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Retail

Kijiji My Business Manager

Training Guide

Kijiji My Business for Retail (2020)

Welcome to the Kijiji My Business Manager tutorial

This tutorial will teach you the basics of setting up an account in the Kijiji My Business Manager:

- Sign in & Home Dashboard
- Ad Management
- Locations
- Reporting Tool
- User Management

The Kijiji My Business Manager is a central place for your team to login and manage your Kijiji advertising, including posting and editing ads, increasing visibility of ads with features, tracking engagement and managing your locations.

Sign in, Navigation Menu & Home Dashboard

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Logging in

https://retail.kijiji.limpsys.com/

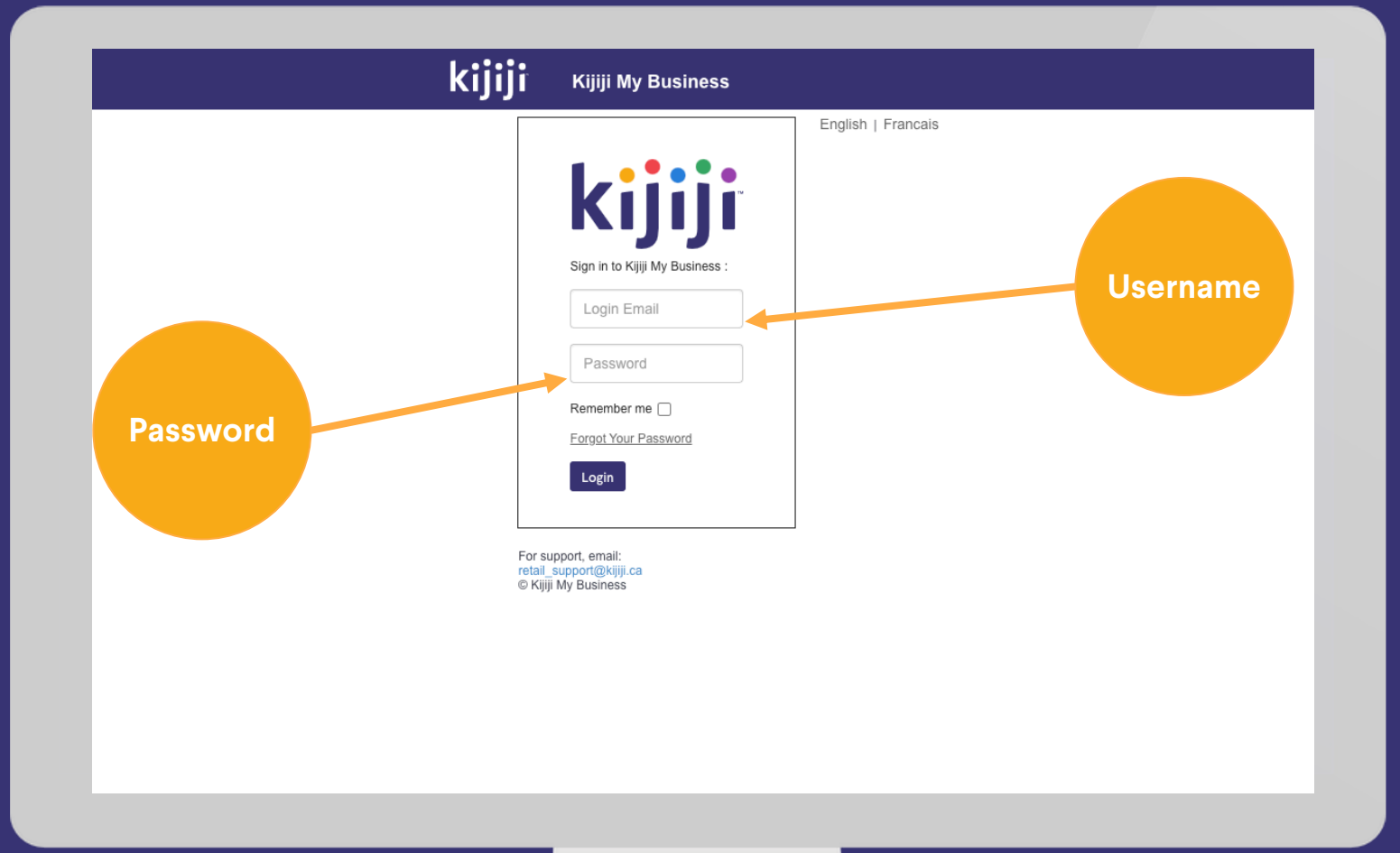
The sign in page is where you'll arrive when first accessing the Kijiji My Business Manager.

Username

Your username is your email address.

Password

You'll find your password inside your login credential email. Remember, your username and password are case sensitive.



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Logging in

Remember Me

Selecting ‘Remember me’ will ensure you remain signed in.

Forgot Password

If you click ‘Forgot Password’ you’ll be taken to a new page. Just enter your email and click the reset password button. You’ll receive an email with instructions to reset your password.

If you haven’t received your login details, contact your Kijiji advertising consultant or contact Kijiji support at 1-866-KIJIJI-6

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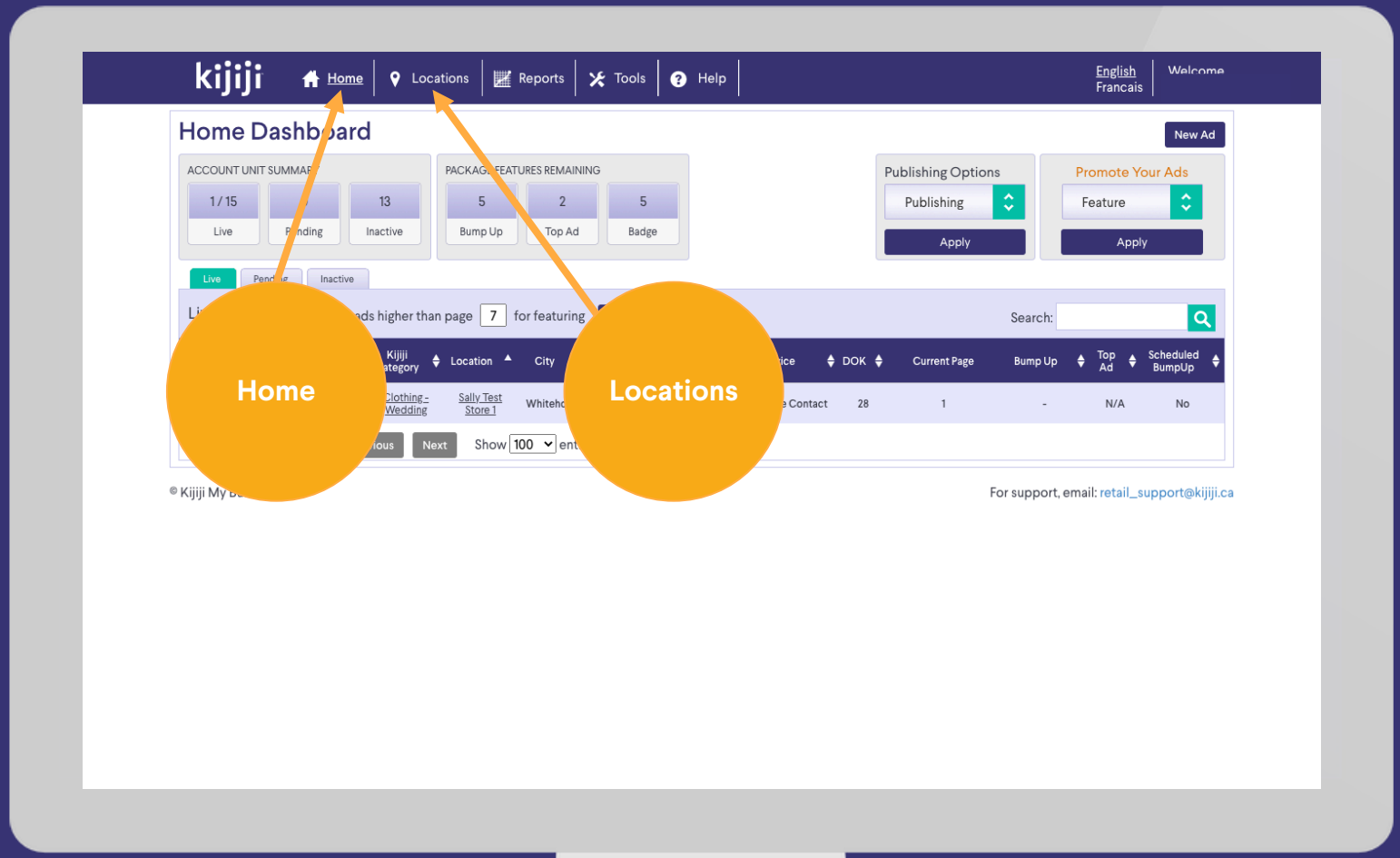
Navigation Menu

Home

When you sign into your Kijiji My Business account, you'll land on the 'Home Dashboard'. Clicking Home on the navigation menu, will always bring you back to this page.

Locations

Select 'locations' on the navigation menu, to view all your locations together.



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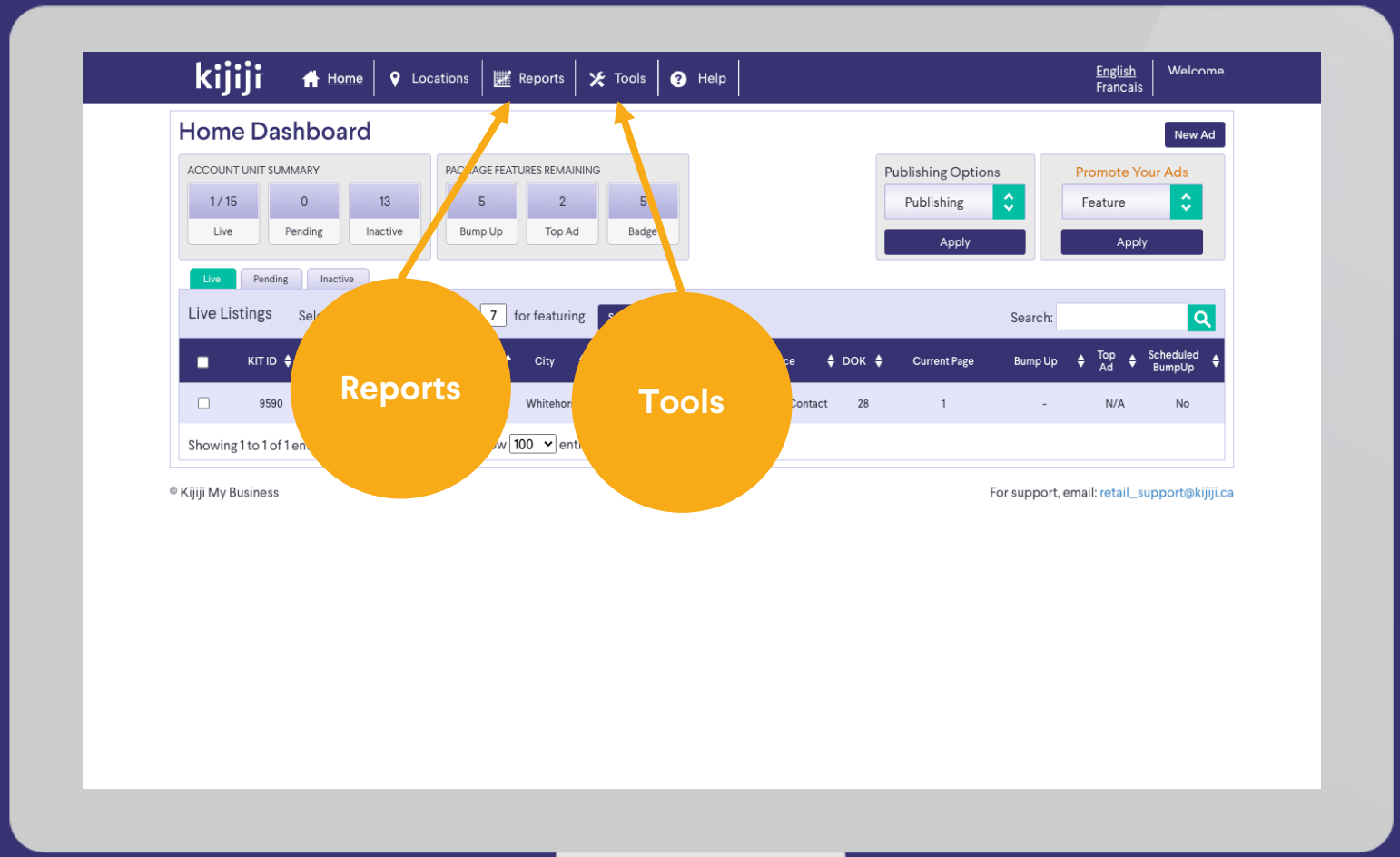
Navigation Menu

Reports

Choose reports to see activity metrics for your ads and historical feature purchases.

Tools

The tools tab can only be accessed if you have client level permissions set up on your account. Here, you can create other user accounts to allow sub users access to select features.



