HOW TO CREATE & MANAGE PROMOTIONS ON EBAY – CODELESS COUPONS

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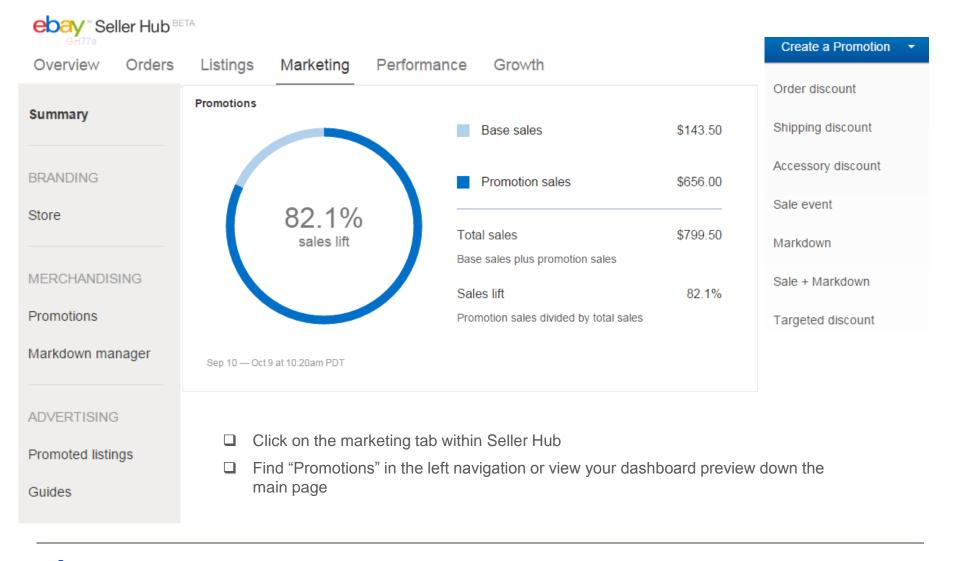
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How to Access Promotions

☐ 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 Codeless Coupons

EXAMPLE OFFERS:

- Extra $10 Off
- Extra 10% Off
- Save $10 When You Spend $100 Or More
- Save 20% When You Spend $100 Or More

Tips for Creating Successful Codeless Coupon Offers

❑ Coupons are meant to go viral, and are only visible to buyers with the unique URL.

❑ Push the links to Facebook, Twitter, Websites, in shipments, etc.

❑ Set thresholds slightly above your average order size or average order value to encourage buyers to spend more and buy more items!

❑ Be aware that, in general, buyers respond better to a percentage off over a dollar amount discount.

❑ Use order size discounts when you have similar margins across products or categories.

❑ Make sure a dollars off discount does not exceed the price of the least expensive item in the promotion (unless you intend to give items away for free as part of your promotion).
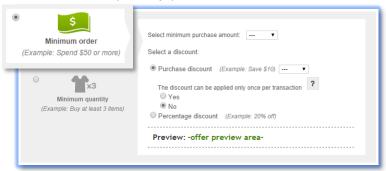
Setting up Codeless Coupons continued

STEP 1: Set offer conditions.

- ❑ Click **Codeless coupon** from the left hand menu.
- ❑ Select **Minimum Order** or **Minimum Quantity**.
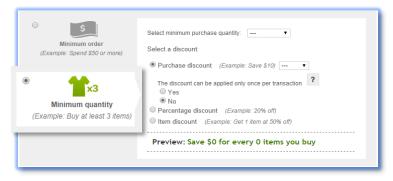- ❑ Follow one of the following two sets of instructions:

Minimum Order

- Select a minimum purchase amount.
- Choose a discount type:
  - o Purchase discount
  - o Percentage discount
  - o Ideal for quantity purchases of 1

Minimum Quantity

- Select a minimum purchase quantity.
- Choose a discount type:
  - o Purchase discount
  - o Percentage discount
  - o Item discount

Setting up Codeless Coupons continued

STEP 2: Choose items to include in the promotion.
Restricting inventory by rules

❑ Click **Create inclusion rule** or **Create exclusion rule.**

❑ Follow steps to add rule:

Create Inclusion Rule

- Select to exclude items by:
    - Whole store (All inventory)
    - eBay category
    - My store category

- Apply desired filters (options).

