Ad campaign. Proper setup is crucial—it affects how your ads perform, how your budget is spent, and how easily you can track performance over time.

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Before You Begin

- A. **Confirm that your billing information is on file.** Setting up billing is a required step for launching a campaign. If it's not, please consult your billing administrator before you continue. Then navigate to the Campaigns tab when you're ready to begin.
- B. **Make sure you have this information at hand:**
- My Ads login credentials.
 - Total budget for your campaign.
 - Desired start and end dates for the campaign.
 - Information on products to be featured. You can search for products using product name or description, SKUs, UPCs or other identifiers.

Note: You can save a draft of your campaign at any point in the set-up process.

Welcome! Let's get started.

Before you create a campaign, let's complete a few quick steps to get your account set up and ready to go.

1

Start Campaign
Start your sponsored product campaign with standard targeting. Campaigns are saved as drafts and published after billing setup is complete.

+ Create Campaign

2

Confirm invoice details
Verify your invoice account information and email addresses. Add a secondary email address.

+ Invoice Info

3

Add credit card
Add an active credit card to cover ad expenses. Review payment details to avoid disruptions.

+ Add Credit Card

How will I be billed? ⓘ
As a My Ads Billing admin, you will be invoiced for spend in two ways:
1. Billing threshold: When your outstanding spend that has not been invoiced hits a certain threshold.
2. Billing Cycle: At the end of the predetermined billing cycle, we will generate an invoice for any outstanding spend not invoiced.

×

Card Number



Add Credit Card

Close

Campaign Settings

Step 1: Start your campaign setup

Log in to the My Ads platform using your credentials, select the **+ Campaign** option, and follow these steps:

A. Enter a campaign name.

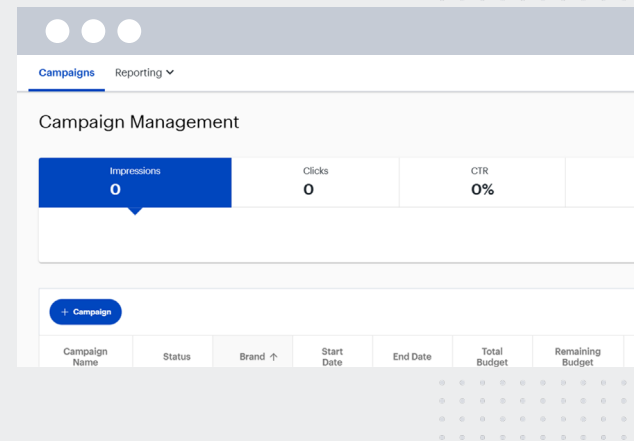
- Use a clear, descriptive name, for example: Back-to-School Laptops – Aug 2026.
- **Note:** Campaign names must be in English.

B. Choose a campaign start date.

- You can choose to start your campaign immediately or schedule it for a future date.
- **Note:** My Ads operates in UTC time. You may receive an error if you choose a start date that My Ads interprets to be in the past, based on a time zone difference.

C. Choose a campaign end date.

- Setting an end date is useful for time-sensitive promotions or seasonal campaigns.
- You can choose to leave the campaign open-ended. If no end date is selected, the campaign will run until it's manually paused or the total budget is exhausted.
- An end date will be required if you select [automated daily pacing](#) as a budgeting parameter.
- **Note:** The end date you choose determines the automated budget. For example, if your budget is \$365 and you select an end date one year out, your campaign will spend around \$1 a day. Consider this when selecting an end date.

A screenshot of the 'Campaign' settings form. On the left, there is a sidebar with a list of steps: 1. Campaign Settings (highlighted), 2. Ad Group, 3. Products, 4. Bidding, 5. Keywords, and 6. Review. The main content area is titled 'Campaign' and contains two sections: 'Campaign Name' and 'Schedule'. The 'Campaign Name' section has a text input field with the placeholder 'New Campaign Name'. The 'Schedule' section has two date pickers: 'Start Date' with the value '07/23/2025' and 'End Date (optional)' with the placeholder 'MM/DD/YYYY'.

