

eBay Open 2019 Resource Guide

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Terapeak Product Research.

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Terapeak Research is a marketing tool that provides insights on what to sell, when to sell, and how to sell on eBay. The service is free for Basic, Premium, Anchor, and Enterprise Store subscribers. All other sellers using eBay.com can pay for a yearly or monthly subscription.

With Terapeak Research, you can see how products and categories are performing across all of eBay's marketplaces. Easy-to-understand reports provide

an overview of which products and categories are popular, and which strategies are successful in attracting buyers.

For customized and targeted insights about markets you're interested in, simply search by keyword or product, and apply filters such as Listing type, Start price, Buyer country, and Time of day.

FAQs

What is Terapeak?

Terapeak Research is a research tool that provides insights on what to sell, when to sell, and how to sell on eBay.

Who can use Terapeak?

In the US, the service is free for Basic, Premium, Anchor, and Enterprise Store subscribers.

In the EU, Canada and Australia, the service is free for all Store subscribers.

All other sellers using **eBay.com** can pay for a yearly or monthly subscription.

Which problems does Terapeak solve?

With Terapeak Research, you can see how products and categories are performing across all of eBay's marketplaces. Easy-to-understand reports provide an overview of which products and categories are popular, and which strategies are successful in attracting buyers.

Where can I access it?

As of today, two places: you can access the independent Terapeak site at **sell.terapeak.com**; and you can find Terapeak Product Research in the **Seller Hub**.

How do I use it?

If you have a Basic, Premium, Anchor or Enterprise Store, Terapeak Research is included in your subscription free of charge. You just have to go the **Terapeak Research dashboard** to get started.

URLs

sell.terapeak.com

Create Listings That Show Up On Google Shopping.

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Each year eBay invests heavily in promoting your products on Google's Shopping ads platform. In this session you'll learn about how this powerful marketing channel works and, as a seller, the critical part you play ensuring your products have the best chance to compete.

Executive Summary

As a seller, you already know eBay offers the ability for you to connect with consumers from around the world. While we make your product discoverable to shoppers familiar with the eBay platform, we also extend your reach by advertising on Google to a broad range of consumers who are researching and shopping online. So when you list a fixed priced item, your product is also eligible for our advertising feed to Google.

The breadth and depth of eBay's inventory is amazing. But continuously streaming millions of product listing at scale to Google presents logistic and operational challenges. Our goal is to ensure the information we send to Google best serves your interests by exposing consumers to the right advertising message at the right time. And you play a key role ensuring the quality of this message.

We're here to serve as your marketing partner and help you to understand what you can do to improve the effectiveness of our collective advertising efforts. In this session we'll cover some of the things you need to consider as a seller to improve your chances of getting discovered in Google. Clear Item titles, well-structured product descriptions, image quality and price are among the topics covered as we explore how to continuously improve our advertising strategy on Google.

Key Takeaways

- 1.** Always be sure to use high quality images. Product images should be 800x800, on a white background, without text or watermarks. Images should display only a single quantity item, not multiples or bundles.
- 2.** Ensure you have a well-structured product title. Front load your titles with relevant keywords, but keep them in a readable, logical order.
- 3.** Google Shopping loves item specifics. Include relevant and complete item specifics whenever possible.
- 4.** Use specific details and colors from the manufacturer wherever possible.
- 5.** eBay is committed to getting your listings seen on Google Shopping, by spending marketing dollars to promote your listings.

Internet Sales Tax and Tools for Sellers.



Learn about eBay's tax obligations, and how that impacts sellers and buyer alike. Come find out what types of tools and resources are available to you as a seller to help make the whole thing less... taxing.

Executive Summary

Starting in 2018, there has been significant change in the world of US sales tax that have impact on our users and their businesses.

