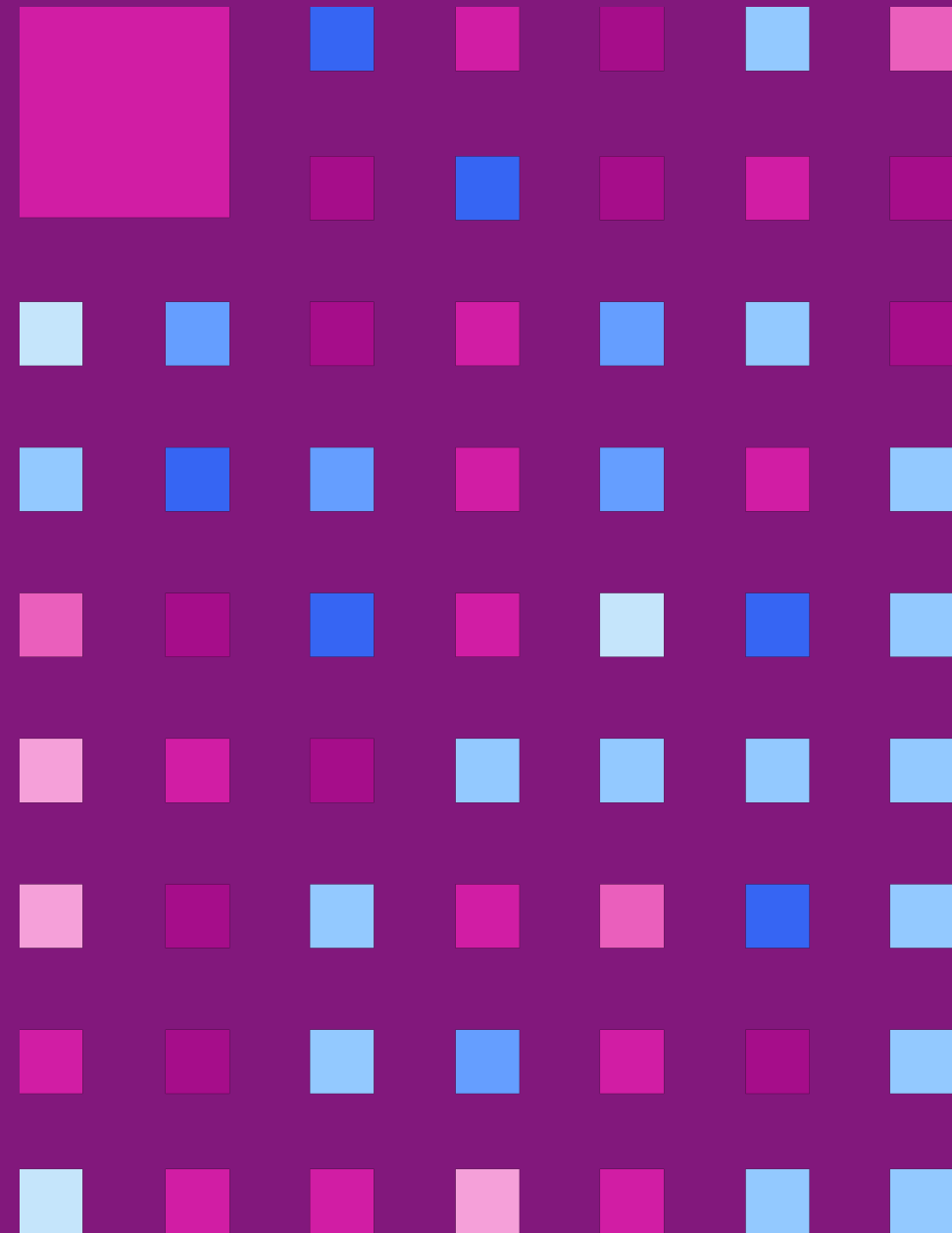


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# eBay Connect 2021

## Advertising

Alex Kazim  
VP, GM, Global Advertising



# eBay Connect 2021

## Agenda

**Value of Using Advertising**

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**Promoted Listings**

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**Our Expanding Portfolio**

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**NEW! Promoted Listings Advanced (PLA)**

# About me

## Once-upon-a-time developer

Started my career writing software and APIs at Apple  
9 years at eBay Inc. including stints in engineering, PayPal, Classifieds and Skype

## Launched the eBay API

Launched in Nov 2000, created the first Developer Program

## Rejoined eBay in July 2020

Running the global Advertising business

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# Value of Using Advertising

Velocity

Efficiency

Long-term Halo Effect

# Why do eBay Sellers use Advertising?

## Velocity

Increases exposure which ultimately drives more sales

## Efficiency

Return on Ad Spend (ROAS) is very high

## Long-term Halo Effect

Increase in sales ultimately increases your organic rank in search and merchandising

# Advertising Business

**\$1B**

eBay's Advertising business generated \$1B in revenue in 2020

**Top-20**

eBay's Ad business would rank in top-20 ad businesses worldwide\*

**1M+**

Over a million sellers use Promoted Listings in a quarter

**+\_\_%**

Sellers see double-digit lift in sales using Promoted Listings



# Promoted Listings

What are Promoted Listings?

