Seller Ad & Marketing Levers

Gwendoline Tuma
Senior Manager, Strategic Product & Planning

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Agenda

Promoted Listings

1. Why Are Ads Relevant For Sellers?
2. Feature Overview
3. Developer Workflows
4. Integrating the Promoted Listing Experience
Why Are Ads Relevant For Sellers?

Promoted Listings
Why Promote?

Stand out from the crowd
Show up in sponsored placements across the site, including search and listing modules

Drive visibility
Boost item visibility by 36% with Promoted Listings

Increase sales
Sellers pay only when their Promoted Listings sell

*Average based on a comparison of item page views before and after activating promoted listings in 2018.
Where are Promoted Listings Found?

Listing pages across platforms

Search river across platforms
“Since November 1st, we have done $147K in sales with only $9.4K in ad fees.”

– Spokesperson – Kenneth Hanson, Digital Marketplace Manager, Reebok
Reebok Doubles Sales with Promoted Listings

**Objective**

Increase sales and exposure for Reebok products such as shoes, athletic clothing, and more with eBay’s Promoted Listings

**Strategy**

Promote inventory with more than 100 units

Follow eBay’s trending ad rate guidance to stay competitive

- **55%** Lift in overall sales
- **142%** Lift in sales for promoted items
- **15:1** Return on ad spend

<table>
<thead>
<tr>
<th>Units sold of the promoted items</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,335</td>
</tr>
<tr>
<td>12,259</td>
</tr>
</tbody>
</table>

+130%
“We take an aggressive approach to our marketing strategy on eBay. We believe visibility is everything, and key to getting sales.”

– Bodybuilding Warehouse, 2018
Bodybuilding Warehouse Grew Brand by Investing in Promoted Listings

Objective

Sales velocity

Boost visibility for new listings or newly launched brands

Strategy

Invest heavily into retail moments and seasonality with competitive ad rates

Combine visibility levers with deals for additional exposure

Return on advertising through Promote Your Listings*

*1st January – 31 October 2018
Promoted Listings

Feature Overview
APIs for Promoted Listings

Sellers promote listings created through either Inventory API or Trading API.
### Extensive Capabilities Unlocked through the Marketing and Recommendations APIs

<table>
<thead>
<tr>
<th>Campaign Management</th>
<th>Listing/Bid Management</th>
<th>Reporting</th>
</tr>
</thead>
<tbody>
<tr>
<td>createCampaign</td>
<td>createAd</td>
<td>createReportTask</td>
</tr>
<tr>
<td>getCampaign</td>
<td>getAd</td>
<td>getReport</td>
</tr>
<tr>
<td>cloneCampaign</td>
<td>updateBid</td>
<td>getReportMetadata</td>
</tr>
<tr>
<td>deleteCampaign</td>
<td>bulkCreateAds</td>
<td>getReportMetadataforReportType</td>
</tr>
<tr>
<td>pauseCampaign</td>
<td></td>
<td></td>
</tr>
<tr>
<td>endCampaign</td>
<td></td>
<td></td>
</tr>
<tr>
<td>updateCampaignIdentification</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Listing/Bid Management
- bulkUpdateAdsBid
- findListingRecommendations
  - promoteWithAd
  - bidPercentage
We Power Recommendations to Create Stronger and Effective Campaigns...

**Promoted Listing Recommendations**

- eBay's algorithms determine which seller listings can benefit the most with the increased visibility that Promoted Listings provides.

**Trending Ad Rates**

- Trending ad rates give sellers insight into average Promoted Listings rates for sold listings within the same category.
...To Make Promoted Listings Available at Sellers’ Fingertips
Developer Workflows

Promoted Listings
A seller wants to create a campaign

Rule-based campaign?

Yes

Use the **Marketing API** to create the campaign

No

Use the **Marketing API** to create the campaign

The campaign is ready

No

Additional listings?

