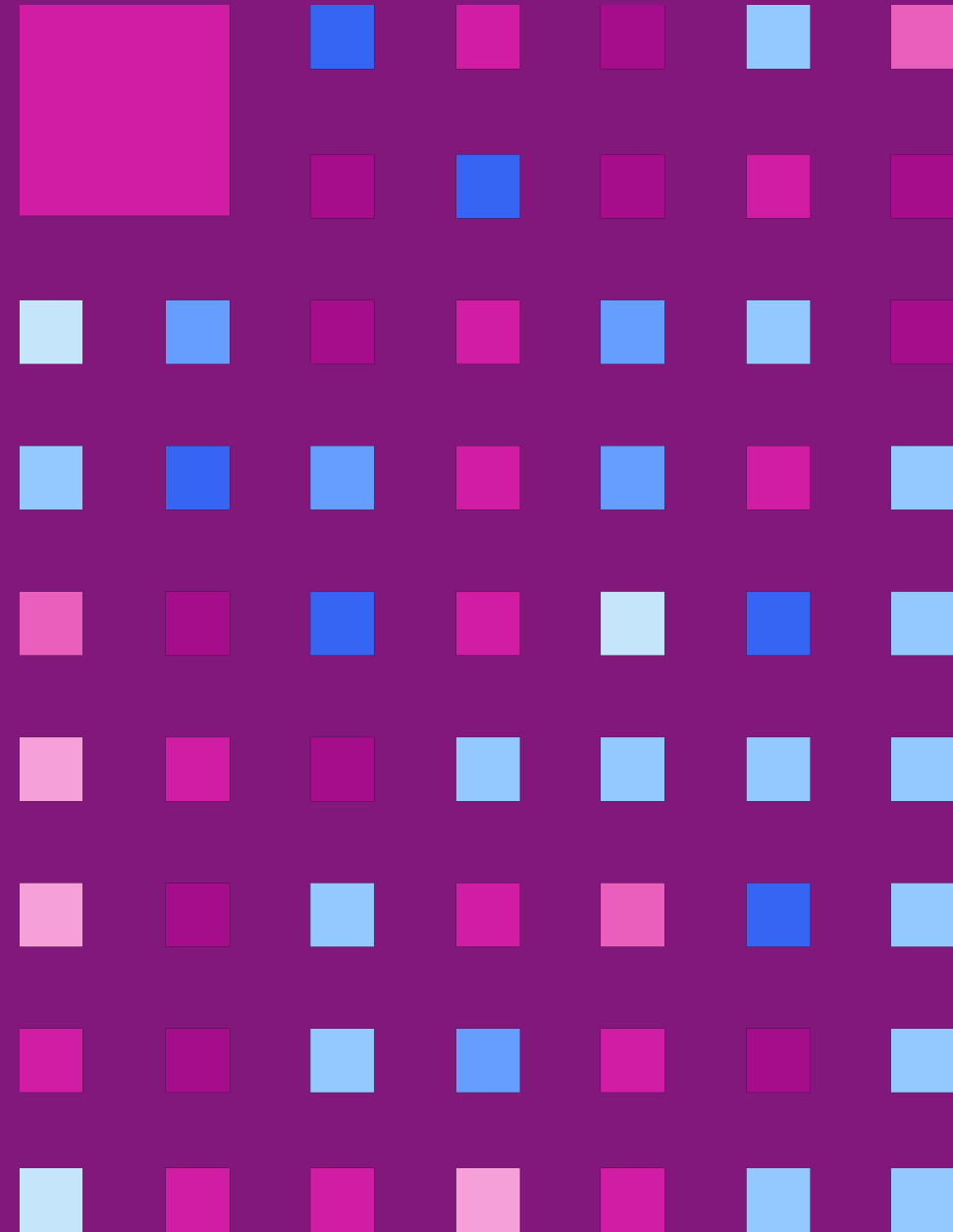# eBay Connect 2021

Empowering API sellers to grow faster

Michael Cuttone
Sr. Director, Seller Experience Product

eBay Connect 2021
Agenda

Bring your listing to life with Video

Drive Sales, Repeat buyers, with Coded Coupons

**Discover and Unlock Potential with Terapeak**

Improve sales through Listing Quality Report recommendations

ebay

Bring your listing to life with Video

Enabling videos on listings

1. **API-First approach, available to all API sellers in the US**

2. **Upload .mp4 videos, upto 150MB, using Media API**

3. **Attach to listings using AddItem family of API**

4. **After video is moderated, it will be visible to buyers on eBay native apps**

