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# What's New in Selling?

Scot Hamilton  
Vice President Of Engineering at eBay

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eBay

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# 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

## Show up best

Maximum Exposure in search

Clarity for Buyers

Consistency across listings

## Compete to win

Know what's best to sell

Be the best at selling it

## Close with buyers

Open up new ways to transact

Drive volume purchases



# 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

The screenshot shows an eBay search results page for 'Blue Sundress'. The search bar at the top is highlighted with a red box. The left sidebar contains various filters, with the 'Size (Women's)' section highlighted in red. This section includes options for Regular, Petite, Plus, Juniors, and Tall, with a grid of size selections (XS, S, M, L, XL, 2XL, 3XL, 4XL, 00, 0, 2, 4, 6, 8, 10, 12, 14, 16, 18, 20, 22). Below the size filter, there are sections for 'Dress Length' and 'Sleeve Length' with checkboxes for different options. The main content area displays a grid of product listings, each with a thumbnail image, a title, and a price. The first listing is 'Women Summer Boho Short Maxi Dress Cocktail Evening Party Dresses Beach Sundress' priced at \$11.99. Other listings include 'Women Boho Long Maxi Casual Dress Evening Party Beach...' at \$10.98 and 'Fashion Women Floral Long Maxi Dress Evening Party Beach...' at \$10.99.

Clarity, consistency  
for Buyers

The screenshot shows an eBay product detail page for a 'Women Summer Boho Short Maxi Dress'. The top of the page features a promotional banner: 'SAVE UP TO 12% WHEN YOU BUY MORE'. The product title is 'Women Summer Boho Short Maxi Dress Cocktail Evening Party Dresses Beach Sundress'. Below the title, there are options for 'Condition' (New with tags), 'Color' (Blue), and 'Size' (L). A 'Bulk savings' section shows options for buying 1, 2, or 3 items. The 'Quantity' is set to 1, with a note that 4 or more items are available for a lower price. The 'Unit price' is listed as 'US \$8.89/ea'. There are 'Buy It Now' and 'Add to cart' buttons. The page also includes a shipping section with 'FREE Standard Shipping' and a delivery estimate of 'Estimated on or before Mon, Jul. 01 to 9:00AM'. Payment options for PayPal, VISA, and MasterCard are shown. At the bottom, there is a 'Description' tab and a 'Shipping and payments' tab. The 'Item specifics' section is highlighted with a red box and contains the following information: Condition: New with tags; MPN: Does not apply; Neckline: Scoop Neck; Garment Care: Machine Wash; Sleeve Length: Sleeveless; Occasion: Casual; Brand: Unbranded; Size (Women's): S M L XL XXL XXXL; Size Type: Regular; Dress Length: Midi; Style: Maxi Dress; Material: Polyester/Spandex; Pattern: Floral; LINC: Does not apply; EAN: Does not apply; Colour: Multi-Coloured; Bundle Listing: Yes.

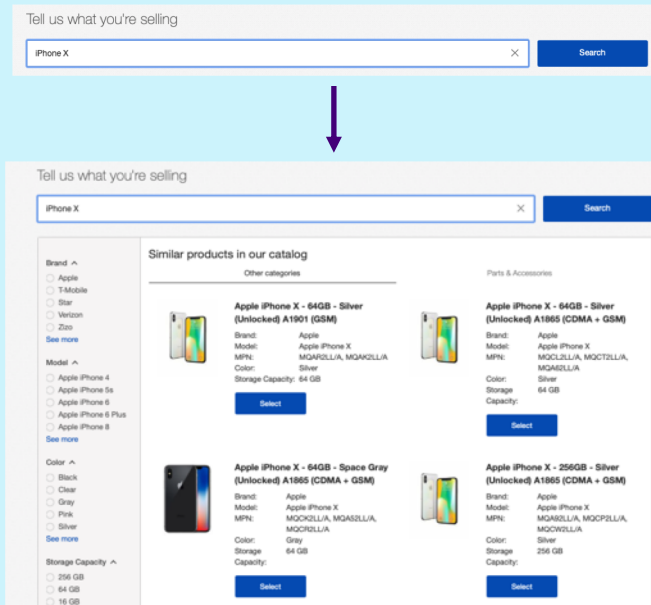
Common Ingredients

Well-formed titles

Aspect Adoption



# eBay's Catalog Viewed as the Best Means For Years



EPID

Listing API

Adopt

Listing prefilled

Title, Aspects

2003–2018 (optional)

2018 (required)

**Seller**

Search  
Select/Skip  
List

Search  
Select  
Create (Appeal)  
Edit (Appeal)  
List

**eBay**

Prefill listing

Prefill listing

**Findings**

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

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

# We Were Wrong—Very Wrong

New Plan for 2019 → All in on aspects!



