

ebay for business

Guide for Growth

Omniv^ore

Contents

Getting started

Title Optimisation	pg. 04
Images	pg. 05
Item Specifics	pg. 06
Managing Stock	pg. 08

Shipping

Postage Rate Tables	pg. 10
Returns	pg. 11
Shipping Best Practices	pg. 13
Click And Collect	pg. 15
Australia Post - My Post Business	pg. 16
eBay Fulfilment by Orange Connex	pg. 18

Trust

Seller Performance	pg. 20
Seller Standards	pg. 21
Service Metrics	pg. 24
eBay Plus	pg. 27

Promotions & Visibility

Terapeak	pg. 29
Selling Internationally	pg. 30
Retail Promotions	pg. 32
Promotions Manager	pg. 33
Promoted Listings	pg. 34
Volume Pricing	pg. 36
Coded Coupons	pg. 37

Section 01: Getting started

04

Title Optimisation

05

Images

06

Item Specifics

08

Managing Stock

Optimising Titles

What are listing titles?

Listing titles are the headings used to describe items listed on eBay.

Why is it important to optimise titles?

A good title provides a clear picture of what you are selling and will increase the chance of buyers finding and buying your items. Plus, our default search option on eBay, Best Match uses item listing titles to return the most relevant results.

Top tip: Titles that are 60-80 characters are 1.5 times more likely to sell. Include the brand, colour, size, what it's made of (e.g. silk, fine bone china) and special details like handmade or limited edition.

! Titles with > 65 Characters are 1.5x more likely to sell.

How to optimise your titles

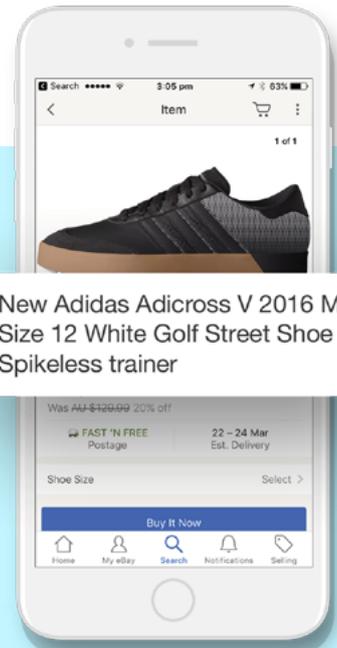
- Use at least 65 characters (80 maximum)
- State exactly what the item is, even if it repeats the category name
- Include item specifics like brand, colour, size and model number
- Include related keywords, terms and natural phrases
- Don't use technical language, acronyms or all caps

A good structure to follow is:

[Brand][Product Name][Model No.][Variants - Size, colour][Additional Keywords]

For example:

LG Refrigerator GR-D907SL 907 Litre French 3 Door Fridge Freezer Ice Maker



New Adidas Adicross V 2016 Mens Size 12 White Golf Street Shoe Spikeless trainer



Adding Product Images

What are product images?

Product images are the pictures that go with your listing to give buyers a visual of the item you're selling.

Why is it important to use product images?

Product images are essential to attracting customers, conveying product condition and giving a visual description of your item.

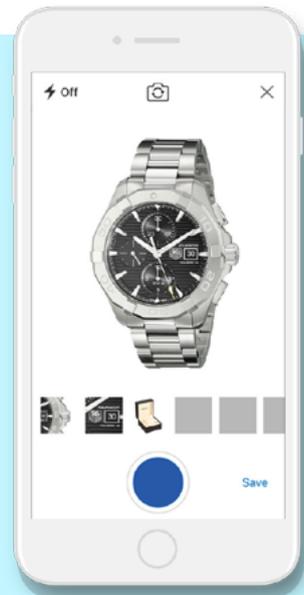


On average, sellers who add a second image increase their conversion rate by over 5%. And, with every additional picture, that conversion rate increases further.

How to use product images

Make the most of product images by following these tips:

- Add up to 12 photos, they're included free in every listing
- Photograph your item in front of a white background
- Do not place any text or borders on the images
- Use professional images where possible
- Use multiple images – capturing different angles and close-ups
- Take photos that are least 500 pixels (preferably 1600 pixels) on the longest side



How to use product images

Include 3-12 good quality product images in each listing. This will make sure your listings stand out in the Search Results Page and can increase your conversion by over 5%.

Image Clean-Up Tool

Try our new selling tool that removes the background of your listing photo and replaces it with a white background, optimising listings for Google Shopping.

How Does it Work?

When you take or upload your photos within the eBay listing flow on your Android or iOS device, you can use the background removal tool to remove the background for any of your photos. You can easily touch up any missing areas or use the photo as is.

You can also use this feature to edit photos on your existing listings through the app. Use the paintbrush or eraser icons to undo your edits or remove more of the image background.

Item Specifics

What are Item Specifics?

Item Specifics such as brand, make, model, size, colour and style are key to helping shoppers find your items on eBay. Adding Item Specifics to your listings will ensure that we're able to match you with the right buyers.

Why do Item Specifics Matter?

By adding required and recommended item specifics, you'll benefit from:

Increased Search Visibility

Your listing will only appear in buyers' filtered search results if you've added the matching Item Specifics information to your listing.

Improved Search Ranking

Item Specifics move your listings higher in search results, both on eBay and the other search engines we work with like Google Shopping, eBay and non-eBay orders.

Connecting with the Right Buyers

When you provide Item Specifics, we can better connect you with buyers searching for your products.

Inclusion in New Buyer Experiences

By listing with Item Specifics, your listings are included in new buyer experiences on the platform, so we can showcase similar items together, cross-sell and suggest relevant inventory to buyers.

eBay Tools to Help you Update Your Item Specifics

Keeping your Item Specifics up to date is crucial to your listings' visibility. We offer a number of resources to make it easier to find and add missing Item Specifics:

- **Download/Upload file:** This tool is available in the Seller Hub Active Listings page. It allows you to download an Excel file of your listings, identify and update missing item specifics in bulk and re-upload the file to apply the changes
- **Edit Item Specifics in bulk:** When you add Item Specifics from the Seller Hub Active Listings page, you can select multiple listings and click the "Add item specifics" button. This will load all of your selected listings into a pop-up window where you can cycle through each listing one at a time and add any missing item specifics
- **Quick filters:** If you have listings missing Required, Required Soon, or Recommended Item Specifics, you'll see quick filters on your Seller Hub Active Listings page. These quick filters show you all listings missing those particular item specifics
- **Required Soon feature:** When you create a new listing or revise an existing one, you'll see indicators in your listing flow above Item Specifics that will be required soon. These will include the date the item specifics will be mandated
- **Task reminders in Seller Hub and My eBay:** If you have listings missing Required, Required Soon, or Recommended Item Specifics, you'll see corresponding tasks in Seller Hub, or corresponding modules in My eBay Selling Overview
- **Item Specifics ranking:** These rankings appear in the listing flow and provide guidance on which non-required Item Specifics your buyers are searching for

