



# WELCOME TO THE ECOMMERCE TRENDS & THE EBAY BUYER WEBINAR

February 6, 2014

## MEET THE TEAM



Rich Matsuura  
Director, Seller Protections



Manish Gupta  
Senior Manager, Customer Insights

# TODAY'S AGENDA

☐ eCommerce Trends

☐ The eBay Buyer

☐ Selling Best Practices

☐ Q&A

## What we can answer

- Clarification questions on research
- eBay listing and shipping best practices
- General questions

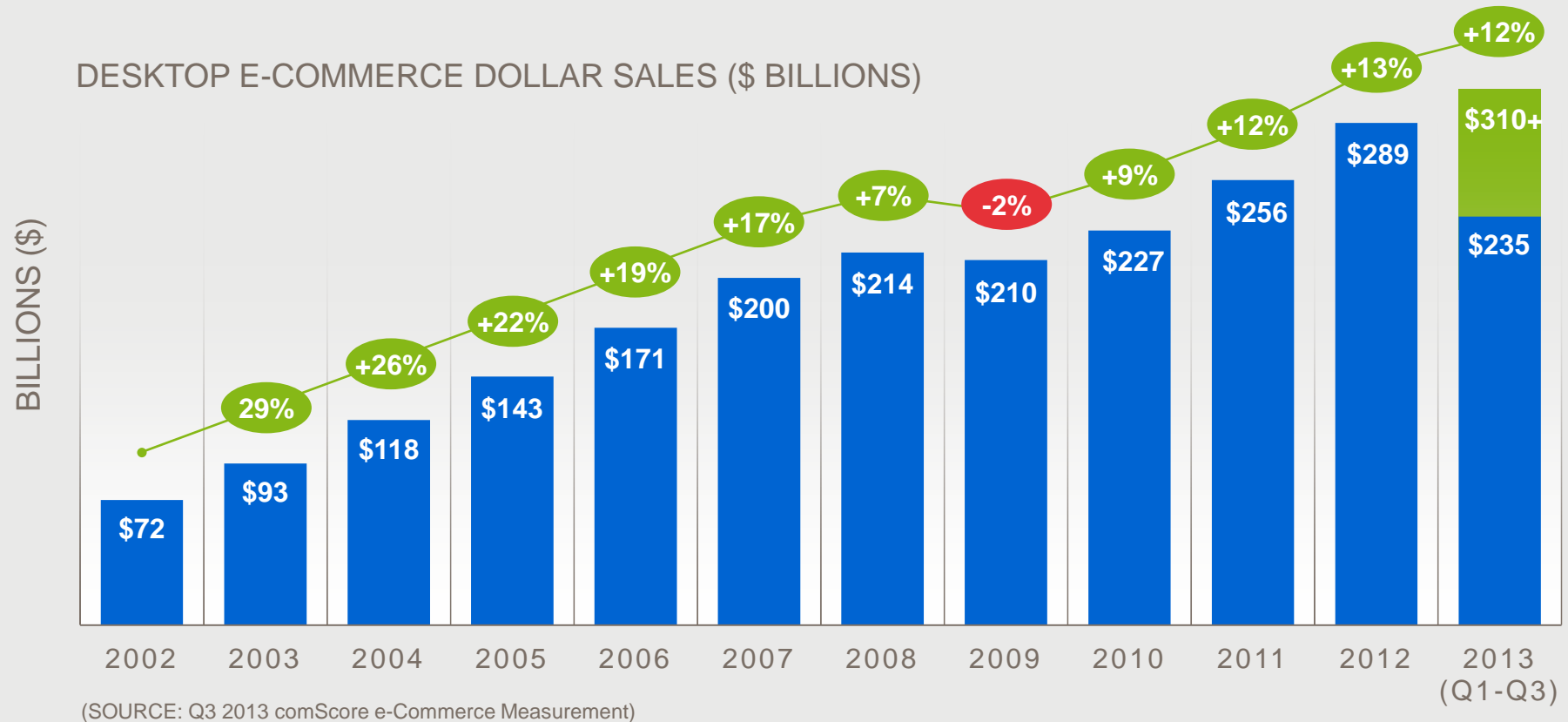
## What we can't answer

- Individual case issues (Contact eBay CS)
- Specific issues of buyer abuse
  - Please use [Report a Buyer](https://www.ebay.com/reportabuyer) ([www.ebay.com/reportabuyer](https://www.ebay.com/reportabuyer))

