# What's New in Buying

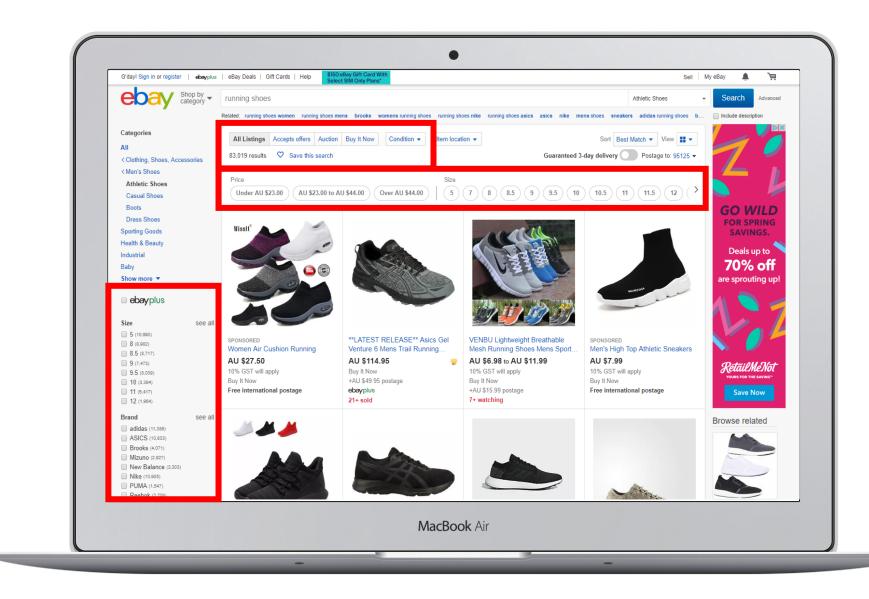
Nicole Inouye Director of Product Management, Buyer Engagement & Personalization

June 25, 2019

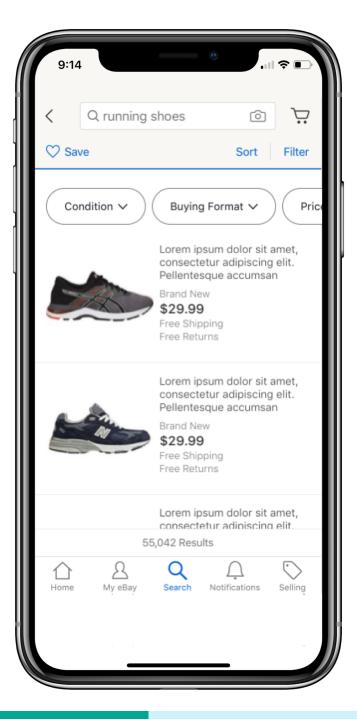
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## Search Experiences

