



HOW TO CREATE & MANAGE PROMOTIONS ON EBAY – SHIPPING DISCOUNTS

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



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How to Access Promotions

ebay™ Seller Hub ^{BETA}
GH77a

Overview Orders Listings **Marketing** Performance Growth

Summary

BRANDING

Store

MERCHANDISING

Promotions

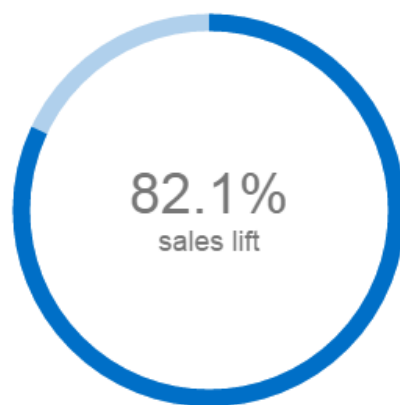
Markdown manager

ADVERTISING

Promoted listings

Guides

Promotions



Base sales	\$143.50
Promotion sales	\$656.00
Total sales	\$799.50
Base sales plus promotion sales	
Sales lift	82.1%
Promotion sales divided by total sales	

Sep 10 — Oct 9 at 10:20am PDT

Create a Promotion ▾

Order discount

Shipping discount

Accessory discount

Sale event

Markdown

Sale + Markdown

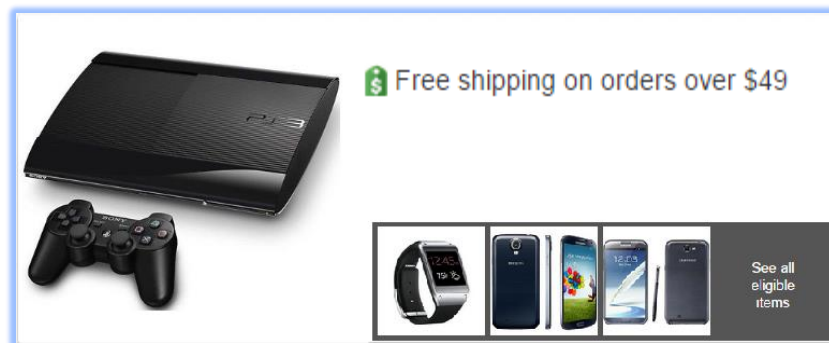
Targeted discount

- ❑ Click on the marketing tab within Seller Hub
- ❑ Find “Promotions” in the left navigation or view your dashboard preview down the main page

Setting up Shipping Discounts

EXAMPLE OFFERS

- Free Economy Shipping on Orders Over \$49
- Free Expedited Shipping
- Upgrade to 2-day Shipping for \$10
- Upgrade to Overnight Shipping for \$25



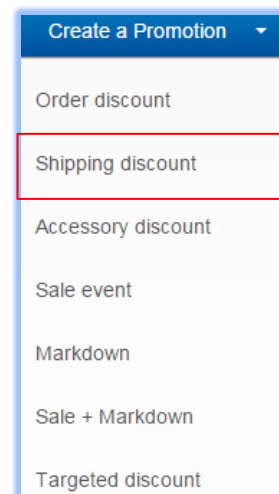
Tips for Creating Successful Shipping Discount Offers

- ☐ **Set thresholds slightly above your average order size or average order value** to encourage buyers to spend more to get upgraded shipping!
- ☐ 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**.

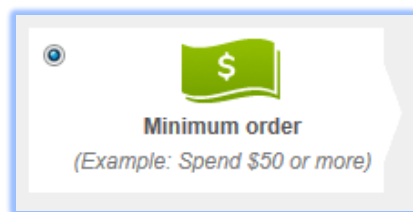
Setting up Shipping Discounts continued

STEP 1a: Set offer conditions.

- ❑ Click **Shipping Discounts** from the left hand menu.
- ❑ Select **Minimum Order**, **Minimum Quantity**, or **No Minimum**.



