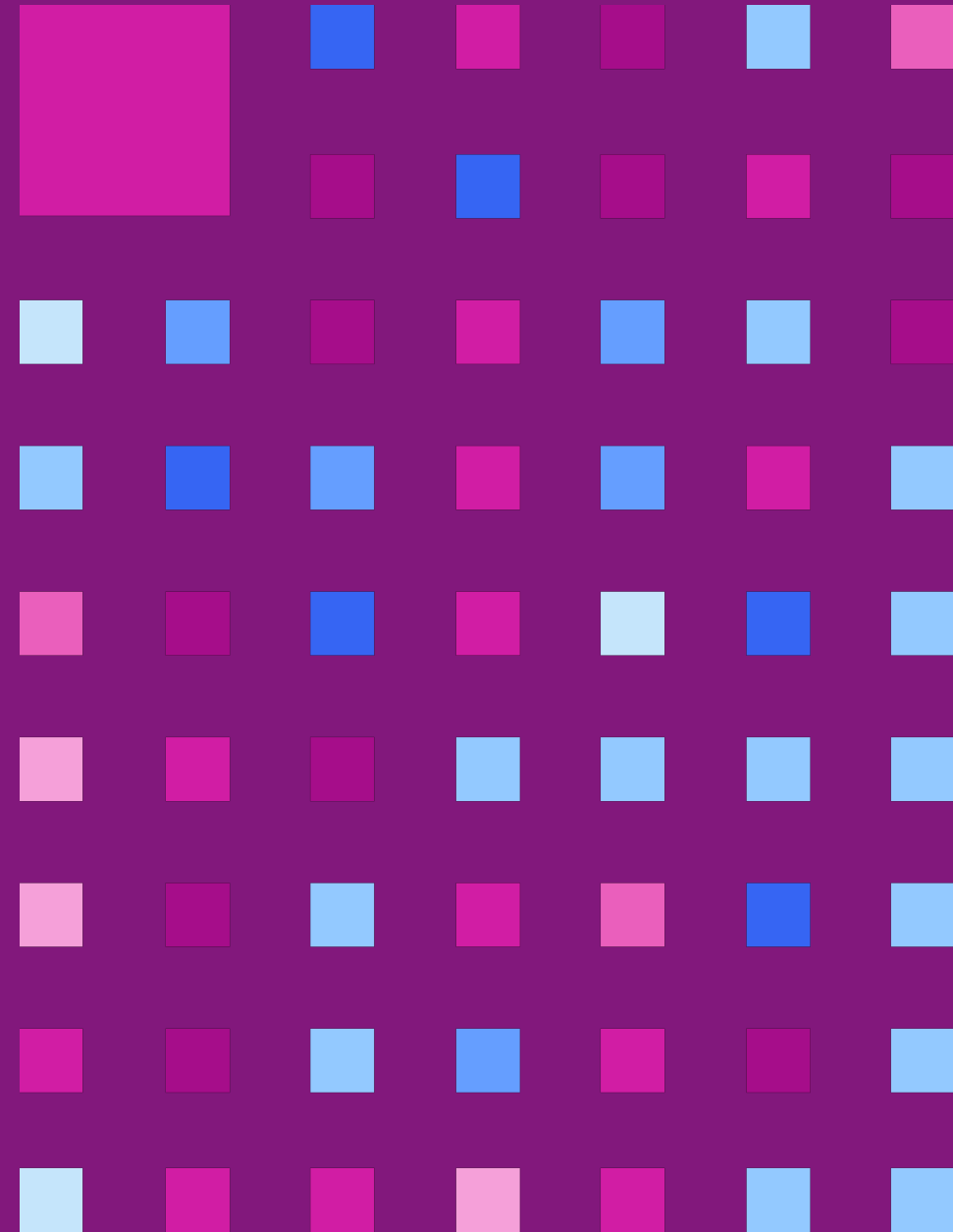# eBay Connect 2021

Buyer Experience

Julie Katz
COO Shopping Experience

eBay Connect 2021
Agenda

Buyer experience progress

Growing eBay Customers through the API Toolkits

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Buyer Experience Focus

Building lifelong Buyer relationships

Winning in key verticals

Improving shopping efficiency

Winning in Key Verticals

Trust and Authenticity are the number one concerns facing both our buyers and sellers in our vertical categories. Sellers want stronger protection from buyer fraud given the high ASPs. Fierce competition and explosive growth have made this a must-win focus area for eBay.

Luxury: Authenticity Guarantee Watches

Customer Opportunity
5% of luxury watch purchases are filed as SNAD (Significantly Not As Described) cases.
The AG program for Watches is needed to build trust and engagement amongst buyers.

Objective & Hypothesis
Establish and expand AG program for Luxury Watches to other sites.

Audience
Luxury watches buyers purchasing Watches > $2000 (US, UK, DE, CA)

Approach
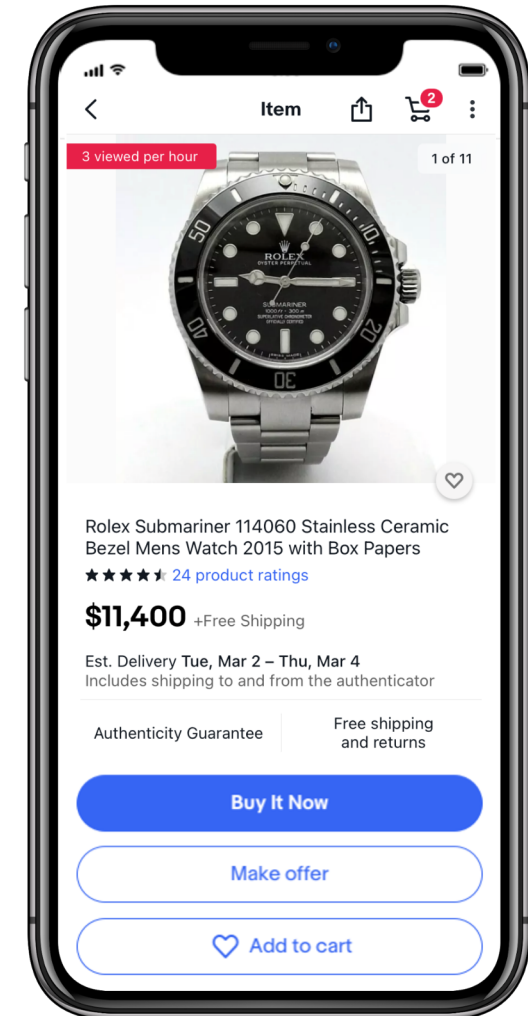Expand new AG program for Watches globally.

Why is this important?
- **Buyers**: Increase trust and confidence by verifying the authenticity of the luxury watch purchase.
- **Sellers**: Increase engagement and conversion with inventory covered by AG program.

Status
US launch: Aug 2020
Global expansion 2021: UK & DE later this year
Customized Watches later this year

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Luxury: Authenticity Guarantee Sneakers

Customer Opportunity
3% of all sneaker purchases are filed as SNAD (Significantly Not As Described) cases. More work is required to ensure Buyers and Sellers who want to transact on the platform can do so confidently in a safe, trusted, and supported way.

Audience
Enthusiast sneakerheads, particularly flippers

Approach
Expand category coverage under the AG program to include Sneakers.
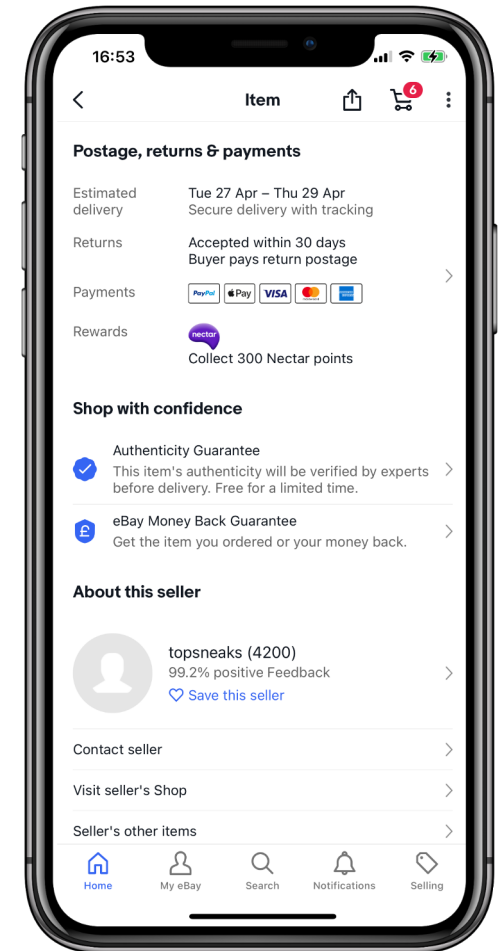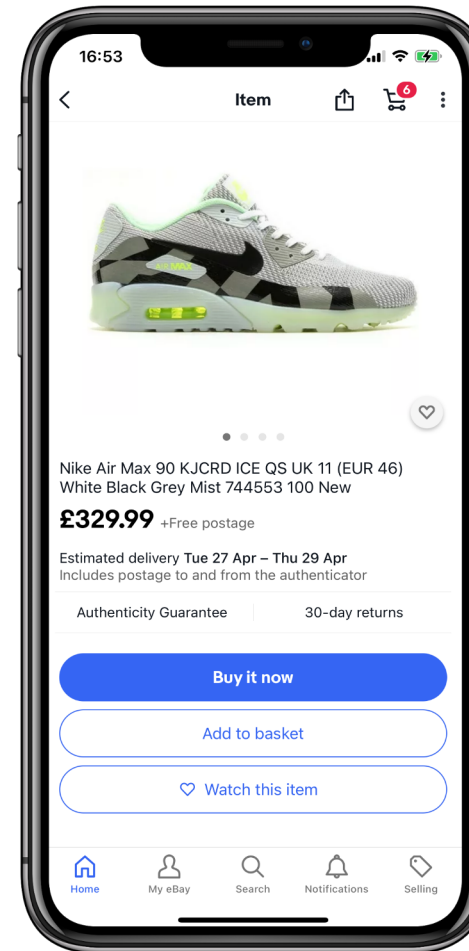
Why is this important?
- **Buyers**: Increase trust and confidence by verifying on their behalf whether or not the sneaker is authentic.
- **Sellers**: Increase engagement and conversion with inventory that have been tagged as part of the AG program.

