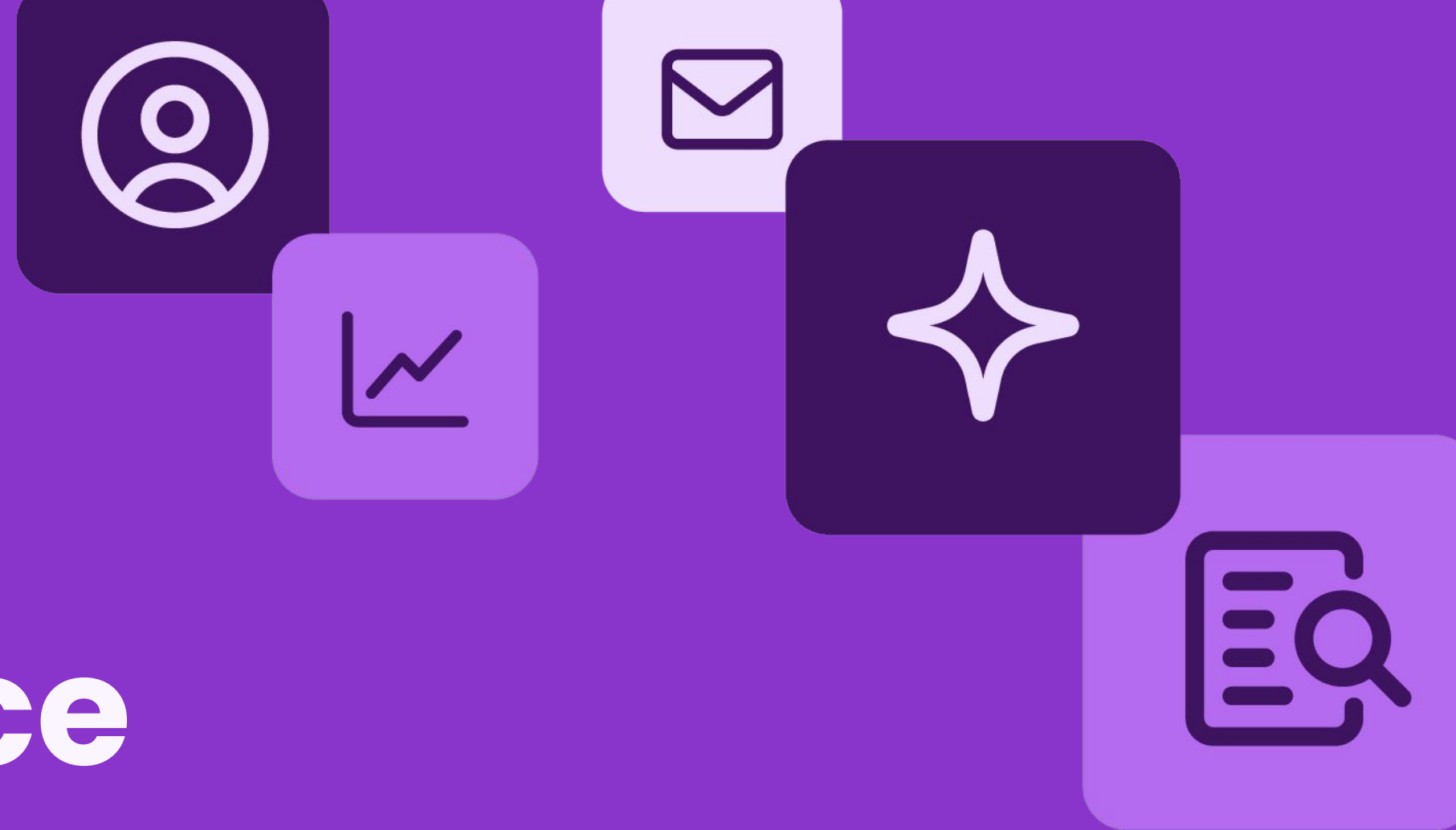




AI Use In eCommerce APIs: Migrations & New Capabilities

Nitzan Mekel
VP & Chief AI Officer

**Agentic
commerce
creates a new
growth
opportunity for
our partner
ecosystem**



Agents are becoming one of a new entry point for product discovery and commerce.

eBay is investing in this channel in areas where it can create incremental discovery by providing marketplace intelligence, represent eBay inventory accurately, and generate qualified engagement back to the marketplace.



eBay is building the foundation to participate in this channel

Last year, we described the shared stack required for an agentic ecosystem. This year, we are showing how that stack is beginning to take shape.