5. **Currently, limited to 1 seller video per listing**

6. **Expanding to other regions, and to Selling UI clients, is on the roadmap**

ebay
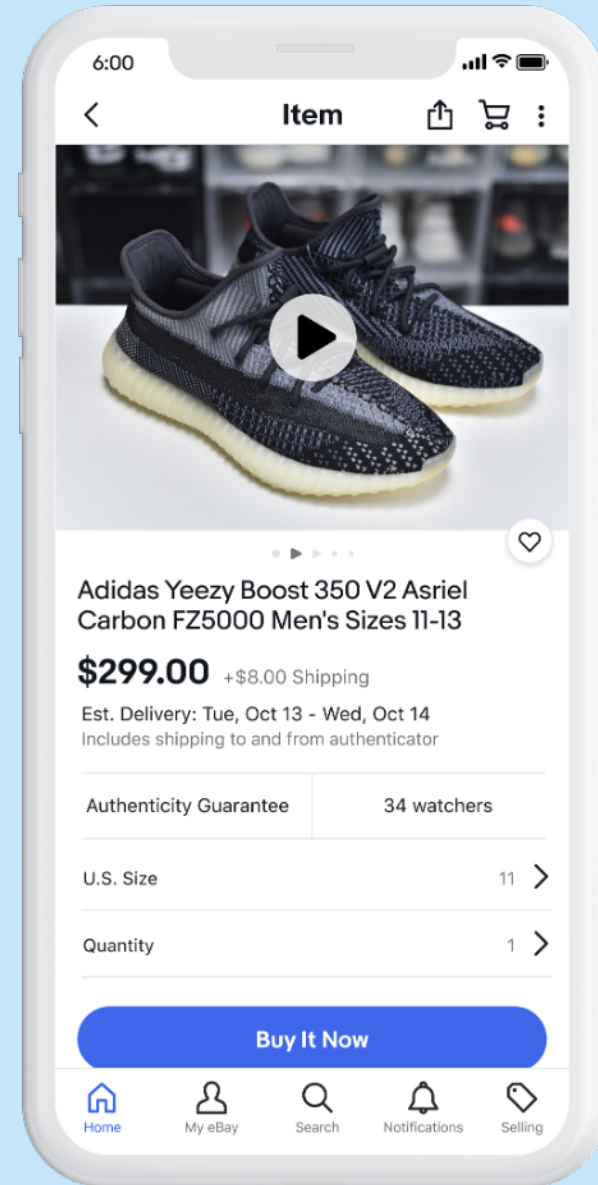
Drive Sales, Repeat buyers, with Coded Coupons

What are Coded Coupons?

- **Coded Coupons enable sellers to offer buyers a discount through a coupon code**

- **They replace the previous codeless coupons**

- **There are many different types of discounts sellers can offer. The discount is applied at checkout.**
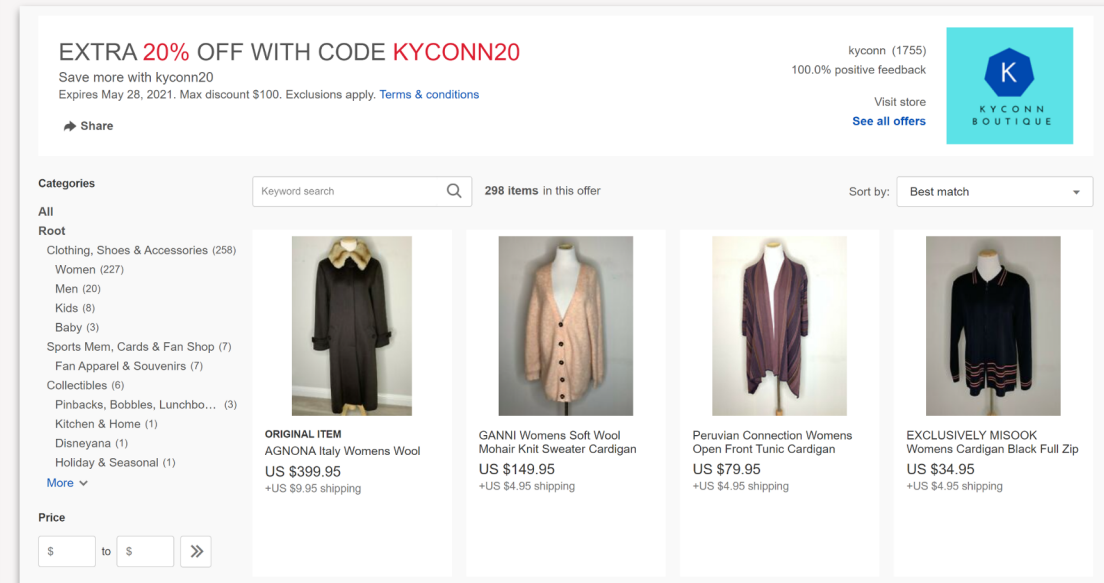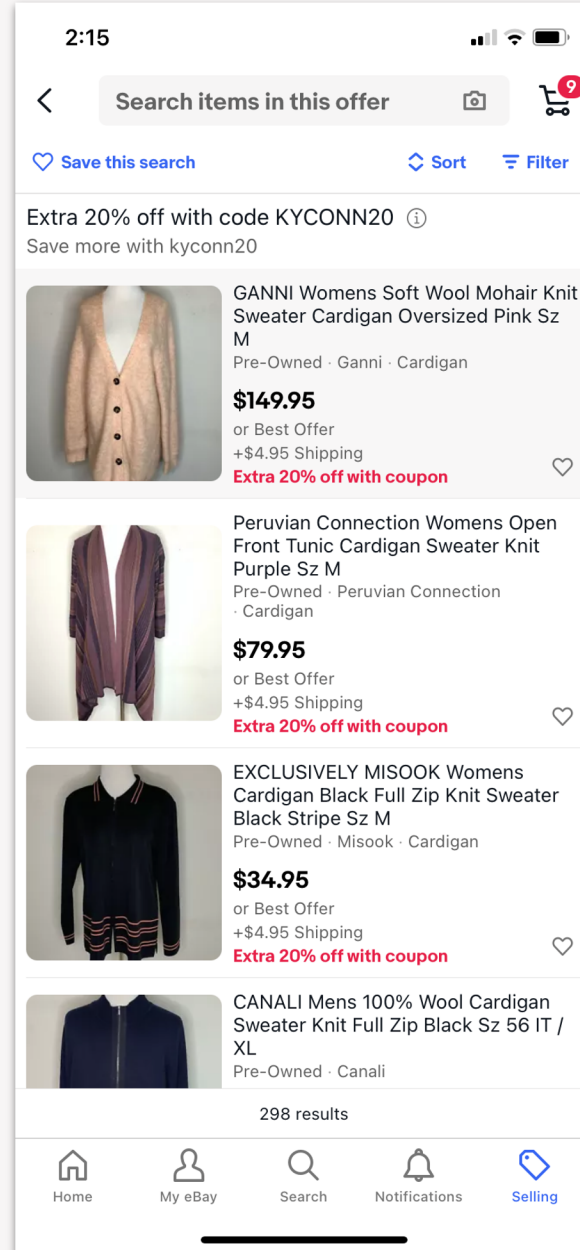
Promotion capabilities