**TRADITION**

JUST BECAUSE YOU'VE ALWAYS DONE IT THAT WAY  
DOESN'T MEAN IT'S NOT INCREDIBLY STUPID.

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.

eBay

Define relevant aspects by category

Seller

Fill in aspects (some required)

eBay

Leverage Item Specifics Directly  
Find / Create / Products  
Prefill Future Listings

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

Item specifics


We autofilled Brand (Levi's), Model (Levi's 501)


**Required**  
Buyers need these details to find your item


\* Brand  Levi's   
Frequent: Levi's, Wrangler, Diesel

Model  Doesn't apply  
Levi's 501 


Product Line


\* Size Type   
Frequent: Regular, Big & Tall


\* Bottoms Size (Men's) 


\* Inseam 


**Recommended**  
Buyers frequently search for these details

 **Help buyers find your item**  
Buyers need item specifics to find your item when they search

Fit  2462 searches  
Frequent: Straight, Skinny, Slim

Color  1012 searches  
Frequent: Beige, Blue, Gray

Style  777 searches  
Frequent: Classic

Wash  544 searches  
Frequent: Light, Medium, Dark

# 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

### Knowing what to sell

Identify what's hot in the marketplace

Current, historical trends

Who's the competition

### Being the best at selling

Competitive pricing insights

Competitive shipping insights

Available in listing flows

# 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 screenshot shows the Terapeak Product Research interface within the eBay Seller Hub. The interface includes a search bar with the text "Nike retro air jordan 1" and a dropdown menu set to "eBay.com". Below the search bar are buttons for "Search" and "Reset". The interface displays aggregated statistics for the search results:

Sell through	Number of Sellers	Average Price	Items Sold	Total Sales	Shipping Average / Free %
39.81%	6885	\$168.49	14947	\$2,518,493.64	\$15.37 / 47.15%

Below the statistics, the interface shows "Results: 1-25 of 699" for the last 90 days. The results are displayed in a table with columns for Photo, Title, Format, Bids, Average Sales Price, Items sold, Total Sales, Average Shipping, and Date sold.

Photo	Title	Format	Bids	Average Sales Price	Items sold	Total Sales	Average Shipping	Date sold
	Nike Air Jordan 1 Retro High OG Rookie Of The Year 550088-700 Authentic T3007E5 Item ID: 253116969675 Seller: p***e	Fixed Price	0	\$297.38	59	\$17,442.05	Free	Jan 28, 2019
	Nike Air Jordan 13 Retro Melo Class Of 2002 Size 7.5-15 Black Yellow 414571-035 Item ID: 253116960000 Seller: b***5	Fixed Price	0	\$167.99	49	\$8,231.51	Free	Jan 15, 2019
	NEW DS 2019 Nike AIR JORDAN 6 VI RETRO OG Black INFRARED 384664 060 Item ID: 253116966833 Seller: s***g	Fixed Price	0	\$247.58	29	\$7,179.71	\$12.09	Dec 15, 2018
	Nike Air Jordan 11 Retro Concord 2018 XI AJ11 Mens Womens Kids Shoes Pick 1 Item ID: 253116969900 Seller: a***8	Fixed Price	0	\$264.69	28	\$7,346.72	27.88	Jan 15, 2019

# The Power of Terapeak, Now in Seller Hub

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Overlay with active and unsold listings

Aggregated Statistics

- Price/Velocity Trends
- Sell through rates
- Competing sellers

## 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

Top listings for eBay Product ID (ePID): 77604769 ⓘ [Tell us what you think](#)

