

ebaymotors

PARTS COMPATIBILITY LISTINGS

The new way to save time and money
while listing your parts and
accessories.

Parts compatibility listings help sellers in more ways than one. Now sellers can:

- ▶ Save time and money on listings
- ▶ Get a boost in search results
- ▶ Gain more satisfied buyers

WHAT ARE PARTS COMPATIBILITY LISTINGS?

INTRODUCING THE NEWEST WAY TO LIST.

Parts compatibility allows sellers to save time and money by creating a single parts and accessories listing on eBay Motors. This format adds standard information to your listing, giving you the opportunity to use your 80-character listing title limit to highlight product details instead of describing compatible vehicles.

This new and powerful tool lets sellers match buyers with parts that fit their vehicles. A searchable description section, now located in all parts and accessories listings, allows buyers to quickly and confidently find the part they're looking for on eBay.

visit pages.ebay.com/motors/compatibility 

BENEFITS TO SELLERS

MORE BUYERS, MORE PROFITS.



Save time and money on listings. Parts compatibility lets sellers create one listing describing a single part. Choose from lists of compatible vehicles to reduce the number of listings you need to create and pay for.



Get a boost in search results. With parts compatibility, both the standardized vehicle information AND your title are used to match buyers' searches, meaning your listings will show up in more relevant search results pages. We'll also give parts compatibility listings an extra boost in search results.



Gain more satisfied buyers. Parts compatibility listings make it easier for your parts to be found by buyers – which means an increase in sales for you. Parts compatibility helps decrease questions and returns while increasing buyer confidence that they're purchasing parts that will fit their vehicles.

BENEFITS TO BUYERS

GIVE THEM EXACTLY WHAT THEY WANT.



When buying parts or accessories, you need to have confidence that what you are buying will fit your vehicle. Saving your vehicle gives you compatibility assurance on eBay Motors.

– Jordan Hettinga
Director of eBay Motors



Parts compatibility also helps improve the overall buying experience, enabling buyers to:

- ▶ **Gain** more confidence when purchasing parts and accessories while lowering the number of buyer questions and returns.
- ▶ **View** only the listings matching the buyer's year, make and model in the search results pages.
- ▶ **Verify** the part or accessory will fit their vehicle by looking at the compatibility section of the listing.

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CHANGE YOUR LISTING STRATEGY

BECOME A MORE EFFICIENT SELLER.



To get started, it's important to rethink your listing strategy and learn how compatibility can help your listing's success.

- ▶ **Create an entirely new listing.** A new listing will increase your presence in search results pages and add compatible vehicles to your listing.
- ▶ **Use a new title.** You'll no longer need to include a list of compatible vehicles in your listing title, so now you can include details about the product: Brand + Part Type + Part Number + other special feature or message.

FEWER FEES, MORE DETAIL

Parts compatibility lets you include all compatible vehicles for a given part in only one listing – for one listing fee. Parts compatibility saves you money, time and the hassle of maintaining multiple listings.

TWO WAYS TO LIST

Choose how you want to add compatible vehicle data to your listing



Compare performance. Test the performance of the new parts compatibility listing against your existing listings with vehicles in the title.

Check the following:

- ▶ Listing counters for the number of buyers who have viewed your listing
- ▶ Insertion fees
- ▶ Time spent managing inventory



HOW TO LIST WITH PARTS COMPATIBILITY

GETTING STARTED IS SIMPLE!



Whether you're using our comprehensive catalog or manually entering information, parts compatibility makes it easy to list your products and start selling more.

- 1 Gather** product data for your listing (i.e., brand name, part number, etc.)
- 2 Search** for your product in our catalog.
- 3 Identify** and choose the product you're selling and proceed with the listing flow.
- 4 Can't find it?** Add compatibility information manually by selecting vehicles from our standardized list.
- 5 Now** your listing will show product details.



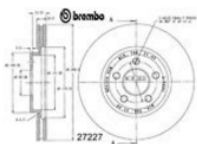
Tell us what you're selling

brembo 27227



Search

Similar products in our catalog



Disc Brake Rotor-Vented OE Replacement Brembo fits 01-06 Chrysler PT Cruiser

Brand: Brembo

Manufacturer Part Number: 27227

Select

See details



None of these match yours?

Continue without selecting a product

MULTIPLE WAYS TO SEARCH

Search for your product in our catalog by product attribute such as part type, manufacturer or part number. Don't know it? You can also search simply by part type and one compatible vehicle.

visit pages.ebay.com/motors/compatibility



TRY PARTS COMPATIBILITY LISTINGS TODAY

SELLING MORE HAS NEVER BEEN EASIER.



Parts compatibility makes it faster and easier to create and maintain your listings by offering complete vehicle data, eliminating the need to squeeze this information into the 80-character title limit. This new listing method allows the year, make, model, trim and engine to be searchable, assuring correct vehicles will appear in buyer search results.

Start using parts compatibility today to save time and money while gaining more satisfied customers.

visit pages.ebay.com/motors/compatibility 



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Start listing today!

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