

# 2013 Fall Seller Update Seminar



Empowering holiday success

# AGENDA

## Seller Release 13.2

- Top Rated Seller grace period
- Safeguards for your hard-earned feedback
- More support on return policy
- EU Changes

## Feature Enhancement

- Managed Return Center
- API Call Update
- Best Searching Practice

## New Shipping Solution

- Shipping Mandate Requirement
- AU Warehouse
- AU / UK new shipping solution

## Category Management Update

- Soft Goods
- Hard Goods
- Part & Accessories

# TRUST & SAFETY

***TOP RATED SELLER – GRACE PERIOD***

FEEDBACK POLICY EXPANSION

# Top Rated Seller – Grace Period

- Qualification for grace period:
  - eTRS of a min. **3 consecutive months** preceding the evaluation
  - Meet below performance standards:
    - » Low DSR= $\leq 0.5\%$  , and
    - » eBP cases  $\leq 0.3\%$  , and
    - » Positive feedback  $\geq 98\%$  , and
    - » Tracking Upload  $\geq 90\%$
- Eligible seller will stay in grace period for 2 months when:
  - » Annual transaction count  $< 100$ , or
  - » Annual sales  $< \$1,000$ , or
  - »  **$85\% \leq \text{Tracking upload} < 90\%$**



Other criteria 12 months: Jun 01, 2012 - May 31, 2013	Your performance	Top-rated seller requirements	Status
Total sales (12-month)	<b>\$349.02</b>	\$1,000.00	⚠
Positive Feedback (12-month)	98.00%	98.00%	✓
Transactions (12-month)	<b>80</b>	100	⚠

# Top Rated Seller – Grace Period

US  
Aug 20

## Seller Dashboard – Active in Grace Period

## Seller Performance

As of your last evaluation on Apr 20, 2013, your current seller performance standing is **Top-rated**

### Seller Notifications

Your Top Rated Seller status in <the UK|Germany|the US> is in a grace period until <Month day, year,> to give you some time to fully meet the program requirements. See what you need to do to improve

Requirements for: **Top-rated** Above Standard Standard

For your next evaluation, you need to meet the following requirements:

- Tracking summary
- Low detailed seller ratings
- Cases
- Other criteria

- Seller performance report
- Listing Analytics
- Detailed seller ratings reports
- Report buyer problems

## Dashboard

**Seller performance numbers** Updated daily

12 months (05/01/12 – 04/30/13) Transactions: **142**  
See your reports

Average detailed seller ratings	Your average	Low ratings (1s and 2s)
Item as described	4.97	0.00% (0)
Communication	5.00	0.00% (0)
Shipping time	4.99	0.00% (0)
Shipping and handling charges	4.93	0.00% (0)

**Buyer Protection cases** Your percentage (count)

Closed cases without seller resolution	0.00% (0)
--	-----------

Performance numbers are from transactions with buyers in the United States.

**Seller standing**

Your performance standards on the last evaluation are **Top-rated**

**Alerts**

Your Top Rated Seller status in <the UK|Germany|the US> is in a grace period until <Month day, year,> to give you some time to fully meet the program requirements. See what you need to do to improve.

**Status:** On track for 05/20/13

You met the requirements to be a **Bronze PowerSeller**

You did not earn a discount. Invoice: 04/15/13 See invoice **0%**

See how eBay calculates your discount.



AU

Aug

# AU Top Rated Seller new requirement

## Account Level

Detail Seller Rating	Requirement
Item as describe	0.6%
Communication	0.6%
Shipping time	0.6%
Shipping & Handling Charge	0.6%
Buyer Protection Case	Requirement
Close case without seller resolution	0.3%



## Listing Level

- Free postage to AU buyers
- 0-1 day handling
- Offer express postage option
- 30+ day money back returns
- Seller must have Top Rated Seller status



- USD \$1000+ in annual sales over 12 months (Currently USD \$3000+)
- Held an eBay account for at least 90 days
- 100+ transactions with Australian buyers over 12 months

US / EU / AU

NOW

# Top Rated Seller Plus requirement summary

	US	UK	DE	AU
DSR Requirement	<b>0.5%</b> or below	<b>0.5%</b> or below	<b>0.6%</b> or below	<b>0.6%</b> or below
Close case without seller resolution	<b>0.3%</b> or below	<b>0.3%</b> or below	<b>0.3%</b> or below	<b>0.3%</b> or below
90% tracking upload	<b>YES</b>	No	No	No
Handling Time	<b>1 Day</b>	<b>0 – 1 Day</b>	<b>0 – 1 Day</b>	<b>0 – 1 Day</b>
Fast / Express delivery option	<b>No</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
Return Policy	<b>14 Days +</b> w/ money back option	<b>14 Days +</b>	<b>30 Days</b>	<b>30 Days</b> w/ money back option
Free Shipping Option	No	<b>YES</b> EU warehouse only	<b>YES</b> EU warehouse only	<b>YES</b>
Final Value Fee discount	<b>20%</b>	<b>15%</b>	<b>20%</b>	N/A



# TRUST & SAFETY

TOP RATED SELLER – GRACE PERIOD

***FEEDBACK POLICY EXPANSION***



# Feedback Policy

Feedbacks in below scenarios will be removed automatically.

<b>Non-paying Transactions</b>	Feedbacks of transactions where an unpaid item case closes with buyer receiving a record.
<b>Suspended Buyer</b>	Feedbacks from a buyer that has been suspended.
<b>Seller Winning eBP Claims</b>	Remove feedbacks after sellers won eBP claims
<b>ePacket/e-Express Protection</b>	ePacket/e-Express transactions that meet criteria
<b>External Events</b>	Transactions impacted by major events out of your control: weather-related delays, postal strikes, natural disasters, etc.

# Protect Your Feedback: Auto 5-star Ratings

## Automatic 5-star Rating For **Shipping Time**

- Specify 1-day handling time in your listing AND
- Upload the tracking number by next business day AND
- Item confirmed delivery within 4 business days

## Automatic 5-star Rating For **Shipping Cost**

- By offering and buyer selecting FREE shipping

## Automatic 5-star Rating For **Communication**

- Specify 1-day handling AND
- Upload the tracking number by the next business day AND
- No communication between you and the buyer AND
- No eBay Buyer Protection case (INR/ SNAD)

# Feedback Protection: Transactions with Buyer in Russia and Brazil

- eBay protects your transactions with buyers in Russia and Brazil **by removing the entire comments/feedback/DSR** related to such transaction if
  - Buyer has left a neutral or negative feedback **OR** buyer has left a low DSR score (1 or 2) in Shipping Time; **AND**
  - Buyers' registered address is in Russia or Brazil **AND**
  - Transaction site is eBay.com, eBay.co.uk, or eBay.de **AND**
  - eBay has opened eBP case **AND**
  - Before the eBP case was escalated or expired, seller has made it right (SMIR) by:
    - Seller voluntary refund **OR**
    - Buyer claims closure

# Feedback Removal Policy Updates

- **Manual Feedback Removal Policy Updates:**
  - Feedback comment is inconsistent with structured fields in transactions
  - Buyer chooses wrong address/changes address after purchase
  - Item delivery issues with proof of tracking numbers or eBay messaging System
  - Feedback is about wrong transaction
  - Feedback that is clearly positive but left as negative/neutral

# Feedback comment is inconsistent with structured fields in transactions

- **Policy Scenario:** Buyer was upset of the information disclosed in the structured fields in the listing because buyer did not review it.
- **General Protection Provided:**  
Remove negative/neutral feedbacks if:
  - Buyer's is solely upset about the information contained in the structured fields AND
  - There's no contradictory information elsewhere
- **Removable Examples:**
  - *"Wouldn't play on my DVD player it was the wrong format!"*
  - *(Seller stated in their listing: Region code 2 – European format)*

## • Structured Fields

- Item specifics
- Combined shipping
- Returns policy
- Shipping method and destination
- Sales Tax

### Item specifics

Condition:	New: A brand-new, unused, unopened, undamaged packaging (where packaging is ... <a href="#">Read more</a>
Style:	Slide
Camera:	5.0 MP
Cellular Band:	CDMA 800/1900
Operating System:	Android
UPC:	723755811560

Shipping: May not ship to China - Read item description or contact seller for details. | [See details](#)  
Item location: **United States**  
Ships to: **United States**

Delivery: Varies

Payments: **PayPal** | [See payment information](#)

