

Sell APIs

Account setup for successful selling

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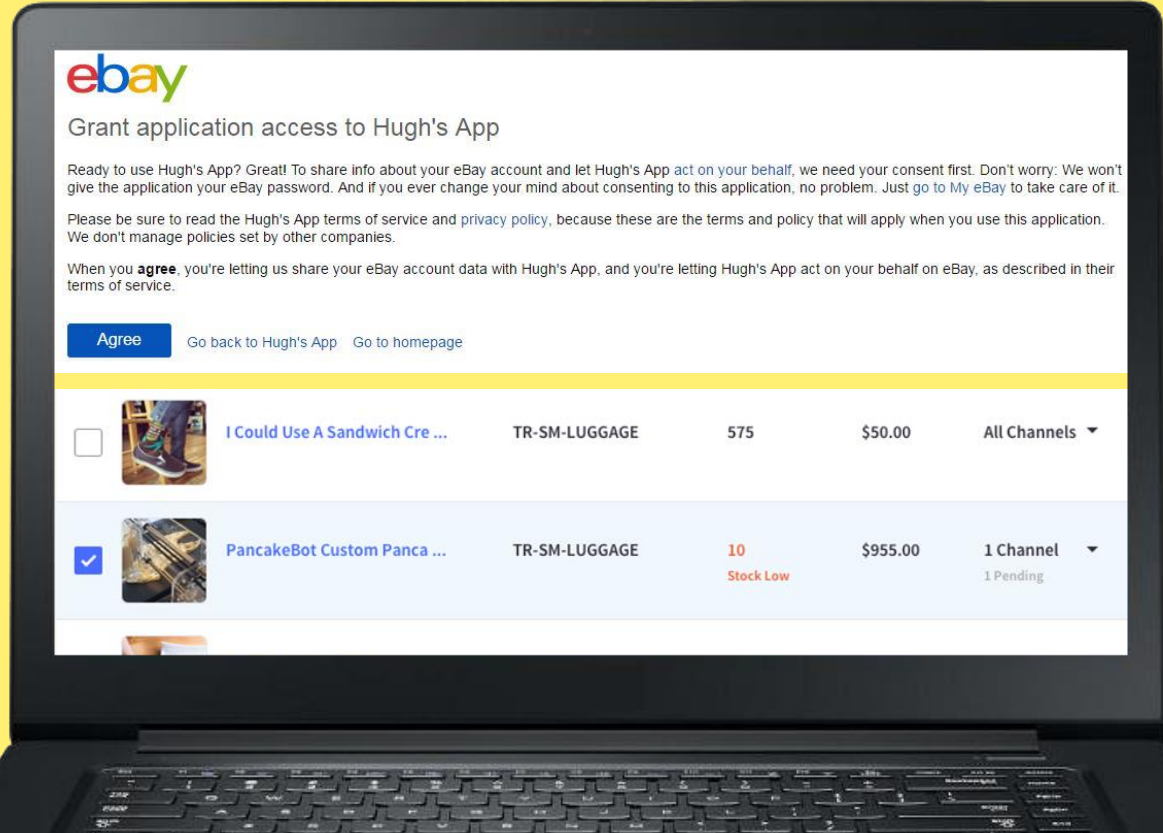
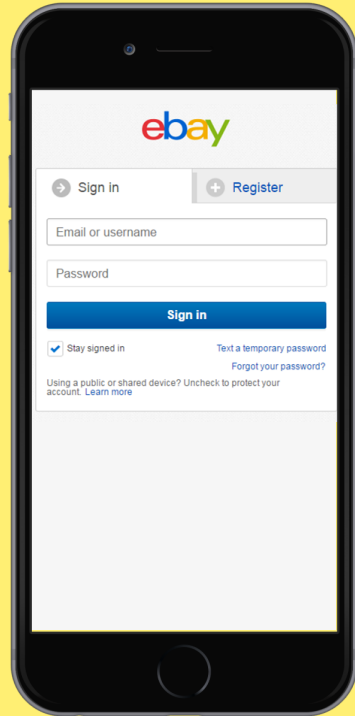
eBay
Connect
2017

Developer
Conference

Bulo Shoes



So far, so good...