New \$97.09	New (other)	Refurbished	Used
 <b>LOWEST PRICE</b>	 #2	 #3	 #4
Total price <b>\$97.09</b>	Total price <b>\$98.00</b> 11 watcher(s)	Total price <b>\$149.99</b>	Total price <b>\$150.00</b>
Summer by Kenzo 1.7 oz EDP 50 ml Women Eau de Parfum Hard	Summer by Kenzo 1.7 oz EDP 50 ml Women Eau de Parfum	SUMMER BY KENZO EDP	Kenzo Summer 50ml edp spray Vintage new in a box
Seller  <a href="#">fawasiddiqu_49</a> (1125) 100.0% Positive feedback	Seller <a href="#">best_perfumes4me</a> (16...) 99.4% Positive feedback	Seller <a href="#">discountperfumehave...</a> 100.0% Positive feedback	Seller <a href="#">asreghi</a> (693) 100.0% Positive feedback
Quantity sold (available) 0 sold (1 available)	22 sold (3 available)	0 sold (5 available)	1 sold (1 available)
Listed Price + Shipping <b>\$97.09 + Free</b>	<b>\$98.00 + Free</b>	<b>\$149.99 + Free</b>	<b>\$150.00 + Free</b>
Shipping service USPS Parcel Select Ground	USPS First Class Package	USPS Retail Ground	USPS First Class Package
Return policy 30 days. Seller pays.	30 days. Buyer pays.	30 days. Buyer pays.	30 days. Buyer pays.
Item location Maryland, United States	New York, United States	Pennsylvania, United States	New Jersey, United States

# 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

## Control velocity

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

## Win-win

A great deal is a win for buyers and sellers!

## Launched

Web February, API Launching in Q3

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

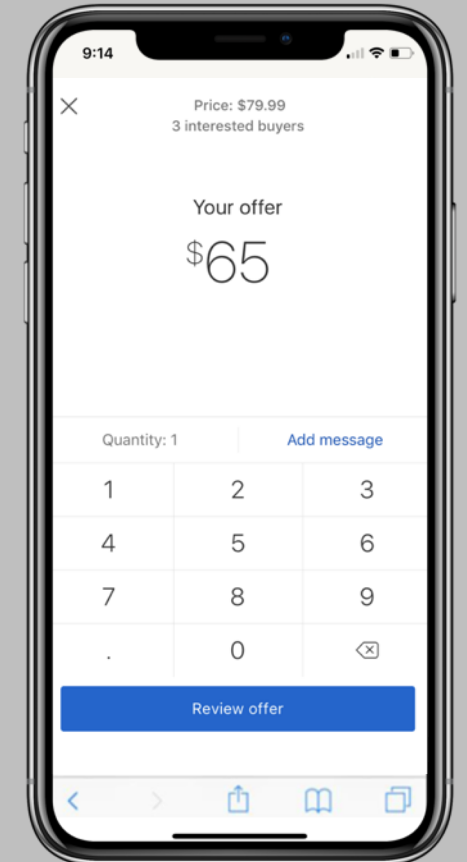
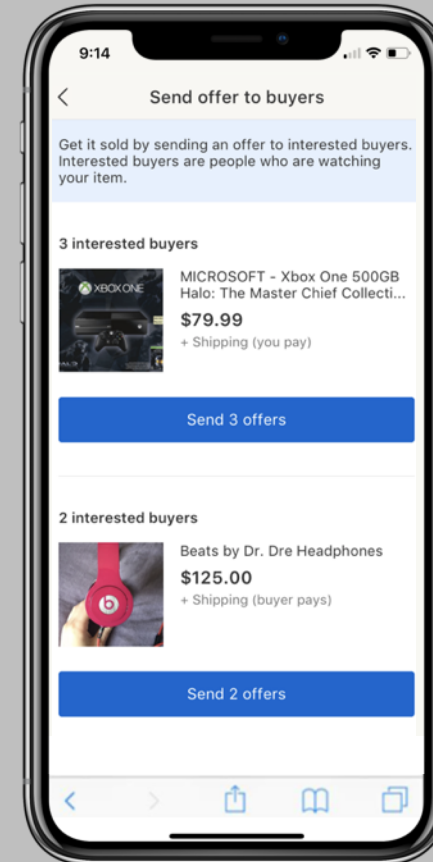
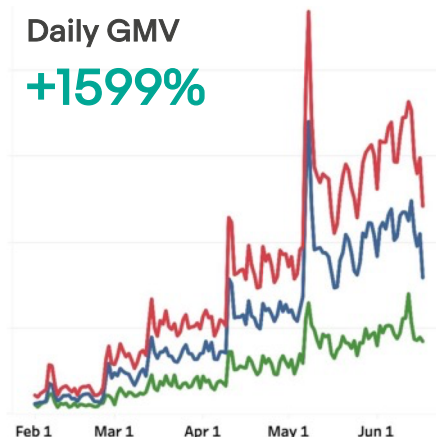
Daily Offer Count

