



ebay

Seller Growth Guide



Contents

Getting started

[Listing optimisation](#) pg. 03

[Images](#) pg. 04

[Item specifics](#) pg. 05

[Managing stock](#) pg. 07

Postage

[Postage best practices](#) pg. 08

[Postage policies and rate tables](#) pg. 11

[eBay Fulfilment by Orange Connex](#) pg. 12

[Click and Collect](#) pg. 13

[Returns](#) pg. 15

Trust

[Seller performance](#) pg. 17

[Seller Standards](#) pg. 18

[Service Metrics](#) pg. 21

[eBay Plus](#) pg. 24

Promotions and visibility

[Terapeak](#) pg. 26

[Selling internationally](#) pg. 27

[Retail Promotions](#) pg. 29

[Promotions Manager](#) pg. 30

[Promoted Listings](#) pg. 32

Listing optimisation

What are listing titles?

Product images are essential to attracting customers, conveying product condition and providing a visual representation of your item.

Why is optimising titles so important?

Optimising your titles ensures a clear representation of your products, maximising the chances of buyers discovering and purchasing them. Additionally, eBay's default search option, Best Match, relies on item listing titles to deliver the most relevant results.

Tips to optimise your titles:

- Use a minimum of 65 characters (80 is even better)
- Clearly state the item's identity, even if it repeats the category name
- Include package size and weight to accurately calculate postage and return costs
- Include relevant keywords, terms and natural phrases
- Avoid technical jargon, acronyms or excessive capitalisation

Here's a suggested structure to follow:

**[Brand] [Product Name] [Model No.]
[Variants – Size, colour] [Additional Keywords]**

For example

**LG Refrigerator GR-D907SL 907
Litre French 3-Door Fridge Freezer Ice Maker**

Watch this [demonstration video](#) for a quick visual guide.

[Click here](#) for further details.

Images

Why are product images so important?

Product images play a vital role in capturing customer attention, showcasing the condition of your product and allowing shoppers to envision owning your item.



Did you know?

Sellers who add a second image, on average, increase their conversion rate by over 5%. And with each additional picture, that conversion rate only increases.

Here's how to make the most of your product images:

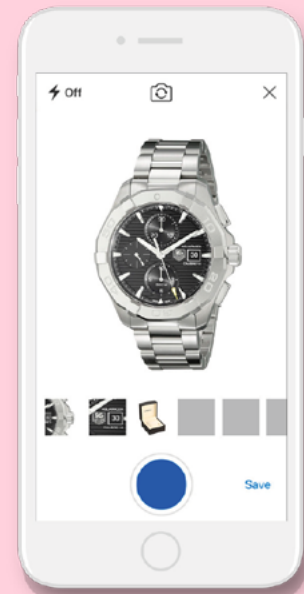
- Include up to 24 photos - it's free with every listing
- Photograph your item against a clean white background
- Avoid adding any text or borders to your images
- Whenever possible, opt for professional-quality images
- Utilise multiple images, showcasing different angles and close-ups
- Ensure photos have a minimum resolution of 500 pixels (preferably 1600 pixels) on the longest side

Introduce the Image Clean-up tool

Say goodbye to distracting backgrounds and hello to a clean, white backdrop that enhances your listings for Google Shopping. By utilising clean images on a white background or captivating lifestyle images - void of text, call-outs or watermarks - you can build trust and drive traffic to your site.

Curious about how it works?

When you take or upload your photos within the eBay listing flow, our background removal tool allows you to eliminate unwanted backgrounds from any of your pictures. You can also take advantage of this feature to edit photos in your existing listings via the app or desktop.



Item Specifics

What are Item Specifics?

Item specifics, including brand, make, model, size, colour and style, play a pivotal role in helping shoppers discover your items on eBay. By adding these details to your listings, we can connect you with the right buyers.

Why do Item Specifics matter?

By incorporating Item Specifics, you'll experience a range of benefits:

Increased search visibility

Your listings will only appear in buyers' filtered search results if you've included the relevant Item Specifics information.

Improved search ranking

Item Specifics elevate your listings to higher positions in search results, both on eBay and other search engines like Google Shopping.

Targeted buyer connections

When you provide comprehensive Item Specifics, we can better connect you with buyers actively seeking your products.

Inclusion in new buyer experiences

Listing with Item Specifics enhances buyer experiences on the platform, showcasing similar items, cross-selling and suggesting relevant inventory.



eBay tools to simplify updating Item Specifics

We've got your back with a range of resources to make adding or updating Item Specifics a breeze:

Download/Upload file

Accessible on the Seller Hub Active Listings page, this feature enables you to download a spreadsheet of your listings, identify and update missing item specifics in bulk and easily re-upload the file to apply the changes.

Bulk editing of Item Specifics

From the Seller Hub Active Listings page, select multiple listings and click the "Add item specifics" button. This convenient feature loads all your selected listings into a pop-up for efficient editing.

