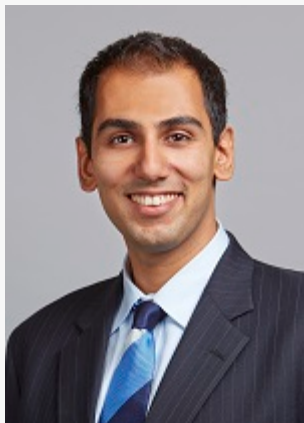


Use promotions to increase conversion

Promotions Manager

June 7th, 2017

eBay Presenters



Adi Behara
Promotions Manager expert



Jim Griffith
Dean of Education

Visibility Showcase More Items

What Is Promotions Manager?

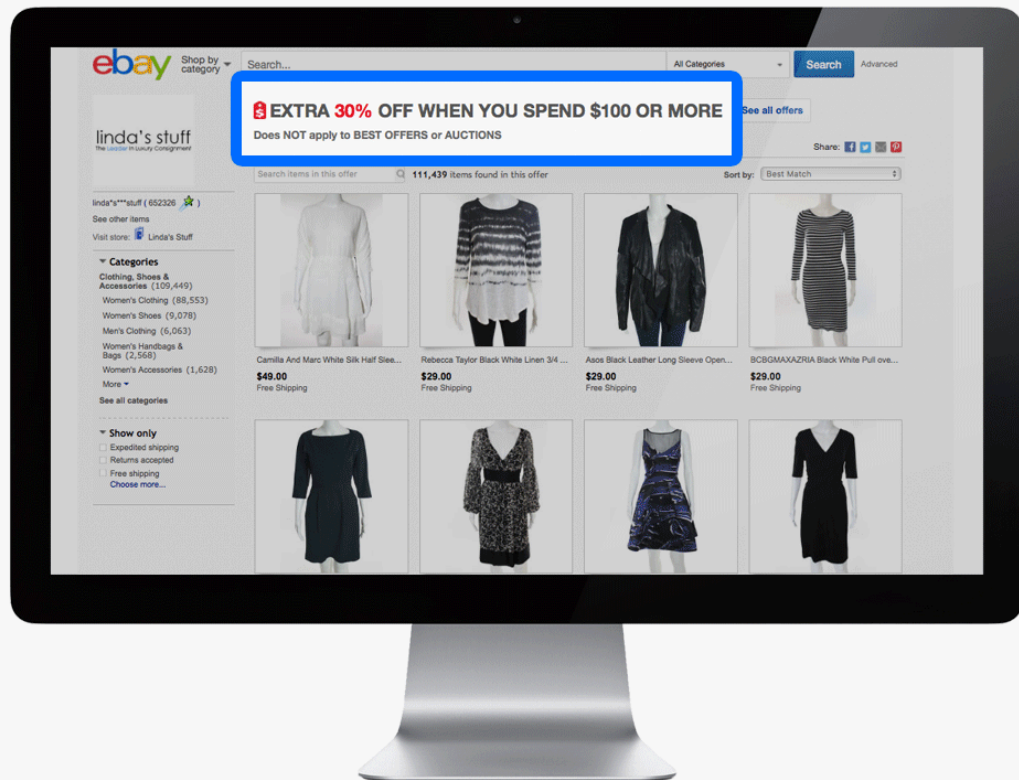
Promotions Manager helps you create custom offers, showcasing more of **your merchandise** to buyers while tempting them with a compelling reason to buy.

- **You** choose the offer that **suits you**
- Self-service promotion setup
- Offer pages are created from your listings
- Promotions are highlighted to buyers



Promotions Manager

Why Create Promotions?