**+1727%**



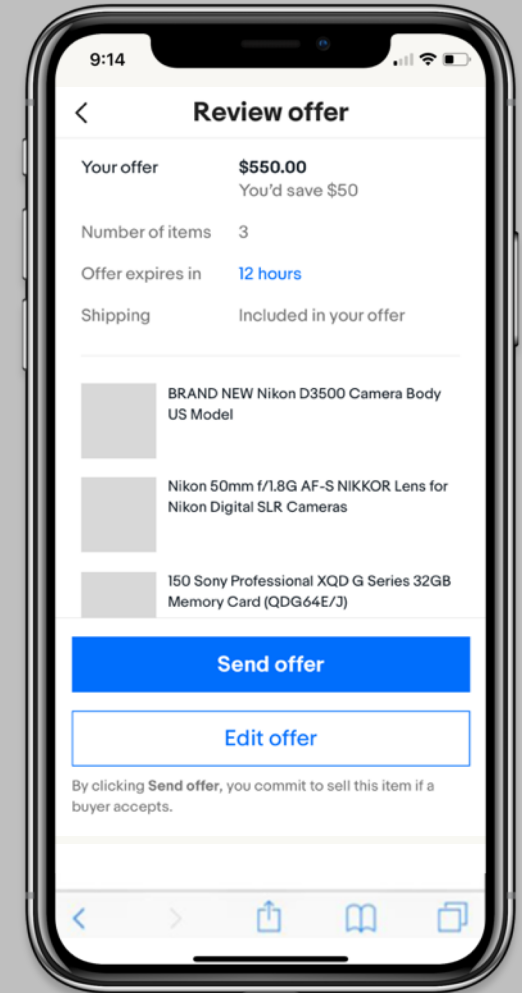
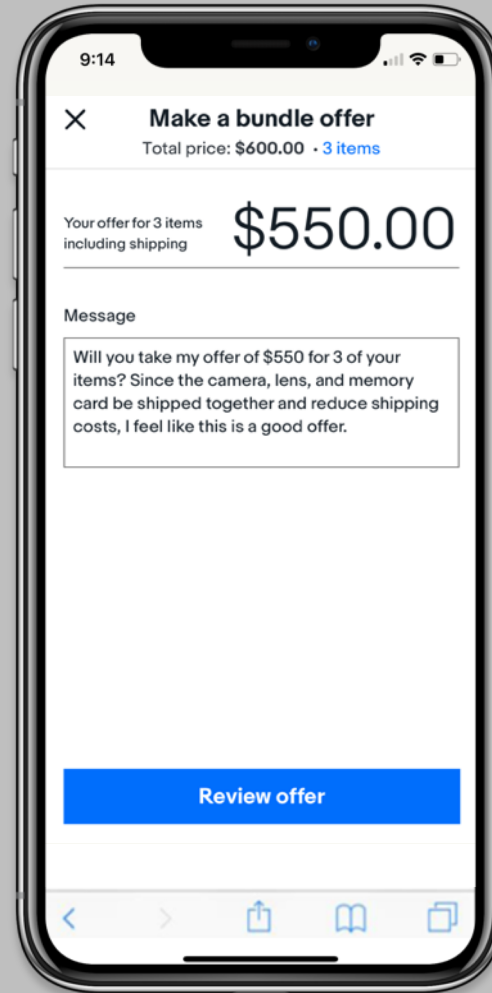
