eBay
Connect
2020
All In For Aspects

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Agenda

Importance of Aspects

Collecting Aspects

Recap
Importance of Aspects
What are Aspects?

Aspects are attributes that describe the item you’re selling. It’s important for these details to be filled in as accurately and fully as possible.

Why fill them in?

• Helps buyers find the item
• Describes the item in a standardized, structured way giving buyers a clear overview of the item
• Used by eBay to match to similar products
Help Buyers Find Your Item

Aspects have a direct impact on your visibility in search results. Aspects are used when buyers:

- Search by keywords in the search box. Title + keywords used in search. Title is limited to 80 characters.
- Filter using left nav and top page filters. If your item doesn’t have the aspects filled in, it will not be returned in the results.
- Browse nodes – commonly visited by buyers clicking through search engines.
UK Dresses Test

Data shows listings populated with mandated aspects have higher conversion and GMV

Filtering allows quick & easy identification of suitable products

- Color: 82%
- Style: 43%
- Length: 35%

GMV YoY improvement from mandate

- Women’s dresses TEST
- Women’s clothing, summer categories CONTROL
Collecting Aspects
Prioritize The Most Important Aspects

Aspects are prioritized in two ways.

Grouped by:

- Required
- Recommended
- Additional

Within each bucket, ranked based on required soon and buyer demand data.

Developer Tip: Use Taxonomy API (AspectConstraint) or GetCategorySpecifics (MinValues and UsageConstraints) to retrieve aspects.
Advance Notification of Required Soon

Give sellers advance notice of aspects that will be required soon, along with date it will become required.

Developer Tip: Use Taxonomy API for aspect details.
Use Compliance API to find listings with missing required soon aspects (coming in Q3).

Filters and notifications for active listings
Give Data to Show Impact

Buyer demand data shows searches and filters used for the aspects in last 30 days.

Used to populate the “recent searches” count in progress indicator.

Developer Tip: Buyer Demand Data (BDD) available on a whitelist basis via Taxonomy API and GetCategorySpecifics.
Gamify The Experience to Encourage Action

Encourage sellers to fill in recommended aspects by gamifying the experience. Progress indicator shows fill-in as item specifics are populated. Total of possible searches shown based on buyer demand data. As values are provided, count increases.
eBay will handle renames for existing aspects to a new like-for-like aspect. We will match these on your listings automatically when your items are renewed, relisted, or revised.

If the aspect has changed and there is no exact match, we won’t do this and you will need to update these listings.

**Examples:**

- **BICYCLES (177831):** From Type to Bike Type
- **PRINTERS (1245):** From Supported Printing Sizes to Supported Paper Sizes
- **DVD & Blu-Ray Players (175711):** From Recordable Disk Formats to Recordable Media Format
Collect Missing Aspects for Active Listings

Notify sellers of listings missing required and recommended aspects for active listings. Quick filters and at-a-glance aspects column help sellers find listings. Contextual editing directly from Active Listings provides an efficient way to update missing info.

Developer Tip: Use Compliance API to retrieve missing aspects for listings by seller

- Get list of listings missing required aspects
- Get list of listings missing soon to be required aspects
- Get list of listings missing recommended aspects
- Dismiss compliance for recommended aspects
- ASPECTS_ADOPTION type
Allow Sellers to Dismiss Recommended

Sellers should be highly encouraged to fill in recommended aspects. However, after providing as much info as available, sellers may want to dismiss any open recommended aspects for the listing so they’re not bothered with reminders to fill in the remaining values.

Developer Tip: Use suppressViolation via Compliance API
Update Aspects in Bulk Using File Upload and Download

Available through Seller Hub Active Listings, sellers can download a file of listings with missing required, required soon, and recommended aspects. Using a “smart file,” sellers can fill in missing aspects by choosing from supported eBay values or typing in their own custom values. Once done, upload back to eBay and listings are updated in bulk.
Email reminders of missing required, required soon, and recommended aspects are sent to sellers on a recurring basis to identify listings and encourage action to fill in missing info.
Recap
Key Takeaways

• Aspects help buyers find what they’re looking for. Without them, items may not show up in search and filters.

• Prioritize most important aspects first to collect the most relevant, impactful info.

• Build experiences to collect aspects during listing, and post-list for active listings.

• Use eBay Selling Tools as a reference for implementing your own tools.