PROMOTIONS MANAGER

Increasing your sales on eBay through promotional marketing

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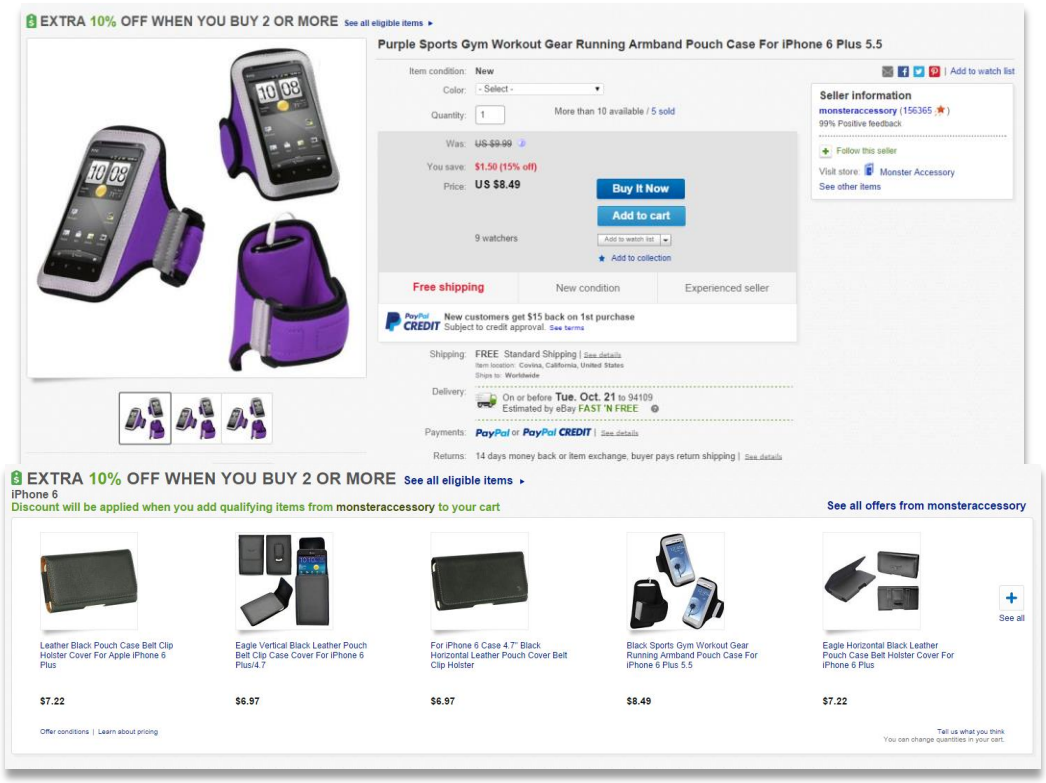
WANT TO SELL MORE?

When buyers shop on eBay, your items compete with items from other sellers. Promotions Manager can help you attract those buyers by organizing relevant inventory into compelling retail promotions. Everybody loves a great deal, and the right promotion can funnel buyers out of search and into shopping only your items leading to more sales and bigger average order sizes



Promotions help SELLERS

- Increase order size and revenue
- Merchandise inventory
- Gain marketing exposure
- Lower shipping costs

Promotions help BUYERS

- Easily discover items to purchase
- Find accessories and related items
- Lower shipping cost per item
- Benefit from special savings

OFFER TYPES

Promoting on eBay gives you the unique opportunity to merchandise and cross-sell across your whole product range. There are several types of promotions available. To create the best promotional strategy for you, the first step is to determine what you want to achieve…

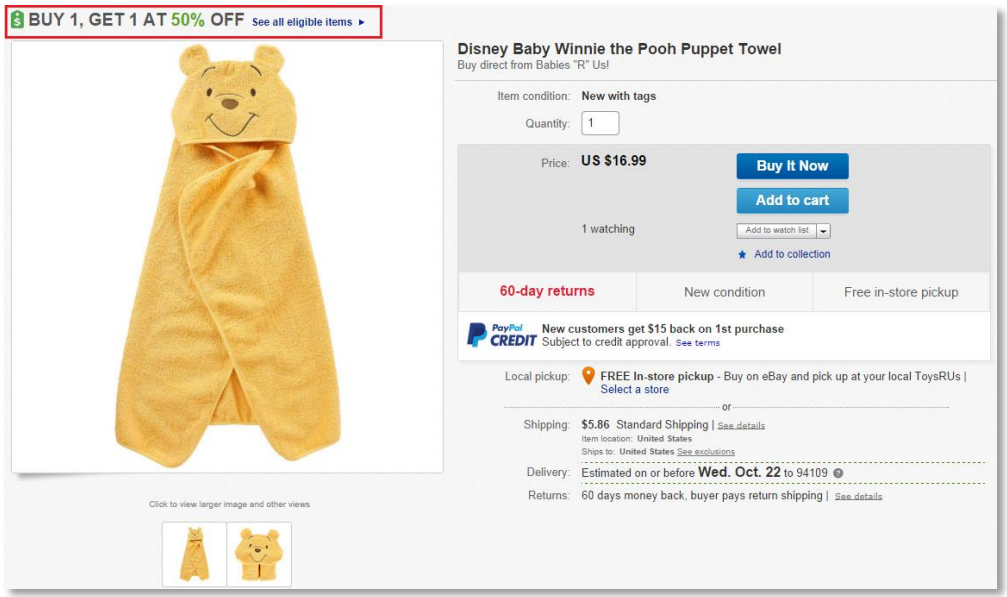
Order Discounts	**To increase average order size or transaction amount.** Order discount offers are an easy way to promote the purchase of more than one item at a time by allowing you to offer discounts when buyers buy a minimum number of items or spend a minimum amount in one transaction.
Codeless Coupons	**To engage new and returning buyers with semi-private deals.** Codeless coupons are available to buyers via a unique url that can be distributed through emails, social media, third-party sites, eBay storefront, etc. Offers are hidden from natural search and are only displayed to buyers who have clicked on the link.
Shipping Discounts	**To increase order size and entice buyers.** Promotional shipping offers, the #1 offer type used on e-commerce sites to increase order size, help you to entice buyers with free or discounted flat-rate shipping. Buyers who meet your conditional thresholds can take advantage of discounted shipping on specified shipping service classes.
Sale Events	**To increase sales and merchandize your discounted items.** Already discounted items that are selected for a sale event will appear on an automatically generated sale page. Sale events allow you to merchandise related sets of discounted inventory to create an improved buyer experience.
Accessory Discounts	**To inspire the purchase of related accessory items with a primary item.** By bundling related items to a primary item, you can promote accessory items with the purchase of a primary item by offering discounts when buyers add these additional items to their order. Bundles help to increase order volume and increase sales, while creating a better and simpler buying experience.

BUYER EXPERIENCE

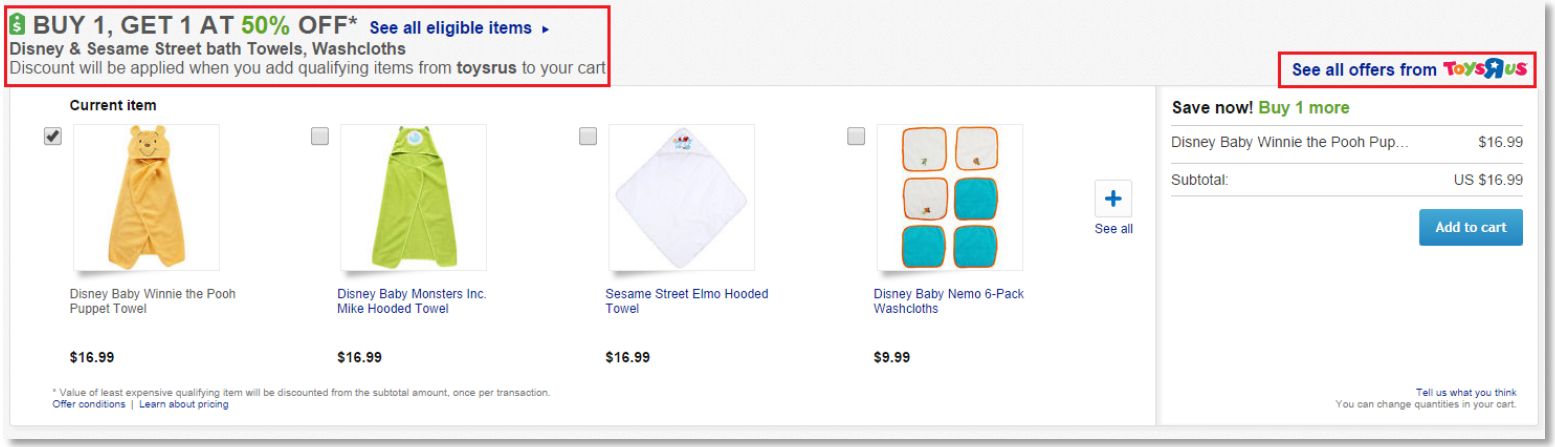
Promotions Manager creates an engaging buyer experience by leveraging key on-site placements to promote seller offers and allows buyers to take advantage of relevant discounts. Messaging throughout the buying flow notifies buyers of actions to take to qualify for discounts and alerts them to additional offers and savings.

VIEW ITEM PAGE

Your promotion is displayed prominently at the top of the page

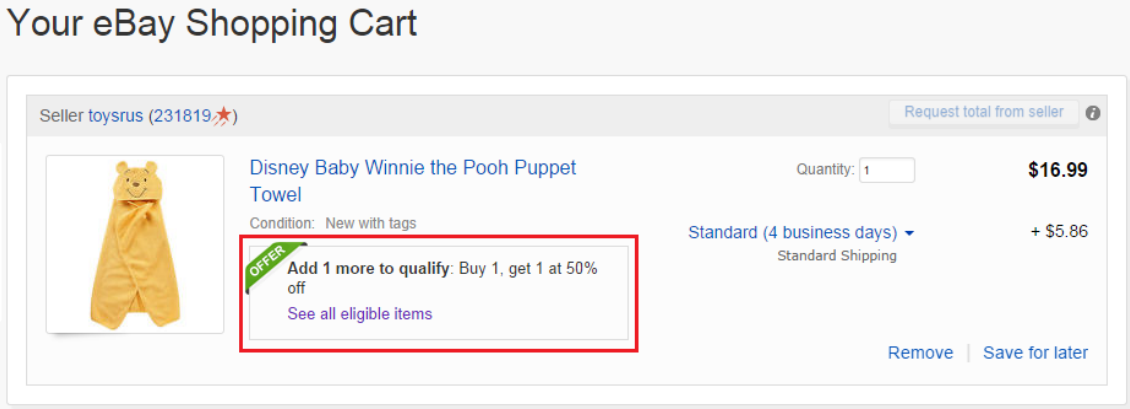


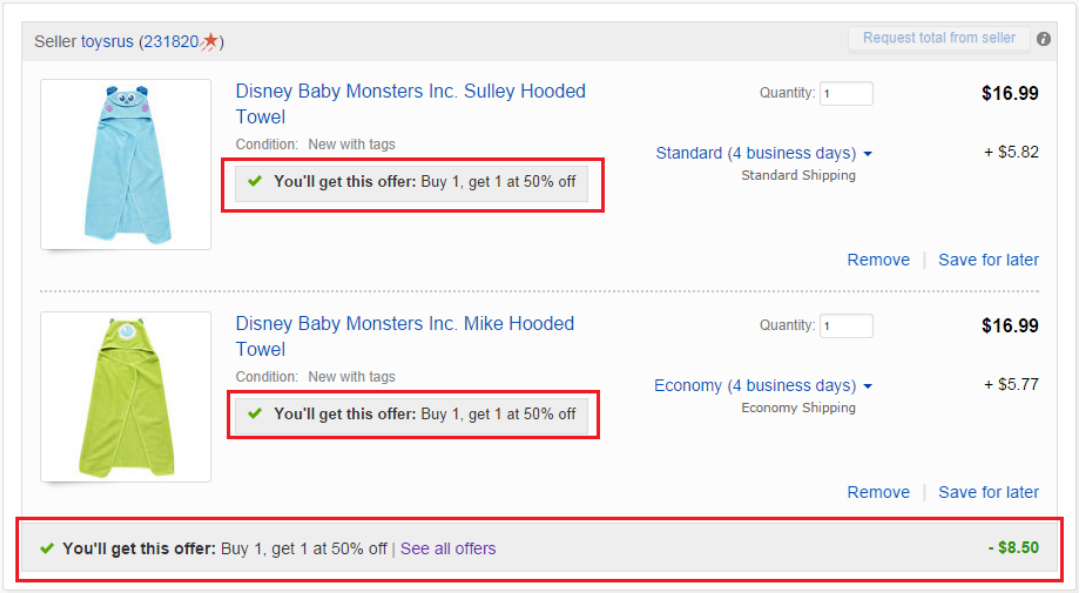
A few eligible items are featured in the module below to funnel buyers to your promotion page



SHOPPING CART & CHECKOUT

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

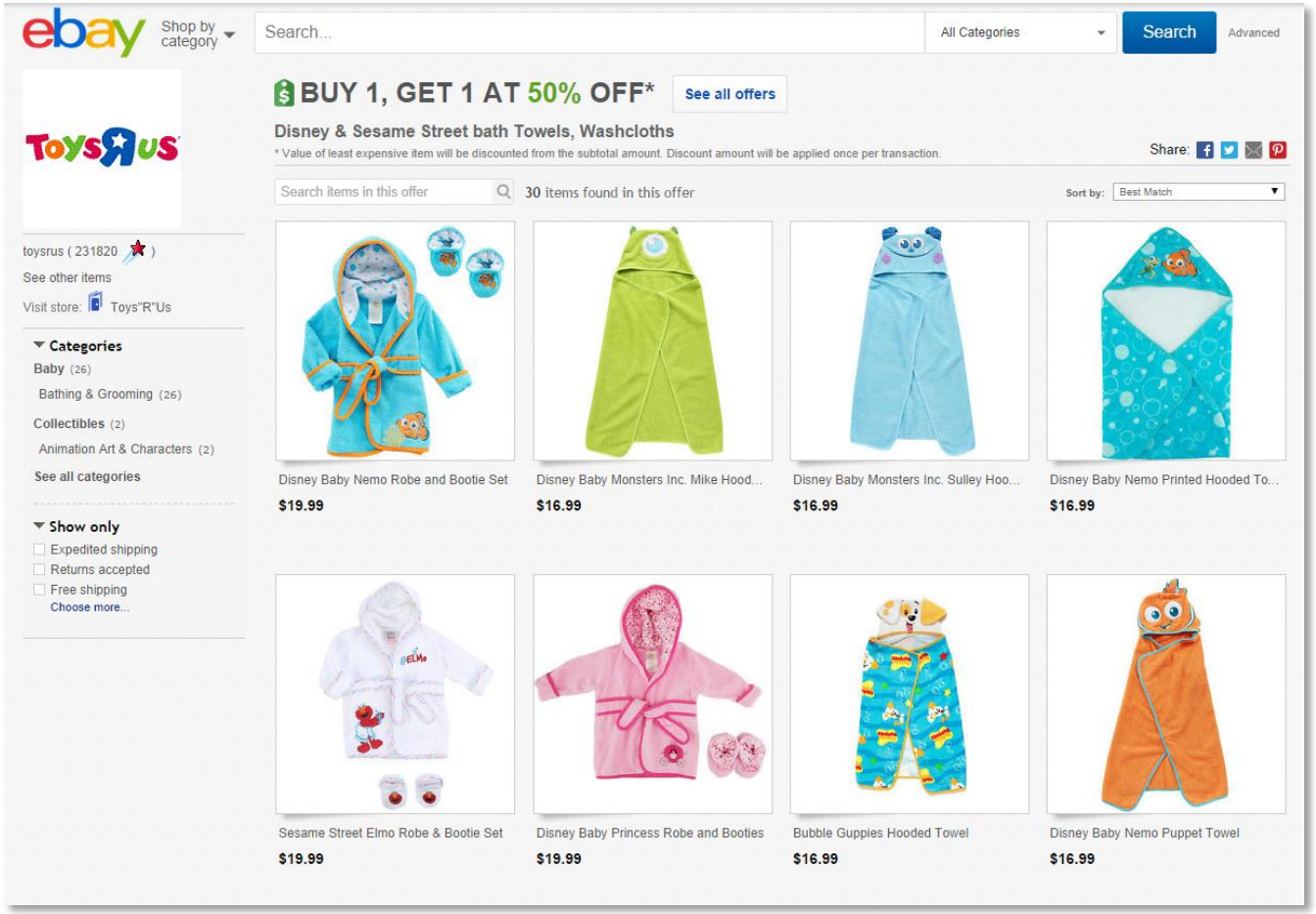




When buyers have met the conditions of the offer, messaging confirms that the offer will be applied and details the total discount realized through the promotion.

