

# Sponsored Products Can Have a Significant and Lasting Impact on Product Views and Orders

## Overview

For this Housewares supplier, it was a challenge to drive clicks and orders prior to using Sponsored Products.

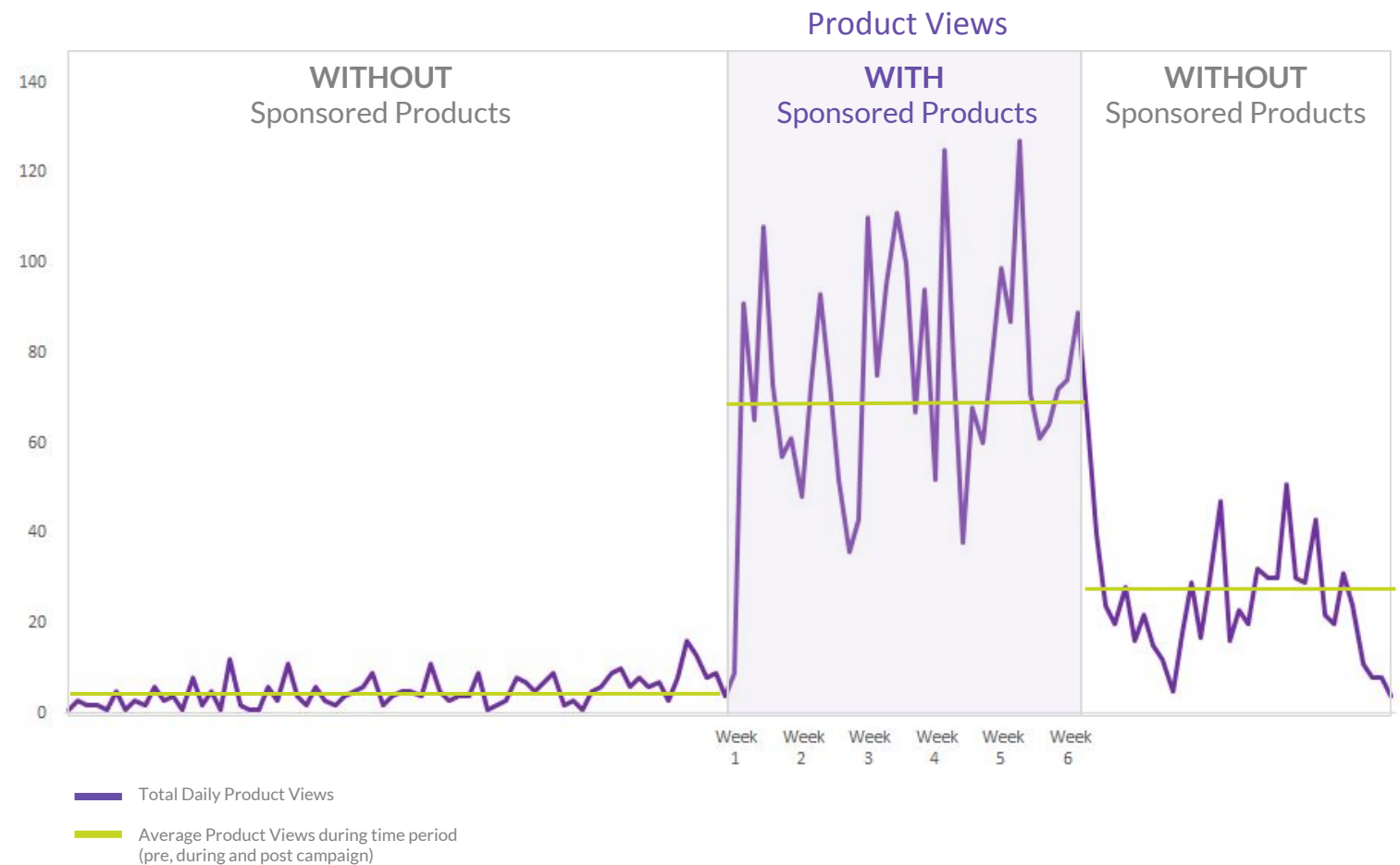
## Impact

Sponsored Products significantly increased product views and orders. Because clicks and sales impact sort rank, the campaign had a strong residual impact.

**+715%** increase in product views

**+520%** increase in orders

**+580%** return on ad spend



Analysis covers 20 weeks with existing SKUs; 6 weeks live in Sponsored Products  
 113,000 impressions delivered via Sponsored Products  
 Product views prior to Sponsored Products = 349; product views while using Sponsored Products = 2844  
 Number of orders prior to Sponsored Products = 5; Average orders while using Sponsored Products = 31

# 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 budget by SKU or campaign
5. Measure performance and optimize

## Comprehensive Reporting Enables Smart Decision Making

A built-in reporting suite allows you 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.

