eBay Connect 2021
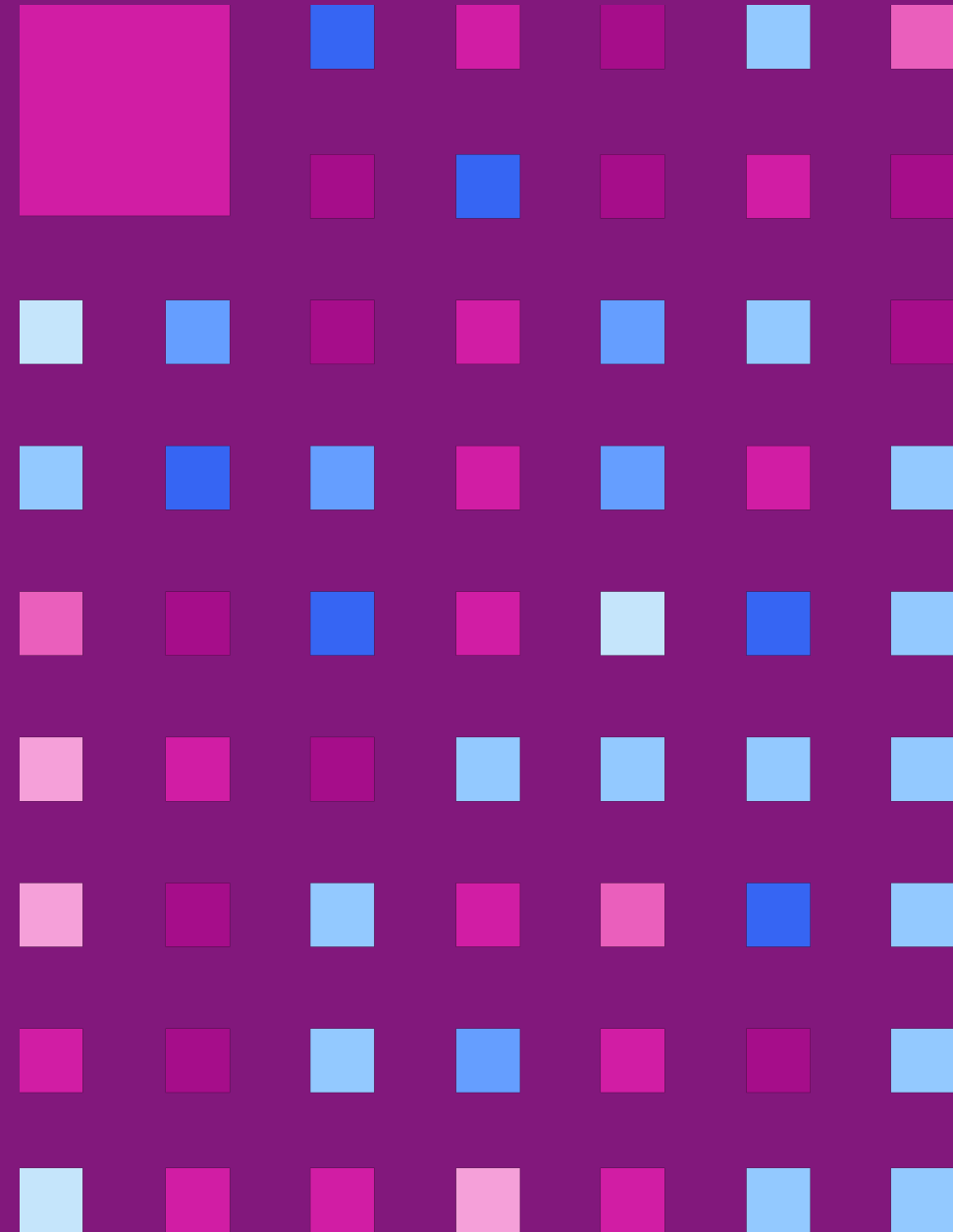
Empowering API sellers to grow faster

