



2018 eBay Bucks Styleguide
Updated: 5/2018

Table of Contents

The Program, Consumer Mindset and The Concept 3

eBay Bucks Logo Lock-up 4

Lock-up Basics..... 5

Lock-up On White..... 6

Lock-up On Dark Backgrounds..... 7

Lock-up On Color Backgrounds 8

Accessibility..... 9

Imagery..... 10

Iconography 11

Campaigns and Assets 12

Invite Email 13

Additional Invite Email Examples 14

Booster: Low Earn..... 15

Booster: Mid Earn 16

Booster: In-App/High Earn 17

Booster: Sell Only 18

Booster: Buy/Sell..... 19

Voucher Email 20

Voucher Reminder Email..... 21

Lifestyle and Product Pairing..... 22

The Dashboard..... 24

The Program

Select shoppers earn 1% back on eligible purchases, and up to 10% back during promotions. Earnings add up over 3 months to a 30-day spending window.

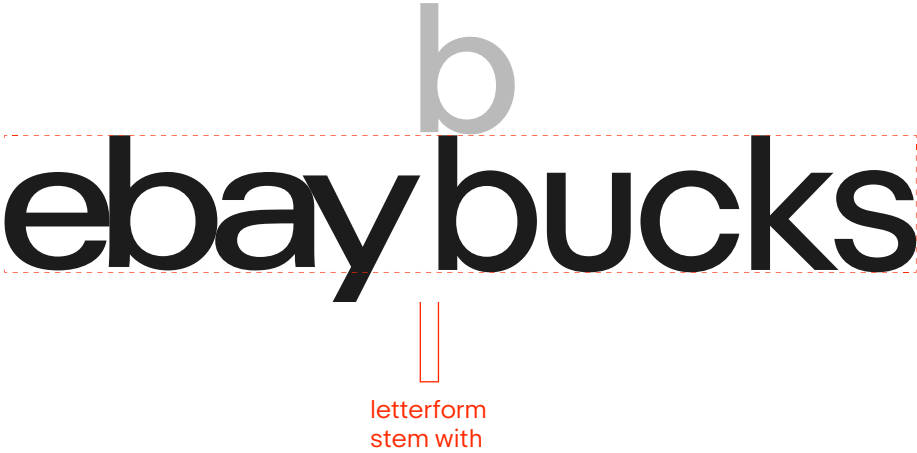
Consumer Mindset

Customers want to participate in loyalty programs that are free, easy to use, and don't require changing their shopping habits.

Concept: A Little Bit Extra

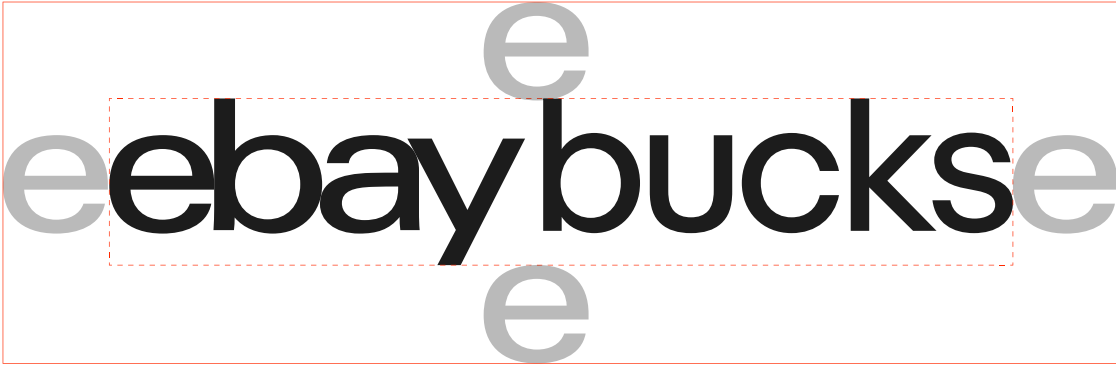
Everybody loves to get a bit more for their buck—like finding bonus fries in the bottom of the bag or stumbling across money you forgot you had stashed in your back pocket, eBay Bucks encourages our valued customers to just keep doing what they're already great at and get rewarded for it. No fuss, no fees—it's that simple.

eBay bucks



The height of the horizontal label is equal to the x-height of the logo and should align with the baseline of the logo and the top of the ‘y’.

The horizontal space between the logo and the label is equal to the width of the stem in the label text.



Make sure there is proper space around the lockup to let it breathe. The minimum space surrounding the lockup should be equal to the letter ‘e’.



