



HOW TO CREATE & MANAGE PROMOTIONS ON EBAY – ACCESSORY DISCOUNTS

Create and manage special offers to bolster the attractiveness of your listings and increase sales on eBay.



Table of Contents

<i>Click to navigate...</i>	Page
<u>How to Access Managing your Promotions</u>	3
<u>Setting Up Accessory Discounts</u>	4
<u>Understanding the Promotions Dashboard & Reports</u>	8
<u>Enhancing the Buyer Experience</u>	9
<u>Promotions Display Logic</u>	11
<u>Frequently Asked Questions (FAQs)</u>	12
<u>Computing Discounts</u>	16

How to Access Promotions

Summary

BRANDING

Store

MERCHANDISING

Promotions

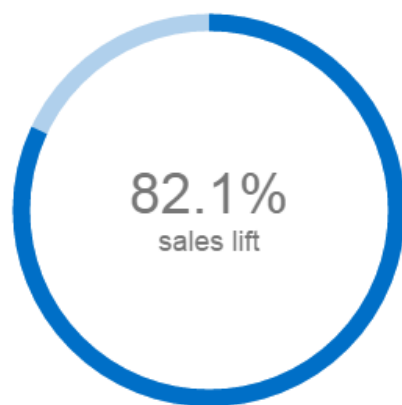
Markdown manager

ADVERTISING

Promoted listings

Guides

Promotions



Base sales	\$143.50
Promotion sales	\$656.00
<hr/>	
Total sales	\$799.50
Base sales plus promotion sales	
Sales lift	82.1%
Promotion sales divided by total sales	

Sep 10 — Oct 9 at 10:20am PDT

Create a Promotion ▾

- Order discount
- Shipping discount
- Accessory discount
- Sale event
- Markdown
- Sale + Markdown
- Targeted discount

- Click on the marketing tab within Seller Hub
- Find “Promotions” in the left navigation or view your dashboard preview down the main page

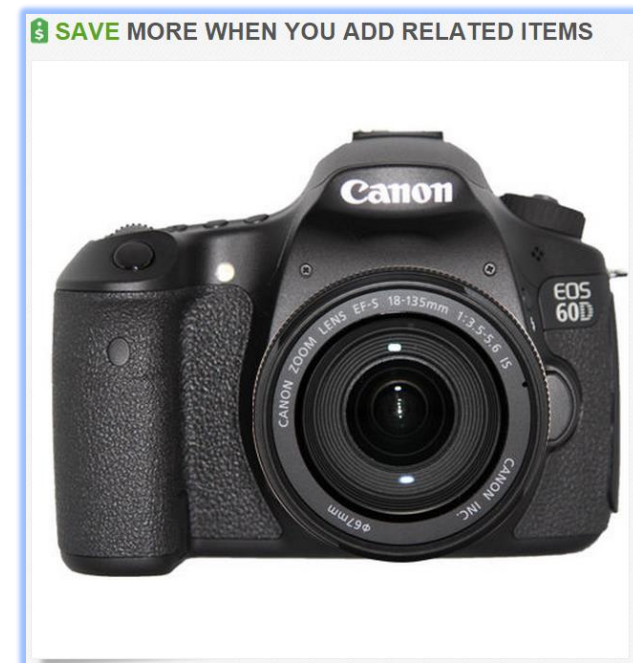
Setting up Accessory Discounts

Example Offers:

- Buy a Camera, Get 10% Off Select Accessories
- Buy a TV, Get \$25 Off A Blu-ray Player
- Buy a Printer, Get Ink Cartridges At 50% Off





Tips for Creating Successful Accessory Discount

- ❑ Recommend at least 3 related items for every primary item, and make sure all related items have free shipping.
- ❑ Make the price of the item as competitive as possible – this helps increase sales.
- ❑ Accessories to the primary item tend to sell best. Start with the necessary essentials – like an SD card for a digital camera. Then include add-ons like tripods and cases.
- ❑ Ensure that all accessory items are compatible with the primary items.
- ❑ Related items are required to have free shipping.



