



Creating Promotions on eBay

Increasing your sales through promotional marketing

Table of Contents

Overview	pg 3	<u>Manage Offers</u>	pg 41
<u>Offer Types</u>	pg 4	<i><u>Dashboard</u></i>	pg 42
<u>Buyer Experience</u>	pg 5	<i><u>Sales Report</u></i>	pg 43
<u>Getting Started</u>	pg 6	<u>Appendix</u>	pg 44
<u>Create Offers</u>	pg 7	<i><u>Before getting started</u></i>	pg 45
<i><u>Increase order size</u></i>	pg 8	<i><u>Best Practices</u></i>	pg 46
<i><u>Cross-sell related items</u></i>	pg 16	<i><u>Important things to note</u></i>	pg 47
<i><u>Promote a sale event</u></i>	pg 20	<i><u>Promotions logic</u></i>	pg 50
<i><u>Free Shipping</u></i>	pg 28	<i><u>Computation Algorithms & Application Discounts</u></i>	pg 51
<i><u>Increase Traffic (coupons)</u></i>	pg 33	<i><u>Common Errors</u></i>	pg 52
<i><u>Sale & Clearance</u></i>	pg 38	<i><u>Commonly Asked Questions</u></i>	pg 53

Overview

Welcome to Promotions Manager on eBay! Promoting on eBay allows you to increase order size and revenue, while your buyers enjoy great deals and savings. Creating these promotions is free and easy to setup.

The screenshot shows an eBay product listing for an "Original Samsung Galaxy Note S Pen Stylus w/ Eraser i717 t879 t889 i900 n7000 8Pi". The price is US \$24.95. A green banner at the top left says "SAVE \$5 WHEN YOU SPEND \$30 OR MORE". Below the product image, there are four smaller images of the stylus and its accessories. A "Buy It Now" button is visible. The seller information shows "a4c (405459)" with a 98% positive feedback rating. Shipping is free standard shipping. Delivery is estimated between Mon, Aug. 12 and Fri, Aug. 16.

SAVE \$5 WHEN YOU SPEND \$30 OR MORE* See all eligible items

on select Tablet/eBook accessories
Discount will be applied when you add qualifying items from a4c to your cart

Current item	Item	Price
<input checked="" type="checkbox"/>	Original Samsung Galaxy Note S Pen Stylus w/ Eraser i717 t879 t889 i900 n7000 8Pi	\$24.95
<input type="checkbox"/>	BlackBerry PlayBook Charging Pod Dock Cradle Stand + Rapid Wall Charger OEM NEW	\$17.99
<input type="checkbox"/>	New OEM Samsung Galaxy Tab 6.9 Full Size Keyboard Dock White	\$19.99
<input type="checkbox"/>	Sony Cover w/ Light for Digital Touch PRS-600 Reader Leather Case PRSA-CL6 New	\$21.99

* Discount amount will be applied once per transaction. See details.
Offer conditions | Learn about pricing

Promotions on eBay can help you:

- ✓ Increase order size and revenue as buyers purchase more items in a transaction.
- ✓ Encourage buyers to buy more from you vs another competing seller
- ✓ Gain marketing exposure from cross-selling related items on your listings.
- ✓ Lower shipping costs and increase profit margins by consolidating bundled orders.

Promotions on eBay can help buyers:

- ✓ Find accessories and related items while they're shopping.
- ✓ Lower their shipping costs per item when they buy more.
- ✓ Benefit from special savings when they add more items to their order.

Offer types

Promoting on eBay can help you sell even more by giving you the unique opportunity to merchandise and cross-sell your other products. There are several offer types on eBay and you should first determine what you're trying to achieve to best create your promotional strategy.

Increase Order Size- To promote your entire store or a category of items, or selected set of items. Order size offers are an easy way to promote the purchase of more than one item—or spending over a certain amount per transaction—by allowing you to offer dollars off, a percentage off, or free items per multiple-item purchase (buy one get one offers).

Cross Sale Related Items- To inspire the purchase of specific items that are often purchased together. By bundling related items to a primary item, related items offers enable you to promote individual SKUs—such as specific lenses for the camera featured—within your listings. Each item can be offered at a different percentage discount—with the condition that the buyer purchases the primary item.

Promote a Sale Event- To merchandise all your discounted items together for easy buyer access. Items you select for this event that also have a sales price treatment will automatically appear on the sale page and each item will also have links enabled on key shopping pages to drive shoppers to this "sale" page. Grouping products that would typically be purchased together, or as an add on.


Promotional Free shipping offers - To promote all your listings which include a conditional free shipping rule. By including a promotional shipping rule such as free shipping on orders over \$49.00, or buy 2 get free shipping, you can merchandise eligible items to increase order size.

Increase Traffic (coupons)-To engage previous or future customers through coupons. Codeless coupons can be sent as a link through emails to your buyers and customers. These can also be listed on social media sites, marketing on websites, stores etc. Offers are hidden from natural search and are only displayed to buyers who have clicked on the link.

Buyer Experience – Offer Placements

Online shoppers who notice well-placed recommendations have been known to purchase additional products. eBay Promotions Manager identifies key places for buyers to take advantage of your exclusive offers and savings!


➤ Offer Page:


SPECIAL OFFERS |


On select items only. Offers are subject to change at anytime, while supplies last.



SAVE UP TO 20%
20% ALL REG-PRICED TRAMPOLINES (EXCLUDES CLEARANCE)
Ends in 2 days




SAVE UP TO 25%
25% OFF ALL PLAYSCHOOL INFANT & PRESCHOOL TOYS EXCL
Ends in 2 days




SAVE UP TO 40%
40% OFF ALL STATS TABLE GAMES
Ends in 2 days

➤ View Item Page:


SAVE UP TO 80%

See all eligible items ➤



Sharpie Accent Retractable Pocket-Style Highlighters, Indigo, 12/Pack (1807983)

Item condition: **New**
Quantity: Limited quantity available: 7 sold

List price: ~~\$26.76~~
You save: **\$13.77 (66%)**
Now: **US \$6.99**

[Buy It Now](#)
[Add to cart](#)

10 watchers

NEW! New customers get \$10 back on 1st purchase. Subject to credit approval. See terms.

Shipping: **FREE** Economy Shipping | See details
Item location: Wilbury Hills, Illinois, United States
Ships to: United States and many other countries | See details
Delivery: Estimated between Mon, Aug. 19 and Fri, Aug. 30
Use One-day Shipping to get it by Aug. 19

Payments: **PayPal** | See details
Returns: 14-day money-back. Buyer pays return shipping. 1-year warranty.

SAVE UP TO 80%* See all eligible items ➤

Marked down item price reflects all savings. Items provided by:

Current Item	Item 1	Item 2	Item 3	Item 4
<p>Sharpie Accent Retractable Pocket-Style Highlighters, Indigo, 12/Pack (1807983)</p> <p>List price: \$26.76 Now: \$6.99</p>	<p>Paper Mate Retractable Gel Ink Pens, Assorted Colors, Medium Point, Dozen</p> <p>List price: \$9.99 Now: \$4.99</p>	<p>Pilot The Shaker Mechanical Pencils, 0.5 mm, Black Barrel, 6/Pack</p> <p>List price: \$6.49 Now: \$4.99</p>	<p>Uni-Ball Signo Gel 207 Retractable Gel Pens, Black Ink, Medium Point, 12/Pack</p> <p>List price: \$22.49 Now: \$9.99</p>	

* Savings are reflected in item price. Prices are subject to change without notice, while supplies last. Offer conditions | Learn about pricing.

See all offers from

Add to cart and save!

Sharpie Accent Retractable Pock... \$6.99


Subtotal: **US \$6.99**

[Add to cart](#)

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

➤ Shopping Cart

From



Monster High 13 Wishes - Haunt the Casbah Doll - Draculaura #ZTS

OFFER

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

Quantity:

Economy (4 business days) ▼
Economy Shipping

[Request total from seller](#)

When buyers view offer items or add them to cart, messaging will alert them to other eligible items from the same seller.

