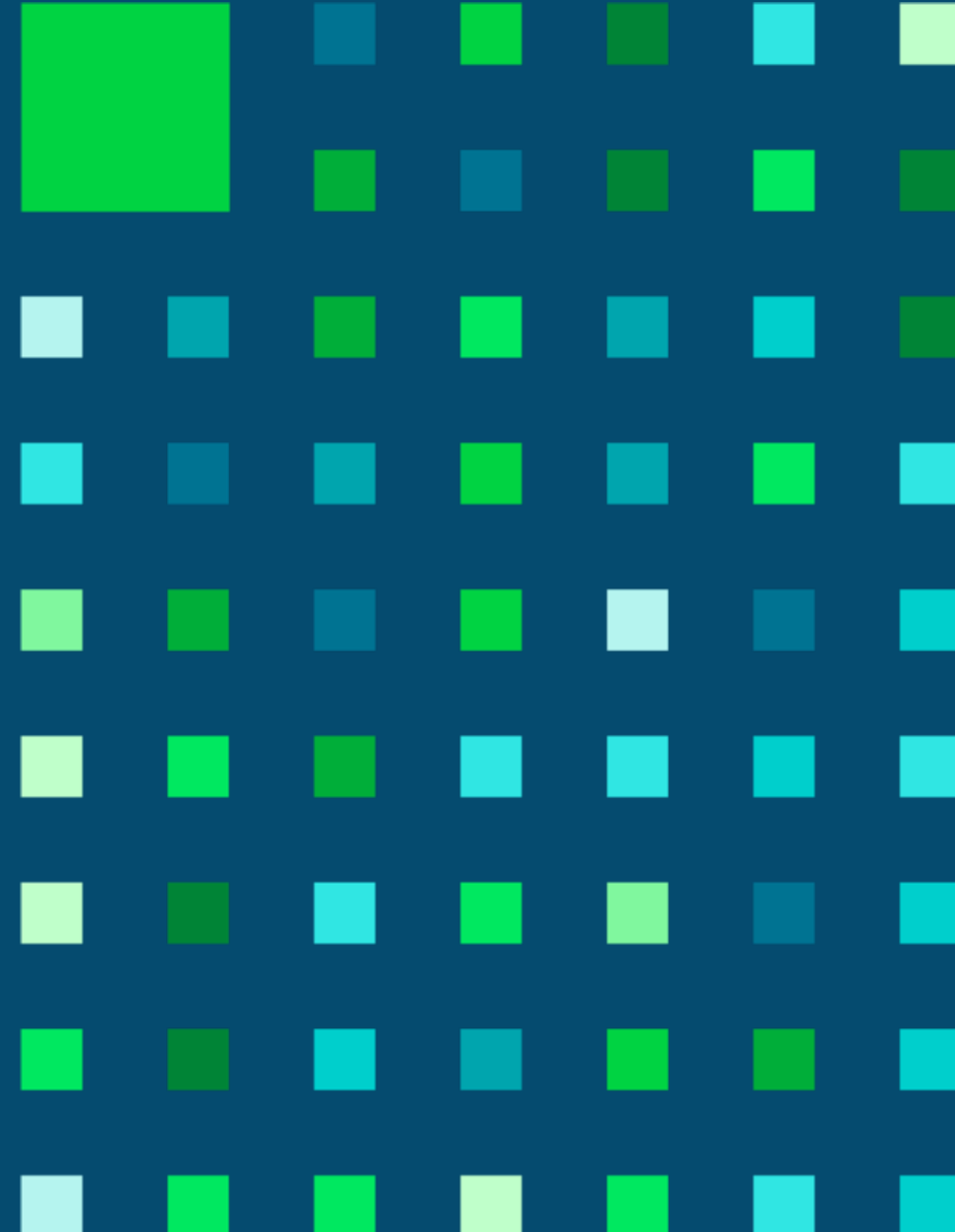


eBay Connect 2020

All In For Aspects

Michael Cuttone, Senior Director, Seller Experience Product Management



eBay Connect 2020

Agenda

Importance of Aspects

Collecting Aspects

Recap



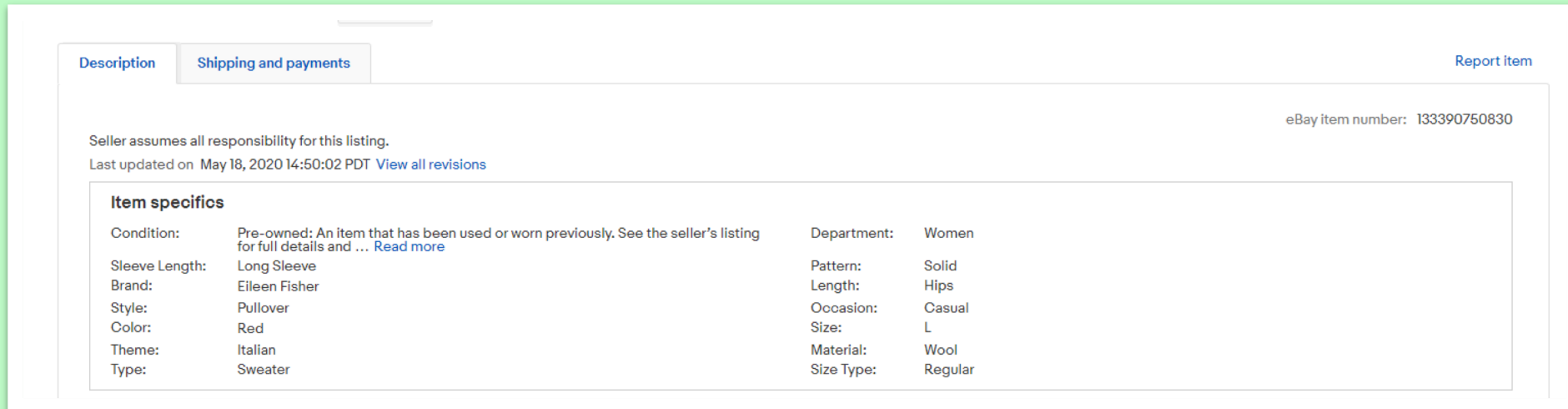
Importance of Aspects

What are Aspects?

Aspects are attributes that describe the item you're selling. It's important for these details to be filled in as accurately and fully as possible.

Why fill them in?

- Helps buyers find the item
- Describes the item in a standardized, structured way giving buyers a clear overview of the item
- Used by eBay to match to similar products



