

eBay Sales Maximizer

Successfully create and manage promotions on your listings

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“Our customers can see that we really sell a vast array of products—from home appliances, to t-shirts, to sweepers—not just electronics.”

Teri Riley (User ID: TigerDirect)

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“Generic related items don’t convert as well as the ones designed specifically for an individual item. It’s motivated me to bundle more related products across more items, and to do cross-sales in the proper way.”

David Raskin (User IDs: Maxtoolsales, Factory_Authorized_Outlet)

Overview

Online shoppers purchase additional products based on recommendations available on ecommerce web sites. According to a study by Forrester Research Inc., 54% of online shoppers noticed recommendations; 77% found them to be valuable and 34% of those who noticed the recommendations purchased additional products. (Source: North American Technographics® Retail & Customer Service Online Survey Q2 2007)

Cross-sales (encouraging shoppers to add related items to their purchase) were second on the list of top 20 valuable online merchandizing features, after keyword search, with 96% of retailers endorsing their value. 95% of online retailers endorsed the value of sales or specials. (Source: Source: the etailing group, "10th Annual Merchant Survey," April 12, 2011)

Welcome to eBay Sales Maximizer. eBay Sales Maximizer gives you the unique opportunity to recommend or cross-sell related products (such as accessories). This allows you to increase **order size and revenue** – while your buyers enjoy the savings! eBay Sales Maximizer is free – there are no additional costs for you to use this service.

Canon EOS 60D Body 18MP DSLR Camera NEW
Canon USA Authorized Dealer!! Factory Sealed!! USA
★★★★★ 1,906 Reviews
Item condition: **New**
Price: **US \$876.95** [Buy It Now](#)
[Add to Cart](#)
Special offer
Special [BillMeLater](#) 10% back (up to \$30) + extra time to pay
Subject to credit approval. See terms
Special offer available on this item and related items
Shipping: **FREE** Standard Shipping [See more services](#) | [See all details](#)
Delivery: Estimated between **Mon, Mar. 21** and **Fri, Apr. 1**
Use **Expedited Shipping** to get it by Mar. 22
Returns: No Returns Accepted
eBay Buyer Protection
Covers your purchase price plus original shipping.
[Learn more](#)

Seller info
6aveelectronics (257134) [★](#) [mp](#)
99.4% Positive feedback
Save this seller
[See other items](#)
Visit store: [6aveelectronics](#)

Other item info
Item number: 310292785175
Item location: Brooklyn, New York, United States
Ships to: Worldwide
Payments: [PayPal](#) See details
History: 12 sold
[Print](#) | [Report item](#)

eBay Sales Maximizer can help buyers:

- ✓ Find accessories and related items while they're shopping.
- ✓ Lower their shipping costs per item when they buy more.
- ✓ Take advantage of special savings from you when they add more items to their order.

eBay Sales Maximizer can help you:

- ✓ Increase order size and revenue as buyers purchase more items from you in a transaction.
- ✓ Get marketing exposure from cross-selling your related items on your listings.
- ✓ Lower shipping costs and increase profit margins by consolidating bundled orders.

Special offer: Save more and pay no additional shipping [Show all items](#)
Exclusive eBay savings from 6aveelectronics. These items only when you pay with PayPal. [See terms and conditions](#)

This item: Canon EOS 60D Body 18MP DS... \$876.95	Canon FD 75-200mm f/4.5 Telephoto Lens \$80.80 Regular price Save \$36.50 off your order*	Hoya 77mm Ultraviolet UV Super Multi Coated... \$17.99 Regular price Save \$10.00 off your order*	Silk Sprint Mini-III Tripod (Gun-Metal) - Brand New \$45.00 Regular price Save \$25.00 off your order*	Tamrac 5273 Camera Black Backpack \$19.99 Regular price Save \$10.00 off your order*

Save more and pay no additional shipping

Subtotal: US \$941.94 (3 items)
You'll save: **-\$35.00**
After discount: **US \$906.94**
[Buy these items](#)

Shipping: **FREE** Standard Shipping
[See more services](#)

*Discount applied to your order subtotal

Before you get started...

- ✓ Use SKU numbers to create more targeted offers. The SKU number must be located in the “Custom Label” field of your listing. If you don’t currently use this field, you can add or edit it in Selling Manager, Selling Manager Pro, Turbo Lister, the bulk edit and revise tool in My eBay, File Exchange and through the API. [Learn more](#) about these eBay selling tools.
- ✓ Sellers must set the “Offer Combined Payments and Shipping” preference to “Yes” in My eBay - Site Preferences – Shipping Preferences in order to support offers. This is the default setting.
- ✓ The primary item in a related items offer can carry a shipping cost. However, all related items must offer free shipping as one of the domestic shipping options. The related items 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 ship the order in one box and reduce your shipping costs. For example, a buyer purchases a camera that offers standard shipping for \$5 and additional related items that offer standard shipping for free, when the buyer completes the purchase all items will be consolidated into a single order with a total shipping cost of \$5 for standard shipping.
- ✓ If you are integrating directly 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 to consolidate bundled purchases into one order, so you can ship the order in one box and reduce your shipping costs.



Current limitations

- Offers can only be configured for fixed price listings or multi-variation listings (such as a shirt that comes in multiple colors and sizes) available on eBay.com or eBay.co.uk.
- All listings included in an offer must offer PayPal as one of the payment options.
- Listings which use the “see price at checkout” feature are currently not supported by eBay Sales Maximizer.



Important: eBay Sales Maximizer currently does not support global offers. If you list products on the other international eBay sites, you will have to configure offers on those sites separately. If you have a listing on eBay.com/.de/.co.uk that offers worldwide shipping, buyers will only see your configured offer if they browse the respective eBay site even though your listing is also surfaced on eBay’s international sites.

Make sure your Account Manager has whitelisted you.

Go to: <http://cgi1.ebay.com/ws/eBayISAPI.dll?ConfiguratorAccept>

Sign in with your eBay user ID and password

Offer types

eBay Sales Maximizer can help you sell even more by giving you the unique opportunity to recommend—or cross-sell—your other products. When buyers take advantage of your exclusive offers and savings, you'll see increased order size and revenue!— while your buyers enjoy the savings! eBay Sales Maximizer is free – there are no additional costs for you to use this service.

To best utilize eBay Sales Maximizer, you should first determine what you're trying to achieve. Are you looking to promote specific items related to the main item—like lenses and a tripod for the camera your buyer is looking at? Is your goal to promote your entire eBay Store inventory, or a specific product category? Whatever your business objective, eBay Sales Maximizer can help—just use the information below to determine which type of offer will best help you achieve your goals.