# ECOMMERCE TRENDS

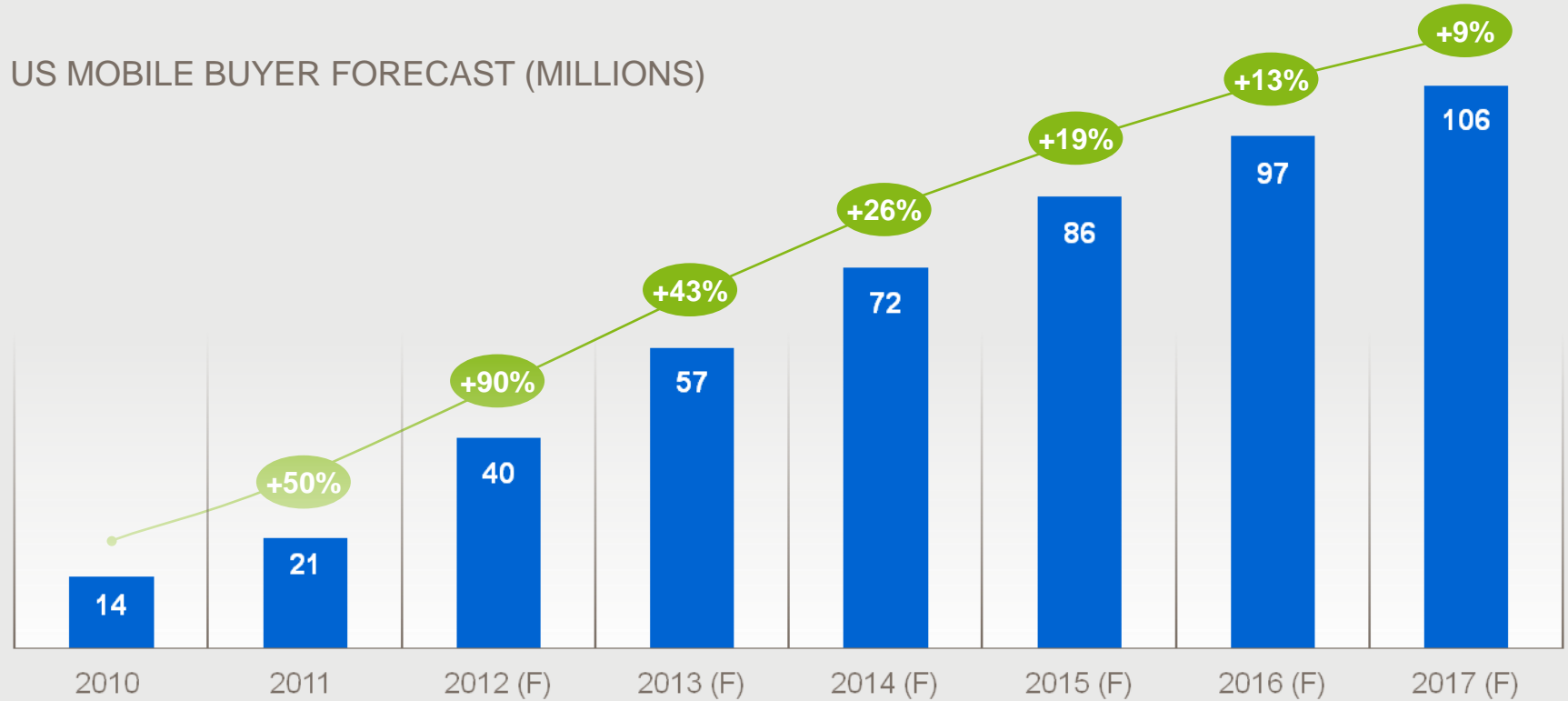
Manish Gupta

# DESKTOP E-COMMERCE SALES ARE INCREASING AT A HEALTHY 12% Y-O-Y AND ARE EXPECTED TO CROSS \$300 BILLION BY THE END OF 2013