Returns: 30 days money back or item exchange, buyer pays return shipping | [Read details](#)



# Buyer chooses wrong address/changes address after purchase

- **Policy Scenario:**

- Buyer provided incorrect address
- Seller refused to ship to different address other than checkout address
- Buyer changed the address after purchase

- **General Protection Provided:**

Remove negative/neutral feedbacks if:

- Buyer is claiming that the address that they provided in checkout or PayPal is incorrect  
OR
- Buyer is requesting to change the shipping address after the purchase

- **Removable Examples:**

- “Seller sent to my old address after I updated this on eBay.”
- *(Proof address was changed 3 days after purchase)*
  
- “Purchased as gift, seller refused to ship to different address”
- *(The address was different from the checkout address.)*

# Item delivery issues with proof

- **Policy Scenario:** Buyer was upset about long shipping time or not receiving item due to logistic.
- **General Protection Provided:**  
Remove negative/neutral feedback if:
  - Buyer only complains of not receiving item but tracking shows successful delivery OR
  - Seller has won a PayPal Item Not Received claim OR
  - Item was returned to seller because it was not deliverable to buyer's mailing address OR
  - Item was returned to seller because it was held at shipping facility after an unsuccessful delivery attempt OR
  - Item is delivered beyond the estimated delivery date only because the buyer took a long time to pay after purchase
- **Removable Examples:**
  - *"I never received my item" (M2Ms from buyer say he received the item)*
  - *"I don't have time to go and pick the item up at the post office" (Tracking number shows attempts to deliver and the item is at the post office)*
  - *"Ordered this over two weeks ago only arrived now." (We can see that the buyer paid 1 week late)*

# Buyer states wrong description

- **Policy Scenario:** The feedback comment was not associated with the transaction.
- **General Protection Provided:**  
Remove negative/neutral feedback if:
  - **Feedback comment references an item not associated with the transaction AND**
  - **Seller did not change the item**
- **Removable Examples:**
  - “The laptop is not working. ” (*The item that the buyer bought was a car.*)



# Clearly positive left negative

- **Policy Scenario:** Negative feedback with clearly positive comment.
- **General Protection Provided:**  
Remove negative feedbacks if:
  - **Feedback is negative in rating AND**
  - **Comment is completely and obviously positive**
- **Removable Examples:**
  - *"This was the very best eBay transaction in the whole world!"*
  - *"Everything was fantastic - thank you!"*

# Fee Update

UK / DE Final Value Fee update

# UK Changes to fees for business sellers

UK

Sept 4

FVF will be based on the **total cost** to the buyer, including postage and packaging.

Category	Current FVF	FVF from September	Breakeven Point
Clothes, Shoes & Accessories	12%	<b>11%</b>	
Collectables	10%	<b>9%</b>	
Consumer Electronics	5% (no maximum)	<b>5%</b> (to a maximum of £10)	£200
Furniture, Bath, Holidays & travel	10% (no maximum)	<b>10%</b> (to a maximum of £40)	£400
Media	9%	<b>9%</b>	
Tires	8%	<b>6%</b> (to a maximum of £15)	£250
Vehicle parts & Accessories, all other Electronics	Vehicle Parts & Accessories 8%, all other Electronics 5%	<b>8%</b>	
Watches	12% (no maximum)	<b>11%</b> (to a maximum of £50)	£455
All other categories	10%	<b>10%</b>	



# UK Changes to fees for business sellers

UK

Sept 4

- Final Value Fees 5% capped at £10
- All Electronics categories not listed requires final value fees of 8%

Appliances	Camcorders	Consoles
Desktops & All-in-ones	Digital Cameras	Drives, Storage & Blank Media
DVD, Blu-ray & Home Cinema	GPS & Sat Nav	Headphones
Home Audio & HiFi Separates	Home Phones & Accessories	iPads/ Tablets & eBook Readers
iPods & MP3 Players	Laptops & Netbooks	Lenses & Filters
Mobile & Smart Phones	Power Tools	Power Tools & Equipment
Printers, Scanners & Supplies	Software	Televisions
TV Reception & Set-Top Boxes	Wireless Routers	

# UK Changes to fees for business sellers

UK

Sept 4

- Increase the number of free fixed price listings for Basic and Featured Shops and reducing insertion fees.
- Anchor Shop subscribers will see a reduction of £100 per month in their subscription fee.

Shop subscription	Previous	Subscription fee/ Mon	Free fixed price listings per Mon	Fixed Price IF	Auction IF
None Store	£0	<b>£0</b>	0	£0.30	£0.30
Basic	£19.99	<b>£19.99</b>	200	£0.10	£0.15
Featured	£59.99	<b>£59.99</b>	1200	£0.05	£0.15
Anchor	£399.99	<b>£299.99</b>	Unlimited**	£0	£0.15

# Fee change in eBay.de

DE

Sept 11

Category	Current eBay final value fee	New eBay final value fee	Breakeven Point
Schmuck (Decoration)	11%*	<b>12%</b> (to a maximum of €60)	€500
Uhren (Watches)	11%*	<b>11%</b> (to a maximum of €55)	€500
Heimwerker (Handyman)	9%*	<b>11%</b> (to a maximum of €22)	€200
Garten & Terrasse (Garden & Patio)	9%*	<b>11%</b> (to a maximum of €22)	€200

# EU CHANGES

Etrs2.0 Reminder

DE eBay Guarantee

Classification Changes

Ship to Fund UK

New Photo Standards Enforcement EU

Changes to fees for business sellers

Immediate payment Expansion UK

# EU eBay TOP RATED SELLERS 2.0 Reminder

DE / UK

Aug 1

## Account Level

UK Site

Detail Seller Rating	Requirement
Item as describe	0.5%
Communication	0.5%
Shipping time	0.5%
Shipping & Handling Charge	0.5%
Buyer Protection Case	Requirement
Close case without seller resolution	0.3%

DE Site

Detail Seller Rating	Requirement
Item as describe	0.6%
Communication	0.6%
Shipping time	0.6%
Shipping & Handling Charge	0.6%
Buyer Protection Case	Requirement
Close case without seller resolution	0.3%



## Listing Level

### Return Policy

- Offer 14 days or above return option in UK / IE
- Offer 30 days or above return option in DE / AT / CH

### Handling Time

- 1-day or same-day handling time service

### Shipping service option

- Offer Free shipping option
- Express delivery option – offering **Express / Fast delivery** (only EU warehouse seller have this shipping option.)



### Other Changes:

- Min sales of £1,000 in the past 12 months with UK/IE buyers
- No longer a requirement to maintain a min average detailed seller rating.





# EU eBay TOP RATED SELLERS 2.0 Reminder

DE / UK

Aug 1

## EU Warehouse Seller

Offer delivery within 1 day for your listings



Domestic postage ?

Flat: Same cost to all buyers

Services Postage Estimator

- Economy Delivery from outside UK (10 to 22 working days)
- Other Courier 3-5 days (3 to 5 working days)
- Standard services**
- Royal Mail 1st Class Standard (1 to 2 working days)
- Royal Mail 1st Class Recorded (1 to 2 working days)
- Royal Mail Tracked (2 to 3 working days)
- Parcelforce 48 (1 to 2 working days)
- Other 48 Hour Courier (1 to 2 working days)
- Express services**
- Royal Mail Special Delivery (TM) Next Day (1 working day)
- Royal Mail Special Delivery (TM) 9:00 am (1 working day)
- Royal Mail Tracked Next Day (1 working day)
- Parcelforce 24 (1 working day)
- Other 24 Hour Courier (1 working day)
- Services from outside UK**
- Economy Delivery from outside UK (10 to 22 working days)
- Standard Delivery from outside UK with Royal Mail (7 to 13 working days)
- Standard Delivery from outside UK (4 to 10 working days)
- Express Delivery from outside UK (1 to 3 working days)

See more delivery services



## CBT Seller

choose "Services from outside UK"



Domestic postage ?

