



Advanced Selling Tips

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1. Welcome to eBay Express

eBay Express is a "New and Now" online shopping destination offering busy shoppers a variety of products in many popular departments — from the latest brand-name products to hard-to-find items — all at a fixed price for immediate purchase.

For you as a seller, eBay Express streamlines access to the products you already sell every day on eBay. You'll sell more, sell fast—and get paid quickly, every time.

1.1 Gain Exposure for Your Listings

eBay Express exposes your listings to a whole new market with no extra work on your part. You only need to list an item once on eBay.com. Your qualified Store Inventory and Fixed Price listings are automatically included on both eBay.com and eBay Express.

Since an eBay Express listing is also an eBay.com listing, the same selling policies, seller protection, feedback, and qualification for PowerSeller status on eBay also apply to eBay Express.

Currently eBay Express includes listings only from U.S. registered sellers and Canadian registered sellers shipping from the U.S. and only supports shipments to U.S. addresses. Opportunities for cross-border trade are still being evaluated.

Note: In My eBay, Sales Reports, and transaction-related emails, eBay Express listings and transactions currently appear as eBay.com listings and transactions.

Searching on eBay Express

eBay Express search helps shoppers find the products you sell.

1. Shoppers use eBay Express Search.
2. eBay Express search uses key information to interpret what shoppers are "really saying."
3. eBay Express presents results most likely to match a shopper's search terms, in order of relevance.
4. Shoppers can re-sort and refine search results (for example, by brand, size, color, features, etc.)

How eBay Express Search & Navigation Helps Sellers

eBay Express uses exciting new search technology to help shoppers find what they want as quickly as possible.

As on eBay.com, shoppers can search for products by category or do a search and narrow their choices by Item Specifics. For example, though the emphasis on eBay Express is on new products, buyers can also find used and refurbished items when they search by condition.

The difference on eBay Express is that search results only display items relevant to a shopper's inquiry—which means your listings are delivered to shoppers most interested in what you're selling. The search engine "learns" popular buyer preferences over time—for example, that most



people shopping for "iPod" are looking for MP3 players, regardless of brand, instead of ear buds or accessories.

Your listings appearing in only one category on eBay.com may automatically appear in more than one category on eBay Express. Printers, for example, may be found in "Computers & Networking > Printers" and "Office Supplies > Printers."

1.2 Get Paid Faster

Buyers on eBay Express pay at the time of sale, which means you never have to wait for payment or deal with unpaid items.

Shoppers can add multiple items from up to five merchants to their Shopping Cart and pay for everything—including any sales tax, shipping, and shipping discounts—in a single, secure payment using PayPal or credit card. Both credit card and PayPal payments are processed by PayPal and PayPal pays you when checkout and payment are complete.

When buyers purchase from multiple merchants, each item appears as a separate charge in their PayPal account or credit card statement. When they purchase multiple items from a single merchant, the transaction appears as a single charge.

Note: Shoppers can easily add products to their Shopping Carts, but they cannot hold or reserve items in the Shopping Cart. Until a shopper completes checkout and payment, products remain available for anyone to buy, and your listing remains open on both eBay.com and eBay Express.

1.3 How To Opt Out/Opt In

You can choose to opt out of eBay Express by updating your selling preferences in My eBay. If your listings already appear on eBay Express, it can take up to 24 hours to remove them.

You can opt back in to eBay Express simply by changing this preference again in My eBay. You need to wait seven days between changes to this preference and it can take up to two weeks for your listings to appear again on eBay Express. Carefully consider the benefit of the added exposure your qualified listings get on eBay Express before making a change.



2. Qualify as an eBay Express Seller

To sell on eBay Express, sellers must meet the following qualifications:

- Maintain a public member profile with a feedback score of 100 or more at 98% positive or higher.
- Support your listings with a PayPal Premier or PayPal Business account.
- Ensure your PayPal account settings are set either to ship to unconfirmed addresses or to make sale-by-sale decisions ("Ask me for unconfirmed addresses").
- Be a U.S. registered seller or a Canadian registered seller shipping from the U.S.