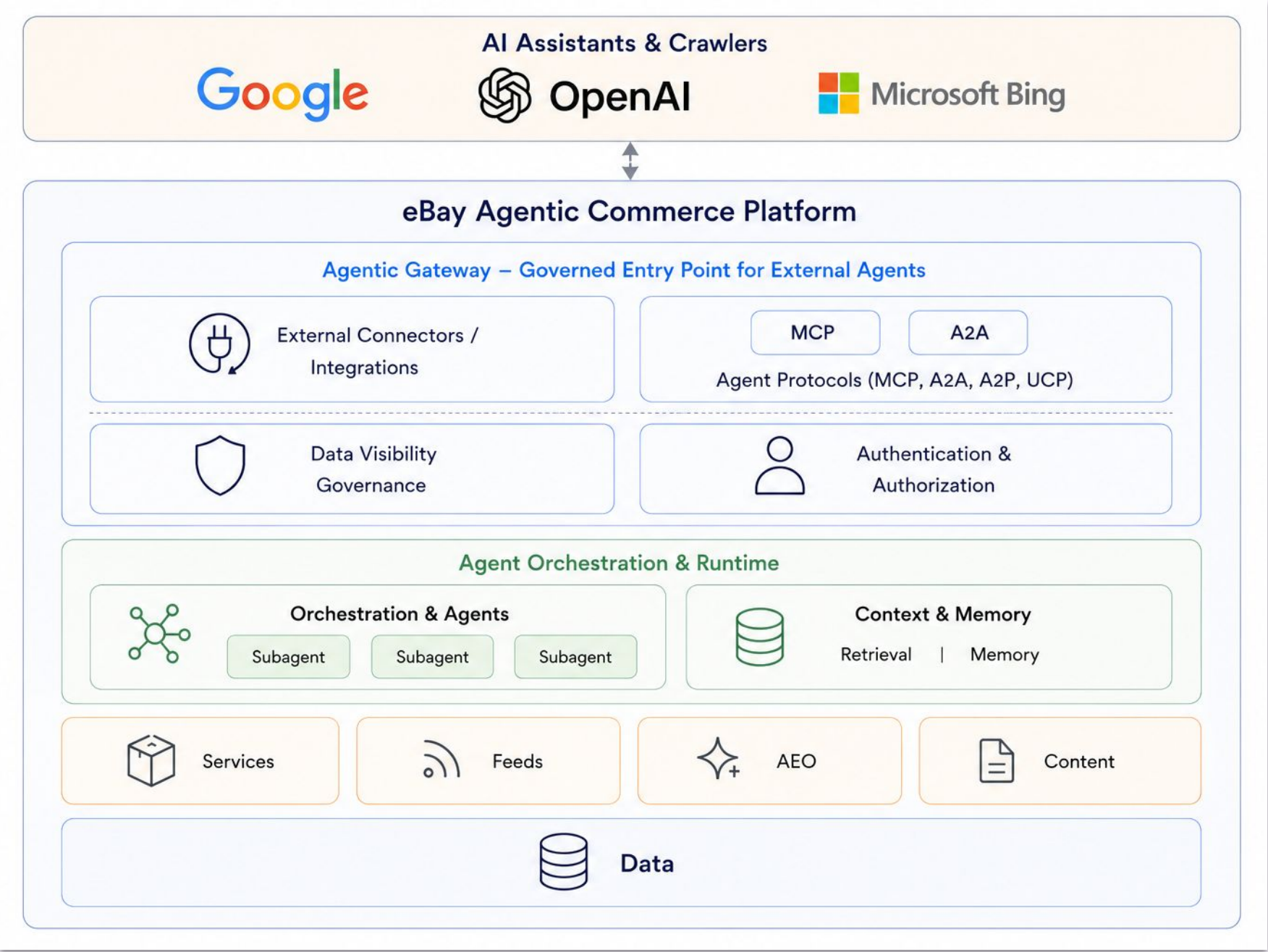
Since then, we have been turning that vision into practical platform capabilities:

Agentic Gateway provides a governed entry point for selected external agents and partner experiences, helping manage access, identity, routing, security, and attribution.

Model Context Protocol provides an agent-friendly way to discover and use selected eBay data, tools, and capabilities through common protocols.