Flat: Same cost to all buyers

Services Postage Estimator

- Economy Delivery from outside UK (10 to 22 working days)
- Other Courier 3-5 days (3 to 5 working days)
- Standard services**
- Royal Mail 1st Class Standard (1 to 2 working days)
- Royal Mail 1st Class Recorded (1 to 2 working days)
- Royal Mail Tracked (2 to 3 working days)
- Parcelforce 48 (1 to 2 working days)
- Other 48 Hour Courier (1 to 2 working days)
- Express services**
- Royal Mail Special Delivery (TM) Next Day (1 working day)
- Royal Mail Special Delivery (TM) 9:00 am (1 working day)
- Royal Mail Tracked Next Day (1 working day)
- Parcelforce 24 (1 working day)
- Other 24 Hour Courier (1 working day)
- Services from outside UK**
- Economy Delivery from outside UK (10 to 22 working days)
- Standard Delivery from outside UK with Royal Mail (7 to 13 working days)
- Standard Delivery from outside UK (4 to 10 working days)
- Express Delivery from outside UK (1 to 3 working days)

See more delivery services



# STRUCTURED RETURNS MANDATE

UK only - Free text field will be removed and replaced with a link to the new eBay returns policy that says:

- Sellers must accept returns for any reason (incl. remorse) within the returns period
- Seller cannot charge any restocking fees

**Description**
**Shipping and payments**
[Print](#) | [Report item](#)

Seller assumes all responsibility for this listing.

**Shipping and handling**

Item location: Glen Allen, Virginia, United States  
Shipping to: United States

Quantity:  Change country:  ZIP Code:

Shipping and handling	To	Service	Delivery*
US \$10.95	United States	Standard Shipping	Estimated between <b>Thu. Jan. 10</b> and <b>Wed. Jan. 16</b>

\* **Estimated delivery dates** include seller's handling time, and will depend on shipping service selected and receipt of **cleared payment**. Delivery times may vary, especially during peak periods.

**Handling time**

Will usually ship within 1 business day of [receiving cleared payment](#).

**Return policy**

After receiving the item, contact seller within	Refund will be given as	Return shipping
14 days	Money back	Buyer pays return shipping

# eBay Guarantee DE



## What is eBay Guarantee?

- Combining all aspects of new eTRS 2.0 and offering a money back guarantee for all eTRS 2.0 listings.
- Enhancement to the existing eBay Buyer Protection (Paypal only), now covering all payment method.

## Advantage of change

- Increase buyers trust in for eBay top sellers
- Money-Back Guarantee to encourage buyers to shop safely on eBay
- Drive awareness for new retail standard criteria

# eBay Guarantee DE

## Details:

### → Recoup Process:

- Active opt-in for recoup process (LTS: TBC)
- New Billing agreement needed with opt-in functionality (Details tbd)
  - If seller denies opt-in or reverse, he **won't get badge and discount!**
  - Recoup will be part of invoice system and shown on monthly invoice.

### → CBT Impact:

- eBay Guarantee exists only in DE (not AT, CH)
  - DE listings that qualify for eG in DE will show up on eBay.de → with eBay guarantee badge
  - DE listings that qualify for eG in DE will show up on eBay.at and eBay.ch (DE/AT/CH) → no badge
  - DE listings that qualify for eG in DE will show up on every other site → no badge
  - AT, CH listings can not qualify for eG; AT/CH will only meet eTRS → with eTRS badge
  - AT, CH listings that qualify for eTRS in AT, CH will show up on eBay.DE → without badge
  - DE listings that qualify for eG will show up in GBH → no badge (only eTRS global badge)
  - Listings from all other countries can not meet DE eTRS requirements.(shipping requirements)

For all countries: availability of eTRS program is required.

# eBay Guarantee DE

## Details:

If listings meet full eTRS 2.0 requirements they will show up on eBay.de as eBay guarantee:

## Badge Visibility:

The eBay Guarantee badge will be shown on Search Result Page, View Item Page, Check Out page.

→ The **marketing message** of eBay Guarantee will include:

- 1 month return
- Free shipping
- Control service performance
- Money back guarantee for all payment methods in DE (eBP INR/SNAD)

*Fast shipping and 1 day handling is not a component of the term "eBay guarantee" (even though the listings have to include it as it is an eTRS requirement)*

→ **Covered amounts align with eBP:**

→ Item costs

→ Shipping costs (forward shipping)

→ NO shipment costs for SNAD and returns

*eBay don't have to compensate the Return-back costs. If eBay compensates return back costs buyers will receive a voucher for the label center (DHL only). This is only valid for the dedicated transaction between buyer and seller to return the item. No pay-out. Return cost recoup for DE shipping only*

# UK SHIP TO FUND (S2F)

## What is Ship-to-fund (S2F)?

- Mark ship and upload tracking information to get **earlier access to your buyers' payments in PayPal**
- Sellers will have their buyers **payment held** if they are classed as New seller, Below standard or previously suspended in the last 90 days  
(*New sellers means: sold <25 txns, register < 90 days and £165 < GMV*)

Action	Payment hold time
Seller uploads tracking information or prints postage labels on eBay	Estimated delivery date +3 days
Seller indicates when the item has been dispatched in My eBay	Estimated delivery date +7 days
Seller doesn't upload any information or mark item as dispatched	21 days
Buyer opens a case against the seller	Until the case has been closed

# UK, DE PHOTO MANDATES

1. Listing must have a picture
  2. Don't use stock pictures for used item listings
  3. Make sure the longest side of all your pictures is at least 500 pixels
  4. Don't include borders, text, or artwork on the picture
  5. Watermarks are ok if they meet policies\*
- - Watermark policies: Can contain only user ID or company name; Can't contain information about product/customer service; Can't be bigger than 5% of the photo & must have transparency of  $\leq 50\%$ ; Can't obscure/interfere with the image in the photo

## GET STARTED NOW WITH THE NEW PICTURE STANDARDS



High-quality pictures attract buyers. Updating your listings to meet the new picture standards helps you to offer buyers the visual experience they expect.

Great pictures also increase the likelihood of making a sale. A recent study on eBay.com showed on average that listings with better picture quality are 5% more likely to sell\*.



Plan ahead to maximise sales opportunities in the upcoming busy Christmas trading period by updating your listings to meet the new picture standards now.

### \$\$\$USER\_SLCTD\_ID\$\$, FIND OUT WHETHER YOUR LISTINGS MEET THE NEW PICTURE STANDARDS:

- ✓ Your pictures don't include graffiti **Some of your pictures may include borders**
- ✗ **Some of your pictures include borders**
- ✓ All your pictures are at least 500 pixels on the longest side
- ✓ All your listings have at least 1 picture

### WHAT YOU NEED TO DO

- Now** **Remove any borders from your pictures.**
- Remove borders from your pictures.**

# UK Immediate payment Expansion

UK

Autumn

- The NEW Buy It Now experience

- Click Buy-it-now button will go directly to the checkout page rather than commit to buy page.
- Item must be paid, otherwise it will remain available on eBay.co.uk

- Criteria

- At a price **below £350.**
- With a specified postage cost.



# Item Specific Mandatory Adoption

As energy efficiency class is required by German law, sellers selling household appliances on eBay.de should provide this info in **Item Specifics** in listing from now.

- Washing Machine
- Clothes Dryer
- Dish Washer
- Refrigerator
- Freezer
- Wine Refrigerator

- Air Conditioning
- Combined Equipment
- TV
- Lamps
- Night lights
- Illumination



# EU CATEGORIES CHANGES

- Categories will be re-named, combined, or deleted to align category across sites

UK IE site	DE AT CH site	FR site
Antiques	Auto & Motorrad: Teile	Beauté, bien-être, parfums
Baby	Baby	Céramiques, verres
Events Tickets	Beauty & Gesundheit	Immobilier
Garden & Patio	Garten & Terrasse	Photo, caméscopes
Health & Beauty	Handys & Kommunikation	Téléphonie, mobilité
Holidays & Travel	Heimwerker	
Home, Furniture & DIY	Immobilien	
Mobile Phones & Communication	Musikinstrumente	
Musical Instruments	Reise	
Sound & Vision	Sport	
Sporting Goods	Tickets	
	TV, Video & Audio	

# FEATURE ENHANCEMENT

## *Managed Return Center*

eBay Invoice

Category changes

New API Call update



# eBay Managed Returns for CBT

US

Now



# eBay Managed Returns for CBT

US

Now

- Automatic return process
- Setup different rules of returns
- Auto refund setup
- Final Value Fee will be credited
- **US return address only**

The screenshot shows the eBay 'Return Preferences' page. At the top, there is the eBay logo, a 'Shop by category' dropdown, a search bar, and 'All Cat' link. Below the navigation bar, the breadcrumb trail reads 'Home > My eBay > My Account > Return Preferences'. The main heading is 'Return Preferences'. There are four settings, each with a dropdown menu:

- Do you want to use eBay's return process?** (Yes)
- Do you want to use your own Return Merchandize Authorization (RMA) number instead of eBay's unique return identifier?** (Yes) [Learn more](#)
- Do you receive returns at multiple addresses?** (No) If yes, enter or verify all return addresses in [My eBay](#)
- Do you want to set up automation rules?** (No) These rules are for sellers who have multiple return addresses or sometimes let the buyer keep the item. [Set up rules here](#)

Below the settings, a note states: 'A 0% default restocking fee will apply to all your active listings. Please configure any restocking fee in your listing tool.' At the bottom, there are 'Save changes' and 'Cancel' buttons. The footer contains links for 'About eBay', 'Community', 'Announcements', 'Security Center', 'Policies', 'Site Map', 'eBay official time', and 'Preview n'. Copyright information is also present: 'Copyright © 1995-2013 eBay Inc. All Rights Reserved. [User Agreement](#) and [Privacy Policy](#).'



