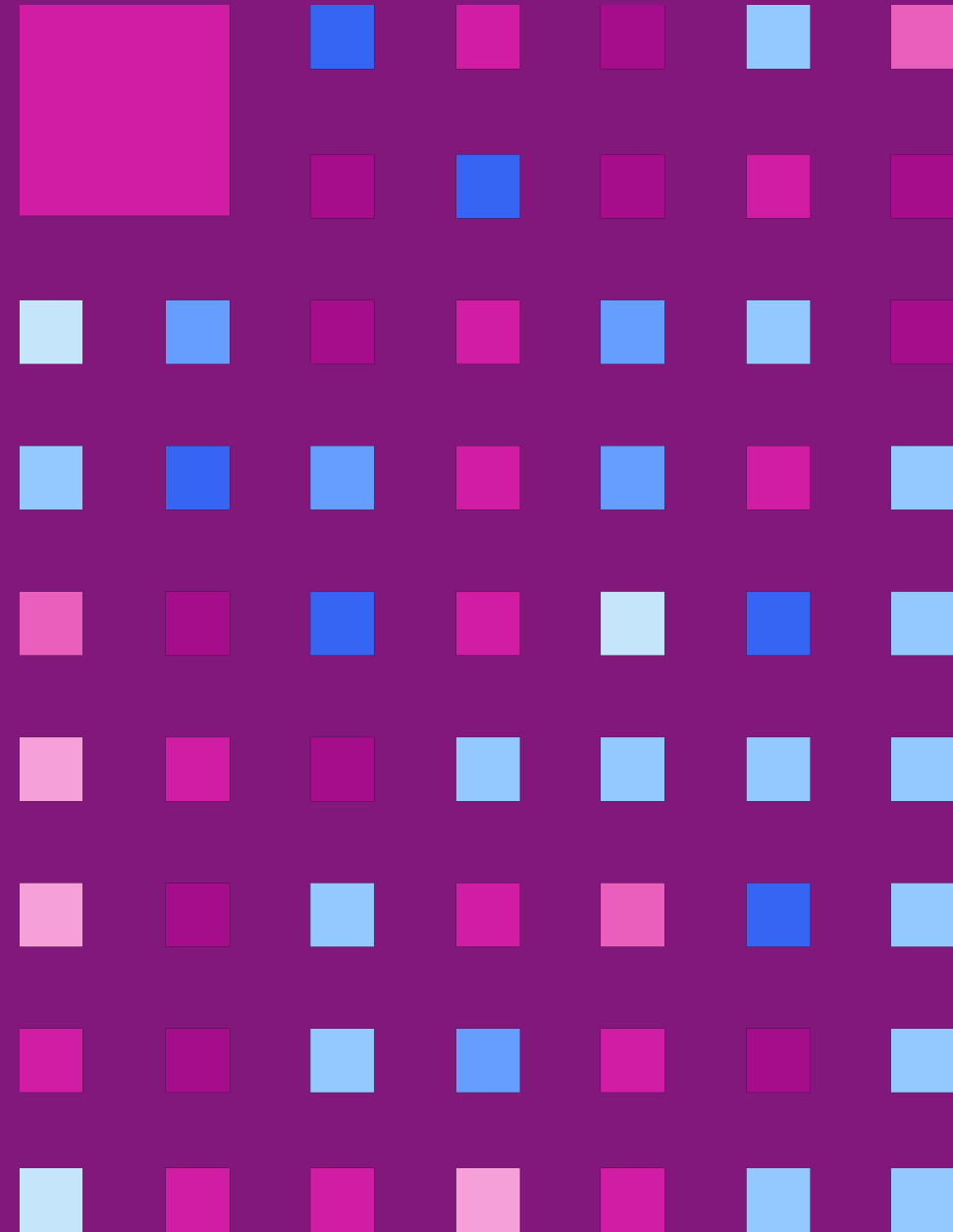

eBay Connect 2021

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

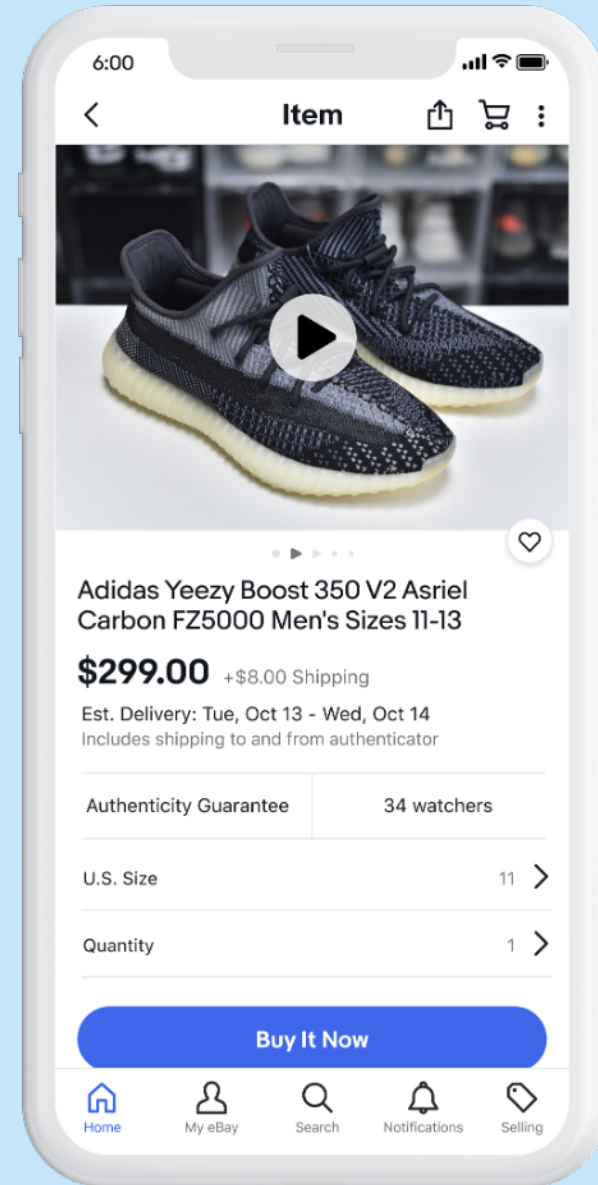
Improve sales through Listing Quality Report recommendations