Agent Experience Optimization Helps ensure eBay, its inventory, and its differentiated marketplace value are represented accurately and effectively in external agent experiences.

Modern APIs Provide the trusted execution layer for commerce workflows, including listing, inventory, payments, trust, and logistics.



Together, these investments move eBay from an agentic platform vision toward a governed foundation that can support traditional integrations, external agents, partners and externally built agent experiences.

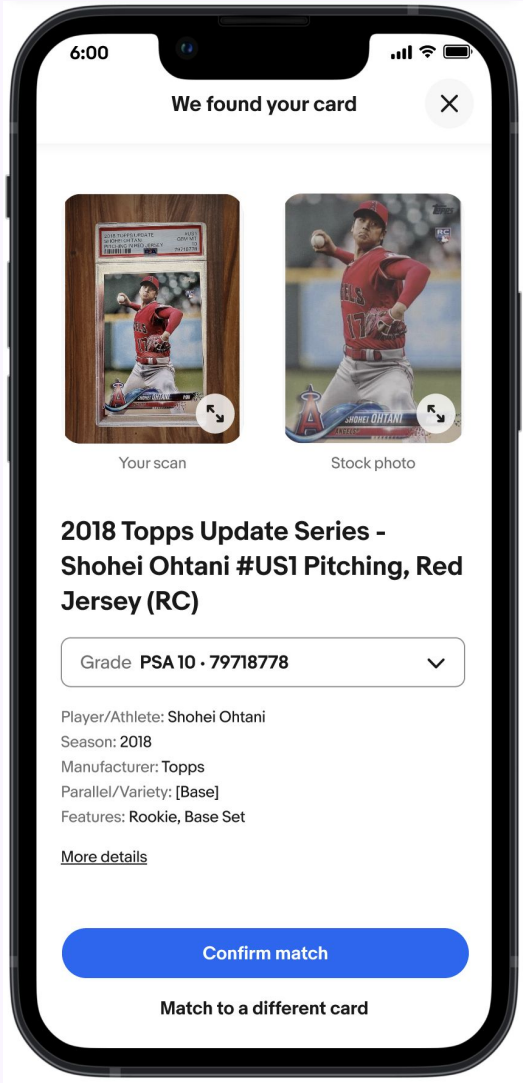
On eBay AI Experiences

On Platform AI Experiences

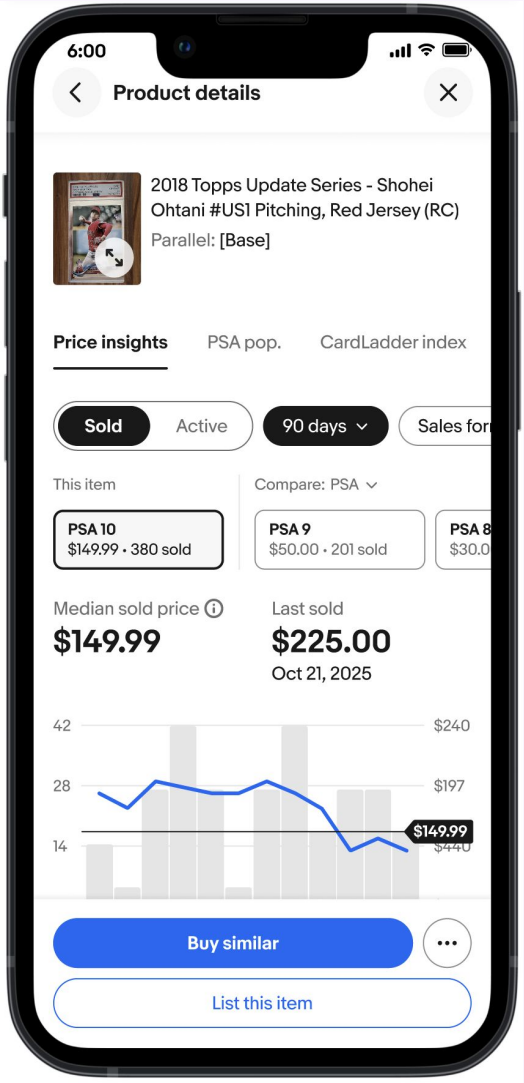
Smart Lens – Price Guide for Trading Cards