Status
US launch: Oct 2020
UK and CA launch: May 2021
Global expansion 2021: UK & DE later this year

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Luxury: Authenticity Guarantee Sneakers eTag

Customer Opportunity
When buying luxury goods, buyers want confidence that their item is authentic, the purchase experience is memorable and unique and that "value" is transferable.

Audience
Sneakerheads, particularly flippers

Approach
Enable the Authenticity eTag landing page within eBay's mweb and native app experience. Integrate with Bluebite (physical tag vendor) and leverage SneakerCon's authentication data.
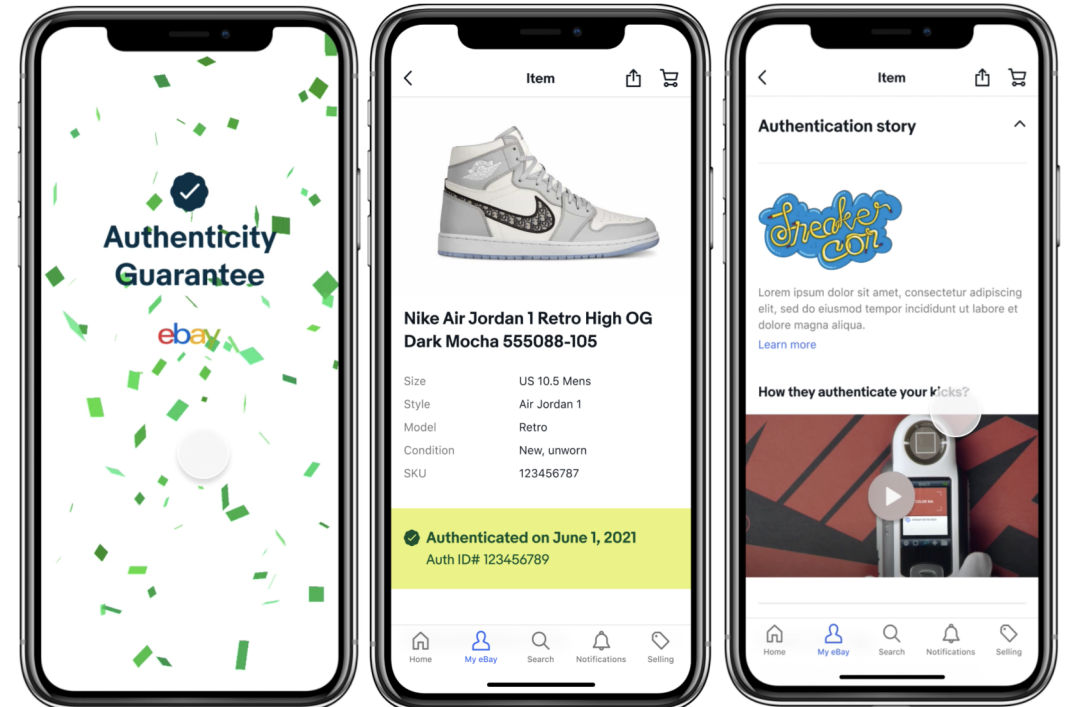
Why is this important?
The Auth eTag helps eBay differentiate itself among competitors and add value for buyers and sellers through confidence in the item and deeper integration into eBay's post purchase experience.

Status
Q1: Native/mWeb migration and launch handbag experience
Q2/Q3: Watches and integration into myeBay and digital collection

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Luxury: Authenticity Guarantee Handbags US

Customer Opportunity
A luxury handbag buyer had seen the exact same experience as a buyer purchasing in business & industrial. We were not providing the user with trust signals and complementary merchandising in a relevant and compelling way to enhance their luxury buying experience.

Audience
Luxury fashion buyers purchasing Handbags > $500
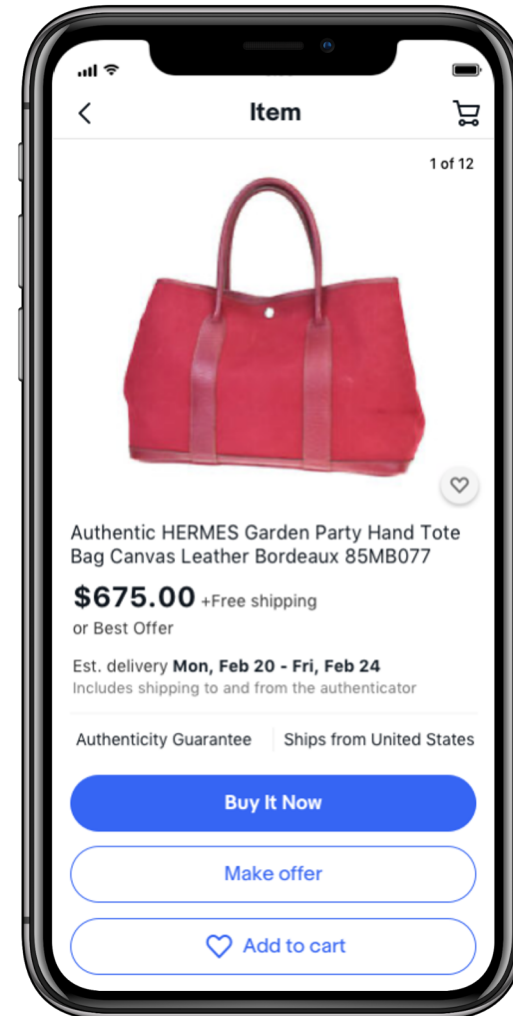
Approach
Expand category coverage under the AG program to include luxury handbags in the US.

Why is this important?
- **Buyers**: Offer coverage of AG program for Handbags > $500 to build trust.
- **Sellers**: Increase conversion and engagement.

Status
US launched in June 2021

Certified Refurbished

Customer Opportunity
eBay's refurbished condition definitions are misleading to buyers. SNAD and returns rates for Manufacturer Refurbished are 3x that of new. No policies are in place to maintain a minimum quality of inventory, leading to a muddied value proposition

Approach
- Rename Manufacturing Refurbished item condition to Certified Refurbished globally
- Gate new condition and migrate existing listings globally
- On-board quality certified refurbished sellers Globally

Why is this important?
- **Buyers**: Trust (gated + verified sellers) & quality (must meet minimum functional and cosmetic standards)
- **Sellers**: Increased velocity and sell-through rates

Status
- US, AU - Launched - Oct 2020
- UK, DE, IT, ES, CA other sited markets launched - H1 2021
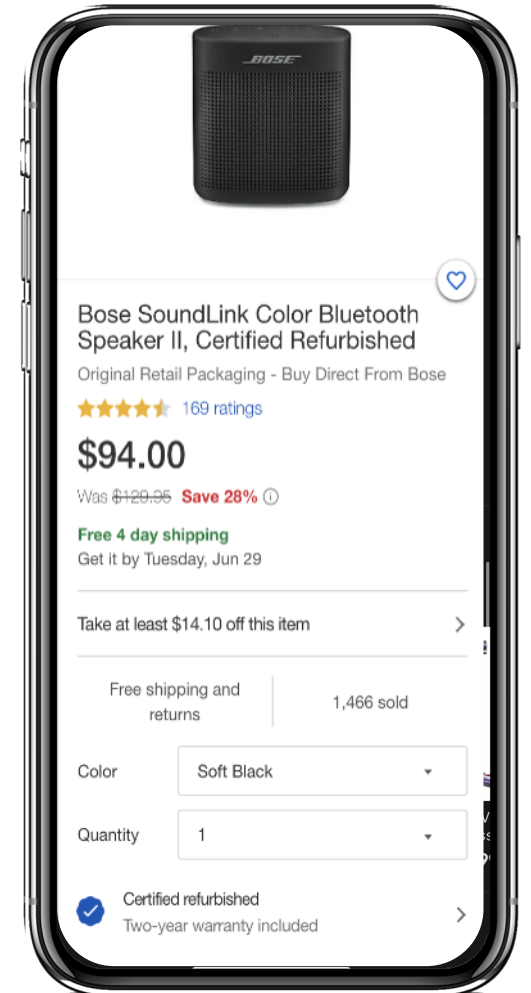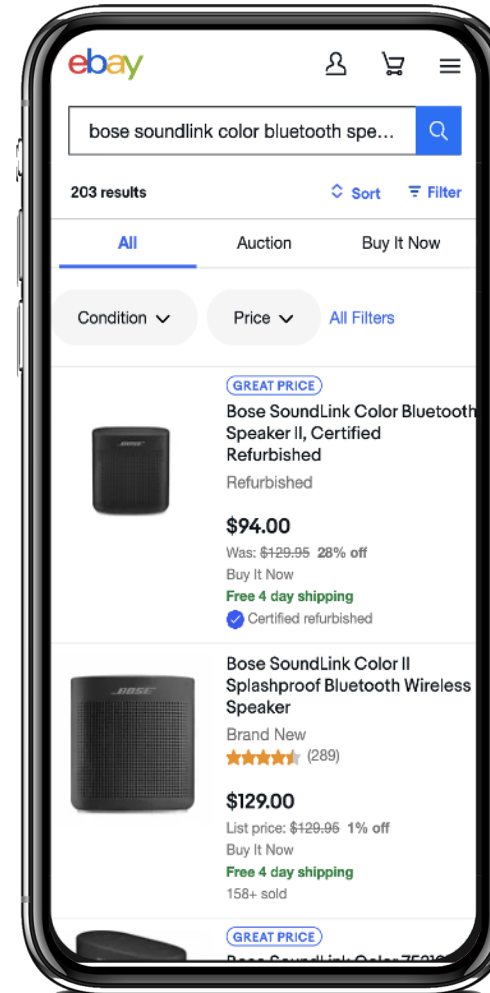
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Education + Inventory Module

Customer Opportunity
The value proposition of eBay's key strategic programs can be difficult to convey once buyers are already on the Search page. Existing mechanism like our headlines ads are limited, oftentimes forcing users out of the funnel.