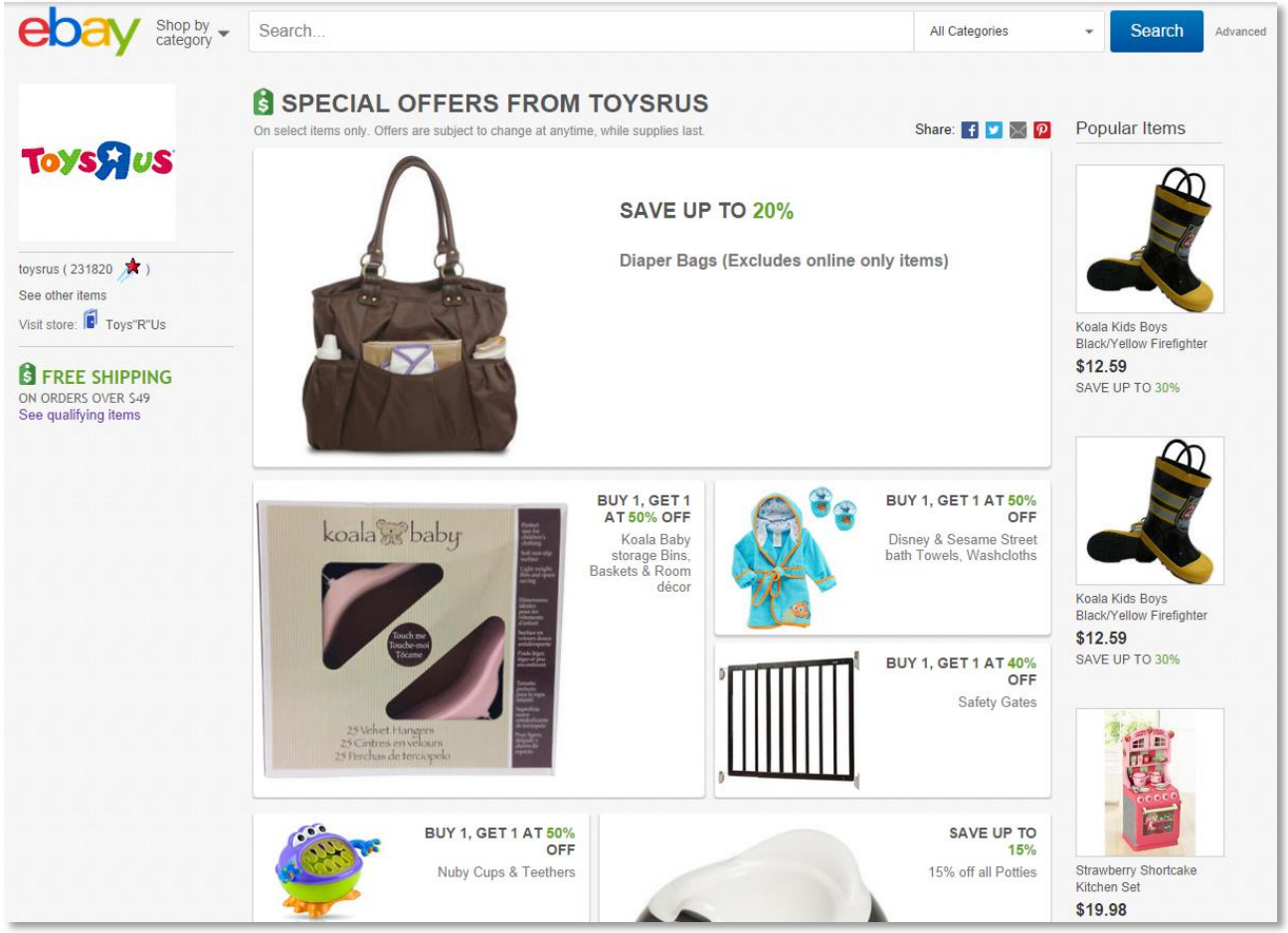
OFFER PAGE

Your promotion page showcases all of your eligible inventory. Buyers can narrow down based on their interests using keywords, categories, and item attributes.



ALL OFFERS PAGE

When buyers click the ‘see all offers’ link they are taken to an automatically generated seller offers page featuring all active promotions with additional links to your eBay store and popular items.



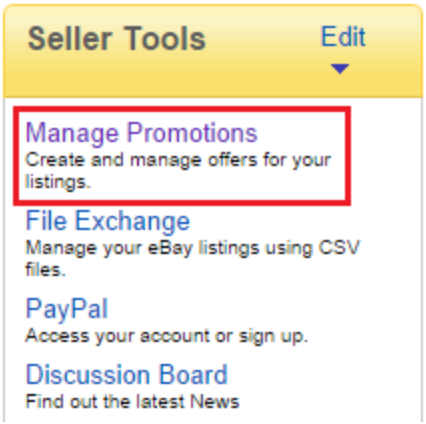
GETTING STARTED

There are two main access points for the Promotions Manager dashboard. Sellers may access the tool through My eBay via the Seller Tools module or within the Marketing tools section of their My eBay account.

ACCESSING PROMOTIONS MANAGER

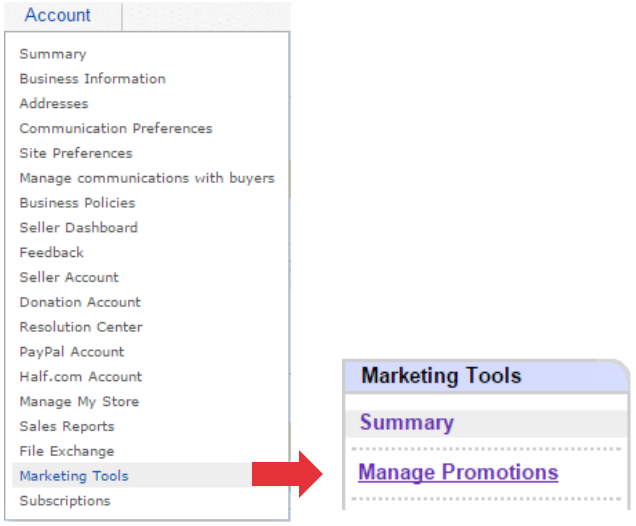
my eBay > Seller Tools > Manage Promotions

Some sellers will have a module called 'Seller Tools' on their my eBay summary screen. This module will include a link to Promotions Manager.



my eBay > Account > Marketing Tools > Manage Promotions

Sellers without a Seller Tools shortcut can access Promotions Manager by hovering over 'Account' and selecting 'Marketing Tools.' On the Marketing Tools left-hand navigation pane there is a link to Promotions Manager



CREATING OFFERS

Order discounts

Codeless coupons

Shipping discounts

Sale events

Accessory discounts

ORDER DISCOUNT OFFERS

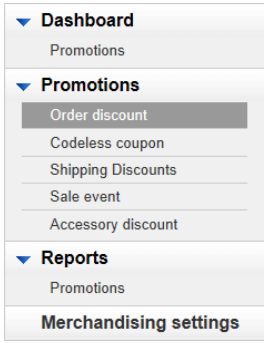
EXAMPLE OFFERS:

- SAVE $15 WHEN YOU SPEND $50
- SAVE 20% WHEN YOU SPEND $100
- SAVE $20 WHEN YOU BUY 3
- SAVE 25% WHEN YOU BUY 3
- BUY 1, GET 1 AT 50% OFF *(lowest price item)*

Tips for creating successful order discount offers:

- ❑ 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)

ORDER DISCOUNT OFFERS

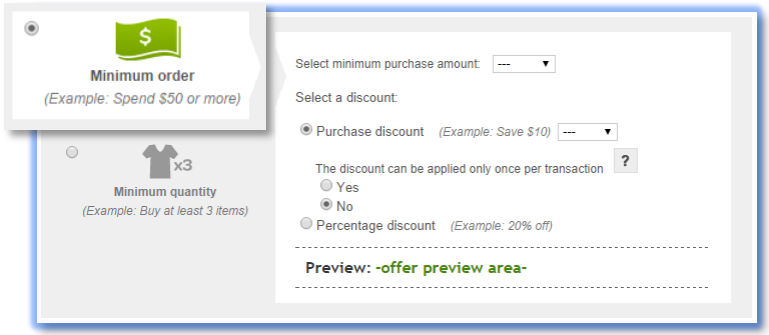


STEP 1: Set offer conditions

- ❑ Click **Order discount** from the left hand menu
- ❑ Select **Minimum order** or **Minimum quantity**
- ❑ Follow one of the following two sets of instructions:

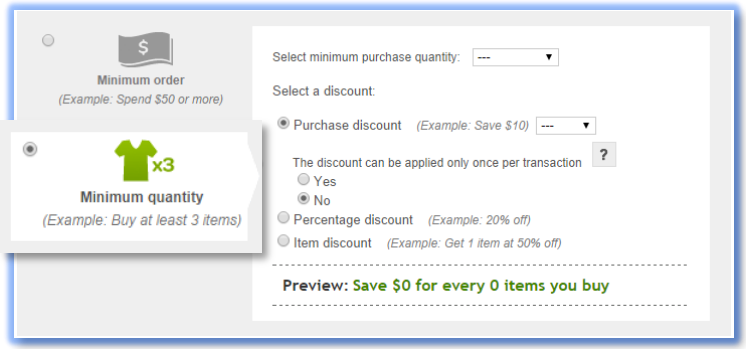
Minimum Order

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

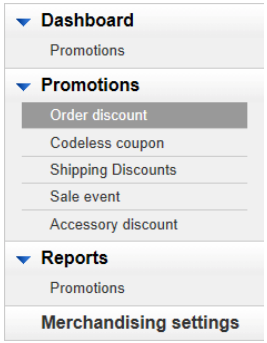


Minimum Quantity

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



ORDER DISCOUNT OFFERS



STEP 2: Choose items to include in the promotion

Restricting inventory by rules

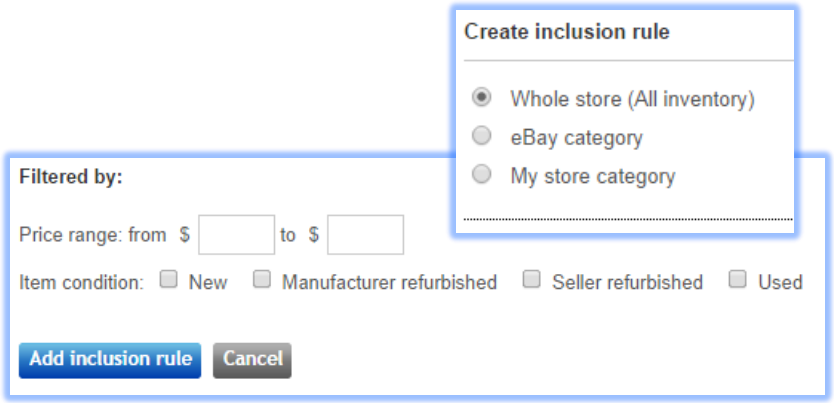
- ❑ Click **Create inclusion rule** or **Create exclusion rule**
- ❑ Follow steps to add rule:

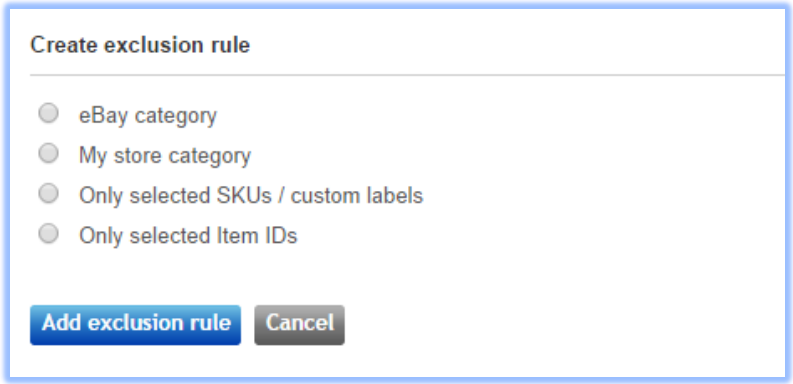
Create inclusion rule

- Select to exclude items by
  - Whole store (All inventory)
  - eBay category
  - My store category
- Apply desired filters (options)
- Click **Add inclusion rule**

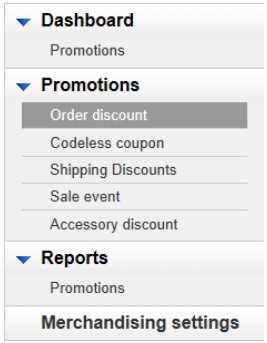
Create exclusion rule

- Select to exclude items by:
  - eBay category
  - My store category
  - Enter SKUs
  - Select individual SKUs
- Click **Add exclusion rule**





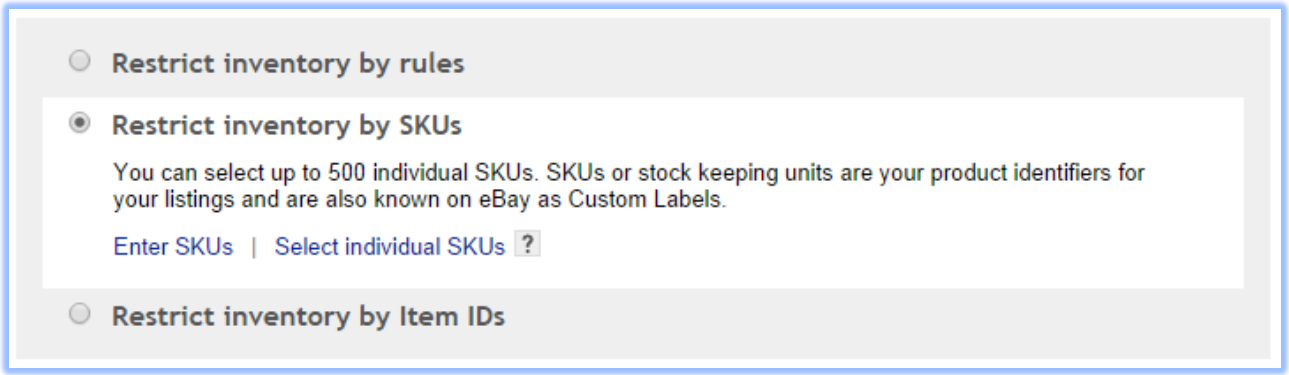
ORDER DISCOUNT OFFERS



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:



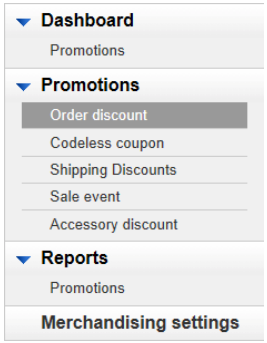
Enter SKUs

- 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**

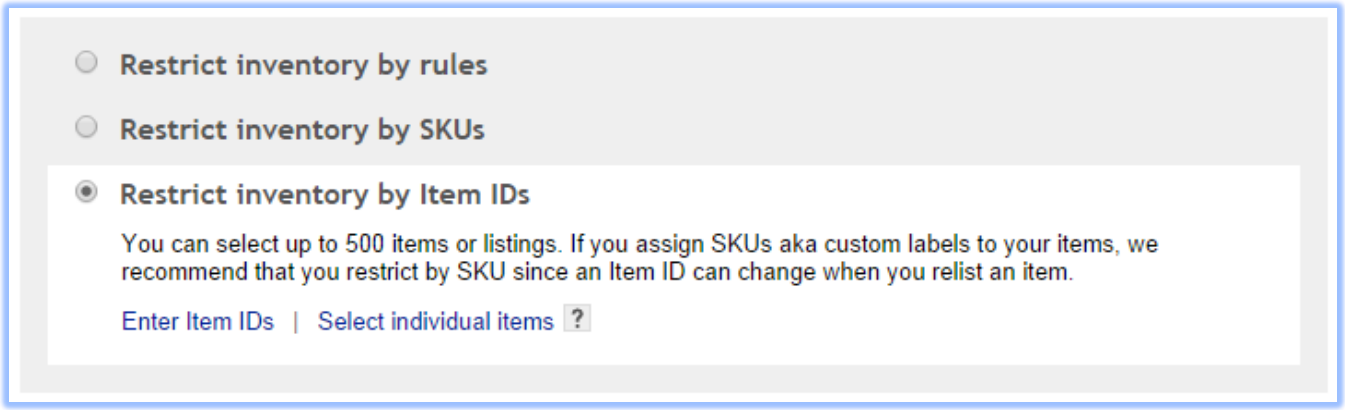
ORDER DISCOUNT OFFERS



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:



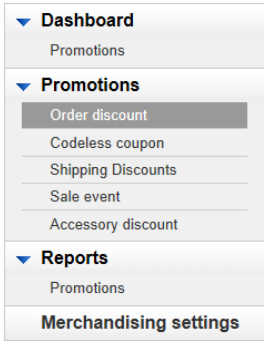
Enter Item IDs

- Click **Enter Item IDs**
  - Enter item ID per line
  - Enter up to 500 item IDs
- Click **Add these items**

Select individual items

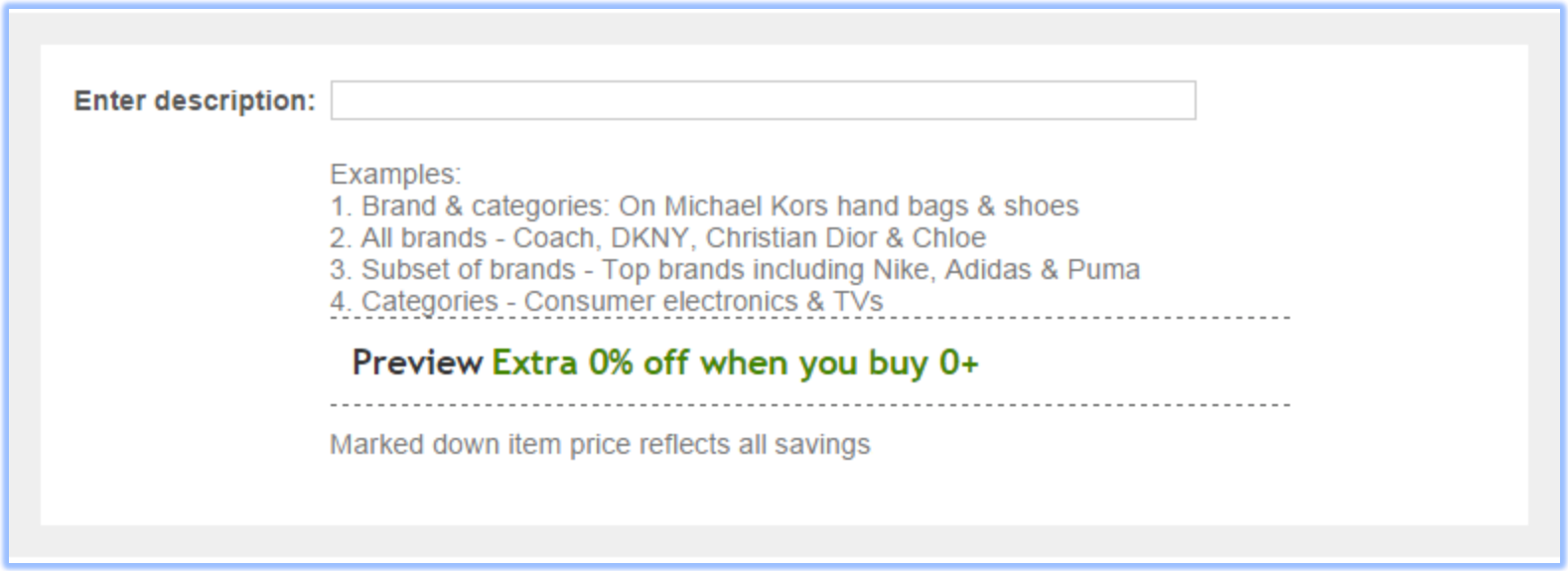
- Click **Select individual items**
  - Select category
- Click **View items in this category**
  - Select items
- Click **Add selected items**