Order size offers - To promote your entire store or a category of items, create order size offers. Order size offers are an easy way to promote the purchase of more than one item—or spending over a certain amount per transaction—by allowing you to offer dollars off, a percentage off, or free items per multiple-item purchase.

Related items offers - To inspire the purchase of specific items that are often purchased together, create related items offers. By bundling related items to a primary item, related items offers enable you to promote individual SKUs—such as specific lenses for the camera featured—within your listings. Each item can be offered at a different percentage discount—with the condition that the buyer purchases the primary item.

Sale events offers - To merchandise all your discounted items together for easy buyer access, create sale events. Items you select for this event that also have a sales price treatment will automatically appear on the sale page and each item will also have links enabled on key shopping pages to drive shoppers to this "sale" page.

“Sale & Clearance” offers* - To automatically promote all specially discounted items on a new offer page, create “sale and clearance” offers. If you have an eBay store and have created sales using “Markdown Manager” or if you are enabling special pricing treatments via the "DiscountPriceInfoType" using the "AddItem family of service calls", you can improve merchandising of those items by automatically promoting all of those items on one page.

“Free shipping” offers* - To promote all your listings which provide conditional free shipping, create “Free shipping” offers. If your listings allow for combined shipping rules, you can improve merchandising of that offer by automatically providing all of those items on one page.

See pg 16: **Merchandising Settings for instructions on how to create “Sale & Clearance” and “Free shipping” offers.*

Order size offers

Tips for creating successful order size offers:

- ✓ If you re-price your inventory frequently, don't offer dollars off—offer a percentage off or free products instead. This helps to protect your margin.
- ✓ Use order size offers when you have similar margins across products or categories.
- ✓ Make sure the dollars off doesn't exceed the lowest-priced item in the promotion (unless you intend to give items away for free as part of your promotion)—offer a percentage off instead

Special offer

New! Crysis 2 [Limited Edition] (Xbox 360, 2011)
Great Game! Beautiful Graphics! Ships Worldwide on 3/22
★★★★★ 1,906 Reviews

Item condition: **New**

Price: **US \$30.00** [Buy It Now](#)
[Add to Cart](#)

Special [Bill Me Later](#) **10% back (up to \$30) + extra time to pay**
Subject to credit approval. See terms.

Special offer available on this and additional items!

Shipping: **FREE** Standard Shipping See more services | See all details
Delivery: Estimated between **Mon, Mar. 21** and **Fri, Apr. 1**
Use **Expedited Shipping** to get it by **Mar. 22**
Returns: **No Returns Accepted**

eBay Buyer Protection
Covers your purchase price plus original shipping.
[Learn more](#)

Seller info
6aveelectronics (257134) **99.4% Positive feedback**

Save this seller
See other items
Visit store: [6aveelectronics](#)

Other item info
Item number: 310292785175
Item location: **Brooklyn, New York, United States**
Ships to: **Worldwide**
Payments: **PayPal** See details
History: **12 sold**

[Add to Watch list](#) [Print](#) | [Report item](#)

Example offers:

- Save \$10 when you spend \$100 or more.
- Save 20% when you spend \$100 or more.
- Buy 3 or more items, get 1 of the items free.
- Buy 2 or more items, get 1 of the items 50% off.

Special offer

Save \$15 when you spend \$50 or more [Show all items](#) ▼
Exclusive eBay savings from 6aveelectronics. These items only when you pay with PayPal. [See terms and conditions](#)

This item: New! Crysis 2 [Limited Edition] (Xbox...) \$30.00	Brunswick Pro Bowling MOVE GAME \$20.00	NIEB, Xbox 360 Video Games [Limited Edition] \$40.00	Tron Evolution (Xbox 360, 2010) [Limited Edition] \$60.00	Fallout Fall out 3 New Microsoft XBOX 360 \$45.00

Save more and pay no additional shipping

Subtotal: **US \$30.00** (1 item)
You'll save: **-\$0.00**
After discount: **US \$30.00**

[Buy this item](#)

Shipping: **FREE** Standard Shipping
[See more services](#) ▼

Related items offers

Tips for creating successful order size offers:

- ✓ Recommend at least 3 related items for every primary item, and make sure all the related items included in your offer are eligible for free shipping.
- ✓ Make the price of the primary item as competitive as possible—this helps increase sales of related items.
- ✓ Accessories to the primary item tend to sell the best. Start with the essentials—things required to make the primary product work—like an SD card for a digital camera. Then assign add-ons like tripods and cases. If you don't offer accessories, items that are often purchased at the same time as the primary item can also be used.

Special offer

Canon EOS 60D Body 18MP DSLR Camera NEW
 Canon USA Authorized Dealer !! Factory Sealed !! USA
 ★★★★★ 1,806 Reviews

Item condition: **New**

Price: **US \$876.95** [Buy It Now](#)
[Add to Cart](#)

Special offer **Bill Me Later** 10% back (up to \$30) + extra time to pay
 Subject to credit approval. [See terms](#)

Special offer available on this item and related items

Shipping: **FREE** Standard Shipping [See more services](#) [See all details](#)
 Delivery: Estimated between **Mon, Mar. 21** and **Fri, Apr. 1** [Use Expedited Shipping](#) to get it by **Mar. 22**
 Returns: **No Returns Accepted**

eBay Buyer Protection
 Covers your purchase price plus original shipping.
[Learn more](#)

Seller info
6aveelectronics (257134) [★](#) [m](#) [e](#)
 99.4% Positive feedback

Save this seller
[See other items](#)
 Visit store: [6aveelectronics](#)

Other item info
 Item number: 310292785175
 Item location: Brooklyn, New York, United States
 Ships to: **Worldwide**
 Payments: **PayPal** [See details](#)
 History: **12 sold**

[Print](#) | [Report item](#)

Example offers:

- Get 10% off select accessories with the purchase of any of these cameras.
- Get \$25 off a Blu-ray player with the purchase of this TV.
- Buy ink cartridges with your printer at no extra shipping cost.

