



Shopee  
**MARKETING  
SOLUTIONS**

# **Online Marketing Ads**

## Facebook Collaborative Ads

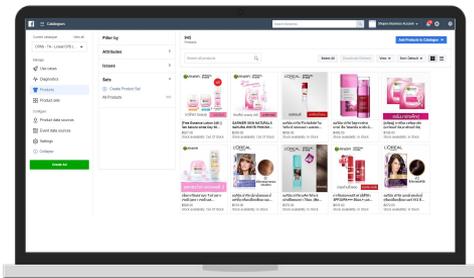
# What is Facebook Collaborative Ads (CPAS)?

A new way for Brands and Shopee to partner and drive sales through Facebook Ads

## How do Collaborative Ads work

### Shopee

Provide product catalogue segment from brand's shop and shares it to brand's Facebook Business Manager.



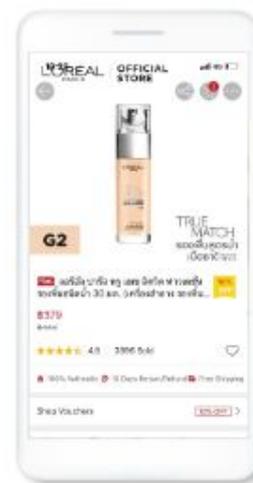
### Brand

Advertise on Brand's Facebook account using collaborative ads and product catalogue segment.



### Consumers

Click to Brand's product page on Shopee and make orders.



# What does CPAS look like?

## CPAS on Facebook/Instagram

**Pampers**  
Sponsored · 🌐

Pampers SUPER shopping day, up to 33% off on Shopee! One day only! Shop now!

**9.9 SUPER SHOPPING DAY**

**Pampers**  
UP TO **33% OFF**

Check out the Store and Shop Now!

More

**Unilever Singapore**  
Sponsored

**9.9 SUPER SHOPPING DAY**  
20 AUG - 9 SEPT 2020

UP TO **50% OFF**  
STOREWIDE

\$4 OFF 140 vouchers | \$8 OFF 360 vouchers

Learn More

**uriage\_sg**  
Sponsored

STOREWIDE **25% OFF**

**BRANDS FESTIVAL**

Learn More

231 views

uriage\_sg Delivered right to your doorstep! 25% off storewide plus \$8 voucher during Shopee B... more

## Non-CPAS on Facebook/Instagram

**vivo**  
Sponsored · 🌐

Saatnya buktikan sendiri #vivoZ1Pro yang dilengkapi Qualcomm Snapdragon 712 AIE, vivo Multi-Turbo, 5000mAh Battery ...See More

**Z1 Pro**  
POWERFUL INSIDE

Shopdragon 712 AIE  
5000mAh Super Battery

**vivo OFFICIAL STORE**

SHOPEE.CO.ID

**Vivo Z1 Pro 4GB / 64GB - Garansi Resmi Vivo...**

SHOP NOW

Like Comment Share

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Digital Marketing Asia (10-26 Nov 2020) features 100+ Marketing & Mar-Tech expert... See More

**Haymans Fung**  
Chief Marketing & Digital Officer, Hong Kong  
Sun Life

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**Bart Buirin**  
Chief Sales, Marriott

Bart Buirin INTERNET

9 1 Share

## What are the benefits of CPAS?

	CPAS Ads	Non-CPAS Ads
Conversion Data Tracking	 Shared via Shopee's pixel data	 Shopee does not allow third party pixel
Dynamic Ads	 Products can be personalised and featured dynamically based on user preference	 Unable to identify and serve personalised ads to users
Landing in Product Page in App	 Users land straight to Product Page in App	 Without product feed deeplink, brands are unable to direct users to Shopee app directly
Optimisation for Conversion	 Ads can be optimised using lower funnel conversion data	 Can only use upper funnel click/view data
Audience Retargeting	 Can retarget specific audience who have interacted with your products before	 Can only rely on broad audience targeting

# Shopee provides CPAS audience sharing for precise targeting



\*Exact audience segments and sharing criteria vary market by market

Private & Confidential

# Onboarding Process



# How to get onboarded to run CPAS with Shopee?

## Step 1 Sharing Ad Account information to Shopee

### Please prepare these 3 key info:

1. Facebook Business Manager ID
2. Ad Account ID *(a new and exclusive account for Shopee Collaborative Ads)*
3. Screenshot of View Access to Shopee Business Manager

For detailed step-by-step guide, please [refer here](#).

## Step 2 Accepting the catalog shared by Shopee

### 4 Steps:

1. Brand/Agency's Business Manager Admin will get a **notification**
2. After clicking the notification, click **View**
3. Select **"Choose Ad Account"**
4. Assign individuals catalog permissions by and turning on **"Create Ads"** under Set Permissions

## Step 3 Assigning Ad Account permissions to users

After accepting the catalog, a prompt will appear suggesting you to create new ad account.

1. Click **"I'll do it later"** *(DO NOT create a new ad account)*
2. Select **"Use an existing ad account"** to appoint the Ad Account that you created for Shopee Collab Ads
3. **Assign** individuals account permissions by toggling on **"Manage ad account"** under Add people and set permissions

## Step 4 Sharing Brand's FB page to Ad Account

To front the ads using Brand's FB page:

1. Go to your Business manager
2. Under **"Accounts"** tab, choose **"Pages"**
3. Select the page you'd like to share
4. Click **"Assign Partners"**
5. Click **"Business ID"**
6. Toggle **"Create Ads"** option and fill in **Shopee's Business ID** and click **"Next"**

# Onboarding Process Summary

## Step 1

### Sharing Ad Account information to Shopee

#### Please prepare these 3 key info:

1. Facebook Business Manager ID
2. Ad Account ID (*a new and exclusive account for Shopee Collab Ads*)
3. Screenshot of View Access to Shopee Business Manager (ID: 1472239313020616)

*Note: You need Admin Access to your Business Manager to retrieve them.*

## Step 2

### Accepting the catalog shared by Shopee

#### Steps

1. Brand/Agency's Business Manager Admin will get a **notification**
2. After clicking the notification, click **View**
3. Select **"Choose Ad Account"**
4. Assign individuals catalog permissions by and turning on **"Create Ads"** under Set Permissions

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1. Click **"I'll do it later"** (*DO NOT create a new ad account*)
2. Select **"Use an existing ad account"** to appoint the Ad Account that you created for Shopee Collab Ads
3. **Assign** individuals account **permissions** by toggling on **"Manage ad account"** under Add people and set permissions

## Step 4

### Sharing brand FB page to Ad Account

#### Default ad fronting is Shopee.

For brands who like to **front** their ad using their own brand FB page,

1. Go to your Business manager
2. Under **"Accounts"** tab, choose **"Pages"**
3. Select the page you'd like to share
4. Click **"Assign Partners"**
5. Click **"Business ID"**
6. Toggle **"Create Ads"** option and fill in **Shopee's Business ID: 402155683813959** and click "Next"

# Step 1: Sharing Ad Account information to Shopee

Step 1

Sharing Ad Account information to Shopee

Step 2

Accepting the catalog shared by Shopee

Step 3

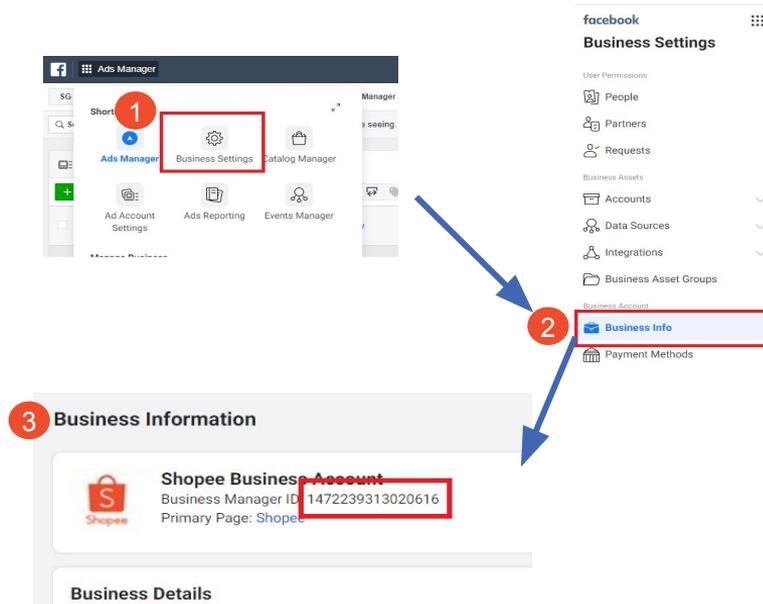
Assigning Ad Account permissions to users

Step 4

Sharing brand FB page to Ad Account

## 1. Retrieving Business Manager ID

- 1 In your Business Manager, click the top left-hand menu and select **"Business Settings"**
- 2 On the left-hand menu bar, scroll down and select **"Business Info"**
- 3 Copy the **Business Manager ID** and submit to Shopee



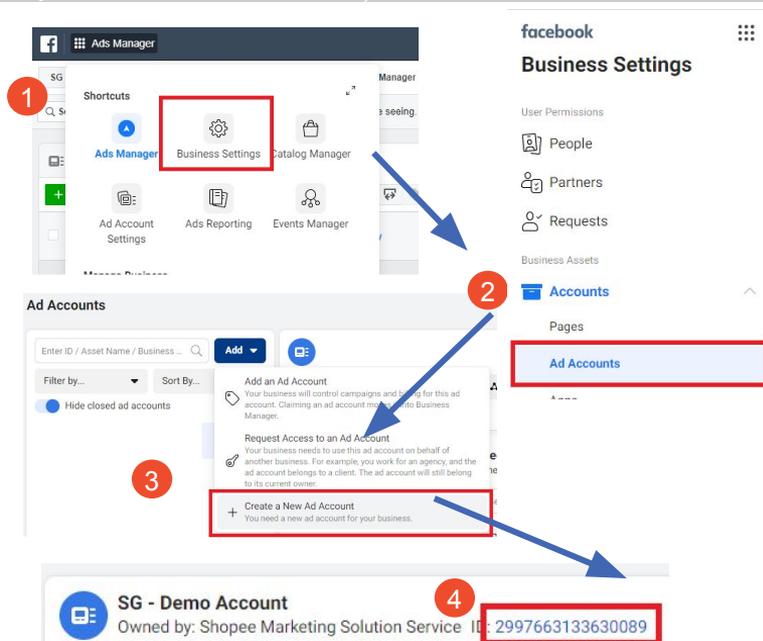
The screenshot illustrates the steps to retrieve the Business Manager ID. It shows the Facebook Ads Manager interface with 'Business Settings' selected in the top left-hand menu (Step 1). The 'Business Settings' page is shown with 'Business Info' selected in the left-hand menu (Step 2). The 'Business Information' section is highlighted, showing the 'Shopee Business Account' with the Business Manager ID 1472239313020616 highlighted in a red box (Step 3).

# Step 1: Sharing Ad Account information to Shopee



## 2. Creating and Retrieving Ad Account ID

- 1 In your Business Manager, click the top left-hand menu and select **“Business Settings”**
- 2 On the left-hand menu bar, scroll down and select **“Ad Accounts”** (grouped under Accounts)
- 3 On the Ad Account list, click **“Add”**, select **“Create a New Ad Account”**, and follow the instructions.
- 4 After creating the new account, select that account and retrieve the **Ad Account ID**

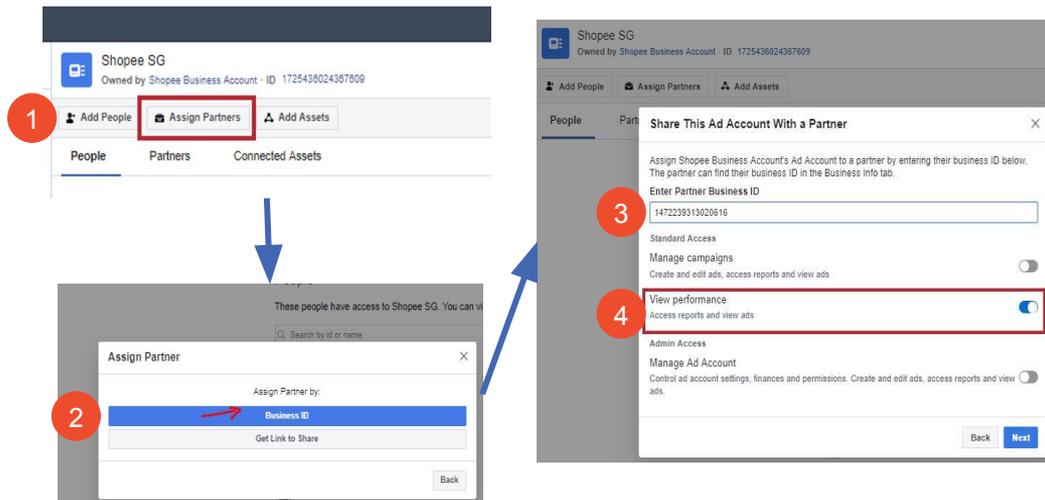


# Step 1: Sharing Ad Account information to Shopee



## 3. Sharing View Access (1/2)

- 1 In your Ad Accounts Setting, click **“Assign Partners”**
- 2 Select **“Business ID”**
- 3 Enter Shopee’s BM ID: 1472239313020616
- 4 Select **“View Performance”** and click **Next**



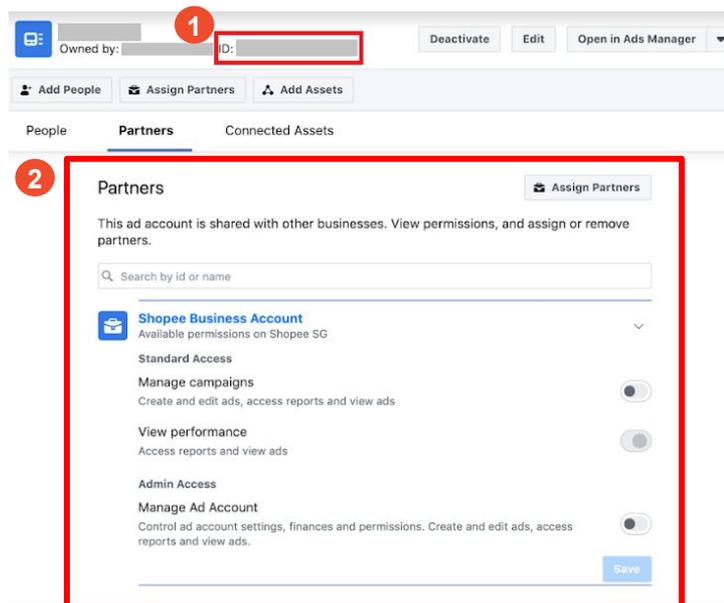
# Step 1: Sharing Ad Account information to Shopee



## 3. Sharing View Access (2/2)

Take a screenshot of the Ad Account Settings > Partner's Tab:

1. Show your **Ad Account name + ID**
2. Show Shopee under your **Partners with View performance access**



## Step 2: Accepting the catalog shared by Shopee

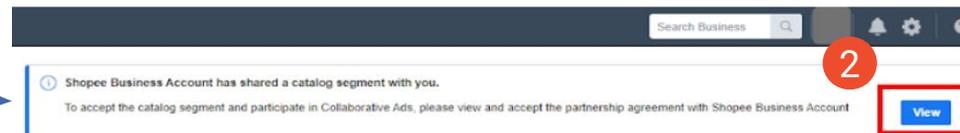
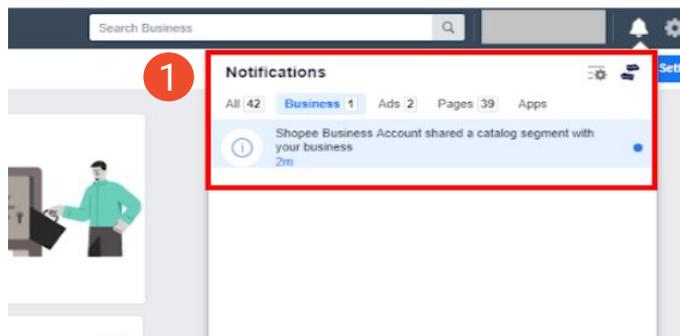


### Accepting Collab Ads Catalog (1/3)

Brand/Agency's **Business Manager Admin** will get a **notification**

**Note:** If no notification, go to **Data Sources >> Catalogues**

After clicking the notification, click **View**



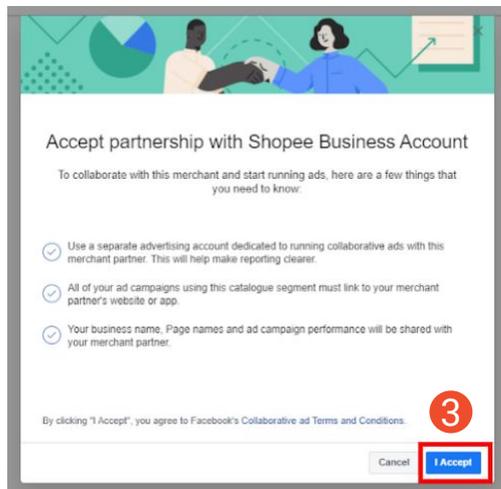
**NOTE:** If these steps do not work for you, please refer to [this alternative method](#).

## Step 2: Accepting the catalog shared by Shopee

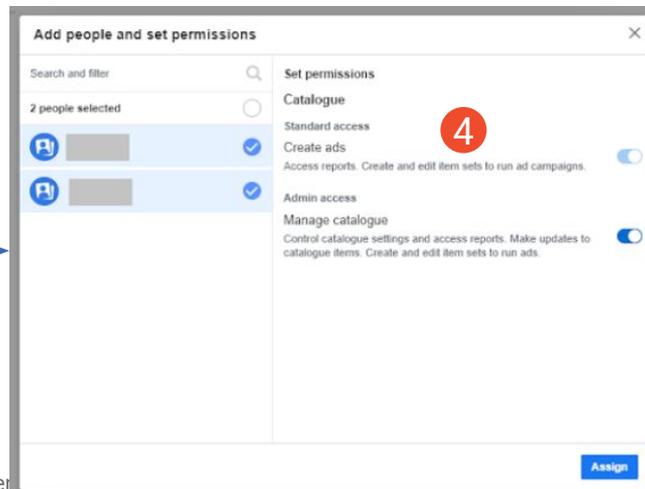


### Accepting Collab Ads Catalog (2/3)

#### 3 Accept the T&Cs of Collab Ads



#### 4 Assign individuals **catalog permissions** by and turning on "Create Ads" under Set Permissions

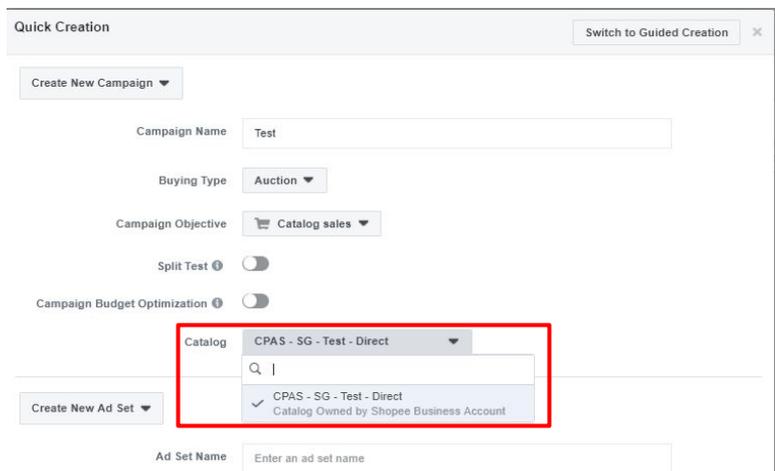


## Step 2: Accepting the catalog shared by Shopee



### Accepting Collab Ads Catalog (3/3)

- 5 The respective individual will be able to select the catalog segment upon campaign set up



Quick Creation Switch to Guided Creation

Create New Campaign

Campaign Name: Test

Buying Type: Auction

Campaign Objective: Catalog sales

Split Test:

Campaign Budget Optimization:

Catalog: CPAS - SG - Test - Direct

Q |

✓ CPAS - SG - Test - Direct  
Catalog Owned by Shopee Business Account

Create New Ad Set

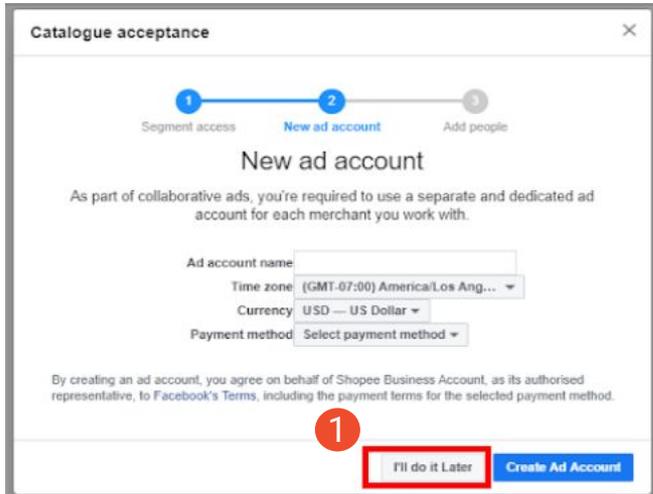
Ad Set Name: Enter an ad set name

## Step 3: Assigning Ad Account Permissions



### Assigning Ad Account Permissions (1/3)

- 1 Click **"I will do it later"**  
Do NOT create a new ad account here



Catalogue acceptance

1 Segment access 2 **New ad account** 3 Add people

### New ad account

As part of collaborative ads, you're required to use a separate and dedicated ad account for each merchant you work with.

Ad account name:

Time zone: (GMT-07:00) America/Los Ang... ▾

Currency: USD — US Dollar ▾

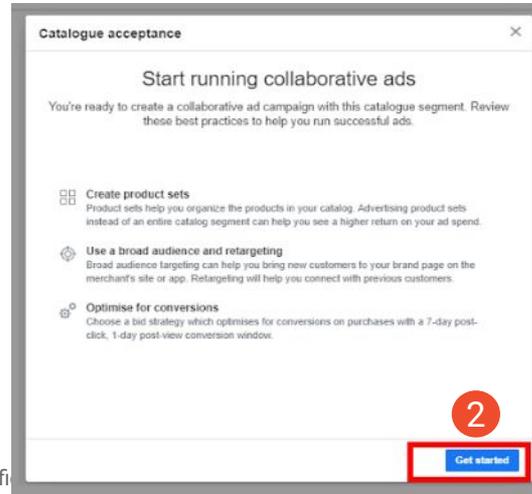
Payment method: Select payment method ▾

By creating an ad account, you agree on behalf of Shopee Business Account, as its authorised representative, to Facebook's Terms, including the payment terms for the selected payment method.

1



- 2 Click **"Get Started"**



Catalogue acceptance

### Start running collaborative ads

You're ready to create a collaborative ad campaign with this catalogue segment. Review these best practices to help you run successful ads.

- Create product sets**  
Product sets help you organize the products in your catalog. Advertising product sets instead of an entire catalog segment can help you see a higher return on your ad spend.
- Use a broad audience and retargeting**  
Broad audience targeting can help you bring new customers to your brand page on the merchant's site or app. Retargeting will help you connect with previous customers.
- Optimise for conversions**  
Choose a bid strategy which optimises for conversions on purchases with a 7-day post-click, 1-day post-view conversion window.

2

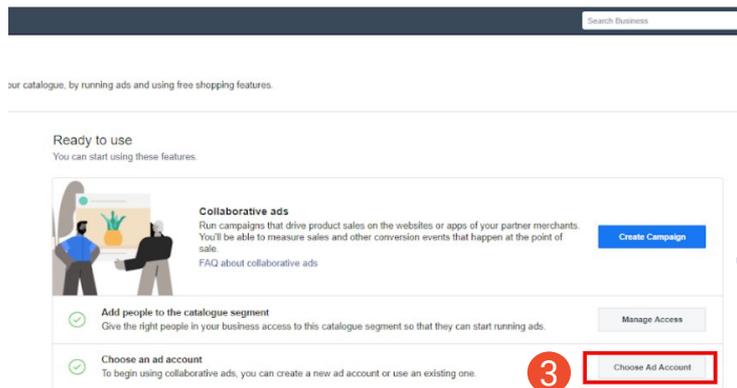
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## Step 3: Assigning Ad Account Permissions



### Assigning Ad Account Permissions (2/3)

#### 3 Select "Choose Ad Account"



Search Business

our catalogue, by running ads and using free shopping features.

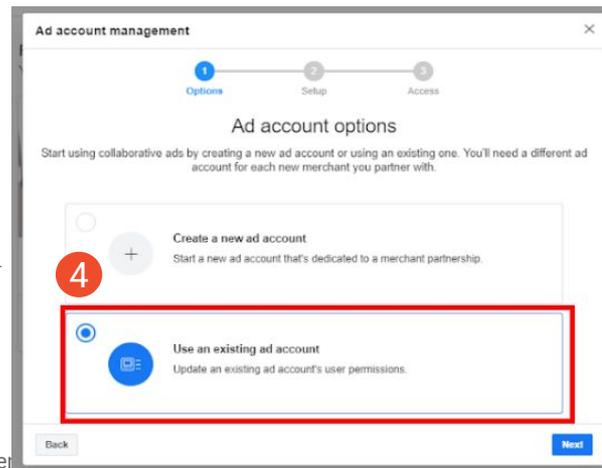
Ready to use  
You can start using these features.

**Collaborative ads**  
Run campaigns that drive product sales on the websites or apps of your partner merchants. You'll be able to measure sales and other conversion events that happen at the point of sale.  
FAQ about collaborative ads

**Add people to the catalogue segment**  
Give the right people in your business access to this catalogue segment so that they can start running ads.

**Choose an ad account**  
To begin using collaborative ads, you can create a new ad account or use an existing one.

#### 4 Select "Use an existing ad account"



Ad account management

Options Setup Access

Ad account options

Start using collaborative ads by creating a new ad account or using an existing one. You'll need a different ad account for each new merchant you partner with.

Create a new ad account  
Start a new ad account that's dedicated to a merchant partnership.

**Use an existing ad account**  
Update an existing ad account's user permissions.

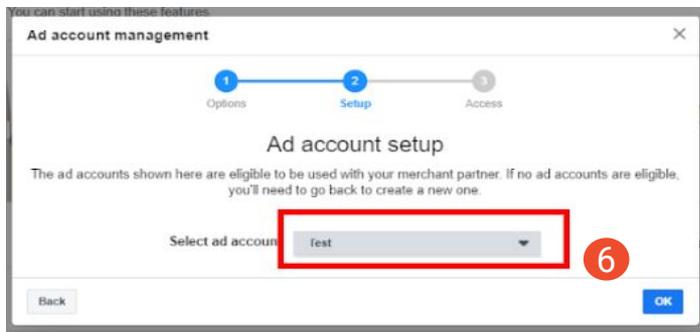
Back Next

## Step 3: Assigning Ad Account Permissions

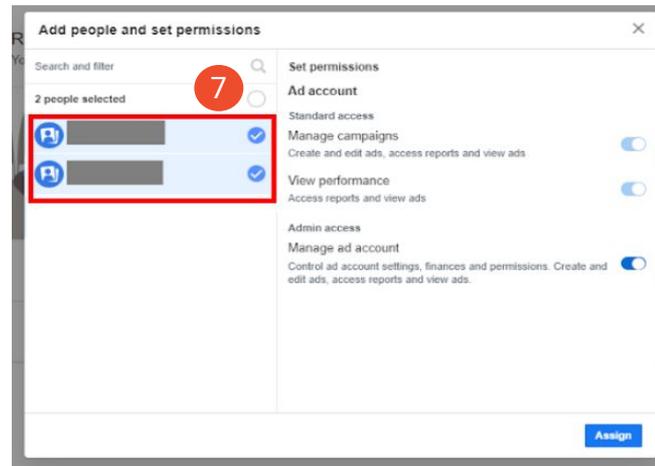


### Assigning Ad Account Permissions (3/3)

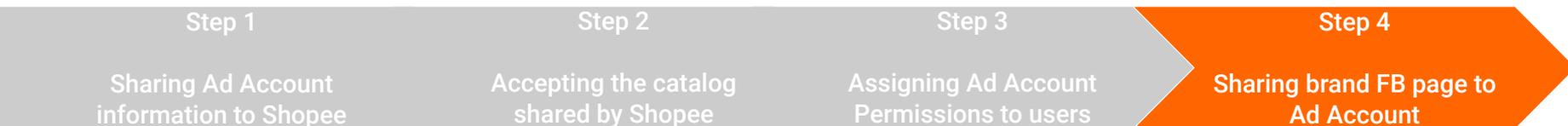
- 6 Select the **Ad Account** that you created for Shopee Collab Ads



- 7 Assign individuals **account permissions** by toggling on **“Manage ad account”** under Add people and set permissions



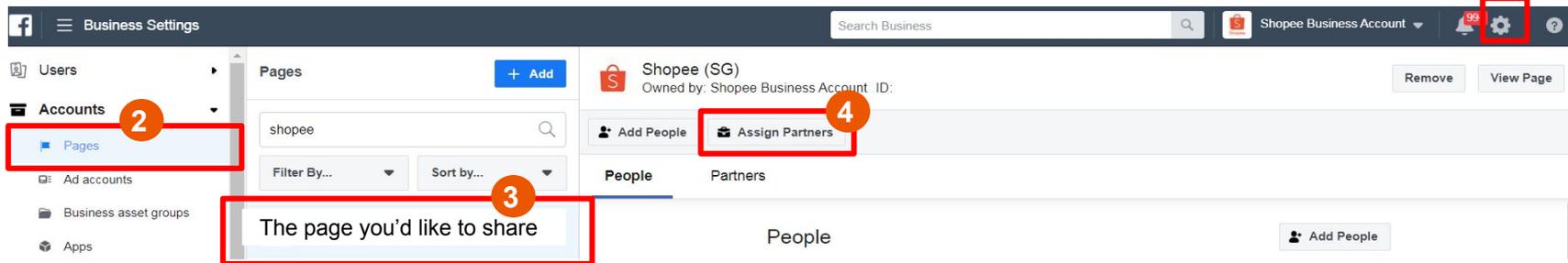
## Step 4: Sharing brand FB page to Ad Account



### Assigning Brand's FB Fanpage to CPAS Ad Account (1/3)

#### Steps:

1. Go to your Business manager
2. Under "Accounts" tab, choose "Pages"
3. Select the page you'd like to share
4. Click "Assign Partners"



Business Settings

Search Business

Shopee Business Account

93

1

2

3

4

Users

Accounts

Pages

shopee

Filter By...