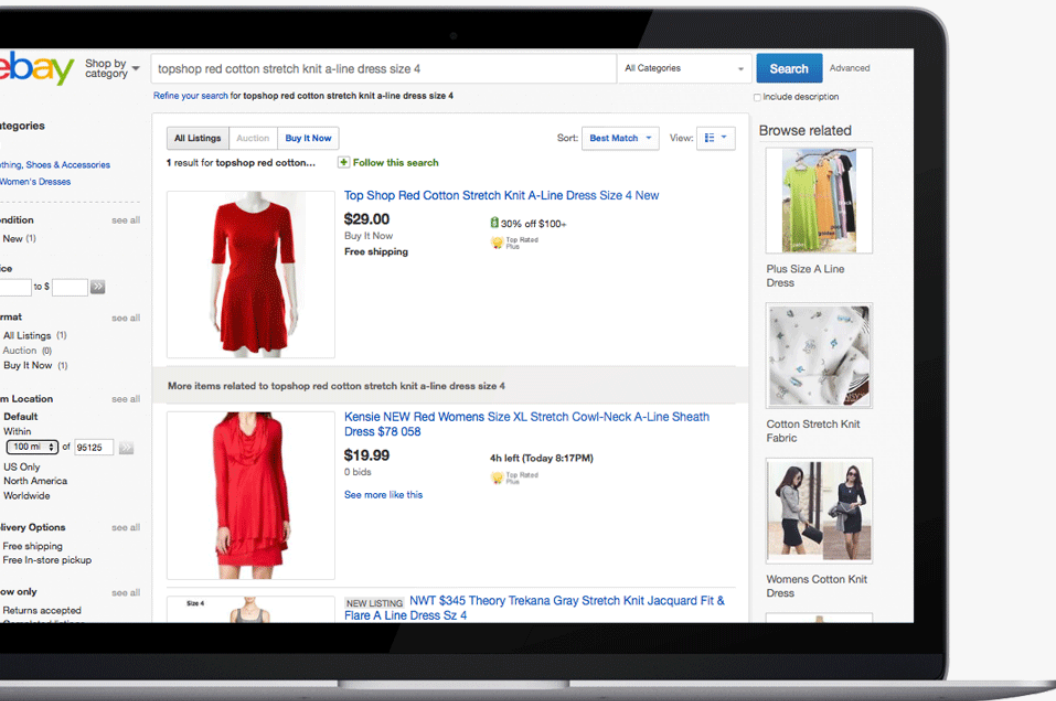
75% of shoppers look for a deal or a promotion*

It's competitive marketplace:

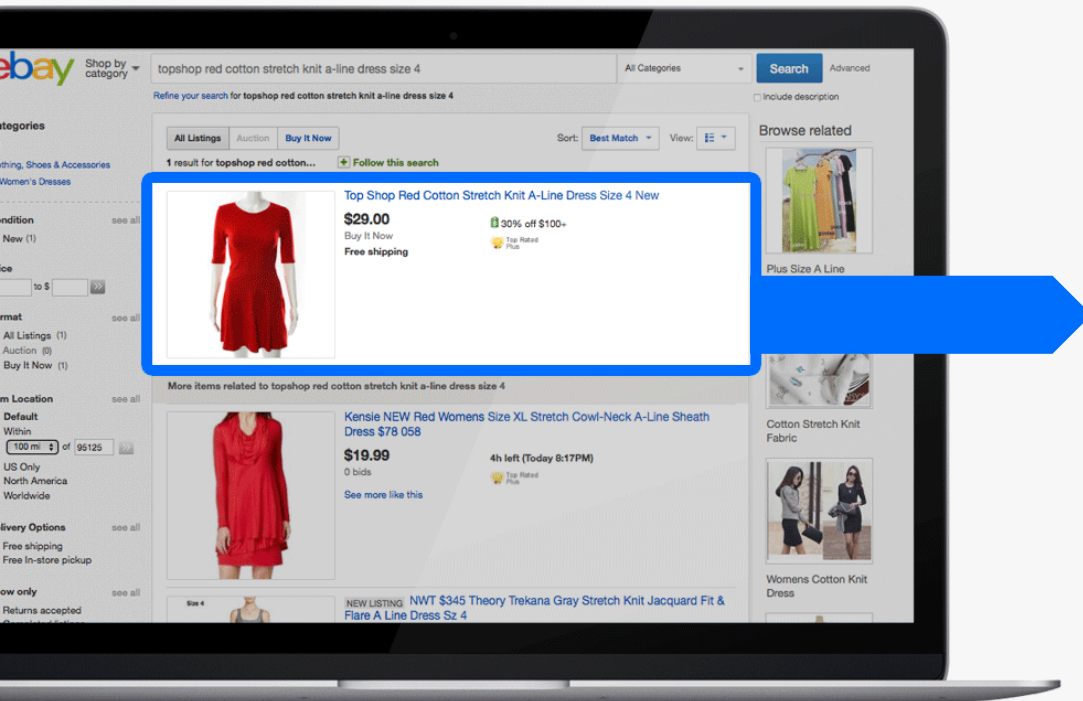
- Millions of seller
- Hundreds of millions of listings
- Competitive offerings

