

Marketplace Ads & Visibility Plan

FMCG Brands & Distribution

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a marketplace/q-com advertising plan — ad types (sponsored product/brand/display, q-com visibility), keyword and budget strategy, ACOS/ROAS targets and scaling rules — so ad spend drives profitable sales, not just impressions. Use it to run online ads. For listing quality use the E-Com Listing & Content Optimization tool.

Purpose of this tool & output

Spend on online ads that actually sell

How the output is used

Use it to spend on online ads that actually sell — a marketplace ads and visibility plan focused on ROAS, not just impressions.

Important cautions

Set ACOS targets from your real online margin; unprofitable ad-driven volume is just buying sales.

Companion documents

- E-Commerce Marketplace Launch
- Quick Commerce Onboarding
- D2C Website & Store Setup
- E-Com Listing & Content Optimization
- Q-Commerce / E-Com Unit Economics
- E-Com Inventory & Fulfilment Ops

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