- **More control over management of your promotion**

- **Set budget**

- **Max savings and per user redemption settings**

- **Target coupons by using private setting**

- **Share coupon to social networks**

- **Available under Seller Hub Marketing tab**

New coupon campaign creation (seller view)

Create a coupon

Coupon code
Enter a code buyers can use during checkout to receive the discount.

Coupon code
SAVETODAY
Codes must be unique. Can't think of a code? Generate code   9 / 15

Offer name
Coupon 0234873923485
This won't be visible to buyers, but helps you track your promotions.   47 / 60

Private or public
This determines who can find your coupon and who can use it.

○ Private coupon ⓘ
Anyone can use this code, but it won't be posted on eBay. It's yours to share however you'd like.

○ Public coupon
Anyone can find this coupon code on eBay and use it.

Discount type
Use the recommended coupon templates or set up your own coupon details.

Top discounts used

○ Extra $ 10   off $ 50   or more

○ Extra   %20   off   3   or more items

○ Buy   3   get   1   at   %20   off

◉ Extra $ 10   off

Show more ⌄

Usage limits
Add details about your coupon to limit its use.

Maximum savings ⓘ
$ 50

Maximum redemptions ⓘ
No limit ⌄

☑ Set a budget ⓘ
$ 100

Your coupon summary

SAVETODAY
www.ebay.com/yourstorename/savetoday

- Private coupon
- Extra $10 off
- Budget of $1,000
- Maximum savings of $50 per coupon
- Unlimited number of uses per buyer
- Applies to all items, 1 category excluded
- Starts immediately
- Ends Jan 5, 2022

Preview

Extra $10 off
Big savings on eligible items! Save today!
SAVETODAY

Social sharing at the end of campaign creation

✓ **Your coupon has launched!**
Share your coupon with others and gain more visibility on eBay.

Create post

Your caption
Extra $10 off $50 or more!
Use code BIGSAVINGSTODAY to save at my eBay store. Good through Jun 1, 2021. Exclusions apply: https://ebay.us/dIHXql.

Customize the suggested caption.   83/280

Choose platforms

🔗 https://ebay.us/JellOZ

Facebook   Whatsapp

Twitter   Email

Pinterest

eBay

Seller experience flow

1

✕ Create a coupon

Coupon code

Enter a code buyers can use during checkout to receive the discount.

Coupon code
SPRINGSALE21
Codes must be unique.   12 / 15

Offer name
No minimum purchase 20210524181223175
This won't be visible to buyers, but helps you track your promotions.   37 / 60

Private or public

This determines who can find your coupon and who can use it.

◉ **Private coupon** ⓘ
Anyone can use this code, but it won't be posted on eBay. It's yours to share however you'd like.

○ **Public coupon**
Anyone can find this coupon code on eBay and use it.

Your coupon summary

- Private coupon
- Extra 20% off
- Maximum savings of $100 per coupon
- Unlimited number of uses per buyer
- Applies to all items
- Starts immediately
- Ends Jun 14, 2021

Preview

Extra 20% off
Description not entered
SPRINGSALE21

2

Discount type

Use the recommended coupon templates or set up your own coupon details.

Top discounts used

◉ Extra [20 %] off

○ Extra [20 %] off [3] or more items

○ Extra [$ 10] off [$ 50] or more

Show more ⌄

3

Usage limits

Add details about your coupon to limit its use.

Maximum savings ⓘ
[$ 100]

Maximum redemptions ⓘ
[No Limit ⌄]

☑ Set a budget ⓘ
[$ 5000]

4

Item eligibility

Define what items you want your buyers to be able to use the coupon on.

[All inventory ⌄]

Apply coupon to

All inventory

[Price range: $10-$50 ⌄]   [Item Condition ⌄]

5

Add description and photo ⓘ

Describe this coupon you're creating for buyers who want to learn more.

[i.e. Save even more using this coupon code]
0 / 50
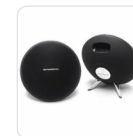
Duration

Select when your coupon will end. When you reach your budget your coupon will be paused.