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Navigation Menu

Help

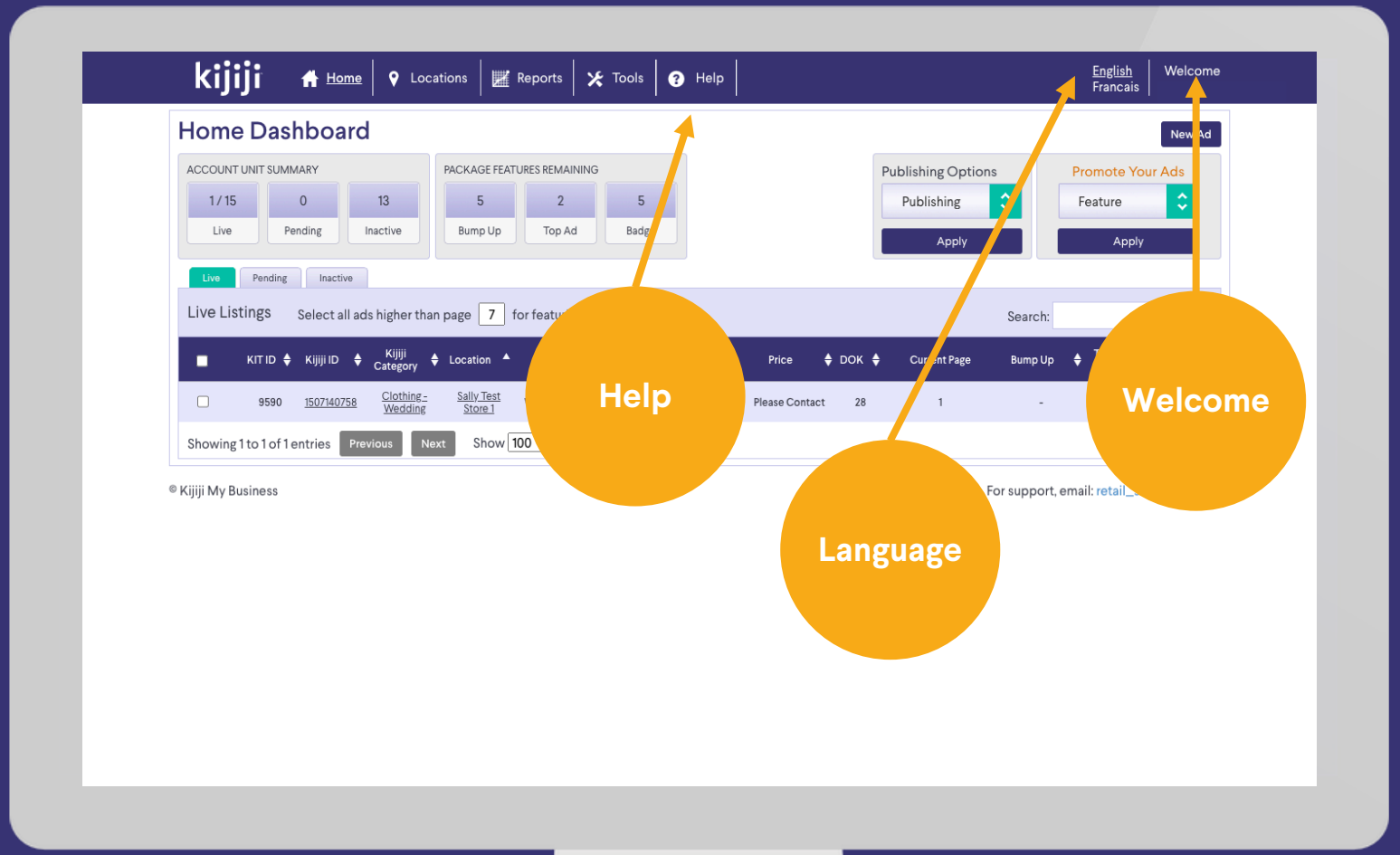
The Help link takes you to a self serve help page where you can find answers to common questions about using the Kijiji My Business Manager, the visibility of your ads on Kijiji and how to optimise ads to reach your audience.

Language

The language setting lets you select the language you prefer to use.

Welcome

Hover over your name next to the Welcome tab to reveal a drop-down menu where you can access basic information about your account, change your password, or log out of your current session.



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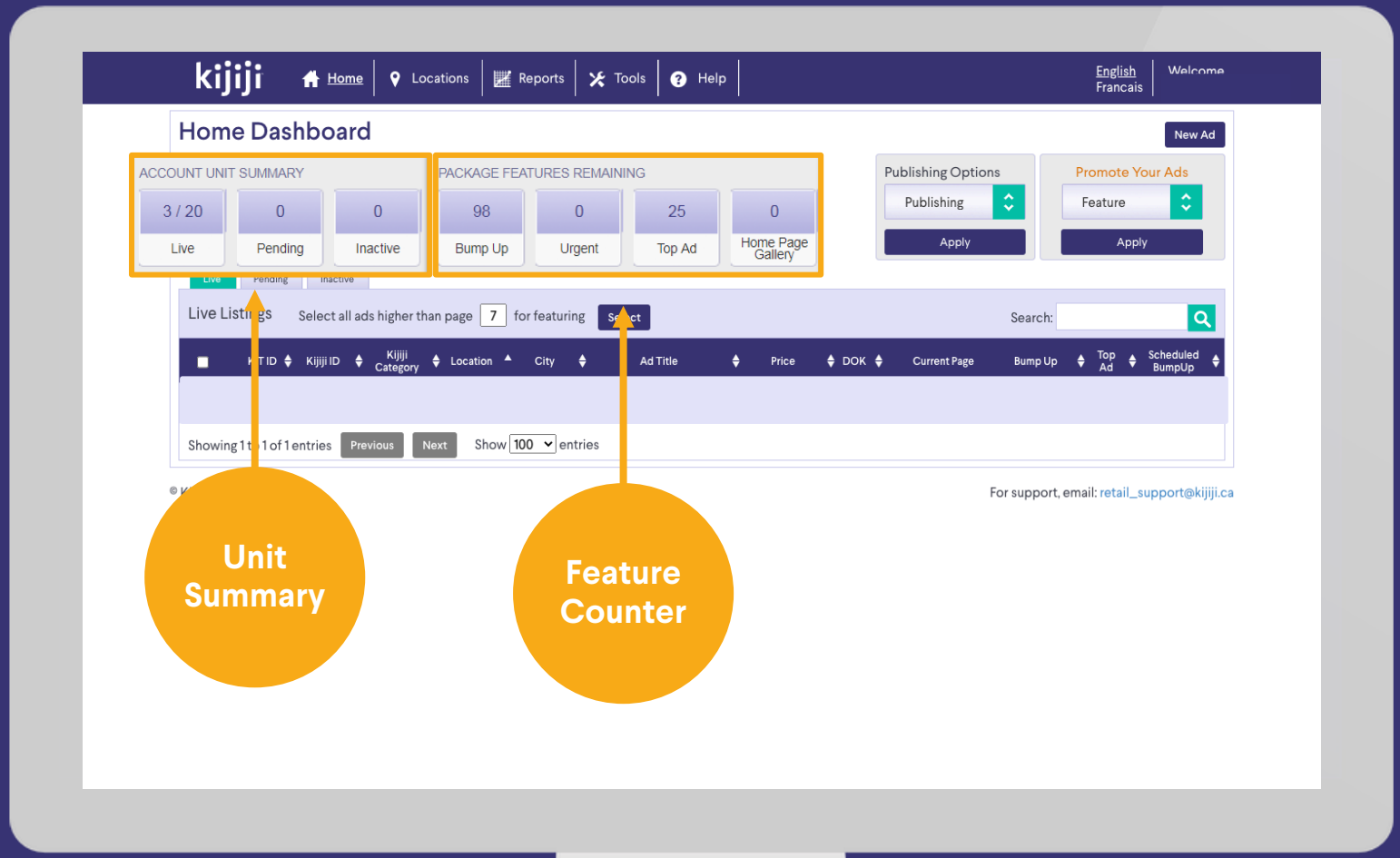
Home Dashboard

Unit Summary

Your Account Unit Summary shows the total number of ads in each state: Live, Pending, and Inactive. Client type profiles will see the total for the account, however Managers will only see what they have been assigned or created themselves.

Feature Counter

Your Package Features Remaining counter shows the total remaining visibility features included in your monthly package. To add monthly features at a discounted rate, contact your advertising consultant.



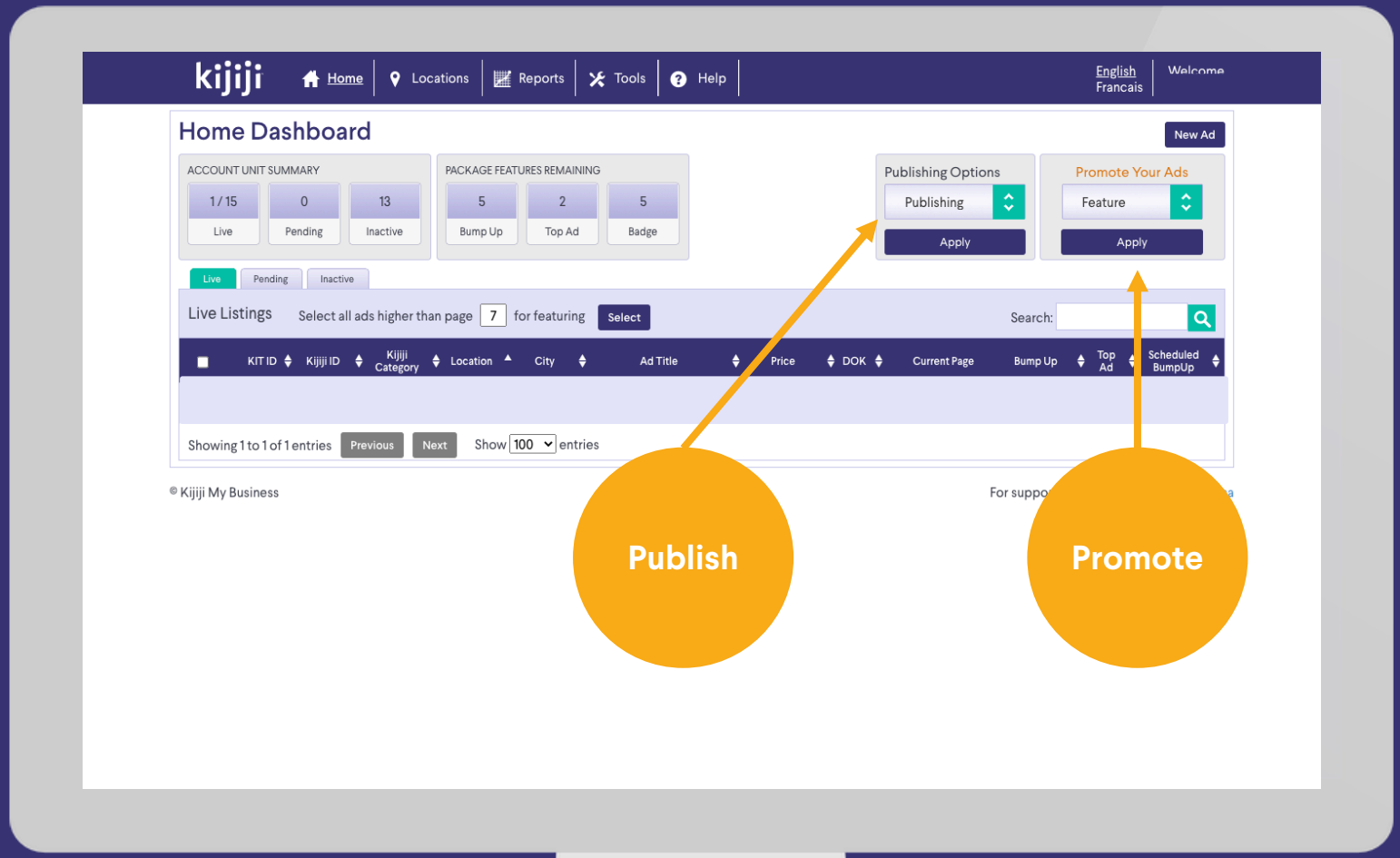
Home Dashboard

Publishing Options

Publishing Options allows you to remove, delete, or publish an ad. Keep in mind that when you remove your ad, it will move to the inactive tab, while delete removes the ad from the system permanently.

Promote Your Ads

Promote Your Ads allows you to apply a visibility feature to one or more ads. Simply select the ad(s) you would like to promote using the checkbox and select the feature you would like to apply. You will be prompted to confirm the purchase, once completed, the feature will take effect momentarily.



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Home Dashboard

View ads on Kijiji

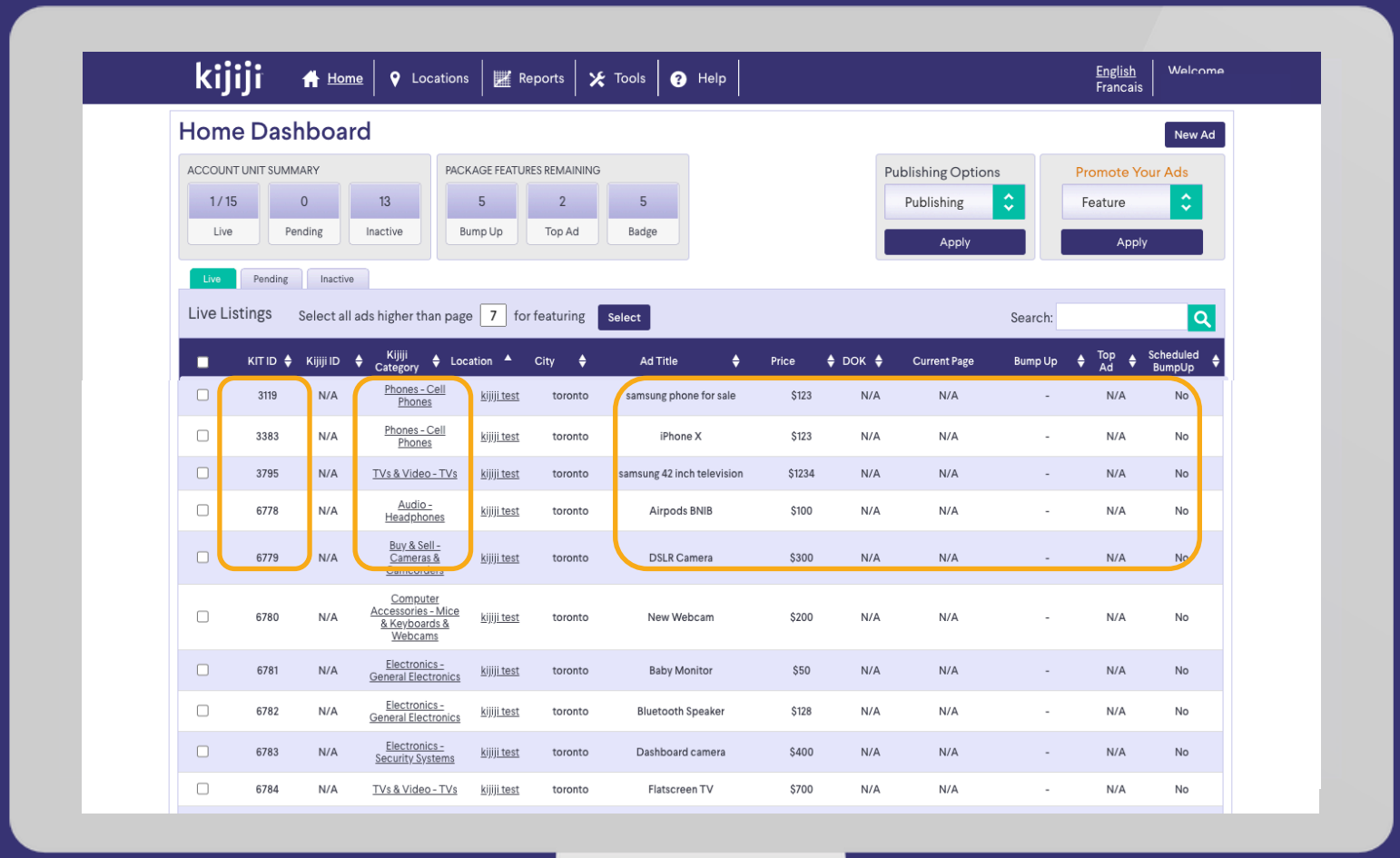
To view your live ad on Kijiji.ca, simply click on the corresponding Kijiji ID.

