



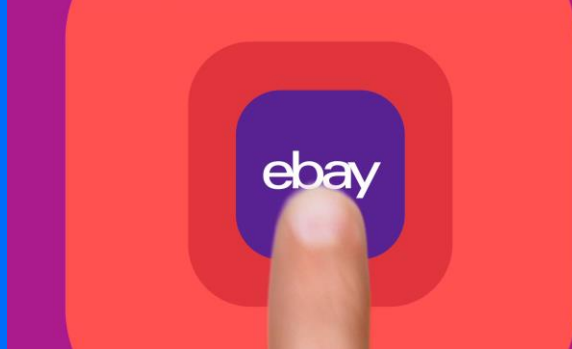
ebay

AMP Up Your Sales

Summer NAMM 2017

Shop like nobody else.

Because you aren't like anyone else.

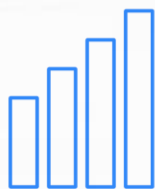


When did shopping get so beeeeeeeeeeeige?



eBay Marketplace at a glance

One of the world's largest and most vibrant marketplaces



\$21.1B

GMV



1.1B

Live listings



81%

Items sold as new



67%

Transactions that ship for free (in US, UK, DE)



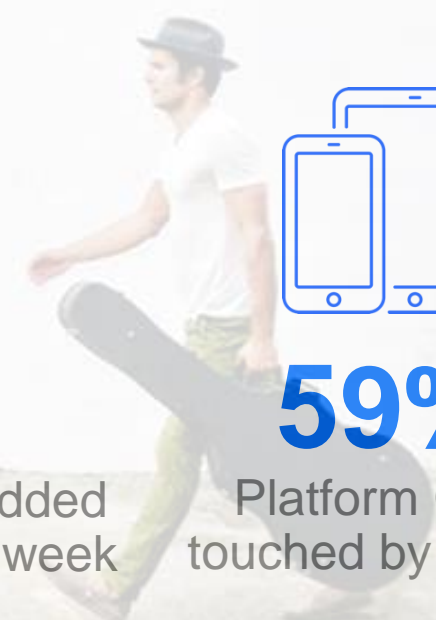
11M

New listings added via mobile per week



59%

Platform GMV touched by mobile



eBay's Musical Instruments & Gear at a glance

Musical Instruments and Gear is a key category.

>1.6M: The number of active musical instrument and gear listings on eBay

78%: The percentage of those listings that are new.

259K: The average number of searches for a guitar on eBay every day.

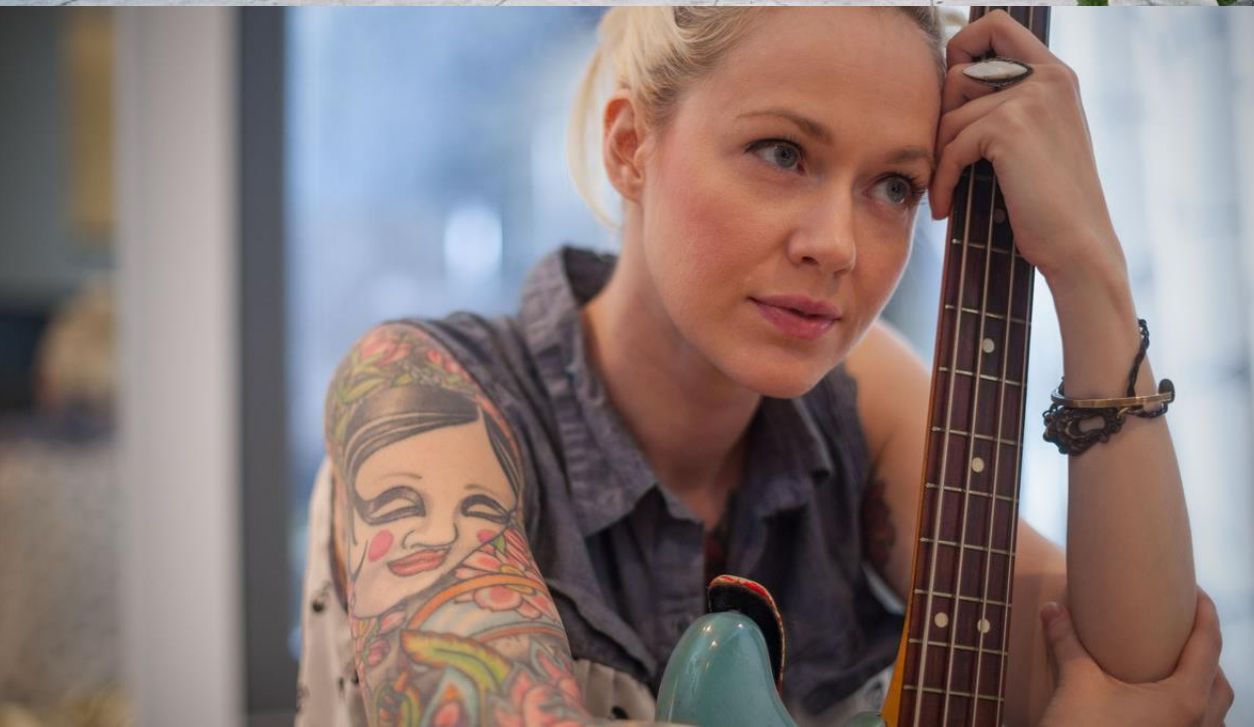
5 Seconds: The amount of time between purchases of an item in the Musical Instruments and Gear category on eBay



