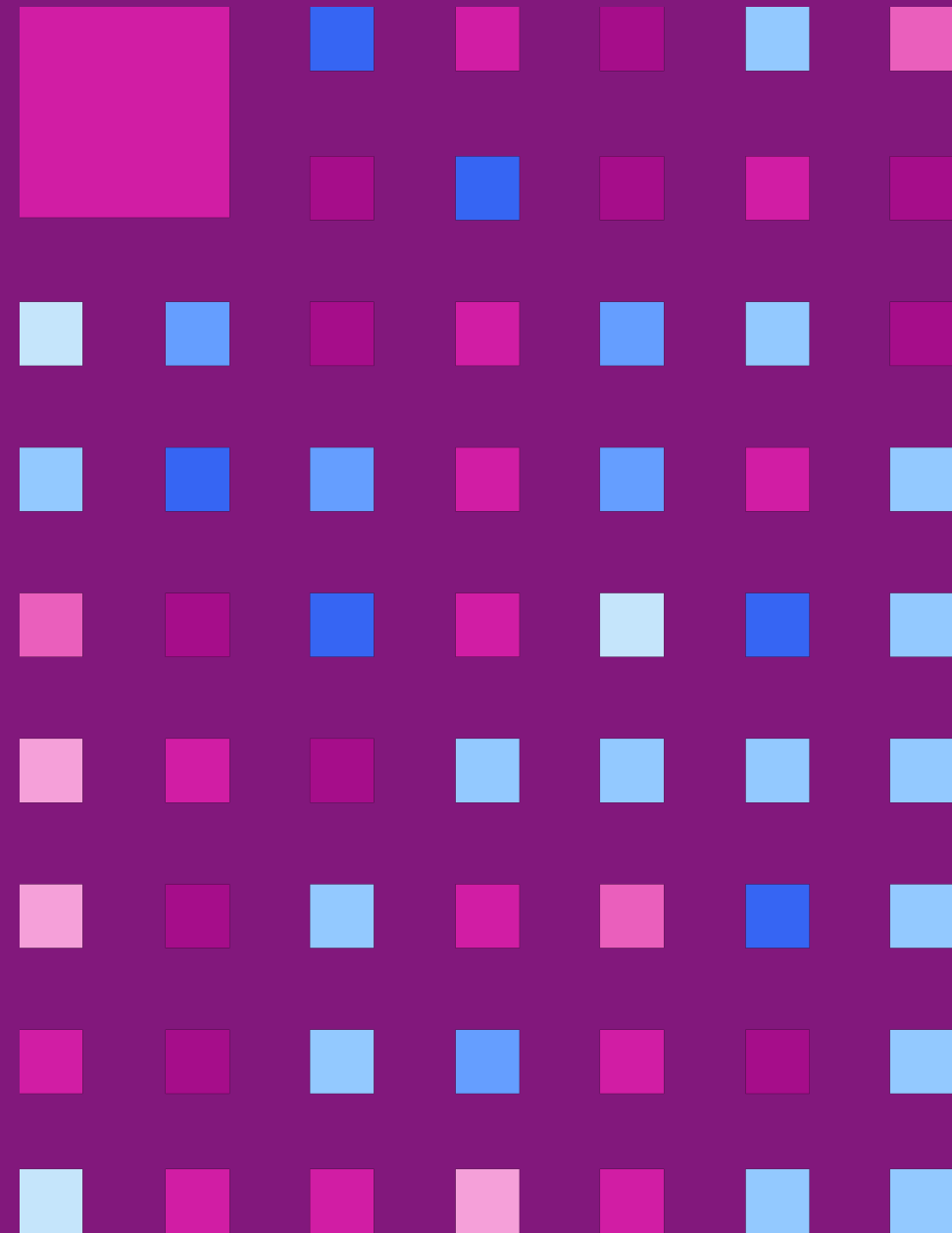# eBay Connect 2021

Advertising

Alex Kazim
VP, GM, Global Advertising

eBay Connect 2021
Agenda

Value of Using Advertising

Promoted Listings

Our Expanding Portfolio

NEW! Promoted Listings Advanced (PLA)

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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

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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

* Based on data from eMarketer

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Promoted Listings

What are Promoted Listings?

