eBay Connect 2020
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eBay Connect 2020
Agenda

Where Do You Begin?

The Principles of Buyer Experience

Simplify

Modernize

Personalize

Key Takeaways
Where Do You Begin?

Go Where The People Are
Reinvest in Native, Where They’re Going (or gone)
Start With Your Best Customer, Graduate Others
The Principles of Buyer Experience

Simplify
Modernize
Personalize
Simplify
“We have to jump through hoops to shop on eBay and I’m a frequent and loyal eBay user. It’s frustrating...”
Social Linking: Apple Sign-In

Customer Opportunity
Users of the Apple ecosystem are unable to use the seamless and secure “Sign in with Apple” feature on eBay.

Approach
- Provide “Sign in with Apple” as an option on registration and sign in
- Eligible platform - iOS/web/mweb

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Guest to Member Upgrade

Customer Opportunity
As an eBay customer, creating an eBay account seems like a lot of work and I don’t understand the value of doing it.

Approach
- Enable guest registration module with social sign-in on dWeb
Aspects in Search

Customer Opportunity
As a buyer, I want to see all relevant inventory matching my search query.

As a seller, eBay doesn’t use all the information I provide while listing the item.

Approach
- Leverage Machine Learning to identify high quality and relevant seller provided item specifics
- Increase relevant recall by matching relevant item specifics

Why is this important?
- Buyers: 55% of searches have aspects in the query and/or filters. Aspect matches are a key match component in Search.
- Sellers: Provide as many high quality item specifics as possible to accurately describe a listing. Visibility increases in search directly proportional on average to # of high quality relevant aspects per listing.

Query: 2019 yeezy boost 350 v2
Simple and Powerful Left-Hand Navigation

Customer Opportunity
Left Hand Navigation (LHN) was a dated and non-intuitive experience. Users could not select multiple values and could only see multiple values on ‘See all’ layer. Selection of an aspect (e.g. Brand) collapsed the aspect and moved it to the bottom of the LHN. The selected states and the LHN itself had dated UI and was not easy to use.

Audience
All Desktop Users

Approach
- Selection of an aspect (e.g. Brand) does not collapse the aspect, making it easy to select multiple values.
- Updated UI for ‘selected’ states, eBay Plus and ‘Size’.

Why is this important?
- Increase in Searches with aspects applied
- Guidance for sellers: Focus on providing more, high quality aspects for your listings, ensuring your items remain visible with the increased usage of filters.
Improved Multi Aspect Guidance (MAG)

Customer Opportunity
Buyers either saw the price guidance or the aspect guidance on top of Search. They could not use both together.

Audience: All Desktop users

Approach
● UK and DE users are no longer restricted to seeing either Price or Aspect Guidance. Through MAG they are able to use both.
● New, DS6.5 design on dWeb further enhances the look and discoverability of our guidance modules.

Why is this important?
● Increase in Searches with aspects applied.
● **Guidance for sellers:** Focus on providing more, high quality aspects for your listings, ensuring your items remain visible with the increased usage of filters.
Category Prediction & Filter Accuracy

Customer Opportunity
When I search on eBay, I get irrelevant filters on the left-hand navigation. I have to spend a lot of effort to identify the right listing.

Approach
- Increase overall category prediction accuracy & coverage.
- Increase category prediction coverage for L2/L3 categories to make the filters more relevant.

Why is this important?
- With improvements in category prediction, eBay shows more relevant filters in more searches. As a result, buyers use filters more often.
- **Guidance for sellers:** Select the right categories for your listing and provide more high quality item specifics to make sure that you see increased visibility when buyers apply filters.
MSKU Improvement

Customer Opportunity
● As a buyer, I see many low priced SKUs in Deterministic sort. These irrelevant low-priced items bundled in MSKU listings ruin my Low-to-High Price-sort experience, causing increased churn.

Approach
● Identify these low-quality MSKU listings and demote their relevance before applying the standard relevance filter.