Yes

Use the **Recommendation API** for listings’ recommended ad rates*

No

Use the **Marketing API** to add listings and ad rates to the campaign

Use the **Marketing API** to add recommended listings and ad rates to the campaign*

Use the **Recommendation API** for PL recommendations

*SKU based inventory is currently not supported
A seller wants to create a campaign

Rule-based campaign?

Yes

The rule-based campaign can not be changed

No

Add recommended listings?

Yes

Use Recommendation API for PL recommendations

No

Use the Marketing API to add recommended listings and ad rates to the campaign*

Use the Recommendation API for listings’ recommended ad rates*

Apply recommended ad rates to existing ads?

Yes

No

Use the Marketing API to add listings or update ad rates

The campaign is ready

*SKU based inventory is currently not supported
A seller wants to get a campaign performance report

Use Marketing API to retrieve report metadata

Use the Marketing API to request report

Use the Marketing API to poll for the report generation status

Report ready?

Yes

Use the Marketing API to download the report

No

The report is ready
Integrating the Promoted Listing Experience

Promoted Listings
MARKETING API
Promote Listings

POST
https://api.ebay.com/sell/marketing/v1/ad_campaign

Authorization scope:
https://api.ebay.com/oauth/api_scope/sell.marketing

{  
  "campaignCriterion":  
  "listingId": "190007022517",  
  "campaignName": "Spring Sale",  
  "startDate": "2019-03-27T10:00:00Z",  
  "endDate": "2019-05-27T11:00:00Z",  
  "fundingStrategy": {  
    "bidPercentage": "10",  
    "fundingModel": "COST_PER_SALE"  
  },  
  "marketplaceId": "EBAY_US"  
}
POST
https://api.ebay.com/sell/marketing/v1/ad_campaign

Authorization scope:
https://api.ebay.com/oauth/api_scope/sell.marketing

```
{  
  "campaignCriterion": {  
    "listingId": "190007022517",  
    "campaignName": "Spring Sale",  
    "startDate": "2019-03-27T10:00:00.000Z",  
    "endDate": "2019-05-27T11:00:00.000Z",  
    "fundingStrategy": {  
      "bidPercentage": "10",  
      "fundingModel": "COST_PER_SALE"  
    },  
    "marketplaceId": "EBAY_US"  
  }  
}
```

Support for rules-based, listingID, and SKU-based selections
Rule-Based Campaigns

Select items to include in a campaign using a set of criteria, or “rules”, that you specify when you create the campaign.

Set rules according to a combination of brands, category IDs, item conditions, and max/min prices.
Create Campaign in Full Campaign Management Experience

How do you want to create your campaign?

Select campaign listings

Choose your ad strategy

To make your listings more visible, set a competitive ad rate that meets the trending rate or above. Exceeding ad rates gives you a better chance of sales. You can even make it easy and apply the same ad rate to all listings.

* An ad rate is the percentage of the final sale price, excluding postage and GST, that you’re willing to pay to have your listing promoted. Choose an ad rate between 1%-100%. We only charge a fee if your item sells within 30 days of a click on your ad. Learn more.
Integrate a Simple Experience

Active Listings Overlay

Listing Flow Overlay
Integrate a Simple Experience

Active Listings Overlay

Listing Flow Overlay

Marketing API:

```
"fundingStrategy": {
  "bidPercentage": "10",
  "fundingModel": "COST_PER_SALE"
}
```
MARKETING API
Integrate a Simple Experience

Active Listings Overlay

Listing Flow Overlay

Recommendation API:
"listingId": "190007022517",
"marketing": {
  "ad": {
    "promoteWithAd": "RECOMMENDED",
    "bidPercentages": [
      {"value": "10", "basis": "TRENDING"
    }
  
  }

*Note, Recommendation API returns Trending Ad Rate values for existing listingIDs.
MARKETING API
Integrate a Simple Experience

**Active Listings Overlay**

**Listing Flow Overlay**

**Marketing API:**
```
"campaignName": "US Campaign June 18, 2019 13:32:56",
"startDate": "2019-03-27T10:00:00Z",
"endDate": "null",
```

getCampaign to return a list of existing campaigns
or
Auto-generate a campaignName with a unique string using a Counter or Timestamp mechanism
MARKETING API

Integrations for Bulk Use Cases

Promoted Listings

18/28 listings eligible for promotion

8 of your listings are not eligible. This may be because they have already been promoted. You can only promote fixed-price listings that are not in the Motors, Real Estate, Travel, or Everything Else categories. Learn more.