#### **Refine by Item Specifics**



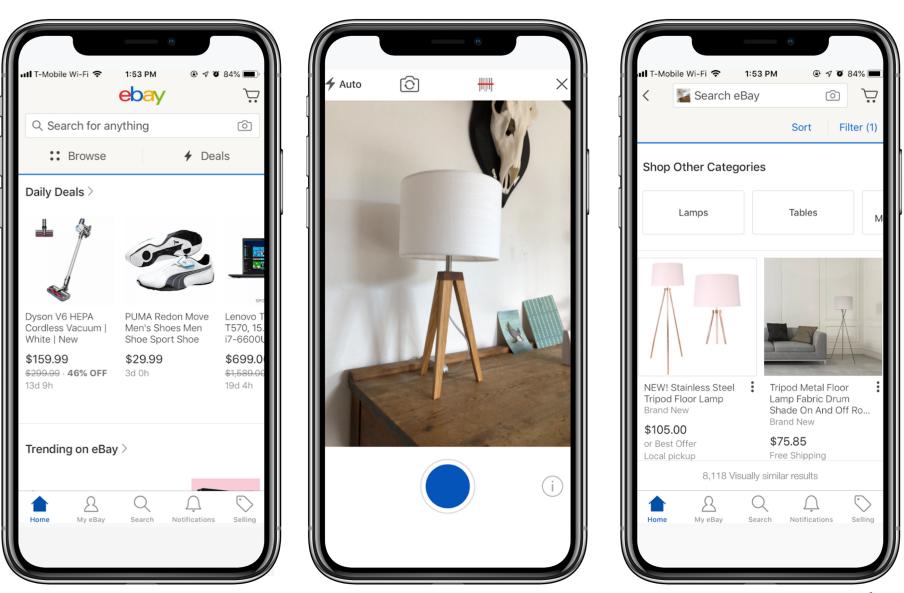
#### **Refining Search Results**



#### **Search Results for New Customers**

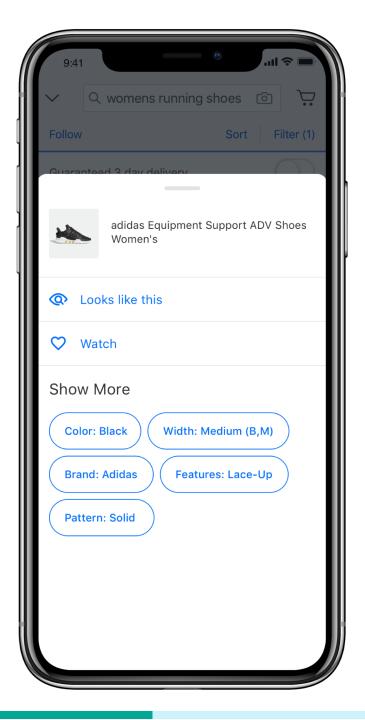
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Category Shop by category	wrist watch mens	Wristwatches - Search Advance
	Related: pocket watch mens wrist watches mens wrist watch leather smart watch men wrist watch womens w	rist watch curren mens wrist watch Include description
Categories	All Listings Accepts Offers Auction Buy It Now Condition   Delivery Options	Sort Best Match 🔻 View 🗮 🕇
All		Update your shipping location
< Jewelry & Watches	805,493 results 🗢 Save this search	Opdate your shipping location
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Wristwatches	Price Movement	
Wristwatch Bands	Under \$10.00 (\$10.00 to \$20.00 Over \$20.00 Mechanical (Automatic) Quar	rtz (Battery) Quartz (Solar Powered) Mechanical
Parts, Tools & Guides		
Other Watches	Fashion Curren Mens Date Stainless Steel Leather Analo	og Quartz Sport Wrist Watch
More 💌	Brand New	Sy Quarz Oport Mist Watch
Cell Phones & Accessories		
Collectibles	\$12.99 More colors	
Clothing, Shoes & Accessories	Buy It Now Free Shipping	
Sporting Goods	1,732+ Sold	
Show More 🔻		
Gender se	all	
Men's (726,771)		
<ul> <li>Women's (24,573)</li> <li>Unisex (59,328)</li> </ul>	Casio Men's F91W-1 Classic Black Digital Resin Strap W	/atch
UNISEX (59,320)	Brand New · Resin	
Display Se		
Analog (582,781)	\$9.99 Top Rated Plus	
<ul> <li>Digital (83,913)</li> <li>Analog &amp; Digital (42,993)</li> </ul>	List price: \$19.95	
	Buy It Now Free Shipping	
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Movement Se	MacBook Air	

#### Image Search

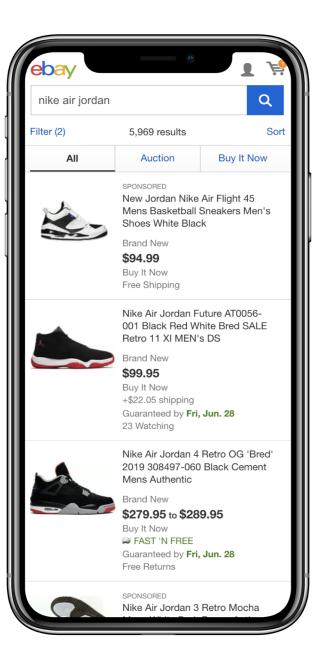


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#### **Search by Item Specifics**