DIGITAL HEX
1. 111820
2. 067573



DIGITAL HEX
1. 111820
2. 85006B



DIGITAL HEX
1. 85006B
2. 067573



DIGITAL HEX
1. 067573
2. 85006B





DIGITAL HEX
1. C2FF5FF
2. 00D5C3



DIGITAL HEX
1. FFDB0D
2. FD4664



DIGITAL HEX
1. FFDB0D
2. CCCC0



DIGITAL HEX
1. C2FF5FF
2. FFFFFF





DIGITAL HEX
1. 111820
2. 85006B



DIGITAL HEX
1. 85006B
2. 111820

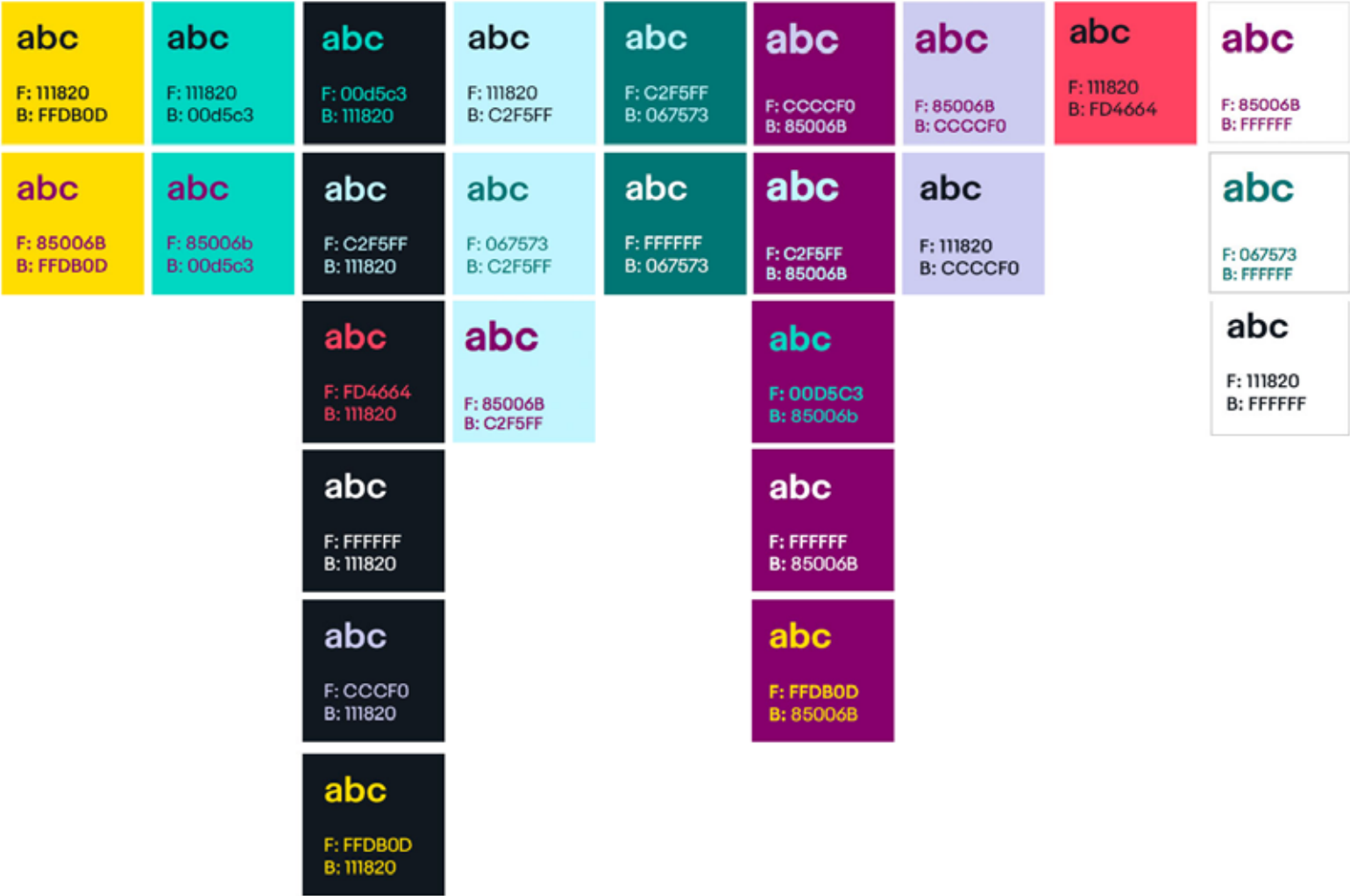


DIGITAL HEX
1. 067573
2. 111820



DIGITAL HEX
1. 85006B
2. 111820





2018 eBay Bucks Style Guide

Imagery

Lifestyle images should be optimistic and authentic, showing individualism, character and passion.

For examples on how to pair a lifestyle image with a product see page 22.



2018 eBay Bucks Style Guide

Iconography

All of eBay’s iconography share the same style and Bucks is no exception. Icons are currently used on Invite, Voucher and Voucher Reminder emails.



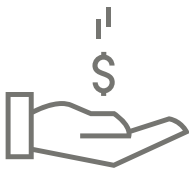
Shop

Earn 1% back when you shop your favorite categories.



Check email

Get special bonus offers to earn up to 10% back when you buy or sell.



Redeem & Spend

Redeem what you’ve earned four times a year. 30 days to spend your ebay Bucks.

Below are the various types of campaigns and the assets used in each campaign.

Campaign Type

Quarterly

Invite

- Assets:
- Email (Desktop)
 - Email (Mobile)
 - TOPP
 - Loyalty Module

Campaign Type

Weekly

Boosters (High, Mid and Low Earn)

Sell Only Messaging

Buy & Sell Messaging

In-App Messaging

- Assets:
- Email (Desktop)
 - Email (Mobile)
 - TOPP (Pre-Activate)
 - TOPP (Post-Activate)
 - Loyalty Module (Pre-Activate)
 - Loyalty Module (Post-Activate)
 - Native Loyalty Module (Pre-Activate)
 - Native Loyalty Module (Post-Activate)

NOTE: Lable assets V1 for Pre-Activate and V2 for Post-Activate

Campaign Type

Quarterly

Voucher

Voucher Reminder

- Assets:
- Email (Desktop)
 - Email (Mobile)

Invite Email

Friendly and approachable with a little spice. Ladders up to the concept of “A Little Bit Extra.” Shows the ease and benefits of earning eBay Bucks.

