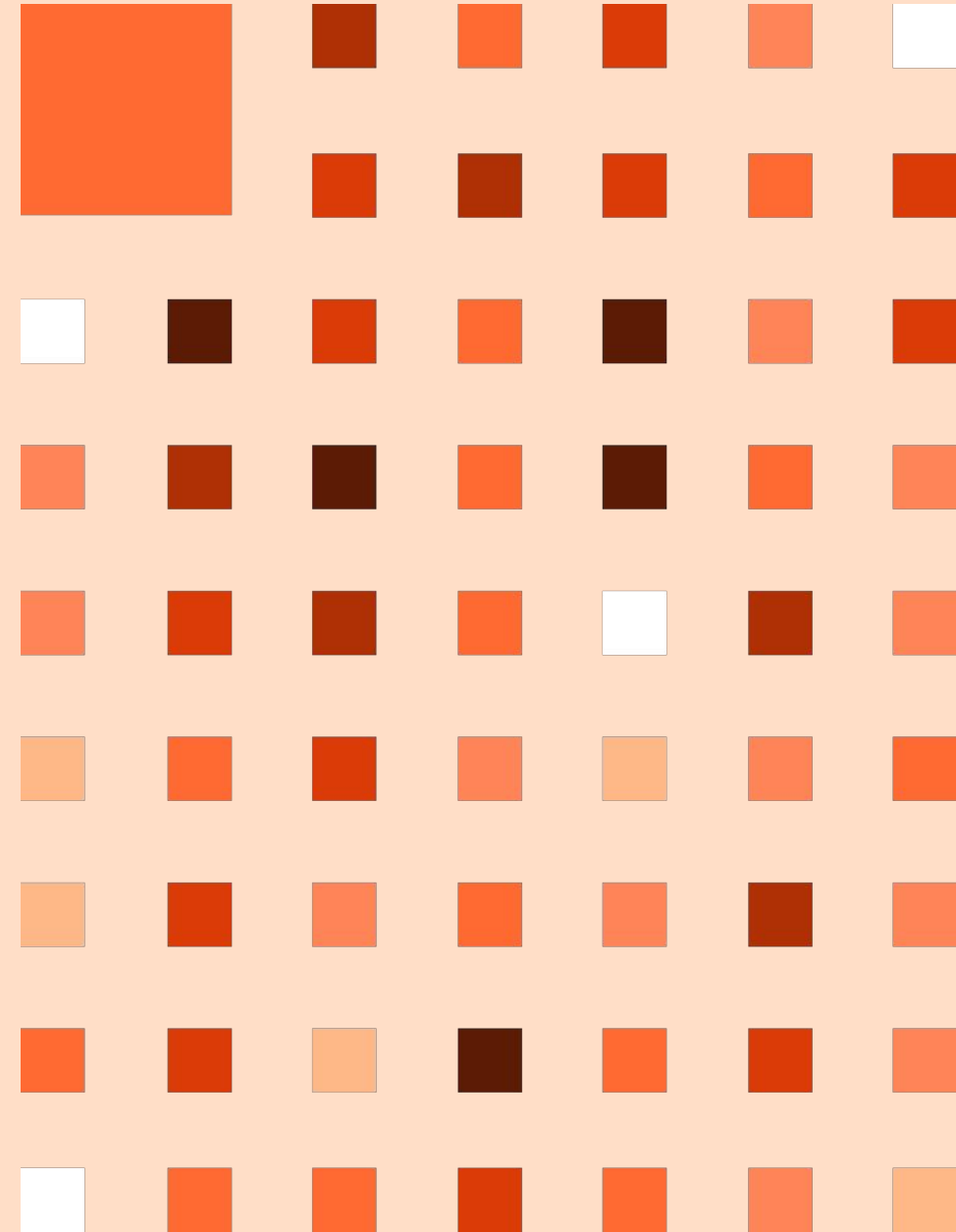


eBay Connect 2023

Sneakers Monetization

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Product Manager, Buyer Experience





Authenticity Guarantee (AG): Sneakers Monetization

AG Sneakers Managed Shipping & Buyer Fees

Customer Problem

As a sneaker seller, a free shipping label will help offset my fees and a simplified listing flow will make it easier & faster for me to list my items.

Objective

Monetizing shipping for buyers is a way to ensure we can sustainably support authentication operations on a managed marketplace.