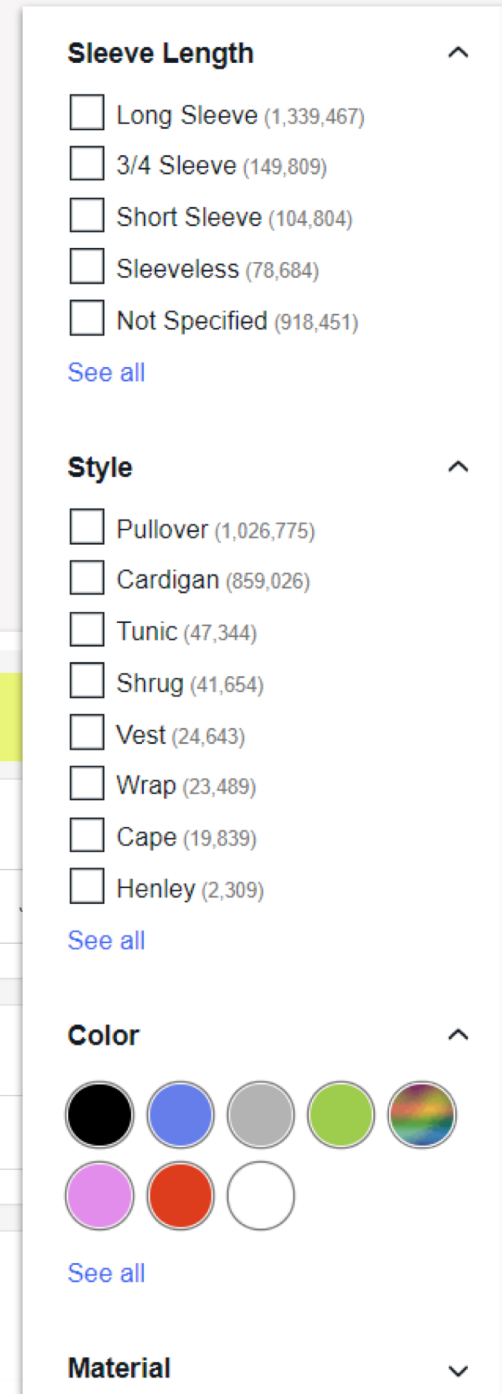
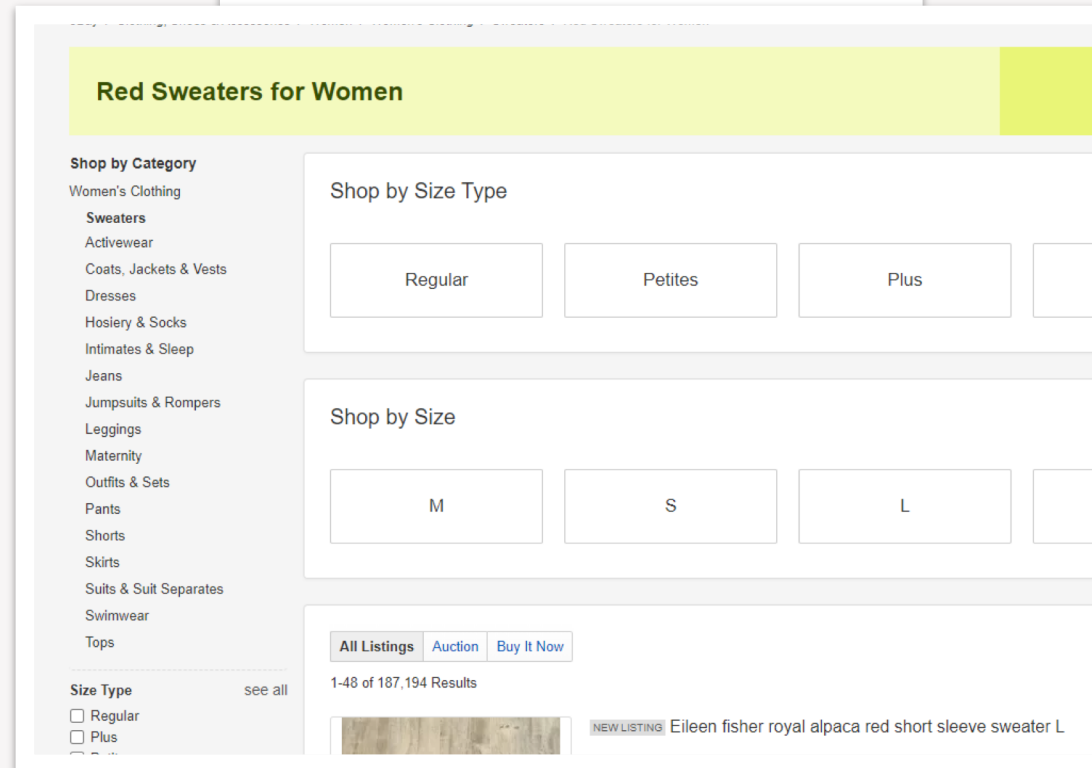
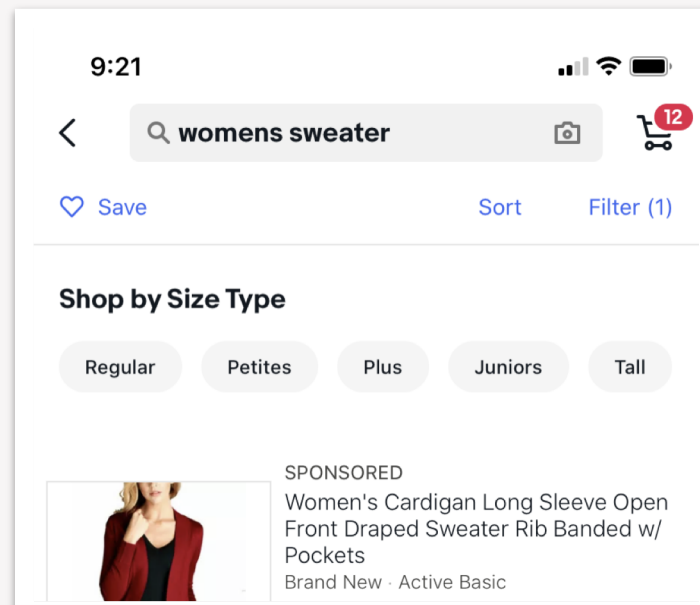
The screenshot shows an eBay listing page with two tabs: "Description" and "Shipping and payments". The "Shipping and payments" tab is active. In the top right corner, there is a "Report item" link. Below the tabs, the text "Seller assumes all responsibility for this listing." is displayed, followed by "Last updated on May 18, 2020 14:50:02 PDT" and a "View all revisions" link. The eBay item number "133390750830" is shown in the top right. The "Item specifics" section is highlighted with a red border and contains the following details:

Condition:	Pre-owned: An item that has been used or worn previously. See the seller's listing for full details and ... Read more	Department:	Women
Sleeve Length:	Long Sleeve	Pattern:	Solid
Brand:	Eileen Fisher	Length:	Hips
Style:	Pullover	Occasion:	Casual
Color:	Red	Size:	L
Theme:	Italian	Material:	Wool
Type:	Sweater	Size Type:	Regular

Help Buyers Find Your Item

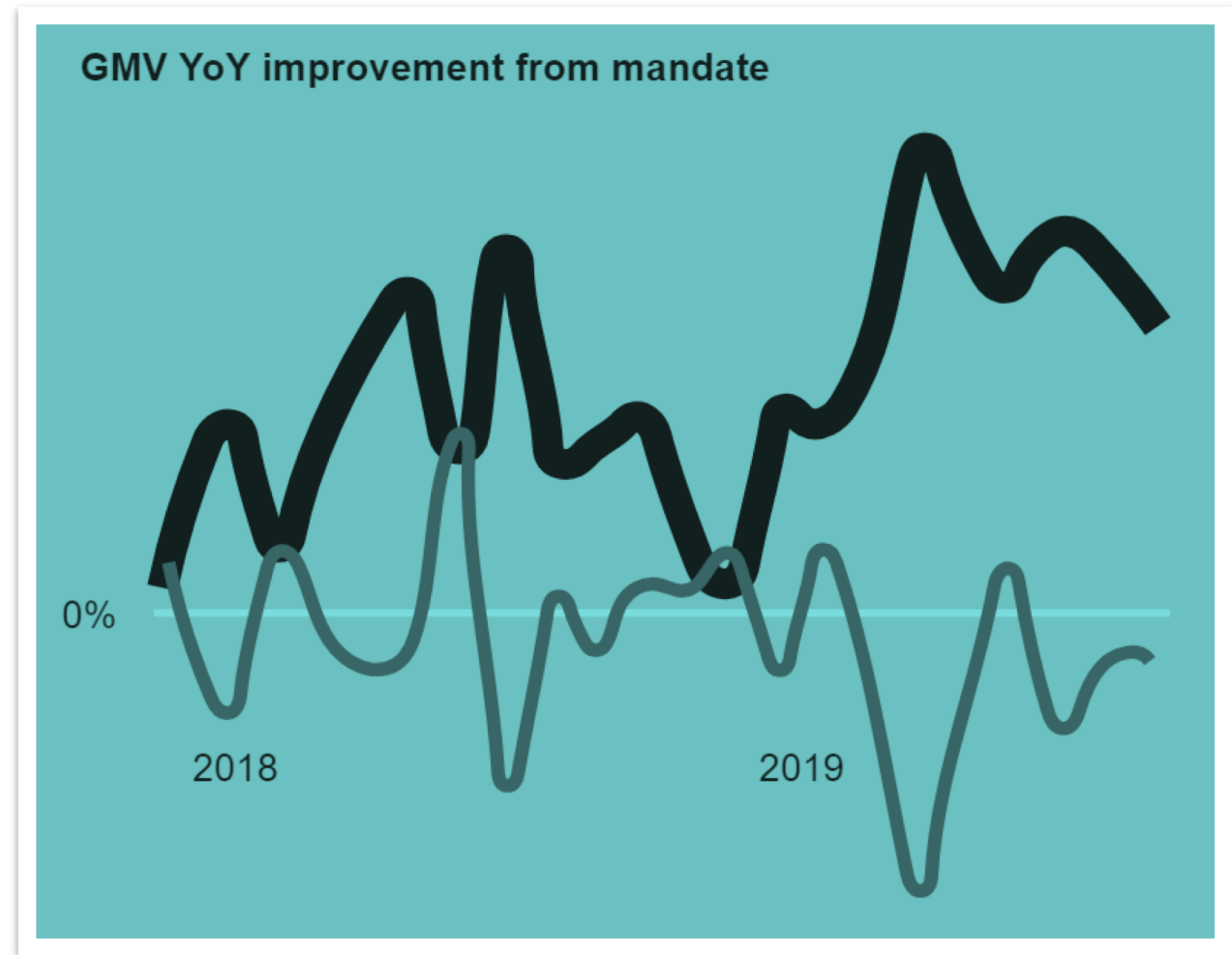
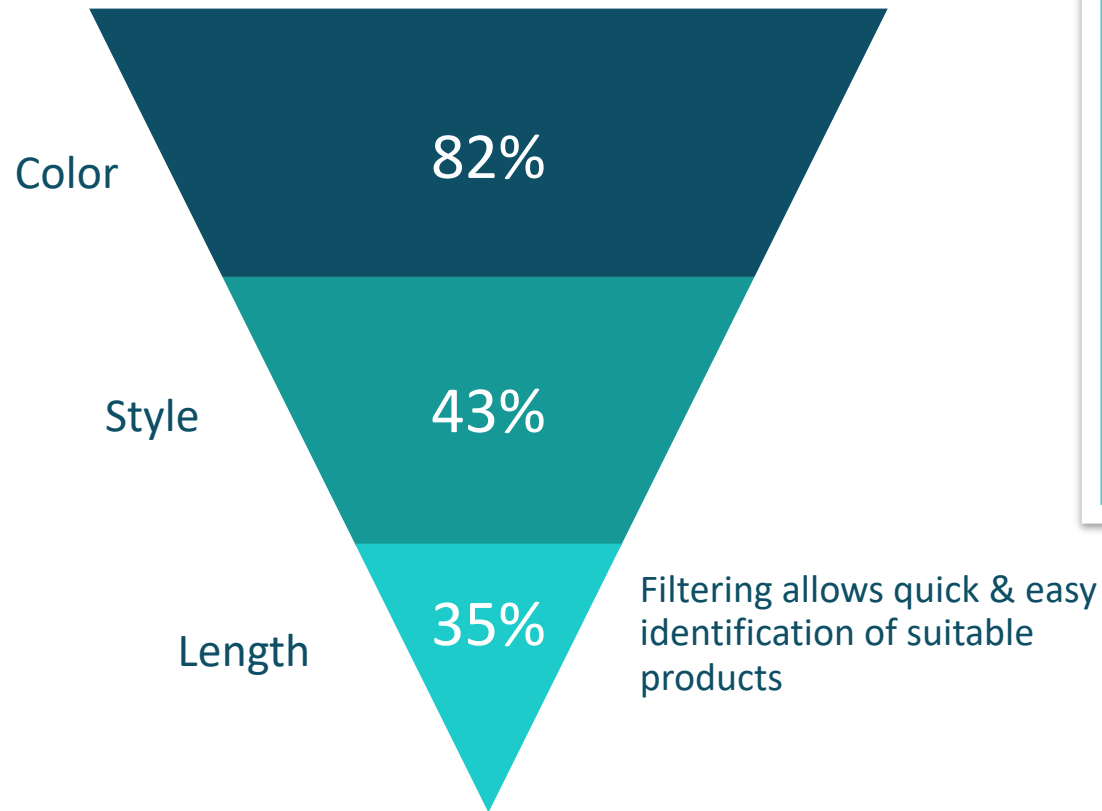
Aspects have a direct impact on your visibility in search results. Aspects are used when buyers:

- Search by keywords in the search box. Title + keywords used in search. Title is limited to 80 characters.
- Filter using left nav and top page filters. If your item doesn't have the aspects filled in, it will not be returned in the results.
- Browse nodes – commonly visited by buyers clicking through search engines.



