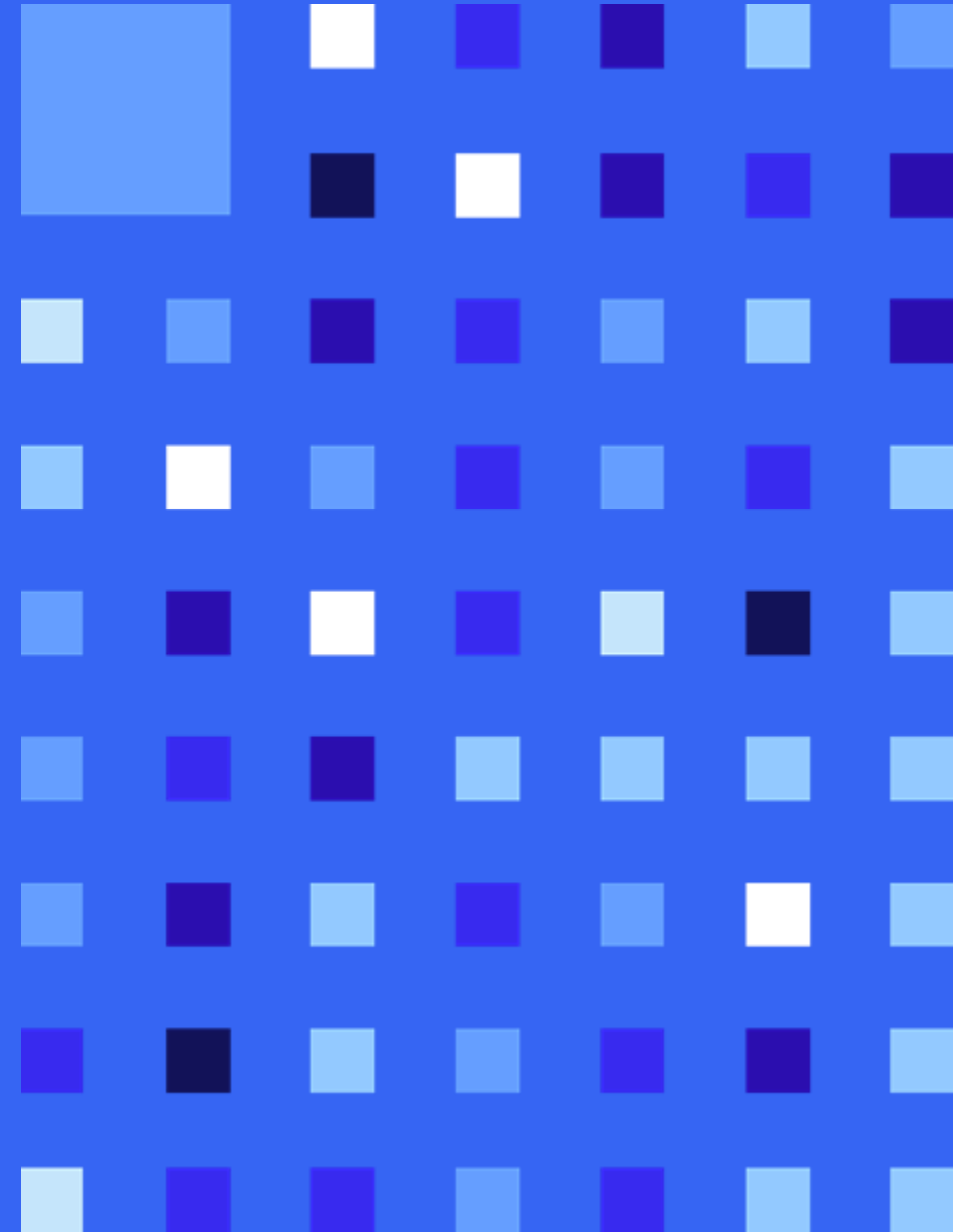


—
eBay
Connect
2022
Seller Experience

Product Management, Seller Experience



eBay Connect 2022

Agenda

Focus Categories: eBay Vault: Fulfillment API updates - Yefan Chen

Focus Categories: Authenticity Guarantee/eBay Shipping - Barry Lewis/Shree Rajakumar

View count updates - David Bernstein

Extended Producer Responsibility - Rekha Patel

LMS Sell Feed API updates - Steve Chen



Focus Categories: eBay Vault

Fulfillment API updates

The eBay vault



What is it?

