



# Spring message from eBay Partner Network

Hello Partners,

Happy Spring and greetings from Seattle! Some things have changed in the eBay Partner Network since we last communicated: we have new leadership and have launched some exciting new projects. Amidst the change, there are things that continue to hold steady like our dedicated focus to make partnering with eBay easier, faster, and more seamless.

Speaking of leadership changes, I want to briefly introduce myself as the new [Director of EPN](#). I am honored and excited to be leading this business. I have been at eBay for 7 years, in various leadership roles across the marketing organization, focusing on channel growth, performance optimization, and capability-building. While new to the EPN team, I have worked along-side this team for many years. Core to my excitement of joining this team, is being able to work with all the inspiring and energetic partners who are truly focused on providing a great user experience. Commensurate to that is the growth mindset underlying our day-to-day work. We have laid a strong foundation for 2022 and we will build upon that to really push innovation this year. More on that below.

On the personal side, I live in Seattle with my husband and two objectively adorable daughters. I love all things food and wine, and I try to get outdoors as much as the Seattle weather allows. The last thing I purchased on eBay was a book (great selection of gently used books!) and the last thing I sold was a pair of jeans.

Here is a bit more on what you can expect in 2022:

## Growth

In 2022, growth and innovation are priorities across the EPN business and more broadly at eBay. Within the Partnerships world we plan to test targeted pricing adjustments to incentivize partner growth. Secondly, we continue to expand across priority categories where eBay has a unique competitive offering. Expect to hear more about how we can partner in these focus categories in 2022.

## New Capabilities

eBay coupon codes - Based on your direct feedback, we understand that coupon codes are essential to promotions and driving growth. We're working on releasing eBay coupon codes more widely and effectively for you to promote eBay to your user base.

Feeds/APIs - Last year, we completed migration off of eBay's legacy APIs and this year we'll be focused on enhancing our newest Feeds and Browse APIs to provide faster and higher quality listings to you.

## Priority Listings

As we've shared before, Priority Listings are listings that are particularly valuable to eBay either due to the focus of the listing or the category itself. Last year, we laid the foundation by adding new "Priority Listings" flags and tracking parameters to our Link Generator tool, Feeds, and Browse APIs. We've now started to offer higher commissions to reward our partners who successfully drive conversions of these valuable listings. EPN is dedicated to helping our publishers optimize their business and we truly believe that this is one lever that will help both our marketplace and our publishers.

## Collaboration

With travel opening back up again, we are excited to get back out there and meet face-to-face with our partners. We will have teams attending industry conferences in Australia, Germany, and the US, in the next few months. I am personally looking forward to meeting with partners both in person and virtually. Connecting in person, building relationships, and hearing directly from our partners all contribute to growth.

These are just a few examples of how EPN is working to make our program even more engaging and profitable for our partners. I look forward to seeing where Q2 takes us! Thank you for your continued partnership.

Best,  
Reanne  
Director, eBay Partner Network

eBay Partner eBay Partner Network (EPN) will periodically send required e-mails to you about your EPN account and the EPN program. Visit our [Privacy Notice](#) and [Network Agreement](#) if you have any questions.

| [Network Agreement](#) | [Code of Conduct](#) | [Privacy Notice](#) |

Copyright © 2022 eBay Partner Network Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. 2145 Hamilton Avenue, San Jose, CA 95125.