Step 2: Create a budget

Setting an ad budget helps you stay within your overall marketing budget while allowing flexibility for daily and monthly pacing. We recommend that you review budget performance regularly to make any adjustments needed to align with your goals.

You can update your total campaign budget at any time during a campaign. **Note:** Changes take effect immediately and may influence pacing and ad delivery.

- A. **Input the budget amount.** Your total campaign budget is the maximum amount you're willing to spend over the duration of your campaign.

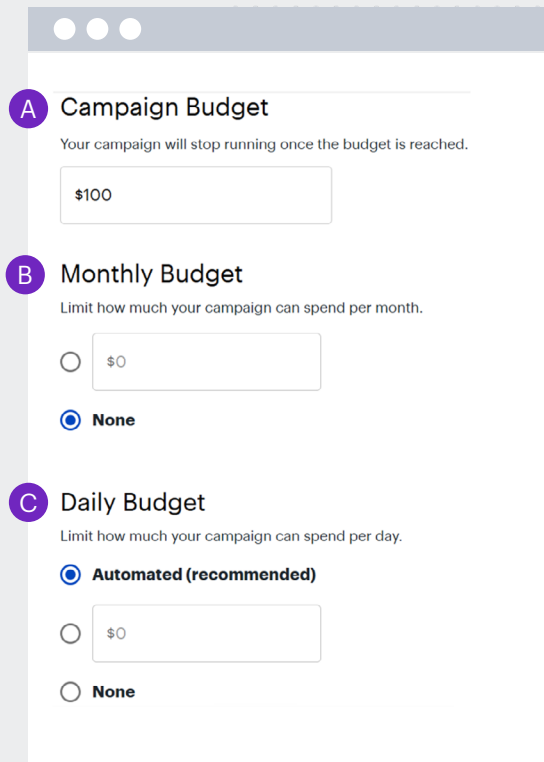
- For this example, the total campaign budget is \$100.

- B. **Set a monthly budget.** My Ads provides two options for managing your monthly budget:

- **Enter a fixed monthly budget** to cap your total monthly spend at a specific dollar amount. Use this option if you have a defined budget and want to ensure consistent pacing throughout the campaign.
- **Select “none”** if your campaign spend will be based on performance opportunities or daily budget settings. This option offers flexibility but requires close monitoring to avoid overspending.

- C. **Set a daily budget.** There are three options:

- **Automated budget (recommended):** Your campaign automatically adjusts your daily spend to maximize performance. This option is ideal if you want to let the system optimize delivery without manual adjustments.
 - **Note:** The end date you choose determines the automated budget. For example, if your budget is \$365 and you select an end date one year out, your campaign will spend around \$1 a day. Consider this when selecting an end date.
- **Manual budget:** Enter a specific amount to control how much you spend each day. Use this if you have a fixed budget or want to test performance at a set spend level.
- **No daily budget (None):** No daily cap is set. Your campaign spend will be based on available opportunities and your overall budget. Use this option only if you're comfortable with variable daily spend.



The screenshot shows a web interface for setting campaign budgets. It has three sections: A. Campaign Budget, B. Monthly Budget, and C. Daily Budget. Section A has a text input field with '\$100' and a note: 'Your campaign will stop running once the budget is reached.' Section B has a radio button for '\$0' and a radio button for 'None' (which is selected). Section C has a radio button for 'Automated (recommended)' (which is selected), a radio button for '\$0', and a radio button for 'None'.

A Campaign Budget
Your campaign will stop running once the budget is reached.

B Monthly Budget
Limit how much your campaign can spend per month.
☐ \$0
☒ None

C Daily Budget
Limit how much your campaign can spend per day.
☒ Automated (recommended)
☐ \$0
☐ None

Step 3: Set attribution parameters

Attribution for Sponsored Products determines how credit for a sale is assigned to an ad interaction (clicks or views). This can help you understand which ads are driving conversions and make decisions to optimize your campaign. **Note:** Attribution settings cannot be changed once a campaign launches.

