

PREPARE FOR YOUR ACCOUNT UPGRADE

Tips and FAQs to get you started



Get ready for your account upgrade

The following provides you with the important information you need to prepare for your upgrade to the new Sponsored Search, including:

- Details on the new account structure and what's changing
- How listings will be transferred from your current to your new account
- Tips for preparing your account for the upgrade
- Account upgrade FAQs

Details on the new account structure and what's changing

Keywords still serve as your foundation.

The keywords that describe your business can remain the same. These are still the connecting point between you and customers who are searching online.



Individual titles and descriptions will apply to multiple keywords.

Titles, descriptions and URLs—which are called “ads” in the new Sponsored Search—may apply to more than one keyword. This should cut down on the time you have to spend generating advertising messages.



Keywords and ads will be organized into ad groups.

Ad groups can contain up to 1,000 keywords, along with up to 20 ads (titles, descriptions and URLs) that apply to those keywords. This will allow you to test multiple ads to find the message that works best with prospective customers.



One or more ad groups will make up a campaign.

Campaigns may contain up to 1,000 ad groups. New features enable you to set up geo-targeting, scheduling and budgeting at the campaign level. This should give you more control and help ensure that your campaigns are working as efficiently as possible.



Your account will be comprised of all your campaigns.

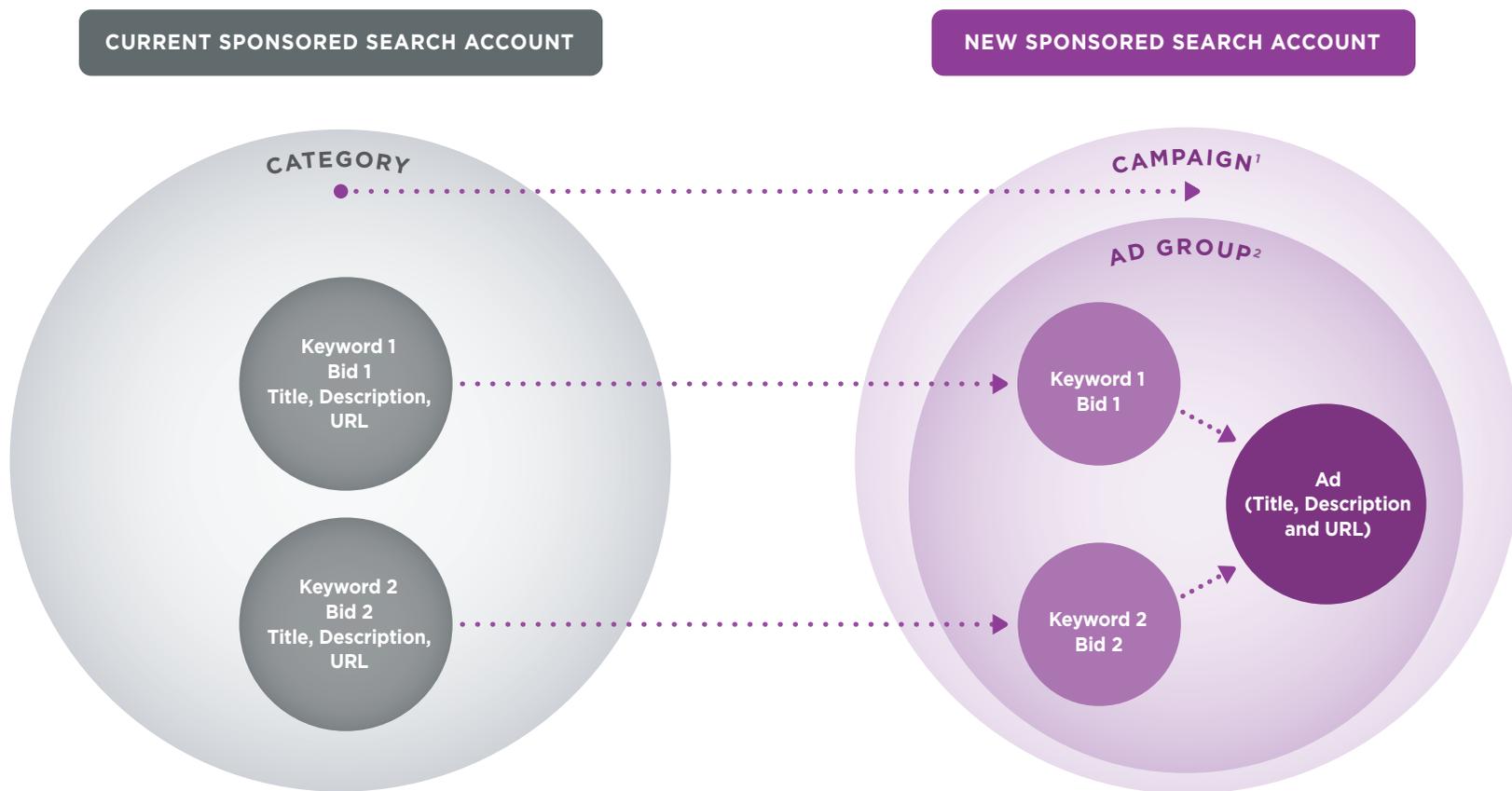
Your campaigns will make up your new Sponsored Search account. Your account will still apply to one market only (i.e. the United States).¹ To advertise in more than one market, you will need to have multiple accounts. Each account may contain up to 20 campaigns.