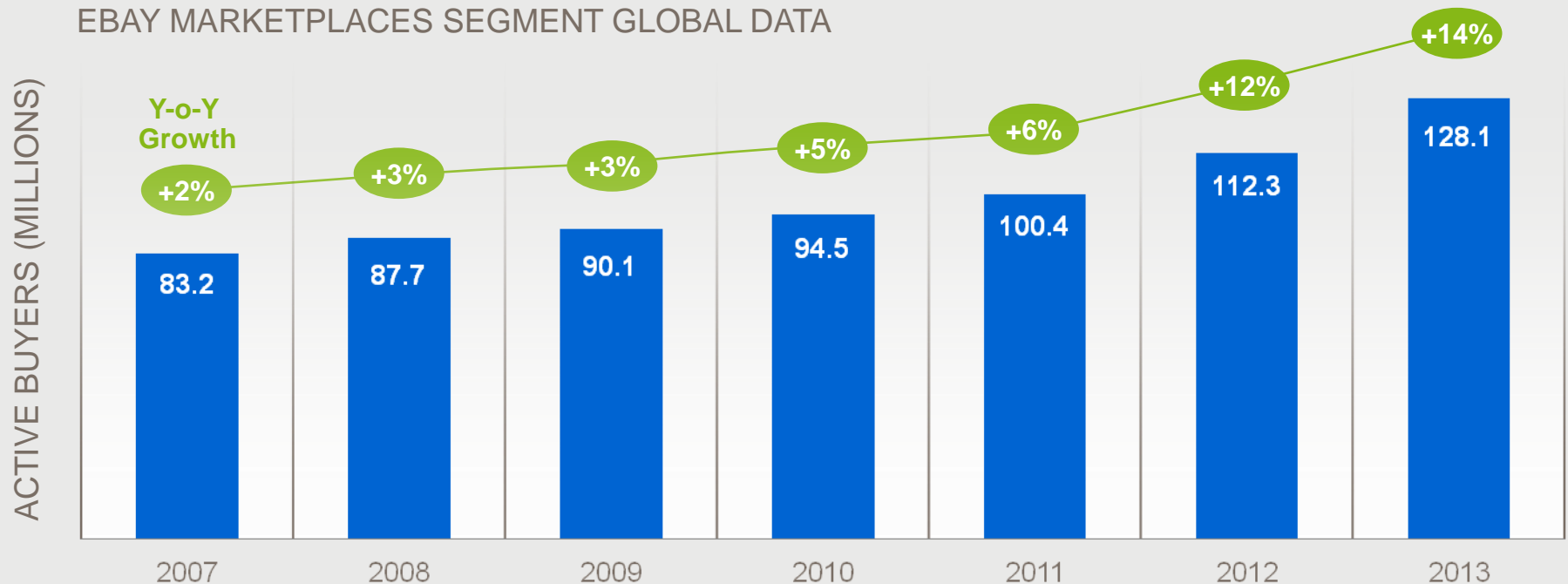
# THE M-COMMERCE RACE IS ON!

Buyers are spending more time shopping on smart phones than desktops.



(SOURCE: Forrester (Feb '13), comScore Q3, State of Retail)

# EBAY HAS SHOWN A CONSISTENT INCREASE IN GLOBAL ACTIVE USER GROWTH



(SOURCE: eBay Investor Relations Press Release)

# WHO IS AN EBAY BUYER?



# TYPICAL EBAY BUYER

- Shops online to save time
- Gets the best prices
- Wants the widest selection
- Conducts research before major online/offline purchases

(SOURCE: Internal eBay Research)



# ELECTRONICS AND FASHION CONTINUE TO ATTRACT BIG DOLLARS FROM BUYERS

| ABSOLUTE<br>DOLLAR RANK | PRODUCT<br>CATEGORY                     |
|-------------------------|---|
| #1                      | Computers/Peripherals/PDAs              |
| #2                      | Apparel & Accessories                   |
| #3                      | Consumer Packaged Goods                 |
| #4                      | Consumer Electronics (x PC Peripherals) |
| #5                      | Event Tickets                           |
| #6                      | Office Supplies                         |
| #7                      | Digital Content & Subscriptions         |
| #8                      | Books & Magazines                       |
| #9                      | Furniture, Appliances & Equipment       |
| #10                     | Home & Garden                           |
| #11                     | Sport & Fitness                         |
| #12                     | Jewelry & Watches                       |
| #13                     | Video Games, Consoles & Accessories     |
| #14                     | Flowers, Greetings & Misc. Gifts        |

(SOURCE: Q3 2013 comScore e-Commerce Measurement)

# NEARLY ALL E-COMMERCE CATEGORIES SHOWED 'STRONG' OR 'VERY STRONG' GROWTH VERSUS Q3 2013

## Q3 2013 DESKTOP E-COMMERCE SALES GROWTH VS. YA BY RETAIL CATEGORY

| Absolute Dollar Rank | Product Category                        | Q3 2013 Growth vs. YA |
|----------------------|---|-----------------------|
| #1                   | Computers/Peripherals/PDAs              | Strong                |
| #2                   | Apparel & Accessories                   | Very Strong           |
| #3                   | Consumer Packaged Goods                 | Very Strong           |
| #4                   | Consumer Electronics (x PC Peripherals) | Very Strong           |
| #5                   | Event Tickets                           | Strong                |
| #6                   | Office Supplies                         | Moderate              |
| #7                   | Digital Content & Subscriptions         | Very Strong           |
| #8                   | Books & Magazines                       | Low                   |
| #9                   | Furniture, Appliances & Equipment       | Strong                |
| #10                  | Home & Garden                           | Strong                |
| #11                  | Sport & Fitness                         | Strong                |
| #12                  | Jewelry & Watches                       | Strong                |
| #13                  | Video Games, Consoles & Accessories     | Strong                |
| #14                  | Flowers, Greetings & Misc. Gifts        | Strong                |