# eBay Managed Returns for CBT

US

Now

- Seller creates an automation rule based on price. Buyers can keep the item and receive a refund if the return item is below a certain price.
- When an auto-refund rule is triggered, a refund will be issued automatically and buyer keeps the item.

Your rules

Priority	Rule name	Status	Triggered	Action
1	Low Price Items return		0	Action

Return ID   Buyer ID   Item Title

The buyer should return the item to the address selected when

- The purchase price is between \$  and \$
- The return reason is
- The item was listed in a particular category. [Select](#)
- The item is part of a list you have created. [Create one](#)

Create rule   Cancel

My eBay - Return status

Return status

Return started   Item shipped   Item delivered   **Refund issued**

A <\$> refund has been issued. Your buyer is keeping the item because of your "<rule name>" rule.  
You'll receive a full value for credit on your next invoice.

[Redist this item](#)

COACH Leather signature  
Return ID: 30204246  
[View purchased item](#)

Refund summary

Purchase price:	\$100.00
Restocking fee (15%):	-\$15.00
<b>Refund issued:</b>	<b>\$85.00</b>

US

Now

# eBay Managed Returns for CBT

Buyer return flow on eBay



**SELECT RETURN REASON**



**Print USPS shipping label  
in RETURN CENTER**



**ISSUE REFUND ONCE  
RETURN IS DELIVERED**



## Return Center Policy

- Seller can give buyers different return shipping addresses, **based on pre-set conditions.**
- For items seller decides are not worth the cost of return shipping, item can be set to **issue a refund without physically return.**
- When buyer abuse, eBay will **block buyers from using Managed Return.**

# eBay Managed Returns for CBT

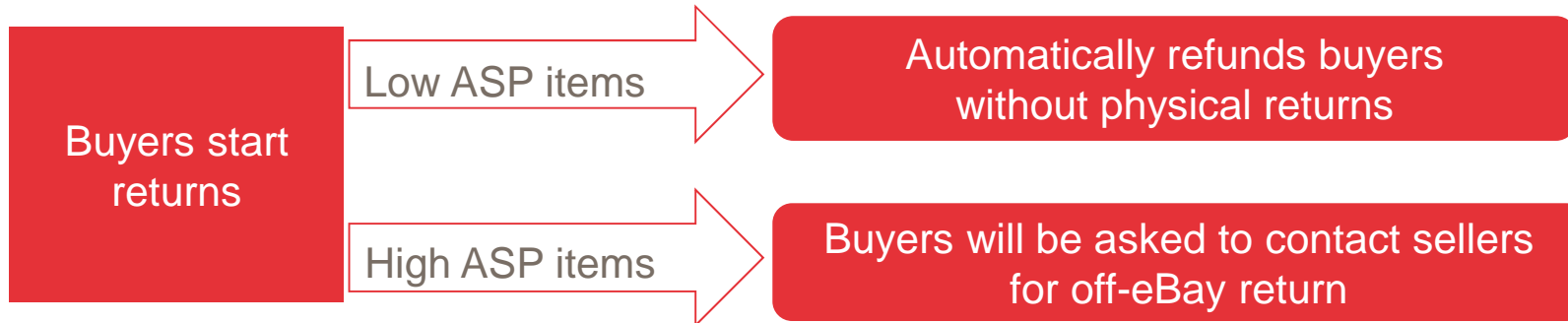
US

Now

CBT sellers who have U.S. warehouses



CBT sellers who don't have U.S. warehouses





# FEATURE ENHANCEMENT

Managed Return Center

***eBay Invoice***

Category changes

New API Call update



# eBay Invoice New Look

Customize billing invoice so it can help to determine fees as a percentage of sales.

Support to group all transactions in lots of different ways. Sorting method as below:

- Chronologically
- Grouped by item ID
- Grouped by date
- Grouped by fee type

**Sample invoice**

Transaction fees				
Date (PT)	Title	Item	Fee type	Amount (USD)
<b>Bold listing fees</b>				
Sep 5 09:15:48	Abercrombie & Fitch Men's Gray Blazer -...	160003053434	Bold listing fee <b>PROMO</b>	\$4.00
Sep 5 09:45:12	Joe Rocket Leather Motorcycle Jacket	160003053566	Bold listing fee <b>PROMO</b>	\$4.00
				<b>Bold listing fees subtotal: \$8.00</b>
<b>Insertion fees</b>				
Sep 5 09:15:48	Abercrombie & Fitch Men's Gray Blazer -...	160003053434	Insertion fee <b>PROMO</b>	\$0.50
Sep 5 09:45:12	Joe Rocket Leather Motorcycle Jacket	160003053566	Insertion fee <b>PROMO</b>	\$0.50
				<b>Insertion fees subtotal: \$1.00</b>
<b>Item subtitle fees</b>				
Sep 5 09:15:48	Abercrombie & Fitch Men's Gray Blazer -...	160003053434	Item subtitle fee <b>PROMO</b>	\$0.33
Sep 5 09:45:12	Joe Rocket Leather Motorcycle Jacket	160003053566	Item subtitle fee <b>PROMO</b>	\$0.33

# eBay Invoice New Look

Three more seller fees will be invoiced.

- Scope:
  - » Seller fees
  - » Supplemental fees including Return Center, Fedex
  - » eBay Reimbursements charges from eBay Buyer Protection recoup and voluntary refund
- Remove separate Resolutions wallet

Monthly and One-Time fees [ <a href="#">Learn more</a> ]				
Date (PDT)	Fee type			Amount (USD)
Jan 31	Store (Premium): Subscription Fee (Feb 1 - Feb 28)			\$49.95
Jan 31	Selling Manager Pro: Subscription Fee Savings of -\$15.99 included (from Feb 1 - Feb 28)			\$0.00
				Total: \$49.95
Supplemental Services Fees				
Return Shipping fees [ <a href="#">Learn more</a> ]				
Date (PDT)	Title	Item	Fee type	Amount (USD)
Jan 5 14:32:33	<a href="#">Sta-Rite U-3 Skimmer Basket with Handle # 08650-0007</a> Transaction ID: 1043879083017 Return ID: 5000091636	271039995289	Return Shipping Fee	\$11.79
				Total: \$11.79
eBay Reimbursement Charges				
Buyer Protection Reimbursements [ <a href="#">Learn more</a> ]				
Date (PDT)	Title	Item	Fee type	Amount (USD)
Jan 15 14:32:33	<a href="#">Basket with Handle</a> Transaction ID: 1048301738790 Claim ID: 501234567	271052893999	Buyer Protection Reimbursement	\$ 111.75

# FEATURE ENHANCEMENT

Managed Return Center

eBay Invoice

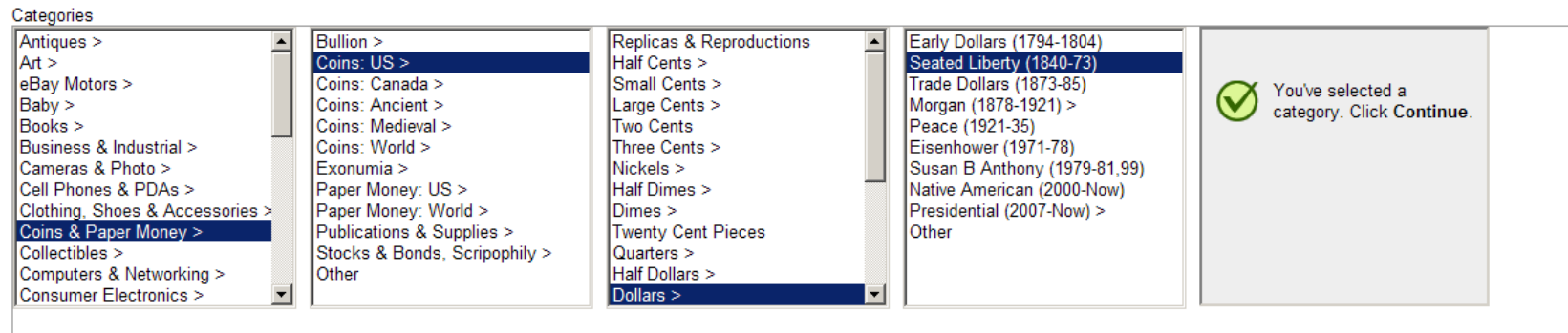
***Category changes***

New API Call update



# Category & Classification Changes

- A new catalog for **US Coins** will replace old catalogs starting the week of September 10.