☐ Schedule start date ⓘ

End date
[06/14/2021 ▦]

End time
[11:12 AM ⌄]   PDT

Tell us what you think

By clicking launch coupon, you agree to the
eBay Promotions Manager's Terms and Conditions
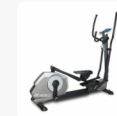
[Save as draft]   [**Launch coupon**]

Your coupon summary

- Private coupon
- Extra 20% off
- Maximum savings of $100 per coupon
- Unlimited number of uses per buyer
- Applies to all items
- Starts immediately
- Ends Jun 14, 2021

Preview

Extra 20% off
Description not entered
SPRINGSALE21

ebay

Buyer experience

View item (web and native)

Search results

Check out

Encourage repeat purchases by printing out coupons

Print coupons on packing slips

Print standalone coupon with seller note

Thank you card available with subscription shipping supplies, with printable side

Features coming soon....

- **Send a coupon to previous customers**

- **Send a coupon when sending an offer to buyers**

- **Repeat buyer indicators**

ebay

Discover and Unlock Potential with Terapeak

Terapeak product research

- **Identify sourcing opportunities, price trends, sell-through rates and other key sales metrics for any listing sold in the past year**

- **Perform deeper analysis using powerful filters to narrow down to a smaller subset of specific listings**

- **Interpret data visually using charts and trendlines**

Terapeak sourcing insights

- **Identify category level sourcing opportunities, including demand, supply and opportunity metrics**

