



Bucks Loyalty Program
Creative Exploration

The Program

With eBay Bucks, a select group of seasoned shoppers can earn 1% back on every dollar they spend on eligible items, and up to 10% back during special promotional events. These earnings add up every three months and are paid out to the customer four times a year with a 30-day spending window.

Campaign Objective

Our mission is to refresh the eBay Bucks program for new and existing users alike, aligning it with the new brand and continuing to encourage shoppers to fill their cart with color.

Consumer Mindset

The customer wants to participate in a loyalty program that's free and easy to use. They may or may not be aware that eBay has such a program, but they want to benefit without altering their shopping habits or dealing with tedious registration processes.

eBaybucks

INSIGHT

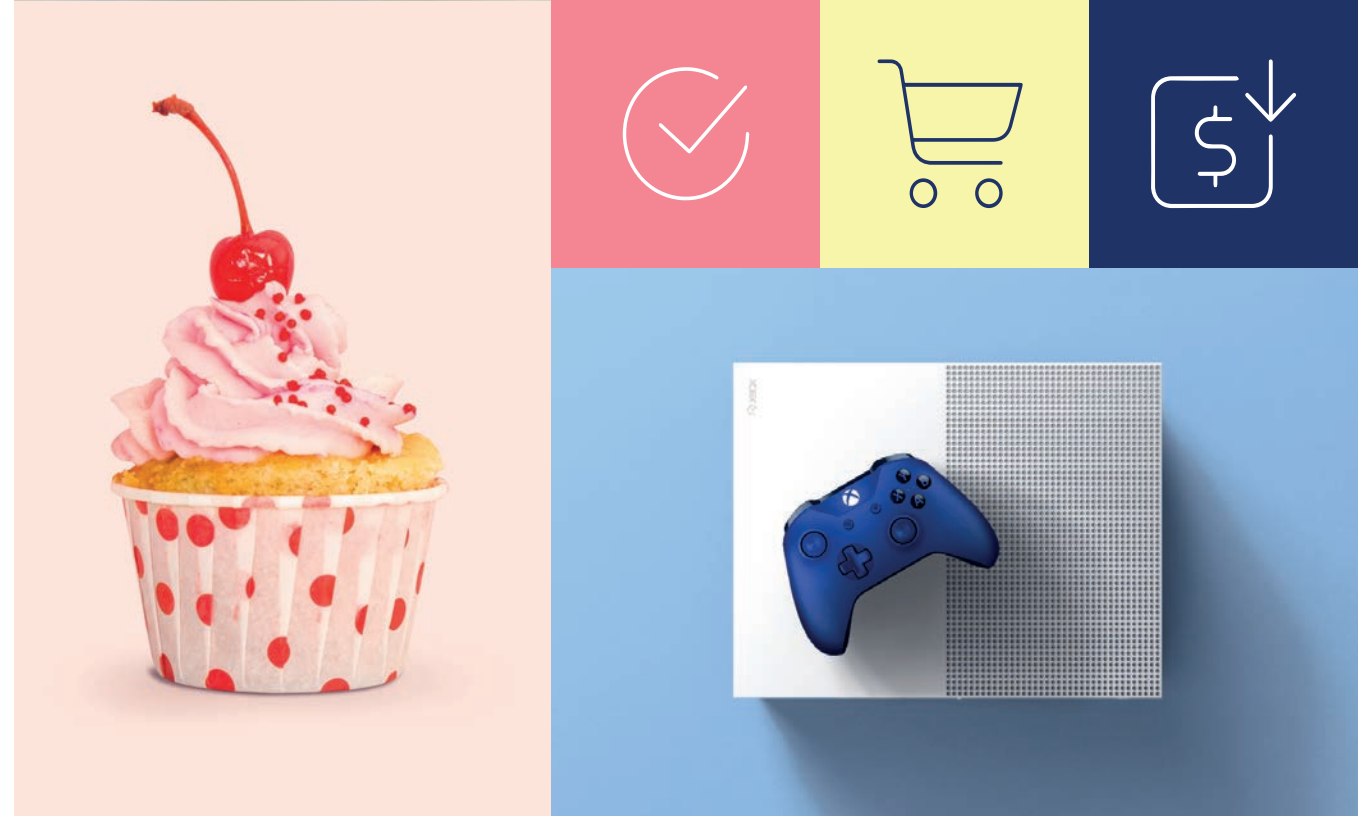
Shoppers are well-versed in the art of bargain-hunting, price comparisons, and discount codes, but at the end of the day, each dollar can only go so far. When you know that every purchase you make diminishes your bottom line, the budget becomes ever more rigid, the shopping process ever more prescribed.

