

EBAY IS THE BEST PLACE TO SELL THIS HOLIDAY SEASON.

Top 5 tips for your best holiday ever!

1. Offer Returns

Attract holiday shoppers with a 30-day or longer return window.

2. Ship Fast 'N Free

Offer 1-day or same-day handling, along with free shipping, for the Fast 'N Free logo holiday buyers are looking for.

3. Attract Last-Minute Buyers

Offer a free expedited shipping option for your late-season sales. This guarantees the Fast 'N Free logo will appear on these listings for US buyers.

4. Go Global

Use the Global Shipping Program for easy shipping with tracking to buyers in 36 countries.

5. Think Mobile

Almost 1/3 of all eBay transactions are now touched by mobile. Attract mobile buyers to your listings with detailed, high-quality photos.



120 MILLION
active users and
counting.

\$20 BILLION
in mobile commerce
expected in 2013.

\$11 BILLION
in cross-border volume at
eBay Inc. (April–June, 2013)

Holiday 2013

September/October

- Stock up on what's hot.
- Order extra packing supplies.
- Update your listings with longer returns, free shipping, and expedited services.

November

- Launch Holiday promotions and bundles.
 - November 28:** Thanksgiving
 - Launch Black Friday specials on Thanksgiving or earlier.
 - November 29:** Black Friday
 - Compete with your best deals.

December

- Extend the selling season with free expedited shipping.
 - December 02:** Cyber Monday
 - Consider extending promotional events over several days.
 - December 16-21:**
 - Check with the carriers for last-minute shipping schedules.
 - December 25:** Christmas Day
 - December 26:** Boxing Day
 - December 27:**
 - Offer discounts on unsold inventory.

January

- Offer great deals to attract post-holiday buyers using eBay Gift Cards. Use Markdown Manager to easily manage promotions.



www.ebay.com/bestholiday