- Category and item specific impacted areas:
  - » Gem, musical instruments, sporting goods.
  - » Home & Garden
  - » Health & Beauty
  - » Baby
  - » Motors
  - » Computers & Networking
  - » Sporting Goods – minor
  - » Minor Comics & Coins & Cards

# FEATURE ENHANCEMENT

Managed Return Center

eBay Invoice

Category changes

***New API Call update***



# Listing Recommendation Service API

- These listing recommendations can be used by the seller to improve qualities by enhancing **Item Specifics**, **Picture quality requirements**, **top-rated listing requirements**, and recommendation for using **product code**, such as a UPC, an EAN, or an ISBN.
- Listing recommendations are also supported by the following Trading API calls:
  - AddItem
  - AddFixedPriceItem
  - AddItems
  - ReviseItem
  - ReviseFixedPriceItem
  - RelistItem
  - RelistFixedPriceItem
  - VerifyAddItem
  - VerifyAddFixedPriceItem
  - VerifyRelistItem

# Out of Stock Control

- A new feature allows sellers to keep GTC items active when quantity goes down to zero to replenish stock for the same ItemID.
- **Benefits:**
  - Easier inventory management due to 1:1 mapping between SKU and ItemID
  - Long lived ItemIDs facilitate SEO and merchandizing
  - Items retain sales history
- **Feature Details:**
  - Can set quantity to zero if OutOfStockControl is true
  - Item does not end when the last quantity sells
  - Will not surface in search and stores search if item is out of stock
  - Does not support BestOffer
- **How to use:**
  - its available **only in the APIs** (Add, Revise, Relist)
  - Sellers need the ability to set the feature at item level – so this needs to be set for each item
  - For more information, please contact [DL-eBay-CBT-API@eBay.com](mailto:DL-eBay-CBT-API@eBay.com)



# Best Listing Practice

## New Searching Experience

***“We project to provide consumers with a more targeted shopping experience”***

*by Hugh Williams, Vice President of Experience and Search*

# Best Practices and Key Concept of optimizing listing

## KEYWORDS

Adopt popular or relevant keywords combinations.

## ITEM SPECIFIC

Fill in the item specific data or catalog adoption extensively and completely you can.

## IMPRESSION

Impression rate and sold history ratio will be one of key element to increase ranking. Make the transaction successfully but not only increase the exposure

## Sell-Thru Rate

Adopt productive strategy to post more “Clicks and purchases” listings instead of post many more listings.



# Listing Analytic Tool – eBay Portal

**1** Site Selection

**2** View all active listings

**3** Search

Last 29 days: February 16 - March 17, 2013 ?

**All items** | Auctions only | Buy It Now only

87 of your listings found | Choose category | View all listings | Glossary | Download

	Title	Format	Impressions	Clicks	Click through	Sold items	Sell through	Watchers	Sales	
▶	Dr Kong Pink & Black Children Kid Healthy School Casual Sport Shoes UK12.5K - 5	Fixed Price	2,676	6	0.22%	1	16.67%	1	£32.87	Revise
▶	Dr Kong Healthy Comfy Heart Pink Velcro Baby Toddles Kids Sport Shoes UK7K - 10K	Fixed Price	1,793	4	0.22%	0	0.00%	0	£0.00	Revise
▶	Dr Kong Baby Purple Grey Learn Walk Toodle Velcro UK3K - 5.5K Casual Sport Shoes	Fixed Price	175	2	1.14%	1	50.00%	0	£22.33	Revise
▶	Dr Kong Blue / Pink 2 Velcro Baby Learn Walk Casual Sport Shoes UK2K - 5.5K	Fixed Price	81	1	1.23%	0	0.00%	0	£0.00	Revise
▶	Dr Kong Blue / Pink Soft Baby 2 Velcro Toodle Learn Pre-Walk Shoes UK3K - 5.5K	Fixed Price	53	1	1.89%	0	0.00%	0	£0.00	Revise

# Benchmark



Site: United Kingdom

[Back to main page](#)
[View all active listings](#)
[View best practices](#)

Searched Keyword

Search to see your listings' performance

children shoes

All Categories

Search

Feedback

Last 29 days: February 16 - March 17, 2013

Competitor

Average performance of the top 5 listings for children shoes

Hide

Compare your listings' performance to the average of the top 5 listings in each format.

Top 5	Impressions	Clicks	Click through	Sold items	Sell through	Watchers
9,680 search results found for "children shoes"	106,348	830	0.78%	76	9.16%	380

Top Five benchmark

Ranking

[All items](#)
[Auctions only](#)
[Buy It Now only](#)

Example

Your listings found for children shoes within the top 1000 search results

Note: The current rank shows where most buyers will see your active listing. The listing performance data such as impressions, clicks etc. is delayed 1-2 days.

Current Rank	Title	Format	Impressions	Clicks	Click through	Sold items	Sell through	Watchers	Sales	
13	Viny Wall decal stickers flower decor -butterflies fly	Fixed Price	5,400	147	2.72%	1	0.68%	12	\$24.90	Revise
17	Vinyl Wall stickers flower decor - SecretGarden-60colors	Fixed Price	11,024	361	3.27%	3	0.83%	26	\$199.70	Revise



# Shipping Update

Shipping mandate requirement

Shipping Solution for HK Sellers

AU warehouse

# Shipment mandate policy update

US

Aug 1

## eBay國際物流方案政策調整

為賣家業務提供更好的支援

Read More



### Excluding from Shipment mandate:

- Items shipped from overseas warehouse (Item location is in the US, should meet Item location policy)
- Items cannot be shipped by airmail ( Batteries, Nail Care & Polish), see the category list
- Item price  $\leq$ US\$5 (include shipping fee) & US Seller performance not at below standard

# Shipment mandate policy update

Category Name	Category
Laptop Batteries	Computers/Tablets & Networking > Laptop & Desktop Accessories > Laptop Batteries
Telephone Batteries	Consumer Electronics > Home Telephones > Telephone Batteries
Batteries	Cell Phones & Accessories > Cell Phone Accessories > Batteries
Batteries	Cameras & Photo > Camera & Photo Accessories > Batteries
Batteries	Video Games & Consoles > Video Game Accessories > Batteries
Batteries & Power Accessories	Consumer Electronics > Wholesale Lots > Batteries & Power Accessories
UPS Batteries & Components	Computers/Tablets & Networking > Power Protection, Distribution > UPS Batteries & Components
Rechargeable Batteries	Consumer Electronics > Multipurpose Batteries & Power > Rechargeable Batteries
Single Use Batteries	Consumer Electronics > Multipurpose Batteries & Power > Single Use Batteries
Battery Testers	Consumer Electronics > Multipurpose Batteries & Power > Battery Testers
Watch Batteries	Jewelry & Watches > Watches > Watch Batteries
Digital Backs	Cameras & Photo > Film Photography > Digital Backs
Batteries & Cables	eBay Motors > Parts & Accessories > Car & Truck Parts > Charging & Starting Systems > Batteries & Cables
Nail Art	Health & Beauty > Nail Care & Polish > Nail Art
Nail Polish	Health & Beauty > Nail Care & Polish > Nail Polish
Acrylic Nails & Tips	Health & Beauty > Nail Care & Polish > Acrylic Nails & Tips
Pedicure & Foot Spas	Health & Beauty > Nail Care & Polish > Pedicure & Foot Spas
Hand Cream	Health & Beauty > Nail Care & Polish > Hand Cream
Files, Clippers & Accs	Health & Beauty > Nail Care & Polish > Files, Clippers & Accs
Manicure Kits	Health & Beauty > Nail Care & Polish > Manicure Kits
Cuticle Creams & Softeners	Health & Beauty > Nail Care & Polish > Cuticle Creams & Softeners
Pedicure Kits	Health & Beauty > Nail Care & Polish > Pedicure Kits
Paraffin Spas	Health & Beauty > Nail Care & Polish > Paraffin Spas



