eBay Connect 2021
Empowering API sellers to grow faster

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eBay Connect 2021

Agenda

Bring your listing to life with Video

Drive sales, repeat buyers, with Coded Coupons

Discover and unlock potential with Terapeak

API enhancements based on your feedback
Bring your listings to life with video
Life cycle of a video upload

**Step 1**
Create Video Object ID

**Step 2**
Upload Video

**Processing**

**Moderation**

**LIVE on Site**

**Failed Processing**

**Step 3**
Attach Video Object ID to Listing

- Video Object ID’s can be attached to a listing right after step 2
  - Moderation runs in parallel
- Videos are visible to buyers after passing moderation
Media API: Upload videos to eBay

**Step 1: Create Video**
- Initialize Video to eBay using Media API `createVideo`
- Obtain the unique Video ID for the uploaded video

**Step 2: Upload Video**
- Upload Video to eBay using Media API `Upload`
- Capture upload response

**Things to note:**
- Supported Format(s): .mp4 (MPEG-4 Part 10, or MPEG-4 AVC)
- Max Size: 150 MB
  - Max Length: < 1 min
- eBay will moderate content, and
  - Reserves the right to take down
- Retention: 365 Days

(behavior while in beta, subject to change)

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**Step 1 – Create video:**
Sample request:

```
POST https://apim.ebay.com/commerce/media/v1_beta/video
{
  /* CreateVideoRequest */
  "classification" : [
    "Classification : [ITEM]"
  ],
  "size" : "integer",
  "title" : "string",
  "description" : "string"
} /* returns videoID */
```

**Step 2 – Upload video:**
Sample response:

```
POST https://apim.ebay.com/commerce/media/v1_beta/video/{video_id}/upload
```
New features: Video
Attach video to listing

Step 3: Attach video to listing

• Attach Video to listings using Trading API, Large Merchant Services - Live Now

• Trading API - Supported Operations
  • AddItem
  • AddItems
  • AddFixedPriceItem
  • ReviseItem
  • ReviseFixedPriceItem
  • RelistItem
  • RelistFixedPriceItem

• Available for all US listings

• Inventory API, MIP, and File Exchange coming in Q3

Step 3 – Attach video to item:

<soapenv:Envelope
xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
xmlns="urn:ebay:apis:eBLBaseComponents">
  <soapenv:Body>
    <AddItemRequest>
      <ErrorLanguage>en_US</ErrorLanguage>
      <Version>1193</Version>
      <WarningLevel>High</WarningLevel>
      <Item>
        <VideoDetails>
          <VideoID>8d1f40c81760a4e24976c322ffffff33</VideoID>
        </VideoDetails>
        <StartPrice>10</StartPrice>
        <Quantity>11</Quantity>
        <Title>Video test 1</Title>
        …..
    </AddItemRequest>
  </soapenv:Body>
</soapenv:Envelope>
Videos on View Item

Mobile: Now live!

Desktop: Coming Q3
Live demo: Listings with videos!
Drive sales, repeat buyers with Coded Coupons
Coded Coupons: Highly visible, everywhere.

- Buyer Engagement at every stage of the purchase funnel
- Search, View Item, Checkout
- Mobile and Desktop!
Coded Coupons: Rapid adoption, rapid impact

Fast, easy, effective.

- Sellers love creating them!
- Buyers can’t resist them!
- Fastest adopted, most impactful velocity driver, ever.

(Rivaled only by last year’s launch of Seller Initiated Offer)
Marketing API: Coded Coupons (launches in Q3)

Support for new promotion type: CODED_COUPON

Feature Parity with existing Marketing API
- discountRules
- inventoryCriterion
- ruleCriteria

New Attributes for Coded Coupon
- couponCode
- couponType: PromotionSubTypeEnum
- maxCouponDiscountAmount
- maxCouponRedemptionPerUser
- setABudget
- budget

Note: This is planned for an upcoming release and the specification might be slightly different from what is depicted above.

POST https://api.ebay.com/sell/marketing/v1/item_promotion

```
...

"promotionType": "CODED_COUPON",
"startDate": "string",
"couponCode": "string",
"couponType": "PromotionSubTypeEnum: [PRIVATE_SINGLE_SELLER_COUPON,
PUBLIC_SINGLE_SELLER_COUPON]",
"maxCouponDiscountAmount": {
  "currency": "CurrencyCodeEnum : [...]",
  "value": "string"
},
"maxCouponRedemptionPerUser": "integer",
"setABudget": "boolean",
"budget" : {
  "currency": "CurrencyCodeEnum : [...]",
  "value": "string"
}
...
```

GET https://api.ebay.com/sell/marketing/v1/item_promotion/{promotion_id}
Live demo: Marketing API – Coded Coupons (Sneak peak, launching in Q3)
- 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
## Terapeak Beta API available to limited partners in Q3 ‘21

<table>
<thead>
<tr>
<th>Support for ‘Product Research’</th>
<th>Access control</th>
<th>Sign-up to be added to the waitlist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to the same data available through Terapeak Product Research in Seller Hub, including aggregate metrics and details of sold items</td>
<td>Evaluating an access control approach that would provide API access to qualifying accounts that meet sales and or other seller quality benchmarks</td>
<td>Connect with your eBay Developers Program representative to be added to a waitlist for access to the Terapeak Beta API</td>
</tr>
</tbody>
</table>

**Sign up fast. Beta spots are limited.**

- Tiered Access Based on:
  - Account Type
  - Category Sales Volumes
- Call Volume, Category Breadth.

- 1-3 full years of transaction history
- Auction, Fixed Price, Best Offer
- PL Usage, Marketing Tool Usage
- 1 full year of unsold items
- Research and “Sell Past Purchase”
Live demo: Terapeak API – Product Research (Sneak peak, launching in Q3)
API enhancements based on your feedback.
API enhancements based on your feedback.

**Inventory API** - [https://developer.ebay.com/api-docs/sell/inventory/overview.html](https://developer.ebay.com/api-docs/sell/inventory/overview.html)

- Support for (now live)
  - Auctions
  - Secondary Category
  - Scheduling listings
  - Specifying availability across warehouse locations

**Recommendations API**
- Support for (now live)
  - Item-level recommended bid percentages for Promoted Listing campaigns and
  - Formerly only available at category-level, trending recommendations

**Fulfilment API**
- Support for (now live)
  - Authenticity Guarantee
  - BOPIS - Proof of Pickup
  - Advanced Payment Dispute
  - Tax Location Fields