

# Parts Compatibility Overview

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# eBay Motors Parts Compatibility

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# Agenda

- Introduction to eBay Motors Parts
- Problem
- Solution
- Benefits - Seller & Buyer
- Demo
- Opportunities for Developers
- Q & A

# eBay Motors Fast Facts

- eBay Motors is consistently ranked the No. 1 automotive site on the Web according to ComScore
- More than 15 million unique visitors per month come to eBay Motors
- In Q1-10, the worldwide Gross Merchandise Volume for the Parts & Accessories category was approximately \$1.3 billion

# Parts Industry & Fitment

## Vehicles



2003  
Dodge Durango



2001  
Dodge Durango



1999  
Dodge Dakota



2000  
GMC Sierra



2002  
Ford F150

OEM Part  
delivered on vehicle



OEM Distributor Cap  
95483

*Automotive Aftermarket*

Replacement Part  
Substitute for OEM



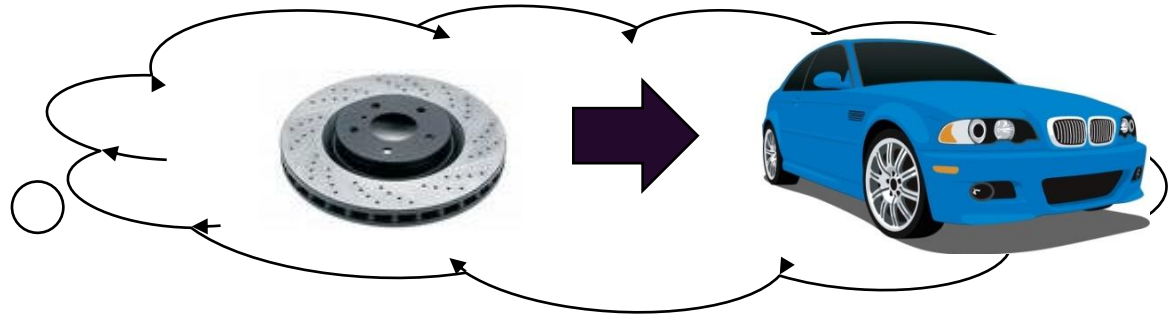
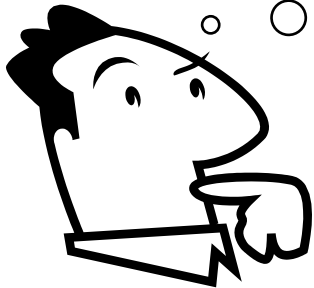
Unbranded  
Imported  
Parts....

Performance Part  
Better and more  
costly than OEM



# What is Fitment in search today?

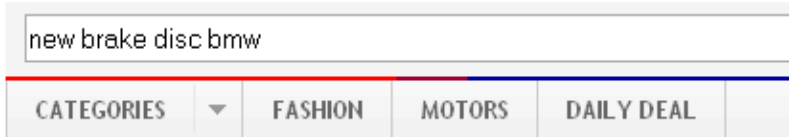
Parts buyers generally think of parts in relation to the vehicle they fit



"I need a new brake disc for my BMW"

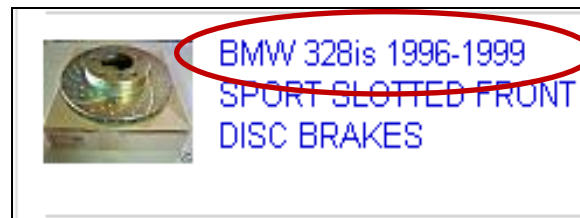
1

2 They search on eBay the same way:



3

So sellers must enter vehicle terms in their titles to be found



# Issues for Buyers on eBay

- **Effective selection is limited.**

- An average part fits 32 cars. Title space of 55 characters can only accommodate a few vehicles
- Ex: ITEM: 130391304391 - 96 97 98 99 00 Crown Victoria 4.6 INTAKE MANIFOLD 4.6L
  - Title covers only 5 vehicles but in reality it fits 22 vehicles

- **Finding is difficult.**

- Need to rely on vehicle information in title of the listing and lack of a browse experience or product finders