SAVE MORE WHEN YOU ADD RELATED ITEMS* See all eligible items

Discount will be applied in the cart when you bundle the current item with additional qualifying items from bigvalueinc

Current item			
			
Canon EOS 60D Digital SLR Camera w/18-135mm Lens	Canon Zoom Telephoto EF 75-300mm F4.0-5.6 III LENS	Canon EF-S 18-200mm F3.5-5.6 IS Lens 18-200	Patriot Memory 32GB Class-10 SDHC Memory Card LX Series
\$759.99	\$98.92	\$421.92	\$19.99* (Regular price)

* Savings shown applies to the order subtotal of all items purchased. Actual item price may vary from that shown as it is subject to a cost-weighted basis discount. Offer conditions | Learn about pricing

Setting up Accessory Discounts continued

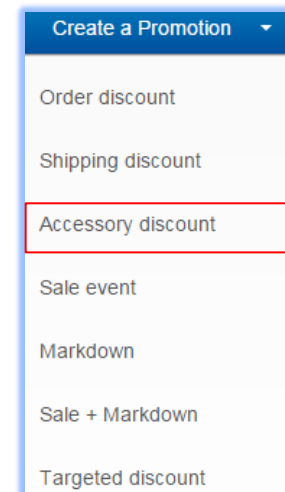
STEP 1: Complete formatted spreadsheet.

- Click **Accessory discount** from the left hand menu.
- Click ([Download \(.csv\) template](#)).
- Complete available fields:

Upload new related item offers in bulk (Step by step instructions)

Create multiple offers quickly by uploading a formatted spreadsheet (CSV file). Follow these simple steps:

1. Download the template ([Download \(.csv\) template](#))
2. Fill it out
3. Update the form with common values that will apply to all offers
4. Upload



Primary SKUs

- Enter SKUs (aka Custom Labels) for primary items.

Related SKUs

- Enter SKUs (aka Custom Labels) for related items.

Discount Type

- Enter **Percentage** or **Amount** for discount type.

Discount Value

- Enter the percentage or dollar amount to be discounted.

Currency Code

- Enter the currency in which you sell on eBay (USD for US dollars).

Maximum Quantity

- Enter the maximum quantity of each related item per transaction.

Offer Description

- (Optional) Define an internal offer title.

Setting up Accessory Discounts continued

STEP 1: Complete formatted spreadsheet. continued

Create a Promotion ▾

- Order discount
- Shipping discount
- Accessory discount
- Sale event
- Markdown
- Sale + Markdown

Bundle 1

Empty row required between bundles.

Bundle 2:

Multiple primary items, comma-separated without a space.

Bundle 3:

MSKU offers require parent SKU/custom label for each item only (do not include child variation SKU).

Primary SKUs [Separate each SKU using comma.]	Related SKU [Enter only one SKU per line.]	Discount type [Amount or Percentage]	Discount value	Currency code [Enter USD]	Discount quantity limit [Enter whole numbers]
Primary_SKU1	SKU110	Percentage	5		1
	SKU111	Amount	1.23	USD	1
	SKU120	Percentage	5		1
	SKU121	Amount	1.23	USD	1
	SKU122	Percentage	5		4
	SKU130	Percentage	5		4
Primary_SKU2,Primary_SKU5,Primary_SKU6	SKU210	Percentage	5		1
	SKU211	Amount	1.23	USD	1
	SKU212	Percentage	5		1
	SKU213	Amount	1.23	USD	10
	SKU220	Percentage	5		1
	SKU221	Amount	1.23	USD	10
	SKU222	Percentage	5		1
MSKU4_Parent,MSKU7_Parent	MSKU510_Parent	Percentage	10		1
	MSKU520_Parent	Percentage	20		1

Setting up Accessory Discounts continued

STEP 2: Upload completed spreadsheet.

