



## RapidAds Search Sponsored Products Platform

### Frequently Asked Questions

**Q: How do we get set up?**

A: Contact us! We will schedule a kick off call to discuss your current challenges, goals, details, etc. The RapidAds team will be there for support throughout the set up process!

**Q: Can we run a pilot?**

A: Yes! We're always looking for new partnerships. Contact us so we can discuss your current challenges and we'll help you find a solution.

**Q: What retailers do you support?**

A: Just Walmart at the moment but we are actively working to add more customers.

**Q: What are your targeting options?**

A: For sponsored product targeting, there are two options: Auto targeting (based on a user's search and browse history) and Manual/Keyword targeting. Within the RapidAds platform, you'll be able to leverage the Keyword Research tool to find high-traffic keywords and add them directly to your campaigns.

**Q: Do you also support Search Brand Amplifiers?**

A: Yes! Contact us and we'll schedule a call to walk through how it works!

**Q: Can I see my brand's Share of Shelf in your platform?**

A: We are actively working to have this added as a feature.

**Q: What if I only want to be live for part of the day?**

A: No problem! You'll be able to schedule the hours and days you want your campaign live in the RapidAds day-parting feature. You can also schedule if/when you want your bids to be higher or lower to maximize your customer's key shopping window.

**Q: What metrics can I report on?**

A: Click sales, view sales, spend, ROAS, impressions, clicks, CTR, CPC and more!