

2008

Monetize Your Application

From Concept to Distribution and
Everything in Between

eBay Developers Conference 2008

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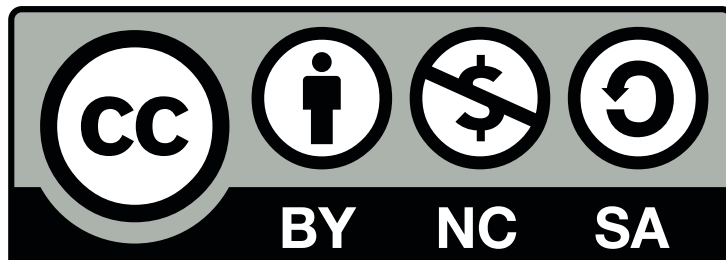
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Introductions

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- Either you have a product, an idea, or just want to make some money
- We will cover:
 - How to come up with that moneymaking idea
 - How to turn that into a monetizable product
 - And then how to market that product

Contents

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- Coming up with an idea
- Monetization options
- Developing with monetization in mind
- Marketing and distribution
- Measuring marketing performance

Coming Up with an Idea

What Can Be Monetized?

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- Pretty much everything!
 - Mini-apps (widgets, gadgets, etc.)
 - Mobile applications
 - Web-based services
 - Desktop consumer software tools
 - Business applications
 - Data (e.g., RSS)
- But...

Will It Be a Success?

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- What user pain-point are you trying to solve?
 - Limited photo manipulation and management on eBay Web site
 - Searching for items in your vicinity
- What is the new opportunity your idea allows?
 - eBay is time-sensitive so get contextual information to the bidder
 - Surface misspelled listings which are less likely to be found

eBay-Built Examples

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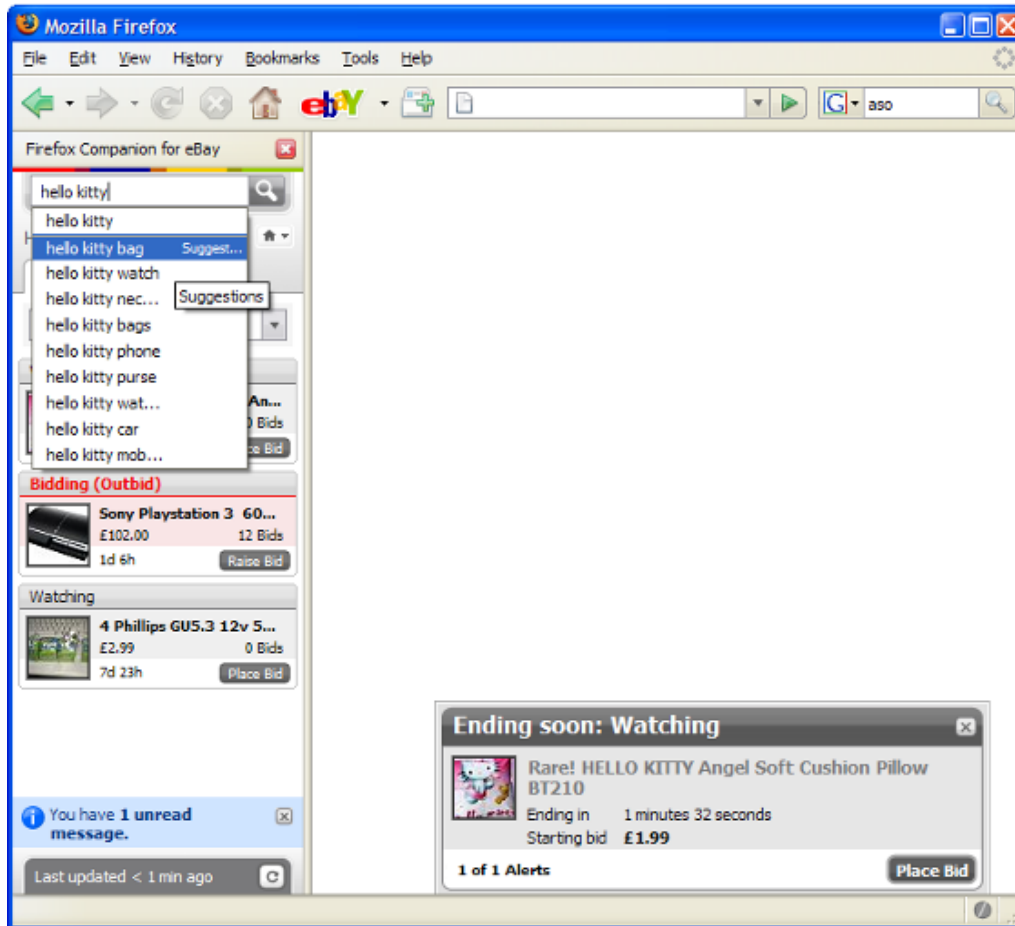