Special offer: Save more and pay no additional shipping [\[Show all items \]](#)

Exclusive eBay savings from 6aveelectronics. These items only when you pay with PayPal. [\[See terms and conditions \]](#)

	+				
This item: Canon EOS 60D Body 18MP DS... \$876.95		Canon FD 75-200mm 1/4.5 Telephoto Lens \$80.80 Regular price Save \$36.50 off your order*	Hoya 77mm Ultraviolet UV Super Multi Coated... \$17.99 Regular price Save \$10.00 off your order*	Silk Sprint Mini-II Tripod (Gun-Metal) - Brand New \$45.00 Regular price Save \$25.00 off your order*	Tamrac 5273 Camera Black Backpack \$19.99 Regular price Save \$10.00 off your order*

*Discount applied to your order subtotal

Save more and pay no additional shipping

Subtotal: US \$941.94 (3 items)
 You'll save: **-\$35.00**
 After discount: **US \$906.94**

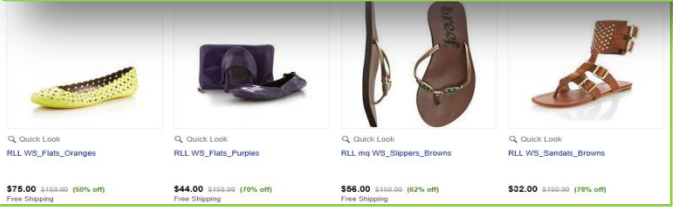
[Buy these items](#)

Shipping: **FREE** Standard Shipping
[See more services](#)

Sale event offers

If you have setup a store on eBay and have created sales using "Markdown Manager" or if you are using the "AddItem family of service calls" to enable special pricing treatments, you can improve merchandising of those items by promoting a group of those items as a part of a sale event.

SALE: SAVE UP TO 30%
 Sale, Save up to 30% on all women's shoes
 Marked down item price reflects all savings. Items provided by sme_us10
 Offer valid through 9 28,2012



Items you select for this event that also have a sales price treatment will automatically appear on the sale page and each item will also have links enabled on key shopping pages to drive shoppers to this "sale" page.

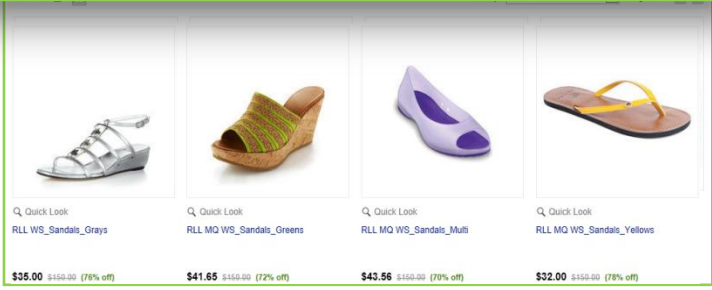
"Free shipping" offers

If you have setup a promotional shipping rule that provides conditional free shipping and your listings allow for combined shipping rules, you can improve merchandising of that offer by automatically promoting all of those items on a new conditional free shipping offer page.

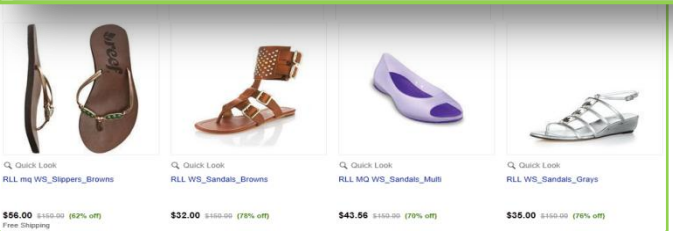
"Sale & Clearance" offers

If you have setup a store on eBay and have created sales using "Markdown Manager" or if you are enabling special pricing treatments via the "DiscountPriceInfoType" using the "AddItem family of service calls", you can improve merchandising of those items by automatically promoting all of those items on a new "Sale and Clearance" offer page.

FREE SHIPPING WHEN YOU SPEND \$175
 Shipping discount will be applied when you add 2 or more qualifying items from sme_usship1 to your cart



SALE AND CLEARANCE
 Marked down item price reflects all savings. Items provided by sme_us10



When this setting is enabled, qualifying items will automatically appear on this page and they will also have links enabled on key shopping pages to drive traffic to this offer page.

When this setting is enabled, qualifying items will automatically appear on this page and they will also have links enabled on key shopping pages to drive shoppers to this "sale" page.


Create offers: Increase order size

- ▼ **Manage offers**
 - Dashboard
 - Sales report
- ▼ **Create offers**
 - Increase order size
 - Increase order size**
 - Promote a sale event
- Merchandising settings**


Step 1: Choose a purchase requirement

Minimum order or Minimum quantity discount

- Click **Increase order size** from the left hand menu
- Select **Minimum order** or **Minimum quantity**
- Follow one of the following two sets of instructions



Minimum order
(Example: Spend \$50 or more)



Minimum quantity
(Example: Buy at least 3 items)

Select minimum purchase amount: --- ▾

Select a discount:


Purchase discount (Example: Save \$10) --- ▾

Percentage discount (Example: 20% off)


Preview: -offer preview area-

To complete minimum order:

- Select a minimum purchase amount
- Choose a discount type
 - Purchase discount
 - Percentage discount



Minimum order
(Example: Spend \$50 or more)



Minimum quantity
(Example: Buy at least 3 items)

Select minimum purchase quantity: --- ▾

Select a discount:

Purchase discount (Example: Save \$10) --- ▾

Percentage discount (Example: 20% off)

Item discount (Example: Get 1 item at 50% off)

Preview: Save \$0 when you buy 0 or more items

To complete minimum quantity:

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



Note: Remember even a single item that meets the purchase requirements for your offer can receive the discount. For example, if your offer is "Get 10% off when you spend \$100 or more" on any selected category and you have items priced at \$100 or more, then buyers can choose to just purchase 1 item that is \$100 and get the discount since they have satisfied the requirements of your offer.

Create offers: Increase order size

Step 2: Choose items to offer

Restrict inventory by rules

- Click **Create inclusion rule** or **Create an exclusion rule**
- Select a category
- Follow respective third step to create either an **inclusion** or **exclusion**

- ▼ **Manage offers**
 - Dashboard
 - Sales report
- ▼ **Create offers**
 - Increase order size
 - Increase order size
 - Promote a sale event
- Merchandising settings**

Restrict inventory by rules

Whole store (All inventory)

eBay category

My store category

Filtered by:

Price range: from \$ to \$

Item condition: New Manufacturer refurbished Seller refurbished Used

Keywords: **Exact words, exact order** ▼

Only selected SKUs / custom labels

You can select up to 25 individual SKUs.

[Enter SKUs](#) | [Select individual SKUs ?](#)

Filtered by:

Keywords: **Exact words, exact order** ▼

To complete inclusion rule: [Add inclusion rule](#)

- Apply filters
 - Enter price range
 - Select item condition
 - Enter keywords – select condition from drop-down menu

➤ Click **Add inclusion rule**

To complete exclusion rule: [Add exclusion rule](#)

- Specify selected SKUs / custom labels
 - Enter SKUs**
 - Enter one SKU/custom label per line
 - Click **Add these SKUs**
 - Select individual SKUs**
 - Select category
 - Click **View SKUs in this category**

➤ Enter keywords – select condition from drop-down menu

➤ Click **Add exclusion rule**

 **Tip:** For more instructions on entering or selecting SKUs, see next page

Create offers: Increase order size

- ▼ **Manage offers**
 - Dashboard
 - Sales report
- ▼ **Create offers**
 - Increase order size
 - Increase order size**
 - Promote a sale event
- Merchandising settings**

Step 2: Choose items to offer

Restrict inventory by SKUs

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](#) ?