Quick filters

Keep an eye out for quick filters displayed on your Seller Hub Active Listings page. These filters highlight listings missing Required, Required soon, or Recommended Item Specifics, helping you quickly identify and address any gaps.

Required Soon feature

When creating a new listing or revising an existing one, you'll notice indicators in your listing flow that highlight the Item Specifics that will soon become mandatory.

Task reminders in Seller Hub and My eBay

If you have listings missing Required, Required Soon, or Recommended Item Specifics, corresponding tasks will be visible in Seller Hub, or modules in your My eBay Selling Overview.

Item Specifics ranking

These rankings appear in the listing flow and provide guidance on which non-required Item Specifics your buyers are searching for.

Required vs Recommended Item Specifics

"Required" Item Specifics

These are considered essential information for buyers shopping for these products. You won't be able to create or revise listings without entering these details.

"Recommended" Item Specifics

These are based on frequently searched terms. Including recommended Item Specifics will help buyers to find your listings more easily and understand exactly what you're selling.

[Click here](#) to learn how to add item specifics to your listing.

Efficient stock management

Bulk listings

Want to streamline your listing process? Try bulk listings! Consolidate all your items in one place by specifying the quantity when creating your listing. We'll handle inventory tracking for you, automatically ending the listing when you run out of stock.

Looking for a hassle-free way to create and manage listings in bulk? The Bulk Listing Tool helps you speed up the listing process and run your business more efficiently, letting you manage up to 2,000 active listings at the same time. You can perform multiple updates at once to save time refreshing your listings. You'll see photo thumbnails of your listings and be able to filter by different fields such as volume pricing-eligible, and promoted listings-eligible. To access the Bulk Listing Tool from the 'Active' section of the Listings tab in Seller Hub, select multiple listings then click 'Edit'.

[Learn more →](#)

Out-of-stock options

Restocking bulk listings made simple! Enable the out-of-stock option to hide your listing from search when inventory is depleted. Preserve your sales history and set buyer expectations until you refill your inventory.

[Learn more →](#)

Taking time away

Whether planned or unexpected, our Time Away settings have got you covered. Choose from two options:

- Hide fixed price listings from search for 1 to 30 days
- Keep listings visible with a notice that you're away for 1 to 15 days
- If you need to take unexpected time off, Time Away allows you to hide and resurface your listings in close to real-time

If you choose to schedule Time Away in advance, we'll adjust handling times and estimated delivery dates on your behalf. We'll even remove any negative feedback related to postage issues or delays while your settings are active.

While you're away, buyers can still message you, and you can set up an automatic response. Remember to fulfil prior selling obligations, including posting sold items.

[Learn more →](#)

Postage best practices

Offer free postage

Capture buyer attention with free postage. It's prominently displayed in search results because we know how much buyers love it. **81% of shoppers consider free delivery over a certain threshold important (Australia Post Delivery Experience Report 2023)**. If free postage isn't feasible, entice buyers with a combined postage discount for multiple items.

Maximise your potential:

30%

of shoppers have increased their basket size to qualify for free shipping.*

90%

of eBay buyers have used fast and/or free delivery.*

2x

as likely to be sold compared to listings without.*

*Based on sold item per view conversion of listings with free shipping vs. listings with paid shipping of all sellers from January - March 2023.

Offer multiple postage services

Express delivery

Stand out from the competition by offering both free postage on standard delivery and the option for buyers to upgrade to an express service at a price you set.

Tracked and untracked services

Consider adding a tracked letter service as an upgrade, even at a cost to the buyer. This way, they have control over how their item is sent while you provide additional value. Sendle 250g service is a perfect tracked option for lightweight items with pricing starting from \$4.48 for same city deliveries. You can access these eBay negotiated rates by purchasing your postage labels on eBay. More information on eBay Postage Labels below.

Master the essentials

Fast handling time

Aim for a 0-1 day handling time, an ideal practice and a requirement for eBay Plus. Ensure you send your items within your stated handling time to avoid 'late shipment' defects in Seller Standards.

Upload tracking

Tracking is the key to smoother transactions. By providing tracking information, you offer buyers peace of mind, reducing their need to contact you. It can also protect you against 'Item Not Received' claims.



Did you know?

If you don't upload valid tracking information, you're 3x more likely to receive an Item Not Received claim*

*Based on all transactions on eBay.com.au from January - March 2023.

Tracking can be uploaded in multiple ways:

- Automatically with eBay Postage Labels
- Automatically through your integration partner
- Automatically by linking your postage provider account to eBay
- Manually in Seller Hub on eBay (Individually or in Bulk)

Top three tips for tracking on eBay:

1. Select the correct postage service for your listing.
2. Upload the tracking number promptly when you send the item.
3. Double-check and ensure accuracy when entering the tracking number.



Smart postage management

Set postage costs by region

Utilise eBay postage rate tables to set region-specific rates. Buyers will see the relevant postage cost for their location, and prices will be set according to buyer location. Refer to page 11 for more details.

eBay Postage Labels

Simplify your postage process with eBay Postage Labels. Pay for postage and print your Australia Post and Sendle labels, all within eBay. Just select the orders awaiting postage in your Seller Hub, and click 'Purchase postage label'.