UK Dresses Test

Data shows listings populated with mandated aspects have higher conversion and GMV





Collecting Aspects

Prioritize The Most Important Aspects

Aspects are prioritized in two ways.

Grouped by:

- Required
- Recommended
- Additional

Within in each bucket, ranked based on required soon and buyer demand data

Item specifics ⓘ

Required
Buyers need these item specifics about your item

*Brand ⓘ


*Style ⓘ

*Size Type ⓘ

*Color ⓘ

*Size

Recommended
Buyers frequently search for these item specifics

 **Add as many details as you can**
231.3K recent searches for these details

Type ⓘ 231.3K searches

Material ⓘ 186.1K searches

Fabric Type ⓘ 54.4K searches

Department ⓘ 28.6K searches

Vintage ⓘ Trending

Additional
Buyers may also be interested in these item specifics

[Show additional options ▾](#)



Developer Tip: Use Taxonomy API (AspectConstraint) or GetCategorySpecifics (MinValues and UsageConstraints) to retrieve aspects

Advance Notification of Required Soon

Give sellers advance notice of aspects that will be required soon, along with date it will become required.



Developer Tip: Use Taxonomy API for aspect details.

Use Compliance API to find listings with missing required soon aspects (coming in Q3).

Indicators in listing flow

Recommended
Buyers frequently search for these item specifics

Add as many details as you can
12.8K recent searches for these details

Type ⓘ Required soon
Sweater

Model ⓘ 4M searches
Frequent: Gruen Veri-Thin

Department ⓘ Required soon
Frequent: Women, Men

Features ⓘ 3M searches

- Acrylic Crystal
- Alarm
- Altimeter
- Annual Calendar
- Atomic/Radio Controlled
- Backlight
- Barometer
- Bluetooth
- Calculator
- Chronograph

Many buyers are searching for this item specific when looking for items like yours. It will become required on September 9, 2020.

Seller Hub ghuser100 (1000 ★) | Messages (76) | Seller Help

Overview Orders Listings Marketing Performance Payments Research

Inventory Manage active listings (207) | Comments | Create listing

LISTINGS

- Active
- Unsold
- Drafts
- Scheduled
- Ended
- Downloads
- Uploads

SETTINGS

- Listing Templates
- Automation Preferences
- Business Policies
- Item Location ZIP Code

\$94,020.59 Fixed price | **\$0.00** Auctions that will sell

All active: 207 | With offers awaiting your response: 1 | With questions: 0 | With watchers: 66 | Ending today: 7

Quick filters: Item specifics—required (6) | **Item specifics—required soon (10)** | Item specifics—recommended (18) | Promoted listings—eligible (149) | Send offers—eligible (26) | Best Offer—eligible (37) | Best Offer—added (117) | Offers—awaiting your response (1) | Multiple quantities (88)

Results: 1-10 of 10 (\$954.00, Qty: 28) | Customize table | Print | Download | Upload

Actions	Photo	Title	Item specifics	Custom label	Format	Current price	Promotions	Available quantity	Views	Promoted listings
<input type="checkbox"/> Add item specifics		Men's T-Shirt Yellow Cool Guy Crew Neck Short Sleeve Size L	Brand required Add required		🔒	\$23.00 Buy It Now or Best Offer	Volume pricing added Buy 2 get 5% off Buy 3 get 10% off Edit volume pricing	1	2	Not eligible to promote
<input type="checkbox"/> Add item specifics		Women's Blouse Pink Sleeveless Ruffle V-Neck Size XS	5 recommended Add recommended		🔒	\$23.00 Buy It Now or Best Offer	Add volume pricing	1	1	Not eligible to promote


Filters and notifications for active listings

Give Data to Show Impact

Buyer demand data shows searches and filters used for the aspects in last 30 days.