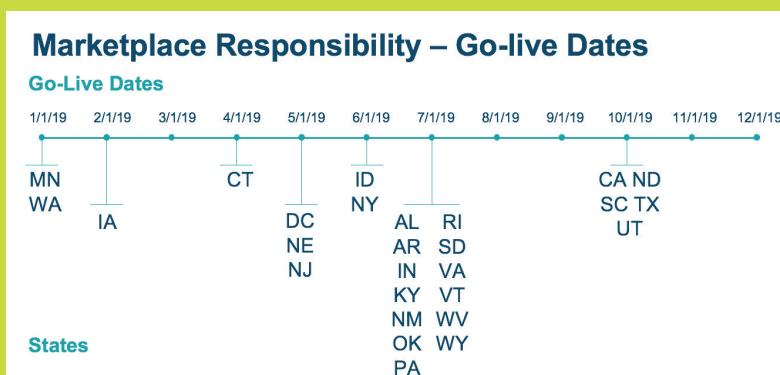
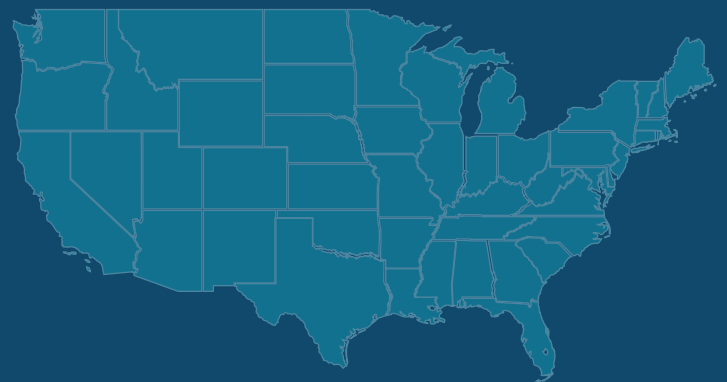
Impact for sellers: In June 2018, the Supreme Court ruled on the South Dakota v. Wayfair court case which has changed the sales tax requirements for our sellers.

Impact for eBay: Starting in 2018, many states have enacted legislation that requires marketplaces like eBay to collect tax from buyers.

Come and learn how these changes impact your business and what eBay is doing to help our sellers!

If you have a sales tax exemption for your business, visit [ebay.com/salestax](https://www.ebay.com/salestax) for more information on how to submit your documentation.

There are additional resources available for you at [ebay.com/salestax/seller](https://www.ebay.com/salestax/seller). Come visit us frequently so that you can find information on a state-by-state basis. Please also visit the Seller Hub where you can find the appropriate tax reporting for your tax compliance.



Key Takeaways

- 1.** Given all the marketplace responsibility, we are taking away the sales tax responsibility so that you can sell and focus on your business!
- 2.** For states with marketplace responsibility, if your buyers are facing tax issues, please have them contact our GCX team so we can help them out.
- 3.** Come participate in our exemption program which allows you to make tax-exempt purchases, if applicable.
- 4.** List accurately so that we can provide a seamless experience to our buyers.
- 5.** Be active! Join eBay Main Street for Internet Sales Tax updates and engage with your congress member to have impact on tax policies.

Resources

Come visit us for more information about sales tax:

ebay.com/salestax/seller

To apply for sales tax exemption:

ebay.com/salestax

Internet Sales Tax and Tools for Sellers.

FAQs

What states is eBay required to collect sales tax for?

For a list of live and upcoming states check out [ebay.com/salestax/seller](https://www.ebay.com/salestax/seller) and look for updates on Seller News!

What tools is eBay providing to help sellers with their tax obligations?

Checkout the eBay Seller Hub! You can download reporting directly from the 'Managed Orders' page via Seller Hub. Once you click 'Download report', then you will be able to see two different tax fields: Seller Collected Tax and eBay Collected Tax.

For more information on these new tax requirements, we recommend consulting with your tax advisor. If you don't have one, please contact our partners Avalara and TaxJar for specific insights into the best course of action for you.

Is there a way for tax-exempt buyers to make exempt purchases on the eBay platform?

Yes there is! To check if you qualify visit [ebay.com/salestax](https://www.ebay.com/salestax) to learn more about eBay's Buyer Exemption Program and to submit documentation.

Do sellers pay fees on tax collected by eBay?

No, this is a free service.

My buyer reached out to me with some sales tax questions on a transaction where eBay has collected tax. How can I help the buyer?

Please advise the buyer to reach out to eBay GCX and we'll assist them with their tax questions.

Is the tax charged based on the buyer's registration address or delivery address?

The tax is charged based on the delivery address at checkout.

Is shipping and handling cost taxable?

It varies by state. Each state's legislation dictates if shipping and handling are taxable components. eBay is complying with the applicable sales tax rules for each state.

If I list in two different categories, how will this impact the taxability?

The category and buyer zip code helps eBay in determining the taxability of the item to be purchased. If the member lists the item in two categories, eBay will choose the primary category to determine taxability.

