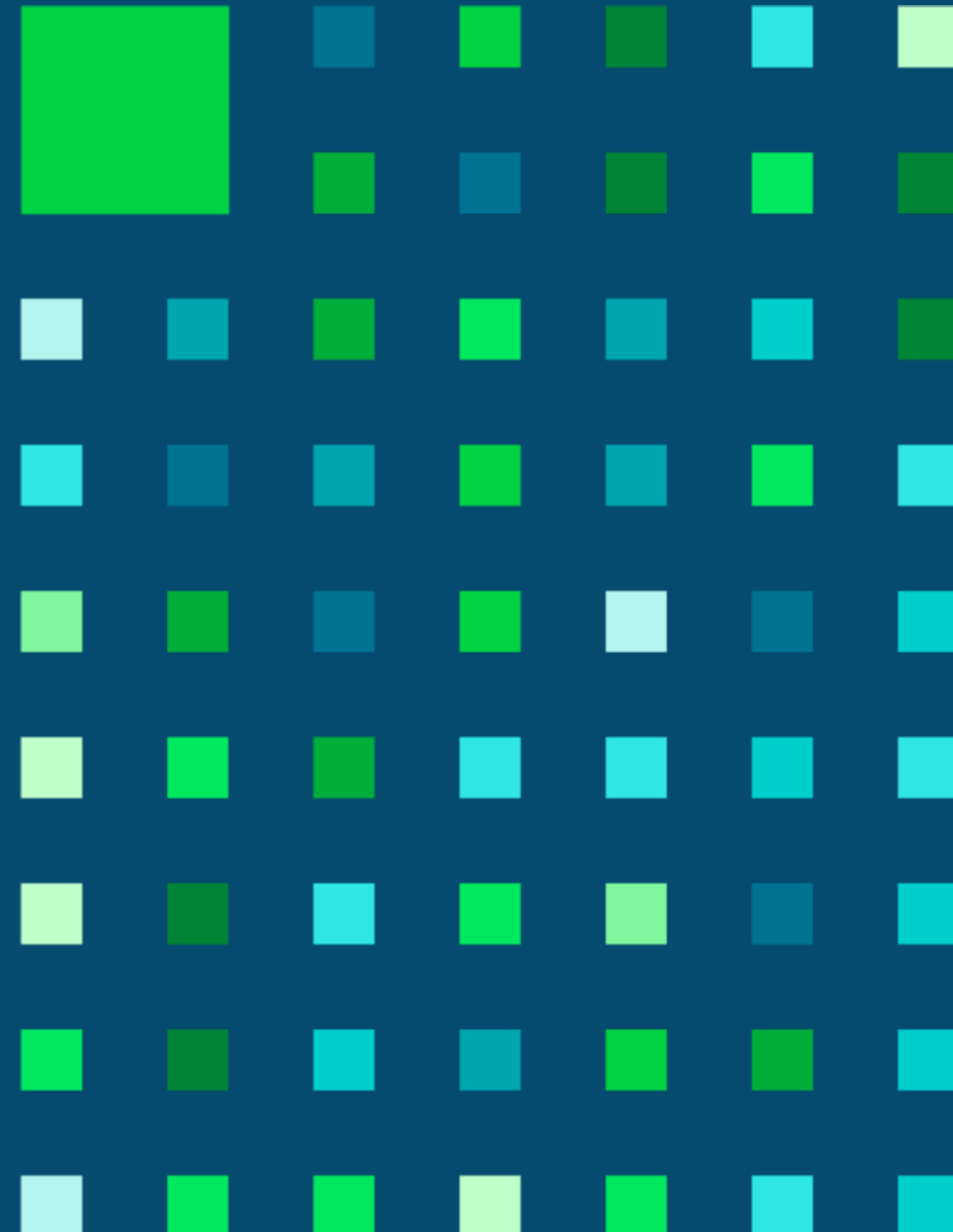


eBay Connect 2020

Empowering Sellers
with APIs

Scot Hamilton



eBay Connect 2020

Agenda

Power Up Your Listings With [Aspects](#)

Boost Sales With [Offers to Buyers](#)

Take Things to the Next Level With the [Selling Feed API](#)