1. Also includes English-speaking Canada.

How your listings will be transferred from your current to your new account

Your current listings will be transferred to the new account structure as follows:

The way in which your ads are displayed in search results will remain the same even though your account structure and the way you manage your ads will change.



1. Campaigns are not limited to one ad group. Campaigns may include up to 1,000 ad groups.

2. Illustration assumes title, description and URL are the same for both listings. Keywords with different titles, descriptions and/or URLs are not transferred into the same ad group.

Tips for preparing your account for the upgrade

In order to help you achieve a more seamless transition to the new system, we suggest you make the following changes to your current account.



Create categories for keywords that would fit into campaigns.

If you currently organize your keywords into categories, each category will become a campaign within your new account. If you do not use categories, all of your listings (ads) will be incorporated into a single campaign.

You may want to group keywords into categories by the following:

- **Specific marketing goal** (i.e. a summer clearance sale, a new product launch, or targeting customers in a specific geographic location)
- **Product variation** (14" LCD monitor, 18" LCD monitor, 22" LCD monitor)
- **Product class or family** (books, hardcover, paperback, thriller, sci-fi)
- **Products (shoes) vs. services** (shoe repair)
- **Products that have one attribute in common** (shipping region, price, discount)

Setting up categories within your current account should ensure an easy transition of your information into your new Sponsored Search campaigns.



Create a specific title and description for each category.

Because the new system only requires one ad (title, description and URL) per ad group, we suggest that you generate titles and descriptions now that apply to all of the keywords in a category. Try to integrate the keyword into the title and/or description of each ad to improve its relevancy to your customer.

The more your titles and descriptions are geared towards your keyword categories, the easier it will be to preserve the structure of your information in the new system.

Sponsored Search upgrade process steps

Account upgrades to the new Sponsored Search have begun.

- Prior to your upgrade, you will have an opportunity to preview your account in the new structure.
- You will receive an email with details on how to access your preview at least one week before it becomes available.
- Once your preview becomes available, you may access a “read-only” version of your account in the new structure. Use this preview to familiarize yourself with the new account features and layout.
- You can choose to upgrade your account at any time during your preview by pressing the Upgrade Now button (see illustration to the right).
- If you do not upgrade your account yourself, it will be upgraded for you. The date of your upgrade will be provided to you via email, as well as within your current account.
- It may take up to eight hours to complete your upgrade. No action is necessary on your part during this time. You will be able to view a read-only version of your account during this time.
- To log into your new account, you will use the same username and password you use today. However we will provide you with a new URL for the login page.

Preview

When you click the **Preview** button, you will be taken to a read-only preview of your new Sponsored Search account.

Upgrade Now

Once you have previewed your new account, please return to your existing account and click the **Upgrade Now** button to initiate your upgrade to the new Sponsored Search.

Date	Total Impressions	Total Clicks	Cost Per Click	Total Cost (\$)	Click Rate (%)	Total Conversions	Conversion Rate (%)	Cost Per Conversion (\$)
9/20/06	526,723	186,354	.18	34,246	35.38			

Date	Total Impressions	Total Clicks	Cost Per Click	Total Cost (\$)	Click Rate (%)	Total Conversions	Conversion Rate (%)	Cost Per Conversion (\$)
9/20/06	15,219	12,642	.10	1,264.20	11			

(Screenshots of the user interface are subject to change.)

FAQs on the upgrade to the new Sponsored Search

When will I be notified of my upgrade date?

You will receive your upgrade date via email at least two weeks in advance of the upgrade date.

I'm concerned about the way my listings will be transferred to the new system. Can you show me what my account will look like before I upgrade?

Yes. Before upgrading to the new Sponsored Search, you will be able to access a read-only preview of your account. This preview will help you understand how your listings will be transferred to the new account structure, and help you familiarize yourself with the new features and layout.

Do I need to do anything prior to the upgrade?

Although there isn't anything you must do yourself, there are two things that we suggest you do in your account to help ensure that the transfer of your ads goes smoothly:

1. Use categories to organize your keywords.

Categories allow you to take keywords that are similar in some way and group them together. Each category in your current account will appear as a campaign within your upgraded account. Using categories now will help ensure that your new account is organized the way you'd like it to be right from the start.

Tip: Create categories for all keywords related to a particular product or product line, or group all of the keywords that you manage most closely into one category to access them quickly.

