



# Creating Promotions on eBay

Increasing your sales through promotional marketing

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24 September 2014

# Overview

Welcome to Promotions Manager on eBay! Promoting on eBay can help you increase average order size and revenue while your buyers enjoy great deals and savings! Creating promotions on eBay is free and easy to setup.

The screenshot shows an eBay product listing for an 'Original Samsung Galaxy Note 3 Pen Stylus w/ Eraser 1717 1B79 1B89 1900 n7000 EPI'. The price is listed as US \$24.95. A green banner at the top left of the listing area says 'SAVE \$5 WHEN YOU SPEND \$30 OR MORE'. Below the main product image, there is a 'Current items' section with four smaller product images and their prices: Original Samsung Galaxy Note 3 Pen Stylus w/ Eraser (1717 1B79 1B89 1900 n7000) for \$24.95, BlackBerry PlayBook Charging Hot Dock Cradle Stand + Keyboard Eraser (001 1876) for \$17.99, New OEM Samsung Galaxy Tab 2 8 Full Size Keyboard Case (1916) for \$19.99, and Sony Cover w/ Lugs for Digital Touch Pads (1916) for \$21.99. A 'Buy it Now' button and an 'Add to cart' button are visible on the product page.

## Promotions on eBay can help you:

- ✓ Increase order size and revenue as buyers purchase more items in a transaction.
- ✓ Encourage buyers to buy more from you by highlighting your range of stock.
- ✓ Gain marketing exposure from cross-selling related items on your listings.
- ✓ Lower postage costs and increase margins by consolidating bundled orders.

## Promotions on eBay can help buyers:

- ✓ Find accessories and related items while they're shopping.
- ✓ Lower their postage costs per item when they buy more.
- ✓ Benefit from special savings when they add more items to their order.

# Offer types

Promoting on eBay gives you the unique opportunity to merchandise and cross-sell across your whole product range. There are several offer types available, in creating the best promotional strategy for you the first step is to determine what you're trying to achieve.

**Order Discounts-** To promote your entire store, a category of items, or a selected set of items. Order discount offers are an easy way to promote the purchase of more than one item at a time by allowing you to offer dollars off, a percentage off, or free items per multiple-items purchased (buy one get one offers) across a selected range of items.

**Accessory Discounts-** To inspire the purchase of specific items that are often purchased together. By bundling related items to a primary item, accessory discount offers let you promote individual items, or SKUs,—such as specific lenses for the camera featured in your listing. Each item can be offered at a different percentage discount—with the condition that the buyer purchases the primary item.

**Sale Events-** To create discounts and merchandise all your discounted items together for easy buyer access. Items you select for an event that also have a sales price treatment will automatically appear on the sale page and each item will also have links enabled on key shopping pages. These links drive shoppers to the "sale" page. You can group products that would typically be purchased together, or share a common theme.

**Promotional Free postage offers -** To promote all your listings which include a conditional free postage rule. By including a promotional postage rule such as free postage on orders over \$49.00, or buy 2 get free postage, you can merchandise eligible items to increase order size.

**Coupons-**To engage previous or future customers through targeted offers. Codeless coupons can be sent as a link through emails to your buyers and customers. They can also be promoted on social media sites, marketed on websites, Stores etc. Offers are hidden from natural search and are only displayed to buyers who have clicked on the link.

# Buyer Experience – Offer Placements

eBay Promotions Manager identifies key places for buyers to take advantage of your exclusive offers and savings!

## ➤ Offer Page:

**\$ SPECIAL OFFERS**

On select items only. Offers are subject to change at anytime, while supplies last.



**SAVE UP TO 20%**

20% ALL-REG-PRICED TRAMPOLINES (EXCLUDES CLEARANCE)

Ends in 2 days



**SAVE UP TO 25%**

25% OFF ALL PLAYSKOOOL INFANT & PRESCHOOL TOYS EXCL

Ends in 2 days




**SAVE UP TO 40%**

40% OFF ALL STATS TABLE GAMES

Ends in 2 days

## ➤ View Item Page:

**\$ SAVE UP TO 80%** See all eligible items ▶



**Shorepa Accent Retractable Pocket Style Highlighters, Indigo, 10/Pack (1857963)**

Quantity:  Limited quantity available. Add

Current price: \$24.99

Original price: \$31.24 (96%)

Now: **\$24.99**

[Buy It Now](#)

[Add to cart](#)

[Add a promotion](#)

**FREE** Economy Shipping (see restrictions)

Estimated delivery: Wed, May 18 (see shipping)

Payment: **PayPal** (see restrictions)

**\$ SAVE UP TO 80%\*** See all eligible items ▶

Marked down from price reflects all savings. Taxes provided by:

Current Item	Current Price	Original Price	Now Price
Shorepa Accent Retractable Pocket Style Highlighters, Indigo, 10/Pack (1857963)	\$24.99	\$31.24	\$24.99
Shorepa Accent Retractable Pocket Style Highlighters, Indigo, 10/Pack (1857963)	\$24.99	\$31.24	\$24.99
Shorepa Accent Retractable Pocket Style Highlighters, Indigo, 10/Pack (1857963)	\$24.99	\$31.24	\$24.99
Shorepa Accent Retractable Pocket Style Highlighters, Indigo, 10/Pack (1857963)	\$24.99	\$31.24	\$24.99

**Add to cart and save:**


Shorepa Accent Retractable Pocket Style Highlighters, Indigo, 10/Pack (1857963) \$24.99

Subtotal: \$24.99

[Add to cart](#)

## ➤ Shopping Cart

From



**Monster High 13 Wishes - Haunt the Casbah Doll - Draculaura #zTS**

**OFFER**

**Add 1 more to qualify: Buy 1, get 1 at 50% off**

[See all eligible items](#)

Quantity:

Economy (4 business days) ▼

Economy Shipping

[Request total from seller](#)

When buyers view offer items or add them to cart, messaging will alert them to other eligible items from the same seller.