# SHIPPING SOLUTIONS FOR HK SELLERS

Corridors	US	Australia	UK	Germany	Others
Low Weight Solutions	 				 (Other EU countries)
Premium Solutions					 (Global Coverage)
Freight Forwarding / Warehousing Solutions	-		-	-	-



*Freight Forwarding / Warehousing Solutions for US and Europe corridors will be available around end-2013 and 2014 respectively*

# AU WAREHOUSE – OVERVIEW

WINIT  
(FF/WH SHIPPING PLATFORM)



**Beijing Warehouse**



**Shanghai Warehouse**



**Shenzhen Warehouse**



**Hong Kong Warehouse**



**AU Warehouse**



**Pilot on Apr 8th !**

# AU WAREHOUSE – SERVICE FEATURES

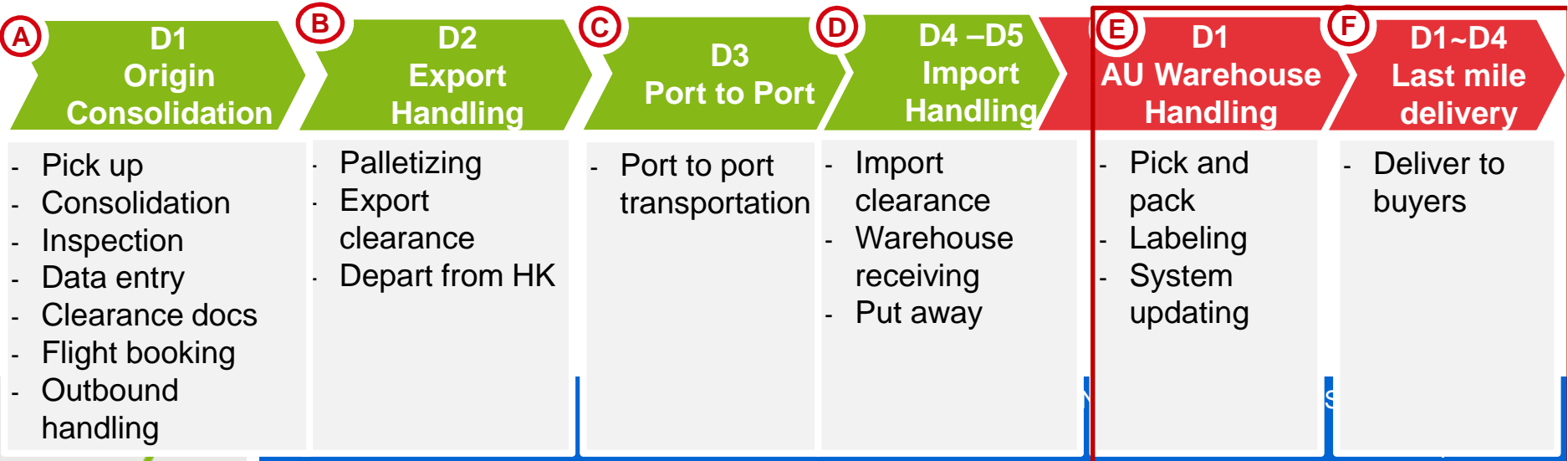
## Shipping Platform Management

Origin Management	Customs Declaration	Freight Forwarding	Warehouse Management	Last Mile Delivery
<ul style="list-style-type: none"><li>• Seller profile management</li><li>• Commodity profile management</li><li>• Shipping Order Management</li><li>• Tracking &amp; Trace</li><li>• Reporting and billing management</li></ul>	<ul style="list-style-type: none"><li>• HS code pre classification</li><li>• IB/OB clearance and trade compliance</li><li>• Clearance data EDI connection</li><li>• VAT processing management</li><li>• IOR/EOR Management</li></ul>	<ul style="list-style-type: none"><li>• Consolidation and vessel/ flight schedule management</li><li>• Space booking management</li><li>• Visibility management</li><li>• Airport/Dock management</li></ul>	<ul style="list-style-type: none"><li>• Inbound/Outbound Order Management</li><li>• Inventory visibility</li><li>• Inventory replenish Management</li><li>• Return Management</li><li>• Shipping Management</li><li>• Cycle count Management</li></ul>	<ul style="list-style-type: none"><li>• Delivery order reporting</li><li>• H/I tracking update</li><li>• POD Management</li></ul>



End to End Fully Visibility Through Shipping Platform

# AU WAREHOUSE – HANDLING PROCESS



# AU WAREHOUSE – RETURN MANAGEMENT



Returned items were shipped to AU warehouse

Receiving, picture, re-label, re-put away and return

Return through Ocean freight to HK (3~4 weeks)

## Buyer

- Request return through sellers
- Receive return confirmed email from seller
- Send back the item to AU WH through AUPS. Or buyer can drop off the item in warehouse
- Receive the agreed refund amount in PayPal from seller within 3 business days after the item arrives in AU warehouse.




## AU Warehouse

- Received the return request from sellers
- AU Warehouse received the returned item from buyer
- AU warehouse pictured the returned item, uploaded the picture and sent the arrive notice to seller
- Re-put away the item on shelving, or return the item to China/HK/TW
- Update the item location or returned tracking number in system (Start in June)

## Seller

- Initiate a new return case on shipping platform when receive a return request from buyer
- Inform seller about the warehouse address and contact information
- Check the photo when receiving arrival notice from AU warehouse and give further direction
- Arrange refund in PayPal within 3 business days

# AU WAREHOUSE – HK-AU RATE COMPARISONS

Service				<b>AU Warehouse</b>	
Shipping	Air	Air	Registered Airmail + Pickup	Air (HK-AU WH)	Ocean (HK-AU WH)
10 – 400g	HK\$112	HK\$60	HK\$25~63	HK\$53~64	HK\$55~58
400g – 2kg	HK\$112~164	HK\$60~140	HK\$63~229	HK\$64~113	HK\$58~73
2 – 10kg	HK\$164~484	HK\$140~523	No service	HK\$113~366	HK\$73~152
Delivery time	3-5 days	4-7 days	7-10 days	1-4 days (e-Parcel)	
Coverage	CN, HK, TW	SZX, CAN, HK	HK	SZX, CAN, SHA, HK	
Tax & GST (10%)	Threshold AU\$1000	Threshold AU\$1000	Threshold AU\$1000	Threshold AU\$1000	
Disadvantage	Very expensive	Limited coverage area	<ul style="list-style-type: none"> <li>Weight limitation</li> <li>Expensive rate</li> <li>Transit time</li> </ul>	High inventory cost	
Value-added services	N/A	N/A	N/A	<ul style="list-style-type: none"> <li>VAT refund</li> <li>IOR/EOR</li> <li>Duty &amp; GST prepay</li> <li>Warehousing</li> </ul>	

# AU WAREHOUSE – BENEFITS TO SELLERS

Objective: Provide solution to reduce the logistics cost, improve ASP and BBE performance.