#### **Promoted Listings on Search**



## Improved Buying Experiences

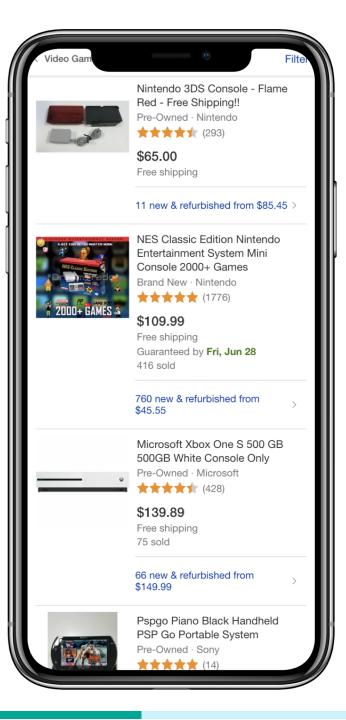
#### **Guest Checkout**

Checkout Order total \$29.99     Seller e-techgalaxy Message to seller   NEW Google Home Mini Chalk Voice Activated with Chromecast   Qty 1   Qty 1   Standard Shipping Free Change     1. Shipping address   Name and street address   2. Payment   PayPal   PayPal   Ken (I)   Standard Shipping Free Creebor   Order total   Standard Shipping Free Change	9:14		•	奈 ■
NEW Google Home Mini Chalk Voice   Activated with Chromecast   Qty 1 ~<	<b>eba</b> y	Checkout	Order	total \$29.99
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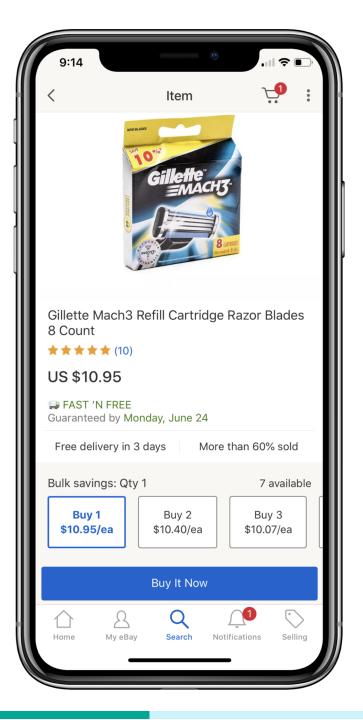
#### **Guest to Member Upgrades**

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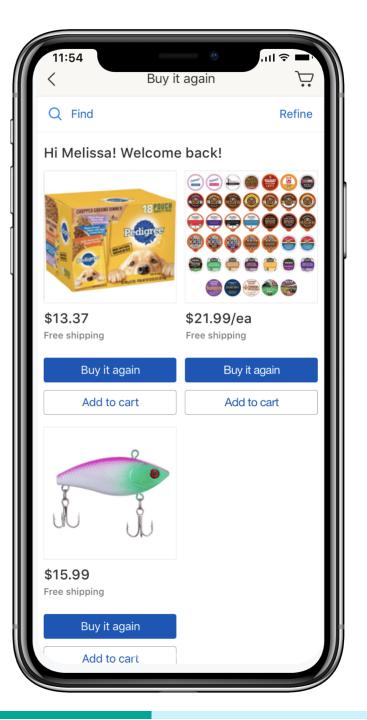
#### **Compressed Browse Pages**