- **Deep dive into combinations of Item Specifics to find trending products**

- **Use charts and graphs to understand category trends over time**
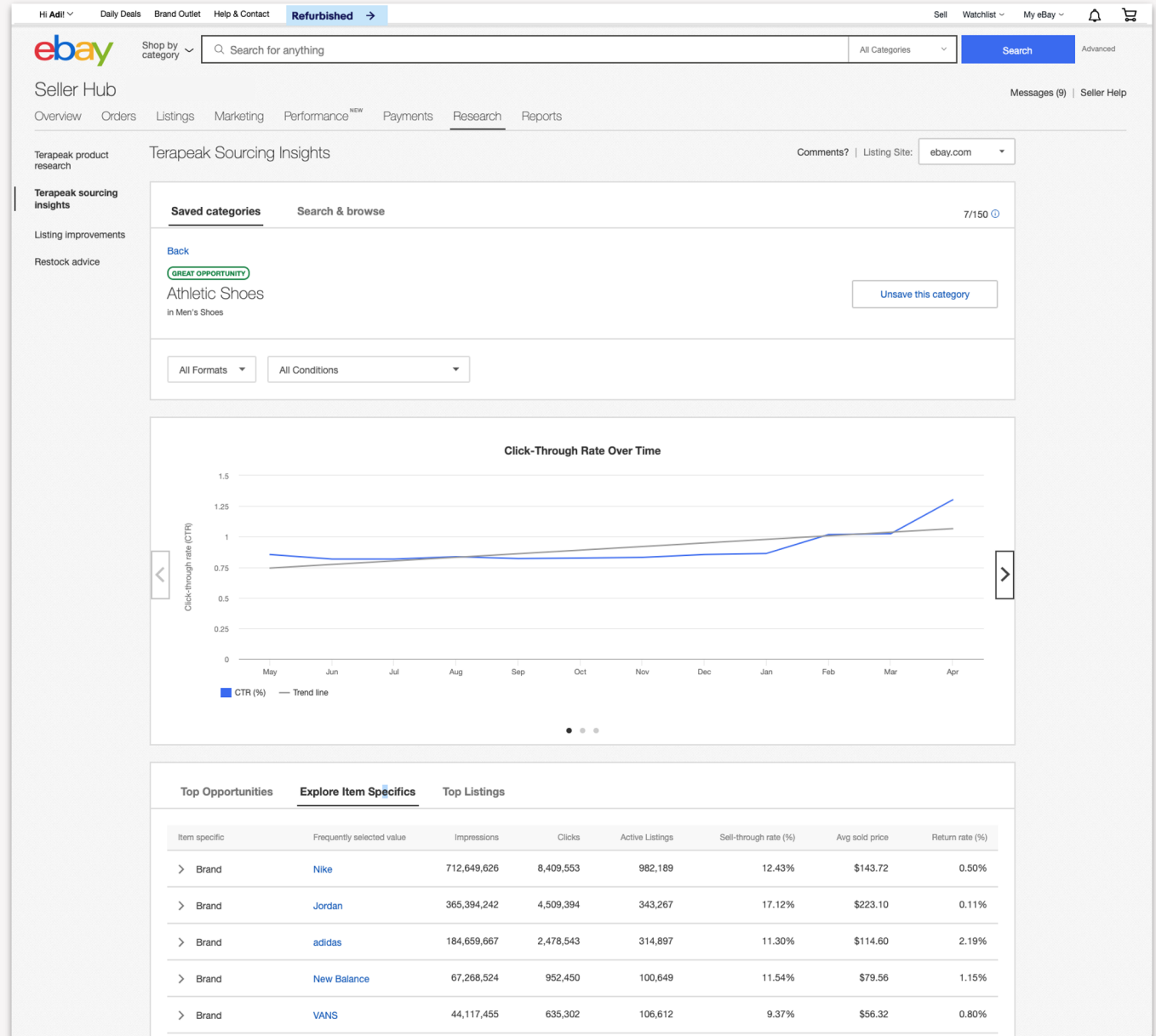
Terapeak insights coming to new listing flow
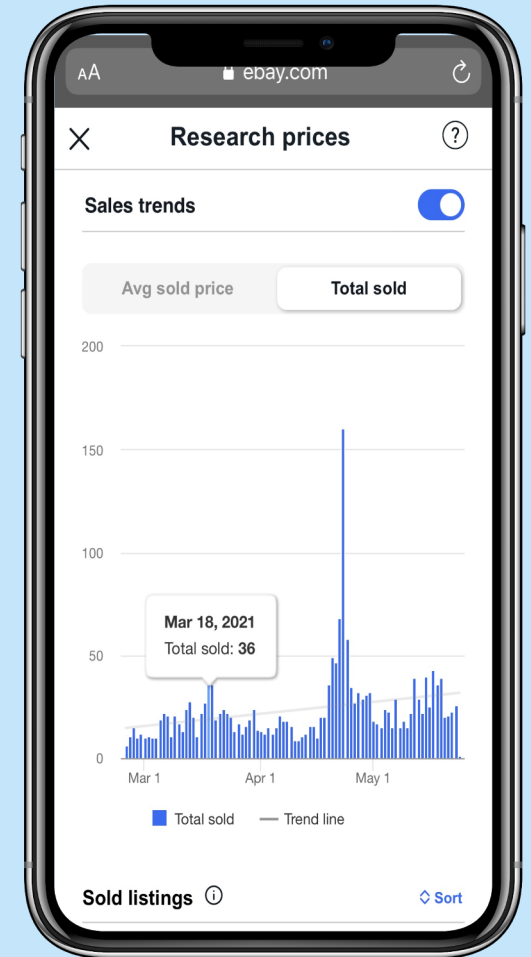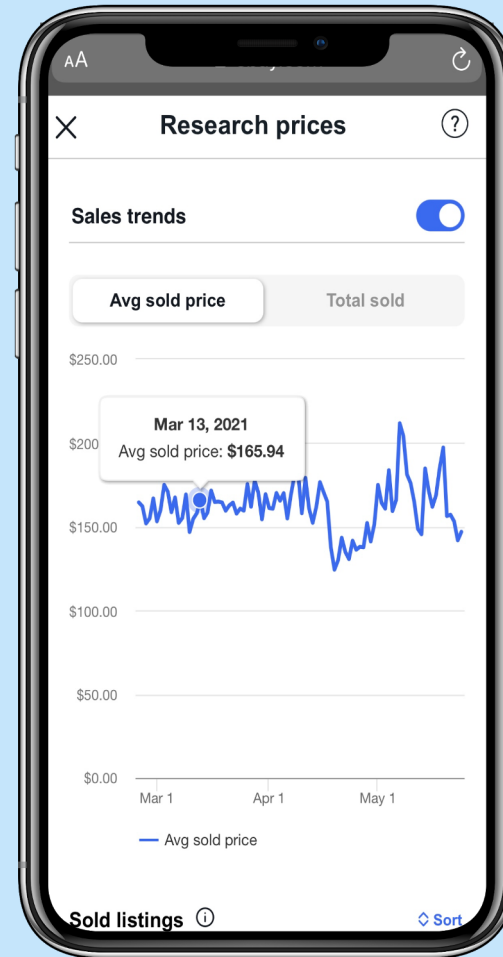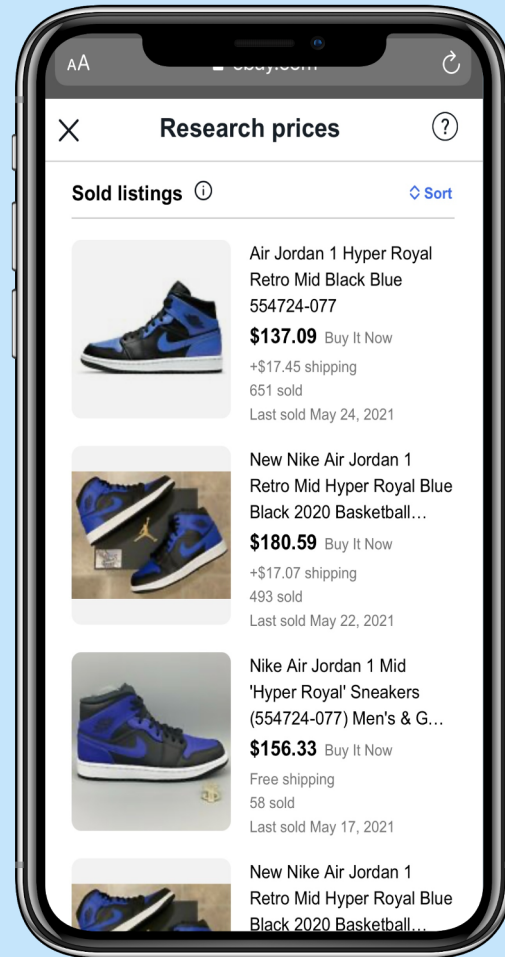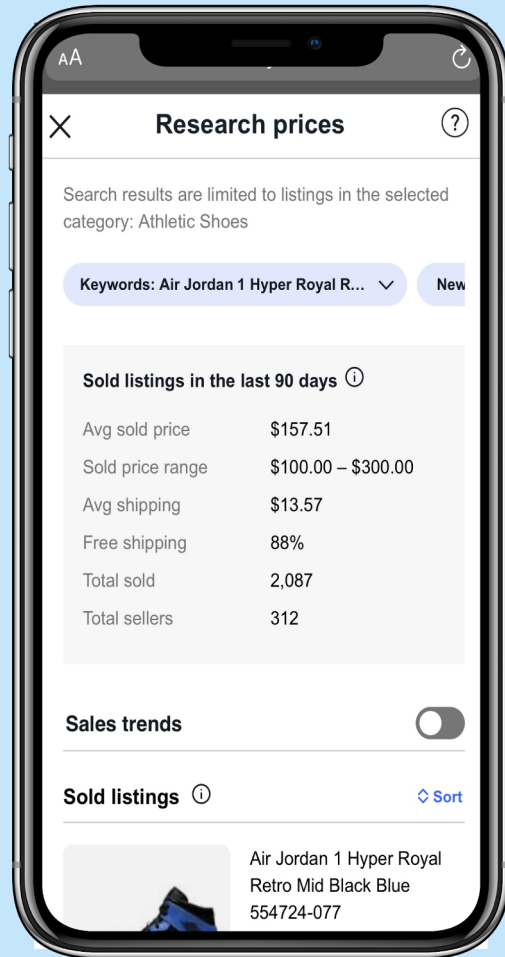
Terapeak Beta API available to limited partners in Q3 '21