Lifestyle that is subtle and uplifting showing the ease of earning without having to do much of anything.

Used to show the benefits of the program.

Don't miss it! You're invited to earn up to 10% eBay Bucks!

Get paid to shop. Sign up by May 21.
[View this message in your browser](#)

eBay

Earn Up to 10% Back

Join eBay Bucks today to get cash back every time you shop.

Sign Up for Free →

Hurry! Join by May 21.



The Perks

-  Earn 1% back when you shop your favorite categories.*
-  Plus, get special bonus offers to earn up to 10% back when you buy or sell.
-  Spend what you earn when you redeem in January, April, July, and October.**

Sign Up Now →

Join eBay Bucks by May 21, 2018.

*Qualifying purchase excludes all items in the following categories: Business & Industrial, Real Estate, Gift Cards & Entertainment, Financial Services, Food & Beverage, Health & Beauty, Home Goods, Insurance, Medical Devices & Supplies, Motors, Pet Supplies, Software, Travel & Transportation, Video Games & Electronics, Virtual Goods & Services, and Weapons & Firearms. **Redemption period applies to all categories except Gift Cards & Entertainment, which has a redemption period of 12 months from the date of purchase.

2018 eBay Bucks Style Guide

Additional Invite Email Examples

Subject line 1: You're invited! Join eBay Bucks for free today.

Subject line 2: Earn up to 10% cash back—join eBay Bucks for free now.

Subject line 3: It's free to enjoy everyday rewards with eBay Bucks—sign up by April 17.

Location: Sign up for eBay Bucks by April 17 and get paid to shop.

[Join Now](#)
[FAQs](#)
[Redeeming eBay Bucks](#)
[Download The App](#)

Earn Up to 10% Back

Shop smarter this year and get rewarded with eBay Bucks every time you spend.

[Sign Up for Free](#)

Hurry! Join by April 17.

The Perks

Earn 1% back when you shop your favorite categories.*

Plus, get special bonus offers to earn up to 10% back when you buy or sell.

Spend what you earn when you redeem in January, April, July, and October.**

[Sign Up Now](#)

Join eBay Bucks by April 17, 2018.

*Qualifying purchase excludes all items in the following categories: Business & Industrial, but only for Heavy Equipment within that category, Real Estate, Gift Cards & Coupons including eBay Gift Cards, Gift Cards, and Digital Gifts within that category, Buttons within the Coins & Paper category, and all categories in Motors, except Parts & Accessories.

**If you earn eBay Bucks in a calendar quarter, you will get your eBay Bucks Certificate approximately 3 - 35 days after the end of the quarterly period.

eBay Inc. sent this email to you at email@ because your Notification Preferences indicate that you want to receive general email promotions.

If you do not wish to receive further communications like this, please click here to unsubscribe. Alternatively, you can change your Notification Preferences in My eBay by clicking here. Please note that it may take up to 30 days to process your request.

Visit our Privacy Policy and User Agreement if you have any questions.

Copyright © 2018 eBay Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. eBay and the eBay logo are trademarks of eBay Inc.

Subject: Hey! There's instant cash eBay Bucks for free today!
 Subject line 2: Earn up to 10% cash back—just eBay Bucks for free today!
 Subject line 3: It's time to enjoy money, instantly with eBay Bucks—sign up by April 17!
 Content: Sign up for eBay Bucks by April 17 and get paid to shop

eBay

Earn up to 10% Back

Shop smarter this year and get rewarded with eBay Bucks every time you spend.

Sign Up for Free →

Expires: Ends by April 17



The Perks



Earn 1% back when you shop your favorite categories.*



Plus, get special bonus offers to earn up to 10% back when you buy or sell.



Spend what you earn when you redeem in January, April, July, and October.**

Sign Up Now →

Join eBay Bucks by April 17 2016

*Earning percentage varies by item or the following categories: Amazon & Amazon.com, but only for media. Excludes adult-to-adult categories, Real Estate, Gift Cards & Coupons, low-ticket offers (Gift Cards, Gift Cards, and Digital Gifts), and categories (Business, Health, Home & Garden, Technology, and all categories in Home, except Party & Events).

**If you use eBay Bucks to a certain number of times you will get one eBay Bucks (approximately 3-11 days after the end of the quarter's period).

eBay Inc. used this email to give all registered accounts new Notifications. Notifications indicate that you need to activate your e-mail preferences.

If you do not want to receive further promotional mail like this, please click here to unsubscribe. Alternatively, you can change your Notification Preferences in the eBay top navigation bar. Please note that it may take up to 10 days to process your request.

Visit our Privacy Policy and User Agreement? we have any questions.

Copyright © 2016 eBay Inc. All Rights Reserved. Unregistered trademark & gift cards are the property of their respective owners, eBay and the eBay logo are trademarks of eBay Inc.

Subject line 1: You're invited: Join eBay Bucks for free today.

Subject line 2: Earn up to 10% cash back—join eBay Bucks for free now.

Subject line 3: Enjoy everyday rewards with eBay Bucks—sign up for free by March 8.

Grocery: Sign up for eBay Bucks by March 8 and get paid to shop.



[View in German](#)
[Join Now](#)
[FAQs](#)
[Redeeming eBay Bucks](#)

eBay Bucks

Earn up to 10% Back

Shop smarter this year and get rewarded every time you spend.

[Sign Up for Free](#) →

Hurry! Join by March 8.



The Perks



Earn 1% back on your purchases while shopping your favorite categories.*



You'll also get special bonus offers to earn up to 10% back when buying and selling on eBay.