Benefits of eBay Postage Labels:

1. Prepaid postage labels from Australia Post and Sendle from \$4.48 inc. GST for same city Sendle 250g deliveries.
2. Automatic tracking upload to eBay for seamless tracking updates.
3. eBay populates the buyer's address automatically and you are able to choose your postage service depending on your preference.
4. Enjoy the convenience of Sendle Parcel Pickup, with no extra cost for home or office pickups.
5. Effortlessly print labels in bulk, paying for postage and printing labels for multiple orders at once.

Sendle - Discounted Business Rates

If you post an average of 20 or more parcels per week, you may be eligible for eBay negotiated discounted business rates with Sendle, when you print your labels via eBay Postage Labels. This includes both Sendle's pickup and drop off services. To qualify for discounted business rates with Sendle, you must be using a minimum of 160 Sendle postage labels over an 8 week period. Once you qualify, you'll see the discounted rates for Sendle delivery options when buying and printing postage labels on eBay.

Ready to master postage? [Click for more information on postage](#)



Postage policies and rate tables

Get ready to revolutionise your postage game with eBay's user-friendly and professional tools. Postage policies and rate tables are your ticket to streamlined postage, shipping, accurate costs and satisfied buyers by allowing you to select postage services, costs, handling times and apply promotional discounts. Once you create a postage policy, you can apply it to individual listings or in bulk using our bulk edit tool.

Postage Policies & Rate Tables

1. Set postage costs for 115 regions: With up to 40 unique tables per account, you have the power to tailor your postage rates to different regions, ensuring fairness and transparency.
2. Give buyers choice: Embrace the flexibility of offering both Standard and Express delivery options, catering to diverse buyer preferences.
3. Choose your shipping service and cost: Select the most suitable carrier and specify the cost per region, ensuring accurate and reliable delivery estimates.

Unlock the potential of free postage

We always recommend offering free postage whenever possible. To implement this enticing option for specific regions, simply set the value in your table to \$0 in your rate table. For regions not included in the rate table, we'll calculate the rate based on the flat postage cost specified in your postage policy.

Make sure to specify an accurate handling time and the most suitable postage service to receive accurate delivery estimates. The Standard Parcel Delivery postage service option should only be selected if the carrier you are using is not listed or you use an aggregator to ship your items.

You have three criteria to set your postage rates



Item

Set different rates and options based on the item's destination.



Weight

Establish a fixed base cost and add the amount per kg.



Surcharge

Define a base cost and add a surcharge specific to each region.

Begin setting up your postage rate tables via two avenues:

Account settings > Selling > Shipping preferences > Postage settings > Postage rate tables

Account settings > Selling > Business policies > Create a Postage policy > Postage rate tables > Create rate table

[Learn more about postage rate tables](#)

eBay Fulfilment by Orange Connex

Your fulfilment superhero:

Say goodbye to fulfilment headaches and hello to streamlined success with eBay Fulfilment by Orange Connex. It's the ultimate solution to store, pick, pack and ship your inventory, freeing up your time to focus on what you do best - selling and growing your business. Here's why you'll love it.

Register your interest →



Fully tracked service

Your customers benefit from full transparency. Gain their trust and improve your seller rating.



Seller protection

Delivery of your items under eBay Fulfilment by Orange Connex will benefit from full seller protection for delivery related defects.



Lightning fast delivery

Same-day dispatch, late cut off times with an option of express shipping.



Multi-channel capability

After you sell on eBay or any other platform, the storage, packaging and shipping will be taken care of by eBay Fulfilment by Orange Connex.

ebayplus

Automated eBay Plus eligibility

Get the increased visibility and velocity that eBay Plus provides for your listings.

Rates made simple:

No hidden charges. Our rate card provides a transparent breakdown of fees and value-added services offered by Orange Connex. Get in touch with our representative to discover how these rates can work wonders for your business.

Getting started is a breeze



Account Registration:

Sign up for eBay Fulfilment by Orange Connex services and link/authenticate your eBay account



SKU Creation:

Register the SKUs you want to add to the AU Fulfilment Centre.



Inbound Receiving:

Send your inventory to the AU Fulfilment Centre hassle-free.



Inventory Management:

Gain complete visibility over your inventory status as your SKUs are inspected and securely stowed away.



Outbound Management:

We handle the picking, packing and dispatching of your eBay orders. Enjoy multi-channel order fulfilment and easy tracking.

Ready to unlock the power of eBay fulfilment by Orange Connex? Sign up now and experience the seamless, stress-free way to manage your fulfilment needs.

[Sign up for eBay fulfilment by Orange Connex](#)

Click and Collect

Introducing Click & Collect - a delivery solution that puts convenience and security in the hands of eBay buyers and sellers.