If a seller discounts the item, will the sales tax amount adjust accordingly?

Yes it will. This is existing behavior and if a seller provides the buyer with a discount, the tax will adjust accordingly. The tax will be calculated on the discounted price provided by the seller.

If the buyer is refunded, cancels the transactions or returns the item, will the seller be responsible for refunding the internet sales tax to the buyer if eBay collected the sales tax at checkout?

No, eBay will refund the tax amount to the buyer in these cases since eBay collected the sales tax.

What if I was previously using the eBay tax calculator in states where eBay is now responsible?

Once eBay takes over sales tax collection in a particular state, the seller tax table will not be used for tax calculation any further.

Do You Have A Sales Tax Exemption?

Register with eBay and make tax-exempt purchases!

Learn more at [ebay.com/salestax](https://www.ebay.com/salestax)

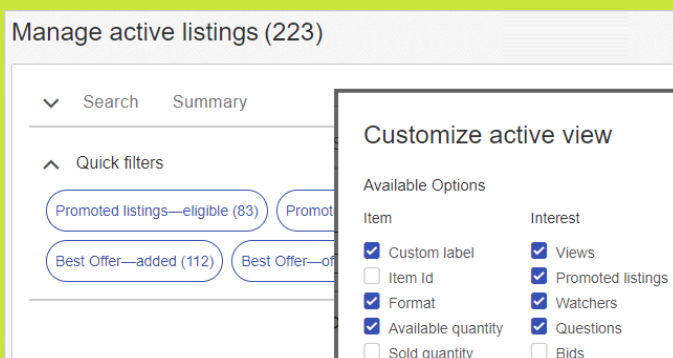
Let Seller Hub Work for You!

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This session is packed with Seller Hub info, tools, tips, and tricks that make it easier to efficiently manage your business and increase your sales. Learn how to download your orders to help with fulfillment and record keeping; customize your active listings page to show the info that's most important to you; promote your listings and send offers directly from the active listings page to improve your sales velocity; and more.

Executive Summary

- New order numbers make it easy for you and your buyers to reference an order. Click an order number on your **Manage orders** page to view the new order details page. The new orders download report allows you to save your orders into a .CSV file, which is useful for fulfillment and record keeping.
- New Quick filters on the Seller Hub **Active listings** page allow you to quickly narrow down your listings and take actions to improve sales velocity. Select the 'Promoted listings—eligible' filter to see listings that are eligible for promoted listings, and then promote them one at a time or in bulk directly from the page. Select the 'Send offers—eligible' filter to see listings for which you can send offers to interested buyers, and send offers in just a few clicks.
- Customize your **Active listings** page to make it meet your own needs. Add, move, remove, and sort by various columns. Add and sort by the 'Start time' column to help you manage your Good 'Til Cancelled listings. Resize columns so the page best fits on your screen. Collapse the Search/Summary and Quick filters modules if you don't use them very often.
- Turn on the out-of-stock feature to keep your 0-quantity listings active for up to 90 days; this has the key benefit of maintaining buyer-interest and sales history so that when you replenish the stock those listings keep their visibility in search. End underperforming listings one at a time or in bulk using the actions available on the **Active listings** page.



Key Takeaways

- 1.** Use the new order number to reference orders. Download your orders into a .CSV file directly from the **Manage orders** page to help you with fulfillment and record keeping.
 - 2.** Use the Quick filters on the **Active listings** page to quickly narrow down your listings so you can take various actions – such as promoting listings and sending offers – to improve sales velocity.
 - 3.** Customize the **Active listings** page to make it work best for you. Add, remove, or move columns. Resize columns. Sort by different columns. Collapse the modules at the top of the page.
 - 4.** Manage your Good 'Til Cancelled listings by adding the 'Start date' and 'End date' columns to your **Active listings** page, sort by one of those columns, and use the 'Ending today' filter.
 - 5.** Use the out-of-stock feature to keep your 0-quantity listings active for up to 90 days.
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Optimizing Your Listings for Discoverability and Sales.