View or Edit location

To easily view or edit location details, click the underlined location name.

View or Edit Ad

Clicking anywhere along the row will bring up the edit screen for that ad.



KIT ID	Kijiji ID	Kijiji Category	Location	City	Ad Title	Price	DOK	Current Page	Bump Up	Top Ad	Scheduled BumpUp
3119	N/A	Phones - Cell Phones	kijiji test	toronto	samsung phone for sale	$123	N/A	N/A	-	N/A	No
3383	N/A	Phones - Cell Phones	kijiji test	toronto	iPhone X	$123	N/A	N/A	-	N/A	No
3795	N/A	TVs & Video - TVs	kijiji test	toronto	samsung 42 inch television	$1234	N/A	N/A	-	N/A	No
6778	N/A	Audio - Headphones	kijiji test	toronto	Airpods BNIB	$100	N/A	N/A	-	N/A	No
6779	N/A	Buy & Sell - Cameras &	kijiji test	toronto	DSLR Camera	$300	N/A	N/A	-	N/A	No
6780	N/A	Computer Accessories - Mice & Keyboards & Webcams	kijiji test	toronto	New Webcam	$200	N/A	N/A	-	N/A	No
6781	N/A	Electronics - General Electronics	kijiji test	toronto	Baby Monitor	$50	N/A	N/A	-	N/A	No
6782	N/A	Electronics - General Electronics	kijiji test	toronto	Bluetooth Speaker	$128	N/A	N/A	-	N/A	No
6783	N/A	Electronics - Security Systems	kijiji test	toronto	Dashboard camera	$400	N/A	N/A	-	N/A	No
6784	N/A	TVs & Video - TVs	kijiji test	toronto	Flatscreen TV	$700	N/A	N/A	-	N/A	No

Manage your locations

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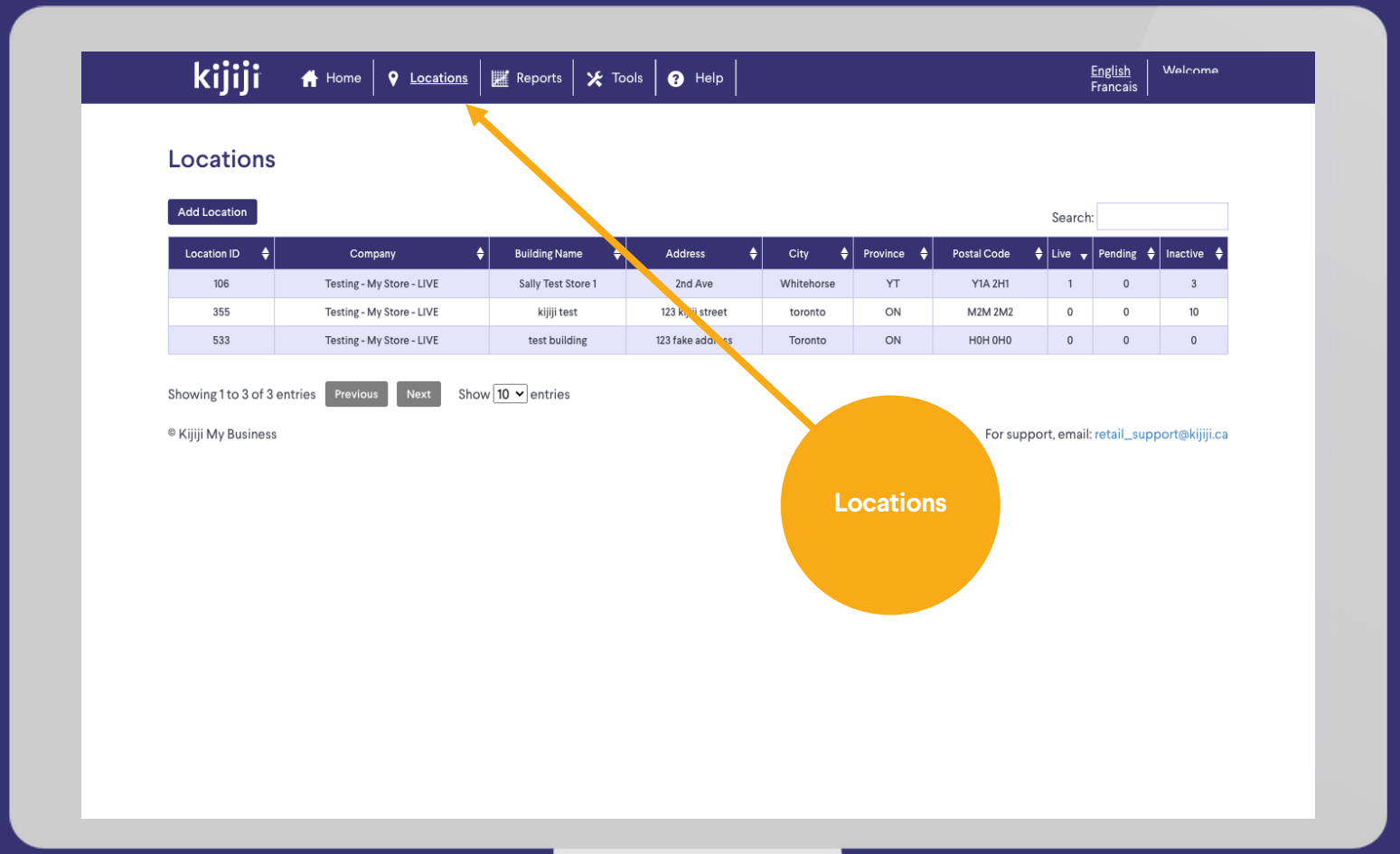
Locations

What is a location?

This is your first step towards creating a new ad if you're just getting started.

Typically a Location(s) represents your store(s) , so you create one unique location per store. This structure allows all of your listings to be grouped together, have the same contact information, and located in the same region.

Ask your advertising consultant for advice if you are not sure what's the best structure for your business.



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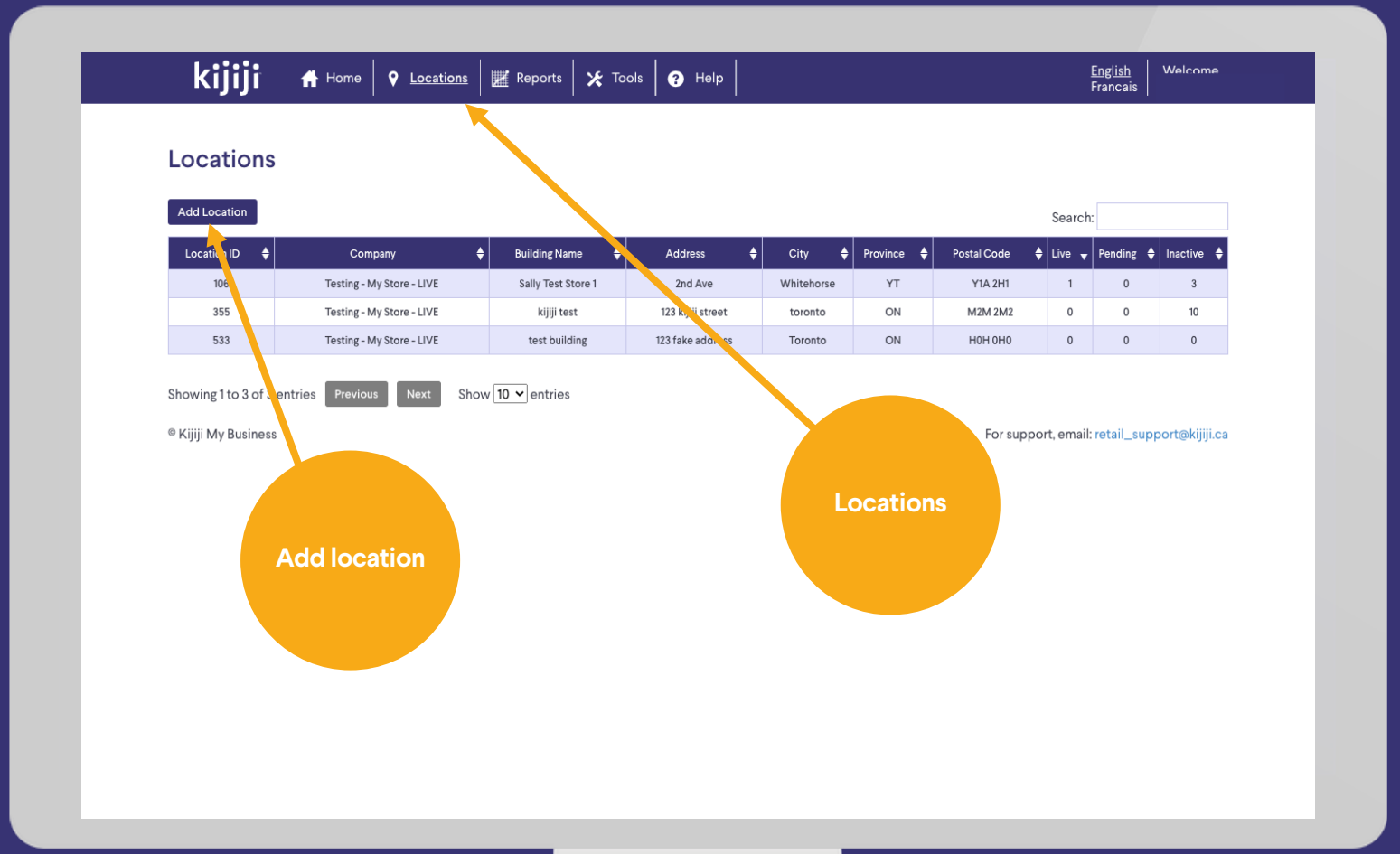
Locations

Create a location

Clicking on the locations tab on the navigation menu will take you to the locations page.

It displays all existing locations, and the number of ads associated with each.

Click on Add Location to create a new store/group for your ads.



Locations

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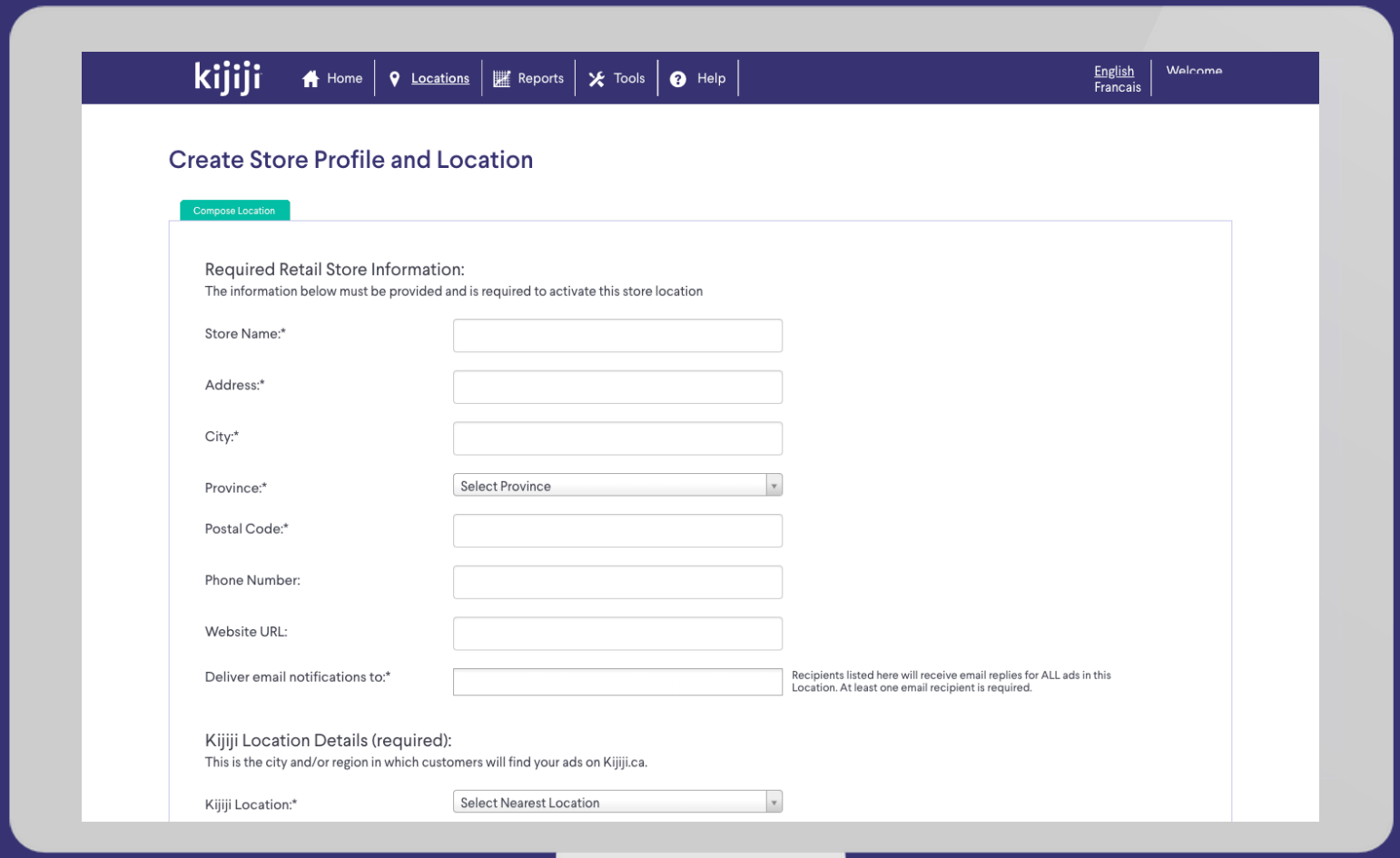
Create a new location

Fill in all required fields, and as many optional fields as possible for best results.

- Store Name: You will have the option to create subsequent stores if you have multiple locations. (ex: Joseph's Bike Shop, Edmonton, Josephs's Bike Shop, Canmore, etc.)
- Address: The physical address of your store
- Phone Number: Will appear in the contact section of your ad
- Website URL: Will appear as "visit website" button in the contact section.
- Deliver email notifications to: All leads for ads associated with this store will be delivered here if you have opted to receive email replies when you signed up. If you prefer web traffic only, please contact retail_support@kijiji.ca.



