Seller Ad & Marketing Levers

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Senior Manager, Strategic Product & Planning

June 25, 2019

ebay

Agenda

Promoted Listings

1. Why Are Ads Relevant For Sellers?
2. Feature Overview
3. Developer Workflows
4. Integrating the Promoted Listing Experience

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Why Are Ads Relevant For Sellers?

Promoted Listings

Why Promote?

Stand out from the crowd

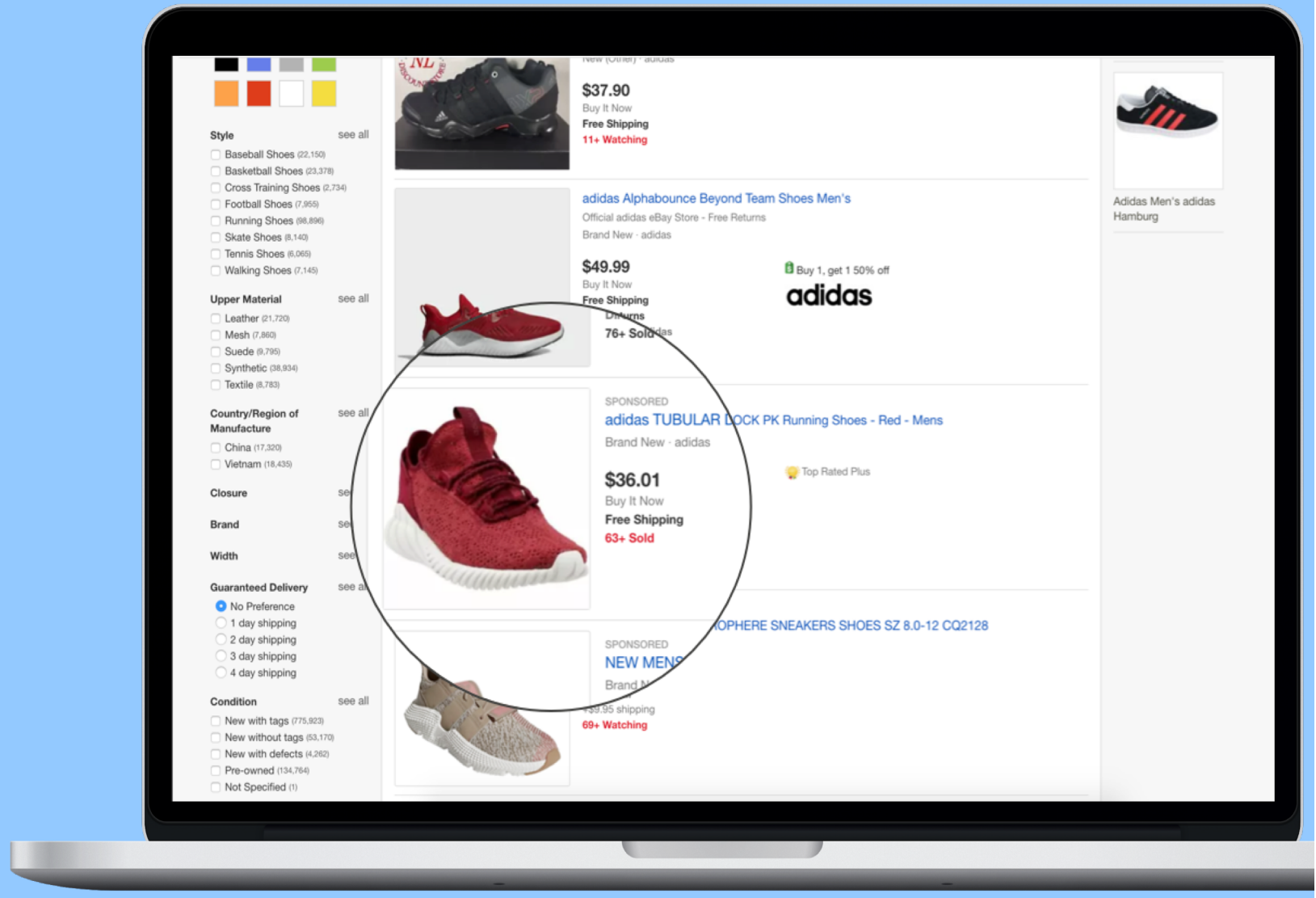
Show up in sponsored placements across the site, including search and listing modules

Drive visibility

Boost item visibility by 36% with Promoted Listings

Increase sales

Sellers pay only when their Promoted Listings sell

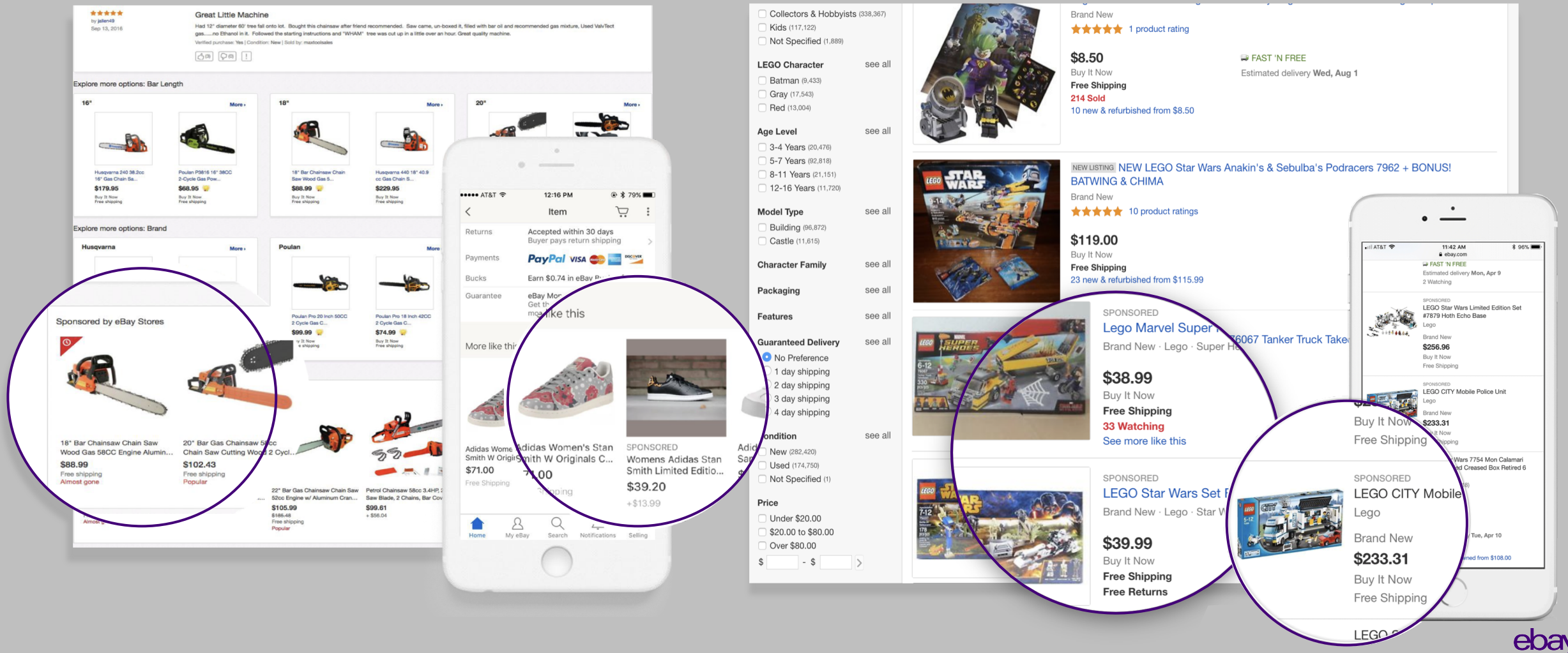


*Average based on a comparison of item page views before and after activating promoted listings in 2018.

Where are Promoted Listings Found?

Listing pages across platforms

Search river across platforms



Reebok

"Since November 1st, we have done $147K in sales with only $9.4K in ad fees."

– Spokesperson – Kenneth Hanson, Digital Marketplace Manager, Reebok

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Reebok Doubles Sales with Promoted Listings

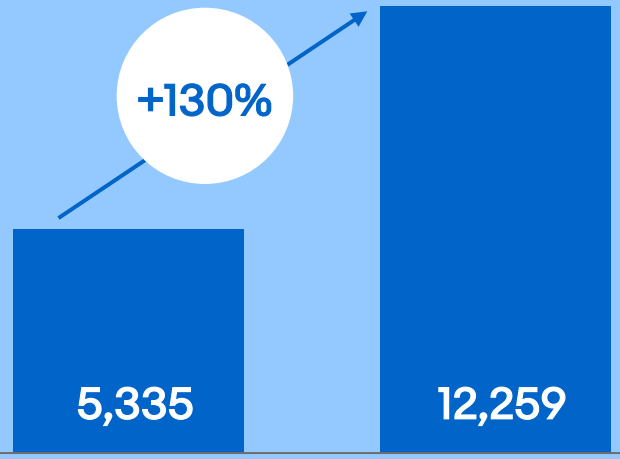
55%
Lift in overall sales

142%
Lift in sales for promoted items

15:1
Return on ad spend

Reebok

Units sold of the promoted items



Objective

Increase sales and exposure for Reebok products such as shoes, athletic clothing, and more with eBay's Promoted Listings

Strategy

Promote inventory with more than 100 units

Follow eBay's trending ad rate guidance to stay competitive

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BODYBUILDING WAREHOUSE

"We take an aggressive approach to our marketing strategy on eBay. We believe visibility is everything, and key to getting sales."

– Bodybuilding Warehouse, 2018

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Bodybuilding Warehouse Grew Brand by Investing in Promoted Listings

BODYBUILDING WAREHOUSE

7X Return on advertising through Promote Your Listings*

*1st January – 31 October 2018

Objective

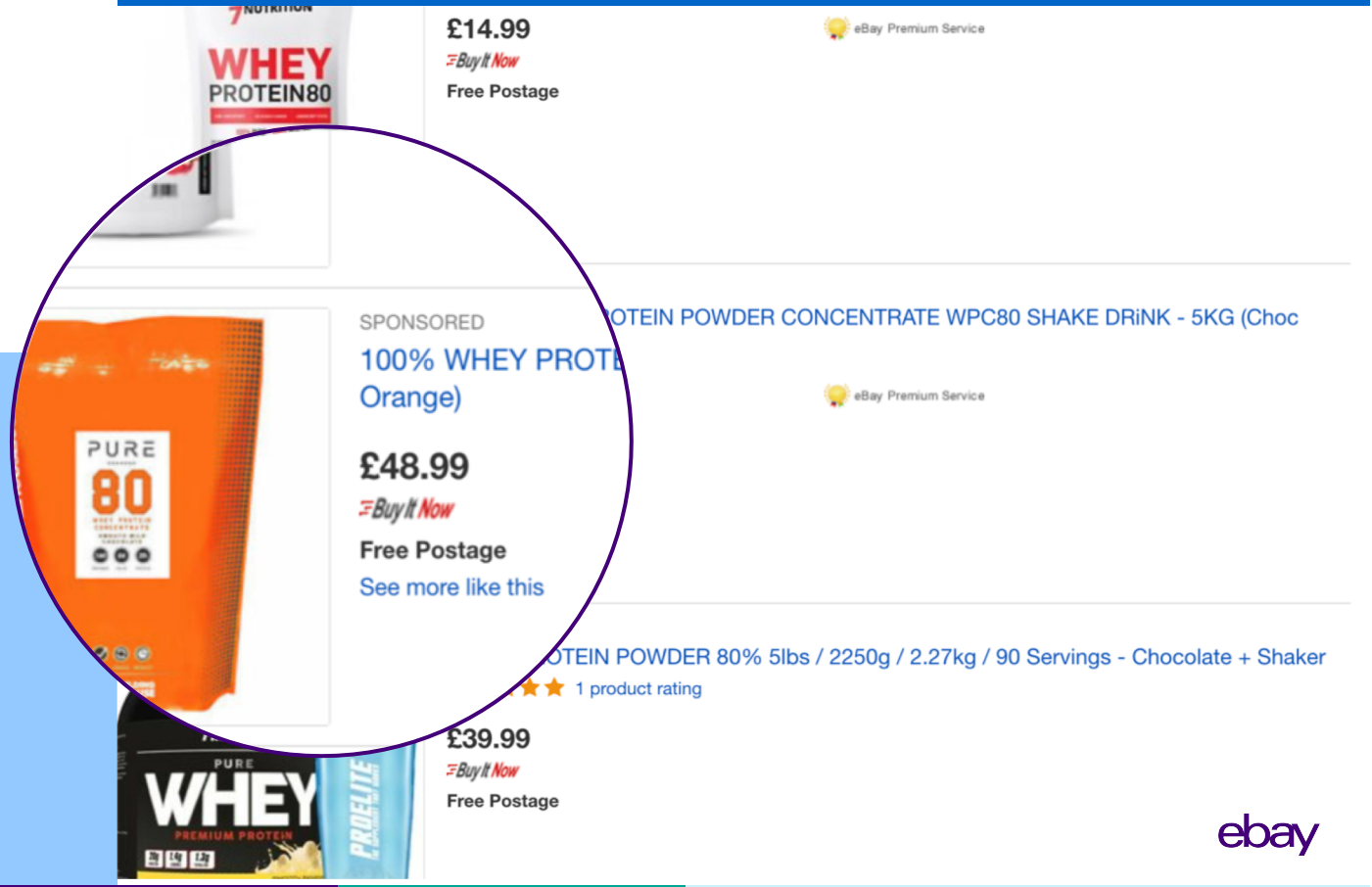
Sales velocity

Boost visibility for new listings or newly launched brands

Strategy

Invest heavily into retail moments and seasonality with competitive ad rates

Combine visibility levers with deals for additional exposure



Promoted Listings

Feature Overview

APIs for Promoted Listings

Sellers promote listings created through either Inventory API or Trading API

Extensive Capabilities Unlocked through the Marketing and Recommendations APIs

Campaign Management

createCampaign

getCampaign

cloneCampaign

deleteCampaign

pauseCampaign

endCampaign

updateCampaignIdentification

Listing/Bid Management

createAd

getAd

updateBid

bulkCreateAds

bulkUpdateAdsBid

findListingRecommendations

- promoteWithAd
- bidPercentage

Reporting

createReportTask

getReport

getReportMetadata

getReportMetadataforReportType

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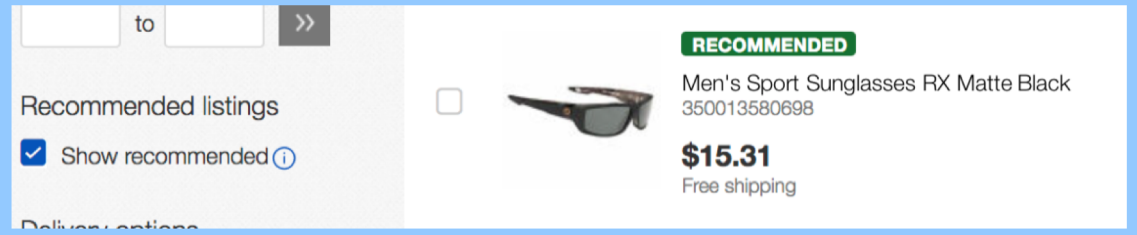
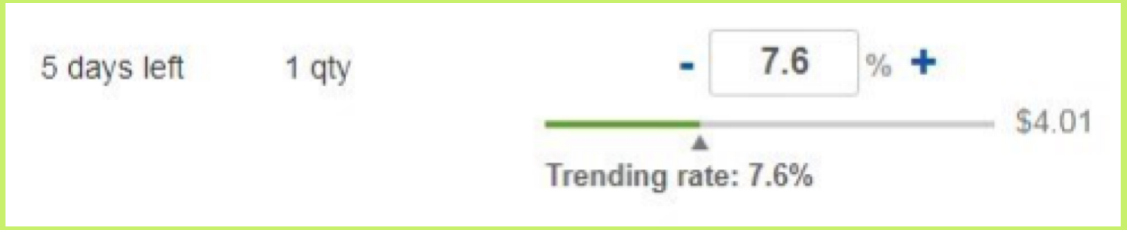
We Power Recommendations to Create Stronger and Effective Campaigns...

Promoted Listing Recommendations



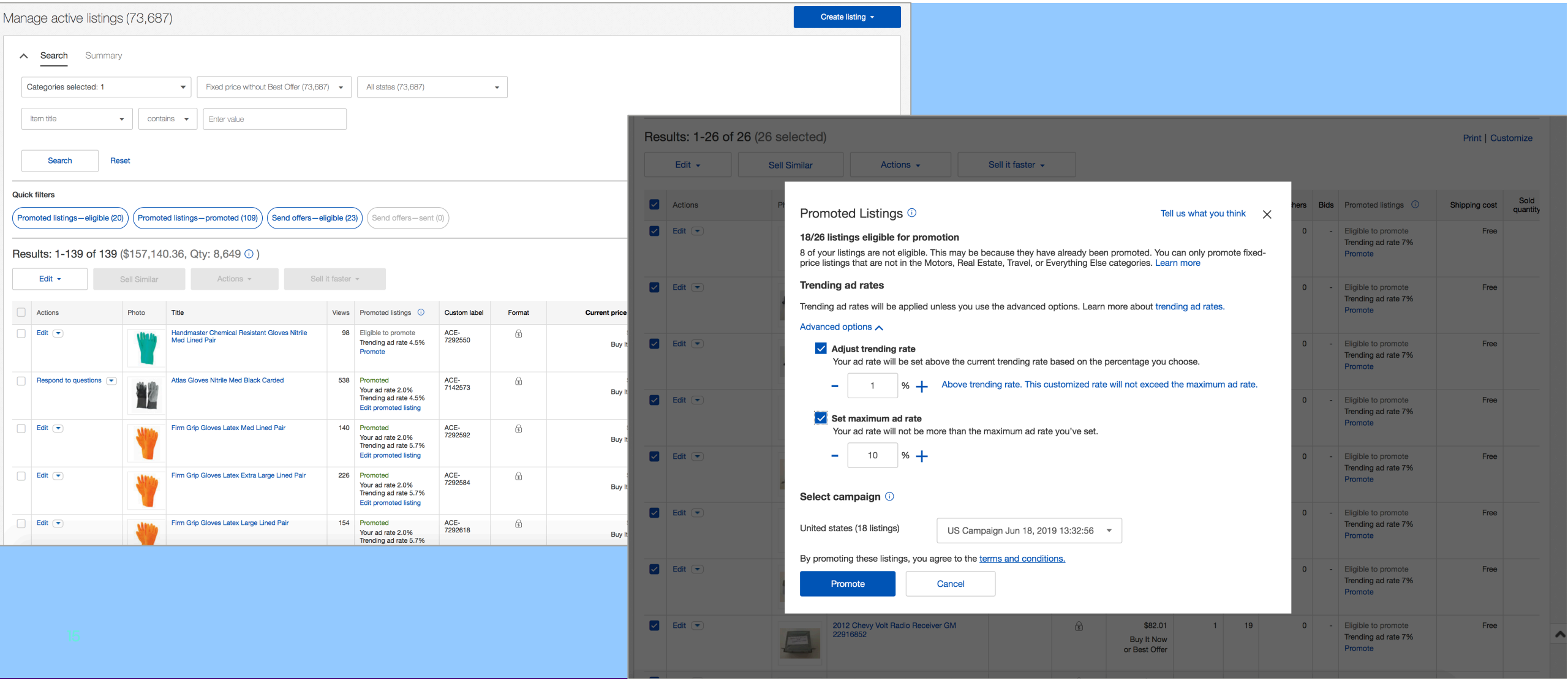
eBay's algorithms **determine which seller listings can benefit the most** with the increased visibility that Promoted Listings provides

Trending Ad Rates



Trending ad rates **give sellers insight** into average Promoted Listings rates for sold listings within the same category.

...To Make Promoted Listings Available at Sellers' Fingertips



Developer Workflows

Promoted Listings

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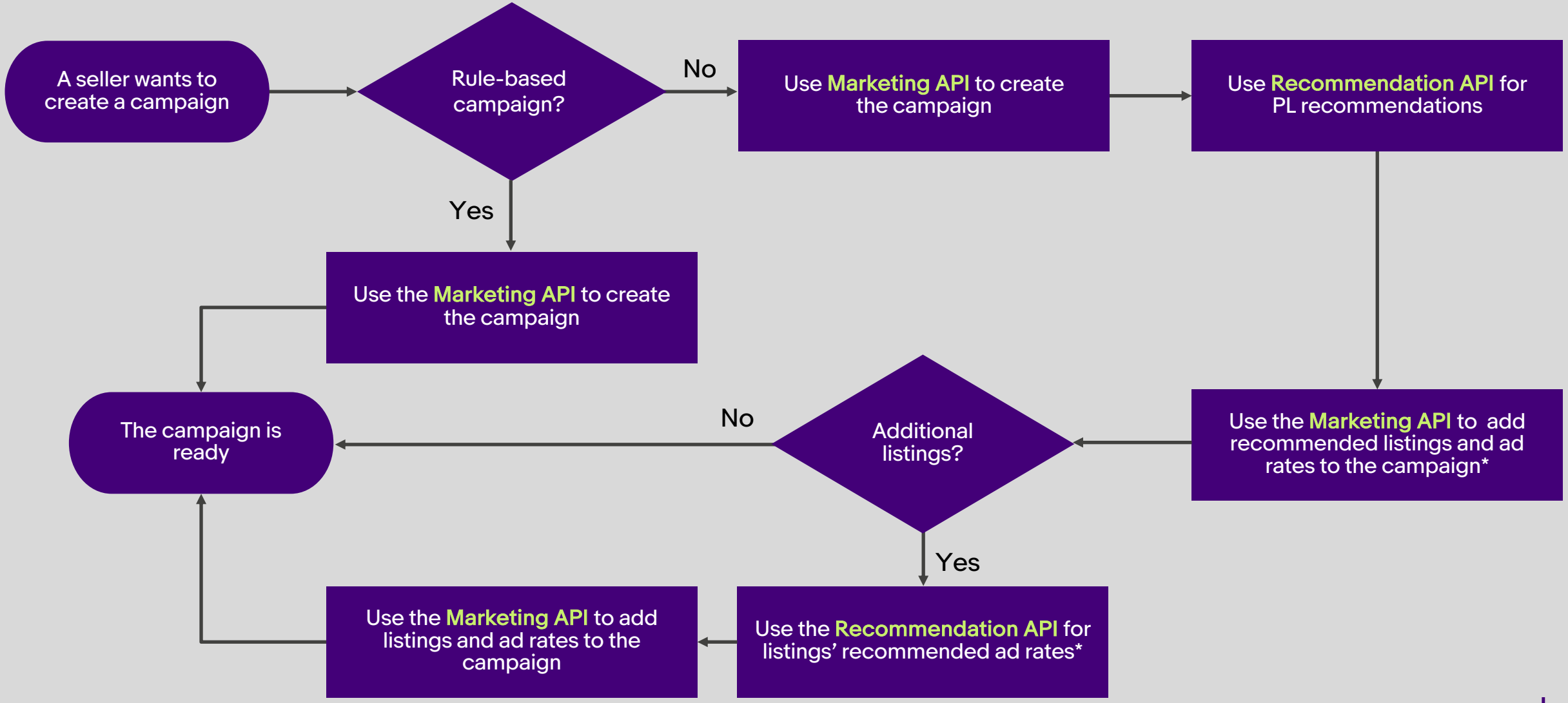
WORKFLOW

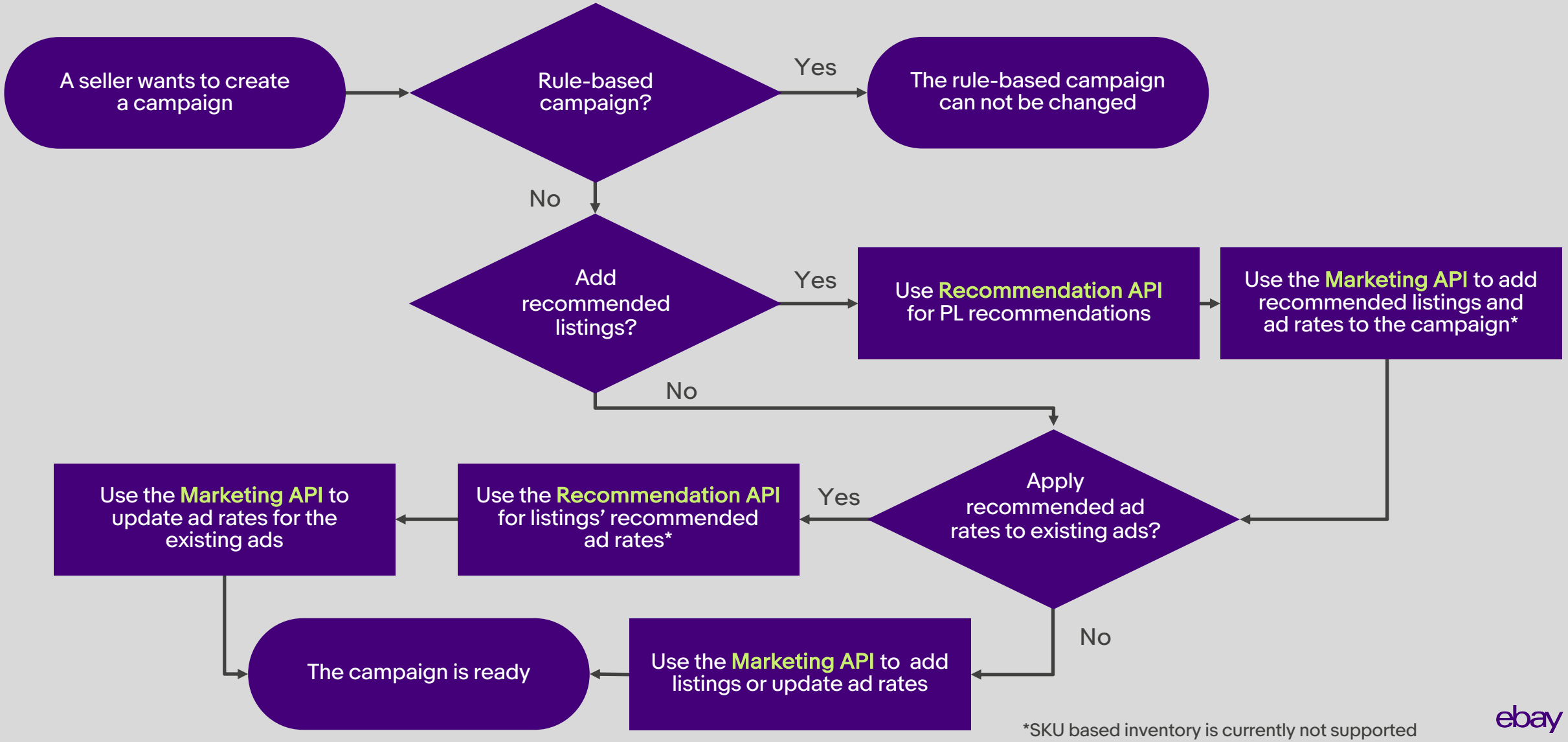
Creating Campaigns



*SKU based inventory is currently not supported

WORKFLOW

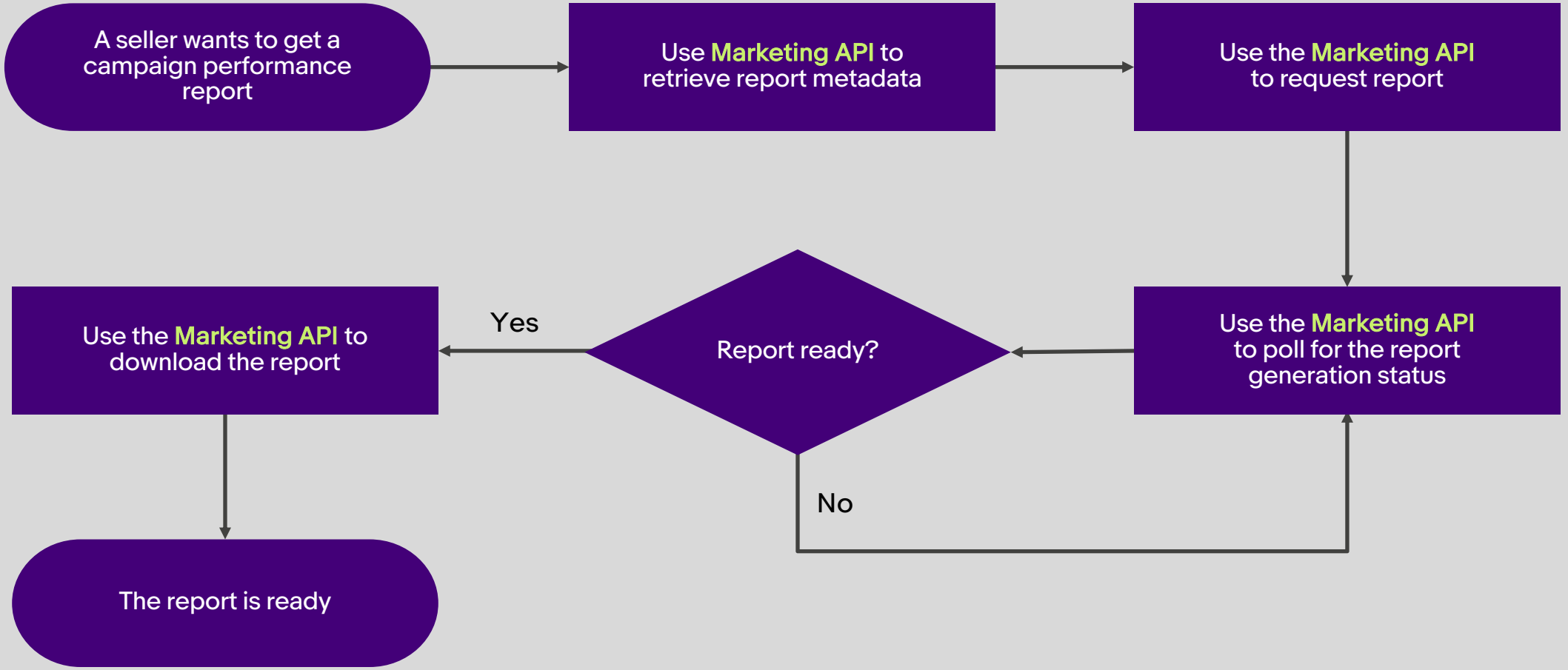
Updating Existing Campaigns



*SKU based inventory is currently not supported

WORKFLOW

Download Campaign Performance Report



Integrating the Promoted Listing Experience

Promoted Listings

MARKETING API

Promote Listings

POST
https://api.ebay.com/sell/marketing/v1/
ad_campaign

Authorization scope:
https://api.ebay.com/oauth/api_scope/
sell.marketing

```
{
    "campaignCriterion":
    "listingId":"190007022517",


    "campaignName": "Spring Sale",
    "startDate": "2019-03-27T10:00:000Z",
    "endDate": "2019-05-27T11:00:00.000Z",
    "fundingStrategy": {
        "bidPercentage": "10",
        "fundingModel": "COST_PER_SALE"
    },
    "marketplaceId": "EBAY_US"
}
```

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MARKETING API

Promote Listings

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Authorization scope:
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{
    "campaignCriterion":
    "endDate": "2019-05-27T11:00:00.000Z",
    "fundingStrategy": {
        "bidPercentage": "10",
        "fundingModel": "COST_PER_SALE"
    },
    "marketplaceId": "EBAY_US"
}
```

Support for rules-based, listingID, and SKU-based selections

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Rule-Based Campaigns

Select items to include in a campaign using a set of criteria, or “rules”, that you specify when you create the campaign

Set rules according to a combination of brands, category IDs, item conditions, and max/min prices

```
…
  "campaignCriterion" :
    {
      "criterionType" : "INVENTORY_PARTITION",
      "selectionRules" : [
        {
          "brands" : ["string"],
          "categoryIds" : ["string"],
          "categoryScope" : "MARKETPLACE or
STORE",
          "listingConditionIds" : ["string"],
          "maxPrice" :
            {
              "currency" : "string",
              "value" : "string"
            },
          "minPrice" :
            {
              "currency" : "string",
              "value" : "string"
            }
        }
      ]
    }
    …
```

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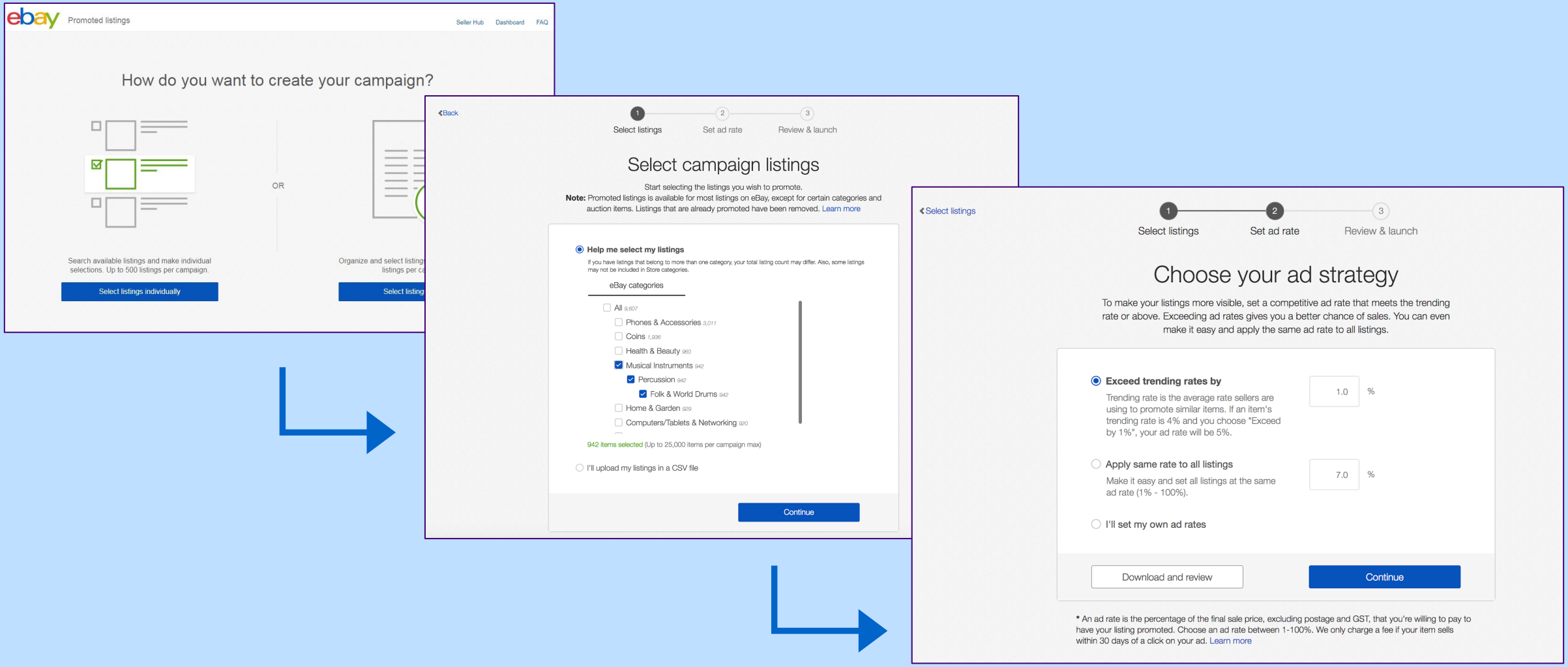
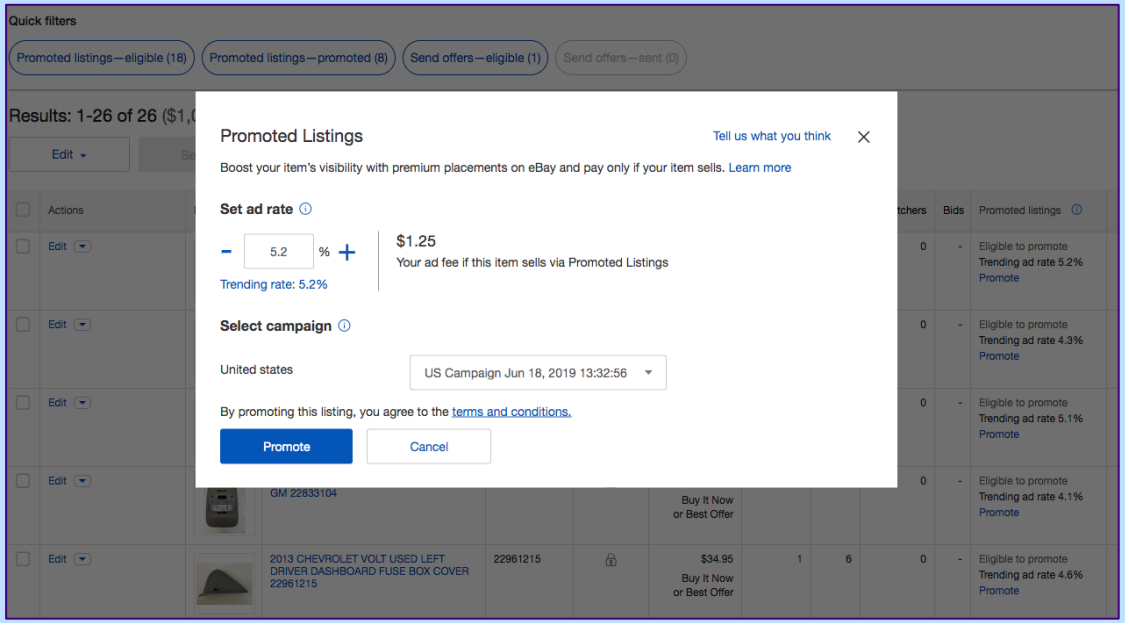
Create Campaign in Full Campaign Management Experience

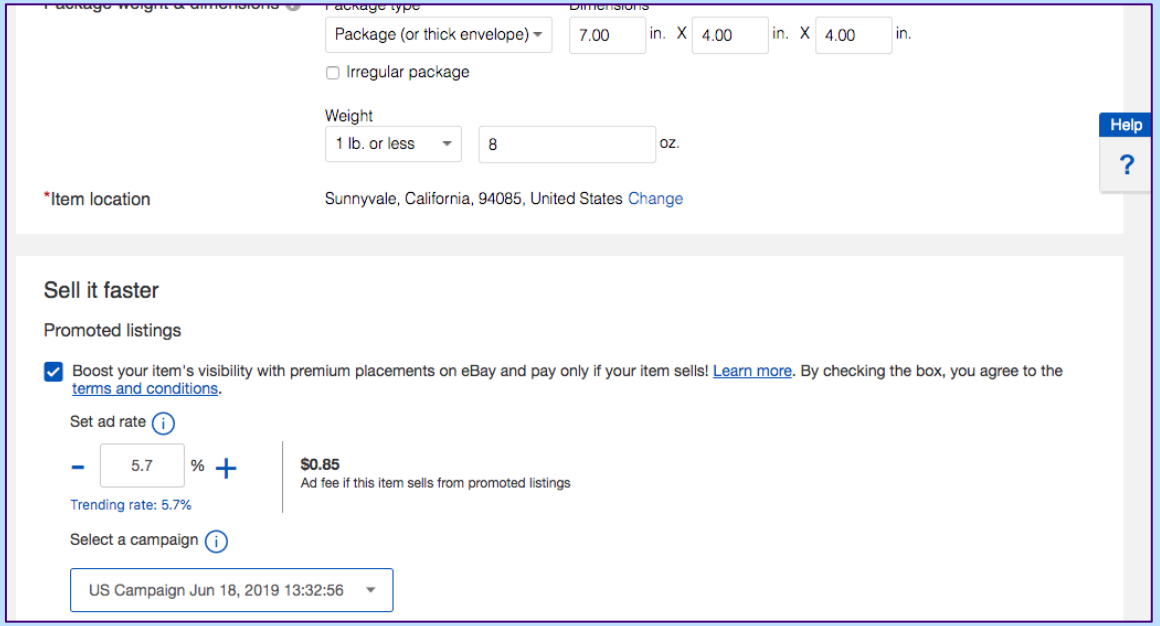


Integrate a Simple Experience

Active Listings Overlay

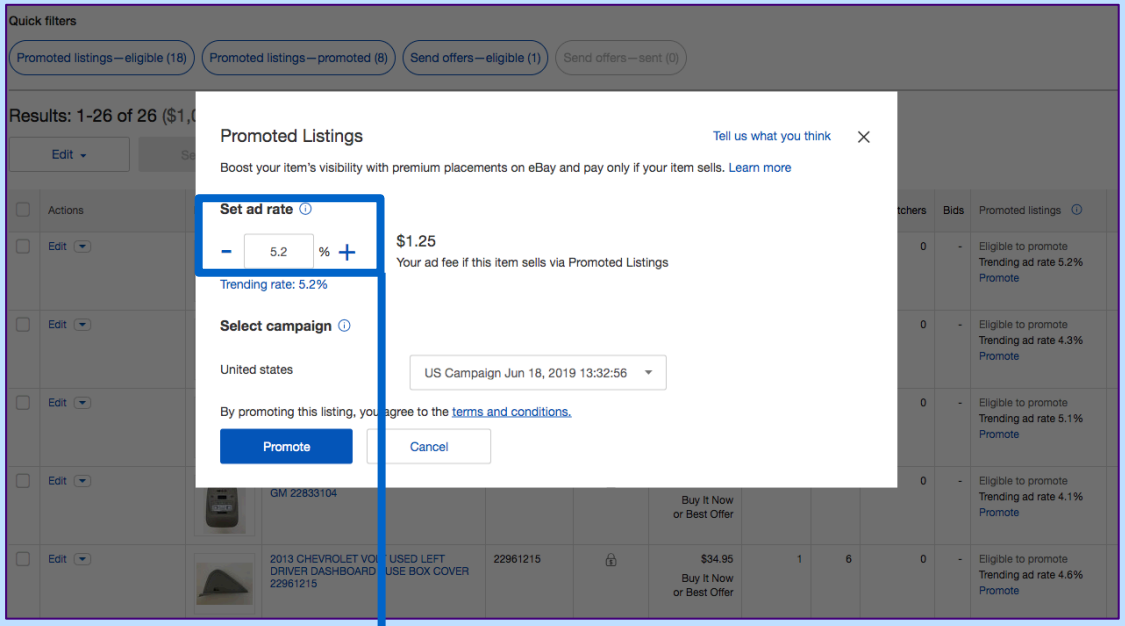


Listing Flow Overlay

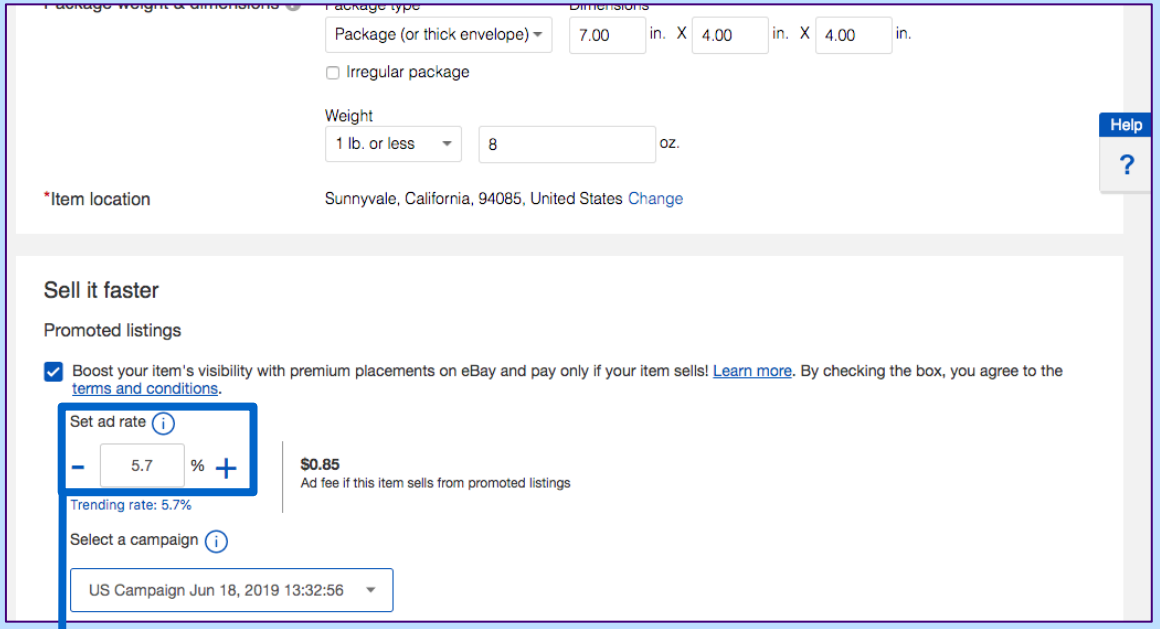


Integrate a Simple Experience

Active Listings Overlay



Listing Flow Overlay



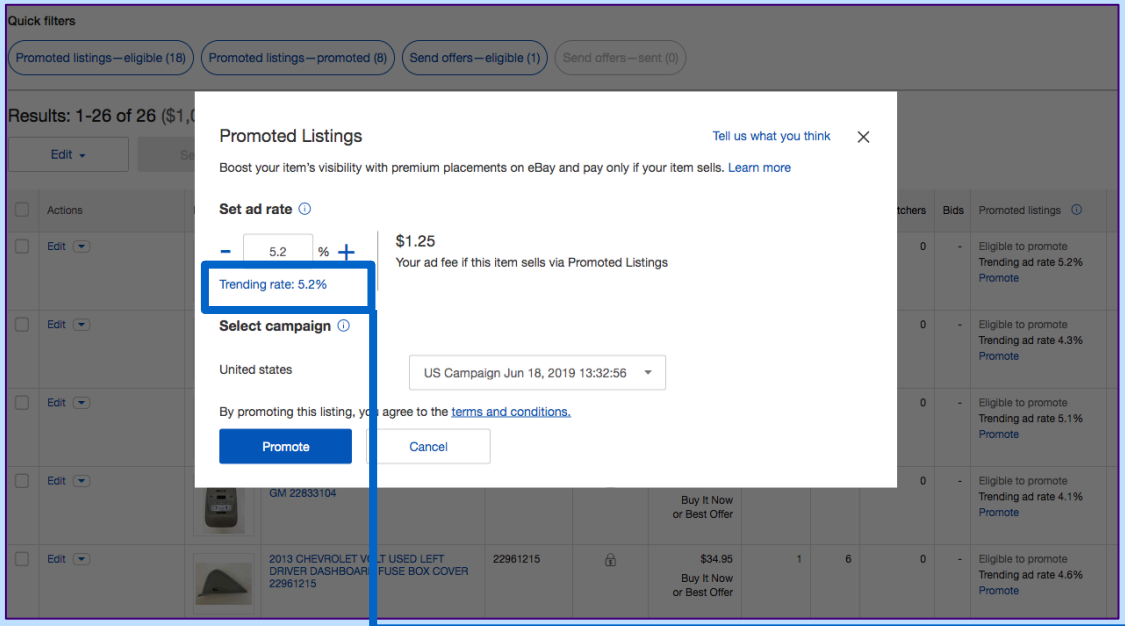
Marketing API:

```
"fundingStrategy": {
        "bidPercentage": "10",
        "fundingModel": "COST_PER_SALE"
```

MARKETING API

Integrate a Simple Experience

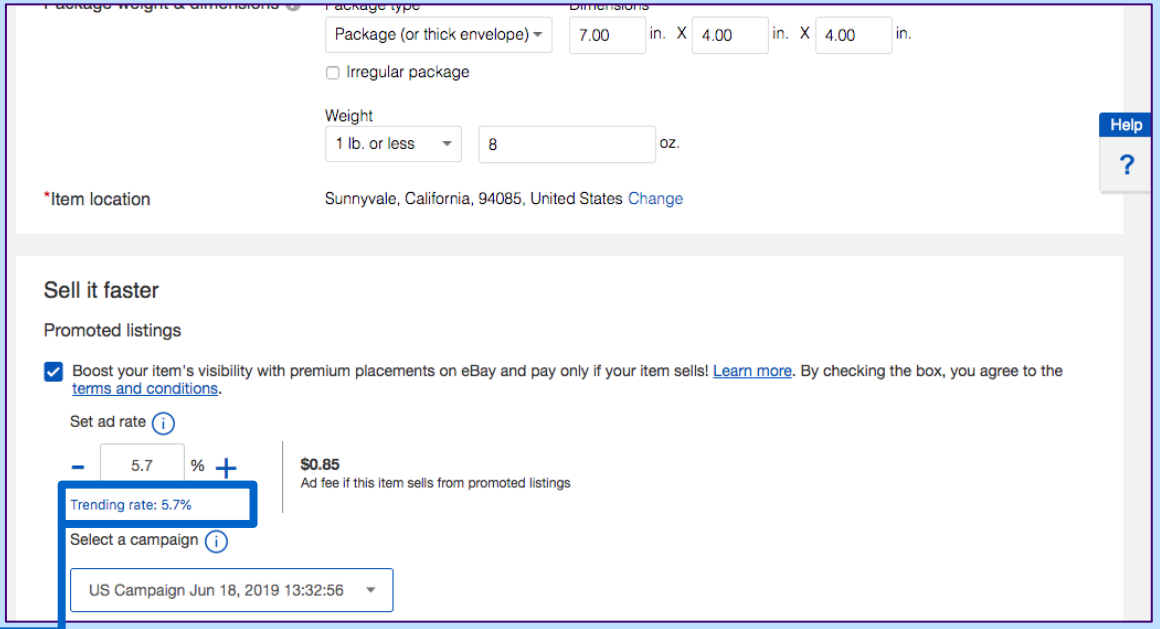
Active Listings Overlay



Recommendation API:

```
"listingId": "190007022517",
    "marketing": {
      "ad": {
        "promoteWithAd": "RECOMMENDED",
        "bidPercentages": [
          {
            "value": "10",
            "basis": "TRENDING"
```

Listing Flow Overlay

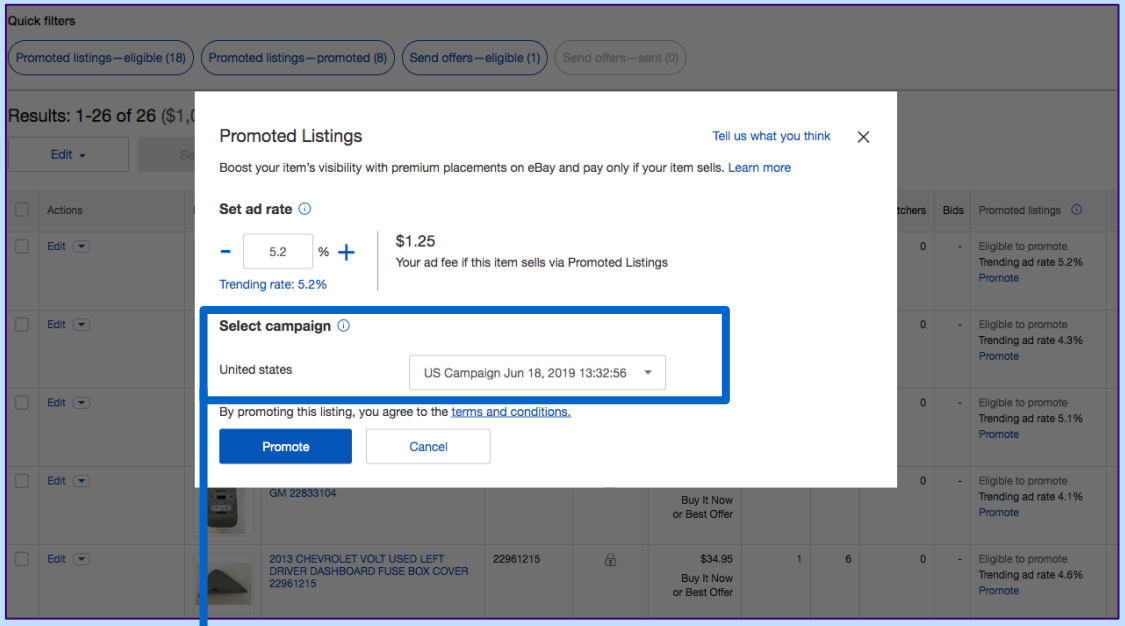


*Note, Recommendation API returns Trending Ad Rate values for existing listingIDs.

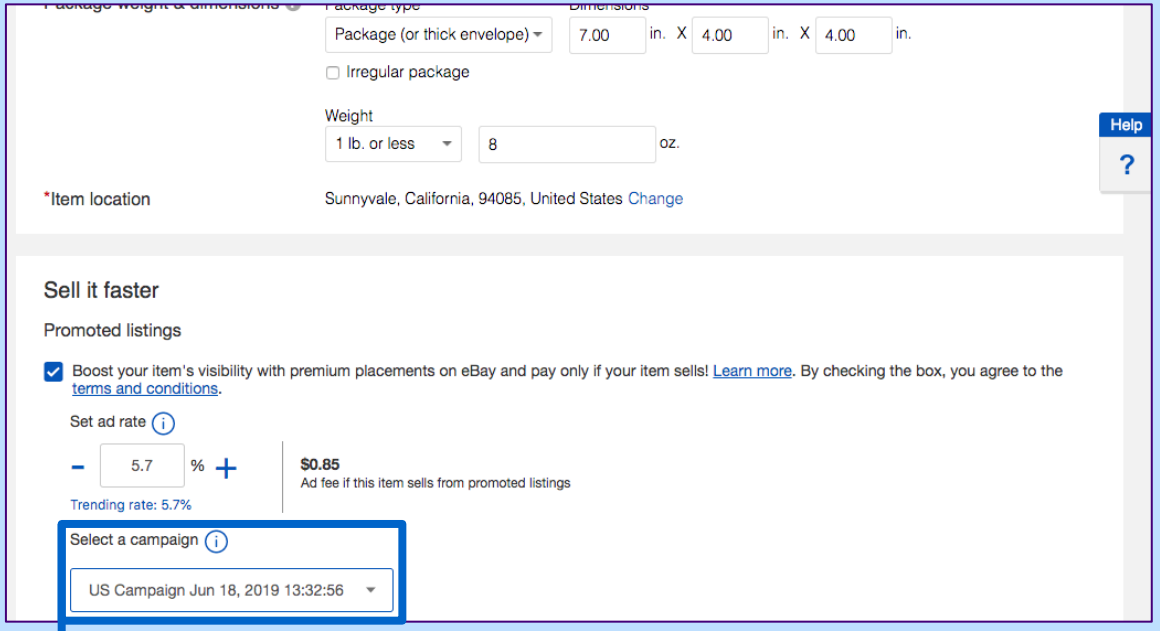
MARKETING API

Integrate a Simple Experience

Active Listings Overlay



Listing Flow Overlay



Marketing API:

```
"campaignName": ”US Campaign June 18, 2019 13:32:56",
"startDate": "2019-03-27T10:00:000Z",
"endDate": ”null",
```

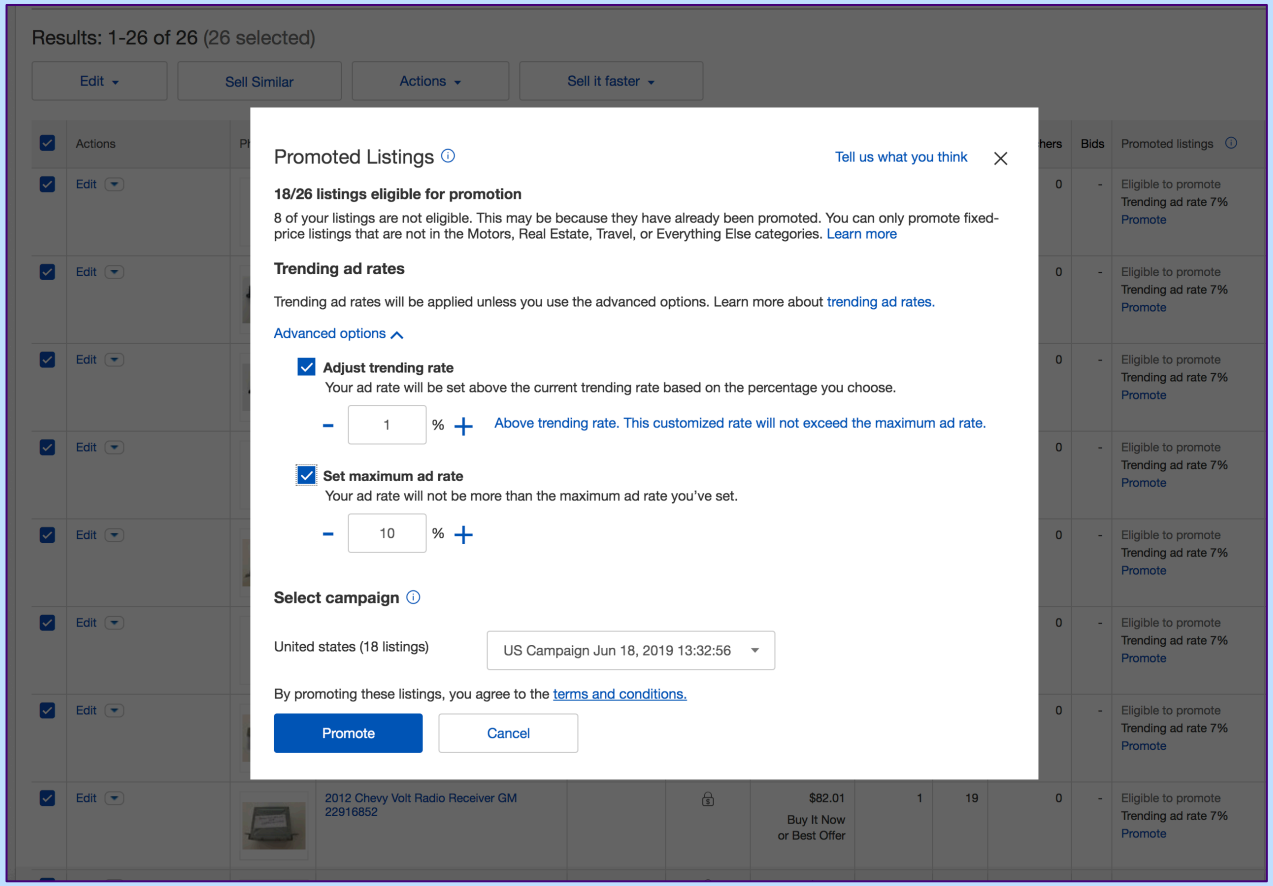
getCampaign to return a list of existing campaigns

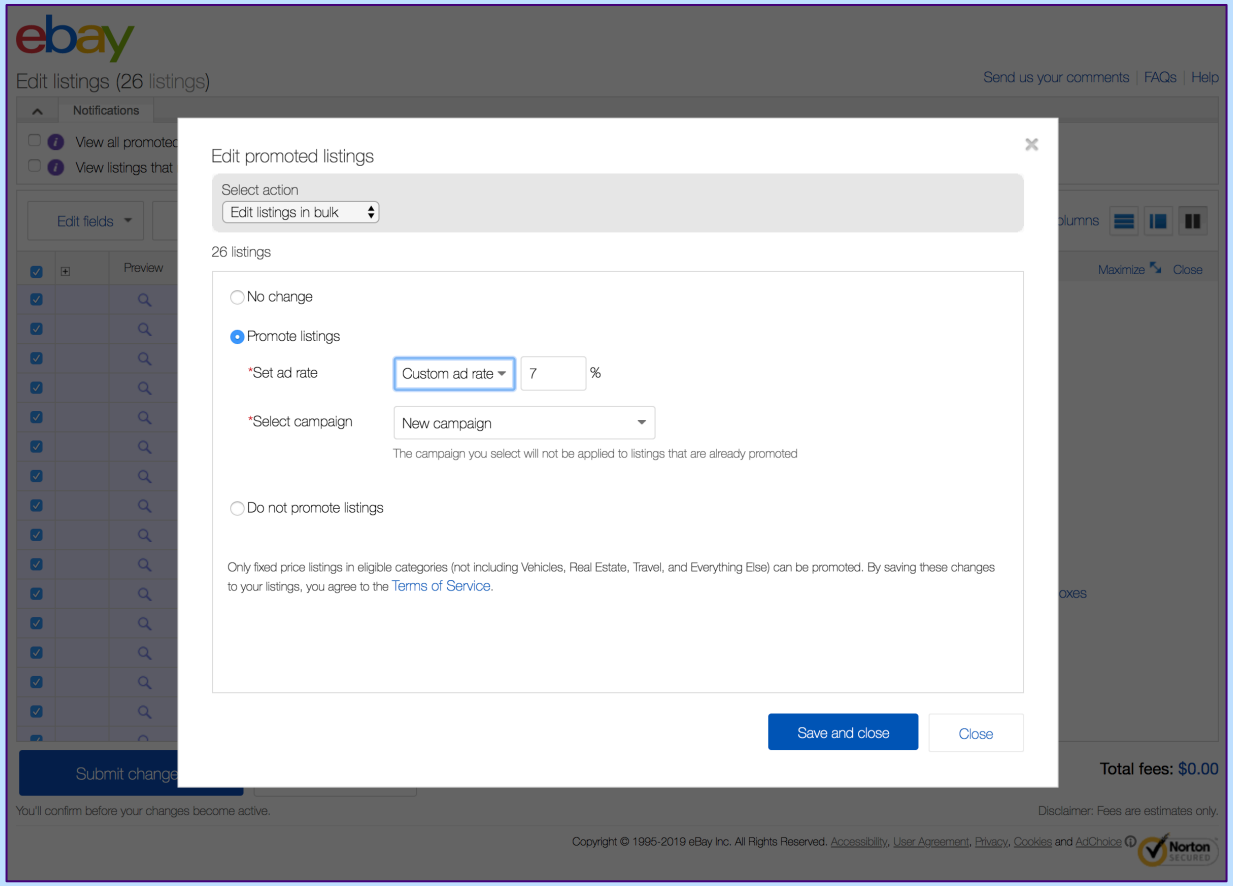
or

Auto-generate a campaignName with a unique string using a Counter or Timestamp mechanism

MARKETING API

Integrations for Bulk Use Cases





RECOMMENDATION API

Find Ads Recommendations