Item Specifics

Required vs Recommended Item Specifics



“Required” Item Specifics

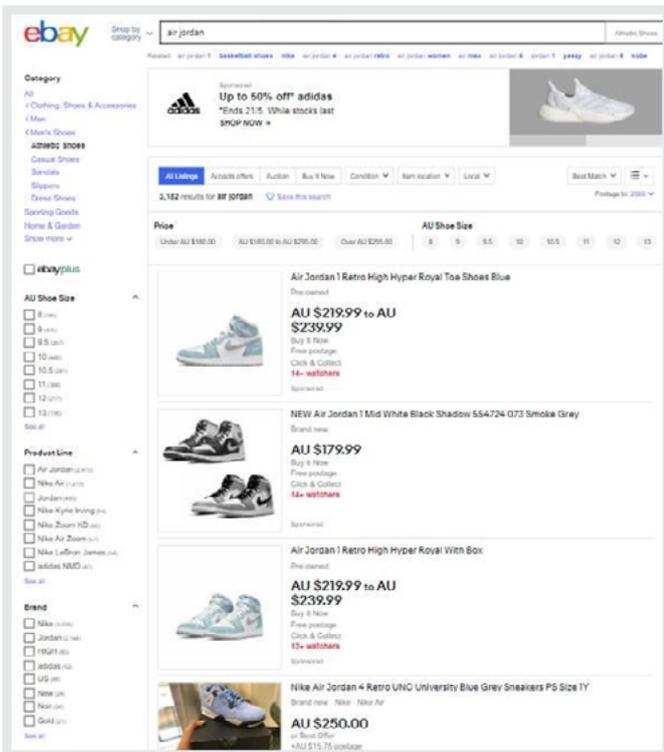
These are considered essential information for buyers shopping for these products. You won't be able to create or revise listings without entering these details.



“Recommended” Item Specifics

These are based on frequently searched terms. Including recommended Item Specifics will help buyers to find your listings more easily and understand exactly what you're selling.

To get the best results from your listings, add as many Item Specifics as you can and be aware of those that are required in your categories.



Managing Stock

Bulk Listings

If you want to list more than one of the same item, you can use bulk listings to have all the items in one place. Simply specify the quantity of items when creating your listing, and we'll keep track of your inventory for you. We'll automatically end the listing once you run out of stock.

If you want an easy way to create and manage listings in bulk

Selling Manager Pro is included with all eBay Store subscriptions and can be accessed through the Seller Hub it allows you to manage your inventory using templates and download detailed sales reports.

Out-of-stock option

If you regularly re-stock bulk listings, you can enable the out-of-stock option. This option means instead of ending your listing, we will hide it from search until you re-fill the inventory. This way you preserve your sales history and manage buyer expectations.

Taking Time Away

Whether you plan to take time away from your eBay business, or you need to take unexpected time off, eBay's Time Away settings have got you covered. Time Away settings are available to all eBay sellers and you can choose from two options:

- Hide fixed price listings from search for 1 to 30 days; or Keep listings visible with a notice that you're away for 1 to 15 days
- If you need to take unexpected time off, Time Away allows you to hide and resurface your listings in close to real-time

If you choose to schedule Time Away in advance, we'll adjust handling times and estimated delivery dates on your behalf. We'll also automatically remove any negative feedback related to postage issues or delays while your settings are on.

Buyers can still send you messages while you're away, but you can choose to set up an automatic response. You must remember to fulfil any prior selling obligations, including posting any sold items.



Section 02:

Shipping

10

Postage Rate Tables

13

Shipping Best Practices

16

Australia Post
My Post Business

11

Returns

15

Click and Collect

18

eBay Fulfilment
by Orange Connex

Postage rate tables

We always recommend you offer free postage. But where you do charge, you can set up postage rate tables. With postage rate tables, you can:

1. Set postage costs for 100 regions, with up to 20 unique tables per account
2. Specify cut-off times for same-day handling for accurate delivery estimates
3. Give buyers choice with costs for Standard and Express delivery



To offer free postage to certain regions, just set the value in your table to \$0. If you leave a region out of the rate table, we'll calculate the rate based on your specified flat postage cost.

You can set your postage rates based on three criteria:



Item

Set different rates and options for further locations



Weight

Fixed base cost + additional amount per kg



Surcharge

Choose a base cost and add a surcharge by region

Once you've created rate tables, you can apply them to individual listings, or in bulk using our bulk edit tool. You can also create a business policy to apply rules to your listings.



You can create postage rate tables within Postage Preferences, located in the Site Preferences tab of your My eBay Account.

Returns

Managing Returns

An effective returns policy helps you to manage returns easily and encourages repeat customers. Almost half of buyers claim they are more likely to shop on eBay if sellers offer an easy return option.

Your returns policy governs products that buyers are looking to return for “change of mind” or “remorse” reasons. Regardless of your returns policy, you’re still required to accept returns for items that are damaged, faulty or otherwise significantly not as described.

Best practice returns on eBay

Offer remorse returns:

Allowing a buyer to return an item if they change their mind gives customers confidence in their purchase and encourages them to buy from you again.

! 85% of listings on eBay offer returns, yet our sitewide return rate is less than 1%

Offer a 60 day return window:

On eBay, we recommend at least 30-day returns with 60-day preferred. Often customers won’t open their purchase straight away, so this gives them more time to ensure their satisfaction.

30-day returns are required to qualify for eBay Plus.

Offer free returns:

Sometimes you may not be able to resell returned items at full price. By offering free returns, you’ll have the ability to provide less than full refunds to buyers when they return for change of mind reasons.

If you currently offer:

No returns



And you move to:

30 - 60 day free returns

**Your conversion lift* could be:
26% - 37%**

*Conversion lift seen based on January 2018 data. Individual results may vary. eBay does not guarantee that each seller will experience the same lift.

“Free returns” refers to when the seller pays return postage no matter the reason for return, with no restocking fee.

Manage claims effectively

If a buyer claims the item they’ve received is significantly different to how it was described, the request will fall under the eBay Money Back Guarantee process. You’ll need to respond to their claim within 3 days and are responsible for return postage costs. Resolve the claim with the buyer to their satisfaction to avoid any impact to your seller level.



Returns

Buy an eBay return label

For most domestic returns, you can authorise your buyer to use a fully tracked return postage label with Parcelpoint or Australia Post. The buyer can then print the label and drop the parcel off to send it back to you.

Here's how to buy an eBay return label, if one is available:

1. Go to your
2. Select **View return details**
3. Select **Buy a postage label from Parcelpoint** or **Buy a postage label from Australia Post**
4. Confirm your return address on the label



You'll only be charged for the label if it's used. The postage cost is added to your next monthly eBay invoice or from your available funds if you are signed up to managed payments.

If the buyer pays return shipping cost:

The buyer is offered the option of using the eBay returns service to return their eBay purchase back to the seller. The buyer books and pays for their return on the returns platform, before being directed back to eBay.

If the seller pays return shipping costs

1. The buyer will initiate the return
2. The seller accepts it and selects ParcelPoint or Australia Post as the return option, or eBay does this on the buyer's behalf based on the size and weight of the parcel
3. The buyer receives an email requesting they complete the return and will direct them to the eBay returns service
4. The buyer books their return on the returns platform before being directed back to eBay
5. The seller is charged for the return label in their monthly invoice or from your available funds if you are signed up to managed payments

Shipping Best Practices

Offer free postage

We know buyers love free postage, which is why it's displayed prominently in search results. 68% of shoppers would shop more online if there's free shipping offered*.

*The State of Shipping in Commerce 2017, Temando

If you can't offer free postage, offer a combined postage discount on multiple items.



