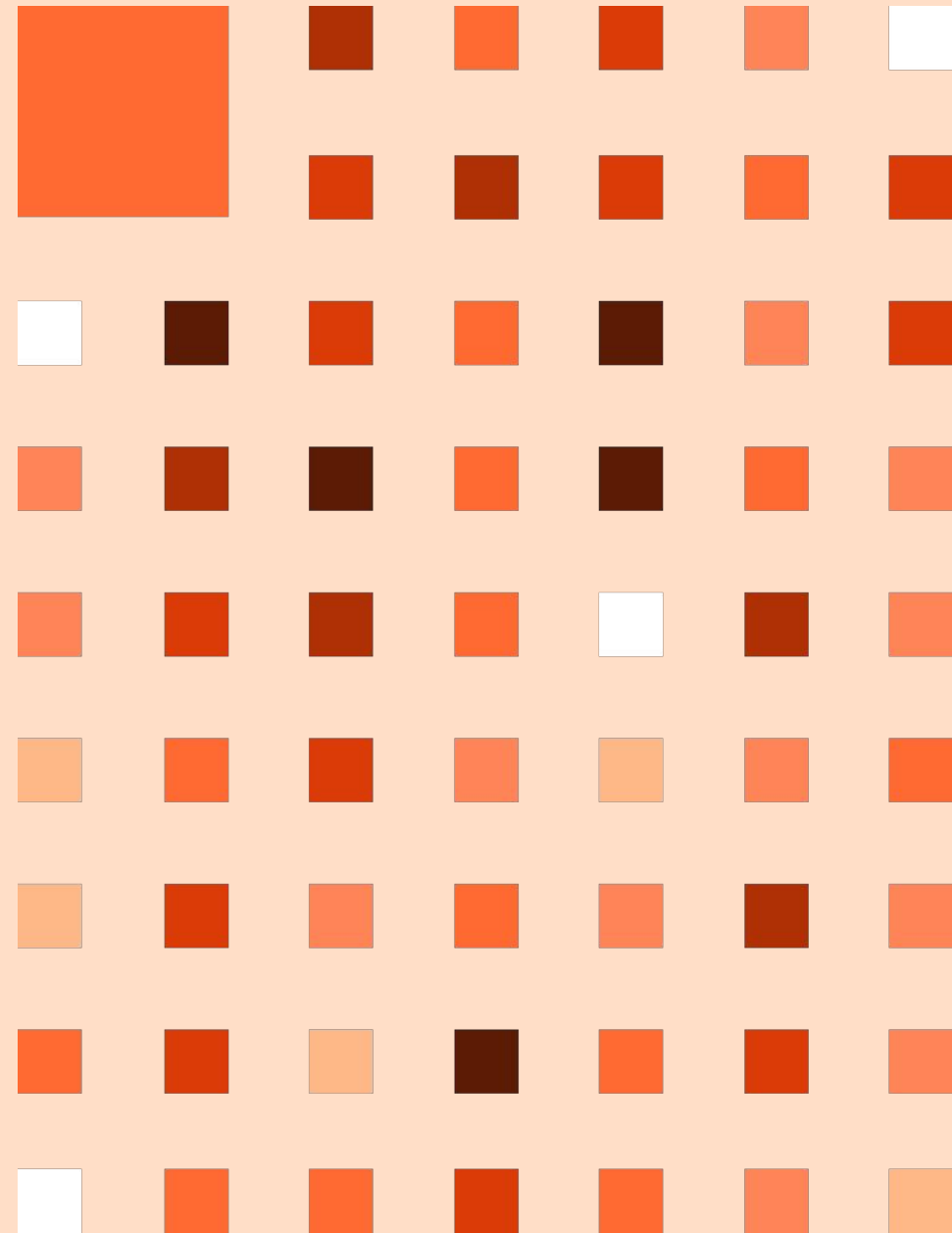

eBay Connect 2023 Advertising

Emily Wu
Sr. Product Manager, Ads





Promoted Listings Standard

New release: Dynamic ad rate strategy

Easily stay competitive in the marketplace with ad rates that automatically adjust to match eBay's daily suggestions.