Minimum Order

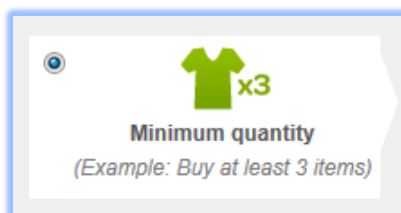


Select minimum purchase amount:

\$ 25

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

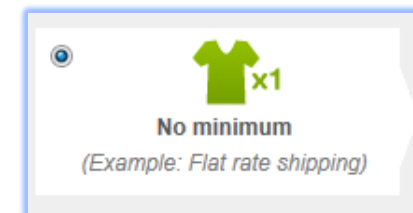
Minimum Quantity



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
15 items

No Minimum



No minimum spend or quantity threshold

Setting up Shipping Discounts continued

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).

Create a Promotion

Order discount

Shipping discount

Accessory discount

Sale event

Markdown

Sale + Markdown

Targeted discount

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.

Select promotional shipping method and ship price:

Specified delivery day range (recommended)

<input type="checkbox"/> Economy (1-10 days + handling)	Cost: Free
<input type="checkbox"/> Standard (1-5 days + handling)	Cost: Free
<input type="checkbox"/> Expedited (1-3 days + 0-1 day handling)	Cost: Free
<input type="checkbox"/> Two-day (1-2 days + 0-1 day handling)	Cost: Free
<input type="checkbox"/> Overnight (1 day + 0-1 day handling)	Cost: Free

- Expedited options are not recommended unless you support order handling times of 1 day or less.

- Your lowest cost shipping service will be marketed to buyers in key placements. Buyers will see your upgrade options when they checkout.

Unspecified Delivery Day Range

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

Select promotional shipping method and ship price:

Unspecified delivery day range

Promotional shipping (varies)

Cost: Free

Free

Flat

Setting up Shipping Discounts continued

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

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

Create a Promotion

Order discount

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Sale + Markdown

Targeted discount

Create Inclusion Rule

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

Create inclusion rule

☒ Whole store (All inventory)

☐ eBay category

☐ My store category

Filtered by:

Price range: from \$ to \$

Item condition: ☐ New ☐ Manufacturer refurbished ☐ Seller refurbished ☐ Used

Add inclusion rule

Cancel

Create Exclusion Rule

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

Create exclusion rule

☐ eBay category

☐ My store category

☐ Only selected SKUs / custom labels

☐ Only selected Item IDs

Add exclusion rule

Cancel

Setting up Shipping Discounts continued

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

- ☐ Click **Enter SKUs** or **Select individual SKUs**.
- ☐ Follow steps to select SKUs:

☐ Restrict inventory by rules

☒ **Restrict inventory by SKUs**

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

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

☐ Restrict inventory by Item IDs

Create a Promotion ▾

[Order discount](#)
[Shipping discount](#)
[Accessory discount](#)
[Sale event](#)
[Markdown](#)
[Sale + Markdown](#)
[Targeted discount](#)

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**.

Setting up Shipping Discounts continued

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


- ☐ Click **Enter item IDs** or **Select individual items**.
- ☐ Follow steps to select items:

☐ Restrict inventory by rules

☐ Restrict inventory by SKUs

☒ Restrict inventory by Item IDs

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

[Enter Item IDs](#) | [Select individual items](#) 

Create a Promotion ▾

Order discount

Shipping discount

Accessory discount

Sale event

Markdown

Sale + Markdown

Targeted discount

Enter Item IDs

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

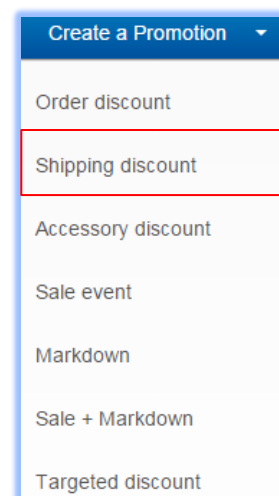
Select Individual Items

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

Setting up Shipping Discounts continued

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:



Enter description:

Examples:

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

Preview Free shipping on orders over \$40

Marked down item price reflects all savings. Items provided by `sme_shipping_seller`.

Setting up Shipping Discounts continued

STEP 4: Schedule the offer.