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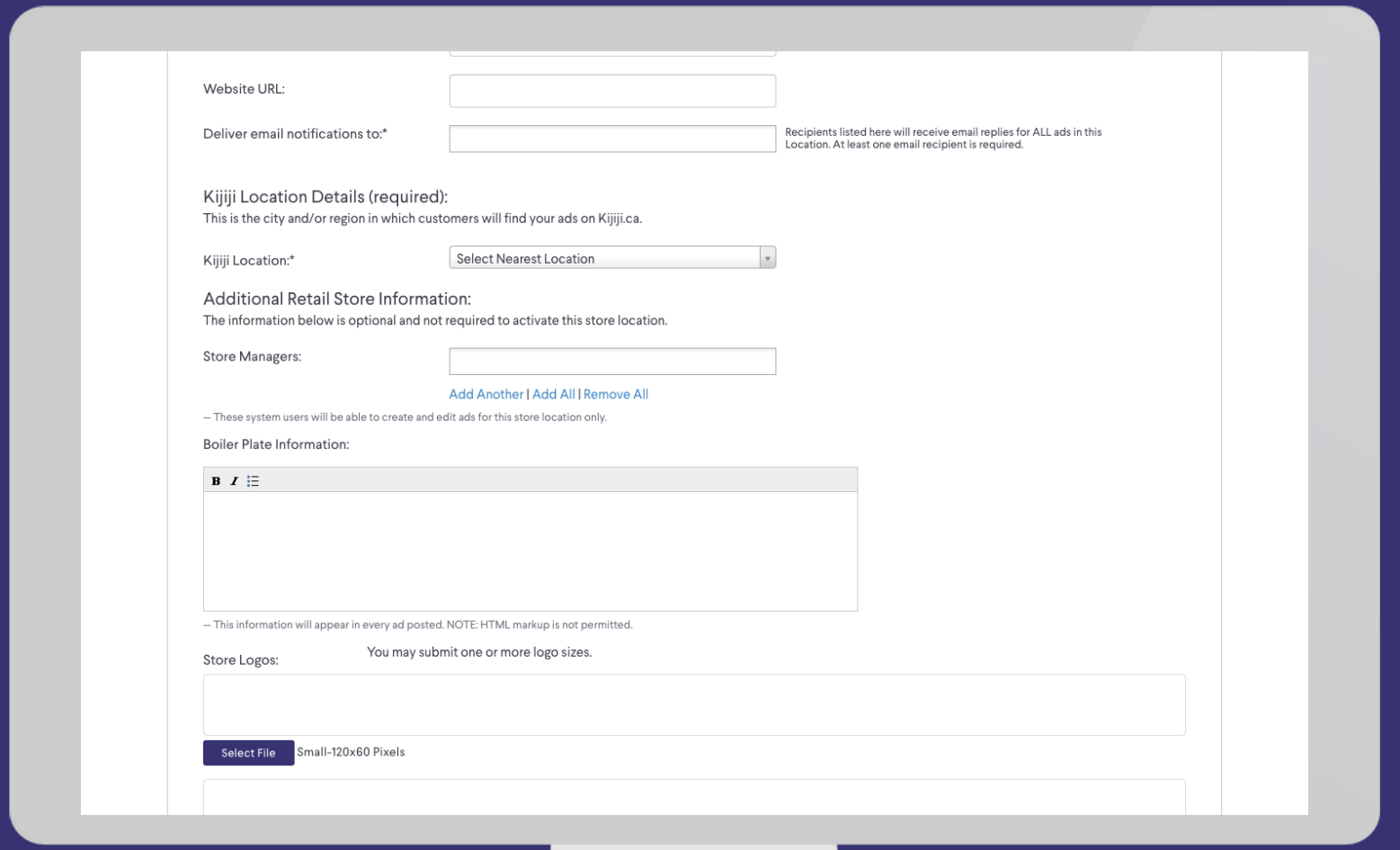
Locations

Create a new location

- Kijiji Location: This is the region where your ads will appear to shoppers on Kijiji.ca.
  Important: *Shoppers can expand their search radius up to and including all of Canada and can discover your listing if their search includes your store's location.*
- Store Managers: You can assign system users to this store to create and manage ads. For example, if you have a different sales associate for each store who is responsible for the ads, add the associate for this particular store here. If it's just one person, or a group sharing responsibility, simply ignore this.



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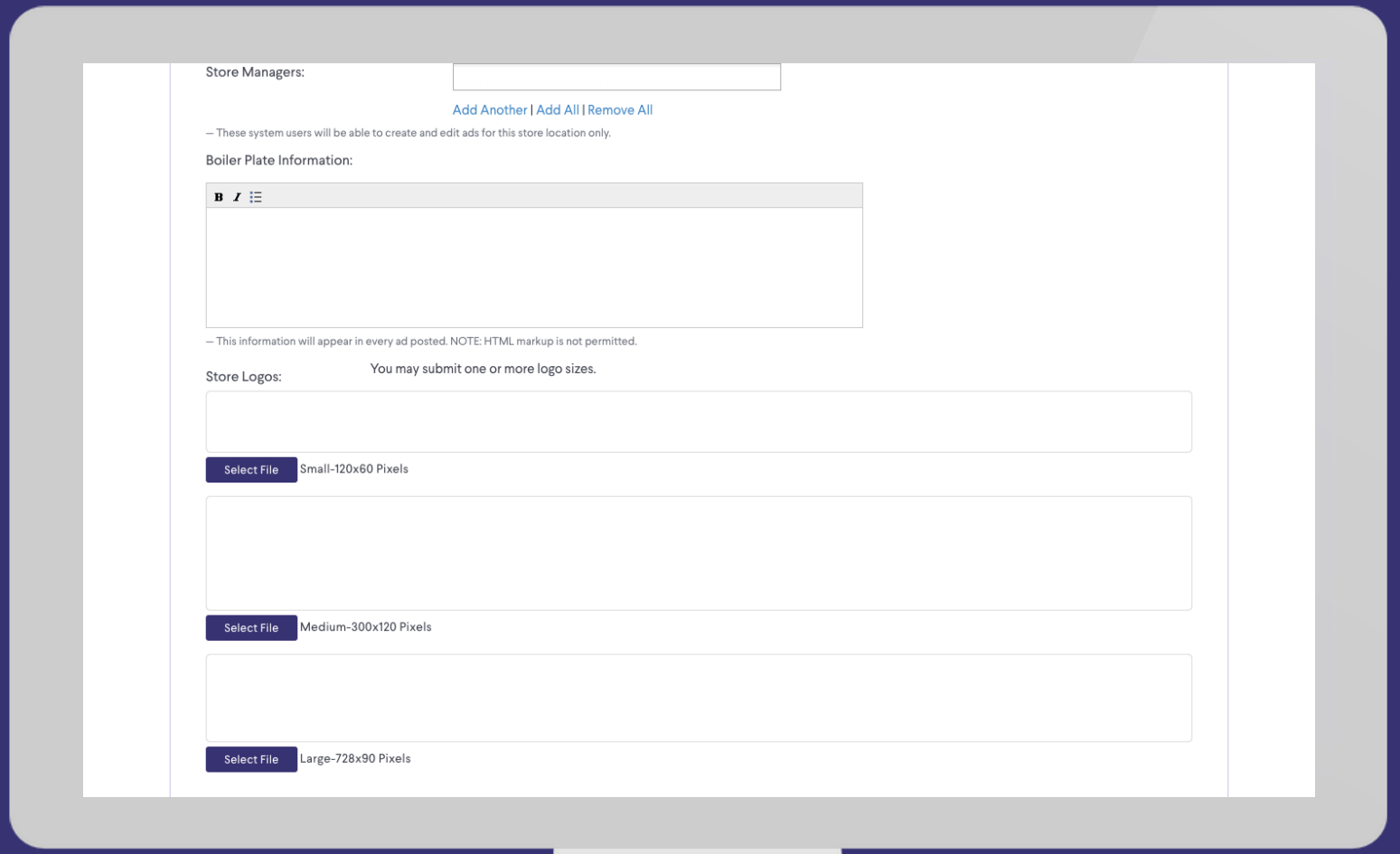
Locations

Create a new location

- Boiler Plate Information: This text will appear at the bottom of every ad, separated by a horizontal line. Great for a company slogan, customer guarantee, etc.

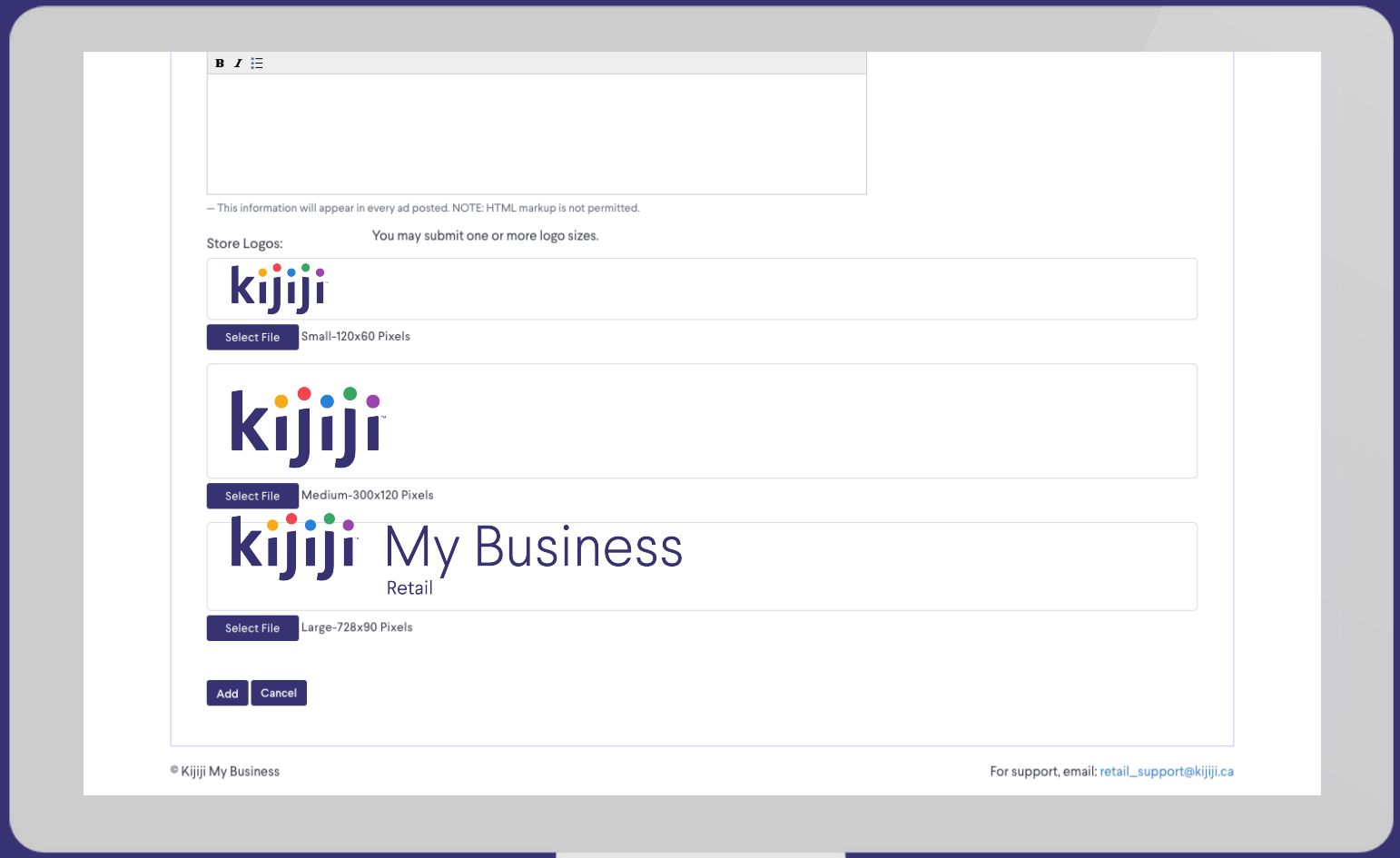


locations

Create a new location

All logos must be the correct dimensions; however the default image can be any size up to 3.5mb.

- Small Logo: Appears on the search results page
  120x60 Pixels
- Medium Logo: Appears on the product page
  300x120 Pixels
- Large Logo: Appears on the merchant gallery page (view other ads).
  728x90 Pixels



Manage your ads

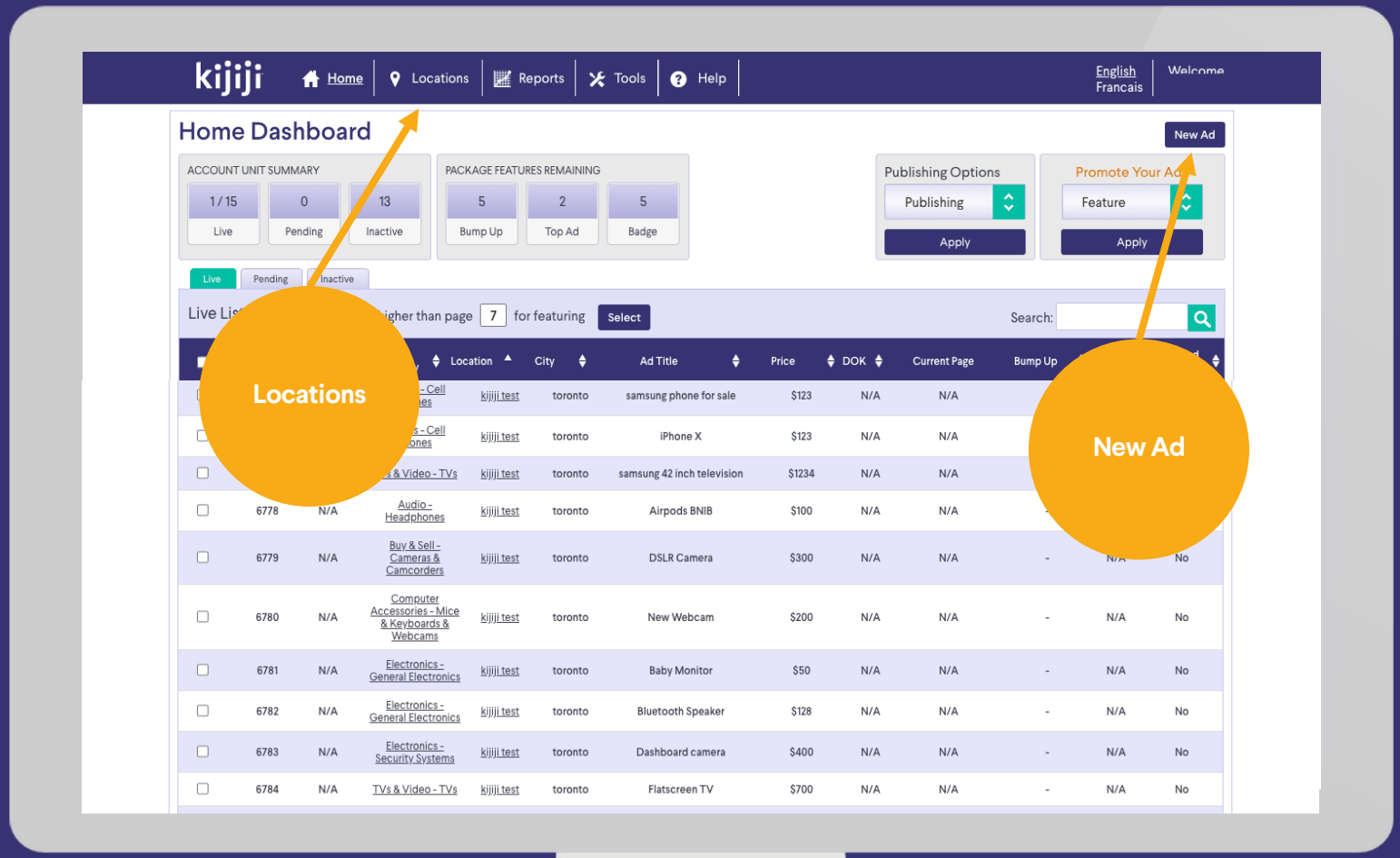
Home Dashboard

Create a new ad

You can easily create a new ad by clicking New Ad in the upper right corner of the dashboard. This will take you to the new ad screen where you'll fill out the necessary details.