Converting Browsers into Buyers

Offer promotions to increase awareness and improve your bottom line.

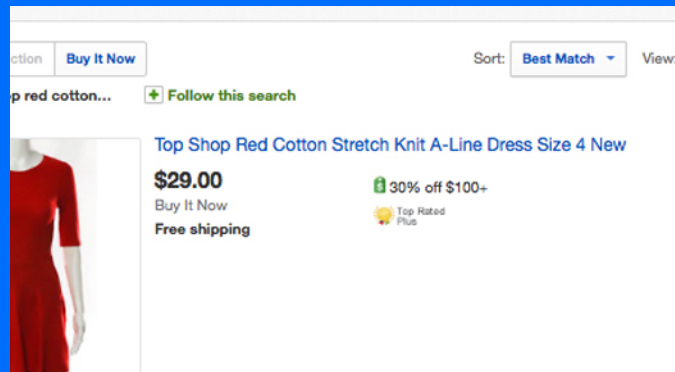


Converting Browsers into Buyers

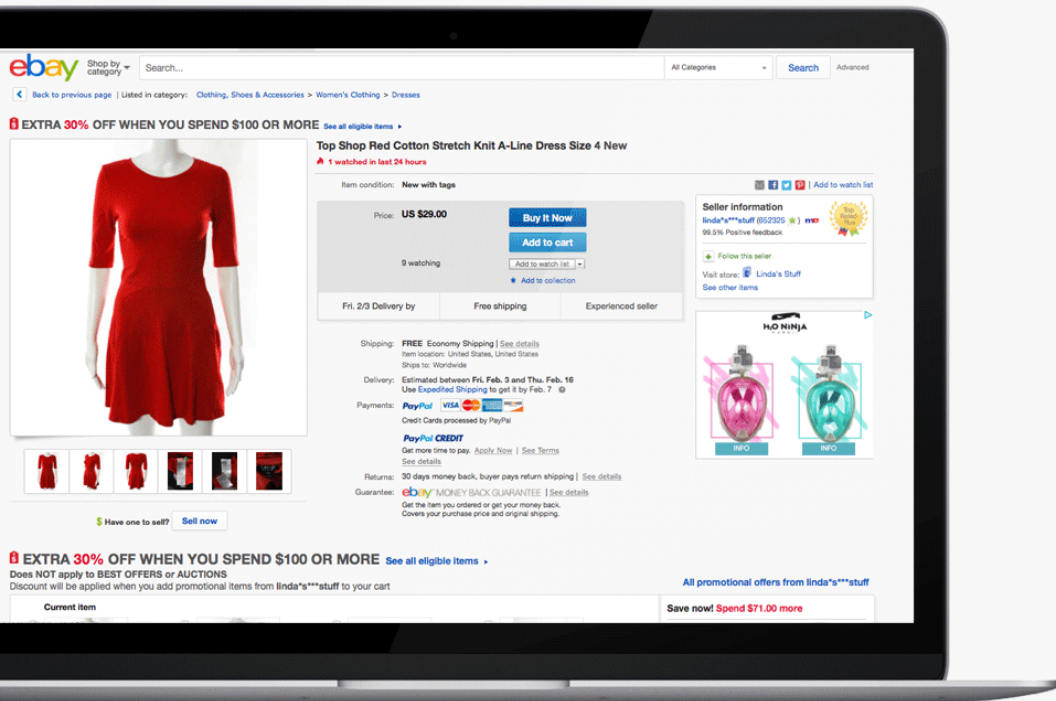


Offer promotions to increase awareness and improve your bottom line. Sellers new to promotions manager can see a lift of 11% in sales.