<input type="checkbox"/>		I Could Use A Sandwich Cre ...	TR-SM-LUGGAGE	575	\$50.00	All Channels ▾
<input checked="" type="checkbox"/>		PancakeBot Custom Panca ...	TR-SM-LUGGAGE	10 Stock Low	\$955.00	1 Channel ▾ 1 Pending

“Wow! Why is this so hard?”

This item failed to launch with the following error:



It looks like you've reached the number of items and amount you can list. You can list up to 0 items and \$0.00 in total sales this month. Request to list more: <https://scgi.ebay.com/ws/eBayISAPI.dll?UpgradeLimits&apld=81&refid=19> (Attempting to revise only Quantity and Price.)

It looks like you've reached the number of items and amount you can list. You can list up to 0 items and \$0.00 in total sales this month. Request to list more: <https://scgi.ebay.com/ws/eBayISAPI.dll?UpgradeLimits&apld=0&refid=19>

Set Up Sellers for Success

What are the steps and best practices when onboarding a new user to your platform?

Anticipate and address issues before sellers hit them.



Before you get started

Give them the pitch:
Why sell on eBay?

169 million buyers

Number of active eBay Inc. buyers worldwide

eBay

359 million downloads

Number of times eBay Inc. apps have been downloaded across the globe

87% fixed price

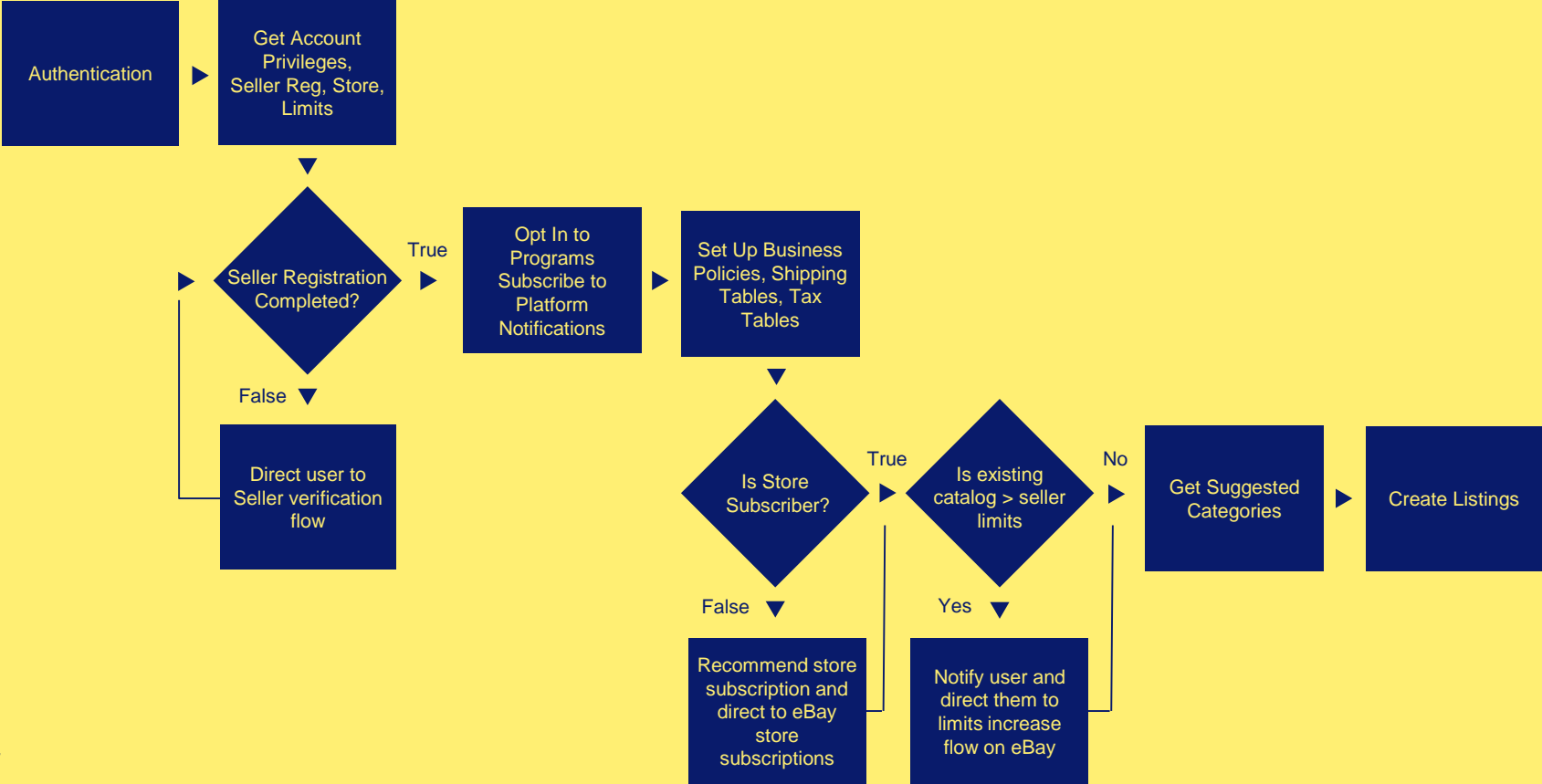
Percentage of eBay Inc. GMV that is fixed price, not auction