—

**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**

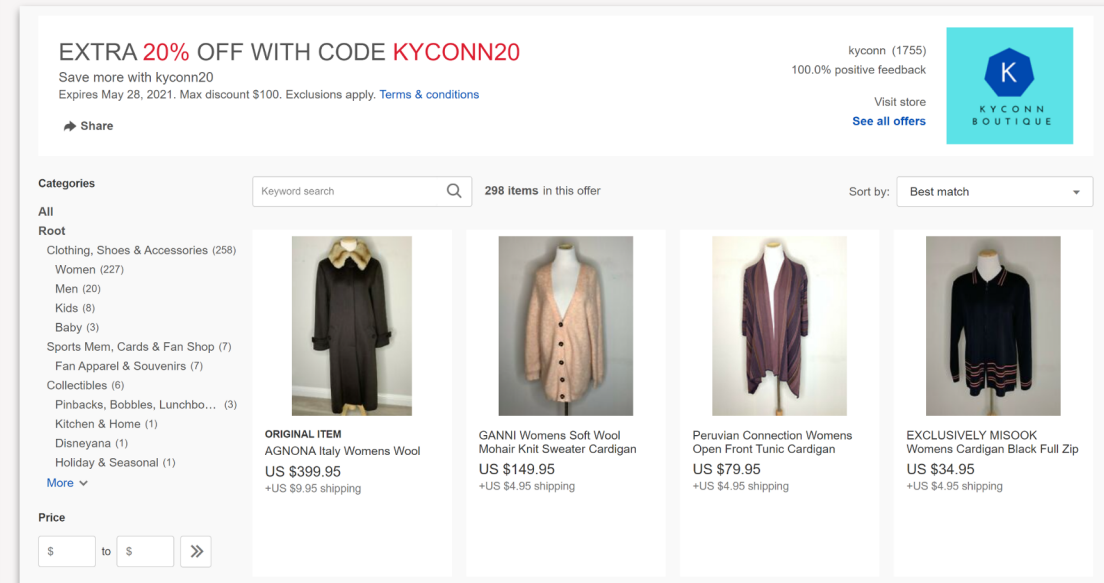
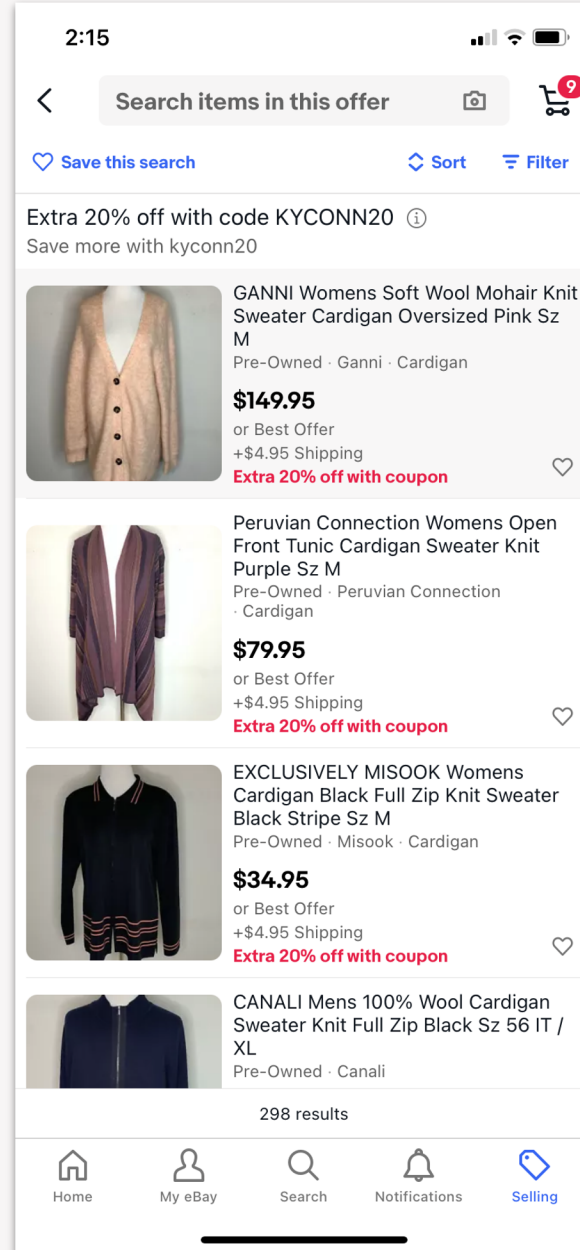


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**Drive Sales, Repeat buyers,
with Coded Coupons**

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 / 80

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 BIGSAVINGTODAY to save at my eBay store. Good through Jun 1, 2021. Exclusions apply: <https://ebay.us/dHXXql>.

