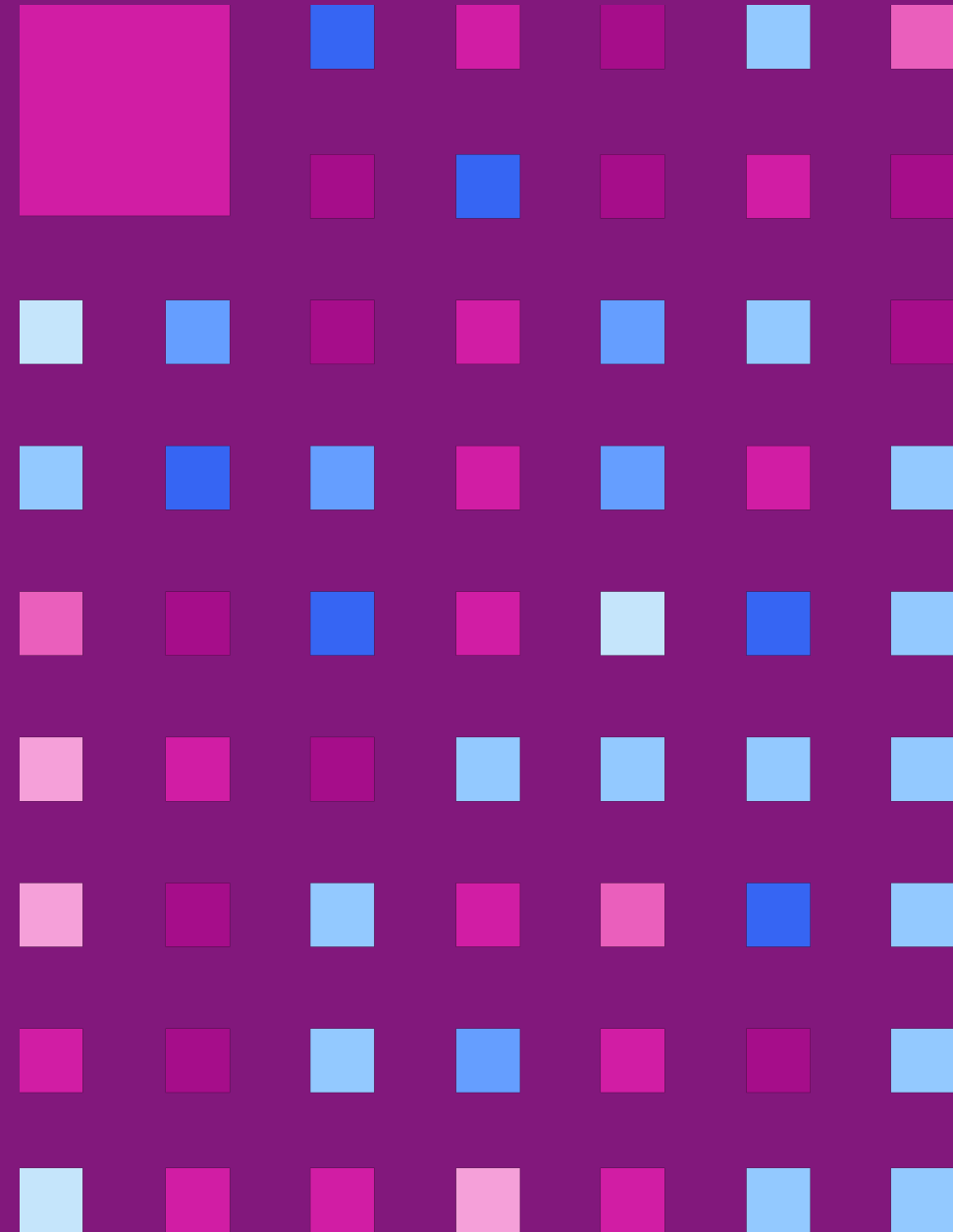

eBay Connect 2021

Empowering API sellers to grow faster

Scot Hamilton
Vice President, Seller Experience Engineering



eBay Connect 2021

Agenda

Bring your listing to life with Video

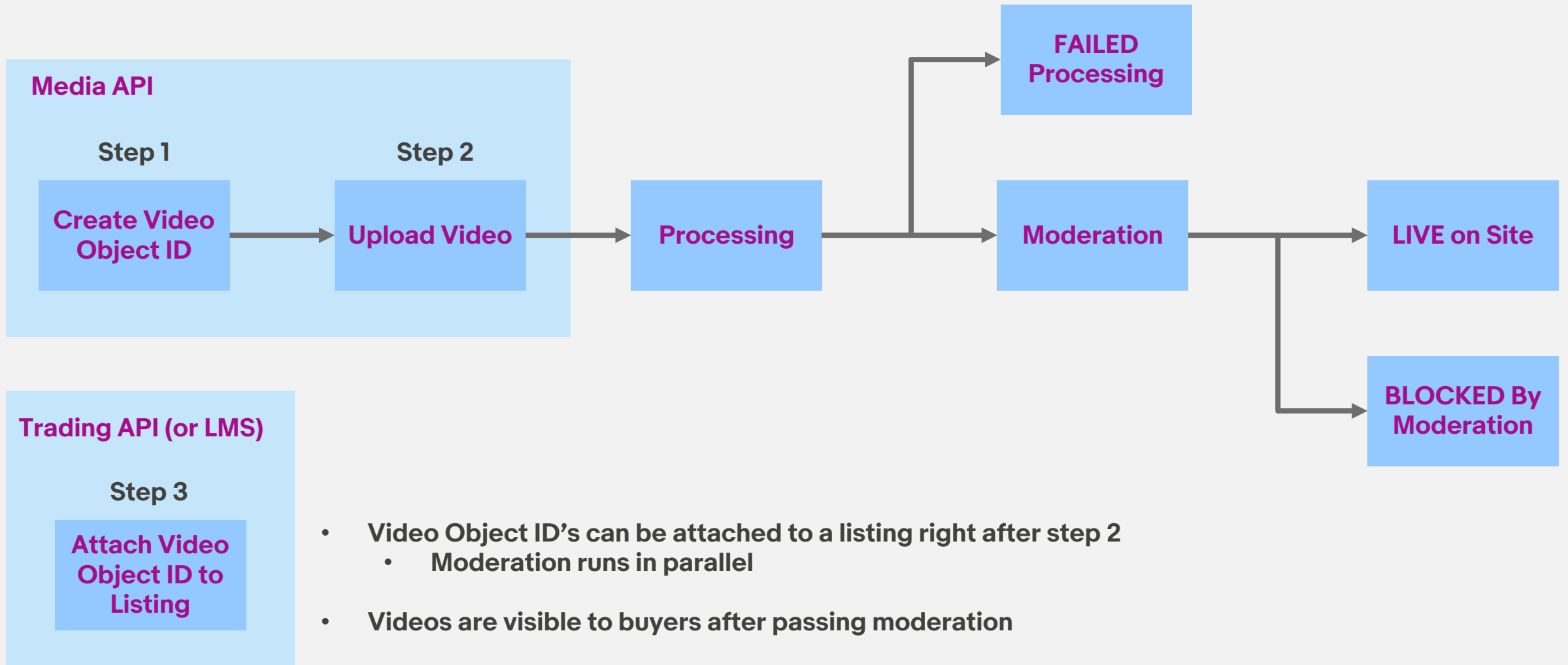
Drive sales, repeat buyers, with Coded Coupons

Discover and unlock potential with Terapeak

API enhancements based on your feedback

—
**Bring your listings
to life with video**

Life cycle of a video upload



Media API: Upload videos to eBay

Step 1: Create Video

- Initialize Video to eBay using Media API createVideo
- Obtain the unique Video ID for the uploaded video

Step 2: Upload Video

- Upload Video to eBay using Media API Upload
- Capture upload response

Things to note:

- Supported Format(s): .mp4
 - (MPEG-4 Part 10, or MPEG-4 AVC)
- Max Size: 150 MB
 - Max Length: < 1 min
- eBay will moderate content, and
 - Reserves the right to take down
- Retention: 365 Days

(behavior while in beta, subject to change)

Step 1 – Create video:

Sample request:

```
POST https://apim.ebay.com/commerce/media/v1_beta/video
{ /* CreateVideoRequest */
  "classification" : [
    "Classification : [ITEM]"
  ],
  "size" : "integer",
  "title" : "string",
  "description" : "string"
} /* returns videoID */
```

Step 2 – Upload video:

Sample response:

```
POST https://apim.ebay.com/commerce/media/v1_beta/
video/{video_id}/upload
```

