

Frequently Asked Questions

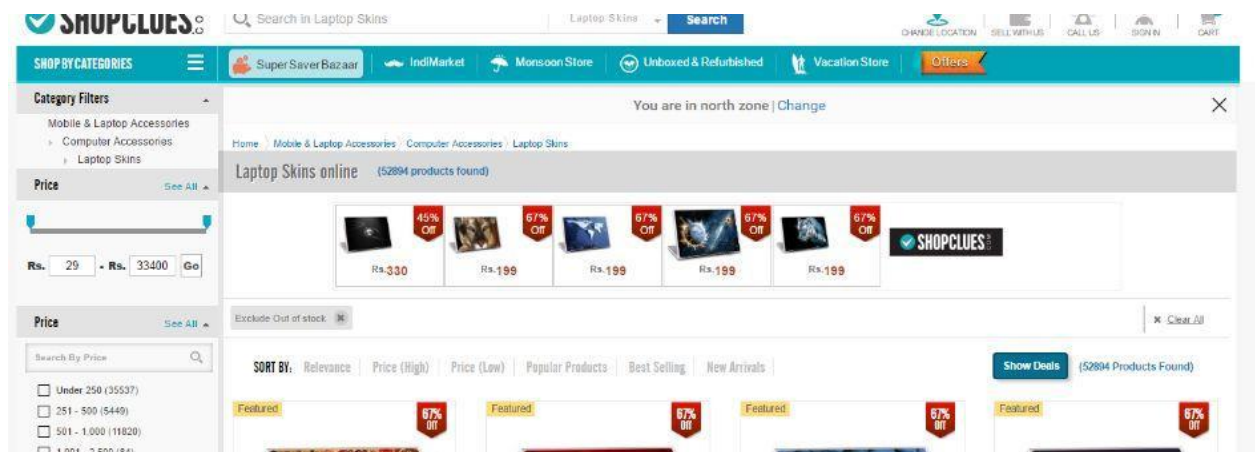
1. What is AdZone?

ShopClues AdZone is a seller-bidding platform where you can:

- a) Promote your products using “Native” and “Custom” ads on ShopClues
 - Native Ads: A featured ad appears at the top of product listings on ShopClues website



- Custom Ads: These are multi-banner ads which are displayed on top of the website before product listing starts



- b) Boost the visibility of your products and increase your sales
- c) Track your ad spends on a daily basis for the entire duration of your campaign

All you have to do is create a campaign and bid to start off.

2. How does AdZone help Sellers?

ShopClues AdZone helps you by:

- a) Boosting visibility for products and maximizing product views
- b) Enabling faster discovery of your products on ShopClues
- c) Increasing your chances to get orders

3. Where will my ads be displayed?

Your ads will be displayed in the Category, Sub-category and Leaf-category pages of your product listing.

4. What are the requirements to use AdZone?

You just need to have an active ShopClues merchant account.

5. Why am I unable to see my ads?

This might happen if your bid amount to run the campaign is low. Edit your campaign and increase your bid amount to resolve this.

6. How can I track performance of my campaigns?

On Store Manager, go to Reports on the AdZone Dashboard. Using this tool you can view impressions, clicks and product sales for your campaign(s).

7. How much does it cost?

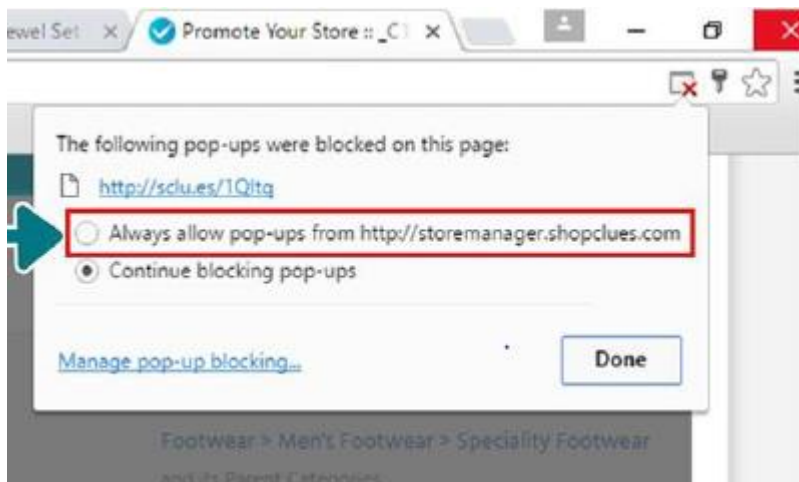
AdZone works on a Cost-Per-Click model. You pay only when the customer clicks on your ad. Minimum bid price varies across categories.