Trending ad rates

Trending ad rates will be applied unless you use the advanced options. Learn more about trending ad rates.

Advanced options

- Adjust trending rate
  - Your ad rate will be set above the current trending rate based on the percentage you choose.
  - Above trending rate. This customized rate will not exceed the maximum ad rate.

- Set maximum ad rate
  - Your ad rate will not be more than the maximum ad rate you’ve set.

Select campaign

United states (18 listings)

US Campaign Jun 18, 2019 13:02:56

By promoting these listings, you agree to the terms and conditions.

Promote  Cancel

eBay

Edit promoted listings

Select action

- Edit listings in bulk

26 listings

- No change

- Promote listings
  - Set ad rate
  - Custom ad rate
  - %

- Select campaign
  - New campaign
  - The campaign you select will not be applied to listings that are already promoted

- Do not promote listings

Only fixed-price listings in eligible categories (not including Vehicles, Real Estate, Travel, and Everything Else) can be promoted. By making these changes to your listings, you agree to the Terms of Service.

Save and close  Close
RECOMMENDATION API

Find Ads Recommendations

POST
https://api.ebay.com/sell/recommendation/v1/
Listing_recommendation/find?
filter=recommendationType={AD}

Authorization scope:
https://api.ebay.com/oauth/api_scope/
sell.marketing

```
{  "listingRecommendations": [    {      "listingId": "190007022517",      "marketing": {        "ad": {          "promoteWithAd": "RECOMMENDED",          "bidPercentages": [            {              "value": "10",              "basis": "TRENDING"            },          ]        }      }    }  ]}
```
MARKETING API

Ad Listings to Campaign

POST
https://api.ebay.com/sell/marketing/v1/ad_campaign/100052103014/ad

```json
{
  "listingId": "190007022517",
  "bidPercentage": "10"
}
```
MARKETING API
Add Inventory to Campaign in Bulk

POST
https://api.ebay.com/sell/marketing/v1/ad_campaign/100052103014/bulk_create_ads_by_inventory_reference

```json
{
  "requests": [
    {
      "bidPercentage": "12",
      "inventoryReferenceId": "66352443",
      "inventoryReferenceType": "INVENTORY_ITEM"
    },
    {
      "bidPercentage": "10",
      "inventoryReferenceId": "66352444",
      "inventoryReferenceType": "INVENTORY_ITEM"
    }
  ]
}
```

```json
{
  "responses": [
    {
      "statusCode": 201,
      "inventoryReferenceType": "INVENTORY_ITEM",
      "inventoryReferenceId": "66352443",
      "ads": [,
        {
          "adId": "10039758018",
          "href": "https://.../10001741014/ad/10039758018"
        }
      ]
    },
    {
      "statusCode": 201,
      "inventoryReferenceType": "INVENTORY_ITEM",
      "inventoryReferenceId": "66352444",
      "ads": [,
        {
          "adId": "10039759018",
          "href": "https://.../10001741014/ad/10039759018"
        }
      ]
    }
  ]
}
```
Managing Campaigns

{  
  "campaignId": "100052103014",
  "startDate": "2019-03-27T11:00:00.000Z",
  "endDate": "2019-05-27T11:00:00.000Z",
  "campaignName": "Spring Sale",
  "fundingStrategy": {
    "fundingModel": "COST_PER_SALE",
    "bidPercentage": "10"
  },
  "campaignStatus": "RUNNING",
  "marketplaceId": "EBAY_US"
}
Reporting
Promoted Listings
Capabilities to Build Robust Interfaces or Simple Downloadable Reports