New features: Video Attach video to listing

Step 3: Attach video to listing

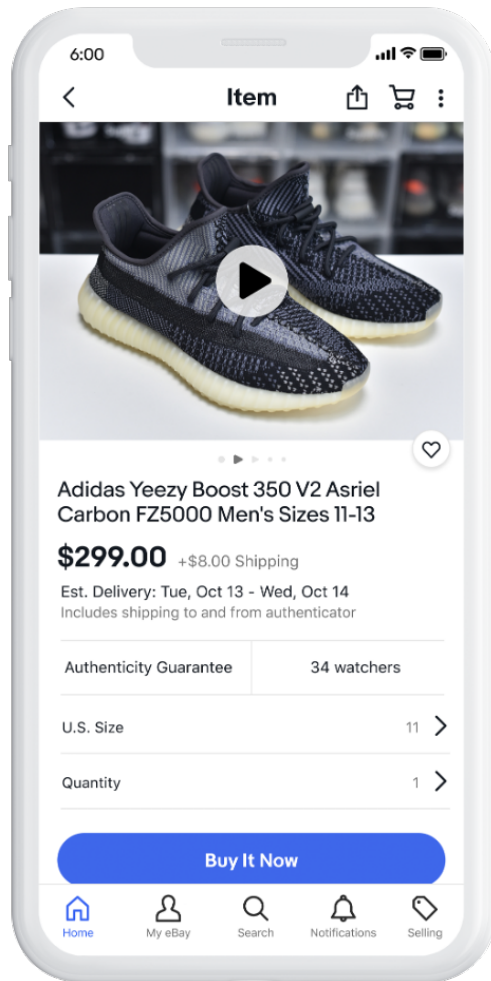
- Attach Video to listings using Trading API, Large Merchant Services - Live Now
- Trading API - Supported Operations
 - AddItem
 - AddItems
 - AddFixedPriceItem
 - ReviseItem
 - ReviseFixedPriceItem
 - RelistItem
 - RelistFixedPriceItem
- Available for all US listings
- Inventory API, MIP, and File Exchange coming in Q3

Step 3 – Attach video to item:

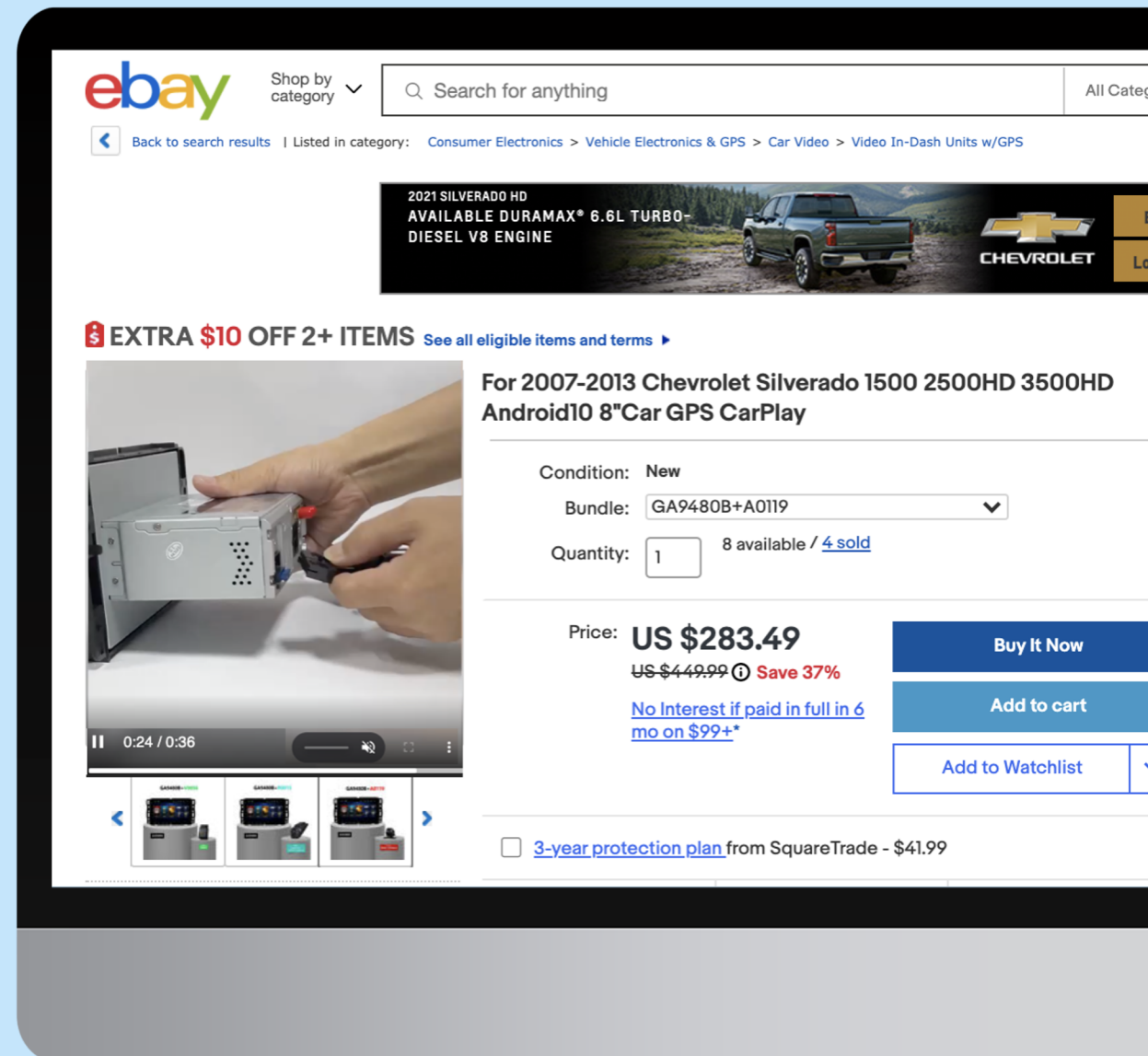
```
<soapenv:Envelope
xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
xmlns="urn:ebay:apis:eBLBaseComponents">
  <soapenv:Body>
    <AddItemRequest>
      <ErrorLanguage>en_US</ErrorLanguage>
      <Version>1193</Version>
      <WarningLevel>High</WarningLevel>
      <Item>
        <VideoDetails>
          <VideoID>8d1f40c81760a4e24976c322ffffff33</VideoID>
        </VideoDetails>
        <StartPrice>10</StartPrice>
        <Quantity>11</Quantity>
        <Title>Video test 1</Title>
        .....
      </Item>
    </AddItemRequest>
  </soapenv:Body>
</soapenv:Envelope>
```

