



# CREATING ORDER DISCOUNT OFFERS WITH MANAGE PROMOTIONS

Increase your average order size or transaction amount

# 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 that will appeal to your buyers.

**EXTRA 10% OFF WHEN YOU BUY 2 OR MORE** See all eligible items

**Purple Sports Gym Workout Gear Running Armband Pouch Case For iPhone 6 Plus 5.5**

Item condition: **New**

Color: - Select -

Quantity: 1 More than 10 available / 5 sold

Was: ~~US \$9.99~~

You save: **\$1.50 (15% off)**

Price: **US \$8.49**

Buy It Now

Add to cart

9 watchers

Add to watch list

Add to collection

**Free shipping** New condition Experienced seller

**PayPal CREDIT** New customers get \$15 back on 1st purchase Subject to credit approval. See terms

Shipping: **FREE** Standard Shipping | See details  
Item location: Costa, California, United States  
Ship to: Worldwide

Delivery: On or before **Tue, Oct. 21** to 94109  
Estimated by eBay FAST™ FREE

Payments: **PayPal** or **PayPal CREDIT** | See details

Returns: 14 days money back or item exchange, buyer pays return shipping | See details

Seller information: **monsteraccessory** (156365) 99% Positive feedback

Follow this seller

Visit store: **monsteraccessory**

See other items

**EXTRA 10% OFF WHEN YOU BUY 2 OR MORE** See all eligible items

iPhone 6

Discount will be applied when you add qualifying items from monsteraccessory to your cart

See all offers from monsteraccessory

Leather Black Pouch Case Belt Clip Holder Cover For Apple iPhone 6 Plus \$7.22

Eagle Vertical Black Leather Pouch Belt Clip Case Cover For iPhone 6 \$6.97

For iPhone 6 Case 4.7" Black Horizontal Leather Pouch Cover Belt Clip Holder \$6.97

Black Sports Gym Workout Gear Running Armband Pouch Case For iPhone 6 Plus 5.5 \$8.49

Eagle Horizontal Black Leather Pouch Case Belt Holder Cover For iPhone 6 Plus \$7.22

Offer conditions | Learn about pricing

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

## Promotions help you:

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

## 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

Manage Promotions on eBay creates 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

**BUY 1, GET 1 AT 50% OFF** See all eligible items ▶



Click to view larger image and other views

**Disney Baby Winnie the Pooh Puppet Towel**  
Buy direct from Bables 'R' Us!

Item condition: **New with tags**

Quantity:

Price: **US \$16.99** [Buy It Now](#)  
[Add to cart](#)

1 watching [Add to watch list](#)  
[Add to collection](#)

**60-day returns** | New condition | Free in-store pickup

**PayPal CREDIT** New customers get \$15 back on 1st purchase  
Subject to credit approval. See terms

Local pickup: **FREE In-store pickup** - Buy on eBay and pick up at your local ToysRUs |  
Select a store

Shipping: **\$5.86** Standard Shipping | See details  
Item location: United States  
Ships to: United States | See exclusions

Delivery: Estimated on or before **Wed, Oct. 22** to 94109

Returns: 60 days money back, buyer pays return shipping | See details

Your promotion is displayed prominently at the top of the page

**BUY 1, GET 1 AT 50% OFF\*** See all eligible items ▶

Disney & Sesame Street bath Towels, Washcloths  
Discount will be applied when you add qualifying items from toysrus to your cart

See all offers from ToysRUs

**Current item**

 Disney Baby Winnie the Pooh Puppet Towel \$16.99	 Disney Baby Monsters Inc. Hooded Towel \$16.99	 Sesame Street Elmo Hooded Towel \$16.99	 Disney Baby Nemo 4-Pack Washcloths \$9.99
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\* Value of least expensive qualifying item will be discounted from the subtotal amount, once per transaction. Offer conditions | Learn about pricing

**Save now! Buy 1 more**

Disney Baby Winnie the Pooh Pup...	\$16.99
Subtotal:	US \$16.99

[Add to cart](#)