Why is this important?
● These MSKU listings cause buyer dissatisfaction and buyers may not buy on eBay as it is difficult for them to search for the right listing.
● Guidance for sellers: Avoid adding irrelevant variant to your MSKU listings as it hurts the overall marketplace and buyer conversion.
Shipping Fee Inflation

Customer Opportunity

eBay charges fees for promoted listings on an item’s list price but not on the item’s shipping fee. This incentivizes sellers to reduce the item price and increase the shipping fee. Doing this enables sellers to pay less ad fee and gain visibility in search.

Approach

- Best match ranker reduced the visibility provided to such items in search. The reduction in visibility is proportional to the extent of shipping fee increase (with price decrease).

Why is this important?

Guidance for sellers: Decreasing the price by increasing the shipping fee does not help in increasing visibility or decreasing PL fees.

Please set the appropriate price for your listing and reflect the correct shipping fee. This leads to better buyer experience as buyers can see the correct price of the listing and need to spend less effort in computing the total cost.
Customer Opportunity
As a *buyer*, I don’t necessarily see the best deal on eBay’s Search page since coupons aren’t visible on Search.

As a *seller*, the coupon dollars I spend to make my listings more attractive are not necessarily driving velocity for my listings on search.

Approach
- Showcase coupons on Search item cards

Why is this important?
- **Buyers** are able to find “well priced items with coupons” faster - Increase in Engagement
- **Seller velocity**: Spend on coupon campaigns makes listings more visible and drive more velocity for the sellers
Modernize
“The site feels overwhelming, old, and tired. Not very modern or easy, let alone enjoyable to shop. The app is much better!”
Customer Opportunity
Using the eBay app at night hurts my eyes. I wish it had Dark Mode like my other apps.

Objective
- Leverage Common Components to support app-level theming.
- Enable Dark Mode (iOS) and Dark Theme (Android).
Customer Opportunity
The Search Experience looks dated on desktop and mWeb. It currently delivers an inconsistent buying experience from page to page.

Approach
- Update the web experience to the latest design standards (DS6.5) and move to eBay UI components to provide a cleaner, clearer, more consistent user experience.

Why is this important?
- Modern experiences can make eBay more relevant for new users and more engaging for our current users.
- Guidance for sellers: Provide high quality images and more relevant aspects for your listings, since this modern experience will drive more engagement on your listings.
Search Modernization
Mobile Filters, Aspects

Customer Opportunity
As a buyer, I scroll (down) almost immediately upon landing on the SRP hiding current ‘Sort’ and ‘Filter’ entry points. If I do interact with them the current filter panel is cumbersome, especially for new eBay buyers.

Approach
- Ever-present access to Search, Save, Sort & Filter (FAB).
- Optimized and completely redesigned Filter Panel.

Why is this important?
- This modernized experience has increased sort and filter engagement by ~10% (varies by region), increasing overall search efficiency and enabling a frictionless mobile shopping experience.
- **Guidance for sellers**: Focus on providing more, high quality aspects for your listings, ensuring your items remain visible with the increased usage of filters.
Search Speed

Customer Opportunity
Users abandon a page if it takes too long to load.

Approach
- Investigate and optimize every layer of the search response, optimizing payload and predicting subsequent user activity.

Why is this important?
- *Page-load* times are as fast as our fastest competitor, and significantly faster than our slowest competitor.
- Improved *above-the-fold* rendering time across all platforms up to ~13% while launching new features in 2019 and 2020.
- More users in the US have their pages loaded in under 1 second.

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**Table:**

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<thead>
<tr>
<th></th>
<th>Web</th>
<th>iOS</th>
<th>Android</th>
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<tbody>
<tr>
<td>Search</td>
<td>13%</td>
<td>6%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Figure 1. Percentage of improvements in Above The Fold rendering time since November 2018

Figure 3. Page Load times: eBay vs. industry benchmarks.
View Item
Modernization

Customer Opportunity
The desktop experience looks really old and dated.