Videos on View Item

Mobile: Now live!



Desktop: Coming Q3



Live demo:

Listings with **videos!**

—
**Drive sales, repeat buyers
with Coded Coupons**

Coded Coupons: Highly visible, everywhere.

The image illustrates the application of a coded coupon 'DISCOUNT-20' across the eBay purchase funnel on both desktop and mobile devices.

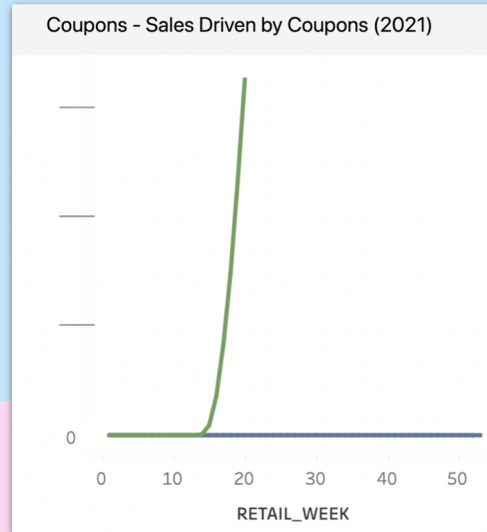
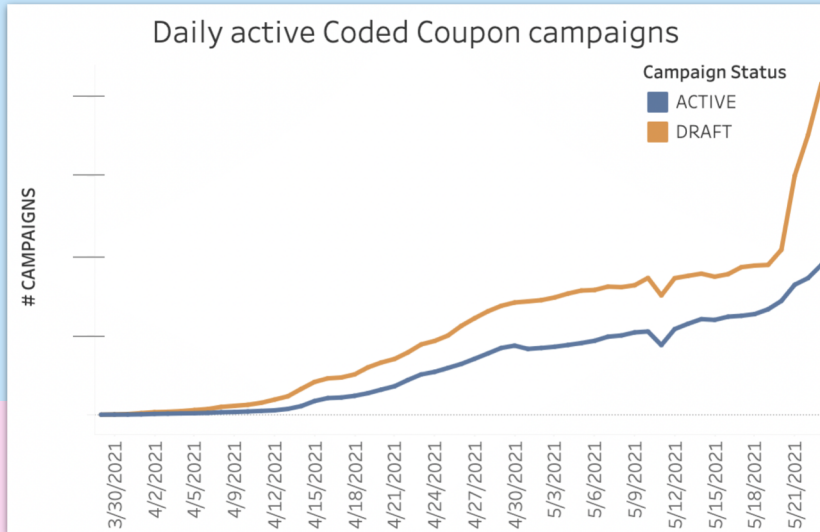
- Desktop Search:** A search for 'US-SME Item 859073663776008-1594362855054' shows a price of \$25.00. A pink arrow points to a red text overlay: "Extra 20% off with coupon".
- Desktop Item Page:** The coupon is displayed as "EXTRA 20% OFF WITH CODE DISCOUNT-20".
- Desktop Checkout:** The coupon is applied to the order total, which is \$22.85. A pink box highlights the coupon details: "Discount DISCOUNT-20 Applied: \$5.00".
- Mobile Item Page:** The coupon is visible as "Extra 20% off coupon. View code. From pibelowstdglobal. Expires May 18, 2021. Max discount \$100. Terms and Conditions apply." A pink box highlights this text.
- Mobile Search Results:** The coupon is visible as "Extra 20% off with code DISCOUNT-20. Discount for everyone." A pink box highlights this text.