Card Scan

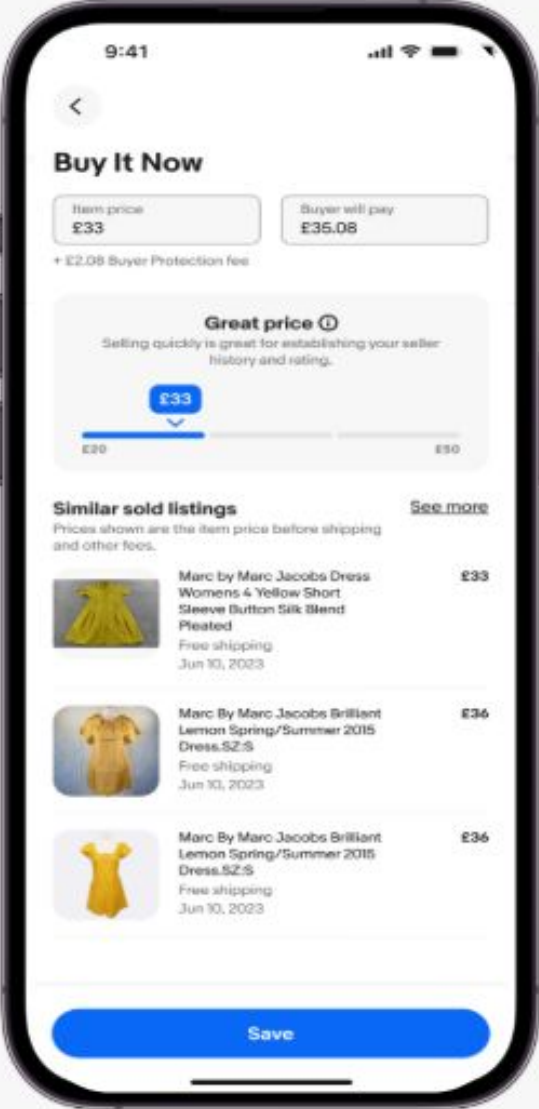
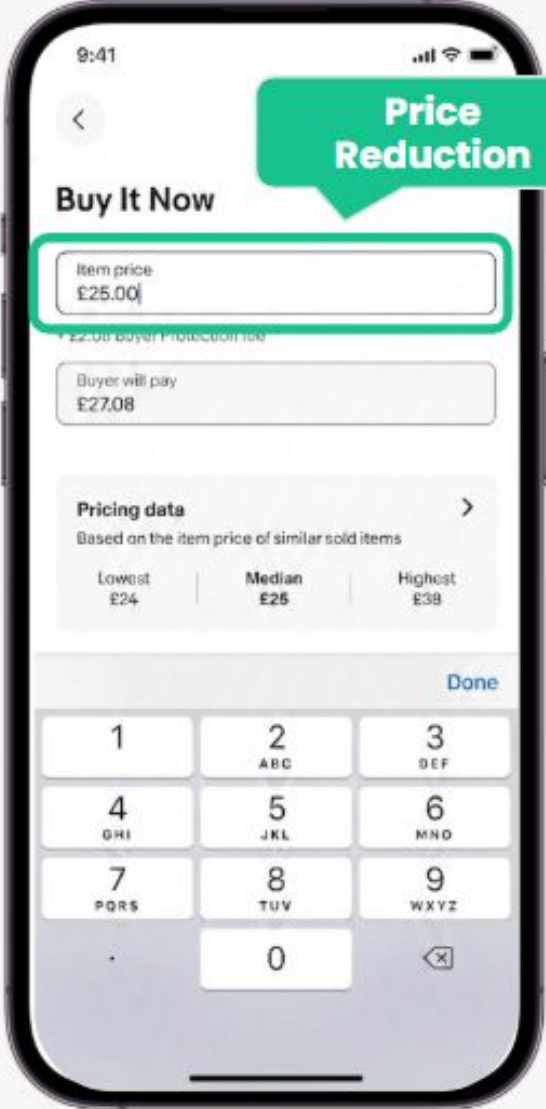
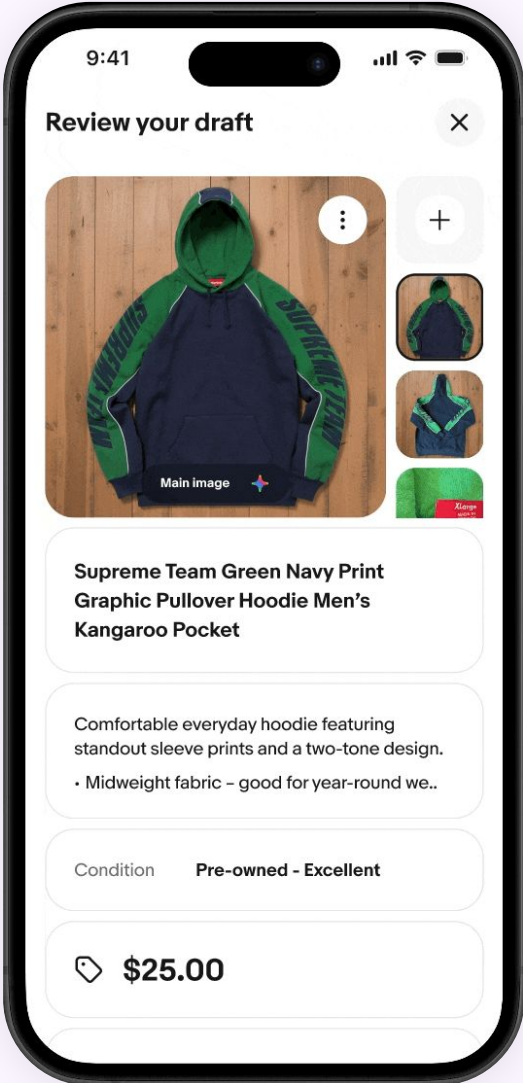