Scot Hamilton
Vice President, Seller Experience Engineering

eBay Connect 2021
Agenda
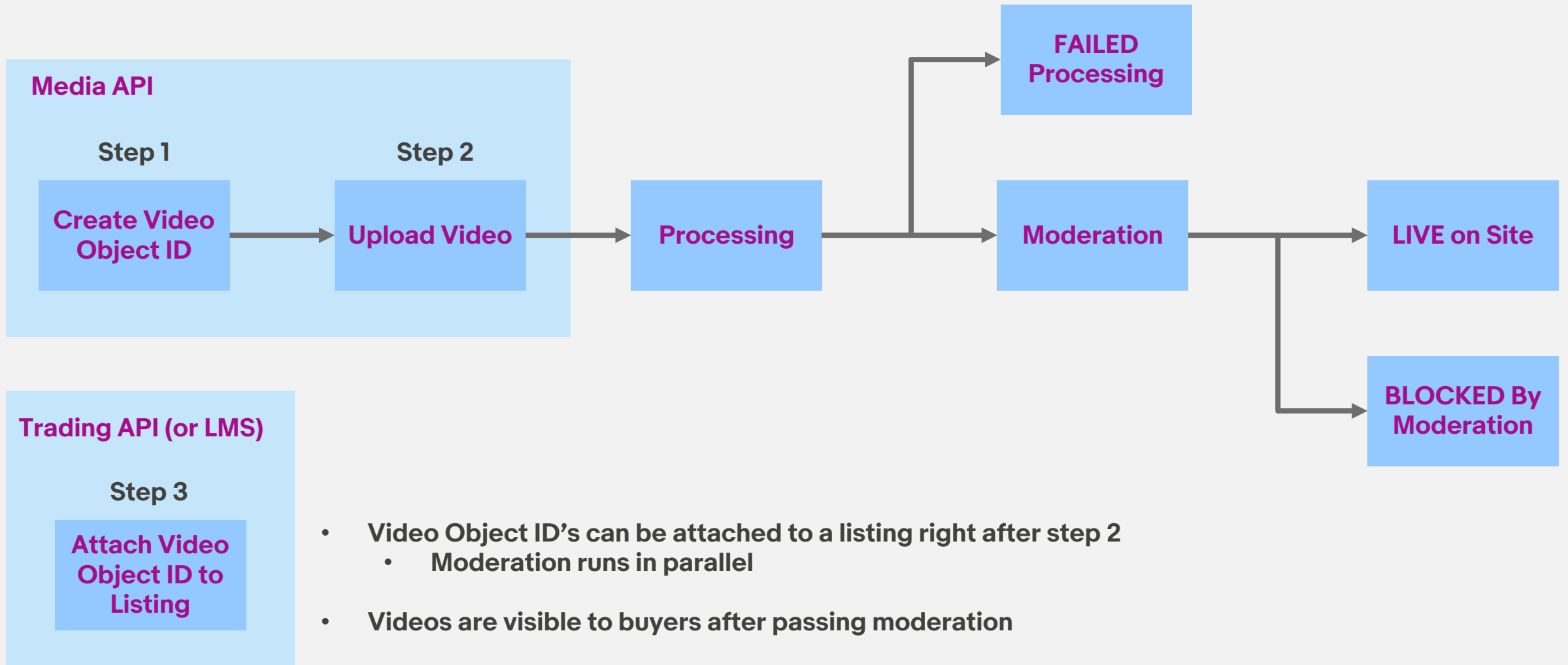
Bring your listing to life with Video

Drive sales, repeat buyers, with Coded Coupons

Discover and unlock potential with Terapeak

API enhancements based on your feedback

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Bring your listings to life with video

Life cycle of a video upload

Media API

Step 1

Create Video Object ID → **Step 2** **Upload Video** → **Processing** → **FAILED Processing**