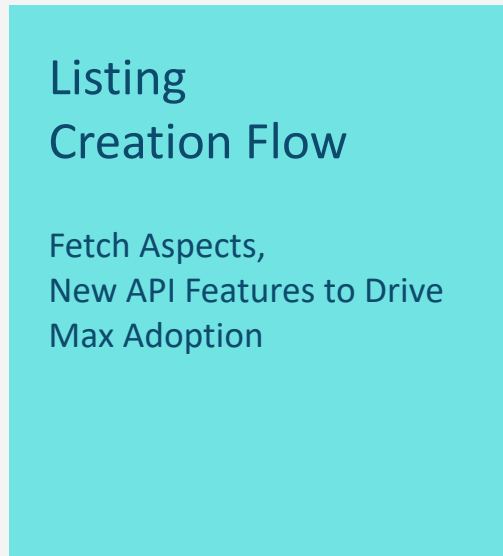
API Enhancements [Based on Your Feedback](#)



Power Up Your Listings With Aspects

Aspects: Workflow, Which APIs to Use

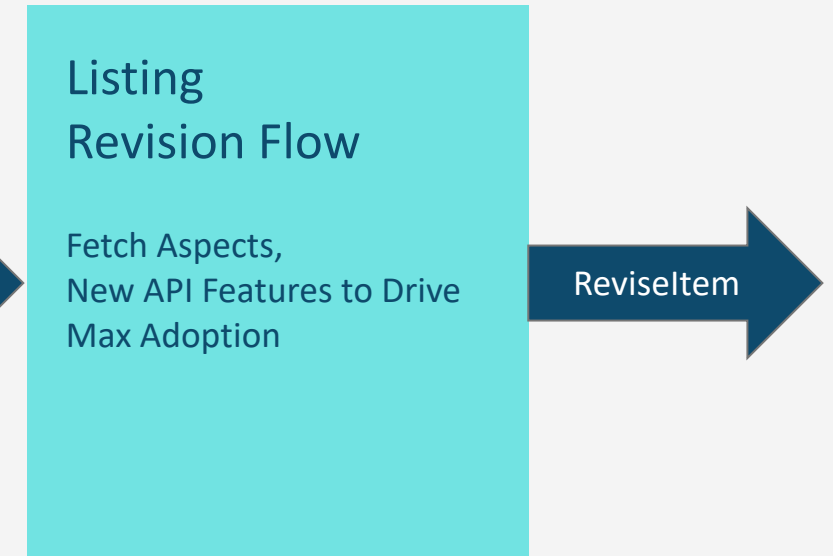
Creation of New Listings



Find Listings to Optimize



Optimize Listings



APIs to Use

TradingAPI: GetCategorySpecifics (SOAP)

Or

Sell: TaxonomyAPI (REST)

ComplianceAPI (REST)

TradingAPI: GetCategorySpecifics (SOAP)

Or








Sell: TaxonomyAPI (REST)

Fetching Aspects: New Features in Metadata APIs

New Features

TradingAPI: GetCategorySpecifics

TaxonomyAPI: getItemAspectsByCategory

Bulk Fetch (Whole Tree, Multiple Leaves) - Live Now -	Existing	
Smart Bucketing and Ordering (Required, Recommended, Optional) - Live Now -		
RelevanceIndicator* (Weighting of Buyer Demand) - August 2020 -		
Soon To Be Required (Advanced Notice Before Mandate) - August 2020 -		

Fetching Aspects: New Features

TradingAPI: GetCategorySpecifics

Smart Bucketing/Ordering:

- `aspectUsage` Required, Recommended, Optional
- Bucketing and Ordering is based on Buyer Demand

Relevance Indicator:

- `SearchCount` – Buyer Demand
- Search, Left Nav. Browse Nodes


Sample Response

```
<?xml version="1.0" encoding="UTF-8"?>
<GetCategorySpecificsResponse xmlns="urn:ebay:apis:eBLBaseComponents">
  <Timestamp>2020-05-18T07:14:42.120Z</Timestamp>
  <Ack>Success</Ack>
  <Version>1155</Version>
  <Build>E1155_CORE_API6_19197342_R1</Build>
  <Recommendations>
    <CategoryID>9355</CategoryID>
    <NameRecommendation>
      <Name>Brand</Name>
      <RelevanceIndicator>
        <SearchCount>65867680</SearchCount>
      </RelevanceIndicator>
    </NameRecommendation>
    <ValidationRules>
      <ValueType>Text</ValueType>
      <MinValues>1</MinValues>
      <MaxValues>1</MaxValues>
      <SelectionMode>FreeText</SelectionMode>
      <UsageConstraint>Recommended</UsageConstraint>
      <VariationSpecifics>Disabled</VariationSpecifics>
    </ValidationRules>
    <ValueRecommendation>
      <Value>Unbranded</Value>
    </ValueRecommendation>
  </Recommendations>
</GetCategorySpecificsResponse>
```


.....