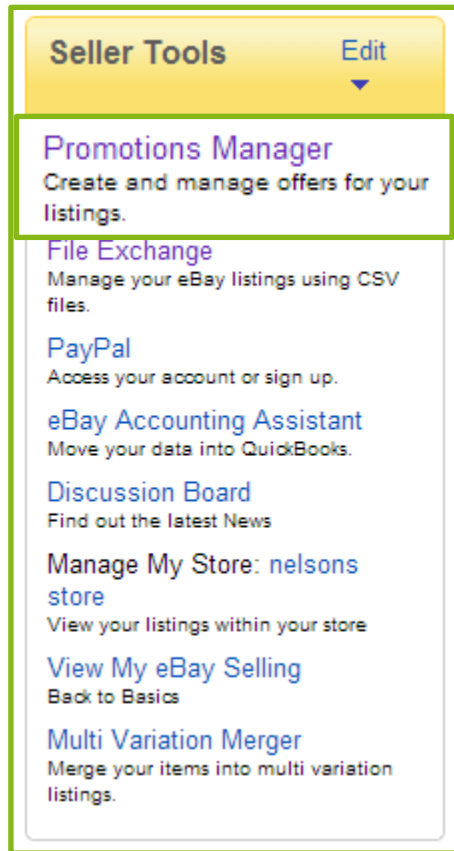
Getting Started

To starting promoting on eBay

1. Sign in to eBay

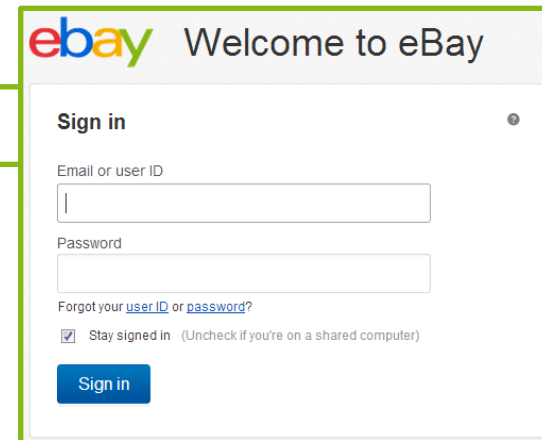
2. Go to My eBay

3. Go to Seller tools located under the buying and selling options.



The screenshot shows the 'Seller Tools' dropdown menu on eBay. At the top is a yellow button labeled 'Seller Tools' with an 'Edit' link and a downward arrow. Below this, a list of tools is displayed, each with a title and a brief description:

- Promotions Manager**: Create and manage offers for your listings.
- File Exchange**: Manage your eBay listings using CSV files.
- PayPal**: Access your account or sign up.
- eBay Accounting Assistant**: Move your data into QuickBooks.
- Discussion Board**: Find out the latest News.
- Manage My Store: nelsons store**: View your listings within your store.
- View My eBay Selling**: Back to Basics.
- Multi Variation Merger**: Merge your items into multi variation listings.



The screenshot shows the eBay 'Welcome to eBay' sign-in page. It features the eBay logo and the text 'Welcome to eBay'. Below this is a 'Sign in' section with a header and a help icon. The form includes two input fields: 'Email or user ID' and 'Password'. Below the password field is a link for 'Forgot your user ID or password?'. There is a checkbox labeled 'Stay signed in (Uncheck if you're on a shared computer)'. At the bottom of the form is a blue 'Sign in' button.

Accessing the tool:

- Store sellers who have selling manager (free with your store subscription) will have access through my ebay. For more information about selling manager:

<http://pages.ebay.com/help/sell/selling-manager-subscription.html#subscribing>

- If you do not have selling manager you can access the tool through this link:

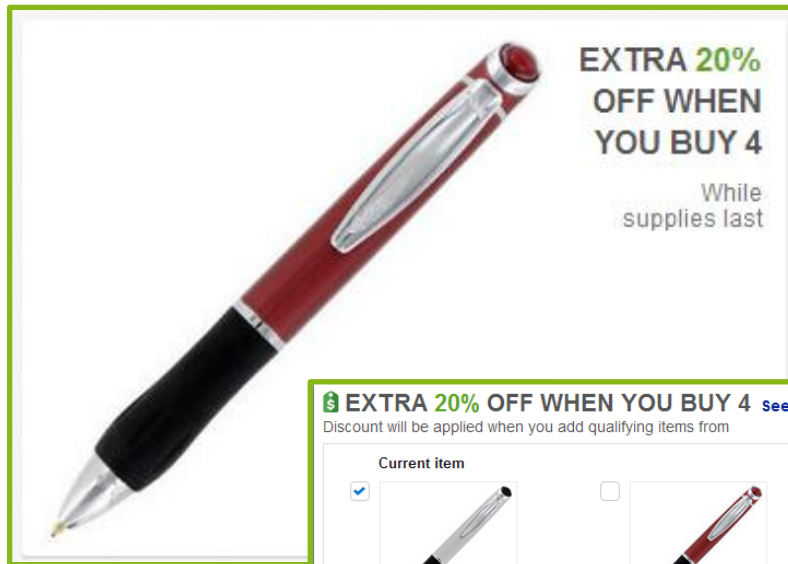
<http://cgi1.ebay.com/ws/eBayISAPI.dll?SellerDiscountCampaignDashboard>

Creating Offers

Increase order size offers

Tips for creating successful order size offers:



- ✓ Consider your average order size and average order value on eBay when setting a threshold for your discount
- ✓ If you re-price your inventory frequently, avoid offering dollars off – offer a percentage off or free products instead to help to protect your margins
- ✓ Use order size offers 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)





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*)

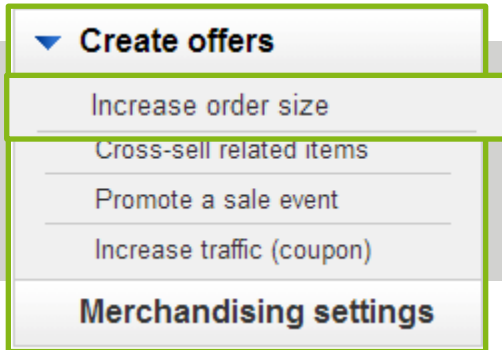
EXTRA 20% OFF WHEN YOU BUY 4 [See all eligible items](#) ▶
Discount will be applied when you add qualifying items from to your cart

Current item	
<input checked="" type="checkbox"/>	<input type="checkbox"/>
	
Quill 66 Professional Series Ball Point Pen, Satin Silver	Quill 66 Professional Series Ball Point Pen, Satin Burgundy
List price: \$49.99 Now: \$6.99	List price: \$49.99 Now: \$6.99

<input type="checkbox"/>	<input type="checkbox"/>
	
Quill 66 Professional Series Ball Point Pen, Satin Grey	Quill 66 Professional Series Ball Point Pen, Satin Blue
List price: \$49.99 Now: \$6.99	List price: \$49.99 Now: \$6.99

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

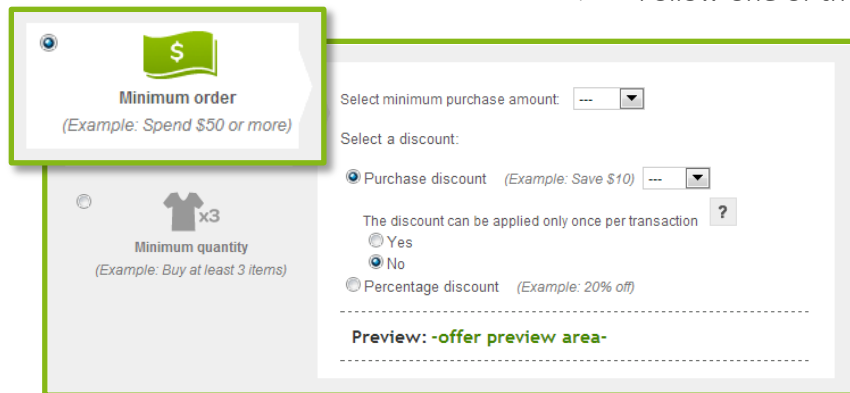
Create Offers: Increase order size



Step 1: Choose a purchase requirement

Minimum order or Minimum quantity discount

- Click Increase order size from the left hand menu
- Select Minimum order or Minimum quantity
- Follow one of the following two sets of instructions



Minimum order
(Example: Spend \$50 or more)

Select minimum purchase amount: --- ▾

Select a discount:

☒ Purchase discount (Example: Save \$10) --- ▾

The discount can be applied only once per transaction ?

