

Promoted Listings Drives Sales Velocity at \$43:1 ROI for TekReplay

ebay advertising



Objective

Increase sales and exposure for TekReplay's Apple products such as MacBooks, iPads, iPhones, Accessories, and more on eBay.

Strategy

- Promote listings with large quantity that are slow to sell
- Start with a 2-3% ad rate to fit margin constraint
- Run continuous campaigns to maximize visibility of live listings



TekReplay is a top rated eBay seller that specializes in quality refurbished Macs, iPhones, and iPads at competitive prices. A member since 2008, TekReplay takes pride in their dedicated customer service and product quality. With a 99.1% feedback score, and more than 11,432 followers on eBay, TekReplay knows how to create happy customers.

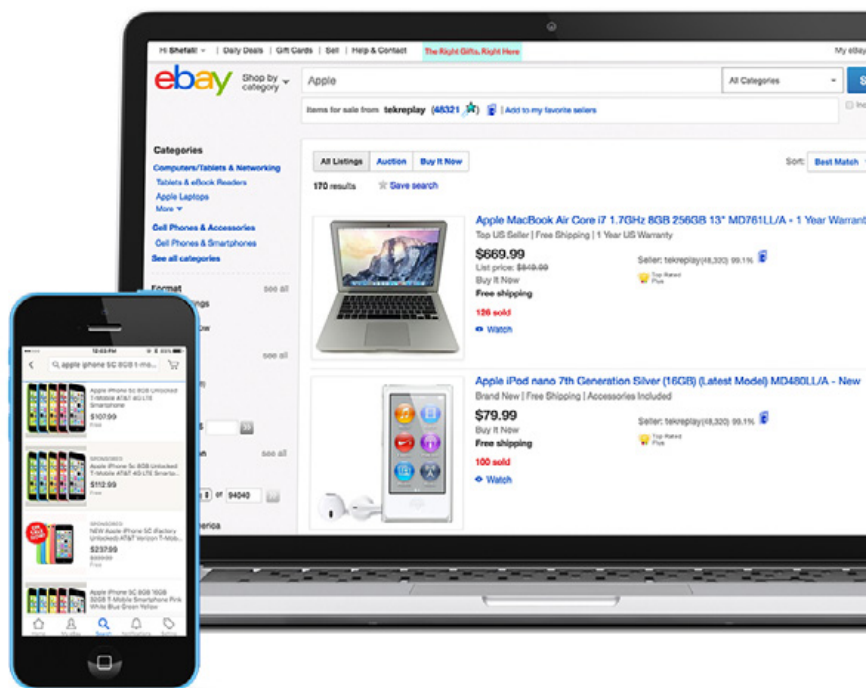
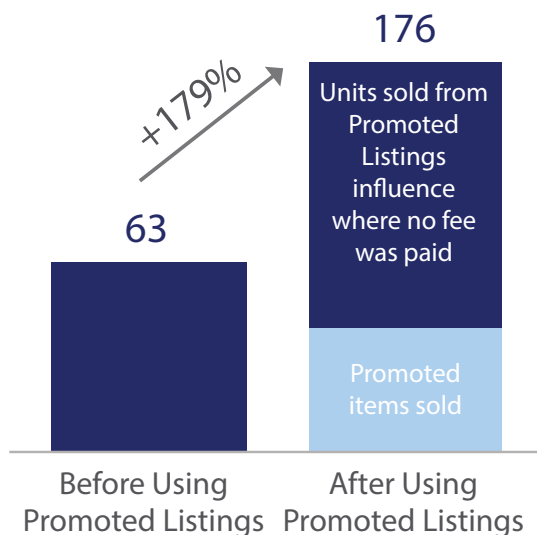
Promoted Listings Drives Volume Increase for Items Promoted

3X
Increase in
Overall Sales

179%
Increase in
Items Sold

\$43:1
Return on Ad
Spend

Number of Units Sold per Day



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