

2008

eBay Product Roadmap

eBay Developers Conference 2008

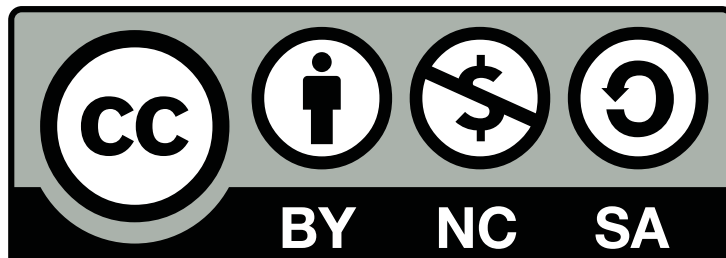
Adam Trachtenberg
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eBay



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2008

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Session Roadmap

2008

- Project Echo
- (Cross-)Merchandizing Service
- Client Alerts
- SDKs
- Large Sellers
- eBay.com Product Changes

Project Echo

Project Echo

2008

- You've just heard about it...
- ...now learn more and share your thoughts
 - *Feedback Forum: Echo*
 - Moderated by Max Mancini
 - Wednesday, 10:30, W-180

(Cross-)Merchandizing Service

Cross-Merchandizing

2008

- Sell products using the brand of another
- Promote contextually relevant products and items
 - Geography
 - Buying/search history
 - User profile
 - Environment
- Goals
 - Stimulate consumers to spend more
 - Enhance shopping experience
 - Engage buyers with interesting products
 - Educate consumers about the breadth of products

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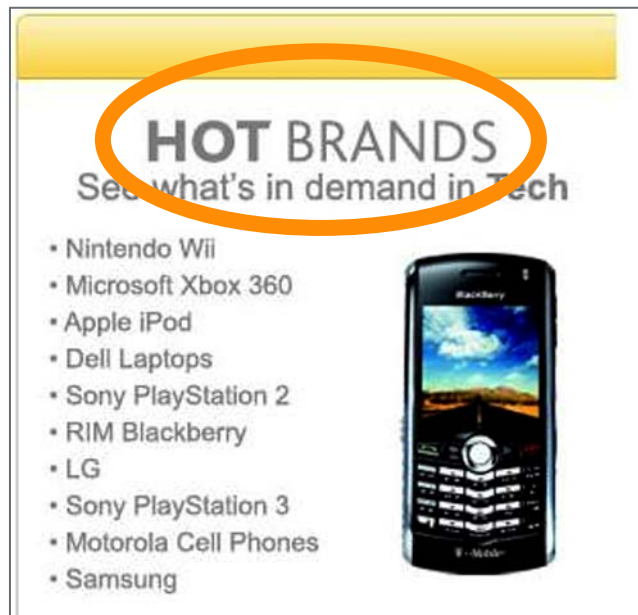
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Merchandizing In Action on eBay.com

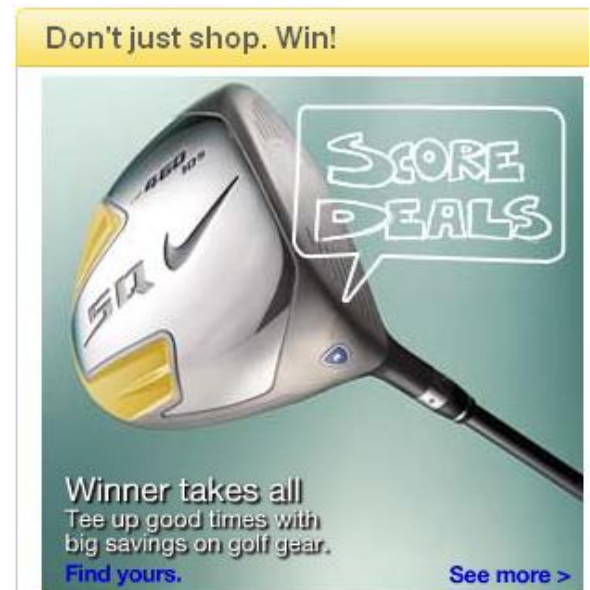
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Buyer
Behavior