Buyers love it

- **Flexibility and safety:**
With Click and Collect, buyers have the freedom to choose when and where they collect their items. No more missed deliveries or worries about package security. It's a hassle-free option for those who can't receive personal deliveries at work.
- **Extensive collection network:**
Our vast network of 3,000 collection locations, including Hubbed and Parcel Point stores, ensures that buyers have convenient access to their eBay purchases. Extended hours and nationwide coverage make it a breeze to pick up their items.

Sellers love it

- **Greater flexibility and customer reach:**
Click and collect offers sellers the flexibility to cater to diverse buyer preferences. By tapping into eBay's unparalleled customer reach, sellers can expand their customer base and increase repeat purchases.

Using Click and Collect is as easy as 1-2-3

1. No Extra Work

When a buyer selects Click and Collect, their postage address is automatically updated with their chosen Hubbed or ParcelPoint location. An eCP code is added for easy processing of your parcel.

2. Pack and Post as usual

Simply print the label for your Click and Collect order and send it off like you normally would. Just make sure to display the unique eCP code, especially if it's handwritten.

3. Seller Protection

Post your item to the provided address within your stated handling time and upload tracking details. Enjoy peace of mind knowing you're covered by seller protection.

Click & Collect is automatically applied to qualifying listings (option to opt-out).

Best practice recommendations:

To maximise the benefits of Click & Collect, follow these guidelines:

1. Offer a quick handling time: 0-3 days is ideal.
2. Meet weight and size limits: Max weight of 16 kg and no larger than 50 x 41 x 34 cm.
3. No dangerous goods.
4. No age-prohibited items.



Returns

Managing returns

Choosing an attractive returns policy is a good opportunity to build trust and loyalty with your buyers. Here's how to handle returns like a pro and keep your customers coming back for more:

Your returns policy covers products that buyers are returning for "change of mind" or "remorse" reasons. Regardless of your returns policy, you're still required to accept returns for items that are damaged, faulty or otherwise not as described.

Easy returns for buyer satisfaction



Did you know?

Offering an easy return option increases the likelihood of buyers shopping by nearly 50%. It instills confidence in their purchase, encourages repeat business and makes it hassle-free for them to change their mind.

Extend your return window

Offer peace of mind to your customers with a generous return window. We recommend a minimum of 30-day returns, preferably 60 days. Allowing extra time ensures customer satisfaction as they may not open their purchases right away. Additionally, 30-day returns are required to qualify for eBay Plus.

See how increasing your return window can benefit your business:

If you currently offer	And move to	You'll see a conversion rate lift* of
No returns	30-60 days free returns	Up to 41%
30 days free returns	60 days free returns	Up to 37%

*Based on sold item per view the conversion of listings with returns not accepted vs returns accepted of business sellers from January - March 2023.

"Free returns" refers to when the seller pays return postage no matter the reason for return, with no restocking fee.

Effective return requests

We want to make returns easier for both you and your buyers. Returns on eBay should reduce the time you have to spend managing returns and refunds on eBay, and also help reduce buyer contacts. Also, if an item is lost in transit on its way back to you and there was valid tracking uploaded, we may be able to help.

Returns on eBay:

1. **When a buyer creates a return** and you offer returns for that listing, it will be auto-accepted when it's in line with your returns policy or our eMBG policy (unless an item is being returned due to 'Arrived damaged' or 'Missing parts or pieces').
2. **The buyer will be provided with a return label instantly** in most cases if the return was auto-accepted. Tracking will be uploaded automatically so you can track the parcel's journey.
3. **a) If you offer free returns** or the item is being returned for any reason covered under the eMBG policy, **eBay will provide the cheapest return label available** for the buyer. You will only be charged when the label is used.

b) If the buyer is responsible for the return postage the buyer will choose between Australia Post and HUBBED. Any return postage costs will be deducted from their refund.
4. **Once you receive the returned item** you will be able to review and issue a full or partial refund if eligible. Remember to refund the buyer within 3 business days of receiving the return, or we may automatically issue a refund to them on your behalf.

[Learn more →](#)



Seller Performance

When it comes to selling on eBay, buyer confidence is key. Our performance metrics and requirements are designed to empower you to provide exceptional service and identify areas for improvement.

Let's dive into the two types of monthly evaluations and key performance metrics that shape your seller level.

Seller Standards

In the seller standards evaluation, we're measuring individual performance on factors within a seller's control – such as sending items on time – to determine your seller level.

Service Metrics

Service metrics evaluation compares your performance to a 'peer group' of sellers with a similar profile. We focus on identifying sellers who exhibit significantly higher rates of buyers not receiving their ordered items or items received not as described.

You can view detailed breakdowns of all your seller performance metrics in your [Seller dashboard](#) and [Service metrics dashboard](#).



Seller Standards

What are Seller Standards?

Seller Standards reflect your ability to meet or exceed our minimum requirements.

Each month, on the 20th, we evaluate your recent sales and assign you one of the following levels:

Top Rated

You're exceeding our performance expectations, have an established sales history and are adhering to eBay policies.

Above Standard

You're meeting our expectations.

Below Standard

Your performance has dipped below our minimum requirements, which may lead to limitations on your selling activity, including charging higher final value fees, until improvement is demonstrated.