The eBay vault is a 31,000 square foot secure physical facility that stores high-value goods bought on eBay.

Value proposition

Phase 1: Eligible graded trading cards (US only)

This would allow collectors & investors to grow their portfolio without having to take physical possession of goods, spend time on shipping, or worry about security. Items within the vault are all authenticated and can be viewed from the eBay Collection tool.

The program

At checkout, buyers can choose to send their items directly to the eBay vault, after it passes through authentication. For listings that are already in the vault, buyers can opt for an intra-vault transfer of ownership, or get the item shipped to their address.

[Learn More](#)

The eBay vault



What does it mean for sellers in terms of fulfillment?

✓ SHIP TO VAULT

- For orders where buyers opted for the item to be shipped to the vault, sellers will see an **Authenticity Guarantee badge**
- **Sellers are expected to ship the item to the Authenticator**, where the item will be authenticated and shipped to the eBay vault

📦 VAULT TO VAULT

- For orders where the item is already in the vault, and buyer opted for a transfer of ownership within the vault, sellers will see an **eBay vault badge**
- **Sellers do not have to take any action for fulfillment** (it will be directly handled by eBay)

📦 VAULT TO BUYER

- For orders where the item is already in the vault, and buyer opted for it to be shipped to their address, sellers will see an **eBay vault badge**
- **Sellers do not have to take any action for fulfillment** (it will be directly handled by eBay)

[Learn More](#)

Summary of changes

- eBay vault program representation in the schema
- Fulfillment and Address field updates

eBay vault program representation in schema

- **‘vault’** is added as another program under **‘program’**

```
"program" :
{
  /* POST SALE AUTHENTICATION PROGRAM */
  "authenticityVerification" :
  {
    "outcomeReason" : "AuthenticityVerificationReasonEnum : [NOT_AUTHENTIC,NOT_AS_DESCRIBED,CUSTOMIZED...]",
    "status" : "AuthenticityVerificationStatusEnum : [PENDING,PASSED,FAILED...]"
  },

  /* EBAY FULFILLMENT PROGRAM */
  "fulfillmentProgram" :
  {
    "fulfilledBy" : "string"
  },

  /* EBAY VAULT PROGRAM */
  "vault" :
  {
    "fulfillmentType" : "VaultFulfillmentTypeEnum : [SHIP_TO_VAULT, VAULT_TO_VAULT, VAULT_TO_BUYER]"
  }
}
```

Fulfillment and Address field updates

FULFILLED_BY_EBAY A new enum value is added to **FulfillmentInstructionsType**

Value	Description
DIGITAL	This enumeration value indicates the order contains one or more digital gift card line items that are sent to the recipient by email.
PREPARE_FOR_PICKUP	This enumeration value indicates that the order is an In-Store Pickup order or a Click and Collect order. If this value is returned for an In-Store Pickup order, the seller can look at the pickupStep container to see the specific store where the buyer will pick up the order. If this value is returned for a Click and Collect order, the seller will look at the shippingStep container to see which store the buyer will pick up the item. The seller is then responsible for shipping the order to that store location.
SELLER_DEFINED	This enumeration value indicates that the seller will determine how to deliver these line items to the buyer.
SHIP_TO	This enumeration value indicates that the seller will package and ship these line items to the buyer. If this value is returned, the seller can look at the shippingStep container to see the specific shipping details, including the shipping address and the shipping service option that will be used.

FULFILLED_BY_EBAY



Fulfillment and Address field updates (cont.)

finalDestinationAddress, shipTo, taxAddress fields' **behavior** is updated

program.vault.fulfillmentType	fulfillmentInstructionsType	finalDestinationAddress	shipTo	taxAddress
SHIP_TO_VAULT	SHIP_TO	Hidden	Authenticators Address (Just like in PSA)	Vault Address
VAULT_TO_VAULT	FULFILLED_BY_EBAY	Hidden	Hidden	Vault Address
VAULT_TO_BUYER	FULFILLED_BY_EBAY	Hidden	Hidden	Buyer Address

—

**Focus Categories:
Authenticity Guarantee /
eBay Shipping**

Authenticity Guarantee/ eBay Shipping and the Trading API

What is it?

Starting in October, certain items (Based on Brand and Model/Style Code) in the sneaker categories for Men (15709) and Women (95672) will qualify for the **Authenticity Guarantee** as well as the **eBay Shipping** programs.