**Portable devices**  
(e.g. tablets) **+18%**



**Desktop computers** **+1%**



**Mobile phones and plans** **+23%**



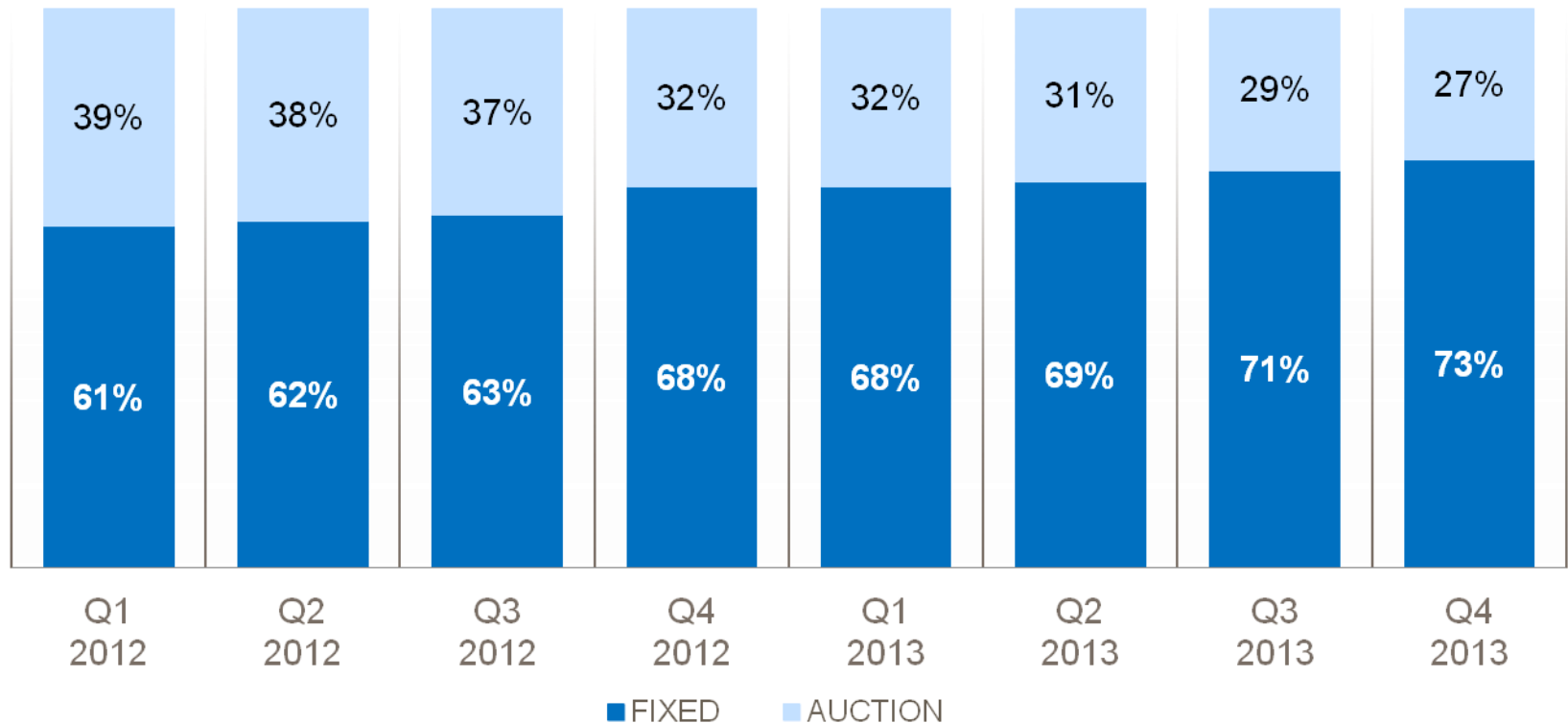
**Cameras and equipment** **+11%**

**Growth rate definitions:** **Very Strong** +15% or higher, **Strong** +10–14%, **Moderate** +5–9%, **Low** +1–4%

(SOURCE: Q3 2013 comScore e-Commerce Measurement)

