HOW TO CREATE & MANAGE PROMOTIONS ON EBAY – CODELESS COUPONS

Create and manage special offers to bolster the attractiveness of your listing, increase customer loyalty and increase sales on eBay.

WANT TO SELL MORE?

When online shoppers have more retail options at their fingertips, buyer promotions can help you set your items apart. A compelling discount offer can mean more sales and larger average order sizes. This tutorial will show you how to set up order discounts, in the form of codeless coupons, that will appeal to your buyers.

Promotions help you:

• Increase order size and revenue
• Merchandise inventory
• Gain marketing exposure
• Lower shipping costs
• Build customer loyalty

Promotions help your buyers:

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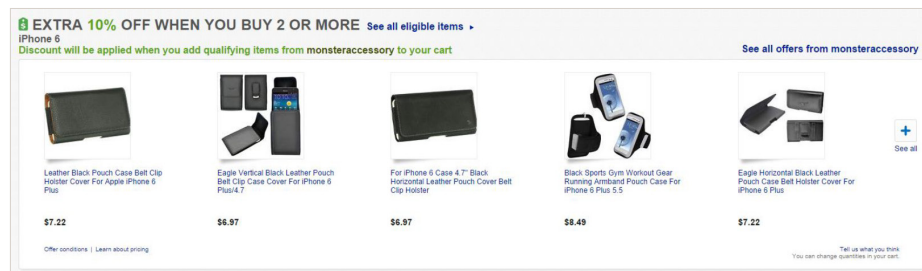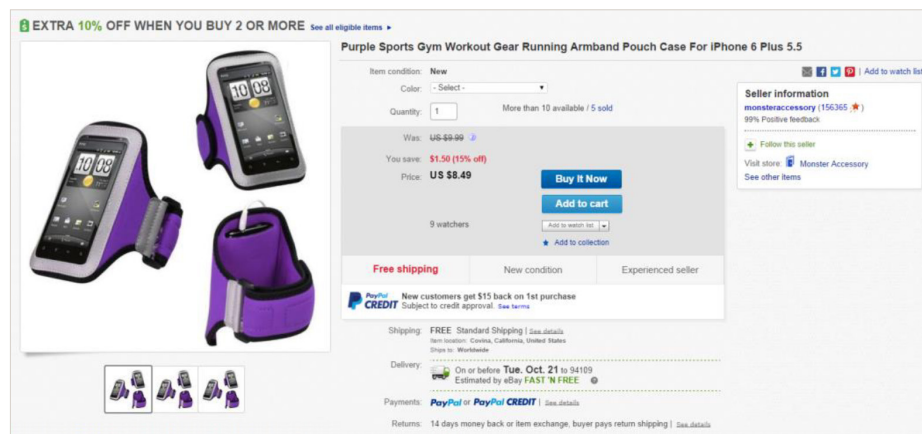
BUYER EXPERIENCE

Learn how you can leverage promotions on eBay to create an engaging buyer experience by leveraging key on-site placements to promote seller offers and allowing 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
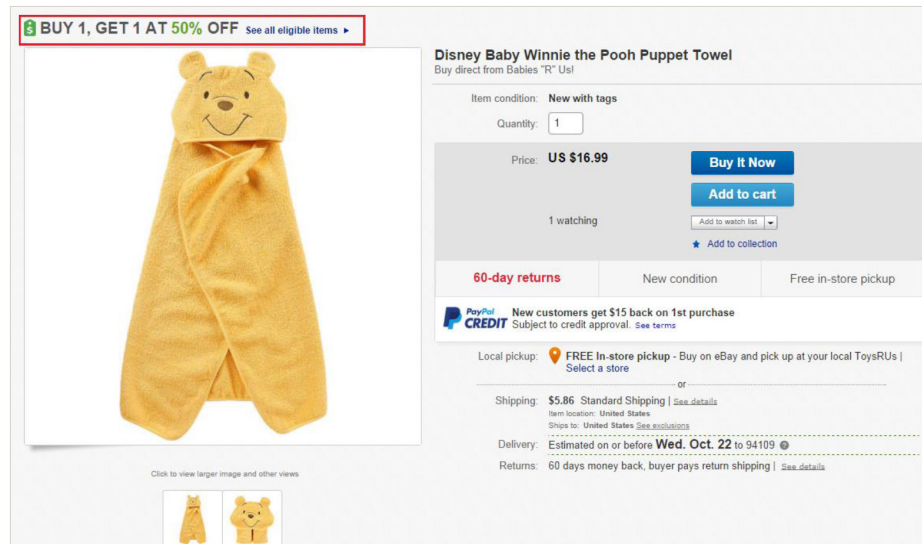
When a buyer clicks on the coupon link you created, they will see your promotion displayed prominently at the top of the page
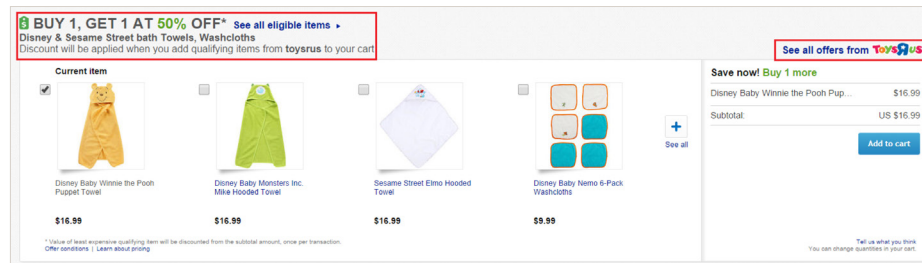
A few eligible items are featured in the module below to funnel buyers to your promotion page