Products get noticed:
Attract more visitors.

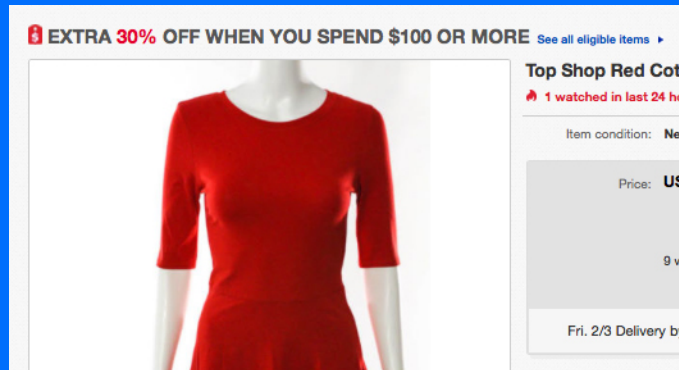


Converting Browsers into Buyers

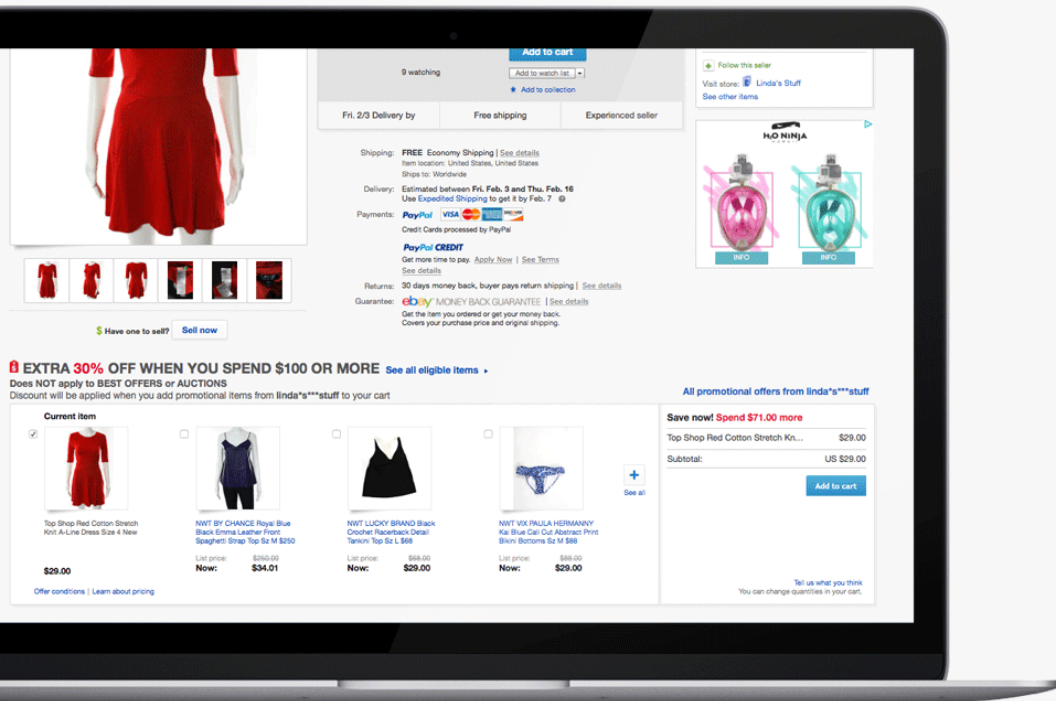


Offer promotions to increase awareness and improve your bottom line.

Engagement increases:
Turn more of those visitors into buyers.

