



Thank you from eBay Partner Network

Hi,

Greetings from the eBay Partner Network (EPN)! We hope you're all staying safe and looking forward to a relaxing holiday break.

What a year! Just as we were recovering from early Covid, we met the Delta variant. More recently, we're facing Omnicron and the return to lockdowns for many team members and partners around the world. We'll keep persevering and we look forward to sunnier days!

One of this year's sunnier stretches involved meeting partners in person for the first time in over 12 months. In July, our North American team traveled to the Big Apple for Affiliate Summit East and then to Las Vegas in November for Affiliate Summit West. Not to be outdone, in October, our European team showed up with a bang at PI Live in London. Through these events, we saw more than 100 new and long-standing partners, caught up with old friends, brainstormed ideas for 2022, and recharged our batteries.

Our time spent with partners also reinforced the importance of providing good experiences for eBay customers as well as attractive business opportunities for partners. We remain laser-focused on offering excellent end-to-end customer buying experiences, starting with the moment customers see eBay ads. To that end, one of our 2021 initiatives involved reducing the number of links pointing to expired listings. EPN links often point to individual listings, so if those links aren't refreshed, they may persist even after the items have sold or the listings have ended. If that happens, buyers get redirected on eBay, which could be confusing and frustrating for customers. To address this challenge, we've been working with partners to reduce the number of links pointing to expired listings. Our efforts for this will extend into 2022.

We've also been working to create richer incentives for partners to work with EPN. A key initiative addressing this was encouraging partners to drive more Priority Listings (PL). Priority listings are listings that are more valuable to eBay sellers, and for which EPN is willing to pay higher commissions. This year, we've added PL flags to EPN's Feeds, APIs, and our linking tools, and also added bonus pricing to partners who feature Priority Listings. More to come on this in 2022!

All this work wouldn't matter much without getting paid. To be transparent and help you plan, we published our [2022 payments calendar](#) earlier this year. We'll also follow up in Q1 with tax forms as we all prepare for tax season this Spring.

We have more improvements planned for 2022. In the meantime, we wish you and your families a safe and happy new year and as always, thank you for being part of the eBay Partner Network

Michael Lill
Director, eBay Partner Network

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