data as of Q1 2017

eBay

Example Setup Flow



Get Account Info

Seller Privileges

- If account does not have seller privileges, send user here to upgrade: <https://scgi.ebay.com/ws/eBayISAPI.dll?SellerSignIn2&clientapptype=7>

Seller Limits

Store Subscription



Account API: Get Account Info

RESPONSE

```
{ /* SellingPrivileges */
"sellerRegistrationCompleted": boolean,
"sellingLimit":
  { /* SellingLimit */
    "amount":
      { /* Amount */
        "currency": string,
        "value": string
      },
    "quantity": integer
  }
}
```

Output Container/Field	Type	Occurrence	Meaning
sellerRegistrationCompleted	boolean	Conditionally	If this value is set to true, it indicates the seller's registration is completed.
sellingLimit	SellingLimit	Conditionally	Complex type defining the selling limits for the associated seller account.
sellingLimit.amount	Amount	Conditionally	The maximum merchandise amount (value and quantity) that a seller can list per calendar day.
sellingLimit.amount.currency	string	Conditionally	The currency in which the amount value is expressed. The currency is represented as a 3-letter ISO4217 currency code.
sellingLimit.amount.value	string	Conditionally	The value of the amount in the specified currency.
sellingLimit.quantity	integer	Conditionally	The maximum quantity of items that can be listed by the seller per calendar day. Note that for a listing with variations, all of the items listed in the variation count as individual items.

Opt In to Programs

Turn on the features that sellers will use to run their eBay business.

Opt In to
Programs
Subscribe to
Platform
Notifications

Business Policies

Out-Of-Stock Control

eBay Guaranteed Delivery

Consider subscribing to Platform Notifications:

<http://developer.ebay.com/Devzone/XML/docs/Reference/eBay/SetNotificationPreferences.html>

Account API: Program Opt-In

RESPONSE PAYLOAD

```
{ /* Program */  
  "programType": string  
}
```

Input Container/Field	Type	Occurrence	Meaning
programType	string	Required	<p>Program type. Applicable values are from ProgramTypeEnum: OUT_OF_STOCK_CONTROL The Out of Stock Control program that sellers can participate in by opting-in to the program. SELLING_POLICY_MANAGEMENT The selling policy management program that sellers can participate in by opting-in to the program. Sellers must opt-in to this program if they want eBay to associate the business policies they create with the items they list.</p>

Manage Business Policies, Guaranteed Delivery & Tax

Set Up Business
Policies, Shipping
Tables, Tax
Tables

Business Policies—Get, Create, Update, Delete [required for new Inventory API]

eBay Guaranteed Delivery

- Shipping rate tables must be created in eBay UI [for now]
- Get and associate shipping rate tables to existing business policies via Account API

Sales Tax—Get, Create, Delete

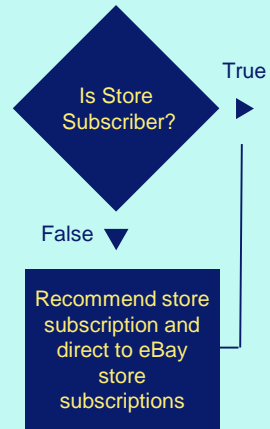
- US: CA & IN only
- VAT/GST sites: Message users about VAT/GST requirements

Store subscriptions will save sellers money!

