eBay Connect 2021
Shipping and Member Communications

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Agenda

Shipping progress

Email intermediation
eBay Standard Envelope (eSE)

Customer Opportunity
Tracking is too expensive for things that fit in a Plain White Envelope (trading cards, stamps, etc.). So customers skip it, resulting in untracked items and higher fraud (buyer claims to have not received it).

Solution: eBay Standard Envelope (eSE)
eSE is a solution to provide tracking information for low-weight, low-priced items. In details:

• Max weight allowed 3oz
• Plain White Envelope → Std 6 ¼ x 11 ½ Mailer
• $0.51 -> $0.91 depending on weight
• Insured up to $20 for single-item shipments, and up to $50 for multi-item shipments
• Just acceptance / delivery scans, no intermediate updates

Why is this important?
• Buyers: Increase trust and confidence thanks to basic tracking.
• Sellers: Access to a competitive shipping solution to ensure items are delivered.

Status
US launch: Jan 2021 (available in certain categories like trading cards, coins, stamps, etc.)
Customer Opportunity
Sellers, especially importers, want to outsource the storage and fulfillment operations to achieve cost savings or increase the standards of their deliveries.

What is eBay Fulfillment?
eBay Fulfillment is a solution specifically designed by Orange Connex - an eBay Joint Venture, providing:

- Seller protection for delivery-related issues
- 2-day delivery (in DE & UK) with late order cutoff time
- Competitive pricing (cheaper than FBA multi-channel)

Why is this important?
- Importers (esp importers from Greater China / SEA)
- Professional sellers looking to outsource their logistics

Status
DE launch: Sep 2020
Global expansion 2021: UK (Q2), AU (Q3), IT (Q3). US in 2022
Simplified Shipping

Customer Opportunity
Inexperienced sellers overwhelmed by shipping options and just give up

Solution
Provide better guidance to make it easier for the seller to complete the listing, and maximize the chance their item will sell with competitive shipping option

Audience
Casual sellers requiring more guidance and simplicity

Approach
Using our data, we’ll predict the weight of an item, and recommend the options more suitable by leveraging the carrier discounts offered through our label platform

Why is this important?
• Buyers: access to better and more competitive shipping options
• Sellers: easier / quicker to list items on eBay

Status
AU: currently under testing
Global expansion 2021: US (Q3), UK (Q4), DE (Q4)
New tracking events for authentication services

**Customer Opportunity**
Authenticity Guarantee (AG) on eBay is handled by having a 3rd-party authenticator verify the item. This means items are shipped from Seller → Authenticator → Buyer, or Buyer → Authenticator → Seller for returns.

**New updates**
Tracking events now include authentication events
- Shipping to Authenticator
- In Authentication
- Shipping from Authenticator

**Status**
Launched with Authentication program in US (July 2020)
Inventory API — supporting multi-warehouse sellers

Customer Opportunity
Faster shipping times drives increased conversion. Large sellers use multiple warehouses to lower shipping times. However, eBay didn’t allow for sellers to identify multiple warehouses. Thus the shipping time from eBay was overly slow, inhibiting conversion.

Solution
Updated Inventory API (SIS) allows sellers to provide all their locations. eBay will pick the fastest shipping time, translating into higher velocity for sellers.

Why is this important?
• **Buyers**: See the best, realistic shipping time
• **Sellers**: Increase velocity

Status
Launched as beta in Q4 20. Looking for early adopters. Next will support similar functionality for sellers on trading API

1. **Managed location(s)**
   - Existing capability

2. **Managed inventory**
   - Existing capability

3. **Publish inventory**
   - Existing capability. **NOW** — sellers to provide multiple location as part of listing process.

4. **Seller fulfills item once a buyer buys the item**
   - EDD takes location and makes the fastest EDD. Seller meets the EDD. No policy change or seller evaluation change for MVP
Email intermediation

Building trust between sellers and buyers

Promote trustworthy communication
Email intermediation

Customer Opportunity
Member-to-Member communication displayed buyer’s & seller’s email - which led to abuse, fraud and other issues

Approach
1. Intermediate emails using per-pair anonymous email addresses
2. Inspect emails to ensure no policy violations (e.g. abuse, fraud, etc.)

Why is this important?
• **Buyers**: Reduce bad buyer experiences that are due to policy violating messages received.
• **Sellers**: Change seller behavior to reduce policy violating messages.

Status
• Email Intermediation launched in August 2020.
• Blocking policy violating emails launched April 2021, ramping to 100% globally by June 30, 2021.

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