Approach

Real-time AG eligibility checks in listing flows, free shipping labels for Sellers, eBay shipping fee for Buyers.

Launched in the US last year; expanding to the UK in H2 2023.

Key metrics

- GMV
- Conversion
- Customer Satisfaction
- AG inventory coverage
- eBay label adoption



Listing Flow

AG eligibility evaluations are done at time of listing and criteria includes category, item specifics, price and keyword exclusions.

Sellers are informed that their item is eligible for Authenticity Guarantee.

The domestic shipping service defaults to eBay shipping via FedEx and sellers are informed that they will receive a free shipping label.

Handling time options are same day, 1, 2, or 3 business days.

The screenshot shows a mobile app interface for a 'Listing summary'. At the top, the status bar shows the time 6:11 and various icons. Below the status bar, there's a 'Close' link and a 'Listing summary' title with a help icon. The 'Shipping' section is highlighted with a green checkmark and includes a star icon for favorites. It states 'Ship in the U.S.' and features a callout box about the 'Authenticity Guarantee' with a 'Learn more' link. Below this, the shipping service is listed as 'eBay shipping via FedEx' with a note 'Free label provided to you'. The 'Preferences' section, also with a green checkmark and star, lists several settings: 'Payment methods' (Payments managed by eBay), 'Handling time' (3 business days), 'Item location' (United States, 95125), 'Return policy' (No returns accepted, Unless item not as described), and 'Require immediate payment' (No). The 'Sell it faster' section mentions boosting visibility with 'Promoted Listings'. At the bottom, the 'Donate a portion to charity' section is shown with a toggle switch turned on and a 'Learn more' link.

6:11

Close Listing summary ?

✓ Shipping ✎

Ship in the U.S. ★

This item is eligible for Authenticity Guarantee. This includes verification by an authenticator before it's delivered to your buyer.

[Learn more](#)

Service eBay shipping via FedEx ★
Free label provided to you

✓ Preferences ✎

Payment methods Payments managed by eBay

Handling time 3 business days ★

Item location United States, 95125

Return policy No returns accepted
Unless item not as described

Require immediate payment No

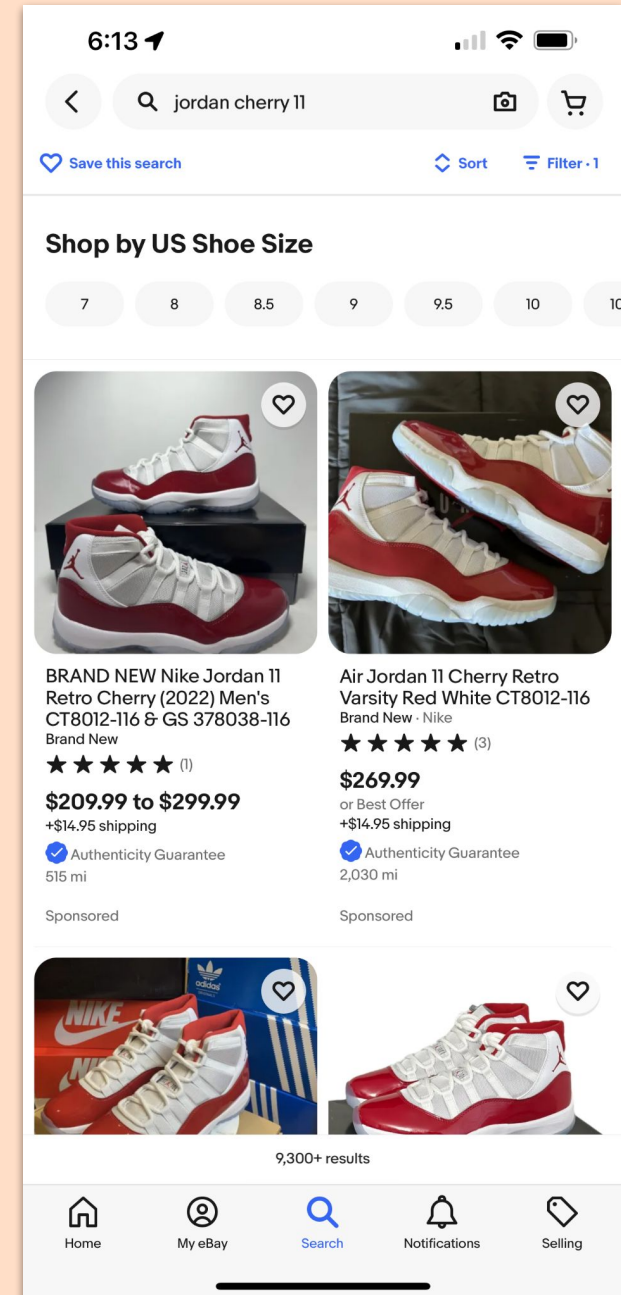
Sell it faster ✎

Boost visibility in placements across eBay network with Promoted Listings

Donate a portion to charity ☒ You'll get a final value fee discount for sold items.
[Learn more.](#)