A. **Choose product match types.** Sponsored Products offers three levels of product match criteria for attributing conversions.

- **Same product (default).**
 - The shopper must purchase the exact product (SKU) advertised.
 - This is the most precise attribution setting, ideal for campaigns focused on individual product performance.
- **Same product, same category.**
 - The product purchased must belong to the same category as the advertised product.
 - Useful for evaluating performance at the category level, for example, all products within “kitchen appliances.”
- **Same product, same category, same seller.**
 - The purchased product must be from the same seller as the advertised product.
 - Best suited for seller-level campaigns aiming to drive overall seller sales.

Attribution Settings

These Defaults are Best Buy recommended settings.

Post-Click Settings

Lookback Window 14 Da... ▼

Post-View Settings

Lookback Window 1 Day... ▼

Product Match

Same Product (default) ▼

Product Match

Same Product (default) ▼

B. Select post-click attribution.

- Choose a Lookback Window—7, 14, or 30 days—from the post-click settings drop-down. The default value for this function is 14 days.
- How the default works: If a user clicks an ad and purchases the product 10 days later, a 14- or 30-day lookback window would attribute the sale to that click, but a 7-day window would not.

C. Select post-view attribution.

Post-view attribution assigns credit for a sale to an ad that a buyer saw but did not click, as long as the purchase occurs within a defined lookback window. This helps advertisers measure the influence of ad impressions on conversions, especially brand awareness and upper-funnel strategies.

- Choose a Lookback Window—1, 7, or 14 days—from the post-view settings drop-down. The default setting for this function is 1 day.
- If you prefer, you can proceed without a post-view window by selecting “Lookback Window No Post-view.”

When you're satisfied with your attribution parameters, click [Continue](#) to move to the next section.

Attribution Settings

These Defaults are Best Buy recommended settings.

B **Post-Click Settings**
Lookback Window 14 Da...
Product Match
Same Product (default)

C **Post-View Settings**
Lookback Window 1 Day...
Product Match
Same Product (default)

[Back to Table of Contents](#) [Continue](#)

Ad Groups

Step 1: Name your Ad Group

Note: My Ads can only accept Ad Group names in English.

Step 2: Set Ad Group start and end dates

Start and end dates help you control when specific Ad Groups (product sets or strategies) run within the campaign's time frame. You can start or stop different Ad Groups at different times to match promotions or product availability. **Note:** My Ads operates in UTC time. You may receive an error if you attempt to set a start date in the past when you are in a different time zone.

Ad Group Settings

Ad Group Name

1

Schedule

2

Start Date

07/22/2025

End Date (optional)

MM/DD/YYYY

Step 3: Set an Ad Group budget

Setting a budget at the Ad Group level lets you control how much of your total budget is used for specific product sets or targeting strategies. This helps you prioritize spend on high-performing or time-sensitive promotions while keeping everything within your campaign's overall budget.

Ad Group Budget

☒ **Capped**

Your campaign will stop running once the budget is reached.

\$0

☐ **Uncapped**

Your campaign will spend freely from the funds available to it.

When you're satisfied with your Ad Group selections, click [Continue](#) to move to the next section.

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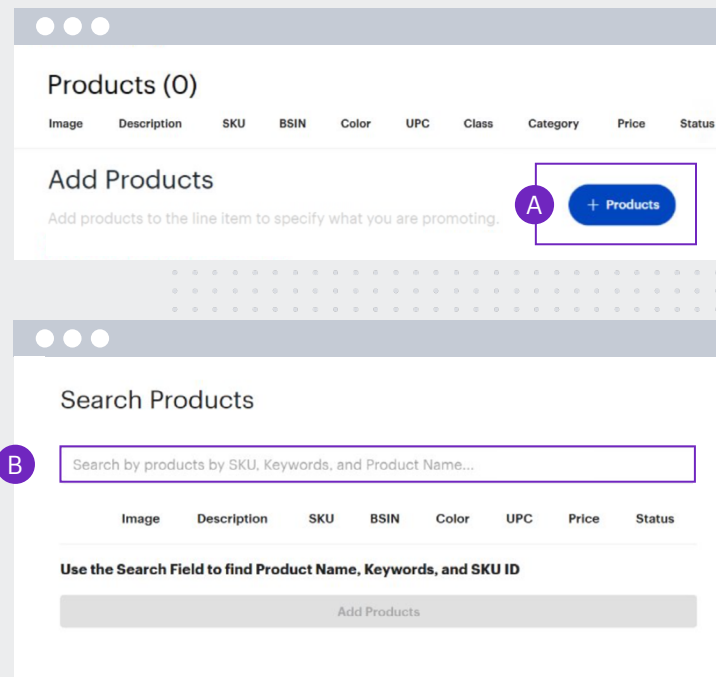
Products