#### **Volume Discounts**

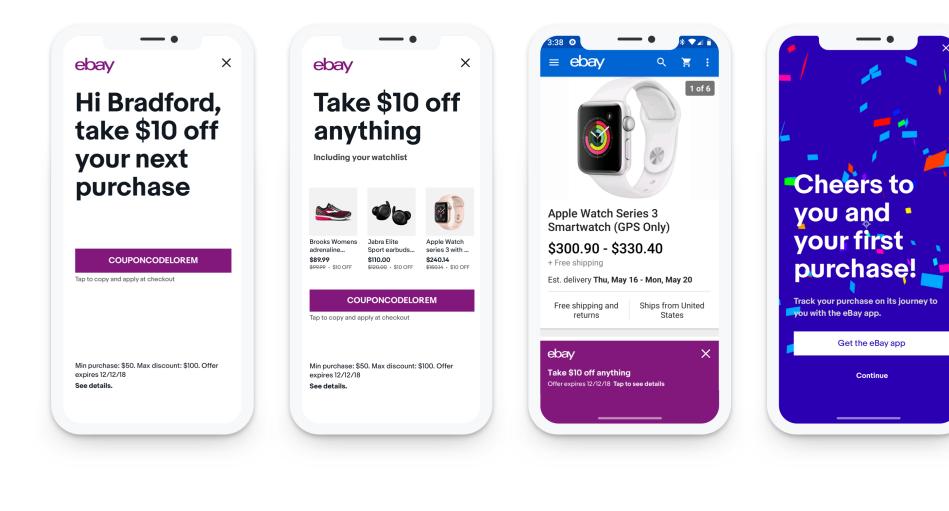


#### **Buy it Again**

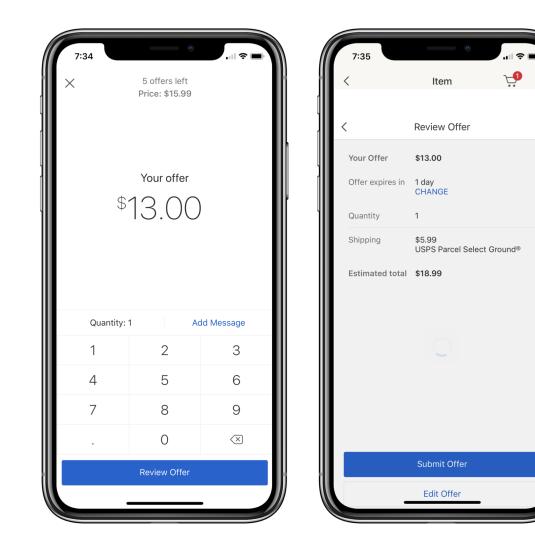


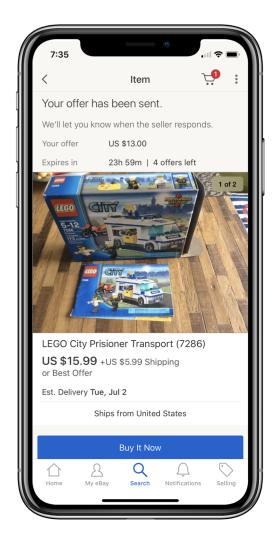
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#### Coupons