- **Enthusiasts are not satisfied.**

- They want fitment data as it is critical information for their DIY projects



## Problem

# Sellers have developed workarounds

| Image | Title   | Price   | Buy It Now            |
|-------|---|---------|-----------------------|
|       | 1988 88 CAVALIER New Ignition Switch Lock Cylinder OEM  | \$24.95 | Buy It Now            |
|       | 1984 84 CUTLASS SUPREME Ignition Switch Lock Cylinder   | \$24.95 | Buy It Now            |
|       | 1985 85 MONTE CARLO SS Ignition Switch Lock Cylinder OE | \$24.95 | Buy It Now            |
|       | 1991 91 S10 S-10 S15 S-15 Ignition Switch Lock Cylinder | \$24.95 | Buy It Now            |
|       | 1988 88 CHEVY CAMARO Ignition Switch Lock Cylinder OEM  | \$24.95 | Buy It Now            |
|       | 1994 94 CHEVY & GMC TRUCK Ignition Switch Lock Cylinder | \$24.95 | Buy It Now            |
|       | 1987 87 MONTE CARLO Ignition Switch Lock Cylinder OEM   | \$24.95 | Buy It Now            |
|       | 85-95 ASTRO SAFARI VAN Ignition Switch Lock Cylinder OE | \$24.95 | Buy It Now 5d 18h 16m |
|       | 1987 87 CHEVY GMC VAN Ignition Switch Lock Cylinder OEM | \$24.95 | Buy It Now            |
|       | 1993 93 CHEVY & GMC TRUCK Ignition Switch Lock Cylinder | \$24.95 | Buy It Now            |
|       | 1987 87 PONTIAC FIERO Ignition Switch Lock Cylinder OEM | \$24.95 | Buy It Now            |
|       | 1990 90 BLAZER & JIMMY Ignition Switch Lock Cylinder OE | \$24.95 | Buy It Now            |

- Multiple listings for same part
- Listing title and descriptions focus on compatibility, not the product

Same part is listed 20-30 times, since all types of fitment cannot reside in the title

Item description contains critical information on compatible vehicles

**↓ This Part Fits ↓**

- 85-88 CHEVROLET All Models ( 4-1600 1.6L SOHC)
- 88-88 CHEVROLET All Models ( 4-1600 1.6L DOHC)
- 98-02 CHEVROLET All Models ( 4-1794 1.8L DOHC)
- 03-06 PONTIAC All Models ( 4-1796 1.8L 2ZZ-GE)
- 03-03 PONTIAC All Models ( 4-1794 1.8L 1ZZ-FE)
- 05-06 PONTIAC All Models ( 4-1794 1.8L 1ZZ-FE)
- 88-88 DAIHATSU All Models ( 3-993 1.0L)
- 89-92 DAIHATSU All Models ( 3-993 1.0L)
- 89-92 DAIHATSU All Models ( 4-1500 1.3L)

This part may fit other vehicles. For more information, please email [sales@AutoPartsGIANT.com](mailto:sales@AutoPartsGIANT.com), call us at 1-877-65-GIANT (654-4268) or check our complete online catalog before bidding.





# Parts Compatibility

|  | <b>Catalog Based</b><br>Product can be found in the eBay catalog. Catalog data includes compatible vehicle information    | <b>Manual process</b><br>Product cannot be found in the eBay catalog. Seller needs to provide compatible vehicles manually |
|--|---|--|
| Tires, Wheels                                  | Specification from catalog product<br>e.g. A Tire product has the following Specifications:<br>265/35R19                  | Specification, to be entered by the seller manually (through Attributes / seller tags)                                     |
| Replacement Parts<br>(excluding Tires, Wheels) | List of compatible vehicles from catalog product (e.g. The product Brembo 45473 Front Slotted Rotor fits 12 applications) | List of compatible vehicles, to be added by the seller manually  |

# Listing consolidation

Listings with Parts Compatibility will gain benefits in search results:

- Best Match boost will display these listings higher in search results
- Sales rank will increase because all transactions for a SKU are tied to one listing
- Listing can be packed with more vehicle applications, and will surface more frequently
- Listing consolidation should result in lowered fees and cost of listing management, reduced returns and reduced ASQ

|  | Price   | Time Left   |
|--|---|-------------|
| <br>Goodyear Eagle F1 - LIKE NEW over 90% tread<br>Specification: 275/45ZR20<br>FAST & Free Shipping! Quality Automotive Parts at LOW prices<br><a href="#">Enlarge</a> |  <i>Buy it Now</i> \$12.99 | 13d 23h 10m |
| <br>Honda Civic Brake Pads - Ferro Carbon Formula<br>For: 2008 Honda Civic<br>FAST & Free Shipping! Quality Brake Parts at LOW prices<br><a href="#">Enlarge</a>        |  <i>Buy it Now</i> \$12.99 | 13d 23h 10m |