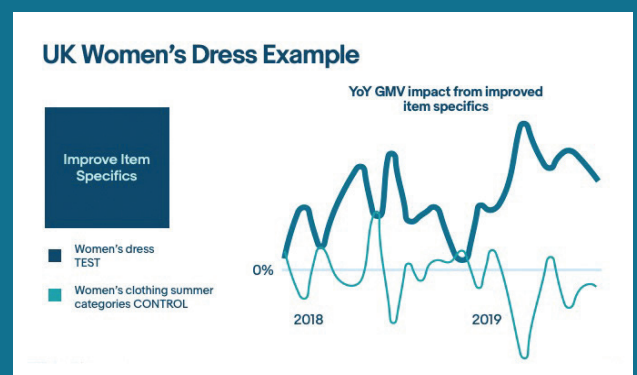
This workshop empowers you to make use of and understand the tools and resources to provide complete and accurate item specifics so your products rise to the top of the shopping experience.

Executive Summary

Using items specifics to fully describe your listings is the best way to let buyers find what you are selling. eBay is starting to provide guidance on the most important item specifics, displaying them as Required, Recommended and Optional in our tools. We encourage you to supply all of the Required and as many of the Recommended item specifics as possible. Providing this information will ensure that your listings can be found when buyers use popular key words to search, or use left hand navigation filtering to narrow their results. This in turn gives you more opportunities for sales as your listings will be easier to find. We have already started giving guidance for parts of Home & Garden, and later this year will complete guidance for Home & Garden as well as Electronics and CSA.

Takeaways

1. Item specifics really matter.
2. Use our guidance to supply the most important item specifics for your category.
3. Fully described listings are good for buyers and good for you.



Managed Payments at eBay.



What does it mean to manage payments?

When eBay manages your payments, you have everything you need to sell and get paid, all in one place. Buyers pay for their purchases on eBay, and sellers are paid out directly to their bank accounts.

At this time, invitations to participate are being extended to seller accounts we can support with our current feature set. This is a multi-year journey, and over time, we will continue to expand the features set and increase seller participation. We expect to transition the majority of sellers to a managed payments experience by 2021.

What are the benefits of managed payments?

- **Everything sellers need in one place** – Consolidated reports and fees, simplified seller protections, easy access to expert support, and payouts directly to the bank account. All from eBay.
- **Offer more ways to pay** – Buyers can pay with credit, debit and gift cards, as well as Apple Pay, Google Pay, PayPal, and PayPal Credit.
- **Streamlined operations** – Sellers can easily manage and reconcile orders with our new unique numbers, from order initiation to payout. They have the flexibility to issue partial or full refunds to buyers, directly on eBay or via a third-party platform.
- **Build your business** – Low processing fees, ongoing expert support, automatic payouts directly to the bank account, and more.

What does managed payments mean for seller fees?

Most sellers can expect to see savings compared to their current payments processing fees. Sellers will pay payments processing fees only to eBay, and not separately to any other payment provider. Invited sellers will receive more information about their pricing before they join.

How do sellers join managed payments?

At this time, invitations to participate are being extended to seller accounts whose business we can support with our current feature set. Invited sellers will receive an email to join at their email address on file and in My Messages on their eBay account. Make sure you are signed up to receive emails and other communications from eBay.

Where can I get more information?

While we get ready to welcome you, read more, and express your interest at: [ebay.com/payments/open](https://www.ebay.com/payments/open)

Stack Up Your Sales With Promoted Listings.

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Your ultimate guide to Promoted Listings! This session will give you the tools to understand, analyze, and optimize your Promoted Listings campaigns. All sellers will be able to apply these concrete takeaways to their day-to-day work lives.

Understanding Promoted Listings

The best way to boost visibility and speed up sales, Promoted Listings is often approached with an air of uncertainty.

We're here to lift the curtain.

In this session, you'll get a comprehensive look at Promoted Listings – what it is, how to analyze the data, and how to use that data to develop efficient ad strategies.

Sellers large and small will benefit from this deep dive, where we'll show you how to leverage the data we provide to the fullest. In the end, you'll be able to go home with real-life tactics to maximize visibility and minimize spend.

Promoted Listings boosts sales

When eBay seller David Bracking (StuffUSell) ran a series of independent tests to analyze Promoted Listings' effectiveness, he found that the program consistently drove sales velocity. Compared to the unpromoted control group, promoted items saw an increase in sell-through rate by 27% on average.

During eight of nine weeks, the promoted list-ings had a sell-through rate well above the control group's sell-through rate.

Key Takeaways

1. Understand your data. Master how to test, interpret, apply, and iterate different ad strategies
2. Think about Promoted Listings as an ad tool.
3. If you're not getting the clicks you're expecting with Promoted Listings, make your listing more compelling!