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

Create a Promotion

Order discount

Shipping discount

Accessory discount

Sale event

Markdown

Sale + Markdown

Targeted discount

Enter offer title:
(Example: Summer sale)

Start date:
PDT
Or
☒ Start immediately

End date:
PDT

End date:

10/16/2014 @ 17:21

Oct
2014

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Time
17:21

Hour

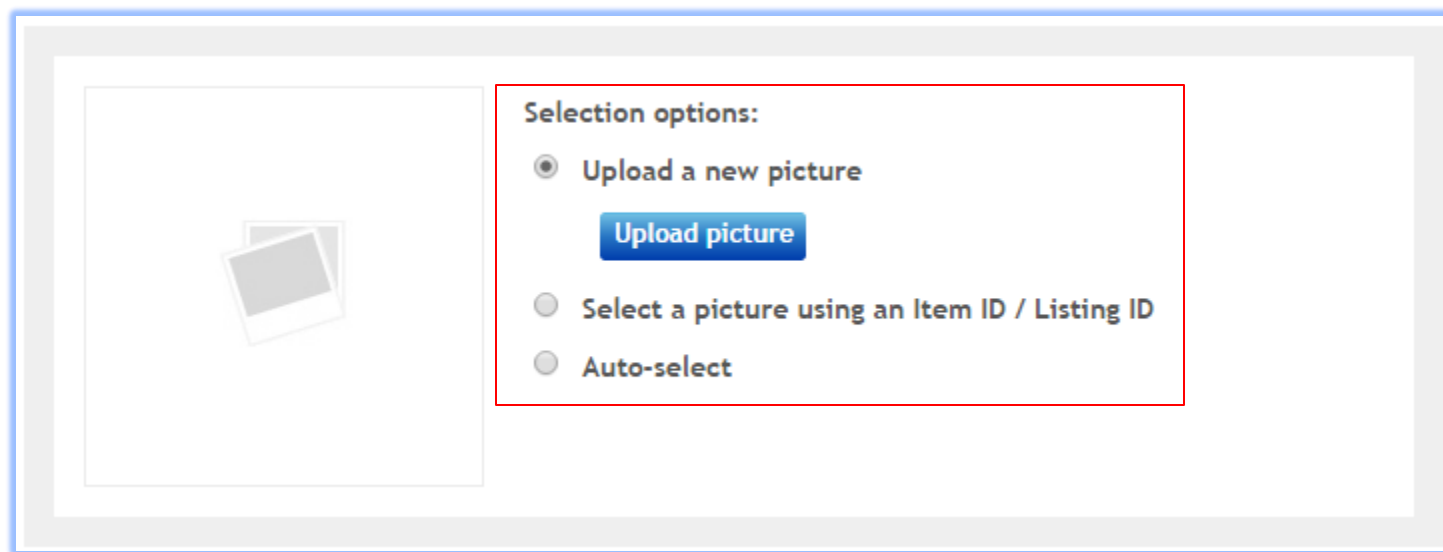
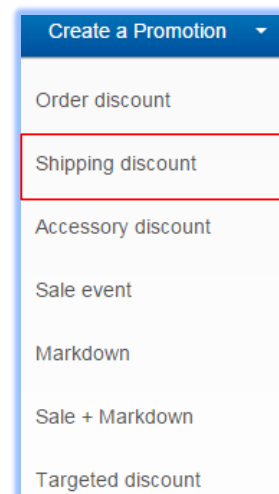
Minute

Apply

Setting up Shipping Discounts continued

STEP 5: Select an offer image.

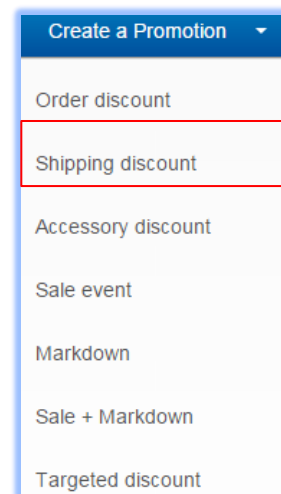
- ☐ Add a picture to represent the offer on key site placements:
 - ☐ Upload a new picture.
 - ☐ Select a picture using an item ID/Listing ID.
 - ☐ Auto-select to automatically select an item from offer inventory.