Arrows indicate the flow of the purchase process from search to checkout and the visibility of the coupon across these stages.

Highly visible!

- Buyer Engagement at every stage of the purchase funnel
- Search, View Item, Checkout
- Mobile and Desktop!

Coded Coupons: Rapid adoption, rapid impact



Christina [redacted] eBay and eBay and nothing but eBay 11h · 😊

I just created my first eBay store coded coupon! It was quick and easy. I'm very excited to see how it goes! 😊

3 2 Comments

Like Comment

All Comments ▾

Christina [redacted] Oh my gosh! within 10 minutes of the coupon going live I already sold something!! Yay!!

Like · Reply · 10h 1

Sophia [redacted] Love the coded coupon option. Will be a great tool for people like me who sell to a niche market with lots of repeat customers. 2

Dave [redacted] Im happy to see the coupon codes. I can expand upon promotions and incentives.

Kris [redacted] So happy that they'll be implementing that new coupon code feature! 🙌 1

5) Ability to Offer Coded Coupons

eBay will allow sellers to offer coded coupons, something many sellers are bound to appreciate. "The new coded coupons tool will let you create discount codes that your customers can apply at checkout. Starting in spring 2021, coded coupons will be available to eBay Store subscribers on the Seller Hub Marketing tab, and will replace the codeless coupons previously offered."

eCOMMERCE BYTES GIVING SELLERS A VOICE SINCE 1999

Fast, easy, effective.

- Sellers love creating them!
- Buyers can't resist them!
- Fastest adopted, most impactful velocity driver, ever.

(Rivaled only by last year's launch of Seller Initiated Offer)

Marketing API: Coded Coupons (launches in Q3)

Support for new promotion type: **CODED_COUPON**

Feature Parity with existing Marketing API

- discountRules
- inventoryCriterion
- ruleCriteria

New Attributes for Coded Coupon

- couponCode
- couponType : PromotionSubTypeEnum
- maxCouponDiscountAmount
- maxCouponRedemptionPerUser
- setABudget
- budget

Note: This is planned for an upcoming release and the specification might be slightly different from what is depicted above.

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

```
....  
{  
  "promotionType": "CODED_COUPON",  
    "startDate": "string",  
  "couponCode": "string",  
  "couponType": "PromotionSubTypeEnum: [PRIVATE_SINGLE_SELLER_COUPON,  
PUBLIC_SINGLE_SELLER_COUPON]",  
  "maxCouponDiscountAmount": {  
    "currency": "CurrencyCodeEnum : [...]",  
    "value": "string"  
  },  
  "maxCouponRedemptionPerUser": "integer",  
  "setABudget": "boolean",  
  "budget" : {  
    "currency": "CurrencyCodeEnum : [...]",  
    "value": "string"  
  }  
....  
}
```

GET

https://api.ebay.com/sell/marketing/v1/item_promotion/{promotion_id}

—
Live demo:

Marketing API – Coded Coupons

(Sneak peak, launching in Q3)

—

**Discover, and unlock
potential with
Terapeak**

Terapeak product research

- Identify sourcing opportunities, price trends, sell-through rates and other key sales metrics for any listing sold in the past year
- Perform deeper analysis using powerful filters to narrow down to a smaller subset of specific listings
- Interpret data visually using charts and trendlines

