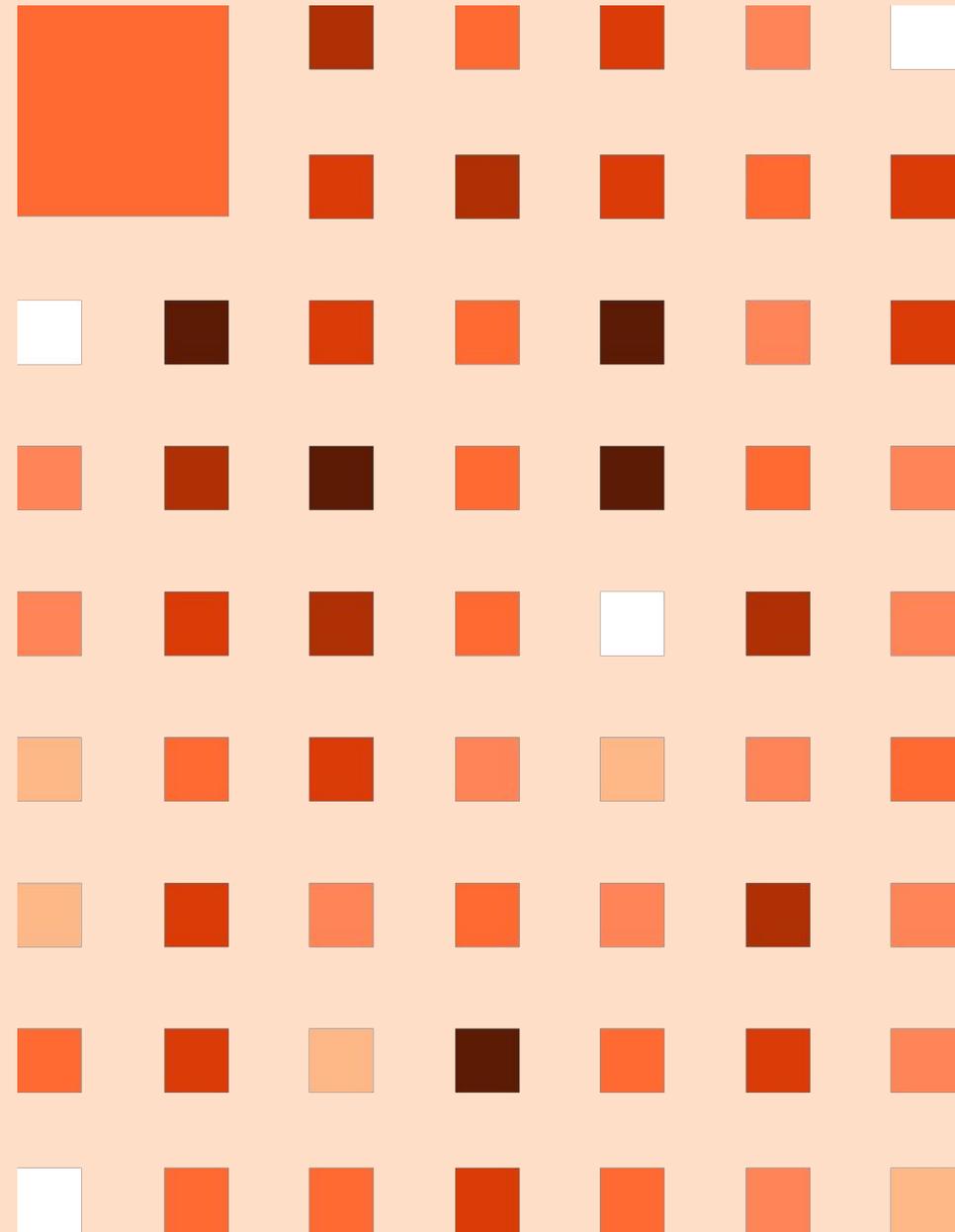


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# eBay Connect 2023 Advertising

Jay Chen  
Head of Ads Global Partner Development, eBay Ads



# eBay Connect 2023

## Agenda

eBay Advertising

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Promoted Listings Advanced API Updates

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Global Ads Partner Development; Who are we?

