What’s New in Selling?

Scot Hamilton
Vice President Of Engineering at eBay

June 25, 2019
Agenda

1. Approach to Helping Sellers in 2019
2. Showing Up
3. Being Competitive
4. Closing the Deal
5. FAQ
2019 Is BIG for Sellers

Inside every eBay seller is a superhero and it’s our job to get this strength into the open.

For sellers, superhero strength is fed entirely through volume and pace of sales. This is conversion.

Across 2019, eBay is delivering a number of new capabilities to drive seller conversion.

This talk is about:
Showing you these capabilities in eBay tools
Equipping you to do the same in yours
### New Capabilities, New Strengths

<table>
<thead>
<tr>
<th>Show up best</th>
<th>Compete to win</th>
<th>Close with buyers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum Exposure in search</td>
<td>Know what’s best to sell</td>
<td>Open up new ways to transact</td>
</tr>
<tr>
<td>Clarity for Buyers</td>
<td>Be the best at selling it</td>
<td>Drive volume purchases</td>
</tr>
<tr>
<td>Consistency across listings</td>
<td></td>
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</tbody>
</table>
Show Up Best

“I make 50 cents for showing up... and the other 50 cents is based on my performance.”

—Steve Jobs
Show Up Best – What it Takes

Findability in Search

Clarity, consistency for Buyers

Common Ingredients
Well-formed titles
Aspect Adoption
eBay's Catalog Viewed as the Best Means For Years

2003–2018 (optional)  
2018 (required)

<table>
<thead>
<tr>
<th>Seller</th>
<th>Search</th>
<th>Search</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Select/Skip</td>
<td>Select</td>
</tr>
<tr>
<td></td>
<td>List</td>
<td>Create (Appeal)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Edit (Appeal)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>List</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>eBay</th>
<th>Prefill listing</th>
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</tr>
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<tr>
<th>Findings</th>
<th>~13% adoption</th>
<th>Findability: Hard, Low Precision</th>
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<tr>
<td></td>
<td>When adopted, works well</td>
<td>Appeals: Frequency, Turn Around</td>
</tr>
<tr>
<td></td>
<td>Limited catalog coverage</td>
<td>Ineffective, Unfair Balance of Work</td>
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Findings

* ~13% adoption
* When adopted, works well
* Limited catalog coverage

Findings

* Findability: Hard, Low Precision
* Appeals: Frequency, Turn Around
* Ineffective, Unfair Balance of Work

Listing API

* EPID
* Adopt
* Listing prefilled
* Title, Aspects
We Were Wrong—Very Wrong

New Plan for 2019 → All in on aspects!

<table>
<thead>
<tr>
<th>eBay</th>
<th>Define relevant aspects by category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seller</td>
<td>Fill in aspects (some required)</td>
</tr>
<tr>
<td>eBay</td>
<td>Leverage Item Specifics Directly</td>
</tr>
<tr>
<td></td>
<td>Find / Create / Products</td>
</tr>
<tr>
<td></td>
<td>Prefill Future Listings</td>
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</table>

Building a catalog is not required to get all the right aspects.

Asking for the right aspects, in the right way, is all we need to do.

Building a catalog is valuable, but is a byproduct of having the right aspects.

Findings

- Aspects coverage goes up
- Product adoption goes up
- Conversion goes UP (details later today)
- Friction is far less, but solving it still matters
Demo: All In on Aspects, Improved Listing Flows

**Efficiency**
Effective ordering of aspect names/values
Identification of popular Item aspect values
Preselection of aspect values

**Articulation of value**
Ensure sellers know what they are getting out of it.
Keep it enticing, engaging

**Side-by-side walk-through of the changes!**

https://ebay.invisionapp.com/share/QYRX938TXAF#/screens

**B2C seller, single listing flow**
Timeline: All In on Aspects

**Listing flow, Post list experiences**
- Desktop, Business, Consumer, Native/Mobile
- US
  - July
- UK, Germany, Australia, Canada
  - Q3
- France, Italy, Spain
  - Q4
- Rest of World
  - Q1, 2020

**API support**
- Category Metadata
  - June
- Post Listing Guidance
  - Q3
- Buyer Demand Data, Aspect Value Details
  - Q4

(API timelines above reflect US launch, API dates for other countries match the dates listing tools roll out).
Compete to Win

“Being properly prepared is one of the biggest assets in business.”