# 'BUY IT NOW' AND 'NEW' ITEMS SHARE OF SALES CONTINUES TO INCREASE

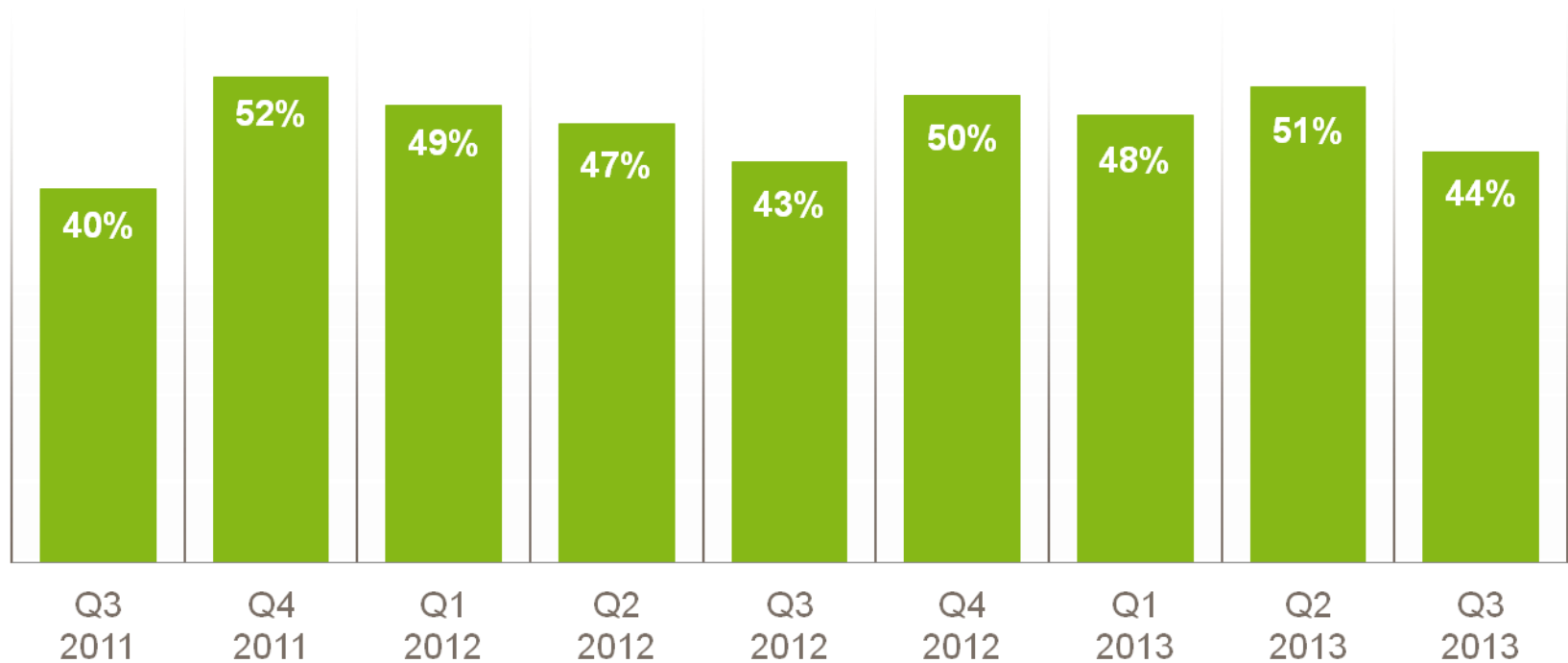
BREAKDOWN OF SALES BY LISTING FORMAT



(SOURCE: eBay Investor Relations Press Release)

# BUYERS EXPECT FREE SHIPPING WHEN SHOPPING ONLINE

% TRANSACTIONS WITH FREE SHIPPING



(SOURCE: Q3 2013 comScore e-Commerce Measurement)

# WHAT BUYERS LOOK FOR:

PRODUCT PRICE, SHIPPING PRICE, IMAGE, CONDITION, AND ITEM DESCRIPTION; THEY ALSO LOOK FOR OTHER ITEMS THAT ARE SPECIFIC TO THE VERTICALS

|                          | What they look for   |
|--------------------------|--|
| General                  | <ul style="list-style-type: none"><li>• Product Price</li><li>• Shipping Price</li><li>• Condition</li></ul>   |
| eBay                     | <ul style="list-style-type: none"><li>• Product Price</li><li>• Shipping Price</li><li>• Condition</li></ul>   |
| eBay Home Page           | <ul style="list-style-type: none"><li>• Product Price</li><li>• Description</li><li>• Shipping Price</li></ul> |
| eBay Search Page         | <ul style="list-style-type: none"><li>• Product Price</li><li>• Image</li><li>• Description</li></ul>          |
| eBay Product Detail Page | <ul style="list-style-type: none"><li>• Product Price</li><li>• Image</li><li>• Shipping Price</li></ul>       |



## FASHION

- *Fast 'n Free Shipping*
- *Sale/Discount code*



## TECH

- *Condition*
- *Fast 'n Free Shipping*



## COLLECTIBLES

- *Seller Rating*
- *Description*

# SELLING BEST PRACTICES

Rich Matsuura

# WHAT ARE BUYERS LOOKING FOR?

- Shop on any device
- Clear item descriptions, lots of pictures
- Competitive pricing
- Free shipping
- Product reviews
- Overall, great customer service!