Spend what you earn. You'll receive an eBay Bucks certificate in January, April, July, and October.**

[Sign Up Now](#) →





Join eBay Bucks by March 8, 2018

*Qualifying purchase excludes all items in the following categories: Business & Industrial, but only for Heavy Equipment within that category; Real Estate; Gift Cards & Coupons (including eBay Gift Cards, Gift Cards, and Digital Gifts within that category); Bulbs (within the Coins & Paper category); and all categories in Motors, except Parts & Accessories.

**If you earn eBay Bucks in a calendar quarter, you will get your eBay Bucks Certificate approximately 3–15 days after the end of the quarterly period.

eBay Inc. sent this email to you at <email> because your Notification Preferences indicate that you want to receive general email promotions.

If you do not wish to receive further communications like this, please click here to unsubscribe. Alternatively, you can change your Notification Preferences in My eBay by clicking here. Please note that it may take up to 10 days to process your request.

Visit our [Privacy Policy](#) and [User Agreement](#) if you have any questions.

Copyright © 2018 eBay Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. eBay and the eBay logo are trademarks of eBay Inc.

[illegible]

2018 eBay Bucks Style Guide

Booster Low Earn

Tone

Friendly and approachable with a little spice. Infuses lightness and fun into the messaging. Must state the offer first and most clearly.

Imagery

Lifestyle paired with related product. Alternate by campaign through the top categories; P&A, Fashion, Electronics and Home and Garden, as well as Female and Male.

Pre-Activate: TOPP, Native Loyalty Module, Loyalty Module

Earn 6% eBay Bucks

Rewards are in full bloom! No minimum purchase.

Activate Now →

Ends 5/17, 11:59pm PT. See details.





Earn 6% eBay Bucks

No minimum purchase. Ends 5/17, 11:59pm PT.*

Activate Now →

*See details.

Spring Is Here. And So Are 6% eBay Bucks.

Just shop to get rewarded. No minimum purchase. Ends 5/17, 11:59pm PT. See details.

Activate Now →

Post-Activate: TOPP, Native Loyalty Module, Loyalty Module. Flip colors or imagery to distinguish between Pre-Activate and Post.

Your 6% eBay Bucks Offer Is Live!

Start shopping spring favorites. No min. purchase.

Ends 5/17, 11:59pm PT. See details.





6% eBay Bucks Now Activated!

No minimum purchase. Ends 5/17, 11:59pm PT.*

Shop Now →

*See details.

Congrats! Start Earning 6% eBay Bucks.

Rewards are always in style. No minimum purchase. Ends 5/17, 11:59pm PT.

See Details →

Get Ready to Earn 6% eBay Bucks!

Dive into more rewards. No minimum purchase.

Activate Now →

Ends 5/17, 11:59pm PT. See details.



More Rewards Your Way

Shop your watchlist and get rewarded.



<Item Name>
<Item Price>

Earn \$XX.XX



<Item Name>
<Item Price>

Earn \$XX.XX



<Item Name>
<Item Price>

Earn \$XX.XX



<Item Name>
<Item Price>

Earn \$XX.XX



<Item Name>
<Item Price>

Earn \$XX.XX



<Item Name>
<Item Price>

Earn \$XX.XX



<Item Name>
<Item Price>

Earn \$XX.XX



<Item Name>
<Item Price>

Earn \$XX.XX

Upgrade to the Latest eBay App

Shop the most up-to-date version for more special offers.





What is the Promotion?

4% in eBay Bucks on every qualifying item (the Promotion).

Who's eligible?

Only instant, registered eBay Bucks participants who receive the promotional offer from eBay in My Messages are eligible. Some restrictions—the offer is not transferable.

Promotional details

This Promotion starts at 11:00AM PT on May 18, 2018 and ends at 11:59PM PT on May 17, 2018 (the "Promotion Period"). The Promotion applies to only qualifying items purchased during the Promotion Period that meet the minimum purchase requirement. You must add the item to your cart during the Promotion Period to be eligible for the Promotion.

Get Ready to Earn 6% eBay Bucks!

Dive into more rewards. No minimum purchase.

Activate Now →

Ends 5/17, 11:59pm PT. See details.



More Rewards Your Way

Shop your watchlist and get rewarded.



<Item Name>
<Item Price>

Earn \$XX.XX



<Item Name>
<Item Price>

Earn \$XX.XX



<Item Name>
<Item Price>

Earn \$XX.XX



<Item Name>
<Item Price>

Earn \$XX.XX



<Item Name>
<Item Price>

Earn \$XX.XX



<Item Name>
<Item Price>

Earn \$XX.XX

Upgrade to the Latest eBay App

Shop the most up-to-date version for more special offers.

Download Now →



2018 eBay Bucks Style Guide

Booster Mid Earn

Tone

Friendly and approachable with a little spice. Infuses lightness and fun into the messaging. Must state the offer first and most clearly.

Imagery

Lifestyle paired with related product. Alternate by campaign through the top categories; P&A, Fashion, Electronics and Home and Garden, as well as Female and Male.

Pre-Activate: TOPP, Native Loyalty Module, Loyalty Module

Earn 8% eBay Bucks

More rewards coming your way! No minimum purchase.

Activate Now →

Ends 4/20, 11:59pm PT. See details.

8% eBay Bucks Starts Now!

No minimum purchase. Ends 4/20, 11:59pm PT. See details.

Activate Now →

Post-Activate: TOPP, Native Loyalty Module, Loyalty Module. Flip colors or imagery to distinguish between Pre-Activate and Post.