- Click **Add inclusion rule.**

Create Exclusion Rule

- Select to exclude items by:
    - eBay category
    - My store category
    - Enter SKUs
    - Select individual SKUs
- Click **Add exclusion rule.**
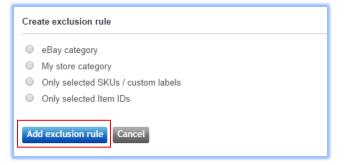
Setting up Codeless Coupons continued

STEP 2: Choose items to include in the promotion.
Restricting inventory by SKUs

❑ Click **Enter SKUs** or **Select individual SKUs.**

❑ Follow steps to select SKUs:

○ **Restrict inventory by rules**

⦿ **Restrict inventory by SKUs**

You can select up to 500 individual SKUs. SKUs or stock keeping units are your product identifiers for your listings and are also known on eBay as Custom Labels.

Enter SKUs | Select individual SKUs ?

○ **Restrict inventory by Item IDs**

Enter SKUs

- Click **Enter SKUs.**
    - Enter one SKU/custom label per line.
    - Enter up to 500 SKUs.
- Click **Add these SKUs.**

Select Individual SKUs

- Click **Select individual SKUs.**
    - Select category.
- Click **View SKUs in this category.**
    - Select SKUs.
- Click **Add selected SKUs.**

Side navigation:

▼ **Dashboard**
   Promotions

▼ **Promotions**
   Order discount
   Codeless coupon
   Shipping Discounts
   Sale event
   Accessory discount

▼ **Reports**
   Promotions

Merchandising settings

Setting up Codeless Coupons continued

STEP 2: Choose items to include in the promotion.
Restricting inventory by Item IDs

❑ Click **Enter item IDs** or **Select individual items.**

❑ Follow steps to select items:

○ Restrict inventory by rules

○ Restrict inventory by SKUs

◉ Restrict inventory by Item IDs

You can select up to 500 items or listings. If you assign SKUs aka custom labels to your items, we recommend that you restrict by SKU since an Item ID can change when you relist an item.

Enter Item IDs | Select individual items ?

Enter Item IDs	Select Individual Items

• Click **Enter Item IDs.**
  • Enter item ID per line.
  • Enter up to 500 item IDs.
• Click **Add these items.**
	• Click **Select individual items.**
	  • Select category.
	• Click **View items in this category.**
	  • Select items.
	• Click **Add selected items.**

Dashboard
Promotions

Promotions
Order discount
Codeless coupon
Shipping Discounts
Sale event
Accessory discount

Reports
Promotions

Merchandising settings

Setting up Codeless Coupons continued

| STEP 3: Describe the items that are eligible. |

▼ **Dashboard**
   Promotions

▼ **Promotions**
   Order discount
   Codeless coupon
   Shipping Discounts
   Sale event
   Accessory discount

▼ **Reports**
   Promotions

Merchandising settings

❑ Enter an offer subtitle describing the items that will be included in the offer.

❑ Preview how the offer title will be displayed:

Enter description:

Examples:
1. Brand & categories: On Michael Kors hand bags & shoes
2. All brands - Coach, DKNY, Christian Dior & Chloe
3. Subset of brands - Top brands including Nike, Adidas & Puma
4. Categories - Consumer electronics & TVs

Preview Extra 0% off when you buy 0+

Marked down item price reflects all savings

Setting up Codeless Coupons continued

STEP 4: Schedule the offer.

- ❑ Create an "offer title" for internal management (not visible to buyers).
- ❑ Let offer start immediately or select a future offer start date/time.
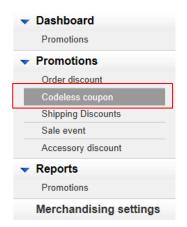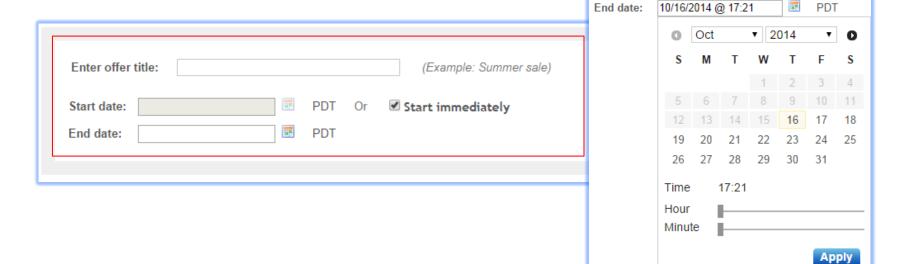- ❑ Select an offer end date/time.