Resources

Learn more:

www.ebay.com/promotedlistings

Set up a campaign:

www.ebay.com/getpromotedlistings

Credits:

www.ebay.com/promotedlistingscredits

FAQs:

www.ebay.com/promotedlistingsfaqs

Tamebay test:

<https://tamebay.com/2019/02/ebay-promoted-listings-have-a-significant-effect-on-salesexperimental-results.html>

Seller Protections: We Have Your Back.



Seller Protections

When you deliver on your service promises to create great buying experiences, we'll protect you from abusive buyer behavior and from events outside your control.

We provide protections when:

- An item arrives late that you shipped on time
- An item is returned after it was opened, used, or damaged when you offer free returns
- You delivered on your service promises, but you received feedback or a defect that was not accurate
- A buyer changes their order or demands extras

Your track record matters. New protections for Top Rated Sellers.

Starting October 1, 2019, we're improving the way we protect you from returns abuse.

How to qualify:

- Be a Top Rated Seller
- Offer 30-day returns
- Reside in the US
- List your item on **ebay.com** and you are protected whether you ship the item to a buyer in the US or internationally

New protections:

- You can give a partial refund for items returned opened, used or damaged
 - Recover the cost of the decreased value of the item
 - Give refunds based on the condition of the item – you can deduct up to 50%
 - We'll remove feedback and defects and we'll take care of any remaining issues with the buyer
- You'll receive a credit for returns shipping cost when the buyer falsely says the item is not as described
 - Report the buyer when you issue the refund through the eBay Returns flow
 - You will receive a credit on your invoice for the amount of the return shipping cost up to \$6
 - We will automatically remove any feedback, defects, and open cases in service metrics

Possible Takeaways

Complete the return and report the buyer

- Remain courteous and professional
- Honor your service promises and accept the return
- Report abusive activity so we can take action to protect you

Resources

[ebay.com/sellerprotection](https://www.ebay.com/sellerprotection)

Seller Protections: We Have Your Back.

FAQs

How does eBay protect me as a seller?

We're here for you when things don't go as planned and we will protect you from:

Abusive buying activity

A buyer falsely claims an item was not as described or wasn't received

- A buyer returns an item after it was opened, used, damaged or missing parts
- A buyer retracted their bid or didn't pay
- A buyer changed their order, requested a discount or something extra
- A buyer asked to take the sale off eBay
- A buyer sent threatening or abusive messaging

Events outside your control where

- You receive a late shipment for an item that arrived late, but tracking shows that you shipped it on time
- You receive a late shipment due to severe weather or a carrier disruption
- The buyer files an Item Not Received claim and tracking shows on-time delivery

What are the new protections for Top Rated Sellers?

Beginning October 1, 2019, we'll be taking your track record into account with new protections for Top Rated Sellers, when a buyer falsely claims an item was not as described or when an item has been returned after it has been used or damaged.

How do I qualify for these new protections?

- Top Rated Sellers who reside in the US are eligible for protections on items that offer 30 day or longer returns and are listed on eBay.com.
- The protections apply whether you ship the item to a buyer in the US or internationally.

I received a false claim – what should I do?

- Offer 30 day or longer returns to be protected from Item Not As Described claims on eligible transactions.
- If a buyer makes a false claim, please accept the return and report the buyer to us. You will receive a return shipping label subsidy on your invoice. We will also automatically remove any negative and neutral feedback, defects, and open cases in service metrics.
- Provide ship tracking to avoid Item Not As Described claims. When tracking shows on-time item delivery, you are protected.

I received a return that was used and/or damaged what should I do?

- When you give a refund for an item that has been returned after it has been used or damaged, you can deduct up to 50% from the refund for the lost value of the item. We will take care of any issues with the buyer, including removing any negative and neutral feedback, defects, and open cases in service metrics.

I am not a Top Rated Seller – am I still protected?

- You must be a Top Rated Seller to qualify to these enhanced protections. Visit [ebay.com/toprated](https://www.ebay.com/toprated) to learn how to become a Top Rated Seller
- All sellers are protected from abusive buying activity when they report it to us and we take action on the buyer for violating policy. This includes removing feedback, defects or open claims from Service Metrics left by the buyer.
- If you are not a Top Rated Seller, you can still qualify for protections on items returned opened, used or damaged when you offer free returns. You can keep up to 50% from the refund to recover the lost value of the item. We will take care of any issues with the buyer, including removing any negative and neutral feedback, defects, and open cases in service metrics.