Recommended


Buyers frequently search for these item specifics


 Add as many details as you can
3.3M recent searches for these details

Based on 30 days of data, buyers have searched for these item specifics 1.5M times when looking for items like yours on ebay.com.


Sleeve Length  1.5M searches


Short Sleeve 


Neckline  513.9K searches




Frequent: Round Neck, V-Neck, Boat Neck


Occasion  1.7M searches


Any Occasion 

Pattern  1.3M searches



Frequent: Solid, Argyle/Diamond, Floral

Department  142.8K searches



Fetching Aspects: New Features

TaxonomyAPI: getItemAspectsForCategory

Smart Bucketing/Ordering:

- `aspectUsage` REQUIRED, RECOMMENDED, OPTIONAL
- Bucketing and Ordering is based on Buyer Demand

Relevance Indicator:

- `SearchCount` – Buyer Demand
- Search, Left Nav. Browse Nodes

Soon To Be Required:


- Always have `aspectUsage` as “RECOMMENDED”
- Be indicated by the presence of the “`expectedRequiredByDate`” field/value in the `aspectConstraint` container
- UTC format date value, which may be in the future or in the past

Sample Response


```
{
  "aspects": [
    {
      "localizedAspectName": "Game",
      "aspectConstraint": {
        "aspectDataType": "STRING",
        "itemToAspectCardinality": "SINGLE",
        "aspectMode": "FREE_TEXT",
        "aspectRequired": true,
        "aspectUsage": "RECOMMENDED",
        "aspectEnabledForVariations": true,
        "expectedRequiredByDate": "2020-08-18T00:00:00.000Z"
      },
      "aspectValues": [
        {
          "localizedValue": "Anachronism"
        },
        {
          "localizedValue": "Basket Ball"
        }
      ],
      "relevanceIndicator": {
        "searchCount": "655487"
      }
    }
  ]
}
```


Recommended


Buyers frequently search for these item specifics


 Add as many details as you can
3.3M recent searches for these details

Based on 30 days of data, buyers have searched for these item specifics 1.5M times when looking for items like yours on ebay.com.


Sleeve Length  1.5M searches


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
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
Occasion  1.7M searches


Any Occasion 

Pattern  1.3M searches



Frequent: Solid, Argyle/Diamond, Floral

Department  142.8K searches



Finding Listings to Optimize (Missing Required / Recommended Aspects)

ComplianceAPI: getListingViolations

New Compliance Type:

OUTSIDE_EBAY_BUYING_AND_SELLING

HTTPS

RETURNS_POLICY

ASPECTS_ADOPTION





Quick filters:

Item Specifics - Required (9) **Item Specifics - Recommended (34)** Promoted listings: Eligible (350) Promoted listings: Promoted (27) Offers to watchers: Eligible (12)

Offers to watchers: Sent (12) Best Offer: Eligible (289) Best Offer: Added (34)

Results: 1-34 of 34 [Customize](#) | [Print](#)

[Edit](#) [Sell similar](#) [Actions](#) [Add item specifics](#)

<input type="checkbox"/>	Actions	Photo	Title	Item specifics ¹	Format	Views	Watchers	Current price	Offers	SKU
<input type="checkbox"/>	Add item specifics		Cuisinart Mini-prep Plus 4-Cup Food Processor Stainless Steel CGC-4PC5	3 recommended Add recommended	🔒	142	1	\$34.99 Buy It Now	0	
<input type="checkbox"/>	Add item specifics		Portable 3000g x 0.01g Mini Digital Scale Pocket Weight Gram LCD	Capacity required Add required	🔒	234	4	\$13.00 Buy It Now	0	
<input type="checkbox"/>	Add item specifics		Philips HD923026 Deep Fryer	5 recommended Add recommended	🔒	67	3	\$69.95 Buy It Now	0	
<input type="checkbox"/>	Add item specifics		Cuisinart CFO-3SS Electric Fondue Maker	2 recommended Add recommended	🔒	145	0	\$34.99 Buy It Now	0	