Top tip:

Regularly check your Seller Dashboard to track your performance and take proactive measures to address any issues before the next evaluation. If your seller level has dropped, prioritise resolving cases without seller resolution and minimising out of stock cancellations as soon as possible to improve your metrics. For additional guidance, explore our resources on [monitoring and improving your seller performance](#).

How we calculate your seller level

On the 20th of each month, we take a look at your recent transactions to work out your:

1. Cases closed without seller resolution
2. Transaction defect rate
3. Late shipment rate

1. Cases closed without seller resolution

What it means:

When a buyer reports that an item hasn't arrived or requests a return, it's crucial for sellers to address the issue promptly. A case closed without seller resolution occurs when a seller fails to resolve the buyer's issue, leading to eBay stepping in and the seller being held responsible.

For full details of actions, time frames, requirements for sellers and how we decide the outcome of a case, please read our [eBay Money Back Guarantee policy](#).

Minimum requirements

Within an evaluation period, you're allowed up to 2 cases closed without seller resolution or 0.3% of your transactions, whichever is higher. Ensuring prompt resolutions and open communication with buyers can help minimise such cases and enhance your performance.

2. Transaction defect rate

We consider a transaction defect to occur in two instances:

Unexpected order cancellation

When a seller cancels an order unexpectedly due to reasons like item unavailability or selling it to another buyer.

Unresolved buyer issues

If a buyer reports an issue, but the seller fails to resolve it, resulting in a case closed without seller resolution (as defined earlier).

Minimum requirements

Within an evaluation period, you're allowed a maximum of 2% of transactions with defects.

Note that being evaluated as Below Standard required transaction defects associated with more than 4 different buyers.

3. Late shipment rate

We strive to provide buyers with accurate delivery expectations. As a seller, it's your responsibility to post items within your stated handling time, using the selected delivery service.

How we count a late shipment depends on whether you've uploaded tracking information from an integrated carrier:

- For tracked shipments, we consider an item late when the delivery scan occurs after the expected delivery date and there is no carrier scan within your handling time.
- If no tracking information is available, we rely on buyer feedback. When a buyer confirms that the item arrived after the expected delivery date, it will be counted as late.

While a high late shipment rate alone won't lead to Below Standard evaluation, maintaining a low rate is necessary to achieve Top Rated status.

Top Rated seller requirements

Seller performance evaluation

- Cases closed without seller resolution: Keep it to a maximum of 2 or just 0.3% of transactions.
- Transaction defect rate: Maintain it below 0.5%, associated with no more than 3 different buyers.
- Late shipment rate: Ensure it stays under 5 or below 5% of transactions.

Selling activity

- Active account for at least 90 days
- Minimum of 100 transactions and AU \$1,000 in sales over the past 12 months
- Compliance with eBay's selling practices policy

If you fall Below Standard

If your evaluation on the 20th of the month reveals a failure to meet our minimum standards, certain limitations may be imposed on your selling activity until your performance improves.

Possible limitations include:

- Lower placement in Best Match search results for your items
- Decreased selling limits
- Inability to use Promoted Listings, create new campaigns or modify existing campaigns
- Funds from orders placed on hold until tracking information confirms shipment to the buyer
- Ineligibility for an eBay Plus badge on your listings
- Inability to provide partial refunds for used or damaged returned items
- Additional 5.5% (incl. GST) charge on the percentage portion of your final value fees, resulting in a 10% fee becoming 15.5%



For more information, visit our [Seller standards page](#) and see our section on what happens if you are Below Standard.

Service Metrics

Service Metrics offer a comprehensive assessment of your performance and enable you to benchmark yourself against sellers with a similar profile. Rather than relying solely on sales percentages, we delve deeper to evaluate your rates of 'Item not received' and 'Item not as described' within the context of your item type, pricing, postage options and terms of sale.

On the 20th of each month, we assess your service metrics and assign one of the following rates based on your performance compared to your peers:

Low

You excel in ensuring prompt delivery and effectively managing buyers' expectations, outperforming most of your peers.

Average

You perform on par with your peers, but there may be opportunities to reduce preventable requests.

High

While your performance may not match that of your peers in terms of ensuring expected order deliveries, if your high service metrics rate is below 1%, it will be adjusted to 'Average'.

Very High

Your 'Item not received' rate or 'Item not as described' rate significantly deviates from your peers. If the very high service metrics rate falls below 1%, it will be adjusted to 'Average'.



Top tip:

Regularly monitor your [Service metrics dashboard](#) to gain valuable insights into your performance and compare yourself to other sellers in the marketplace.

If your rates of 'Item not received' or 'Item not as described' have increased, or are higher than your peers, it's crucial to address these issues promptly. By minimising these issues, you'll improve your rating at the next evaluation. For further assistance, consult our article on [monitoring and improving your seller performance](#).

How we benchmark performance

We believe in fair comparisons, that's why we benchmark your performance against other sellers who share similar sales activity, items and business policies. By doing so, we provide you with meaningful insights to track your progress.