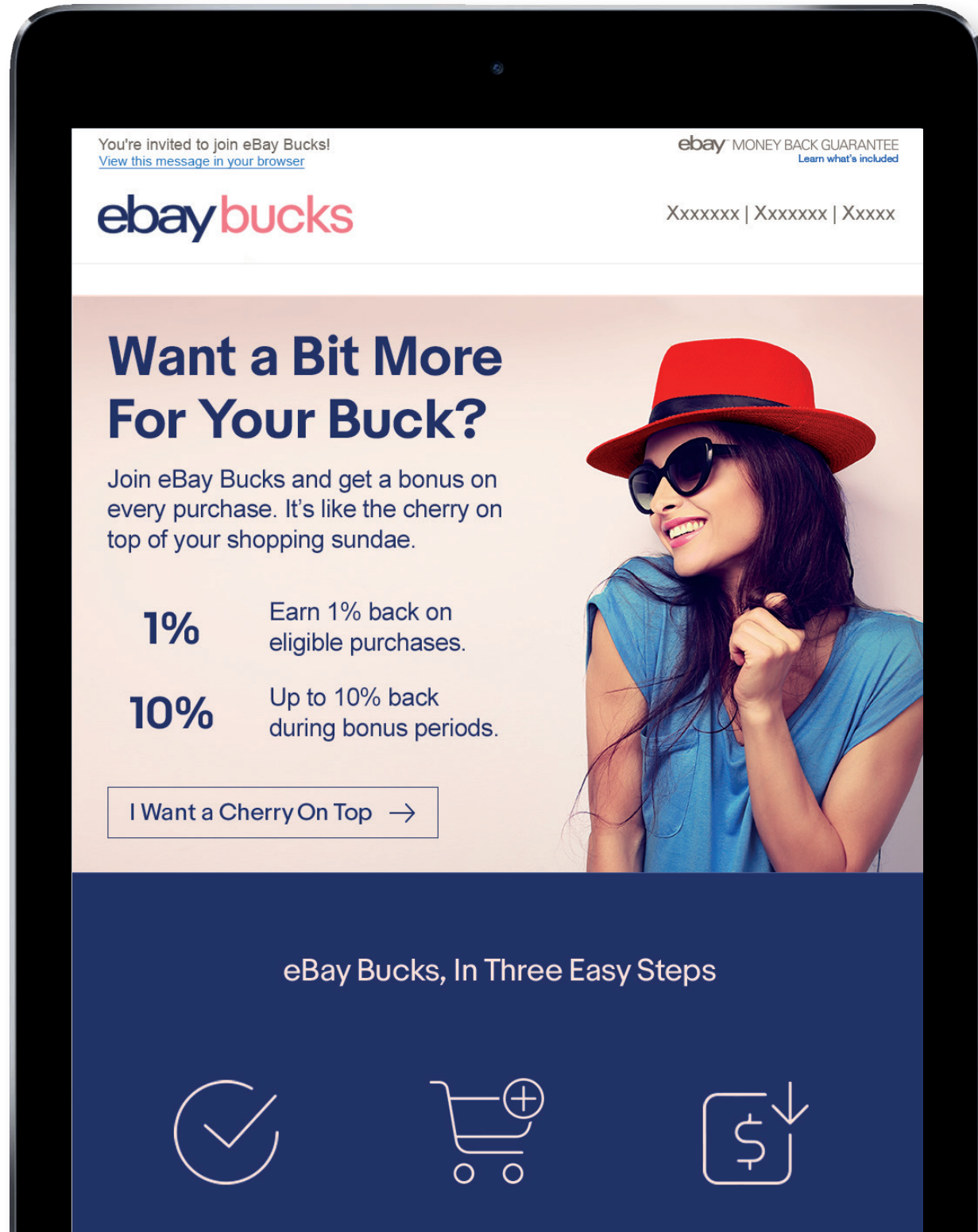
A Little Bit Extra

Everybody loves to get a bit more for their buck—like finding bonus fries in the bottom of the bag or unexpectedly receiving twice the treats from the vending machine. Like 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.

