



## Summer message from eBay Partner Network

Greetings from the eBay Partner Network (ePN)! We hope you're all staying safe and enjoying your summer. When I wrote my last update, we were monitoring the progress of vaccinations and easing lockdowns across many countries, and cautiously looking forward to a more "normal" summer. Since then, many of us have been enjoying our first opportunities to step away from our desks, socialize, see family, and even plan some travel while keeping a cautious eye on the Delta variant.

The ePN team has continued to work remotely since our last update but that may be changing as eBay joins other companies in starting to return to the office later this summer. Despite the challenges of remote work, our team had a productive second quarter:

- **Item Condition Tracking.** In April, we announced the addition of [two new reporting fields](#) to our Transaction reports (Item Condition and Condition ID). Some of you know that eBay offers a [Certified Refurbished](#) program with name-brand, like-new products offered at better-than-new prices. eBay backs up this program with a Two-year Warranty, Money Back Guarantee, and Hassle-free Returns. We are working to make it easier for partners to promote these popular products so with the addition of these new fields, our partners can better analyze their performance by item condition (including Certified Refurbished).
- **Improved Curated Feeds.** ePN provides Curated Feeds for partners who want easy access to a filtered list of the most relevant, attractive items on eBay. Over time we noticed that our Curated Feeds did not always include the very best. So in Q2, we worked with eBay's Data Scientists to develop and roll out a new selection algorithm that improves the quality of the items in our [Curated Feeds](#).
- **Priority Listings.** In June, we introduced the concept of "[Priority Listings](#)", items that are particularly valuable for eBay sellers to sell. ePN is dedicated to helping our sellers optimize their business, so we laid the foundation by adding new "Priority Listings" flags and tracking parameters to all of our feeds. Over time, we're hoping to offer bonus pricing so that we reward our partners who successfully drive conversions of these listings.
- **Congratulations to our UK team.** On June 22, we were thrilled to receive the honor of "Best Managed Affiliate Programme – Enterprise Level" at the [Performance Marketing Awards](#). Huge shout out to our UK team and our UK partners who made this possible!

These are just a few examples of how ePN is working to make our program ever more engaging and profitable for our partners. There are more exciting improvements ahead this year, so stay tuned!

On a final note, we recently enjoyed attending the [Affiliate Summit East](#) conference in New York. For many of us, it was the first time in eighteen months that we'd met partners and team members in person. We found these meetings to be extremely energizing and they reminded us that affiliate marketing is driven by close working partnerships. We're looking forward to more opportunities like this in the future.

Have a great Q3, stay safe and, as always, thank you for being part of the eBay Partner Network.

Michael Lill  
Director, eBay Partner Network

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