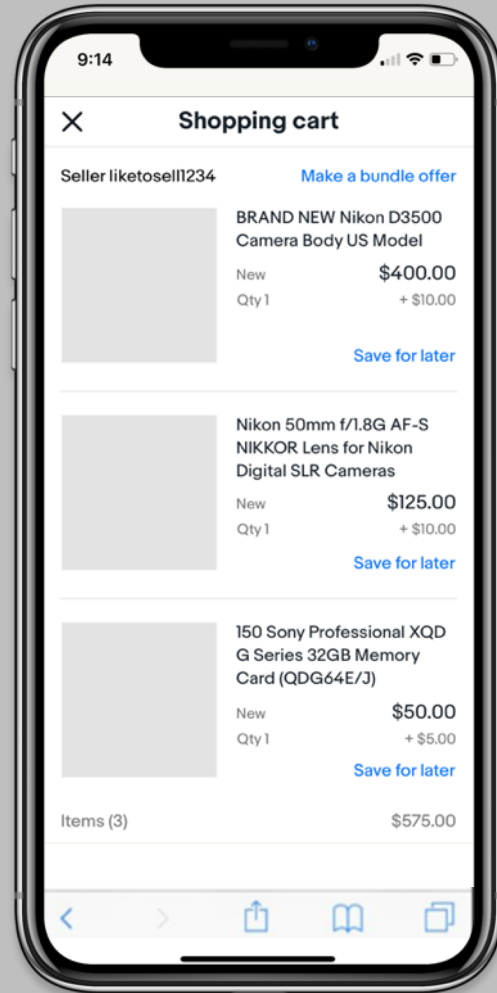
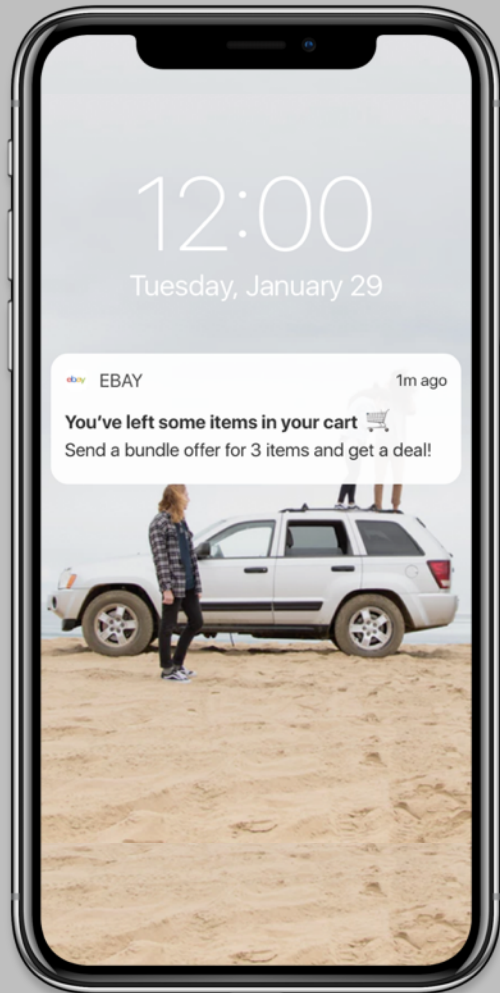
Daily GMV