Processing → **Moderation** → **LIVE on Site**

Moderation → **BLOCKED By Moderation**

Trading API (or LMS)

Step 3

Attach Video Object ID to Listing

- Video Object ID's can be attached to a listing right after step 2
  - Moderation runs in parallel

- Videos are visible to buyers after passing moderation

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Media API:
Upload videos to eBay

Step 1: Create Video

- Initialize Video to eBay using Media API createVideo
- Obtain the unique Video ID for the uploaded video

Step 2: Upload Video

- Upload Video to eBay using Media API Upload
- Capture upload response

Things to note:

- Supported Format(s): .mp4
  - (MPEG-4 Part 10, or MPEG-4 AVC)
- Max Size: 150 MB
  - Max Length: < 1 min
- eBay will moderate content, and
  - Reserves the right to take down
- Retention: 365 Days

(behavior while in beta, subject to change)

Step 1 – Create video:
Sample request:

```
POST https://apim.ebay.com/commerce/media/v1_beta/video
{ /* CreateVideoRequest */
    "classification" : [
        "Classification : [ITEM]"
    ],
    "size" : "integer",
    "title" : "string",
    "description" : "string"
} /* returns videoID */
```

Step 2 – Upload video:
Sample response:

```
POST https://apim.ebay.com/commerce/media/v1_beta/
video/{video_id}/upload
```

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New features: Video Attach video to listing

## Step 3: Attach video to listing

- Attach Video to listings using Trading API, Large Merchant Services - Live Now

- Trading API - Supported Operations

  - AddItem
  - AddItems
  - AddFixedPriceItem
  - ReviseItem
  - ReviseFixedPriceItem
  - RelistItem
  - RelistFixedPriceItem