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# About Me

## **In Advertising Industry for 11+ years and Tech for 6+ years**

- Started agency side and transitioned to tech and partnerships in 2017
- Energized by the constant evolution of technology

## **Product, Partnerships, and Business Development**

- Started in eBay Ads within the Product and Engineering organization focused on Product Partnerships
- In 2023, took over management of the Global Ads Partner Development (Product + GTM)

## **2023 vision and onward**

- Revamp how eBay Ads approaches Partnerships, API development, and support



# eBay Advertising

# Ad products to meet your needs

Advertising solutions for sellers of all sizes and expertise looking to drive sales.  
Choose the campaign type that's right for your business.

	Promoted Listings <b>Standard</b> <span>API Available</span>	Promoted Listings <b>Advanced</b> <span>API Available</span>
What it is	Connect your items with the right buyers across the eBay network, including search and listing pages, and you only pay when you sell.	Grow your business and drive sales with preferred access to premium ad placements.
Best for	Sellers who need guided setup, automation.	Sellers who need velocity, predictability & standardization. Listings that are popular/trending items.
Cost model	Cost-per-sale (CPS)	Cost-per-click (CPC)
Listing format	Fixed price	Fixed price
Placement	Eligible to appear in over 100+ placements across the eBay network	Preferred access to premium placements including top of search.

# Advertising Business

**2M+**

Over 2 million sellers used Promoted Listings in Q1 2023

**\$285M**

Revenue from Promoted Listings in Q1 2023

**50%**

additional sales, on average, sellers see when using Promoted Listings Advanced<sup>BETA</sup>, compared to non-promoted items.\*