☐ Yes

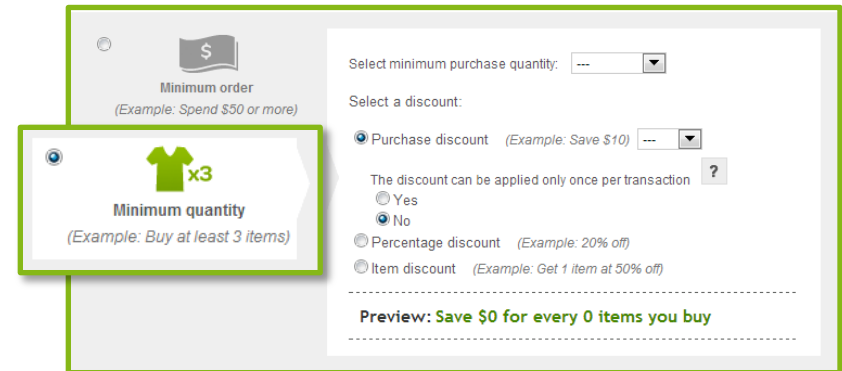
☒ No

☐ Percentage discount (Example: 20% off)

Preview: -offer preview area-

To complete minimum order:

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



Minimum quantity
(Example: Buy at least 3 items)

Select minimum purchase quantity: --- ▾

Select a discount:

☒ Purchase discount (Example: Save \$10) --- ▾

The discount can be applied only once per transaction ?

☐ Yes

☒ No

☐ Percentage discount (Example: 20% off)

☐ Item discount (Example: Get 1 item at 50% off)

Preview: Save \$0 for every 0 items you buy

To complete minimum quantity:

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

Create Offers: Increase order size

▼ **Create offers**

Increase order size

Cross-sell related items

Promote a sale event

Increase traffic (coupon)

Merchandising settings

Step 2: Choose items to offer

Restrict inventory by rules

- Click Create inclusion rule or Create an exclusion rule
- Select a category
- Follow the respective third step to create a rule

☒ Restrict inventory by rules

☒ Whole store (All inventory)

☐ eBay category

☐ My store category

Filtered by:

Price range: from \$ to \$

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

☒ Only selected SKUs / custom labels

You can select up to 100 individual SKUs.

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

To complete inclusion rule:

Add inclusion rule

- Select category
- Apply filters (optional)
- Click **Add inclusion rule**

To complete exclusion rule:

Add inclusion rule

- Select category or specify selected SKUs
 - Enter SKUs
 - Enter one SKU per line
 - Click **Add these SKUs**
 - Select individual SKUs
 - Select category
 - Click **View SKUs in this category**
- Apply filters (optional)
- Click **Add exclusion rule**

Create Offers: Increase order size

▼ Create offers

Increase order size

Cross-sell related items

Promote a sale event

Increase traffic (coupon)

Merchandising settings

Step 2: Choose items to offer

Restrict inventory by SKUs

To manually enter SKUs:

- Click **Enter SKUs**
- Enter one SKU/custom label per line
- Click **Add these SKUs**

☒ 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](#) ?

Enter SKUs

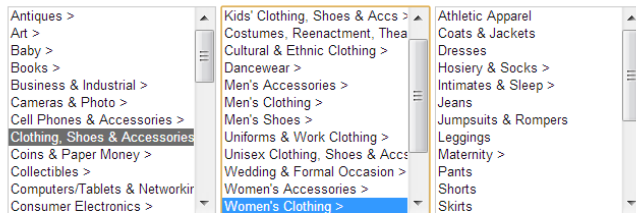
Enter up to 500 product SKUs / custom labels to display your offer. Type one SKU per line.

0/500

[Add these SKUs](#)

Select SKUs for your offer

Select a category, then select individual SKUs.



Your selected category:

Clothing, Shoes & Accessories > Women's Clothing

[View SKUs in this category](#)

To select individual SKUs:

- Click **Select individual SKUs**
- Select category of choice
- Click **View SKUs in this category**
- Select desired SKUs
- Click **Add these SKUs**

Note: Sellers can only select up to 500 individual SKUs.

Create Offers: Increase order size

▼ Create offers

Increase order size

Cross-sell related items

Promote a sale event

Increase traffic (coupon)

Merchandising settings

Step 3: Describe the items that are eligible

Start immediately or set a future date

- Enter a description of the items that will be included in your offer as a subtitle
- Preview how the offer title will be displayed in the 'Offer Preview Area'

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

Preview -offer preview area-

marked down item price reflects all savings. items provided by adoramacamera.

Create Offers: Increase order size

▼ Create offers

Increase order size

Cross-sell related items

Promote a sale event

Increase traffic (coupon)

Merchandising settings

Step 4: Schedule the offer

Start immediately or set a future date

Enter the following values:

➤ Offer title

Offer titles are not visible to buyers. They simply help you track the offers you've created.

➤ Start date

Date/time you want the offer to become active and visible to buyers on eBay. Offers will start automatically at the date/time you choose unless you choose to start immediately.

➤ End date

Date/time you want the offer to be de-activated.

3. Schedule your offer

Enter offer title:

(Example: Summer sale)

Start date:



PDT

Or



Start immediately

End date:



PDT

Aug

▼

2013

▼

🕒

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Time 16:02

Hour

Minute

Apply

Create Offers: Increase order size

▼ Create offers

Increase order size

Cross-sell related items

Promote a sale event

Increase traffic (coupon)

Merchandising settings

Step 5 & 6: Add a picture, Select Priority

Choose a photo to represent the offer on the All Offers Page

Add a picture by choosing one of the following:

➤ Upload a new picture

Upload an image of your choosing that characterizes your offer

➤ Select a picture using an Item ID / Listing ID

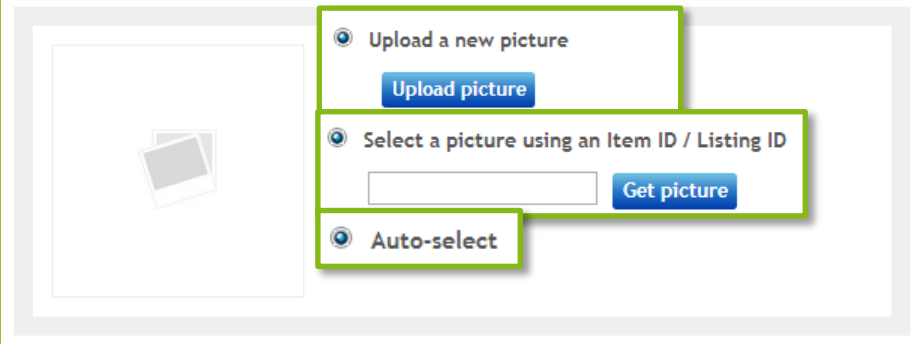
Use a specific item by entering the Item or Listing ID

➤ Auto-select

Let Promotions Manager automatically select an image from among the inventory included in the offer

5. Add a picture to improve promotion of your offer

Please upload an image that best characterizes the inventory available for this offer. The image should be of high quality and have a transparent or white background. You can also use the primary item picture from any of your live items by entering the item ID below. If you cannot enter an item ID or upload a high quality image, we will automatically select an image from your selected inventory, if you choose the Auto-select option.



6. Offer Priority

If you have multiple offers, Offers are displayed on the page based on Priority. Select a Priority for this offer.

Priority:

- **Select which Promotions get Priority.** Offers with a priority of 1 will be shown first.

Create Offers: Increase order size

▼ Create offers

Increase order size

Cross-sell related items

Promote a sale event

Increase traffic (coupon)

Merchandising settings

Step 7: Submit or Save as a Draft

Activate your offer or save it as a draft

➤ Click Submit or Save as draft

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

Submit

Save as draft

Cancel

Note: Offers in **Draft** status will not be live on eBay or visible to buyers on the scheduled start date. You must first edit the offer with the final revisions you want and submit offer to change the status to **Scheduled** (explained in the [Manage Offers](#) section).

Cross-sell related items offers

Tips for creating successful related items offers:

- ✓ Recommend at least 3 related items for every primary item make sure all related items included in your offer are eligible for free shipping.
- ✓ Make the price of the primary item as competitive as possible – this helps increase sales of related items
- ✓ Accessories to the primary item tend to sell the best. Start with the essentials – things required to make the primary product work – like an SD card for a digital camera. Then assign add-ons like tripods and cases.

Shop by category

Back to Daily Deals | Listed as Amazon Kindle Fire 8GB, Wi-Fi, 7in - Black in category: Computers/Tablets & Networking > iPads, Tablets & eBook Readers

SAVE MORE WHEN YOU ADD RELATED ITEMS See all eligible items

FREE SHIPPING

Amazon Kindle Fire eReader 8GB, Wi-Fi, 7in - Black Full Color Multi Touch Book

★★★★★ 157 product reviews

Item condition: **Seller refurbished**

Quantity: Limited quantity available / 729 sold

Price: **US \$99.99**

Buy It Now

Add to cart

Current item

Amazon Kindle Fire eReader 8GB, Wi-Fi, 7in - Black Full Color Multi Touch Book

\$99.99

Motorola H19TXT Universal Bluetooth Wireless Headset w' MOTOSPEAK

\$27.96 *

ZaggKeys Solo Bluetooth Keyboard for iPads Tablets & Smartphones Silver New OEM

\$33.99 *

Amazon Kindle Fire Micro-USB Wall Charger Home Travel OEM Original NEW!