- Available for all US listings

- Inventory API, MIP, and File Exchange coming in Q3
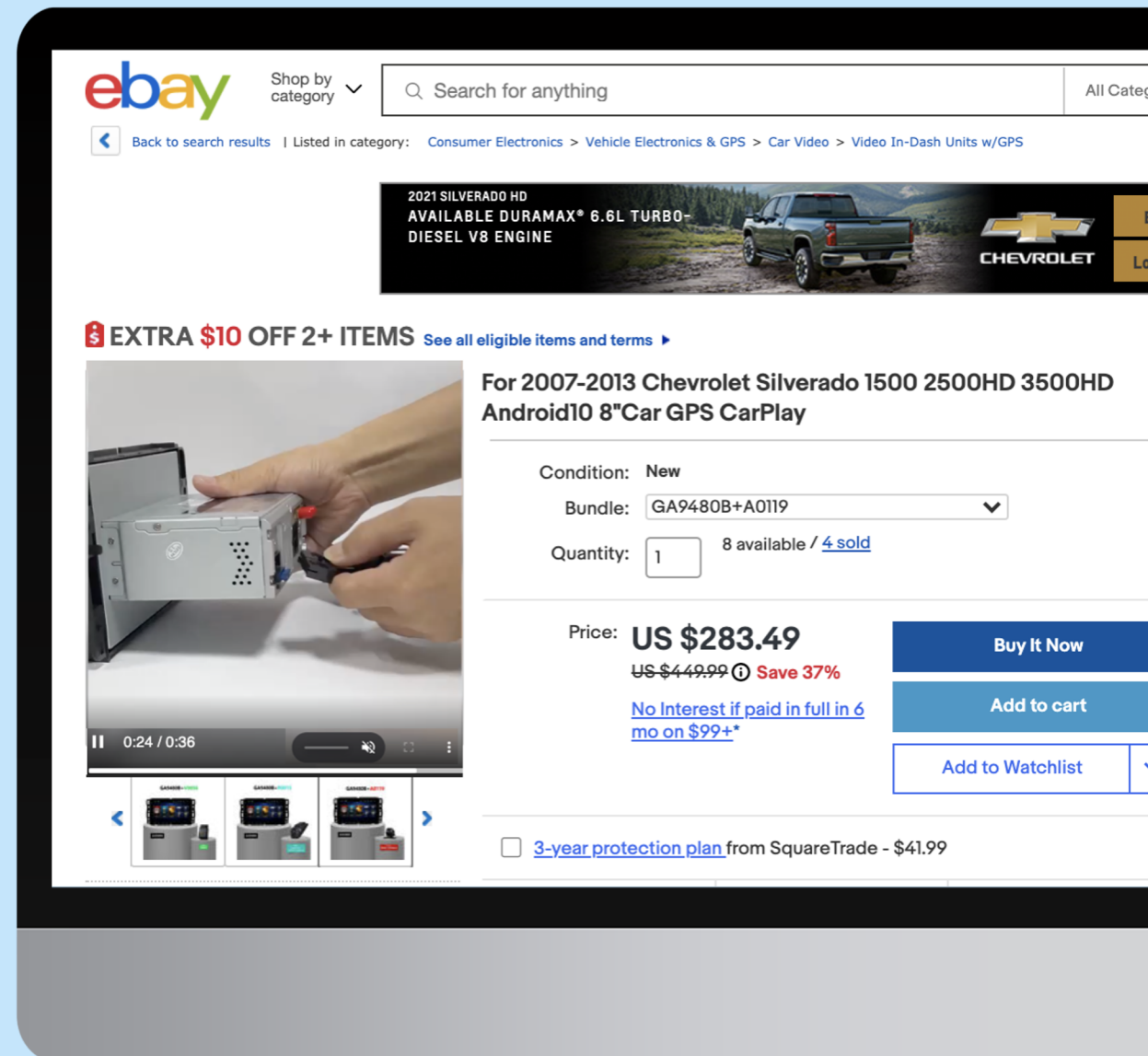
Step 3 – Attach video to item:

```
<soapenv:Envelope
xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
xmlns="urn:ebay:apis:eBLBaseComponents">
  <soapenv:Body>
    <AddItemRequest>
      <ErrorLanguage>en_US</ErrorLanguage>
      <Version>1193</Version>
      <WarningLevel>High</WarningLevel>
      <Item>
        <VideoDetails>
        <VideoID>8d1f40c81760a4e24976c322ffffff33</VideoID>
        </VideoDetails>
        <StartPrice>10</StartPrice>
        <Quantity>11</Quantity>
        <Title>Video test 1</Title>
        .....
```

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Videos on View Item
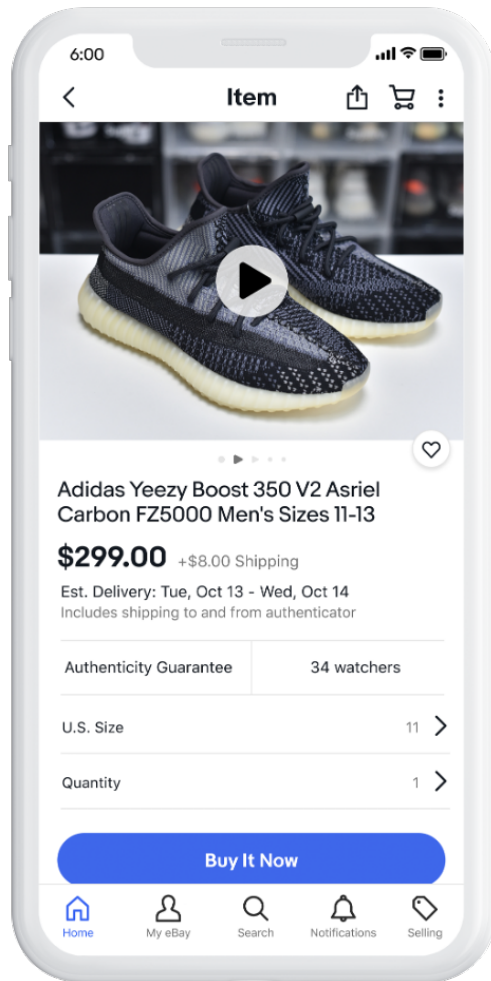
Desktop: Coming Q3

Live demo:
Listings with videos!