Tone: Friendly & approachable with a little spice.

Imagery: Subtle & uplifting. Soft tones paired with rich contrast to welcome and excite.





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Surprise! 10% Back Starting... Now!

Say hello to a little bit extra.

Activate Now →



eBay Bucks, In Three Easy Steps



Step 1

Sign up with your eBay account—it's free!



Step 2

Earn rewards effortlessly by shopping just like you already do.



Step 3

Receive and redeem what you've earned every three months.

I Want Bonus Fries →

Shop by Category

Healthcare | Facilities, Maintenance, & Safety
Restaurant & Catering | Office
Manufacturing | Electrical & Test

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9:41

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Surprise! 10% Back Starting... Now!

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Activate Now →



eBay Bucks, In Three Easy Steps



Step 1

Sign up with your eBay account—it's free!



Step 2

Earn rewards effortlessly by shopping just like you

INSIGHT

With a marketplace full of companies pushing business-centric agendas, consumers are bombarded with repetitive messaging that speaks to them as though they're nothing more than their wallets. Shoppers want a break from the monotony and to be treated like actual human beings. People want to feel special and appreciated, to interact with a brand that can make them say, "This brand gets me."

Celebrating You!

eBay Bucks is all about you. We're celebrating your individuality, special qualities, and unique hobbies and interests by rewarding you for simply buying what you love. We want to help you earn extra cash to spend on those things that make you, you. Musicians can snag new strings for their guitars; makeup artists can use their rewards to buy a new brush set. No matter what you're passionate about, eBay Bucks has your back.

Tone: Celebratory, Appreciative, Supportive, Enthusiastic

Imagery: Individuality, Passion, Joy
Pairing Lifestyle with Merchandise



Subject line:
Congrats, <FN>! You're invited to join eBay Bucks.

We want you to be a part of our exclusive rewards program!
[View this message in your browser](#)

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FAQs | eBay Bucks



Fuel Your Fun With Cash Back

eBay Bucks makes it easy to get the things you love by rewarding you with up to 10% back on every purchase.

Join for Free! →

Your Bucks Membership Is a Click Away:

No Forms
Simply sign up with your eBay account.

No Fees
Being an eBay Bucks member is 100% free.

No Fuss
Earning rewards is easy, just start shopping.

Join Today! →

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[Learn more](#) to protect yourself from spoof (fake) emails.

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.

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Join for Free! →

Your Bucks Membership Is a Click Away:

Hang Ten With 10% eBay Bucks

Sunbathe or ride the waves and
earn rewards on all your faves.

Hurry, Activate Now →

\$50 min. purchase. Ends Jan. 15, 11:59pm PT. [See details.](#)



Just for You: Earn 10% eBay Bucks

Power your passion on
purchases of \$50 or more.

Activate Now →

\$50 min. purchase. Ends Jan. 15, 11:59pm PT. [See details.](#)



INSIGHT

It's difficult to prioritize saving money, striking the balance between spending and saving proves to be tough when life just gets in the way.

It Adds Up

eBay Bucks transforms everyday online shopping into an easy exercise in financial planning that only adds up and always pays off. We’re fostering a smarter consumer attitude by shifting shopping habits into active investments for upcoming items. Customers will feel more secure in and happy with their spending today because they’re simultaneously saving for what’s to come.

Tone: Practical, Smart, Effortless

Imagery: Lifestyle imagery that reflects inspirational items/situations that can also be paired with product.



Welcome to eBay Bucks, where you can bank on more.

Greeter: Make your purchases work for you—save for the future while enjoying the now.

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FAQs | eBay Bucks

A Piggy Bank Without the Mess

So you can save without the stress. Boost your buying power as an eBay Bucks member and see your extra cash add up.

Count Me In →

Earn up to 10% back every time you shop.

Redeem your eBay Bucks every 3 months.

Track Your Earnings

Stay on top of your spending and saving with the eBay Bucks Dashboard.

\$120

OCT	NOV	DEC
\$20.10	\$74.90	\$25

Redeem your total earnings during January.