Setting up Shipping Discounts continued

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

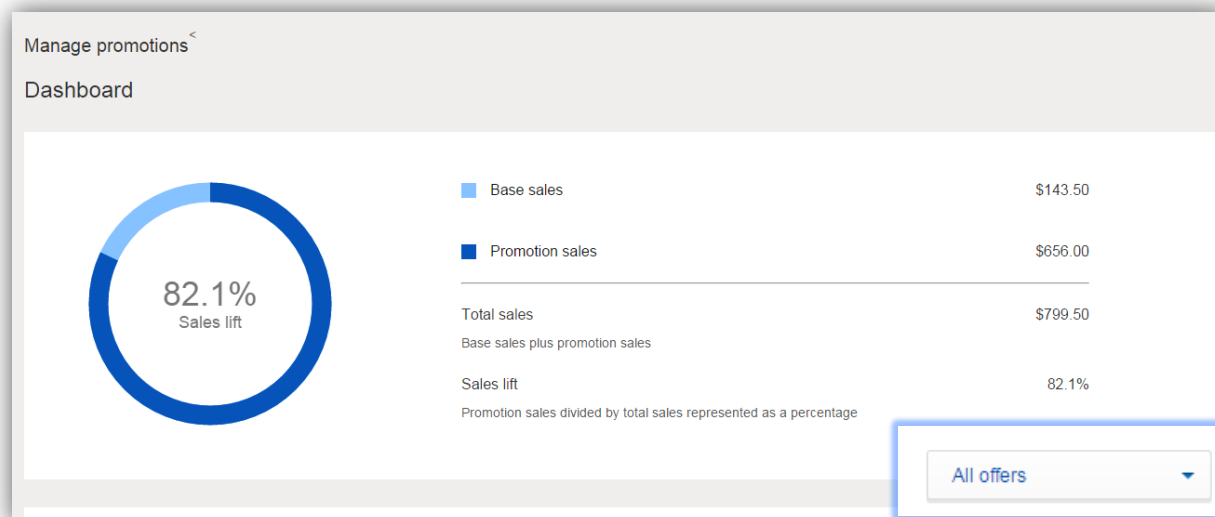
- ☐ Set offer priority (optional) to determine which offers will be highest on Offer Page (priority 1 is shown first).
- ☐ Finalize offer:
 - ☐ **Submit** so offer goes live immediately or at specified start date/time.
 - ☐ **Save as draft** so offer remains inactive in draft mode.



Priority:

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

Promotions Dashboard & Reporting



- ☐ Understand your overall promotion performance
- ☐ Base sales = sales without a promotion activated
- ☐ Promotion sales = sales with a promotion activated
- ☐ Sales lift = promotion sales over total sales

<input type="checkbox"/>	<input type="button" value="--"/>	copy offer testing	Free shipping on orders over \$100 Shipping discount	Active	Oct 08, 2015 Oct 30, 2015	0.0	0.0	0	<input type="button" value="1"/>
<input type="checkbox"/>	<input type="button" value="--"/>	Fashion Apparel - Bogo	Buy 1, get 1 at 20% off Order discount	Active	Sep 25, 2015 Oct 10, 2015	0.0	0.0	0	<input type="button" value="3"/>


Track your offers

- ☐ Use the search box to quickly find offers
- ☐ Filter by offer type and status
- ☐ See performance of each promo
- ☐ Download reports

Enhancing the Buyer Experience

- ✓ 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.

\$ FREE SHIPPING ON ORDERS OVER \$49 [See all eligible items](#)



Paw Patrol Ryder's Pup Pad
Buy direct from Toys "R" Us!