Value proposition

Authenticity Guarantee - Sellers will continue to have the Authenticity Guarantee badge added to their eligible sneaker listings.

eBay Shipping - 3PPs/Sellers will be provided with a free label to ship the item to the authenticator.

The program

Upon adding or revising eligible items, 3PPs/Sellers will be informed of eligibility via warning messages.

Authenticity Guarantee: *“This item is eligible for Authenticity Guarantee. This includes verification by an authenticator before it's delivered to your buyer.”*

eBay Shipping: *“You will receive a free shipping label once the item is sold.”*

Authenticity Guarantee/ eBay Shipping and the Trading API (cont.)

New errors

Listings that qualify for Authenticity Guarantee/eBay Shipping must meet the following criteria or they will be blocked with an error message otherwise:

Invalid Handling Time - Must be no greater than 3 days.

Blocking error:

Short: "Handling time Invalid."

Long: "This listing qualifies for eBay shipping. Handling time must not exceed 3 days."

Invalid Shipping Option - Local Pick-up Only is not a valid shipping option.

Blocking error:

Short: "Shipping option invalid."

Long: "This listing qualifies for eBay shipping. Local pickup only is not a valid shipping option."

Summary of changes

Orders that qualify for eBay shipping will have below info (in Fulfillment APIs):

1. eBay shipping indicator for corresponding order
2. Indicator that free label is offered by eBay
3. Shows the shipping fee that eBay collected from buyer

Output Container/Field	Type	Description
orders.program.ebayManagedShipping	EbayManagedShipping	<p>This field provides information about eBay shipping that has been selected for this order. This is returned only for those items that are eligible for eBay shipping.</p> <p>Occurrence: Conditional</p> <p>Structure:</p> <pre>EbayManagedShipping { boolean freeShippingLabelByEbay; }</pre>
orders.program.ebayManagedShipping.freeShippingLabelByEbay	boolean	<p>freeShippingLabelByEbay will be true if order qualified for eBay shipping; Else it will be false.</p> <p>Occurrence: Conditional</p>

Fulfillment API (cont.)