# OPTIMIZE LISTINGS FOR MOBILE SHOPPERS

- Do check how your listing shows up on a mobile device
- Do use high-quality photos
- Do use item specifics
- Do not fix-width horizontal scrolling
- Do not add Flash elements



## WHY?

40% of all listings are viewed by a mobile device

Download the eBay mobile app  
at: <http://mobile.ebay.com/>

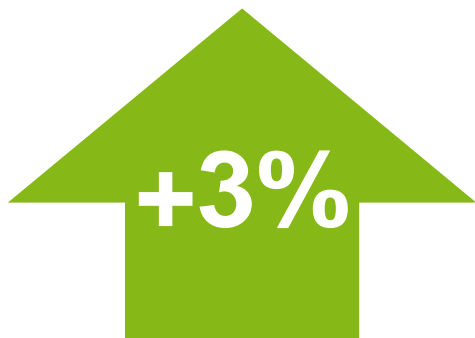
# LOAD UP ON PHOTOS

- Show multiple pictures of the actual item
- Fill the frame
- Use eBay Picture Services (EPS)
- Highlight any defects
- Up to 12 pictures are free (excluding Motors Vehicles)

Go to [www.ebay.com/photocenter](http://www.ebay.com/photocenter)  
for more tips



# WHY ADD MORE PHOTOS?



Each additional photo  
increases the chance  
of a sale by 3%\*

\*Likelihood to sell based on a study that reviewed 6.8 million listings, which resulted in 4.5% more sales over this period; % increase refers to the lift of when a listing with only one photo goes to two photos. Individual results may vary and assumes that sellers do not increase item price while making these changes.

# CLEARLY DESCRIBE YOUR ITEM



Iphone 5 Att



Fewer than  
20 characters =  
lower conversion  
rate

# BUT DON'T GO OVERBOARD ON TITLE TEXT



CRAZY DEALS SALE-MOUTHWATERING 1886 MINT HINGED

## Put relevant item information in the title

Such as condition, brand name, size, color, dimensions,  
and other key specifications

# INCLUDE ITEM SPECIFICS

**Item Specifics** ⓘ

Add more information to help buyers find your item in search results. Buyers can use pop

**Club Type** Remove

**Brand** Remove

**Model** Remove

**Shaft Material** Remove

**Dexterity** Remove

**Gender** Remove

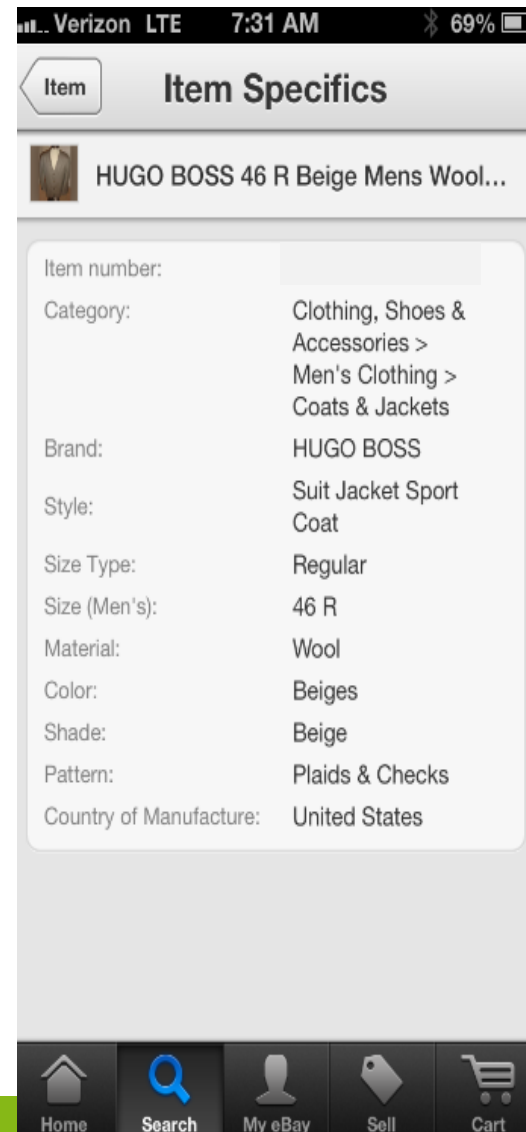
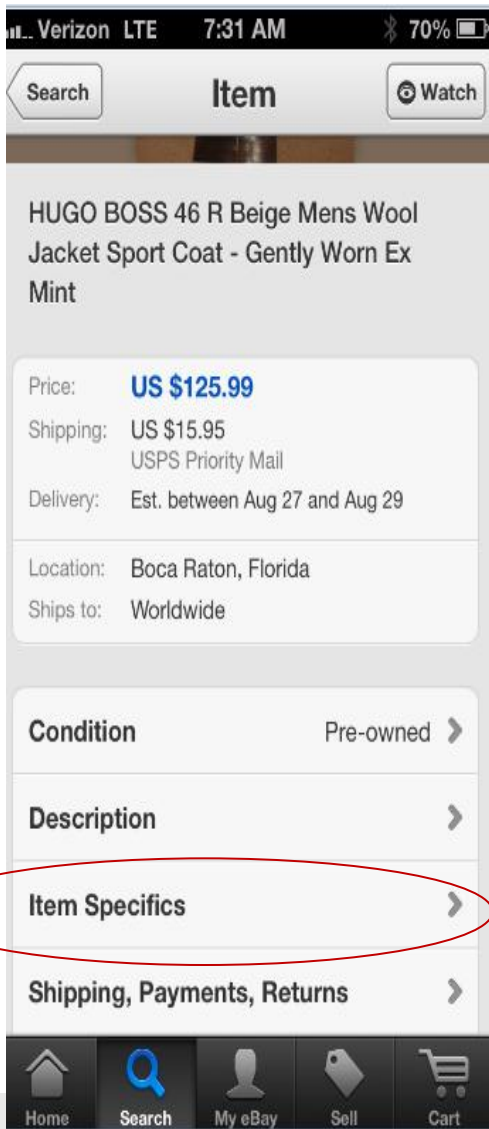
**Loft** Remove

