



2021 Spring message from eBay Partner Network

Greetings from the eBay Partner Network (ePN).

We hope you're all staying safe and, for those in the Northern hemisphere, starting to enjoy early signs of spring. For our team in Seattle, these signs include the occasional sunny day when we can dry out and start returning to life.

For many of us, 2021 is already feeling like a more hopeful year. Covid-19 vaccinations are rolling out steadily in many countries, although not always as smoothly or quickly as we would like. This progress is opening up a path forward and giving us hope for a return to normalcy. Although lockdowns persist in most places, restrictions are starting to ease in some, and we're cautiously looking forward to a more normal summer.

The ePN team has continued to work remotely since our last update – hard to believe it's been one full year of remote work! We're definitely hoping to see friends and colleagues again later this year. Despite the remoteness, ePN has already had a productive start to the year:

- One of the most significant initiatives we announced was migrating existing tracking links to a new, modern tracking link format that complies with industry standards. All ePN tools, widgets, eBay's Data Feeds, and Browse APIs, started serving [new tracking links](#) on February 18. We also launched a new [Link Conversion Tool](#) to make it easier for partners to convert their links to the new format. We know it took work on your part to replace your tracking links. Thank you for your help in making this happen! Our network has a stronger, more modern foundation now because of you.
- In January, we announced [new attributes](#) for ePN's Data Feeds. These attributes included: Returns Accepted, eBay Authenticity Guarantee, Condition, Image Background, and Trusted Seller – all of which make it easier for partners who use ePN Feeds to identify and display high-quality items from trusted sellers.
- February saw improvements to our [Smart Share tool](#). Easier link creation and sharing (e.g., Link Shortener, Twitter Social Share), campaign auto-syncing, as well as new dedicated Tool IDs, were integrated to help you better analyze [Performance by Tool reports](#).
- [New reporting fields](#) were rolled out in March. ePN transaction reports now include the fields: Own Inventory, Non-Commissionable, Non-Commissionable Reason, and eBay Plus Item. All of these fields were designed to provide additional insights about completed transactions.
- Amidst these improvements, we also continued our regular business operations to ensure a strong foundation for your day-to-day business. We shared our updated [2021 payment calendar](#) to help you plan your year. We also announced the distribution of 2020 tax forms so you could wrap up 2020 with confidence and enter 2021 on a strong note.

These improvements reflect that ePN continues to invest in a stronger foundation with modern tools that make it easier and more profitable for partners to work with us.

We have more exciting improvements planned for 2021, so stay tuned, and as always, thank you for being part of the eBay Partner Network.

Michael Lill
 Director, eBay Partner Network

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