Create a new location

To help keep ads organized, they are grouped by location, and you must have at least one location in order to begin creating ads. To create a new location, click on the location tab on the navigation menu.

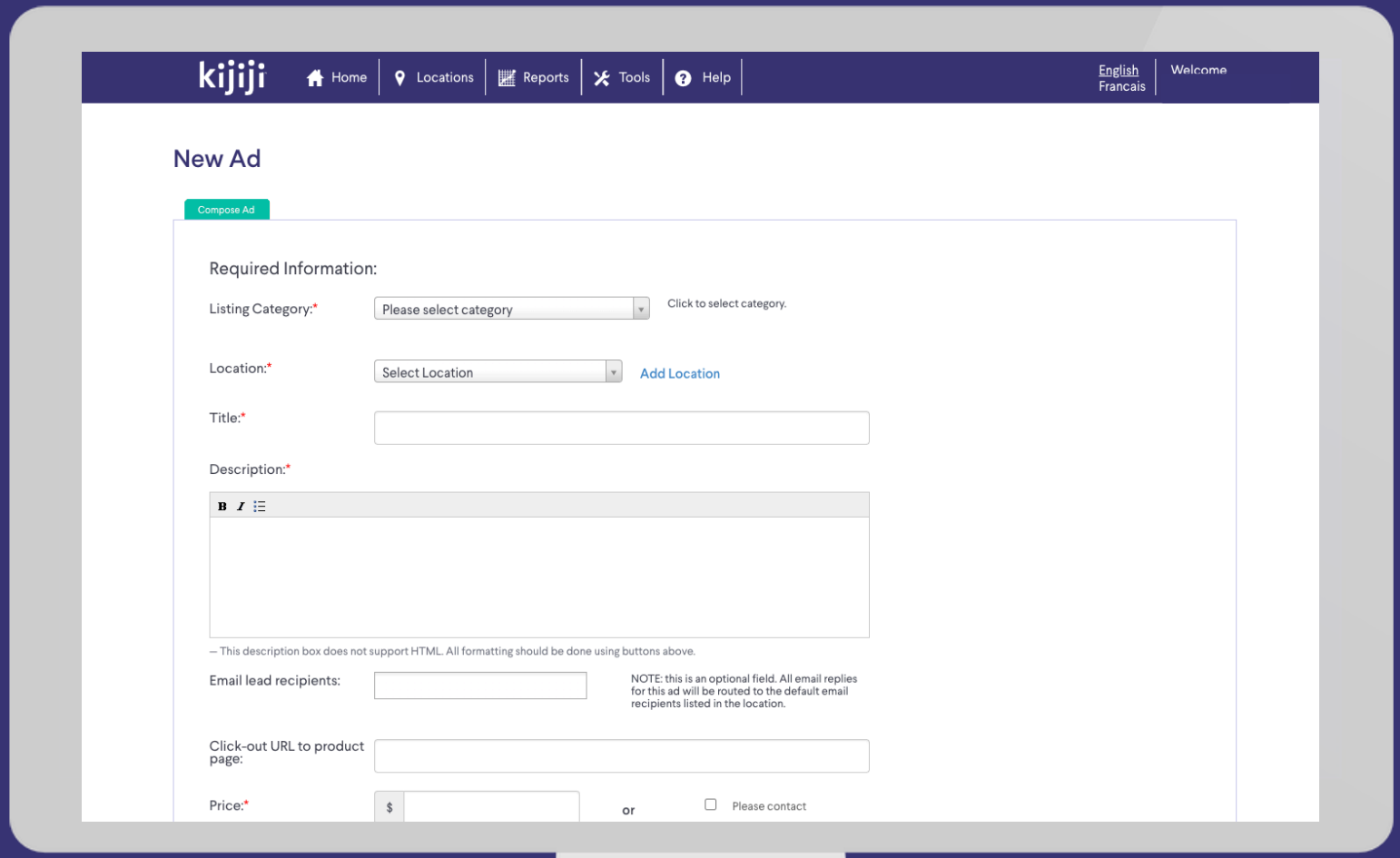


New Ad

Composing a new ad

Select the appropriate location, then fill out each field carefully.

- Listing category: Select from dropdown
- Location: Select the location/store you'd like this product related to
- Title: Create a catchy title with relevant keywords. Tip: Do not add excessive mark ups like exclamations and other characters.
- Description: Describe your product accurately, and in detail. Do not include contact information in your description.



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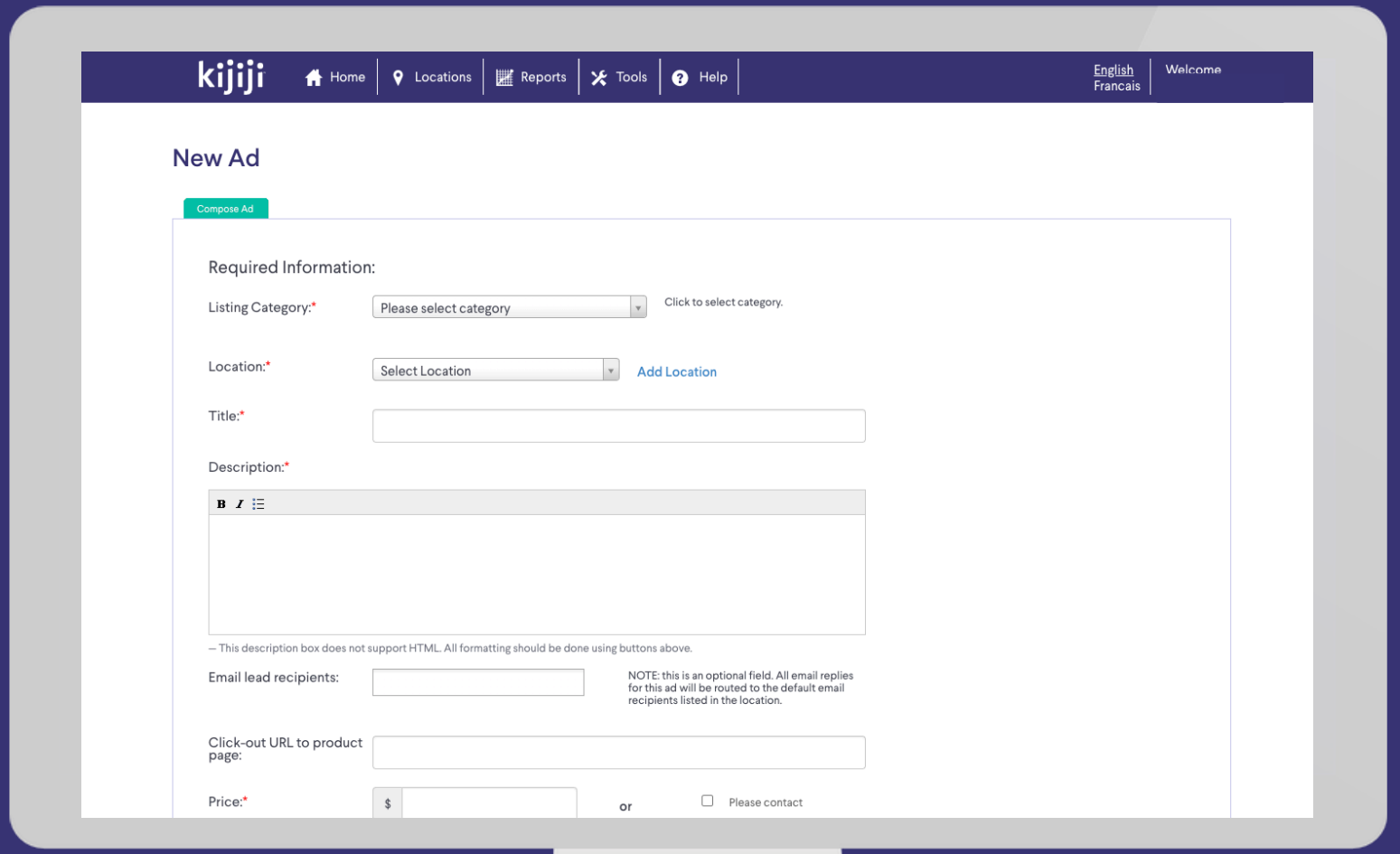
New Ad

Composing a new ad

- Email lead recipients: Add an extra email address to receive leads for this product. By default, leads will be delivered to the email address specified at the Location level.
- Click-out to product page: Enter the URL that links to this product on your website, if applicable.
  Ex: https://mystore.com/red-backtoschool-backpack
- Note: If you prefer to receive email replies instead of web visits, please contact retail_support@kijiji.ca
- Price: Enter a price or select Please Contact.



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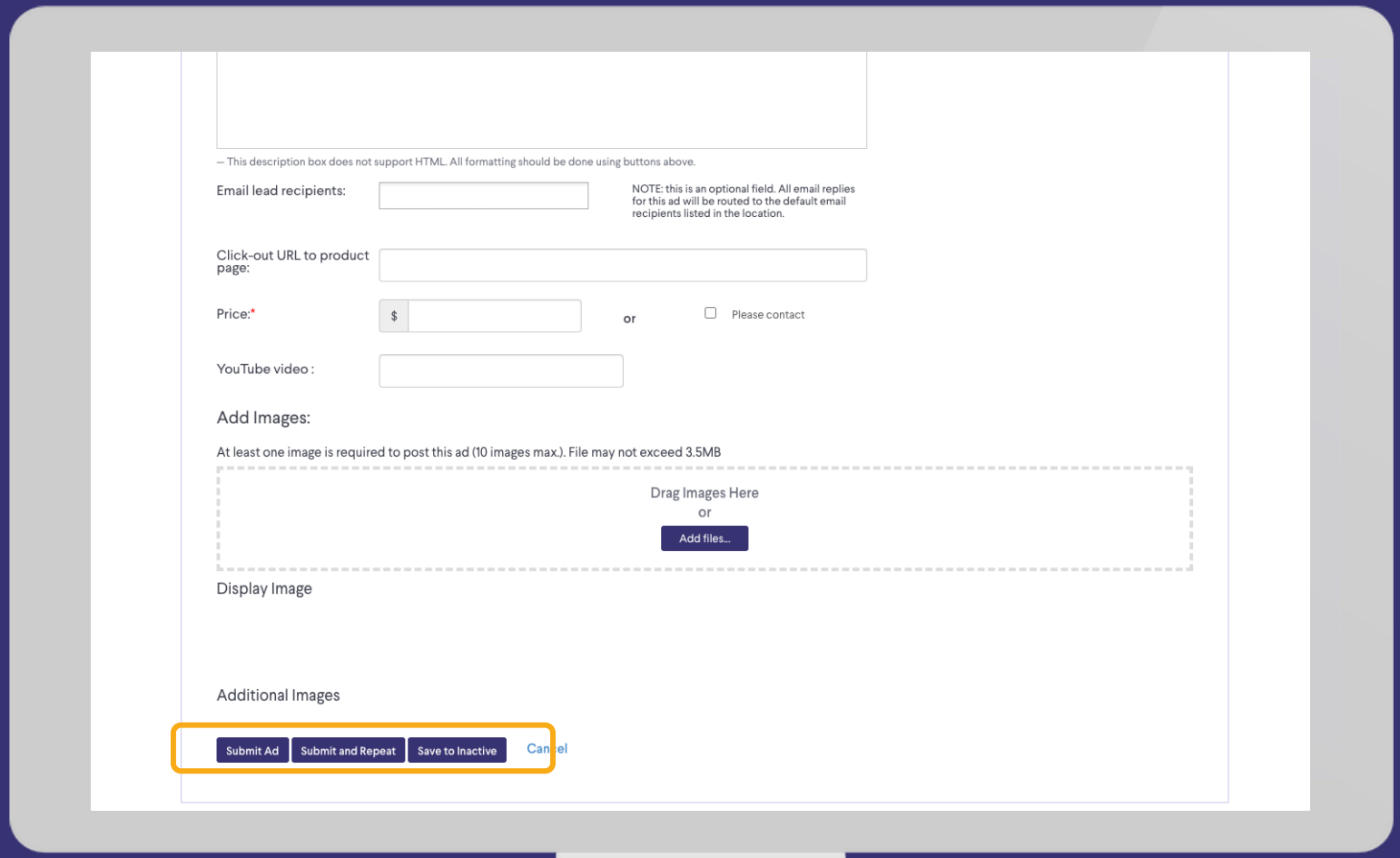
New Ad

Composing a new ad

- YouTube Video: Enter the URL for your YouTube video if applicable. This appears as your primary image.
- Images: Add as many images as you can (up to 10). Consider different angles to help shoppers visualize the features of the product.
- Images: An image or company logo helps the ad look more professional and attractive to job seekers.
- Make sure to save or submit your ad before navigating away from this page