Part is listed once, and appears when buyer searches for any of the compatible vehicles or terms in the title

# Increase buyer trust that part will fit

**Rear Brake Discs - Drilled**  
 OEM - brand new - still in box

**Compatibility**

Choose your vehicle year, make, and model to view a list of compatible vehicles

Model Year: 2000, Make: Honda, Model: Civic

This item fits all vehicles listed in this table

| Year | Make  | Model | Trim            | Engine  | Notes                |
|------|-------|-------|-----------------|---------|----------------------|
| 2000 | Honda | Civic | DE Coupe 2-door | 2.0L I4 | <a href="#">View</a> |
| 2000 | Honda | Civic | DE Coupe 2-door | 3.2L V6 | <a href="#">View</a> |
| 2000 | Honda | Civic | DE Sedan 4-door | 2.0L I4 | <a href="#">View</a> |
| 2000 | Honda | Civic | DE Sedan 4-door | 3.2L V6 | <a href="#">View</a> |
| 2000 | Honda | Civic | DX Coupe 2-door | 2.0L I4 | <a href="#">View</a> |
| 2000 | Honda | Civic | DX Coupe 2-door | 3.2L V6 | <a href="#">View</a> |
| 2000 | Honda | Civic | DX Sedan 4-door | 2.0L I4 | <a href="#">View</a> |
| 2000 | Honda | Civic | DX Sedan 4-door | 3.2L V6 | <a href="#">View</a> |
| 2000 | Honda | Civic | LX Coupe 2-door | 2.0L I4 | <a href="#">View</a> |
| 2000 | Honda | Civic | LX Coupe 2-door | 3.2L V6 | <a href="#">View</a> |
| 2000 | Honda | Civic | LX Sedan 4-door | 2.0L I4 | <a href="#">View</a> |
| 2000 | Honda | Civic | LX Sedan 4-door | 3.2L V6 | <a href="#">View</a> |
| 2000 | Honda | Civic | SI Coupe 2-door | 2.0L I4 | <a href="#">View</a> |
| 2000 | Honda | Civic | SI Coupe 2-door | 3.2L V6 | <a href="#">View</a> |
| 2000 | Honda | Civic | SI Sedan 4-door | 2.0L I4 | <a href="#">View</a> |

Title contains information about the part

Link to tab containing compatible vehicles

Compatible vehicles in own tab and searchable

- Improved visibility
  - Higher placement in search results
  - Improved sales rank
- Reduced listing fees
- Simplified listing management
- Reduced returns and buyer ASQs



- More precise recall of parts that fit a car
- No change to search – keyword search still works
- Reduce # of clicks needed to find compatible parts - search results indicate if parts fit
- View Item Compatibility tab confirms compatibility
- Reduced need for ASQ and returns