Sort by...

Shopee (SG)

Owned by: Shopee Business Account ID:

Add People

Assign Partners

Remove

View Page

People

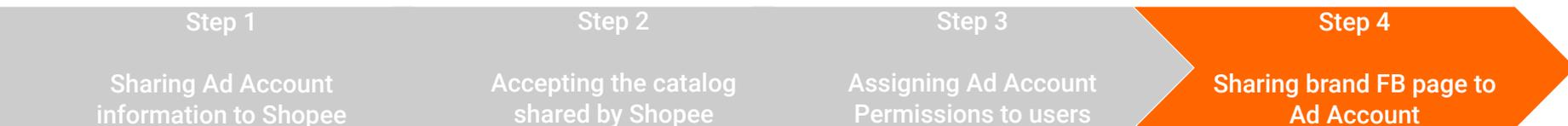
Partners

People

Add People

The page you'd like to share

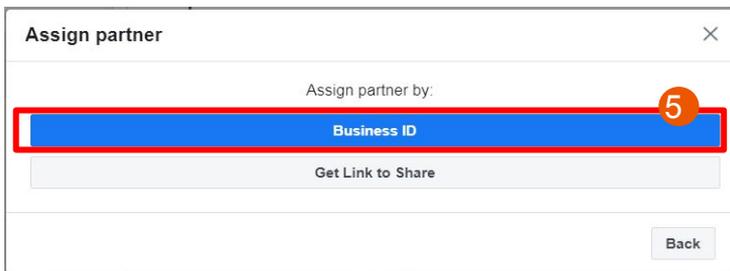
## Step 4: Sharing brand FB page to Ad Account



### Assigning Brand's FB Fanpage to CPAS Ad Account (1/3)

#### Steps:

5. Click "Business ID"
6. Toggle "Create Ads" option and fill in **Shopee's Business ID: 402155683813959** and click "Next"



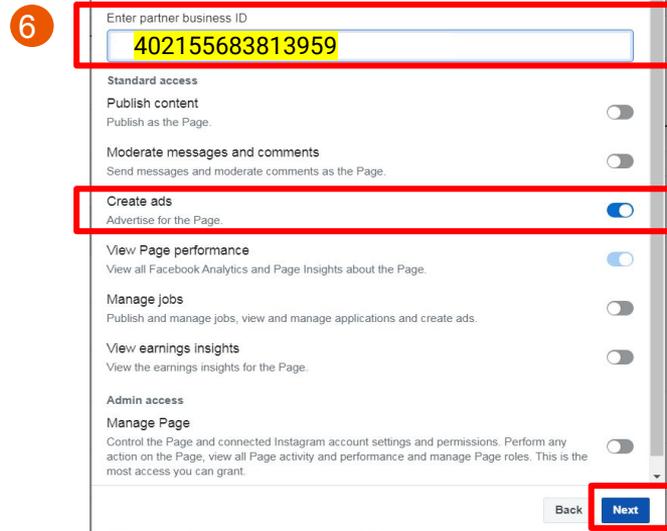
Assign partner

Assign partner by:

**Business ID**

Get Link to Share

Back



Share this Page with a partner

Assign Shopee Business Account's Page to a partner by entering their business ID below. The partner can find their business ID in the "Business info" tab.

Enter partner business ID

402155683813959

Standard access

Publish content

Publish as the Page.

Moderate messages and comments

Send messages and moderate comments as the Page.

Create ads

Advertise for the Page.

View Page performance

View all Facebook Analytics and Page Insights about the Page.

Manage jobs

Publish and manage jobs, view and manage applications and create ads.

View earnings insights

View the earnings insights for the Page.

Admin access

Manage Page

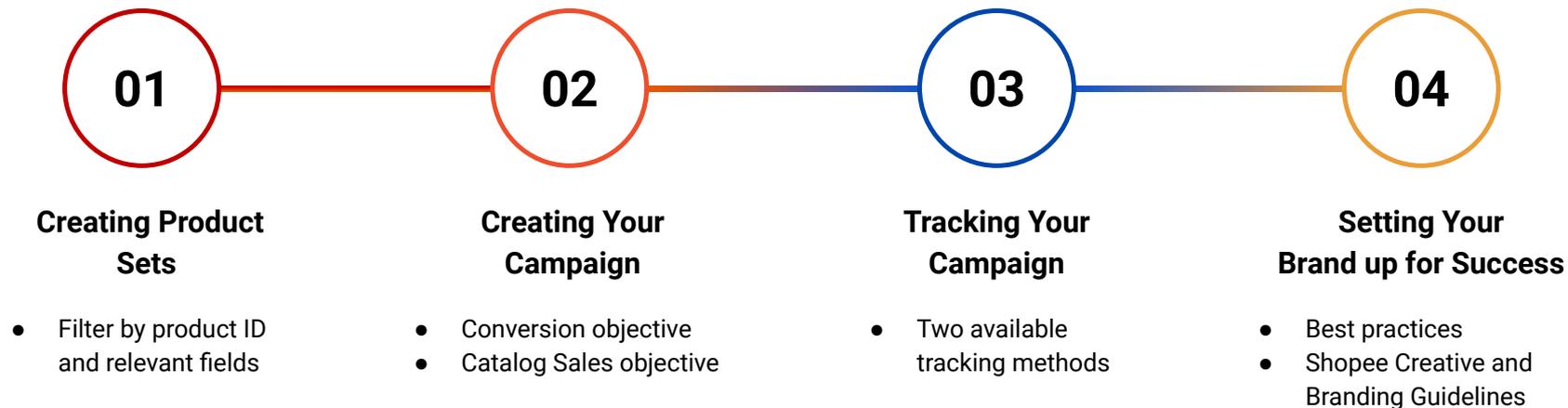
Control the Page and connected Instagram account settings and permissions. Perform any action on the Page, view all Page activity and performance and manage Page roles. This is the most access you can grant.

Back Next

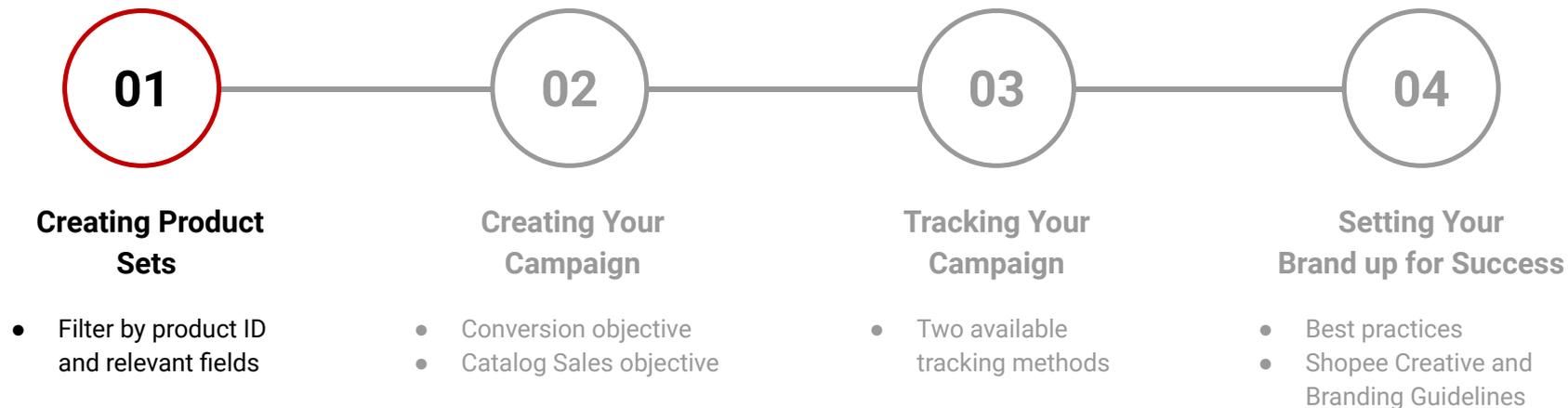
# Ad Set-up Process



## Once onboarded, go through 4-stage to set up CPAS successfully



## Once onboarded, go through 4-stage to set up CPAS successfully

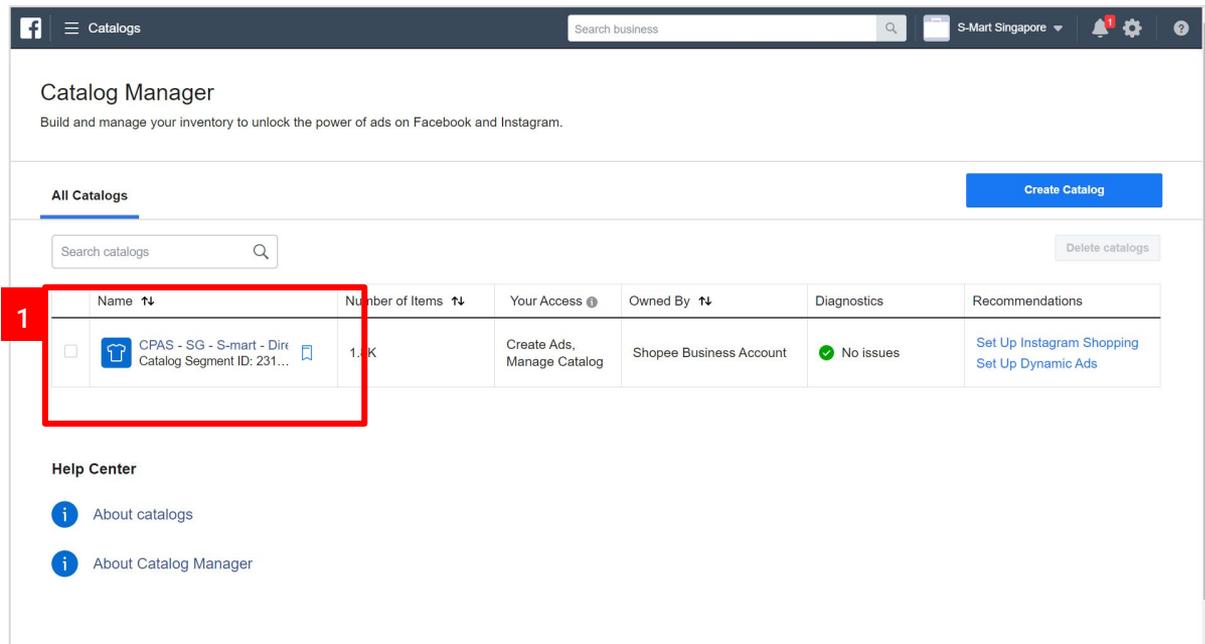


# How to create product set (1/3)

## Step 1:

Select the catalog shared to your Brand/Agency.

**\*DO NOT SELECT CREATE CATALOG**



The screenshot shows the Facebook Catalog Manager interface. At the top, there's a navigation bar with 'Catalogs' and a search bar. Below that, the main heading is 'Catalog Manager' with a sub-heading 'Build and manage your inventory to unlock the power of ads on Facebook and Instagram.' There's a 'Create Catalog' button on the right. Underneath, there's a section for 'All Catalogs' with a search bar and a 'Delete catalogs' button. A table lists the catalogs, with the first one highlighted by a red box and a red '1' next to it. The table has columns for Name, Number of Items, Your Access, Owned By, Diagnostics, and Recommendations. Below the table is a 'Help Center' section with links for 'About catalogs' and 'About Catalog Manager'.

Name	Number of Items	Your Access	Owned By	Diagnostics	Recommendations
CPAS - SG - S-mart - Dir... Catalog Segment ID: 231...	1.1K	Create Ads, Manage Catalog	Shopee Business Account	✓ No issues	Set Up Instagram Shopping Set Up Dynamic Ads

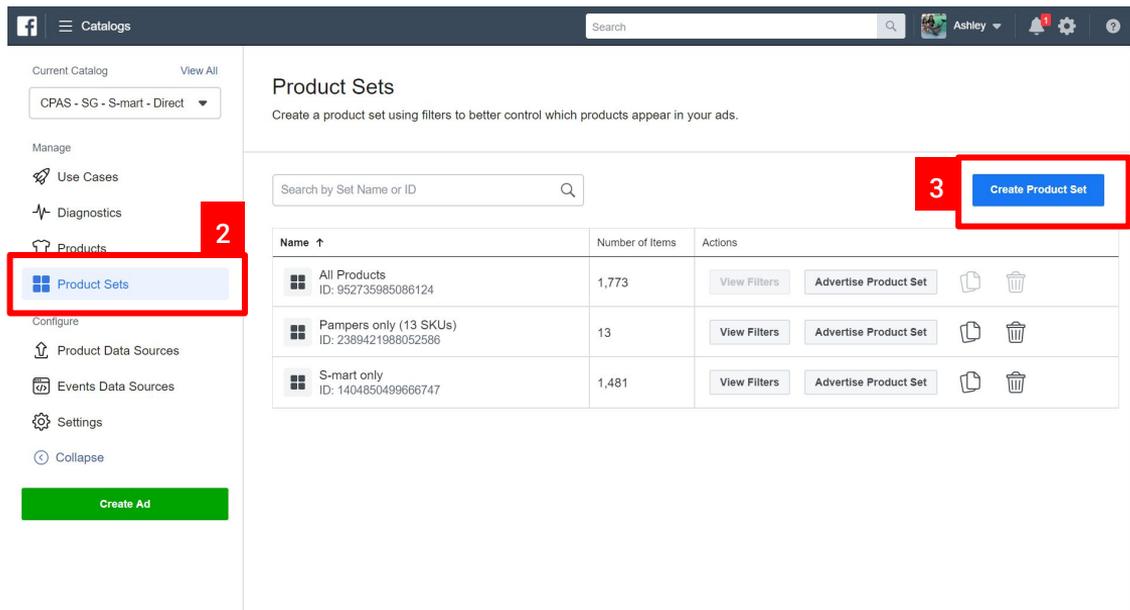
## How to create product set (2/3)

### Step 2:

Click on “Product Sets” on the left bar

### Step 3:

Then select “Create Product Set”



Current Catalog View All  
CPAS - SG - S-mart - Direct

Manage

- Use Cases
- Diagnostics
- Products **2**

Product Sets

Create a product set using filters to better control which products appear in your ads.