58% of shoppers would increase their basket size to qualify for free shipping*



More than 50% of eBay buyers will use fast and/or free delivery



Listings with a free shipping option offered have been seen to sell up to 70% more frequently than those that don't*

*Based on sold item per view conversion of listings with free shipping vs. listings with paid shipping of all business sellers in February 2019.

Offer an express delivery service

Offer free postage on standard delivery and set a reasonable cost for an express service. A requirement of eBay Plus is offering an express option for metro areas. Receive up to \$4 from eBay towards the cost of express postage upgrades (Plus items only).

Set a fast handling time

- A 0-1 day handling time is ideal and is a requirement for eBay Plus.
- Avoid 'late shipment' penalties by postage within your stated handling time.



Upload tracking

Tracking offers confidence and convenience, allowing both you and your buyers to easily trace an item's journey, knowing how far it is from its destination.

Sellers who include tracking IDs on average have a 3% lower defect rate than those who don't offer tracking IDs.

With eBay Postage Labels, sellers can pay for their postage and print their Australia Post and Sendle postage labels, all on eBay. The benefits of eBay Postage Labels include:

1. Prepaid postage labels from Australia Post and Sendle. Labels start from \$5.55 for business sellers
2. Tracking uploaded automatically to eBay
3. eBay will populate the buyer's address automatically and show the seller the cheapest postage option depending on the buyer's location
4. Have orders picked up from your home or office for no extra cost with Sendle Parcel Pickup
5. Bulk label printing feature to pay for postage and print labels for multiple orders at once

Shipping Best Practices

Set postage costs by region

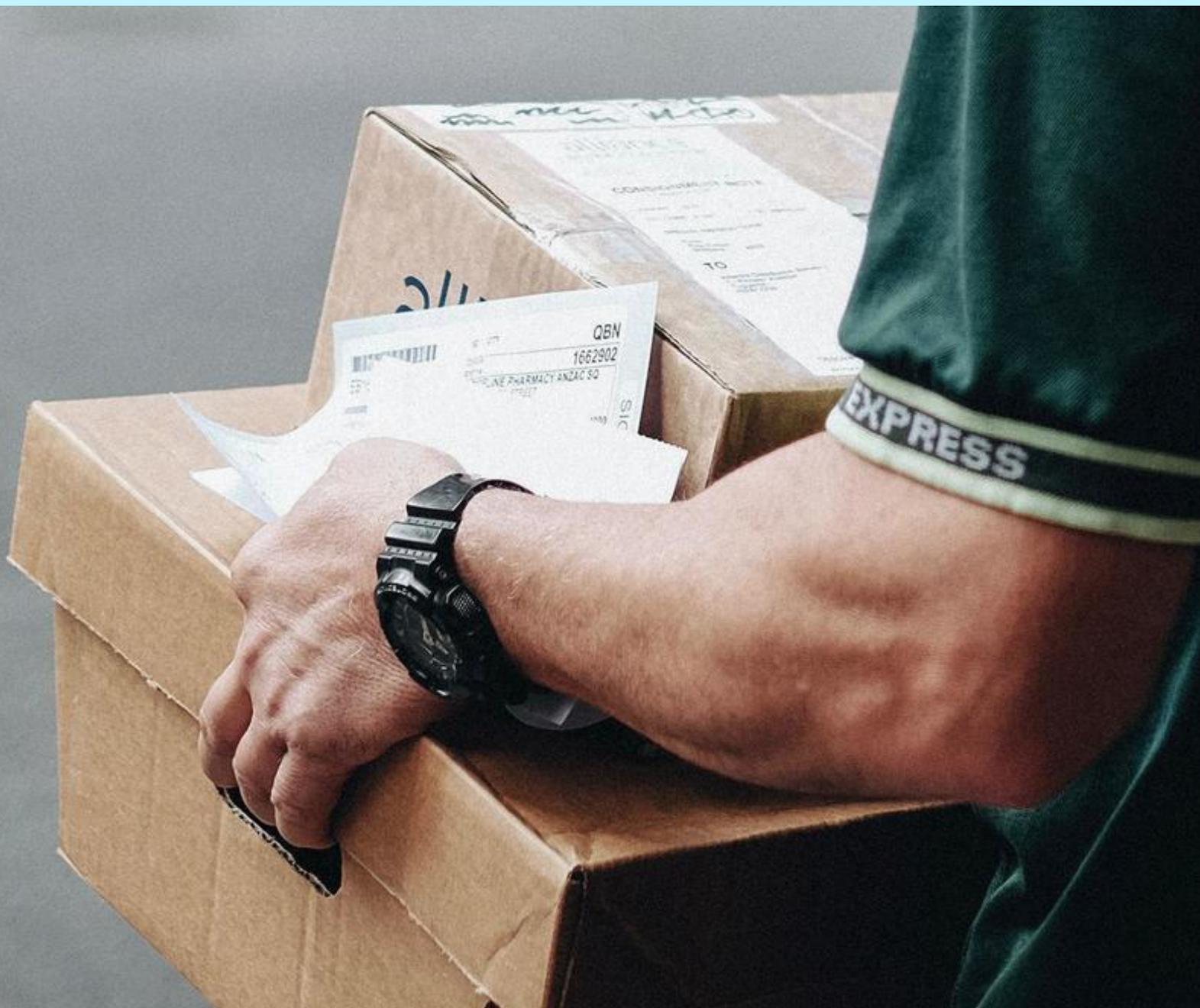
Use eBay postage rate tables to set rates by region. Buyers will see the postage cost relevant to their region and you'll be less likely to be left out of pocket when sending items interstate.

Set varying rates for standard and express options across regions to better manage postage expenses.

Offer Click & Collect

Give your buyers the options to collect their purchase from their local Hubbed or ParcelPoint store at a time that's convenient to them.

Listings that qualify will automatically offer Click & Collect. You can opt out if you wish.



Using Click & Collect

What is Click & Collect?

Click & Collect is a delivery solution for eBay buyers and sellers. Buyers enjoy the convenience of choosing when and where to collect their item, with the knowledge it's safe and secure at their selected Hubbed or ParcelPoint store.

Why buyers love it

Nearly half of Aussie consumers can't receive personal deliveries at work, so it's an easy and safe option for receiving eBay purchases.

With 1800 collection locations across extended hour locations we have the largest network nationwide. Click & Collect provides a convenient way for buyers to receive their eBay deliveries.

Why sellers love it

Sellers find that Click & Collect offers greater flexibility, as well as access to eBay's unparalleled customer reach. And because it's so convenient for buyers, sellers benefit from their happy customers returning to purchase again.

Using Click and Collect

1. **No Extra Work:**
The buyer's postage address is automatically updated with their chosen Hubbed or ParcelPoint location. A unique eCP code is added for ease of processing your parcel
2. **Pack and Post as usual:**
Upon receiving a Click & Collect order, print your label and send it as usual. Make sure to clearly display the unique eCP code, especially if it's hand written
3. **Seller Protection:**
Post your item to the address provided, within your stated handling time and upload tracking details

Click & Collect is available to all sellers and automatically applied to qualifying listings.