Shipping Best Practices.



Shipping matters when you list –
and after your item sells.

Use these tips to offer your buyers the best possible shipping experience.

Pre-Sale: Set yourself up for success.

- **Get higher conversion with free shipping**
Listings with free shipping have the highest conversion rates and help listings appear higher in search results.
- **Offer expedited shipping options**
You can't always be sure when a buyer needs to receive their purchase. Consider offering one or two reasonably priced shipping upgrade options so buyers can choose their preferred delivery dates. Don't miss out on a sale because you didn't offer speedy delivery choices.
- **Shorten your handling time**
Sellers often ship faster than their stated handling times. Consider reducing your listed handling time to reflect your actual delivery commitment – same- or 1-day handling is best.
- **Set your cutoff time for same-day handling**
If you offer same-day shipping, don't stress out about getting your items to the carrier at the end of the day. Set a reasonable cutoff time for same-day shipping so that you can manage your business better – and without unnecessary stress.

Post-Sale: Congrats – your item sold!

Follow these best practices to deliver a best-in-class buyer experience.

- **Professionally pack your item**
eBay's branded shipping supplies and carrier shipping supplies offer you a professional look and feel at competitive prices, or even for free. Whichever shipping supplies you use, always take care when you pack your items to avoid damage.
- **Use eBay Labels**
Print labels at significant discounts directly from eBay. Plus, your tracking is automatically uploaded so that you and your buyer can check the status of your shipment at any time.
- **Provide tracking**
If you don't use eBay labels, make sure you upload tracking as soon as possible. This can help reassure buyers that their packages are on their way – and prevent pesky questions.
- **Get your item to the carrier in time**
Get your item to the carrier within your stated handling time, ask for a scan if you need one, and that's it – you're all set!

Exporting Options for eBay Sellers.

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Grow your business internationally!

International trade is on the rise

- Exporting is now the new normal, and an increasingly necessary way to grow your business by accessing new markets and buyers looking for US inventory.
- Exporting allows your business to access an enormous growth opportunity! Double-digit growth is projected for ecommerce around the world, up to 30% in Asia.
- There is demand for US items! A sizable portion of eBay's US based business is international, with millions of buyers in 190 different markets that equates to billions of international sales per year.
- Reach buyers in over 100 countries utilizing direct cross border shipping, the Global Shipping Program or a combination of both depending on your experience with the international market.

eBay's Global Shipping Program – sell internationally, ship domestically

- Once your item sells, just ship it to Kentucky. The program takes care of the rest; including customs, duties and international delivery.
- End-to-end international tracking is included with the Global Shipping Program.
- You are protected against negative/neutral feedback if the item is lost or damaged in transit.
- The program reviews your new and existing listings automatically and incorporates acceptable items into the GSP program, thereby taking the guesswork out of eligible or restricted items.
- Learn more at [ebay.com/gsp](https://www.ebay.com/gsp).

Seller managed direct exporting

- Manage ship costs charged to the buyer by using your own negotiated rates with your preferred international carrier(s). You can also always use eBay's international shipping labels.
- Benefit from better margins. The average sell price for a direct export items on average is 30% higher than for a domestically sold item.
- Simplify your export business by having the ability to only focus on major markets – for example: Canada, Mexico, United Kingdom, Europe, China and Australia.
- Increase listing visibility (with full translation where necessary) on local eBay sites in France, Italy, Spain, UK, Germany and Australia through eBay's Active CBT listing program powered by WebInterpret – [ebay.com/webinterpret](https://www.ebay.com/webinterpret).

Tools to Increase Conversion.



Optimize your listings to turn more “watchers” into buyers.

Executive Summary

There are two main ways to increase sales:

1. Drive more traffic to your items
2. Sell more items to customers that are already coming to you.

Conversion is about selling more items to customers that are already coming to you. It is the final step of a buyer’s journey and it measures how well you are closing the sale.