2. Write templated titles and descriptions.

Instead of having "listings," as you do today, your new account will have "ads," (comprised of a title, description and URL) that will apply to more than one keyword. This will cut down on the time you have to spend generating and managing advertising messages. We recommend that you write templated titles and descriptions now to ensure that the right message is displayed to your customers once your account is upgraded. For best results, write your title and description in such a way that your keyword can be inserted into it.

Tip: Titles and descriptions should be short and highly relevant to all of the keywords in your category. Titles should be no more than 40 characters and short descriptions should be no more than 70 characters. Short descriptions will be used if present, or we will continue to truncate your long descriptions.

FAQs on the upgrade to the new Sponsored Search

What should I do once the preview of my new account is available?

We highly recommend that you thoroughly review your account preview to familiarize yourself with the new structure and features. Once you are ready, we encourage you to press the “Upgrade Now” button to begin taking advantage of the new Sponsored Search.

What is the advantage of proactively upgrading my account?

By choosing to initiate the upgrade process yourself, you are in control of when your account upgrades. Choose the time that is most convenient for you and your business; for example, at the end of the workday or overnight. Because the upgrade process takes up to eight hours to complete, doing it at the end of the day will minimize any disruption to your account management. Additionally, by proactively upgrading your account, you can take advantage of the great new features right away.

What will happen if I do not upgrade my account myself?

If you do not choose to proactively upgrade your account yourself, your account will be automatically upgraded for you on your upgrade date.

How long will it take to upgrade my account?

It may take up to eight hours for our systems to complete your upgrade. Please note that no action is necessary on your part during this time.

What will happen to my ads while my account is being upgraded?

Your ads will continue to be displayed on Yahoo! and our partner sites during your upgrade, but you will not be able to make any changes to the ads or bids within your account during this time.

After the upgrade, will my ads look different in search results?

No, they will look just as they did prior to the upgrade.

What happens after my account is upgraded?

Here are some key changes to be aware of before upgrading your account:

- Your account will have an entirely new look, as well as new features that can help make your advertising even more effective.
- The login page for your account will have a new URL, which will be provided to you in advance of the upgrade date.

FAQs on the upgrade to the new Sponsored Search

- Your new account will also begin to accumulate a new data history for reporting purposes.
- To access reporting data for your account prior to the upgrade, log into your current account. You'll be able to access data for the 13 months prior to the upgrade.
- Your ads will continue to run as they do today, until you make changes or create new ads.

What should I do when my upgrade is complete?

- Log into your new account to familiarize yourself with your new account organization and reorganize if necessary.
- Verify all of your Sponsored Search and Content Match bids to see if you need to make any changes.
- Try out the new features that may help you achieve better results from your search marketing account, such as geo-targeting, ad testing, insert keyword function and more.

How do I log into my new account?

You can access your new account from the Upgrade Center (newsponsoredsearch.yahoo.com). The URL for the new login page will also be provided to you in advance via email. You will log in with your current username and password. If you have recently changed your password in the current system, it will not update in the new system.

What is the difference between an ad group and a campaign?

An ad group contains your ads (titles, descriptions and URLs) and targeting criteria (keywords and geography). You may set one bid for your entire ad group, or use individual keyword bids. A campaign is a combination of one or more ad groups that share the same budget, schedule and geo-targeting criteria, usually created to achieve a particular marketing goal.

At what levels will I be able to bid once my account is upgraded?

When you create an ad group, you will be prompted to set a bid for the entire ad group. If you wish to manage your keywords more closely, you can set separate bids at the keyword level. While you should manage your bids at the ad group level, you may set separate bids at the keyword level to manage your keywords more closely.

What happens to my keyword bids when my listings are transferred to the new system?

Your keyword bid amounts remain the same. You will also see an ad group-level bid based on all keywords in that ad group. Your bidding will remain at the keyword level unless you change it to the ad group level.

FAQs on the upgrade to the new Sponsored Search

Will all of my account information be transferred?

All of your listings will be transferred to the new Sponsored Search with the exception of ads that have not received impressions over the last thirteen months, or clicks during the last seventeen months. In addition, pending listings do not transfer to your new account so you would need to resubmit those listings after the upgrade.

Where can I go to get more information about the upgrade and the new Sponsored Search?

Please visit the Upgrade Center at newsponsoredsearch.yahoo.com for complete and up-to-date information regarding the new Sponsored Search. Here you will find links to an extensive Help Center, tutorials, our new blog, and much more.

Before your account is upgraded:

- Make sure all of your contact information is up-to-date, so that you receive all important communications.
- Be on the lookout for an email with your individual upgrade date.
- Download your current listings for future reference.
- Categorize your ads in your current account so that they can easily be transitioned to campaigns in the new account structure.
- Do not change your password. This will ensure that it stays the same for your new account.
- Check the editorial status page for any pending listings you may need to resubmit.
- Visit the Upgrade Center regularly at newsponsoredsearch.yahoo.com for the all the latest information.

If you'd like to know more about the new **Sponsored Search**, please visit newsponsoredsearch.yahoo.com or contact us at **1-866-YAHOO-98** or feedback-ysm@yahoo-inc.com.



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