You're Now Ready to Earn!

Start shopping for 8% back in eBay Bucks. No min. purchase.

Ends 4/20, 11:59pm PT. See details.

Activation Complete! Start Earning 8% eBay Bucks.

No minimum purchase. Ends 4/20, 11:59pm PT.

See Details →

Earn 8% eBay Bucks

No minimum purchase. Ends 4/20, 11:59pm PT

Activate Now >

Congrats! You've Activated.

Start earning 8% eBay Bucks. No minimum purchase. Ends 4/20.

See Terms >

Subject line: Earn 8% eBay Bucks—two days only!
Disclaimer: No minimum purchase. Ends 4/20, 11:59pm PT.

ebay

My eBay Bucks FAQ Redeeming eBay Bucks Download The App

8% eBay Bucks Guarantee View In Browser

Earn 8% eBay Bucks

Two days only. No minimum purchase on fashion, tech, and more.

Activate Now →

Ends April 20, 11:59pm PT. See details.

Download the eBay App →

Rack Up the Rewards

Shop your watchlist and earn more.

<Item Name>
<Item Price>
Earn \$XX.XX

<Item Name>
<Item Price>
Earn \$XX.XX

<Item Name>
<Item Price>
Earn \$XX.XX

<Item Name>
<Item Price>
Earn \$XX.XX

Who's eligible?
Only invited, registered eBay Bucks participants who receive the promotional offer from eBay in My Messages are eligible. Sorry, no forwarding—the offer is not transferable.

8% in eBay Bucks on every qualifying item

Promotion details
The Promotion starts at 5:00AM PT on April 19, 2018, and ends at 11:59PM PT on April 20, 2018 (the "Promotion Period"). Extra eBay Bucks can only be earned on every single item purchased that meets the minimum purchase requirement specified in the offer (a "Qualifying Purchase"). Promotion is valid on multiple qualifying purchases made within the promotion time period. In order to qualify for the offer, you must click the email to activate.

Qualifying purchase excludes all items in the following categories: Classifieds, Business & Industrial, but only for Heavy Equipment within that category, Real Estate, Gift Cards & Coupons (including eBay Gift Cards, Gift Cards, and Digital Gifts within that category), Bulk (within the Coins & Paper category), and all categories in Motors, except Parts & Accessories.

Remits are capped at \$100 per transaction and \$500 per Earn Period. Purchases must be completed during the Promotion.

Subject line: Earn 8% eBay Bucks—two days only!
Disclaimer: No minimum purchase. Ends 4/20, 11:59pm PT.

ebay

My eBay Bucks FAQ Redeeming eBay Bucks Download The App

8% eBay Bucks Guarantee View In Browser

Earn 8% eBay Bucks

Two days only! No minimum purchase on fashion, tech, and more.

Activate Now →

Ends April 20, 11:59pm PT. See details.

Download the eBay App →

Rack Up the Rewards

Shop your watchlist and earn more.

<Item Name>
<Item Price>
Earn \$XX.XX

<Item Name>
<Item Price>
Earn \$XX.XX

<Item Name>
<Item Price>
Earn \$XX.XX

<Item Name>
<Item Price>
Earn \$XX.XX

Who's eligible?
Only invited, registered eBay Bucks participants who receive the promotional offer from eBay in My Messages are eligible. Sorry, no forwarding—the offer is not transferable.

2018 eBay Bucks Style Guide

Booster HighEarn/InApp

The focus is on driving downloads of eBay’s App. The offer is available via Desktop version, but the highest percentage is applied when using the App.

Tone

Stress the importance of downloading and using the App in order to qualify for the highest percentage as well as updating the App to gain the best user experience.

Imagery

TOPP: Lifestyle paired with product. Emails: Hero uses an iPhone with related in-screen image. Include uses an Android with in-screen image of promo, offer or deal.

Pre-Activate: TOPP, Native Loyalty Module, Loyalty Module

Earn 10% eBay Bucks In-App Only

Or 8% onsite. Spend \$50+ on select items. Two days only!

Activate Now →

See details. Ends 5/22, 11:59pm PT.

In the App Only, Earn 10% eBay Bucks

Or 8% onsite. Spend \$50+ on select items. Two days only! Ends 5/22. See details.

Activate Now →

Earn 10% eBay Bucks in the App Only

Or 8% onsite. Spend \$50+ on select items. Two days only! Ends 5/22. See details.

→

Post-Activate: TOPP, Native Loyalty Module, Loyalty Module. Flip colors or imagery to distinguish between Pre-Activate and Post.

Congrats! Now Earn Your eBay Bucks.

Spend \$50+ on select items for 10% in the app or 8% onsite.

Ends 5/22, 11:59pm PT. See details.

You're Ready to Earn eBay Bucks

Spend \$50+ for 10% in the app or 8% onsite. Two days only!

See Details →

10. Two days only! Earn 10% eBay Bucks in the app. Greater: Spend \$25+ or more.

ebay

My eBay Bucks · FAQ · Redeeming eBay Bucks · Download The App

Earn 10% eBay Bucks in the App Only

Or 8% onsite. Spend \$25 or more on select items.

Activate Now →

Ends 5/22, 11:59pm PT. See details.

iPhone

Android

Earn More, Enjoy More

Move favorites from your watchlist to checkout and get rewarded.

<Item Name>

<Item Price>

Earn \$XX.XX

<Item Name>

<Item Price>

Earn \$XX.XX

<Item Name>

<Item Price>

Earn \$XX.XX

<Item Name>

<Item Price>

Earn \$XX.XX

<Item Name>

<Item Price>

Earn \$XX.XX

<Item Name>

<Item Price>

Earn \$XX.XX

<Item Name>

<Item Price>

Earn \$XX.XX

<Item Name>

<Item Price>

Earn \$XX.XX

Have the Latest eBay App?

Download it now for access to special offers, promotions, and deals.

Facebook

Twitter

Pinterest

TERMS AND CONDITIONS

What is the Promotion?

10% in eBay Bucks on every qualifying item at \$25 or more when you buy with the latest version of the eBay Mobile App (the "Promotion").

10% in eBay Bucks on every qualifying item at \$25 or more (the "Promotion").

Who's eligible?

This limited registration offer is available to participants who receive the promotional offer from either in My Messages or email. Sorry, no forwarding—the offer is not transferable.

Additional details

10. Two days only! Earn 10% eBay Bucks in the app. Greater: Spend \$25+ or more.

ebay

My eBay Bucks · FAQ · Redeeming eBay Bucks · Download The App

Earn 10% eBay Bucks in the App Only

Or 8% onsite. Spend \$25 or more on select items.

Activate Now →

Ends 5/22, 11:59pm PT. See details.

iPhone

Android

Earn More, Enjoy More

Move favorites from your watchlist to checkout and get rewarded.

<Item Name>

<Item Price>

Earn \$XX.XX

<Item Name>

<Item Price>

Earn \$XX.XX

<Item Name>

<Item Price>

Earn \$XX.XX

<Item Name>

<Item Price>

Earn \$XX.XX

<Item Name>

<Item Price>

Earn \$XX.XX

<Item Name>

<Item Price>

Earn \$XX.XX

<Item Name>

<Item Price>

Earn \$XX.XX

<Item Name>

<Item Price>

Earn \$XX.XX

Have the Latest eBay App?

Download it now for access to special offers, promotions, and deals.

Facebook

Twitter

Pinterest

TERMS AND CONDITIONS

What is the Promotion?

10% in eBay Bucks on every qualifying item at \$25 or more when you buy with the latest version of the eBay Mobile App (the "Promotion").

10% in eBay Bucks on every qualifying item at \$25 or more (the "Promotion").

Who's eligible?

This limited registration offer is available to participants who receive the promotional offer from either in My Messages or email. Sorry, no forwarding—the offer is not transferable.

Additional details

2018 eBay Bucks Style Guide

Booster Sell Only

Tone

Friendly and approachable with a little spice. Emphasis on earning eBay Bucks when selling a qualifying item.

Imagery

Lifestyle showing what a seller would do; photographing items, wrapping, boxing or sending items in the mail.

Pre-Activate: TOPP, Native Loyalty Module, Loyalty Module

Sell and Earn \$20 eBay Bucks!

List your items by 4/15. Earn bucks when they sell.

Activate Now →

Sell by 4/25 for \$20+ to qualify. See details.

Sell and Earn \$20 eBay Bucks!

List your items by 4/15. Earn bucks when they sell by 4/25. See details.

Activate Now >

Earn \$20 eBay Bucks When You Make a Sale

If it's not you, list it by 4/15. Earn bucks when it sells by 4/25. See details.

Activate Now →

Post-Activate: TOPP, Native Loyalty Module, Loyalty Module. Flip colors or imagery to distinguish between Pre-Activate and Post.

You're Ready to Sell and Earn

Make a sale to earn \$20 eBay Bucks.

Start Selling →

List by 4/15. Sell by 4/25 for \$20+ to qualify. See details.

Congrats! You're Ready to Sell and Earn.

List your items by 4/15. Earn bucks when it sells by 4/25.

See Details >

Congrats! You're Ready to Sell and Earn.

List your items by 4/15. Earn bucks when it sells by 4/25.

See Details →

V1 Subject Line:

Earn \$20 eBay Bucks when you sell what's just not you.

V2 Subject Line:

List your stuff, make a sale, and earn \$20 eBay Bucks!

Gripster:

It's easy to sell on eBay. If it's not you, list it!

Sell and Earn \$20 eBay Bucks!

Sell what's hot and earn more cash to shop.

Activate Now →

List by 4/15. Sell by 4/25, 11:59pm PT for \$20+ to qualify. See details.

Download and Sell On the eBay App →

Tips to Help You Sell

Pictures

Show buyers your item from every angle with clear images.

Catch Their Eye →

Pricing

Use our advanced search tool to compare your price to similar listings.

Price It Right →

Description

Make sure your listing has a clear title and includes item specifics.

Write Power Titles →

Shipping

V1 Subject Line:

Earn \$20 eBay Bucks when you sell what's just not you.

V2 Subject Line:

List your stuff, make a sale, and earn \$20 eBay Bucks!

Gripster:

It's easy to sell on eBay. If it's not you, list it!

Sell and Earn \$20 eBay Bucks!

Sell what's hot and earn more cash to shop.

Activate Now →

List by 4/15. Sell by 4/25, 11:59pm PT for \$20+ to qualify. See details.

Download and Sell On the eBay App →

Tips to Help You Sell

Pictures

Show buyers your item from every angle with clear images.

Catch Their Eye →

Pricing

Use our advanced search tool to compare your price to similar listings.

Price It Right →

Description

Make sure your listing has a clear title and includes item specifics.

Write Power Titles →

Shipping

Learn more about how to get items to your customers.

Find Out How →

Best-Selling Categories

See what people are adding to their carts.