Drive sales, repeat buyers with Coded Coupons

Coded Coupons: Highly visible, everywhere.

Highly visible!

- **Buyer Engagement at every stage of the purchase funnel**

- **Search, View Item, Checkout**

- **Mobile and Desktop!**

Coded Coupons: Rapid **adoption**, rapid **impact**

Daily active Coded Coupon campaigns

Campaign Status
- ACTIVE
- DRAFT

Coupons - Sales Driven by Coupons (2021)

RETAIL_WEEK
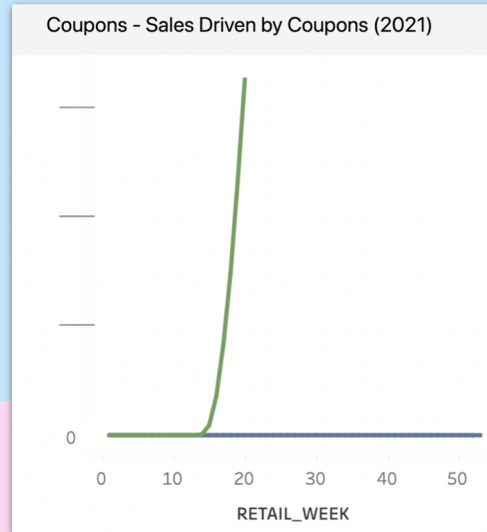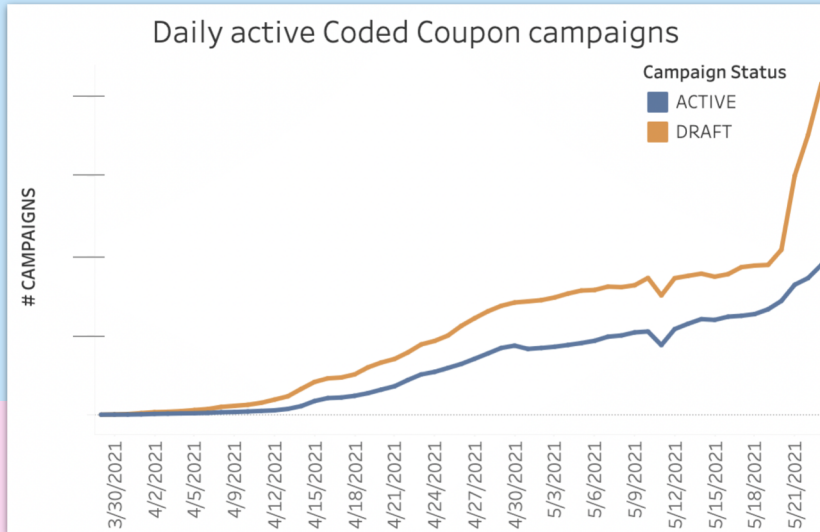
Christina ▶ eBay and eBay and nothing but eBay
11h

I just created my first eBay store coded coupon! It was quick and easy. I'm very excited to see how it goes! 😊

👍 3   2 Comments

👍 Like   💬 Comment

All Comments ▼

Christina
Oh my gosh! within 10 minutes of the coupon going live I already sold something!! Yay!!

👍 · Like · Reply · 10h   😮 1

Sophia
Love the coded coupon option. Will be a great tool for people like me who sell to a niche market with lots of repeat customers.
Like · Reply · 15h

Dave
Im happy to see the coupon codes. I can expand upon promotions and incentives.