Objective
- Provide a cleaner, more consistent and scalable user experience.
- Quick iterations based on qualitative and quantitative feedback.
Events | Search within Events

Customer Opportunity
Enables users to quickly locate the inventory they are looking for within a Sale.

Allows curators to create larger events - currently large events are created using interstitials and a search bar injection.

If they can not find the item they are looking for in an event, they hit a dead-end.

Approach
● Add capability to search within an event on mWeb and mobile.
● Add pivots from low/null results to search results - remove dead-ends.
Stores on Native

Customer Opportunity
Our sellers pay us to have ‘storefronts’ for their inventory and to build brand equity on eBay, and yet we don’t have them on the highest-traffic platform: Native.

Our sellers are losing out on major exposure and buyers are losing out on being able to find and experience the branded experience from sellers. This project aims to close that gap and adapt the Stores experience seamlessly and meaningfully onto iOS and Android.

Approach
- Bring the goodness of Storefronts to iOS and Android, increasing inventory exposure and boosting seller presence
- Surface Seller Spotlight modules as relevant, targeted placements throughout the experience to qualified buyers
Personalize
“By now, eBay should KNOW ME”
Inline Messaging: Seller Offers

**Customer Opportunity**
Unless a buyer is very engaged on eBay, they don’t always know about the most valuable, important or compelling information.

**Objective**
- Add Seller Initiated Offer notification to the App and mobile Web so that buyers can see right away that they’ve been sent a Seller Offer.
Customer Opportunity

- **Buyers**: It is hard to discover the great promotions I'm interested in. My shopping activity does not seem to be reflected by eBay.
- **Sellers**: I want qualified buyers seeing my inventory

Objective

- Leverage past buying behavior to surface the most relevant sales to our buyers.
Recommended Searches

Customer Opportunity
Repeatedly searching for the same thing over and over to see new inventory is time consuming, especially if filters are applied. Save me time by showing me inventory from these repeated searches, please!

Approach
- Allow users to easily see the latest inventory from their recent searches from Home Page, and educate users on the benefits of saving the search.
Recommended Sellers

Customer Opportunity
As a buyer, I am currently only shown images for Sellers recommended to me. I would like to see items that I might be interested in.

Approach
• By showing items from Sellers that are recommended for users, we should be able to increase module and over HP engagement.
Increase Save Limits

Customer Opportunity
This was a top customer request – “increase the number of Saved Searches and Sellers!”

Objective
- Let users further personalize their eBay experience by saving more things.
In-Session Search Personalization

Customer Opportunity
Search does not remember my preferences within session, and I need to spend more effort to get to the right set of listings

Approach
● Remember in-session preferences for Buyers
● Use in-session learned preferences to rank listings matching the preference higher in later searches

Why is this important?
● Buyers tend to have sticky preferences for specific attributes. They show their implicit preference by clicking on the items that meet their need. Through in-session personalization, we recognize that need and show listings that satisfy their implicit needs at the top of search
● Guidance for sellers: Describe the title and item specifics accurately. As Search detects implicit buyer preferences, your listings that satisfy the need have better visibility
Teach Buyers how to Make eBay More Personalized

Watch

Save a Search

App Downloads
Next Best Actions

App Activation: App-Only Coupons

Customer Opportunity
As a customer, I need a reminder and a nudge to download and use the eBay app even though it’s a better experience.

Approach
- Registered customers who are not actively using the native app will be targeted with the coupons.
- When a customer with one of these coupons available visits eBay on mWeb or dWeb, we will alert them of the available coupon and provide a direct link to download the app. Once they are logged in on the app, they will see the coupon in the drawer.
Key Takeaways
Key Takeaways

Aspects & Category to power meaningful and relevant search experiences:
Select the right categories for your listing and provide more high quality aspects; this directly drives better visibility of your listings and more conversion

High data quality for Shipping fee, MSKU variants to drive higher performance:
Avoid listing irrelevant variants along with your MSKU listings as this will drag down performance

Do not arbitrarily inflate the shipping cost to reduce the perceived price of a listing

We’re continuing to invest in the buying experience: