# ebay

2018 eBay Bucks Styleguide Updated: 5/2018

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## 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.

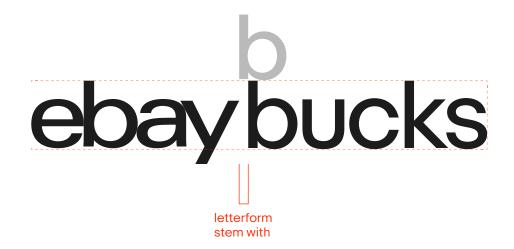
## **Consumer Mindset**

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.

# ebaybucks



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'.

# ebaybucks

DIGITAL HEX
1. 111820
2. 067573



# ebaybucks

DIGITAL HEX 1. 85006B 2. 067573



# ebaybucks

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ebaybucks

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## Lock-up On Dark Backgrounds



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ebaybucks

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## Lock-up On Color Backgrounds



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# ebaybucks

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# **ebay**bucks

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2. 111820



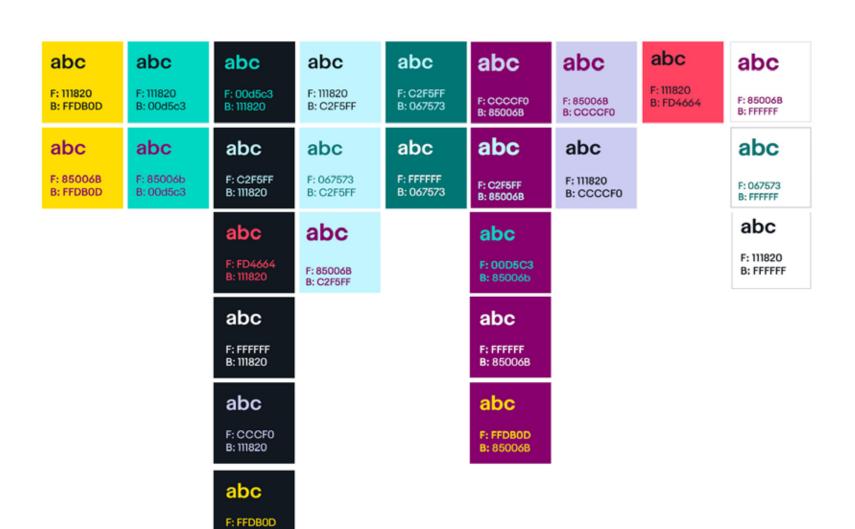
# **ebay**bucks

DIGITAL HEX
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# 2018 eBay Bucks Style Guide **Accessibility**



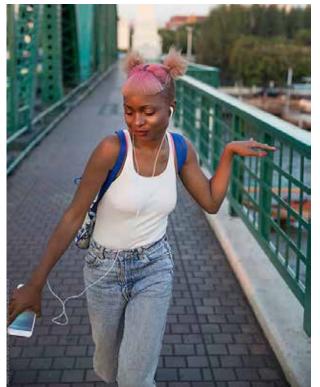


B: 111820

# 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.









## 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.

## **Campaigns and Assets**

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 Loyaly 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**

#### Tone

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.

## **Imagery**

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

## Iconography

Used to show the benefits of the program.

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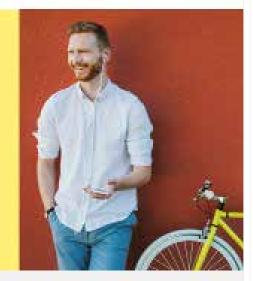
when Money Board Oxidentatory - View III, Browner, Sant New YALS: Androning older hards. Constitute the App.

## Earn Up to 10% Back

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

Sign Up for Free ---

Harryt Join by May 25.



## The Perks



Earn 196 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."



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

The Perks

You're invited to earn up to 10% eday Slucks!

Get paid to whop. Sign up by May 21

View this message in your browser ebay

Earn Up to 10% Back

time you shop.

Hurryl Join by May 21,

Join eBay Bucks today to get cash back every

Sign Up for Free -



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



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

Sign Up Now ->





Join ofter flecks by May 21, 2010

"Qualifying purchase excludes all items in the following collegation: European & Industrial, but only for Heavy Equipment within that category, Real Educe, Gift Cents 6









Just office Warder, by May 21, 2008.

"Couldfaining purchasive executives of thomas in the following entergorous Burkenins & Endosteid, but only for Hosey Equipment within a that caregons, Real Catate, Gift Cards & Coasons (Including after Gift Cards, Gift Cards, and Digital Gifts within that casegons). Bladico (solder) the Costs H Paper category), and all categories of Mictors, except Parts H Accessories.

\*\*\* From some offices Burdet, in a coloration operating year self-gett years effort Burdet Contribute approximation (A. In clays, of his bloomers) of

# 2018 eBay Bucks Style Guide Additional Invite Email Examples

Subject limit. You're minted Join office Backs for him today.

Subject limit 2: Earn up to 10% cases back—you effort for their now.

Subject limit 2: If a free to only prenythy rewards with ethy Sucks—sign up by April 11.

ebay

shorther but Down Vertical Terror

## Earn Up to 10% Back

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

Sign Up for Free -

Hurryl Join by April 17.



#### The Perks



Earn 1% back when you shop your tavorite 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.\*\*





on effort flocks for April 17, 200

"Could any partness each doe all tions in the following categories: Business & indicates; but only for Haavy Squipment within that category, Real Earlies, OHT Carels, Bit Duspon shouldning slay OHT Carels, SH Carels, and Digital Taffs within that category), Bullion shelf for the Carels, and Digital Taffs within that category), And all categories in Moore, sector First 9. Accessment.

"Hi you want eftay button in a calendar quarter, you will get your eftay busing Certificate approximately 3 - 15 days after the exist of the quarterly period.

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If you do not wish to receive further communications lite this, pinces olick here to unautocribe. Alternatively, you can shape your furthers come in My allies by clinking here. Please note that it may take up to 32 days to process your request.

Yest our Privacy Privacy and Uter Agreement if you have you questions.

Copyright © 2018 wiley Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective comers, either and the wiley logs are trademarks of either tra.

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#### Earn up to 10% Back

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

Sign Up for Free -

Horse Selection Report 22



#### 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 🔿



Desirable Martin by Sport III (1988)

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Subject line? You're invited Join edlay Bucks for free today.

Subject line 2. Earn up to 10% cash track—join effay Bucks for free now

Subject line 3. Enjoy everyday rewards with ellay flucks—sign up for free by March 8. Greener Sign up for ellay flucks by March 8 and get poid to shop.

ebay

View in Browner Join New YAQs Redestrong ether Backs

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

favorite categories."

Sign Up Now -

purchases while

shopping your



ebay

eBay Bucks
Earn up to 10%
Back

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

Sign Up for Free ->

Marcel Street Street



Spend what you earn.

You'll receive an eBay

Bucks certificate in

and October.\*\*



Earn 1% back on your purchases white snopping your tavorite categories."

The Perks



You'll also get special bonus offers to sam up to 10% back when buying and salling on allass



Spond what you earn, You'll receive an ellay Bucks carolitosts in January, April, July, and October."

Sign Up Now



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Join elley Bucks by March 8, 2018

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"If you earn other bucks in a carendar quarter, you will get your effect flootis Contribute approximately 3 - 15 days after the end of the quarterly period.

You'll also get special

bonus offers to earn

eBay.

up to 10% back when

buying and selling on January, April, July,

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If you do not wish to receive further construint about this, please abox how to ansubscribe. Alternatively, you can change your Nobification Preferences in My effer by clicking here. Please note that it may take up to 10 days to process your request.

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#### **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 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 Nov ->

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







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 -->



with a first through the property of the prope Wy elling Streets - THEE - Red Memoring elling Busines - Directional Tree Ages

## **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.



Earn \$XX.XX

<item Price>

Earn SXX.XX

















Upgrade to the Latest eBay App

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

the in other fluins or anny quartery tons (the Promise C).

Item Name>

Earn SXX.XX

«Item Price»

Earn \$XX.XX

«Item Price»

<item Name> <item Price> Earn SXX.XX

<Item Name> <ttem Price>





ebay

Bucks!

Get Ready to

Earn 6% eBay

mínimum purchase.

Eron S/15, 16 Sitters PT. Save records

More Rewards

Your Way

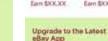
Earn SXX.XX

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Dive into more rewards. No



Earn SXX.XX









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#### **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 No minimum purchase. Ends 4/20, 11:59pm PT Activate Now )

8% eBay Bucks Starts Now! No minimum purchase, Ends 4/20, Tl:59pm PT. See details.

Activate Now -3

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



Congrats! You've Activated. Start earning 8% eBay Bucks. No minimum purchase. Ends 4/20. See Terms

Activation Complete! Start Earning 8% eBay Bucks. No minimum purchase. Ends 4/20, 11:59pm PT.



My ethy Bucks FAC Recooming allies Books Downland The App.

## Earn 8% eBay **Bucks**

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

## Rack Up the Rewards

Shop your watchlist and earn more.



<Item Name>

<Item Price>

Earn SXX.XX

















Oonwight the effect App --

Shop your watchlist and earn more.

Rack Up

the Rewards



ebay

Bucks

Earn 8% eBay

Two days only! No

minimum purchase on fashion, tech, and more.

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









<thorn Princes</p> Earn \$XX.XX Earn \$XX.XX



The might requires also being correspond we-move the payment of the tips often in the binaries are eighten fairly or howething—the offer is not



white Mount flock Sourcetine. Your Indianance

Activate Now ->

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

Download the eBay App →



<item Price>

Earn SXX.XX

<item Name>

<Item Price>

Earn \$XX.XX





<Item Price>

Earn \$XX,XX







Earn \$XX.XX









Item Names

<ttem Price>

Earn SXX.XX

Day shated, registered eday Bucks participants who receive the promotional offer from ellay in My Massages are eligible. Sorry, no forwarding—the offer is not transferable

I'm in ethy flucia on every Qualifying from

The Promotion starts at 5.00AM PT on April 19, 2018, and ends at 11.50PM PT on April 20, 2018 (the "Promotion Period"). Extra effey Bucks can only be earlied as every single item purchased that meets the renimum purchase requires specified in the offer (a "Gualifying 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, GHI Cards & Coupons (including ethay GHI Cards, GHI Cards, and Digital GHs. within the category), Sulfon (within the Curry & Peper category), and all categories in Michris, except Parts & Accessories.

## 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 the App Only Or 8% onsite. Spend \$50+ on select items.

Two days only! Ends 5/22. See details.

In the App Only, Earn 10% eBay Bucks Or 8% onsite. Spend 550+ on select items. Two days only! Ends 5/22. See details.

Activate Nov. -3

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



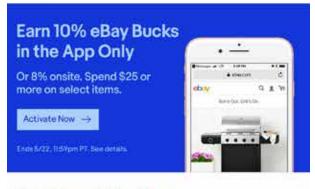
Congrats! Now Earn Your eBay Bucks. Spend \$50+ to earn 10% in the app or 8% onsite. iwo days only! Shop Now ->

See details

You're Ready to Earn eBay Bucks Spend \$50+ for 10% in the app or 8% onsite. Two days only! III. Two days sely! Earn ION whay bucks in the opp.



After Minney Park Companies. Time to Street as My Allay Burks FAQ. Recomming allay Bures. Dissensed Tre App.



## Earn More, Enjoy More

Move favorites from your watchlist to checkout and get rewarded.



<item Price> Earn \$XX,XX

<item Price> Earn SXX,XX

Earn \$XX,XX

<ittom Price> Earn \$XX.XX

<ttem:Name? Item Price>

Earn \$XX.XX

«Item Price»

Earn \$XX.XX Eam SXX.XX

diam Name> <br/>tem Price>

<tern Name> <htern Price>

Earn \$XX.XX

#### Have the Latest eBay App?

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





This maked regionant of the Bortis personants who wrome her processing other hare price in the Managare we worken Story, no

foreign the other expensions









Earn SXX.XXX Earn SXX.XX





Earn SICK XX Earn 500x,300



1 2 9

## **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!

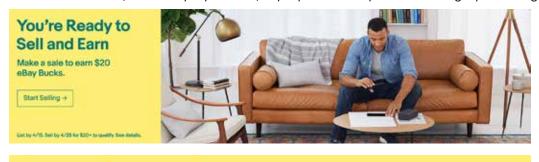
List your items by 4/15. Earn bucks when they sell by 4/25. See details.

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.

Activitie Nov. ->

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



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 -->

VI 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!

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



with Soles Possoner - Year It Browns My effect Social Set Year Set On Mulate

## Sell and Earn \$20 eBay Bucks!

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

 ${\it Activate\,Now}\,\to\,$ 

List by 4/15. Sell by 4/25, 1l: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 →

#### Pricino

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

Village Line
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(in the old) meet also per out also bit old;
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#### Sell and Eam \$20 eBay Bucks!

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

Activitation -

Car by 4216, that the 4705, 10 fillions PTfor \$200 on months flow motors



the eBay Acti —)

#### Tips to Help You Sell

#### Pictures

Show buyery your item from ever engle with more snages.

Catch Their Bye ->

#### Pricing

Upic our advanced search lock to compare your prise to simile full right.

Price it Right. -a

#### Description

Make sure your listing him a class title and includes him appearance. Write Power Titles. ->

#### Shipping

basin more about now to gratems to your customers.

Find Out How →

#### Best-Selling Categories

See what people are adding to their carts.





Check Out What k Hot →



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Trible parts (Table) Trible (St.) to be fault to it for the
Sp. Rep Statistics, Labor advance (EQ. In May Replic as

#### **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



Shop or Sell. Earn 10% eBay Bucks. No minimum purchase. Ends 6/14, 11:59pm PT. Activate Now → See details.

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



10% eBay Bucks Ready! Buy or Sell. No minimum purchase. Ends 6/14, Tl:59pm PT. Shop Now → See details



why Money Back Givernose. View in Browner My effay Bucks FAQ. Redeeming eBay Bucks Download The App.

## Earn 10% eBay Bucks

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



Activate to earn 8% on your purchases through June 14, 11:59pm PT. No minimum purchase required.

See details\*

Activate and first your items by June 12, 11:59pm PT. You will earn 8% 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.





10% in allay Bucks on every qualifying turn when you buy or earn 10% on the value of the items you sail (the "Promotion").

#### ebay

#### Earn 10% eBay Bucks

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



June 14. Tütliyen PT No-minimore perchase required. warm 30% of the setting price if sore by June 21, 11:59pm

See details?

#### Upgrade to the Latest eBay App

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





10% in allay Study on every positrying that when you tray of pain 10% on the cases of the family polyaced (the Parameter).

Which eligible? Only reduct, required allow flutte percoports who receive the promotional offer from edition in the blesseigne are eligible. Stony not forwarding—the other is not forwarding—the other is not forwarded.

#### **Voucher Email**

The savvy Bucks member is waiting for their voucher, and have likely put things in their cart ready to go. They are smart, aware and ready to cash in.

#### Tone

Emphasis is on the value Bucks brings to the customer. The Voucher should clearly state what the user has earned during the quarter.

#### **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: P&A, Fashion, Electronics and Home and Garden. Imagery should change between male and female each campaign.

#### Iconography

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

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



effect Money Block Securities - they're from My effection in AVI - Responsing effective Domined The App.

## **Spring Rewards** Are in Full Bloom

You earned \$XXX.XX

Your eBay Bucks certificate is ready to redeem!

Your special code: XXXXXXXXX

Redeem Your Certificate -

Expires May 2, 11:59pm PT



#### Redeeming Is Just A Click Away





apply your certificate.

Click the box at checkout to

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

## More Ways to Save

Shop your watchlist and rack up the rewards



«Item Price»

You Pay \$XX.XX

You Pay \$XX.XX



<item Price>

<hr/>them Price> You Pay \$XX.XX

<ittom Price> You Pay \$XX.XX



You Pay \$XX.XX

You Pay \$XX.XX



E. Pay for your before 11/30PM PT on the expression date shown on the Cartificate.

and purpose only appeal, enter code expressed CODE++ on the ethal photocol page. Your code can pan be found in the

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## **Spring Rewards** Are in Full Bloom

You earned \$XXX.XX

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Redeem Your Certificate -

Expires May 2, 11:5Vpm FT.



#### Redeeming Is Just A Click Away



VI eBay Bucks

Click the box at checkout to apply your certificate.



Checkout

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

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tors's four to resteen your elley Bushs certificate

#### **Voucher Reminder Email**

#### Tone

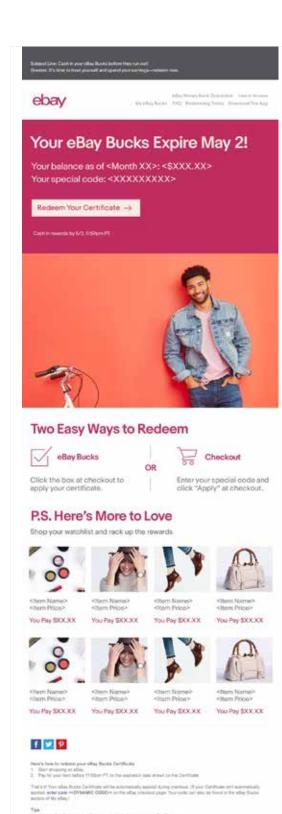
Emphasis is on the amount earned by the user and the date that their eBay Bucks expire.

## **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.



cha.





Your balance as of 4Month XX>: <\$XXX,XX>

XXXXXXXXX

Reddem Your Certificate -



#### Two Easy Ways to Redeem

√ eBay Bucks

Click the box at checkout to apply your serificate.

OR

Checkout.

Enter your special code and olick "Apply" at checkout,

## P.S. Here's More to Love

Shop your welchful and rack up the respects.





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\*Stern Name\* \*Start Prices\*





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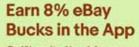


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# 2018 eBay Bucks Style Guide Lifestyle and Product Pairing

#### Parts & Accessories



Or 6% onsite. No minimum purchase!

Activate Now +

Encle 6/7, II.SPprs PT. See details.





## You're Ready to Earn eBay Bucks!

8% in the app, or 6% onsite.





#### Fashion

Into 6/7, IL SPpri PT. See debals.

## Earn 8% eBay Bucks

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

Activate Now →

Ency 3/29, 19,60pm PT. See details.





# You're Ready to Go!

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

Ency 3/29, 7650pm PT See details.





#### Electronics

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

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

Activate Nov. +

See details





## You're All Set!

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





#### Home & Garden

"See dotalls. Ends 5/11, It 5/tpm PT.

## Ends Soon: Earn 8% eBay Bucks

Shop qualifying items of \$100 or more.

Activate Nov. +

Ends June 20 1550 pm PT, See details.





## Your 8% eBay Bucks Offer is Live

Shop qualifying items of \$100+

Ends June 20 InStyrn PT, See details.





# Phase 2

The Dashboard and Related Product Pages

#### 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.

