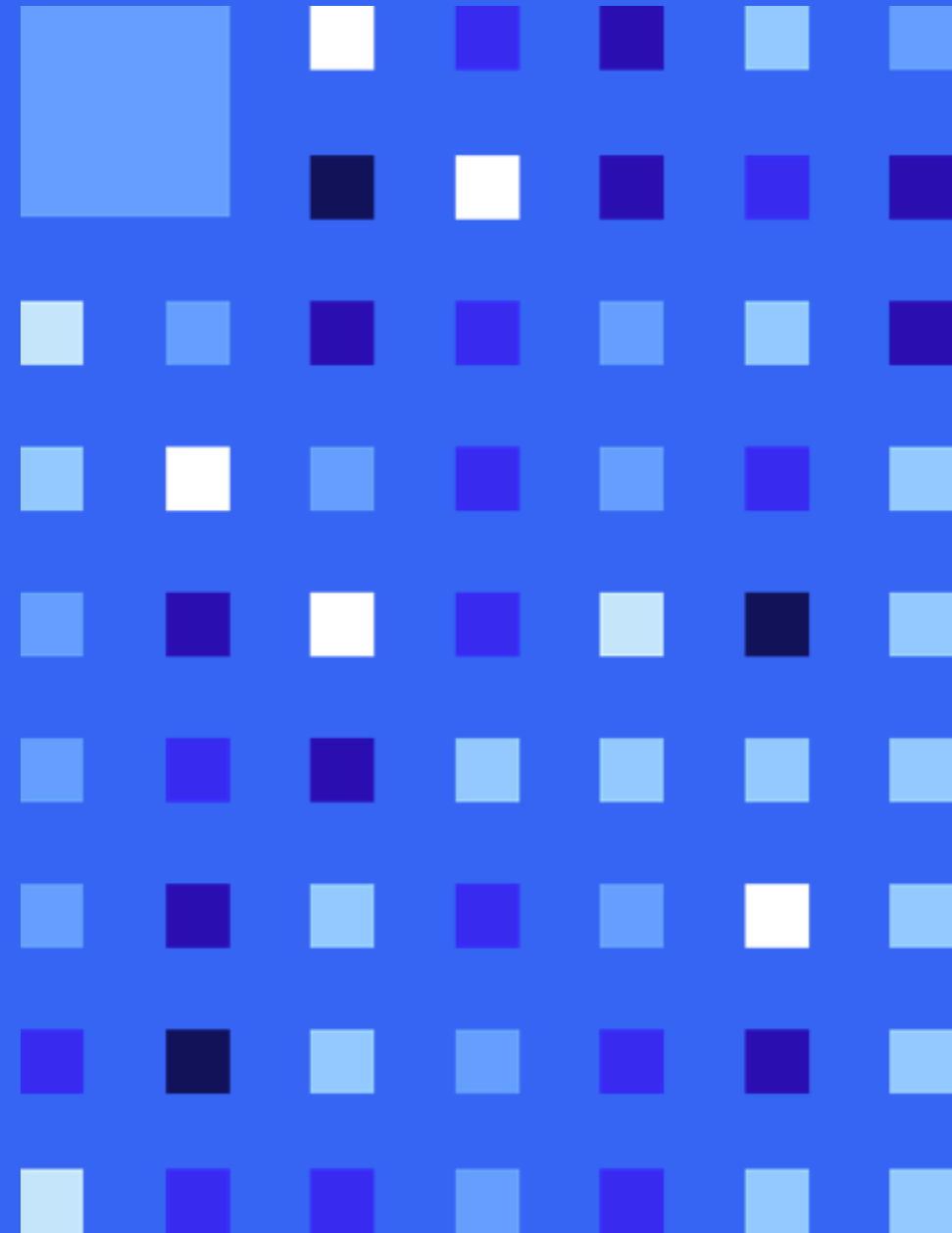# eBay Connect 2022

Advertising

Julie Cheng
Senior Director, Ads Engineering

eBay Connect 2022
Agenda

eBay Advertising Business

Promoted Listings Standard

Promoted Listings Advanced API

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About me

Engineering and Product

• Played both roles in Product Management and Engineering

In Advertising Industry for 16+ years

• Started in traditional Display and iterated with the industry
• Excited by the constant evolution of technology

Rejoined eBay in Oct 2021

• Head of Ads Engineering

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eBay Advertising Business

Advertising Business

$800M
Revenue from Promoted Listings

3M+
Over 3 million sellers use Promoted Listings

45%
Through Promoted Listings Advanced Beta, sellers average increase in sales

+__%
Incremental double-digit increase in monthly spend from API versus UI sellers