🔥 1 sold in last hour

Item condition: **New**
Quantity: Limited quantity available / 26 sold

Price: **US \$14.99**

27 watching

[Buy It Now](#)
[Add to cart](#)
[Add to watch list](#)
[Add to collection](#)

60-day returns New condition Experienced seller

Bucks You'll earn **\$0.30** in eBay Bucks. [See conditions](#)





Shipping: **\$5.17** Economy Shipping | [See details](#)
Item location: Groveport, Ohio, United States
Ships to: United States [See exclusions](#)

Delivery: Varies
Payments: **PayPal**

\$ FREE SHIPPING ON ORDERS OVER \$49 [See all eligible items](#)
Shipping discount will be applied when you add qualifying items from toysrus to your cart

[See all offers from Toys "R" Us](#)

Save now! Spend \$34.01 more

Current item	Item 1	Item 2	Item 3	Item 4
				
Paw Patrol Ryder's Pup Pad	Play-Doh Sweet Shoppe Cake Mountain Playset	Fisher-Price Little People Nativity Set - A Little People Christmas	Zoomer Zupplies Interactive Puppy - Lilac - Toys R Us Exclusive	
\$14.99	List price: \$49.99 Now: \$16.99	List price: \$39.99 Now: \$15.99	List price: \$39.99 Now: \$39.99	

[Offer conditions](#) | [Learn about pricing](#)

Subtotal: **US \$14.99**


[Add to cart](#)

Tell us what you think
You can change quantities in your cart.

Enhancing the Buyer Experience

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

Seller toysrus (261602★) [Request total from seller](#)



Paw Patrol Ryder's Pup Pad
Condition: New

Quantity: **\$14.99**

4 sold in the last day

Economy (2-11 business days) ▼
Economy Shipping + \$5.17

Spend \$34.01 more to qualify


Free shipping on orders over \$49

[See all eligible items](#)

[Remove](#) | [Save for later](#)

- ✓ 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.

Seller toysrus (261602★) [Request total from seller](#)




LEGO Architecture Trevi Fountain 21020
Condition: New

Quantity: **\$49.99**

✓ You'll get this offer:
Free shipping on orders over \$49

Promotional ▼
Promotional Shipping Service FREE

[Remove](#) | [Save for later](#)



Paw Patrol Ryder's Pup Pad
Condition: New

Quantity: **\$14.99**

✓ You'll get this offer:
Free shipping on orders over \$49

Promotional ▼
Promotional Shipping Service FREE

4 sold in the last day

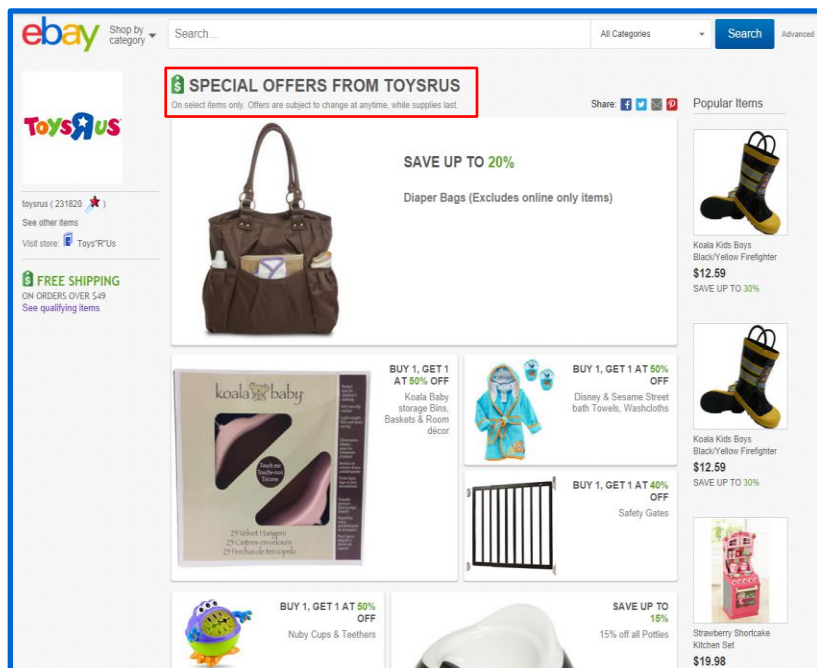
[Remove](#) | [Save for later](#)

✓ You'll get this offer: Free shipping on orders over \$49 | [See all offers](#)