Customize the suggested caption. 83/280

Choose platforms

<https://ebay.us/JeIIOZ>

Facebook

Whatsapp

Twitter

Email

Pinterest

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 ▾

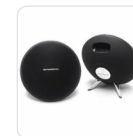
5

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](#)

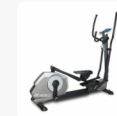
[Save as draft](#)

[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

Buyer experience

View item (web and native)

\$ EXTRA 20% OFF WITH CODE DISCOUNT-20 [See all eligible items and terms](#)



US-SME Item 859073663776008-1594362855054

Condition: --
Quantity: More than 10 available

Price: **US \$25.00**

[Buy It Now](#)
[Add to cart](#)
[Add to Watchlist](#)

Shop with confidence
eBay Money Back Guarantee
We'll make sure you get this item or get your money back. [Learn more](#)

Seller information
pbelowstdglobal (1000 ★)
100% Positive feedback

[Save this Seller](#)
[Contact seller](#)
[Visit store](#)

eBay Money Back Guarantee
We'll make sure you get this item or get your money back. [Learn more](#)

Ships from United States

Take \$25.00 off this item [\[Show me how\]](#)

Shipping: **\$1.00** Expedited Shipping | [See details](#)
Item location: San Jose, California, United States
Ships to: United States | [See exclusions](#)

Delivery: **Estimated between Mon, May 03 and Thu, May 06 to 9^{PM}**

Financing: **PayPal CREDIT**
Special financing available. | [See terms and apply now](#)

[Earn up to 5x points when you use your eBay Mastercard](#)

[Have one to sell?](#) [Sell now](#)

10:00

Item

Take \$25.00 off this item

Quantity 1

[Buy It Now](#)
[Add to Cart](#)
[Add to Watchlist](#)

Extra 20% off coupon. View code.
From pbelowstdglobal. Expires May 18, 2021.
Max discount \$100. Terms and Conditions apply.

About this item

Item details
Quantity **36 sold**
More than 10 available
Item Number 110014872071
Category Antiques > Other Antiques

Item description from the seller
FixedPrice Item.

[See full description](#)

Home My eBay Search Notifications Selling

Search results

GANNI Womens Soft Wool Mohair Knit Sweater Cardigan Oversized Pink Sz M
Pre-Owned
\$149.95
or Best Offer
+\$4.95 shipping
[Watch](#)
Extra 20% off with coupon

Peruvian Connection Womens Open Front Tunic Cardigan Sweater Knit Purple Sz M
Pre-Owned
\$79.95
or Best Offer
+\$4.95 shipping
[Watch](#)
Extra 20% off with coupon

EXCLUSIVELY MISOOK Womens Cardigan Black Full Zip Knit Sweater Black Stripe Sz M
Pre-Owned
\$34.95
or Best Offer
+\$4.95 shipping
[Watch](#)
Extra 20% off with coupon

Check out

Ship to
NAVI seller
2145 Hamilton Ave
San Jose, CA 95125-5905
United States
(408)xxxxx34
[Change](#)

Subtotal (1 item) \$25.00
Shipping \$1.00
Discount -\$5.00
Tax* \$1.85

Order total **\$22.85**

By placing your order, you authorize PayPal to process your payment, and you agree to PayPal's [user agreement](#) and [privacy statement](#) and eBay's [User Agreement](#) and [Privacy Notice](#).
*We're required by law to collect sales tax and applicable fees for certain tax authorities. [Learn more](#)

[Confirm and pay](#)

Review item and shipping
Seller: pbelowstdg... | [Message to seller](#)
US-SME Item 859073663776008-1594362855054
\$25.00
Quantity

Delivery
Est. delivery: May 3 - May 6
Expedited Shipping
\$1.00

Gift cards, coupons, eBay Bucks
 Discount DISCOUNT-20
Applied: \$5.00
 Coupon PUBLIC804631
Available: \$30.00

Enter code: [Apply](#)

ebay MONEY BACK GUARANTEE
[See details](#)

Encourage repeat purchases by printing out coupons

Print coupons on packing slips

Document design

ebay

Galaxyvintage
stores.ebay.com/eCop-Police-Supply

18956 feedback score
99.6% positive feedback

Top-rated Plus

PACKING SLIP
This is not an invoice.





Store QR code link

ORDER ID: 12-04438-67347

Order date: April, 09, 2020

Ship from
Jessica Johnson
2025 Hamilton Avenue., San Jose, CA
95125, USA

Ship to
Ru Chen
199 Fremont St., San Francisco, CA
94105-6634, USA

ITEM	QTY	PRICE
 Vintage-MLS-Los-Angeles-Galaxy-Soccer-T-Shirt-Size-Adult-Large-L	1	\$19.99
 Vintage-MLS-Los-Angeles-Galaxy-Soccer-T-Shirt-Size-Adult-Large-L	1	\$19.99
 Vintage-MLS-Los-Angeles-Galaxy-Soccer-T-Shirt-Size-Adult-Large-L	1	\$19.99
 Vintage-MLS-Los-Angeles-Galaxy-Soccer-T-Shirt-Size-Adult-Large-L	1	\$19.99

Note from [Seller user ID]


* Thanks for buying with us. We start the business 10 years ago with a passion for vintage shirt and today we are glad to share this passion with you. :)"

Subtotal \$79.96
Tax (4%) \$3.17
Shipping & handling \$5
Order Total \$88.13

* Warranty info: Item is backed by the manufacturer's warranty. Return policy: After receiving the item, cancel the purchase within 30 days, Buyer pays return postage Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Get 20% OFF on \$100 or more

Valid for Avonnie studio, only on eBay.
Access the link: www.ebay.com/yourstorename/couponcode12345

Scan QR Code:


Enter Code:
CODE18CHARACTERS12

Valid until:
March 31, 2020

* Maximum savings of \$50 per coupon, Limited to 1 use per coupon per buyer, Applied to Electronic & Furniture categories other copy placeholder could be super super long. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Print standalone coupon with seller note

Print coupon

1 selected order
View order: 27-07103-40330

Coupon setting


Coupon
Extra 25% off
KYCONNSAVE25

Offer valid: May 24, 2021 - Jul 1, 2021
Private coupon
Maximum savings of \$100.00 per coupon
Unlimited number of uses per coupon per buyer

Template
Standalone coupon
1 coupon per sheet

Preview coupon

Extra 25% off
Valid for kycosm, only on ebay.