Product Identification



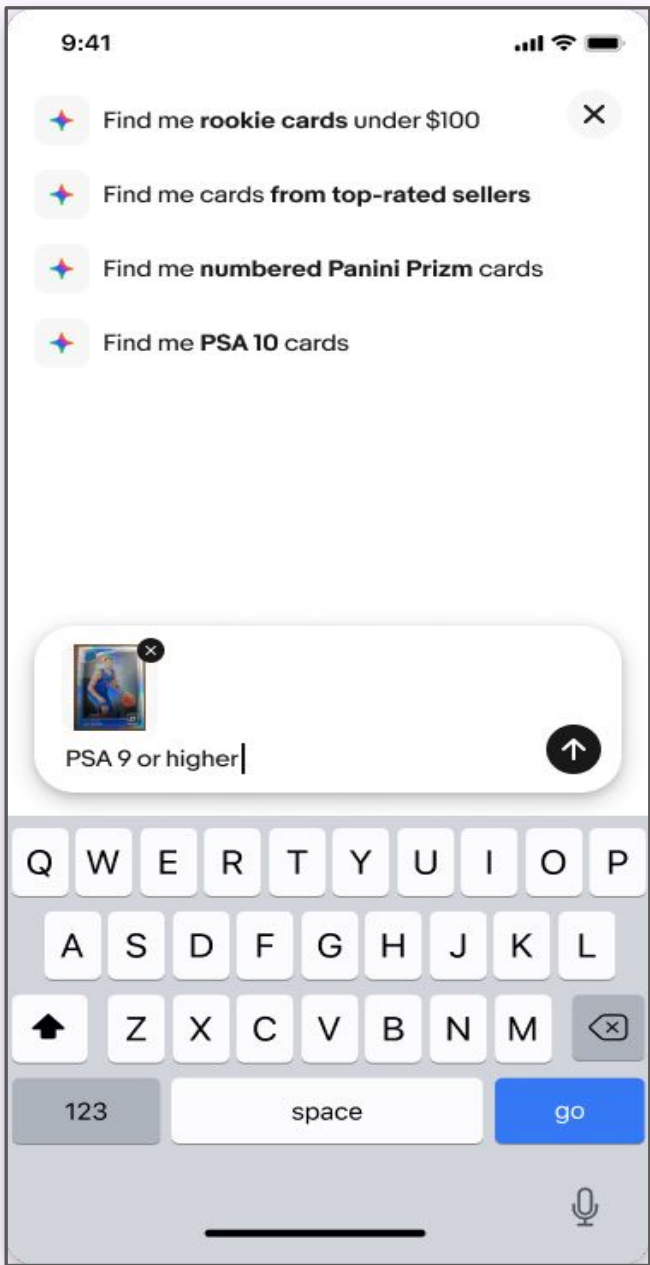