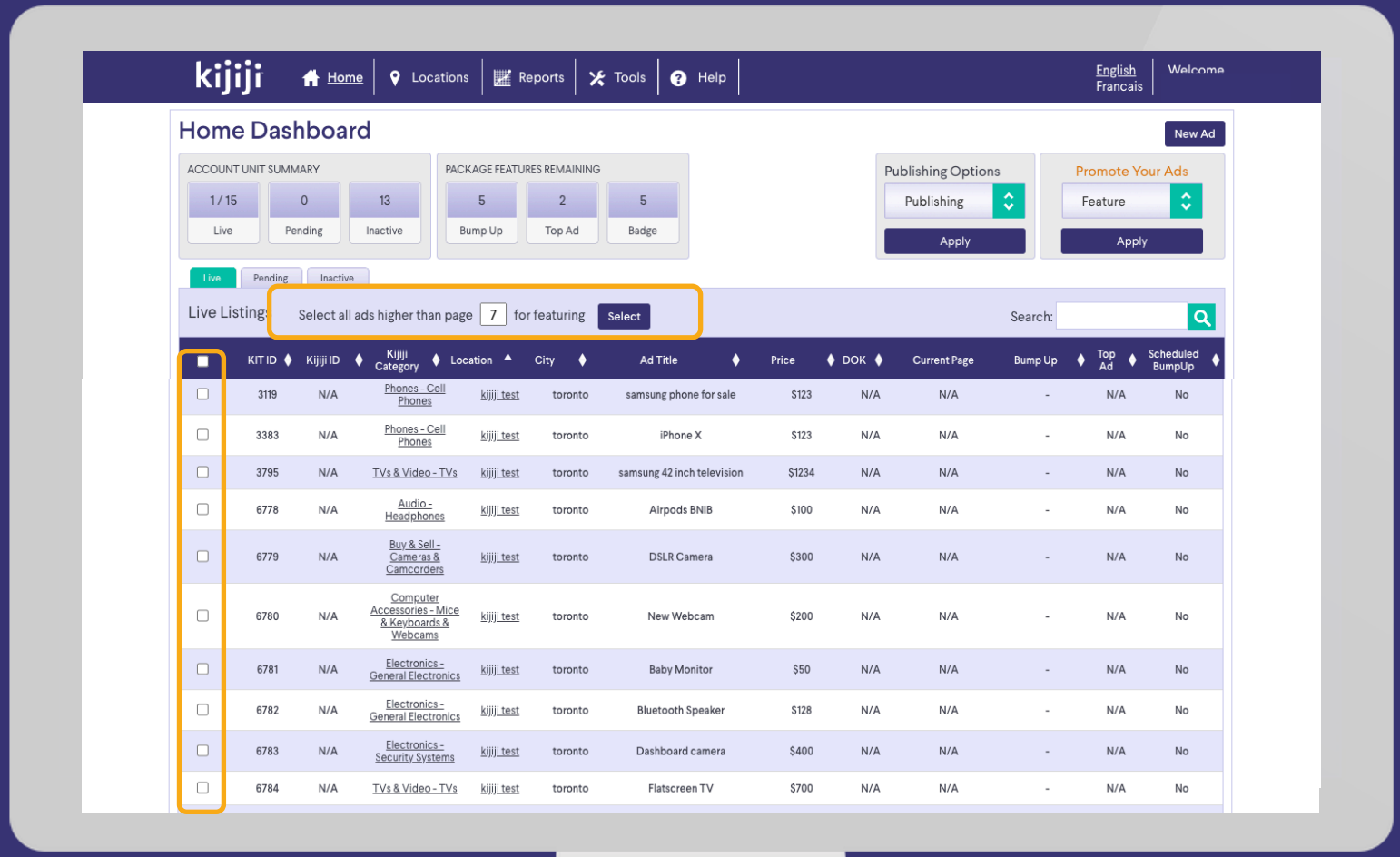


Home Dashboard

Manage Live ads

Use the check boxes or the “select ads higher than” function to select which ads you would like to action, then select your feature or publishing action.

After confirming, these actions will be completed and confirmed.



Edit Ad

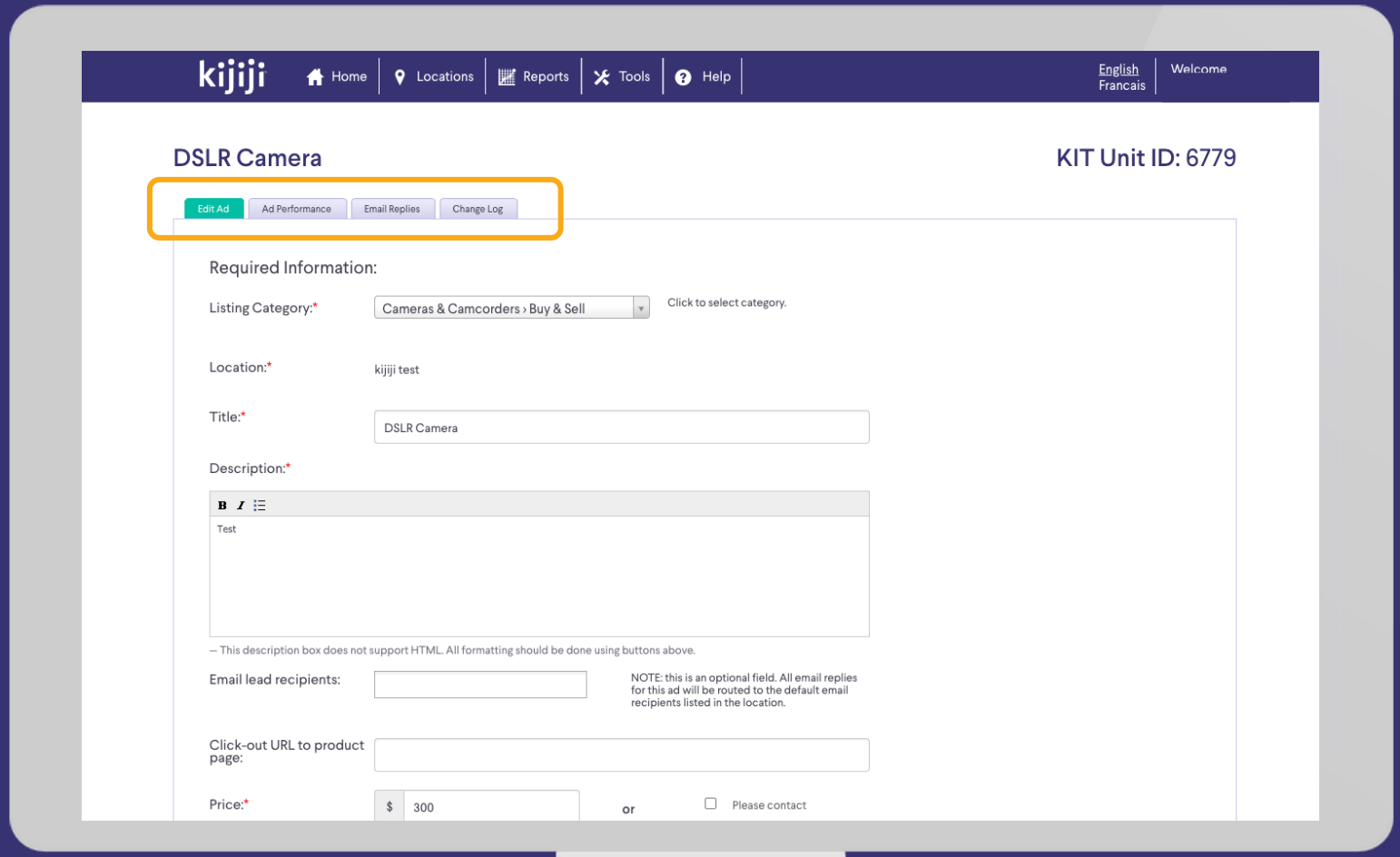
Edit Ad Page

Individual ads appear in rows on the Home Dashboard. Clicking on the row will bring you to the edit ad page.

On the edit ad page you can also view:

- Ad performance
- Email replies
- Your change log - which records changes made to your ad

Also use this page to make changes to your current ads, and don't forget to save your changes!



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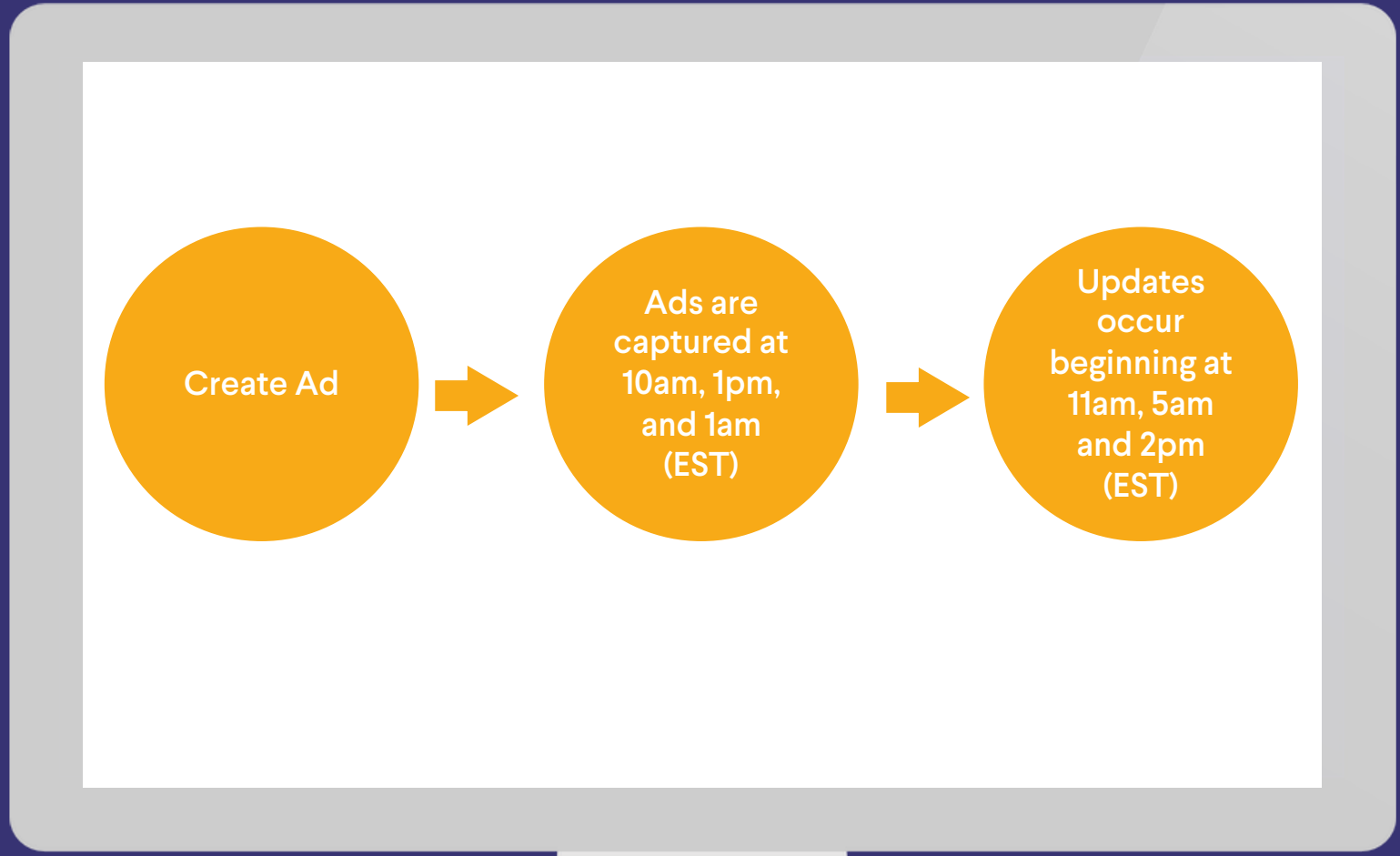
Ad Management

Scheduling, Deleting and Editing

Any new ads, deletes and edits must be done by the capture times in order to be included in the next update.

Updates and Deletes will happen shortly after 11am, 5am and 2pm respectively. New ads are placed in a scheduler and posted over the next few hours after the update period begins.

Please note that edits will not move your ad back to page 1, a Bump Up must be purchased in order to regain the top spot.



Reporting Tool

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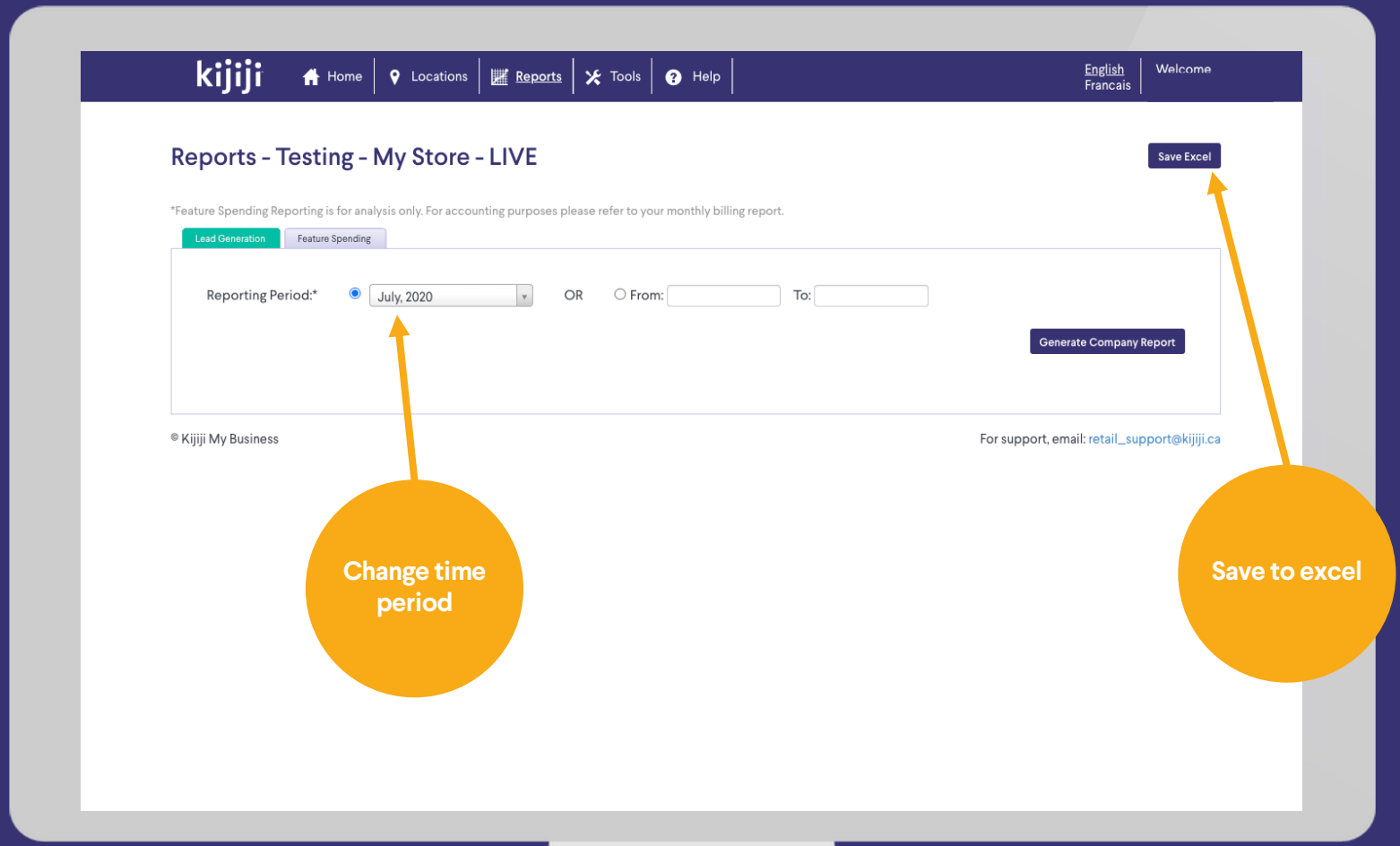
Reports

Reporting

We provide lead generation and feature reporting in Kijiji My Business Manager.