Finding Listings to Optimize (Missing Required / Recommended Aspects)

ComplianceAPI: getListingViolations – (New Response)

```
{
  "offset": "integer",
  "href": "string",
  "total": "integer",
  "next": "string",
  "prev": "string",
  "limit": "integer",
  "listingViolations": [
    {
      "complianceType": "ComplianceTypeEnum : [OUTSIDE_EBAY_BUYING_AND_SELLING,HTTPS,RETURNS_POLICY,ASPECTS_ADOPTION]",
      "listingId": "string",
      "sku": "string",
      "offerId": "string",
      "violations": [
        {
          "complianceState": "(enum) : [OUT_OF_COMPLIANCE, AT_RISK]",
          "reasonCode": "string",
          "message": "string",
          "variation": {
            "sku": "string",
            "variationAspects": [
              {
                "name": "string",
                "value": "string"
              }
            ]
          },
          "violationData": [
            {
              "name": "string",
              "value": "string"
            }
          ],
          "correctiveRecommendations": {
            "productRecommendation": {
              "epid": "string"
            }
          },
          "aspectsRecommendation": {
            "localizedAspectName": "(string)",
            "suggestedValues": [
              "(string)"
            ]
          }
        }
      ]
    }
  ]
}
```

New ComplianceType - ASPECTS_ADOPTION

ComplianceState - Represents whether the listing is currently non-compliant or may be non-compliant very soon.

A container that contains recommendations for the missing aspects

Aspect Renames – Handling in the Listing API

eBay will handle renames for existing aspects to a new like-for-like aspect.

We will match these on your listings automatically when your items are renewed (GTC), relisted, or revised.

If the aspect has changed, and there is no exact match, we won't do this / you will need to update these listings.

Examples:

BICYCLES (177831): From Type to Bike Type

PRINTERS (1245): From Supported Printing Sizes to Supported Paper Sizes

DVD & Blu-Ray Players (175711): From Recordable Disk Formats to Recordable Media Format

Live Demos

Fetch Aspects

TradingAPI:
GetCategorySpecifics

Fetch Aspects

TaxonomyAPI:
getAspectsForCategory

Find Listings to Optimize

ComplianceAPI:
getListingViolations

Easily Capture / Identify Taxonomy Changes

Taxonomy Metadata SDK

<https://github.com/eBay/taxonomy-sdk>

eBay's Category & Aspects metadata continually evolves.

- With each Taxonomy Metadata Release:
 - Changes occur for Categories, Aspects, Aspect Values
 - Each can get added, modified, removed
- It is vital for developers to keep this metadata in sync, gain understanding into what might have changed, highlight this to sellers.
- Historically this has been a manual, painstaking, resource intensive process (Metadata Trees are Large, Complex)

This just got easier....

eBay has created / open sourced an all new **Taxonomy Metadata SDK** - to support quick, efficient, identification of all metadata changes in a Taxonomy Metadata Release. This is now available to all developers!