Hi Aditi | Daily Deals | Brand Outlet | Help & Contact | **Refurbished** | Sell | Watchlist | My eBay

Shop by category | Search for anything | All Categories | Search | Advanced

Seller Hub | Messages (9) | Seller Help

Overview | Orders | Listings | Marketing | Performance^{NEW} | Payments | **Research** | Reports

Terapeak product research | Comments? | Listing Site: ebay.com

Terapeak sourcing insights

Listing Improvements

Restock advice

Research products

Search: Air Jordan 1 Hyper Royal Retro | Last 90 days | Research | Reset

Category selected: Athletic Shoes | Select a different category | Lock selected category

Condition Filter (1 Selected) | Format Filter | Price Filter (Selected) | More Filters

New with box | \$100 - \$300

Sold | Active

Feb 23, 2021 - May 23, 2021 | Show sales trends

\$157.90 Avg sold price	\$100.00 - \$300.00 Sold price range	\$13.59 Avg shipping	87% Free shipping	2,129 Total sold	65.13% Sell-through	340 Total sellers	\$336,169.11 Total Sales
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Listing	Actions	Avg sold price	Avg shipping	Total sold	Total sales	Bids	Date last sold
Air Jordan 1 Hyper Royal Retro Mid Black Blue 554724-077	Sell Similar	\$137.07 Fixed Price	\$17.45 99.13% Free shipping	650	\$89,095.60	-	May 23, 2021
New Nike Air Jordan 1 Retro Mid Hyper Royal Blue Black 2020 Basketball Mens Size	Sell Similar	\$180.58 Fixed Price	\$17.07 98.98% Free shipping	495	\$89,388.75	-	May 22, 2021
Nike Air Jordan 1 Mid 'Hyper Royal' Sneakers (554724-077) Men's & GS Sizes	Sell Similar	\$156.33 Fixed Price	\$0.00 100.0% Free shipping	58	\$9,067.10	-	May 17, 2021
New Nike Air Jordan 1 Retro Mid Hyper Royal Blue Black 2020 Basketball Mens Size	Sell Similar	\$109.50 Fixed Price	\$0.00 100.0% Free shipping	45	\$4,927.55	-	Apr 21, 2021
New Nike Air Jordan 1 Retro Mid Hyper Royal Blue Black 2020 Basketball Mens Size	-	\$109.99 Fixed Price	\$0.00 100.0% Free shipping	29	\$3,189.71	-	Apr 22, 2021
Nike Air Jordan 1 Mid Retro 'Hyper Royal' Black Men's Size 554724-077	Sell Similar	\$152.04 Fixed Price	\$0.00 100.0% Free shipping	29	\$4,409.13	-	May 7, 2021
NEW Nike Air Jordan 1 Mid GS Hyper Royal Black White 554725 077 MULTI SIZE	Sell Similar	\$123.83 Fixed Price	\$0.00 100.0% Free shipping	28	\$3,467.32	-	Apr 17, 2021

Terapeak Beta API available to limited partners in Q3 '21

Support for 'Product Research'

Access to the same data available through Terapeak Product Research in Seller Hub, including aggregate metrics and details of sold items

- 1-3 full years of transaction history
- Auction, Fixed Price, Best Offer
- PL Usage, Marketing Tool Usage
- 1 full year of unsold items
- Research and "Sell Past Purchase"

Access control

Evaluating an access control approach that would provide API access to qualifying accounts that meet sales and or other seller quality benchmarks

- Tiered Access Based on:
 - Account Type
 - Category Sales Volumes
- Call Volume, Category Breadth.

Sign-up to be added to the waitlist

Connect with your eBay Developers Program representative to be added to a waitlist for access to the Terapeak Beta API

**Sign up fast.
Beta spots are limited.**

—
Live demo:

Terapeak API – Product Research
(Sneak peak, launching in Q3)

—
**API enhancements based
on *your feedback*.**

API enhancements based on your feedback.

Inventory API - <https://developer.ebay.com/api-docs/sell/inventory/overview.html>

- Support for (now live)
 - Auctions
 - Secondary Category
 - Scheduling listings
 - Specifying availability across warehouse locations

Recommendations API

- Support for (now live)
 - item-level recommended bid percentages for Promoted Listing campaigns and
 - formerly only available at category-level, trending recommendations

Fulfilment API

- Support for (now live)
 - Authenticity Guarantee
 - BOPIS - Proof of Pickup
 - Advanced Payment Dispute
 - Tax Location Fields



ebay