Support for 'Product Research'

Access to the same data available through Terapeak Product Research in Seller Hub, including aggregate metrics and details of sold items

Access control

Evaluating an access control approach that would provide API access to qualifying accounts that meet sales and or other seller quality benchmarks

Sign-up to be added to the waitlist

Connect with your eBay Developers Program representative to be added to a waitlist for access to the Terapeak Beta API

eBay

Improve sales through Listing Quality Report recommendations

What is the Listing Quality Report?

- **Actionable recommendations at category and listing-level by comparing your items to similar items/seller benchmark**

- **Designed with input from the seller community**

- **Select up to 10 categories with the most live listings**

- **Evolving and improving over time**

We compare your listings to all others in the same category and condition

Most impressions

Fewest impressions

Top 10%

100% of listings in this category and condition

Bottom 10%

Top 10%

Bottom 10%

We analyse

- Title keywords
- Item specifics
- Photos
- Handling time
- Free shipping
- Returns policy
- Promotions
- and more...

ebay
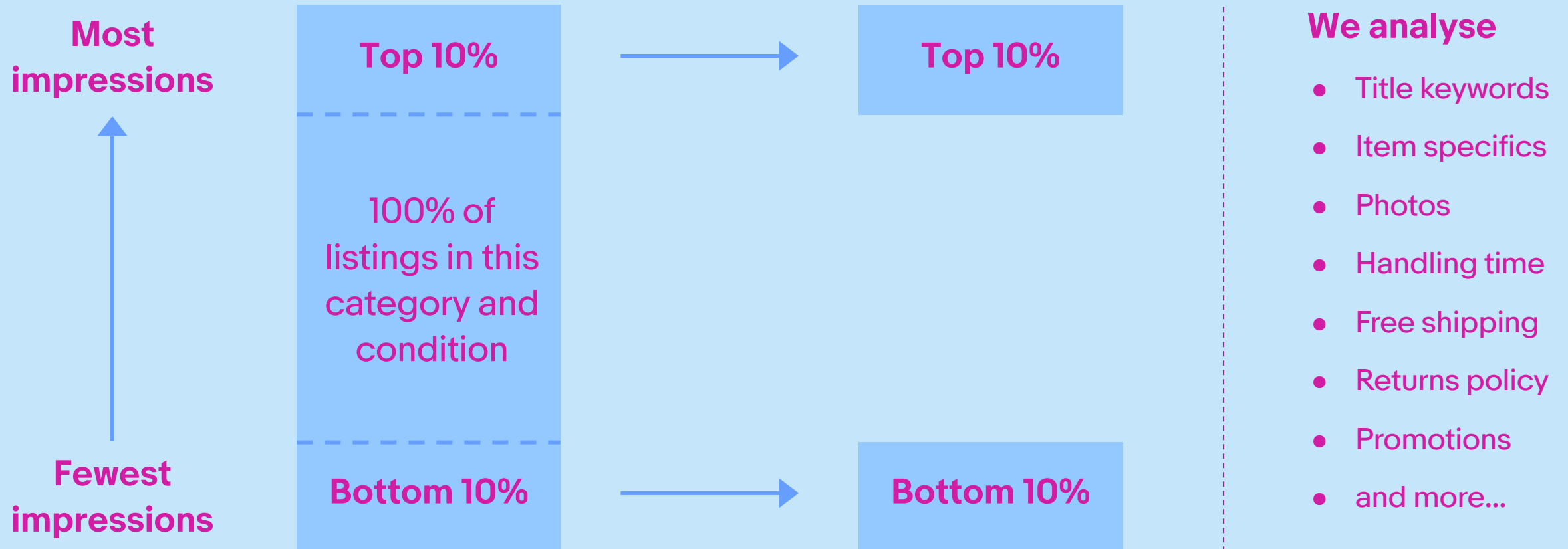
The Listing Quality report is available from Seller Hub > Performance tab

