eBay Connect 2020
Empowering Sellers with APIs

Scot Hamilton
eBay Connect 2020

Agenda

Power Up Your Listings With Aspects

Boost Sales With Offers to Buyers

Take Things to the Next Level With the Selling Feed API

API Enhancements Based on Your Feedback
Power Up Your Listings With Aspects
Aspects: Workflow, Which APIs to Use

Creation of New Listings

- Listing Creation Flow
  - Fetch Aspects, New API Features to Drive Max Adoption

Find Listings to Optimize

- Live Listings
  - Find Listings With Missing Required / Recommended Aspects
    (Daily / Monthly / On Demand)

Optimize Listings

- Listing Revision Flow
  - Fetch Aspects, New API Features to Drive Max Adoption

APIs to Use

TradingAPI: GetCategorySpecifics (SOAP)
Or
Sell: TaxonomyAPI (REST)

ComplianceAPI (REST)

TradingAPI: GetCategorySpecifics (SOAP)
Or
Sell: TaxonomyAPI (REST)
## Fetching Aspects: New Features in Metadata APIs

### New Features

<table>
<thead>
<tr>
<th>Feature</th>
<th>TradingAPI: GetCategorySpecifics</th>
<th>TaxonomyAPI: getItemAspectsByCategory</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bulk Fetch (Whole Tree, Multiple Leaves) - Live Now -</td>
<td>Existing</td>
<td>✓</td>
</tr>
<tr>
<td>Smart Bucketing and Ordering (Required, Recommended, Optional) - Live Now -</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>RelevanceIndicator* (Weighting of Buyer Demand) - August 2020 -</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Soon To Be Required (Advanced Notice Before Mandate) - August 2020 -</td>
<td>x</td>
<td>✓</td>
</tr>
</tbody>
</table>
Fetching Aspects: New Features

TradingAPI: GetCategorySpecifics

Smart Bucketing/Ordering:

- aspectUsage Required, Recommended, Optional
- Bucketing and Ordering is based on Buyer Demand

Relevance Indicator:

- SearchCount – Buyer Demand
- Search, Left Nav. Browse Nodes

Sample Response

```xml
<?xml version="1.0" encoding="UTF-8"?
<GetCategorySpecificsResponse xmlns="urn:ebay:apis:eBLBaseComponents">
  <Timestamp>2020-05-18T07:14:42.120Z</Timestamp>
  <Ack>Success</Ack>
  <Version>1155</Version>
  <Build>E1155_CORE_API6_19197342_R1</Build>
  <Recommendations>
    <CategoryID>9355</CategoryID>
    <NameRecommendation>
      <Name>Brand</Name>
      <RelevanceIndicator>
        <SearchCount>65867680</SearchCount>
        <ValidationRules>
          <ValueType>Text</ValueType>
          <MinValues>1</MinValues>
          <MaxValues>1</MaxValues>
          <SelectionMode>FreeText</SelectionMode>
          <UsageConstraint>Recommended</UsageConstraint>
          <VariationSpecifics>Disabled</VariationSpecifics>
        </ValidationRules>
      </RelevanceIndicator>
      <ValueRecommendation>
        <Value>Unbranded</Value>
      </ValueRecommendation>
    </NameRecommendation>
  </Recommendations>
</GetCategorySpecificsResponse>
```
Fetching Aspects: New Features

TaxonomyAPI: getItemAspectsForCategory

Smart Bucketing/Ordering:
• aspectUsage REQUIRED, RECOMMENDED, OPTIONAL
• Bucketing and Ordering is based on Buyer Demand

Relevance Indicator:
• SearchCount – Buyer Demand
• Search, Left Nav. Browse Nodes

Soon To Be Required:
• Always have aspectUsage as "RECOMMENDED"
• Be indicated by the presence of the “expectedRequiredByDate” field/value in the aspectConstraint container
• UTC format date value, which may be in the future or in the past
Finding Listings to Optimize (Missing Required / Recommended Aspects)

ComplianceAPI: getListingViolations

New Compliance Type:
OUTSIDE_EBAY_BUYING_AND_SELLING
HTTPS
RETURNS_POLICY
ASPECTS_ADOPTION
Finding Listings to Optimize (Missing Required / Recommended Aspects)

**ComplianceAPI: getListingViolations – (New Response)**

- **New ComplianceType**: ASPECTS_ADOPTION
- **ComplianceState**: Represents whether the listing is currently non-compliant or may be non-compliant very soon.
- A container that contains recommendations for the missing aspects
Aspect Renames – Handling in the Listing API

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 (GTC), relisted, or revised.