Q1 Update

What are Promoted Listings?
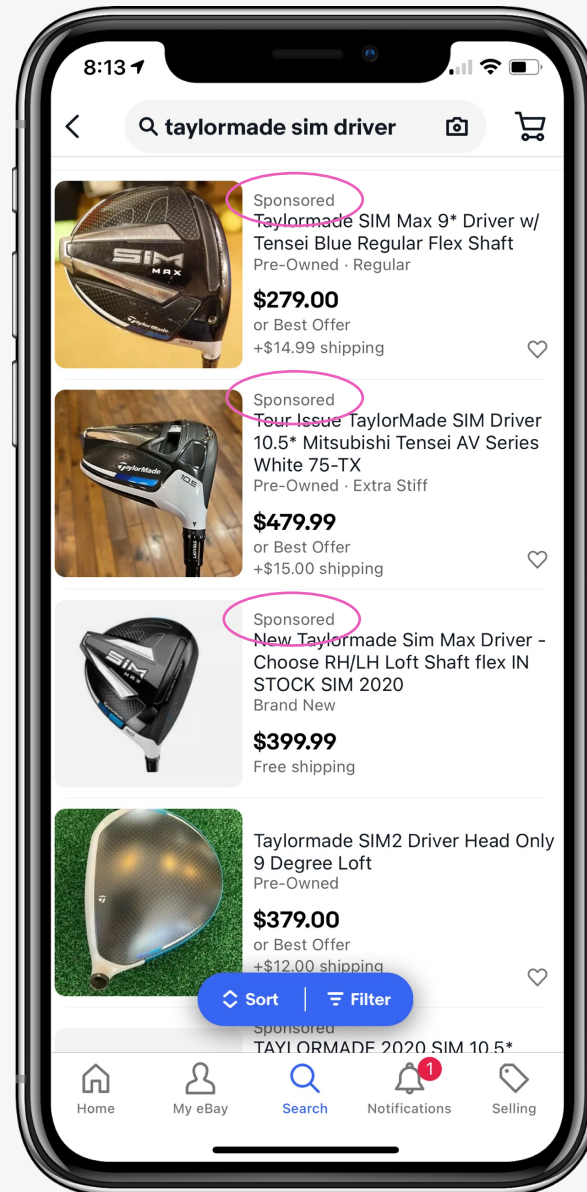
Cost-per-Sale Ad format

Boosts the ranking of your keyword-relevant item in search

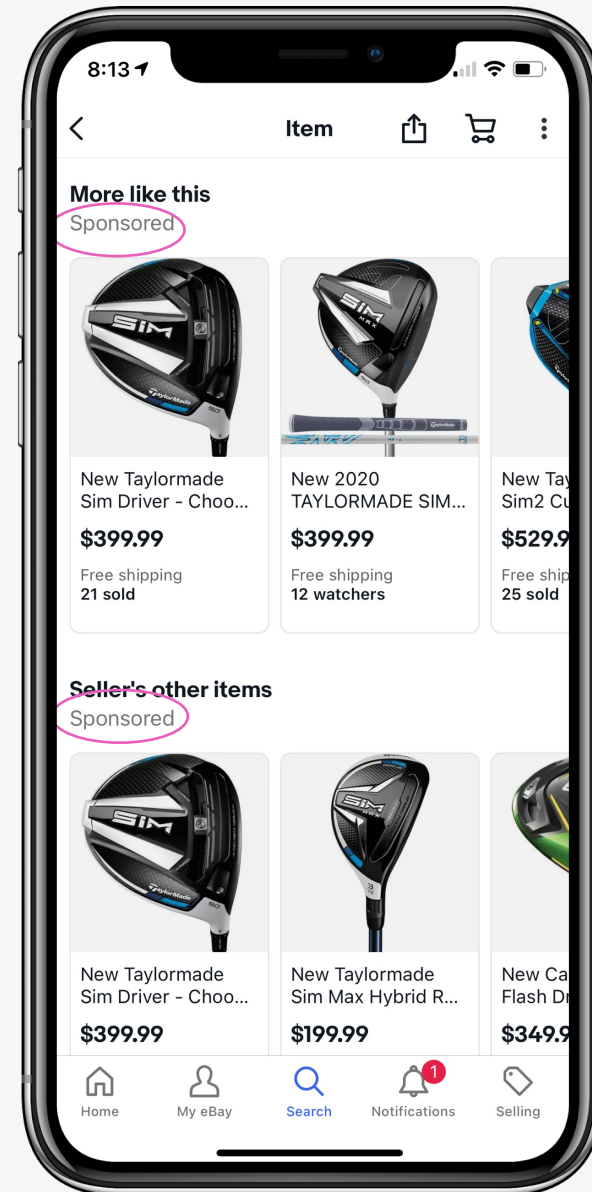Displays your items in sponsored merchandising modules including View Item

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

After

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Our Expanding Portfolio

Expanding the Promoted Listings Portfolio

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...

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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 2nd 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

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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

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