<https://github.com/eBay/taxonomy-sdk/blob/master/schema/OutputSchema.json>

```
1 {
2   "newCategories": [
3     {
4       "categoryId": "string",
5       "aspects": [
6         {
7           "localizedAsp
8           "aspectConstr
9           "aspectApp
10          "Aspect
11          },
12          "aspectDat
13          "aspectEna
14          "aspectFor
15          "aspectMax
16          "aspectMod
17          "aspectReq
18          "aspectUsa
19          "expectedR
20          "itemToAsp
21          "aspectDataTy
22          "aspectEnable
23          "aspectFormat
24          "aspectMaxLen
25          "aspectMode":
26          "aspectRequir
27          "aspectUsage"
28          "expectedRequ
29          "itemToAspect
30          }
31        ],
32        "newCategories": ["string"],
33        "modifiedCategories": [
34          {
35            "categoryId": "string",
36            "modifiedAspects": [
37              {
38                "localizedAspectName": "string",
39                "modifiedConstrai
40                "aspectApplic
41                "AspectApp
42                ],
43                "aspectDataTy
44                "aspectEnable
45                "aspectFormat
46                "aspectMaxLen
47                "aspectMode":
48                "aspectRequir
49                "aspectUsage"
50                "expectedRequ
51                "itemToAspect
52                ],
53                "newAspects": [
54                  {
55                    "localizedAspectName": "string",
56                    "aspectConstraint": {
57                      "aspectApplicableTo": [
58                        "AspectApplicableToEnum : [ITEM, PRODUCT]"
59                      ],
60                      "aspectDataType": "AspectDataTypeEnum : [DATE, NUMBER, STRING...]",
61                      "aspectEnabledForVariations": "boolean",
62                      "aspectFormat": "string",
63                      "aspectMaxLength": "integer",
64                      "aspectMode": "AspectModeEnum : [FREE_TEXT, SELECTION_ONLY]",
65                      "aspectRequired": "boolean",
66                      "aspectUsage": "AspectUsageEnum : [RECOMMENDED, OPTIONAL]",
67                      "expectedRequiredByDate": "string",
68                      "itemToAspectCardinality": "ItemToAspectCardinalityEnum : [MULTI, SINGLE]"
69                    },
70                    "aspectValues": [
71                      {
72                        "localizedValue": "string"
73                      }
74                    ]
75                  }
76                ]
77              }
78            ]
79          }
80        ],
81        "removedCategories": ["string"],
82        "removedAspects": ["string"],
83        "removedAspectVa
84        "string"
85      ]
86    }
87  ],
88  "removedAspectVa
89  "string"
90  ]
91  }
92  ],
93  "removedAspectVa
94  "string"
95  ]
96  }
97  ],
98  "removedAspectVa
99  "string"
100 ]
101 }
```

Investing in Aspect Adoption: Why do any of this?

Increased Aspect Adoption is a **direct lever for seller sales growth**, full stop.

For example in Home & Garden for UK, with the experience improvements eBay has made to our own seller tools, we saw an **18% increase in aspect adoption*** leading to an **increase in conversion***

With what we have released in API's, you can now make similar improvements to the seller tools you offer, **to achieve similar impact for your sellers.**

If this is not compelling, I don't know what is.

* Based on Test Experimentation run with and without Aspect Adoption Improvements in in seller tools H2 2019, H1 2020

Investing in Aspect Adoption: A Developer's Own Experience

Developer Testimonial: Tool Station



Developer Reported 9 X In Sales Volume
due to increased adoption of aspects

Full API Spec / Details

Trading API:GetCategorySpecifics (SOAP) - Legacy

<https://developer.ebay.com/devzone/xml/docs/reference/ebay/GetCategorySpecifics.html>

Taxonomy APIs (REST) - Current

<https://developer.ebay.com/api-docs/commerce/taxonomy/static/overview.html>

Compliance APIs (REST) - Current

<https://developer.ebay.com/api-docs/sell/compliance/static/overview.html>

Taxonomy Open Source SDK - Current

<https://github.com/eBay/taxonomy-sdk>



Boost Sales With Offers to Buyers

Offers to Buyers

Seize opportunity

Activate buyers that have “shown interest” in your items, but are on the fence. Send them a private offer.

Control velocity / Perform Price Discovery

Sellers control when to send offers, how long they last. Great way to drive conversion, discreetly test buyer / price sensitivity.

Win-win

A great deal is a win for buyers and sellers!