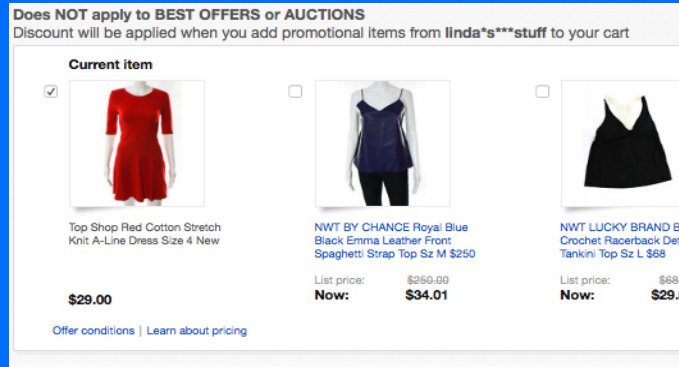


Converting Browsers into Buyers



Offer promotions to increase awareness and improve your bottom line.

Improve conversion:
Sell more per transaction.



Fashion

Popular offers...

- Buy one, get one FREE
Also popular: Buy one, get one 50% off
- Save \$5 when you spend \$50
Also popular: 10% off \$300, \$10 off \$75, \$20 off \$100
- Extra 10% OFF when you buy two or more

Weaker offers...

- Buy five, get one FREE on purses
- Buy one, get one 10% OFF on shoes

Tips

- Group similar and complimentary items together
- Offer free shipping with a minimum purchase



Home and Garden

Popular offers...

- Extra 10% OFF when you buy two or more
- Buy one, get one 10% OFF
- Buy two, get one 15% OFF

Weaker offers...

- Buy one, get one 20% OFF on microwaves
- Save \$1 when you spend \$100 on tools

Tips

- Market your items around specific projects like, "Spring gardening," or "Remodeling a bathroom"



Electronics and Technology

Popular offers...

- Extra 20% OFF
Also popular: 5%, 10%
- SavBuy one, get one 10% OFF
Also popular: 10%, 15%
- Extra 20% OFF when you buy two or more

Weaker offers...

- Extra 5% OFF when you buy three or more TVs
- Buy five, get one 10% OFF on tablets

Tips

- Tech shoppers love markdowns—use “Sale Event” to markdown a group of related items



Collectibles

Popular offers...

- Extra 20% OFF when you buy three or more
Also popular: 10%, 20%
- Extra 30% OFF
Also popular: 10%, 15%
- Buy two, get two FREE
- Extra 10% OFF when you spend \$50 or more
Also popular: 10%, 15%

Weaker offers...

- Save \$1 when you spend \$50 on collectible fossils
- Save \$25 when you spend \$500 on vintage tools

Tips

- Use a “spend” offer for lower priced items
- Use a “buy one, get one” offer for higher priced items



Parts and Accessories

Popular offers...

- Extra 20% OFF when you buy two or more
Also popular: 5%, 10%
- Extra 20% OFF
Also popular: 5%, 10%, 15%, 20%
- Buy one, get one 15% OFF
Also popular: 25%, 50%
- Extra 25% OFF when you spend \$200 or more
Also popular: 5% off \$50, 10% off \$100

Weaker offers...

- Buy five, get one 50% OFF on automotive tools
- Save \$5 when you spend \$500 on boat parts

Tips

- Group similar and complimentary items together
- Offer free shipping with a minimum purchase



Track Results and Adjust Promotions

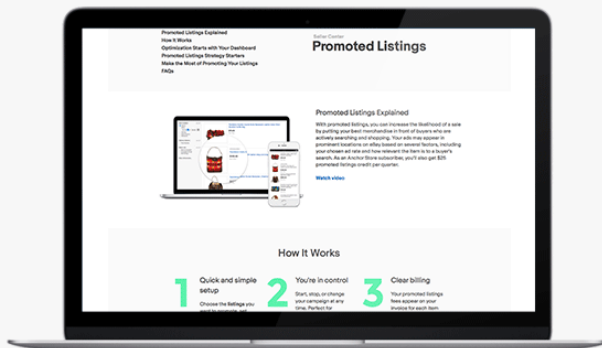
- Use the promotions dashboard to track results.
- Sales lift can vary – below 10% may indicate the promotion isn't performing well.
- Experiment with different promotion types and discounts.
- If a promotion is driving great results, extend it to a later date.



