eBay Connect 2022 Advertising

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eBay Connect 2022

Agenda

eBay Advertising Business

Promoted Listings Standard

Promoted Listings Advanced API
About me

Engineering and Product
• Played both roles in Product Management and Engineering

In Advertising Industry for 16+ years
• Started in traditional Display and iterated with the industry
• Excited by the constant evolution of technology

Rejoined eBay in Oct 2021
• Head of Ads Engineering
eBay Advertising Business
Advertising Business

$800M
Revenue from Promoted Listings

3M+
Over 3 million sellers use Promoted Listings

45%
Through Promoted Listings Advanced Beta, sellers average increase in sales

+__%
Incremental double-digit increase in monthly spend from API versus UI sellers
Promoted Listings Standard
API Updates 2022

- Define rules to automatically promote new listings with Promoted Listings Standard.
  - API/UI parity - supports up to 10 rules per campaign

40% of all listings using Promoted Listings Standard are promoted via Automated Campaigns

"We upload many new products every day and it is good that they are uploaded automatically to the campaigns as well." - DE Seller

"Now I know I can keep going adding new products and I will not have to worry about forgetting one. This is a great tool." - US Seller

- Auto update to the most recent Suggested Ad Rate
  - Auto update to latest ad rate when market dynamics shift

- Seller Eligibility check
  - View documentation for the getAdvertisingEligibility endpoint

Developer Tip: Seller eligibility status can now be checked via API for eBay advertising programs through documentation at https://developer.ebay.com

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Promoted Listings Advanced

Product Roadmap
Tips for Effective Campaigns
Expand opportunities to reach buyers with Promoted Listings Advanced

1. Advanced campaigns can now show in the top 4 slots of search

2. Extend the impact of your keywords with broad match keyword targeting
Product Releases (Open Beta)

H2 2021
- Open Beta in Q3
- Phrase match & negative keywords support
- Bulk reporting endpoints

Q1 2022
- API - Guidance support
- API - Reporting enhancements

Q2 2022
- Launch on eBay.fr
- Broad match on eBay.au
- Phrase match for negative keywords

Q3 2022
- Top 4 slots of search
- API documentation on developer.ebay.com
- Launch on eBay.ca
- Bid Guidance by Match Type
- Launch broad match
Tips for creating effective campaigns

1. Choose the Right Items to Promote
2. Include High-quality Listings in Your Campaign
3. Reach Active Shoppers With Suggested Keywords
4. Stay Competitive With Suggested Bids
5. Organize Your Campaign With Ad Groups
6. API Playbook Now on Developer.eBay.com
API Details

Suggest Keywords

(URI):

POST
https://api.ebay.com/sell/marketing/v1/ad_campaign/{campaign_id}/ad_group/{ad_group_id}/suggest_keywords

Sample Request
{
  "listingIds": [
    "523764764138",
    "50476453789"
  ],
  "matchType": "EXACT",
  "additionalInfo": [
    "KEYWORD_INSIGHTS"
  ],
  "exclusions": [
    "ADOPTED_KEYWORDS"
  ]
}

Response:
{
  "suggestedKeywords": [
    {
      "matchType": "EXACT",
      "additionalInfo": [
        {
          "infoType": "KEYWORD_INSIGHTS",
          "metrics": [
            {
              "metricKey": "SEARCH_VOLUME",
              "value": "25000"
            },
            {
              "metricKey": "ACTIVE_SELLER_COUNT",
              "value": "10"
            }
          ]
        }
      ],
      "keywordText": "apple"
    },
    {
      "matchType": "EXACT",
      "additionalInfo": [
        {
          "infoType": "KEYWORD_INSIGHTS",
          "metrics": [
            {
              "metricKey": "SEARCH_VOLUME",
              "value": "45000"
            },
            {
              "metricKey": "ACTIVE_SELLER_COUNT",
              "value": "20"
            }
          ]
        }
      ],
      "keywordText": "iphone"
    }
  ]
}

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API Details

Suggest Bids

(URI):

POST
https://api.ebay.com/sell/marketing/v1/ad_campaign/{campaign_id}/ad_group/{ad_group_id}/suggest_bids

Sample Request

```json
{
  "keywords": [
    {
      "matchType": "EXACT",
      "keywordText": "apple"
    },
    {
      "matchType": "PHRASE",
      "keywordText": "apple"
    }
  ]
}
```

Response:

```json
{
  "suggestedBids": [
    {
      "matchType": "EXACT",
      "proposedBid": {
        "rangeStart": "0.4",
        "currency": "USD",
        "value": "0.55",
        "rangeEnd": "0.65"
      },
      "keywordText": "apple"
    },
    {
      "matchType": "PHRASE",
      "proposedBid": {
        "rangeStart": "0.25",
        "currency": "USD",
        "value": "0.35",
        "rangeEnd": "0.5"
      },
      "keywordText": "apple"
    }
  ]
}
```