	'Item not received' rate	'Item not as described' return rate
What it means	This metric represents the percentage of transactions where a buyer reported that the item failed to arrive or wasn't available for collection.	This metric represents the percentage of your transactions where a buyer requested a return due to reasons such as non-functionality, mismatched description or photos, wrong item sent, missing parts, damage upon arrival or authenticity concerns.
Who we compare against	<p>We evaluate your performance alongside sellers who:</p> <ul style="list-style-type: none"> • Have a comparable transaction volume during the same evaluation period • Sell items on the same eBay site, with similar pricing • Post to the same destinations with similar expected delivery timeframes 	<p>We assess your performance relative to other sellers who:</p> <ul style="list-style-type: none"> • Have a comparable transaction volume during the same evaluation period • Sell items in the same categories, with similar pricing and item condition • Maintain similar return policies and delivery timeframes

For a deeper understanding of our evaluation process, please visit our [Service metrics policy](#) page and explore the calculation examples.

When your rating is Very High

If your service metrics evaluation reveals significantly higher 'Item not received' and 'Item not as described' rates compared to your peers, we want to ensure a positive buying experience. To help address these concerns and improve your performance, we recommend checking out our article on monitoring and improving your seller performance.

Very High 'Item not received' rate

To manage buyer expectations, potential measures may include:

- Adding extra estimated delivery time for the postage destinations associated with Very High rates
- Exclusion from displaying an eBay Plus badge on your listings
- Inability to provide partial refunds for used or damaged returns

Very High 'Item not as described' rate

To maintain buyer confidence, potential measures may include:

- Exclusion from displaying an eBay Plus badge on your listings
- Inability to provide partial refunds for used or damaged returns
- Additional 5.5% (incl. GST) on the percentage portion of your final value fees for categories with Very High rates (e.g. a 10% final value fee would increase to 15.5%)



For more information on how to navigate these circumstances, please visit our [Service metrics](#) page and explore the section on What happens if your rating is Very High.

eBay Plus

eBay Plus is more than just a loyalty program, it's your key standing out as a seller and delivering an exceptional shopping experience. With an eBay Plus on your listings, you can capture buyer trust, boost traffic and drive sales performance.

Exclusive benefits for eBay Plus members

- Unlock access to exclusive offers and discounts
- Enjoy free delivery perks, including express delivery upgrades for metro addresses and standard delivery at no cost to other areas
- Offer free returns on most eBay Plus items, ensuring buyer satisfaction

Please note that items in the Bulky Goods category, which primarily includes furniture, are not eligible for free express delivery.

Maximise your seller success with eBay Plus

+9%*
sales uplift

Listings with an eBay Plus badge experience an average sales uplift of up to a +9% compared to non-badged listings.

5x
visits**

eBay Plus members visit ebay.com.au up to 5 times more frequently than non-members, increasing exposure for your listings.

6x
spend***

Tap into the purchasing power of eBay Plus members, who spend up to 6 times more on ebay.com.au than non-members, amplifying your sales potential.



*Only included the Listings that are live for the whole Pre post period (60 days)

**Based on visit frequency of eBay Plus members vs. non-eBay Plus members for May 2018 – May 2019

***Based on average bought item value of eBay Plus members vs. non-eBay Plus members for July 2018 – July 2019

Qualifying your listings

To display the coveted eBay Plus badge, meet the following criteria:

- Maintain an Above Standard or eBay Top Rated performance standard
- Adhere to our selling policies, aligning with industry expectations
- Choose which listings to enable as eBay Plus using business policies, allowing flexibility to tailor your offerings

Key eBay Plus shipping criteria

- Nationwide free standard postage
- Affordable express postage option for metro areas
- Expedited handling within 0-1 day
- Offer 30+ day returns, demonstrating confidence in your products



Top tip:

As an eBay Plus seller, receive up to \$4 from eBay for express postage upgrades on items over \$15 (or up to \$2.50 for items under \$15, applicable to Plus metro orders only). It's an added bonus to enhance buyer satisfaction.

Curious to learn more?

[Explore eBay Plus](#) and discover how this program can elevate your selling journey.

Terapeak Sourcing Insights

Unlocking business potential

Terapeak Sourcing Insights is your key to leveraging real data from eBay and discovering future business opportunities. By harnessing the power of Terapeak, you can gain valuable insights into high-demand categories and identify top-selling products within those categories. Stay one step ahead of the competition by knowing exactly what inventory to order in advance.

Here's what Terapeak Sourcing Insights offers:

Identify high-demand categories

Discover categories with high demand and low supply, enabling you to tap into lucrative market segments.

Stay ahead of seasonal demand

Track trends over time and anticipate seasonal fluctuations, ensuring you're always prepared to meet buyer demand.

Refresh your inventory

Utilise sales data to update your inventory based on what buyers are actively seeking, ensuring you're offering the products they want.

Best of all, Terapeak Sourcing Insights is available for free for all Store subscribers, empowering you with the tools you need to drive business growth.