Reporting can be generated by month, or a specific date range.

The ability to export your reports to Excel is a useful feature if you are analyzing your data.

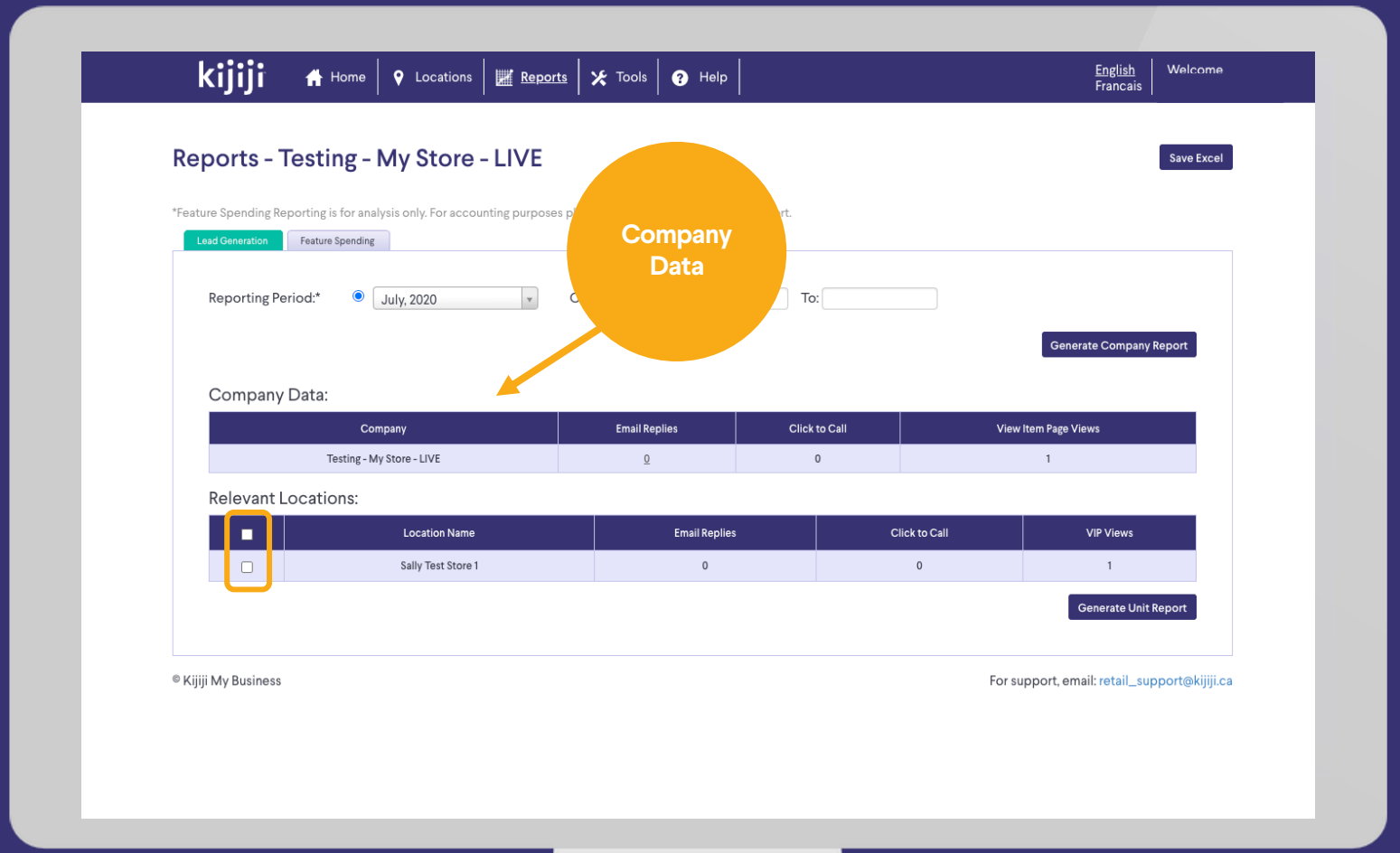


Lead Generation

Company Data

Company wide data appears in the top section as a summary.

Below you can select specific locations using the check boxes and generate a report on the individual ads.



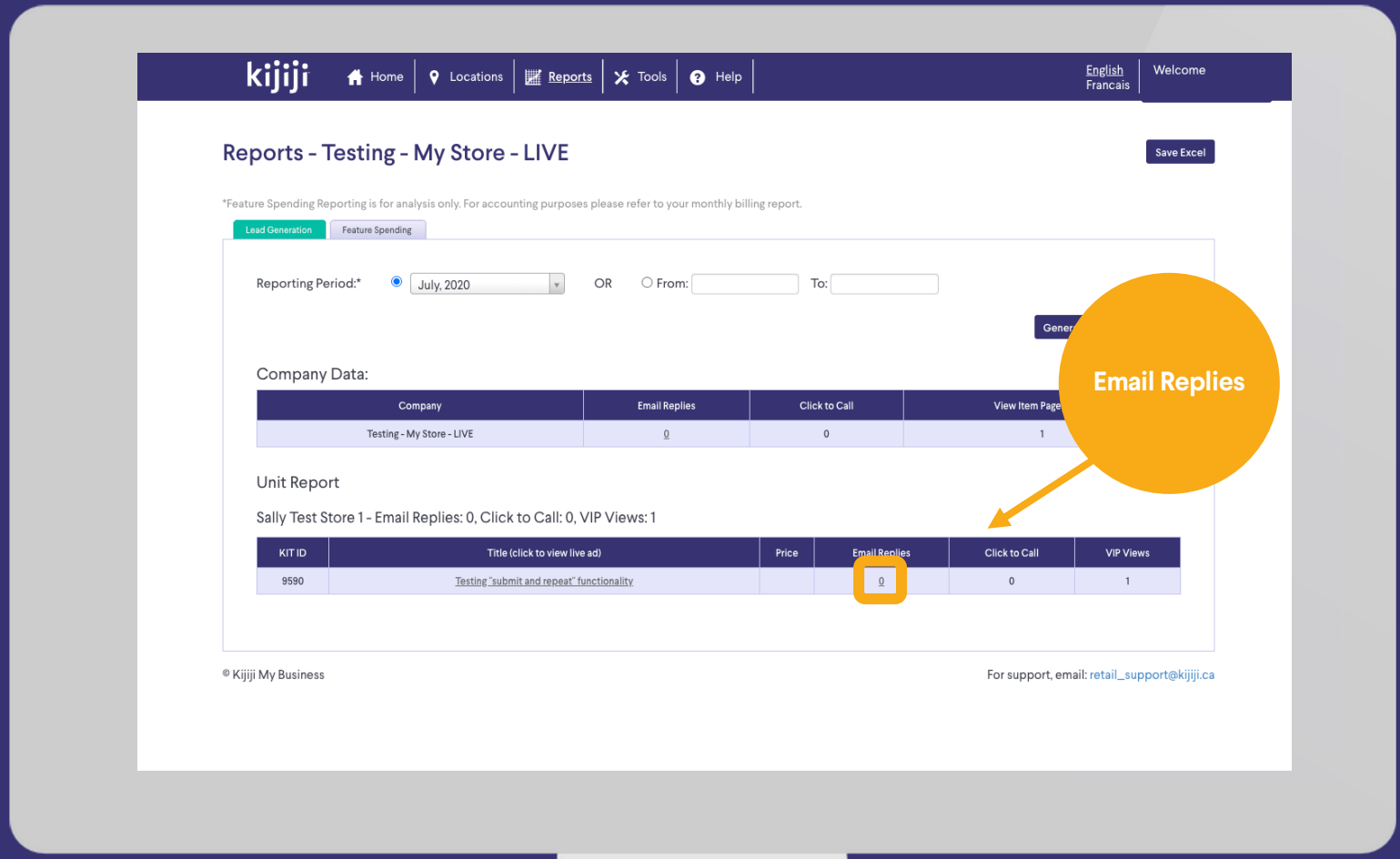
Lead Generation

Unit Report

The unit report shows lead generation metrics per unit, allowing to better understand which ads are performing well, and which may need some extra attention.

Clicking on the number of email replies will allow you to download them in Excel format.

Access to additional data or metrics may be available from your advertising consultant by request.



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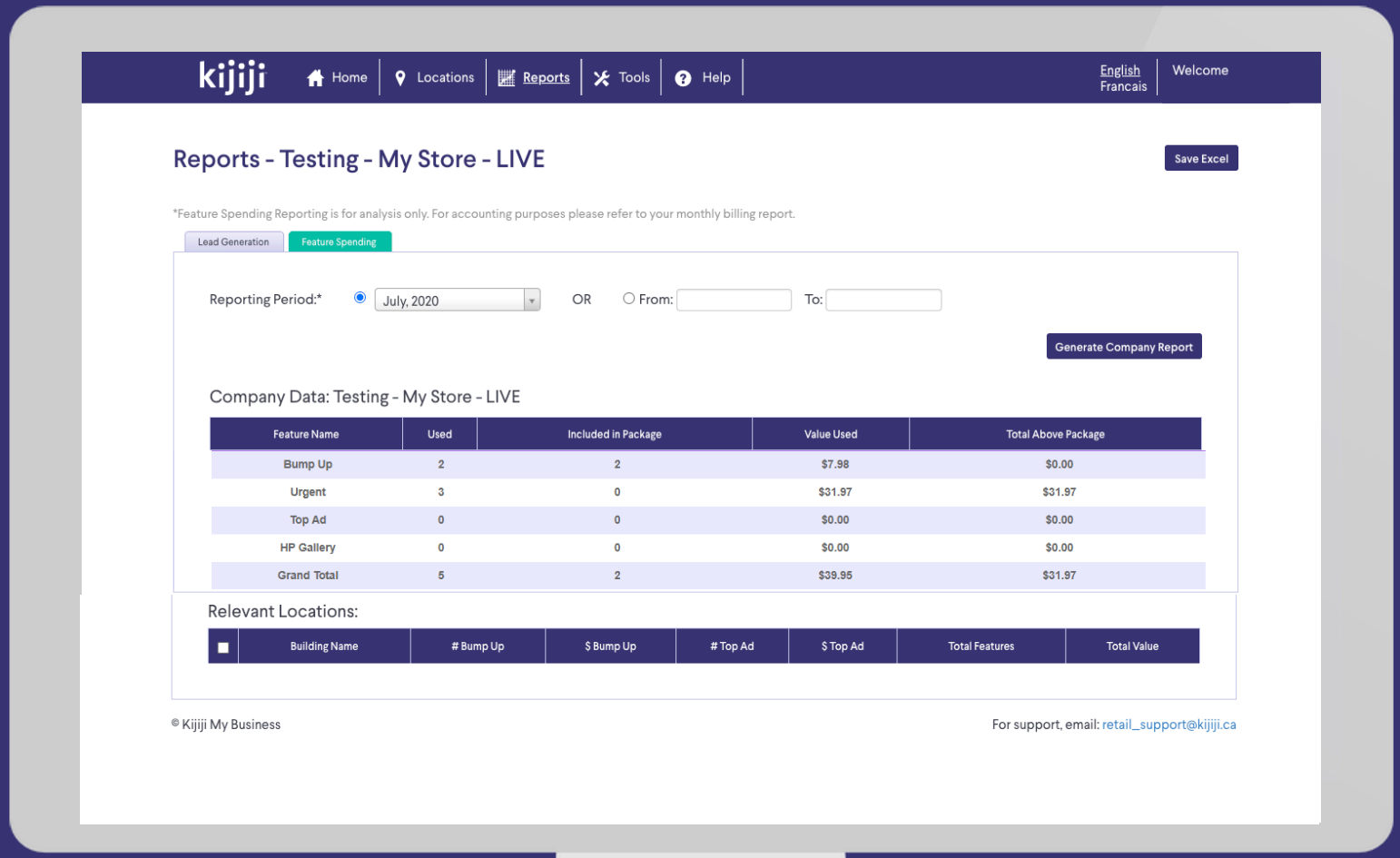
Feature Spending

Company Data

This report is primarily available for checking your investment in visibility features in month. You will receive a detailed breakdown of all purchases separated by location and individual ad on your monthly invoice.

Please keep in mind that if you have a monthly feature package at a discounted rate, your true rate may differ from the prices shown on this report.

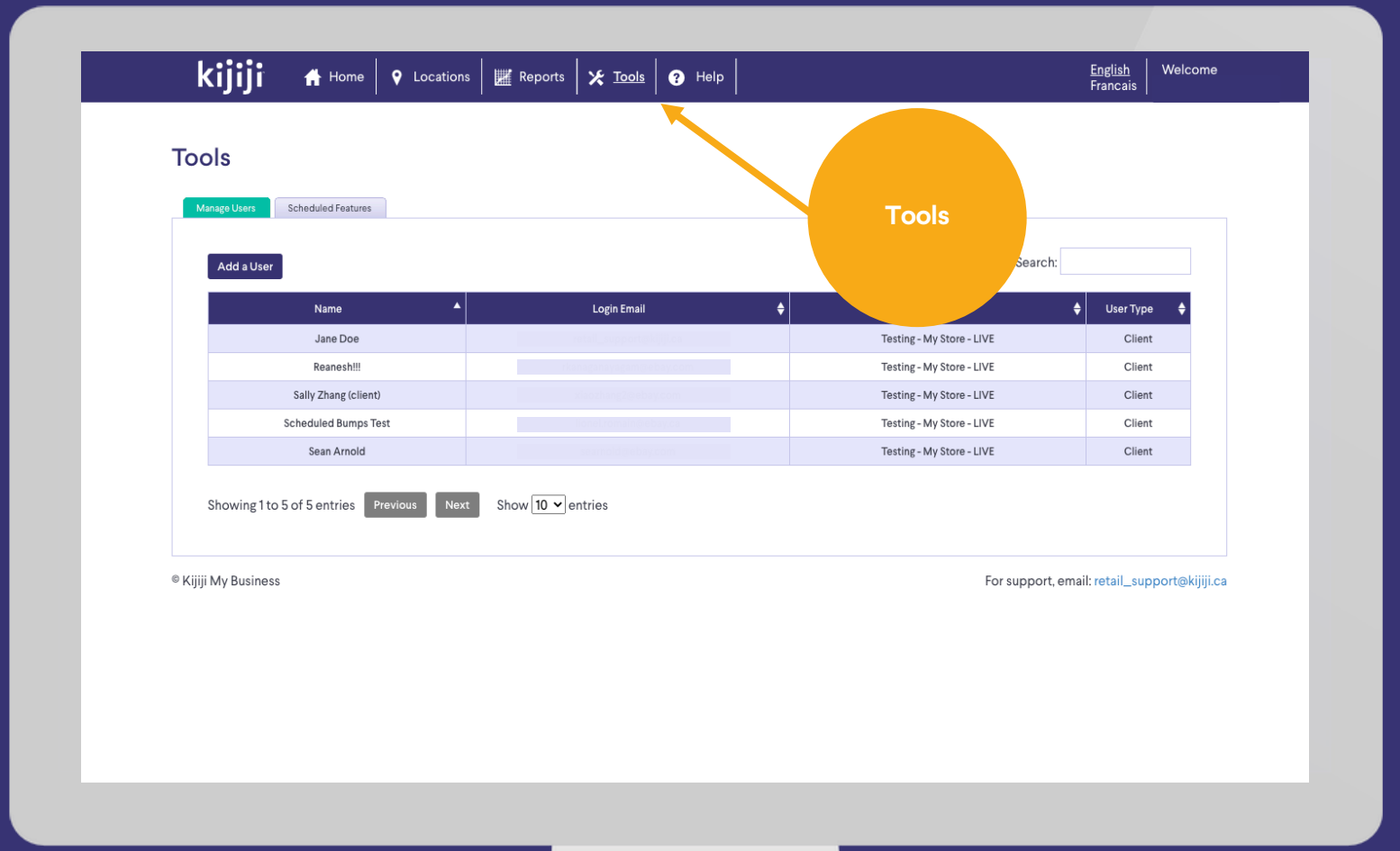


User Management

Tools

Tools

Clicking Tools in the Navigation Menu will take you to a new page where you can manage user access to your account and schedule your bump ups (if enabled. Please contact our support team for training and to enable this feature).



