Agenda

1. What we learned in 2018
2. Pivoting to item specifics
3. Case study
4. Findability
5. API overview
What we learned in 2018
2018 APPROACH
Explicit Association with Product Catalog

New APIs and capabilities to facilitate (and mandate) sellers to adopt products from eBay’s product catalog.

eBay mandates compliance and shares violations.
New Listing – Recommended Workflow

1. **A seller wants to list a product**
   - Use Catalog API to find a matching product
   - If a matching product is found:
     - Was the product information correct? (Yes/No)
       - Yes: Use Trading APIs to get required product aspects
         - Use Taxonomy APIs to get merged aspects
         - Add product using the Catalog API
         - Use Inventory API or Trading API to submit the listing with required item specifics
         - The listing goes live
       - No: Use Trading APIs to get suggested categories
         - Update product using the Catalog API
         - Poll for request status in the Catalog API
         - Is request approved? (Yes/No)
           - Yes: The listing goes live
           - No: Seller must revise their request, use the EPID as is, or start again.
     - End
   - No: Use Trading APIs to get suggested categories
     - Use Taxonomy APIs to get merged aspects
     - Add product using the Catalog API
     - Use Inventory API or Trading API to submit the listing with required item specifics
     - The listing goes live
   - End

2. **Is product required?** (Yes/No)
   - Yes: Use Trading APIs to get merged aspects
     - Use Taxonomy APIs to get required product aspects
     - Add product using the Catalog API
     - Use Inventory API or Trading API to submit the listing with required item specifics
     - The listing goes live
   - End
   - No: Use Trading APIs to get suggested categories
     - Update product using the Catalog API
     - Poll for request status in the Catalog API
     - Is request approved? (Yes/No)
       - Yes: The listing goes live
       - No: Seller must revise their request, use the EPID as is, or start again.
   - End
We Hear You

Requiring sellers to pick an ePID and/or file a change request was problematic
Updated Approach

Top-Down
ePID
Unique identifier specific to a product SKU
Links to an eBay-specific code
Change request to create or edit products

Bottom-Up
Item Specifics
Use top item specifics to describe item
Improve relevance & findability
Enrich existing products with more aspects
Associate that grouping of aspects with a product—i.e., an ePID
<table>
<thead>
<tr>
<th>Item Specifics</th>
<th>NAME</th>
<th>VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Brand</td>
<td>Levis</td>
</tr>
<tr>
<td></td>
<td>Size</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>Style</td>
<td>Bootcut</td>
</tr>
</tbody>
</table>
## Item Specifics, Products, & Entity Types

### PRODUCT LINE
CODY JAMES CASEY

<table>
<thead>
<tr>
<th>Item Specifics</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand</strong></td>
<td>Cody James</td>
</tr>
<tr>
<td><strong>Size</strong></td>
<td>11 Men’s</td>
</tr>
<tr>
<td><strong>Style</strong></td>
<td>Boot</td>
</tr>
<tr>
<td><strong>Material</strong></td>
<td>Leather</td>
</tr>
<tr>
<td><strong>Color</strong></td>
<td>Brown</td>
</tr>
<tr>
<td><strong>Heel height</strong></td>
<td>3”</td>
</tr>
<tr>
<td><strong>Toe type</strong></td>
<td>Square</td>
</tr>
</tbody>
</table>

- **Blue:** Required
- **Green:** Preferred
But We Have a Problem...

65–80% of eBay inventory do not have the top 3 item specifics & the listings “unavailable in filters” when buyers filter.
UK Women’s Dress Example

Filtering allows quick & easy identification of suitable products

80% of customers use filters to search

82% for Color

43% for Style

35% for Length
UK Women’s Dresses

Item specifics
up-rev results

- Women’s dress
  TEST

- Women’s clothing
  summer categories
  CONTROL

Sales Year-Over-Year Outperformance

2018  2019
Findability Engine

1. Search recall enhancements
2. Filtered experiences & personalization
3. Demand based search engine indexing
API Updates: Trading API – GetCategorySpecifics