Enter SKUs

Enter up to 25 product SKUs / custom labels to display your offer. Type one SKU per line.

1/25

SKU0001

[Add these SKUs](#)

To manually enter SKUs:

- Click **Enter SKUs**
- Enter one SKU/custom label per line
- Click **Add inclusion rule**

Baby >	Kids' Clothing, Shoes & Accs >	Athletic Apparel
Books >	Costumes, Reenactment, Thea	Coats & Jackets
Business & Industrial >	Cultural & Ethnic Clothing >	Dresses
Cameras & Photo >	Dancewear >	Hosiery & Socks >
Cell Phones & Accessories >	Men's Accessories >	Intimates & Sleep >
Clothing, Shoes & Accessories	Men's Clothing >	Jeans
Coins & Paper Money >	Men's Shoes >	Jumpsuits & Rompers
Collectibles >	Uniforms & Work Clothing >	Leggings
Computers/Tablets & Networkir	Unisex Clothing, Shoes & Accs	Maternity >
Consumer Electronics >	Wedding & Formal Occasion >	Pants
Crafts >	Women's Accessories >	Shorts
Dolls & Bears >	Women's Clothing >	Skirts

Your selected category: [View SKUs in this category](#)

Clothing, Shoes & Accessories > Women's Clothing

To select individual SKUs:

- Click **Select individual SKUs**
- Select category of choice
- Click **View SKUs in this category**



Note: Sellers can only select up to 500 individual SKUs. The first 14 SKUs will be displayed with your offer. Additional SKUs will be displayed when items from your first 14 SKUs set out are no longer available to buyers.

Screenshots may be truncated to include buttons/features.

Create offers: Increase order size

- ▼ **Manage offers**
 - Dashboard
 - Sales report
- ▼ **Create offers**
 - Increase order size
 - Increase order size**
 - Promote a sale event
- Merchandising settings**

Step 3: Schedule the offer

Start immediately or set a future date

Enter following values:

- **Enter offer title**


Offer titles are not visible to buyers. They simply help you track the offers you've created. Note you can only enter a maximum of 30 characters.
- **Start date**


Date you want the offer to become active and visible to buyers on eBay. Offers will start at 00:01am (midnight) Pacific Time of the date you choose unless you choose today's date in which case the offer will start immediately.
- **End date**

Date you want the offer to be de-activated. Offers will end at 11:59pm Pacific Time of the date you choose.

3. Schedule your offer


Enter offer title: (Example: Summer sale)

Start date:  PDT Or **Start immediately**

End date:  PDT

By submitting this form, you acknowledge that you've reviewed and accepted [eBay Sales Maximizer's Terms and Conditions](#).

➤ Click **Submit** or **Save as draft**

 **Note:** Offers in **Draft** status will not be live on eBay and visible to buyers on the scheduled start date. You must first edit the offer with the final revisions you want and submit the offer to change the status to **Scheduled** (explained in the [Manage Offers](#) section).

Screenshots may be truncated to include buttons/features.

Create offers: Cross-sell related items

- ▼ **Manage offers**
 - Dashboard
 - Sales report
- ▼ **Create offers**
 - Increase order size
 - Cross-sell related items**
 - Promote a sale event
- Merchandising settings**

Step 1: Complete formatted spreadsheet

Specify details into assigned columns

- Click **Cross-sell related items** from the left hand menu
- Click **(Download (.csv) template)**
- Complete following 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 in the template
3. Save the file
4. Upload

Group title - Enter a title for your group of related items. Group titles are not visible to buyers on the Item page. For example, if you are cross-selling tripods, camera bags and lenses with your camera, you can submit multiple tripod SKUs under the "Tripods" group, multiple camera bags under the "Camera bags" group and so on. Note you can only enter a maximum of 30 characters.

Related SKU - These are the SKU numbers for the related items. Put one SKU number in each row you would like to associate with a group.

Discount type - Specify whether discount is a percentage or an amount off the price of a related SKU. Enter **Percentage** for percentage off, **Amount** for amount off.

Discount value - Specify the percentage off or the dollar value off the price of the related item. Discounts offered will be applied to the buyer's order subtotal. The order discount is then itemized across all eligible items on a cost-weighted basis.

Currency code - Specify the currency in which you sell on eBay. For US sellers, it generally will be **USD**. You only need to include this for "Amount" discounts.

- Save file in .csv format

Offer ID - Leave this blank. The system will automatically generate an Offer ID for you when you create a new offer.

Offer title - Offer titles are not visible to buyers. They simply help you track the offers you've created. You may wish to copy and paste the primary SKU number in this field. Note you can only enter a maximum of 30 characters.

Start date - Date you want the offer to become active and visible to buyers on eBay. Enter in the format of MM/DD/YYYY or MM/DD/YYYY HH:mm. If you enter a date in the format of MM/DD/YYYY then the offer will start at 00:01am (midnight) Pacific Time of the date you choose unless you choose today's date in which case the offer will start immediately.

End date - Date you want the offer to be de-activated. Enter in the format of MM/DD/YYYY or MM/DD/YYYY HH:mm. If you enter a date in the format of MM/DD/YYYY then the offer will end at 00:01am (midnight) Pacific Time of the date you choose.

Action - Type **CREATE** in this field. You only need to type this once for each separate offer.

Status - Leave blank (this will only be used when modifying an offer)

Primary SKUs - Enter the SKU number of the primary items of the offer (SKUs are NOT case sensitive). Separate each SKU using a coma. This allows you to relate the same set of related items to multiple primary SKUs.

Create offers: Cross-sell related items

- ▼ **Manage offers**
 - Dashboard
 - Sales report
- ▼ **Create offers**
 - Increase order size
 - Cross-sell related items**
 - Promote a sale event
- Merchandising settings**

Step 2: Upload completed spreadsheet

Upload new related item offers in bulk

- Set webform values
- Upload file
- Submit form or save as draft

Start date: PDT

End date: PDT

Discount calculation: Cost weighted Discount related only ?

Allow items with paid shipping: YES NO ?

Upload file:

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

- Click **Submit** or **Save as draft**

Confirmation of whether or not the upload was successfully uploaded will be presented at the top of the page.