## Overseas warehouse logistics related BBE wipe off

- ✓ Warehouse order handling
- ✓ Last mile delivery
- ✓ Customer Service

## Fast and Free Label



- ✓ Transit time in 3~4 days
- ✓ Use AUPS e-Parcel service
- ✓ Item location in AU
- ✓ Top rated seller
- ✓ Free shipping on eBay listing

**PS: Converting to Fast 'N Free can increase your sales by up to 11%**

## Supporting from eBay



- ✓ Regular overseas warehouse hot selling products introduction
- ✓ Competitive shipping cost
- ✓ Highly efficient international freight transportation
- ✓ Return service

# SHIPPING TO EU – OVERVIEW



Part of bpost, which is the Belgian postal operator owned by the State & CVC Capital Partners



bpost international is a top 5 worldwide international postal player, rewarded for its quality and experts in Europe as well as globally present



**Manages international business and 3<sup>rd</sup> party relationships for the Group by providing streamlined, managed solutions for international clients and their customers.**



# SHIPPING TO EU – SERVICE FEATURES



## MiniPak EU™

- Delivery to 27 EU countries
- Transit times: 7-9 working days
- Invoiced values < EUR \$22
- 2kg maximum weight
- Tracking to Postal Distribution Center (destination country)
- Cheap and fast bulk customs clearance by BPost

**Low Value Shipments  
Green Lane**

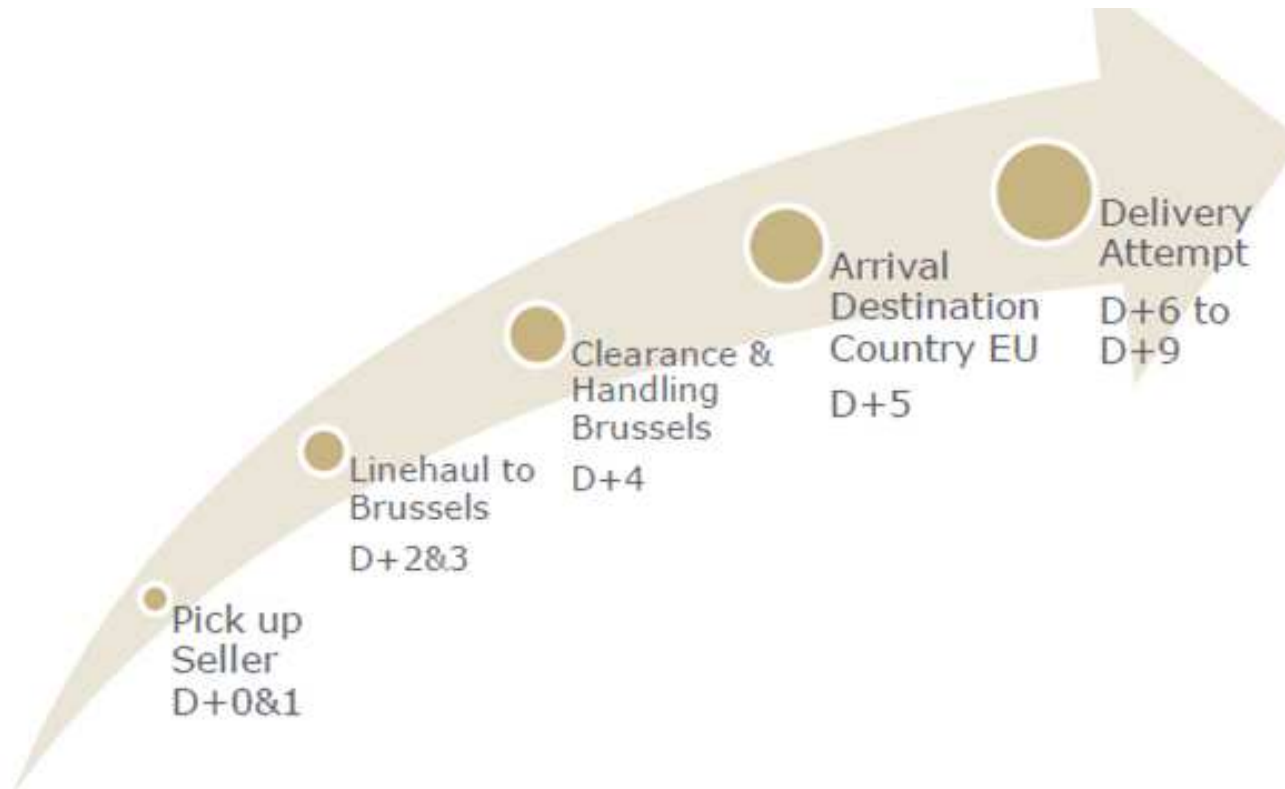


## TrakPak™

- Delivery to 17 Europe countries
- Transit times: 5-7 working days
- Invoiced values > EUR \$22
- 5kg maximum weight (for pilot)
- Full tracking to-door
- Commercial clearance
- Delivery options available – To-door or To-PUDO (pick up drop off points)

**Streamlined, Full Tracking,  
Customs Cleared, Door-to-  
Door Solution**

# BPOST MINIPAK EU™ – PROCESS



Shipments to EU under Airfreight + EU Postal delivery network  
**Faster than Postal, Cheaper than Express**

# BPOST MINIPAK EU™ – OPERATIONAL PERFORMANCE

1. Transit times (average acceptance scan - destination country entry scan)

	Average (working days)
ebay pilot sellers	4.6

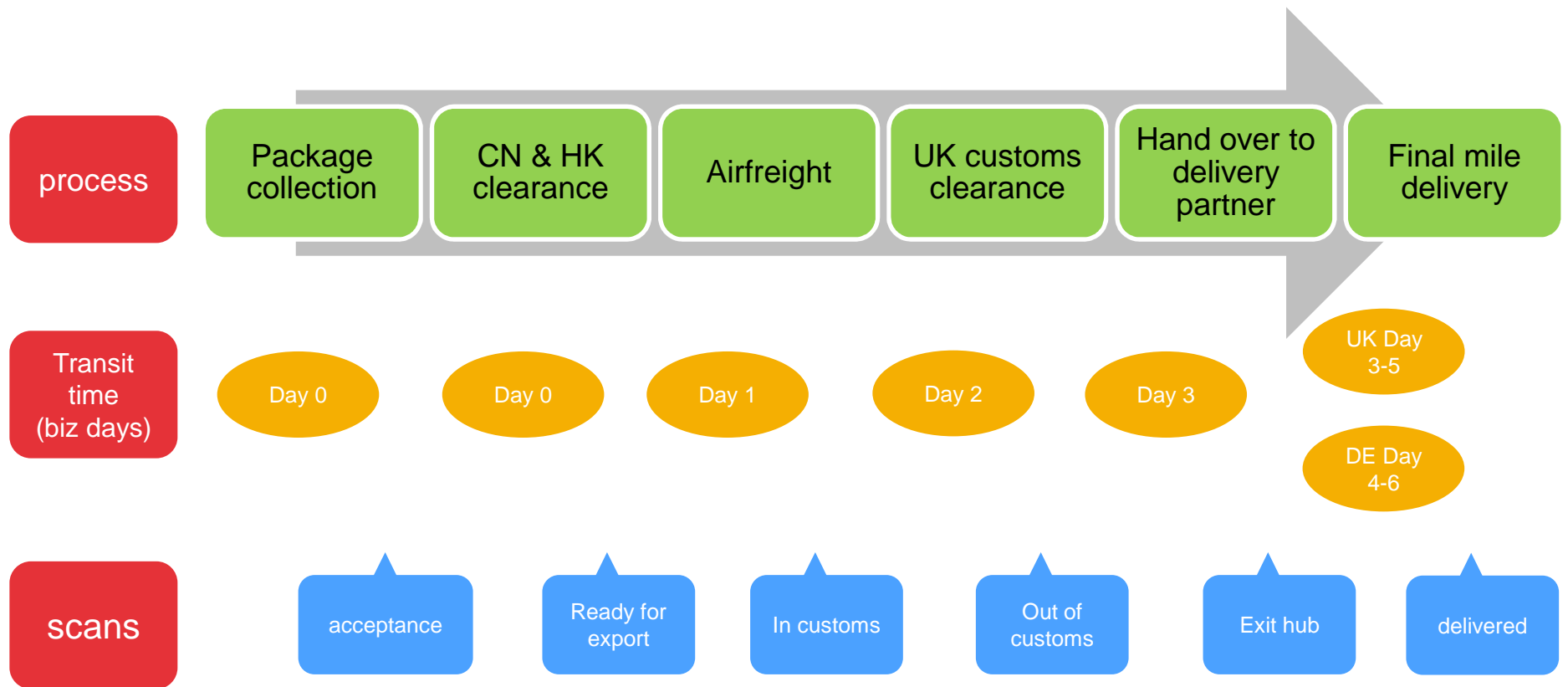
2. Transit times (percentile acceptance scan - destination country entry scan)