When you meet these requirements, your qualified listings on eBay.com will automatically appear on eBay Express as well.

3. Qualify Your Listings

To appear on eBay Express, your eBay.com listings must meet all the following requirements.

For tips on how to update your current listings quickly and easily, see section 4.2.

- Listings must be on eBay.com in Fixed Price or Store Inventory Format. Auction-style listings with a Buy It Now option are excluded from eBay Express.
- The Item Condition field (New, Used, Refurbished) must be filled using the pre-defined values within Item Specifics. (Categories that don't offer Item Specifics on eBay.com are exempted from this requirement.)
- A picture of the item must be included.
- Listings in Books, DVDs & Movies, Music, and Video Games must use Pre-Filled Item Information.
- Shipping costs (flat, calculated, or free) must be included in the Shipping area of the listing form.
- For your listings to appear on eBay Express, your Selling Preferences in My eBay must be set to allow shoppers to pay by single, combined payments for their purchases. Look for this setting in the "Payment from buyers" section. See illustration on next page.



Set your My eBay selling preferences to allow shoppers to pay for their purchases with a single combined payment.

The screenshot shows the eBay Express 'My eBay' page for user Rose789. The 'Preferences' section is active, showing various settings for email, payment, and selling. The 'Payment from buyers' section is expanded, and the option 'Include my items when buyers pay all their sellers at once using PayPal' is highlighted with a red circle. Other options include 'Use checkout', 'Offer PayPal on my listings', 'Display "PayPal Preferred" on my listings', 'Display PayPal Buyer Credit financing options', 'Allow buyers to edit payment totals', 'Use this payment address', and 'Use sales tax table'.

- Listings must use either eBay checkout or the new checkout integration API for third-party order processing. (See section 4.2.)
- Items must be located in the United States.
- Individual items must not be priced in excess of \$10,000.00 US

To see if your listings appear on eBay Express:

1. Replace "YOUR-USER-ID" in the URL below with your own eBay.com user ID.

<http://search.express.ebay.com/merchant/YOUR-USER-ID>

2. Paste the URL in your browser window.

If you qualify as an eBay Express Seller and your listings meet the criteria above, and you still don't see your listings on eBay Express, there are a few possible reasons:

1. **Eligibility Lag Time.** When you become eligible as a seller, it may take up to a week for your qualified active listings to appear on eBay Express.



If you opt out of eBay Express and opt in again later, your qualified active listings may take up to two weeks to appear on eBay Express.

2. Category Not Available. Listings in eBay.com categories not covered by PayPal Buyer Protection or not yet optimized for integration with eBay Express are currently excluded. For a list of excluded categories, see

<http://pages.ebay.com/sell/itemcondition/list/?ssPageName=CMDV:AB>

If you are having difficulty meeting the merchant qualification criteria or creating qualified listings see our FAQ at:

<http://pages.express.ebay.com/service/about/seller-questions.html>

PowerSellers, please go to the PowerSeller portal page to contact us for help.

Stores subscribers, please go to your Manage My Store page to contact us for help.

4. Maximize Sales on eBay Express

4.1 Optimize Listings

The best way to optimize your listings for eBay Express is to optimize them for eBay.com:

- Use all Item Specifics. Specifying Item Condition with Item Specifics is required for eBay Express; specifying all available Item Specifics with the pre-defined values helps buyers find your items more easily.
- Include information especially important to convenience-oriented buyers in Item Descriptions and Terms of Service. For example, emphasize quick and easy delivery, item condition, and competitive shipping rates.
- Make your total cost (item price + shipping) competitive. As a rule, eBay Express shoppers are savvy about shipping costs and look at your total price before buying.
- Offer the same shipping options on all items to make combined shipping as easy as possible.
- List the least expensive shipping option first in your Terms of Service and Item Descriptions.