SHOPPING CART AND CHECKOUT

Your eBay shopping cart

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
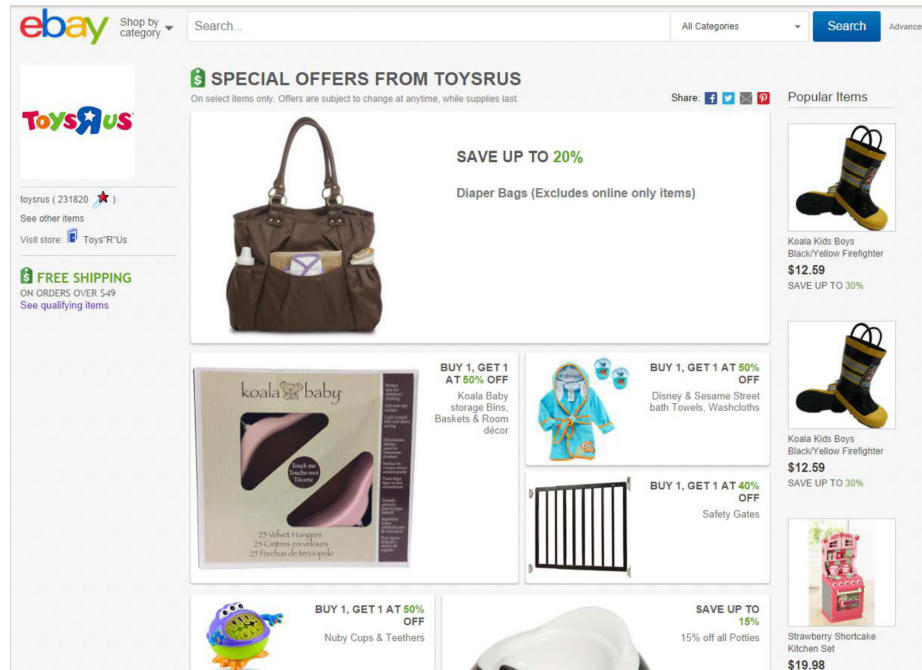
All your promotions on one page

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

Seller Tools   Edit ▾

Manage Promotions
Create and manage offers for your listings.

File Exchange
Manage your eBay listings using CSV files.

PayPal
Access your account or sign up.

Discussion Board
Find out the latest News

eller Tools

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File Exchange
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Account
- Summary
- Business Information
- Addresses
- Communication Preferences
- Site Preferences
- Manage communications with buyers
- Business Policies
- Seller Dashboard
- Feedback
- Seller Account
- Donation Account
- Resolution Center
- PayPal Account
- Half.com Account
- Manage My Store
- Sales Reports
- File Exchange
- Marketing Tools
- Subscriptions

Marketing Tools
Summary

Manage Promotions

Access and manage your promotions

To access your Manage Promotions dashboard, go to My eBay > Seller Tools > Manage Promotions via the Seller Tools module

For Sellers without Seller Tools, go to:
my eBay > Account > Marketing Tools > Manage Promotions

