eBay Connect 2020
Translation API

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eBay Connect 2020

Agenda

Why Translate?

Translation API

Sample Experience

Demo
## A Truly Global Marketplace

- **96%** of U.S. small businesses export
- **57%** export to 10 or more countries

- **182M** Active buyers
- **1.5B** Live listings
- **190** Markets

Q2 2020
Crossing the Language-Barrier

Connect buyers and sellers

Promote cross-border trade

In-house trained NLP models and state-of-the-art algorithms
Translation Context

Optimized for ecommerce

Item title and description
## Supported Languages

<table>
<thead>
<tr>
<th>From</th>
<th>To</th>
</tr>
</thead>
<tbody>
<tr>
<td>(en) English</td>
<td>(de) German</td>
</tr>
<tr>
<td>(en) English</td>
<td>(zh) Chinese (Mandarin)</td>
</tr>
<tr>
<td>(en) English</td>
<td>(ja) Japanese</td>
</tr>
<tr>
<td>(en) English</td>
<td>(fr) French</td>
</tr>
<tr>
<td>(en) English</td>
<td>(it) Italian</td>
</tr>
<tr>
<td>(en) English</td>
<td>(es) Spanish</td>
</tr>
<tr>
<td>(de) German</td>
<td>(fr) French</td>
</tr>
<tr>
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<td>(es) Spanish</td>
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<td>(ja) Japanese</td>
<td>(en) English</td>
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</tbody>
</table>
Translation API: Request and Response

POST https://api.ebay.com/commerce/translation/v1_beta/translate

Request

```
{
    "from": "en",
    "to": "de",
    "text": ["Welcome to eBay"],
    "translationContext": "ITEM_TITLE"
}
```

Response

```
{
    "from": "en",
    "to": "de",
    "translations": [
        {
            "originalText": "Welcome to eBay",
            "translatedText": "Willkommen bei eBay"
        }
    ]
}
```
Translations in Action

PowerClone Options

- PowerClone Type: Clone to Other Site
- eBay Site: Australia
- Biz Profile ID: JD_AU_BIN
- Price: 142
- Channel Product Category: Auto Mapping
- Translate listing: Yes

OK  Cancel
## Translations in Action

### Screenshot of Translated Listings on SoldEazy

The image shows a screenshot of a web application interface with listings for different countries. The interface includes fields for **Status**, **Channel**, and **Site**. The screenshot highlights translations in action with a focus on:

1. **Channel**: ebay
2. **Country**: DE (Germany)
3. **Title**: "Magnetische Absorption Nano Datenkabel für Android USB Aufladen"

The English translation of the title is:

"Magnetic absorption nano data cable for Android USB charging"

### Table

<table>
<thead>
<tr>
<th>Ref</th>
<th>Row ID</th>
<th>Action</th>
<th>Status</th>
<th>Channel</th>
<th>Site</th>
<th>Title</th>
<th>SKU</th>
<th>Qty</th>
<th>Stk</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td>ebay</td>
<td>DE</td>
<td>&quot;Magnetische Absorption Nano Datenkabel für Android USB Aufladen&quot;</td>
<td>3CMA013</td>
<td>3</td>
<td></td>
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<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td>ebay</td>
<td>US</td>
<td>&quot;Magnetic absorption nano data cable for Android USB charging&quot;</td>
<td>3CMA013</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>
Translations in Action

1. Please select key changes in this page. You will be able to edit detail in next step before listing to eBay.
2. Please make sure your listing will not violate eBay listing policy such as identical listing limitation.
3. We highly recommended you to change eBay account, eBay site as well as form title and so on in new listing.

When click on Next, system will call eBay translation API

Select the information to be translated in new listing in German site
Translations in Action

User review and confirm the information, and then click [List] to listing the item to German site.
Demo