Search by Set Name or ID 3 **Create Product Set**

Name ↑	Number of Items	Actions
All Products ID: 952735985086124	1,773	View Filters Advertise Product Set
Pampers only (13 SKUs) ID: 2389421988052586	13	View Filters Advertise Product Set
S-mart only ID: 1404850499666747	1,481	View Filters Advertise Product Set

Create Ad

## How to create product set (3/3)

### Step 4:

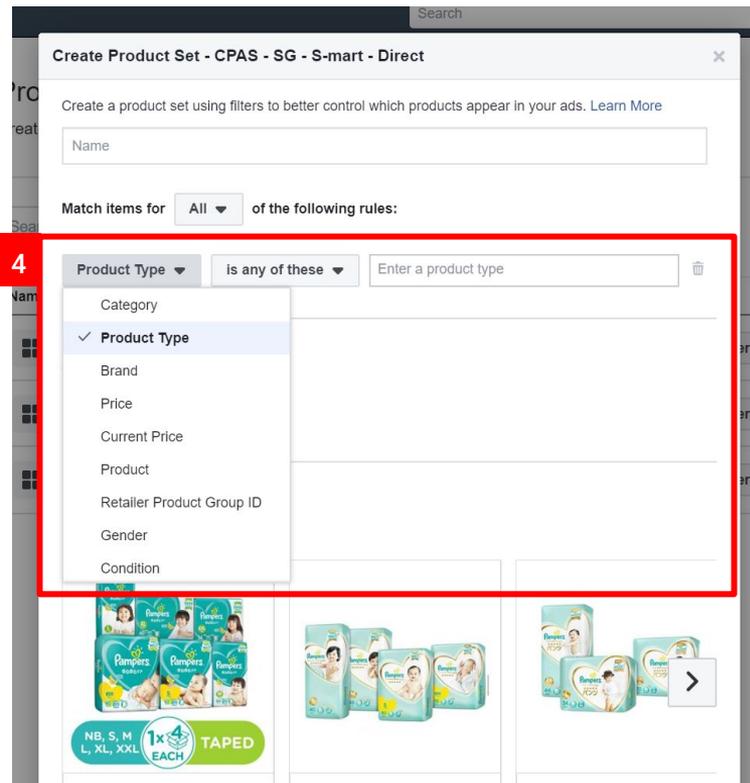
You can use different filters for different purposes

- **PRODUCT filter:** Filters by product name, or product ID
- **BRAND filter:** Filters by product “brand” field
- **CATEGORY filter:** eg. only run ads on menswear in your Menswear catalog



#### Tip:

- Facebook recommends keeping a **minimum size of 50 SKUs** in your product sets to help the dynamic ads gather more user data to optimise.



Search

Create Product Set - CPAS - SG - S-mart - Direct

Create a product set using filters to better control which products appear in your ads. Learn More

Name

Match items for **All** of the following rules:

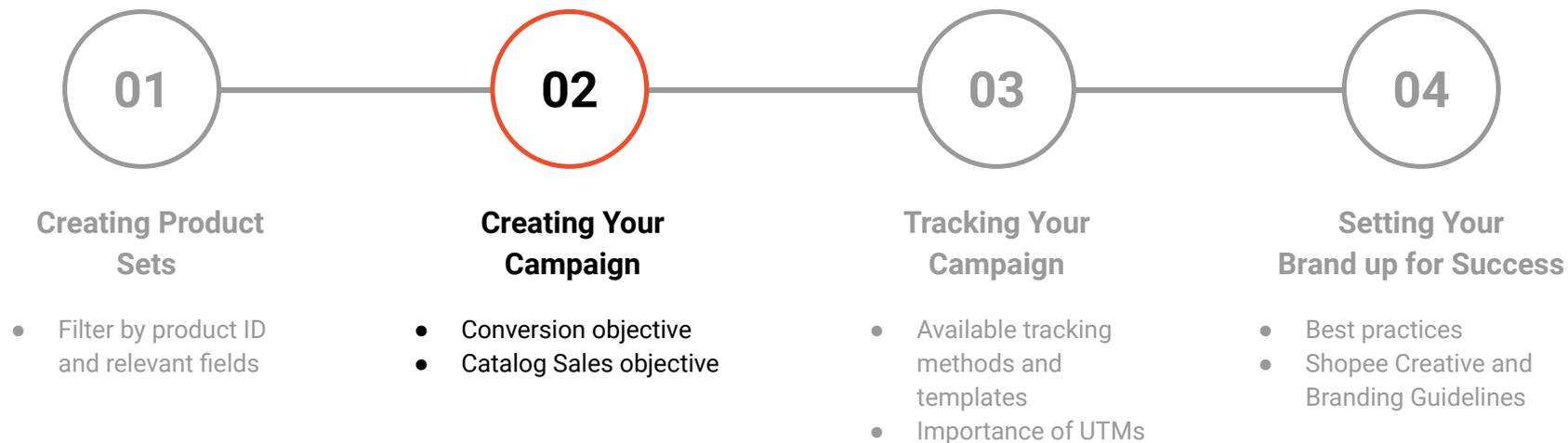
**4** Product Type is any of these Enter a product type

- Category
- ✓ Product Type
- Brand
- Price
- Current Price
- Product
- Retailer Product Group ID
- Gender
- Condition

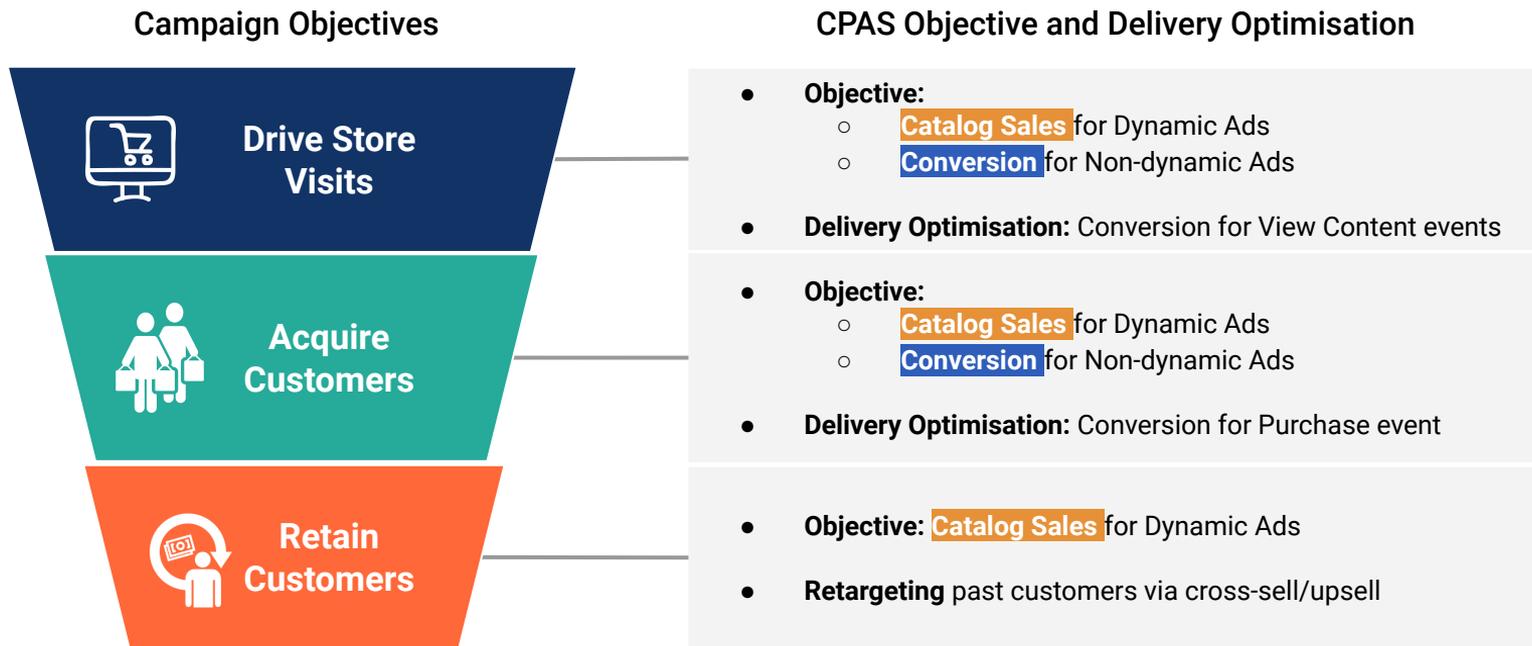
NB, S, M  
L, XL, XXL

1x EACH TAPED

## Once onboarded, go through 4-stage to set up CPAS successfully



# Identify your campaign objective and delivery optimisation



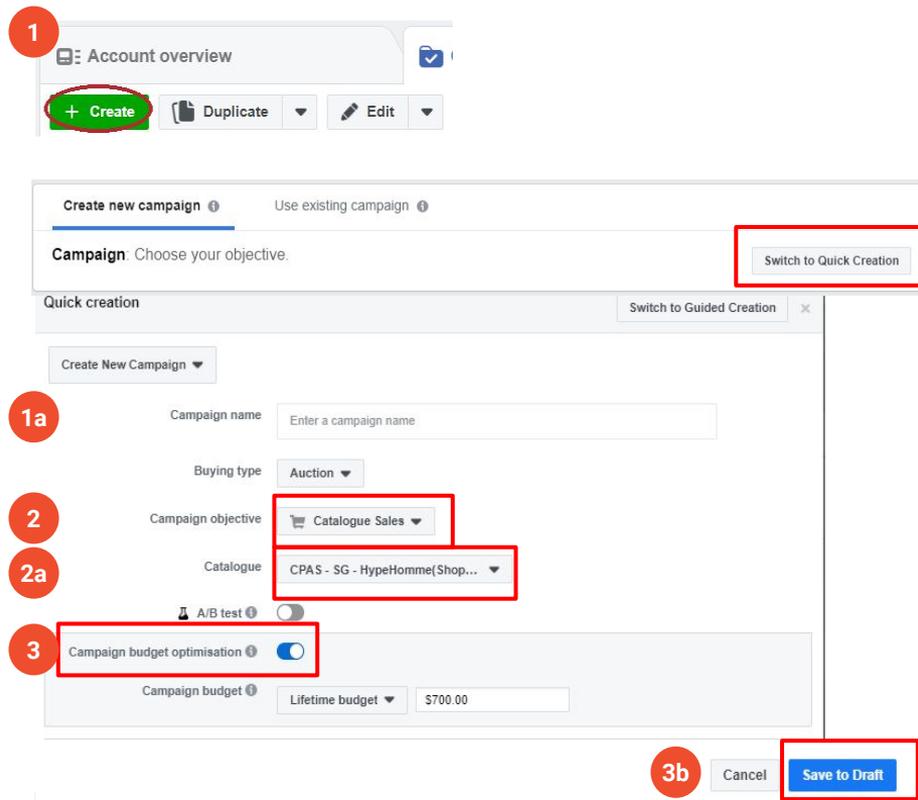
## Catalogue Sales Objective - step-by-step campaign creation guide (1/11)

### Use **Catalog Sales Objective** for **Dynamic Ads** (Collection & Carousel)

1. Click on “Create” for a new campaign
2. Choose **Catalog Sales objective**
3. As best practice, turn on “**Campaign Budget Optimisation**”
4. Set Campaign Bid Strategy as “**Lowest Cost**”
5. Select “**All Products**”
6. Under Ad Set audience level, choose “**Find prospective customers**” to target new customers or “**Use info from Shopee...**” to retarget existing customers
7. Select the recommended placement - “Automatic Placements”
8. Select the “**Purchase**” as your **conversion event** for both **Prospecting** and **Retargeting**
9. Select Conversion Window as “**7 days click + 1 day view**”
10. Under **ad level**, select either **Carousel** or **Collection** format.
11. Add **UTM parameters** to ensure your campaign orders will be tracked

# Catalogue Sales Objective - step-by-step campaign creation guide (2/11)

1. Create campaign using **Quick Creation** method.
  - 1a. Input your campaign name
2. Choose **Catalog Sales** objective
  - 2a. Select your brand's CPAS catalogue
3. As best practice, turn on "**Campaign Budget Optimisation**"
  - a. Input your campaign budget
  - b. Save campaign to draft mode



The screenshot shows the 'Create new campaign' interface. A red circle '1' highlights the '+ Create' button in the top navigation bar. Below, the 'Campaign' section has a 'Switch to Quick Creation' button highlighted with a red box. The 'Quick creation' panel is open, showing a 'Create New Campaign' dropdown. A red circle '1a' points to the 'Campaign name' input field. A red circle '2' points to the 'Campaign objective' dropdown, which is set to 'Catalogue Sales'. A red circle '2a' points to the 'Catalogue' dropdown, which is set to 'CPAS - SG - HypeHomme(Shop...'. A red circle '3' points to the 'Campaign budget optimisation' toggle switch, which is turned on. At the bottom right, a red circle '3b' points to the 'Save to Draft' button, which is highlighted with a red box. The 'Campaign budget' is set to 'Lifetime budget' with a value of '\$700.00'.

