

Promotional Services for Listings

If you want more people to see your ad, you can choose to have it featured on the homepage for local or international users or have it appear at the top of a category page for maximum visibility.

1. Available Promotional Services:

To boost the visibility of a listing, users can choose from several paid promotional options designed to make their ads more noticeable. These options include:

1.1. PROMO LOCAL HOMEPAGE

Your ad will be displayed on a rotating basis on the Ambayo homepage, shown to users in your local area depending on the selected language, along with other local homepage listings.

- A "PROMOTED" badge will be added to your listing's image, making it more prominent and drawing attention.
- This will help grab the interest of potential buyers even before they start searching.
- The ad will be shown in different positions on the homepage at various times, depending on the language and location of the users.
- A local homepage ad can generate up to 25 times more views.

Example: If you are selling a product or service in a specific country, this service ensures that users browsing the homepage from that country will see your ad more frequently.

1.2. PROMO INTERNATIONAL HOMEPAGE

Your ad will appear on the Ambayo homepage in all languages, on a rotating basis, along with other international homepage listings.

- A "PROMOTED" badge will be placed on your listing's image, making it stand out and attract more attention.
- This ensures your ad reaches potential buyers across different countries before they even begin their search.
- The ad will be shown in various positions at different times to users worldwide.
- An international homepage ad can generate up to 100 times more views.

Example: If you are selling a product or service and wish to reach an international audience, this service helps ensure your ad is seen by users from different countries, boosting the chance of global interest.

1.3. TOP LOCAL CATEGORY PAGE

Your ad will be featured in local search results within your category, shown on a rotating basis with other top local listings.

- A "TOP" badge will be added to your listing, increasing its visibility and attractiveness.
- This will catch the interest of buyers even before they start browsing for specific items.
- The ad will rotate through different positions in the search results depending on the country where the search is conducted.
- A top local ad can generate up to 4 times more views.

Example: If you are selling electronics and local users search the "Electronics" category in your country, your ad will appear at the top of the search results more frequently.

1.4. TOP INTERNATIONAL CATEGORY PAGE

Your ad will appear in search results across all countries, rotating with other top international listings within the same category.

- A "TOP" badge will be added to your ad, ensuring it stands out and grabs the attention of users worldwide.
- The ad will rotate through various positions in the search results, depending on the country of the search.
- A top international ad can generate up to 16 times more views.

Example: If you are selling electronics and users in different countries search the "Electronics" category, your ad will appear prominently at the top, increasing your chances of international views and interest from buyers around the globe.

2. Activation of Promotional Services:

You can activate promotional services only after your ad has been reviewed and approved by a moderator. This ensures that all listings comply with platform guidelines before being promoted.

3. Category-Specific Restrictions:

Promotional services are available for all categories except those in the “**Sexual Care (Adults Only)**” category.

- Ads in this category cannot be promoted on the Local Homepage or International Homepage.
- However, they can still be promoted within the **TOP Local Category Page** and **TOP International Category Page**, but will only be visible within the “Sexual Care (Adults Only)” category.

Example: If you list an item in the "Sexual Care (Adults Only)" category, you can promote it within that category, but it will not appear on the main homepage or in the "Health & Beauty" category.

4. Single-Listing Limitation:

Each promotional package applies to a single listing. You cannot use a promotional package to promote multiple listings at the same time.

Example: If you have two listings, you will need to purchase separate promotional services for each, as a single package cannot be shared between them.

5. Modifications to Promoted Listings:

Major changes to an already-promoted listing are not allowed. However, Ambayo allows users to make certain modifications such as:

- **Price changes**
- **Location changes**

Important: Any other changes besides price or location will result in the suspension of the promotion, and any fees paid for the promotional services will not be refunded.

6. Promotion and Extension of Listing Duration:

Promoting a listing can extend its visibility beyond the original time period selected when the ad was created. The number of extra days is calculated as follows:

Extended Days = Promotional Plan Days - Remaining Days Until Listing Expires

- **Extended Days:** The number of additional days your listing will stay active.
- **Promotional Plan Days:** The duration of the promotional plan you selected.
- **Remaining Days:** The number of days left before your listing expires.

Example: If you select a 30-day promotional plan and your ad has 10 days remaining, the listing will be extended by 20 days ($30 - 10 = 20$ additional days).

7. Disclaimer on Effectiveness:

Ambayo does not guarantee that using promotional services will result in an increase in interest, views, or sales. The purpose of these services is to improve visibility, but the results will depend on the market and buyer interest.

Example: Promoting your ad can help it reach more potential buyers, but Ambayo cannot guarantee immediate sales or higher interest as a result.

Maximize Your Ad's Potential with Promotional Services

Promoting your ad on Ambayo is one of the most effective ways to make it stand out from the competition and attract the right audience. Whether you're targeting local buyers or an international market, our promotional services can significantly boost the visibility of your listings, driving more views and potential interest.

By featuring your ad on the homepage or ensuring it appears at the top of relevant category searches, you can reach your target audience faster and increase your chances of success. Many sellers have reported up to **100 times** more visibility through effective promotion.

Don't miss the opportunity to make your ad stand out.