**+1599%**

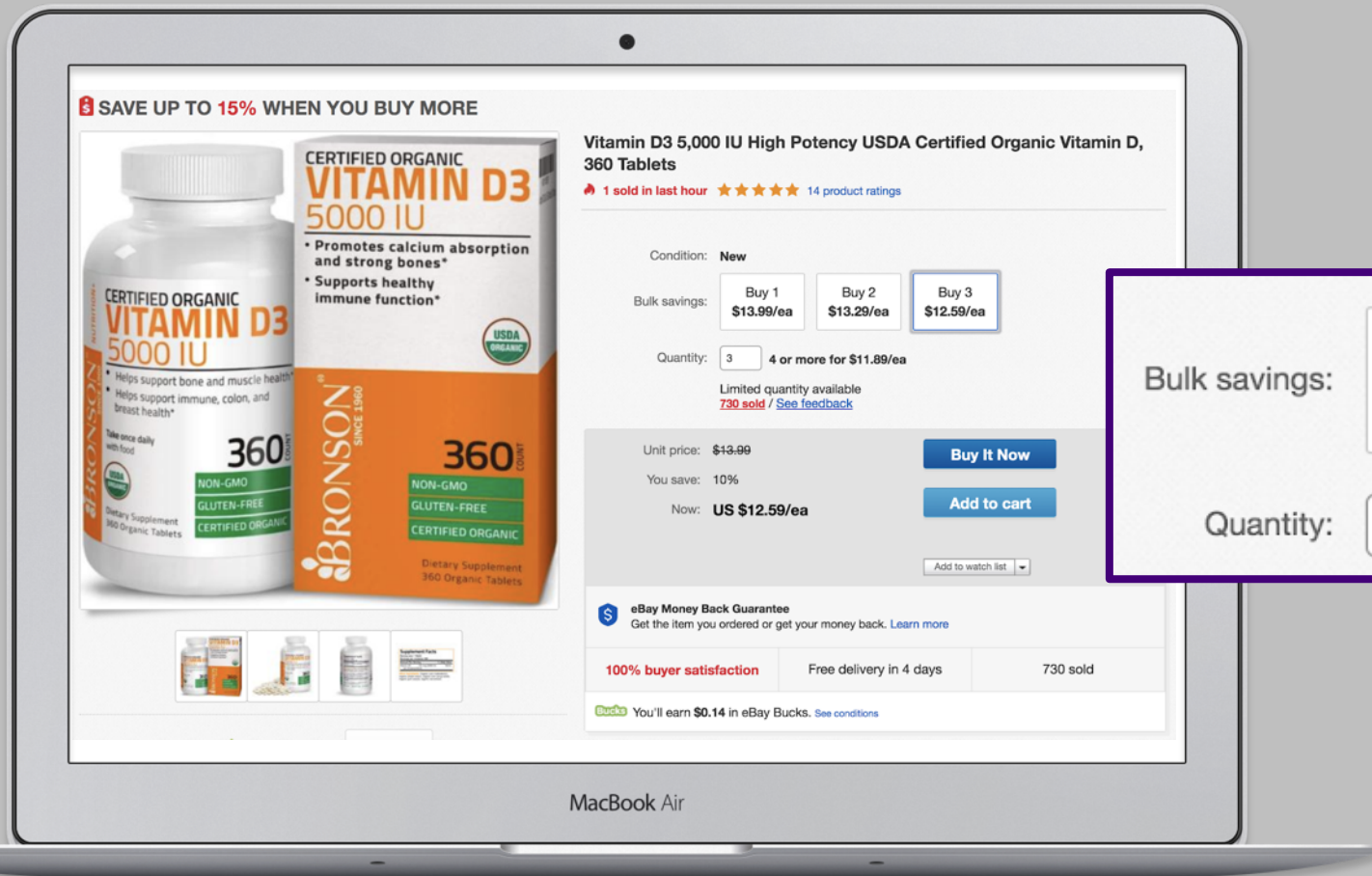




# Negotiation: Basket Best Offer (Same Seller)



# Volume Pricing: An Overview




Bulk savings:

Buy 1 \$13.99/ea	Buy 2 \$13.29/ea	<b>Buy 3 \$12.59/ea</b>
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Quantity:  4 or more for \$11.89/ea