Q1 Update

# What are Promoted Listings?

Cost-per-Sale Ad format

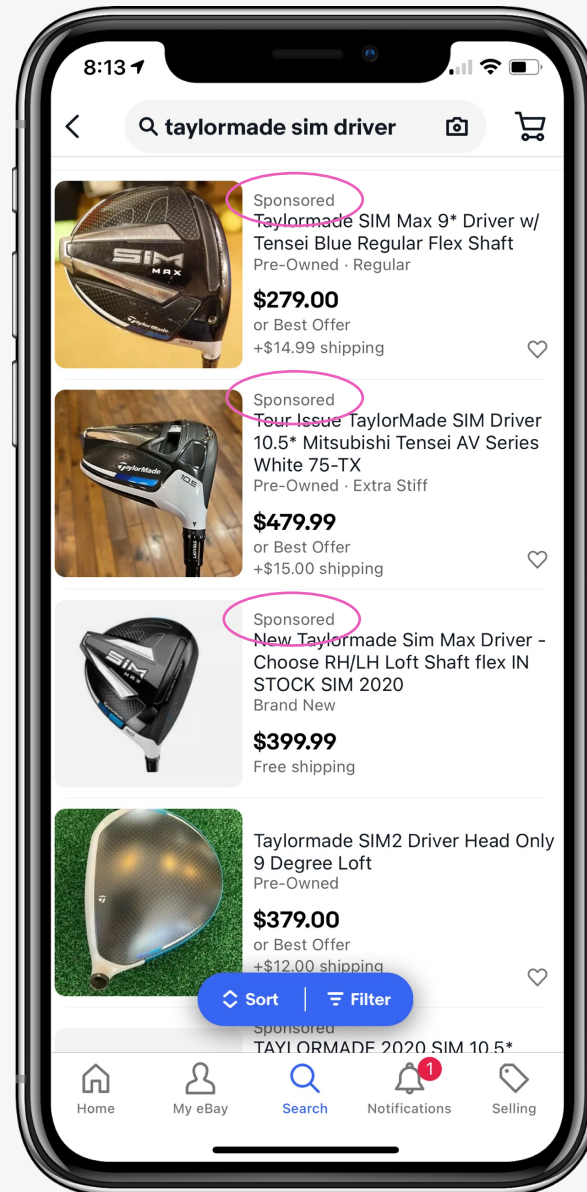
Boosts the ranking of your keyword-relevant item in search

Displays your items in sponsored merchandising modules including View Item

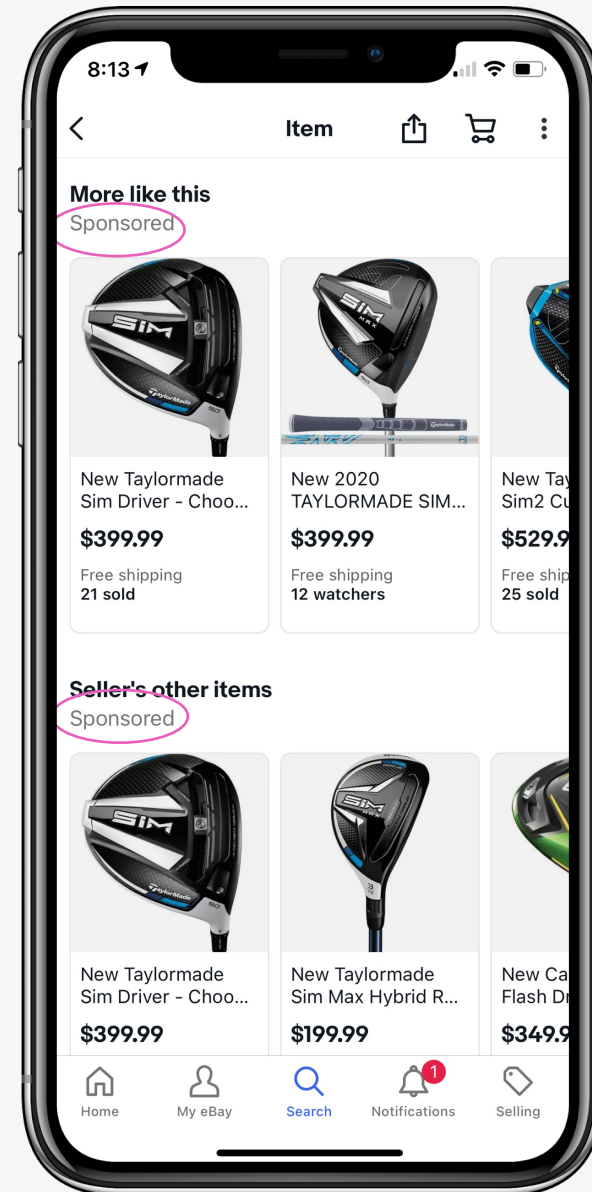
Boosts impressions in off-eBay channels, e.g. Google PLA