The Power of Two

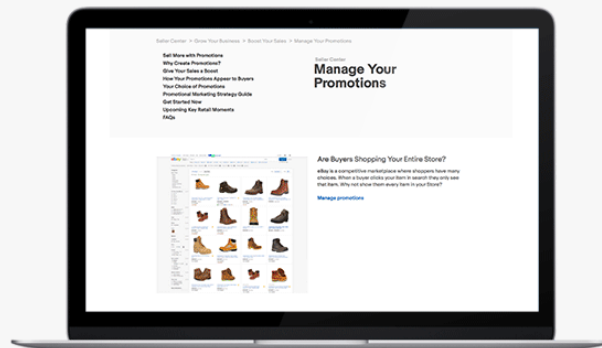
Combine Promotions Manager and Promoted Listings

Free with Your Store Subscription



Promoted Listings

- Fixed price / Multi-quantity listings (*single quantity & auctions not currently available*)
- Listings in eligible categories (*all categories except motors fitment*)
- Listings on eligible sites (*US, UK, DE and AU*)



Promotion Manager

- Fixed price listings (*auctions not available*)
- Listings offering PayPal as a payment type
- Listings on eligible sites (*US, UK, DE, AU FR, IT and ES*)

Step 1: Create Your Listing

100
views

Regular Listing



Step 2: Create a Promotion

100
views

Regular Listing

Promotions help you to **merchandise**.

They allow you to show more of **your** items to shoppers.



Step 3: Promote the Promotion

130

views

Promoted Promotions

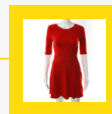


Promoted Listings allows you to boost the visibility of your promotion by 30%.