Used to populate the “recent searches” count in progress indicator.

Recommended
Buyers frequently search for these item specifics

 **Add as many details as you can**
3.3M recent searches for these details

Based on 30 days of data, buyers have searched for these item specifics 1.5M times when looking for items like yours on ebay.com. ✕

Sleeve Length ⓘ 1.5M searches
Short Sleeve ▾

Neckline ⓘ 513.9K searches
▾
Frequent: Round Neck, V-Neck, Boat Neck

Occasion ⓘ 1.7M searches
Any Occasion ▾

Pattern ⓘ 1.3M searches
▾
Frequent: Solid, Argyle/Diamond, Floral

Department ⓘ 142.8K searches
▾



Developer Tip: Buyer Demand Data (BDD) available on a whitelist basis via Taxonomy API and GetCategorySpecifics.

Gamify The Experience to Encourage Action

Encourage sellers to fill in recommended aspects by gamifying the experience. Progress indicator shows fill-in as item specifics are populated. Total of possible searches shown based on buyer demand data. As values are provided, count increases.

Recommended

Buyers frequently search for these item specifics



Add as many details as you can
3.3M recent searches for these details

eBay Handles Aspect Renames

eBay will handle renames for existing aspects to a new like-for-like aspect. We will match these on your listings automatically when your items are renewed, relisted, or revised.

If the aspect has changed and there is no exact match, we won't do this and you will need to update these listings.

Examples:

BICYCLES (177831): From Type to Bike Type

PRINTERS (1245): From Supported Printing Sizes to Supported Paper Sizes

DVD & Blu-Ray Players (175711): From Recordable Disk Formats to Recordable Media Format

Collect Missing Aspects for Active Listings

Notify sellers of listings missing required and recommended aspects for active listings. Quick filters and at-a-glance aspects column help sellers find listings. Contextual editing directly from Active Listings provides an efficient way to update missing info.

The screenshot shows a seller's dashboard with a list of active listings. At the top, there are quick filters: 'Item Specifics - Required (9)', 'Item Specifics - Recommended (34)', 'Promoted listings: Eligible (350)', 'Promoted listings: Promoted (27)', 'Offers to watchers: Eligible (12)', 'Offers to watchers: Sent (12)', 'Best Offer: Eligible (289)', and 'Best Offer: Added (34)'. Below the filters, the results show 1-34 of 34 items. A table lists the listings with columns for Actions, Photo, Title, and Item specifics. The 'Item specifics' column is highlighted in green, showing the number of recommended aspects and a link to 'Add recommended'. A modal window titled 'Add item specifics' is open for the 'Kate Spade New York Portable Lightning Cable'. It shows the required aspects (Brand) and recommended aspects (Type, Cable Length) with search suggestions and a 'Save' button.

Actions	Photo	Title	Item specifics
<input type="checkbox"/> Add item specifics		Cuisinart Mini-prep Plus 4-Cup Food Processor Stainless Steel CGC-4PC3	3 recommended Add recommended
<input type="checkbox"/> Add item specifics		Portable 3000g x 0.01g Mini Digital Scale Pocket Weight Gram LCD	Capacity required Add required
<input type="checkbox"/> Add item specifics		Philips HD923026 Deep Fryer	5 recommended Add recommended
<input type="checkbox"/> Add item specifics		Cuisinart CFO-3SS Electric Fondue Maker	2 recommended Add recommended



Developer Tip: Use Compliance API to retrieve missing aspects for listings by seller

- Get list of listings missing required aspects
- Get list of listings missing soon to be required aspects
- Get list of listings missing recommended aspects
- Dismiss compliance for recommended aspects
- ASPECTS_ADOPTION type

Allow Sellers to Dismiss Recommended

Sellers should be highly encouraged to fill in recommended aspects.

However, after providing as much info as available, sellers may want to dismiss any open recommended aspects for the listing so they're not bothered with reminders to fill in the remaining values.

