Ebay Connect 2021
Empowering API sellers to grow faster

Michael Cuttone
Sr. Director, Seller Experience Product
eBay Connect 2021

Agenda

Bring your listing to life with Video

Drive Sales, Repeat buyers, with Coded Coupons

Discover and Unlock Potential with Terapeak

Improve sales through Listing Quality Report recommendations
Bring your listing to life with Video
Enabling videos on listings

1. API—First approach, available to all API sellers in the US
2. Upload .mp4 videos, upto 150MB, using Media API
3. Attach to listings using AddItem family of API
4. After video is moderated, it will be visible to buyers on eBay native apps
5. Currently, limited to 1 seller video per listing
6. Expanding to other regions, and to Selling UI clients, is on the roadmap
Drive Sales, Repeat buyers, with Coded Coupons
What are Coded Coupons?

- Coded Coupons enable sellers to offer buyers a discount through a coupon code
- They replace the previous codeless coupons
- There are many different types of discounts sellers can offer. The discount is applied at checkout.
Promotion capabilities

- More control over management of your promotion
- Set budget
- Max savings and per user redemption settings
- Target coupons by using private setting
- Share coupon to social networks
- Available under Seller Hub Marketing tab

New coupon campaign creation (seller view)

Social sharing at the end of campaign creation
Seller experience flow

Create a coupon

1. Coupon code
   - Enter a code buyers can use during checkout to receive the discount.
   - **Coupon code**: SPRINGSALE21
   - Codes must be unique.
   - **Offer name**: No minimum purchase 20210524181233175
     - This won’t be visible to buyers, but helps you track your promotions.

2. Private or public
   - This determines who can find your coupon and who can use it.
   - **Private coupon**: Anyone can use this code, but it won’t be posted on eBay. It’s yours to share however you’d like.
   - **Public coupon**: Anyone can find this coupon code on eBay and use it.

3. Discount type
   - Use the recommended coupon template or set up your own coupon details.
   - **Extra 20% off**
   - **Extra $10 off**
   - **More** or **more items**

4. Usage limits
   - Add details about your coupon to limit its use.
   - **Minimum savings**: $10
   - **Maximum redemption**: No limit

5. Item eligibility
   - Define what items your buyers will be able to use the coupon on.
   - **Apply coupon to**: All inventory

6. Add description and photo
   - Describe the coupon you’re creating for buyers who want to learn more.
   - **Description**: i.e. Save even more using this coupon code

7. Your coupon summary
   - **Private coupon**
   - **Extra 20% off**
   - **Maximum savings of $100 per coupon**
   - **Unlimited number of uses per buyer**
   - **Applies to all items**
   - **Starts immediately**
   - **Ends Jun 14, 2021**

8. Duration
   - Select when your coupon will end. When you reach your budget your coupon will be paused.
   - **End date**: 06/14/2021
   - **End time**: 11:12 AM

9. Tell us what you think
   - By clicking launch coupon, you agree to the eBay Policies, Privacy & Terms and Conditions
Buyer experience

View item (web and native)

US-SME Item 85907366378008-1594362855054

Condition: --
Quantity: 1
Price: US $25.00

Buy It Now
Add to cart
Add to Watchlist

Extra 20% off coupon. View code.

About this item
Item details
Quantity: 36 sold
More than 10 available
Item Number: 11004872017
Category: Antiques > Other Antiques
Item description from the seller
64 Fixed Price Item.

Search results
GANNI Women's Soft Wool Mohair Knit Cardigan Oversized Pink Sz M
Pre-Owned
$149.95
or Best Offer
+$6.96 shipping
Watch

Peruvian Connection Women's Open Front Tunic Cardigan Knit Purple Sz M
Pre-Owned
$79.95
or Best Offer
+$6.96 shipping
Watch

EXCLUSIVELY MISOOK Women's Cardigan Black Full Zip Knit Sweater Black Stripe Sz M
Pre-Owned
$34.95
or Best Offer
+$6.96 shipping
Watch

Check out

Shipping
1005 McClelland Ave
San Jose, CA 95125-6661
United States
+14087120120

Price
$25.00
Discount
-$6.00
Tax
+$1.85

Total
$22.85

Confirm and pay

Gift cards, coupons, eBay Bucks
Discount CODE: $5.00
Available $5.00

Apply

© 2021 eBay. All rights reserved.
Encourage repeat purchases by printing out coupons

Print coupons on packing slips

- Get 20% off on $100 or more

Print standalone coupon with seller note

- Extra 25% off
  Code: KYODNN546625
  Offer valid: May 24, 2021 - Jul 1, 2021
  Private coupon
  Unlimited number of uses per coupon per buyer

Thank you card available with subscription shipping supplies, with printable side

Extra 5% off
Valid for Avonnie studio, only on eBay.
Features coming soon....

• Send a coupon to previous customers
• Send a coupon when sending an offer to buyers
• Repeat buyer indicators
Discover and Unlock Potential with Terapeak
Terapeak product research

- 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 sourcing insights

- Identify category level sourcing opportunities, including demand, supply and opportunity metrics
- Deep dive into combinations of Item Specifics to find trending products
- Use charts and graphs to understand category trends over time
Terapeak insights coming to new listing flow
<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>
Improve sales through Listing Quality Report recommendations
What is the Listing Quality Report?

- Actionable recommendations at category and listing-level by comparing your items to similar items/seller benchmark
- Designed with input from the seller community
- Select up to 10 categories with the most live listings
- Evolving and improving over time
We compare your listings to all others in the same category and condition

100% of listings in this category and condition

We analyse
- Title keywords
- Item specifics
- Photos
- Handling time
- Free shipping
- Returns policy
- Promotions
- and more…
The Listing Quality report is available from Seller Hub > Performance tab

STEP 1
Download the report

STEP 2
Open and browse tabs

- Summary tab
- Google Shopping Rejections tab
- Category tabs

Currently available as .xls file. Google sheets and Apple Numbers also supported.
Summary tab provides category-level data and recommendations
The category tab gives recommendations for the buyer funnel.
Google Shopping Rejections are listed in a dedicated tab.
What’s coming next?

● Alternative file options (PDF, CSV etc)
● Choose categories for analysis
● Ramp to all store subscribers
● Search and Trust signals and recommendations
● Continuous improvements – come back regularly to check new insights!