100

views

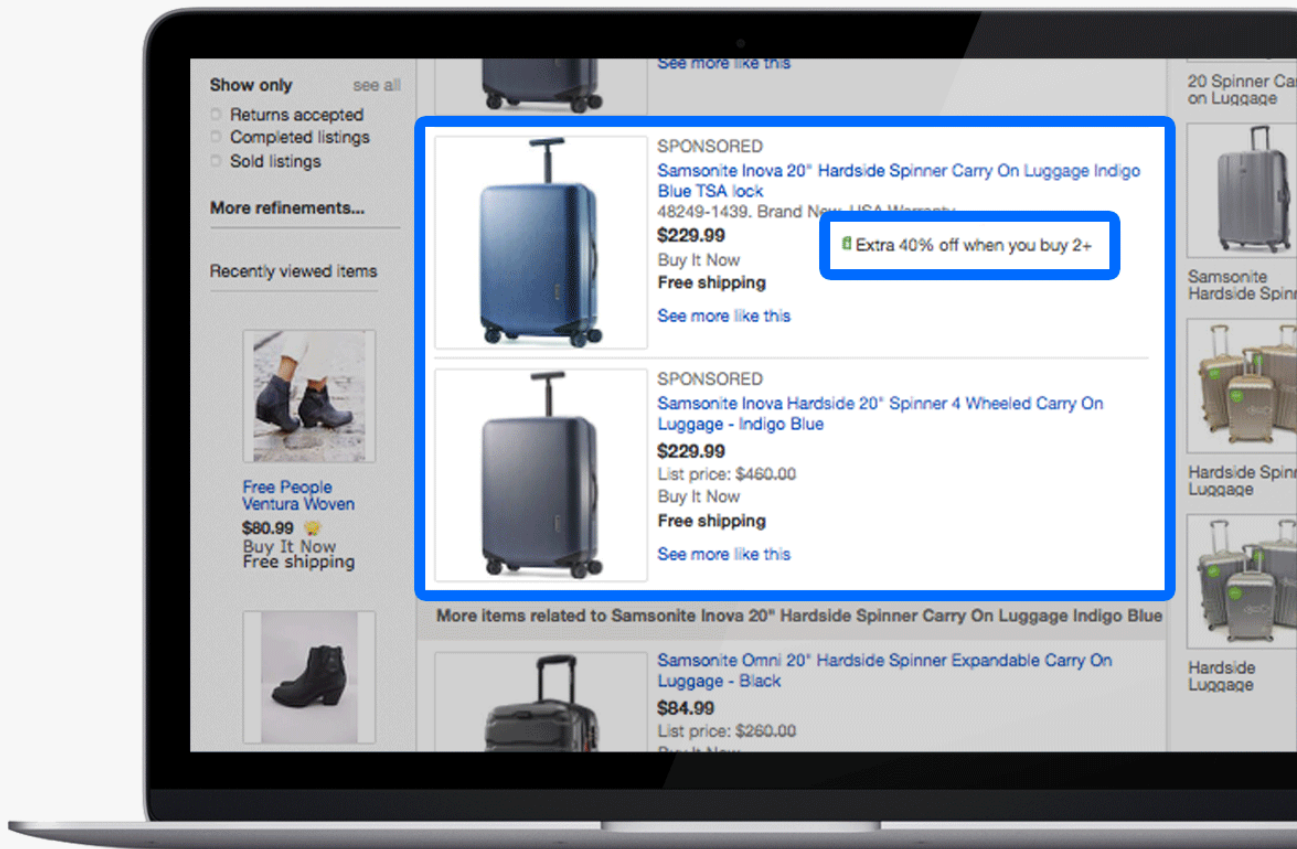
Regular Listing



The Power of Two in Action

When you're aggressively trying to push inventory consider combining the two tools.

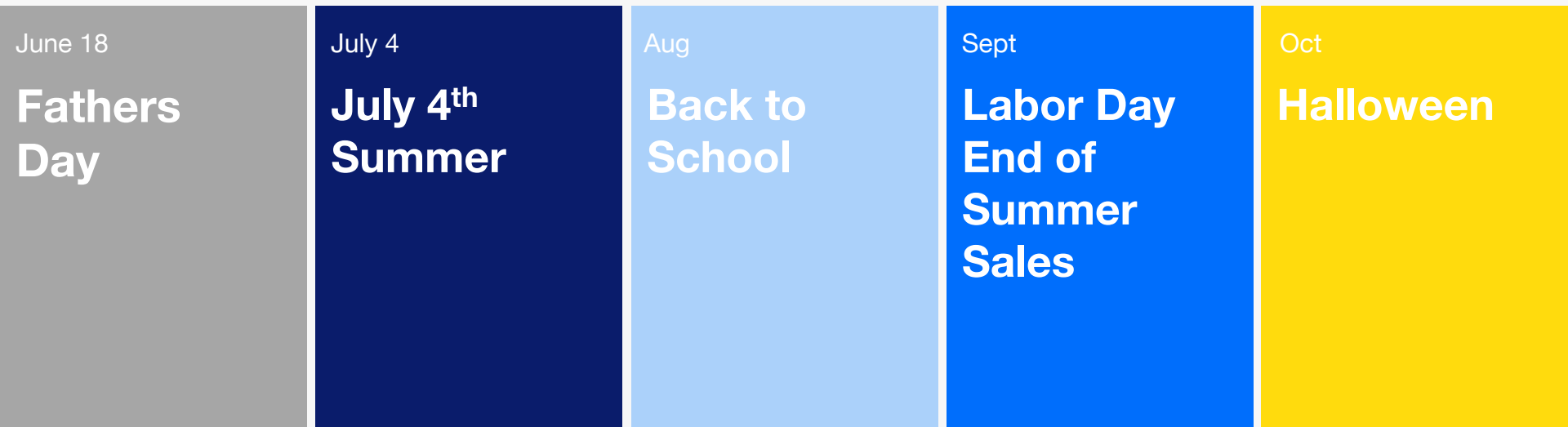
- 1 Create a compelling promotion to offer value and showcase more items.
- 2 Use Promoted Listings to increase the visibility of that promotion in prominent places across the site.



Promote at the RIGHT Time

Grouping items around an event helps shoppers discover all of [your relevant merchandise](#).

Sync your campaigns with eBay's Retail Moment and seasonal events to [get the most](#) out of increased shopper demand.



Resources

Promoted Manager

Learn more:

ebay.com/managepromos

Access tool:

ebay.com/sh/mkt

Retail calendar:

http://pics.ebaystatic.com/aw/pics/specialoffers/091216_PromotionsManager_RetailCalendar_v2.pdf

FAQ:

<http://pages.ebay.com/seller-center/fag/advanced-selling.html#order-discount-general>

Thank you!