▼ **Dashboard**
   Promotions

▼ **Promotions**
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Merchandising settings

Enter offer title: _(Example: Summer sale)_

Start date: PDT   Or   ☑ **Start immediately**

End date: PDT

End date: 10/16/2014 @ 17:21   PDT

◀ Oct ▼   2014 ▼ ▶

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Time   17:21

Hour

Minute

Apply

Setting up Codeless Coupons continued

STEP 5: Select an offer image.

❑ Add a picture to represent the offer on key site placements:

    ❑ Upload a new picture.

    ❑ Select a picture using an item ID/Listing ID.

    ❑ Auto-select to automatically select an item from offer inventory.

▼ **Dashboard**
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▼ **Promotions**
   Order discount
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   Accessory discount

▼ **Reports**
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Merchandising settings

Selection options:

◉ Upload a new picture

Upload picture

○ Select a picture using an Item ID / Listing ID

○ Auto-select

Setting up Codeless Coupons continued

STEPS 6 & 7: Select offer priority & save or submit.

❑ Set offer priority (optional) to determine which offers will be highest on Offer Page (priority 1 is shown first).

❑ Finalize offer:

    ❑ **Submit** so offer goes live immediately or at specified start date/time.
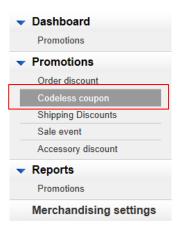
    ❑ **Save as draft** so offer remains inactive in draft mode.

Priority: ▼

By submitting this form, you acknowledge that you've reviewed and accepted eBay Promotions Manager's Terms and Conditions.

Submit   Save as draft   Cancel

▼ **Dashboard**
  Promotions

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  Order discount
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  Sale event
  Accessory discount

▼ **Reports**
  Promotions

Merchandising settings

Promotions Dashboard & Reporting

Manage promotions[<]

Dashboard

■ Base sales	$143.50
■ Promotion sales	$656.00
Total sales	**$799.50**
Base sales plus promotion sales	
Sales lift	**82.1%**
Promotion sales divided by total sales represented as a percentage	

82.1%
Sales lift

| All offers ▼ | Status ▼ | Search by promotion name 🔍 |

☐	-- ▼	copy offer testing	Free shipping on orders over $100 Shipping discount	Active	Oct 08, 2015 Oct 30, 2015	0.0	0.0	0	1 ▼
☐	-- ▼	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 ▼

❑ 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

Track your offers

❑ Use the search box to quickly find offers

❑ Filter by offer type and status

❑ See performance of each promo

❑ Download reports

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 *Un-met Offers Only*	Search Results Page *If Applicable*

1. Codeless coupons
   • Time ending soonest
 	
2. Order discounts
   • Time ending soonest
 	
3. Accessory discounts
   (Primary SKUs only)
 	
4. Sale events
   • Priority
   • Time ending soonest
 	
5. Shipping discounts
	1. Codeless coupons
	   • Time ending soonest
	
	2. Order discounts
	   • Time ending soonest
	
	3. Shipping discounts
	
	4. Sale events
	   • Time ending soonest
		1. Order discounts
		   • Time ending soonest
		
		2. Sale events
		   • Time ending soonest
		
		3. Shipping discounts

Frequently Asked Questions (FAQs)

Why should I create a codeless coupon offer?

Codeless coupon offers give you the ability to offer exclusive coupons to buyers of your choosing. Once the promotion is created, a link is generated for you to share with your customers. The coupon is hidden from general search, and only buyers who have access to the link will be able to take advantage of the promotion. The coupons are a great option for customer service issues, as well as Facebook, Twitter type promotions.