No-risk: only pay an ad fee if your item sells

## Search



## Merchandising





# Q1 API Update Launched 2-way UI/API Visibility and Editability

For API users and 3PPs, all campaigns will be successfully returned and editable regardless of where they were created

This means that sellers can edit campaigns that were created via API in Seller Hub and vice versa.

## Before

Campaigns ⓘ

Pause Resume End Delete Create new campaign

8 campaigns

<input type="checkbox"/>	Actions	Campaign name	Automated	Status	Start	End	Listings	Impressions	Clicks	Sold	Total sales	Ad fees
<input type="checkbox"/>	<a href="#">Generate listing report</a>	KeyBasedCampaign...	-	Active	Jan 11, 2021	Continuous	0	0	0	0	\$0.00	\$0.00

ⓘ Campaigns created via API cannot be edited in Seller Hub.

## After

Campaigns ⓘ

Pause Resume End Delete Create new campaign

8 campaigns

<input type="checkbox"/>	Actions	Campaign name	Automated	Status	Start	End	Listings	Impressions	Clicks	Sold	Total sales	Ad fees
<input type="checkbox"/>	<a href="#">Generate listing report</a>	RuleBasedCampaign...	-	Active	Jan 11, 2021	Continuous	0	0	0	0	\$0.00	\$0.00
<input type="checkbox"/>	<a href="#">Edit</a>	KeyBasedCampaign...	-	Active	Jan 11, 2021	Continuous	1	1	0	0	\$0.00	\$0.00
<input type="checkbox"/>	<a href="#">Edit</a>	KeyBasedCampaign...	-	Active	Sep 24, 2020	Feb 5, 9999	2	0	0	0	\$0.00	\$0.00
<input type="checkbox"/>	<a href="#">Edit</a>	KeyBasedCampaign...	-	Active	Sep 30, 2019	Continuous	2	3	0	0	\$0.00	\$0.00

ⓘ Campaigns created using rules via API cannot be edited in Seller Hub.

# — Our Expanding Portfolio

# Expanding the Promoted Listings Portfolio

Existing

New

Promoted Listings

## Standard

No-Risk Cost-per-Sale

Appear in Search, Merchandising,  
Off-eBay

Perfect for SMBs

Promoted Listings

## Advanced

Industry Standard Cost-per-Click

Drives more velocity w/ keyword  
control

Top-slot in Search, more to follow

Perfect for Larger Merchants

Promoted Listings

## Express

Perfect for Auctions

Stay tuned...

# — Promoted Listings Advanced API

# Format Details

Feature	Promoted Listings Standard	Promoted Listings Advanced
Budget Control	Not Available	Set Daily Budgets
Keyword Targeting	Automatic	Select suggested and/or manual keywords
Keyword Bidding	Not Available	Suggested or Fixed bidding with Real-Time 2 <sup>nd</sup> Price Auction
Placements	Search Merchandising Modules Off-eBay	Preferred access to Search Top Slot More placements to come
Reporting	Campaign, Listing reports	Campaign, Listing, and Keyword reports Search query report

# Timeline

## Mar

API Beta

- Campaign management
- Reporting capabilities
- Item, keyword, bid recommendations

## Jun

UI Closed Beta

- Campaign management
- Reporting capabilities
- Item, keyword, bid recommendations

## Jul

API Full Launch (Invitation)

- Enhanced reporting and guidance
- Multiple ad groups per campaign
- More keyword match types

## Sep

UI Open Beta

- Enhanced reporting and guidance
- Multiple ad groups per campaign
- More keyword match types

Launch

Full Rollout

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 purple. The bottom row has two squares: green and dark blue. The 'eBay' logo is centered on the large blue square in the second row.

eBay