STEP 1
Download the report

Seller hub > Performance tab
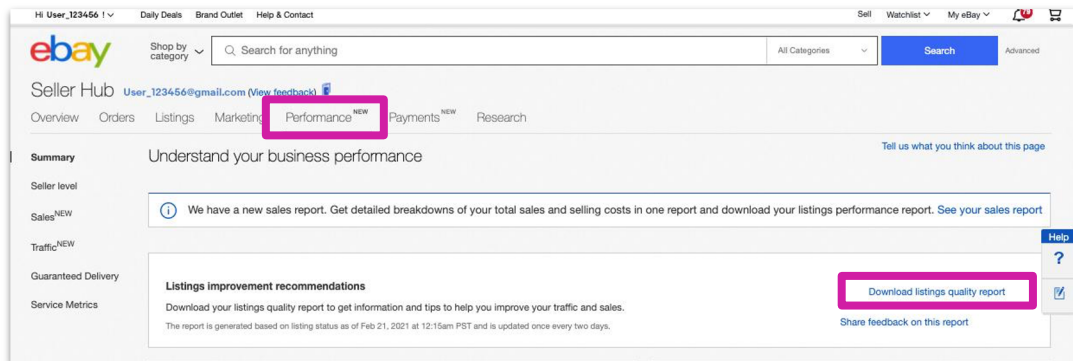
STEP 2
Open and browse tabs

- Summary tab
- Google Shopping Rejections tab
- Category tabs

Currently available as .xls file.
Google sheets and Apple Numbers also supported.

ebay

Summary tab provides category-level data and recommendations

Listing quality summary: Category overview BETA

Report generated: US - February 1, 2021
10:59 PM PST

Hello [Seller name],
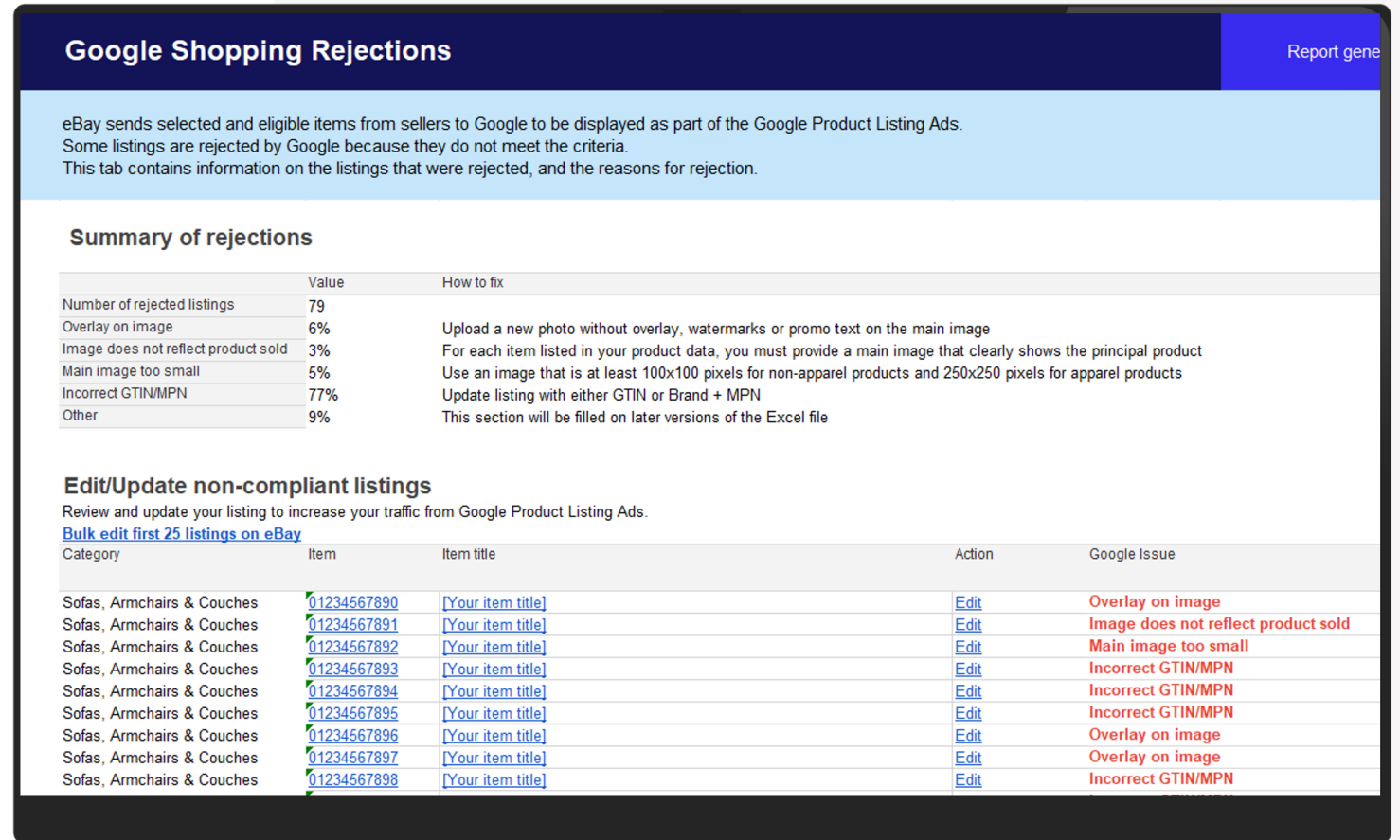
Below is a summary of your 10 biggest categories (based on number of live listings) and our recommendations
Use the tabs at the bottom to find more detail about each category, including listing-level recommendations
Share Feedback