The screenshot shows a modal window titled "Add item specifics" with a close button "Tell us what you think" and an "X" icon. The form contains the following fields:

- Item Depth: [Empty text input]
- Item Length: [Empty text input]
- Manufacturer Color: [Dropdown menu with "Pink gold" selected]
- Weight: [Empty text input]
- Item Height: [Empty text input]
- Item Width: [Empty text input]
- Manufacturer Warranty: [Dropdown menu with "-" selected]

Below the form is a checkbox labeled "Don't show these recommendations again" which is highlighted with a green border. At the bottom of the dialog are two buttons: "Cancel" and "Save".



Developer Tip: Use `suppressViolation` via Compliance API

Update Aspects in Bulk Using File Upload and Download

Available through Seller Hub Active Listings, sellers can download a file of listings with missing required, required soon, and recommended aspects. Using a “smart file,” sellers can fill in missing aspects by choosing from supported eBay values or typing in their own custom values. Once done, upload back to eBay and listings are updated in bulk.

Quick filters

Item specifics—required (6) **Item specifics—required soon (10)** Item specifics—recommended (18) Promoted listings—eligible (149) Send offers—eligible (26)

Best Offer—eligible (37) Best Offer—added (117) Offers—awaiting your response (1) Multiple quantities (88)

Results: 1-10 of 10 (\$954.00, Qty: 28)

Customize table | Print | Download | Upload

Missing required or recommended item specifics (27)

Edit Sell Similar Actions Add item specifics

Actions	Photo	Title	Item specifics	Custom label	Format	Current price	Promotions	Available quantity	Views	Promoted listings
<input type="checkbox"/> Add item specifics		Men's T-Shirt Yellow Cool Guy Crew Neck Short Sleeve Size L	-		🔒	\$23.00 Buy It Now	Volume pricing added	1	2	Not eligible to promote

	A	B	C	D	AN	AO	AP	AQ	AR	AS	AT
1	#INFO	Created=1593023238902									
2	#INFO	Version=1.0 Template=ItemSpecifics									
3	Category ID	Item ID	Custom Label	Title	C:Form Factor	C:Number of Earpieces	C:Type	C:Wireless Technology	C:Style	C:Country/Region of Manufacture	C:Cellular Band
16	183074	1400144894		Noise Cancellation Headpho				RF			
17	183074	1400144892		Wireless In-ear Headpho	Ear-hook	2	Earbud (In Ear)				
18	183074	1400144892		Corded Headphones Noi	Headband						
19					In-Ear Only						
20					Neckband						
21											
22											
23											
24											
25											

Emails to Remind Sellers to Provide Aspects

Email reminders of missing required, required soon, and recommended aspects are sent to sellers on a recurring basis to identify listings and encourage action to fill in missing info.



Add item specifics so buyers can find your items

Hi Firstname,

Help buyers find what they're looking for and improve your chances of selling your items.



4 listings missing required item specifics

Buyers need these details to find your items. Listings without required item specifics may not show up when buyers filter their search results.

2 listings missing item specifics that will be required soon

3 listings missing recommended item specifics

[Add item specifics](#)

What are item specifics?

Item specifics, such as brand, size and color, are keywords that help further describe your listings to a buyer.

Why are Item Specifics important and what are the major benefits?

- Improves your chances of selling your item
- Increases the visibility of your listings on and off eBay
- Your listings will appear in more search results, including left hand navigation filters and product pages
- Enables a standardized way to format listing descriptions, making your listing more clear and consistent to buyers

[Learn more about item specifics](#)



Recap

Key Takeaways

- Aspects help buyers find what they're looking for. Without them, items may not show up in search and filters.
- Prioritize most important aspects first to collect the most relevant, impactful info.
- Build experiences to collect aspects during listing, and post-list for active listings.
- Use eBay Selling Tools as a reference for implementing your own tools.

The background consists of a grid of colored squares. The top row has five squares: light pink, red, light orange, orange, and red. The second row has four squares: dark purple, light pink, yellow, and dark purple. The third row has three squares: pink, light blue, and dark blue. The word 'ebay' is centered in white on the dark blue square in the second row.

ebay