Best practice recommendation

To qualify your listings for Click & Collect, follow these guidelines:

1. Offer a quick handling time (0-3 days is ideal)
2. Meet weight and height dimensions (16 kg max and no bigger than 50 x 41 x 34 cm)
3. No dangerous goods
4. No age-prohibited items such as alcohol



MyPost Business from Australia Post

MyPost Business is an account and online platform that lets you manage all your sending in the one place.

How it helps your business

Save on sending

MyPost Business gives you volume-based saving on eligible parcels. In other words, the more you send, the more you'll save.

- Use MyPost Business to send your parcels
- Send one qualifying parcel per week over an eight-week period to start saving
- Send more and save more – with five bands of savings

Save up to 40% on Band 5 savings sending within the same city (under 5kg). Save up to 35% on Band 5 savings sending internationally.

[Read savings guide →](#)

Save time

Connect your eBay store to MyPost Business and import customer orders directly to help save time on creating and printing shipping labels. Or, import eBay orders in bulk using a CSV file.

You can also order packaging through MyPost Business from the Australia Post Shop website.

Improve your customers' delivery experience

With MyPost Business, you can send tracking notifications to keep customers up-to-date on their parcel's progress.²

And you can validate addresses in real-time to help your deliveries get to the right address.

[Create your free account →](#)

MyPost Business from Australia Post

Improve your customers' delivery experience (cont.)

1. Freight savings are based on how many qualifying parcels you send over specific periods. You must have a MyPost Business account, use your account to pay for postage and meet the volume requirements over the relevant period for savings on certain products

More information and eligible products

2. Track events will vary depending on how the item is lodged and delivered
-
-

Read how MyPost Business helped Mortels Sheepskin Factory →



eBay Fulfilment by Orange Connex

Need a helping hand with fulfilment?

Introducing eBay Fulfilment by Orange Connex. A solution to store, pick, pack and ship your inventory, so you can focus on selling and growing your business. Delight your customers with same day handling and a seamless delivery experience, while you're protected from delivery related defects.

[Register your interest](#)

<p>Fully tracked service*</p> <p>Your customers benefit from full transparency. Gain their trust and improve your seller rating.</p> 	<p>Seller protection</p> <p>Delivery of your items under eBay Fulfilment by Orange Connex will benefit from full seller protection for delivery related defects.</p> 	<p>Fast delivery</p> <p>Same-day dispatch, late cut off times with an option of express shipping.</p> 
<p>Multi-channel capability</p> <p>You sell - storage, packaging and shipping will be taken care of by eBay Fulfilment by Orange Connex - on eBay, your online shop or on any other selling platforms.</p> 		<p>Automated eBay Plus eligibility</p> <p>Get the increased visibility and velocity that eBay Plus provides for your listings.</p> 

Rates for eBay Fulfilment by Orange Connex are simple and easy to calculate. There are no hidden charges. The main fees are set out below and you can obtain a rate card which provides information of other possible additional or optional costs later from the service provider.*

<p>Fulfilment fee</p> <p>Flat rate for pick, pack & dispatch based on your product weight</p> 	<p>Storage fee</p> <p>Charged per cubic metre per month</p> 
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*From 30th March, partially tracked services are also available.

It's quick and simple to get started

<p>1</p>  <p>Account Registration:</p> <p>Sign up to eBay Fulfilment by Orange Connex services, link & authenticate your eBay account</p>	<p>2</p>  <p>SKU Creation:</p> <p>Register SKUs you'd like to add into the AU Fulfilment Centre</p>	<p>3</p>  <p>Inbound Receiving:</p> <p>Send your inventory into the AU Fulfilment Centre</p>	<p>4</p>  <p>Inventory Management:</p> <p>Once your SKUs are inspected and stowed away, you'll have full visibility over the inventory status</p>	<p>5</p>  <p>Outbound Management:</p> <p>Your eBay orders will be picked, packed and dispatched. You'll have multi channel order fulfilment as well as tracking available</p>
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[Sign up to eBay Fulfilment by Orange Connex →](#)

Section 03:

Trust

20

Seller Performance

21

Seller Standards

24

Service Metrics

27

eBay Plus

Seller Performance

Buyers want to shop with confidence on eBay. Our performance metrics and requirements are intended to encourage good selling practices and help you see where you can improve.

We have multiple performance metrics and **two** different types of monthly evaluation, both based on recent sales:



Seller Standards

- In the seller standards evaluation, we're measuring individual performance on factors within a seller's control – such as sending items on time – to determine their seller level.



Service Metrics

- In the service metrics evaluation, we're looking at sellers' performance in the context of a 'peer group' – sellers with a similar profile – to identify those who have significantly higher rates of buyers not receiving the item they ordered.

You can view detailed breakdowns of all your seller performance metrics in your [Seller Dashboard](#) and [Service metrics dashboard](#).



Seller Standards

What are eBay Seller Standards?

Seller Standards are levels that indicate whether you're meeting or exceeding our minimum standards. We evaluate your performance on the 20th of each month, based on your recent sales, and assign you one of the following seller levels:

Top Rated:

You're exceeding our performance expectations, as well as have an established sales history and comply with other eBay policies.

Above Standard:

You're meeting our minimum standard for sellers and looking after your customers well.

Below Standard:

Your performance has fallen below our minimum standards and as a result, we may place limitations on your selling activity until your performance improves.

Top tip:

Take a look at your Seller Dashboard on a regular basis to see how your performance is tracking, and, if needed, take action before the next evaluation.

If your current or projected seller level has dropped, it's important to focus on minimising cases closed without seller resolution and transaction cancellations as soon as possible – this will help reduce your percentage rates at the next evaluation. For more help, read our article on [monitoring and improving your seller performance](#).

How we calculate your seller level

On the 20th of each month, we take a look at your recent transactions to work out your:

- Cases closed without seller resolution
- Transaction defect rate
- Late shipment rate

Cases closed without seller resolution

What this means

When a buyer reports that an item hasn't arrived or requests a return, the seller is responsible for providing a resolution.

A case closed without seller resolution means that the seller didn't resolve the buyer's issue, eBay stepped in to review the case, and the seller was found responsible.

For full details of actions, time frames, requirements for sellers and how eBay decides the outcome of a case, please read our [eBay Money Back Guarantee policy](#).

Minimum requirements

A high late shipment rate on its own won't cause your account to be evaluated as Below Standard, but a low rate is required for Top Rated status.

Seller Standards

Transaction defect rate

What this means

We count a **transaction defect** when either of these things happens:

- The seller cancels the order unexpectedly (e.g. because it was out of stock, or because they sold it to someone else)
- The buyer reports an issue, but the seller doesn't resolve it (a case closed without seller resolution, as defined in the section above)

Minimum requirements

You're allowed up to 2% of transactions with defects within an evaluation period.

You'll only be evaluated as Below Standard if your transaction defects are associated with more than 4 different buyers.

Late shipment rate

What this means

We help set buyers' expectations by showing them an expected delivery date for their order. To help ensure items arrive on time, sellers are responsible for sending items within their stated handling time, using the delivery service selected by the buyer.

How we count a **late shipment** depends on whether you've **uploaded tracking information** from an **integrated carrier**.

With tracking, we'll count an item as late when:

- The delivery scan is after the expected delivery date AND
- There is no carrier scan within your handling time

If there is no tracking information available:

- When the buyer leaves Feedback, we'll ask them if the item arrived on time
- If the buyer confirms the item arrived after the expected delivery date, it will be counted as late

Minimum requirements

A high late shipment rate on its own won't cause your account to be evaluated as Below Standard, but a low rate is required for Top Rated status.