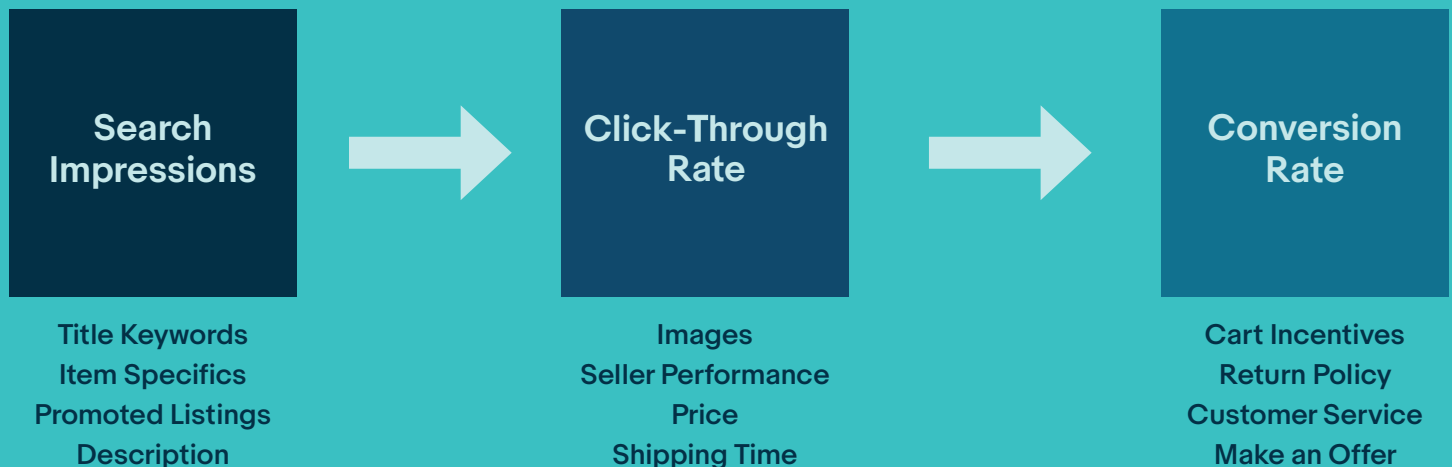
Cart incentives, like volume pricing and order-size discounts, drive higher conversion. Encouraging a larger cart size can quickly increase your sales volume without the need for additional traffic.

Buyer- and Seller-initiated offers compel buyers, who may be on the fence, to make a purchase. Offers allow you to stand out against competitors and convert more buyers who have shown interest in your products.

Make the most of EVERY buyer visit. Don’t wait, optimize for conversion today.

The buyer purchase funnel can be measured by 3 simple metrics that are found in Seller Hub – Search Impressions, Click-Through Rate, and Conversion Rate.

Make adjustments to the 4 supporting areas under each metric and review how your numbers change in Seller Hub.



Next Steps

1. Check the 3 key buying funnel metrics often – Impressions, Click-Through, Conversion.
2. Use cart incentives to get your buyers to purchase more items per visit, and to save you money on shipping.
3. Show confidence in your products and processes by offering great customer service and return policies.
4. Be open to receiving offers from buyers.
5. Be proactive in sending offers to buyers.

Resources

Learn more at:

[ebay.com/promotionsmanager](https://www.ebay.com/promotionsmanager)

Review your buying funnel metrics at:

[ebay.com/sh/prf](https://www.ebay.com/sh/prf)

Turn Sales Into Impact with eBay for Charity.

eBay open



Differentiate your business and grow sales while supporting causes that matter to you.

Executive Summary

Through eBay for Charity, we enable millions of people to come together and make an impact. The program allows charities or businesses to sell items and raise funds with discounted fees, and consumers are able to buy and sell to benefit charities or just give at checkout.

As a seller, supporting charity with your sales on eBay is a way to help differentiate your business from the competition, grow your sales, gain new customers and create loyal return customers all while supporting causes that matter to you. Sellers who support charity may see listings sell faster and for higher prices. Additional benefits to supporting charity on eBay are fee credits, tax deductions as well as increased trust with buyers and feeling good by doing good.

Takeaways

Supporting charity with your eBay sales not only feels good but can help differentiate your business, increase sales and grow your customer base. Get started today!

- Go to **ebay.com/charity** and find your favorite charity
- List items on eBay to benefit your favorite charity
- Check out **<https://charity.ebay.com/help/seller>** to learn more about how the eBay for Charity program works and to help answer any questions

Since 2003, nearly \$912 Million has been raised through eBay to support charity. And, eBay for Charity has a goal to raise \$1 Billion for charities by 2020.