Scan QR code:  Coupon code: KYCONNSAVE25 Valid until: Jul 1, 2021
Coupon code link: <http://ebay.us/AH0b0b>

* Expires Jul 1, 2021. Unlimited number of uses per coupon per buyer. Exclusions apply. For terms and conditions visit https://pages.ebay.com/specialoffers/coupedocoupons_buyerterms.html

Tell us what you think

Cancel Print

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


Thanks for your order! It really made our day.

We hope this coupon makes yours. **ebay**

AVONNIE STUDIO

Extra 5% off

Valid for Avonnie studio, only on eBay.

Scan QR Code:  Enter Code: **CODE18CHARACTERS** Valid until: **March 31, 2020**

QR Code link: www.ebay.com/yourstorename/couponcode12345

* Maximum savings of \$50 per coupon, Limited to 1 use per coupon per buyer, Applied to Electronic & Furniture categories other copy placeholder could be super super long. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Features coming soon...

- **Send a coupon to previous customers**
- **Send a coupon when sending an offer to buyers**
- **Repeat buyer indicators**

—

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

Hi Adil | Daily Deals | Brand Outlet | Help & Contact | **Refurbished** → | Sell | Watchlist | My eBay | Messages (9) | Seller Help

Shop by category | Search for anything | All Categories | Search | Advanced

Seller Hub | Overview | Orders | Listings | Marketing | Performance^{NEW} | Payments | **Research** | Reports

Terapeak product research | Comments? | Listing Site: ebay.com

Terapeak sourcing insights | Listing improvements | Restock advice

Research products | Search: Air Jordan 1 Hyper Royal Retro | Last 90 days | Research | Reset

Category selected: Athletic Shoes | Select a different category | Lock selected category

Condition Filter (1 Selected) | Format Filter | Price Filter (Selected) | More Filters