Seller Standards

Becoming a Top Rated Seller

To become a Top Rated seller on eBay.com.au, you need to be an active seller who's performing well above our minimum standards, as well as having an established sales history and complying with other eBay policies.

We'll automatically upgrade you to Top Rated status on the 1st of the following month if you meet all of the criteria below at your seller performance evaluation.

Top Rated seller requirements

Seller performance evaluation

- **Cases closed without seller resolution:** No more than 2 (or 0.3% of transactions).
- **Transaction defect rate:** No more than 0.5%, associated with no more than 3 different buyers.
- **Late shipment rate:** No more than 5 (or 5% of transactions).

Selling activity

- Your eBay account has been active for at least 90 days.
- You have at least 100 transactions and AU \$1,000 in sales during the last 12 months.
- You're complying with eBay's **selling practices policy**.

What happens if you are Below Standard?

If your evaluation on the 20th of the month shows that you are not meeting our minimum standards, we may put limitations on your selling activity until your performance improves. To see what you can do to bring your level back to Above Standard, read our article on **monitoring and improving your seller performance**.

Possible limitations include:

- Your items may be placed lower in **Best Match** search results
- Your **selling limits** may decrease
- You'll be blocked from using **Promoted Listings**, and won't be able to create new campaigns or edit existing campaigns
- Funds from your orders may be **placed on hold** until tracking information shows that the item is on its way to the buyer
- You'll no longer be eligible for an **eBay Plus badge** on your listings
- You'll be unable to give a **partial refund** if an item is returned used or damaged
- You'll be charged an additional 4.4% (incl. GST) on the percentage portion of your final value fees (e.g. a 10% final value fee would increase to 14.4%)



For more information, visit our [Seller standards page](#) and see our section on what happens if you are Below Standard.

Service Metrics

What are eBay Service Metrics?

Service metrics provide detailed insights and peer benchmarks to indicate how well you're performing compared to others with a similar selling profile.

Every month, we look at your rates of:

- "Item not received" – How many times a buyer reported that they didn't receive an item
- "Item not as described" – How many times a buyer requested a return because their item wasn't as described

Rather than simply measuring these as a percentage of your sales, we compare your rates to those of sellers with similar items, prices, postage options and terms of sale.

Your service metrics are evaluated on the 20th of each month, and you'll be given one of the following ratings compared to your peers:

Low:

You're performing better than most of your peers in making sure that buyers receive their orders promptly, and in setting and meeting buyers' expectations about your items

Average:

You're performing as well as your peers, but you may have opportunities to reduce preventable requests

High:

You're not performing as well as your peers in ensuring your buyers received their orders as expected. If any of your service metrics are High compared to your peers, but the rate is less than 1%, that rating will be adjusted to 'Average'

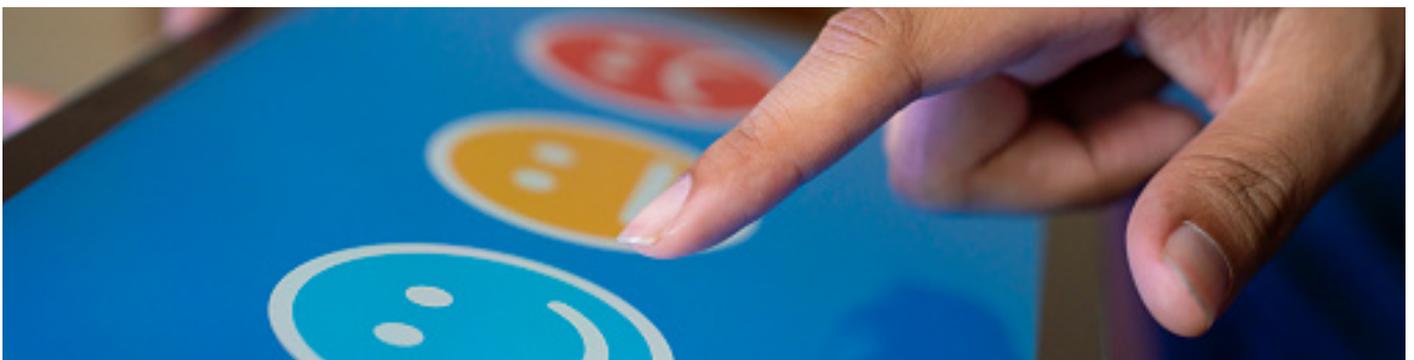
Very High:

Your 'Item not received' rate or 'Item not as described' return rate is significantly statistically different to your peers. If any of your service metrics are Very High compared to your peers, but the rate is less than 1%, that rating will be adjusted to 'Average'.

Top tip:

Take a look at your [Service Metric Dashboard](#) regularly so that you can see how you compare to other sellers.

If your rates of 'Item not received' or 'Item not as described' have increased, or are considered high compared to your peers, it's important to focus on minimising these issues as soon as possible – this will help to improve your rating at the next evaluation. For more help, read our article on [monitoring and improving your seller performance](#).



Service Metrics

How we benchmark performance

Peer benchmarking means we look at how your rates compare with those of other sellers who have similar sales activity, items and business policies.

Service metric: 'Item not received' rate

What it means:

The percentage of your transactions where a buyer reported that the item didn't arrive or was not available for collection.

Who we compare against:

Other sellers who:

- Have a comparable volume of transactions, with the same evaluation period
- Sell items on the same eBay site with a similar price
- Post to the same destinations with similar expected delivery timeframes

Service metric: 'Item not as described' return rate

What it means:

The percentage of your transactions where a buyer requested a return for one of the following reasons:

- | | |
|---------------------------------------|---------------------------|
| • Doesn't work or defective | • Missing parts or pieces |
| • Doesn't match description or photos | • Arrived damaged |
| • Wrong item sent | • Doesn't seem authentic |

Who we compare against:

Other sellers who:

- Have a comparable volume of transactions, with the same evaluation period
- Sell items in the same categories as you with a similar price and item condition
- Have similar return policies and delivery time frames

To help understand how evaluations work, please visit our [Service metrics policy](#) page and see our section on calculation examples.

Service Metrics

What happens if your rating is Very High?

If your service metrics evaluation shows that your 'Item not received' and 'Item not as described' rates are significantly higher than your peers, we may put measures in place to help manage buyers' expectations when ordering from you. To see what you can do to bring your rates back down, read our article on [monitoring and improving your seller performance](#).