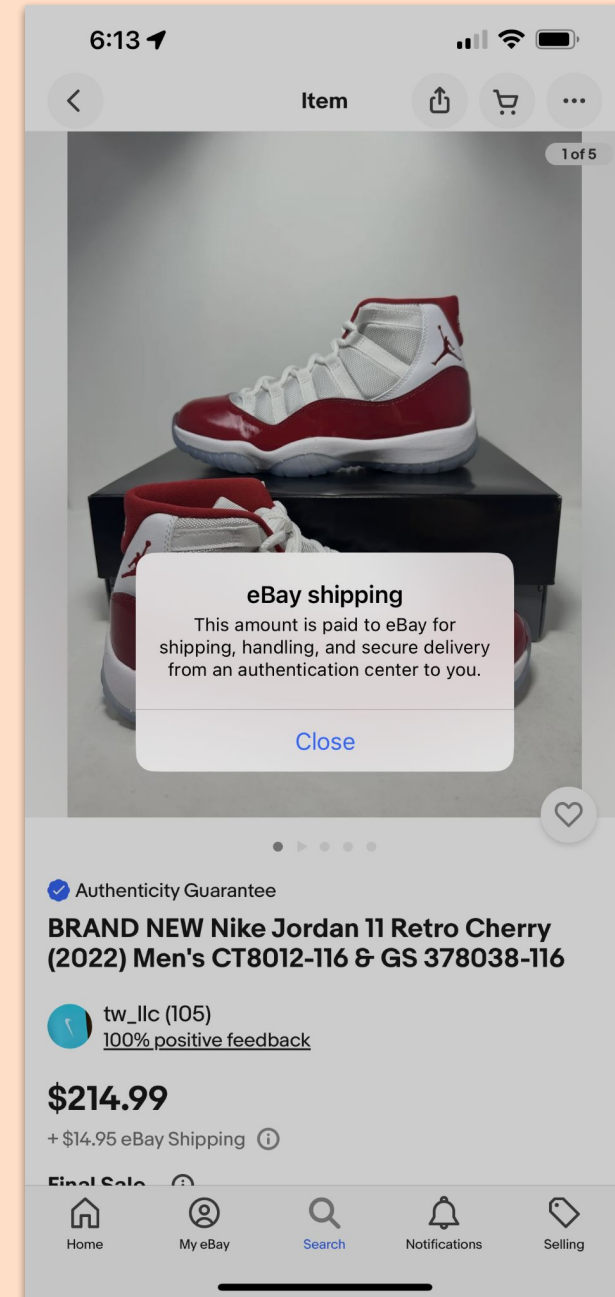
Search

The eBay shipping fee is shown on the search results page along with the AG badging.



