eBay Connect 2022
Shipping and Member Communications

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eBay Connect 2022

Agenda

Shipping & Member Communications Progress

eBay International Shipping
Shipping & Member Communications
Customer Problem
- In US, the native labels app is outdated, and doesn’t support several recent carrier additions like UPS and eBay Standard Envelope
- In DE / UK, we didn’t have support to purchase labels on native

Approach
- Modernize the tech stack to allow a global solution for shipping labels, with extended functionalities

Why is it important
- Users are increasingly using native app to conduct their business, including to buy shipping labels
- Sellers without printer, can use their mobile to purchase a label and download a QR code to present to the carrier

Status
- Fully live in UK, DE and US. Additional features (eg support for international carriers in US) coming later in Q4
New carrier services on labels platform

Customer Problem
• Users need access to a variety of carrier services for their needs – whether it’s for international shipments, age-verification, or tracked services

Approach
• Expanded services in UK with the launch of Royal Mail International
• Expanded services in DE with the launch of Deutsche Post Prio, and DHL Age Verification

Why is it important
• Increase the value proposition of eBay Label platform as one-stop-shop for sellers, who can use their proceeds to buy labels on-platform in a convenient and easy way

Status
• Fully launched
eBay Fulfillment expansion

Customer Problem
• eBay fulfillment was launched in DE in 2020 to help sellers meeting retail standards, by forward deploying inventory to professional warehouses managed by eBay partners

Approach
• After launching UK and DE last, we further increased our presence with eBay Fulfillment in Australia and Italy, with US coming soon
• New features launched this year include multi-listing and multi-SKU support, optimization of delivery estimates, weekend operations, listing and order limits exemption for eBay fulfillment items

Why is it important
• eBay Fulfillment increases velocity for sellers by making it easier to meet retail standard and earn top rated status

Additional benefits
• Sellers are protected against any delivery related defects
• Multichannel fulfillment
• Integration with third-party providers such as Linnworks, ChannelAdvisor

Status
• Fully launched in DE / UK / AU / IT. Expansion to US is planned for September
Add / Edit Tracking Seller Tools

Customer Problem
• Sellers today are not given intuitive feedback to correct mistakes when providing tracking numbers for their shipments to eBay. As a result, buyers do not know when their item will arrive, causing anxiety when shopping on eBay. This also impacts seller standards due to invalid tracking.

Approach
• Improved iOS and Android label barcode scanning
• Guide sellers intuitively to provide accurate tracking
• A consistent experience across eBay with better messaging

Why is it important
• Improvement in valid shipment tracking on eBay (more buyers know when their item will arrive)
• Reduction in Item Not Received claims
• Reduction in customer service contacts

Additional benefits
• Modularized UX for easy internal partner team onboarding
• Autocompletes carrier name on behalf of seller
• Machine Learning + Regular Expression matching iteratively improves accuracy of carrier prediction

Status
• Fully launched in all markets / platforms
New Shipment Tracking Experience

Customer Problem
• Information overload for buyers and sellers: delivery date estimates, package location and other status updates aren’t clear
• Users aren’t provided updates or warnings around delays due to weather, COVID, unrest, and general carrier issues

Approach
• A curated experience that highlights the most important information, and improve messaging when something goes wrong
• Add contextual messaging to help the user understand exactly where their package is and when it will arrive

Why is it important
• Buyer NPS improvement
• Reduction in Item Not Received claims
• Reduction in Customer Service contacts

Additional benefits
• Modularized UX for easy internal partner team onboarding, such as the INR, Returns, and Help Hub experiences

Status
• Fully launched in all markets / platforms
Customer Problem
• As a customer, I expect a modern and easy to use messaging system to communicate with buyers and sellers.

Approach
• Move to a modern chat-like experience; it’s familiar and expected by modern apps and sites. Build more tools for sellers that help them manage and respond to messages.

Why is it important
• It provides members with full context of a conversation, helping resolve questions or concerns quickly
• Supporting consistent and seamless experience across all devices keep users informed

Status
• iOS and Android: Opt all users to the new experience globally (with option to opt out) by Oct
• Desktop: Beta starts mid-September globally
eBay International Shipping

Delivering customers extraordinary value
International buyers want US products..

- The very first sale on eBay over 25 years ago was an export.
- A sneaker is purchased every 4 seconds in the UK.
- A trading card is purchased every 17 seconds in Germany.
- A car or truck part is purchased every 3 seconds in Australia.
I am unsure which international shipping service is right for me.

It takes too long to reach buyers.

I cannot afford the international shipping fee and hassle of customs.

I am worried that my items get lost or damaged during transit.

I don’t know the buyer country regulations and restrictions.

I am concerned about fraudulent returns and costs.

..but sellers have their barriers to shipping internationally
Problem Statement

International buyers are accessing a fraction of the inventory, while sellers are challenged with complex shipping and returns

- <50% of inventory available internationally on Big 3 sites
- Expensive and slow shipping
- Lack of taxes & duties options
- Higher seller international fees vs domestic
- International returns is a complex process
Global Shipping Program (GSP): Challenges

1. **Unclear process**
   - There is no outline of the shipping process when creating a listing.

2. **Discoverability**
   - Sellers must go out of their way to learn about and enroll in GSP.

3. **Higher buyer costs**
   - Buyers always have to pay import duties which makes the program less attractive.

4. **Unclear fees**
   - When sellers get questioned about fees they don't know and understand, they have to go out of their way to find out information for buyers.

5. **International returns**
   - Coordinating international returns with buyers is painful.
Introducing eBay International Shipping (eIS)

A new shipping program to simplify seller experience, maximize inventory exportability, and provide competitive options to buyers internationally.
eBay International Shipping: Customer Journey

- **Educational opportunities**
  - Introduce how the program works in an easy and understandable way

- **Enrollment**
  - Seller auto enrolled in eIS

- **Listing**
  - eIS will be auto applied to the listing

- **Item sold**
  - Buyer chooses DDU or DDP

- **Seller in the U.S.**
  - Seller ships the item domestically

- **eBay Domestic Shipping Hub**
  - A vendor eBay partners with handles the international shipping

- **Destination country**
  - A vendor eBay partners with handles the custom forms

- **Buyer in another country**
  - eBay handles returns
  - Sellers don't need to worry about returns, eBay handles it

- **Auto enrollment**
  - Automatically enroll eligible sellers and items to the new program

- **Clear fees**
  - Clearly explain the fees and who is paying them, who they are going to
# How does eBay International Shipping compare to GSP

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<thead>
<tr>
<th>Feature</th>
<th>eIS</th>
<th>GSP</th>
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<tbody>
<tr>
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<td>Intermediated Intl leg</td>
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<tr>
<td>Intermediated Returns</td>
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APIs

**eBay Developers Program**

- Seller enrolled in the program at the account level
- Client doesn’t require the seller intent at the listing level
- All listings are automatically processed for qualification
- Listing API
  - No changes to Business Policies, Trading API, GetItem API
- Order Fulfillment API
  - eBay International Shipping as a program
  - shipTo and finalDestination addresses