- Set webform values.
- Upload file.
- Submit offer.

Note: You can keep track of the SKUs you've already uploaded by downloading a spreadsheet of your existing accessory discount offers (explained in the Manage offers section). This will help prevent you from uploading duplicate SKUs at a later time.

Create a Promotion ▾


- Order discount
- Shipping discount
- Accessory discount
- Sale event
- Markdown
- Sale + Markdown
- Targeted discount


Discount Calculation

Cost weighted – discounts are summed together as an order discount and then applied on a cost weighted basis across both the primary and all related items purchased (see [computing discounts](#)).

Discount related only – discount to be applied on the related item only.

You can upload a maximum of 5000 offers per submission and you can have a maximum of 10,000 offers that are scheduled, active, or on hold. If you need more than 10,000 offers, please contact your account manager.

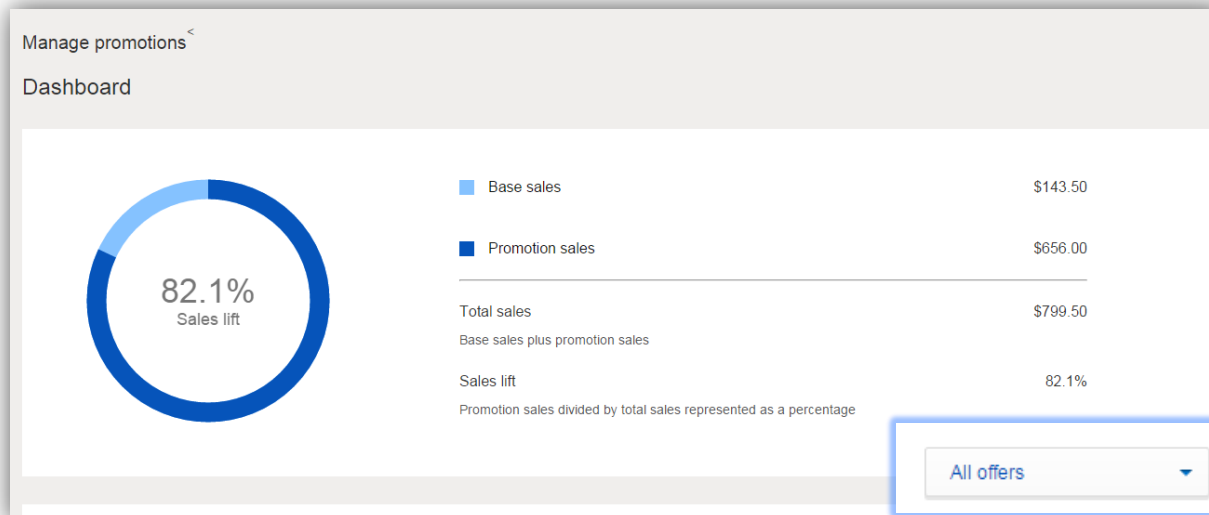
Start date:  PDT

End date:  PDT

Discount calculation: Cost weighted Discount related only ?

Upload file:

Promotions Dashboard & Reporting



- Understand your overall promotion performance
- Base sales = sales without a promotion activated
- Promotion sales = sales with a promotion activated
- Sales lift = promotion sales over total sales

<input type="checkbox"/>	-- ▾	copy offer testing	Free shipping on orders over \$100 Shipping discount	Active	Oct 08, 2015 Oct 30, 2015	0.0	0.0	0	1 ▾
<input type="checkbox"/>	-- ▾	Fashion Apparel - Bogo	Buy 1, get 1 at 20% off Order discount	Active	Sep 25, 2015 Oct 10, 2015	0.0	0.0	0	3 ▾


Track your offers

- Use the search box to quickly find offers
- Filter by offer type and status
- See performance of each promo
- Download reports

Enhancing the Buyer Experience

- ✓ Your promotion is displayed prominently at the top of the page.