If the aspect has changed, and there is no exact match, we won’t do this / 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
Live Demos

<table>
<thead>
<tr>
<th>Fetch Aspects</th>
<th>Fetch Aspects</th>
<th>Find Listings to Optimize</th>
</tr>
</thead>
<tbody>
<tr>
<td>TradingAPI: GetCategorySpecifics</td>
<td>TaxonomyAPI: getAspectsForCategory</td>
<td>ComplianceAPI: getListingViolations</td>
</tr>
</tbody>
</table>
Easily Capture / Identify Taxonomy Changes

Taxonomy Metadata SDK
https://github.com/eBay/taxonomy-sdk

eBay’s Category & Aspects metadata continually evolves.

- With each Taxonomy Metadata Release:
  - Changes occur for Categories, Aspects, Aspect Values
  - Each can get added, modified, removed
- It is vital for developers to keep this metadata in sync, gain understanding into what might have changed, highlight this to sellers.
- Historically this has been a manual, painstaking, resource intensive process (Metadata Trees are Large, Complex)

This just got easier….

eBay has created / open sourced an all new Taxonomy Metadata SDK - to support quick, efficient, identification of all metadata changes in a Taxonomy Metadata Release. This is now available to all developers!

Increased Aspect Adoption is a **direct lever for seller sales growth**, full stop.

For example in Home & Garden for UK, with the experience improvements eBay has made to our own seller tools, we saw an **18% increase in aspect adoption** leading to an **increase in conversion**

With **what we have released in API's**, you can now make **similar improvements to the seller tools you offer**, to achieve similar impact for your sellers.

If this is not compelling, I don’t know what is.

* Based on Test Experimentation run with and without Aspect Adoption Improvements in in seller tools H2 2019, H1 2020
Developer Testimonial: Tool Station

Developer Reported 9 X In Sales Volume
due to increased adoption of aspects
Trading API: GetCategorySpecifics (SOAP) - Legacy


Taxonomy APIs (REST) - Current

https://developer.ebay.com/api-docs/commerce/taxonomy/static/overview.html

Compliance APIs (REST) - Current

https://developer.ebay.com/api-docs/sell/compliance/static/overview.html

Taxonomy Open Source SDK - Current

https://github.com/eBay/taxonomy-sdk
Boost Sales With Offers to Buyers
Offers to Buyers

Seize opportunity
Activate buyers that have “shown interest” in your items, but are on the fence. Send them a private offer.

Control velocity / Perform Price Discovery
Sellers control when to send offers, how long they last. Great way to drive conversion, discreetly test buyer / price sensitivity.

Win-win
A great deal is a win for buyers and sellers!

Web
February - 2019

API
October - 2019

Staggering growth in first 14 months, have surpassed 1.5M offers / day*
Negotiation API:

**find_eligible_items**

**Step 1:**

Find Listings with Interested Buyers

Use `find_eligible_items` to find all listings for a seller that have “Interested Buyers”.

“Interested Buyers” are buyers who have shown explicit or repeated interest in an Listing.

ie - buyers watching a listing, or placing listings in their cart.

“Interested Buyers” logic continues to expand and grow.

Sample Request:

https://api.ebay.com/sell/negotiation/v1/find_eligible_items

Sample Response:

```
{
  "href": "/sell/negotiation/v1/find_eligible_items?offset=0&limit=10",
  "eligibleItems": [
    {
      "listingId": "133455295099"
    },
    {
      "listingId": "133458379202"
    },
    {
      "listingId": "143650859736"
    }
  ],
  "limit": 10,
  "offset": 0,
  "total": 3
}
```
Negotiation API:

send_offer_to_interested_buyers

Step 2:

Send Offer to Interested Buyers

Use send_offer_to_interested_buyers to send offers to “Interested Buyers”.