**Flex** Remove

**MPN** Remove  
Enter the manufacturer's part number to optimize your listing for internet search engines

**WHY?**  
Helps in search  
and protects your  
Feedback!

# Item Condition & Item Specifics in mobile listing



Clear  
listing of  
all  
Item  
specifics






# PRICE COMPETITIVELY!

- Research Completed Listings List
- Decide on fixed price or auction
- For auction-style items with a low start price.
- Choose a price for your fixed price or auction-style listing
- Repeat above steps *often*

All Listings Auction Buy It Now Sort: Price + Shipping: lowest first View: [icon]

134 results for petsafe batteries rfa... Your location: 95125

Completed listings [icon]

|  |  |  |
|--|--|--|
|    | 2 High Quality Replacement Batteries for Petsafe Innotek RFA-188 BP1-RFA-188<br>View similar active items   Sell one like this   | <b>\$4.30</b><br>6 bids<br>Free shipping     |
|    | 2 High Quality Replacement Batteries for Petsafe Innotek RFA-188 BP1-RFA-188<br>View similar active items   Sell one like this   | <b>\$6.49</b><br>4 bids<br>Free shipping     |
|    | Petsafe rfa-188 battery<br>View similar active items   Sell one like this  | <b>\$7.50</b><br>4 bids<br>Free shipping     |
|   | 2 High Quality Replacement Batteries for Petsafe Innotek RFA-188 BP1-RFA-188<br>View similar active items   Sell one like this   | <b>\$7.51</b><br>5 bids<br>Free shipping     |
|  | PetSafe Compatible RFA-188 Replacement Battery Fido's Fences<br>Top Rated Plus<br>View similar active items   Sell one like this | <b>\$7.99</b><br>Buy It Now<br>Free shipping |



# PROVIDE EXPERTISE IN YOUR CATEGORY

## Be an Expert

- Specialize in a Category

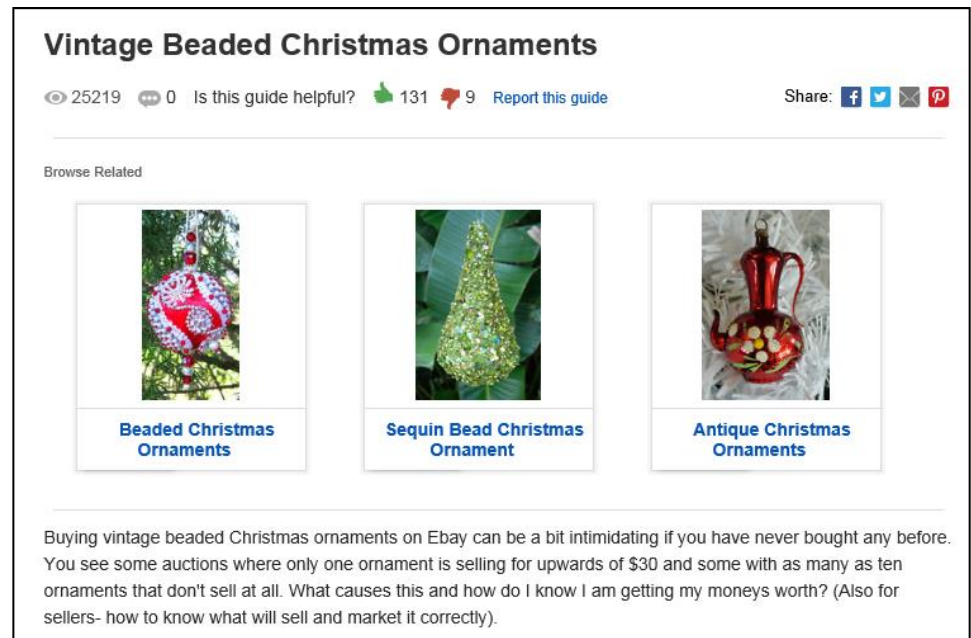
**Non-expert sellers have a considerably higher % of bad buyer experiences**

- Difficult to be a Jack (or Jill) of all trades



# BOOST SALES WITH EBAY BUYING GUIDES

- Build trust with your buyers
- Help buyers make informed purchase decisions
- Drive traffic from search engines and ebay.com to your guide and listings



Writing a guide is easy. eBay provides online tools and templates.  
[www.ebay.com/buyingguides](http://www.ebay.com/buyingguides)