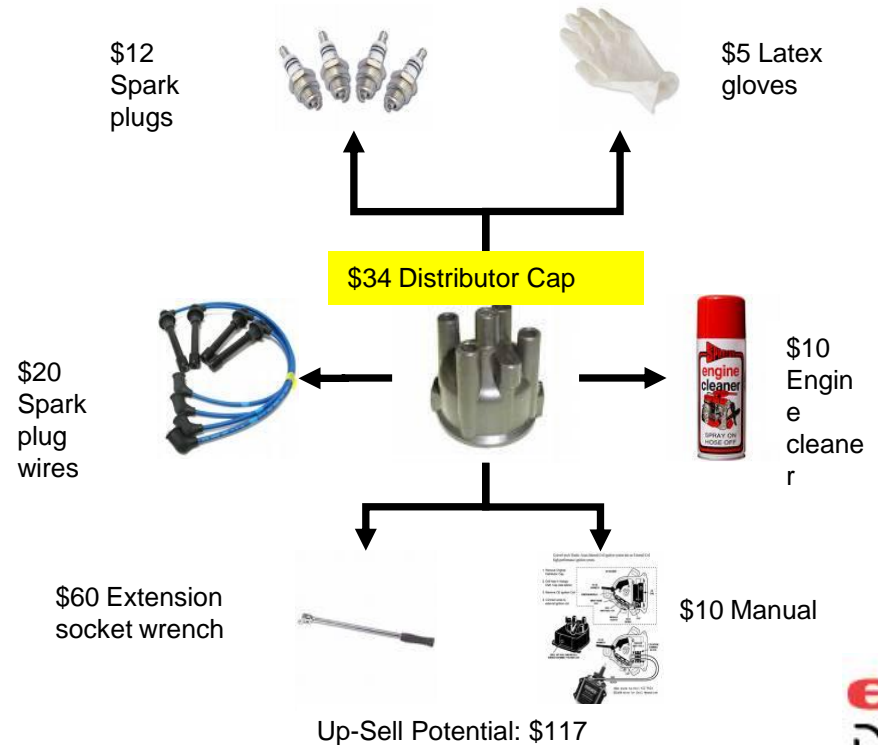
# Opportunity for Developers

# Unlock merchandising opportunities

## CAR TO PARTS – General Merchandising



## PARTS TO PARTS – Share of Wallet



# Opportunities for Developers

# Enabling Sellers

- Listing Tools
  - New Listings & conversion of existing listing
    - Catalog mapping using Product Service using sellers' SKU information such as part number and brand name
    - Converting existing compatibility information in listing to eBay approved compatibilities using Product Meta Data service
  - Bulk Edit apps in Open eBay Apps
    - In preparation for parts compatibility, sellers need to convert their existing listings to provide compatibility information in a structured manner. Requires advanced bulk edit tools that are more focused on the “parts vertical business” that will make this easier for sellers



# Affiliate Model

- Merchandising - Car to Parts and Parts to Parts
  - Using Finding Service
    - Build interesting experiences that merchandised parts to buyers based on the vehicles they own
    - Merchandise based on parts-to-parts relationship. Merchandise related parts required to finish a custom project
    - Example - <http://parts.motors.ebay.com/Car-Truck-Parts/6030/>
  - Widgets - Parts Finder
    - Integrated with ePN (eBay Partner Network), drive traffic to eBay
      - <http://www.carad.com/widgets/finder/>
      - <http://tools.carad.com/banner/>
      - Example – partsblog - <http://buypartsonline.blogspot.com/>
    - Check out other motors widgets at <http://www.ebaypartnernetnetwork.com/>
- Placements/content
  - Automotive content – Fitment guides, installation guide, etc.
    - Publishers / Partners who hosts automotive content / forums can now drive buyer traffic to specific parts that is part of the discussion with details on the compatibility

# Opportunities for Developers

# Fitment-related APIs & Services

## Product Metadata Service

Catalog Metadata (Generic)

- getProductSearchNames
- getProductSearchValues
- getProductSearchValuesBulk
- getProductSearchDataVersion

Catalog Metadata (Fitment-specific)

- getCompatibilitySearchNames
- **getCompatibilitySearchValues**
- **getCompatibilitySearchValuesBulk**
- getCompatibilitySearchDataVersion

## Product Service

Catalog Search (Generic)

- **findProducts**
- **getProductDetails**

Catalog Search (Fitment-specific)

- **findProductsByCompatibility**
- **getProductCompatibilities**

## Trading API

### Category Metadata

- GetCategoryFeatures

### AddItem Family

- AddItem
- AddItems
- VerifyAddItem
- ReviseItem
- RelistItem
- AddFixedPriceItem
- ReviseFixedPriceItem
- RelistFixedPriceItem
- AddSellingManagerTemplate
- ReviseSellingManagerTemplate
- AddItemFromSellingManagerTemplate

### GetItem Family

- GetItem
- GetItems
- GetSellerList

### Catalog Search

- GetProductSearchResults
- GetProductSellingPages



# Next Steps

- **Overview**

- [www.ebaymotors.com/compatibility](http://www.ebaymotors.com/compatibility)

- **Certified Provider Solutions Center**

- [certifiedprovider.ebay.com/compatibility.html](http://certifiedprovider.ebay.com/compatibility.html)

- **Fitment using eBay APIs**

- [http://apps.motors.ebay.com/compatibility/download/GetOntoFitment\\_Using\\_APIs.pdf](http://apps.motors.ebay.com/compatibility/download/GetOntoFitment_Using_APIs.pdf)

# Q&A

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# Thank you!

## Questions?

To learn more, visit  
[www.ebay.com/devcon](http://www.ebay.com/devcon)