Terapeak Product Research feature

In the product research tab, you can search by keyword, region and product identifier code. The tool gives you the averages for an item's sold price and shipping costs as well as free shipping coverage. You can also identify the total items sold in your chosen time period, as well as the total sellers with listings using that keyword.

Analyse trends in prices, sales volumes and buyer demand over time.

Plan your inventory and pricing structure and better understand shopping trends.

Identify inventory sourcing opportunities.

Review top-performing listings and their alignment with retail standards.

Take advantage of the Listing Improvements Tab, which provides general listing insights and helps you identify under-performing listings. Gain valuable insights into traffic levels, competitor performance and product identifiers to optimise your listings and boost sales.

[Learn more →](#)

Selling internationally

Unlock the power of global selling on eBay and tap into millions of potential customers worldwide, even in countries where there isn't a local eBay site. Here's why you should consider selling internationally.

Reach a global audience

With eBay's global marketplace of 133M buyers across 190 countries, selling internationally opens the doors to a vast customer base, significantly increasing your sales potential.

Diversify your business

By selling internationally, you can reduce dependence on your local market and seize opportunities in different countries. Take advantage of trends and product seasonality to maximise your business growth.

Save time, grow faster

eBay's global presence works in your favour. We drive traffic to your listings on global sites, helping you attract buyers effortlessly and boosting your sales performance.

How to sell internationally

There are two ways to sell internationally on eBay - Basic or Advanced.

Basic International Selling

Perfect for those new to international selling, Basic International Selling allows you to make your existing ebay.com.au listings available to international buyers. Here's how to get started:

1. Set up a postage policy that includes International Postage.
2. When creating a listing, select an option under international postage in the Postage details section.

Why Try Basic International Selling?

Basic International Selling offers numerous benefits, including:

- **A 5% discount** on Australia Post International Standard and Express delivery
- **Instantly increase exposure:** Your listings will appear in advanced search results in countries you choose to ship to, expanding your visibility
- **No extra fees:** Pay the usual eBay.com.au insertion fees and final value fees, regardless of the buyers location
- **Automatic translation:** Where available, item titles will be translated to the local language and prices are converted to local currency
- **Effortless listing and inventory management:** Compared to advanced international shipping, Basic International Selling requires less effort and offers simplified inventory management

Advanced International Selling

If you're ready to take your international selling to the next level, Advanced international selling is for you as it allows you to reach more buyers and increase your conversion. It involves listing directly on each local eBay site, such as ebay.com (United States), ebay.co.uk (United Kingdom), ebay.fr (France). Here's how to get started:

1. Use your existing eBay.com.au credentials to login to international eBay site(s)
2. Create your listings on the selected international eBay site(s)
3. Specify postage services and cost

Why Try Advanced International Selling?

Advanced International Selling offers unique advantages, including:

- **Greater in-market visibility:** Your products appear in default search results on international eBay sites, just like those of domestic sellers
- **Tailored listings for each market:** Adjust pricing and translate item descriptions to appeal to local buyers on each international site
- **Access to local selling tools:** Benefit from all the selling tools available on the international eBay site where you list your items

Selling in countries that don't have an eBay site

Reach buyers in expanding markets like Brazil, Russia, China and more, even if eBay doesn't have a local site there.

Best practices

- Start with Basic International Selling to test the market and assess your opportunities
- Whether you choose Basic or Advanced International Selling, include as many item specifics as possible to increase your item's chances of being found



For more information on international selling [visit our comprehensive guide here](#).

Retail Promotions

eBay Retail Promotions provide an excellent opportunity to showcase your brand and inventory to a large audience of buyers. These marketing campaigns are designed to drive a high velocity of sales during key shopping moments. Here's what you need to know:

What are eBay Retail Promotions?

eBay Retail Promotions are marketing campaigns that highlight the best products from top sellers, offering compelling discounts to buyers. Participating in these promotions can significantly increase your sales and visibility.

Key Features

- Percentage off coupons: eBay creates coupons that buyers can redeem with participating stores
- Invitation based program: Selected sellers who demonstrate excellent selling performance and provide a superior customer experience are invited to participate

How to Participate

To be considered for eBay Retail Promotions, ensure your store meets the following criteria:

- Above standard seller rating, with eTRS (eBay Top-Rated Seller) status preferred
- Well-optimised listings that adhere to eBay's best practices
- Robust inventory to support high-velocity sales periods
- Competitive pricing in line with other sales channels

To express your interest in the Retail Promotion program, email the team at retailpromotions@ebay.com or contact your account manager. A team member will review your stores' suitability and respond within 2-3 working days.

Promotions Manager

Promotions Manager is your secret weapon to attract more buyers, increase sales and drive up your average order size. This powerful tool makes it a breeze to set up various promotional campaigns, from enticing discounts to bundling items for lower postage costs.

Sell more, more often

With Promotions Manager, you can capture the attention of buyers by offering irresistible deals and discounts.

Easy setup, maximum impact

Setting up promotions has never been easier. There are four types of promotions you can run.