# Volume Pricing: Benefits



Vitamin D3 5,000 IU High Potency USDA Certified Organic Vitamin D, 360 Tablets

Brand New

★★★★★ 14 product ratings

**\$13.99**

Buy It Now

**Free Shipping**

**Free Returns**

Save up to 15% when you buy more

**FAST 'N FREE**

Guaranteed by **Mon, Jun. 3**

Top Rated Plus

**Save up to 15% when you buy more**

## 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

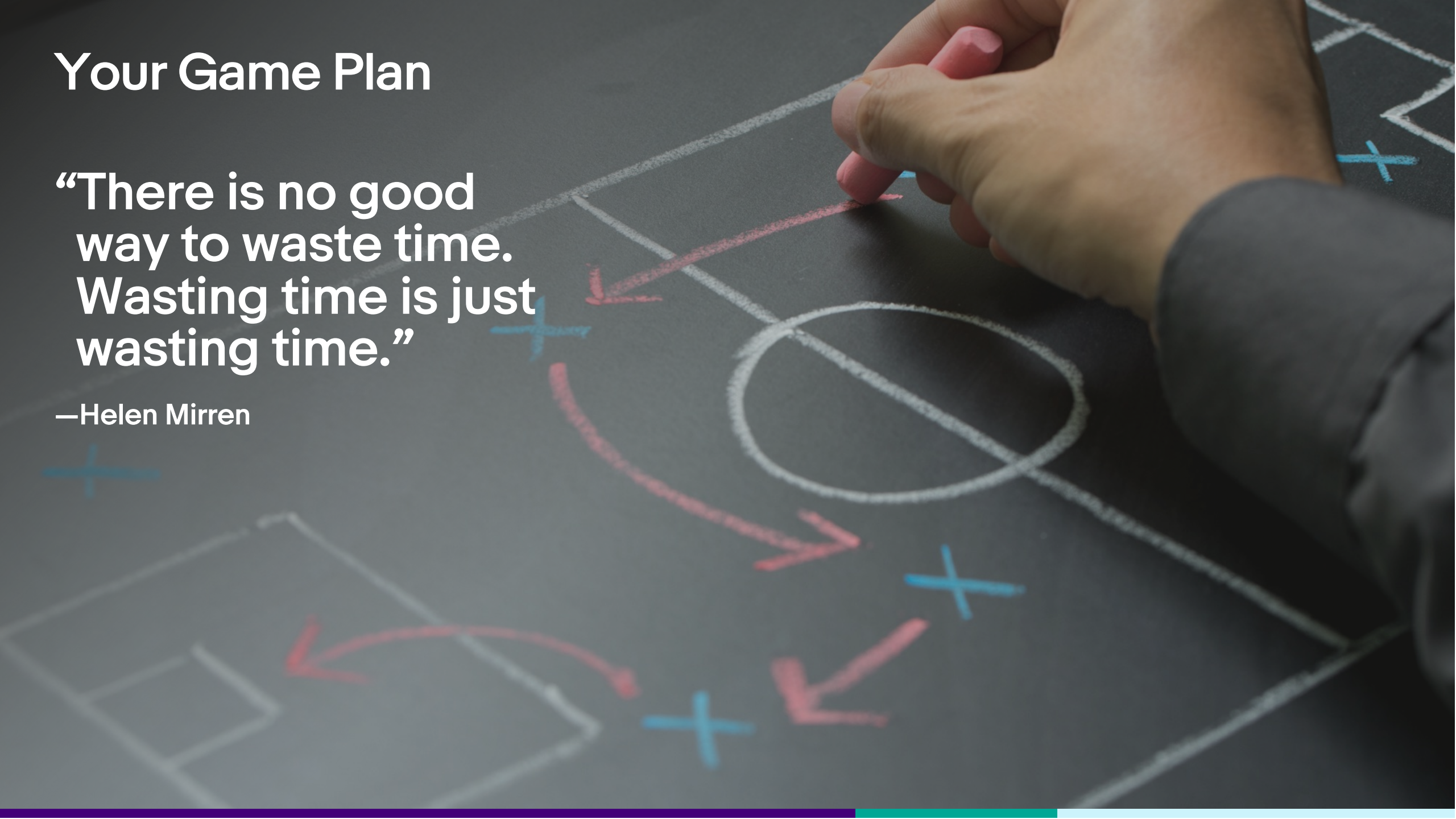
Seller Hub Marketing,  
Listing Flows,  
Marketing API



# 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...

### Now

Aspects All In (Aspect Ranking) Taxonomy, Trading API

Adopt Best Offer: Trading API

Volume Pricing: Marketing API

### Q3

Aspect All In (Post List Guidance)

Selling Recommendation API

Offers to Buyers: Negotiation API

### Q4, Q1 2020

Aspect All In (Listing Enhancements) Taxonomy, Trading API

Terapeak API: Seller Insights API

Competitive Insights: Seller Insights API

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**Thank you!**

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# Q&A



# eBay Connect 2019

June 25-26, 2019

The eBay logo is displayed in a dark purple color, centered in the bottom right quadrant of the image. The background of the entire image is a dark purple field on the left, transitioning into a vertical bar with three colored segments (yellow-green, teal, and dark teal) in the center, and a light blue field on the right.