ORDER DISCOUNT OFFERS

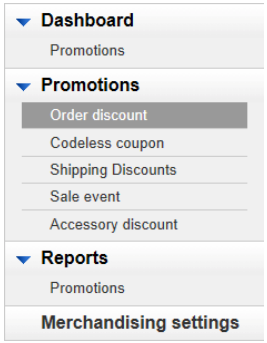


STEP 3: Describe the items that are eligible

- ❑ Enter an offer subtitle describing the items that will be included in the offer
- ❑ Preview how the offer title will be displayed:

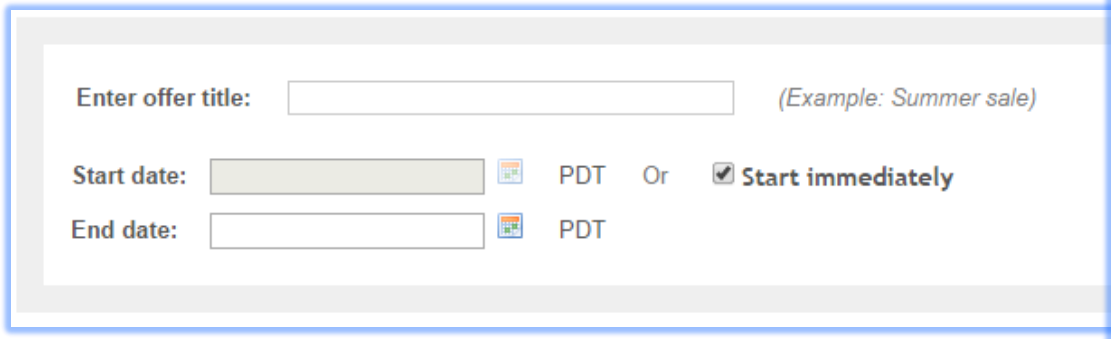


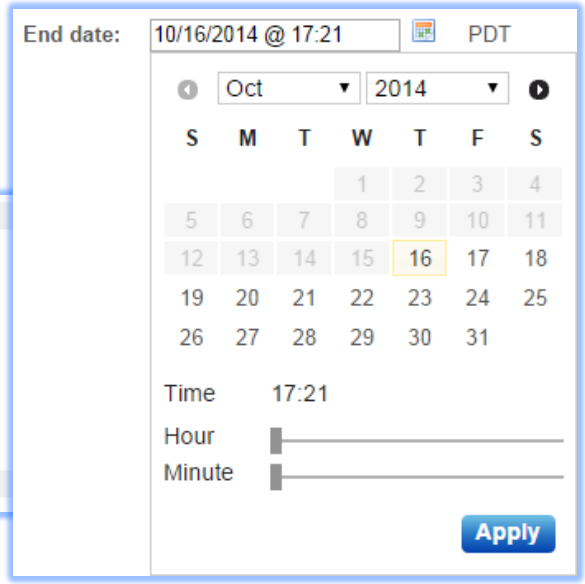
ORDER DISCOUNT OFFERS



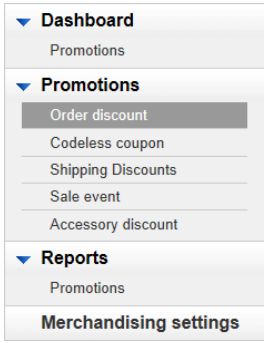
STEP 4: Schedule the offer

- ❑ 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



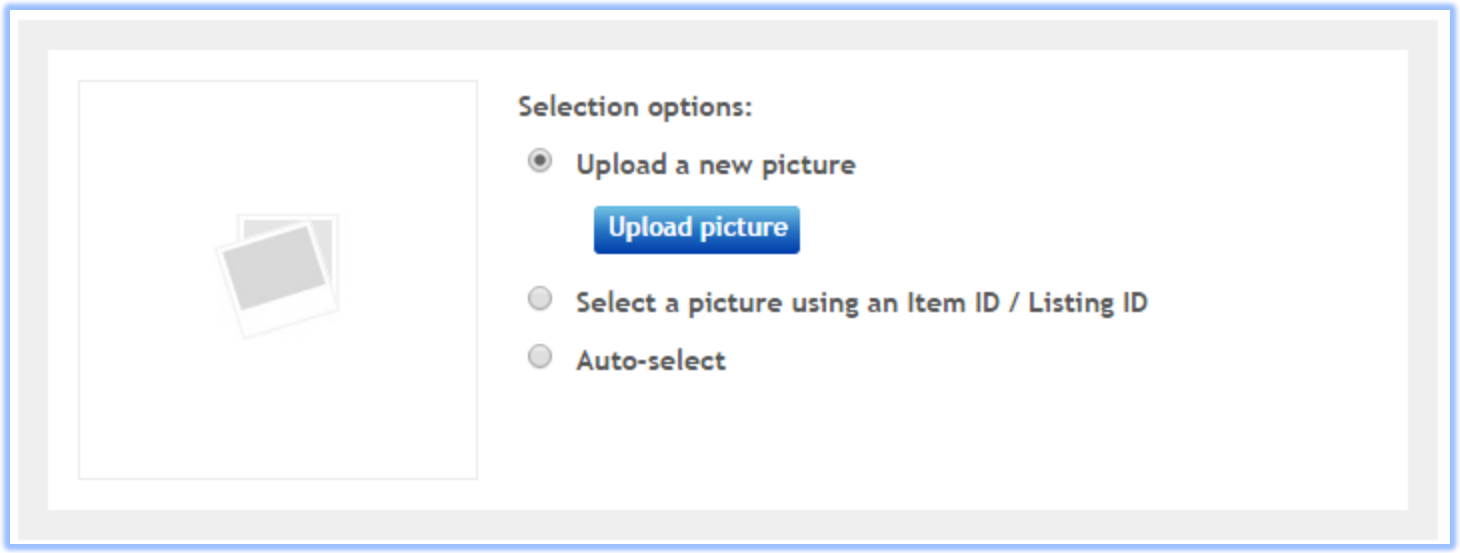


ORDER DISCOUNT OFFERS

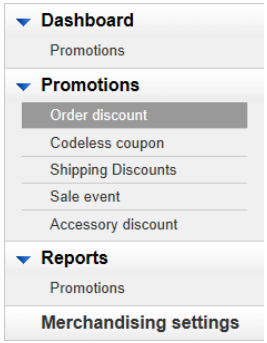


STEP 5: Select an offer image

- 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

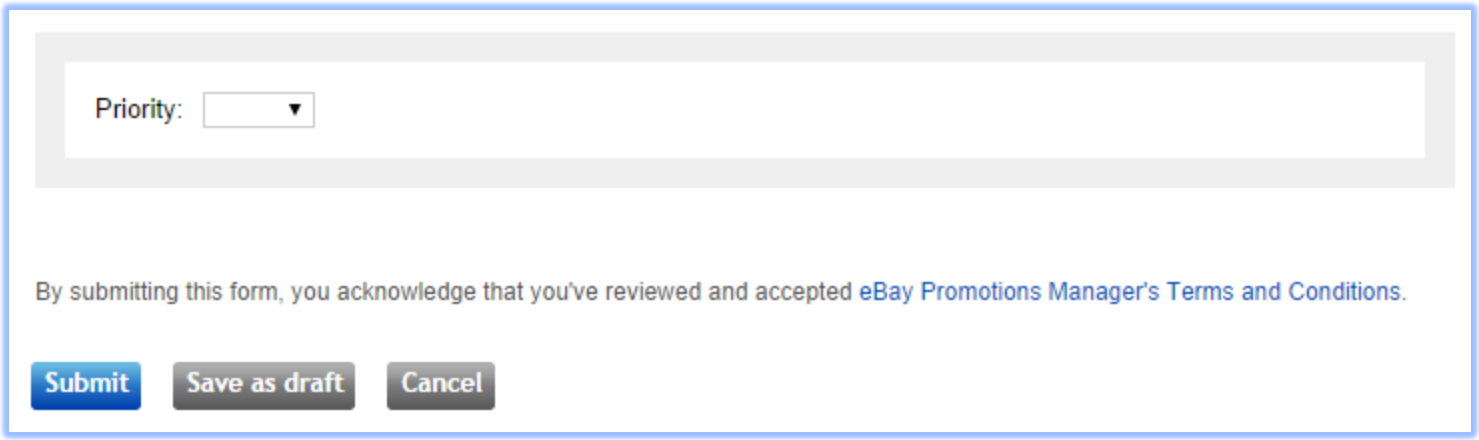


ORDER DISCOUNT OFFERS



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



CODELESS COUPONS

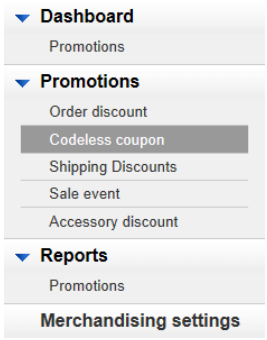
EXAMPLE OFFERS:

- 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 coupons:

- ❑ 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)

CODELESS COUPONS

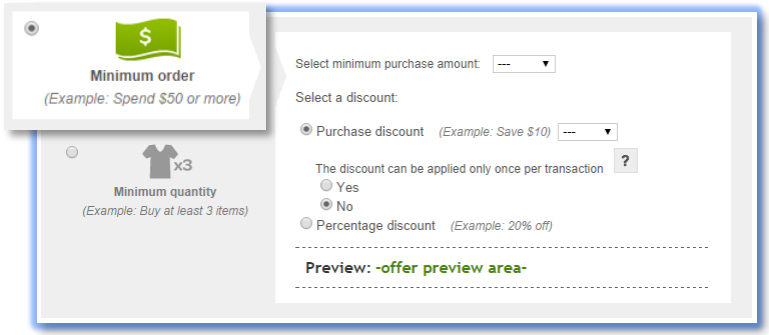


STEP 1: Set offer conditions

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

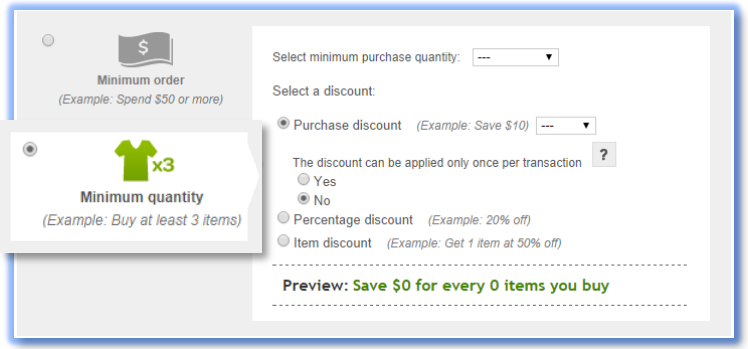
Minimum Order

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

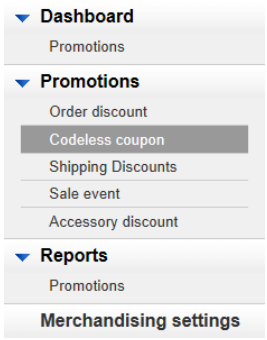


Minimum Quantity

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



CODELESS COUPONS



STEP 2: Choose items to include in the promotion

Restricting inventory by rules

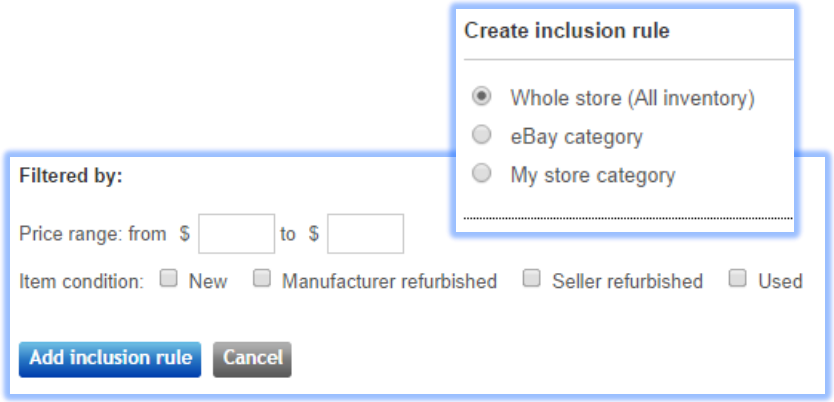
- ❑ Click **Create inclusion rule** or **Create exclusion rule**
- ❑ Follow steps to add rule:

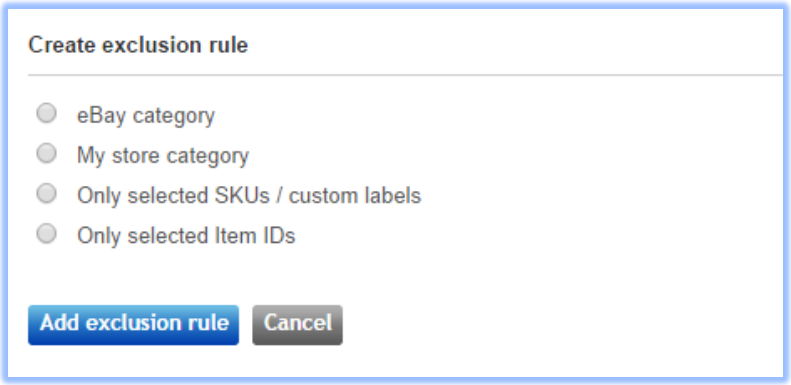
Create inclusion rule

- Select to exclude items by
  - Whole store (All inventory)
  - eBay category
  - My store category
- Apply desired filters (options)
- Click **Add inclusion rule**

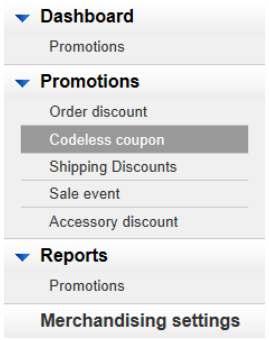
Create exclusion rule

- Select to exclude items by:
  - eBay category
  - My store category
  - Enter SKUs
  - Select individual SKUs
- Click **Add exclusion rule**





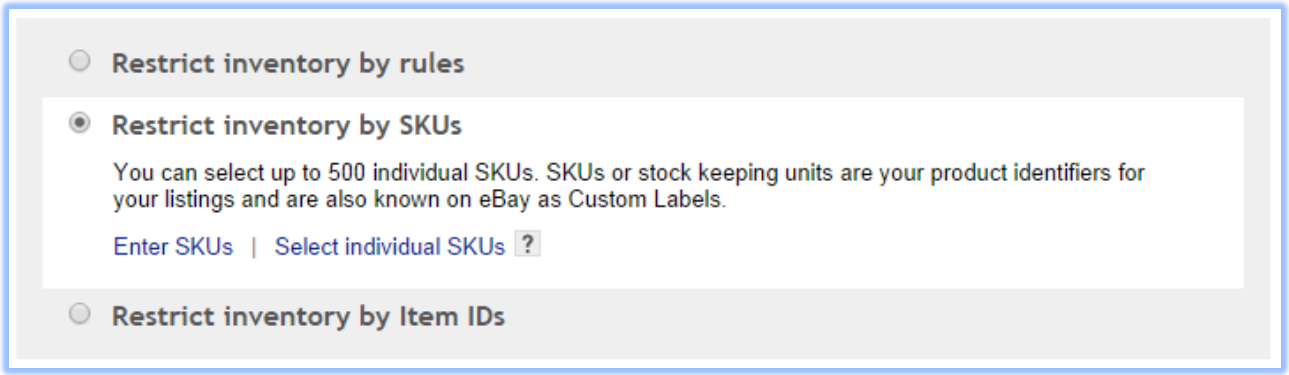
CODELESS COUPONS



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:



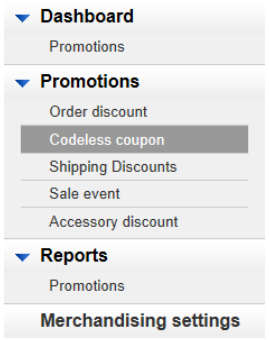
Enter SKUs

- 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**

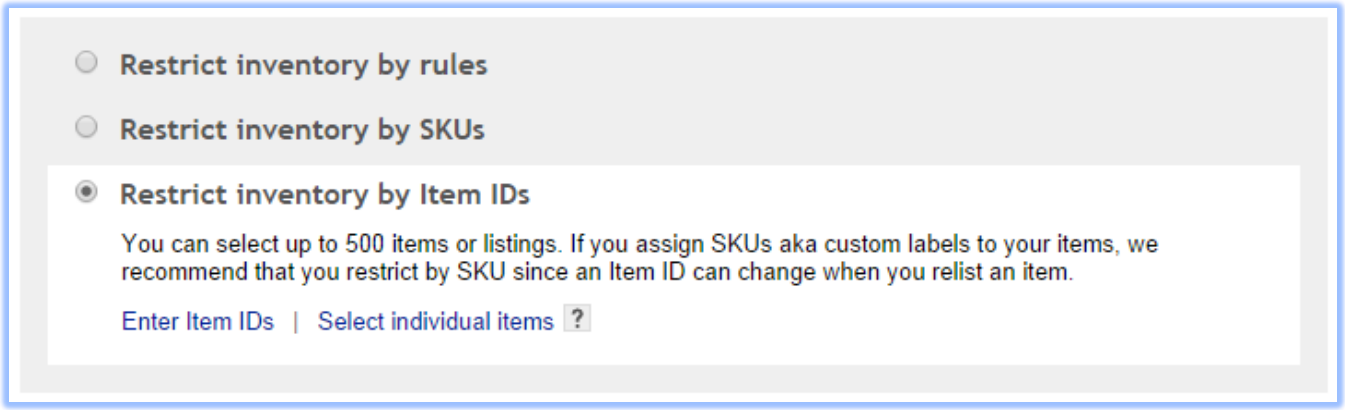
CODELESS COUPONS



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:



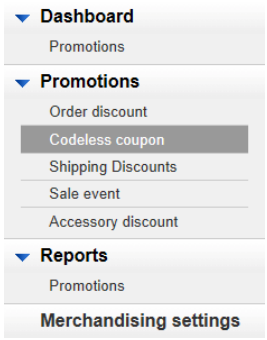
Enter Item IDs

- Click **Enter Item IDs**
  - Enter item ID per line
  - Enter up to 500 item IDs
- Click **Add these items**

Select individual items

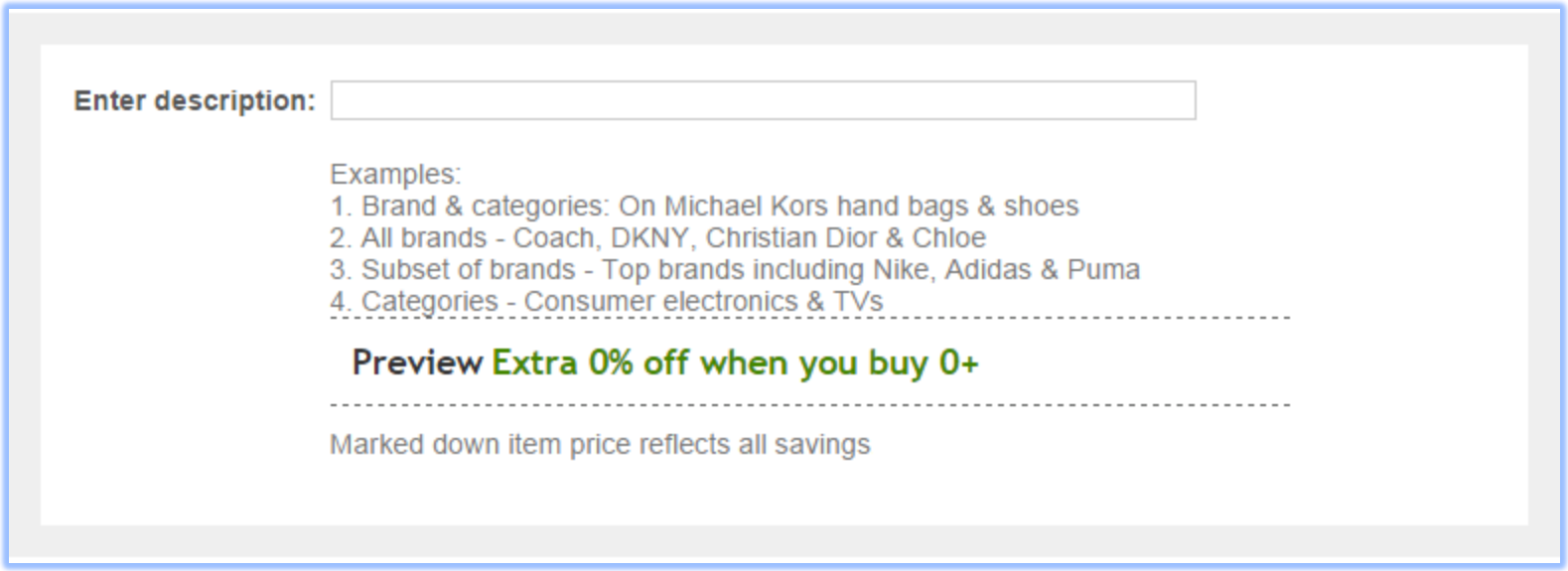
- Click **Select individual items**
  - Select category
- Click **View items in this category**
  - Select items
- Click **Add selected items**

CODELESS COUPONS

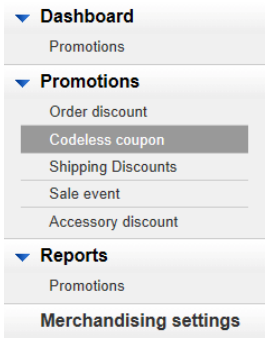


STEP 3: Describe the items that are eligible

- ❑ Enter an offer subtitle describing the items that will be included in the offer
- ❑ Preview how the offer title will be displayed:

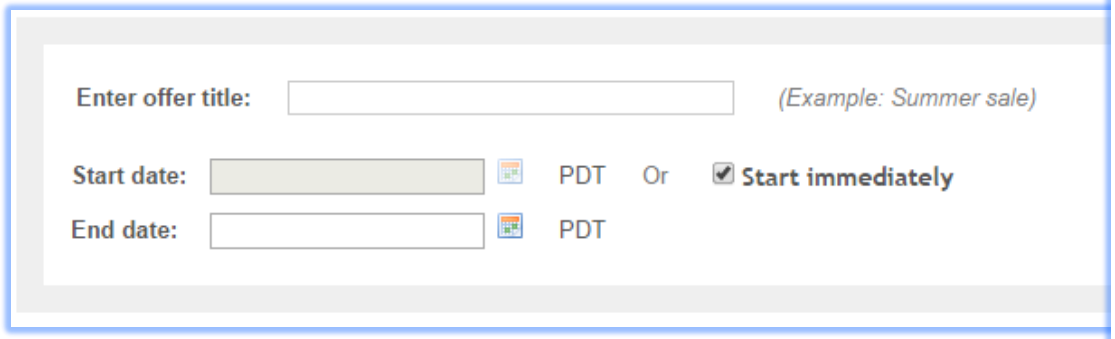


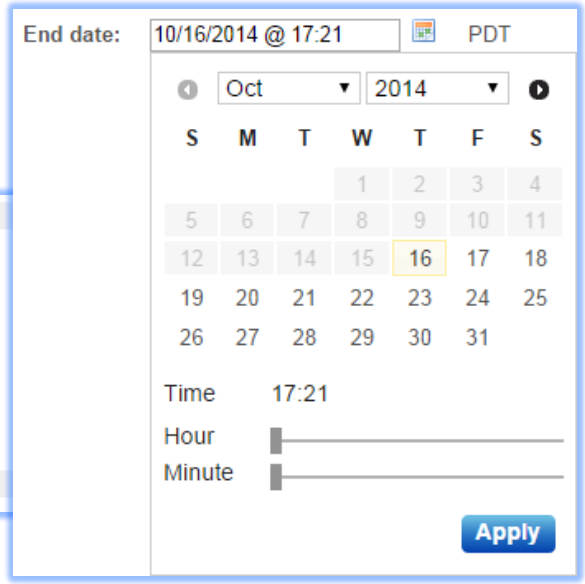
CODELESS COUPONS



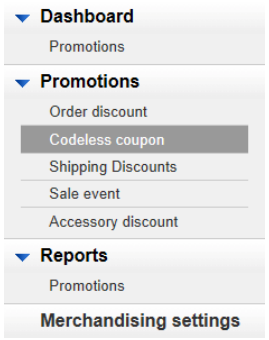
STEP 4: Schedule the offer

- ❑ 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



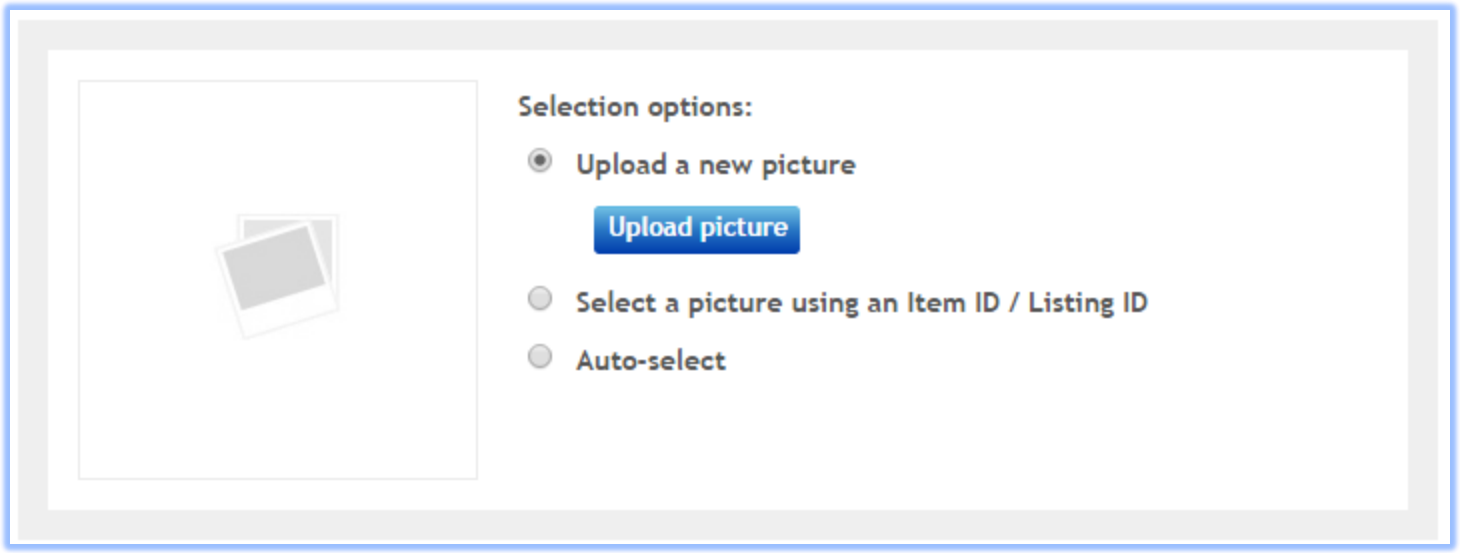


CODELESS COUPONS

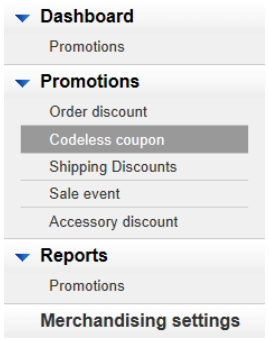


STEP 5: Select an offer image

- 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

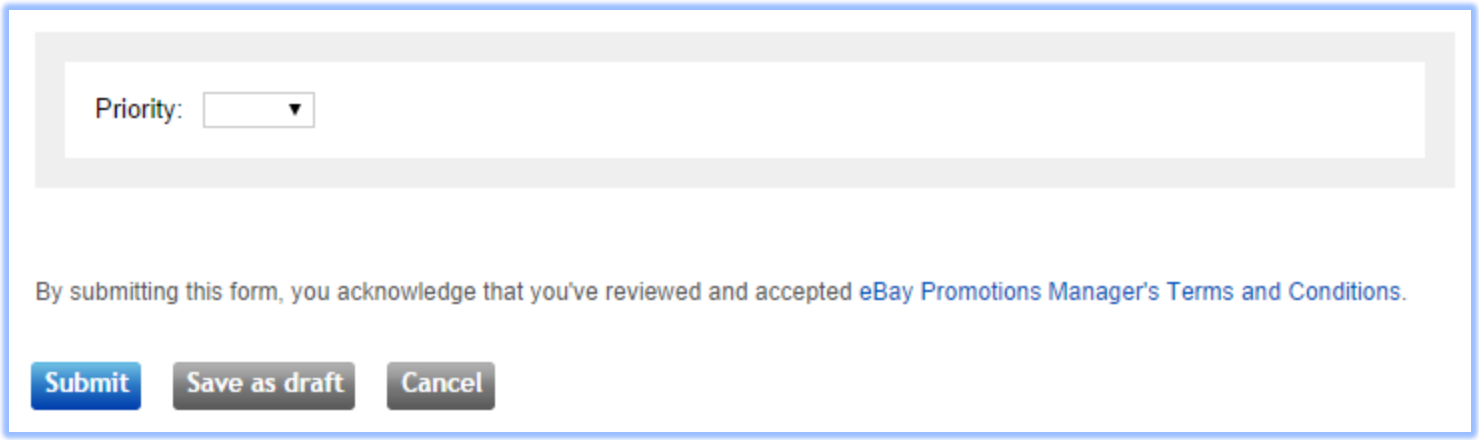


CODELESS COUPONS



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

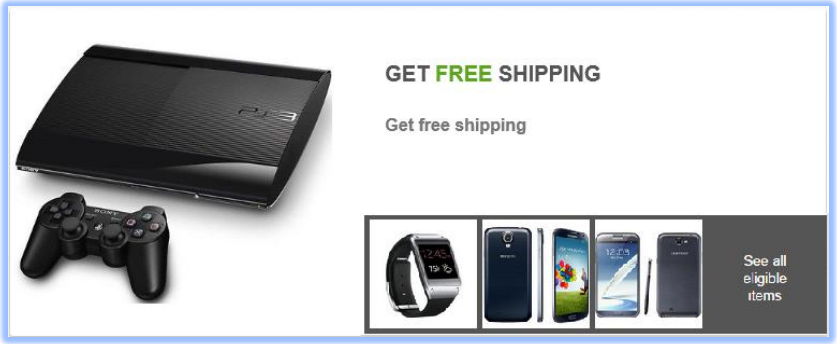
- ❑ Set offer priority (optional) to determine which offers will be highest on Offer Page (priority 1 is shown first)
- ❑ Finalize offer:
  - ❑ **Submit** so offer goes live immediately or at specified start date/time
  - ❑ **Save as draft** so offer remains inactive in draft mode



SHIPPING DISCOUNTS

EXAMPLE OFFERS:

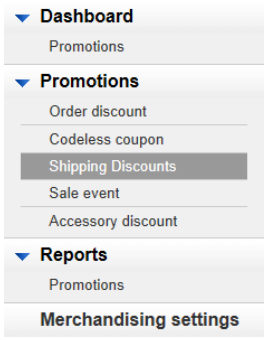
- FREE ECONOMY SHIPPING ON ORDERS OVER $25
- FREE EXPEDITED SHIPPING
- UPGRADE TO 2-DAY SHIPPIN GFOR $10
- UPGRADE TO OVERNIGHT SHIPPING FOR $25



Tips for creating successful shipping discount offers:

- ❑ Set thresholds slightly above your average order size or average order value to encourage buyers to spend more and buy more items!
- ❑ Buyers respond to free shipping, so consider offering free economy or expedited shipping when buyers meet a given threshold
- ❑ Additional upgrades to higher classes of service can be a great way to increase order size and order value; these can be offered for free or at a discounted flat rate

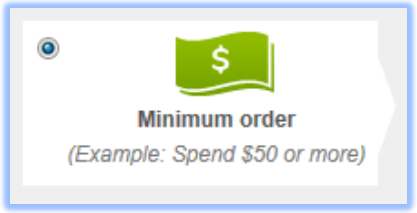
SHIPPING DISCOUNTS



STEP 1a: Set offer conditions

- ❑ Click **Shipping discount** from the left hand menu
- ❑ Select **Minimum order, Minimum quantity**, or **No minimum:**

Minimum Order



Select minimum purchase amount: $ 25

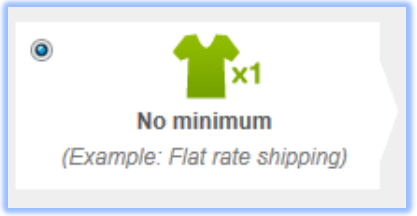
$ 5
$ 10
$ 15
$ 20
$ 25
$ 30
$ 40
$ 50
$ 75
$ 100
other

Minimum Quantity

Select minimum purchase quantity: 5 items

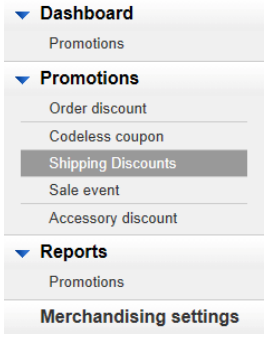
4 items
5 items
6 items
7 items
8 items
9 items
10 items
11 items
12 items
13 items
14 items

No Minimum



No minimum spend or quantity threshold

SHIPPING DISCOUNTS

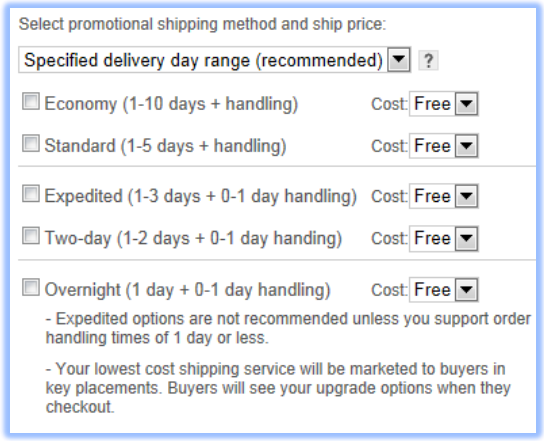


STEP 1b: Select shipping method and price

- ❑ Select **Specified** (recommended) or **Unspecified delivery day** range
- ❑ Select promotional shipping service (Specified delivery day range only)
- ❑ Set promotional ship price (free or flat rate)

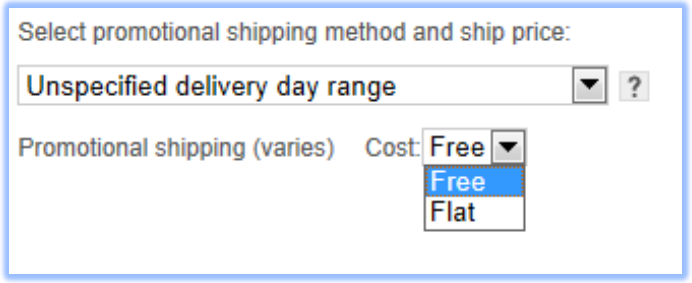
Specified Delivery Day Range

- You may only select 1 service from a tier and you may select a service class
- You may select services from up to 3 tiers
- Set the specified promotional ship price for each.