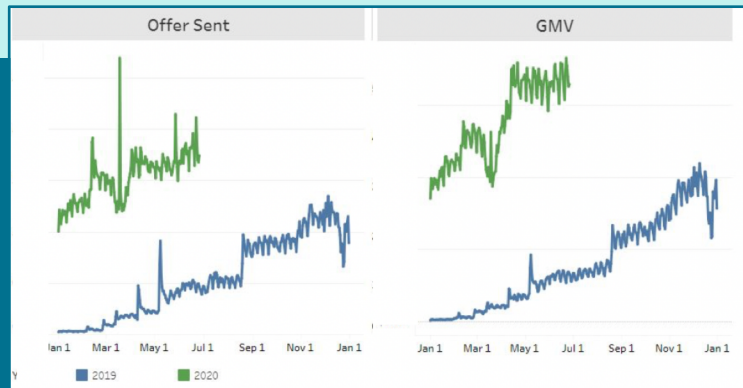
Web

February - 2019

API

October - 2019

Staggering growth in first 14 months, have surpassed 1.5M offers / day*

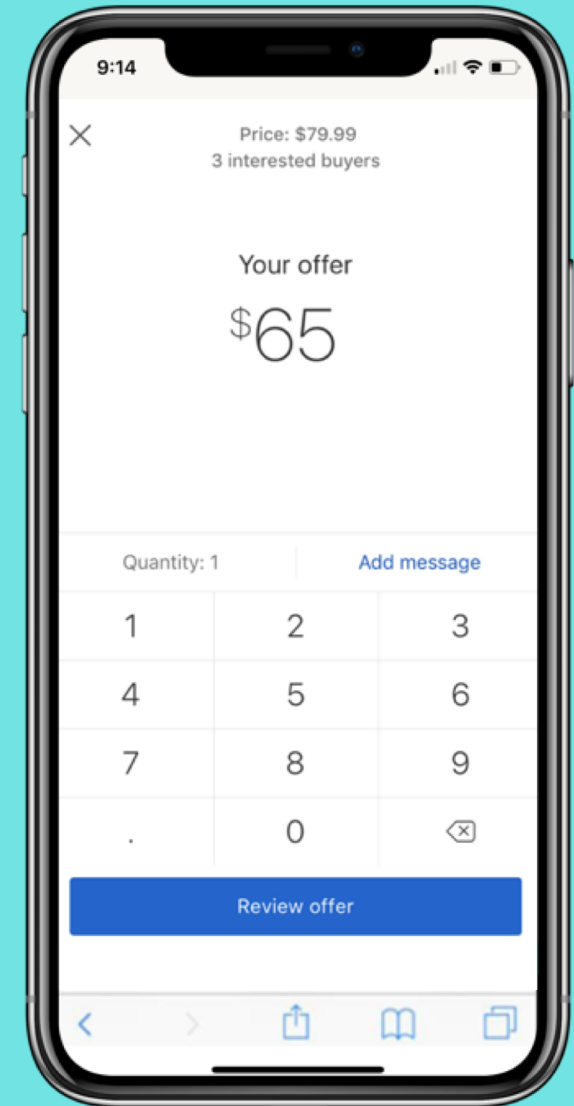
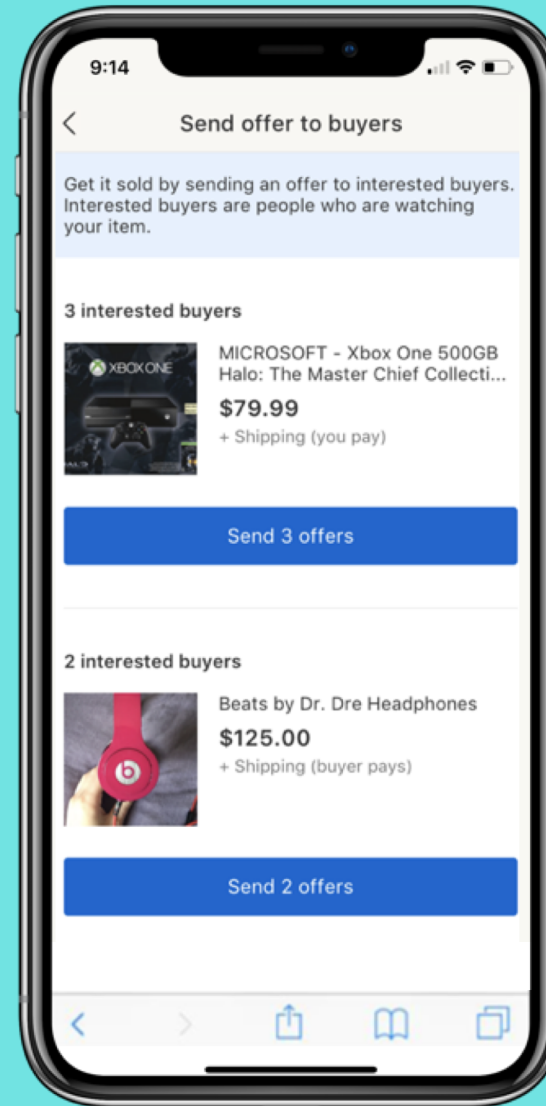


Offer Growth

- Offers Sent

- GMV Offers to Buyers

* Data as of Q1 2020



Negotiation API:

find_eligible_items

Step 1:

Find Listings with Interested Buyers

Use [find_eligible_items](#) to find all listings for a seller that have “Interested Buyers”.