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

CODELESS COUPONS OFFERS
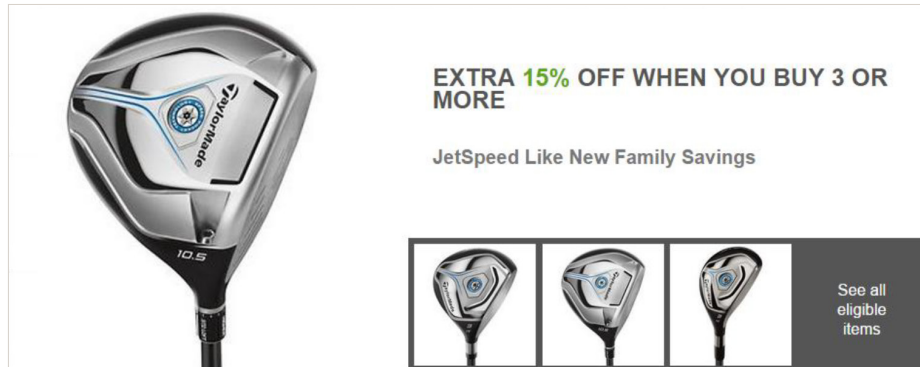
Example offers

- Extra $10 Off
- Extra 10% Off
- Save $20 when you buy 3
- Save 20% When You Spend $100 Or More

Tips for creating successful codeless coupon offers:

- Coupons are meant to go viral, and are only visible to buyers with the unique URL. By limiting the amount of buyers that see the offer, you can be a little more aggressive with your discount.
- Push the links to Facebook, Twitter, websites, in shipments, etc.
- Add to your post transaction emails to increase repeat business.
- 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 OFFERS
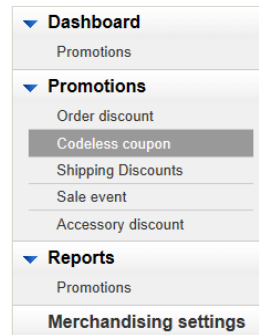
Step 1

Choose a codeless coupon type

- Click "Codeless coupon" from the left-hand dropdown menu
- Select "Minimum order" or "Minimum quantity"
- Follow 1 of the 2 sets of instructions below:
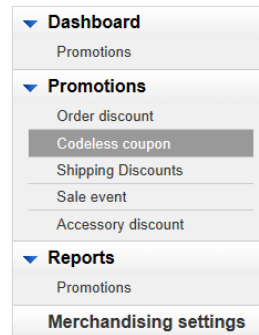

Minimum order

- Select a minimum purchase amount
- Choose a discount type:
  - Purchase discount
  - Percentage discount
  - Ideal for quantity purchases of 1

Minimum quantity

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

CODELESS COUPON OFFERS

Dashboard
Promotions
Promotions
Order discount
Codeless coupon
Shipping Discounts
Sale event
Accessory discount
Reports
Promotions
Merchandising settings

Step 2

Choose items by inclusion or exclusion
Restricting inventory by rules

• Click "Create inclusion rule" or "Create exclusion rule"

• Follow 1 of the 2 sets of instructions below:

Create inclusion rule

Filtered by:

Price range: from $ _____ to $ _____

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

○ Whole store (All inventory)
○ eBay category
○ My store category

Add inclusion rule Cancel

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 exclusion rule

○ eBay category
○ My store category
○ Only selected SKUs / custom labels
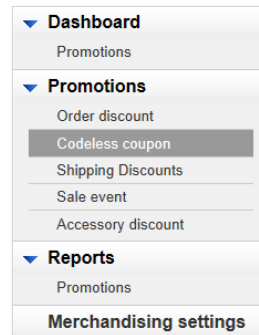○ Only selected Item IDs

Add exclusion rule Cancel

Create exclusion rule

• Select to exclude items by:
  – eBay category
  – My store category
  – Only selected SKUs/custom labels
  – Only selected Item IDs
• Click "Add exclusion rule"

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○ 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

Step 2

Choose up to 500 items
Restricting inventory by SKUs

• Click "Enter SKUs" or "Select individual SKUs"
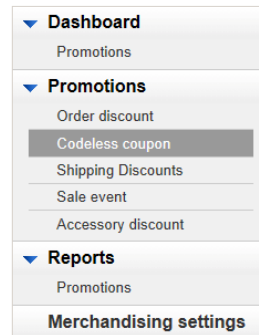
• Follow 1 of the 2 sets of instructions below:

Enter SKUs

• Click "Enter SKUs"
  –Enter SKU per line
  –Enter up to 500 SKUs
• Click "Add these items"

Select individual items

• Click "Select individual SKUs"
  –Select category
• Click "View SKUs in this category"
  –Select items
• Click "Add selected SKUs"

CODELESS COUPON OFFERS

Dashboard
- Promotions

Promotions
- Order discount
- Codeless coupon
- Shipping Discounts
- Sale event
- Accessory discount

Reports
- Promotions

Merchandising settings

○ 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 ?