✓ Your spreadsheet has been uploaded and processed successfully.
3 offer created successfully.

! Your spreadsheet has been uploaded, but not processed because of errors.
Please review and fix the information on the following lines and upload your s

➤ Start date

Date you want the offer to become active and visible to buyers on eBay. Offers will start at 00:01am (midnight) Pacific Time of the date you choose unless you choose today's date in which case the offer will start immediately.

➤ End date

Date you want the offer to be de-activated. Offers will end at 11:59pm Pacific Time of the date you choose.

➤ Discount calculation

- **Cost weighted** - discounts are summed together as an order discount and then applied on a cost weighted basis across both the primary item and all related items purchased.
- **Discount related only** - discount to be applied as is on the related item only.

➤ Allow items with paid shipping

By default, related items with paid shipping are filtered out from related item offers, as buyers expect to not have to pay additional shipping with they are adding these related items to a purchase of a primary item.



Tip: See the Common Errors section in the Appendix for common errors and possible solutions.



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



Single item upload is recommended for advanced users only.

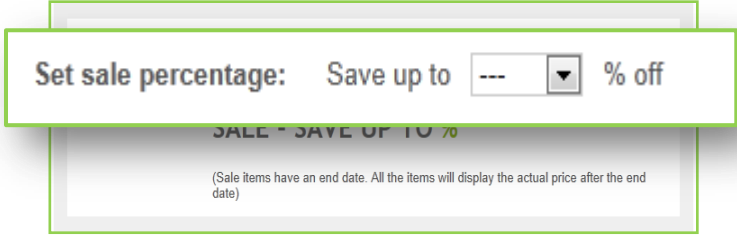
Create offers: Promote a sale event

- ▼ **Manage offers**
 - Dashboard
 - Sales report
- ▼ **Create offers**
 - Increase order size
 - Cross-sell related items
 - Promote a sale event**
 - Merchandising settings

Step 1: Select sale percentage

Set percentage of up to 80% off

- Click **Promote a sale event** from the left hand menu
- Select sale percentage from drop-down menu



Step 2: Select items for the sale

Restrict inventory by rules or SKUs

- Click **Create inclusion rule** or **Create an exclusion rule**
- Select a category
- Follow respective third step to create either an **inclusion** or **exclusion**

To complete inclusion rule:

- Apply filters
 - Enter price range
 - Select item condition
 - Enter keywords – select condition from drop-down menu
- Click **Add inclusion rule**

To complete exclusion rule:

- Specify selected SKUs / custom labels
 - Enter SKUs**
 - Enter one SKU/custom label per line
 - Click **Add these SKUs**
 - Select individual SKUs**
 - Select category
 - Click **View SKUs in this category**
- Enter keywords – select condition from drop-down menu
- Click **Add exclusion rule**



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



Tip: See the 'Step 2: Choose items to offer - Restrict inventory by rules' in the 'Create order size offers' section to view screenshots .

Create offers : Promote a sale event

- ▼ **Manage offers**
 - Dashboard
 - Sales report
- ▼ **Create offers**
 - Increase order size
 - Cross-sell related items
 - Promote a sale event**
 - Merchandising settings

Step 3: Describe the items on sale

Enter a brief description of what's on sale



Note: The description should include category and brands of the merchandise included in the sale, see examples below. This is displayed to shoppers, and you have a 50 character limit.

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

Marked down item price reflects all savings. Items provided by ruelala.

Step 4: Schedule the sale event

Start immediately or set a future date

- Enter offer title
- Select start date
- Select end date

Enter offer title: (Example: Summer sale)

Start date: PDT Or **Start immediately**

End date: PDT

- Click **Submit** or **Save as draft**

By submitting this form, you acknowledge that you've reviewed and accepted [eBay Sales Maximizer's Terms and Conditions](#).



Store redirect is optional and is recommended for advanced sellers only.



Tip: See the '**Step 2: Choose items to offer** - *Restrict inventory by rules*' in the 'Create order size offers' section to view screenshots .



Note: Offers in **Draft** status will not be live on eBay and visible to buyers on the scheduled start date. You must first edit the offer with the final revisions you want and submit the offer to change the status to **Scheduled** (explained in the [Manage Offers](#) section).

Merchandising settings

- ▼ **Manage offers**
 - Dashboard
 - Sales report
- ▼ **Create offers**
 - Increase order size
 - Cross-sell related items
 - Promote a sale event

Merchandising settings

Auto-merchandise “Sale & Clearance” items

If you have setup a store on eBay and have created sales using “Markdown Manager” or if you are enabling special pricing treatments via the “DiscountPricelInfoType” using the “AddItem family of service calls”, you can improve merchandising of those items by automatically promoting all of those items on a new “Sale and Clearance” offer page. When this setting is enabled, qualifying items will automatically appear on this page and they will also have links enabled on key shopping pages to drive shoppers to this “sale” page. Click the offer link to see if you have qualifying items and what the offer page would look like. ?

Merchandise “Sale and Clearance” items: Off On [Preview the offer](#)



Note: Both **Sale & Clearance** and **Free Shipping** offers require a 2 step process:

1. Listings first need to be created within other tools (Markdown Manager, Shipping Promotion, etc..)
2. eBay Sales Maximizer is used to choose listings to be part of either offers.

Display items “Free Shipping” items

If you have setup a promotional shipping rule that provides conditional free shipping and your listings allow for combined shipping rules, you can improve merchandising of that offer by automatically promoting all of those items on a new conditional free shipping offer page. When this setting is enabled, qualifying items will automatically appear on this page and they will also have links enabled on key shopping pages to drive traffic to this offer page. Click the offer link to see if you have qualifying items and what the offer page would look like. ?

Merchandise items with conditional “free shipping”: Off On [Preview the offer](#)



Tip: To promote either offer landing pages outside of eBay, click the offer link and copy the URL. This URL is a static link that can be used in marketing communications and posted to deal aggregation sites.

Manage offers: Dashboard & Sales report

- ▼ **Manage offers**
- Dashboard
- Sales report
- ▼ **Create offers**
- Increase order size
- Cross-sell related items
- Promote a sale event
- Merchandising settings**

Manage your offers

From the dashboard you can see a summary view of all your offers.

[Learn more](#) | [Tell us what you think](#)

Manage offers

Enter title of your offer

Show: All offer types ▼

Offer title	Offer type	Status	Start date	End date	Revenue \$	Avg. order size	Actions
Buy 4 get 2 for 50%	Order size	Scheduled	Sep 30, 2012	Dec 31, 2012	0	0.0	View More ▼

Click on the help bubble to see a definition of certain columns in the table.