New with box | \$100 - \$300

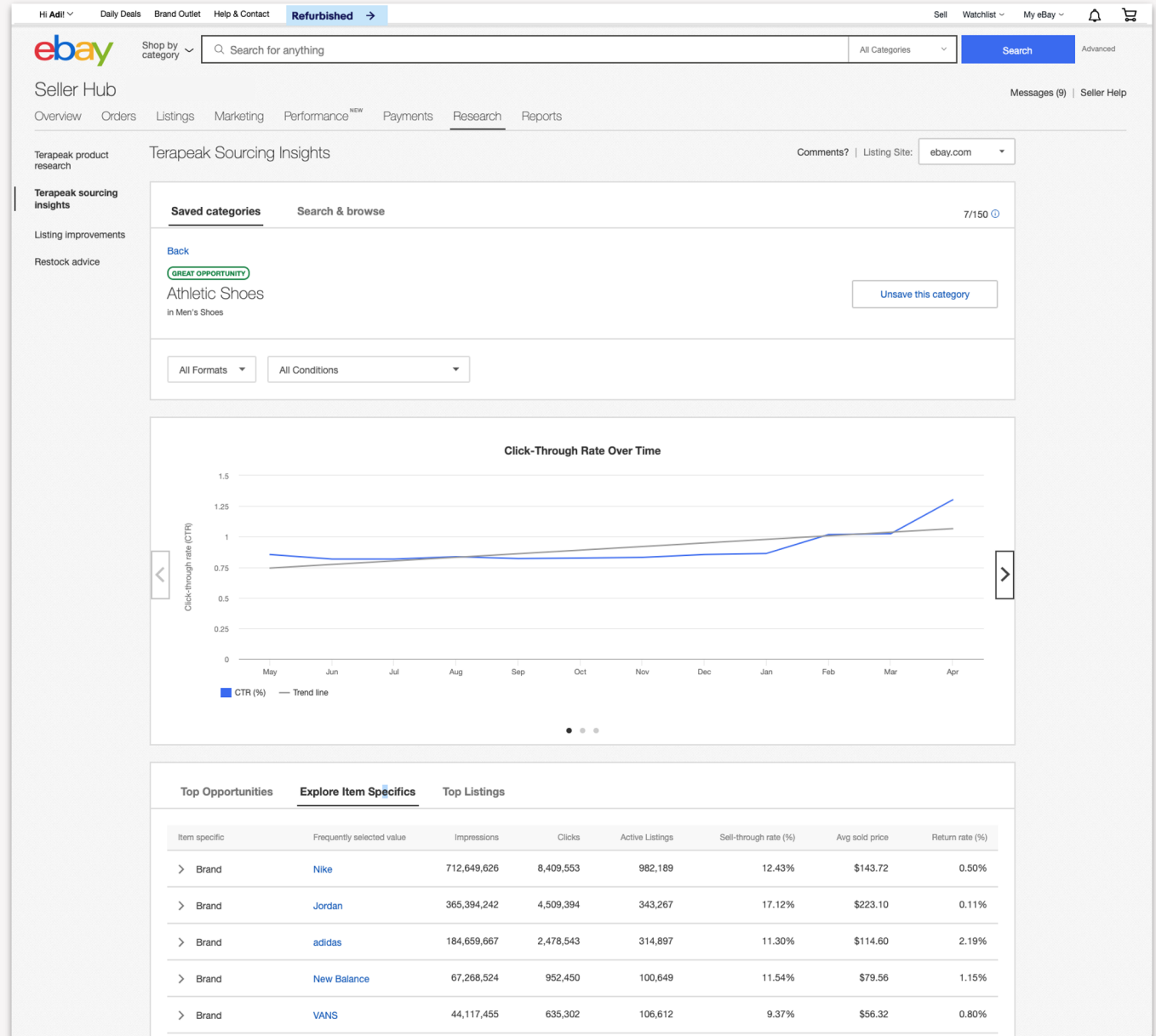
Sold | Active

Feb 23, 2021 – May 23, 2021 | Show sales trends

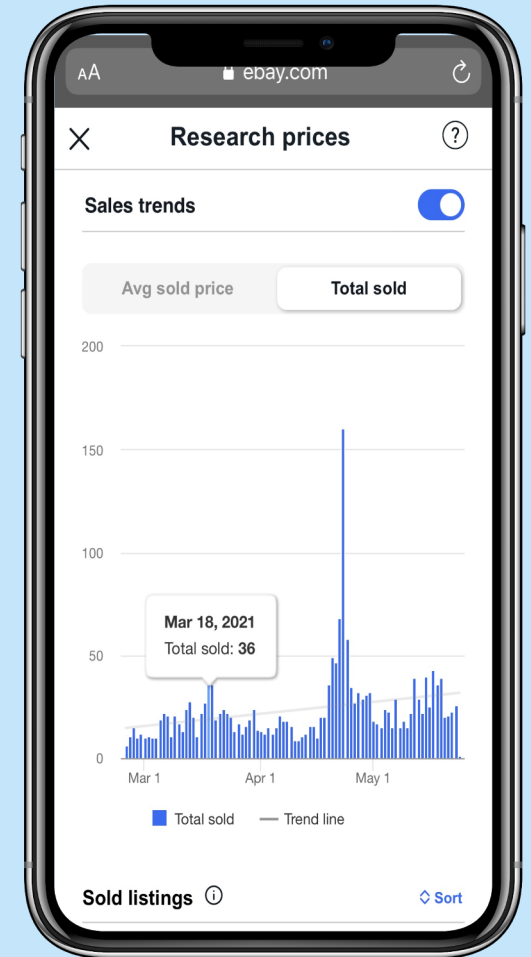
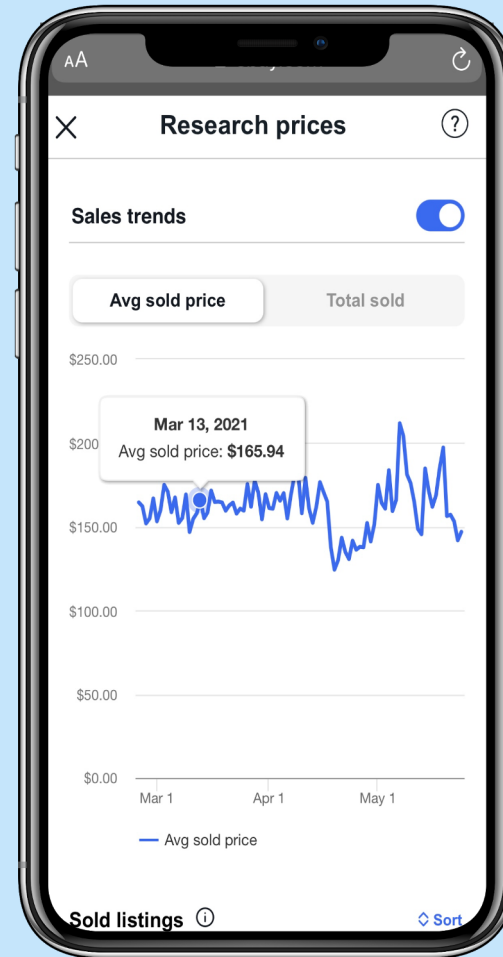
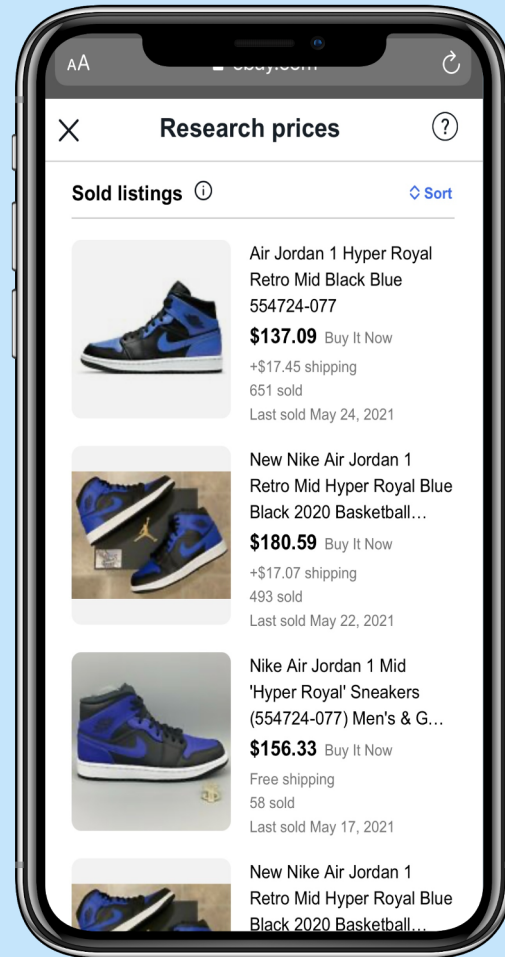
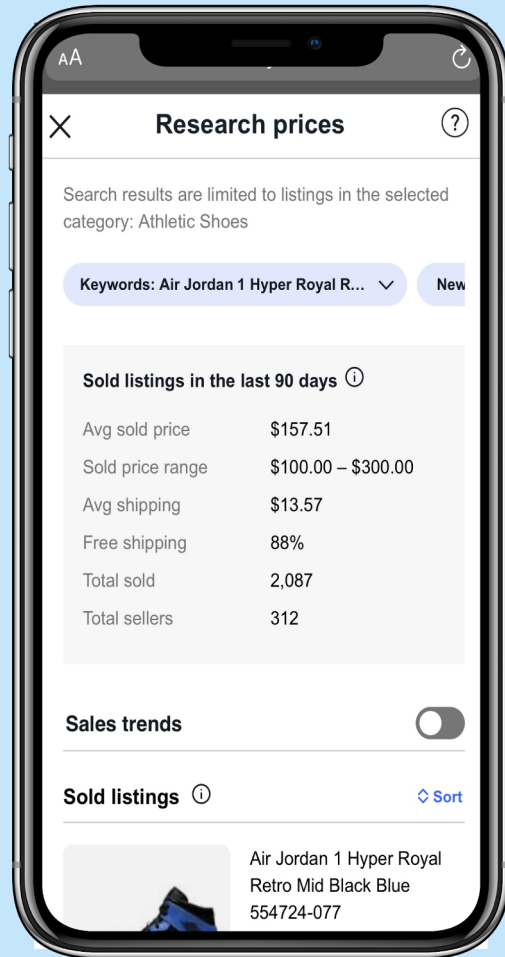
\$157.90 Avg sold price	\$100.00 – \$300.00 Sold price range	\$13.59 Avg shipping	87% Free shipping	2,129 Total sold	65.13% Sell-through	340 Total sellers	\$336,169.11 Total Sales
Listing	Actions	Avg sold price	Avg shipping	Total sold	Total sales	Bids	Date last sold
Air Jordan 1 Hyper Royal Retro Mid Black Blue 554724-077	Sell Similar	\$137.07 Fixed Price	\$17.45 99.13% Free shipping	650	\$89,095.60	-	May 23, 2021
New Nike Air Jordan 1 Retro Mid Hyper Royal Blue Black 2020 Basketball Mens Size	Sell Similar	\$180.58 Fixed Price	\$17.07 98.98% Free shipping	495	\$89,388.75	-	May 22, 2021
Nike Air Jordan 1 Mid 'Hyper Royal' Sneakers (554724-077) Men's & GS Sizes	Sell Similar	\$156.33 Fixed Price	\$0.00 100.0% Free shipping	58	\$9,067.10	-	May 17, 2021
New Nike Air Jordan 1 Retro Mid Hyper Royal Blue Black 2020 Basketball Mens Size	Sell Similar	\$109.50 Fixed Price	\$0.00 100.0% Free shipping	45	\$4,927.55	-	Apr 21, 2021
New Nike Air Jordan 1 Retro Mid Hyper Royal Blue Black 2020 Basketball Mens Size	-	\$109.99 Fixed Price	\$0.00 100.0% Free shipping	29	\$3,189.71	-	Apr 22, 2021
Nike Air Jordan 1 Mid Retro 'Hyper Royal' Black Men's Size 554724-077	Sell Similar	\$152.04 Fixed Price	\$0.00 100.0% Free shipping	29	\$4,409.13	-	May 7, 2021
NEW Nike Air Jordan 1 Mid GS Hyper Royal Black White 554725 077 MULTI SIZE	Sell Similar	\$123.83 Fixed Price	\$0.00 100.0% Free shipping	28	\$3,467.32	-	Apr 17, 2021