Step 2

Choose up to 500 items

Restricting inventory by Item IDs

- Click "Enter item IDs" or "Select individual items"
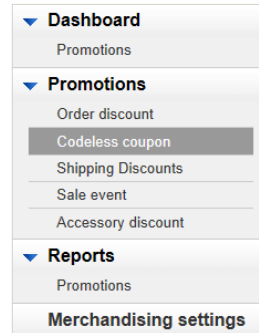- Follow 1 of the 2 sets of instructions below:

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"

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Step 3

Describe the items in your offer

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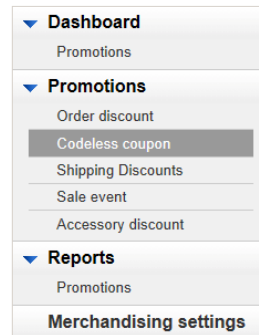
Enter description: _____

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 **Extra 0% off when you buy 0+**

Marked down item price reflects all savings

CODELESS COUPON OFFERS

Step 4

Schedule your offer

- Create an "offer title" for internal management (not visible to buyers)
- Let offer start immediately or select a future offer start date/time
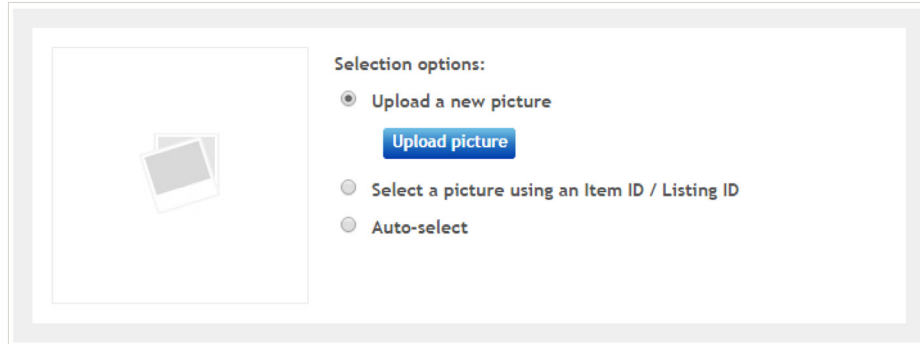- Select an offer end date/time
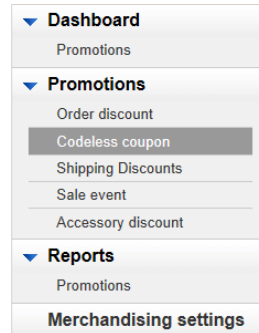
CODELESS COUPON OFFERS
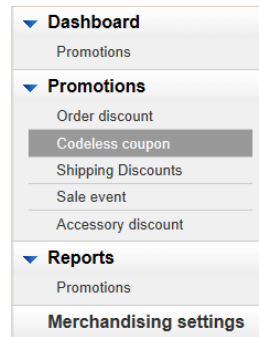
Step 5

Add a picture for key site placements

• 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 COUPON OFFERS

Step 6 & 7

Finalize your offer

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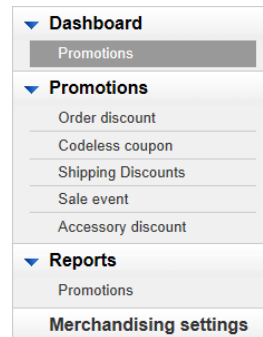 – Save as draft so the offer remains inactive in draft mode

PROMOTIONS DASHBOARD

Manage your offers

- 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

Tips:

- Manage your view with tabs and a drop-down menu of offer types
- Click on the help button column header definitions
- To view the campaign URL from the dashboard, click 'more' than 'view targeted offer URL'.

REPORTS DASHBOARD

Track your offers

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

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Sales reports

Learn more | Tell us what you think

Sales reports for your offers

Enter title of your offer   [Search] Clear Search

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

Offer title	Offer type	Status	Start date	End date	Revenue $	Total discount $	Orders sold	Items sold	Primary items sold	Additional items sold
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

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 listed below. Codeless Coupons always take precedence for the buyers who have recently clicked on the URL.

View Item Page

1. Codeless coupons
   - Time ending soonest

2. Order discounts
   - Time ending soonest

3. Accessory discounts
   (Primary SKUs only)

4. Sale events
   - Priority
   - Time ending soonest

5. Shipping discounts

Cart
Un-met Offers Only

1. Codeless coupons
   - Time ending soonest

2. Order discounts
   - Time ending soonest

3. Shipping discounts

4. Sale events
   - Time ending soonest

Search Results Page
If Applicable

1. Order discounts
   - Time ending soonest

2. Sale events
   - Time ending soonest

3. Shipping discounts