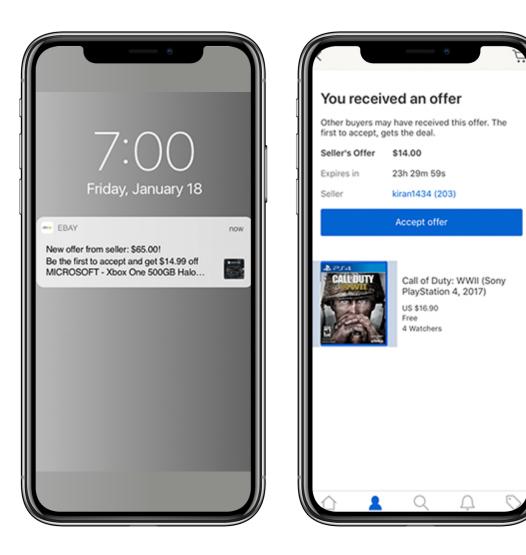


#### **Best Offer**



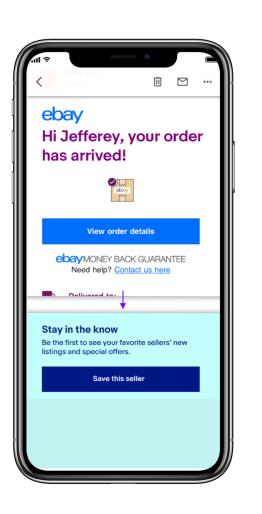


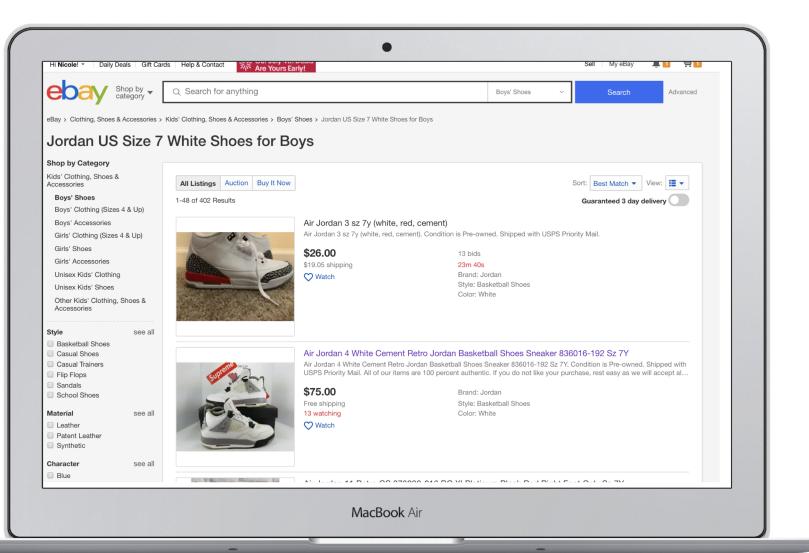
#### **Offer to Buyers**



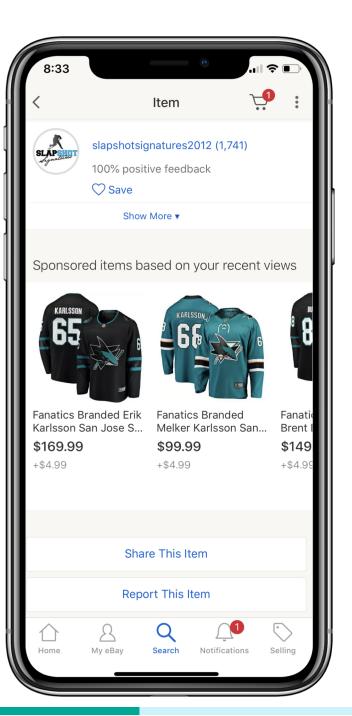
## **Personalized Experiences**

### **Improved Watching and Saving**

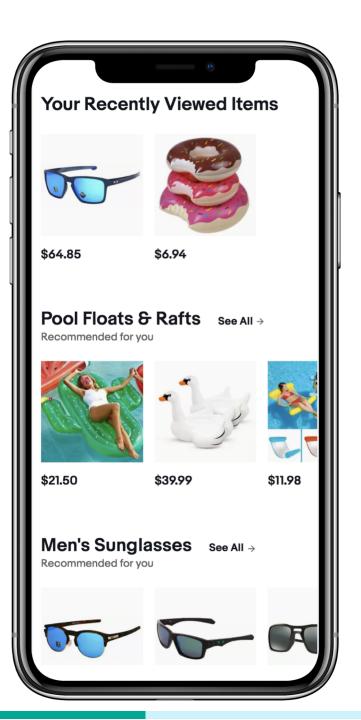