# Catalogue Sales Objective - step-by-step campaign creation guide (3/11)

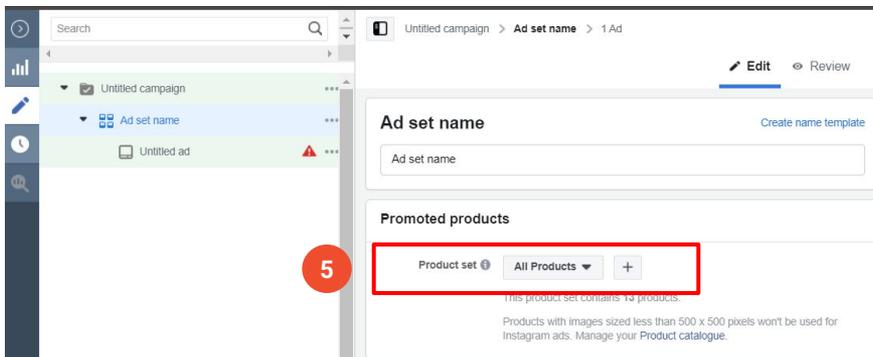
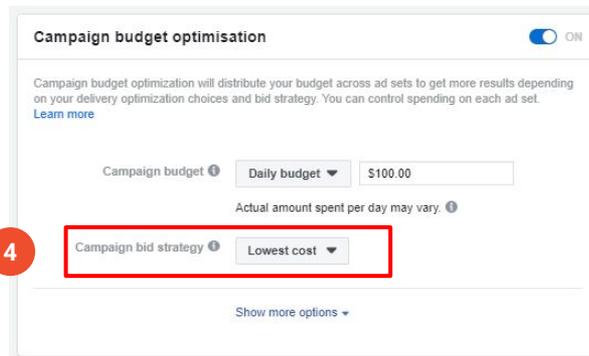
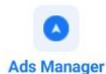
4. Default bid strategy is **Lowest Cost** or up to brands/agency to preference

## Adset Level

5. Best practice is to run **“All Products”** within the brand’s catalogue.

*Optional: You may refine the adset further by creating a new product set under Catalogue Manager*

### Shortcuts



# Catalogue Sales Objective - step-by-step campaign creation guide (4/11)

## 6. Audience:

### 6a. Prospecting :

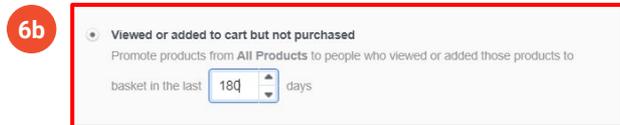
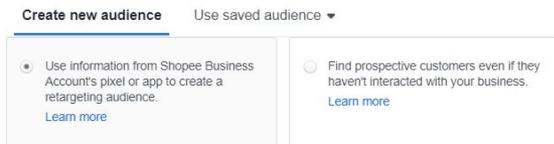
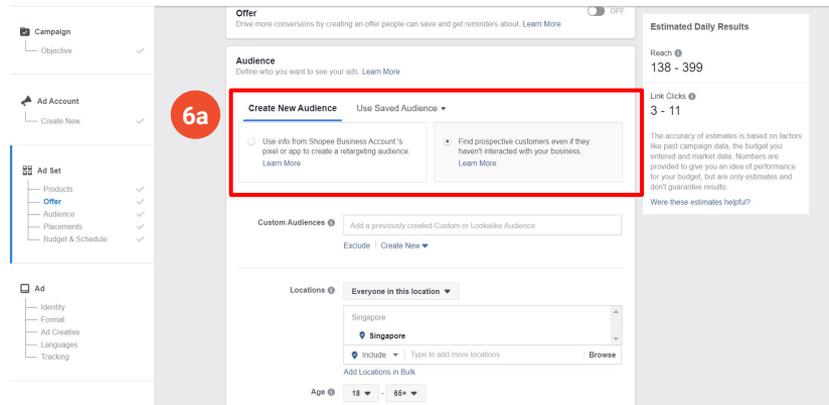
Choose **“Find prospective customers...”**. You can use any demographic or geographic targeting.

*Note: Best practice is to keep the audiences as broad as possible.*

### 6b. Retargeting:

Choose **“Use info from Shopee...”** (Also known as “Retargeting Audience”)

- **Default:** “Viewed or Added to Cart but Not Purchased”, 180 Days
- **Other options available:** Cross-sell, Upsell



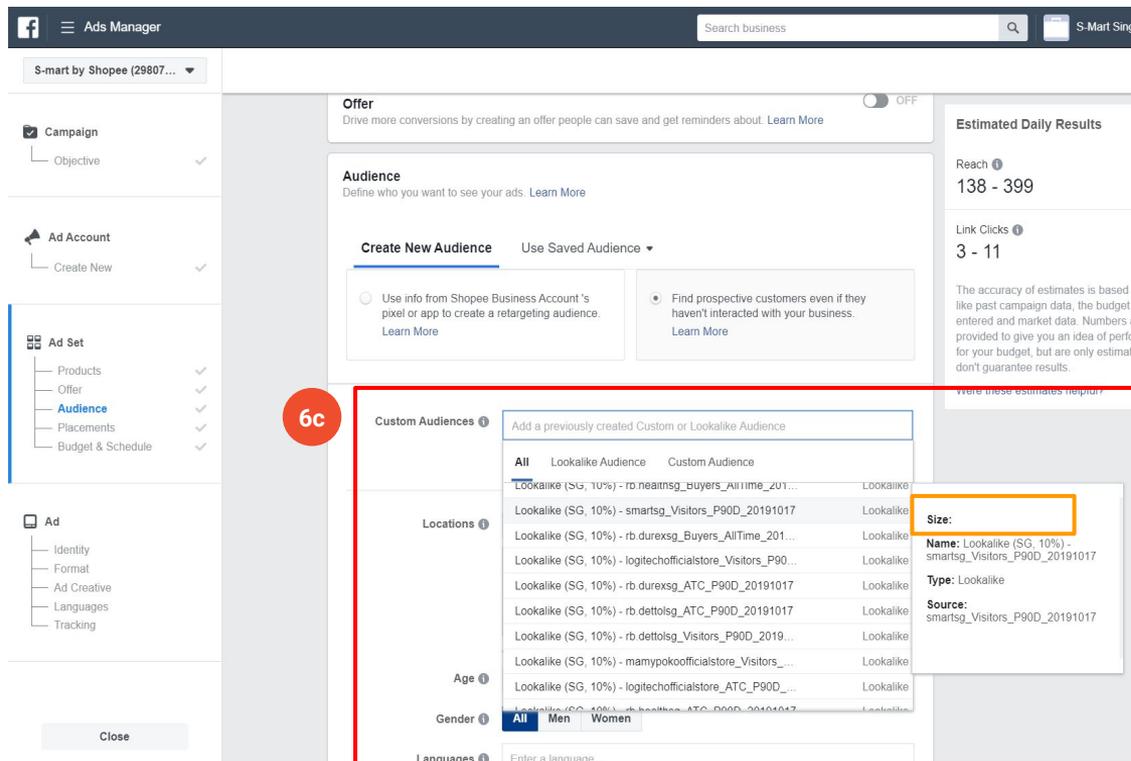
# Catalogue Sales Objective - step-by-step campaign creation guide (5/11)

## 6. Audience:

### 6c. Adding custom shop audiences (optional)

You can also use Shopee's custom audience or brand/agency's own custom audience.

Otherwise, stick to 6a in previous slide.

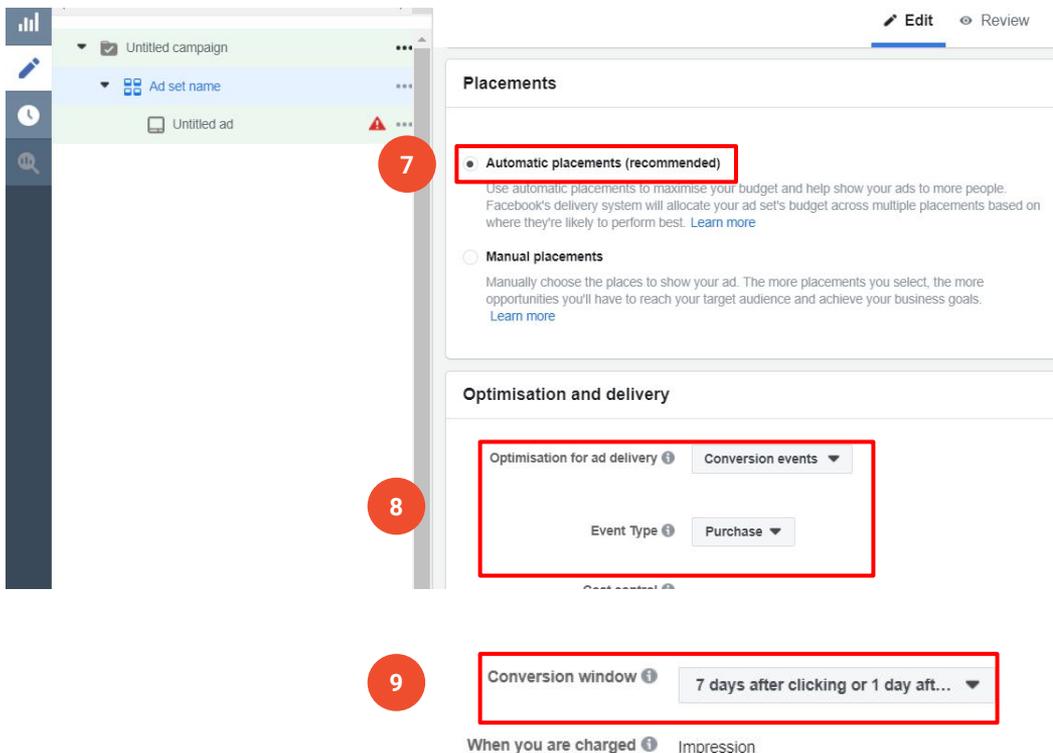


The screenshot shows the Facebook Ads Manager interface for a campaign named 'S-Mart by Shopee'. The 'Audience' section is active, showing options to 'Create New Audience' or 'Use Saved Audience'. A red circle labeled '6c' points to the 'Custom Audiences' dropdown menu. The dropdown menu is open, displaying a list of custom audiences. A yellow box highlights the 'Size' field in the tooltip for the selected audience, which shows 'Lookalike (SG, 10%) - smartsq\_Visitors\_P90D\_20191017'.

Locations	Age	Gender
Lookalike (SG, 10%) - smartsq_Visitors_P90D_20191017	Lookalike (SG, 10%) - logitechofficialstore_Visitors_P90D_20191017	All
Lookalike (SG, 10%) - rb durexsg_Buyers_AllTime_20191017	Lookalike (SG, 10%) - rb durexsg_ATC_P90D_20191017	Men
Lookalike (SG, 10%) - rb dettolsg_ATC_P90D_20191017	Lookalike (SG, 10%) - mamypokofficialstore_Visitors_P90D_20191017	Women
Lookalike (SG, 10%) - rb dettolsg_Visitors_P90D_20191017	Lookalike (SG, 10%) - logitechofficialstore_ATC_P90D_20191017	

# Catalogue Sales Objective - step-by-step campaign creation guide (6/11)

7. **Placements:** Select 'Automatic Placements' (recommended)
8. **Select Conversion Events:** Purchase
9. **Conversion window:** 7 days click or 1 day after viewing the ad



The screenshot displays the Facebook Ads Manager interface for creating a campaign. The left sidebar shows navigation icons for analytics, editing, and search. The main content area is divided into sections: 'Placements', 'Optimisation and delivery', and 'Conversion window'. Step 7 highlights the 'Automatic placements (recommended)' option in the Placements section. Step 8 highlights the 'Purchase' event type in the Optimisation and delivery section. Step 9 highlights the '7 days after clicking or 1 day aft...' conversion window option.

**7** Automatic placements (recommended)

Use automatic placements to maximise your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more](#)

**8** Conversion events

Event Type: Purchase

**9** Conversion window

7 days after clicking or 1 day aft...

When you are charged: Impression

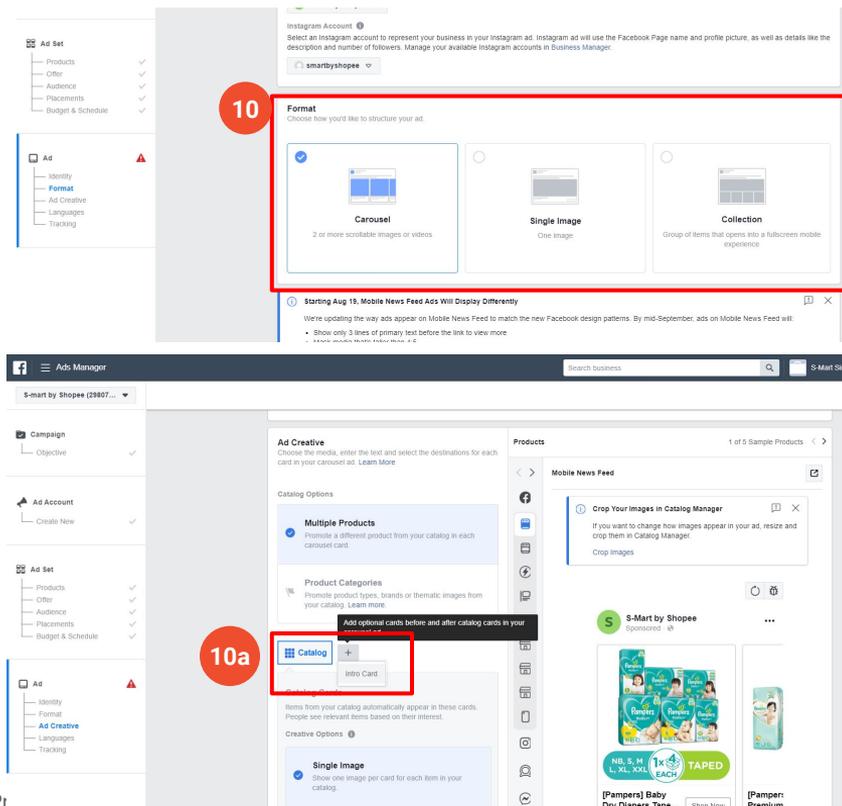
# Catalogue Sales Objective - step-by-step campaign creation guide (7/11)

## Ad level

### 10. Select your desired ad format

Note: Only Dynamic ads allowed for Catalog Sales Objective

#### 10a. Carousel Ad: Choose/Upload an intro card (optional)



The image shows two screenshots from the Facebook Ads Manager interface. The top screenshot, labeled '10', shows the 'Format' selection step. The 'Carousel' option is selected, which is highlighted with a red box. The 'Ad Set' sidebar on the left shows 'Products' checked. The bottom screenshot, labeled '10a', shows the 'Ad Creative' step. The 'Catalog' option is selected, which is highlighted with a red box. A tooltip above the 'Catalog' button says 'Add optional cards before and after catalog cards in your Intro Card'. The 'Ad Creative' sidebar on the left shows 'Ad Creative' checked. The main content area shows 'Catalog Options' with 'Multiple Products' selected. The right sidebar shows 'Products' with 'S-Mart by Shopee' selected. The main content area also shows a preview of the ad creative with a 'Crop Your Images in Catalog Manager' notification.