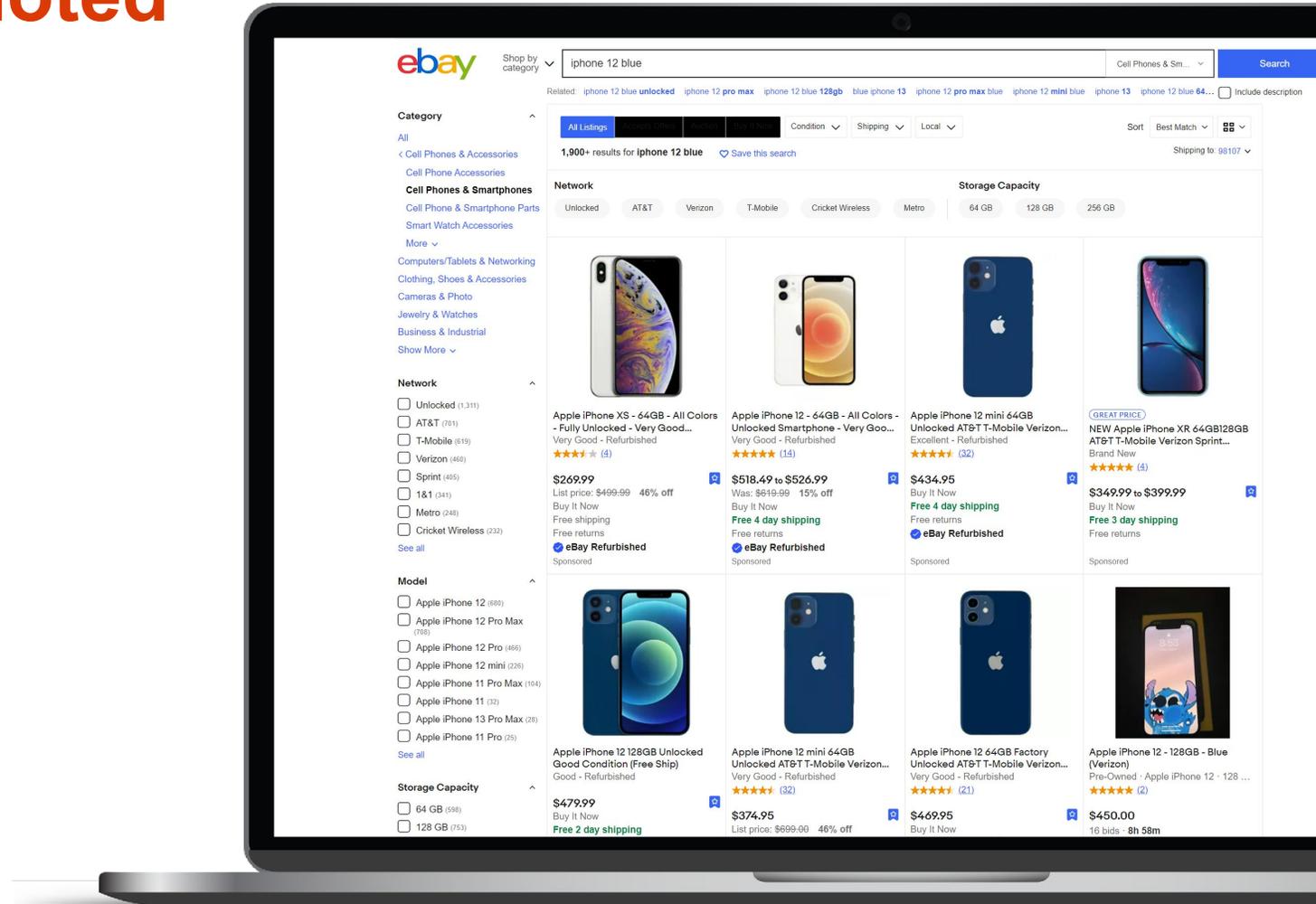


# Promoted Listings Advanced

Updates and Product Roadmap

# Expand opportunities to reach buyers with **Promoted Listings Advanced**

1. Unlock preferred access to **premium placements** on eBay, including the **top of the search results page**.
2. Scale the impact of your keywords with additional keyword match type options, like **broad match**.
3. Use features like **quick setup** and **suggested keywords/bids** that help you easily create, expand, and manage campaigns.



# Product Releases : Promoted Listings Advanced





# **Global Ads Partner Development Team (AGPD)**

Who are we?

# AGPD Team Introduction and Support

## Objective:

Support strategic 3rd-party partners (3PPs), so that they accelerate the velocity of eBay sellers working with them through the use of Promoted Listings.

## How do we do this?

We collaborate with select 3PPs (Invite-Only) through Joint Business Plan (JBPs) to align on mutual goals and objectives for Product and GTM support.

## Team Structure:

Head of Ads Global Partner Development		
Product Partnerships Team		GTM Partnerships Team
<b>Product Partnerships Manager</b> (Product Flywheel Consulting)	<b>Technical Account Manager</b> (White-Glove Technical Support)	<b>GTM Partnerships Manager</b> (Joint Business Plan Project Lead)
Advise on strategic product changes and collaborate with partners to build feature capabilities through API integration.	Technical support through resolving API issues, inquiries, and documenting API feature requests within Service-Level-Agreements to expedite product enhancements.	Lead overall JBP through co-marketing webinars, trainings, promos, incentives, and case studies to scale business growth.

# Partner Consulting Example:

## PLA Campaign Quick Setup

Product Partnerships	
Product Partnerships Manager	Technical Account Manager
<b>Product Flywheel Project</b>	<b>White-Glove Technical Support</b>
<p>Identify pain-points from sellers:</p> <ul style="list-style-type: none"><li>• “Most eBay sellers feel difficult to create PLA campaigns properly.”</li></ul> <p>Share eBay’s plan to resolve it via eBay UI(Demo)</p> <p>Consult partners to build within their solution via API, providing guidance throughout the process</p>	<p>Provide technical support when partners get stuck in leveraging API solution:</p> <ul style="list-style-type: none"><li>• Explain technical details how to build solution based on the existing campaign creation method in <a href="#">API documentation</a>.</li><li>• Partner’s feature request to eBay: Request an API endpoint for PLA campaign quick setup solution (Upcoming)</li></ul>

Reach out to DECO if you’re interested in learning more!

A seller wants to create a CPC Promoted Listings campaign

Call **createCampaign** to create and establish the structure of a CPC Promoted Listings campaign

Call **suggestItems** to see which listings are prime for a CPC Promoted Listings campaign

Call **createAdGroup** to create an ad group in the CPC Promoted Listings campaign

Call **createAdsByListingId** or **bulkcreateAdsByListingId** to add listings to the ad group

Call **suggestKeywords** to see which keywords are recommended for the ad group and its listings

Call **suggestBids** to see which bids are recommended for the keywords

Call **createKeyword** or **bulkcreateKeyword** to add keywords to the ad group

Use the CPC Promoted Listings reports to monitor your campaigns

ebay