Audience
All eBay Search Users

Why is this important?
- Education+ Inventory modules allow us to educate buyers about our programs while at the same time show them highly relevant and contextual inventory matching their intent.
- Marrying education with inventory will allow users to confidently drive further down the purchase funnel.

Status
- Launched in the US for 'Authenticity Guarantee ' and 'Certified Refurbished' programs.
- Regional expansion in Q2
- Additional program and use case expansions planned
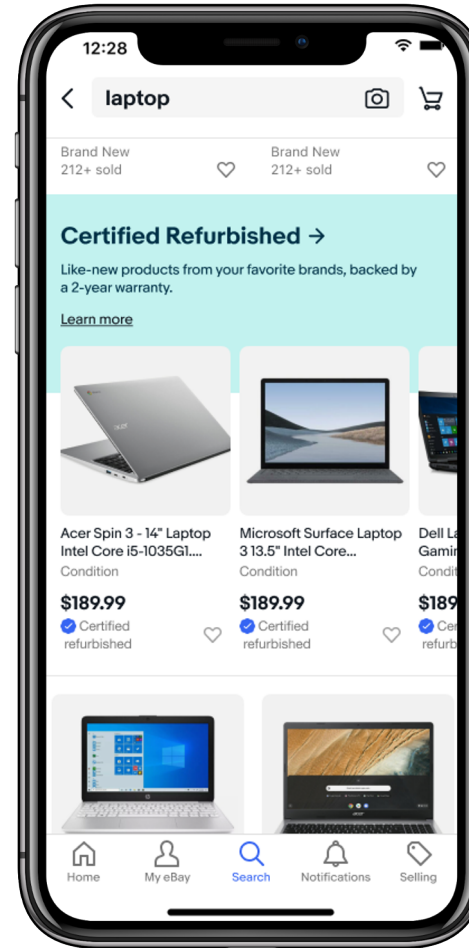
Certified Refurbished
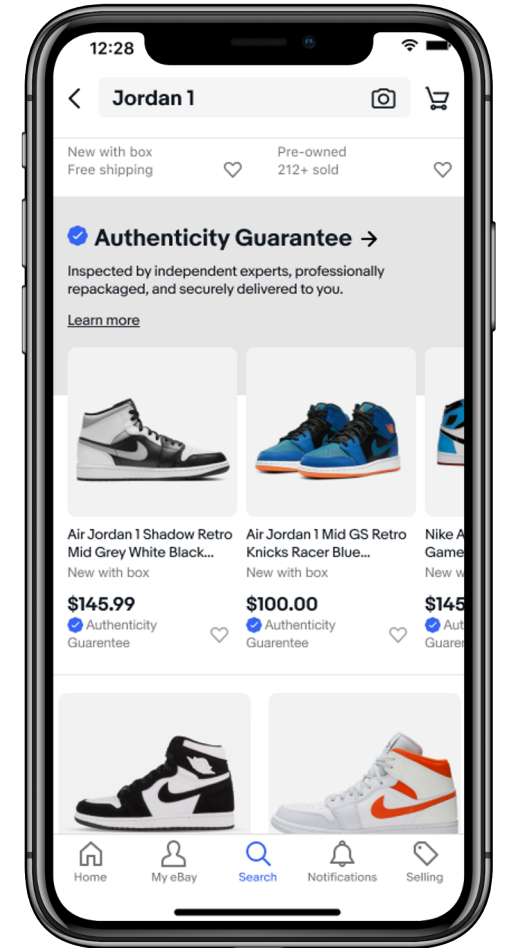
Authenticity Guarantee

Brand Outlet

Customer Opportunity
It is difficult for buyers to find the fantastic inventory eBay has that's coming direct from top Brands; many Brands offer great inventory at deep discounts. It's not easy to browse the latest inventory from top Brands, or discover new Brands.

Approach
Create a more personalized, shoppable experience where buyers can easily browse the latest Brand Outlet inventory where all items include free delivery, 30-day returns, and prices up to 70% off. Buyers can shop by Brand, or browse through the latest Influencer-curated sales event.

Why is this important?
- **Buyers:** Create a dedicated, personalized space for buyers to discover Brand Outlet inventory. Personalize the experience to make it easy to shop the latest inventory from their favorite brands.

- **Sellers:** Elevate our top Brands and their discounted inventory. Drive velocity through personalization, marketing, and an experience that gets buyers to keep checking back and discover what's new.

Status
- **Phase 1 - Updated Brand Outlet UK - May 10th Launched** 🤩 🚀
- **Phase 2 - Expansion to new markets through 2021 and into 2022**
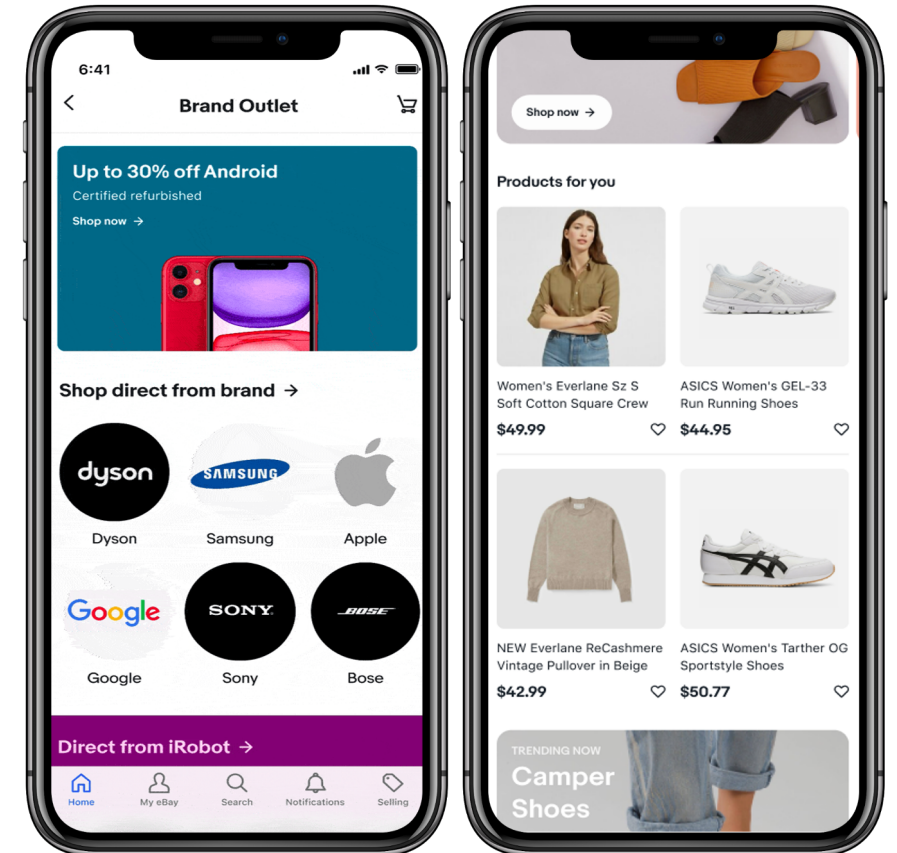
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Shopping quality and efficiency

Given our breadth of inventory, we invested in new capabilities for buyers to evaluate and compare the items to find the best deals on eBay.

Mobile Filter Evolution

Customer Opportunity
Mobile users scroll (down) immediately upon landing on the SRP making sorting and filtering entry points disappear. When users did interact with them our prior filter panel was too cumbersome, especially for new customers.

Audience
All mobile eBay search users

Why is this important?
- **Buyers**: By making it **easier for users to sort and filter eBay's vast inventory we're making shopping on eBay more efficient**.
- **Guidance to Sellers**: Search filters are derived from aspects (item specifics) and as we've **increased filter engagement by ~10%.** It is **crucial for sellers to fill out as many item specifics** as possible.

Status
- Launched Globally on iOS, Android, and mWeb
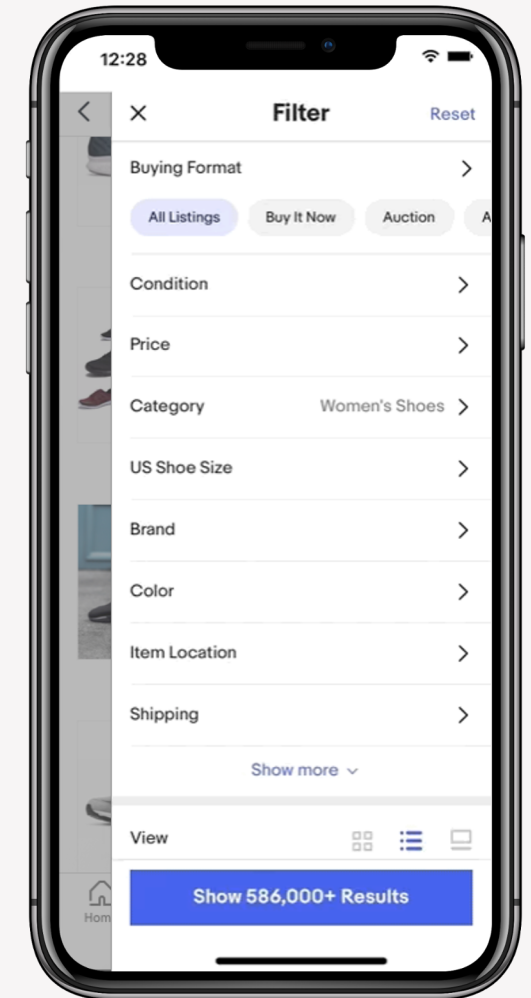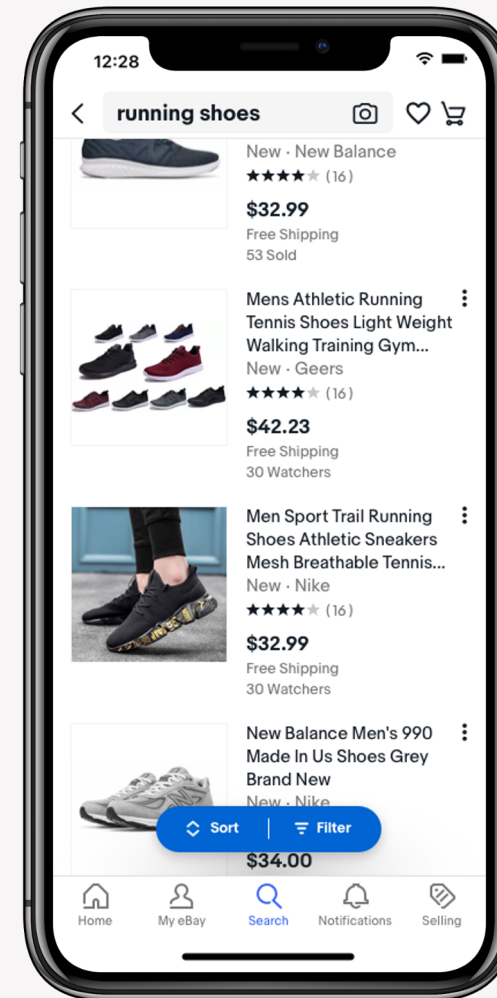
New filter panel - full scroll

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Great Price

Customer Opportunity
- Sifting through eBay's vast inventory for high quality items that are also competitively priced is tantamount to finding a golden needle in the haystack - buyers need assistance to quickly identify them.
- Trustworthy sellers who provide great bargains along with superior quality of service need to stand out from the crowd.