Learn More →

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Keep in mind:

- eBay Bucks certificates are handed out every three months to members who have earned.
- Once you receive an eBay Bucks certificate, you'll have 30 days to use it.

Learn more:

- Sign up for promotional emails to get invites for special bonus offers on buying or selling.
- Check out the full [FAQs](#) for more eBay Bucks program details.

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FAQs | eBay Bucks

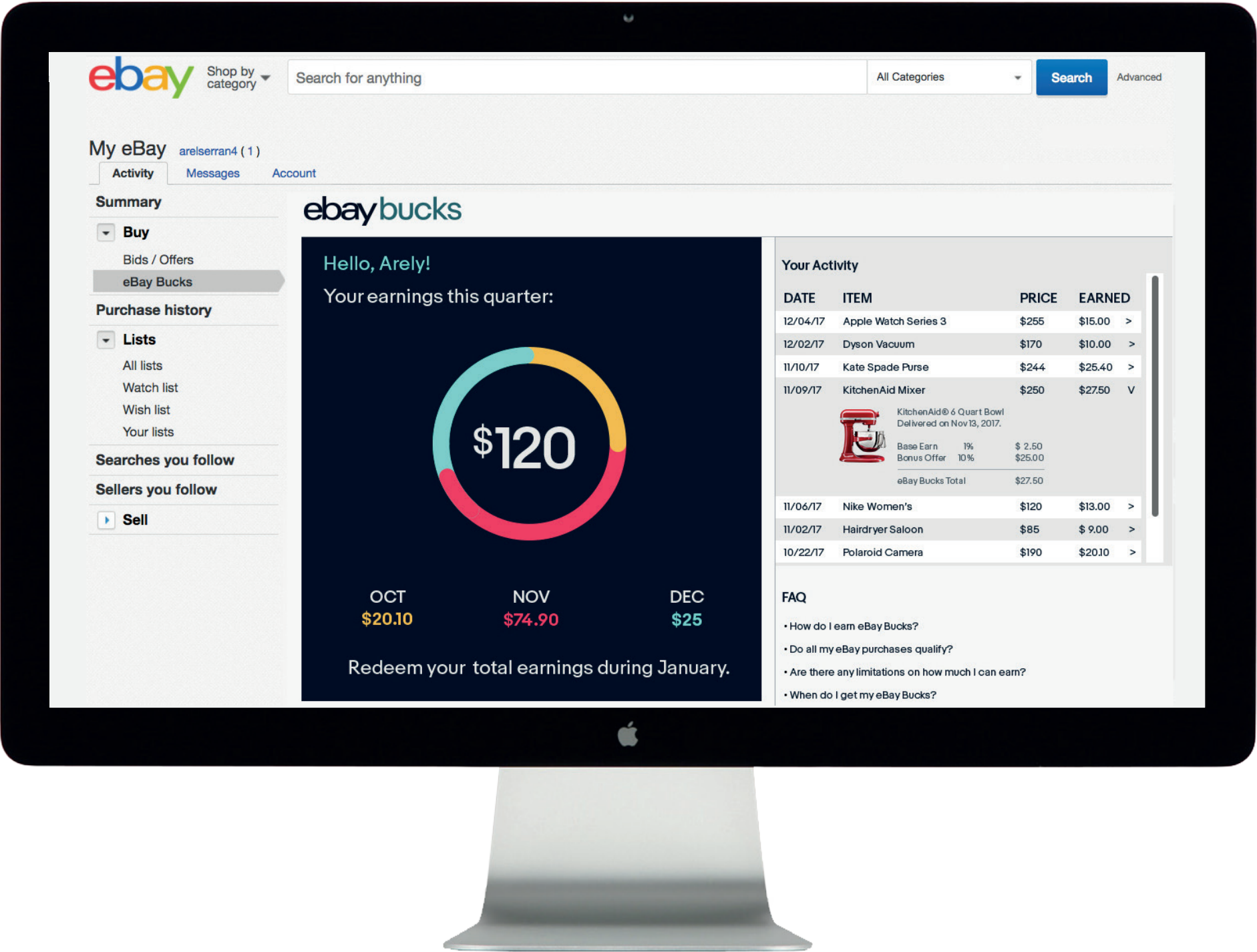
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THANK YOU