Edit offers:

- Click on **Edit** from the **More** drop-down menu on the dashboard to edit your offer.
- You will be redirected to the “edit your offer” page.



Bulk edit is currently not an option. Let your Account Manager know if you need to edit items in bulk.

- ✓ You may edit any field on offers in **Draft** or **Scheduled** status.
- ✓ Once an offer is **Active** or **On Hold**, the only edits allowed are:
 - Modifying the **Offer title**
 - Modifying the **End date**
 - Adding or removing **Selected SKUs** if the offer was a SKU based offer to begin with

Click on **View** under the “Actions” column to see an offer’s detail. You have the option to take action on the offer from here or return to the dashboard.

Note: Placing an offer on hold or resuming an offer will take effect immediately.

- ▼ **Manage offers**
- Dashboard
- Sales report**
- ▼ **Create offers**
- Increase order size
- Cross-sell related items
- Promote a sale event
- Merchandising settings**

Keep track of your offers

Sales reports for your offers

Enter title of your offer

Show: All offer types ▼ Filter by: All offers ▼ [Download a spreadsheet of this report](#)

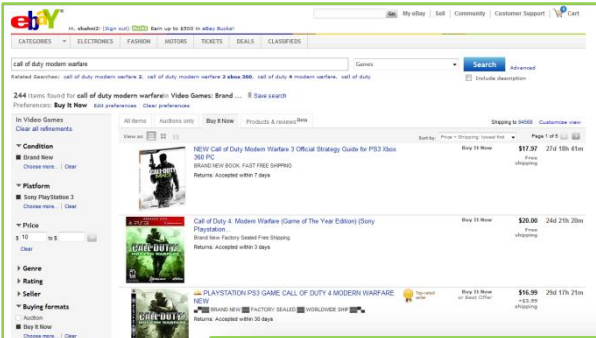
Offer title	Offer type	Status	Start date	End date	Revenue \$	Total discount \$	Orders sold	Items sold	Primary items sold	Additional items sold
Women's Shoes Campaign 25%	Order size	On hold	08/31/2012	12/31/2012	0	0	0	0	0	0

- Search box to quickly find offers
- Filter offer types
- Download report

Buyer experience – Offer placements

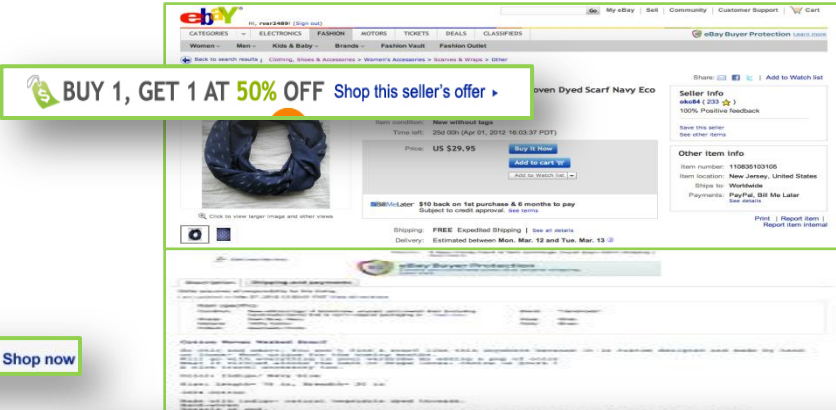
Online shoppers who notice well-placed recommendations have been known to purchase additional products. eBay Sales Maximizer identifies key places for buyers to take advantage of your exclusive offers and savings!

➤ Search results page:




SAVE \$15 WHEN YOU SPEND \$50 OR MORE Shop now

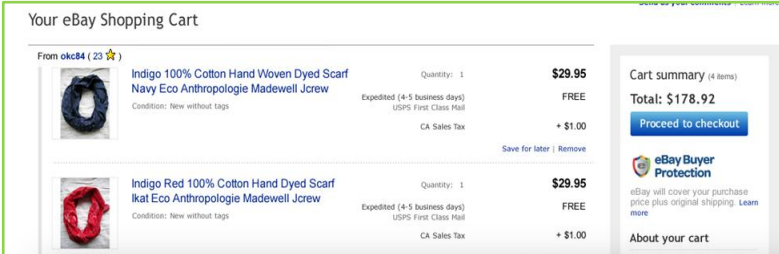
➤ View item page:



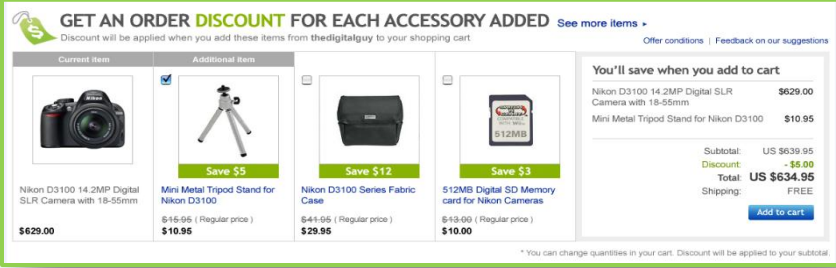
BUY 1, GET 1 AT 50% OFF Shop this seller's offer

 Search results page placements are not automatic – only select sellers & promotions will be included.

➤ Shopping Cart:



You've qualified: BUY 1, GET 1 AT 50% OFF | Shop this seller's offer **-\$14.98**



Save more when you add the items you've selected to your cart

To receive this discount, click Add to cart to purchase your selected items. If you'd like to purchase a single item without the discount, click continue.

Qualified items in Shopping Cart are applied discounts while other available offers are presented to buyers.

Buyers are presented with the message above if they select an item eligible for a discount.

Buyer experience – Seller Offer Details page

Here are examples of how offer details pages appear to buyers.