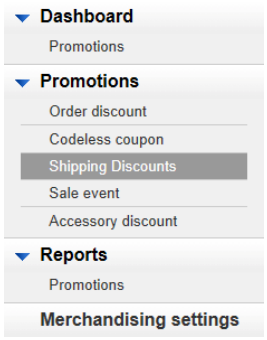


Unspecified Delivery Day Range

- Set the promotional shipping price to be free or a flat rate of your choosing



SHIPPING DISCOUNTS



STEP 2: Choose items to include in the promotion

Restricting inventory by rules

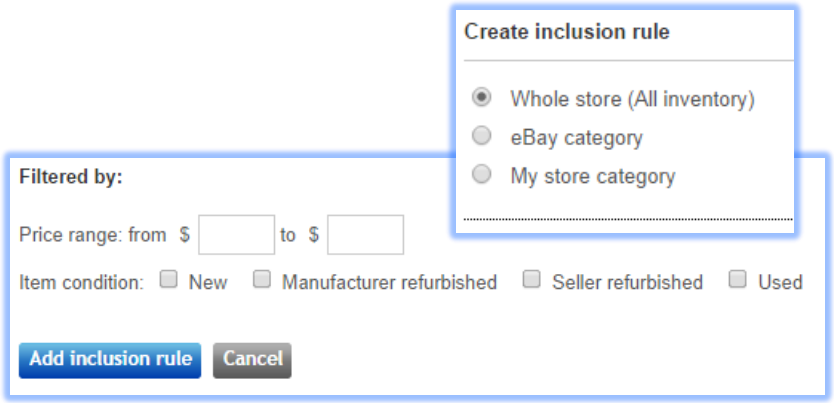
- ❑ Click **Create inclusion rule** or **Create exclusion rule**
- ❑ Follow steps to add rule:

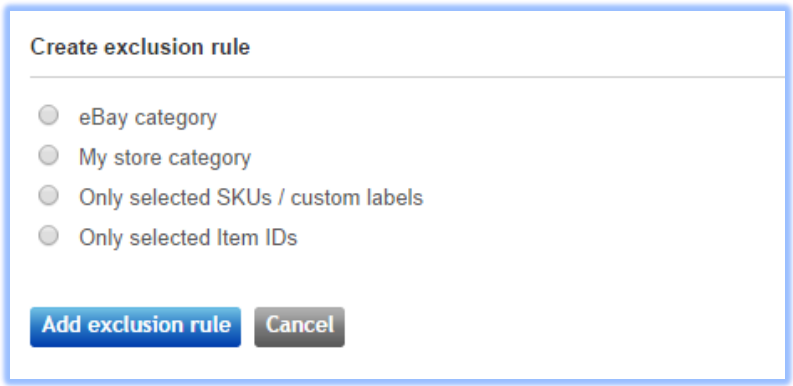
Create inclusion rule

- Select to exclude items by
  - Whole store (All inventory)
  - eBay category
  - My store category
- Apply desired filters (options)
- Click **Add inclusion rule**

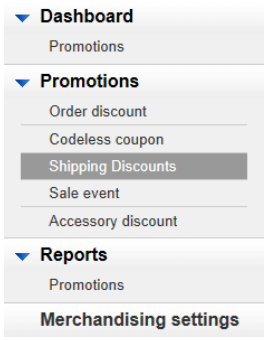
Create exclusion rule

- Select to exclude items by:
  - eBay category
  - My store category
  - Enter SKUs
  - Select individual SKUs
- Click **Add exclusion rule**





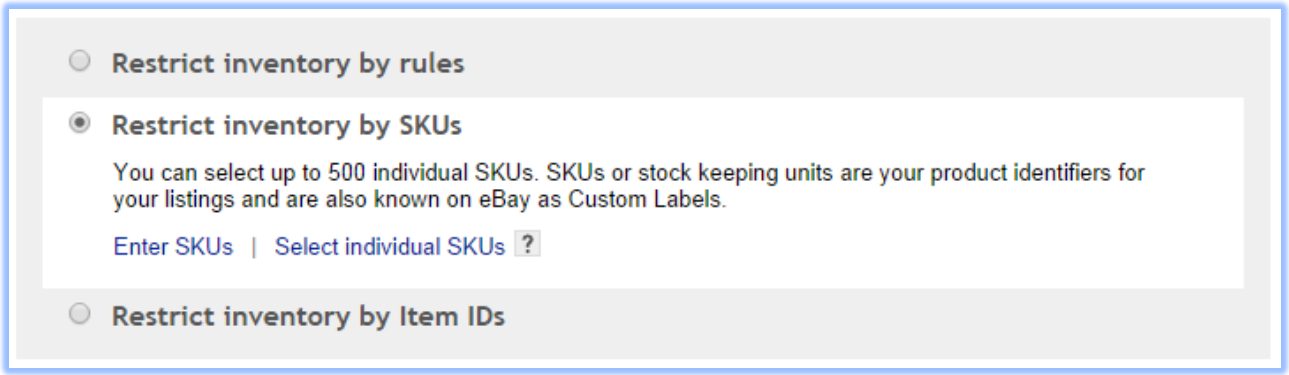
SHIPPING DISCOUNTS



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:



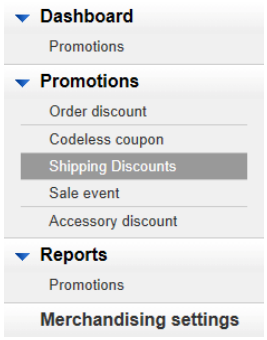
Enter SKUs

- 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**

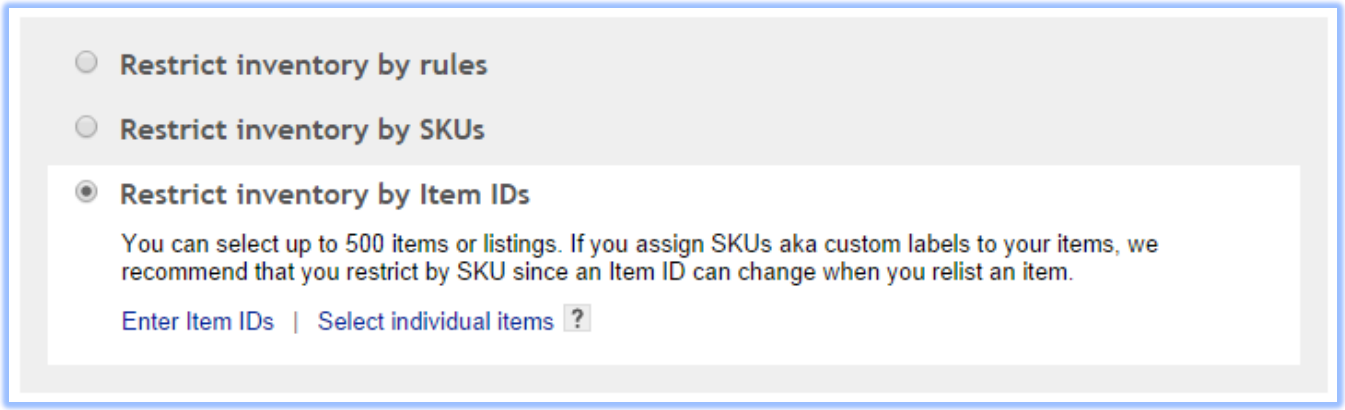
SHIPPING DISCOUNTS



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:



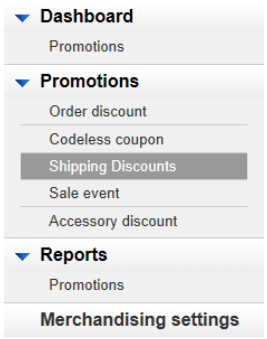
Enter Item IDs

- Click **Enter Item IDs**
  - Enter item ID per line
  - Enter up to 500 item IDs
- Click **Add these items**

Select individual items

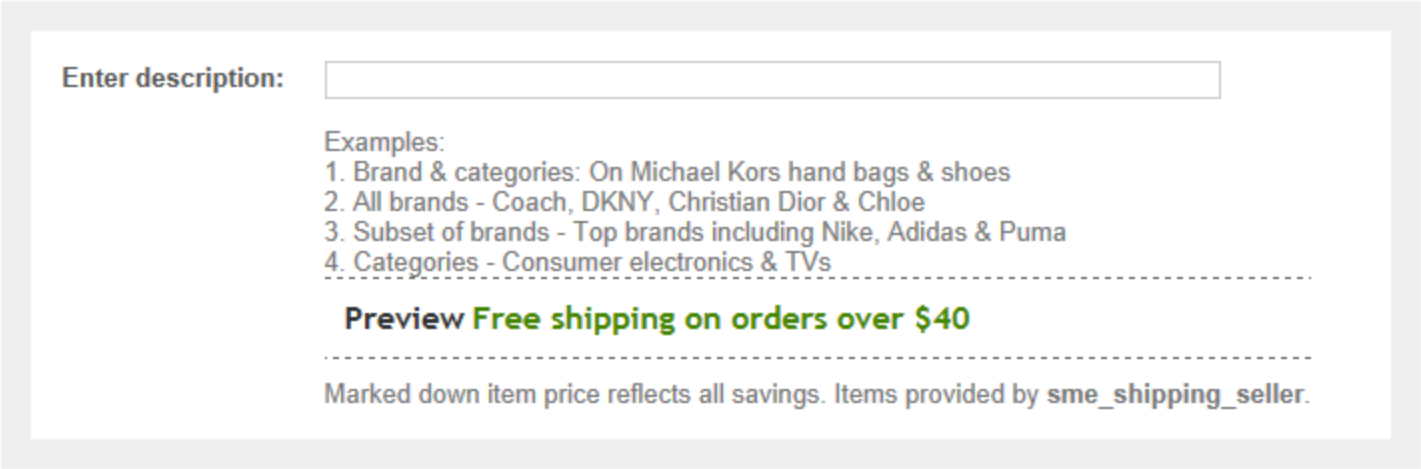
- Click **Select individual items**
  - Select category
- Click **View items in this category**
  - Select items
- Click **Add selected items**

SHIPPING DISCOUNTS

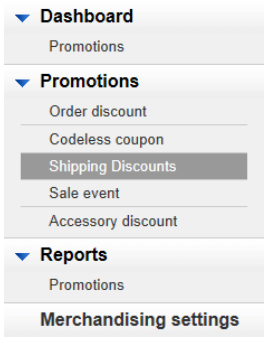


STEP 3: Describe the items that are eligible

- ❑ Enter an offer subtitle describing the items that will be included in the offer
- ❑ Preview how the offer title will be displayed:

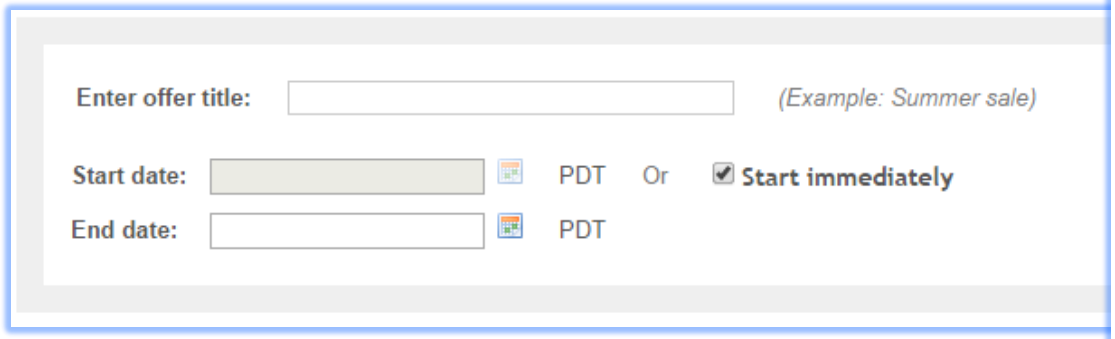


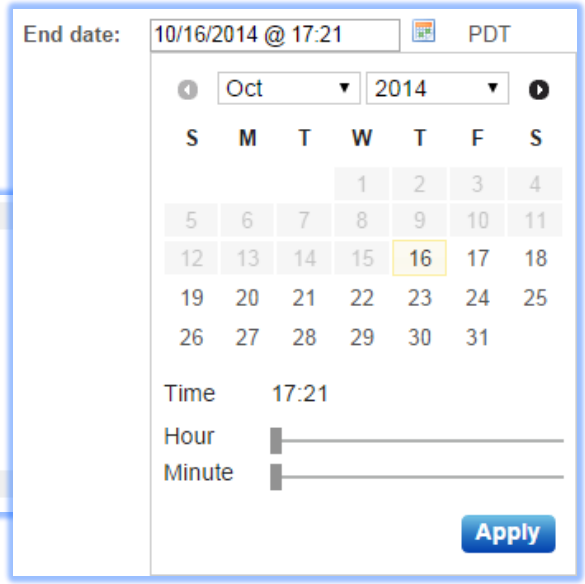
SHIPPING DISCOUNTS



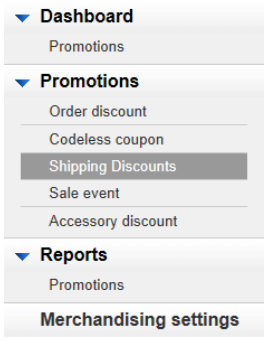
STEP 4: Schedule the offer

- ❑ 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



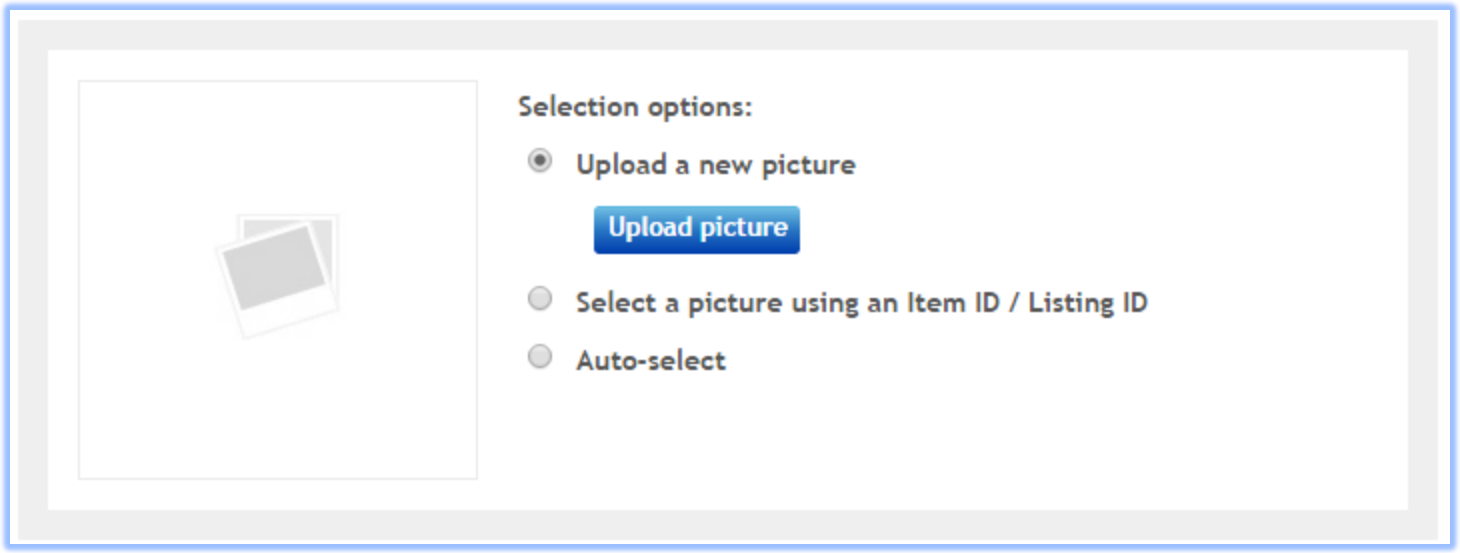


SHIPPING DISCOUNTS

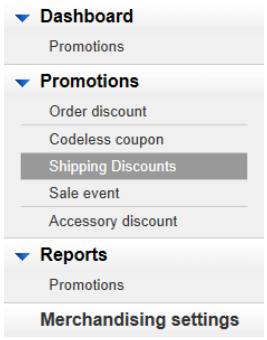


STEP 5: Select an offer image

- 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

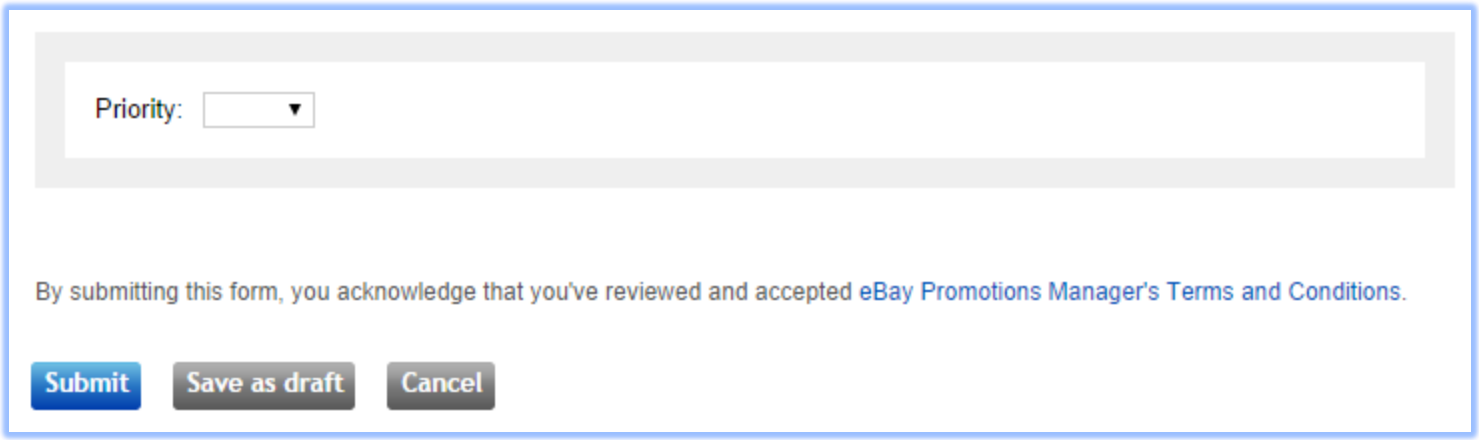


SHIPPING DISCOUNTS



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

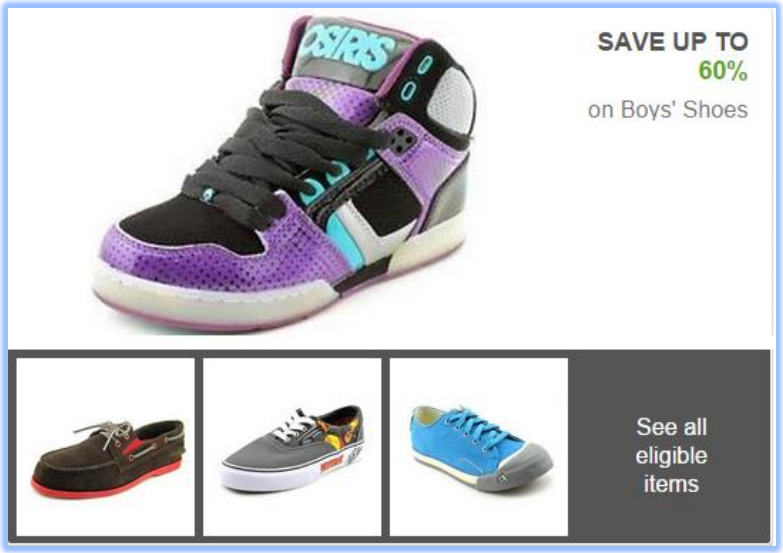
- ❑ Set offer priority (optional) to determine which offers will be highest on Offer Page (priority 1 is shown first)
- ❑ Finalize offer:
  - ❑ **Submit** so offer goes live immediately or at specified start date/time
  - ❑ **Save as draft** so offer remains inactive in draft mode



SALE EVENTS

If you have created sales using "Markdown Manager" or if you are using Strike-Through Pricing treatments, you can improve merchandising of those items by promoting sets of discounted inventory as part of a sale event.

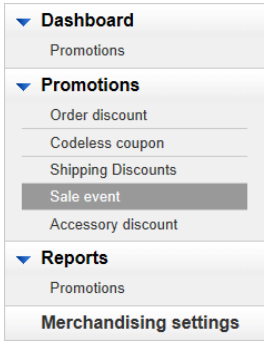
Items that you select by category, by SKU, or by item ID that also have a sales price treatment will automatically be included in the event. Items will appear in the offer page and will have links enabled to drive shoppers to this "sale" page.



Tips for creating successful sale events:

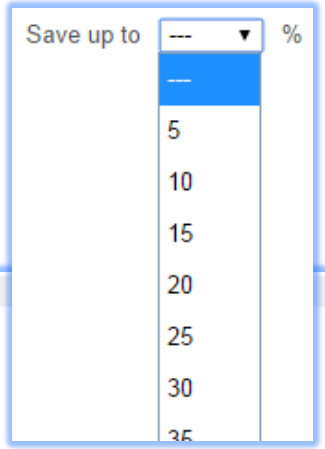
- ❑ Merchandise related items among your sale inventory to ensure relevant items are surfaced to buyers when they are searching for a given item.
- ❑ If you have eBay or store categories of items that consistently have inventory marked down, consider setting up ongoing events restricted by inventory rules. Inventory in these events will automatically rotate as markdowns end and new items are marked down.
- ❑ When setting the % that buyers can expect to save up to, ensure that at least 10% of items in the event meet or exceed this threshold to help prevent bad buyer experiences.

SALE EVENTS

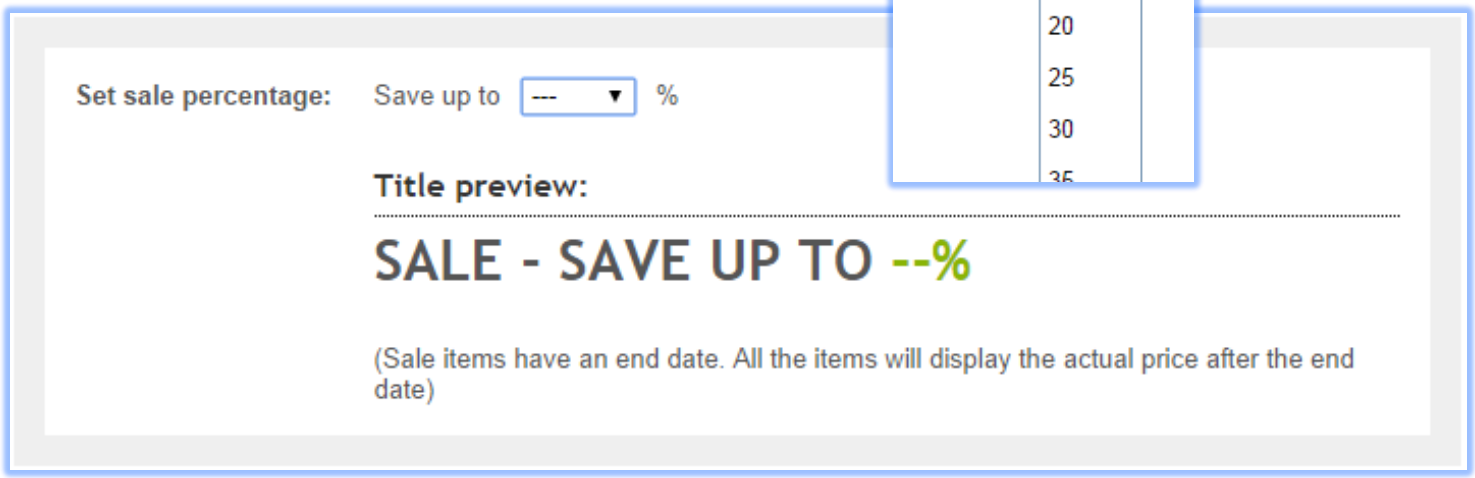


STEP 1: Set sale percentage

- ❑ Click **Sale event** from the left hand menu
- ❑ Select sale percentage from drop-down menu

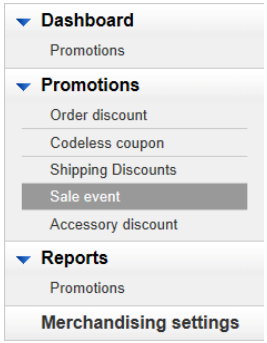


⚠ **Note:** The sale percentage selected will **NOT** act as a filter for inventory in the offer. Any item with discounted pricing treatment meeting the inventory restrictions will be included in the sale event.



★ **Tip:** Make sure that the percentage you select applies to at least 15% of the inventory included in the sale event

SALE EVENTS



STEP 2: Choose items to include in the promotion

Restricting inventory by rules

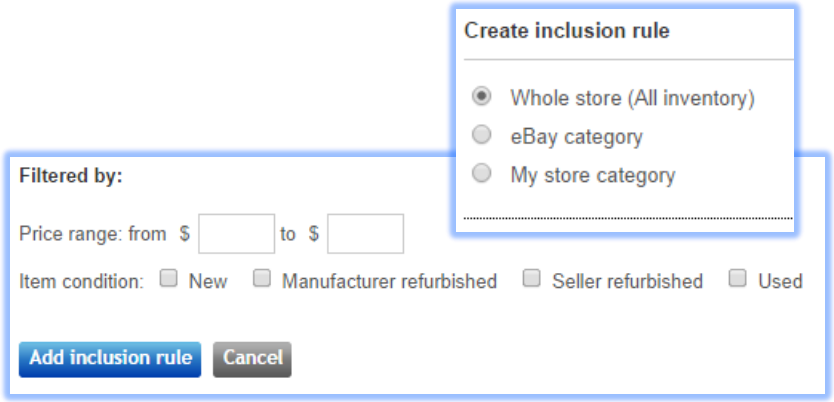
- ❑ Click **Create inclusion rule** or **Create exclusion rule**
- ❑ Follow steps to add rule:

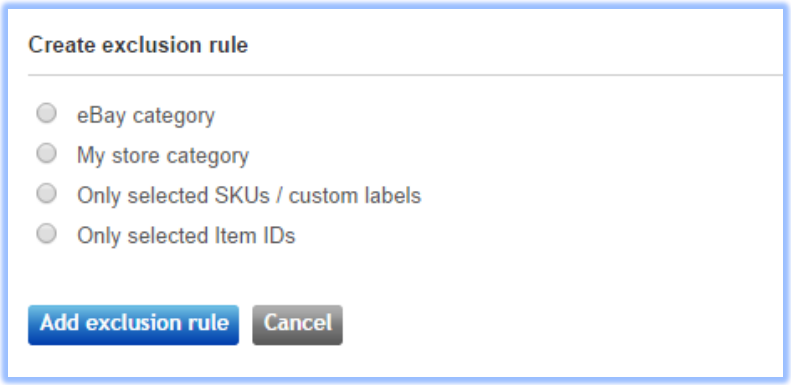
Create inclusion rule

- Select to exclude items by
  - Whole store (All inventory)
  - eBay category
  - My store category
- Apply desired filters (options)
- Click **Add inclusion rule**

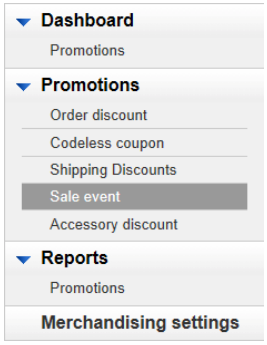
Create exclusion rule

- Select to exclude items by:
  - eBay category
  - My store category
  - Enter SKUs
  - Select individual SKUs
- Click **Add exclusion rule**





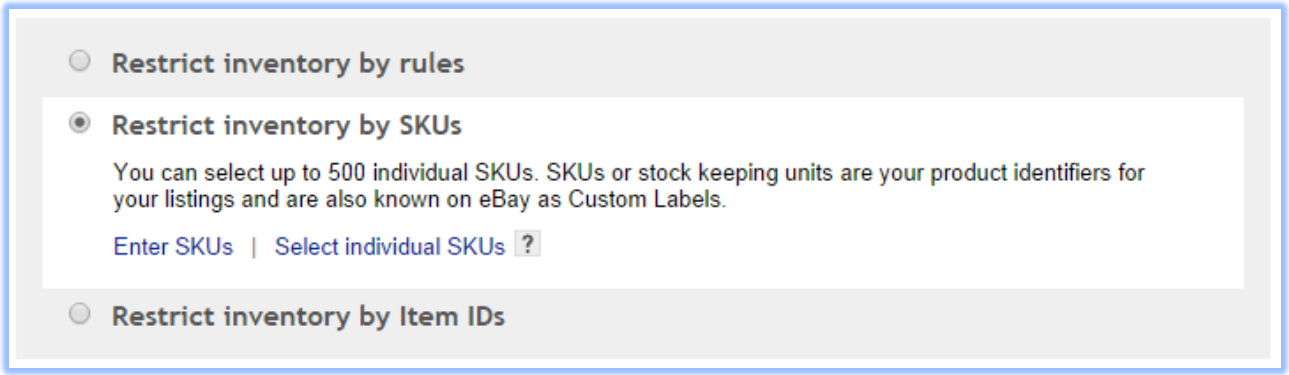
SALE EVENTS



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:



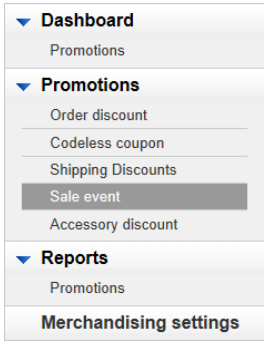
Enter SKUs

- 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**

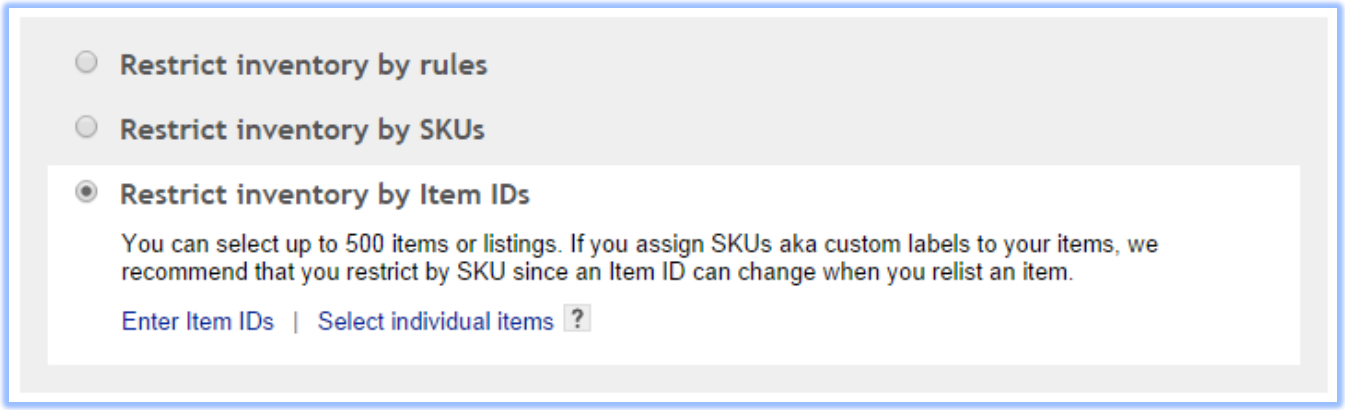
SALE EVENTS



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:



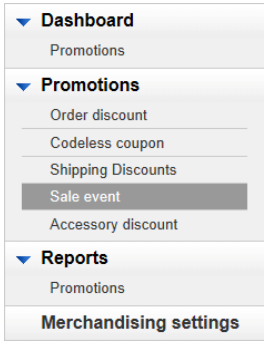
Enter Item IDs

- Click **Enter Item IDs**
  - Enter item ID per line
  - Enter up to 500 item IDs
- Click **Add these items**

Select individual items

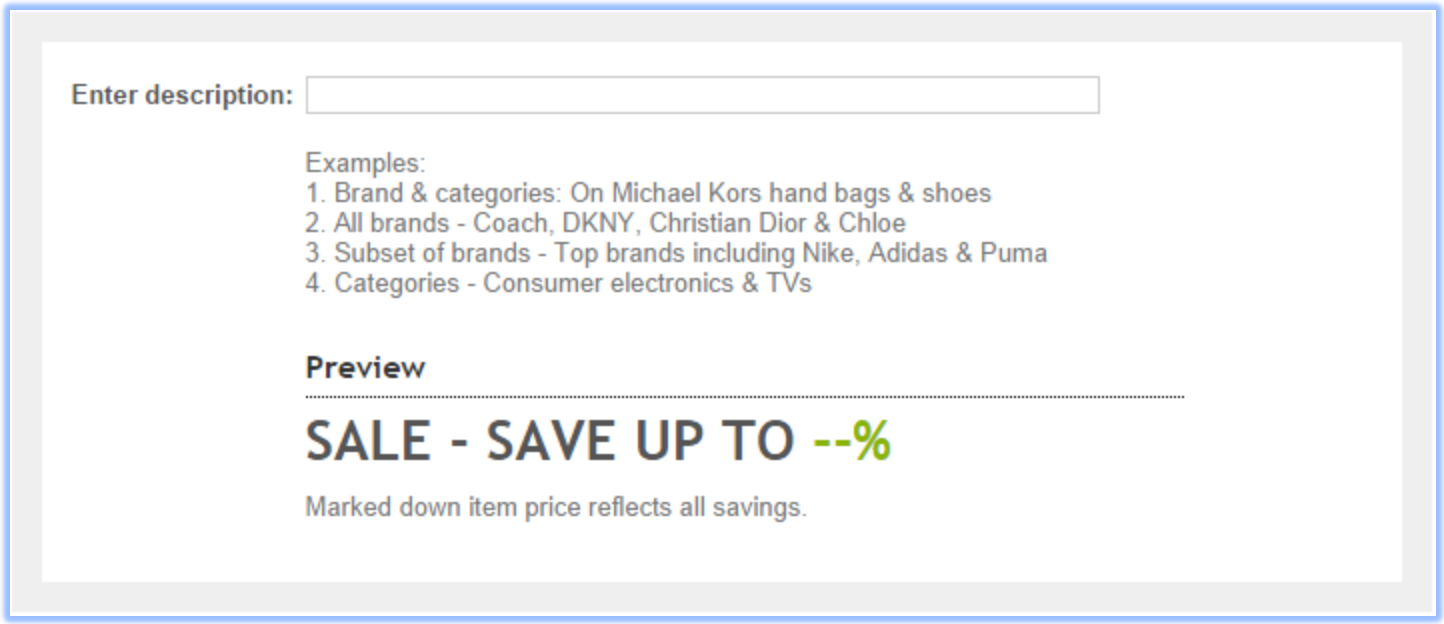
- Click **Select individual items**
  - Select category
- Click **View items in this category**
  - Select items
- Click **Add selected items**