	3 days	4 days	5 days	6 days	7 days
ebay pilot sellers	23%	45%	67%	89%	97%

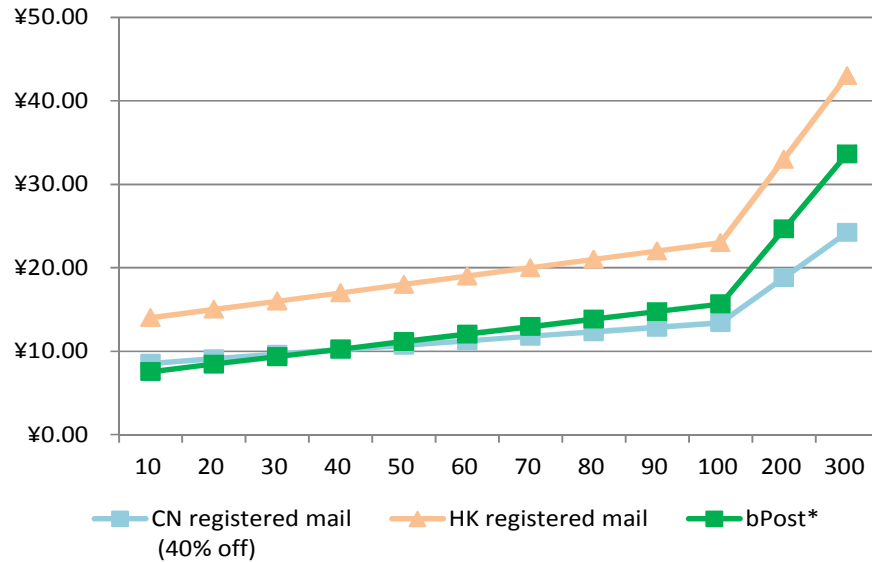
3. Scan rates

	Bags scanned at bPost WH (Brussels)	Bags scanned at destination country
ebay pilot sellers	100%	99.6%

# P2P TRAKPAK™ – PROCESS



# SHIPPING TO EU – RATE COMPARISONS (TO UK)



**Rates & Services:**

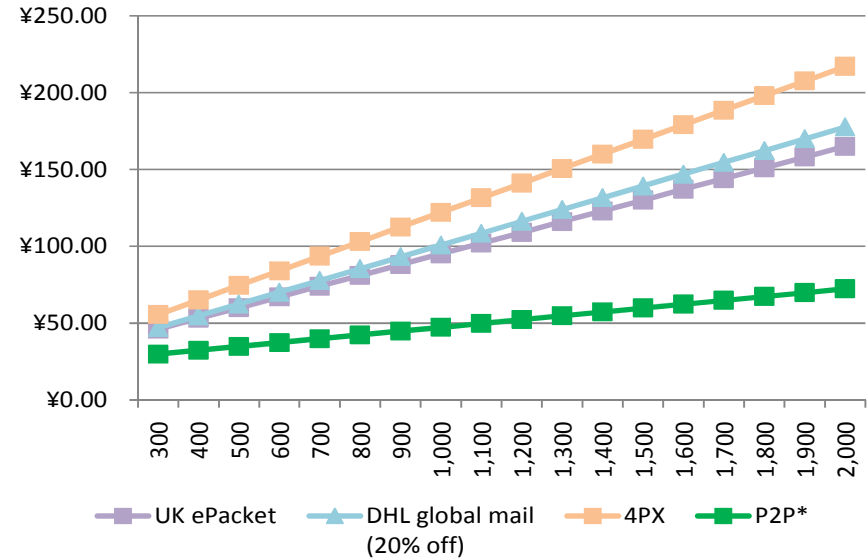
**bPost MiniPak EU:**

- ✓ Item value < EUR22
- ✓ Weight < 300g
- ✓ 7-9 days delivery

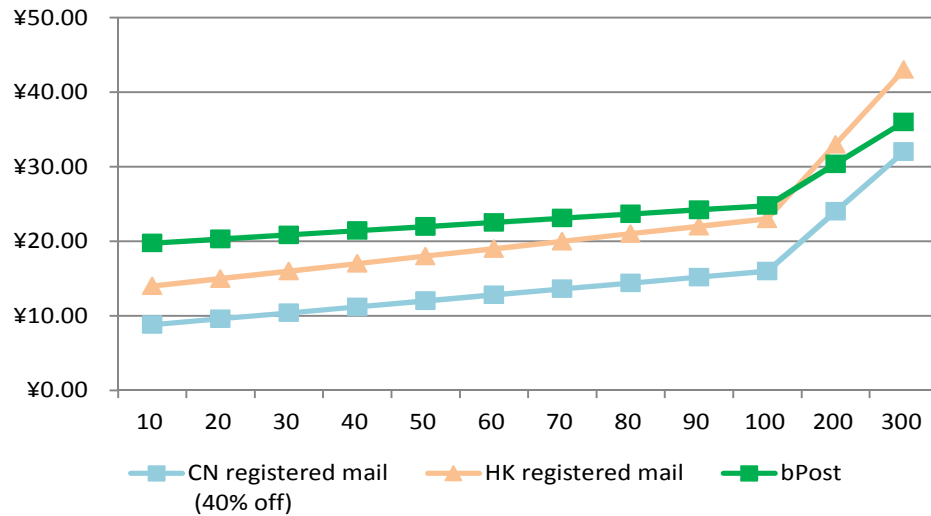
**Rates & Services:**

**P2P TrakPak:**

- Weight > 300g
- 5-7 days delivery



# SHIPPING TO EU – RATE COMPARISONS (TO GERMANY)



## Rates & Services:

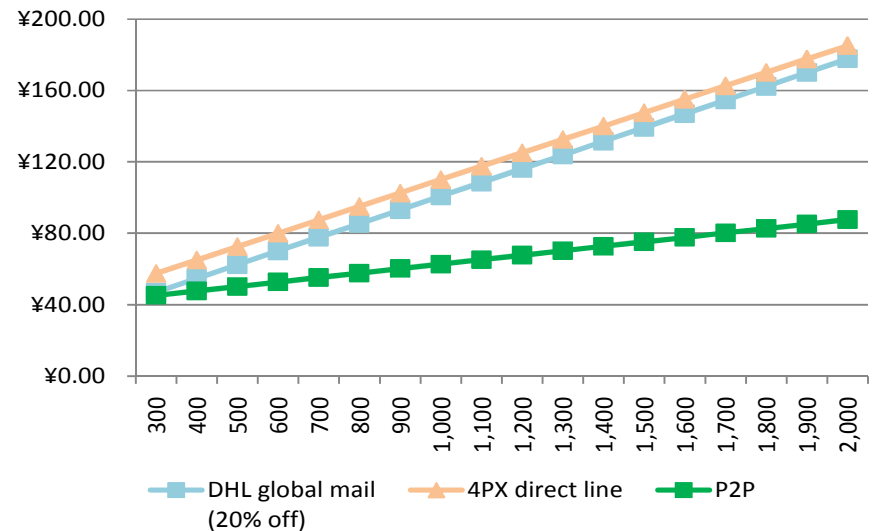
### **bPost MiniPak EU:**

- Item value < EUR22
- Weight < 300g
- 7-9 days delivery

## Rates & Services:

### **P2P TrakPak:**

- Weight > 300g
- 5-7 days delivery



# TO US (E-EXPRESS & EPACKET) SELLER SUPPORTS

**Seller's low DSR score (1 or 2 points) will be EXCLUDED from the Rating if ALL of the below can be fulfilled:**

- Account status in US site with "Standard" or above
- 80% of US transactions shipped via eExpress or ePacket, and tracking uploaded to "My eBay"
- First scan at the Post Office within 2 days of transaction date

# INPUT CORRECT CARRIER NAME IN MY eBay

## HK / China to US

Service Providers	Carrier Names	Tracking Examples
China EMS / USPS	China Post	LK123456789CN
HK Post / USPS	Hong Kong Post	LK123456789HK
HK Post	Hong Kong Post	CP123456789HK
China EMS	China Post	EE123456789CN
		EA123456789CN
		EB123456789CN
HK Post EMS	Hong Kong Post	EE123456789HK
TW Post EMS	Chunghwa Post	EE123456789TW
FedEx	FedEx	123456789012
DHL	DHL	1234567890
UPS	UPS	H1234567890
	UPS	1Z ABC123 1234567890
TNT	TNT	123456789

## US Domestic

Service Providers	Carrier Names	Tracking Examples
USPS	USPS	03 123456789012345678
		0312345678901234567890123456789012
		EA123456789US
		0312 3456 7890 1234 5678
		9312345678901234567890
		9412345678901234567890
FedEx	FedEx	123456789012
		123456789012345
UPS	UPS	1Z1234567890123456
		A1234567890
		K1234567890
		T1234567890
		H1234567890
		9 12345678901234567890123
		mi 1234567890123456789012



**THANK YOU**