Why is this important?
- By highlighting competitively priced items from trusted sellers in search results via a "Great Price" badge, buyers get to quickly identify great deals.
- Sellers who provide excellent value for money get much deserved exposure for their listings, both on and off eBay (e.g. Google).

Status
- Launched on Big 4 on all platforms

Guidance to sellers
- **Maintain good seller standards, provide high quality listing details** (adopt catalog as much as possible), **price items competitively**.

Diversity Module

Ranking, Filtering, Sorting and Comparing
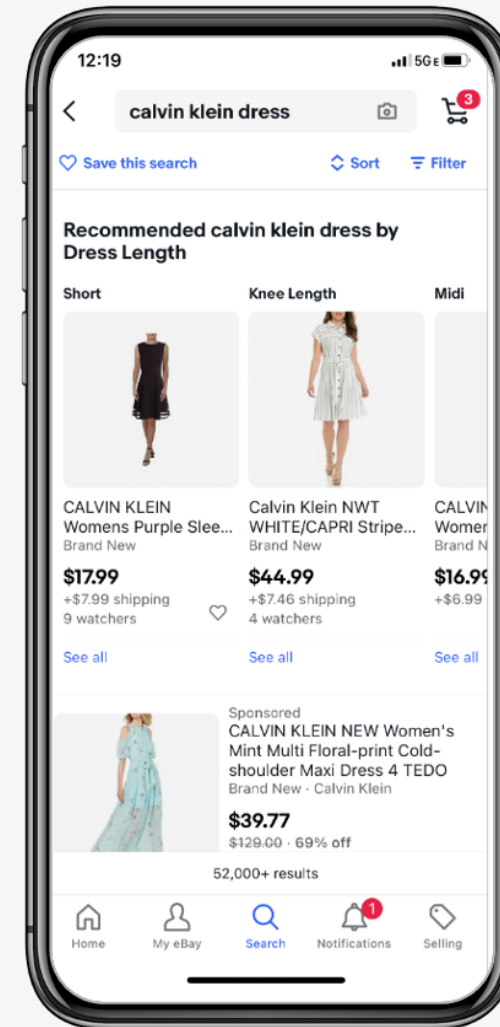
Customer Opportunity

It's difficult to find the products I want. **Results are overwhelming** and I have to **work hard to understand the different types** of products that eBay can offer.

Approach

Introduce a summary module on top of search results which provides users with a **quick overview of the diverse result set**, helping them narrow down on the exact type of product they may be interested in.

Why is this important?

- **Buyers**: The diversity module helps users **understand all the choices** they may have and understand the **trade-offs** associated with different types of products. Users have navigational options to see more of the same type.
- **Guidance to Sellers**: Provide as many **high quality item specifics** as possible to accurately describe a listing. High aspect quality is critical to make this diversity module relevant and useful.

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Unit of Measure

Customer Opportunity
As a **buyer**, I want to see **all relevant inventory** matching my search query, and return a 65' TV when I search for a 65 inch TV

Audience
All Buyers

Approach
- Leverage the structured data knowledge service to identify unit of measure strings in item and query data
- Use a canonicalized representation to match items to queries and return more relevant results
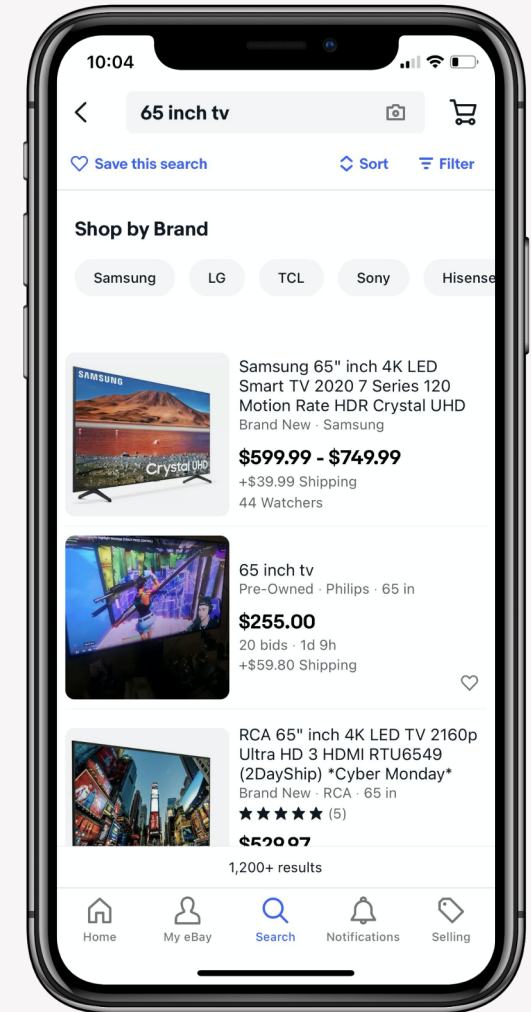
Why is this important?
- **Increase selection for buyers**, and reduce need to requery to find all relevant items
- **Simplify listing for sellers** - now providing a single representation of the unit and measure queries for equivalent representations

Status
- Launched to US in Q1 and expanded to UK/AU/CA in Q2, and pending testing in DE
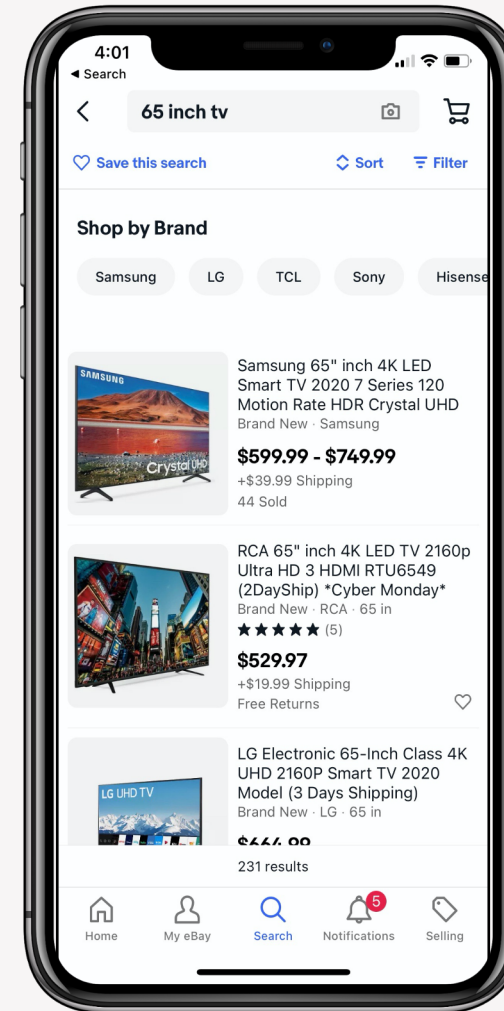
Before: 231 Results

After: 1200+ Results

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Promoted Listings Advanced is Launching Soon

Promoted Listings Advanced
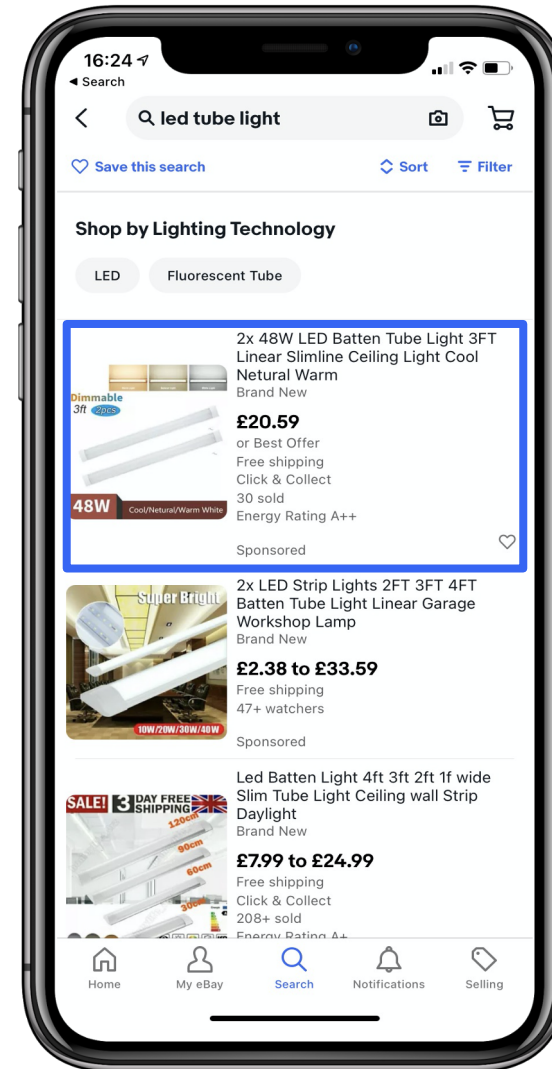**Drive higher velocity at competitive ROAS**

- Preferred access to Slot 1 on search
- Keyword level targeting and bidding
- Cost-per-Click (CPC) billing with second price auction

Why is this important?
- **Sellers:** sellers can use this program to improve presence in slot 1 with keyword and budget control

Status
- Launched in beta in June and expanding in H2

Promoted Listings Advanced offers keyword targeting for preferred access to Slot 1 on search

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Videos on View Item

Customer Opportunity

Videos are a retail standard across many e-commerce sites. It helps sellers better showcase their items, and buyers to understand additional details about the item (installation, unique value proposition, etc).