Ad rate strategies

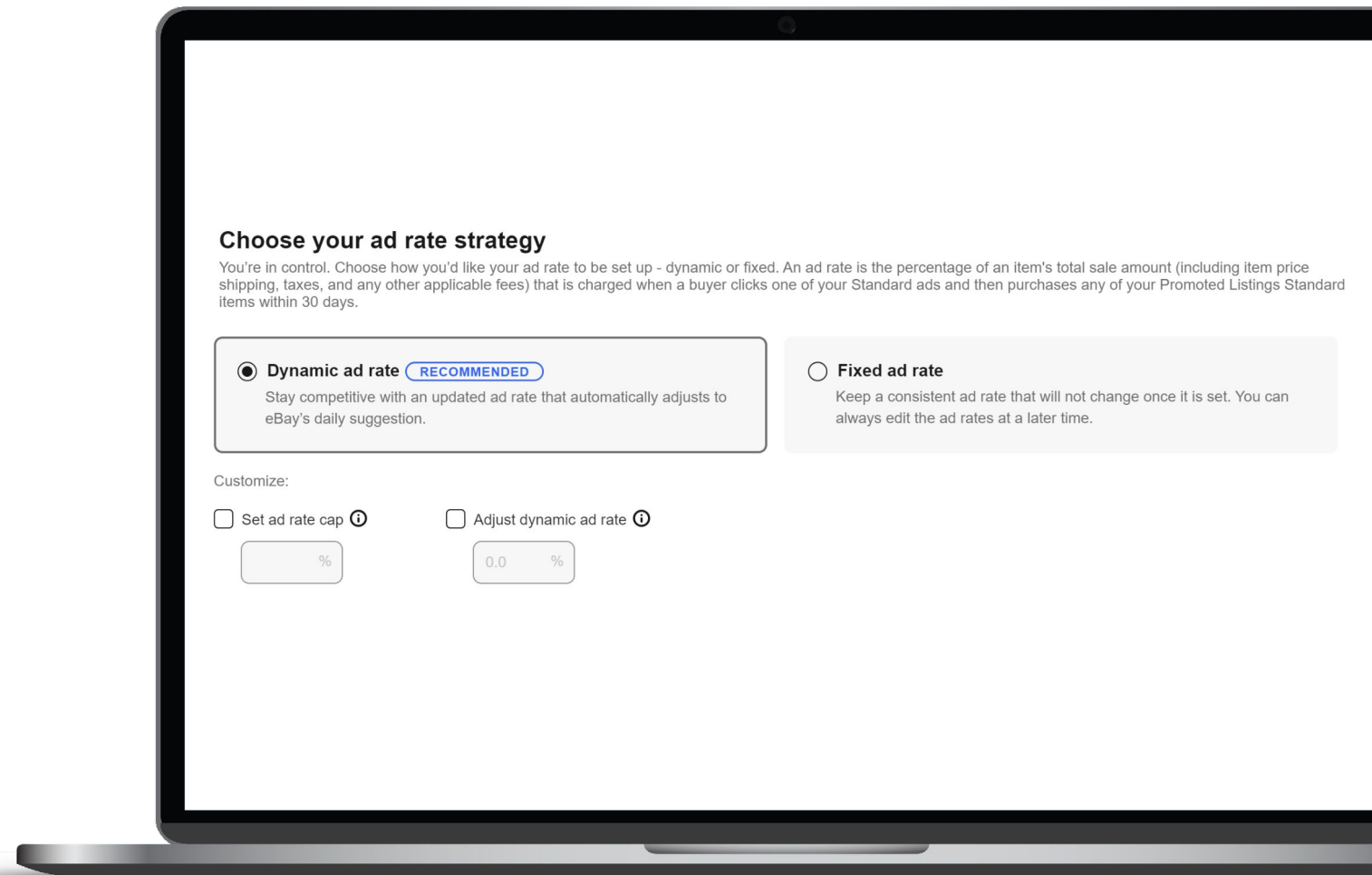
Dynamic ad rate

Stay competitive with ad rates that automatically updated to match eBay's daily suggestions

Control costs with ad rate caps and custom adjustments

Fixed ad rate

Manually select an ad rate that will not change unless edited



Ad rate strategy update

API	Change	Details
createCampaign	Add new optional fields <pre>"fundingStrategy" : { "adRateStrategy" : "AdRateStrategyEnum : [DYNAMIC, FIXED]", "bidPercentage" : "string", "dynamicAdRatePreferences" : [{ /* DynamicAdRatePreference */ "adRateAdjustmentPercent" : "string", "adRateCapPercent" : "string" }], "fundingModel" : "FundingModelEnum : [COST_PER_SALE, COST_PER_CLICK]" },</pre>	<ul style="list-style-type: none">● adRateStrategy<ul style="list-style-type: none">○ If not provided, the default value would be "FIXED"● dynamicAdRatePreferences<ul style="list-style-type: none">○ Applicable when adRateStrategy is "DYNAMIC"○ Optional fields<ul style="list-style-type: none">■ adRateCapPercent■ adRateAdjustmentPercent
getCampaign related APIs		API to get the entire campaign settings, including newly introduced optional adRateStrategy and dynamicAdRatePreferences fields
updateAdRateStrategy	Newly introduced API	API to update ad rate strategy after the campaign is created. Valid use cases are <ul style="list-style-type: none">● Switch from DYNAMIC to FIXED● Switch from FIXED to DYNAMIC● Update dynamic ad rate preferences

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API Details

createCampaign

Example:

Create a Promoted Listings Standard campaign with FIXED as the ad rate strategy and 10% as the ad rate

```
{
  "campaignName": "Summer Sale",
  "startDate": "2023-06-07T21:43:00Z",
  "fundingStrategy": {
    "adRateStrategy": "FIXED",
    "bidPercentage": "10.0",
    "fundingModel": "COST_PER_SALE"
  },
  "marketplaceId": "EBAY_US"
}
```

updateAdRateStrategy

Example:

Update an existing Promoted Listings Standard campaign to have Dynamic as the ad rate strategy with 5% adjustment and 30% as the cap

```
{
  "adRateStrategy": "DYNAMIC",
  "dynamicAdRatePreferences": [
    {
      "adRateAdjustmentPercent": "5",
      "adRateCapPercent": "30"
    }
  ]
}
```

ebay