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

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

# SHOPPING CART AND CHECKOUT

Seller toysrus (231819) Request total from seller

**Disney Baby Winnie the Pooh Puppet Towel**  
 Condition: New with tags

Quantity:  **\$16.99**

Standard (4 business days) Standard Shipping + \$5.86

**OFFER**  
 Add 1 more to qualify: Buy 1, get 1 at 50% off  
[See all eligible items](#)

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

## Your eBay shopping cart

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

Seller toysrus (231820) Request total from seller

**Disney Baby Monsters Inc. Sulley Hooded Towel**  
 Condition: New with tags

Quantity:  **\$16.99**

Standard (4 business days) Standard Shipping + \$5.82

✔ You'll get this offer: Buy 1, get 1 at 50% off

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

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**Disney Baby Monsters Inc. Mike Hooded Towel**  
 Condition: New with tags

Quantity:  **\$16.99**

Economy (4 business days) Economy Shipping + \$5.77

✔ You'll get this offer: Buy 1, get 1 at 50% off

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

✔ You'll get this offer: Buy 1, get 1 at 50% off | [See all offers](#) **- \$8.50**

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

The screenshot shows an eBay offer page for a store named 'toysrus'. The main promotion is 'BUY 1, GET 1 AT 50% OFF\*'. The offer is for 'Disney & Sesame Street bath Towels, Washcloths'. There are 30 items found in this offer. The items are displayed in a grid of two rows and four columns. Each item has a price of \$16.99 or \$19.99.

Item Name	Price
Disney Baby Nemo Robe and Bootie Set	\$16.99
Disney Baby Monsters Inc. Mike Hood...	\$16.99
Disney Baby Monsters Inc. Sulley Hood...	\$16.99
Disney Baby Nemo Printed Hooded To...	\$16.99
Sesame Street Elmo Robe & Bootie Set	\$19.99
Disney Baby Princess Robe and Booties	\$19.99
Bubble Guppies Hooded Towel	\$16.99
Disney Baby Nemo Puppet Towel	\$16.99

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

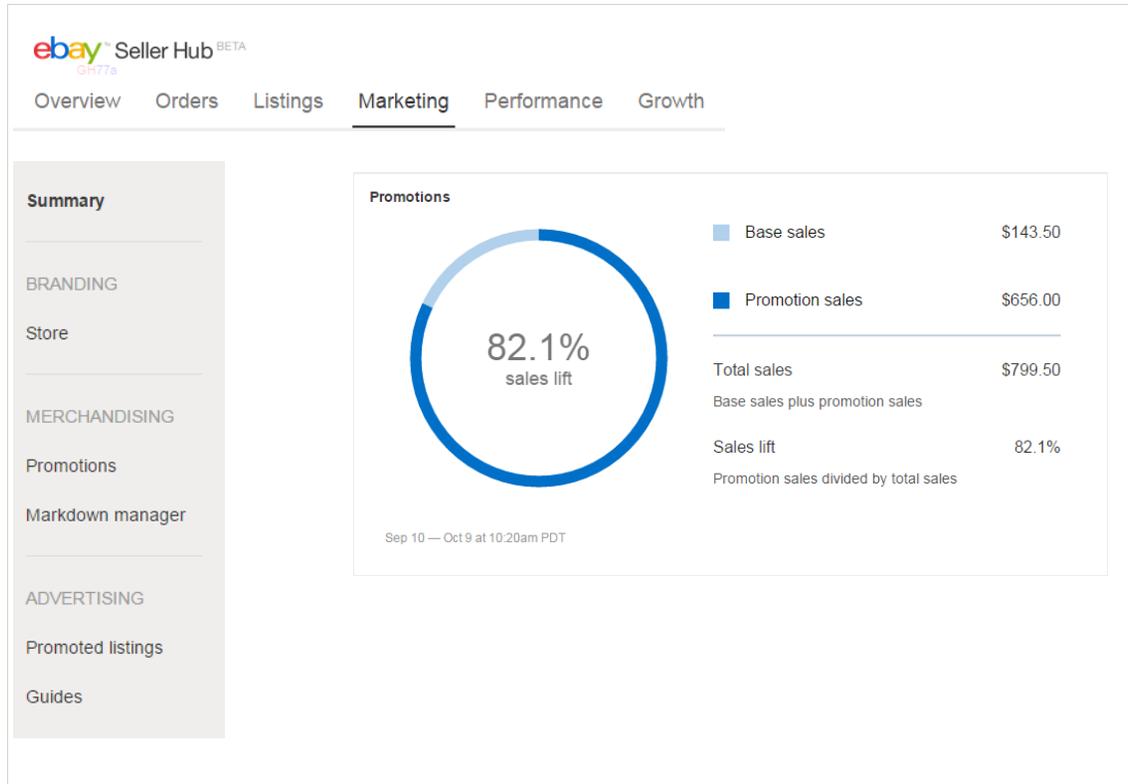
When buyers click the 'see all offers' link they are taken to an automatically generated seller offers page featuring all active promotions with additional links to your eBay Store and popular items.