“Interested Buyers” are buyers who have shown explicit or repeated interest in an Listing.

ie - buyers watching a listing, or placing listings in their cart.

“Interested Buyers” logic continues to expand and grow.

Sample Request:

https://api.ebay.com/sell/negotiation/v1/find_eligible_items

Sample Response:

```
{
  "href": "/sell/negotiation/v1/find_eligible_items?offset=0&limit=10",
  "eligibleItems": [
    {
      "listingId": "133455295099"
    },
    {
      "listingId": "133458379202"
    },
    {
      "listingId": "143650859736"
    }
  ],
  "limit": 10,
  "offset": 0,
  "total": 3
}
```

Negotiation API:

send_offer_to_interested_buyers

Step 2:

Send Offer to Interested Buyers

Use [send_offer_to_interested_buyers](#) to send offers to “Interested Buyers”.

Set item id, a personalized message, discount amount, counter offer status, offer duration.

eBay takes care of the rest. ONE invocation of [send_offers_to_interested_buyers](#) sends the offer to ALL interested buyers.

Buyers receive app notifications, messages from ebay, and calls to action across the site.

Buyers Accept, Counter, or Decline Offers

Sample Request:

https://api.ebay.com/sell/negotiation/v1/send_offer_to_interested_buyers

```
{
  "message": "Great News! Get my item at a discounted price.",
  "offeredItems": [
    {
      "quantity": "1",
      "listingId": "143650859736",
      "discountPercentage": "5"
    }
  ],
  "allowCounterOffer": "false",
  "offerDuration": {
    "unit": "DAY",
    "value": "2"
  }
}
```

Sample Response:

```
{
  "offers": [
    {
      "offerId": "8252262110",
      "revision": "56330652011",
      "message": "Great News! Get my item at a discounted price.",
      "buyer": {
        "maskedUsername": "*****"
      },
      "creationDate": "2020-07-06T16:48:13.850Z",
      "lastModifiedDate": "2020-07-06T16:48:13.850Z",
      "offerDuration": {
        "value": 2,
        "unit": "DAY"
      },
      "offerStatus": "PENDING",
      "initiatedBy": "iamjain",
      "offeredItems": [
        {
          "listingId": "143650859736",
          "quantity": 1,
          "discountPercentage": "5"
        }
      ],
      "allowCounterOffer": false,
      "offerType": "SELLER_INITIATED_OFFER"
    },
    {
      "offerId": "8248762214",
      "revision": "56330651011",
      "message": "Great News! Get my item at a discounted price.",
      "buyer": {
        "maskedUsername": "*****"
      },
      "creationDate": "2020-07-06T16:48:13.850Z",
      "lastModifiedDate": "2020-07-06T16:48:13.850Z",
      "offerDuration": {
        "value": 2,
        "unit": "DAY"
      },
      "offerStatus": "PENDING",
      "initiatedBy": "iamjain",
      "offeredItems": [
        {
          "listingId": "143650859736",
          "quantity": 1,
          "discountPercentage": "5"
        }
      ],
      "allowCounterOffer": false,
      "offerType": "SELLER_INITIATED_OFFER"
    }
  ]
}
```

Live Demos

Find Listings With Interested Buyers

Negotiation API:
find_eligible_items

Send Offers To Buyers

Negotiation API:
send_offer_to_buyers

Buyers Review / Respond To Offers

eBay Web Experience
& Native Apps



Selling Feed API – New!

Selling Feed API (New)

Programmatic Feed Management!