# FAST 'N FREE: THE EBAY SOLUTION TO MEETING BUYER EXPECTATIONS

**Buyers love free shipping, especially when it's fast!**

The Fast 'n Free logo appears automatically when:

- The listing offers free shipping
- We expect the item to arrive within 4 business days



# FAST 'N FREE DRIVES SALES

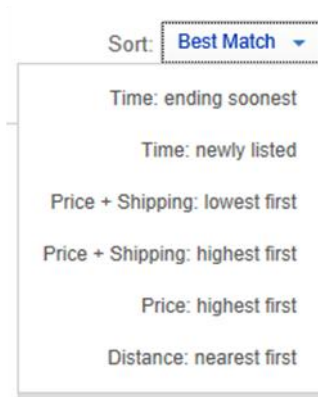
1

Having the Fast 'N Free logo on your listing can deliver a **lift in sales** of up to **11%**!



2

Listings using Fast 'N Free best practices get a boost in search results (in Best Match)!



3

On average, Fast 'N Free buyers report **10% higher satisfaction!** They also give great eBay Feedback!



Note: Individual results may vary

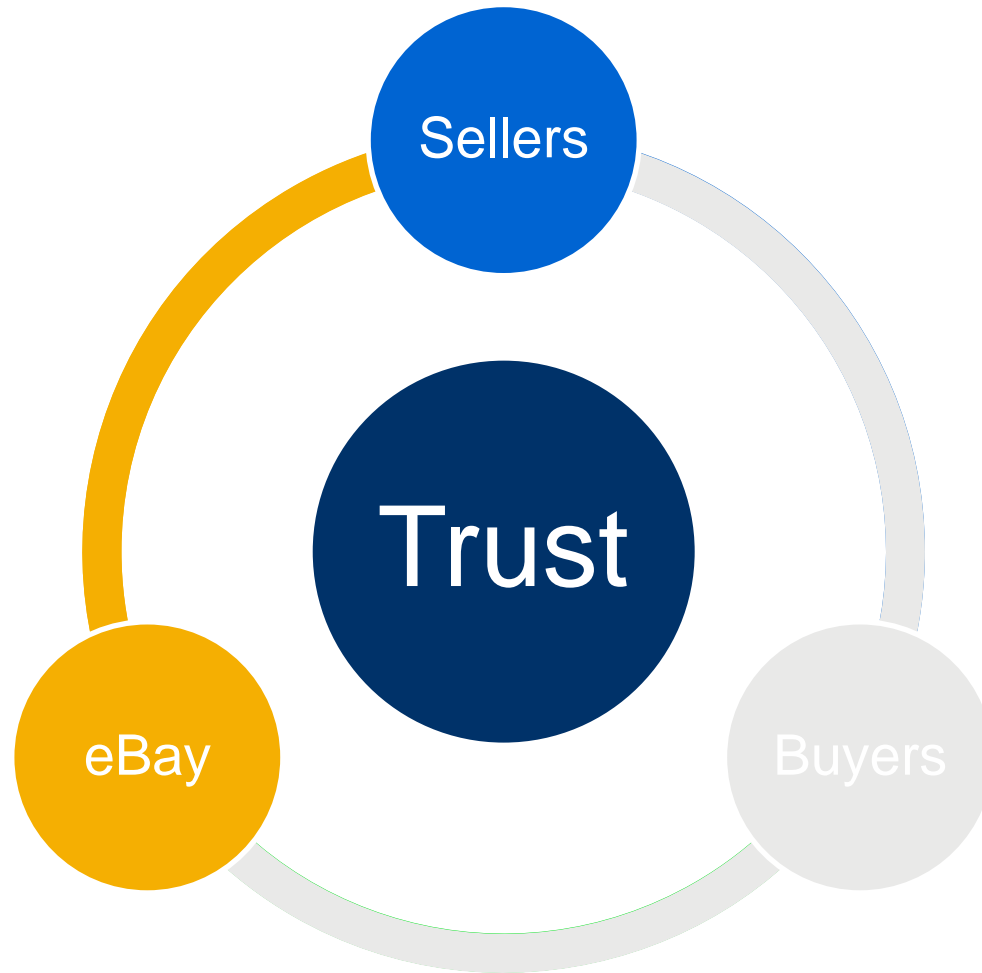
# SET A COMPETITIVE RETURNS POLICY

## Consider

- Accepting returns for any reason
- Providing long return windows—30 days during the holidays is recommended
- Paying for shipping on all returns



# We Need Sellers to Trust eBay Too



# WE'RE STANDING BY TO PROTECT YOU..

- State-of-the-art detection systems monitor policy violations by buyers
- Expanded Feedback Removal policy safeguards your Feedback and Detailed Seller Ratings
- Report a Buyer feature lets sellers report specific buyer issues



# THANK YOU

Register for future eBay events at  
[www.ebay.com/webinars](http://www.ebay.com/webinars)