➤ Order size offers:

SAVE \$15 WHEN YOU SPEND \$75
 Discount will be applied when you add qualifying items from ruelala to your cart
 Offer valid through 9 30,2012

SAVE 20% OFF WHEN YOU SPEND \$200
 Discount will be applied when you add qualifying items from ruelala to your cart
 Offer valid through 9 30,2012

Q Quick Look RLL Casual Shirts Yellow BIN \$45.00	Q Quick Look RLL Casual Shirts RED BIN \$55.00	Q Quick Look RLL Casual Shirts Yellow BIN \$45.00	Q Quick Look RLL Casual Shirts RED BIN \$55.00

➤ “Free Shipping” offers:

FREE SHIPPING WHEN YOU SPEND \$175
 Shipping discount will be applied when you add 2 or more qualifying items from sme_usship1 to your cart

Q Quick Look RLL WS_Sandals_Grays \$35.00 \$100.00 (76% off)	Q Quick Look RLL MQ WS_Sandals_Greens \$41.65 \$100.00 (72% off)	Q Quick Look RLL MQ WS_Sandals_Multi \$42.56 \$100.00 (76% off)	Q Quick Look RLL MQ WS_Sandals_Yellows \$32.00 \$100.00 (76% off)

➤ “Sale and Clearance” offers:

SALE AND CLEARANCE
 Marked down item price reflects all savings. Items provided by sme_us10

Q Quick Look RLL mq WS_Slippers_Browns \$56.00 \$100.00 (82% off) Free Shipping	Q Quick Look RLL WS_Sandals_Browns \$32.00 \$100.00 (76% off)	Q Quick Look RLL MQ WS_Sandals_Multi \$42.56 \$100.00 (76% off)	Q Quick Look RLL WS_Sandals_Grays \$35.00 \$100.00 (76% off)

➤ Related items offers:

GET AN ORDER DISCOUNT FOR EACH ACCESSORY ADDED
 Discount will be applied only when you add the accessories to your shopping cart along with the primary item
 Offer valid through April 28, 2012

Nikon D3100 14.2MP Digital SLR Camera with 18-55mm \$429.00 Added to your cart	Nikon COOLPIX L110 15.1 MP Digital Camera - Black \$310.00	Nikon COOLPIX L105 16.1 MP Digital Camera - Black \$345.00	Nikon D3100 14.2MP Digital SLR Camera with 18-55mm \$429.00	Nikon D3100 14.2MP Digital SLR Camera with 18-55mm \$429.00

Select the accessory

116 results found in this offer

Enter keywords to find qualifying items for this offer

Save \$5 Mini Metal Tripod Stand for Nikon D3100 \$10.95 (Regular price) Added to your cart	Save \$12 Nikon D3100 Series Fabric Case \$49.95 (Regular price) \$29.95 Added to your cart	Save \$3 \$12MB Digital SD Memory card for Nikon \$18.99 (Regular price) \$15.99	Save \$5 Mini Metal Tripod Stand for Nikon D3100 \$10.95 (Regular price) \$10.95	Save \$5 Mini Metal Tripod Stand for Nikon D3100 \$10.95 (Regular price) \$10.95

➤ Sale event offers:

SALE: SAVE UP TO 30%
 Sale, Save up to 30% on all women's shoes
 Marked down item price reflects all savings. Items provided by sme_us10
 Offer valid through 9 28,2012

Q Quick Look RLL WS_Flats_Oranges \$75.00 \$100.00 (50% off) Free Shipping	Q Quick Look RLL WS_Flats_Purples \$44.00 \$100.00 (70% off) Free Shipping	Q Quick Look RLL mq WS_Slippers_Browns \$56.00 \$100.00 (82% off) Free Shipping	Q Quick Look RLL WS_Sandals_Browns \$32.00 \$100.00 (76% off)

Appendix : Best Practices

- ✓ **Immediate payment:** It is **critical** for the buyer experience to have immediate payment with **only PayPal as the payment method** on your listings. eBay Sales Maximizer works exclusively with Cart-enabled listings, which requires the use of both immediate payment and PayPal as the sole payment method.
- ✓ **Overlap of promotions** – Sellers should limit using the same listings for a number of different promotions. This prevents possible buyer confusion when one type of discount is presented in the beginning of the purchase, and another during checkout.
- ✓ **Accessories:** Related items sell best when they are accessories to the primary item. If you don't offer accessories, items similar to the primary product can also be used. Make sure related items are top-sellers and relevant to the primary item.
- ✓ **Price of the primary Item:** Make the price of the primary item as competitive as possible. This helps increase sales of related items.
- ✓ **Price of related items:** 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.
- ✓ **Discounts on related items:** Buyers are more likely to purchase when discounts on related items are on average 30%. Make sure your discounts are meaningful enough to motivate buyers.
- ✓ **Number of related items:** Recommend at least 3 related items for every primary item.
- ✓ **Experiment:** Mix and match different items to see what works best. Always remember that related items must be relevant to the primary item.
- ✓ **Seasonal:** Promotions that match the time of year or upcoming holidays are typically well received by buyers.
- ✓ **Group primary items in a related items offer:** If you have the same set of related items you want to promote with multiple primary items, you can save time by creating a single offer with a list of primary items (by using add more SKUs in our web form) instead of creating an offer for each primary item. This will also make it easier for you to manage your offers at a later time.
- ✓ **Product families:** To create related items offers quickly, we recommend that you organize primary and related items into product families first. You can then easily decide on which items in the same or relatively same family to mix and match in order to create offers. For example, you can organize all Stephen King books into one family and Edgar Allan Poe books into another family. Both of these product families can then be considered part of the Horror books family. You can then create offers using either Stephen King books, Edgar Allan Poe books, or both.
- ✓ **Microsoft Internet Explorer:** If you're using Internet Explorer 7 as your web browser, we recommend that you upgrade to IE 8 or above to get the most out of eBay Sales Maximizer's features: <http://windows.microsoft.com/en-US/internet-explorer/downloads/ie>

Appendix : Important things to note

Discounts

- Only one order discount is applied per item – the best possible discount for the buyer will be applied in Cart or Checkout.
- If you use Markdown Manager, the discounts you configure for related items offers and order size offers, will be on top of the marked down prices.
- 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, shipping costs, sales tax, 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.
- Buyers are not able to purchase your related items alone at the discounted price you offer as part of the related items offer. They must purchase the primary item together with one or more related items in order to get the discounted price.
- The discount given as a part of your offer will be applied to the entire order and distributed on a cost-weighted basis to each qualifying item purchased in the order. Examples:

Example 1: Get 50% off a camera bag with the purchase of a camera

Normal undiscounted prices in the order:

Camera: \$900

Bag: \$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 minus 5% = \$855

Bag: \$100 minus 5% = \$95

Example 2: Buy 3 or more items, Get 1 of the items free (value of lowest-priced item(s) will be discounted from the subtotal amount)

Normal undiscounted prices in the order:

Camera: \$900

Bag: \$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 minus 5% = \$855

Bag: \$100 minus 5% = \$95

Listings

- Require immediate payment on your listings to reduce “total requests” and lower Unpaid Item Disputes.
- There’s no “silver bullet” for getting a good position in search. Participation in eBay Sales Maximizer will not directly give you an advantage in your listings’ search results rank; however, sales of all items with a Sales Maximizer 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.
- Sales Maximizer offers shown on Item pages will not be double counted towards your listing page views or impressions. As your sales increase from your offers, your page view or impression to sales ratio will also improve.