SAVE MORE WHEN YOU ADD RELATED ITEMS See all eligible items ▶



Nikon D3100 Digital SLR & 18-55 VR Lens Kit
 8 watched in last 24 hours ★★★★★ 264 product reviews

Item condition: **New**
 Sale ends in: 02d 17h 06m
 Quantity: Limited quantity available / 187 sold

List price: ~~US \$499.95~~
 You save: \$142.86 (29% off)
 Price: **US \$357.09** **Buy It Now**


Added to your cart
 SquareTrade 3 yr warranty + accidents \$74.99
 214 watching [Add to watch list](#)
[Add to collection](#)

Free shipping New condition Experienced seller


- ✓ A few eligible items are featured in the module below to funnel buyers to your promotion page.

SAVE MORE WHEN YOU ADD RELATED ITEMS* See all eligible items ▶
 Discount will be applied in the cart when you bundle the current item with additional qualifying items from bigvalueinc


Current item




Nikon D3100 Digital SLR & 18-55 VR Lens Kit
\$357.09



32GB Class-10 SDHC Memory Card
~~\$39.99~~ (Regular price)
\$29.99*



EN-EL14 Replacement Lithium-Ion Battery (1000mAh)
~~\$19.99~~ (Regular price)
\$16.99*




52mm 3 Piece Hi Definition Multi-Coated Filter Kit
~~\$24.99~~ (Regular price)
\$14.99*

[+ See all](#)

Enhancing the Buyer Experience continued



- ✓ Alerts in cart notify buyers of available offers and the actions they need to take to realize the discount.

[Pay only this seller](#) | [Request total from seller](#) ⓘ

	<p>Nikon D3100 Digital SLR & 18-55 VR Lens Kit</p> <p>Condition: New</p>	<p>Quantity: <input type="text" value="1"/></p> <p>\$357.09</p>	<p>FREE</p>
<p>Save more when you add related items</p> <p>See all eligible items</p>		<p>Economy (7 business days) ▾</p> <p>Economy Shipping</p>	
<p>Remove Save for later</p>			

- ✓ When buyers have met the conditions of the offer, messaging confirms that the offer will be applied and details the total discount realized through the promotion.

[Pay only this seller](#) | [Request total from seller](#) ⓘ

	<p>EN-EL14 Replacement Lithium-Ion Battery (1000mAh)</p> <p>Condition: New</p>	<p>Quantity: <input type="text" value="1"/></p> <p>\$19.99</p>	<p>FREE</p>
<p>✓ You'll get this offer:</p> <p>Save more when you add related items</p>		<p>Economy (6 business days) ▾</p> <p>Economy Shipping</p>	
<p>Remove Save for later</p>			
	<p>Nikon D3100 Digital SLR & 18-55 VR Lens Kit</p> <p>Condition: New</p>	<p>Quantity: <input type="text" value="1"/></p> <p>\$357.09</p>	<p>FREE</p>
<p>✓ You'll get this offer:</p> <p>Save more when you add related items</p>		<p>Economy (7 business days) ▾</p> <p>Economy Shipping</p>	
<p>8 watching in the last day</p>			
<p>Remove Save for later</p>			
<p>✓ You'll get this offer: Save more when you add related items See all offers</p>			<p>- \$3.00</p>

Promotions Display Logic

For **items which qualify for multiple offers**, they will be promoted to the buyer on the View Item, Cart, and Search Results pages as follows:

View Item Page	Cart <i>Un-met Offers Only</i>	Search Results Page <i>If Applicable</i>
<ol style="list-style-type: none"> 1. Codeless coupons <ul style="list-style-type: none"> • Time ending soonest 2. Order discounts <ul style="list-style-type: none"> • Time ending soonest 3. Accessory discounts (Primary SKUs only) 4. Sale events <ul style="list-style-type: none"> • Priority • Time ending soonest 5. Shipping discounts 	<ol style="list-style-type: none"> 1. Codeless coupons <ul style="list-style-type: none"> • Time ending soonest 2. Order discounts <ul style="list-style-type: none"> • Time ending soonest 3. Shipping discounts 4. Sale events <ul style="list-style-type: none"> • Time ending soonest 	<ol style="list-style-type: none"> 1. Order discounts <ul style="list-style-type: none"> • Time ending soonest 2. Sale events <ul style="list-style-type: none"> • Time ending soonest 3. Shipping discounts

Frequently Asked Questions (FAQs)

What kind of listings would qualify to be part of an offer?