\$22.49 *

* Savings shown applies to the order subtotal of all items purchased. Actual item price may vary from that shown as it is subject to a cost-weighted basis discount. See details.

Offer conditions | Learn about pricing

EXAMPLE OFFERS:

- Buy a camera, get 10% off select accessories
- Buy a TV, get \$25 off a Blu-Ray player
- Buy ink cartridges with your printer for 50% off

Create Offers: Cross-sell related items

▼ Create offers

Increase order size

Cross-sell related items

Promote a sale event

Increase traffic (coupon)

Merchandising settings

Step 1: Complete formatted spreadsheet

Specify details in assigned columns

- Click Cross-sell related items from the left hand menu
- Click (Download (.csv) template)
- Complete available fields

Upload new related item offers in bulk [\(Step by step instructions\)](#)

Create multiple offers quickly by uploading a formatted spreadsheet (CSV file). Follow these simple steps:

1. Download the template ([Download \(.csv\) template](#))

- 3. Update the form with common values that will apply to all offers
- 4. Upload

Primary SKUs—Enter the SKUs (a.k.a. Custom Labels) of the primary items of the offer. Separate each SKU using a comma. This allows you to link the same set of related items to multiple primary SKUs.

Related SKU—These are the SKU numbers for the related items. List one SKU in each row to be associated with a primary item

Discount type—Specify whether the discount is a percentage or dollar amount off the price of a related SKU. Enter **Percentage** for percentage off or **Amount** for dollar amount off.

Discount value—Specify the percentage off of the dollar value off the price of the related item. Discounts offered will be applied to the buyer's order subtotal.

Currency code—Specify the currency in which you sell on eBay. For US sellers, it generally will be **USD**. You only need to include this for "Amount" discounts.

Discount quantity limit—Specify the quantity of each related SKU that the discount may be applied to per buyer, per transaction.

Offer Descriptions [optional]—Define an internal offer title to more easily differentiate among offers. This title will appear in the Promotions Manager dashboard and will not be visible to buyers.

Create Offers: Cross-sell related items

Bundle 1

Empty row required
between offers

Bundle 2:
multiple primary
items separated
by a comma,
with no space
between. This
can be tricky if
the sku is all
numeric.

Bundle 3: MSKU
offer, requires parent
SKU / custom label
for each item only, do
not include the child
variation sku. As it
will not be
recognized.

Primary SKUs [Also called Custom Labels. Separate each SKU using comma.]	Related SKU [Also called Custom Label. Enter only one SKU per line.]	Discount type [Enter Amount=Amount off, Percentage=Percentage off]	Discount value	Currency code [Enter USD]	Discount quantity limit [Enter whole numbers. Applicable for each item selected for purchase.]
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

Note:

Save as a CSV file. Saving as an excel file will result in a failure message.

Create Offers: Cross-sell related items

▼ Create offers

Increase order size

Cross-sell related items

Promote a sale event

Increase traffic (coupon)

Merchandising settings

Step 2: Upload completed spreadsheet

Upload new related item offers in bulk

- Set webform values
- Upload file
- Submit form

The screenshot shows a webform with the following fields and options:

- Start date:** A text input field with a calendar icon and a dropdown menu set to 'PDT'.
- End date:** A text input field with a calendar icon and a dropdown menu set to 'PDT'.
- Discount calculation:** Two radio buttons: 'Cost weighted' (selected) and 'Discount related only'. A help icon (?) is next to the second option.
- Upload file:** A 'Choose File' button and the text 'No file chosen'.

➤ Start date

Date you want the offer to become active and visible to buyers

➤ End date

Date the offer will be de-activated

➤ 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
- **Discount related only** – discount to be applied as is on the related item only

- Click **Submit** to activate offer

Confirmation of whether or not the file was successfully uploaded will be presented at the top of the page.

Tip: See the Common Errors section in the Appendix (pg 49) 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 order size offers (explained in the Manage offers section). This will help prevent you from uploading duplicate SKUs at a later time

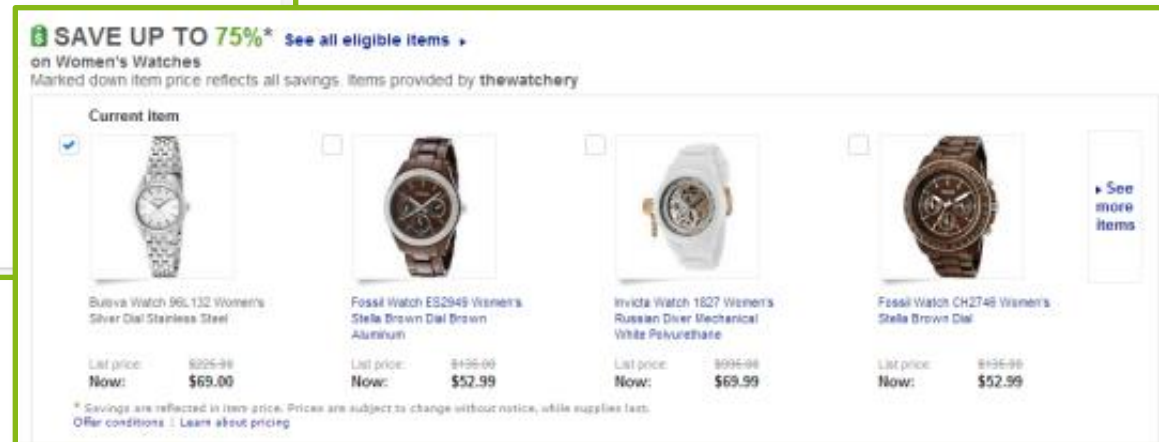
Promote a sale event

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 a group of those items as a part of a sale event.

Items you select for this event that also have a sales price treatment will automatically appear on the sale page and each item will have links enabled to drive shoppers to this "sale" page.

Tips for creating successful sale events:

- ✓ Curate sale inventory to surface relevant items within a given sale event.
- ✓ If you have eBay or store categories of items that consistently have inventory marked down, consider setting up ongoing events, restricting by inventory rules. These events will automatically update based on available, discounted inventory.



Create Offers: Promote a sale event

▼ Create offers

Increase order size

Cross-sell related items

Promote a sale event

Increase traffic (coupon)

Merchandising settings

Step 1: Select sale percentage

Set maximum percentage of up to 80%

- Click **Promote a sale event** from the left hand menu
- Select sale percentage from drop-down menu

Set sale percentage: Save up to %

Title preview:

SALE - SAVE UP TO --%

(Sale items have an end date. All the items will display the actual price after the end date)

Note: The sale percentage selected will not act as a filter for inventory in the offer. Any item with discounted price 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 you included in the sale event.

Create Offers: Promote a sale event

▼ Create offers

Increase order size

Cross-sell related items

Promote a sale event

Increase traffic (coupon)

Merchandising settings

Step 2: Choose items to offer

Restrict inventory by rules

- Click Create inclusion rule or Create an exclusion rule
- Select a category
- Follow the respective third step to create a rule

☒ Restrict inventory by rules

☒ Whole store (All inventory)

☐ eBay category

☐ My store category

Filtered by:

Price range: from \$ to \$

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

☒ Only selected SKUs / custom labels

You can select up to 100 individual SKUs.

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

To complete inclusion rule:

Add inclusion rule

- Select category
- Apply filters (optional)
- Click **Add inclusion rule**

To complete exclusion rule:

Add exclusion rule

- Select category or specify selected SKUs
 - Enter SKUs
 - Enter one SKU per line
 - Click **Add these SKUs**
 - Select individual SKUs
 - Select category
 - Click **View SKUs in this category**
- Apply filters (optional)
- Click **Add exclusion rule**

Create Offers: Promote a sale event

▼ Create offers

Increase order size

Cross-sell related items

Promote a sale event

Increase traffic (coupon)

Merchandising settings

Step 2: Choose items to offer

Restrict inventory by SKUs

To manually enter SKUs:

- Click **Enter SKUs**
- Enter one SKU/custom label per line
- Click **Add these SKUs**

☒ 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](#) ?

Enter SKUs

Enter up to 500 product SKUs / custom labels to display your offer. Type one SKU per line.

0/500

Add these SKUs

Select SKUs for your offer

Select a category, then select individual SKUs.