Step 1: Search for products

A. Click on **+ Products**

B. Use the **search bar** to locate the products you want to use in your campaign. There are multiple ways to locate the products you want to include:

- **Search using a SKU.** If you are searching for multiple SKUs, separate them with a line break in the search field.
- **Search using a brand name,** product name, description, color, BSIN or UPC. Searches using these criteria are limited to a 90-character description in the search bar.
- **Leave the search bar blank** and hit “Return”—this will bring up your full catalog. Use the category drop-down menu to make your selections or check “Select All” to include all products in your catalog.

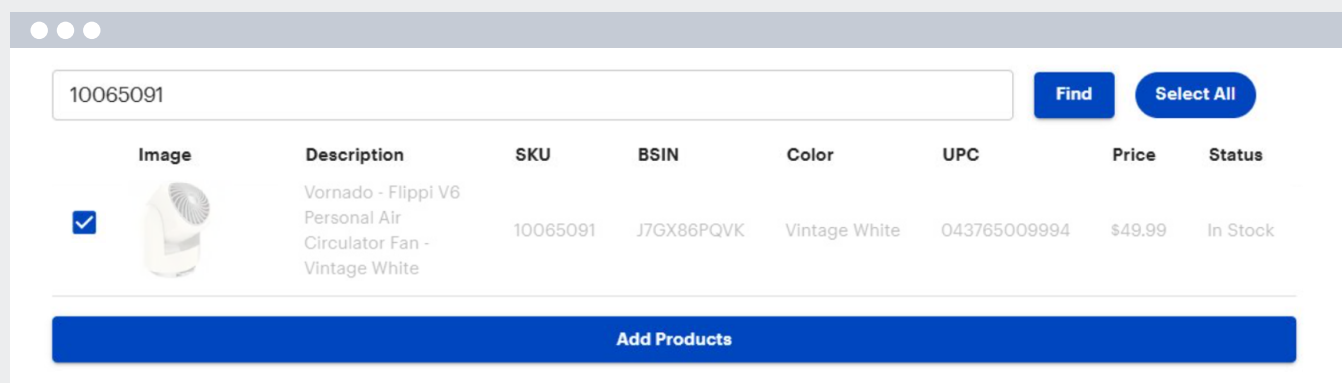


Step 2: Choose product images

Once you locate a product you want to add, click the checkbox (✓) to select a preferred product image.

Step 3: Add products to your campaign

When you’ve identified all products, click **Add Products** to add them to your campaign. When you’re satisfied with your selection, advance to the next section.



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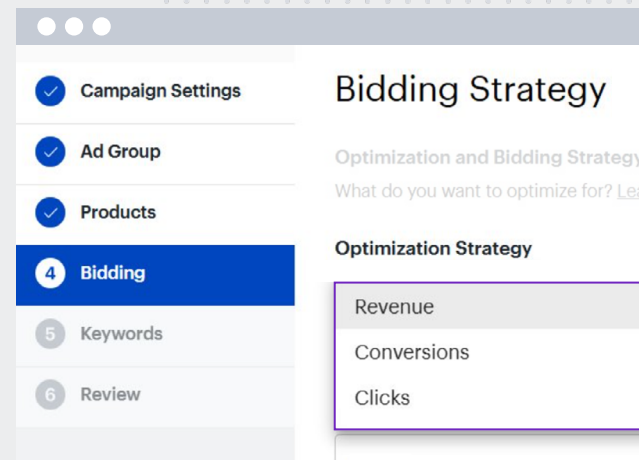
Bidding