```
POST
https://api.ebay.com/sell/recommendation/v1/
Listing_recommendation/find?
filter=recommendationType={AD}

Authorization scope:
https://api.ebay.com/oauth/api_scope/
sell.marketing

{
 "listingIds": ["190007022517", "180007603375"]
}
```

```
{
  "listingRecommendations": [
    {
      "listingId": "190007022517",
      "marketing": {
        "ad": {
          "promoteWithAd": "RECOMMENDED",
          "bidPercentages": [
            {
              "value": "10",
              "basis": "TRENDING"
            }
          ],
        }
      }
    }
    ...
  ]
}
```

ebay

MARKETING API

Ad Listings to Campaign

```
POST
https://api.ebay.com/sell/marketing/v1/
ad_campaign/100052103014/ad
```

```
{
    "listingId": "190007022517",
    "bidPercentage": "10"
}
```

ebay

MARKETING API

Add Inventory to Campaign in Bulk

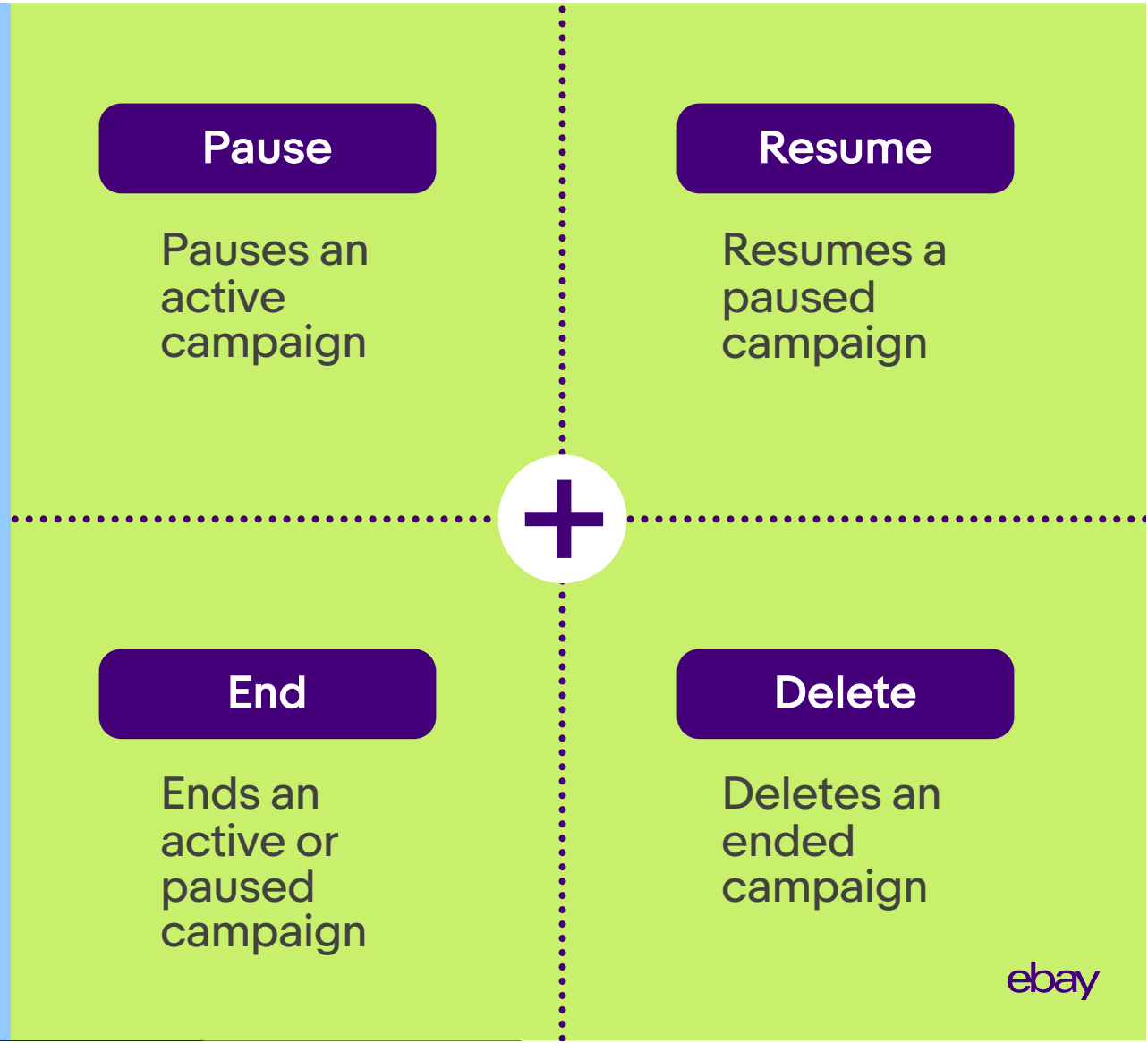
POST
https://api.ebay.com/sell/marketing/v1/
ad_campaign/100052103014/
bulk_create_ads_by_inventory_reference

```
{
 "requests": [
  {
    "bidPercentage": "12",
    "inventoryReferenceId": "66352443",
    "inventoryReferenceType":"INVENTORY_ITEM"
  },
  {
    "bidPercentage": "10",
    "inventoryReferenceId": "66352444",
    "inventoryReferenceType":"INVENTORY_ITEM"
  }
 ]
}
```

```
{
 "responses": [
  {
   "statusCode": 201,
   "inventoryReferenceType": "INVENTORY_ITEM",
   "inventoryReferenceId": "66352443",
   "ads": [
    {
     "adId": "10039758018",
     "href":   "https://.../10001741014/ad/10039758018"
    }
   ]
  },
  {
   "statusCode": 201,
   "inventoryReferenceType": "INVENTORY_ITEM",
   "inventoryReferenceId": "66352444",
   "ads": [
    {
     "adId": "10039759018",
     "href": "https://.../10001741014/ad/10039759018"
    }
   ]
  }
 ]
}
```

Managing Campaigns