Free insertion fees, discounted final value fees and more

Don't forget the branding opportunity

Send sellers here: <http://pages.ebay.com/seller-center/stores/subscriptions.html>



A seller could save \$610.05 per month:

**Example store
savings for a store
with:**

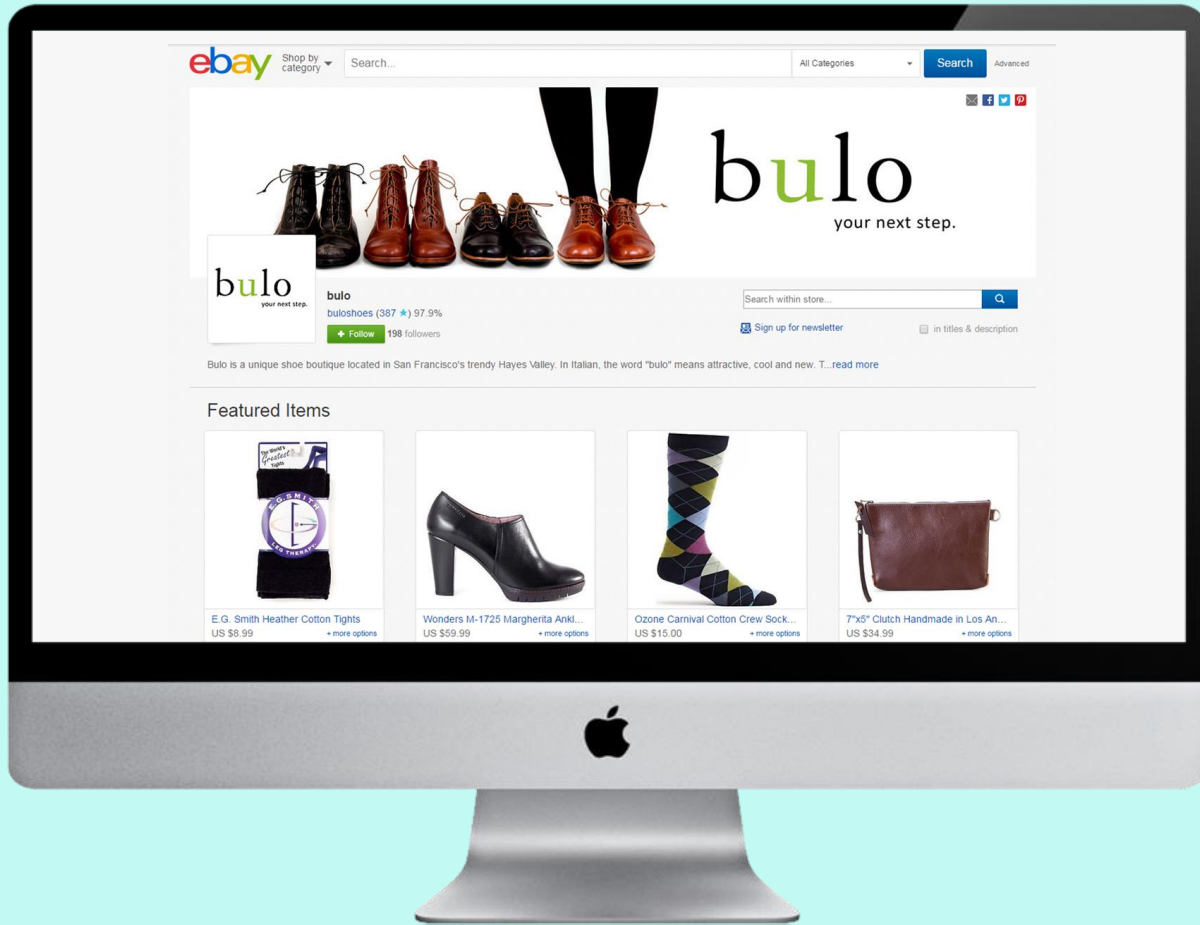
1,000 listings
1,000 items sold
\$10 per sold item
\$10,000 in sales