Popular
Products



Based on
Search History

Merchandizing in Action off eBay.com

2008



Contextual Banner Ad

Boost your chances of winning
Tools to help you win more--and win often

→ **Get instant updates and fast bidding**
Try eBay Countdown and say goodbye to the Refresh button

→ **Let us do the bidding for you**
Set up Bid Assistant and we'll do the rest to get you that win

→ **Find more ways to win on eBay**
Check out eBay Quick Tips and get a leg up

Email Marketing

Technical Details

2008

- Calls released today
 - Most-watched items
 - Deals
 - Related category items
 - Top-selling products
- More to come?
- Using eBay's new Services framework
 - Slight technical differences between older APIs

See It in Action

2008

- [http://svcs.ebay.com/Merchandising?](http://svcs.ebay.com/Merchandising?OPERATION-NAME=getMostWatchedItems&SERVICE-VERSION=1.0.0&CONSUMER-ID=YOUR-APP-ID&RESPONSE-DATA-FORMAT=XML&maxResults=20&categoryId=267)
 - OPERATION-NAME=getMostWatchedItems&
 - SERVICE-VERSION=1.0.0&
 - CONSUMER-ID=YOUR-APP-ID&
 - RESPONSE-DATA-FORMAT=XML&
 - maxResults=20&
 - categoryId=267

eBay Client Alerts

eBay Client Alerts

2008

- Platform Notifications when you don't know in advance where you're sending the data
- Learn More
 - *Real-Time Information Using eBay Client Alerts*
 - Farhang Kassaei
 - Monday, 1:30 pm, W-179B

eBay SDKs

All SDKs and SDK for Windows

2008

- All SDKs
 - Support 569
 - Make it easier to use Auth & Auth
- SDK for Windows
 - Adding .NET Framework 2.0 Support
 - Deprecating .NET Framework 1.0 Support

- Migrating to JAXB data binding per the JAX-WS standard
 - Performance and stability improvements
 - Standardized solution: No more custom Axis
 - Parsing improvement
 - Flexibility at transport level
- JDK Upgrades
 - Supported: JDK 1.5, JDK 1.6
 - Not supported: JDK 1.4 and Axis 1.1
 - JDK 1.4 and Axis 1.1 *will* be supported for the next year, but there will be no new SDK releases for that environment

Large Seller Improvements

Large Seller Improvements

2008

- Better API and business process support for high volume sellers
- Faster processing and fewer timeouts with asynchronous bulk interface
- Manage entire business without going to My eBay
- Ability to organize information by SKU instead of ItemID
- Available in September (we hope)

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Large Seller Improvements

2008

- Batch changes
 - Item additions, ending, price updates
- Variants: Base item with differences
 - e.g., Size, Color, Memory, Material
 - Compress multiple listings into one listing
- Feedback automation
 - Rules to automatically provide positive feedback
- ASQ: Redirection to CS email
- Invoices: Invoices to A/P email

Product Changes

Making eBay Better

2008

- Create a first-class buyer experience
- Create a trusted marketplace
- We're investing a lot to make that happen
- **But we can't do it alone**
- We need sellers to provide a first class experience to our mutual customers
- **One rotten seller will ruin a top buyer**
- We need developers to help sellers be successful
- **Talk to us. Share your thoughts. We will listen.**

Improving the Buyer Experience

2008

- Number of recent policy changes to improve the overall buyer experience
- Mandating “critical item information”
- Previously optional elements → Minimal API changes
- If you haven’t already implemented these features, you have until July...some later
- More changes may be coming

Shipping

2008

- All items must specify at least one domestic shipping service
- Strongly suggest you pass weight and dimensions for our “shipping calculator”
 - Lower shipping prices → Higher in search results
- Freight is being added as a service
- Ability to provide tracking information
 - Improve Shipping time, Communication DSRs
 - Release funds earlier

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- *Includes* items using third-party checkout
- No longer accepting additional third-party checkout applications
- Learn more about Shipping APIs
 - *Think Shipping: Parsing the Phases of Shipping and Integrating it into the eBay E-commerce Sales Flow*
 - Rafael Zimberof, Product Manager, Z-Firm LLC
 - Monday, 2:30 pm, W-178A

Handling Time

2008

- All sellers must include a handling time in the listing
- That time will be used to provide an estimated arrival time to the buyer
- Will make it clear that handling time starts when the buyer's payment has cleared, not at the time of purchase

Return Policy

2008

- All sellers must specify a return policy
- Policy must specify who pays for return
- This policy can be “none”
- Not applicable in certain categories/formats
- Return policy in the schema is being moved from an attribute to a higher level node.
Both values will be accepted until Feb. 2009.