1. Order Discounts

Offer discounts based on the order size or the amount spent to encourage buyers to explore more of your products.

2. Volume pricing

Motivate buyers to purchase larger quantities of a single item by providing tiered discounts.

3. Coded Coupons

Offer eBay buyers a discount with a coupon code. You can make your coded coupon publicly visible on your eBay listings or share it through your own marketing channels.

4. Sale event + Markdowns

Showcase the value of your discount by marking down the price of a time with a Sale Event.



Here's how to use Promotions Manager

1. Sign in to My eBay

2. Access Promotions Manager through the Marketing tab in Seller Hub

3. Choose a promotion, set the conditions, choose the items to include and start or schedule your promotions

Maximise Postage discounts

To encourage buyers to purchase multiple items, you can also offer postage discounts using postage rules. Simply navigate to:

My eBay > Account > Shipping Preferences

From here you can edit your postage rules. For example, you can offer free postage on orders over \$100, or on orders of 3 products or more. Remember to apply the postage rules to your listings by checking the “Apply my promotional postage rule” box during listing revisions or when editing postage policies.



For more detailed information on how to make the most of Promotions Manager, visit our comprehensive guide [here](#).

Promoted Listings

	Promoted Listings Standard	Promoted Listings Advanced	Promoted Listings Express
What is it	Promote your listings across the eBay network and only pay when your items are sold. It's quick, simple.	Bid for preferred access to premium placements using keyword targeting and budget controls.	Promote auction-style listings with ads across eBay.
Best for	Sellers who want coverage, need automation and prefer simplicity.	Sellers who need velocity, predictability and standardisation.	Sellers who need discovery and simplicity.
Cost model	Cost-per-sale	Cost-per-click	Flat fee
Listing format	Fixed price	Fixed price	Auctions
Placements	100+ placements across the eBay network.	Preferred access to premium placements across eBay.	Sponsored ads on listing pages of similar listings.



Promoted Listings Standard

Be seen by millions when it matters most.

Stand out from the crowd

Separate your business from 1.5 billion other onsite listings globally and put your merchandise front-and-center. Sellers see 25% more clicks on their listings after promoting with Promoted Listings Standard, on average.*

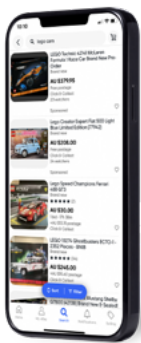
Drive visibility

Boost the visibility of your listings by unlocking new sponsored placements, including those in search results, listing pages and partner pages including Google PLA.

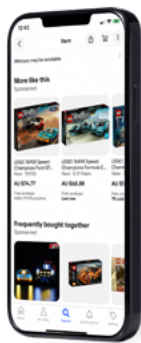
Increase sales

Sellers who have adopted Promoted Listings Standard see, on average, a double-digit sales increase.^

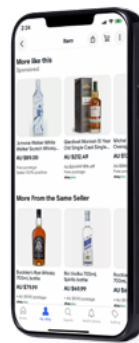
Promoted Listings Standard placements



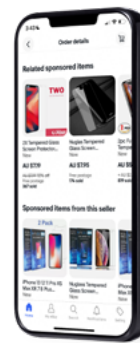
Search



Product page



View item page



Order details page

Promoted Listings Advanced

High visibility and control to drive sales velocity.

Be seen first

Sellers using Promoted Listings Advanced see, on average 50%* increase in sales, compared to non-promoted items. Get preferred access to premium ad placements across eBay.

Budget control

Take charge of your campaign spend with the Daily Budget feature, providing predictability and control to manage your eBay business effectively.

Strategic keyword control

Bid on the keywords that matter to you, helping you achieve your eBay goals and reach the right audience.

*eBay data from Sept 2022 - Feb 2023.

^eBay data from Jan - July 2022. Over non-promoted items.

Promoted Listings Express

Boost the visibility of your auction-style listings and reach the right buyers.

Promote auction items

Place your listings on similar listings' pages, ensuring your items are in the right place at the right time.

On average, Promoted Listings Express increases views by 48% compared to non-promoted listings.**

Pay an upfront, flat fee

Based on the length of your auction and item category, the flat fee model offers simplicity and ease of use.

Quick & simple

Promote auction items with just a few clicks.

** Estimated based on data surveyed from the Australian market December 2021 - January 2022.

Learn more

Explore [eBay's Ads Academy](#), our learning platform for sellers, to discover best practices and tips for making the most of Promoted Listings and scaling your business on eBay.

For FAQs and a comprehensive breakdown of the entire Promoted Listings portfolio, visit the [Seller Centre](#).

How to use Promoted Listings

To launch a Promoted Listings Advanced or Promoted Listings Express campaign, access the [Seller Hub Advertising Dashboard](#).

For Promoted Listings Standard and Promoted Listings Express, you can select the "Promote it" banner on top of eligible listings in the My eBay Selling Overview and [Active pages](#). Monitor your campaigns' performances using the [Advertising Dashboard](#).