8. How do I pay for my ads?

Pay using credit/debit card or any payment wallet. If there are credits available in your ShopClues account, you can make use of it to make payments.

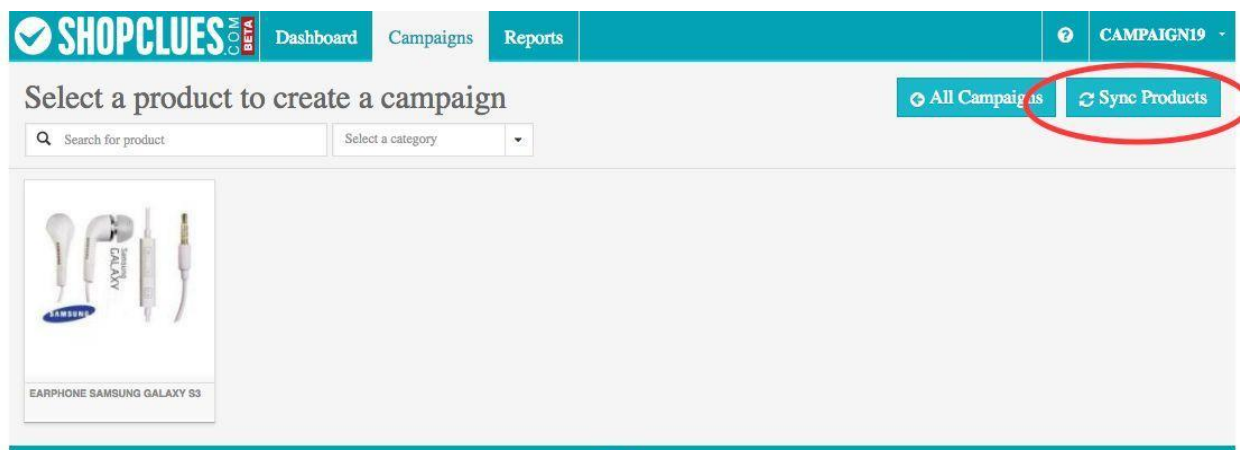
9. I am unable to see the payment page. What should I do?

There might be adblocker on your browser. Please click on the icon shown below and then enable "Always allow pop-ups".



10. Why am I unable to find product(s) to create a new campaign?

Please select Sync option on the right hand corner of your AdZone dashboard and all your active products on ShopClues will reflect on this page.



11. In case of any query, whom should I contact?

In case of any queries, please reach out to adzone@shopclues.com

12. What is the minimum budget for a campaign?

The minimum budget for a campaign is 1000.

13. What happens if the budget for the campaign is not completely utilised?

Unutilized credits will be added back to your account. You can use them to start a new campaign.

14. What is the starting bid price?

Bid price varies according to the different categories.

Rate Card across categories:

Category	Min. Bid Price
Mobiles & Tablets	3
Fashion	2.5
Mobile & Laptop Accessories	2.5
Home & Kitchen	1.5
Footwear	1
Appliances	3
TV, Audio & Large Appliances	6
Jewelry & Watches	1
Toys, Baby & Kids	2
Automotive	2
Computers	4
Beauty & Perfumes	1
Sports & Health	2
Books & Daily Needs	1
Travel & Luggage	1