**Fees without a store
subscription**

\$285 insertion fees
\$1,000 final value fees
\$0 subscription fee
Total: \$1,285

**Fees with a Premium
Stores subscription**

\$0 insertion fees
\$615 final value fees
\$59.95 in subscription
Total: \$674.95



Avoid seller limit errors

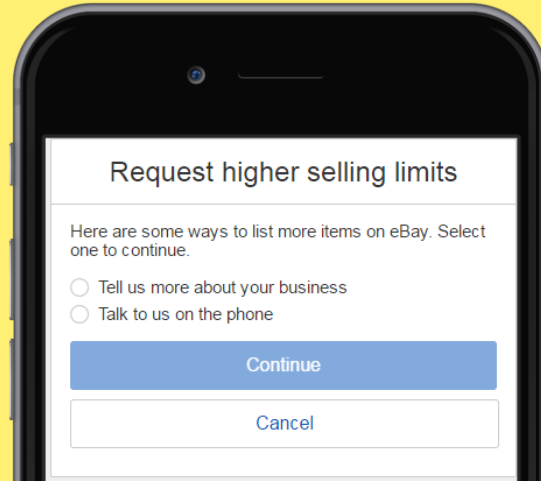
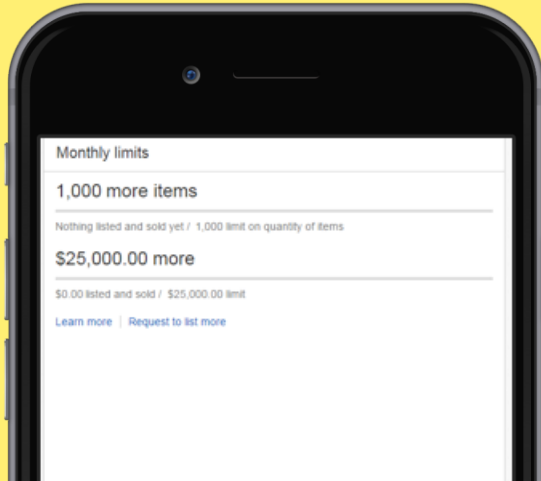
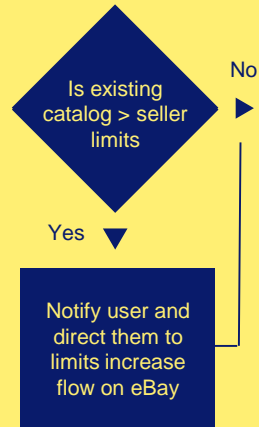
Recommend sellers register as a business

[especially in US, UK and AU]

Compare a seller's eBay limits to their catalog before bulk uploading

If a seller needs higher limits, direct them to:

<https://scgi.ebay.com/ws/eBayISAPI.dll?UpgradeLimits>



Getting inventory into the right category is critical

Get Suggested
Categories

The best way to list in the correct category is to use GTINs to list against the eBay catalog

- Use findItemsByProduct to determine if the UPC/EAN/ISBN is in the eBay catalog
- Be sure to include UPC/EAN/ISBN + Brand & MPN when creating inventory

Sample use cases:

1. Seller/Platform with a fixed taxonomy

If your taxonomy is fixed and is not updated frequently, you should map to eBay's taxonomy to ensure all listings go in the right category.

2. Platform with a seller defined taxonomy

If users have customizable categories use the Taxonomy API `get_category_suggestions` with phrases or keywords.

You can improve your mapping by asking users for their primary eBay categories and implement logic with that data.

3. Fees with a Premium Stores subscription

Instead of relying on `get_category_suggestions` you could prompt the user to map each of their categories manually to the eBay categories.

This will ensure accuracy, but is labor-intensive.