```
{
    "campaignId": "100052103014",
    "startDate": "2019-03-
27T11:00:00.000Z",
    "endDate": "2019-05-
27T11:00:00.000Z",
    "campaignName": "Spring Sale",
    "fundingStrategy": {
        "fundingModel":
"COST_PER_SALE",
        "bidPercentage": "10"
    },
    "campaignStatus": "RUNNING",
    "marketplaceId": "EBAY_US"
}
```



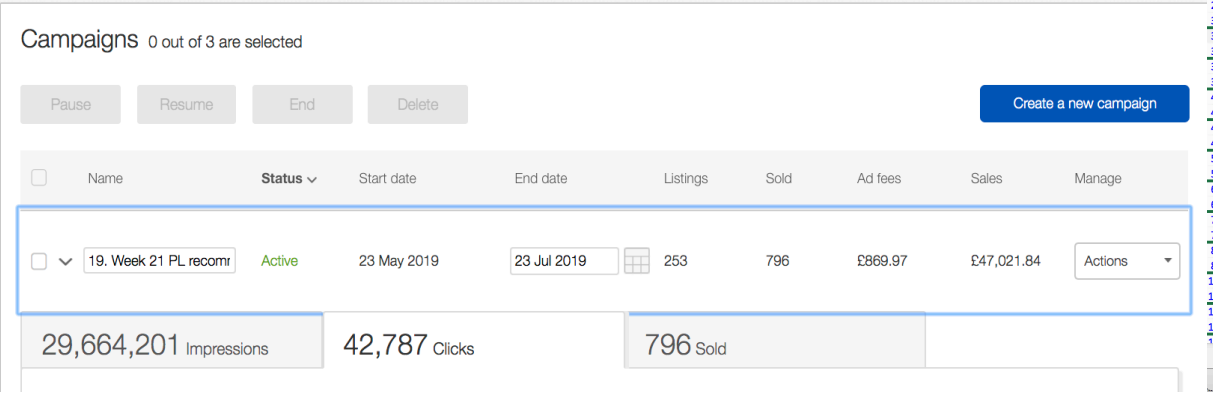
Reporting

Promoted Listings

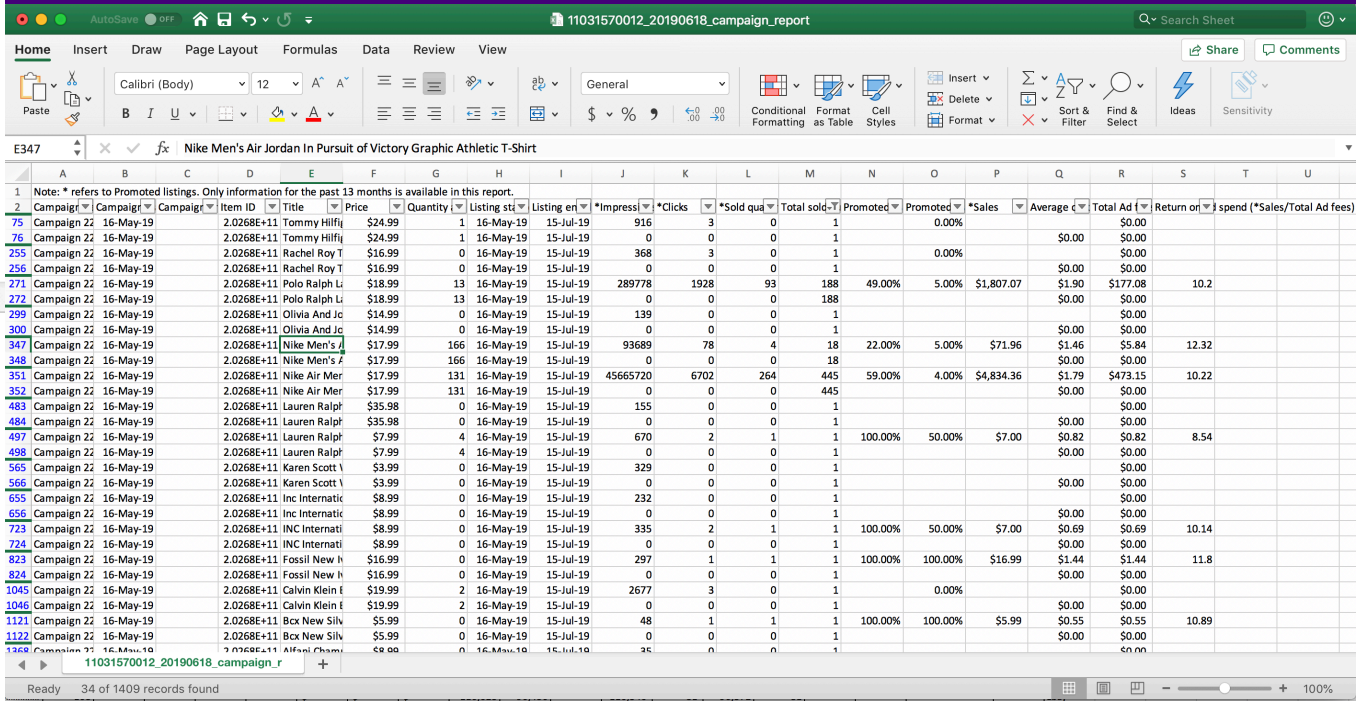
Capabilities to Build Robust Interfaces or Simple Downloadable Reports

Report types

Campaigns	Listings promoted	Impressions	Clicks	Sold	Ad fees (£)	Sales (£)
3	1,476	113,213,998	169,305	3,397	6,655.12	306,604.60



- CAMPAIGN_PERFORMANCE_REPORT
- CAMPAIGN_PERFORMANCE_SUMMARY_REPORT
- ACCOUNT_PERFORMANCE_REPORT
- LISTING_PERFORMANCE_REPORT
- INVENTORY_PERFORMANCE_REPORT



MARKETING API

Report Dimensions and Metrics

Dimensions
(the attributes of the data included in the reports)

- campaign_id
- listing_id
- day
- inventory_reference_id
- inventory_reference_type
- listing_title *
- listing_start_date *
- ...

Metrics
(the quantitative measurements)

- impressions
- clicks
- ad_clicks
- sales
- sale_amount
- ctr
- avg_cost_per_sale
- ...

* Dimension annotation

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MARKETING API

Initiate Report Generation

POST
https://api.ebay.com/sell/marketing/v1/ad_report_task

Authorization scope:
https://api.ebay.com/oauth/api_scope/sell.marketing

```
{
    "marketplaceId": "EBAY_US",
    "reportType": "CAMPAIGN_PERFORMANCE_REPORT",
    "dateFrom": "2019-03-01T00:00:00.000Z",
    "dateTo": "2019-03-27T00:00:00.000Z",
    "dimensions": [
        {
            "annotationKeys": [
                "campaign_name",
                "campaign_start_date",
                "campaign_end_date"
            ],
            "dimensionKey": "campaign_id"
        },
        {
            "annotationKeys": [
                "listing_title",
                "listing_quantity_sold"
            ],
            "dimensionKey": "listing_id"
        }
    ],
    "metricKeys": ["CLICKS"],
    "reportFormat": "TSV_GZIP",
    "campaignIds": ["10000000019"]
}
```

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MARKETING API

Get Report Generation Task

```
GET
https://api.ebay.com/sell/marketing/v1/
ad_report_task/10000049014
```

```
{
    "marketplaceId": "EBAY_US",
    "reportType": "CAMPAIGN_PERFORMANCE_REPORT",
    "reportTaskId": "10000049014",
    "reportTaskExpectedCompletionDate":
        "2017-03-11T19:41:54.000Z",
    "reportTaskCreationDate": "2017-03-09T19:41:54.000Z",
    "reportTaskCompletionDate": "2017-03-09T19:43:59.000Z",
    "reportTaskStatus": "SUCCESS",
    "reportId": "10000049014",
    "reportHref":

"https://api.ebay.com/sell/.../v1/ad_report/10000749017",
    "dateFrom": "2019-03-01T00:00:00.000Z",
    "dateTo": "2019-03-27T00:00:00.000Z",
    "dimensions": [...],
    "metricKeys": ["CLICKS"],
    "reportFormat": "TSV_GZIP",
    "campaignIds": ["10000000019"]
}
```

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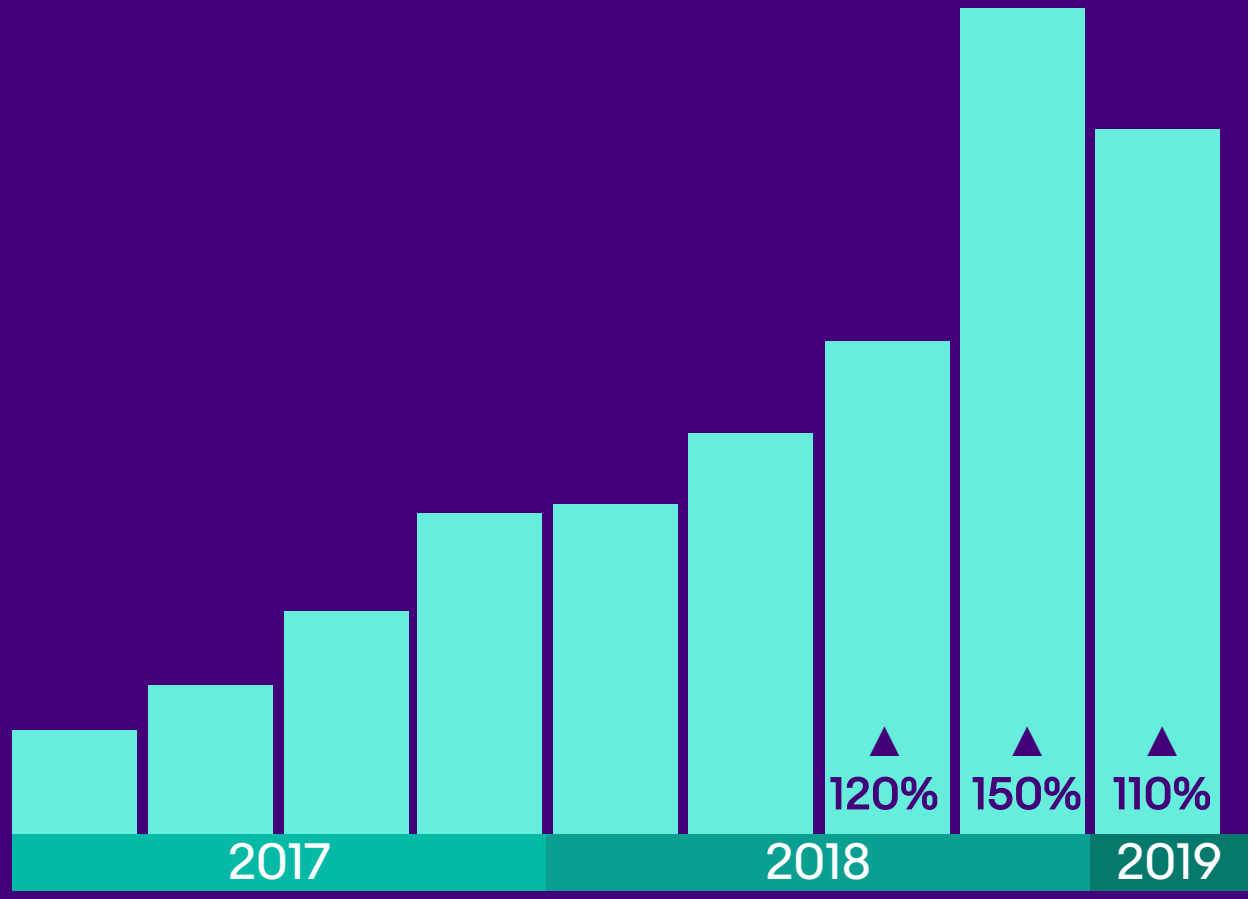
Driving Growth

Promoted Listings

Consistent Triple-Digit Promoted Listings Growth

Sellers are benefiting from increased listing visibility when they use Promoted Listings, increasing overall adoption and driving even more GMV and revenue growth.



Thank you!

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Q&A

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eBay Connect 2019

June 25-26, 2019

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