Antiques >	Kids' Clothing, Shoes & Accs >	Athletic Apparel
Art >	Costumes, Reenactment, Thea	Coats & Jackets
Baby >	Cultural & Ethnic Clothing >	Dresses
Books >	Dancewear >	Hosiery & Socks >
Business & Industrial >	Men's Accessories >	Intimates & Sleep >
Cameras & Photo >	Men's Clothing >	Jeans
Cell Phones & Accessories >	Men's Shoes >	Jumpsuits & Rompers
Clothing, Shoes & Accessories >	Uniforms & Work Clothing >	Leggings
Coins & Paper Money >	Unisex Clothing, Shoes & Accs	Maternity >
Collectibles >	Wedding & Formal Occasion >	Pants
Computers/Tablets & Networkin	Women's Accessories >	Shorts
Consumer Electronics >	Women's Clothing >	Skirts

Your selected category:

Clothing, Shoes & Accessories > Women's Clothing

View SKUs in this category

To select individual SKUs:

- Click **Select individual SKUs**
- Select category of choice
- Click **View SKUs in this category**
- Select desired SKUs
- Click **Add these SKUs**

Note: Sellers can only select up to 500 individual SKUs.

Create Offers: Promote a sale event

▼ Create offers

Increase order size

Cross-sell related items

Promote a sale event

Increase traffic (coupon)

Merchandising settings

Step 3: Describe the items that are eligible

Start immediately or set a future date

- Enter a description of the items that will be included in your offer as a subtitle
- Preview how the offer title will be displayed in the 'Offer Preview Area'

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

Preview -offer preview area-

marked down item price reflects all savings. items provided by
adoramacamera.

Create Offers: Promote a sale event

▼ Create offers

Increase order size

Cross-sell related items

Promote a sale event

Increase traffic (coupon)

Merchandising settings

Step 4: Schedule the offer

Start immediately or set a future date

Enter the following values:

➤ Offer title

Offer titles are not visible to buyers. They simply help you track the offers you've created.

➤ Start date

Date/time you want the offer to become active and visible to buyers on eBay. Offers will start automatically at the date/time you choose unless you choose to start immediately.

➤ End date

Date/time you want the offer to be de-activated.

3. Schedule your offer

Enter offer title:

(Example: Summer sale)

Start date:



PDT

Or



Start immediately

End date:



PDT

Aug

▼

2013

▼

🕒

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Time 16:02

Hour

Minute

Apply

Create Offers: Promote a sale event

▼ Create offers

Increase order size

Cross-sell related items

Promote a sale event

Increase traffic (coupon)

Merchandising settings

Step 5 & 6: Add a picture / Select Priority

Choose a photo to represent the offer on the All Offers Page

Add a picture by choosing one of the following:

➤ Upload a new picture

Upload an image of your choosing that characterizes your offer

➤ Select a picture using an Item ID / Listing ID

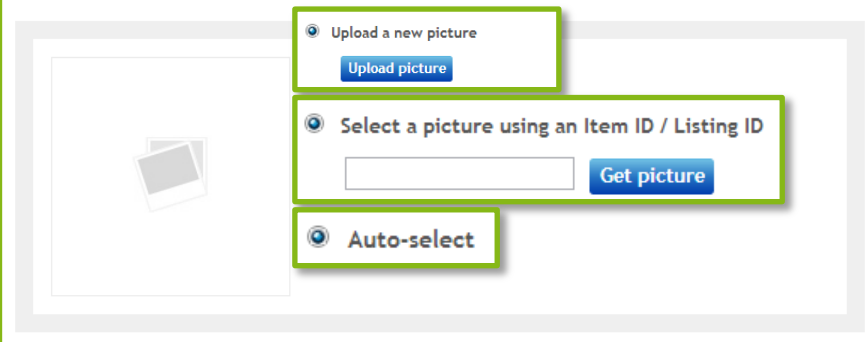
Use a specific item by entering the Item or Listing ID

➤ Auto-select

Let Promotion Manager automatically select an image from among the inventory included in the offer

5. Add a picture to improve promotion of your offer

Please upload an image that best characterizes the inventory available for this offer. The image should be of high quality and have a transparent or white background. You can also use the primary item picture from any of your live items by entering the item ID below. If you cannot enter an item ID or upload a high quality image, we will automatically select an image from your selected inventory, if you choose the Auto-select option.



6. Offer Priority

If you have multiple offers, Offers are displayed on the page based on Priority. Select a Priority for this offer.

Priority:

- Select which Promotions get Priority. Offers with a priority of 1 will be shown first.

Create Offers: Promote a sale event

▼ Create offers

Increase order size

Cross-sell related items

Promote a sale event

Increase traffic (coupon)

Merchandising settings

Step 7: Submit or Save as a Draft

Activate your offer or save it as a draft

➤ Click Submit or Save as draft

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

Submit

Save as draft

Cancel

Note: Offers in **Draft** status will not be live on eBay or visible to buyers on the scheduled start date. You must first edit the offer with the final revisions you want and submit offer to change the status to **Scheduled** (explained in the [Manage Offers](#) section).

“Free Shipping” Offers

Tips for creating successful “free shipping” offers:

- ✓ Set your minimum spend/order size threshold slightly above your average order value or average order size.



Transformers Platinum Edition Grimlock Vs. Decepticon Bruticus Figure Pack

 **FREE SHIPPING ON ORDERS OVER \$79**

Shipping discount will be applied when you add qualifying items to your cart

- ✓ If you have set up a promotional shipping rule that provides conditional free shipping and your listings allow for combined shipping rules, eBay promotions will automatically promote all of those items on a new conditional free shipping offer page.
- ✓ When this setting is enabled, qualifying items will automatically appear on this page and they will also have links enabled on key shopping pages to drive traffic to this offer page.

Create Offers: Free Shipping

Steps 1 & 2: Setting up Promotional Shipping Rules

My eBay

Activity Messages (734) **Account** Applications NEW

Step 1. From your my eBay page, hover over the account tab

Select Site Preferences

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

2. Select Edit under Offer promotional shipping discounts

Shipping preferences	Hide
Offer the Global Shipping Program	Edit
Offer combined payments and shipping	
Offer flat shipping	
Offer calculated shipping	
Offer promotional shipping discounts	Edit
Offer carrier-specific discounts to buyers	

Create Offers: Free Shipping

Steps 3-5: Setting up Promotional Shipping Rules

My eBay: Combined Payments and Shipping Discounts

Create rules for the shipping costs of multiple items. Combined shipping discounts allow buyers to send one combined payment for multiple items.

Combined payments ?
Buyers can send one combined payment for multiple items.
[Edit](#)

Combined shipping discounts ?
[Create](#)

Flat shipping rule ?
-Not specified-
[Create](#)

Calculated shipping rule ?
-Not specified-
[Create](#)

Promotional shipping rule (applies to all listings with shipping discounts)
Charge a shipping cost of US \$0.00 for purchase of 2 or more items.
[Edit](#)

Promotional shipping rule -Screen 1 of 2

Select a promotional shipping rule (applies to all listings with shipping discounts)

☐ Not offered

☐ Spend \$ on 2 or more items and shipping is

☒ Buy or more items and shipping is

☐ Spend no more than \$ for shipping on a single order.

☐ Spend \$ on 1 or more items and shipping is FREE.

Tip

- The promotional shipping rule you select applies to calculated shipping costs.
- Buyers who see free shipping for multiple purchases will qualify for your promotional shipping rule.
- When buyers qualify for your promotional shipping rule, they will see free shipping.

Promotional shipping rule -Screen 2 of 2

Congratulations. You have successfully created a promotional shipping rule:

Charge a shipping cost of \$ for purchase of 2 or more items.

Click **Save** to save your settings and return to the Preferences page.

Save

3. Select Edit under Offer Promotional shipping discounts

4. Select Promotional shipping rule, press next

5. Save Promotional shipping rule

Note:

- Promotional Shipping Rules **must** be added to each listing. When creating the rule it does not automatically add the rule to existing listings (this can be completed in bulk through the bulk editing tool)

Create Offers: Free Shipping

Steps 6-7: Bulk editing listings to add promotional shipping rules

Step 6:
Click on my
eBay,
Click on
active listings,
Edit 1-500

Active listings (1 to 200 of 5,917)
When a listing ends, it will move into the Sold or Unsold section of My eBay.