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

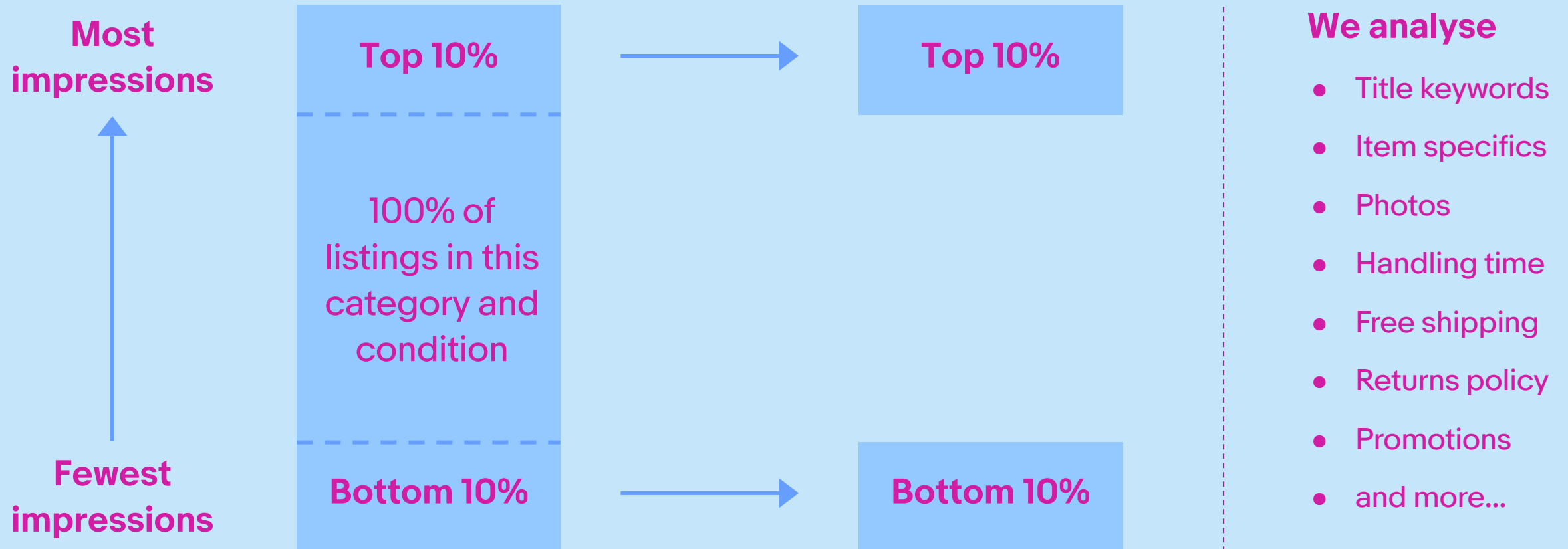
—
**Improve sales
through Listing
Quality Report
recommendations**