# Catalogue Sales Objective - step-by-step campaign creation guide (8/11)

## Ad Level

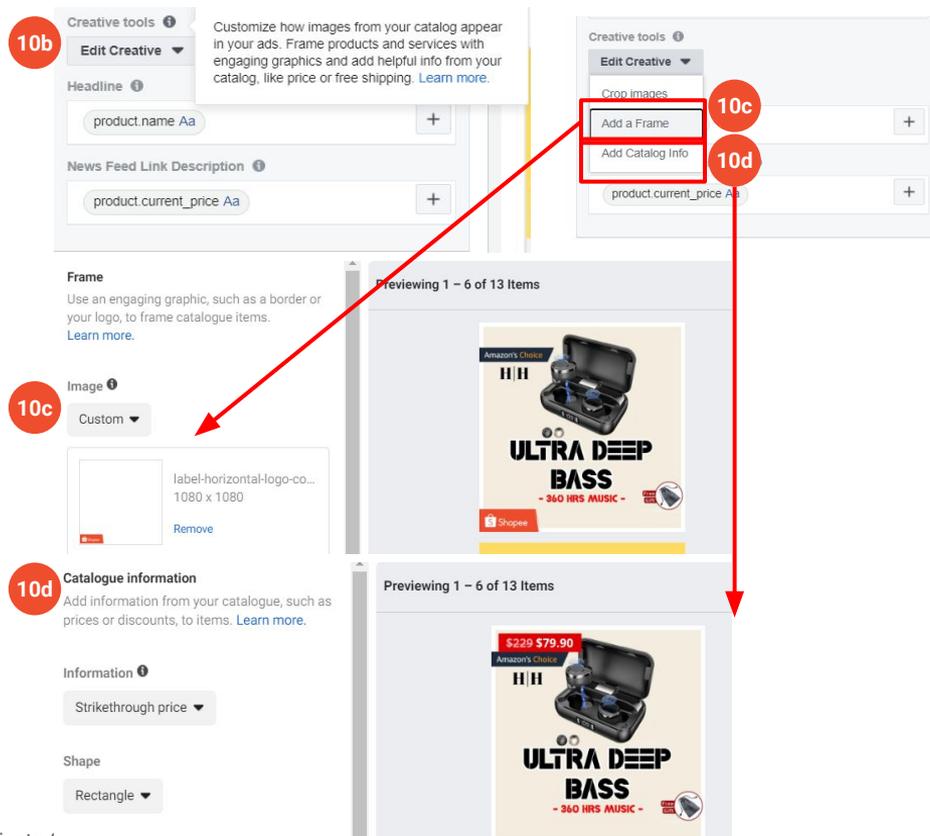
### 10a. Carousel Ad:

#### 10b. Insert dynamic product fields

- **Headline:** “product.name Aa”
- **News Feed Link Description:** “product.current\_price”

#### 10c. Add a **frame** over your carousel images

#### 10d. Promote **shop discounts** on your carousel ad by selecting “Add Catalog Info”



**10b** Creative tools ⓘ  
 Edit Creative ▾  
 Headline ⓘ  
 product.name Aa +  
 News Feed Link Description ⓘ  
 product.current\_price Aa +

Customize how images from your catalog appear in your ads. Frame products and services with engaging graphics and add helpful info from your catalog, like price or free shipping. [Learn more.](#)

**10c** Creative tools ⓘ  
 Edit Creative ▾  
 Crop Images +  
 Add a Frame +  
 Add Catalog Info +  
 product.current\_price Aa +

**10c** Image ⓘ  
 Custom ▾  
 label-horizontal-logo-co...  
 1080 x 1080  
 Remove

**10d** Catalogue information  
 Add information from your catalogue, such as prices or discounts, to items. [Learn more.](#)  
 Information ⓘ  
 Strikethrough price ▾  
 Shape  
 Rectangle ▾

Previewing 1 – 6 of 13 Items  
 Amazon's Choice  
 IIII  
 ULTRA DEEP BASS  
 - 360 HRS MUSIC -  
 Shopee

Previewing 1 – 6 of 13 Items  
 \$229 \$79.90  
 Amazon's Choice  
 IIII  
 ULTRA DEEP BASS  
 - 360 HRS MUSIC -  
 Shopee

# Catalogue Sales Objective - step-by-step campaign creation guide (9/11)

## Ad Level

### 10a. Carousel Ad:

**10e.** Insert your ad caption under 'Primary text'

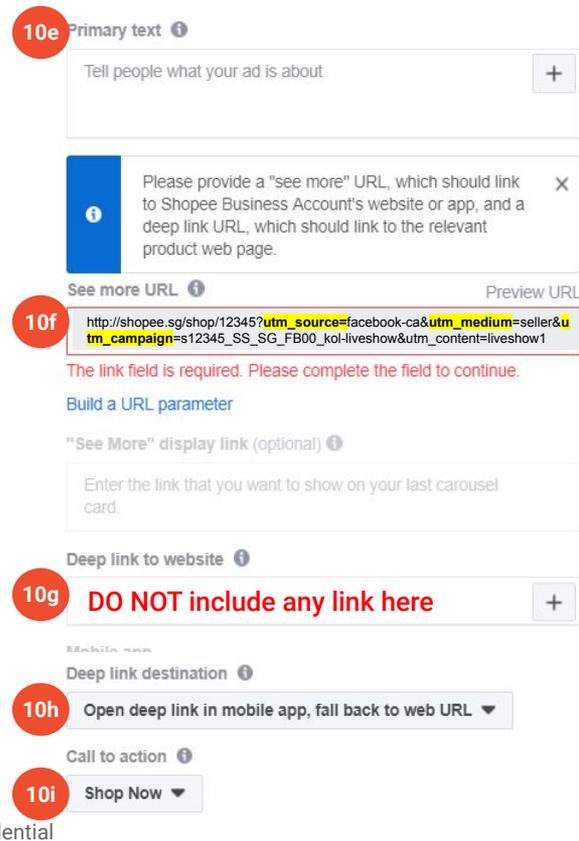
**10f.** Include Shop URL under 'See more URL' (recommended to use Universal Link)

**10g. DO NOT** include any link in "Deep Link" as it will overwrite the deep-link from the product catalog.

**10h.** Select the default "Open deep link in mobile app, fallback to web URL" for Deep Link Destination.

**10i.** Select CTA 'Shop Now' (recommended)

You can generate a UTM-tagged link [here](#) using Shopee's UTM generator. Make a copy of the sheet to use it.



The screenshot shows the 'Primary text' field with the placeholder 'Tell people what your ad is about.' (10e). Below it is the 'See more URL' field containing a UTM-tagged URL: `http://shopee.sg/shop/12345?utm_source=facebook-ca&utm_medium=seller&utm_campaign=s12345_SS_SG_FB00_kol-liveshow&utm_content=liveshow1` (10f). A red box highlights the URL with the annotation '10g DO NOT include any link here'. Below the URL field is the 'Deep link to website' field (10g) and the 'Deep link destination' dropdown menu (10h) set to 'Open deep link in mobile app, fallback to web URL'. At the bottom is the 'Call to action' dropdown menu (10i) set to 'Shop Now'.

Always UTM tag your URLs 

# Catalogue Sales Objective - step-by-step campaign creation guide (10/11)

## Ad Level

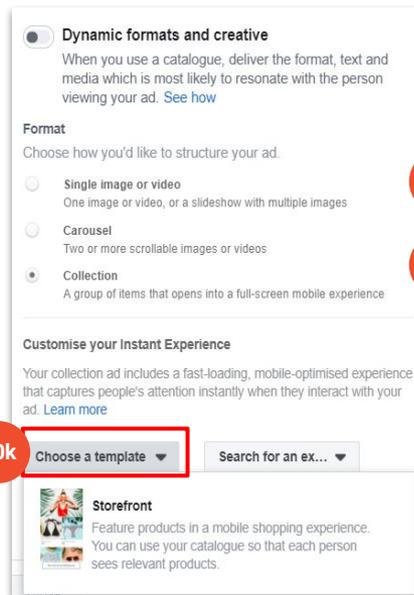
### 10j. Collection Ad:

**10k.** Click on **Choose a Template** to create an Instant Experience. Select 'Storefront' template

**10l.** Include your CTA label (e.g 'View more')

**10m.** **DO UTM-tag** your **Destination link** for the button in canvas page of Collection Ads as well as for other ad formats

You can generate a UTM-tagged link [here](#) using Shopee's UTM generator. Make a copy of the sheet to use it.



Dynamic formats and creative  
When you use a catalogue, deliver the format, text and media which is most likely to resonate with the person viewing your ad. [See how](#)

**Format**  
Choose how you'd like to structure your ad.

Single image or video  
One image or video, or a slideshow with multiple images

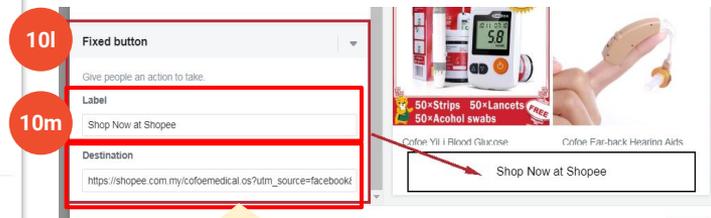
Carousel  
Two or more scrollable images or videos

Collection  
A group of items that opens into a full-screen mobile experience

**Customise your Instant Experience**  
Your collection ad includes a fast-loading, mobile-optimised experience that captures people's attention instantly when they interact with your ad. [Learn more](#)

**10k** Choose a template

**Storefront**  
Feature products in a mobile shopping experience. You can use your catalogue so that each person sees relevant products.



**10l** Fixed button  
Give people an action to take

Label  
Shop Now at Shopee

**10m** Destination  
[https://shopee.com.my/cofoemedical/os?utm\\_source=facebook](https://shopee.com.my/cofoemedical/os?utm_source=facebook)

### Destination URL example:

[http://shopee.sg/shop/12345?utm\\_source=facebook-ca&utm\\_medium=seller&utm\\_campaign=s12345\\_SS\\_SG\\_FB00\\_kol-liveshow&utm\\_content=liveshow1](http://shopee.sg/shop/12345?utm_source=facebook-ca&utm_medium=seller&utm_campaign=s12345_SS_SG_FB00_kol-liveshow&utm_content=liveshow1)

# Catalogue Sales Objective - step-by-step campaign creation guide (11/11)

**11.** Mandatory to add **UTM\_CAMPAIGN** parameters to ensure your campaign visits will be tracked on Shopee's Marketing Solutions Portal

**11a.** Select "Build a URL Parameter"

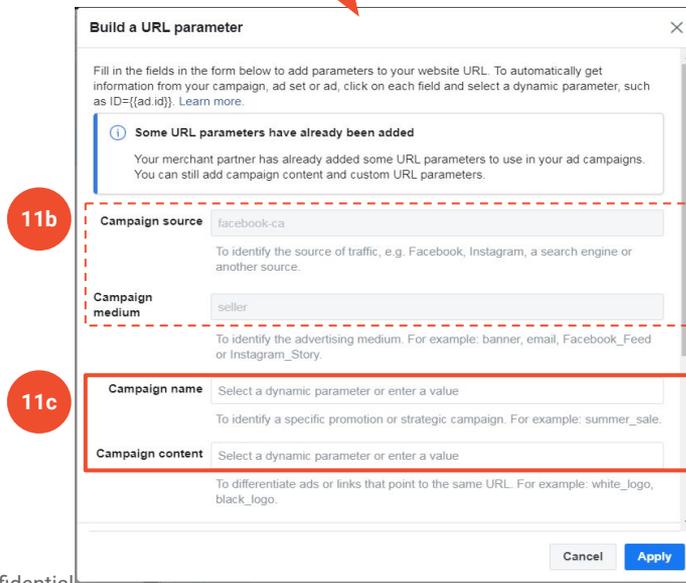
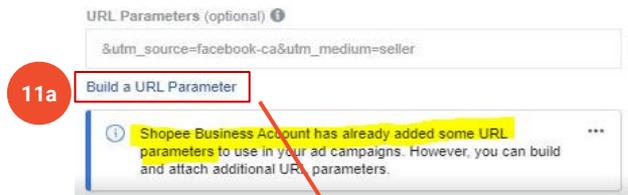
**11b.** Pre-fixed when account is created (cannot be changed)

- utm\_source = facebook-ca
- utm\_medium = seller

**11c.** DO FILL IN CAMPAIGN NAME field

**Note:** UTMs are a set of tracking parameters attached to the end of your link.

- Helps to track the source of your visits + attribute your purchases
- Does not affect your landing page destination



**REMEMBER TO ADD CAMPAIGN NAME FIELD**

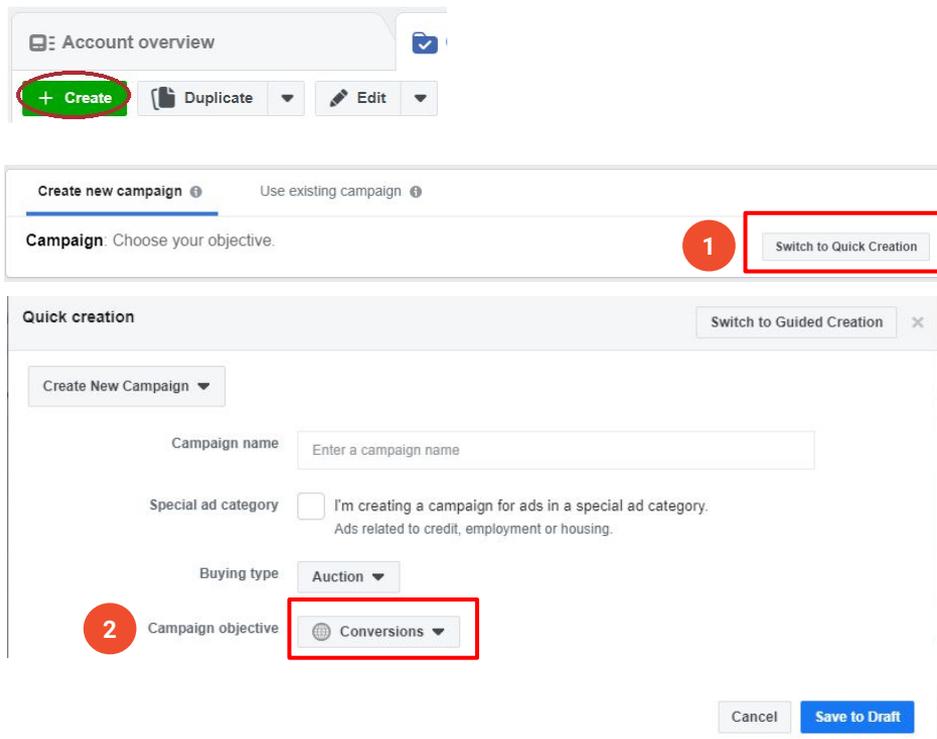
## Conversion Objective - step-by-step campaign creation guide (1/6)

### Use Conversion Objective for Non-dynamic Ads

1. Create campaign using **Quick Creation** method.
2. Choose **Conversion objective** and **Save to draft**
3. Toggle **on Collaborative Ads option**
4. Go to adset level and **select** your **catalog segment**
5. Choose the Conversion location: **App or Website**
6. Select the corresponding Pixel or SDK depending on the conversion location – select app store for app
7. Select your **conversion event**
8. Go to **ad level**, fill up the Website URL or the Deeplink URL
9. Add **UTM parameters** to ensure your campaign orders will be tracked
10. **Suitable for non-dynamic ads**