Can I limit the quantity purchased by buyers?

No, not at this time. Buyers will be able to add multiple items, and or quantity with this offer if they wish. If you want to limit the amount of purchases made, it's better to shorten the time period of the offer.

Is there a way to target certain User ID's? I'm worried my link will go viral.

No, not at this time. This is something in scope for 2015. We cannot guarantee that your coupon will stay private. If a buyer shares the link, it's possible for the link to go viral. If this is of concern, be sure to shorten the time period for the offer.

I created my offer, but how do I know that I created it correctly?

The easiest way to make sure the promotion is set up the way you envisioned, you can preview the offer. To preview the offer click on the "more" tab under the promotion. You can preview the link for any scheduled promotions, or to review any possible issues. If the promotion is live, you can also view the targeted URL link. This link will allow you look at the offer as a buyer would.

I created a coupon but my buyers cannot see it. What's wrong?

The codeless coupon option is only available to customers who have the link. This means buyers who have found your item via search will not see the discount. If your buyers are still not able to see the coupon via the link you sent, please review the items in the promotion.

Frequently Asked Questions (FAQs)

Help! When I look at the listing without clicking on the link I can see the promotion. Does this mean that all my buyers can see the promotion?

No, the promotion is saved through cookies. If you close the browser and then re-open it you will still see the promotion. If you want to check your listings try reviewing the item in a different browser. This means try it in Internet Explorer and try to view it in Google Chrome.

Will the promotion end when my quantity runs out? What happens when I add more quantity?

The promotion will remain active on your promotion dashboard, however if the item does not have quantity we will not show the item in the promotion. Once the item has active quantity it will show in the promotion again.

Can I set up a promotion if I have a scheduled listing?

Yes, the promotion will show on the listing once the item is "searchable" on the site. To check if your item is searchable on the site, put the title in the search bar. If your item does not come up in the search results it means the item is still indexing on the site. Indexing is usually quick, but in some categories can take up to 6 hours to show up in search.

I have the option to do minimum quantity or minimum order. What's the difference?

- If the goal is to mark down each item by a certain percentage or dollar amount it's best to select minimum quantity, purchase 1. This will mark down each item. Example: Buy 1 save 20%
- If the goal is to get the buyer to spend more than the average selling price, it's better to select the minimum order. Example: Spend $100 and save $20.
- If you want to encourage buyers to add more quantities of the item, it's ideal to set minimum quantity. Example: Buy 2 items, and save 20%.

Computing Discounts

Shipping

- If you've configured combined shipping promotions in eBay's Shipping Promo Manager tool, they will continue to work as usual in Checkout.
- All individual items sold with a Promotions Manager 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 items in an order.

Refunds

- If the buyer exercises his right to cancel his order and return one or more of the items in a special offer, the seller shall refund the buyer at least the weighted discounted value of the item being returned. For items purchased as part of a special offer, the returns policy specified in each individual listing will apply to the return of each respective item. If a seller's return policy for an item permits returns, the item price that the seller reimburses the buyer must at a minimum be the cost-weighted (see example 1) discounted price of the returned item as displayed in My eBay.

Rounding

- If a buyer qualifies for an order size discount on the purchase of a single item in multiple quantities, the amount of the discount applied may be rounded up by the maximum of one (1) cent per item ($0.01) depending on the original price of the item and the amount or percentage of discount offered as part of the promotion. The rounding will always be done in the buyer's favor to prevent bad buyer experiences. Examples:

Example 1	Example 2
Buyer purchases 25 shirts ($9.99 each) to qualify for a 10% discount:	Buyer purchases 100 pens ($0.99 each) to qualify for a 25% discount:
25 shirts @ $9.99 = **$249.75** 10% off $249.75 = **$24.97**	100 pens @ $0.99 = **$99.00** 25% off $99.00 = **$24.75**
Discount per shirt: $24.97 ÷ 25 shirts = $0.9988 per shirt	**Discount per pen:** $24.75 ÷ 100 shirts = $0.2475 per pen
Total discounted amount (rounded up): $249.75 – ($1.00 × 25) = $224.75	**Total discounted amount (rounded up):** $99.00 – ($0.25 × 100) = $74.00