Audience

All sellers using Trading APIs. Buyers can see the videos on iOS & Android. Web experience launching later this year.

Why is this important?

- **Buyers:** Allowing buyers to view videos will help them better understand the details of the item and thereby increase the likelihood of making an informed purchase decision.
- **Guidance to Sellers:** Sellers can upload videos using Media API and map to listings using Trading API.

Status

Launched in US. UK & DE coming soon.

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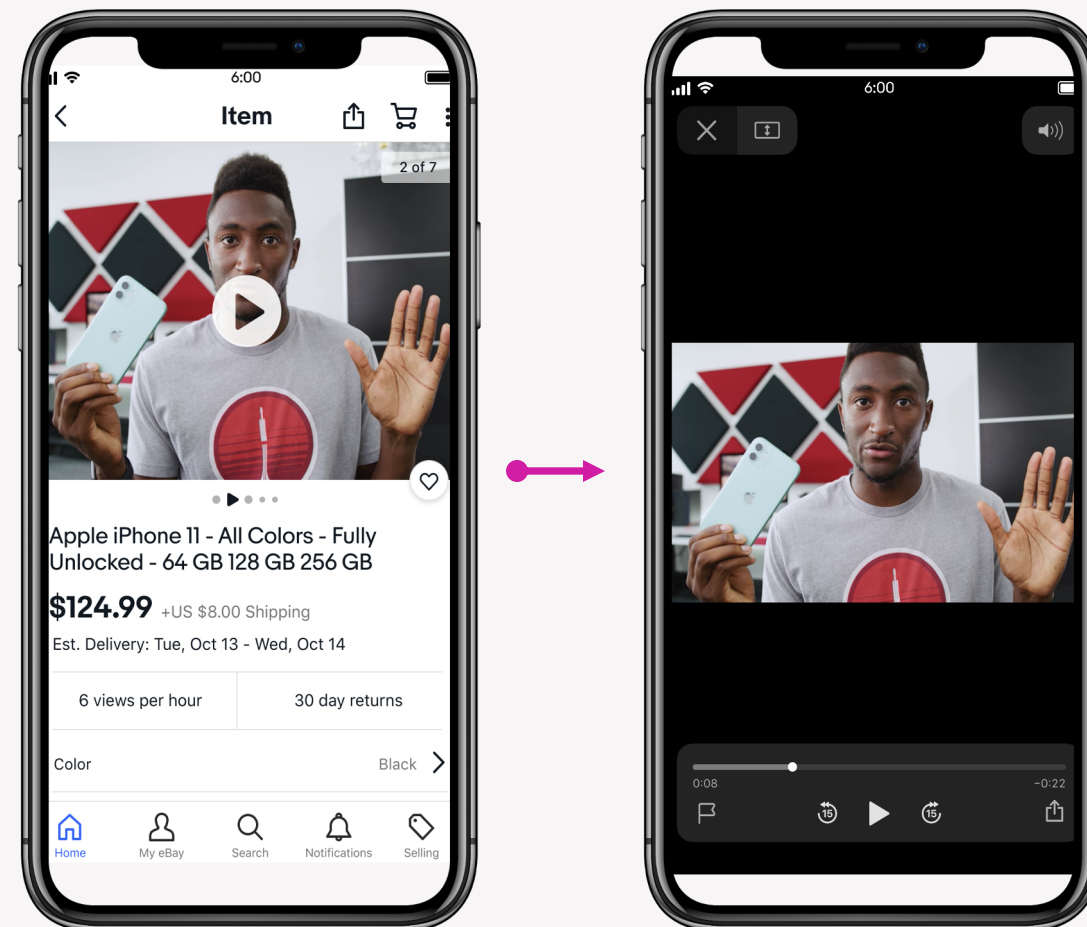
Improved Experience for View Item (iOS & Android)

Customer Opportunity
Information on View Item was inconsistent and key actions like sharing listings and asking sellers a question were hard to accomplish. In addition, the page lacked modern design standards.

Audience
All buyers on iOS & Android.

Approach
Make the information hierarchy consistent about the item. Easier access to key actions like sharing an item and asking seller question
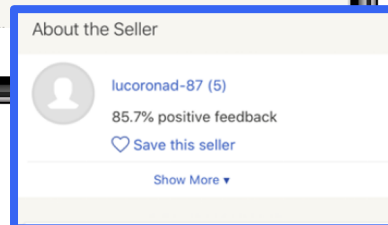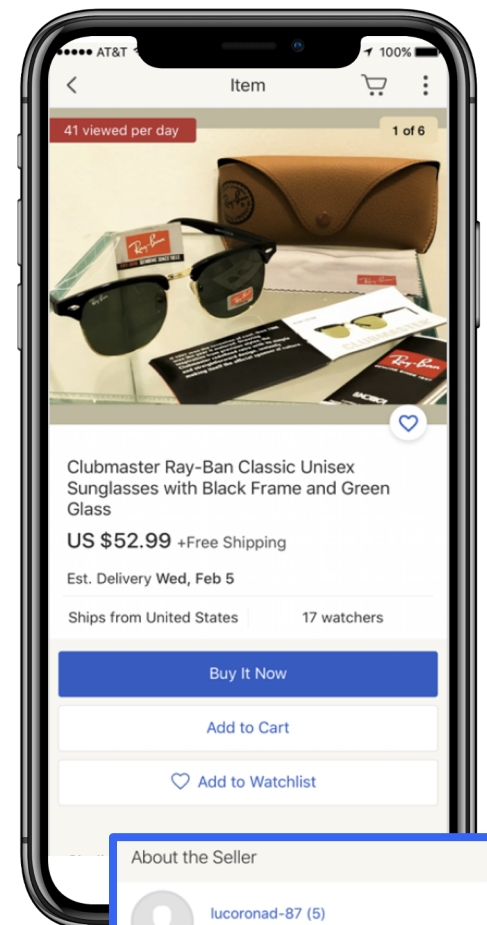
Why is this important?
Organizing the information hierarchy on the page and modernizing the experience will help users make faster and more informed purchase decisions.
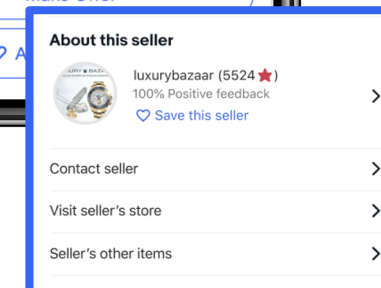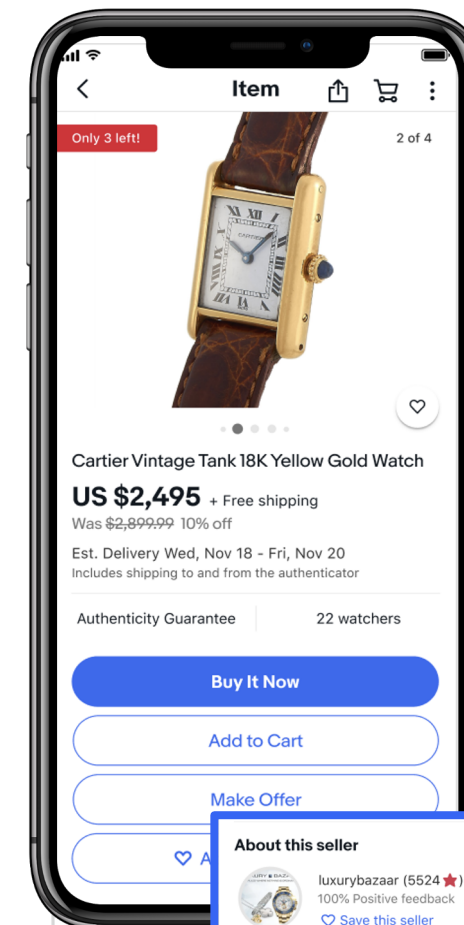
Status
Launched