Windows Vista My eBay Sidebar Gadget

- Quickly search eBay from the desktop
- Buying alerts

eBay-Built Examples

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Firefox Companion for eBay

- Shows My eBay at a glance, alerts

eBay-Built Examples

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“StyleSlam” Facebook Application

- Fun game with virtual items linked to real eBay searches

Screenshot used with permission

Monetization Options

How Can I Monetize My Application?

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- Match your business to the monetization method
- Is your product downloadable?
 - Subscription (ongoing/one-off)
 - Free vs. premium/consumer vs. business
- Is it a Web service?
 - Onsite advertising
 - CPC
 - CPM
 - Free vs. premium
- Will you drive transactions on a third-party site?
 - Affiliate programs


Pros & Cons

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Main Type	Sub-Type	Pros	Cons
Subscription	Ongoing/ one-off	Known fixed/ ongoing revenue	Payment mechanism, uptake
	Free vs. Premium	Get traction and uptake	What functionality should be premium
Onsite Advertising	CPC (AdSense)	Relevant, eCPM	Cannibalisation with other methods
	CPM (AdNetwork)	Low risk	User perception, eCPM
Affiliate Programs	CPA	Transparent earning mechanism, potentially \$\$\$\$	Only pays when they transact

FatFingers—Affiliate (eBay and Amazon)

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[Aliens Love Underpants!](#)
Claire Freedman, B...
New £2.89
Best £1.37

[Tricks of the Mind](#)
Derren Brown

[Random Acts of Heroic Love](#)
Danny Scheinmann

[Jamie at Home](#)
Jamie Oliver

[Delia's How to Cheat at Cooking](#)
Delia Smith

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Fat Fingers

Other people's typos save you money

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Thousands of items on eBay are listed with descriptions containing spelling mistakes. These items often expire with no bids on them as no-one can find them. Type in a keyword below and click the Find button. Then click the link and uncover those hidden gems...

Search for: **eBay.co.uk**

[\[Hide Options\]](#)

- ☐ Include correct spelling
- ☐ Just 'Buy It Now' auctions (eBay only)
- ☐ Just auctions that use PayPal (eBay only)

To prevent a word appearing in the results, use a minus, eg "playstation2 -playstation"

Winner of an Innovative Website Award from [www.MoneySavingExpert.com](#)

Vzaar—Affiliate + Premium Subscription

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FREE

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PRO[★]

Embeds

up to 30 in any month

up to 300 in any month

up to 3,000 in any month

Total upload

1GB per month

1GB per month

2GB per month

Max length of video

2 minutes

2 minutes

3 minutes

Functionality

Basic

Search listings by name or item ID
Embed one video in multiple listings
in one click

Search listings by name or item ID
Embed one video in multiple listings
in one click

Video storage

90 days

180 days

1 year

Price

Free

\$10.00 per month

\$100.00 per year

\$20.00 per month

\$200.00 per year

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BuildANicheStore—Fee-Based

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Home Making Money Features Who Uses BANS Customer Stores Reviews FAQs Order BANS Support Member Forum

Start Building Your Own eBay Affiliate Empire

Over a years worth of energy and development has gone into Build A Niche Store to make it the great package that it is today.

It's been our aim from the beginning of this project to provide much more value than you would expect for the **small one time fee**.

That's right, there's **no monthly or yearly subscription fees** - just a small one time fee and you get "instant access" to the complete 6 part Build A Niche Store package:

1. Your Licensed Copy Of BANS

Our unique website builder enables you to build and develop traffic pulling, money making niche websites in minutes.

With a combined inventory of over 60 million products covering twelve national markets you have an endless list of products which you can promote and make money from.

Once built each of your niche stores will update automatically as new products are listed and old listings expire in the eBay marketplaces leaving you free to develop your store(s) using the extensive built in features of BANS and implement marketing strategies which will bring targeted people through to your stores products.