Check Out What's Hot →

More support

Our expert, step-by-step guides, articles and videos make the process of selling on eBay easier. Learn more about selling on eBay, including how to use our resources.

Proven advice

Find out what's hot to sell on eBay by seeing the top-selling items. Learn more about the top-selling items and how to use our resources to help you sell more items.

2018 eBay Bucks Style Guide

Buy/Sell Boosters

Tone

The tone should inspire the user to buy and/or sell. Must state the offer first and most clearly. Focus is on earning eBay Bucks by either buying or selling qualifying items.

Imagery

Emails utilize animation showing three items that rotate. TOPP showcases a lifestyle image paired with a related product.

Pre-Activate: TOPP, Native Loyalty Module, Loyalty Module

Buy or Sell: Earn 10% eBay Bucks

Ends Thursday! No minimum purchase required.

Activate Now →

Ends 6/14, 11:59pm PT. See details.





Earn 10% eBay Bucks When You Buy or Sell

No minimum purchase. Ends 6/14, 11:59pm PT. See details.

Activate Now →

Post-Activate: TOPP, Native Loyalty Module, Loyalty Module. Flip colors or imagery to distinguish between Pre-Activate and Post.

Your 10% eBay Bucks Offer is Activated!

Shop or sell. No minimum purchase.

Ends 6/14, 11:59pm PT. See details.





Start Shopping or Get Selling. Earn 10% eBay Bucks!

No minimum purchase. Ends 6/14, 11:59pm PT.

See Details →

Hurry! Earn 10% eBay Bucks. Greater! No minimum purchase required.

ebay

My eBay Bucks | FAQ | Redeeming eBay Bucks | Download The App

eBay Money Back Guarantee | View in Browser

Earn 10% eBay Bucks

Buy or sell and get rewarded. Ends 6/14, 11:59 pm PT.

Buy It or Sell It

Activate Now →



Upgrade to the Latest eBay App

Shop the most up-to-date version for more special offers.



What is the promotion?

10% in eBay Bucks on every qualifying item when you buy or earn 10% on the value of the items you sell (the "Promotion").

Who's eligible?

Hurry! Earn 10% eBay Bucks. Greater! No minimum purchase required.

ebay

Earn 10% eBay Bucks

Buy or sell and get rewarded. Ends 6/14, 11:59 pm PT.

Buy It or Sell It

Activate Now →



Activate to earn 10% on your purchases through June 14, 11:59pm PT. No minimum purchase required. See details.*

Activate and list your items by June 12, 11:59pm PT. You will earn 10% of the selling price if sold by June 21, 11:59pm PT. No minimum required. See details.*

Upgrade to the Latest eBay App

Shop the most up-to-date version for more special offers.

Download Now →



What is the promotion?

10% in eBay Bucks on every qualifying item when you buy or earn 10% on the value of the items you sell (the "Promotion").

Who's eligible?

Only invited, registered eBay Bucks participants who receive the promotional offer from eBay. In US: Members are eligible. Sorry, not forwarding—the offer is not transferable.

Promotion details

The Promotion starts at 6:00pm PT on June 12, 2018 and ends at 11:59pm PT on June 14, 2018 (the "Promotion Period"). The Promotion applies to any qualifying items purchased during the Promotion Period that meet the minimum purchase requirement and any qualifying items listed during the Promotion Period and sold by June 21, 2018. Rewards will be deposited into participants' eBay Bucks accounts by June 30, 2018. You must activate the offer to qualify.

*Qualifying purchases or items listed for sale include all items in the following categories: Clothing, Shoes & Accessories, Home & Garden, Electronics, Collectibles, Books, Music, Movies & TV, Health & Beauty, Pet Supplies, Sports & Outdoors, Toys & Games, Automotive, Business & Industrial, and Other.

Note: An administrative version is also created without the moveable Ink Module.

2018 eBay Bucks Style Guide

Voucher Reminder Email

Tone

Emphasis is on the amount earned by the user and the date that their eBay Bucks expire.

Imagery

Inspirational lifestyle of happy and excited man or woman. The person should be wearing, holding or near an object that could have been obtained on eBay in one of our top categories. Imagery should change between male and female as well as the top categories: P&A, Fashion, Electronics and Home and Garden.

Iconography

Icons are used to show how easy it is to claim and use the voucher.

Submit Line: Cash in your eBay Bucks before they run out!
However, it's time to treat yourself and spend your savings—now.

ebay

My eBay Bucks

FAQ

Redeeming Today

Download The App

ebay My eBay Bucks | Redeeming Today | Download The App

Your eBay Bucks Expire May 2!

Your balance as of <Month XX>: <\$XXX.XX>
Your special code: <XXXXXXXXXX>

Redeem Your Certificate →

Cash in rewards by 5/2, 11:59pm PT

Two Easy Ways to Redeem

✓ eBay Bucks

Click the box at checkout to apply your certificate.

OR

🛒 Checkout

Enter your special code and click "Apply" at checkout.

P.S. Here's More to Love

Shop your wishlist and rack up the rewards.

<Item Name>
<Item Price>
You Pay \$XXX.XX

<Item Name>
<Item Price>
You Pay \$XXX.XX

<Item Name>
<Item Price>
You Pay \$XXX.XX

<Item Name>
<Item Price>
You Pay \$XXX.XX

<Item Name>
<Item Price>
You Pay \$XXX.XX

<Item Name>
<Item Price>
You Pay \$XXX.XX

<Item Name>
<Item Price>
You Pay \$XXX.XX

<Item Name>
<Item Price>
You Pay \$XXX.XX

f

t

🐦

p

Here's how to redeem your eBay Bucks Certificate:
1. Start shopping on eBay.
2. Pay for your item before 11:59pm PT on the expiration date shown on the Certificate.
That's it! Your eBay Bucks Certificate will be automatically applied during checkout. (If your Certificate isn't automatically applied, enter code => DYNAMIC CODE=> on the eBay checkout page. Your code can also be found in the eBay Bucks section of My eBay.)