Creating Inventory

Best practices to avoid errors and improve the user experience

Create Listings

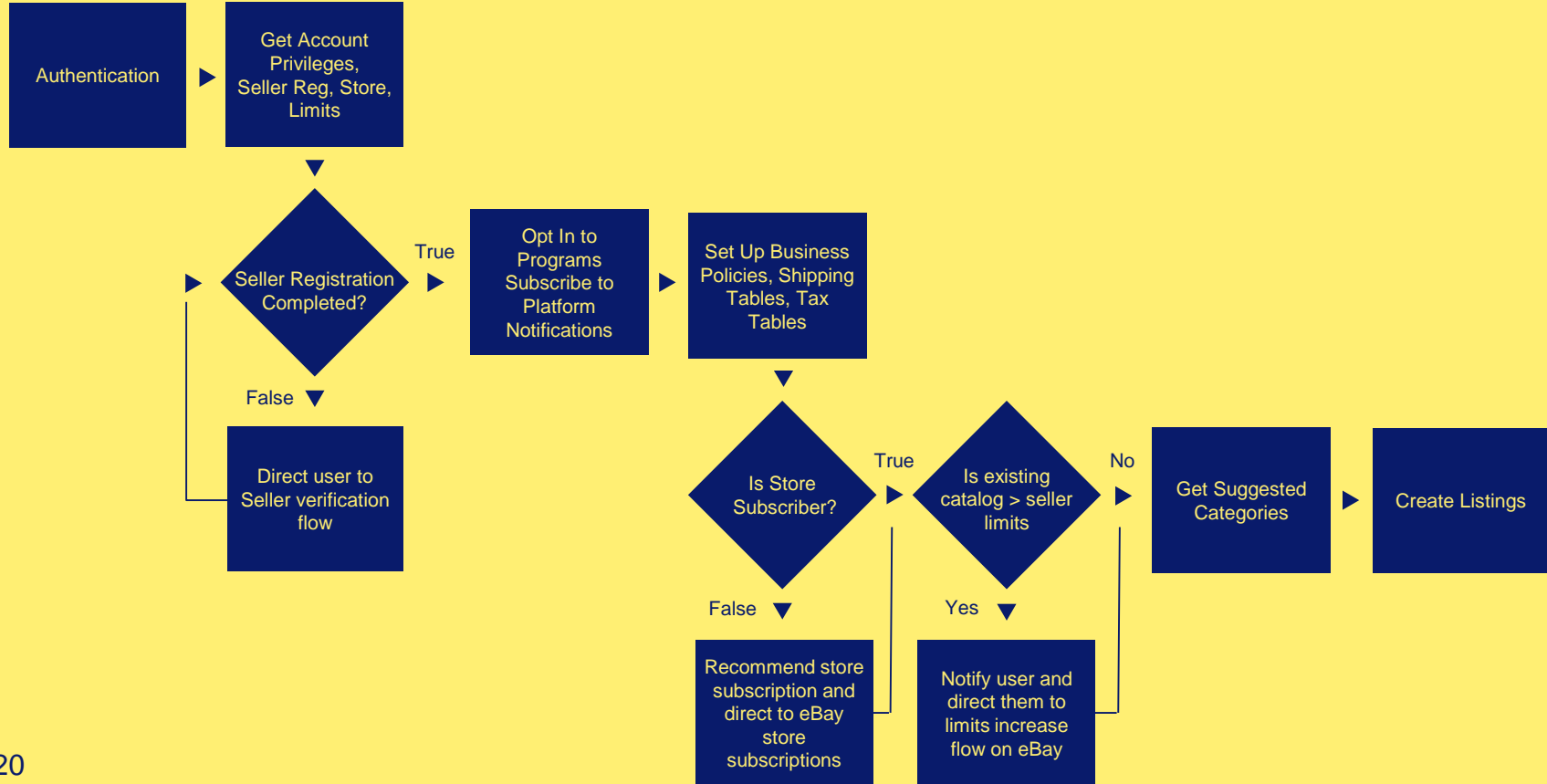
Pre-validation

List against the eBay catalog

Error handling

Use the new Inventory API

“Wow! That was easy.”





Thank you