Very High 'Item not received' rate

Potential limitations include:

- For the postage destinations where you are currently evaluated as Very High, we may add extra time when showing buyers an expected delivery date for your items
- You'll no longer be eligible for an eBay Plus badge on your listings
- You'll be unable to give a partial refund if an item is returned used or damaged

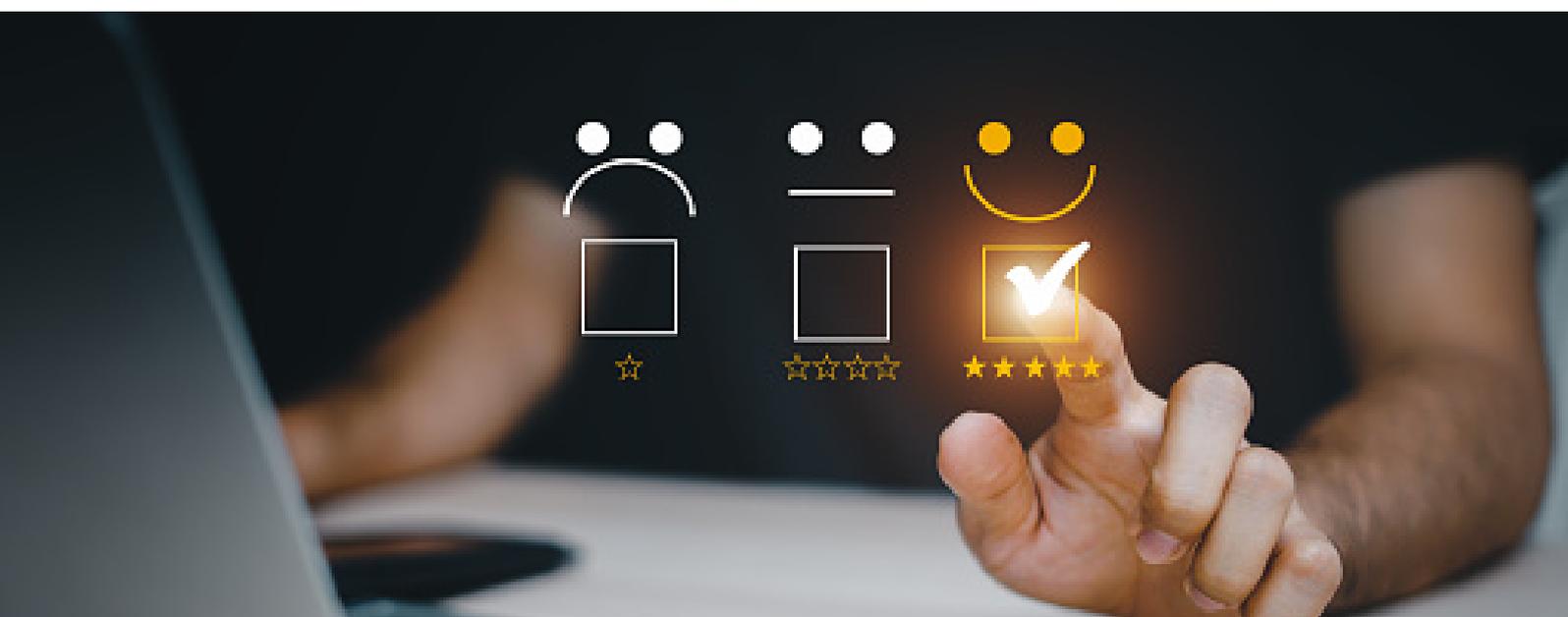
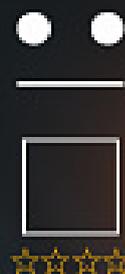
Very High 'Item not as described' rate

Potential limitations include:

- You'll no longer be eligible for an eBay Plus badge on your listings
- You'll be unable to give a partial refund if an item is returned used or damaged
- You'll be charged an additional 4.4% (incl. GST) on the percentage portion of your final value fees for items sold in the categories where you are currently evaluated as Very High (e.g. a 10% final value fee would increase to 14.4%)



For more information, visit our [Service metrics page](#) and read our section on What happens if your rating is Very High.



eBay Plus

What is eBay Plus?

eBay Plus is more than a buyer loyalty program, it's our primary seller badge onsite. As a seller, an eBay Plus badge helps you stand out by letting buyers know you offer a great shopping experience. It's a great trust signal for buyers, helping to boost traffic and sales performance.

For \$4.99 per month, eBay Plus members can expect to enjoy:

- Free Express delivery to metro areas (and free standard delivery to non-metro areas) on millions of Plus items
- Free returns on Plus items
- More savings with exclusive offers and deals, for example \$5 coupon every month to spend on eBay Plus items, \$25 Hoyts LUX tickets and more

Listings qualifying for the Plus experience will show an exclusive eBay Plus logo. When this badge is displayed, eBay Plus members will have the confidence of knowing that this item could be delivered and returned for free.

How do you benefit as a seller?

+9%* sales uplift

Listings that earn an eBay Plus badge see up to a +16% sales uplift on average vs. listings that are not badged eBay Plus.

5 x visits**

eBay Plus members visit ebay.com.au up to 5 times more than non-members.

6x spend***

eBay Plus members spend up to 6 times more on ebay.com.au than non-members.

How do you make sure your listings qualify?

To enable the eBay Plus Badge you need to meet a range of both seller performance and listing criteria. As a seller, you need to meet and maintain an Above Standard or eBay Top Rated performance standard. You also need to keep compliant with our selling policies. This is in line with online shopper expectations and retail standards.

In addition, as the eBay Plus badge is applied at a listing level, we understand you may not be able to offer this level of service on all your listings. We provide you with the flexibility to choose which listings to enable as eBay Plus using business policies.

These include:

- Free standard postage nationwide
- A reasonably priced express postage option to
- 0-1 day handling
- 30+ day returns

Top tip:

A requirement* of eBay Plus is offering express delivery to metro areas. Receive up to \$4 from eBay towards the cost of express postage upgrades (Plus items only).

*Not required for bulky or dangerous goods.

[Learn more about eBay Plus →](#)

*Only included the Listings that are live for the whole Pre post period (60 days)

**Based on visit frequency of eBay Plus members vs. non-eBay Plus members for May 2018 – May 2019

***Based on average bought item value of eBay Plus members vs. non-eBay Plus members for July 2018 – July 2019

Section 04:

Promotions & Visibility

29

Terapeak

32

Retail Promotions

34

Promoted Listings

37

Coded Coupons

30

Selling Internationally

33

Promotions Manager

36

Volume Pricing

Terapeak

What is Terapeak Sourcing Insights?

Terapeak Sourcing insights uses real data from eBay such as sales and item specifics to identify future business opportunities. With Terapeak Sourcing Insights, you can see which categories are performing and what’s selling well in those categories – so you can know what inventory to order in advance. With Terapeak Sourcing Insights, you can:

- Identify categories with high demand and low supply
- See trends over time, and stay ahead of seasonal demand
- Use sales data to refresh your inventory based on what buyers are looking for

Terapeak Sourcing Insights is free for all Store subscribers.

With Terapeak Product Research you can

Make the most of product images by following these tips:

1. See how products are performing across all eBay marketplaces
2. View clear, easy-to-understand statistics, graphs and charts
3. Get an overview of which products are popular, successful strategies for attracting buyers and potential areas to improve
4. Search by keyword or product and use the filters to get the information you want

Product Research Feature

In the product research tab, you can search by keyword, region and product identifier code. The tool gives you the averages for an item’s sold price and shipping costs as well as free shipping coverage. You can also identify the total items sold in your chosen time period, as well as the total sellers with listings using that keyword.

<p>Analyse trends in prices, sales volumes and buyer demand over time</p>	<p>Plan your inventory and pricing structure and better understand shopping trends</p>	<p>Identify inventory sourcing opportunities</p>	<p>Analyse top performing listings and their alignment with retail standards</p>
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Listing Improvements Feature

The Listing Improvements Tab in Terapeak gives you general listing insights and helps you identify under-performing listings. You can analyse individual listings and see the prices of sold and active listings similar to yours. You can also compare your listing level traffic with your competitors (i.e. impressions and conversation rate) and view live eBay listings like yours.