Account Health

Maintain Listings

Promote Inventory



Account Health

Best Practices

Communication is key

- Pre, during and post transaction

Tracking:


- Ship item out within 24 hours and upload tracking

Cancellations:

- Avoid any seller-caused cancellations (e.g., stock-outs)
- Good communication on any cancellations

Returns:

- At a minimum, industry standard
- Approve the return prior to requesting documentation
- Review all previous communication before responding to ensure you have a full understanding of the situation.
- Reach out to eBay customer support for guidance if needed.

eBay Seller Standards (US)	Top Rated	All Sellers
Maximum transaction defect rate • Seller-cancelled transactions • Closed cases without seller resolution	0.5%	2.0%
Maximum closed cases without seller resolution	0.3%	0.3%
Maximum late shipment rate*	3.0%	7.0%
Top Rated Plus Listings Requirements (effective May 1, 2016)		
30-day returns with money back**	✓	N/A
1-day or same-day handling	✓	N/A
Returns Rate Included in Monthly Evaluation	N/A	N/A

* Shipments will be only considered late when:
– Tracking shows item was delivered after the estimated delivery date, and there's no acceptance scan within your stated handling time or there's no confirmation from the buyer of on-time delivery, or
– Buyer confirms item was delivered after the estimated delivery date, and there's no acceptance scan within your stated handling time or there's no delivery confirmation by the estimated delivery date

** Exceptions: Listings in some categories will be excluded from 30-day returns requirement but will still be required to offer 14-day returns with money back.
Business and Industrial categories, Bullion, Gift Cards, and Tickets will continue to be exempted from the returns requirement for Top Rated Plus discount.

"I am truly sorry that the item you received was not in the condition it should have been. I want to assure we get you taken care of as quickly as possible. I have checked our inventory and I'm afraid that we do not have any additional copies of the item you ordered. Please follow the directions below to open a return request so we can get you refunded once the book is returned."

"Once we receive your return request, a prepaid return shipping label will be provided to you. Please print the return label and package the item. Once we receive the returned book, a refund will be processed to you within 1-2 business days. Again, I apologize for any inconvenience this may have caused."

Maintain Listings

Best Practices

- Clear and accurate titles
- Clear, high quality photos
- Use up to 12 images to show detail
- Use eBay recommended item specifics
- Optimize for mobile use
- ebaybusinessbuilder.com/mobile

WASHBURN WD10SCELH Acoustic-Electric Guitar (*Left handed*) A Beauty!

Item condition: Used
Time left: 2d 20h Sunday, 7:00AM
Price: **US \$249.00**
[Buy It Now](#)
[Add to cart](#)
 2-year protection plan \$56.99 from SquareTrade
2 watching [Add to watch list](#)

Seller information
dpau9779 (51 ★)
100% Positive feedback
[Follow this seller](#)
Visit store: dpau9779
[See other items](#)

Washburn WD10SCELH Acoustic Electric Lefty Dreadnought guitar SOLID SPRUCE TOP

Item condition: **New other (see details)**
"This great guitar came to us directly from Washburn as a factory blem. My went over it from top" ... [Read more](#)

List price: ~~\$633.90~~
You save: **\$333.95 (62% off)**
Now: **US \$199.95**
[Buy It Now](#)
[Add to cart](#)
 2-year protection plan \$47.99 from SquareTrade

Best Offer: [Make Offer](#)
17 watching
[Add to watch list](#)
[Add to collection](#)

Experienced seller 30-day returns 62% savings

Shipping: **\$28.50** Standard Shipping | [See details](#)
Item location: Butler, Missouri, United States
Ships to: United States and many other countries | [See details](#)

Delivery: Estimated between **Mon. Jun. 13** and **Mon. Jun. 20**
Use Expedited Shipping to get it by Jun. 15