SALE EVENTS

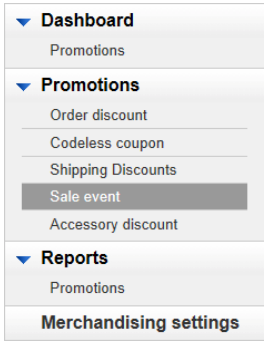


STEP 3: Describe the items that are eligible

- ❑ Enter an offer subtitle describing the items that will be included in the offer
- ❑ Preview how the offer title will be displayed:

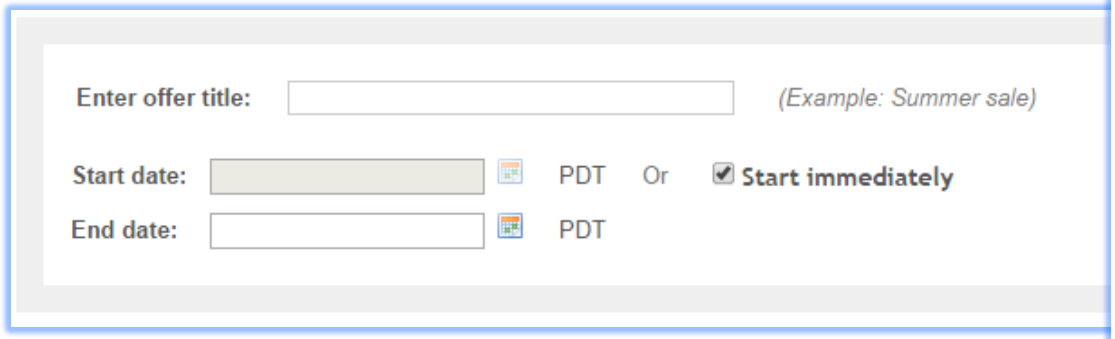


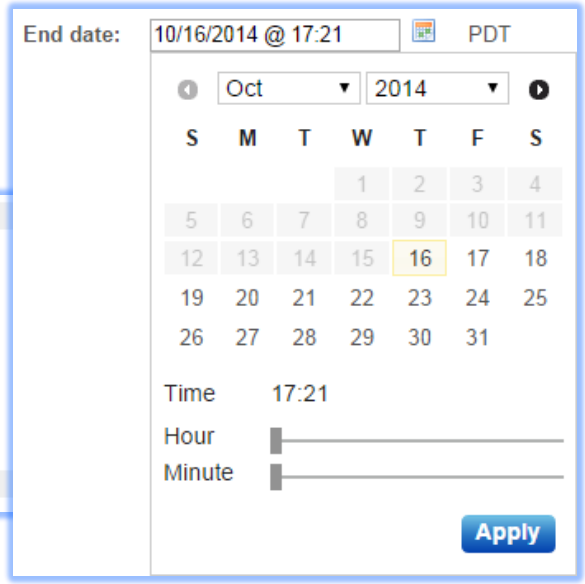
SALE EVENTS



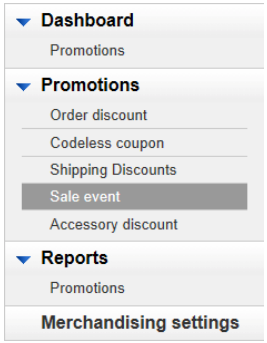
STEP 4: Schedule the offer

- ❑ 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



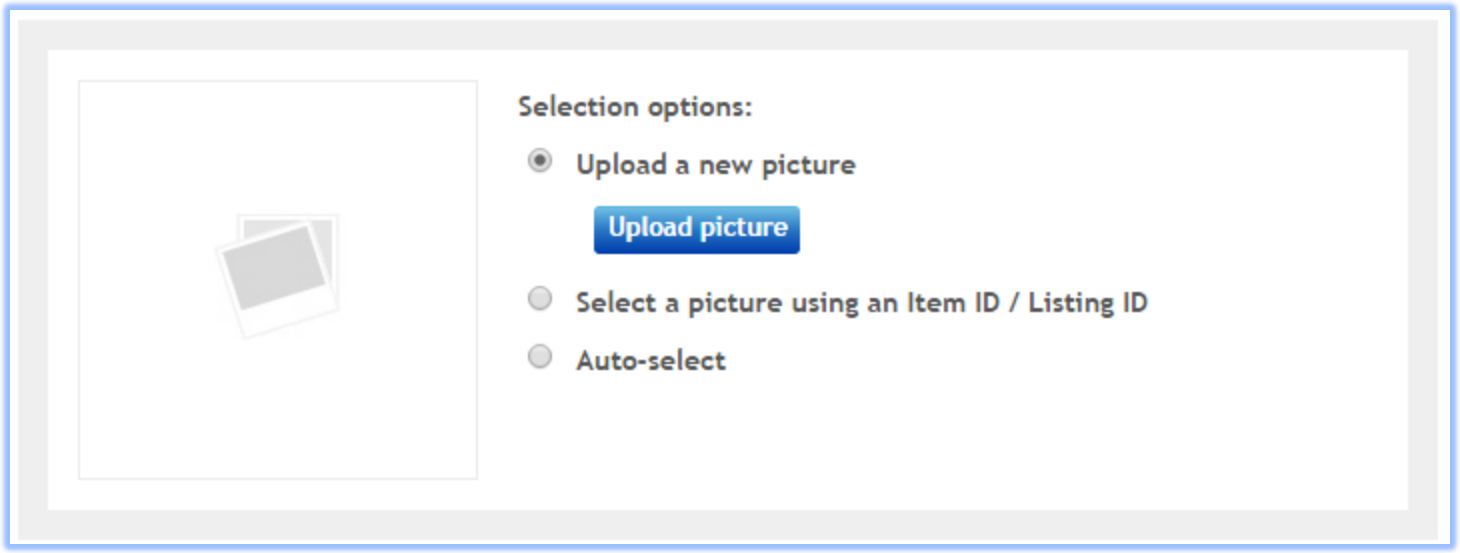


SALE EVENTS

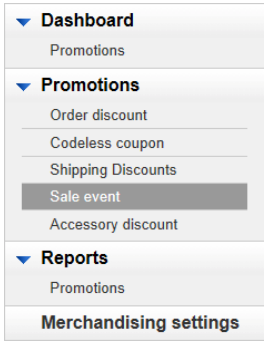


STEP 5: Select an offer image

- 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

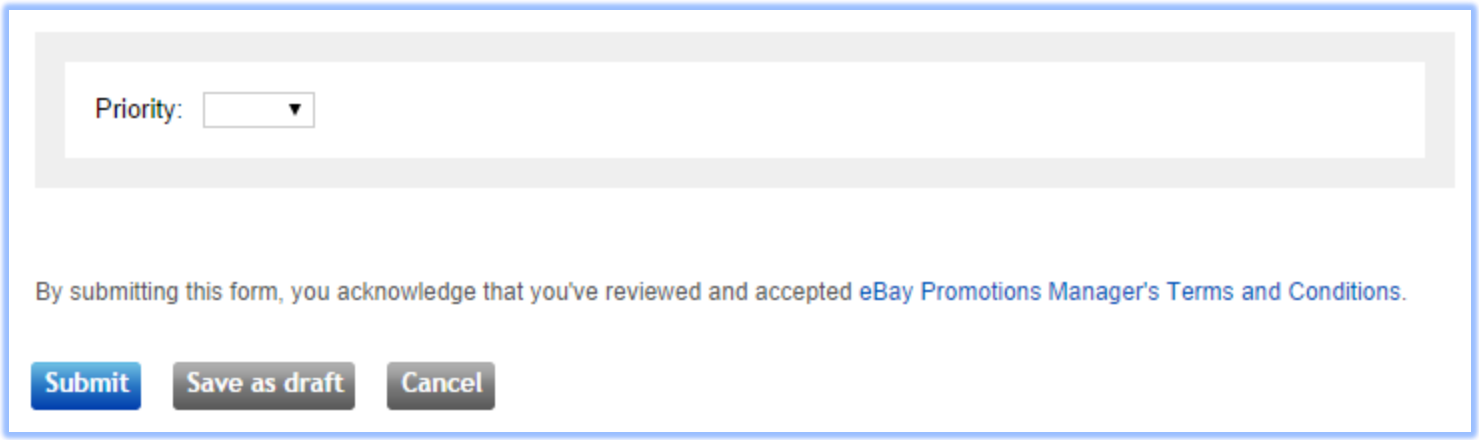


SALE EVENTS



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



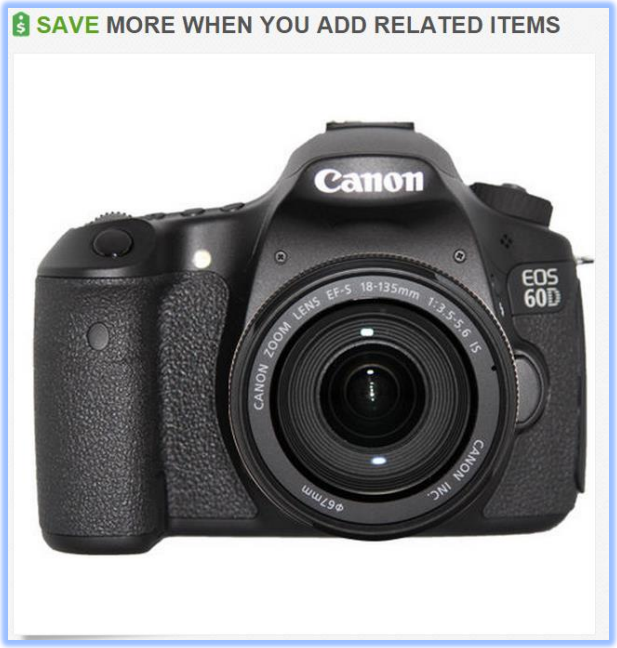
ACCESSORY DISCOUNTS

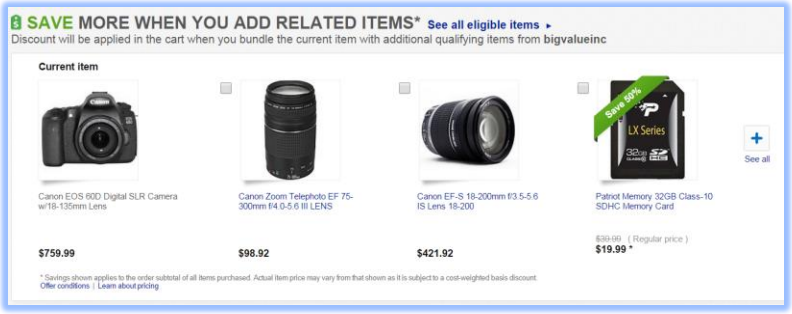
EXAMPLE OFFERS:

- 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

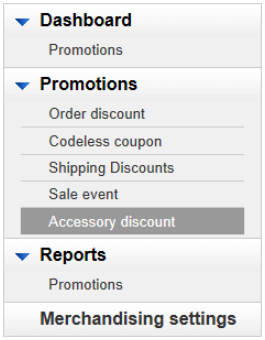
Tips for creating successful codeless coupons:

- ❑ 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



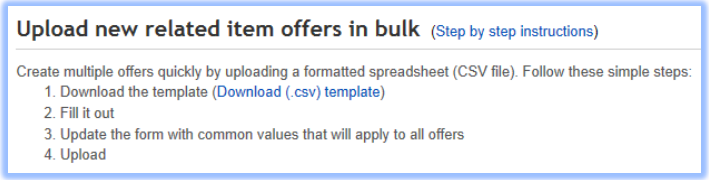


ACCESSORY DISCOUNTS



STEP 1: Complete formatted spreadsheet

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



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 he 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

ACCESSORY DISCOUNTS

Bundle 1

Empty row required between bundles

Bundle 2:

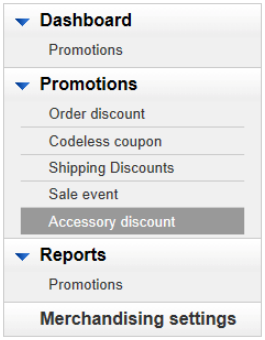
Multiple primary items, comma-separated without a space

Bundle 3:

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

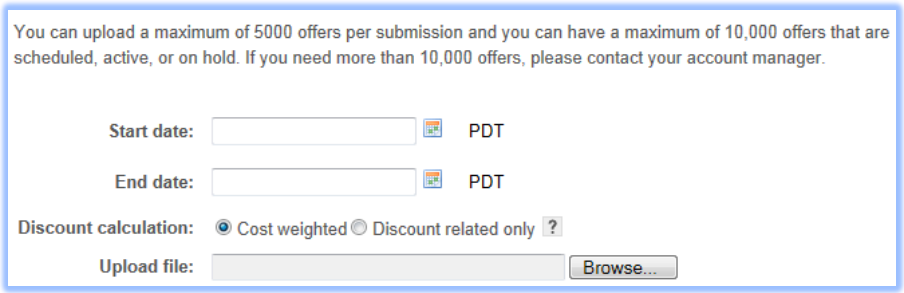
Primary SKUs [Separate each SKU using comma.]	Related SKU [Enter only one SKU per line.]	Discount type [Amount or Percentage]	Discount value	Currency code [Enter USD]	Discount quantity limit [Enter whole numbers]
Primary_SKU1	SKU110	Percentage	5		1
	SKU111	Amount	1.23	USD	1
	SKU120	Percentage	5		1
	SKU121	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

ACCESSORY DISCOUNTS



STEP 2: Upload completed spreadsheet

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



Discount Calculation:

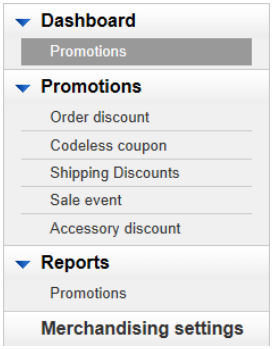
- *Cost weighted* – discounts are summed together as an order discount and then applied on a cost weighted basis across both the primary and all related items purchased (see Appendix)
- *Discount related only* – discount to be applied on the related item only

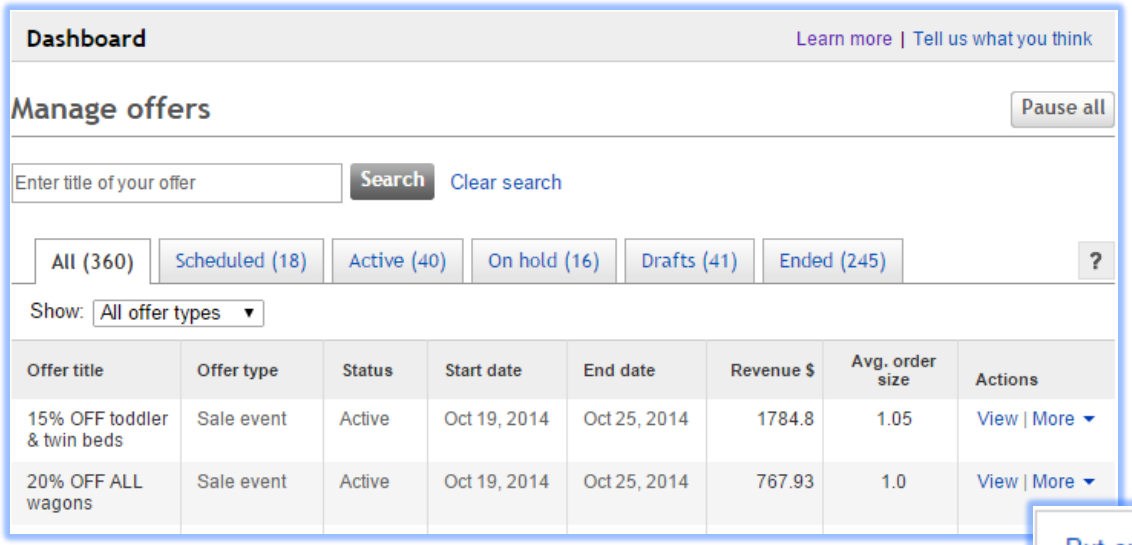
★ **Tip:** see the Common Errors section in the Appendix for common errors and possible solutions

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

MANAGE OFFERS

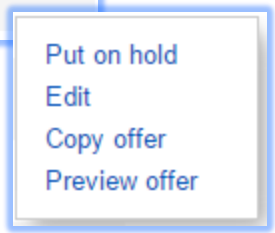
DASHBOARD





★ **Tip:** manage your view with tabs and a drop-down menu of offer types

★ **Tip:** click on the help button column header definitions

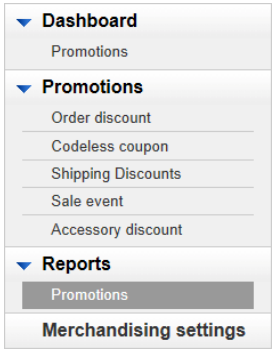


- ❑ Click on **View** to see offer detail
- ❑ With items in the **More** drop-down you can edit, copy, delete, put on hold, or resume offers. *(Options will vary depending on offer status)*
- ❑ When editing offers:

  You may edit any field on offers in **Draft** or **Scheduled** status

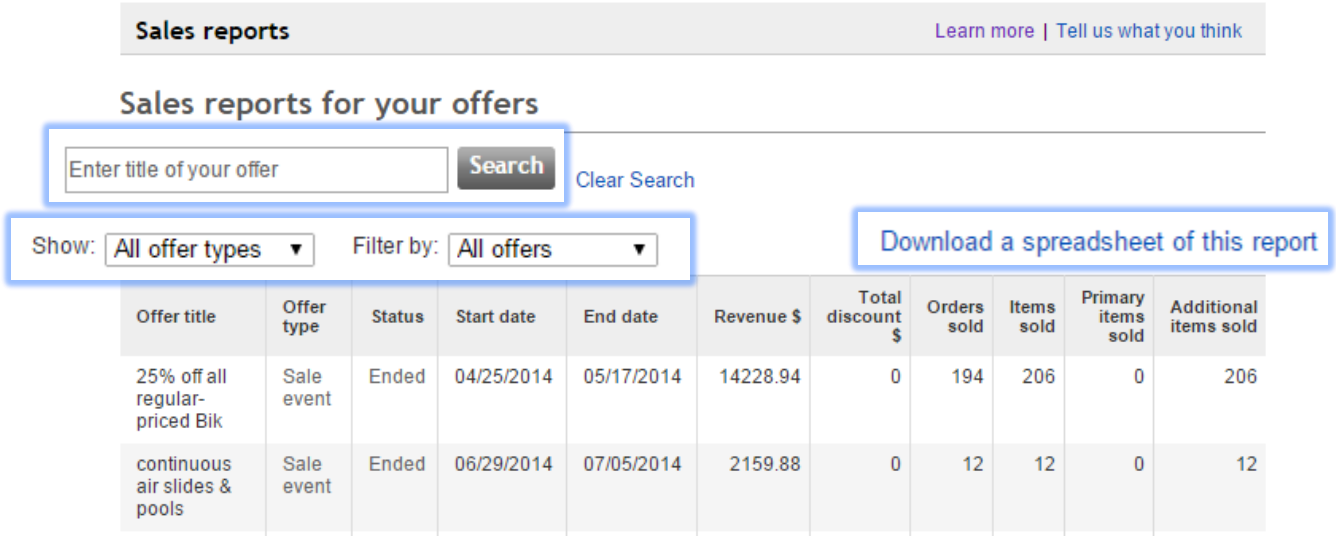
  For **Active** or **On Hold** offers, edits allowed are Offer Title, Offer End Date, and Selected SKUs

REPORTS



Track your offers

- ❑ Use the search box to quickly find offers
- ❑ Filter by offer type and status
- ❑ Download a spreadsheet of the report



Offer title	Offer type	Status	Start date	End date	Revenue $	Total discount $	Orders sold	Items sold	Primary items sold	Additional items sold
25% off all regular-priced Bik	Sale event	Ended	04/25/2014	05/17/2014	14228.94	0	194	206	0	206
continuous air slides & pools	Sale event	Ended	06/29/2014	07/05/2014	2159.88	0	12	12	0	12

APPENDIX

Before getting started

Best practices

Imported things to note

Promotions display logic

Discount computation

Common errors

FAQs

BEFORE GETTING STARTED

Qualified Items for Promotions:

- 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 against the Buy It Now price. Once the buyer has made a "best offer bid" and that bid is accepted, the item is no longer eligible for order discount or related item 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 treatment (item price is not displayed because it is below the Minimum Advertised Price) are not supported.**

In addition, for Accessory Discounts:

- 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.

★ **Tip:** You should use SKUs when you only want to include select items. A SKU is your specific product identifier and is labeled within the listing as "Custom Label" in the item page. 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. To learn more about these eBay selling tools: http://pages.ebay.com/help/sell/advanced_selling_tools.html

BEST PRACTICES

General

- Utilize all of the promotion types that make sense, given your eBay buyers and your inventory.
- Limit the use of the same listings for a number of different promotions to prevent possible buyer confusion when one type of discount is presented in the beginning of the purchase, and another during checkout.
- Consider seasonal promotions that match the time of year, or upcoming holidays; these are typically well received by buyers. Try to mirror the retail calendar you have created for your website, and or retail store.

Sale Events , Order Discount Offers, & Shipping Discount Offers:

- Merchandise inventory according to buyer behavior (what categories of items are likely to appeal to the same buyer?)
- Include an appropriate number of items (enough inventory to interest buyers without overwhelming them)
- Sale Events
  - ✓ Mix of seasonal/time-bound offers and offers that are ongoing
  - ✓ For ongoing offers, restrict by category to allow for auto-updates of inventory
- Order size and & Shipping discounts
  - ✓ Set spend threshold between 100% and 150% of Average Order Value
  - ✓ Set order size threshold 1 or 2 items above Average Order Size
  - ✓ Consider average shipping cost/margins to determine what level of discount you are able to support

Accessory Discount offers:

- Primary item should:
  - ✓ Be priced competitively
  - ✓ Be popular/frequently viewed (stale moving inventory should not be used)
  - ✓ Have multiple (at least 3) related items or accessories associated with it (e.g. phone, tablet, camera, etc.)
- Related items should:
  - ✓ Be items relevant to the buyer – Only promote items that would typically be marketed together ex. Camera and SD card
  - ✓ Not ideal for stale inventory
  - ✓ Have free shipping (required) and be discounted to motivate buyers

IMPORTANT TO NOTE

DISCOUNTS

- If you use Markdown Manager, the discounts you configure for **Accessory discount** offers**, Shipping Discounts,** and **Order discount** 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, 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.
- 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.
- 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.

❖ Only one order discount is applied per item – the best possible discount for the buyer will be applied in Cart or Checkout.

❖ **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.

LISTINGS

- Participation in Promotions on eBay will not directly give you an advantage in your listings' search results rank. However, if an offer results in more sales, the listing will move up in rank in Best Match over time as these sales are taken into account in the Best Match algorithm.
- Promotions Manager 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.
- If you list products on other international eBay sites, you will have to configure offers and the listings on those sites separately. Cross border trade listings are not currently supported. If you have a listing on eBay.com / eBay.co.uk / eBay.com.au 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.
  - UK: http://cgi1.ebay.co.uk/ws/eBayISAPI.dll?SellerDiscountCampaignDashboard
  - AU: http://cgi1.ebay.com.au/ws/eBayISAPI.dll?SellerDiscountCampaignDashboard
  - DE: http://cgi1.ebay.de/ws/eBayISAPI.dll?SellerDiscountCampaignDashboard
  - FR: http://cgi1.ebay.fr/ws/eBayISAPI.dll?SellerDiscountCampaignDashboard
  - IT: http://cgi1.ebay.it/ws/eBayISAPI.dll?SellerDiscountCampaignDashboard
  - ES: http://cgi1.ebay.es/ws/eBayISAPI.dll?SellerDiscountCampaignDashboard

OFFERS

- For **Accessory discount** offers 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 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.

IMPORTANT TO NOTE

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) 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

Buyer purchases 25 shirts ($9.99 each) to qualify for a 10% discount:

25 shirts @ $9.99 = **$249.75**
10% off $249.75 = **$24.97**

Discount per shirt:
$24.97 ÷ 25 shirts = $0.9988 per shirt

Total discounted amount (rounded up):
$249.75 – ($1.00 × 25) = $224.75

Example 2

Buyer purchases 100 pens ($0.99 each) to qualify for a 25% discount:

100 pens @ $0.99 = **$99.00**
25% off $99.00 = **$24.75**

Discount per pen:
$24.75 ÷ 100 shirts = $0.2475 per pen

Total discounted amount (rounded up):
$99.00 – ($0.25 × 100) = $74.00

PROMOTIONS DISPLAY LOGIC

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

VIEW ITEM PAGE **

1. Codeless coupons
2. Order discounts
3. Accessory discounts (primary SKUs only)
4. Sale events
5. Shipping discounts

CART (un-met offers only) **

1. Codeless coupons
2. Order discounts
3. Shipping discounts
4. Sale events

SEARCH RESULTS PAGE (if applicable) **

1. Order discounts
2. Sale events
3. Shipping discounts

** If multiple offers of the same type apply to a given listing, the offer with the highest seller-selected priority will be shown (1 being highest priority). If no priority has been set, the offer that is set to end soonest will take precedence

DISCOUNT COMPUTATION

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.

ACCESSORY DISCOUNTS – Cost Weighted

- 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:

Example: 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

DISCOUNT COMPUTATION

ACCESSORY DISCOUNTS – Discount related only

- 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:

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

Camera:	$900
Tripod:	$100 less 50% = $50
TOTAL:	$950

- 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.

ORDER DISCOUNT – Spend Threshold

- When using a spend threshold (dollar amount) for an order discount, the discount is cost-weighted across all items in the order. Example:

Example: Save $25 when you spend $100 or more

Regular prices in the order before discount:

Jacket:	$50
Shirt:	$30
Tie:	$20
TOTAL	$100

Cost Weighting:

Jacket	$50 / $100 = 50%
Shirt	$30 / $100 = 30%
Tie	$20 / $100 = 20%

Discounted prices: *regular price – (total discount* × cost weighting)

Jacket	$50 – ($25 × 50%) = **$37.5**
Shirt	$30 – ($25 × 30%) = **$22.50**
Tie:	$20 – ($25 × 20%) = **$15**
TOTAL	**$75**

DISCOUNT COMPUTATION

ORDER DISCOUNT – BOGO (Buy One, Get One)

- When using a BOGO offer, the discount is cost-weighted across all items in the order. Example:

Example: Buy 2, get 1 free (add 3 items to cart to qualify)

Regular prices in the order before discount:

Jacket:	$50
Shirt:	$30
Tie:	$20
TOTAL	$100

Order discount is least expensive item price: $20

Cost Weighting

Jacket	$50 / $100 = 50%
Shirt	$30 / $100 = 30%
Tie	$20 / $100 = 20%

Discounted prices: *regular price – (total discount* × cost weighting)

Jacket	$50 – ($20 × 50%) = **$40**
Shirt	$30 – ($20 × 30%) = **$24**
Tie:	$20 – ($20 × 20%) = **$16**
TOTAL	**$80**

COMMON ERRORS

ELIGIBLE INVENTORY

- *Strike-Through Pricing (STP)* or *Markdown Manager* pricing treatment is required for all sale events
- Items with *Minimum Advertised Price (MAP)* price treatments that use the “see price at checkout” feature are ineligible from promotional offers.
- 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.
- All listings included in an offer must be eligible for Cart.

MINIMUMS/MAXIMUMS

- *Order discounts, Shipping discounts, and Sale events:* The maximum number of SKUs in an order size offer, shipping offer, or sale event is 500. Remove the extra SKUs to resolve the error.
- *Accessory Discounts:* You may upload no more than 5,000 related items offers in one spreadsheet.
  - Related SKUs: The maximum number of related SKUs in a related items offer is 100.
  - Primary SKUs: You can list up to 10,000 primary SKU offers
  - Special characters such as * & @ $ # ~ should not be used in the custom SKU field
- *Accessory Discount offers:* You are permitted to have 10,000 offers on an account. If you encounter errors from exceeding this limit. If you encounter this issue repeatedly, contact your Account Manager.

DUPLICATES

- Related SKUs in a related items offer cannot be identical to the primary SKU in the same offer.
- You may not create multiple related items offers with the same primary SKU.

MISCELLANEOUS

- 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.
- If you modify your listings on eBay to meet the minimum requirements for an eBay Promotions Manager 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.

FREQUENTLY ASKED QUESTIONS

GENERAL

Can I run more than one offer at a time?

Yes. Multiple offers may apply to a given item or sets of inventory however, the buyer will only see one offer message displayed at a time. If the same item is in more than 1 promotional offer at one time, you can prioritize which promotion the customer sees. If you do not specify prioritization, preference our promotions display logic will automatically prioritize offers. See Promotions Display Logic for further detail.

Can I use Shipping Discounts in Promotions Manager if I already have a promotional shipping rule through My eBay: Combined Payments and Shipping Discounts?

Yes. Existing promotional shipping rules through site preferences remain in place and active. In the event that both types of shipping discounts apply to a given item, the buyer will automatically receive the greatest discount in cart and checkout. We will only apply one offer per group of eligible items.

Can I offer expedited shipping discounts even if my listings do not have expedited shipping as an available option?

Yes. Promotions Manager Shipping Discounts overwrite the listing level shipping options during the promotional period. Once the offer ends or is deactivated, the listing level shipping options will be displayed to buyers. The shipping service selected as part of the offer will be passed back to you in the fulfilment section of the transaction details.

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.

BUYER EXPERIENCE

Is there a way I can configure the event to surface inventory in the order I prefer?

Sorry, there is currently no way to change the order, the order is determined based on sales over impressions, so the best performers get the prime placements.

Large inventory sets: If offer is a whole store offer or maps to multiple categories, Promotions Manager fetches the other items in the offer for the same category and then displays the item based on popularity (impressions / sales).

Small inventory sets: If the # of eligible items is less than 500, Promotions Manager grabs all of the eligible items and displays based on popularity, i.e. (sales / impressions).

We recommend sellers to break out sale events into logical inventory groups that people would tend to shop as a whole. The promotions team is working on improving this functionality.

In what order will items for my offer be displayed on the Item pages?

In order to enhance the relevance of cross-sold items that are displayed on the Item page, the eBay promotions tool 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, the promotions tool will use the order in which you provided the SKUs to determine the display position.

Can I change the order of priority if an item falls under two promotions?

No. The tool automatically selects the offer to be shown according to the promotions logic.[1] The buyer will always get the best offer possible in cart and sees only one offer per item.

FREQUENTLY ASKED QUESTIONS

Will my Accessory Discount or Order Discount offer show up on other international eBay sites if my items offer worldwide shipping? What if I list the same product on other international eBay sites?

The eBay tool for creating and managing promotions does not currently support global offers. If you have listings on eBay.com that offer worldwide shipping and also configured offers through the promotions tool on the US site, buyers will only see your offer if they browse eBay.com. If you list products on other international eBay sites, you will have to configure offers from the corresponding promotions tool sites separately.

- UK: http://cgi1.ebay.co.uk/ws/eBayISAPI.dll?SellerDiscountCampaignDashboard
- AU: http://cgi1.ebay.com.au/ws/eBayISAPI.dll?SellerDiscountCampaignDashboard
- DE: http://cgi1.ebay.de/ws/eBayISAPI.dll?SellerDiscountCampaignDashboard
- FR: http://cgi1.ebay.fr/ws/eBayISAPI.dll?SellerDiscountCampaignDashboard
- IT: http://cgi1.ebay.it/ws/eBayISAPI.dll?SellerDiscountCampaignDashboard
- ES: http://cgi1.ebay.es/ws/eBayISAPI.dll?SellerDiscountCampaignDashboard

ITEM SELECTION

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 or related item 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.

In addition, an item will qualify for inclusion as a related SKU in an Accessory Discount offer only if:

– The listing offers free shipping as one of the shipping options

What are 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.

The eBay tool for managing promotions uses SKUs rather than eBay item numbers. An Accessory Discount offer can only be configured using SKUs.

Where do I set SKUs?

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.

FREQUENTLY ASKED QUESTIONS

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.

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

You can list up to 500 SKUs with each Volume Offer.

FREQUENTLY ASKED QUESTIONS

How do I exclude SKUs from a promotion?

You can exclude up to 100 SKUs from a promotion on an item by item basis or by exclusion rule using eBay or seller store category. This can be done as part of Step 2 of offer creation, “Choose qualifying items for your offer.” You would select “Create exclusion rule.”

What is bulk upload/edit? When should I use it?

If you want to create multiple offers and/or offers with a long list of SKUs, you can download a template (.csv), fill it out, upload, and multiple offers are created instantly.

To make changes to multiple Related Item Offers at once, click on the "Upload related item offers" link on the dashboard, click on the "here" link to download your existing offers (.csv), make changes, and upload.

For more details on how to use bulk upload/edit, please refer to Accessory Discounts.

OFFER CONDITIONS & DISCOUNTS

What minimum order size or minimum order value should I set for my order discount?

Set thresholds that are slightly above your average order size or average order value on eBay to encourage buyers to buy more items or spend more per transaction than they otherwise would.

For a sale event, when I select the % off from the drop-down, does this filter items based on which items are discounted by that amount?

No. This selection does not affect the items included in the offer; it only determines how the offer is worded for the buyer. Items will be included in the sale event regardless of the size of the discount. The criteria for inclusion in a sale event are:

- Items must have strike-through pricing (STP) or Markdown Manager pricing treatment
- Items must meet the inclusion/exclusion rules selected or be included in the selected SKUs or Item IDs

For a sale event, when I select the % off from the drop-down, does this apply an additional discount to the items I select for the event?

No. Sale events are merchandising opportunities for already discounted items. A sale event created through Promotions Manager does not apply an additional discount. If you want to apply a % discount to a set of items, you can create an order discount with a minimum quantity threshold of 1 item.

How does the discount value and type 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

If I use Markdown Manager, will the discounts be on top of the marked down prices?

Yes, the discounts will be on top of the marked down prices.

FREQUENTLY ASKED QUESTIONS

If I offer a shipping discount offer with a spend threshold on a transaction that also qualifies for an order size discount, how will the spend threshold be evaluated?

Shipping promotion spend threshold rules are always evaluated against the order subtotal of eligible items after all item discounts have been applied.

How does the discount quantity work for related SKUs in a Related Item Offer?

You can opt to specify a maximum quantity allowed for purchase at the discounted price (if any) for each related SKU. Buyers will still be able to purchase more than the discount quantity you specify, but they will not be able to get any discounts you offer on those additional purchases. For example:

– 10% off the regular price of 2 ink cartridges with a purchase of a HP printer
– $5 off the regular price of a macro lens with a purchase of a Sony camera

Sellers may select from one of two discount calculation methods: cost-weighted or discount related only. See Discount Computation for more detail.

Can I offer expedited shipping services as part of my shipping discount offer even if I do not offer it at the listing level?

Yes. The shipping services you select will overwrite the shipping services you offer at the listing level. However, we do not recommend offering expedited options unless you can support handling times of 1 day or less.

TRANSACTION DETAILS

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.

What amount do I refund my buyer in case of a return?

You will be responsible for crediting what the buyer actually paid for the returned item, which would be the discounted item price. See "How are the discounts distributed?" for an example.

How will sales tax be calculated?

The sales tax charged to the buyer (if any) will be calculated based on the cost of the item after discount.

FREQUENTLY ASKED QUESTIONS

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 fee 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.

OFFER MANAGMENT

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.