Item title:

Shop category: All Status: All (5917)

Search Advanced search Clear search

Edit Automation rules Action

Edit selected

- Edit listings 1 - 500
- Edit listings 501 - 1000
- Edit listings 1001 - 1500
- Edit listings 1501 - 2000
- Edit listings 2001 - 2500
- Edit listings 2501 - 3000
- Edit listings 3001 - 3500
- Edit listings 3501 - 4000
- Edit listings 4001 - 4500
- Edit listings 4501 - 5000
- Edit listings 5001 - 5500
- Edit listings 5501 - 5917

Item title	Forr	Current pri	Item ID
Bandsaw Blade For 10" 820 x 10 x 0.36mm - 6TPI		£11.64	36054
Bandsaw Blade For 10" 820 x 6 x 0.36mm- 6TPI		£11.87	20087
Pro230v Airmate 3/200 proTECH Belt Drive		£829.17	12104
Pro 230v Airmate 3/150 proTECH Belt Driven		£775.36	12104

Step 7:
click the checkbox in the
top left corner of the table
to make sure all listings
are selected

Edit		Action		Title
<input checked="" type="checkbox"/>				Advance 4238AT Electric LCD Alarm Clock w/USB Port
<input checked="" type="checkbox"/>				Advance Quartz Decorative 10" Wall Clock 8113
<input checked="" type="checkbox"/>				Air Filter Furnace Whistle
<input checked="" type="checkbox"/>				Audio2000s AWP-6202B Black Waist-band PA System with Battery Powered Amplifier
<input checked="" type="checkbox"/>				Auria EXC3200W1G1Exceed Sports Earphones with Microphone and XFit System

Create Offers: Free Shipping

Steps 8-10: Bulk editing listings to add promotional shipping rules

Step 8: click the “Edit” button and then select the domestic Shipping option

Step 8: click the “Edit” button and then select the domestic Shipping option

The screenshot shows the 'Edit' dropdown menu with the following options:

- Catalog product details
- Categories
- Condition
- Custom label
- Description
- Format and duration
- Handling time
- Item location
- Item specifics
- Listing upgrades
- Package weight & dimensions
- Payment information
- Price, quantity, Best Offer
- Return policy
- Sales tax
- Shipping (domestic)
- Shipping (international)
- Shipping discounts (domestic)
- Shipping discounts (international)
- Title and subtitle

Step 9: For the promotional Shipping discount, grouping, select the “Add to all option and then “Save and close”.

Step 9: For the promotional Shipping discount, grouping, select the “Add to all option and then “Save and close”.

The screenshot shows the '52 listings' page with the following details:

- Select action: Edit listings in bulk (dropdown)
- Flat shipping discounts: No change (dropdown)
- Promotional shipping discount: No change (dropdown)

Informational messages:

- No combined shipping discount rules have been created.
- No promotional shipping discount offered.

Step 10:
Submit all

Submit all

Cancel all

Increase traffic (coupons)

Tips for creating successful coupon offers

- ✓ Coupons are meant to go viral, and only visible to buyers who have the link
- ✓ Include links on Facebook, Twitter, Website, Packing slips etc.
- ✓ Consider your average order size and average order value on eBay when setting a threshold for your discount.
- ✓ If you re-price your inventory frequently, avoid offering dollars off – offer a percentage off or free products instead to help to protect your margins
- ✓ 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)

 **EXTRA \$15 OFF (EXCLUSIVE OFFER)***

On select Mongoose skates, bikes & scooters

* Discount will be applied automatically when you add qualifying items to your cart and meet any offer conditions. Discount will be applied to multiple order discount offers, only one offer discount representing the best value will be applied per each eligible item, as order discount can change and can end at anytime.

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*)
- BUY 3, GET 1 FREE (*lowest price item*)

Tweets



Check out the amazing offer we created for our Twitter Followers!

ebay.us/XiMICf

Expand

now
◀ Reply 🗑 Delete ★ Favorite *** More

Create Offers: Increase Traffic (Coupons)

▼ Create offers

Increase order size

Cross-sell related items

Promote a sale event

Increase traffic (coupon)

Merchandising settings

Step 1: Choose a purchase requirement

Minimum order or Minimum quantity discount

- Click Increase Traffic (coupon) from the left hand menu
- Select Minimum order or Minimum quantity
- Follow one of the following two sets of instructions

The screenshot shows the 'Minimum order' configuration interface. On the left, there are two options: 'Minimum order' (selected, with a dollar sign icon) and 'Minimum quantity' (with a shirt icon and 'x3'). The 'Minimum order' option has the example '(Example: Spend \$50 or more)'. The main area for 'Minimum order' includes a dropdown for 'Select minimum purchase amount', a 'Select a discount:' section with 'Purchase discount' (selected, example 'Save \$10') and 'Percentage discount' (example '20% off'), and a checkbox for 'The discount can be applied only once per transaction' (set to 'No'). A preview at the bottom shows '-offer preview area-'.

To complete minimum order:

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

The screenshot shows the 'Minimum quantity' configuration interface. On the left, there are two options: 'Minimum order' (with a dollar sign icon) and 'Minimum quantity' (selected, with a shirt icon and 'x3'). The 'Minimum quantity' option has the example '(Example: Buy at least 3 items)'. The main area for 'Minimum quantity' includes a dropdown for 'Select minimum purchase quantity', a 'Select a discount:' section with 'Purchase discount' (selected, example 'Save \$10'), 'Percentage discount' (example '20% off'), and 'Item discount' (example 'Get 1 item at 50% off'), and a checkbox for 'The discount can be applied only once per transaction' (set to 'No'). A preview at the bottom shows 'Save \$0 for every 0 items you buy'.

To complete minimum quantity:

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

Create Offers: Increase Traffic (coupons)

▼ Create offers

Increase order size

Cross-sell related items

Promote a sale event

Increase traffic (coupon)

Merchandising settings

Step 2: Choose items to offer

Restrict inventory by rules

- Click Create inclusion rule or Create an exclusion rule
- Select a category
- Follow the respective third step to create a rule

☒ Restrict inventory by rules

☒ Whole store (All inventory)

☐ eBay category

☐ My store category

Filtered by:

Price range: from \$ to \$

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

☒ Only selected SKUs / custom labels

You can select up to 100 individual SKUs.

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

To complete inclusion rule:

[Add inclusion rule](#)

- Select category
- Apply filters (optional)
- Click **Add inclusion rule**

To complete exclusion rule:

[Add exclusion rule](#)

- Select category or specify selected SKUs
 - Enter SKUs
 - Enter one SKU per line
 - Click **Add these SKUs**
 - Select individual SKUs
 - Select category
 - Click **View SKUs in this category**
- Apply filters (optional)
- Click **Add exclusion rule**

Create Offers: Increase Traffic (coupons)

▼ Create offers

Increase order size

Cross-sell related items

Promote a sale event

Increase traffic (coupon)

Merchandising settings

Step 2: Choose items to offer

Restrict inventory by SKUs

To manually enter SKUs:

- Click Enter SKUs
- Enter one SKU/custom label per line
- Click Add these SKUs

☒ 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](#) ?

Enter SKUs

Enter up to 500 product SKUs / custom labels to display your offer. Type one SKU per line.

0/500

[Add these SKUs](#)

Select SKUs for your offer

Select a category, then select individual SKUs.

Antiques >	Kids' Clothing, Shoes & Accs >	Athletic Apparel
Art >	Costumes, Reenactment, Thea	Coats & Jackets
Baby >	Cultural & Ethnic Clothing >	Dresses
Books >	Dancewear >	Hosiery & Socks >
Business & Industrial >	Men's Accessories >	Intimates & Sleep >
Cameras & Photo >	Men's Clothing >	Jeans
Cell Phones & Accessories >	Men's Shoes >	Jumpsuits & Rompers
Clothing, Shoes & Accessories >	Uniforms & Work Clothing >	Leggings
Coins & Paper Money >	Unisex Clothing, Shoes & Accs	Maternity >
Collectibles >	Wedding & Formal Occasion >	Pants
Computers/Tablets & Networkin	Women's Accessories >	Shorts
Consumer Electronics >	Women's Clothing >	Skirts

Your selected category:

Clothing, Shoes & Accessories > Women's Clothing

[View SKUs in this category](#)

To select individual SKUs:

- Click **Select individual SKUs**
- Select category of choice
- Click **View SKUs in this category**
- Select desired SKUs
- Click **Add these SKUs**

Note: Sellers can only select up to 500 individual SKUs.

Create Offers: Increase Traffic (coupons)

▼ Create offers

Increase order size

Cross-sell related items

Promote a sale event

Increase traffic (coupon)

Merchandising settings

Step 3: Describe the items that are eligible

Start immediately or set a future date

- Enter a description of the items that will be included in your offer as a subtitle
- Preview how the offer title will be displayed in the 'Offer Preview Area'

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

Preview -offer preview area-

marked down item price reflects all savings. items provided by
adoramacamera.