Appendix : Important things to note

- If you list products on other international eBay sites, you will have to configure offers on those sites separately. If you have a listing on eBay.com/.co.uk that offers worldwide shipping, buyers will only see your configured offers if they browse the respective eBay site even though your listing is also surfaced on eBay international sites.
 - US: <http://cgi1.ebay.com/ws/eBayISAPI.dll?ConfiguratorAccept>
 - UK: <http://cgi1.ebay.co.uk/ws/eBayISAPI.dll?ConfiguratorAccept>

Offers

- Sellers can only create up to 25 Active, Scheduled or On Hold offers with the “Keyword” option – let your Account Manager know if you need more.
- For SKU based offers: a parent SKU must be created with each child SKU.
- You can attach the same group of related items to 500 primary SKUs at a time through the web form, 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.
- In order to enhance the relevance of cross-sold items that are displayed on the Item page, eBay Sales Maximizer will use an algorithm based on item price, shipping price, and quantity sold, to determine the order in which your configured items are displayed. If your items are new and do not have sales history on eBay, eBay Sales Maximizer will use the order in which you provided the SKUs to determine the display position.

Promotions logic

- For items which qualify for multiple offers, they are promoted to a buyer on the View item page and Cart in the following order if the condition has not yet been met:
 - Related item offer (primary item only) – the primary item can only belong to one live related item offer
 - Order size/order discount offer – if the item belongs to multiple offers, the one ending soonest is shown
 - Sale event – if the item belongs to multiple sale events, the one ending soonest is shown
 - Promo shipping offer
 - Sale and Clearance
- If there are multiple offers ending at exactly the same date and time, eBay Sales Maximizer shows the offer based on the most granularity. The granularity priority is as follows:
 1. SKU offers
 2. Rules with filters offers
 3. Store Category offers
 4. eBay category offers
 5. All inventory offers

Appendix : Important things to note

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 discounted price of the returned item as displayed in My eBay. For example, a buyer purchases a TV for \$900 and adds a \$100 Blu-ray player to his order to get a \$50 discount as a part of your related items offer; \$45 discount was applied to the TV and \$5 discount was applied to the Blu-ray player. If the buyer returns the TV, but keeps the Blu-ray player, you should refund him $\$900 - \$45 = \$855$.

Rounding issue

- Currently, there’s a rounding issue where 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 or down 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. Examples:

Example 1: Buyer purchases 25 shirts (\$9.99 each) which qualifies for a 10% discount

$$\begin{aligned} \$249.75 &= 25 \text{ shirts} \times \$9.99 \\ \$24.97 &= 10\% \text{ off } \$249.75 \end{aligned}$$

Discount per shirt:
 $\$0.9988 = \$24.97 / 25$

Total discounted amount (rounded down):
 $\$224.78 = \$249.75 (\$9.99 \times 25 \text{ shirts}) - \$24.97 (\$0.9988 \times 25)$

Total discounted amount (rounded up):
 $\$224.75 = \$249.75 (\$9.99 \times 25 \text{ shirts}) - \$25.00 (\$1.00 \times 25)$



Note: When the issue is fixed, the discount amount should be **rounded up** to ensure it meets the full percentage and is in favor of the buyer.

Example 2: Buyer purchases 100 pens (\$0.99 each) which qualifies for a 25% discount

$$\begin{aligned} \$99.00 &= 100 \text{ pens} \times \$0.99 \\ \$24.75 &= 25\% \text{ off } \$99.00 \end{aligned}$$

Discount per pen:
 $\$0.2475 = \$24.75 / 100$

Total discounted amount (rounded down):
 $\$74.25 = \$99.00 (\$0.99 \times 100 \text{ pens}) - \$24.75 (\$0.2475 \times 100)$

Total discounted amount (rounded up):
 $\$74.00 = \$99.00 (\$0.99 \times 100 \text{ pens}) - \$25.00 (\$0.25 \times 100)$



Note: When the issue is fixed, the discount amount should be **rounded up** to ensure it meets the full percentage and is in favor of the buyer.

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 Sales Maximizer 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.

Appendix : Cheat sheet

To give you an idea of possible offer types for your inventory, here are a few examples:

Seller inventory	Order Size offer	Related items offer	Sale event	Sale & Clearance	Free Shipping
Cell Phone & Accessories	Save 30% when you spend \$300 or more on Smart Phones	Buy 1 accessory, get the 2 nd for free	Save up to 50% off on all smart phones	Save up to 80% of on all Blackberry Phones & accessories	Buy a Smart Phone & 2 accessories
Fashion	Buy 2 Coach purses, get the 3 rd for free	Save 25% on all Coach wallets & belts	Save up to 40% off on all Coach bags	Save up to 75% off on other brand bags	Spend at least \$3,000 on Coach bags
Consumer Electronics	Spend \$1,500 or more on a TV, save \$150	Buy a TV & get 40% off on a Blu-Ray or DVD Player	Save up to 60% off on all TVs	Save up to 75% off on all LED TVs	Buy a TV & a Blu-Ray/DVD player

Appendix : Common errors

- Here are some common errors encountered when uploading Excel files (and possible solutions):
- **“Discount price is more than the item price”** – Make sure the item price of the related SKUs is more than the discount amount. For example, you cannot apply a \$7 discount to a \$5 item.
- **“Related items count exceeded maximum allowed limit”** – The maximum number of related SKUs in a related items offer is 14. Remove the extra SKUs to resolve the error.
- **“Primary SKU same as related SKU”** – Related SKUs in a related items offer cannot be identical to the primary SKU in the same offer.
- **“Cannot enter more than 25 SKUs”** – The maximum number of SKUs in an order size offer is 25. Remove the extra SKUs to resolve the error.
- Make sure you don’t create multiple related items offers with the same primary SKU.
- If you modify your listings on eBay to meet the minimum requirements for an eBay Sales Maximizer offer (such as adding a SKU or custom label to a listing or changing a related item to offer free shipping), it could take up to 4 hours for the modified listing to show up on the Item page as a part of an offer.
 - Upload no more than 1,000 related items offers in one spreadsheet.
- Upload no more than 500 order size offers in one spreadsheet.
- You are permitted to have 10,000 of each type of offer (order size and related items) on an account. If you encounter errors from exceeding this limit, please try to delete any ended offers.
 - For order size offers, you can list up to 25 SKU’s per offer. Therefore, you can have coverage of up to $10,000 \times 25 = 250,000$ SKU’s with order size offers or even more if you choose to setup offers that apply for all your listings or for listings in certain categories.
 - For related items offers, you can list up to 500 primary SKU’s per offer. Therefore, you can have coverage of up to $10,000 \times 500 = 5,000,000$ SKU’s with related items offers.