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Tools

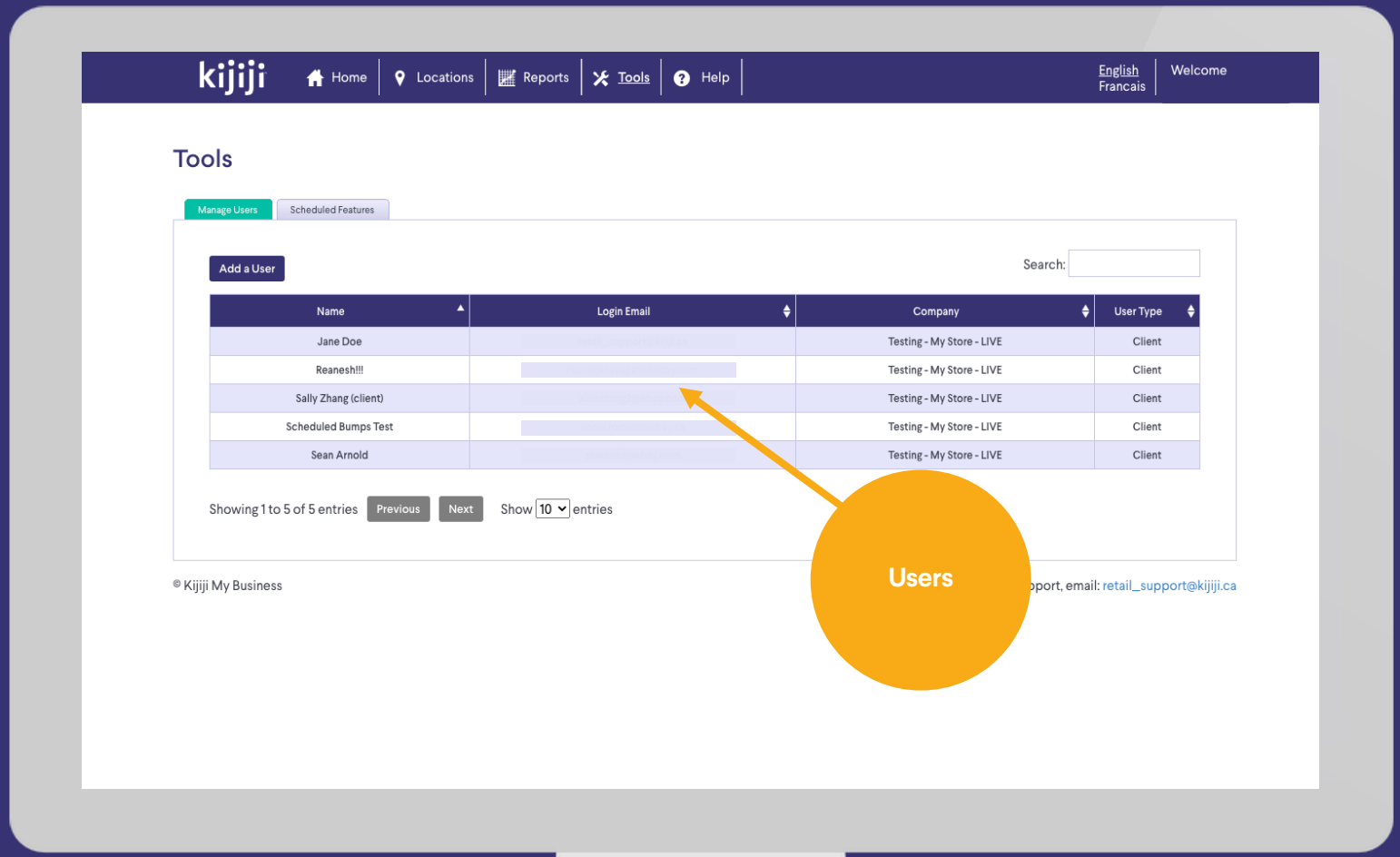
Manage Users

In this section, you can create, delete, and edit user profiles that have access to your company account.

Client profiles are the master account, they can control user access, see all ads within the account, and have unrestricted access to create, delete, edit and feature ads.

Manager profiles can be created to manage a subset of ads within the account. Access can be delegated to allow store managers to independently manage their job postings without access to your other location's ads.

Ask your advertising consultant, or our support team for advice on how we can best accommodate your desired workflow.



Tools

Add Users

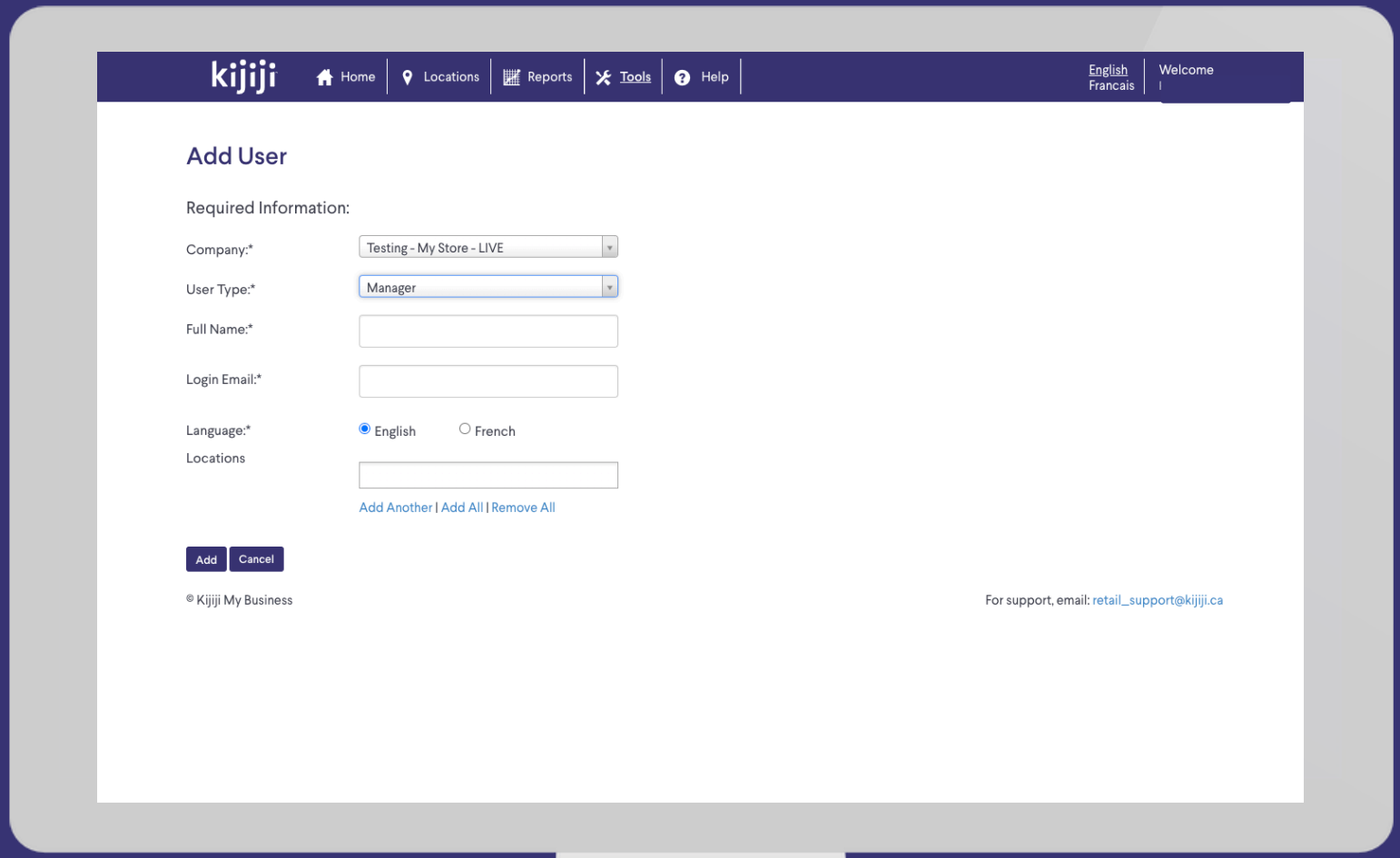
To add a new user, fill in all required fields, then click Add to save. Your new user will immediately be sent their welcome email which contains their username and password.

User Type: Client profiles have full access, while manager accounts only see locations to which they have been granted access, or created themselves.

Full Name: Internal only, can be a person's name or other label that works for you.

Login Email: This field is only for login information.

Locations: Choose from your pre-existing locations to grant access to a manager. location access can also be granted when creating or editing in the locations tab.

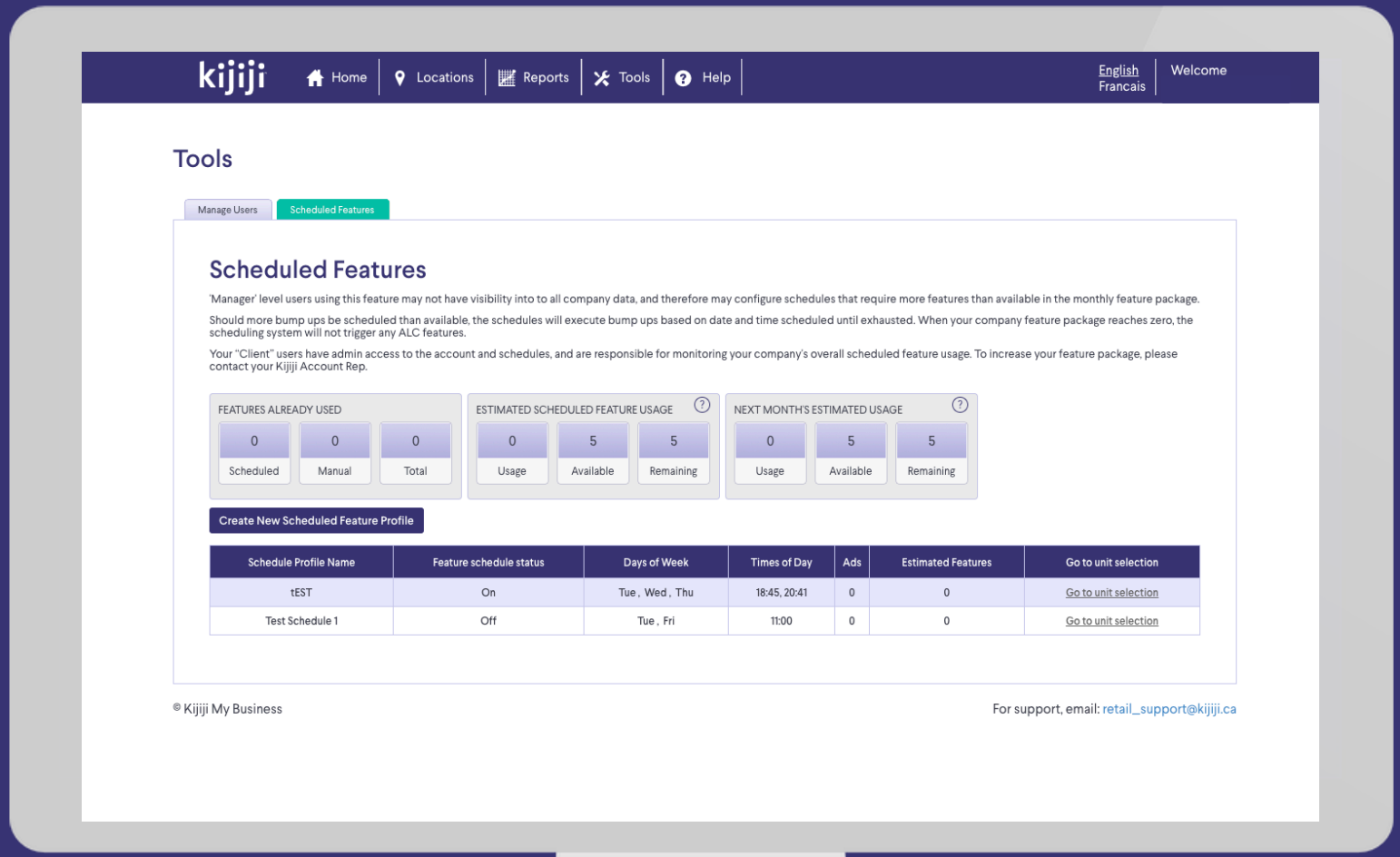


Tools

Scheduled Features

We have developed a custom scheduling tool built specifically for busy businesses like yours. This tool allows you to create and manage your bump ups to gain extra visibility at key times during the day when your shoppers are most active. The best part is, you can be promoting your ads on Kijiji to attract new customers while helping the ones already in your store!

Please contact our support team for training, and we'll be happy to add this option to your account!



Questions?

We're happy to help!

Contact our local support team
by phone at
1-866-Kijiji-6 (866-545-4546)
or email us at
retail_support@kijiji.ca