# Conversion Objective - step-by-step campaign creation guide (2/6)

1. Create campaign using **Quick Creation** method.
2. Choose **Conversion objective** and **Save to draft**



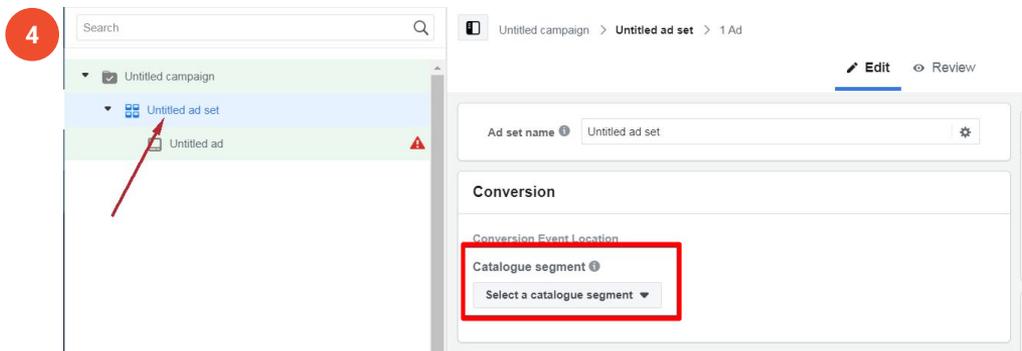
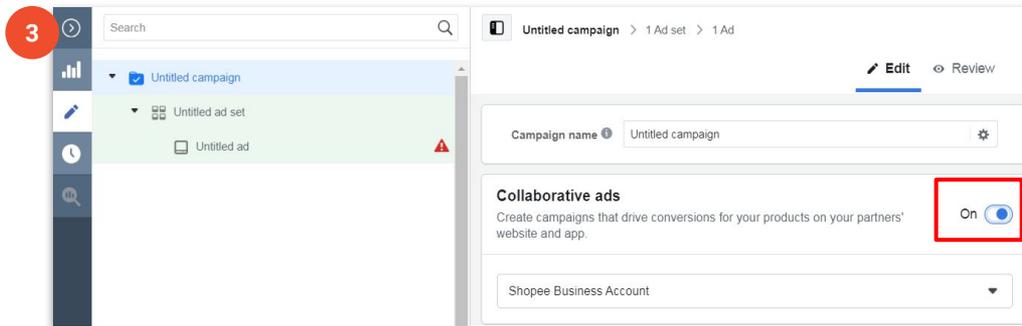
The screenshot shows the 'Account overview' page with a '+ Create' button circled in green. Below it, the 'Create new campaign' section has a 'Switch to Quick Creation' button circled in red with a '1' in a red circle. The 'Quick creation' form has a 'Campaign objective' dropdown set to 'Conversions', which is also circled in red with a '2' in a red circle. At the bottom right, there are 'Cancel' and 'Save to Draft' buttons.

# Conversion Objective - step-by-step campaign creation guide (3/6)

3. Toggle on Collaborative Ads option

4. Go to adset level and select your catalog segment

*E.g CPAS - SG - [Brand](Shopee)-Direct*



# Conversion Objective - step-by-step campaign creation guide (4/6)

**Conversion Location: Web**

OR

**Conversion Location: App**

**Conversion**

Conversion Event Location

Catalogue segment ⓘ

**5** Website

Shopee SG Website's Pixel

Choose an event ⓘ

**5a** ACTIVE

- View content
- Add to cart
- Initiate checkout
- Purchase

**Conversion**

Conversion Event Location

Catalogue segment ⓘ

**6** Website

App

App ⓘ

Shopee

**6a** App Store Google Play

Please choose an app event

Select App Event ⓘ

**6b** Purchase

- Add to cart
- Search
- Complete registration
- View content

You can **only select 1 appstore per adset**. To target Android and IOS users, you must create 1 adset per app store

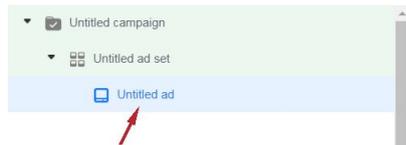
# Conversion Objective - step-by-step campaign creation guide (5/6)

8. Go to **ad level**, fill up the Website URL or the Deep-link URL

8a. Website URL is only available when your conversion location is web

8b. App deep-link destination only available when the conversion location is app

You can generate a UTM-tagged link [here](#) using Shopee's UTM generator. Make a copy of the sheet to use it.



8a Conversion location is web

*Tip: Use universal tracking link to redirect users to app*

OR

8b Conversion location is app

Write a short headline

[+ Add another option](#)

Description (optional) ⓘ

Include additional details

[+ Add another option](#)

Destination

Website

Facebook event

**Website**

Because you're using catalogue segments in one or more of your ads, make sure that you provide URLs that link to the catalogue segment owners' websites or apps and a deep link URL, which should link to the relevant product web page.

Website URL ⓘ Preview URL

`https://shopee.co.th/?utm_source=facebook-ca&utm_medium=seller&utm_campaign=untitledcampaign`

Deep Link (optional) ⓘ

`shopeeth://reactPath?smit=9&path=shopee%2FTRANSFER_PAGE&navigate_url=https%3A%2F%2Fshopee.co.th%2F&tab=buy&utm_source=facebook-ca&utm_medium=seller&utm_campaign=s12345_SS_SG_FB_CA_untitledcampaign&utm_content=conversiontest`

You'll need to accept the Data Use Terms for App Ads on Mobile before you can include a deep link.

[Read and Accept Terms](#)

Call to action ⓘ

[Use App](#)

# Conversion Objective - step-by-step campaign creation guide (6/6)

9. Mandatory to add **UTM\_CAMPAIGN** parameters to ensure your campaign visits will be tracked on Shopee's Marketing Solutions Portal

9a. Select "Build a URL Parameter"

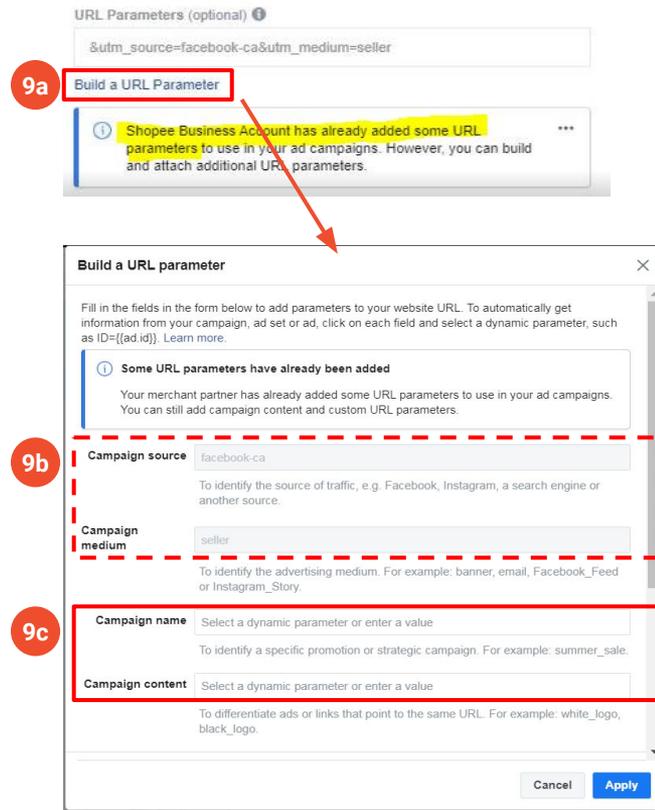
9b. Pre-fixed when account is created (cannot be changed)

- utm\_source = facebook-ca
- utm\_medium = seller

9c. **DO** insert **campaign name field**  
(optional: **campaign content field**)

**Note:** UTM's are a set of tracking parameters attached to the end of your link

- Helps to track the source of your visits + attribute your purchases
- Does not affect your destination



URL Parameters (optional) ⓘ

&utm\_source=facebook-ca&utm\_medium=seller

9a. Build a URL Parameter

Shopee Business Account has already added some URL parameters to use in your ad campaigns. However, you can build and attach additional URL parameters.

**Build a URL parameter**

Fill in the fields in the form below to add parameters to your website URL. To automatically get information from your campaign, ad set or ad, click on each field and select a dynamic parameter, such as ID={{ad.id}}. Learn more.

Some URL parameters have already been added  
Your merchant partner has already added some URL parameters to use in your ad campaigns. You can still add campaign content and custom URL parameters.

9b. Campaign source: facebook-ca  
To identify the source of traffic, e.g. Facebook, Instagram, a search engine or another source.

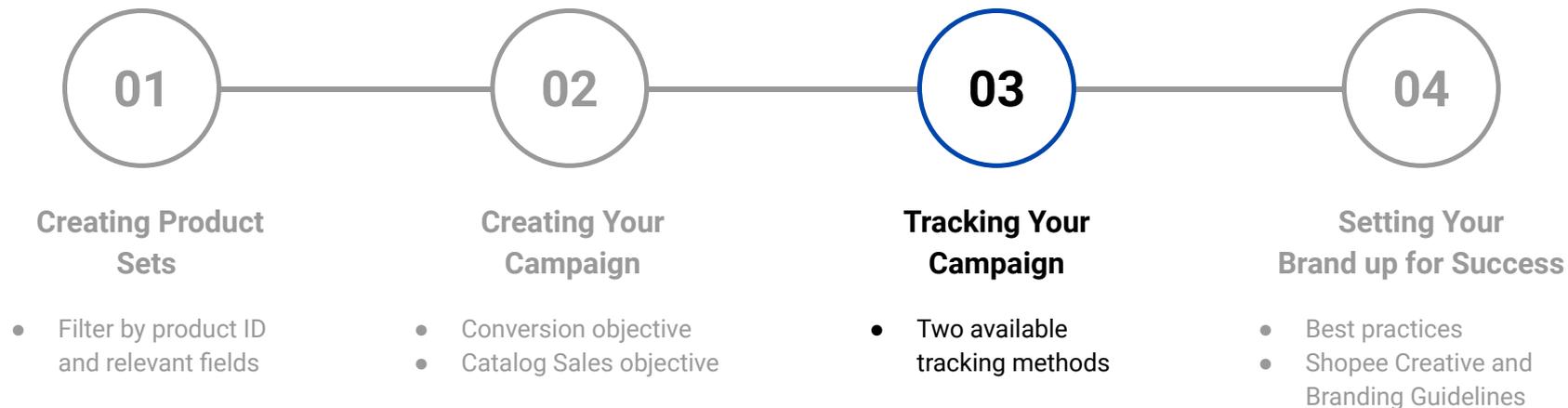
Campaign medium: seller  
To identify the advertising medium. For example: banner, email, Facebook\_Feed or Instagram\_Story.

9c. Campaign name: Select a dynamic parameter or enter a value  
To identify a specific promotion or strategic campaign. For example: summer\_sale.

Campaign content: Select a dynamic parameter or enter a value  
To differentiate ads or links that point to the same URL. For example: white\_logo, black\_logo.

Cancel Apply

## Once onboarded, go through 4-stage to set up CPAS successfully



# There are 2 methods to create your campaign's tracking links

## Method 1

### Via Shopee's Naming Generator Template

#### Benefits

- Bulk creation of tracking links via Google Sheet template provide
- Able to save historical tracking links created

#### Limitations

- Requires user to ensure fields filled are accurate when generating the links

## Method 2

### Via Shopee's Marketing Solutions Portal

#### Benefits

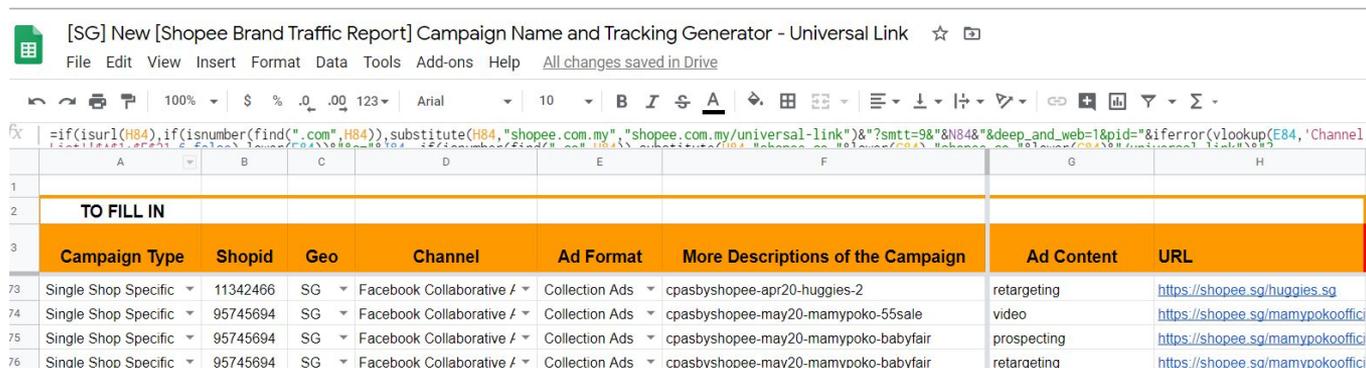
- User-friendly method to create tracking links
- Able to save historical tracking links created

#### Limitations

- It only allows to create one tracking code at a time

# Method 1: Generate tracking link via Shopee's Naming Generator Template for Facebook

1. Make a copy of the template [here](#) and fill up your campaign details from **Column B to G**
2. Input the seller's destination URL in Column H (Default: Seller's shop page on Shopee)



	A	B	C	D	E	F	G	H
1								
2	TO FILL IN							
3	Campaign Type	Shopid	Geo	Channel	Ad Format	More Descriptions of the Campaign	Ad Content	URL
73	Single Shop Specific	11342466	SG	Facebook Collaborative /	Collection Ads	cpasbyshopee-apr20-huggies-2	retargeting	<a href="https://shopee.sg/huggies.sg">https://shopee.sg/huggies.sg</a>
74	Single Shop Specific	95745694	SG	Facebook Collaborative /	Collection Ads	cpasbyshopee-may20-mamypoko-55sale	video	<a href="https://shopee.sg/mamypokoofficial">https://shopee.sg/mamypokoofficial</a>
75	Single Shop Specific	95745694	SG	Facebook Collaborative /	Collection Ads	cpasbyshopee-may20-mamypoko-babyfair	prospecting	<a href="https://shopee.sg/mamypokoofficial">https://shopee.sg/mamypokoofficial</a>
76	Single Shop Specific	95745694	SG	Facebook Collaborative /	Collection Ads	cpasbyshopee-may20-mamypoko-babyfair	retargeting	<a href="https://shopee.sg/mamypokoofficial">https://shopee.sg/mamypokoofficial</a>