The minimum requirements for qualification in a special offer are:

- Items must have [PayPal](#) as one of the valid payment options.
- Items must have a [Buy It Now](#) option. No Auction types are supported. Best Offer type with a Buy It Now component is supported, but discounts will only be applied if a purchase is made through Buy It Now. Once the buyer has made a "best offer bid" and that bid is accepted, the item is no longer eligible for order discount offers.
- When entering or selecting SKUs for SKU based offers, multi-variation (color, size, style, etc.) items/listings must include the [parent SKU ID](#) to be eligible for the offer. Child variation IDs do not need to be added and will automatically be fetched per the parent SKU ID. If only the child SKU ID is included in the offer, this item will be ignored.
- Items with a Minimum Advertised Price, or MAP, treatment (item price is not displayed because it is below the Minimum Advertised Price) are not supported.

What are SKUs? Where do I set SKUs?

"SKU" stands for "stock-keeping unit," which is a general term for a catalog number for a specific item. SKU is also called "Custom Label" in eBay's selling tools, such as Selling Manager, Selling Manager Pro, Turbo Lister, the bulk edit and revise tool in My eBay, File Exchange and API.

A SKU number can refer to a number generated by the manufacturer, or it can be a number that a seller creates for each item to manage their inventory. The SKU number for an item is provided by the seller when an item is listed or after it has been listed. Using SKUs or custom labels make it easier for you to re-list products with the same SKUs or custom labels, without having to also configure cross-sales for them each time.

You can add or edit SKU numbers in the "Custom Label" field of your listings using Selling Manager, Selling Manager Pro, Turbo Lister, the bulk edit and revise tool in My eBay, File Exchange and API. [Learn more](#) about these eBay selling tools.

Will creating and managing promotions on eBay improve my position in Best Match on the search results page?

There's no "silver bullet" for getting a good position in search. Creating and promoting promotions on eBay will not directly give you an advantage in your listings' search results rank; however, sales of all items with a special offer will count as a sale for each item's listing. As a result, the listing will automatically move up in rank in Best Match over time as sale is taken into account in the Best Match algorithm. More importantly, by creating offers you are funneling buyers from search to shop your items alone.

Can I charge a shipping cost?

The primary item in an Accessory discount offer can carry a shipping cost. However, all related items must offer free shipping as one of the domestic shipping options. The related item listings can charge a fee for international shipping. Make sure you offer the same class of service on the primary item as the related item's service that has free shipping to consolidate bundled purchases into one order, so you can send the order in one box and reduce your ship costs.

Frequently Asked Questions (FAQs)

Can I add a SKU to my offer that I have not yet listed on eBay?

You can add a SKU to your offer even if you have not yet listed any item on eBay with that particular SKU. However, this SKU will essentially be ignored until an item with this SKU can be found for display with the offer.

What is a "primary SKU"? What kind of merchandise would be appropriate to offer as a "primary SKU"?

Examples of primary SKUs include:

- Items that have related or optional accessories. (e.g. cameras, laptops, TVs, furniture, tents).
- Books or DVDs. For example: "Season 1" of a given TV series, a sequel to a movie, or a book that is a part of a series of related stories.

Primary SKU items must meet the criteria mentioned above to qualify for an accessory discount offer.

What is a "related SKU"? What kind of merchandise would be appropriate to offer as a "related SKU"?