—Warren Buffett
# Research and Insights

## New tools for sellers

<table>
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<tr>
<th>Knowing what to sell</th>
<th>Being the best at selling</th>
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<tr>
<td>Identify what’s hot in the marketplace</td>
<td>Competitive pricing insights</td>
</tr>
<tr>
<td>Current, historical trends</td>
<td>Competitive shipping insights</td>
</tr>
<tr>
<td>Who’s the competition</td>
<td>Available in listing flows</td>
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The Power of Terapeak, Now in Seller Hub

Terapeak research v1.0 (July)

Best-in-class research on eBay’s Marketplace

Fully searchable, 1 year of transaction data
• All types of goods
• All transactions

Overlay with active and unsold listings

Aggregated Statistics
• Price/Velocity Trends
• Sell through rates
• Competing sellers
# The Power of Terapeak, Now in Seller Hub

## Terapeak research v1.0 (July)

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- Fully searchable, 1 year of transaction data
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**Overlay with active and unsold listings**

**Aggregated Statistics**
- Price/Velocity Trends
- Sell through rates
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## Additional features throughout 2019/2020

### H2 2019
- Saved searches
- Category aligned research
- Item specific based pivots
- API support begins rolling out

### H1 2020
- eBay SEO Title Builder
- Deep competitor research
Competitive Insights Module, in Listing Flows

Real Time Competitor Comparison (Live)

Easily compare key competitor details
• Price
• Shipping Costs
• Returns Settings
• Best Offer Support
• Seller Feedback/Rating

Impact: 55% seller adoption, 15% increase in conversion

Currently limited to catalog listings
# Competitive Insights Module, in Listing Flows

**Real Time Competitor Comparison (Live)**

- Easily compare key competitor details
  - Price
  - Shipping Costs
  - Returns Settings
  - Best Offer Support
  - Seller Feedback/Rating

*Impact: 55% seller adoption, 15% increase in conversion*

*Currently limited to catalog listings*

**Additional features throughout 2019**

- **H2 2019**
  - Expand to non catalog listings
  - Incorporation of Terapeak Transaction Data

- **Q1 2020**
  - API Support Begins rolling out
Demo: Research and Insights

Terapeak (Research)
Demo of Pre-release Code
V1.0 of Marketing Tools

Competitive Insights (Insights)
Demo of live, released code
B2C Seller Single Listing Flow
Close With Buyers

“Give us the tools, and we will finish the job.”

—Winston Churchill
**Negotiation: Offer to Buyers**

**Create opportunity**
Activate potential buyers that may have been on the fence or looking elsewhere.

**Win-win**
A great deal is a win for buyers and sellers!

**Control velocity**
Create targeted opportunities to sell slow-moving merchandise and take more control of your business.

**Launched**
Web February, API Launching in Q3.

**Staggering growth in first 6 months, more to come**

- **Daily Offer Count**
  +1727%

- **Daily GMV**
  +1599%
Negotiation: Basket Best Offer (Same Seller)

Web set to Launch in Q4, 2019; APIs in 2020
Volume Pricing: An Overview
Volume Pricing: Benefits

Visibility
Stand out in Search results

Increase sales
Drive up to 15% item level lift on multi-quantity purchases

Win-Win
A great deal is a win for buyers and sellers!

Available
Seller Hub Marketing, Listing Flows, Marketing API
Your Game Plan

“There is no good way to waste time. Wasting time is just wasting time.”

—Helen Mirren
# Your 6 Month Guide to Drive Seller Conversion

## APIs to adopt...

<table>
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<tr>
<th>Now</th>
<th>Q3</th>
<th>Q4, Q1 2020</th>
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Thank you!
Q&A
eBay Connect 2019

June 25-26, 2019