To maximize your sales, it's critical to continue optimizing your eBay.com listings based on best

For eBay Stores Sellers

Note these differences between Stores listings and listings as they appear on eBay Express:

1. Your Stores listings will have a different look on eBay Express.
2. Hard-coded links will redirect to eBay Express pages.
3. eBay Express item pages are more sensitive to HTML standards than current eBay.com item pages. Errant or superfluous HTML tags ignored or corrected by eBay.com are not altered for eBay Express pages. This means that HTML coding can affect eBay Express pages differently and may require closer attention.



practices and what you know works for you. The suggestions above are easy steps that can make good eBay listings even more successful on eBay Express. Here are some resources to help you improve listings on both eBay.com and eBay Express:

Search Engine Optimization

<http://pages.ebay.com/sellercentral/searchoptimization.html>

Merchandising (Item Title, Description, Photos)

<http://pages.ebay.com/sellercentral/merchandise.html>

Packing and Shipping

<http://pages.ebay.com/sellercentral/shipping.html>

Buyer Confidence (Return Policy, Warranty Services)

<http://pages.ebay.com/sellercentral/cs.html>

4.2 Use Listing and Editing Tools

Whether you're listing new items on eBay for inclusion on eBay Express or updating current listings such as long-term Store Inventory, you can save time by editing listings in bulk with the new Mass Listing Editor (MLE), built into My eBay.

My eBay users can edit up to 10 listings at once. eBay Stores, Selling Manager and Selling Manager Pro subscribers can edit up to 200 listings. (Stores users have always been able to bulk-edit listings. That function is now part of MLE.) Stores users can also change their Main Store and Second Store Categories with MLE. If your listing volume is high, consider getting an eBay Stores, Selling Manager, or Selling Manager Pro subscription.

You can use MLE to edit all the fields that are listing qualification criteria for eBay Express:

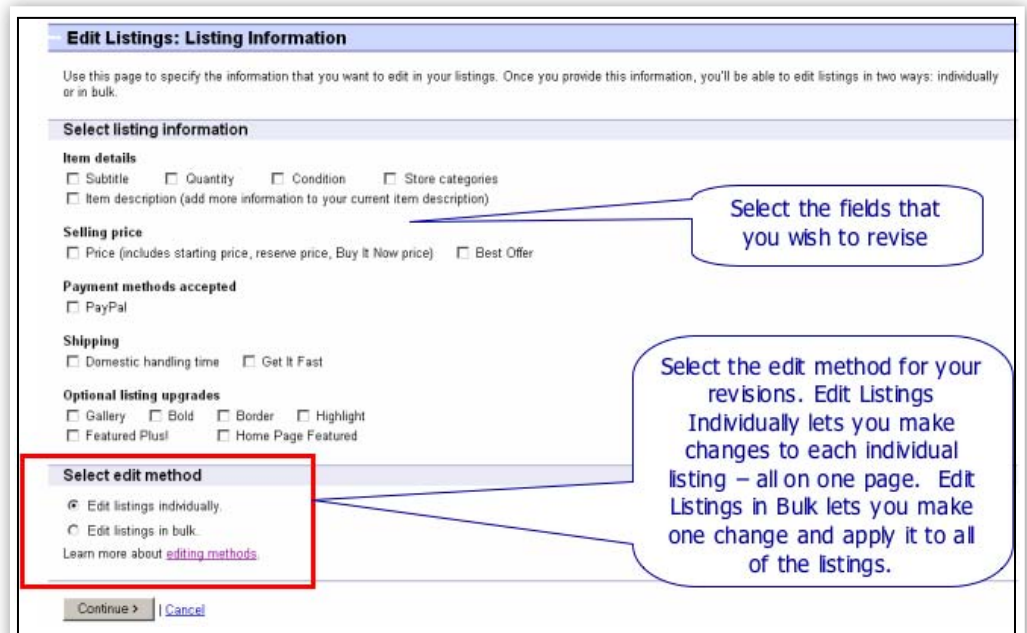
- Quantity
- Item Condition
- Buy It Now Price
- PayPal Accepted
- Gallery