Report types

CAMPAIGN_PERFORMANCE_REPORT
CAMPAIGN_PERFORMANCE_SUMMARY_REPORT
ACCOUNT_PERFORMANCE_REPORT
LISTING_PERFORMANCE_REPORT
INVENTORY_PERFORMANCE_REPORT

Campaigns 0 out of 3 are selected

Pause Resume End Delete

Create a new campaign

29,664,201 impressions 42,787 clicks 796 sold
## Marketing API

### Report Dimensions and Metrics

**Dimensions**  
(the attributes of the data included in the reports)

<table>
<thead>
<tr>
<th>Dimension</th>
</tr>
</thead>
<tbody>
<tr>
<td>campaign_id</td>
</tr>
<tr>
<td>listing_id</td>
</tr>
<tr>
<td>day</td>
</tr>
<tr>
<td>inventory_reference_id</td>
</tr>
<tr>
<td>inventory_reference_type</td>
</tr>
<tr>
<td>listing_title *</td>
</tr>
<tr>
<td>listing_start_date *</td>
</tr>
<tr>
<td>...</td>
</tr>
</tbody>
</table>

**Metrics**  
(the quantitative measurements)

<table>
<thead>
<tr>
<th>Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>impressions</td>
</tr>
<tr>
<td>clicks</td>
</tr>
<tr>
<td>ad_clicks</td>
</tr>
<tr>
<td>sales</td>
</tr>
<tr>
<td>sale_amount</td>
</tr>
<tr>
<td>ctr</td>
</tr>
<tr>
<td>avg_cost_per_sale</td>
</tr>
<tr>
<td>...</td>
</tr>
</tbody>
</table>

* Dimension annotation
MARKETING API
Initiate Report Generation

POST
https://api.ebay.com/sell/marketing/v1/ad_report_task

Authorization scope:
https://api.ebay.com/oauth/api_scope/sell.marketing

```json
{
   "marketplaceId": "EBAY_US",
   "reportType": "CAMPAIGN_PERFORMANCE_REPORT",
   "dateFrom": "2019-03-01T00:00:00.000Z",
   "dateTo": "2019-03-27T00:00:00.000Z",
   "dimensions": [
      {
         "annotationKeys": [
            "campaign_name",
            "campaign_start_date",
            "campaign_end_date"
         ],
         "dimensionKey": "campaign_id"
      },
      {
         "annotationKeys": [
            "listing_title",
            "listing_quantity_sold"
         ],
         "dimensionKey": "listing_id"
      }
   ],
   "metricKeys": ["CLICKS"],
   "reportFormat": "TSV_GZIP",
   "campaignIds": ["10000000019"]
}
```
GET
https://api.ebay.com/sell/marketing/v1/ad_report_task/10000049014

{  
  "marketplaceId": "EBAY_US",
  "reportType": "CAMPAIGN_PERFORMANCE_REPORT",
  "reportTaskId": "10000049014",
  "reportTaskExpectedCompletionDate": "2017-03-11T19:41:54.000Z",
  "reportTaskCreationDate": "2017-03-09T19:41:54.000Z",
  "reportTaskCompletionDate": "2017-03-09T19:43:59.000Z",
  "reportTaskStatus": "SUCCESS",
  "reportId": "10000049014",
  "reportHref": "https://api.ebay.com/sell/.../v1/ad_report.../10000749017",
  "dateFrom": "2019-03-01T00:00:00.000Z",
  "dateTo": "2019-03-27T00:00:00.000Z",
  "dimensions": [...],
  "metricKeys": ["CLICKS"],
  "reportFormat": "TSV_GZIP",
  "campaignIds": ["10000000019"]
}
Driving Growth
Promoted Listings
Consistent Triple-Digit Promoted Listings Growth

Sellers are benefiting from increased listing visibility when they use Promoted Listings, increasing overall adoption and driving even more GMV and revenue growth.
Thank you!
Q&A
eBay Connect 2019

June 25-26, 2019