January 2020

December 2021

Saved Searches/Sellers in Autocomplete

Customer Opportunity
eBay does not provide an easy way to access my saved searches & saved sellers on the desktop experience
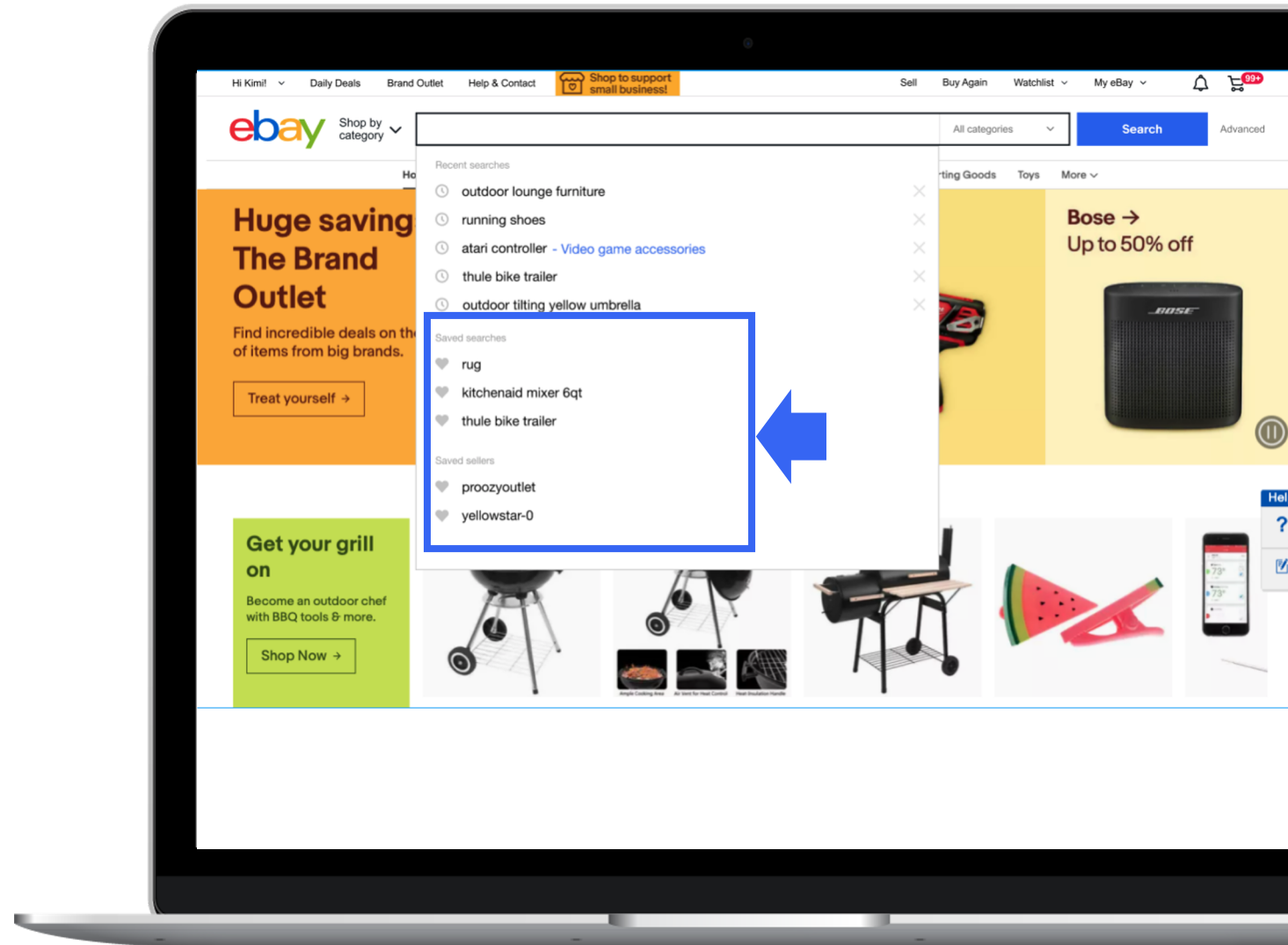
Approach
Add support for Saved Searches & Saved Sellers in Autocomplete empty state on dWeb (Native already supports it)

Why is this important
Saving searches and sellers is a popular feature with buyers. Providing easy access for saves in autocomplete results in faster and more relevant searches which in turn leads to improved conversion.

Status
- Launched in dWeb in US, May 2021
- ETA for Intl launch is June 2021

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Saves Improvements

Customer Opportunity
Allow me to easily save sellers with whom I've had a good experience, and searches I frequent. Make it easy for me to access my favorites.

Approach
After a buyer leaves positive seller feedback, they will see a nudge asking them if they want to save the seller.

Why is this important?
15% of current repeat purchases from the same seller comes from buyers saving a seller. To be saved, sellers should ensure they're delivering a positive customer experience, and encourage their buyers to leave feedback.

Status: Launched!
- **Save a Search & Save a seller on Homepage**
- **Save a Seller in the single & multi-item feedback flows**
- **Access Saved Searches and Sellers in Search autocomplete**
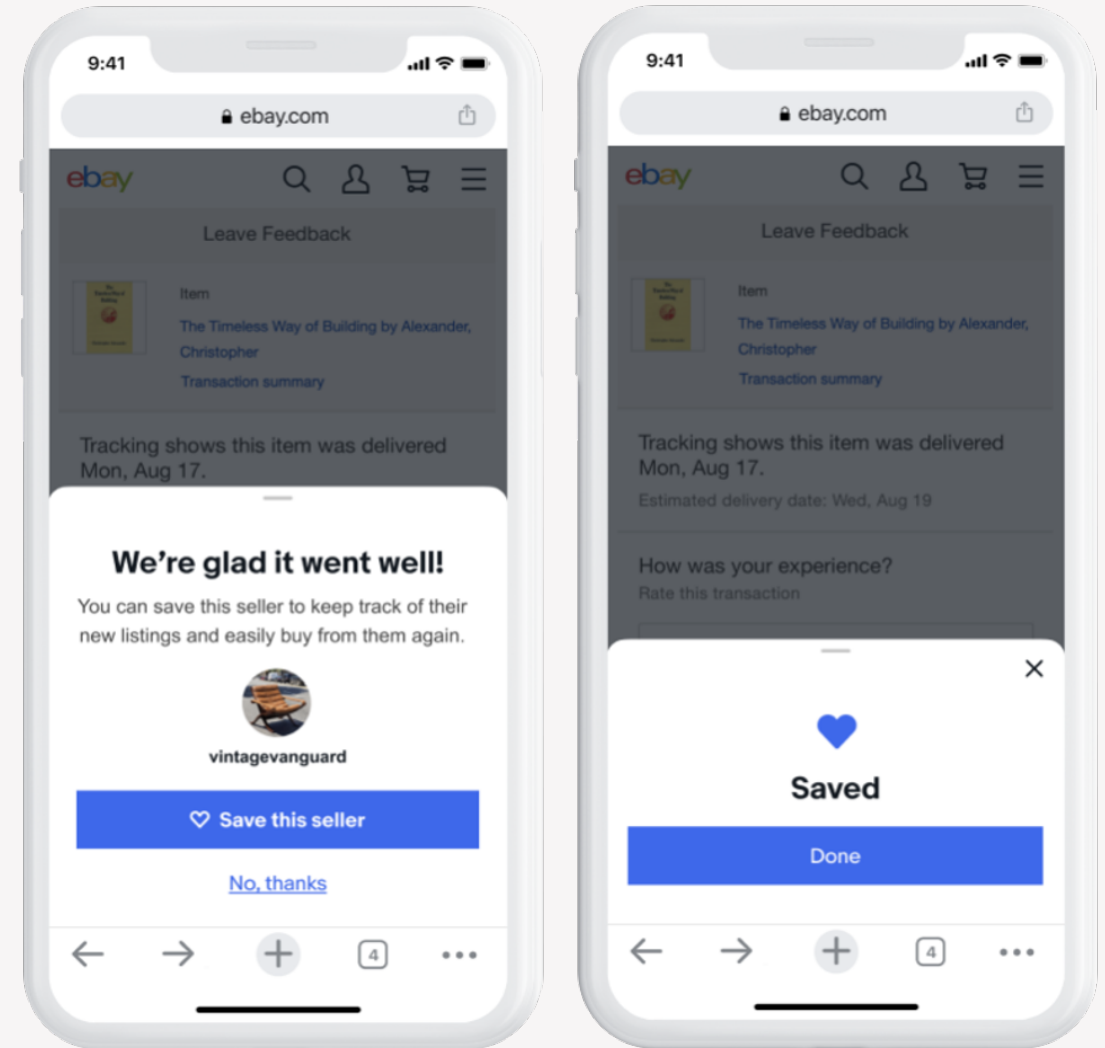
Activity: eBay Nudges

Customer Opportunity
Help me understand how eBay works and how to get the best shopping experience.

Audience
Customers with limited engagement on features but who are showing high propensity to benefit, with each nudge targeted to a buyer activity.
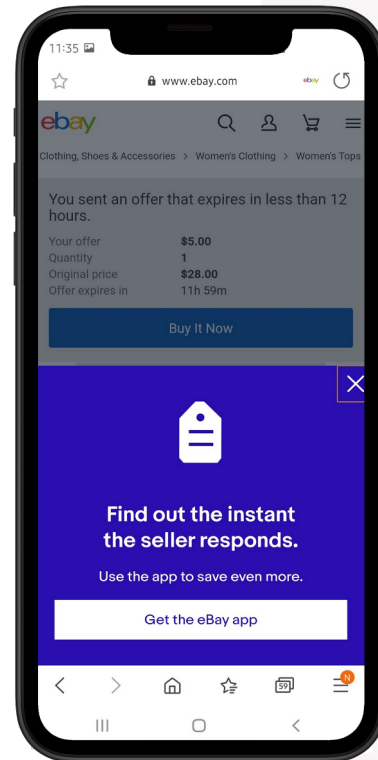
Approach
- **Download the app**: after you make an offer, purchase, or watch an item
- **Make 3 or more purchases**: earn a discount
- **Sell your first item**: earn a coupon
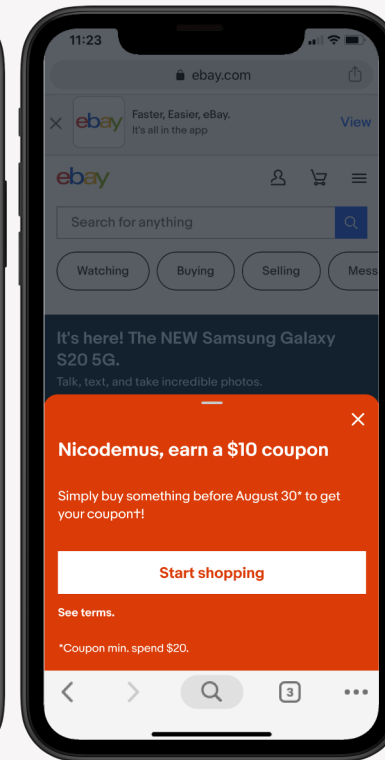- And many more!