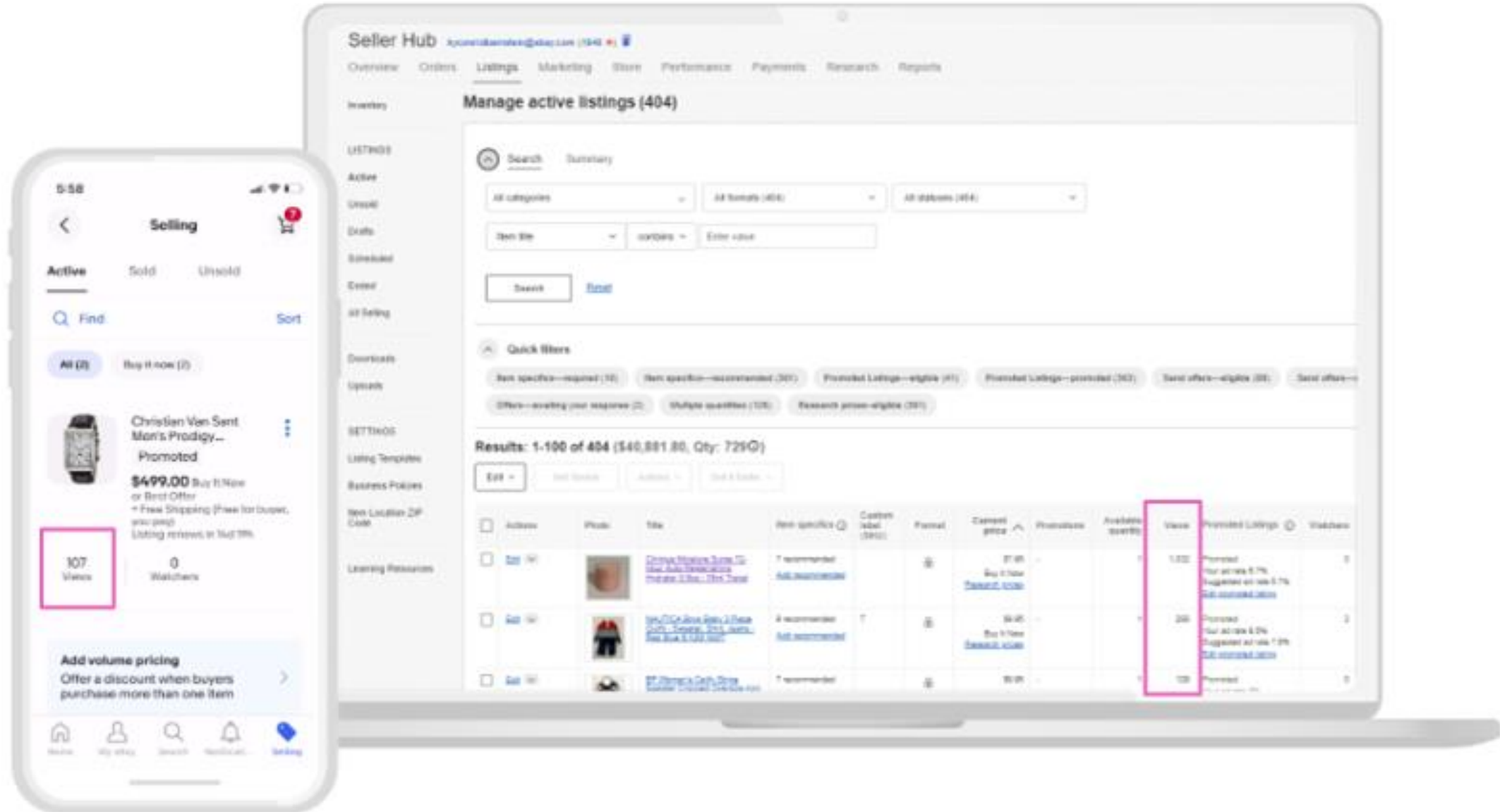
Summary of changes

Output Container/Field	Type	Description
lineItems.ebayCollectedCharges	EbayCollectedCharges	<p>This container shows breakdown of all costs that are collected by ebay from buyer.</p> <p>Occurrence: Conditional</p> <p>Structure:</p> <pre>EbayCollectedCharges { Amount ebayManagedShipping }</pre>
lineItems.ebayCollectedCharges.deliveryCost.shippingCost	Amount	<p>This field shows the flat shipping charge collected by ebay from the buyer for ebay shipping.</p> <p>Occurrence: Conditional</p>



View count update

View count updates



View count updates

Manage active listings (9)

Comments

Create listing

Search Summary

Quick filters

Item specifics—recommended (1)

Promoted Listings—eligible (9)

Best Offer—eligible (3)

Best Offer—added (0)

Multiple quantities (2)

Research prices—eligible (7)

Results: 1-9 of 9 (\$2,630.93, Qty: 12)