Step 1: Select an optimization strategy

Choose from these options based on your campaign goals and objectives:

- **Revenue optimizer:** Select this model if your aim is to maximize return on ad spend (ROAS). It's typically best for mature campaigns where profitability is the top priority.
- **Conversion optimizer:** If your goal is efficiency, choose this model that focuses on generating more orders at the lowest cost per sale.
- **Click optimizer:** Use this option to drive traffic to your product pages. It's ideal for new product launches or increasing brand visibility.

[Consult this resource](#) for detailed information on optimization strategies.



Step 2: Set bids

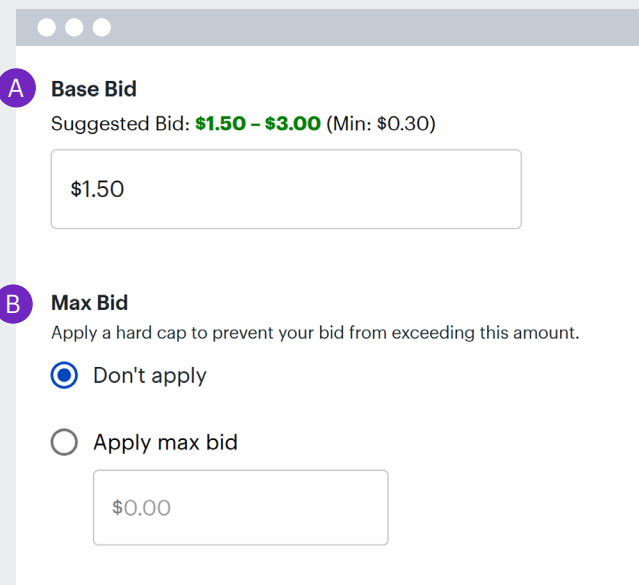
Your bid strategy should align with campaign goals for awareness, traffic or conversion.

A. Select a Base Bid.

- The suggested bid indicates the range that typically drives visibility and performance.
- Setting the Base Bid at or near the suggested bid level is more likely to deliver your ad in high-traffic placements.

B. Set a Maximum Bid.

- If using a revenue or conversion optimization strategy, set a Max Bid to control how much you pay per click; this still allows the algorithm to optimize toward your goals.
- To balance performance and cost control, and to ensure your spend aligns with your campaign objectives, the system adjusts bids in real time. This prioritizes placements more likely to drive sales or conversions, up to the Max Bid.



When you're satisfied with your Bidding selections, click [Continue](#) to move to the next section.

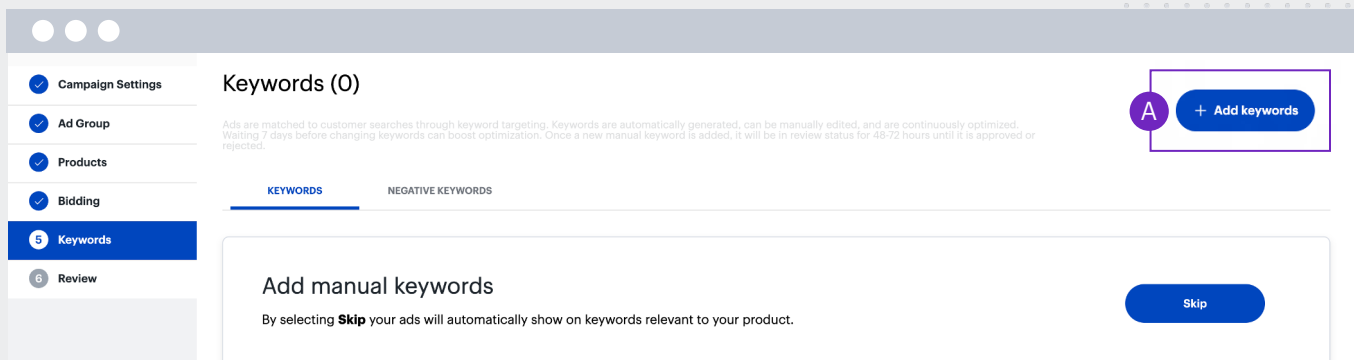
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Keywords