Create Offers: Increase Traffic (coupons)

▼ Create offers

Increase order size

Cross-sell related items

Promote a sale event

Increase traffic (coupon)

Merchandising settings

Step 4: Schedule the offer

Start immediately or set a future date

Enter the following values:

➤ Offer title

Offer titles are not visible to buyers. They simply help you track the offers you've created. Not you can only enter a maximum of 30 characters.

➤ Start date

Date/time you want the offer to become active and visible to buyers on eBay. Offers will start automatically at the date/time you choose unless you choose to start immediately.

➤ End date

Date/time you want the offer to be de-activated.

3. Schedule your offer

Enter offer title:

(Example: Summer sale)

Start date:



PDT

Or



Start immediately

End date:



PDT

Aug 2013

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Time 16:02

Hour

Minute

Apply

Create Offers: Increase Traffic (coupons)

▼ Create offers

Increase order size

Cross-sell related items

Promote a sale event

Increase traffic (coupon)

Merchandising settings

Step 5 & 6: Add a picture / Select Priority

Choose a photo to represent the offer on the All Offers Page

Add a picture by choosing one of the following:

➤ Upload a new picture

Upload an image of your choosing that characterizes your offer

➤ Select a picture using an Item ID / Listing ID

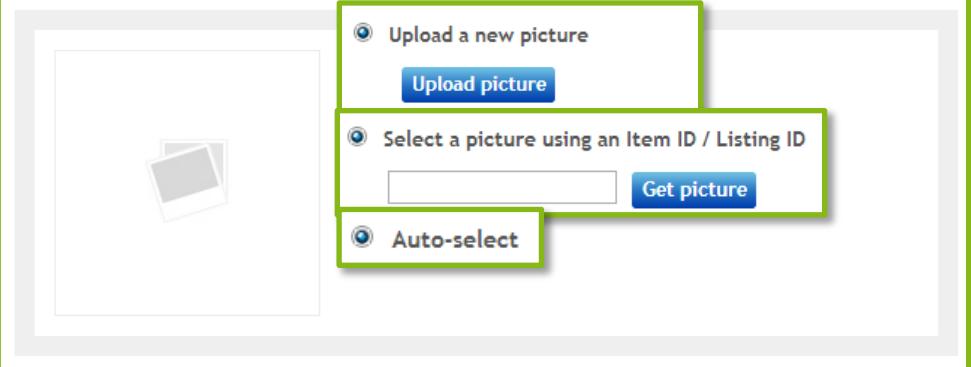
Use a specific item by entering the Item or Listing ID

➤ Auto-select

Let Promotions Manager automatically select an image from among the inventory included in the offer

5. Add a picture to improve promotion of your offer

Please upload an image that best characterizes the inventory available for this offer. The image should be of high quality and have a transparent or white background. You can also use the primary item picture from any of your live items by entering the item ID below. If you cannot enter an item ID or upload a high quality image, we will automatically select an image from your selected inventory, if you choose the Auto-select option.



6. Offer Priority

If you have multiple offers, Offers are displayed on the page based on Priority. Select a Priority for this offer.

Priority:

- **Select which Promotions get Priority.** Offers with a priority of 1 will be shown first.

Create Offers: Increase Traffic (coupons)

▼ Create offers

Increase order size

Cross-sell related items

Promote a sale event

Increase traffic (coupon)

Merchandising settings

Step 7: Submit or Save as a Draft

Activate your offer or save it as a draft

➤ Click Submit or Save as draft

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

Submit

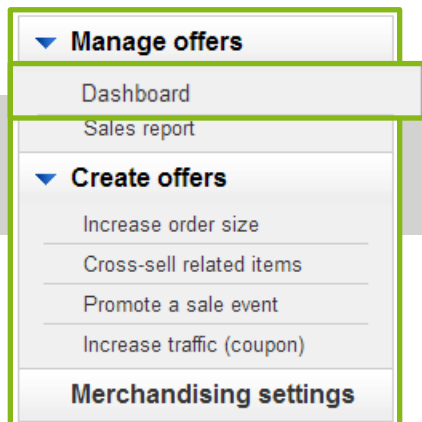
Save as draft

Cancel

Note: Offers in **Draft** status will not be live on eBay or visible to buyers on the scheduled start date. You must first edit the offer with the final revisions you want and submit offer to change the status to **Scheduled** (explained in the [Manage Offers](#) section).

Manage Offers

Manage Offers: Dashboard



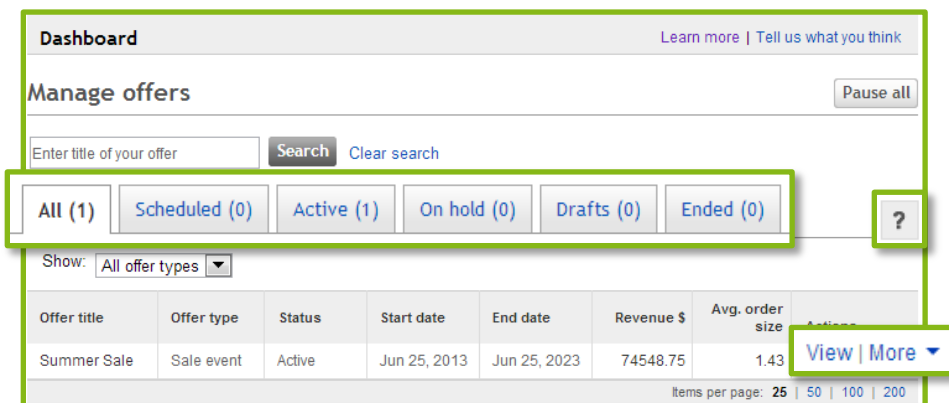
Manage your offers

From the dashboard you can see a summary view of all your offers.

Edit Offers:

- Click on **Edit** from the **More** drop-down menu on the dashboard to edit your offer.
- You will be redirected to the “edit your offer” page.

- ✓ You may edit any field on offers in **Draft** or **Scheduled** status.
- ✓ Once an offer is **Active** or **On Hold**, the only edits allowed are:
 - Modifying the **Offer title**
 - Modifying the **End date**
 - Adding or removing **Selected SKUs** if the offer was a SKU based offer to begin with



Click on the help button to see a definition of certain columns in the table

- Click on **View** under the “Actions” column to see an offer’s detail. You have the option to take action on the offer from here or return to the dashboard.
- Use the **More** drop-down menu under the “Actions” column to edit, copy, delete, put on hold, or resume an offer. Note the options will vary depending on the status of the offer.

Manage Offers: Sales report

▼ Manage offers

Dashboard

Sales report

▼ Create offers

Increase order size

Cross-sell related items

Promote a sale event

Increase traffic (coupon)

Merchandising settings

Track your offers

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

Sales reports

[Learn more](#) | [Tell us what you think](#)

Enter title of your offer

Search

[Clear Search](#)

Show: All offer types ▼

Filter by: Active 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
Summer Sale	Sale event	Active	06/25/2013	06/25/2023	74548.75	0	997	1427	0	1427

Items per page: [25](#) | [50](#) | [100](#) | [200](#)

Appendix

Appendix: Before Getting Started

- ✓ You should use SKU numbers when you only want to include select items. The SKU number 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



Current limitations

- 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 or eBay.co.uk.
- All listings included in an offer must offer PayPal as one of the payment options.
- Listings which use the “see price at checkout” feature are currently not supported by eBay Promotions Manager.
- The primary item in a related items offer can carry a shipping cost. However, all related items must offer free shipping as one of the domestic shipping options. The related items 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 ship the order in one box and reduce your shipping costs. For example, a buyer purchases a camera that offers standard shipping for \$5 and additional related items that offer standard shipping for free, when the buyer completes the purchase all items will be consolidated into a single order with a total shipping cost of \$5 for standard shipping.

Appendix: Best Practices

- Utilize all of the promotion types that make sense, given your eBay buyer 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.