Tip

ebay

My eBay Bucks

FAQ

Redeeming Today

Download The App

ebay My eBay Bucks | Redeeming Today | Download The App

Your eBay Bucks Expire May 2!

Your balance as of <Month XX>: <\$XXX.XX>
<\$XXX.XX>
Your special code: <XXXXXXXXXX>
<XXXXXXXXXX>

Redeem Your Certificate →

Cash in rewards by 5/2, 11:59pm PT

Two Easy Ways to Redeem

✓ eBay Bucks

Click the box at checkout to apply your certificate.

OR

🛒 Checkout

Enter your special code and click "Apply" at checkout.

P.S. Here's More to Love

Shop your wishlist and rack up the rewards.

<Item Name>
<Item Price>
You Pay \$XXX.XX

<Item Name>
<Item Price>
You Pay \$XXX.XX

<Item Name>
<Item Price>
You Pay \$XXX.XX

<Item Name>
<Item Price>
You Pay \$XXX.XX

<Item Name>
<Item Price>
You Pay \$XXX.XX

<Item Name>
<Item Price>
You Pay \$XXX.XX

<Item Name>
<Item Price>
You Pay \$XXX.XX

<Item Name>
<Item Price>
You Pay \$XXX.XX

f

t

🐦

p

Here's how to redeem your eBay Bucks certificate:
1. Start shopping on eBay.
2. Pay for your item before 11:59pm PT on the expiration date shown on the Certificate.
That's it! Your eBay Bucks certificate will be automatically applied during checkout. (If your certificate isn't automatically applied, enter code => DYNAMIC CODE=> on the eBay checkout page. Your code can also be found in the eBay Bucks section of My eBay.)

Tip

Submit Line: Cash in your eBay Bucks before they run out!
However, it's time to treat yourself and spend your savings—now.

ebay

My eBay Bucks

FAQ

Redeeming Today

Download The App

ebay My eBay Bucks | Redeeming Today | Download The App

Your eBay Bucks Expire May 2!

Your balance as of <Month XX>: <\$XXX.XX>
<\$XXX.XX>
Your special code: <XXXXXXXXXX>
<XXXXXXXXXX>

Redeem Your Certificate →

Cash in rewards by 5/2, 11:59pm PT

Two Easy Ways to Redeem

✓ eBay Bucks

Click the box at checkout to apply your certificate.

OR

🛒 Checkout

Enter your special code and click "Apply" at checkout.

P.S. Here's More to Love

Shop your wishlist and rack up the rewards.

<Item Name>
<Item Price>
You Pay \$XXX.XX

<Item Name>
<Item Price>
You Pay \$XXX.XX

<Item Name>
<Item Price>
You Pay \$XXX.XX

<Item Name>
<Item Price>
You Pay \$XXX.XX

<Item Name>
<Item Price>
You Pay \$XXX.XX

<Item Name>
<Item Price>
You Pay \$XXX.XX

<Item Name>
<Item Price>
You Pay \$XXX.XX

<Item Name>
<Item Price>
You Pay \$XXX.XX

f

t

🐦

p

Here's how to redeem your eBay Bucks certificate:
1. Start shopping on eBay.
2. Pay for your item before 11:59pm PT on the expiration date shown on the Certificate.
That's it! Your eBay Bucks certificate will be automatically applied during checkout. (If your certificate isn't automatically applied, enter code => DYNAMIC CODE=> on the eBay checkout page. Your code can also be found in the eBay Bucks section of My eBay.)

Tip

2018 eBay Bucks Style Guide

Lifestyle and Product Pairing

Parts & Accessories

Earn 8% eBay Bucks in the App

Or 6% onsite. No minimum purchase!

Activate Now →

Ends 6/7, 11:59pm PT. See details.





You're Ready to Earn eBay Bucks!

8% in the app, or 6% onsite.

Ends 6/7, 11:59pm PT. See details.





Electronics

Earn 10% eBay Bucks on Items of \$50+

More rewards coming your way! Ends 5/11, 11:59pm PT.

Activate Now →

See details.





You're All Set!

Start earning 10% eBay Bucks on items* of \$50+.

*See details. Ends 5/11, 11:59pm PT.





Fashion

Earn 8% eBay Bucks

More rewards coming your way! Minimum \$50 purchase.

Activate Now →

Ends 3/29, 11:59pm PT. See details.





You're Ready to Go!

Start earning 8% eBay Bucks. Minimum \$50 purchase.

Ends 3/29, 11:59pm PT. See details.





Home & Garden

Ends Soon: Earn 8% eBay Bucks

Shop qualifying items of \$100 or more.

Activate Now →

Ends June 20 11:59pm PT. See details.





Your 8% eBay Bucks Offer is Live

Shop qualifying items of \$100+ now.

Ends June 20 11:59pm PT. See details.





Phase 2

The Dashboard and Related Product Pages

2018 eBay Bucks Style Guide

The Dashboard

The Dashboard contains the vital information of how much a Bucks member has earned, when they can collect on their Bucks and their recent activity.

Tone
Clear and concise and informational.

Graphics
Visually enticing, clear and easy navigation.