Refrigerator & Freezer Parts / Listings condition: New — Your rank by sales (gmv) value: 994 out of 5,235 sellers in this category and condition — Status: 13 Listings can be improved

Improve	Recommendations	Why have we recommended this?	Learn more
Search impressions	• Make 12 promoted listings	On average, 52% of listings with the most impressions in eBay search in this category are sponsored with Promoted Listings.	Promoted listings enabled
Click-through rate	• Add 'Best Offer' to 13 of your listings • Add free shipping to 12 of your listings	On average, 61% of listings with the most viewed listings(clicks) in this category feature Best Offer. On average, 81% of listings with the most viewed listings(clicks) in this category offer free shipping.	Best offer Free shipping

Show recommendations per listing (go to 'Refrigerator & Freezer Parts')

Tablets & eBook Readers / Listings condition: Refurbished — Your rank by sales (gmv) value: 4,358 out of 140,773 sellers in this category and condition — Status: 3 Listings can be improved

Improve	Recommendations	Why have we recommended this?	Learn more
Search impressions	• Fill in at least 8 recommended item specifics	On average, listings with the most impressions in eBay search in this category have 8 recommended item specifics filled out.	Recommended item specifics

Show recommendations per listing (go to 'Heels')

Other Vintage Electronics / Listings condition: Used — Your rank by sales (gmv) value: 223 out of 3,580 sellers in this category and condition — Status: 6 Listings can be improved

Improve	Recommendations	Why have we recommended this?	Learn more
Search impressions	• Make 6 promoted listings	On average, 51% of listings with the most impressions in eBay search in this category are sponsored with Promoted Listings.	Promoted listings enabled

Show recommendations per listing (go to 'Other Vintage Electronics')

ebay

The category tab gives recommendations for the buyer funnel

Detailed report for **Work Clothing > Shirts** with listings condition: **New**

Your sales

Back to summary worksheet

Buyer funnel for Work Clothing > Shirts with listings condition: New

| Sellers selling in this section: 43,555 | vs time period - 28 days | Recommendations to improve | Why have v |

Impressions in eBay search

| 33 -3 | 65 -6 | • Add Recommended Item Specifics | Recommen |

Click-through

| Rate | Rank vs other sellers | Your listings quality meets the top benchmark |
| 0.22% -0.24% | 56 +5 |

Sales conversion

| 0.63% -0.52% | 58 +5 | • Make sure there are at least 6 photos per listing | Number Of |

* in the same category and condition, looking at last 28 days, only 'Buy it no

ebay

Google Shopping Rejections are listed in a dedicated tab

Google Shopping Rejections

Report gene

eBay sends selected and eligible items from sellers to Google to be displayed as part of the Google Product Listing Ads.
Some listings are rejected by Google because they do not meet the criteria.
This tab contains information on the listings that were rejected, and the reasons for rejection.

Summary of rejections

	Value	How to fix
Number of rejected listings	79	
Overlay on image	6%	Upload a new photo without overlay, watermarks or promo text on the main image
Image does not reflect product sold	3%	For each item listed in your product data, you must provide a main image that clearly shows the principal product
Main image too small	5%	Use an image that is at least 100x100 pixels for non-apparel products and 250x250 pixels for apparel products
Incorrect GTIN/MPN	77%	Update listing with either GTIN or Brand + MPN
Other	9%	This section will be filled on later versions of the Excel file

Edit/Update non-compliant listings

Review and update your listing to increase your traffic from Google Product Listing Ads.
Bulk edit first 25 listings on eBay

Category	Item	Item title	Action	Google Issue
Sofas, Armchairs & Couches	01234567890	[Your item title]	Edit	Overlay on image
Sofas, Armchairs & Couches	01234567891	[Your item title]	Edit	Image does not reflect product sold
Sofas, Armchairs & Couches	01234567892	[Your item title]	Edit	Main image too small
Sofas, Armchairs & Couches	01234567893	[Your item title]	Edit	Incorrect GTIN/MPN
Sofas, Armchairs & Couches	01234567894	[Your item title]	Edit	Incorrect GTIN/MPN
Sofas, Armchairs & Couches	01234567895	[Your item title]	Edit	Incorrect GTIN/MPN
Sofas, Armchairs & Couches	01234567896	[Your item title]	Edit	Overlay on image
Sofas, Armchairs & Couches	01234567897	[Your item title]	Edit	Overlay on image
Sofas, Armchairs & Couches	01234567898	[Your item title]	Edit	Incorrect GTIN/MPN

eBay

What's coming next?

- **Alternative file options (PDF, CSV etc)**

- **Choose categories for analysis**

- **Ramp to all store subscribers**

- **Search and Trust signals and recommendations**

- **Continuous improvements – come back regularly to check new insights!**

ebay