Customize table | Print | Download | Upload

Edit

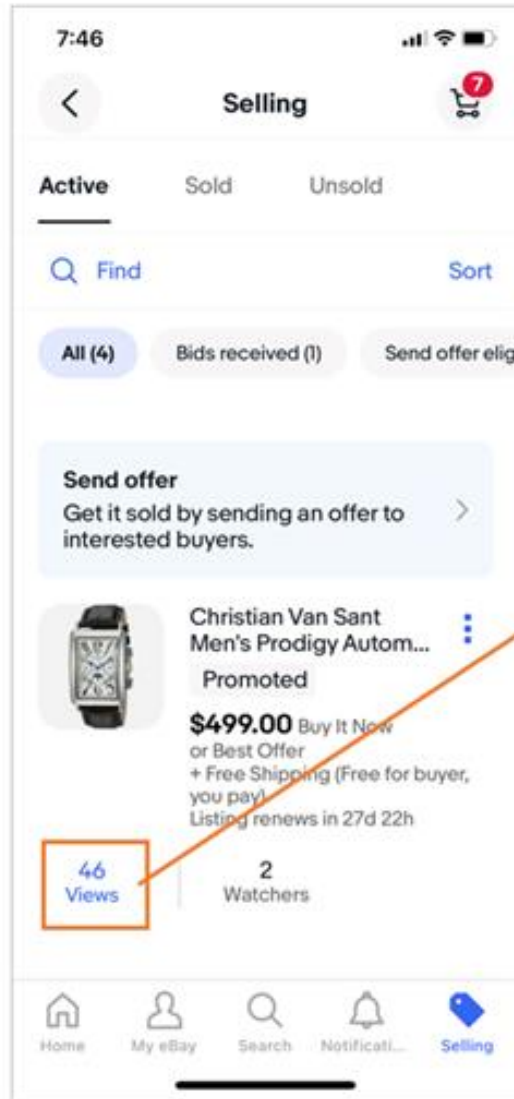
Sell Similar

Actions

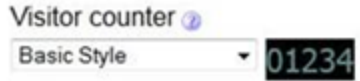
Sell it faster

<input type="checkbox"/>	Actions	Photo	Title	Item specific	Custom label (SKU)	Format	Current price	Shipping cost	Promotions	Available quantity	Views (30 days)	Promoted Listings	Watcher	Que
<input type="checkbox"/>	Edit		Casetify iPhone 12 Pro Impact Case Rainbow Color Wheel Paint Palette Clear Black	4 recomm... Add recommender		🔒	\$24.99 Buy It Now Research prices	Free	Volume pricing added Buy 2 get 5% off Edit volume pricing	1	49	Eligible to promote Suggested ad rate 10.5% Promote	0	
<input type="checkbox"/>	Edit		Christian Van Sant Men's Prodigy Automatic Watch White Dial Blue Hands - CV9131	-		🔒	\$489.00 Buy It Now or Best Offer Research prices	Free	-	1	21	Eligible to promote Suggested ad rate 10.5% Promote	7	
<input type="checkbox"/>	Edit		Christian Van Sant Men's Prodigy White Dial Rose Gold Watch Automatic - CV9140	-		🔒	\$589.00 Buy It Now or Best Offer Research prices	Free	Volume pricing added Buy 2 get 20% off Edit volume pricing	2	13	Eligible to promote Suggested ad rate 9.1% Promote	0	
<input type="checkbox"/>	Edit		Apple MUZE2AM/A USB-C to 3.5 mm Headphone Jack Adapter A2049 OEM Original	-		🔒	\$6.99 Buy It Now Research prices	Calculated	Volume pricing added (2 campaigns) Edit volume pricing	3	2	Eligible to promote Suggested ad rate 10.5% Promote	0	

View count updates



View count updates

API	Field	Change	Details
AddItem	Item.HitCounter	Deprecated	<p>eBay used to provide a way for sellers to add a Visitor counter to their listings (View Item pages). This screenshot is from the old SYI (Sell Your Item) listing tool:</p>  <p>This feature is no longer supported, so this field has been deprecated. The field is ignored if passed in and a warning message is returned.</p>
GetItem	Item.HitCount	Deprecated	This field is no longer applicable. eBay View Item page will show the 30-day view count from the Ads system for the seller view.
	Item.HitCounter	Deprecated	This field is no longer applicable.
GetSellerList and GetSellerEvents	Item.HitCount	Modified	The logic of HitCount has been modified to return the 30-day view count from the Ads system instead of the previous lifetime view count from the old system.
	Item.HitCounter	Deprecated	This field is no longer applicable. Sellers can always get views up to 2 years from Marketing API getTrafficReport.
getTrafficReport	SALES_CONVERSION_RATE	Modified	Sorting by this value has been deprecated and no longer supported
	TRANSACTION	Modified	Can only sort in descending order, not ascending order
	LISTING_VIEWS_SOURCE_DIRECT	Modified	Can only support a query of up-to 2 years, rather than a seller's complete history.



Extended Producer Responsibility (EPR)

EPR - for eBay.fr (in France)

New EPR law

Starting January 1st, 2022 B2C Sellers have the obligation to ensure that any new products in certain categories on FR are compliant with Extended Producer Responsibility (EPR) obligation

Refer the law details [here](#): Law (see sub-section 2)

Impact to eBay/eBay Sellers

eBay is required to show the recycling fee close to the final sales price on View Item Page for Electrical & electronic devices and furnishing categories

eBay API update

Category Metadata, Trading API, Inventory API and Account APIs have been updated to help sellers comply with new law. B2C sellers in certain categories selling “New” items will be required to provide information related to EPR:

- Producer Product ID
- Product Package ID
- Shipment Package ID
- Product Document ID
- Eco Participation Fee
- Take Back Policy

EPR - for eBay.de (in Germany)

New EPR law

We are required by law to check whether our sellers comply with the obligations under the Packaging Act (VerpackG), which has been in effect since 2019.