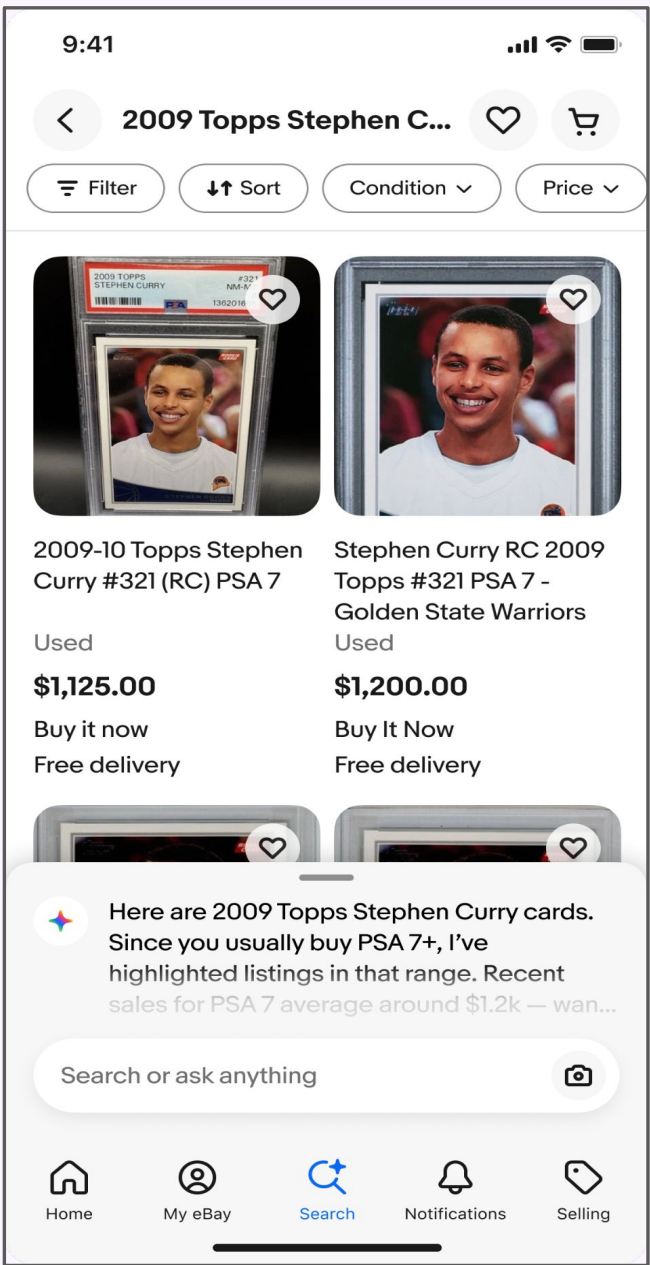
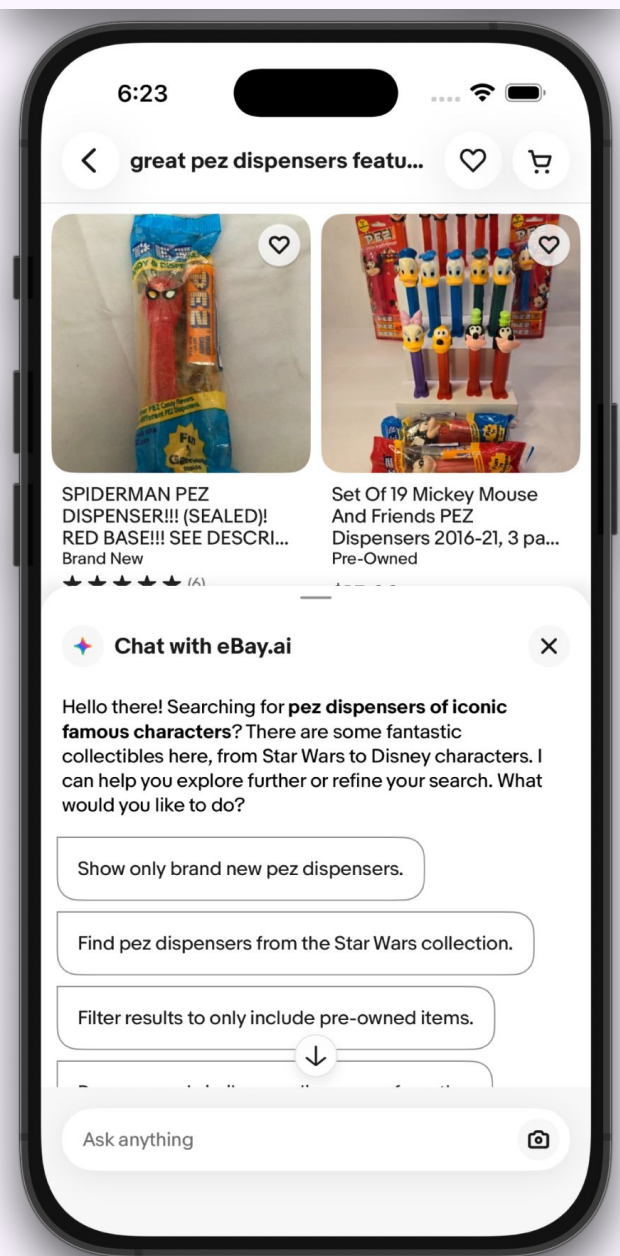