Request

<?xml version="1.0" encoding="utf-8"?>
<GetCategorySpecificsRequest xmlns="urn:ebay:apis:eBLBaseComponents">
  <WarningLevel>High</WarningLevel>
  <CategorySpecific>
    <CategoryID>9355</CategoryID>
  </CategorySpecific>
  <RequesterCredentials>
    <eBayAuthToken>TOKEN</eBayAuthToken>
  </RequesterCredentials>
  <MaxValuesPerName>400</MaxValuesPerName>
</GetCategorySpecificsRequest>

Response

<GetCategorySpecificsResponse xmlns="urn:ebay:apis:eBLBaseComponents">
  <Recommendations>
    <CategoryID>9355</CategoryID>
    <NameRecommendation>
      <Name>Brand</Name>
      <ValidationRules>
        <ValueType>Text</ValueType>
        <MinValues>1</MinValues>
        <UsageConstraint>Required</UsageConstraint>
        <MaxValues>1</MaxValues>
      </ValidationRules>
    </NameRecommendation>
    <NameRecommendation>
      <Name>Model</Name>
      <ValidationRules>
        <ValueType>Text</ValueType>
        <MaxValues>1</MaxValues>
        <UsageConstraint>Recommended</UsageConstraint>
        <SelectionMode>FreeText</SelectionMode>
      </ValidationRules>
    </NameRecommendation>
    <NameRecommendation>
      <Name>Style</Name>
      <ValidationRules>
        <ValueType>Text</ValueType>
        <MaxValues>1</MaxValues>
        <UsageConstraint>Optional</UsageConstraint>
        <SelectionMode>FreeText</SelectionMode>
      </ValidationRules>
    </NameRecommendation>
  </Recommendations>
</GetCategorySpecificsResponse>
API Updates:
Taxonomy API – getItemAspectsForCategory

Request

POST https://api.ebay.com/commerce/taxonomy/v1_beta/category_tree/0/get_item_aspects_for_category?category_id=9355

Response

```
{
  "aspects": [
    {
      "localizedAspectName": "Model",
      "aspectConstraint": {
        "aspectDataType": "STRING",
        "itemToAspectCardinality": "SINGLE",
        "aspectMode": "FREE_TEXT",
        "aspectRequired": false,
        "aspectUsage": "OPTIONAL",
        "aspectEnabledForVariations": false
      },
      "aspectValues": [ ... ],
    },
    {
      "localizedAspectName": "Style",
      "aspectConstraint": {
        "aspectDataType": "STRING",
        "itemToAspectCardinality": "SINGLE",
        "aspectMode": "FREE_TEXT",
        "aspectRequired": false,
        "aspectUsage": "RECOMMENDED",
        "aspectEnabledForVariations": false
      },
      "aspectValues": [ ... ],
    }
  ]
}
```
<table>
<thead>
<tr>
<th>Required</th>
<th>Recommended</th>
<th>Optional</th>
</tr>
</thead>
<tbody>
<tr>
<td>This item specific is critical for buyer purchase decision making</td>
<td>Item specific is typical for this category &amp; is highly influential to buyer purchase decision making</td>
<td>Item Specific may apply to smaller portion of the listings for this category</td>
</tr>
<tr>
<td>Must include to prevent getting blocked</td>
<td>Provide this to increase competitiveness within a category</td>
<td>Include it if the item specific is relevant for your inventory</td>
</tr>
</tbody>
</table>
Does Not Apply?!
A CLOSER LOOK AT 3P LISTINGS
High Volume, Low Fill, Low Precision
Root Cause Analysis

Manufacturer: Luvs
Model: 10037000976803
Brand: Luvs
Color: Does Not Apply

MPN: Does Not Apply
UPC: 705354014054
EAN: 0744110519655

Baby Weight: Does not apply
Number of Diapers: Does not apply
Product Dimensions: 11.1 x 20 x 9.9 inches; 10.09 pounds
Shipping Weight: 10.3 pounds

Diapers has a 13% does not apply Rate!
Does Not Apply was pre-filled by the 3P Tool
Next Steps

To create the best experience for your sellers and their buyers

- Adopt aspect usage metadata
- Promote use of recommended item specifics
- Revise existing listings using eBay recommendations
- Stay in touch erjohal@ebay.com
Thank you!
Q&A
eBay Connect 2019
June 25-26, 2019