Item specifics

Condition:	New: A brand-new, unused, unopened, undamaged item in its original packaging (where packaging is ... Read more	Brand:	Washburn
Dexterity:	Right-Handed	Body Type:	Dreadnought
String Configuration:	6 String		

*Commercial sellers sell \$10,000 or more/year

Promotion

Promoted Listings

Promoted listings puts your merchandise in front of more active shoppers, boosting item exposure by 30% and increasing the likelihood of sales

You are **in control** – you choose the items to promote & the fees

Low risk – pay-per-sale model (set ad rates between 1 to 20%)

It's **simple** – ‘ads’ are created from your eBay listings

Who Is Eligible?

Stores (**\$25 credit/Q**) and top-rated sellers (**\$30 credit/Q**)

Fixed-price / Multi-quantity listings in all categories

Fixed-price / Single-quantity listings in select categories, incl.

Musical Instruments & Gear

How Does It Work?

Select the listings you want to promote

Choose ad rates for each listing (between 1 to 20%)

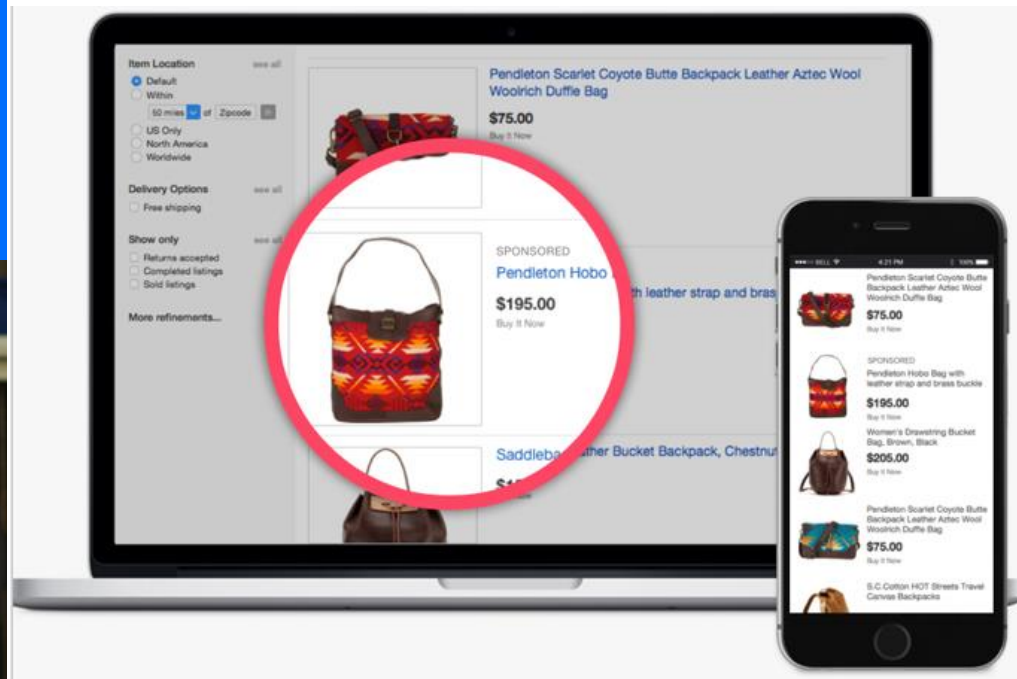
Review & launch!

How Does eBay Choose Which Promoted Listing Ad To Show?

Relevance + Ad Rate

Where Do The Promoted Listing Ads Appear?

High-impact placements **across the entire eBay shopping experience** – including Top of Search, View Item & My eBay pages