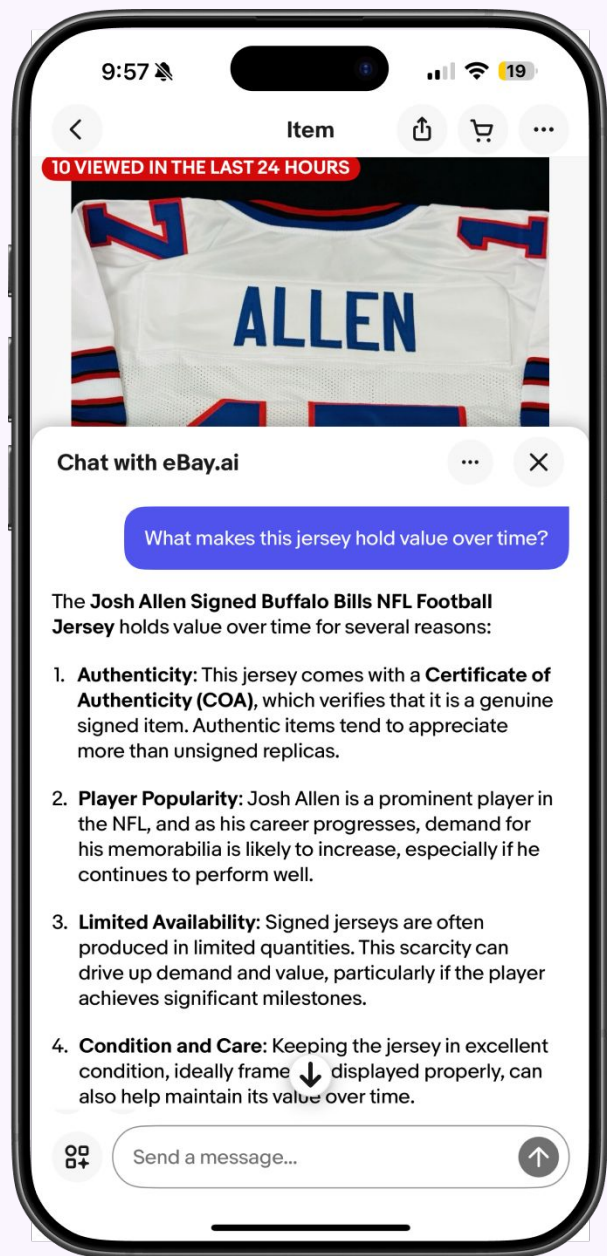
Price Guidance