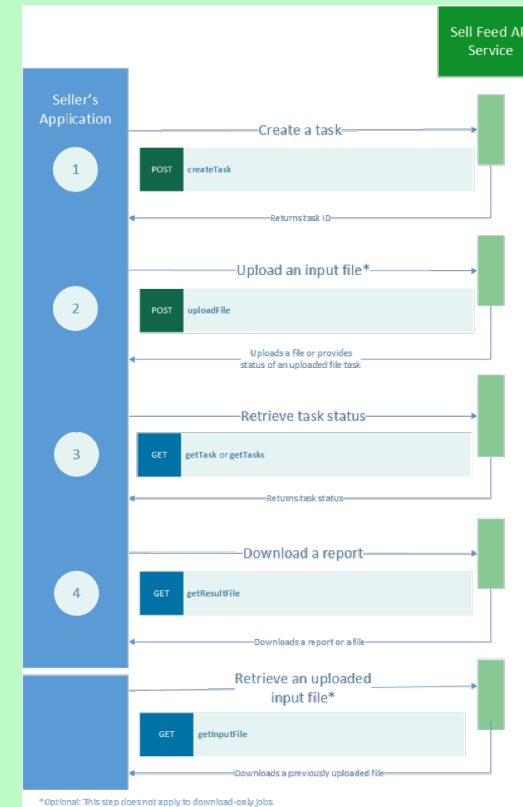
Conduct Bulk Actions with Greater Ease and Flexibility than Ever Before:

- Create Task Requests, Check Task Status, Get Result File Download URLs all via simple REST endpoints.
- Fetch Operations → ie Fetch Order Reports
- Bulk Actions → ie Update Order Status.
- Both upload and download feed files are mass processed asynchronously by eBay.
- The status of all upload and download tasks are tracked with a unique 'task ID'.
- Each report can be customized with date ranges and other filter criteria.

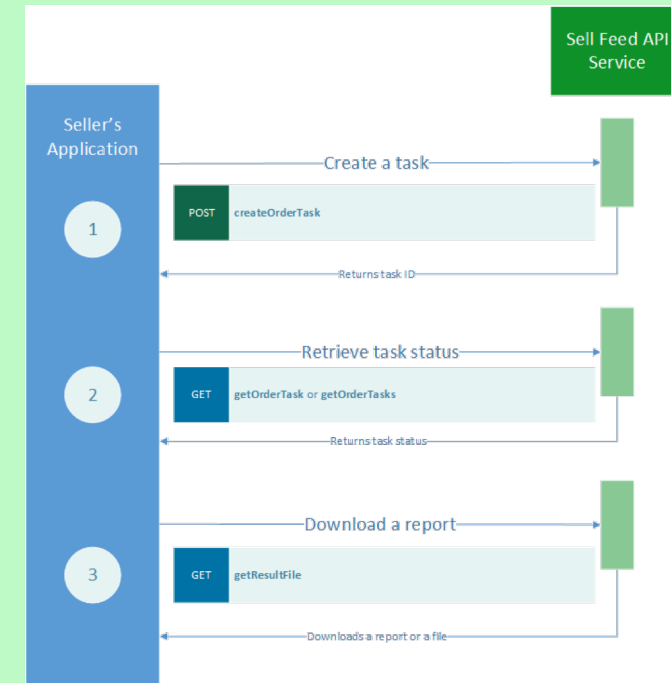
Supported Use Cases: Order Reports, Order Fulfilment, Customer Service Metrics (July).

<https://developer.ebay.com/api-docs/sell/feed/static/overview.html>

General Workflow



Example: Order Report





API Enhancements

Based on Your Feedback

API Enhancements Based on Your Feedback

- Analytics API - <https://developer.ebay.com/api-docs/sell/analytics/overview.htm>
 - Support for customer service metrics (Available Now)
- Marketing API - <https://developer.ebay.com/api-docs/sell/marketing/overview.html>
 - Promoted listings enabled in FRITES and CA (Available Now)
 - The max number of items per campaign increased to 50K (Available Now)
- Inventory API - <https://developer.ebay.com/api-docs/sell/inventory/overview.html>
 - Support for charity donation percentage when creating offers enabled (Available Now)
 - Support for auctions, secondary category, scheduling listings, and specifying availability across warehouse locations (Available Q1)

The background consists of a grid of colored squares. The top row has five squares: light pink, red, light orange, orange, and red. The second row has four squares: dark purple, light pink, yellow, and dark purple. The third row has three squares: pink, light blue, and dark purple. The bottom row has two squares: green and dark blue. The 'eBay' logo is centered on the dark blue square in the second row.

eBay