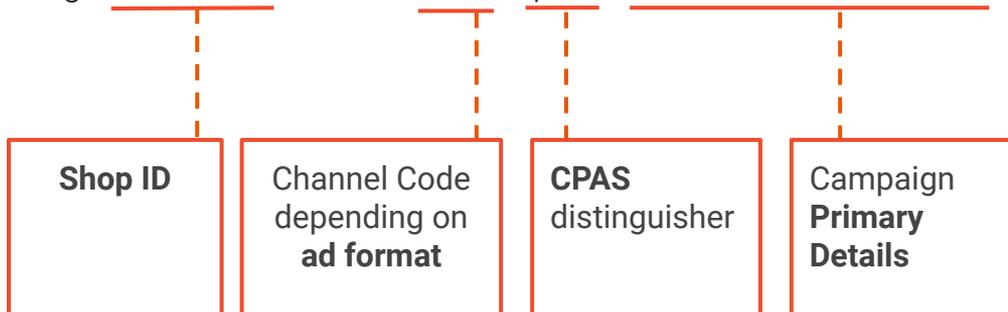
3. Scroll to the right of the sheet to **Column M - P**
4. Tracking links are automatically generated based which you can directly copy and paste to your ad

# Method 1: Generate tracking link via Shopee's Naming Generator Template for Facebook

## CPAS Campaign Naming Convention Example

- s[Shopid]\_SS\_[Market]\_[Channel Code]\_cpas-[Campaign Description]

○ E.g s58196006\_SS\_SG\_FBC1\_cpas-mar20-mensale-lenovo



## Method 2: Generate tracking link via Shopee Marketing Solutions Portal

Please follow the [same steps covered in the earlier session](#) for Shopee Marketing Solutions Portal

Shopee Marketing Solutions Portal Brand ▾

Reporting

- Overall Performance
- Daily Performance
- Channel Performance
- Campaign Performance
- Item Performance

Tracking

- Access Management
  - Manage Roles
  - Manage Users

**Generate New Tracking Code** Cancel Generate

Market/Shop	Campaign Type	Channel	Ad Format	Campaign Description	Ad Content	URL	Action
Select ▾	Select ▾	Select ▾	Select Channel first ▾	Enter <small>Should only consist of alphabets, numbers, hyphen. No spaces or special characters allowed</small>	Enter <small>Should only consist of alphabets, numbers, hyphen. No spaces or special characters allowed</small>	Enter	Duplicate

# Important fields to include Tracking Links & UTM parameters in your CPAS campaigns

**a**

Deep link to website

Mobile app   
 Choose app

Deep link destination   
 Open deep link in mobile app, fall back to web URL

Call to action   
 Shop Now

---

Languages

---

Tracking

Conversion tracking

Facebook pixel

App events

Offline events

URL parameters · Optional

utm\_source=facebook-ca&utm\_medium=seller&utm\_campaign=s43251891\_MS\_MY\_FBD1\_ALL091\_010920\_cpasbysheopee-sep20-movingpeach

**b**

## Reminders:

- DON'T** put anything in the “Deep link to website” field
- DO** fill up the UTM parameters after clicking on “Build a URL parameter”
  - utm\_source: facebook-ca
  - utm\_medium: seller
  - utm\_campaign: **MUST ADD** & follow given Shopee’s campaign naming convention
- DO** UTM-tag your Destination link for the button in canvas page of Collection Ads as well as for other ad formats

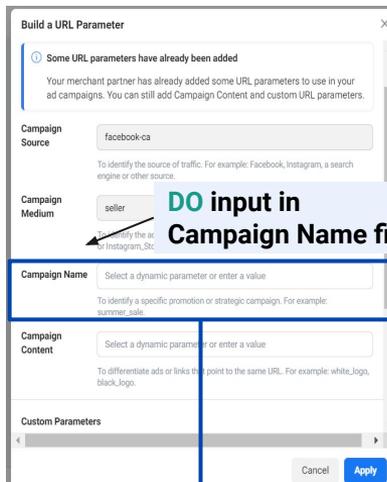


# Common mistakes of UTM tagging in CPAS campaigns



Adding UTMs will allow you to **track your campaign visits on Shopee's Marketing Solutions Portal**. If no or wrong UTMs were used, Shopee will not be able to track and provide accurate data for brands' campaign visits.

## Bad Examples to Avoid



**Build a URL Parameter**

Some URL parameters have already been added

Your merchant partner has already added some URL parameters to use in your ad campaigns. You can still add Campaign Content and custom URL parameters.

Campaign Source: facebook-ca

Campaign Medium: seller

**DO input in Campaign Name field**

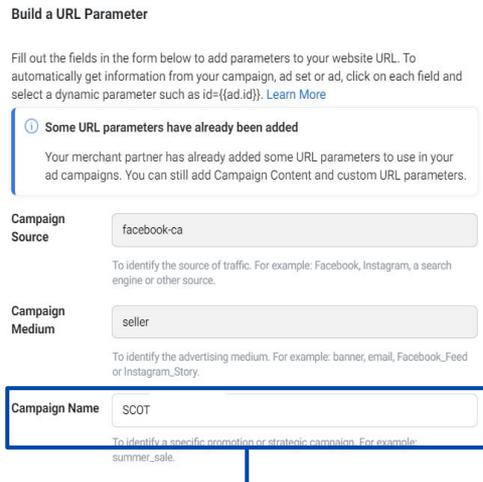
Campaign Name: [Empty field]

Campaign Content: [Empty field]

Custom Parameters: [Empty field]

Buttons: Cancel, Apply

In this example, UTM Campaign is totally missing



**Build a URL Parameter**

Fill out the fields in the form below to add parameters to your website URL. To automatically get information from your campaign, ad set or ad, click on each field and select a dynamic parameter such as id={{ad.id}}. [Learn More](#)

Some URL parameters have already been added

Your merchant partner has already added some URL parameters to use in your ad campaigns. You can still add Campaign Content and custom URL parameters.

Campaign Source: facebook-ca

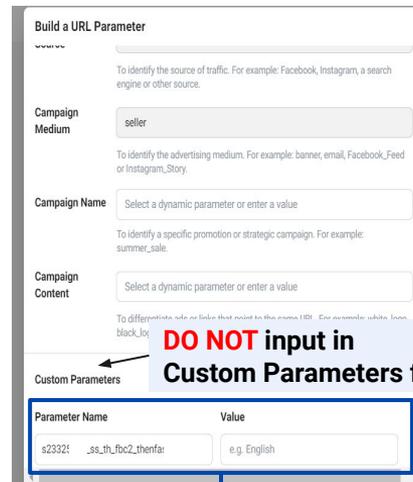
Campaign Medium: seller

Campaign Name: SCOT

Campaign Content: [Empty field]

Custom Parameters: [Empty field]

In this example, wrong UTM\_Campaign naming convention is used



**Build a URL Parameter**

To identify the source of traffic. For example: Facebook, Instagram, a search engine or other source.

Campaign Source: [Empty field]

Campaign Medium: seller

To identify the advertising medium. For example: banner, email, Facebook Feed or Instagram Story.

Campaign Name: [Empty field]

To identify a specific promotion or strategic campaign. For example: summer\_sale.

Campaign Content: [Empty field]

To differentiate ads or links that point to the same URL. For example: white\_black\_logo.

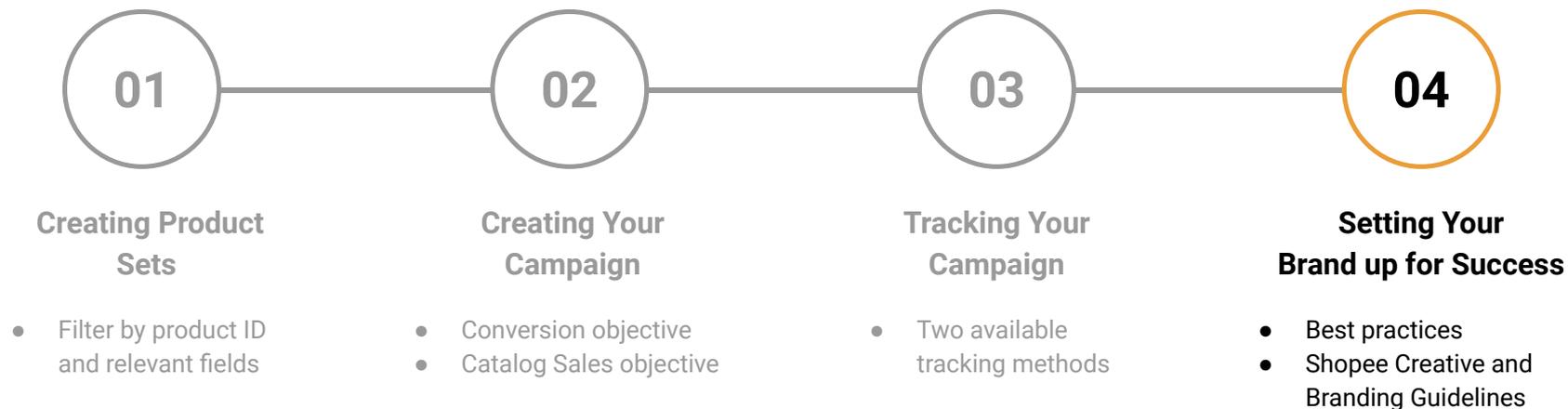
**DO NOT input in Custom Parameters field**

Custom Parameters

Parameter Name	Value
s2332:..ss_th_fbc2_thenfa	e.g. English

In this example, campaign name is placed in incorrect field

## Once onboarded, go through 4-stage to set up CPAS successfully



## CPAS Campaign Optimisation Checklist

- 1 Use **Facebook Broad Audience** for Prospecting Campaigns
- 2 Optimize of lower funnel events: **View Content, ATC, Purchase.**  
**DO NOT USE Link Clicks**
- 3 Set Conversion Window:  
**7 day click or 1 day viewing after the ad**
- 4 Opt for **Automatic Placements** for media efficiency
- 5 **Try to avoid micro-segmenting** product catalog below 50 skus
- 6 Bid using **Auto-Bid (Lowest cost bidding strategy)**
- 7 Recommended **campaign duration** is **3-4 weeks** with **recommended Budget** set at **~US\$40/day**
- 8 Start running campaigns **at least 2 weeks before Mega Sale**
- 9 Optimize Mega Sale Campaigns on **View Content** (Prospecting) and **Purchase** (Retargeting)
- 10 Split adsets by **objective: Prospecting & Retargeting**. Apply **CBO** for campaigns

# CPAS Creative Design Best Practice #1:

## Adhere to Facebook's 20% image text rule to maximise reach

### RULE OF THUMB

Ensure that text proportion **does not exceed 20% of the visual**. Image Text Check [here](#).

**IMAGE TEXT: GOOD (<20%)**

✔ Image text: **OK**  
Your advert will run normally.

**IMAGE TEXT: LOW (20% +)**

⚠ Image text: **Low**  
Your advert's reach may be slightly lower.

**IMAGE TEXT: MEDIUM**

⚠ Image text: **Medium**  
Your advert's reach may be much lower.

**IMAGE TEXT: HIGH**

⚠ Image text: **High**  
Your advert may not run.

## CPAS Creative Design Best Practice #2: Make promotion and discount eye-catching

Utilise dynamic catalogue information (**e.g strikethrough price / percentage off**) when running dynamic carousel only **if the seller** products **have attractive discounts** on their shop product listings



- Highlight Flash Sale
- Highlight time sensitivity
- Claimable voucher



- Percentage Off
- Strikethrough price
- Claimable voucher label



- Percentage Off
- Strikethrough price
- Free gift label



- Percentage Off
- Co-branding with Shopee sticker

# CPAS Creative Design Best Practice #3:

## Adopt co-branding with CPAS creative guideline and assets from Shopee

Shopee's [creative guidelines](#) apply when running ads with Shopee's accounts/product catalog.

Brands might be requested to adapt their creative designs to meet Shopee's CPAS design guidelines if there is major misalignment

### Example of Shopee's CPAS design guideline

#### Co-branded Logo Layout:

Always include the full **COLOUR** version of  and observe co-branded logo layout. **Shopee Mall** logo can be used interchangeably.



#### Recommended Content Ratio:

70% Brand SKUs/Campaign elements  
20% Promo Message  
10% Co-branded logos

#### Brand Colour Ratio:

70% Partner's Brand colours  
30% Shopee Brand Colours



#### Image Text Overlay:

Ensure that text proportion does not exceed 20% of the visual.

Image Text Check [here](#).

#### Key Promo Message:

Include campaign's promo message to make the deal more attractive.

#### Validity:

Recommended to add in promo validity period.

#### Promo blurb:

Recommended to include a blurb to shout about discount, voucher or special promo price to make the deal more attractive.

#### SKUs Display:

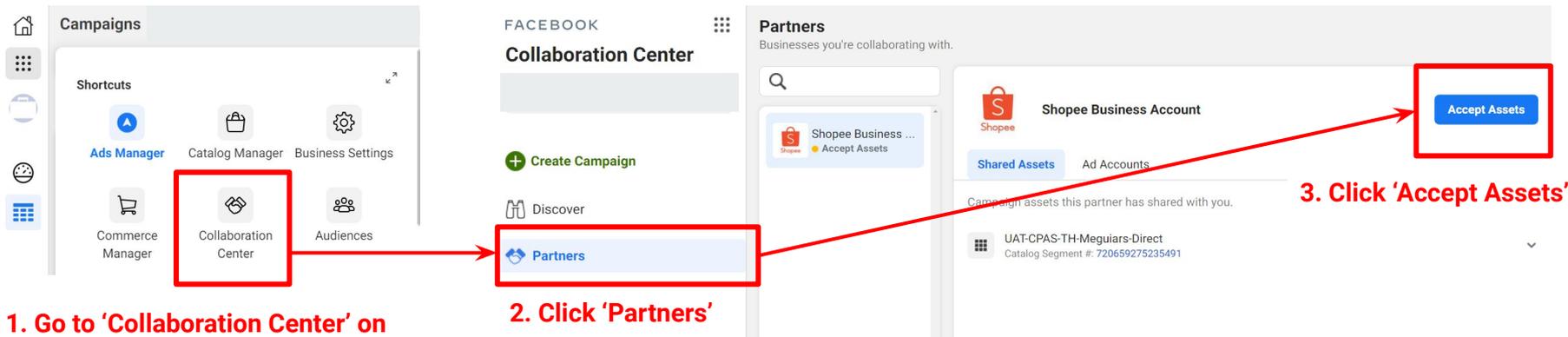
SKUs to be displayed clearly, preferably on a white or clean background. SKUs with complicated background can should span fully across the frame.

Private & Confidential

# Appendix



# Accept Catalog on Facebook Business Manager



**1. Go to 'Collaboration Center' on your Facebook Business Manager**

**2. Click 'Partners'**

**3. Click 'Accept Assets'**

**NOTE:** Only the Business Manager **Admin** will be able to accept.

Once the Business Manager Admin has accepted the Assets and CPAS T&C, the people assigned to manage the catalog and the ad account can proceed to run CPAS campaign using the catalog shared. This can be done by:

- a) Clicking  **Create Campaign** on the Collaboration Center above **OR**
- b) Created normally via Facebook Ads Manager with 'Catalog Sales' campaign objective.