Magical Listing updates



Agentic Shopping

Launched Shopping Agent to 3% of US native users, shifting from keyword search to conversational retrieval and iterative decision-making



APIs enhanced by AI

Helping sellers optimize listing performance – Magi API

Through the Magical Listing API, **sellers and partners can access insights on pricing, titles, and marketing actions** directly from performance data.

In addition eBay will now surface personalized suggestions via API helping sellers refresh listings and improve conversion at scale.



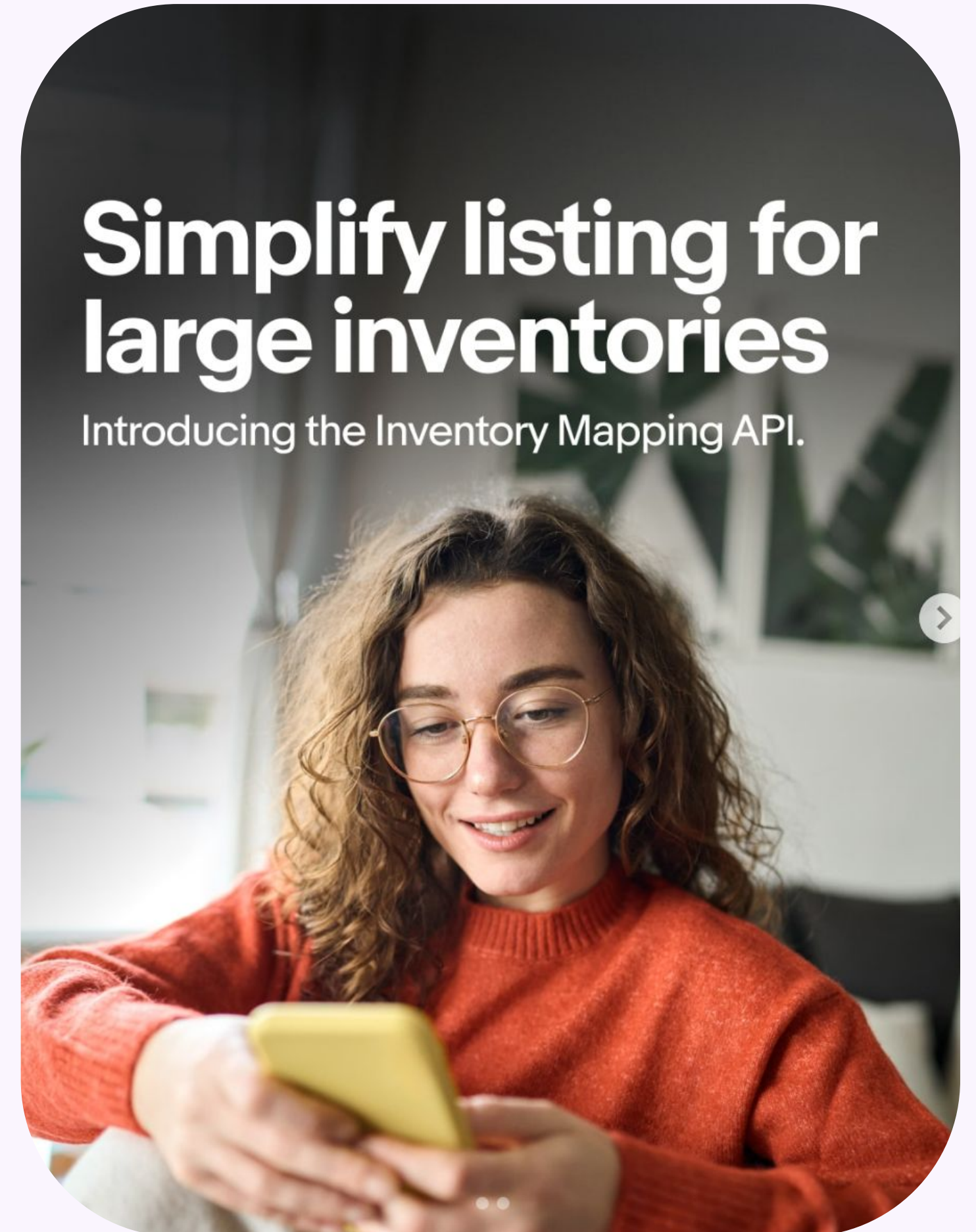
Inventory Mapping API: Simplifying Scale for Sellers

AI-powered Magical Listing for our API sellers

If you're managing inventory at scale through APIs, this tool automatically **maps catalog data to eBay's listing structure**.

With only minimal inputs like images, product identifiers, and your catalog aspects, this API will **recommend and streamline everything from title generation to item specifics, descriptions and more**.

Currently enabled for the US marketplace, with Global expansion planned after model improvement.



AI is also changing how developers work with eBay APIs



AI is changing how developers work with eBay APIs

We are applying AI to simplify API discovery, accelerate modernization, and help developers resolve issues faster



AI-Assisted Developer Support

Authenticated chatbot and AI-assisted support help developers resolve questions faster and reduce support tickets.



Model Context Protocol (MCP)

Local MCP enables natural-language API discovery and testing, code generation, live API execution, and authentication support across public REST APIs today, with GraphQL support coming next.



Agent Skills Framework

Reusable AI skills support complex developer workflows.

Migration is the first skill, accelerating the move from legacy SOAP/XML APIs to modern REST and GraphQL APIs through automated mapping, contextual guidance, sample payloads, and implementation recommendations.

Together, these capabilities help developers discover the right APIs, modernize legacy integrations, and build with eBay faster.

Demo!

Derrick Liang

Software Engineer, MTS