

Etsy “Offsite Ads” Are Now AUTOMATIC!

Are you protected and positioned for PROFIT?

HERE’S WHAT YOU NEED TO KNOW!

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The following is aimed at helping you get **FREE MONEY** from Etsy (and keep them from taking yours).

For some time now, Etsy has been changing the way it’s advertising works. When we, as Etsy sellers, think of ‘Etsy ads’ we normally think of those *sponsored listings* we can voluntarily opt into... If we choose, we can spend money on Etsy ads and hope we make enough sales to cover the cost and still profit.

That’s NOT what we are talking about here. In this guide, we are talking of Etsy **Offsite Ads**. These are ads that appear on

- Google
- Facebook
- Instagram
- Pinterest
- Bing

- BuzzFeed
- Martha Stewart
- Real Simple
- MyWedding
- Better Homes and Gardens
- Lyst
- Shape and
- Google Display Network

If your Etsy shop has done more than \$10K USD sales (including shipping) in the last year (365 days), participation in these Offsite Ads is **mandatory**. This is OK as long as you know how to take advantage BUT it could also cost you money if you fail to protect yourself - read on to see how you can completely protect yourself from losses AND boost your profits!

If your shop does LESS than \$10K USD sales (including shipping) in the last year (365 days), participation in these Offsite Ads is **voluntary**. But how to turn off 'Offsite Ads' is not made obvious by Etsy.

In this brief guide we will reveal,

- What Etsy **Offsite Ads** are and how they work
- How to turn them off (if you wish and are allowed)
- How to protect yourself from losses (super simple)

- How to take advantage of Offsite Ads and get essentially FREE profits!
- Where to SEE your Offsite Ad **stats**

Etsy Offsite Ads – What They Are & How They Work:

OK, so, enrollment in Etsy “Offsite Ads” is no longer necessarily voluntary. But this is OK as it means added profits for you (as long as you know what to do).

As said above, Etsy Offsite Ads are ads that Etsy places on Google and other sites to bring traffic into specific Etsy listings. Etsy’s algorithm *automatically* matches specific listings to ads on specific platforms for specific keywords (none of which you choose).

If and when someone BUYS one of your Etsy items through one of these Etsy placed ads, **Etsy charges YOU 15%** of the total sale amount (including 15% of the shipping too). If your sales over the past year exceeds \$10K USD, then this fee drops to 12%.

The GOOD NEWS is Etsy only charges you *after* a sale is made. This is in addition to the normal Etsy fees Etsy charges you.

This is great if you have enough “profit margin” to absorb the added 15% cost but could result in a loss if your margins are tight.

For example, suppose you are selling a downloadable printables bundle for \$10.00 and the person pays by credit card ... Etsy fees leave you a net profit of \$8.60 which is nice.

Now if the buyer came in through an Etsy Offsite Ad, you would get charged an additional 15% (\$1.50) so your net profit is now \$7.10 after fees; still good, especially since this was essentially a FREE SALE for you (Etsy brought this buyer to you) and you can't lose money because Etsy only charges you IF and when a sale is made!

However, suppose you are selling mugs at \$19.95 (including shipping). After Etsy fees, you get \$17.60. On Printful, your cost for the mug is \$7.95 + \$6.99 shipping (\$14.94 total) leaving you a \$2.66 net profit. So far, so good... BUT...

If one of your mugs sells through an Etsy ad, you are charged an additional $15\% \times \$19.95 = \2.99 meaning **you lose \$0.33 per mug sold!**

Whoops!...How do we fix this?!???!

If you are in the situation where your margins are too narrow to make Etsy Offsite Ads profitable, you have several options. Here they are...

Option 1 - **Opt out** of Etsy Offsite Ads (*only available to shops with less than \$10K USD sales over the past 365 days*).

To opt-out of Etsy Offsite Ads:

- Go to Etsy.com and click on **Shop Manager**.
- Click Settings in the side menu.
- Click Offsite Ads.
- Click the “**Stop promoting my products**” link.
- Confirm that you want Etsy to Stop promoting your products.
- Confirm again, Stop promoting my products

(Yes, Etsy makes you confirm twice).

If you ever want to re-enroll in Offsite Ads, visit the Offsite Ads page again and click “Restart Offsite Ads”.

Option 2 - **Raise your price** so that you have more margin and any offsite ad sales are profitable. Of course, if you find the raised price negatively affects your organic profits you might want to choose another option.

Option 3 - **Lower your cost** so the item becomes profitable even with Offsite Ads. Remember that Printful mug that cost \$7.95 + \$6.99 shipping? Well on Printify, you can find a similar mug for as low as \$4.87 + \$5.70 shipping; (\$4.37 cheaper) turning that previous \$0.33 LOSS into a **\$4.04 PROFIT!**

Option 4 - **Remove the listing.** This would be our last option obviously. You could transfer the item to your own website for sale or sell it on other platforms.

The TRUTH is, we can usually simply re-price our items or find lower cost print on demand suppliers to more than compensate for the 15% cost of Etsy Offsite Ads and since Etsy Offsite Ads represent sales you would not have otherwise gotten, it's a nice profit bonus for you! (once you have the margin).

By the way, to SEE your Etsy Offsite Ads STATS you simply

- Click on **Shop Manager**.
- Click "Stats" in the left hand menu
- Scroll down to where it says "**See traffic and sales driven by Offsite Ads**"
- Click the "**See more info on your Offsite Ads →**" link.
(ref screenshot below)

Shop Manager ▾

- Search
- Dashboard
- Listings
- Messages
- Orders & Shipping
- Star Seller
- Stats**
- Finances 1 >
- Marketing >
- Integrations
- Community & Help >

Etsy search

Etsy marketing & SEO

? Want more info on each traffic source? [Get a quick rundown.](#)

See traffic and sales driven by Offsite Ads

We're promoting your items on high-traffic sites including pay when you make a sale.

See more info on your Offsite Ads →

How your listings performed

OK, so assuming we have the margin and thus WANT our listings shown in Etsy's Offsite Ads, how do we get a larger portion of our listings selected to be shown?

In essence, Etsy only recoups their Offsite Ad spend when sales are actually made and so Etsy tries to pick only top-quality listings to feature in Offsite Ads.

You can increase your chances of being featured in Offsite Ads by

- Having an excellent listing photo

- Having a competitive price
- Being clear about what buyers are getting
- Clearly stating your shipping cost (offering free shipping is even better!).

So, there you have it... Everything you need to know to

- Protect yourself from losses from Etsy Offsite Ads
- Maximize your profits from Etsy Offsite Ads
- Increase your chances of appearing in Etsy Offsite Ads

Bonne Chance!

Stuart and Bart

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