Why is this important?
- **Buyers**: driving loyalty & engagement from one-and-done buyers
- **Sellers**: increase number & frequency of items bought on eBay
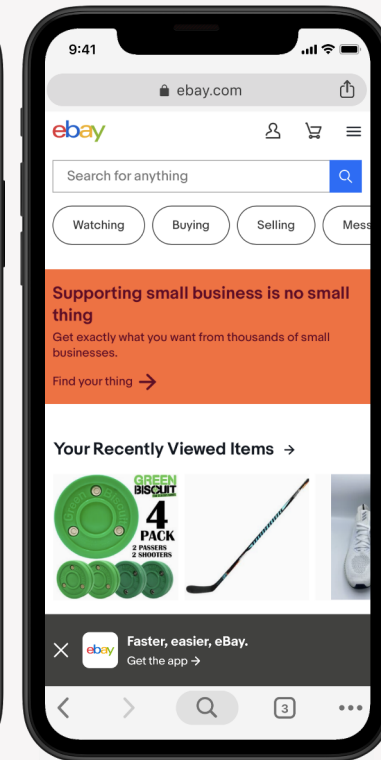
Status
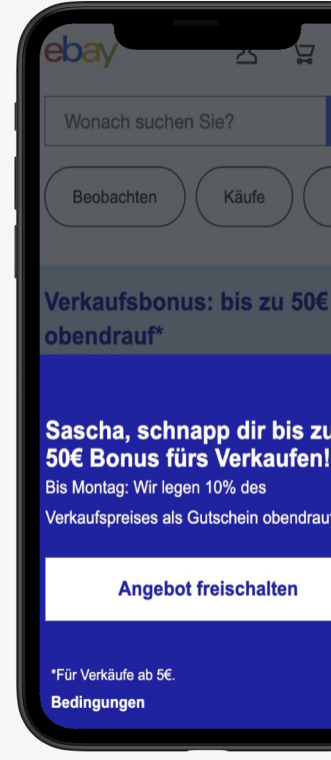Most nudges are live in mobile web across big 8

Make an offer
Download the app

Make 3 purchase
Get a coupon

mWeb footer
Download the app

Sell your first item
Earn a coupon

Aspects in Search

Content, Item and Inventory Understanding:

Customer Opportunity
As a buyer, I want to see all relevant inventory matching my search query.

As a seller, I would like eBay to use all relevant aspects I provide.

Approach
- Leverage Machine Learning to identify high quality and relevant seller provided item specifics. Increased predicted aspects by 2X from initial launch.
- Increase relevant recall and improved ranking-relevance
- Expansion beyond US to UK, DE and AU

Why is this important?
- **Buyers**: 55% of searches have aspects in the query and/or filters. Aspect matches are a key match component in Search.
- **Guidance to Sellers**: Provide as many high quality item specifics as possible to accurately describe a listing. Visibility increases in search directly proportional on average to # of high quality relevant aspects per listing.

Query: 2019 yeezy boost 350 v2
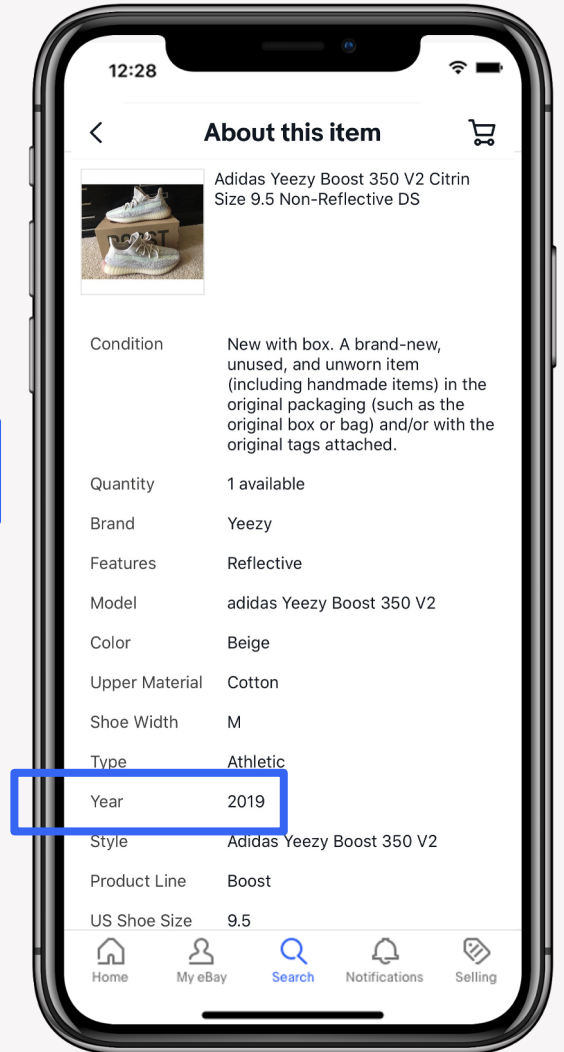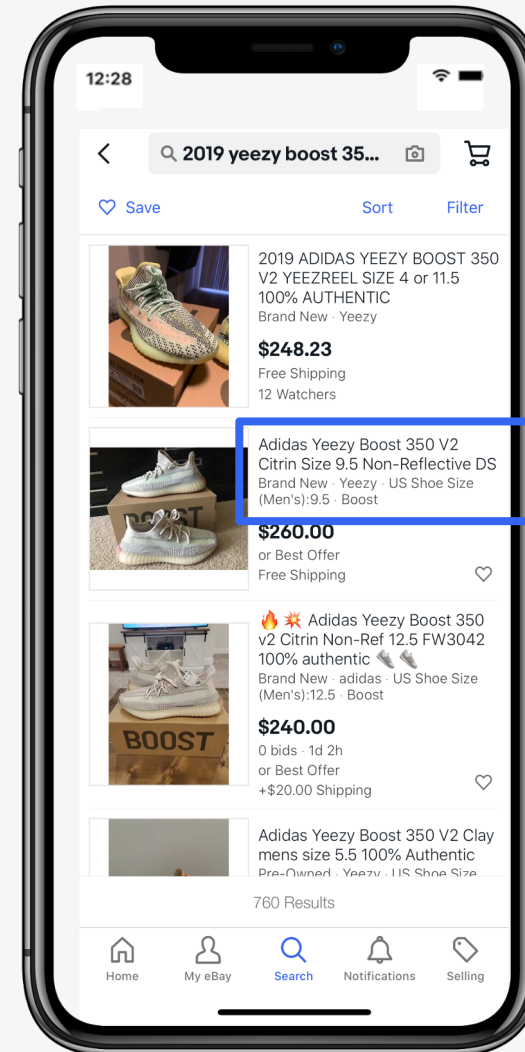
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SEO New Model Experience

Customer Opportunity
eBay doesn't have a permanent landing experience that features all inventory of a sneaker model/colorway. For buyers coming from search engines like Google: "I only find individual eBay sneakers listings and products that are not my size(s). When it is my size and I click to eBay, it is often already out of stock."

Audience:
Shoppers who browse eBay categories (particularly Sneakerheads)
Shoppers who land on eBay from Search engines

Approach
Test new page experience, starting w/ US mWeb in Jordans Sneakers.
Sellers to adopt eBay product catalog so their items shows up in the experience.

Why is this important?
- **Buyers:** A new sneaker model experience better meets the needs of buyers. The page features product level information, and aggregates inventory of all sizes and conditions for shoppers to easily see.
- **Sellers:** For flippers, it would be a pathway to quickly sell with key product specs pre-selected. With higher SEO traffic to these pages, we also expect more buyers to see the listings.

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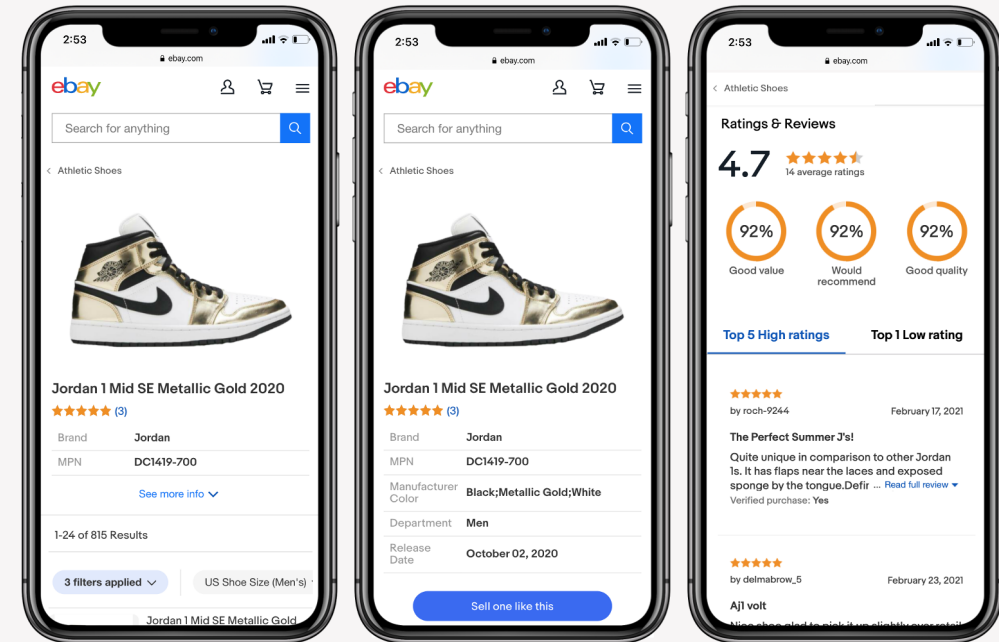
Buy-Side APIs

Your role in growing our buyers

Acquiring new customers

Contextual inventory wherever our customers are

Chrome Extension

Customer Opportunity
When buyers are on a website and they see an image of something that they are interested in purchasing, they often ask "what is it?" and "where can I buy it?"

Approach
- eBay is releasing a chrome extension that will allow users to engage with images on any website to search eBay's inventory for similar products using our image search engine.

