



# Etsy Promoted Listings Cheatsheet

You've spent \$10 promoting your best 5 listings at a 0.10 maximum bid.

*Did you make the ROI that you wanted? (Recommended: 10X)*

YES

NO

Yes! I made the money I wanted. Now what?

*Do you...*

**Want to make more money?**

**Want to spend less?**

Increase your budget per day! Add a dollar or two every day until your ROI goes lower than you'd like. You might consider adding more items to promote, too.

Try lowering your max bid to see if you can maintain a good ROI while spending less.

**Did you spend your budget every day, before the end of the day?**

YES

NO

Decrease your max bid to 0.05.

Ride it out until you have gotten at least 10,000 impressions (over time).  
**Are you making a better ROI now?**

Raise your max bid per click by a few cents every few days until you are spending \$1 per day.

Start the Etsy Promoted Listings Cheatsheet over again.

YES

NO

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**Are you getting clicks on at least 1% of your impressions?**  
(Clicks/Impressions > .01)

YES

NO

**Are you getting orders on at least 1% of your clicks?**  
(Orders/Clicks > 0.1)

Put ads on hold and take another look at photos OR keywords. This means that enough buyers are seeing your listings, but they are not clicking on them.

YES

NO

You may have a very inexpensive item. Consider offering higher priced bulk items (set of 10 cards instead of 1 card). Try lowering your bid even more. You may also need to just give your ads more time.

Put ads on hold and focus on rising conversions for your listings. What keeps shoppers buying from you? Check out your shipping costs, variations, reviews and descriptions for anything that's confusing or off-putting to shoppers.