# GETTING STARTED

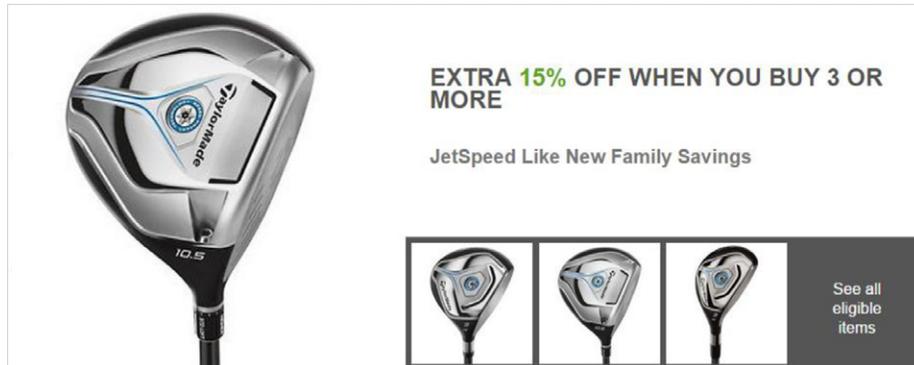
## Accessing Promotions with SellerHub

Click on the marketing tab within Seller Hub

Find “Promotions” in the left navigation or view your dashboard preview down the main page



# 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.

- 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).

# SETTING YOUR STRATEGY\*

The screenshot displays the 'Manage Promotions' interface. At the top, a progress bar indicates four steps: 1. Define objective, 2. Set offer details, 3. Select items, and 4. Review & launch. The current step is 'Define objective', which asks 'What do you want to promote?' and 'What do you want to do?'. A dropdown menu 'Choose a product line' is shown, with an inset window displaying a list of categories: Collectibles and Art, Electronics (Computers, Tablets, Cameras, TVs, Video, Audio, Cellphones), Entertainment (Video Games, Music, Movies, and Books), Fashion Apparel, Handbags and Shoes, Health, Beauty, and other Consumables, Home and Garden, Jewelry and Watches, Parts and Accessories, Toys and Hobbies, and Storewide. Three strategy cards are visible: 'Introduce new items' (Just in! Let everyone know), 'Attract buyers at peak shopping times' (Holidays, seasons, and other retail events), and 'Move older items' (Stock getting stale? Make room for new stuff). A 'Set offer details >' button is at the bottom right.

Choose the main category that you'd like to promote, you will still pick your promo items in an upcoming step

Pick your promotion strategy – promoting new inventory, promoting during holidays or seasons, or liquidating older items

\*This step can be skipped

# DEFINE YOUR OFFER\*

**Manage Promotions** Learn more | Help me plan

1 Define objective    2 **Set offer details**    3 Select items    4 Review & launch

**Recommended offers**

Quantity

Extra 20 % off when you buy 2 +

Bogo

Buy 1, get 1 at 20% off

No Minimum

Save \$10 when you buy 1 or more

[Show all offers](#)

**Offer types**

Spend

Save \$10 when you spend \$50+

Extra 20% off when you spend \$50+

Save \$10 for every \$50 you spend

Quantity

Save \$10 when you buy 3 or more

Extra 20 % off when you buy 2 +

Save \$10 for every 3 items you buy

Bogo

Buy 1, get 1 free

Buy 1, get 1 at 20% off

Buy 1, get 1 free (one per transaction)

Buy 1, get 1 at 20% off (one per transaction)

No Minimum

Save \$10 when you buy 1 or more

Extra 20% off

Extra \$10 off each item

Review our recommended offers based on your selected strategy

Click "show all offers" if the recommended offers don't meet your needs

\*The number fields are editable, so choose the right promotion dollar or percentage amount for you

# PICK YOUR INVENTORY

Manage Promotions Learn more | Help me plan

1 Define objective      2 Set offer details      3 **Select items**      4 Review & launch

How do you want to add items to your offer?