Whether you want to drive conversions, maximize reach or improve efficiency, aligning your keyword strategy and your campaign objectives can significantly improve performance and return on ad spend (ROAS). **Note:** We recommend you let your campaign run for 7–10 days without keyword manipulations to allow the algorithm to optimize on your behalf.

Positive keywords are subject to review and may take up to 72 hours for approval. To increase the likelihood of approval, follow these guidelines:

- Use descriptive, accurate keywords that reflect the product category or theme.
- Make sure keywords are contextually relevant to all products in the associated line item. Irrelevant or overly broad keywords may be rejected.
- Do not use keywords that only apply to one product if the line item contains multiple products. The keyword should represent the entire product assortment.
- Avoid overly generic terms or keywords that could mislead users.
- Validate keywords before submitting to avoid rejections.

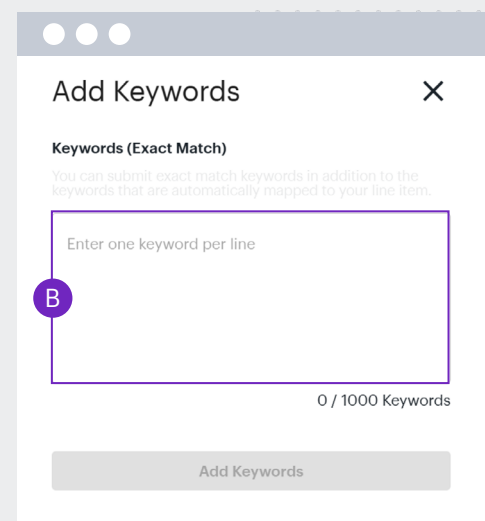


Step 1: Add positive keywords

A. Click on **+ Add keywords**

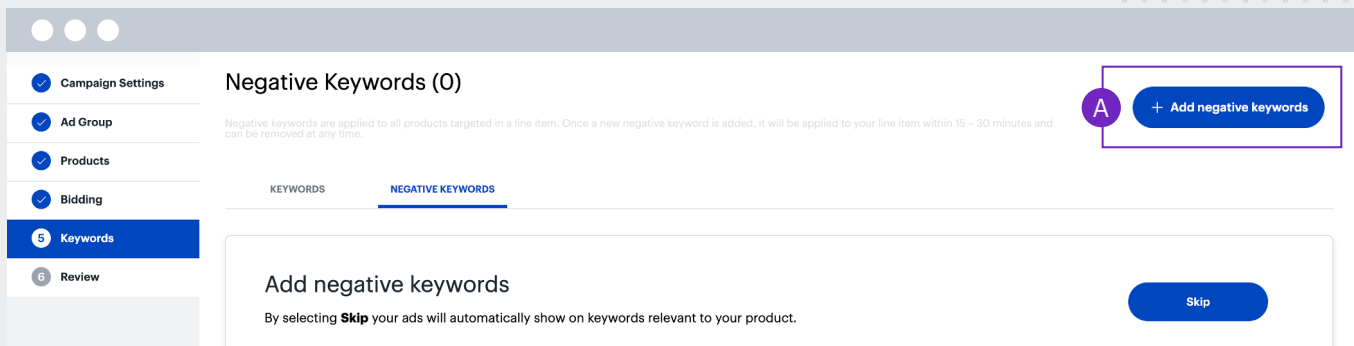
B. Enter up to 1,000 positive keywords into your campaign.

- Exact match keywords offer the highest level of targeting precision. They trigger your ad only when a shopper’s search query matches the keyword exactly or is a close variant such as a plural form, misspelling, or reordered words with the same meaning.
- Example: Using “wireless earbuds” will serve your ad for that specific phrase, but not “wireless earbuds for running.”