👍 2

Kris
So happy that they'll be implementing that new coupon code feature!👍
Like · Reply · 6d   👍 1

eCOMMERCE BYTES
GIVING SELLERS A VOICE SINCE 1999

5) Ability to Offer Coded Coupons

eBay will allow sellers to offer coded coupons, something many sellers are bound to appreciate. "The new coded coupons tool will let you create discount codes that your customers can apply at checkout. Starting in spring 2021, coded coupons will be available to eBay Store subscribers on the Seller Hub Marketing tab, and will replace the codeless coupons previously offered."

Fast, easy, effective.

- **Sellers love creating them!**

- **Buyers can't resist them!**

- **Fastest adopted, most impactful velocity driver, ever.**

(Rivaled only by last year's launch of Seller Initiated Offer)

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Marketing API: Coded Coupons (launches in Q3)

Support for new promotion type: **CODED_COUPON**

Feature Parity with existing Marketing API

- discountRules
- inventoryCriterion
- ruleCriteria

New Attributes for Coded Coupon

- couponCode
- couponType : PromotionSubTypeEnum
- maxCouponDiscountAmount
- maxCouponRedemptionPerUser
- setABudget
- budget

Note: This is planned for an upcoming release and the specification might be slightly different from what is depicted above.

```
POST https://api.ebay.com/sell/marketing/v1/item_promotion
…..
{
"promotionType": "CODED_COUPON",
  "startDate": "string",
"couponCode": "string",
"couponType": "PromotionSubTypeEnum: [PRIVATE_SINGLE_SELLER_COUPON,
PUBLIC_SINGLE_SELLER_COUPON]",
"maxCouponDiscountAmount": {
            "currency": "CurrencyCodeEnum : [….]",
            "value": "string"
            },
"maxCouponRedemptionPerUser": "integer",
"setABudget": "boolean",
"budget" : {
            "currency": "CurrencyCodeEnum : […]",
            "value": "string"
            }
….
}

GET
https://api.ebay.com/sell/marketing/v1/item_promotion/{promotion_id}
```

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Live demo: Marketing API – **Coded Coupons** (Sneak peak, launching in Q3)

Discover, and unlock potential with Terapeak

Terapeak product research

- **Identify sourcing opportunities, price trends, sell-through rates and other key sales metrics for any listing sold in the past year**

- **Perform deeper analysis using powerful filters to narrow down to a smaller subset of specific listings**

- **Interpret data visually using charts and trendlines**

Terapeak Beta API available to limited partners in Q3 '21

Support for 'Product Research'	Access control	Sign-up to be added to the waitlist
Access to the same data available through Terapeak Product Research in Seller Hub, including aggregate metrics and details of sold items	**Evaluating an access control approach that would provide API access to qualifying accounts that meet sales and or other seller quality benchmarks**	**Connect with your eBay Developers Program representative to be added to a waitlist for access to the Terapeak Beta API**

• 1-3 full years of transaction history
• Auction, Fixed Price, Best Offer
• PL Usage, Marketing Tool Usage
• 1 full year of unsold items
• Research and "Sell Past Purchase"
	• Tiered Access Based on:
	   • Account Type
	   • Category Sales Volumes
	
	• Call Volume, Category Breadth.
		**Sign up fast.
		Beta spots are limited.**

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**Live demo:
Terapeak API – Product Research
(Sneak peak, launching in Q3)**

API enhancements based on **your feedback.**

API enhancements based on your feedback.

Inventory API - https://developer.ebay.com/api-docs/sell/inventory/overview.html

- Support for (now live)
  - Auctions
  - Secondary Category
  - Scheduling listings
  - Specifying availability across warehouse locations

Recommendations API
- Support for (now live)
  - item-level recommended bid percentages for Promoted Listing campaigns and
  - formerly only available at category-level, trending recommendations

Fulfilment API
- Support for (now live)
  - Authenticity Guarantee
  - BOPIS - Proof of Pickup
  - Advanced Payment Dispute
  - Tax Location Fields

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