10 Great Reasons To Buy BANS 

[[See What They Are](#)]

Customer Stores



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Affiliate Marketing & eBay Partner Network

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- Affiliate programs pay on an action
 - eBay pays for new users and transactions
 - Bid/Bins or Revenue depending on country
- Sign up to www.ebaypartnernetwork.com
 - You are applied to all eBay country programs
 - Ensure you use the correct tracking to make sure you get paid or
 - Utilize our new geo-targeted creative and links

eBay Partner Network

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- eBay Partner Network is the platform to let you promote eBay globally
 - Provides you with tracking links, reporting, and payments

The screenshot shows the eBay Partner Network homepage. At the top left is the eBay logo and 'Partner Network' text. To the right is a login section with the text 'Already a member? Log in here. Forgot password?' and input fields for 'User ID' and 'Password' with a 'GO' button. Below the header is a navigation bar with links: 'Home', 'Advertisers', 'How it Works', 'Blog', 'Videos', and 'Help'. The main content area is divided into several sections. On the left, a large blue banner features a man in a suit using a laptop, with the text 'Make Money by driving traffic to eBay sites'. To the right of this banner is a white box titled 'Join the eBay Partner Network' with the text 'Drive traffic to one of our partners and get paid for it.' and a 'Join Now!' button. Below the banner is a yellow box titled 'How It works' with the text 'With just a little effort, you can earn a lot of money in the eBay Affiliate Program. All you have to do is drive traffic to eBay or one of our partners. More about how it works'. This section includes a four-step process diagram: 1. Register (with a computer icon), 2. Advertise (with a wrench and screwdriver icon), 3. Getting Paid (with a stack of gold coins icon), and 4. Optimize (with a line graph icon). To the right of the 'How It works' section is a 'Blog' section with the title 'Migration deadline extended until May 31st' and a date '25 April 2008 10:49:31'. Below this is another blog entry titled 'Common Mistakes When Building New Links - Updated 21st April' with a date '18 April 2008 20:02:42'. At the bottom of the blog section is a link 'View the Blog'. The entire page is framed by a blue border.

Developing with Monetization in Mind

Developing with the eBay API

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- API stands for Application Programming Interface
- The eBay API lets your tools and services
 - get data from eBay (e.g., search results within a widget)
 - send data to eBay (e.g., send a new listing created on a desktop software tool)
- Several different types of APIs
 - Shopping API (data pull only)
 - Trading API

Tracking Tips

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- Let the Shopping API automatically wrap your tracking code on generated HTML links
 - `open.api.ebay.com/shopping?callname=FindItems`
 - `&appid=yourappid`
 - `&trackingpartnercode=9`
 - `&trackingid={you-code}`
 - `&QueryKeywords={search-term}`
- `{your-code}` is your eBay Partner Network Campaign ID
- `{escaped-destination}` is the destination URL which has been “escaped” by URL encoded so:
 - Double encode your `{search-term}` to ensure that characters such as `é` and `ç` are encoded correctly

How to Market Your Applications

How Can I Market My Application?

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- You need to get exposure for your application
 - Get it in front of people
 - Get people to it
- If it's a tool, then make sure to upload to the right download sites
 - Good for natural search

How Can I Market My Application?

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- To get people to come to your site
 - Natural search
 - Paid search
 - AdNetworks (text/graphical)
 - Linkexchanges
 - PR
 - Referral program

How Can I Market My Application?

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- Getting traffic is one thing
- Ensuring that people convert once on your site is another
 - Buying the application
 - Using the application and upgrading to “premium”
 - Using the application to transact
 - Clicking on a third-party advertisement
- By improving the conversion you can optimize your marketing spend and time

How to Measure the Performance of Your Business

Measuring Success

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- If you are doing paid marketing, then consider:
 - Brand/exposure component
 - Pure profit maximization
 - # New users
 - Estimated/actual revenue from new user (either subscription or ongoing)
 - Cost of marketing
 - Conversion rate to payable event

Measuring Revenue

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- Subscription
 - One-off: build in return rates
 - Ongoing: build in cancellation rates
- Transactional or affiliate
 - New user %, transaction rate% per month
- Advertising
 - CR% is likelihood of clicking on an ad (on CPC)
 - CPM is numbers of pages viewed per visit

Q&A

Cian Weeresinghe

Jonathan Gabbai

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Thank you!

Questions?

To learn more, visit

www.ebay.com/devcon