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



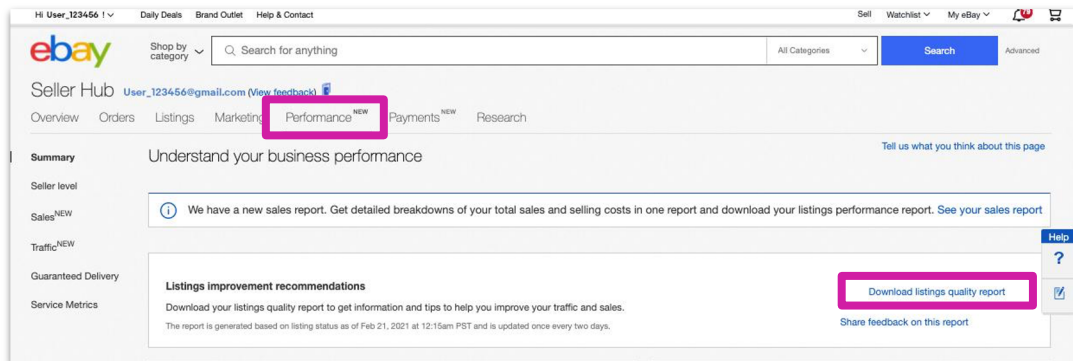
We compare your listings to all others in the same category and condition



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.

Summary tab provides category-level data and recommendations

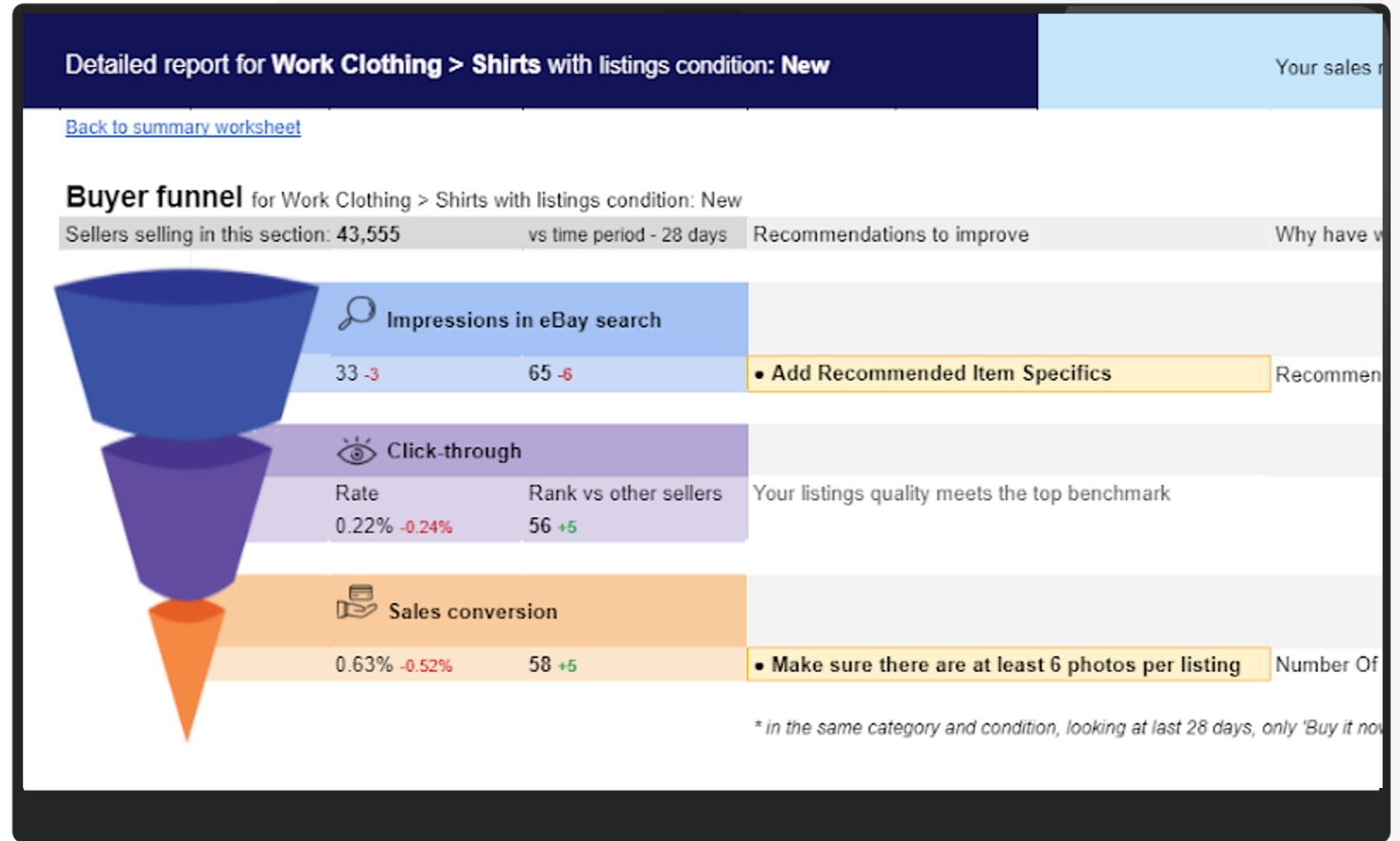
Listing quality summary: Category overview BETA Report generated: US - February 1, 2021 10:59 PM PST