Viewing Seller Offers Page / All Offers Page

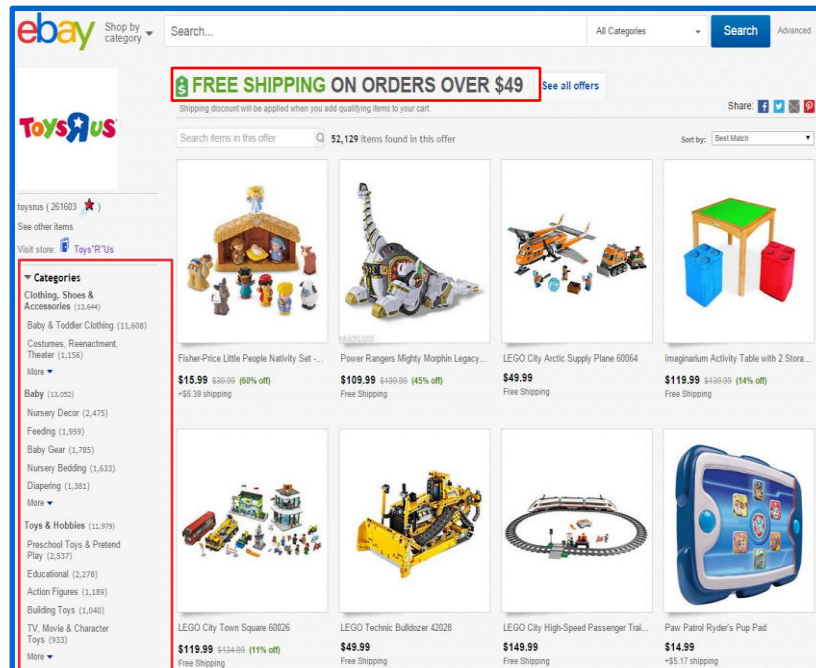
Seller Offers Page

- ✓ 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.



All Offers Page

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



Promotions Display Logic

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

View Item Page	Cart <i>Un-met Offers Only</i>	Search Results Page <i>If Applicable</i>
<ol style="list-style-type: none"> Codeless coupons <ul style="list-style-type: none"> Time ending soonest Order discounts <ul style="list-style-type: none"> Time ending soonest Accessory discounts (Primary SKUs only) Sale events <ul style="list-style-type: none"> Priority Time ending soonest Shipping discounts 	<ol style="list-style-type: none"> Codeless coupons <ul style="list-style-type: none"> Time ending soonest Order discounts <ul style="list-style-type: none"> Time ending soonest Shipping discounts Sale events <ul style="list-style-type: none"> Time ending soonest 	<ol style="list-style-type: none"> Order discounts <ul style="list-style-type: none"> Time ending soonest Sale events <ul style="list-style-type: none"> Time ending soonest Shipping discounts

Frequently Asked Questions (FAQs)

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 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.

What are SKUs? Where do I set 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.

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.

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.

Frequently Asked Questions (FAQs)

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.

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.

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

No. Please see page 16 for promotions display logic.

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 the limit of SKUs that can be listed in an offer? Is this limit going to change?

You can list up to 500 SKUs with each Order Offer. The limitation is in scope for the future roadmap.

I have more than 500 SKUs that I need to put on a promotion. How can this be done?

If you have more than 500 SKUs for the promotion the best practice is to select items by store category. You can also create a second store category for items to be placed in a promotion. If you cannot create new store categories, you will need to separate the items into different order size promotions.

Can I offer a shipping discount and a different offer?

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.

Frequently Asked Questions (FAQs)

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.

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 fulfillment section of the transaction details.

What minimum order size or minimum order value should I set for my shipping 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.

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.

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.

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.

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.

Frequently Asked Questions (FAQs)

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.

Computing Discounts

Shipping

- If you've configured combined shipping promotions in eBay's Shipping Promo Manager tool, they will continue to work as usual in Checkout.
- All individual items sold with a Promotions Manager offer that have the same shipping service will be grouped together as a single order in order details. You will continue to have the ability to provide one tracking number for all items in an order or provide different tracking numbers for individual items in an order.

Refunds

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

Rounding

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

Example 1

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 \div 25 \text{ shirts} = \0.9988 per shirt

Total discounted amount (rounded up):

$\$249.75 - (\$1.00 \times 25) = \$224.75$

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 \div 100 \text{ pens} = \0.2475 per pen

Total discounted amount (rounded up):

$\$99.00 - (\$0.25 \times 100) = \$74.00$