- Identify and revise under-performing listings based on competitor insights
- View listing level traffic including click through rate and impressions
- See how your listing’s performance compares with your competitors
- View listings with invalid or missing product identifiers
- See Re-stock advice for listings that are likely to sell out based on your current sales rate

Selling Internationally

What is international selling?

Selling internationally on eBay allows you to reach global buyers, even in countries where there isn't a local eBay site.

Why consider seller internationally?

Selling Internationally on eBay allows you to:

Gain access to millions more customers:

eBay is a global marketplace with 185M buyers in 190 countries. Expanding your reach by selling internationally means reaching more buyers and increasing your sales potential.

Diversify your business:

Selling internationally reduces your dependence on your local market and allows you to take advantage of trends and product seasonality in different countries.

Save time and still grow your business:

eBay will do the work of driving traffic to your listings on global sites. eBay's global presence means much of the work to attract buyers is done for you!

How to sell internationally on eBay

There are two ways to sell internationally on eBay - Basic or Advanced.

Option 1: Basic International Selling

If you've never sold internationally before, but want to give it a try then Basic International Selling is for you. It allows you to make your existing ebay.com.au listings available to international buyers.

How to do it: When creating your listing

1

Go to the Postage details section

2

Select an option under International postage

3

Specify the countries you wish to post to

Why Try Basic International Selling?

Basic International Selling is the easiest way to reach eBay's global customer base. Here are some of the best benefits of enabling international shipping:

- **Instantly increase exposure:** Your listings will appear in advanced search results in countries you choose to ship to. They may also appear in default search results, but that is not guaranteed
- **Pay no extra fees:** When Basic International Selling, you pay the usual eBay.com.au insertion fees and final value fees for a listing, no matter where the buyer is located
- **Automatic translation (where supported):** Where available, item titles will be translated to the local language and prices will be converted to local currency
- **Enjoy easier listing and inventory management:** Compared to advanced international shipping, basic international selling is less effort and inventory can be managed more easily

Selling Internationally

Option 2: Advanced International Selling

If you have a greater budget to reach more eBay buyers and increase your conversion, then Advanced International Selling is for you. Advanced International Selling is when you offer your items in specific global markets by listing directly on each local site, such as ebay.com (United States), ebay.co.uk (United Kingdom), ebay.fr (France), etc.

How to do it:

1

Use your existing eBay.com.au credentials to login to international eBay site(s)

2

Create your listings on your chosen international eBay site(s)

3

Specify postage services and cost

Why Try Advanced International Selling?

Listing items directly on international eBay websites is the best way to sell internationally. Here are some of the key benefits:

- **Gain greater in-market visibility:** Unlike Basic International Selling, for each international eBay site that you list on, your products will appear in default search results in the exact same way a domestic seller's products would appear
- **Tailor your listings to suit each market:** On each site you can separately adjust the pricing and translate item descriptions to appeal to local buyers
- **Access local seller tools to promote inventory:** Having direct listings on an international eBay site means you also have access to all their selling tools

Selling in countries that don't have an eBay site

You can reach buyers in expanding markets such as Brazil, Russia and China as well as all other countries even though eBay does not have a local site. Simply add international postage options to these countries on your domestic listings.

Best practice recommendation



- Your first step is to try out Basic International Selling to familiarise yourself with selling globally. Testing the market is the best way to assess your opportunity.
- Whether you decide to go with Basic or Advanced International Selling, include as many item specifics as possible to improve the chances of your item being found.

For more information on International Selling, visit our comprehensive guide here.

Retail Promotions

eBay Retail Promotions

Retail Promotions are a great opportunity to get your brand and inventory in front of a large amount of buyers.

These marketing campaigns enable you to showcase your items on specifically designed landing pages and drive a high velocity of sales during key shopping moments.

What are eBay Retail Promotions

eBay Retail Promotions are marketing campaigns aimed to provide buyers with the best products from the best sellers with a compelling discount.

- eBay will create a percentage off coupon that’s redeemable with participating stores
- Retail promotions are available to selected sellers, who are invited to participate, based on their selling performance and overall customer experience they provide

How to Participate

1

Ensure your store meets our full list of criteria, as outlined below:

These standards are set to enhance the shopping experience for the eBay customer, aimed at giving you the greatest chance of success within the program.

2

Submit your interest to the Retail Promotions Team:

Email the team at retailpromotions@ebay.com or your account manager and we will review your stores’ suitability to participate in the Retail Promotion program. Please allow 2-3 working days for a team member to respond to your request.

What are the criteria to be considered?

The retail promotions criteria are, but not limited to, the below:

- Above Standard Seller Rating, eTRS (eBay Top-Rated Seller) is preferred
- Well optimised listings in line with eBay best practice
- Robust inventory set including depth to support high velocity sales periods
- Price parity with any other sales channels

Promotions Manager

Using Promotions Manager

[Learn more →](#)

What is Promotions Manager?

Promotions Manager provides eBay Store subscribers with an easy way to set up special offers on eBay. Promotions can help you attract more buyers, clear old stock, increase average order size, and even lower postage costs by bundling more items per order.

Why use it?

Promotions Manager helps you sell more – and more often. It helps you attract more buyers, drive your sales and see an increase in average order size. Promotions Manager makes it easy to set up and run lots of different promotional campaigns. Buyers typically find sales and discounts exciting, so it’s a great way to attract more shoppers to your eBay products.

How to use Promotions Manager

There are 4 types of promotions you can run:

1. Order Discounts:

Cross sell your other products by offering discounts depending on order size

2. Volume pricing:

Encourage buyers to buy multiples of the same items with discounts based on volume

3. Coded Coupons:

Tempt your buyers to come back with an exclusive order discount offer

4. Sale event + Markdowns:

Discount your sale items and display discount amounts to buyers with a strike-through your original price on listing pages

Easy Setup



1. Sign into My eBay

2. Access Promotions Manager

Through Seller Hub or Marketing Tools

3. Choose a promotion

Set the conditions, choose the items to include and start or schedule your promotions

Postage discounts

You can also offer postage discounts to buyers who purchase multiple items by using postage rules. Navigate to:

My eBay > Account > Shipping Preferences

From here you can edit your postage rules (I.e. Free postage on orders over \$100, or on orders of 3 products or more).

After creating rules be sure to apply them to listings by checking the “Apply my promotional postage rule” box when revising listings or editing postage policies.

Promoted Listings

Drive more sales with Promoted Listings

	Promoted Listings Standard	Promoted Listings Advanced (BETA)	Promoted Listings Express
What is it	Promote your listings across the eBay network & only pay when your items are sold.	Promote your listings in the top spot in search. Advanced campaigns give more control over budget & keyword targeting.	Promote auction-style listings with ads across eBay.
Best for	Sellers who need automation & prefer simplicity.	Sellers who need velocity, predictability & standardisation.	Sellers who need discovery & simplicity.
Cost model	Cost-per-sale.	Cost-per-click.	Flat fee.
Listing format	Fixed price.	Fixed price.	Auctions.
Placements	Across the eBay network including search, listing pages & partner pages including Google PLA.	Top spot in search.	Sponsored ads on listing pages of similar listings.