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Promoted Listings Standard

API Updates 2022

- Define rules to automatically promote new listings with Promoted Listings Standard.
  - API/UI parity - supports up to 10 rules per campaign

40% of all listings using Promoted Listings Standard are promoted via Automated Campaigns

"We upload many new products every day and it is good that they are uploaded automatically to the campaigns as well." - **DE Seller**

"Now I know I can keep going adding new products and I will not have to worry about forgetting one. This is a great tool." - **US Seller**

- Auto update to the most recent Suggested Ad Rate
  - Auto update to latest ad rate when market dynamics shifts

- Seller Eligibility check
  - View documentation for the getAdvertisingEligibility endpoint

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Create a rule for your listings
Current and future listings will be automatically added or removed from this campaign according to the rule you create.

Categories	Price	Brand	Condition
All	From $ ___ to $ ___	All	All Reset

Qualifying listings	Categories	Price range	Brand	Condition
3	All	None	All	All

Choose your ad rate strategy
Automated suggested ad rates are applied to all listings by default. Suggested ad rates help you find the optimal balance between performance and cost.

- ⦿ Automate suggested ad rates
  We'll automatically keep your listings at their daily suggested ad rate.
  Optional selections:
  - ☑ Set ad rate cap
    [25.0] %   Set the maximum ad rate you'd be willing to pay. Your ad rate will never exceed this percentage.
  - ☐ Adjust suggested ad rate
    [0.0] %   Set the percentage you'd be willing to pay below (-) or above the suggested ad rate. Ad rate minimum of 2% remains in effect.
- ◯ Apply fixed ad rate
  Set a single ad rate to apply to all listings.
  [5.0] %

See a more comprehensive view of the qualifying listings and their ad rates.

[View details]

💡 Developer Tip: Seller eligibility status can now be checked via API for eBay advertising programs through documentation at https://developer.ebay.com
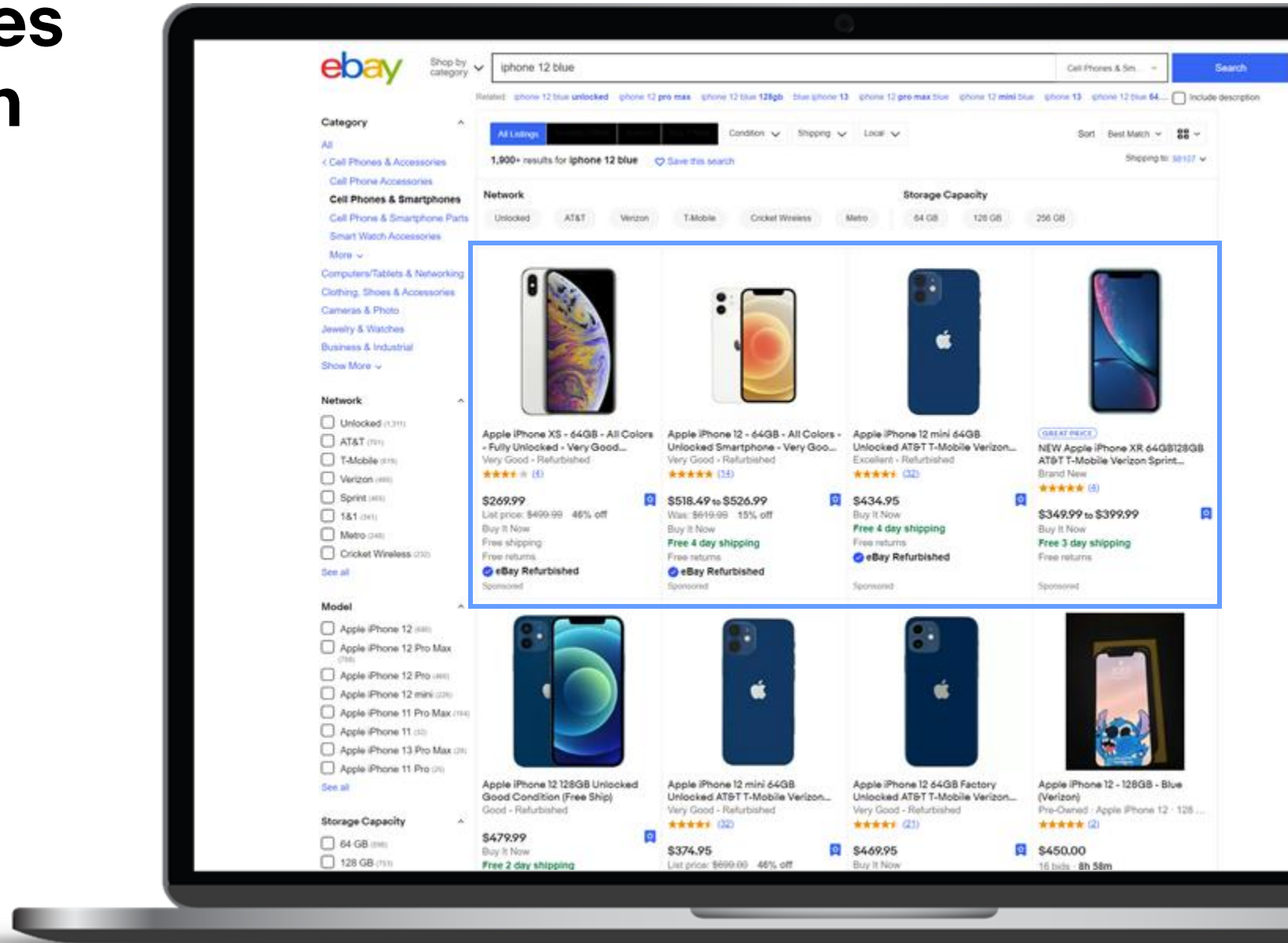
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Promoted Listings Advanced