Set item id, a personalized message, discount amount, counter offer status, offer duration.

eBay takes care of the rest. ONE invocation of send_offers_to_interested_buyers sends the offer to ALL interested buyers.

Buyers receive app notifications, messages from ebay, and calls to action across the site.

Buyers Accept, Counter, or Decline Offers

Sample Request:
https://api.ebay.com/sell/negotiation/v1/send_offer_to_interested_buyers

```
{
  "message": "Great News! Get my item at a discounted price.",
  "offeredItems": [
    {
      "quantity": "1",
      "listingId": "14365089736",
      "discountPercentage": "5"
    }
  ],
  "allowCounterOffer": "false",
  "offerDuration": {
    "unit": "DAY",
    "value": "2"
  }
}
```

Sample Response:

```
{
  "offers": [
    {
      "offerId": "825292110",
      "revision": "5630652011",
      "message": "Great News! Get my item at a discounted price.",
      "buyer": {
        "maskedUsername": "********"
      },
      "creationDate": "2020-07-06T16:48:13.850Z",
      "lastModifiedDate": "2020-07-06T16:48:13.850Z",
      "offerDuration": {"value": 2, "unit": "DAY"},
      "offerStatus": "PENDING",
      "initiatedBy": "iamjain",
      "offeredItems": [
        {
          "listingId": "14365089736",
          "quantity": 1,
          "discountPercentage": "5"
        }
      ],
      "allowCounterOffer": false,
      "offerType": "SELLER_INITIATED_OFFER"
    },
    {
      "offerId": "824876214",
      "revision": "5630651011",
      "message": "Great News! Get my item at a discounted price.",
      "buyer": {"maskedUsername": "********"},
      "creationDate": "2020-07-06T16:48:13.850Z",
      "lastModifiedDate": "2020-07-06T16:48:13.850Z",
      "offerDuration": {
        "value": 2,
        "unit": "DAY"
      },
      "offerStatus": "PENDING",
      "initiatedBy": "iamjain",
      "offeredItems": [
        {
          "listingId": "14365089736",
          "quantity": 1,
          "discountPercentage": "5"
        }
      ],
      "allowCounterOffer": false,
      "offerType": "SELLER_INITIATED_OFFER"
    }
  ]
}
```
## Live Demos

<table>
<thead>
<tr>
<th>Find Listings With Interested Buyers</th>
<th>Send Offers To Buyers</th>
<th>Buyers Review / Respond To Offers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Negotiation API: find_eligible_items</td>
<td>Negotiation API: send_offer_to_buyers</td>
<td>eBay Web Experience &amp; Native Apps</td>
</tr>
</tbody>
</table>
Selling Feed API – New!
Selling Feed API (New)

Programmatic Feed Management!

Conduct Bulk Actions with Greater Ease and Flexibility than Ever Before:

- Create Task Requests, Check Task Status, Get Result File Download URLs all via simple REST endpoints.
- Fetch Operations → ie Fetch Order Reports
- Bulk Actions → ie Update Order Status.
- Both upload and download feed files are mass processed asynchronously by eBay.
- The status of all upload and download tasks are tracked with a unique 'task ID'.
- Each report can be customized with date ranges and other filter criteria.

Supported Use Cases: Order Reports, Order Fulfilment, Customer Service Metrics (July).

https://developer.ebay.com/api-docs/sell/feed/static/overview.html
API Enhancements

Based on Your Feedback
API Enhancements Based on Your Feedback

- Analytics API - https://developer.ebay.com/api-docs/sell/analytics/overview.htm
  - Support for customer service metrics (Available Now)

  - Promoted listings enabled in FRITES and CA (Available Now)
  - The max number of items per campaign increased to 50K (Available Now)

- Inventory API - https://developer.ebay.com/api-docs/sell/inventory/overview.html
  - Support for charity donation percentage when creating offers enabled (Available Now)
  - Support for auctions, secondary category, scheduling listings, and specifying availability across warehouse locations (Available Q1)