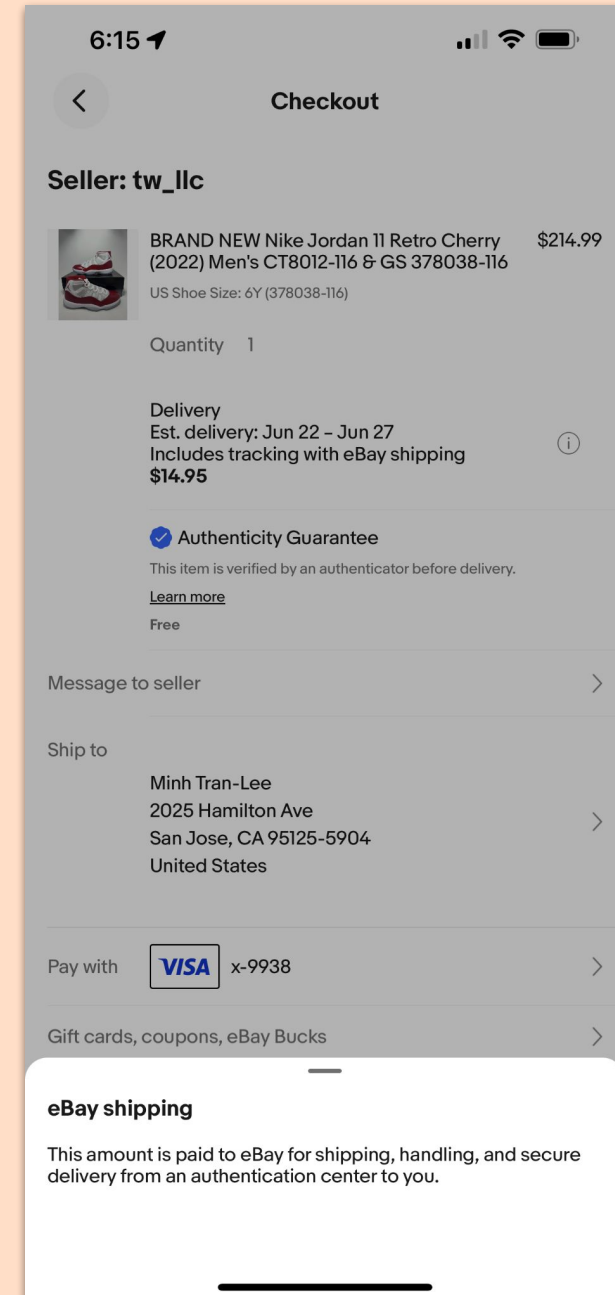
View Item

Along with showing the eBay shipping fee, we include a tooltip on the View Item page to explain that the fee will be paid to eBay and covers shipping, handling and secure delivery from the authentication center to the buyer.



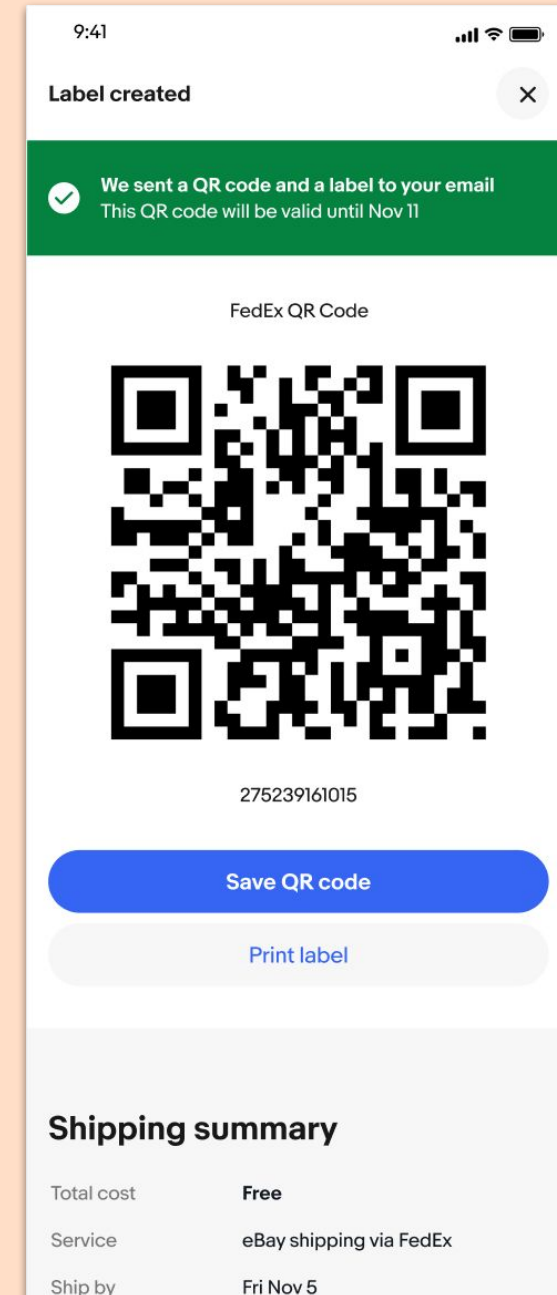
Checkout

We continue to provide e2e transparency to buyers through checkout where the eBay shipping fee is shown along with tooltip content.



Shipping Labels

Once an AG sneakers item with eBay shipping is sold, a seller will be provided with a free FedEx shipping label to ship their order to the authentication center.



ebay