How to Use the Mass Listing Editor

1. In My eBay or Selling Manager, select the listings to revise and click "Edit."



2. Select the fields to edit. Choose "Edit Listings in Bulk" to make one change to all your selected listings.



The screenshot shows the "Edit Listings: Listing Information" form. The title is "Edit Listings: Listing Information". Below the title is a paragraph: "Use this page to specify the information that you want to edit in your listings. Once you provide this information, you'll be able to edit listings in two ways: individually or in bulk." The form is divided into sections: "Select listing information", "Item details", "Selling price", "Payment methods accepted", "Shipping", "Optional listing upgrades", and "Select edit method". The "Select edit method" section is highlighted with a red box. Callouts point to specific fields: "Select the fields that you wish to revise" points to the "Item details" section, and "Select the edit method for your revisions. Edit Listings Individually lets you make changes to each individual listing – all on one page. Edit Listings in Bulk lets you make one change and apply it to all of the listings." points to the "Select edit method" section.

Select listing information

Use this page to specify the information that you want to edit in your listings. Once you provide this information, you'll be able to edit listings in two ways: individually or in bulk.

Select listing information

Item details

☐ Subtitle ☐ Quantity ☐ Condition ☐ Store categories
☐ Item description (add more information to your current item description)

Selling price

☐ Price (includes starting price, reserve price, Buy It Now price) ☐ Best Offer

Payment methods accepted

☐ PayPal

Shipping

☐ Domestic handling time ☐ Get It Fast

Optional listing upgrades

☐ Gallery ☐ Bold ☐ Border ☐ Highlight
☐ Featured Plus! ☐ Home Page Featured

Select edit method

☒ Edit listings individually.
☐ Edit listings in bulk.
[Learn more about editing methods.](#)

[Continue >](#) [Cancel](#)



3. Make your revisions. When you edit listings in bulk, listings are grouped by format and changes are applied to all listings in that format.

Online Auction (2 listings)		
Subtitle (\$0.50)	Edit	
Quantity	Edit	
Condition	Edit	New
Main Store category	Edit	MP3 Playe... > Apple iPo... > Apple iPod Plastic Protectors
Second Store category	Edit	Computers > Parts & Accessories > Protective Wear
Item description	Add to description	
Starting price	Edit	\$
Reserve price (fee varies)	Edit	\$
Buy It Now price (fee varies)	Edit	\$ XXXX
Best Offer	No Change	
PayPal accepted	Add to all	Email address for receiving payment: dallas@ebay.com
Gallery (\$0.35)	No Change	
Bold (\$1.00)	No Change	
Border (\$3.00)	No Change	
Highlight (\$5.00)	No Change	
Featured Plus! (\$19.95)	No Change	

Note: To see and edit more than 25 listings at once, you must first increase your active listing display setting in My eBay. The default setting is 25.

Users of Third-Party Checkout Solutions

Refer to developer documentation regarding eBay Express. Redirect is not supported, but checkout integration is. There are also workarounds for shipping and taxes.

More information:

How to configure AddItem when using a third-party checkout provider:

http://developer.ebay.com/DevZone/XML/docs/WebHelp/index.htm?context=eBay_XML_API&topic=ExpressTPCOListing

More information for third-party checkout tool users:

http://developer.ebay.com/DevZone/XML/docs/Reference/eBay/io_AddItem.html#Request.Item.ThirdPartyCheckoutIntegration

Integration information for third-party checkout providers:

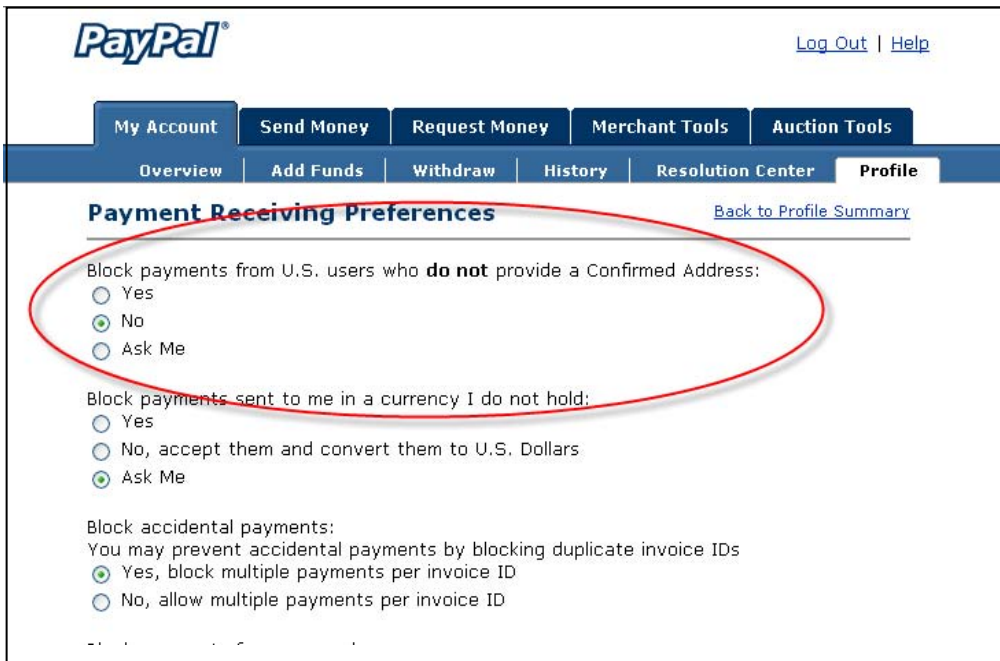
http://developer.ebay.com/DevZone/XML/docs/WebHelp/index.htm?context=eBay_XML_API&topic=ThirdPartyCheckoutIntegration



4.3 Ship to Unconfirmed Addresses

Many online shoppers want purchases shipped to a work address or directly to gift recipients (unconfirmed addresses). eBay Express is set up to accommodate these shoppers.

Make sure your PayPal account is set to allow shipping to unconfirmed addresses or to "Ask me before accepting payments from unconfirmed addresses" so you can make sale-by-sale decisions. (Note that buyers can leave feedback even if a seller rejects payment.) Your listings will not appear on eBay Express if your preferences are set to "block payments from unconfirmed addresses."

A screenshot of the PayPal "Payment Receiving Preferences" page. The page has a blue header with the PayPal logo and links for "Log Out" and "Help". Below the header is a navigation bar with tabs: "My Account", "Send Money", "Request Money", "Merchant Tools", and "Auction Tools". Under "My Account", there are sub-tabs: "Overview", "Add Funds", "Withdraw", "History", "Resolution Center", and "Profile". The "Payment Receiving Preferences" section is highlighted. It contains three settings, each with radio button options. The first setting, "Block payments from U.S. users who **do not** provide a Confirmed Address:", has options "Yes", "No" (which is selected), and "Ask Me". The second setting, "Block payments sent to me in a currency I do not hold:", has options "Yes", "No, accept them and convert them to U.S. Dollars", and "Ask Me" (which is selected). The third setting, "Block accidental payments:", includes a sub-note "You may prevent accidental payments by blocking duplicate invoice IDs" and options "Yes, block multiple payments per invoice ID" (which is selected) and "No, allow multiple payments per invoice ID". A red oval is drawn around the first setting and its options.

Although PayPal's Seller Protection does not cover transactions where items are shipped to an unconfirmed address, PayPal will make best efforts to fight charge backs.

We recommend you carefully weigh the benefits of selling on eBay Express against any potential risk.



5. Stay Informed of Updates and Improvements

Check back often for updates on eBay Express:

<http://www.ebayexpress.com>

eBay Express Discussion Board:

<http://forums.ebay.com/db1/forum.jspa?forumID=2v000000000>

6. Support, Questions and Suggestions

If you're having difficulty meeting the seller qualification criteria or creating qualifying listings, or if you have questions or suggestions to improve eBay Express, see our FAQ at:

<http://pages.express.ebay.com/service/about/seller-questions.html>

PowerSellers: Access your PowerSeller portal page to contact us for help with selling and listing qualifications.

Store subscribers: Use your Manage my Store page to contact us for help with selling and listing qualifications.

If you have comments and suggestions for eBay Express, please take our survey and use the comment field to share your ideas:

<http://survey.ebay.com/survey/ebay/eby06025>