A related SKU item is generally an accessory or item that complements the primary SKU item. For example:

- Extra lenses, camera cases, or batteries that are compatible with a camera.
- Games or extra controllers for a video game console.
- DVDs in a series, such as "Season 2" of a TV show.
- Books in a series, such as "Volume 1" and "Volume 2" of a story.
- A matching chair to a sofa set.
- Camping accessories for a tent.

Related SKU items must meet the qualifying criteria mentioned above, and offer free shipping as one of the shipping options in order to be included in an Accessory Discount offer.

Related SKU items not meeting any of these conditions will not be displayed as a part of the Accessory Discount offer on the Item page.

Related items sell best when they are priced at about 20% the price of the primary item. Lower priced items are easier to sell to buyers than an additional item that is the same or higher price than the primary item.

Can I attach the same group of related items to multiple primary SKU's at the same time so that I can be more efficient?

Yes, you can attach the same group of related items to up to 500 primary SKUs at a time through the web-based tool, Excel bulk upload or the API. This means that each of the 500 primary SKUs will display the same set of related items. Research shows that showing accessories and relevant related items is essential to sales, so use this feature only when you genuinely have interchangeable related items.

What is the limit of related SKUs that can be listed in an Accessory Discount offer?

You can list up to 14 SKUs for related items with each Accessory Discount offer. For example:

- Your primary SKU items are different Canon SLR cameras.
- Your related SKU items can include a combination of up to 14 compatible telephoto lenses, macro lenses, camera cases, camera bags, flash attachments and spare batteries.

Frequently Asked Questions (FAQs)

I use markdown manager, will my items show a double discount?

If you use Markdown Manager, the discounts you configure for **Accessory discount** offers will be on top of the marked down prices.

Can my buyer purchase the related item without buying the primary item?

Buyers are not able to purchase your related items alone at the discounted price you offer as part of the Accessory discount offer. They must purchase the primary item together with one or more related items in order to get the discounted price.

I have multiple related items. Can I set a limit as to how many related items the buyer can purchase?

No, if you have multiple related items, the buyer will be able to add each related item to their cart. There is not a way to limit the amount of related items they purchase. If you wish to set a limit, you may consider only adding 1 related item, and setting a limit on that item.

I have a shipping discount and a related item offer. Can the buyer get both discounts?

Yes, Shipping discount offers may be applied on top of all other discount offers. The shipping discount threshold is evaluated after all other discounts have been applied.

Can I pick what related items appear first?

In order to enhance the relevance of offer merchandise displayed on the View Item page, eBay Promotions Manager will use an algorithm based on item relevance, to determine the order in which your configured items are displayed.

How does the discount work for related SKUs in an Accessory Discount offer?

You can opt to offer discounts as a specific dollar amount or as a percentage off the regular price of related items / related SKUs. For example:

- \$10 off the regular price of a camera bag with a purchase of a Canon camera
- 20% off the regular price of a macro lens with a purchase of a Nikon camera

How are the discounts distributed?

The total discount from your special offer will be applied to the buyer's order subtotal. The order discount is then itemized across all items (primary and related) applicable to the offer on a cost-weighted basis. This is an industry standard that's designed to protect sellers from buyers getting an item for a steep discount when returning the more expensive item. To prevent buyers from getting any discount when returning part of the order and no longer satisfy the discount conditions, you can change your return policy to not accept partial returns. See [Discount Computation](#) for more detail.

What happens if a buyer returns the primary item in a Related Item Offer but keeps the related items?

All discounts are prorated and deducted from the regular price of all items in a special offer. Discounts on the related item(s) will be distributed proportionally to the primary item so that buyers would not end up getting the full discount on the related items they keep when returning the primary item only. In this case, you will be responsible for crediting the buyer the price of the primary item after discount.

Frequently Asked Questions (FAQs)

Will discounts on related items apply only to bundled sales, or will buyers be able to get the discounted price if they purchase only the related item?

Buyers must purchase the primary item together with one or more related items in order to get the discounted price.

Will the individual items sold with a special offer appear as separate line items in order details?