- Provide buyers with a consistent, safe checkout experience every time they shop
 - Increase buyer confidence
 - Decrease online fraud
- Safer payment methods for buyers
 - Reduce unpaid items, Items Not Received, and Negative Feedback

Payments

2008

- Australia: PayPal only as of mid July
- United Kingdom: PayPal required as of 6/3
- United States: Will not be going to PayPal only
- Other countries: TBD
- Exceptions made for certain categories, dependent on country, such as Vehicles or Capital Equipment

Making eBay Safer

2008

- Number of recent and upcoming changes to improve safety on eBay
- Want buyers to feel completely confident when they're shopping on eBay
- Higher trust → higher willingness to pay → increased turns and higher prices

Anonymous Member Email Addresses

2008

- “Anonymize” email addresses sent through the member-to-member communication system including Ask Seller a Question and Reply to Question
- Industry-standard best practice to protect member privacy and help prevent fraud
- Sandbox available in July

Anonymous Member Email Addresses

2008

- Sellers can still reply to “anonymized” email addresses
- Sellers will receive the buyers actual email address upon completion of the transaction
- Seller email addresses can no longer be included in listings

Item Templates & Description

2008

- Improve the safety of View Item pages
- Only site that allows full HTML and CSS
- Moving from blacklist to whitelist approach
- Will impact JavaScript and Flash widgets
- Also moving Description to separate domain
- Learn more
 - *eBay Roadmap for User-Generated Content*
 - Sam Daoud
 - Tuesday, 9:00, W-181A

Links Policy

2008

- Generally speaking, no links off eBay, whether or not an item is being offered for sale on that site
- Exceptions
 - Link to photos of the item for sale, as long as the page displaying the photos does not offer, or link to, a site that offers a product or service for sale off-eBay

Links Policy

2008

- Links or credits to third party solutions and services directly, related to the particular listing, as long as the credit
 - Contains no more than 10 words of text (HTML font size 3); if the credit is a logo, it may be no larger than 88x33 pixels in size, including backgrounds and borders, and it may not flash or otherwise move
 - Contains no promotional material about additional services or other information about the company
 - Links only to the third party company's Web page containing information about the specific eBay service provided in the listing

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Links Policy

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- Not a comprehensive list
- More specifics to come

Verification of New Sellers

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- New sellers now verified with
 - A call to their registered phone number
 - AND**
 - PayPal verified or Live Chat verified
- After their first few listings or high dollar amount

Trusted Selling With Identity Confirmation

2008

- Members using unrecognized computers may need to enter PIN received over the phone when signing in to eBay
- No identity checks when using API, but possible when getting token via Auth & Auth
- A phone call from eBay to their registered phone number with a PIN. That PIN should be entered in the next screen.
- Be prepared for these identity checks when signing up new customers or when user token has expired
- Prepare your customers for what they will experience, and to make sure they have a current phone number on file with eBay

Talk to Us!

We Want to Engage In a Dialog

2008

- I know everyone may not like **all** these changes
- Hope you think **most** of them are positive
- Important that you understand why we're making these changes
- If you understand our reasoning, easier to convince us of where we should make changes
- Many, many, many eBay employees are in Chicago over the next week
- **Talk to us. Share your thoughts. We will listen.**

Formal Feedback Opportunities

2008

- All Comers
 - eBay Platform Roadmap and Panel Discussion
 - Tuesday, 10:00 am, W-179A
- Buying and Selling
 - Feedback Forum: eBay Selling API
 - Tuesday, 11:00am, W-179A
 - Feedback Forum: eBay Searching & Buying API
 - Wednesday, 11:30 am, W-180
- Trust and Safety
 - Feedback Forum: eBay and PayPal Trust and Safety
 - Wednesday, 9:30 am, W-180
- Project Echo
 - Feedback Forum: Echo
 - Wednesday, 10:30 am, W-180

Q&A

Adam Trachtenberg
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Thank you!

Questions?

To learn more, visit

www.ebay.com/devcon