Step 2: Add negative keywords

A. Click **+ Add negative keywords**



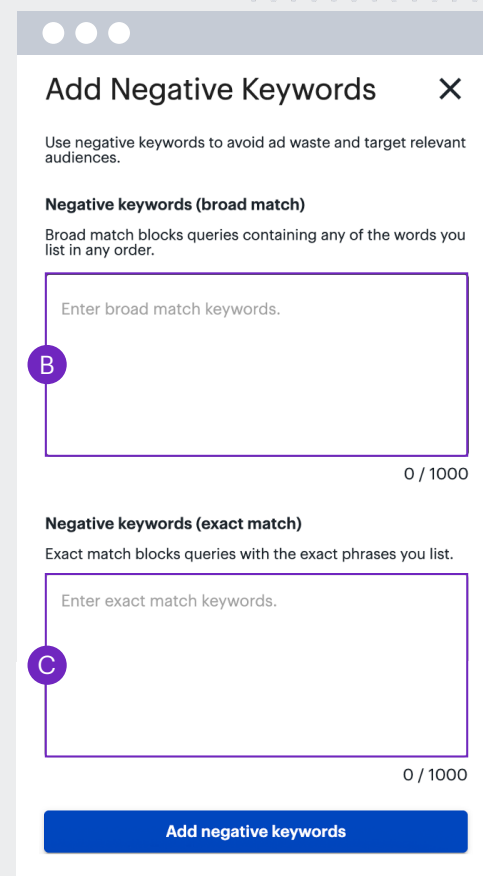
B. **Broad match negative keywords** block your ads from showing for a wide range of related search terms.

- Example: If you add “wireless earbuds” as a broad-match negative keyword, your ad won’t appear for searches like “cheap wireless earbuds,” “noise-cancelling wireless earbuds” or “Bluetooth wireless earbuds.”
- Your ad may still show for loosely related terms like “wireless headphones” or “cordless earphones.”

C. **Exact match negative keywords** are more precise and block your ad only when the search term exactly matches the keyword or a close variant.

- If you use “wireless earbuds” as an exact match negative keyword, your ad will only be blocked for that specific phrase. It will not be blocked for “wireless earbuds with mic” or “wireless earbuds for running.”

Note: Broad match keywords limit reach to a much greater degree than exact match. If your goal is broader reach, choose exact match as your negative keyword strategy. For more information on setting keywords, [consult this resource](#).



You’re almost done! Once you’ve entered your positive and negative keywords, click **Continue** to advance to the next section.

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Review and Publish

Follow these last steps to publish your campaign

- A. On the [Summary Review](#) page, review all your campaign inputs to make sure they are accurate.
- B. [Not ready to publish?](#) No problem. You can save this campaign by clicking [Save Draft](#).
- C. If [everything looks good](#), submit your campaign by clicking [Publish](#). **Note:** If the [Publish](#) button is greyed out, it means no credit card has been added to your account. Once your billing administrator adds a credit card to your account, the [Publish](#) button will turn blue and be clickable. For more information, see the [Billing FAQs](#).

Your Sponsored Products campaign is now live

With everything in place, your ads are ready to reach high-intent shoppers across Best Buy—but campaign success doesn't stop at launch; it's built through ongoing optimization. Here are some things to monitor throughout your campaign:

- A. [Keyword performance](#): Keep an eye on which search terms are driving traffic and conversion. Adjust your strategy as needed to stay aligned with shopper intent.
- B. [Campaign optimizers](#): Campaign optimizers automatically adjust bids and placements to improve performance. Regularly review their impact by checking metrics like ROAS, CTR and conversion. If performance stalls, consider different optimization tactics.
- C. [Consumer behavior](#): Consumer behavior changes quickly. Weekly reviews and regular check-ins and optimization can help you stay competitive and responsive.

Now that your campaign is running, learn best practices on how to [optimize your performance](#) →