www.ebay.com/promotedlistings

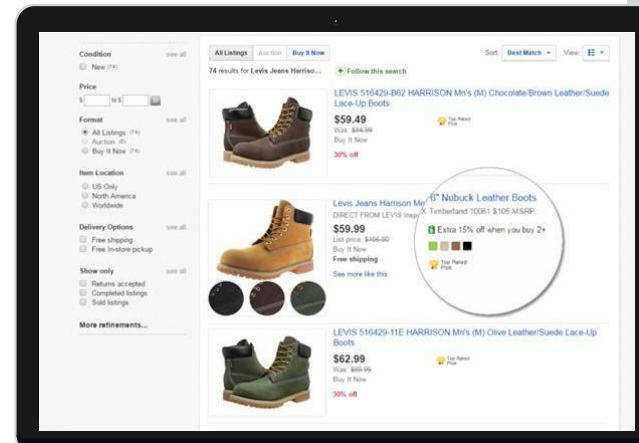
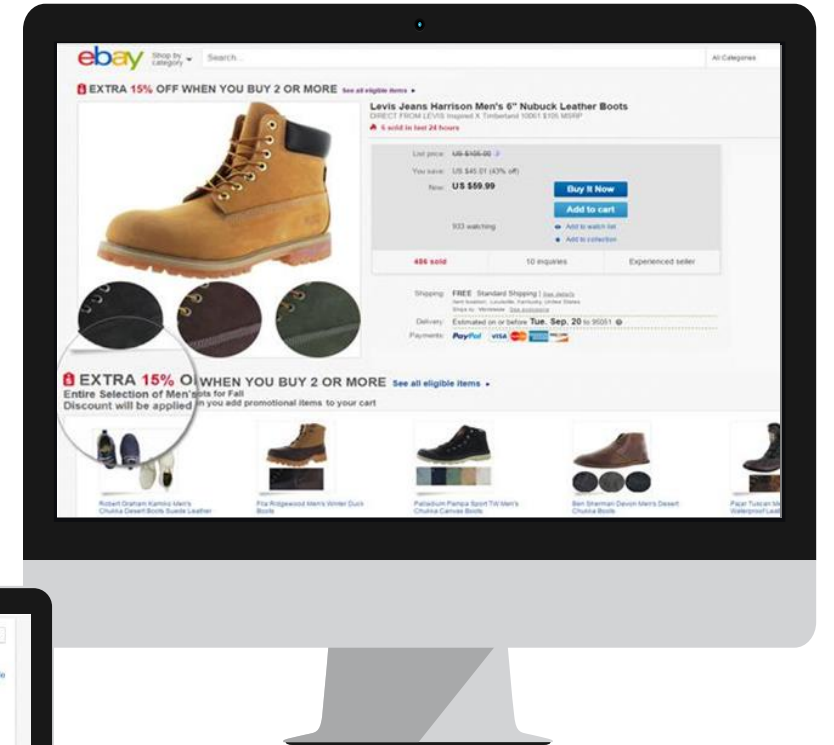


Promotion

Promotions Manager

Promotions manager helps you create custom offers, showcasing more of **your merchandise** to buyers while tempting them with a compelling reason to buy

- You choose the offer that suits you
- Self service promotion setup
- Offer pages are created from your listings
- Promotions are highlighted to buyers on search results, item pages, carts and offer pages



Promotion

Guaranteed Delivery Program

What is eBay Guaranteed Delivery?

eBay Guaranteed Delivery is a new program that provides your buyers what they want most: fast, accurate delivery promises. eBay sellers already do a great job shipping items; 2/3 of packages arrive in 3 days or less.

Now sellers can put a guarantee behind their fast delivery, with eBay's help. Your buyers will know exactly when their items will arrive, guaranteed.



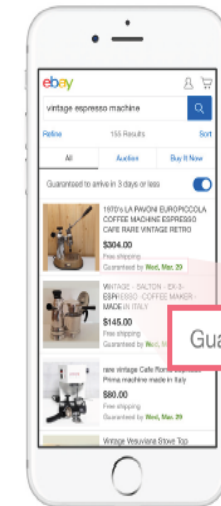
Benefits

- One click filtering increases visibility of your listings
- If a guaranteed item arrives late, eBay has your back – and your buyer's
- Accurate delivery date promise appears in listings

How It Works

Later this summer, sellers who qualify can opt-in to one of two guarantee options: The Handling Time option or the Door-to-Door option.

Starting in September, buyers will be able to filter listings with one click and see only listings that guarantee delivery in 3 days or less.



Guaranteed by **Wed, Mar. 29**



Q & A:

Rocky's Street Sounds



Q & A

- Why did you start selling on eBay?
- How has eBay helped you grow your business?
- How long did it take you to scale your business?
- How did you achieve that growth (adding inventory, customer service, pricing strategies)?
- What are the top 3 things that a seller needs to do to be successful on eBay?
- eBay has a lot of great seller tools or programs such as Daily Deals, Global Shipping, Promotions Manager, Promoted Listings, and eBay Guaranteed Delivery. Which of these tools or programs do you use and which do you find the most effective?
- What pricing strategies do you use that help drive your business?
- What trends do you see on eBay in the Musical Instruments space and how does that differ from your store?
- What's the biggest challenge you have with the eBay platform and what do you do to overcome that hurdle?
- What's your best advice to deal with negative feedback and disputes from buyers?
- We get the highest amount of feedback from sellers that faulty returns (to include damaged items being returned) is the biggest issue for them. What advice would you give to sellers to solve for that?
- What are the advantages of selling on eBay vs. other platforms?