Product Roadmap

Tips for Effective Campaigns

Expand opportunities to reach buyers with Promoted Listings Advanced

1. Advanced campaigns can now show in the **top 4 slots of search**

2. Extend the impact of your keywords with **broad** match keyword targeting

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Product Releases (Open Beta)

H2 2021

Open Beta in Q3

Phrase match & negative keywords support

Bulk reporting endpoints

Q1 2022

API – Guidance support

API - Reporting enhancements

Q2 2022

Launch on eBay.fr

Broad match on eBay.au

Phrase match for negative keywords

Q3 2022

Top 4 slots of search

API documentation on developer.eBay.com

Launch on eBay.ca

Bid Guidance by Match Type

Launch broad match

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Tips for creating effective campaigns

1. Choose the Right Items to Promote

2. Include High-quality Listings in Your Campaign

3. Reach Active Shoppers With Suggested Keywords

4. Stay Competitive With Suggested Bids

5. Organize Your Campaign With Ad Groups

6. **API Playbook Now on Deverloper.eBay.com**

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API Details

Suggest Keywords

(URI):

POST
https://api.ebay.com/sell/marketing/v1/ad_campaign/{campaign_id}/ad_g
roup/{ad_group_id}/suggest_keywords

Sample Request
```
{
    "listingIds": [
        "523764764138",
        "594746353789"
    ],
    "matchType": "EXACT",
    "additionalInfo": [
        "KEYWORD_INSIGHTS"
    ],
    "exclusions": [
        "ADOPTED_KEYWORDS"
    ]
}
```

Response:

```
{
    "suggestedKeywords": [
        {
            "matchType": "EXACT",
            "additionalInfo": [
                {
                    "infoType": "KEYWORD_INSIGHTS",
                    "metrics": [
                        {
                            "metricKey": "SEARCH_VOLUME",
                            "value": "25000"
                        },
                        {
                            "metricKey": "ACTIVE_SELLER_COUNT",
                            "value": "10"
                        }
                    ]
                }
            ],
            "keywordText": "apple"
        },
        {
            "matchType": "EXACT",
            "additionalInfo": [
                {
                    "infoType": "KEYWORD_INSIGHTS",
                    "metrics": [
                        {
                            "metricKey": "SEARCH_VOLUME",
                            "value": "45000"
                        },
                        {
                            "metricKey": "ACTIVE_SELLER_COUNT",
                            "value": "20"
                        }
                    ]
                }
            ],
            "keywordText": "iphone"
        }
    ]
}
```

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API Details

Suggest Bids

(URI):

POST
https://api.ebay.com/sell/marketing/v1/ad_campaign/{campaign_id}/ad_g
roup/{ad_group_id}/suggest_bids

Sample Request
```
{
    "keywords": [
        {
            "matchType": "EXACT",
            "keywordText": "apple"
        },
        {
            "matchType": "PHRASE",
            "keywordText": "apple"
        }
    ]
}
```

Response:

```
{
    "suggestedBids": [
        {
            "matchType": "EXACT",
            "proposedBid": {
                "rangeStart": "0.4",
                "currency": "USD",
                "value": "0.55",
                "rangeEnd": "0.65"
            },
            "keywordText": "apple"
        },
        {
            "matchType": "PHRASE",
            "proposedBid": {
                "rangeStart": "0.25",
                "currency": "USD",
                "value": "0.35",
                "rangeEnd": "0.5"
            },
            "keywordText": "apple"
        }
    ]
}
```

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