Why is this important?
- **Buyers**: Simplifies how buyers can find and purchase items on eBay based on images they see through their daily web browsing experience
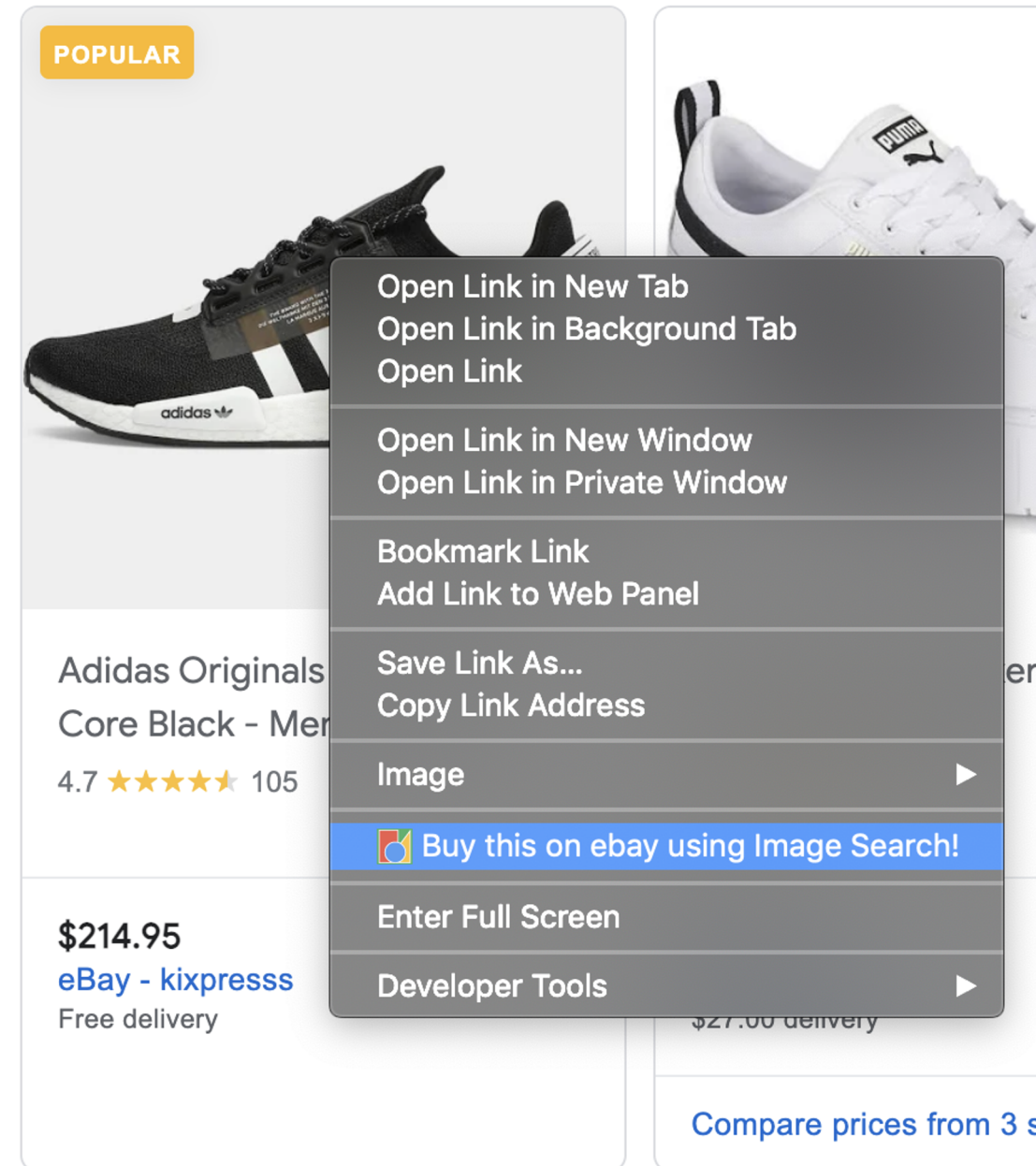
eBay Partner Network

Customer Opportunity
Publishers would like to show their users relevant items available for sale from eBay. Buyers may not be aware of the broad selection of items available for sale on the eBay marketplace.

Approach
- Provide integrations with Public APIs or feeds to allow partners to curate and surface eBay items on their sites
- eBay Partner Network is a performance-based channel where publishers earn commission on converting transactions

Why is this important?
- **Sellers:** Earn money by driving traffic and prompting sales across one of the world's largest and most diverse marketplaces.
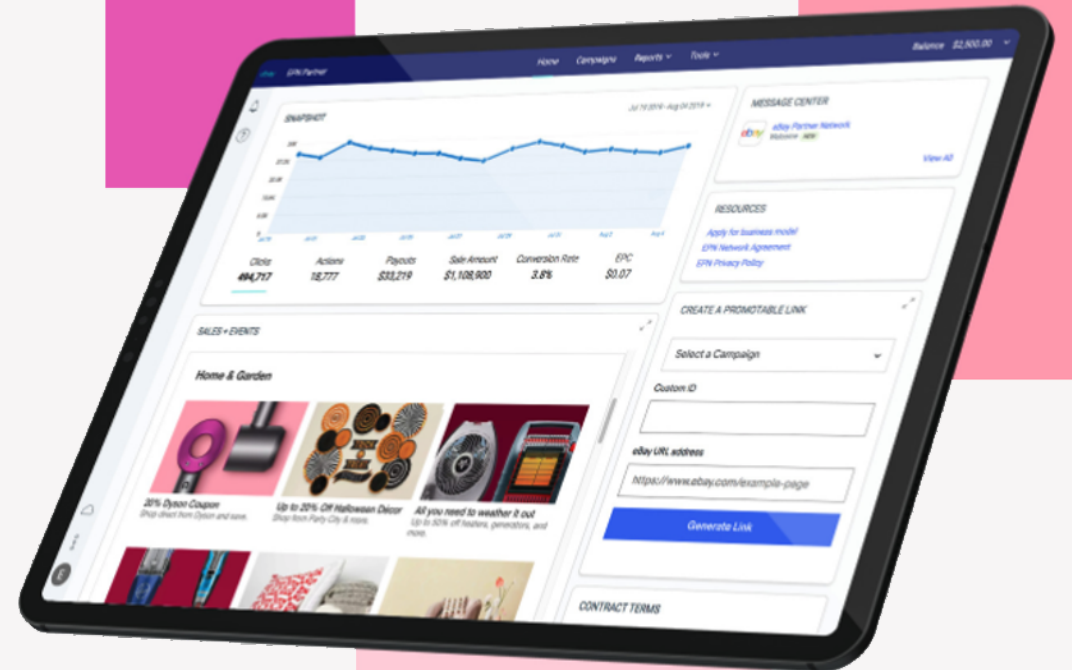
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Buyer Experience Toolkit

Customer Opportunity
Third-party developers have a hard time finding the right inventory to show their users.

Approach
- Extend eBay's core buyer experience features and capabilities to our APIs
- Search by image or keyword and filter by key aspects like shipping options, item condition, color or location
- Get the item details for specific items needed to complete a transaction

Why is this important?
- **Partners**: Create a consistent experience for your users by extending the same eBay advanced search features and capabilities through the APIs

Optimize Listings to Maximum Buyer Experience
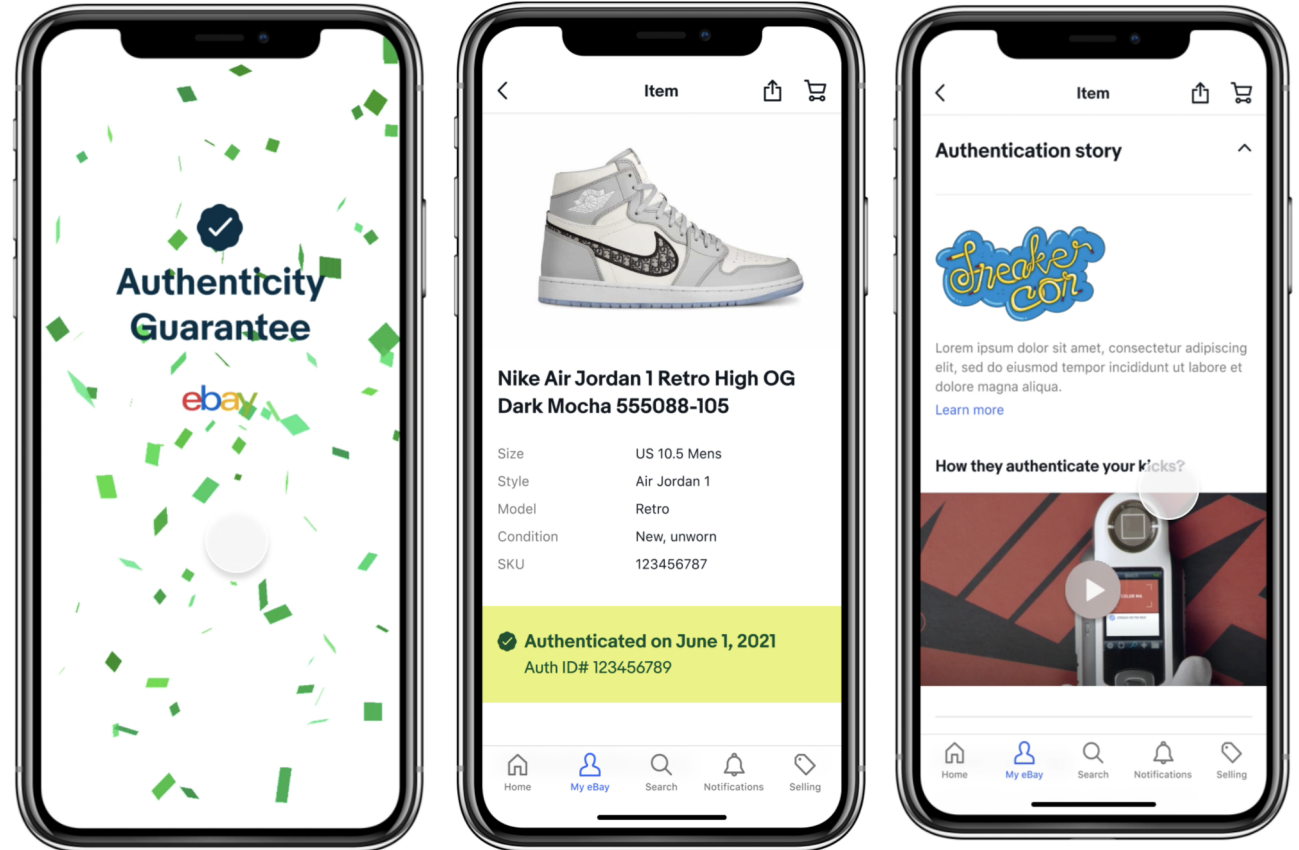
Customer Opportunity
When buying luxury goods, buyers want confidence that their item is authentic, and the purchase experience is memorable and unique. Solving this builds trust and engagement among buyers.

Approach
- Extend eBay's Authenticity Guarantee (AG) programs from eBay sites to our Public APIs, expanding the reach and allow developers to benefit from the AG program

Why is this important?
- **Buyers**: Increase trust and confidence by verifying on their behalf the authenticity of the items.
- **Partners**: Build a trusted relationship with your users

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