All individual items sold with a special offer that have the same shipping service will be grouped together as a single order in order details. You will continue to have the ability to provide one tracking number for all items in an order or provide different tracking numbers for individual item(s) in an order.

How do I consolidate bundled purchases into one order, so I can ship the order in one box and reduce shipping costs?

Make sure you've set the "Offer Combined Payments and Shipping" preference to "Yes" in My eBay - Site Preferences > Shipping Preferences. If you are directly integrating with the eBay API use eBay's GetOrders API (not GetTransactions API) or the hierarchy of orders versus items when using eBay's SoldReports API in Large Merchant Services. If you receive orders through Channel Advisor, in some circumstances bundled orders may be split into individual transactions.

How will final value fees be calculated?

The final value fee on your listing will be calculated based on the total amount of the sale, including the cost of the item after discount, shipping, and any other fees a seller may charge, excluding any sales tax.

How long does it take for my edits to take effect on a live offer?

Any changes you make to your offer will usually take effect immediately, but may take up to 15 minutes.

How long does it take for edits to my listings to be reflected on my live offers?

Most edits to your listings will appear immediately on your live offers. In the case where you change a listing to offer free shipping in order to qualify for an Accessory Discount offer, it may take up to 4 hours before the listing will appear with your live offer.

Can I change the items that qualify for an offer once it has been active?

You can edit inventory rules and the list of SKUs selected for your offer at any time. Remember, you must have at least one SKU listed within your offer for it to be active.

Can I schedule my offer in advance?

Yes, Promotions Manager allows you to set offers to activate at a future date/time and specify the date/time when the offer should automatically deactivate. Once an offer is live you can also edit it, put it on hold, or end it prior to the specified end date.

Can I schedule when to place my offer on hold or when to reactivate my offer?

The eBay tool for creating and managing promotions does not currently support the ability to schedule offers to be held or reactivated at a specific time. When you choose to place an offer on hold or resume an offer, it will take effect within 15 minutes.

Computing Discounts

The discount given as a part of your offer is calculated based on the total regular price of all eligible items prior to any other discounts, postage costs, and other fees. For a free item with purchase offer, the undiscounted price of the lowest-priced item(s) will be applied as the discount towards the entire order.

As a default, the discount given as a part of your Accessory discount offer will be applied to the entire order and distributed on a [cost-weighted basis](#) to each qualifying item purchased in the order.

Unless otherwise specified, the discount given as part of the offer will be applied to the entire order and distributed on a cost-weighted basis to each qualifying item purchased in the order. This will be reflected in the buyers' invoice within the "order details" page.

In the event of a return of an item in a special offer, the seller should refund the buyer at least the weighted discounted value of the item being returned.

By default, discount calculation for accessory discounts will be set to 'Cost weighted.' As such, the discount will be applied to each item purchased on a cost-weighted basis, prior to the addition of shipping and handling costs and any applicable taxes, and will be invoiced to buyers within the "Order details" page accordingly. For example:

If 'Discount related only' is selected for discount calculation, the discount will only apply to the related item. The primary item will be invoiced at the regular price: For related items that are discounted 100% as part of an Accessory discount offer, we will force these transactions to be calculated on a cost-weighted basis. We do not allow any items to have \$0.00 price in checkout.

Example 1

Get 50% off a tripod with the purchase of a camera
(50% discount applied to related item in the order)

Camera:

Tripod:

TOTAL:

\$900

\$100 less 50% = \$50

\$950

Example 2

Get 50% off a tripod with the purchase of a camera

Regular prices in the order before discount:

Camera: \$900

Tripod: \$100

Undiscounted subtotal: \$1,000

Total discount: \$50 (50% off \$100)

Equivalent order discount in percentage terms:

5% (\$50 off \$1,000)

5% discount applied to items in the order:

Camera: \$900 less 5% = \$855

Tripod: \$100 less 5% = \$95

TOTAL: \$950