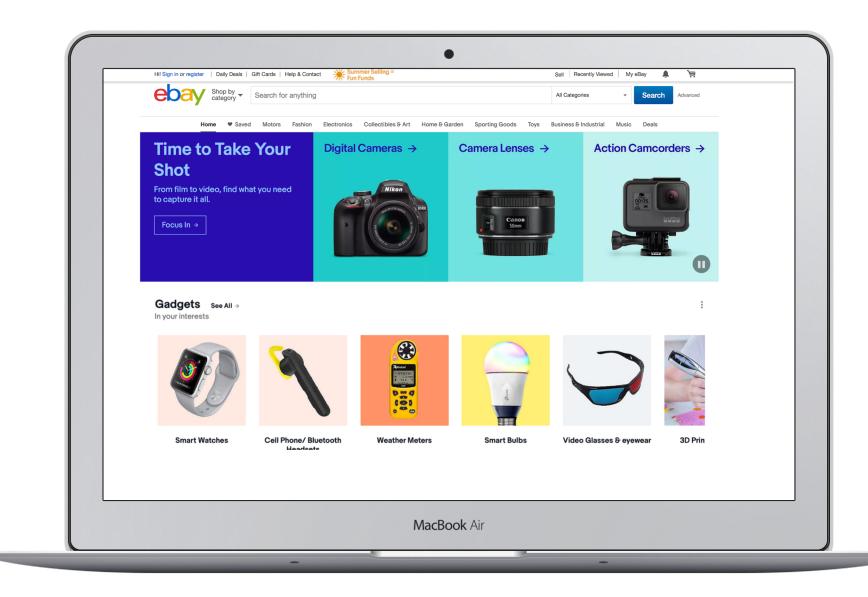
#### **Personalized Promoted Listings**



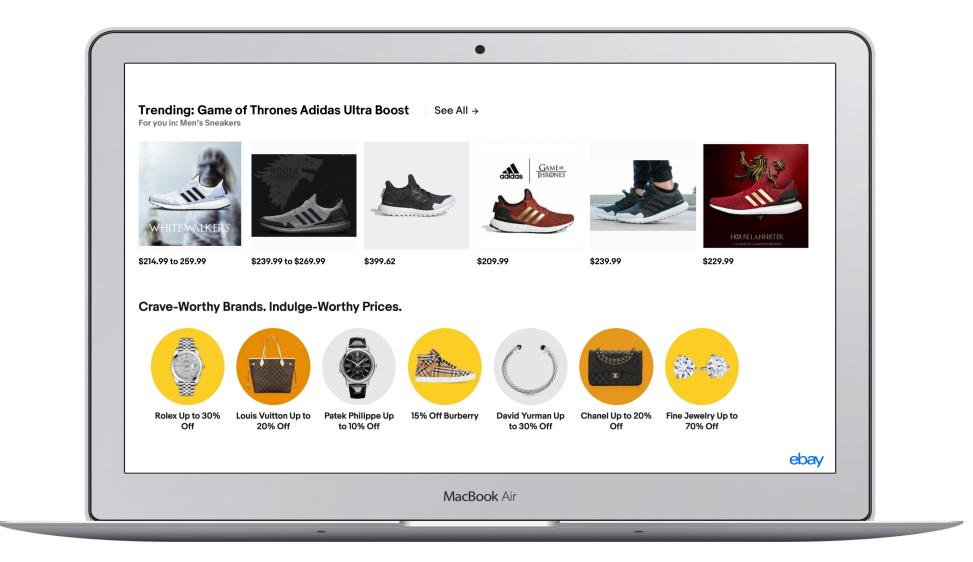
#### **Guest Personalization**



#### **Improved Home Page Personalization**



#### **Trending in Your Interests**



## Thank you!



## eBay Connect 2019

June 25-26, 2019

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