**By selecting items**

500 items max

Choose items from your live inventory.  
You can add or remove them at any time.

Select items

I want to enter specific SKUs or item IDs (advanced)

**By creating rules**

No item limit

Create rules with categories and filters.  
We automatically include new items that match your rules.

Create rules

Select inventory either individually (by selecting items) or by categories (creating rules)

You will easily be able to view which items will be added to your promotion

Items found (325)

Item	Price	Available	Sold	Views
LEGO 343255 Homer Simpson Lego Figure SKU3A21FAA2	\$49.00	20	5	287
LEGO 70818 The Lego Movie Double-Decker Coach SKU3A21FAA1	\$39.00	20	13	1,217
LEGO 120125 Construction Set & Figurine SKU3A21FAA2	\$29.00	15	1	51
LEGO 14151 New Star SKU3A21FAA3	\$11.99	50	0	0
LEGO Pirates Kraken Attackin (8218)	\$17.99	4	3	3,092
LEGO Classic Medium Creative Brick Box	\$35.00	1	100	446

18/500 selected Review selections

Select items

Search for item title

CATEGORY

None selected

eBay categories     Store categories

- Video Games & Consoles (132)
- Everything Else (41)
- Crafts (2)
- Consumer Electronics (5)
- Baby (8)
- Computers/Tablets & Networking (12)
- Books (5)
- Antiques (267)
- Cameras & Photo (20)
- Home & Garden (6)
- Cell Phones & Accessories (10)
- Clothing, Shoes & Accessories (19)
- Health & Beauty (1)
- Toys & Hobbies (9)

# REVIEW YOUR OFFER

Manage Promotions Learn more | Help me plan

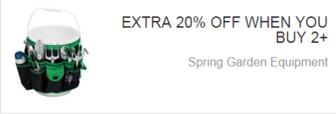
1 Define objective      2 Set offer details      3 Select items      4 **Review & launch**

Review your offer

Offer name:

Offer type: Extra 20% off when you buy 2+  
on

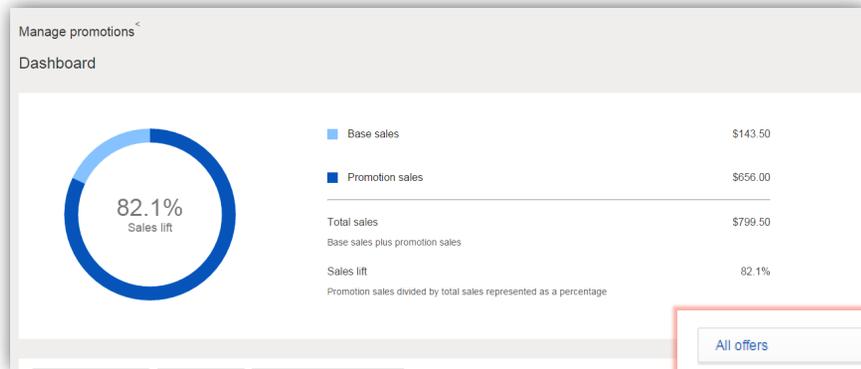
Date range:   -   [Show retail calendar](#)

Offer image:  

I agree to eBay Promotions Manager's Terms and Conditions.

- Add offer name (this is internal only)
- Give more detail on the offer (this description is seen externally)
- Set your promotion date range
- Check your images and review spelling and accuracy
- Launch your offer – then view it via your dashboard

# DASHBOARD AND 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**

All offers Status

Action	Promotion name	Promotion type	Status	Date range	Promotion sales (\$)	Sales lift (%)	Average order size	Display priority
<input type="checkbox"/> --	copy offer testing	Free shipping on orders over \$100 Shipping discount	Active	Oct 08, 2015 Oct 30, 2015	0.0	0.0	0	1
<input type="checkbox"/> --	Fashion Apparel - Bogo	Buy 1, get 1 at 20% off Order discount	Active	Sep 25, 2015 Oct 10, 2015	0.0	0.0	0	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