Hello [Seller name],

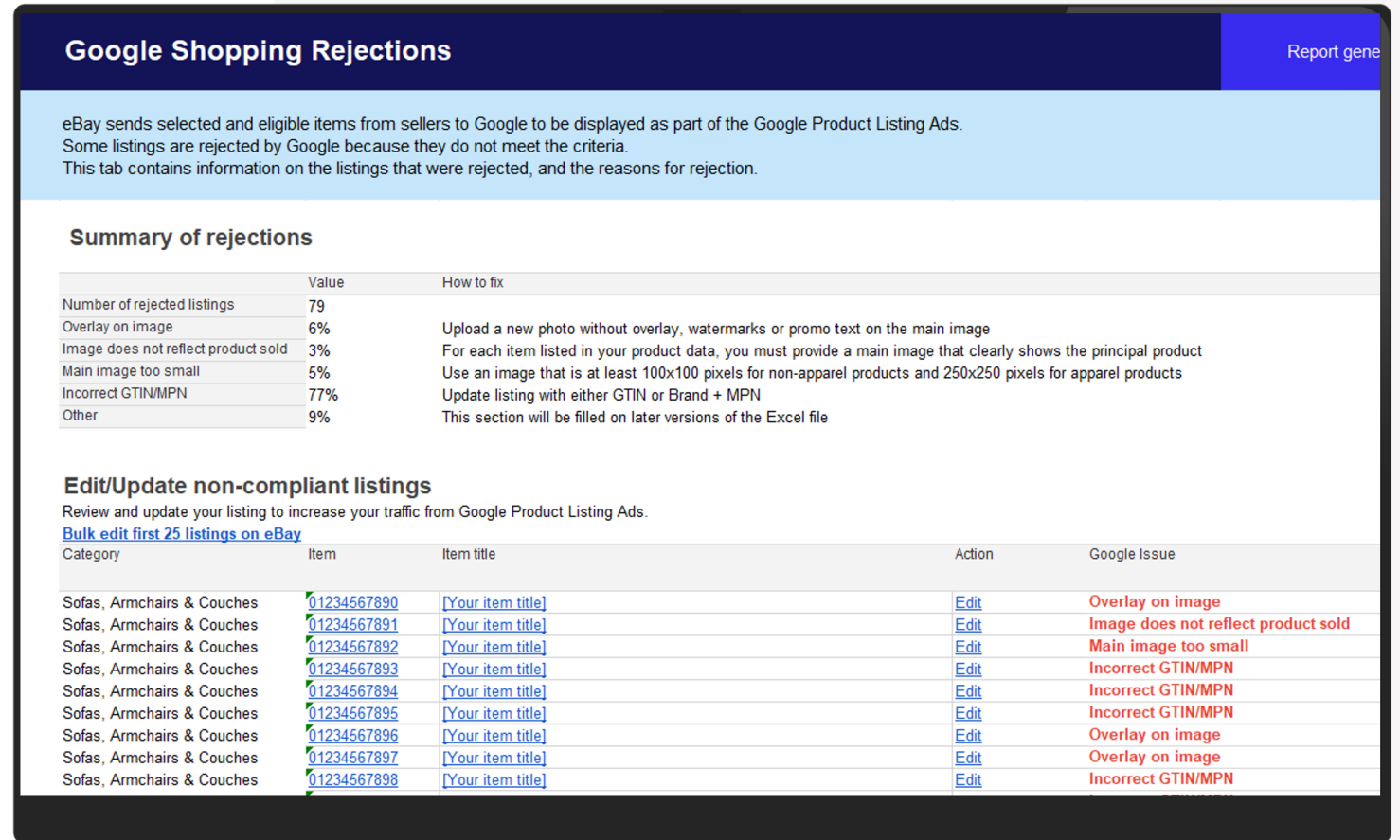
Below is a summary of your 10 biggest categories (based on number of live listings) and our recommendations. Use the tabs at the bottom to find more detail about each category, including listing-level recommendations. [Share Feedback](#)

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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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')			

The category tab gives recommendations for the buyer funnel



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

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!**



The background consists of a grid of colored squares. The top row has five squares: light pink, red, light orange, orange, and red. The second row has four squares: dark purple, light pink, yellow, and dark purple. The third row has three squares: pink, light blue, and dark blue. The word 'ebay' is centered in white on the dark blue square in the second row, third column.

ebay