Promoted Listings Standard

Be seen by millions when it matters most.



Stand out from the crowd

- Separate your business from 1.5 billion other onsite listings globally & put your merchandise front-and-center.



Drive visibility

- Boost visibility of your listings by unlocking new sponsored placements, including those in search results, listing pages & partner pages including Google PLA.



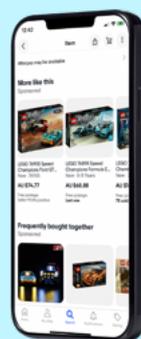
Increase sales

- Promoted items see **two times more sales** than non-promoted items, on average.*
- Unique cost-per-sale model allows you to capitalise on the millions of transactions taking place.

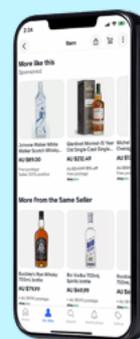
Promoted Listings Standard placements



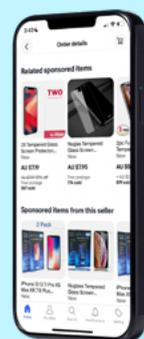
Search



Product page



View item page



Order details page

*Data surveyed from global markets April 2021 - September 2021

Promoted Listings

Promoted Listings Advanced (BETA)

High visibility & control to drive sales velocity.



Top of search

1 in 5 purchases starts with a listing that appeared at the top of our search results page.* Get preferred access to this super-visible, high-performing top spot.



Budget control

Daily Budget feature gives you campaign spend control & the predictability you need to manage your eBay business.

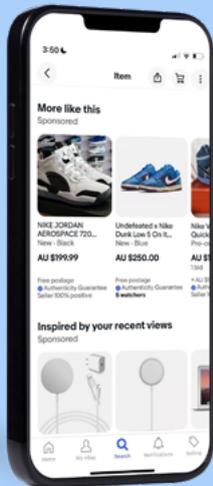


Strategic keyword control

Bid on the keywords that matter to you - keywords that will ultimately help you achieve your eBay goals.

Promoted Listings Express

Boost the visibility of your auction-style listings & reach the right buyers.



Promote auction items

Appear on similar listings' pages, putting your listing in the right place at the right time. Listings got on average 48% more views with Promoted Listings Express, than if not promoted.**



Pay an upfront, flat fee

Based on the length of your auction & item category.



Quick & simple

Promote auction items with just a few clicks.

How can I learn more?

Ads Academy is eBay's learning platform for sellers that focuses on our self-serve ad features like Promoted Listings. Learn best practices and tips to make the most of your Promoted Listings campaigns and scale your business on eBay.

Check out **Seller Centre** for FAQs and a breakdown of the whole portfolio.

How to use Promoted Listings

Launch a Promoted Listings Advanced or Promoted Listings Advanced campaign through the **Seller Hub Advertising Dashboard**.

For Promoted Listings Standard and Promoted Listings Express, you can also select the "Promote it" banner on top of eligible listings on the My eBay Selling Overview and **Active pages** to promote your listing.

You can monitor your campaigns' performances using the **Advertising Dashboard**.

*eBay data from July 2020

** Estimated based on data surveyed from Australian market December 2021 - January 2022

Volume Pricing

Volume Pricing

With Volume Pricing, you can offer your buyers tiered discounts when they purchase multiple items from your store. The more your buyers purchase, the more they save.

Volume Pricing on eBay is super flexible. You can set discount strategies for different groups of inventory, or apply campaigns to individual listings, item IDs (max 500 SKUs), categories, or across your entire inventory. We'll automatically add new listings to your existing campaigns when they meet the rules you've set.

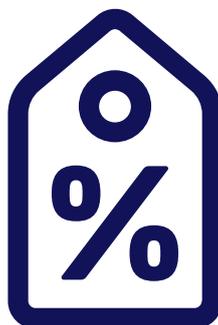
Setting up Volume Pricing

To add Volume Pricing to your listings, head to your Promotions Dashboard from the [Marketing tab](#) in Seller Hub, and select Promotions from the left menu. Click on Volume Pricing from the blue Create a Promotion drop-down.

You can choose individual items or categories for a campaign, or define the rules, and we'll automatically apply them to that selection of your inventory.

Getting Started is Simple:

- 1 Select Create Rules
- 2 Give your campaign a name that you can recognise on your Promotions dashboard later
- 3 To set a rule, choose All Inventory from the Categories drop-down
- 4 Choose the level of discounts you'd like to offer
- 5 Set how long your promotion should run
- 6 Select Save and Review to return to the first screen



Coded Coupons

What are coded coupons?

Coded coupons enable you to offer your buyers a discount through a coupon code. You can share coded coupons publicly (on ebay.com.au) or privately through your own marketing channels. These new coded coupons replace the previous codeless coupons.

When might you use coded coupons?

Any seller on eBay can use Coded Coupons. With a range of promotional tools available to you as a seller, it's worth being tactical about which to use when. Coded coupons could be the right choice if you want to:

1. Send a printed coupon code in your order to encourage repeat purchases
2. Control your budget and protect your margins with options like minimum spend, expiry date, budget, etc.
3. Offer a discount to customers instead of adjusting the item price

Coupons

Share publicly – on eBay

- Search results page
- On your listing page
- At checkout

Share privately – off eBay

- Print and send a coupon to buyers to incentivise another purchase
- Share your coupon code on social media
- Send your coupon code to specific buyers or friends

Create and customise your coupon codes

Create and customise your coupon codes:

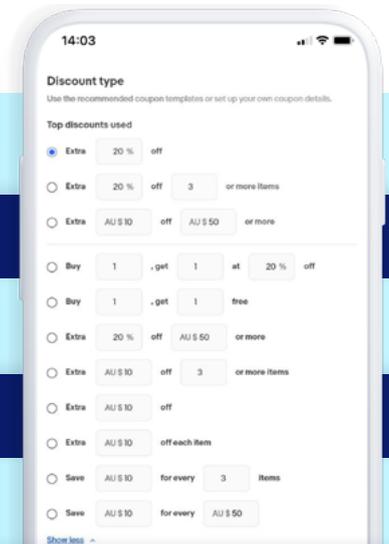
e.g. YOURBRANDDISCOUNT10 \$10 off over \$50. Ends 31 May 2021. Ts and Cs apply

Offer a percentage discount

e.g. 20% off. Min spend \$20. Max discount \$40. Ends 30 Sep 2021. Ts and Cs apply

Make a multi-item offer

e.g. BUY 1 GET 1 HALF-PRICE. Ends 30 Sep 2021. Ts and Cs apply



Coded Coupons

Did you know?

If you share your coupon on eBay, your terms (max. discount, min. spend, expiry date etc.) will automatically be displayed on your listings and the seller offer page. If you share them off eBay, make sure your terms are clearly visible and you provide a link to the Buyer Ts and Cs.

Set-up is easy in Seller Hub

1. To create a coupon, log into Seller Hub
2. Navigate to the marketing tab, then promotions
3. On the promotions page, click “Create a promotion” (top right)
4. Select the option for “Coupon”
5. Generate your desired code
6. Set requirements, e.g. type of discount and max budget
7. Pick inventory and launch

