

# Sponsored Products Gives More Control to a Bar Stool Supplier's Placement in Superbrowse, Increases Product Views and Orders

## Overview

A bar stool supplier had several existing SKUs on Wayfair.com. With over 200 pages of bar stool results, it can be a challenge to stand out in a saturated category. This supplier used Sponsored Products with the goal of boosting visibility in the marketplace, and ultimately gain added traffic and product orders.

## Impact

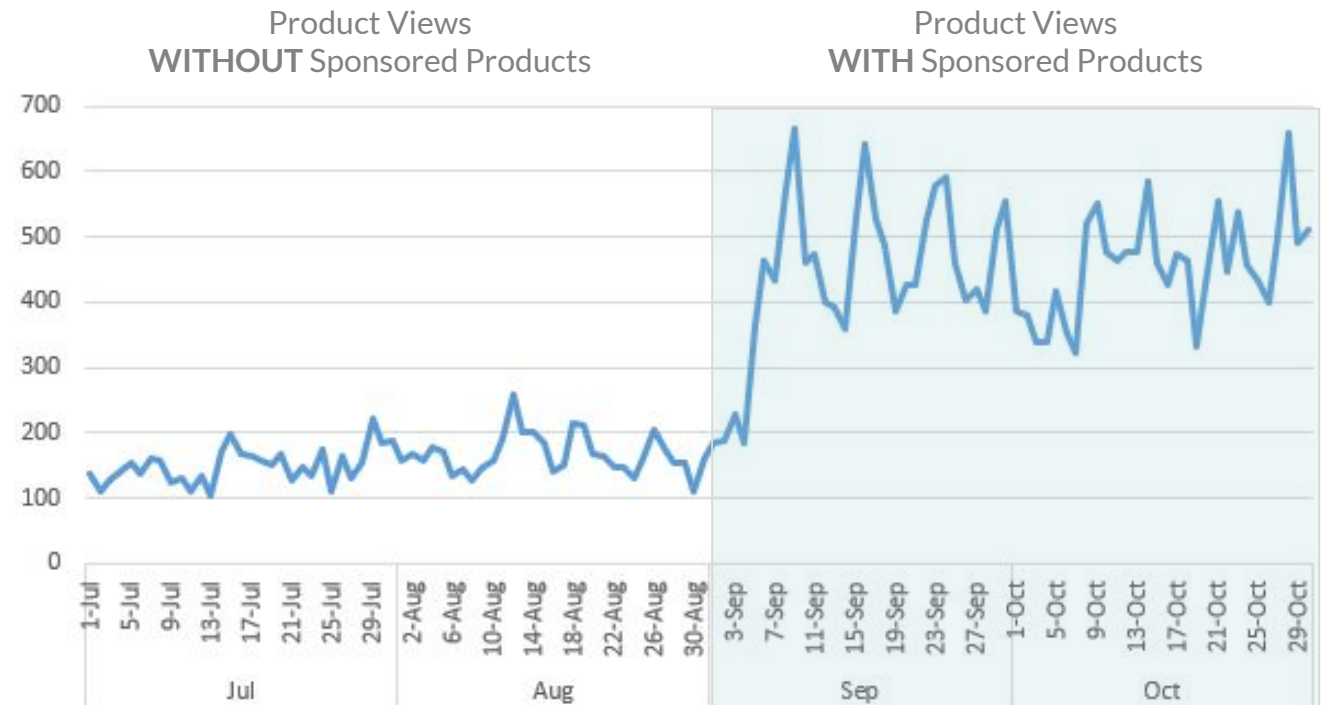
With a competitive campaign budget in place, this bar stool supplier was able to quickly boost the placement of its SKUs to prime locations on Wayfair.com's superbrowse page.

Sponsored Products had an immediate impact on SKU visibility and performance. Product views increased by 3x within the first two months of running Sponsored Products, and customer orders increased by 109%.

**3x**  
more product views

**+109%**  
increase in product orders

**+800%**  
Return on Ad Spend (ROAS)



Sponsored Products were live September - October 2018  
 Analysis covers July 2018 - October 2018  
 Average views in two months prior to Sponsored Products = 150; Average views during the two months using Sponsored Products = 450  
 Average orders in two months prior to Sponsored Products = 76; Average orders during the two months using Sponsored Products = 159  
 Supplier's budget was approximately \$5,000 with a daily cap of approximately \$1,000. Average Return on Ad Spend (ROAS) was approximately 800%.

# READY TO GET STARTED WITH SPONSORED PRODUCTS?

## Easy to Set Up, Minimal Maintenance

Bid to promote SKUs within their relevant classes – no keyword bidding.

Pay for performance:

- Only pay for clicks
- Easily track Return on Ad Spend with comprehensive reporting
- Self-service tool with on-demand support from our dedicated team

## Campaign Setup is a Breeze

Visit [partners.wayfair.com](https://partners.wayfair.com). Find Sponsored Products under the Products section of the Supplier Extranet. Follow these five easy steps to get started:

1. Fund your Wayfair Wallet
2. Input your campaign dates
3. Select products and bid price
4. Set daily spend caps by SKU or campaign
5. Measure performance and optimize

## Comprehensive Reporting Enables Smart Decision Making

It is your built-in reporting suite to monitor performance at a campaign or product level.

- Filter built-in visuals by campaign or date.
- Reports can be downloaded or emailed on a campaign or product level.
- Monitor CPC, ROAS and other key metrics that tell you how your campaign is performing.
- Get access to exclusive insights, such as how many customers are clicking on your product.