Related Item 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:
 - ✓ Item should be relevant to the buyer – Only promote items that would typically be marketed together ex. Shoes and socks
 - ✓ Not ideal for stale inventory.
 - ✓ Be discounted to motivate buyers

Sale Events , Volume Offers, & Conditional Shipping Offers:

- Merchandise inventory according to buyer behavior (what 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 to offer inventory
- Volume Offers & Conditional Shipping Offers
 - ✓ Set spend threshold between 100% and 125% 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

Appendix: Important things to note

Discounts

- Only one order discount is applied per item – the best possible discount for the buyer will be applied in Cart or Checkout.
- If you use Markdown Manager, the discounts you configure for **related items offers** and **order size 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, shipping costs, sales tax, 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 related items offer. They must purchase the primary item together with one or more related items in order to get the discounted price.
- The discount given as a part of your offer will be applied to the entire order and distributed on a cost-weighted basis to each qualifying item purchased in the order. Example:

Example : Get 50% off a camera bag with the purchase of a camera

Normal undiscounted prices in the order:

Camera: \$900

Bag: \$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 minus 5% = \$855

Bag: \$100 minus 5% = \$95

Appendix: Important things to note

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 cannot be promoted. If you have a listing on eBay.com/.co.uk 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.
 - US: <http://cgi1.ebay.com/ws/eBayISAPI.dll?ConfiguratorAccept>
 - UK: <http://cgi1.ebay.co.uk/ws/eBayISAPI.dll?ConfiguratorAccept>

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.

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 item(s) in an order.
- Items with a conditional shipping offer will automatically be configured with Sales Promotions Manager treatment.

Appendix: Important things to note

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 discounted price of the returned item as displayed in My eBay. For example, a buyer purchases a TV for \$900 and adds a \$100 Blu-ray player to his order to get a \$50 discount as a part of your related items offer; \$45 discount was applied to the TV and \$5 discount was applied to the Blu-ray player. If the buyer returns the TV, but keeps the Blu-ray player, you should refund him $\$900 - \$45 = \$855$.

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 or down 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. Examples:

Example 1: Buyer purchases 25 shirts (\$9.99 each) which qualifies for a 10% discount

$\$249.75 = 25 \text{ shirts} \times \9.99

$\$24.97 = 10\% \text{ off } \249.75

Discount per shirt:

$\$0.9988 = \$24.97 / 25$

Total discounted amount (rounded down):

$\$224.78 = \$249.75 (\$9.99 \times 25 \text{ shirts}) - \$24.97 (\$0.9988 \times 25)$

Total discounted amount (rounded up):

$\$224.75 = \$249.75 (\$9.99 \times 25 \text{ shirts}) - \$25.00 (\$1.00 \times 25)$

Example 2: Buyer purchases 100 pens (\$0.99 each) which qualifies for a 25% discount

$\$99.00 = 100 \text{ pens} \times \0.99

$\$24.75 = 25\% \text{ off } \99.00

Discount per pen:

$\$0.2475 = \$24.75 / 100$

Total discounted amount (rounded down):

$\$74.25 = \$99.00 (\$0.99 \times 100 \text{ pens}) - \$24.75 (\$0.2475 \times 100)$

Total discounted amount (rounded up):

$\$74.00 = \$99.00 (\$0.99 \times 100 \text{ pens}) - \$25.00 (\$0.25 \times 100)$

Appendix: Promotions Logic

For items which qualify for multiple offers, they are promoted to a buyer on the Search Results, View Item, and Cart pages in the following order:

Offer display priority logic on View item page:

- Targeted Offers
 - Time ending soonest
- Order size/discount offers
 - Time ending soonest
- Related item offers (primary SKUs) only
- Sale Events
 - Time ending soonest
- Shipping offers

Offer display priority logic on Search results

- Order size/discount offers
 - Time ending soonest
- Sale Events
 - Time ending soonest
- Shipping offers
- Offer display priority logic on Cart (un met offers only):
- Targeted Offers
 - Time ending soonest
- Order size/discount offers
 - Time ending soonest
- Shipping offers
- Sale Events
 - Time ending soonest

Cart (checkout)

- Determine which set of items drives the biggest discount in the cart. (order discount offers and related offers are not stackable, so only one discount can be applied on an item)
- Apply the offer on the items that drive the largest discount, then rerun the logic for the remaining items that have not been applied against any discounts
- Shipping offers are stackable so will apply in parallel
- If an order discount offer is applied, and the item also qualifies for a sale event will not display for the item, but the price will still be correct

Appendix: Computation Algorithms & Application Discounts

- Discounts will be applied to each item purchased as part of a cross-promotional offer 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:
 - The discount for a Related Items Offer of \$50 off the purchase of a camera lens (a related item regularly priced at \$100) when purchased with a camera (a primary item priced individually at \$900) would be applied and invoiced as follows:
 - Camera's cost-weighted discount: $\$50 \times (\$900 / (\$900 + \$100)) = \$45$. The camera's discount price would be $\$900 - \45 , or \$855.
 - Camera lens's cost-weighted discount: $\$50 \times (\$100 / (\$900 + \$100)) = \$5$. The camera accessory's discounted price would be $\$100 - \5 , or \$95.
- The discount for an Order Size Offer of "Save \$25 when you spend \$100 or more" on the purchase of a jacket (otherwise priced individually at \$50), a shirt (otherwise priced individually at \$30), and a tie (otherwise priced individually at \$20) would be applied and invoiced as follows:
 - Jacket's cost-weighted discount: $\$25 \times (\$50 / (\$50 + \$30 + \$20)) = \12.50 . The jacket's discounted price would be $\$50 - \12.50 , or \$37.50.
 - Shirt's cost-weighted discount: $\$25 \times (\$30 / (\$50 + \$30 + \$20)) = \7.50 . The shirt's discounted price would be $\$30 - \7.50 , or \$22.50.
 - Tie's cost weighted discount: $\$25 \times (\$20 / (\$50 + \$30 + \$20)) = \5 . The tie's discounted price would be $\$20 - \5 , or \$15.
 - The algorithm for Dollar amount Order Size is: $\$25(\text{Discount amount}) \text{ times } (x) (\$50(\text{original price}) \text{ divided by } (/)) (\text{All items in offer added together}) \$50 + \$30 + \20
- The discount for an Order Size Offer of "Get 1 free when you buy 4 or more" on the purchase of four video games (otherwise priced individually at \$20 each) would be applied and invoiced as follows:
 - Cost-weighted discount for each video game: $\$20 \times (\$20 / (\$20 + \$20 + \$20 + \$20)) = \$5$. Each game's discounted price would be $\$20 - \5 , or \$15
 - The algorithm for Buy X, Get X free, when all items are the same amount: $\$20(\text{Discount amount}) \text{ times } (x) (\$20(\text{Lowest amount item}) \text{ divided by } (/)) (\text{All items in offer}) \$20 + \$20 + \$20 + \$20$
 - In this example, the total discount to the buyer would be \$20, which equates to the individual undiscounted price of one of the games. However, where the items in this type of Order Size Offer vary in price, the total discount to the buyer would be the undiscounted individual price of the least expensive item in the offer, which would be distributed on a cost-weighted basis to each of the items purchased by the buyer as part of the offer.

Appendix: Common Errors

Here are some common errors encountered when uploading Excel files (and possible solutions):

Eligible Inventory

- **Strike-Through Pricing (STP)** or **Markdown Manager** pricing treatment is required for all sale events
- **Minimum Advertised Price (MAP)** pricing excludes items from promotional offers.

Minimums/Maximums

- **Sale Events/Order Size Offers:** The maximum number of SKUs in an order size offer or sale event is 500. Remove the extra SKUs to resolve the error.
- **Related Item Offers:** 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 14.
 - **Primary SKUs:** You can list up to 10,000 primary SKU offers
- **Offers:** You are permitted to have 10,000 of each type of offer (order size and related items) on an account. If you encounter errors from exceeding this limit, please try to delete any ended offers.

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.

Appendix: Commonly Asked Questions

➤ Can I run more than one promotion at a time?

Yes. If the same item is in more than 1 promotion of the same type, you can prioritize which promotion the customer sees. If the item is a part of a volume or related item offer, these offers will win over shipping or sale event offers. The buyer will always get the best offer possible in cart and sees only one offer per item.

➤ 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.

➤ How do I exclude SKUs from a promotion?

There are a few ways to exclude SKU's. You can do it on an item by item basis or by eBay or seller store category. This can be found in each promotion in section 2 titled "Choose qualifying items for your offer." You would select "Create exclusion rule."

➤ How do I create a free gift with purchase?"

It can be done through related item offers (\$0 for the related item) but this has buyer experience limitations. The promotions team is working on rebuilding this capability in 2014

➤ Do cross-related items need to have standalone free shipping?

Yes. The promotions team is working on making this functionality better in 2014.

➤ 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, SME grabs all of the eligible items and displays based on popularity, i.e. (sales / impressions).
- We recommend sellers to break out sales into logical inventory clusters that people would tend to shop as a whole.
- The promotions team is working on making this functionality better in 2014.