To avoid the restriction of your selling privileges on the ebay.de Site, you need to do the following:

1. License your packaging with a dual system
2. Register in the LUCID packaging register
3. Deposit the name of your dual system and your licensed quantities in the LUCID packaging register
4. Enter your LUCID/EPR registration number in your eBay seller account

Impact to eBay/eBay Sellers

To drive compliance, following registration to the specific packaging scheme, eBay sellers are required to provide LUCID ID to continue Selling

eBay APIs updated

Category Metadata, Trading API, Inventory API and Account APIs have been updated to help sellers comply with new law. B2C sellers in certain categories selling “New” items will be required to provide information related to EPR:

- Producer Product ID
- Product Package ID
- Shipment Package ID
- Product Document ID
- Eco Participation Fee
- Take Back Policy

Metadata API

Retrieve EPR info for categories:

```
{
  "extendedProducerResponsibilities": [
    {
      "categoryTreelId": "71",
      "categoryId": "183598",
      "supportedAttributes": [
        {
          "name": "PRODUCER_PRODUCT_ID",
          "usage": "OPTIONAL",
          "enabledForVariations": false
        },
        {
          "name": "PRODUCT_PACKAGE_ID",
          "usage": "OPTIONAL",
          "enabledForVariations": false
        },
        {
          "name": "SHIPMENT_PACKAGE_ID",
          "usage": "OPTIONAL",
          "enabledForVariations": false
        }
      ]
    }
  ]
}
```

```
{
  "name":
"PRODUCT_DOCUMENTATION_ID",
  "usage": "OPTIONAL",
  "enabledForVariations": false
},
{
  "name": "ECO_PARTICIPATION_FEE",
  "usage": "OPTIONAL",
  "enabledForVariations": true
},
{
  "name": "TAKE_BACK_POLICY",
  "usage": "REQUIRED",
  "enabledForVariations": false
}
]
},
]
}
```

Trading API

```
<Item>

  <ExtendedProducerResponsibility>
    <ProducerProductID>string</ProducerProductID>
    <ProductPackageID>string</ProductPackageID>
    <ShipmentPackageID>string</ShipmentPackageID>
    <ProductDocumentationID>string</ProductDocumentationID>
    <EcoParticipationFee>string</EcoParticipationFee>
  </ExtendedProducerResponsibility>

  <CustomPolicies>
    <TakeBackPolicyID>string</TakeBackPolicyID>
    <!--Zero or more repetitions: -->
    <ProductCompliancePolicyID>string</ProductCompliancePolicyID>
  </CustomPolicies>

  <VariationItem>
    <VariationExtendedProducerResponsibility>
      <EcoParticipationFee>double</EcoParticipationFee>
    </VariationExtendedProducerResponsibility>
  </VariationItem>

</Item>
```


Inventory API

```
"extendedProducerResponsibility": {
  "producerProductId": "string",
  "productPackageId": "string",
  "shipmentPackageId": "string",
  "productDocumentationId": "string",
  "ecoParticipationFee": {
    "value": double,
    "currency": "currency"
  }
},
"listingPolicies": {
  "takeBackPolicyId": "string",
  "productCompliancePolicyId": "string"
},
],
```

Account API

Create a custom policy

```
{  
  "policyType": "CustomPolicyEnum :  
[PRODUCT_COMPLIANCE,TAKEBACK]",  
  "name": "String",  
  "description": "String",  
  "label": "String"  
}
```

Retrieve all custom policies:

```
{  
  "customPolicies" : [  
    {  
      "customPolicyId": String,  
      "policyType": "CustomPolicyEnum :  
[PRODUCT_COMPLIANCE,TAKEBACK]",  
      "name": "String",  
      "description": "String",  
      "label": "String"  
    }  
  ]  
}
```



LMS Sell Feed API updates

What is LMS (Large Merchant Services)

- Brand new API, built to streamline bulk business operations via file feeds
- Built to support B2C & B2B2C 3PPs workflows looking for a complete and scalable deep integration with existing/in-house ERP, managing upwards of millions of active listings

What LMS includes

- Task based **RESTful** services
- **O-Auth**
- **Download** tasks for consumption
- **Upload** tasks for add/revise/fulfillment
- **Scheduling** services to streamline integrations

1. LMS_ADD_ITEM (AddItem)
2. LMS_REVISION_ITEM (ReviseItem)
3. LMS_VERIFY_ADD_ITEM (VerifyAddItem)
4. LMS_RELIST_ITEM (RelistItem)
5. LMS_END_ITEM
6. LMS_REVISION_INVENTORY_STATUS (ReviseInventoryStatus)
7. LMS_ORDER_ACK
8. LMS_SET_SHIPMENT_TRACKING_INF
9. LMS_ACTIVE_INVENTORY_REPORT (lmsActiveInventory)



Appendix