# Getting Started

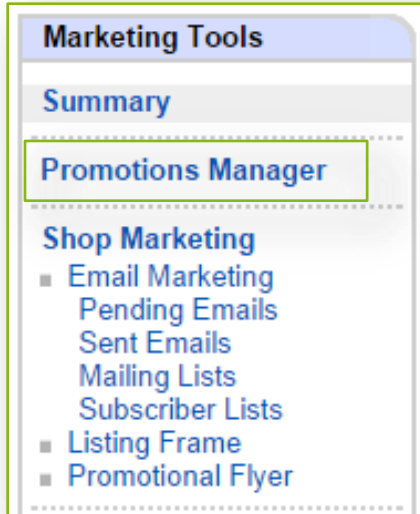
To starting promoting on eBay

1. Sign in to eBay



The screenshot shows the eBay sign-in page. At the top, the eBay logo is followed by the text "Welcome to eBay". Below this is a "Sign in" section with a close button. There are two input fields: "Email or user ID" and "Password". Below the password field, there is a link for "Forgot your user ID or password?". At the bottom of the sign-in section, there is a checkbox for "Stay signed in" with the text "(Uncheck if you're on a shared computer)" and a blue "Sign in" button.

2. Go to My eBay



3. Go to Account  
> Marketing Tools  
and select  
**Promotions  
Manager**

Accessing the tool:

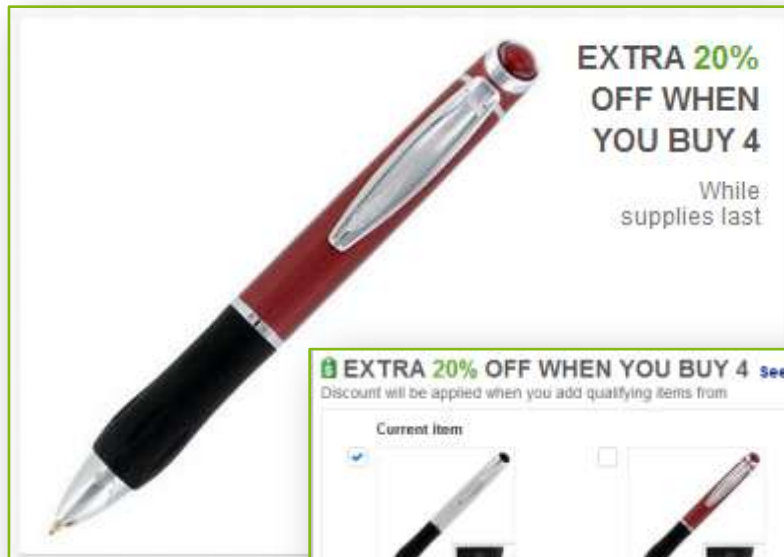
- Store sellers have access through my eBay
- If you do not have a Store or Selling Manager Pro, you can access the tool through this link:  
<http://cgi1.ebay.com.au/ws/eBayISAPI.dll?SellerDiscountCampaignDashboard>

# Creating Offers

# Creating Order discount offers

## Tips for creating successful order discount offers:

- ✓ Consider your average order size and average order value on eBay when setting a threshold for your discount, your aim is to increase this
- ✓ If you re-price your inventory frequently, avoid offering dollars off – offer a percentage off or free products instead to help to protect your margins
- ✓ Use order size offers when you have similar margins across products or categories
- ✓ Make sure a dollars off discount does not exceed the price of the least expensive item in the promotion (unless you intend to give items away for free as part of your promotion)







## EXAMPLE OFFERS:

- SAVE \$15 WHEN YOU SPEND \$50
- SAVE 20% WHEN YOU SPEND \$100
- SAVE \$20 WHEN YOU BUY 3
- SAVE 25% WHEN YOU BUY 3
- BUY 1, GET 1 AT 50% OFF (*lowest price item*)

**EXTRA 20% OFF WHEN YOU BUY 4** [See all eligible items](#)

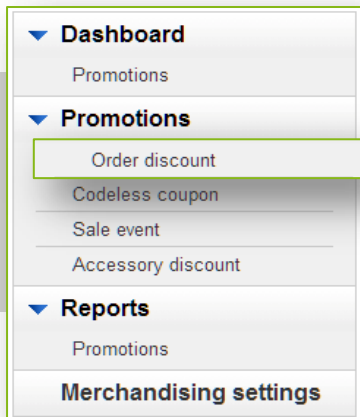
Discount will be applied when you add qualifying items from to your cart

Current item	
<input checked="" type="checkbox"/>	<input type="checkbox"/>
	
Quill 66 Professional Series Ball Point Pen, Satin Silver	Quill 66 Professional Series Ball Point Pen, Satin Burgundy
List price: <del>\$19.99</del> Now: <b>\$6.99</b>	List price: <del>\$19.99</del> Now: <b>\$6.99</b>
<input type="checkbox"/>	<input type="checkbox"/>
	
Quill 66 Professional Series Ball Point Pen, Satin Grey	Quill 66 Professional Series Ball Point Pen, Satin Blue
List price: <del>\$19.99</del> Now: <b>\$6.99</b>	List price: <del>\$19.99</del> Now: <b>\$6.99</b>

[Offer conditions](#) | [Learn about pricing](#)

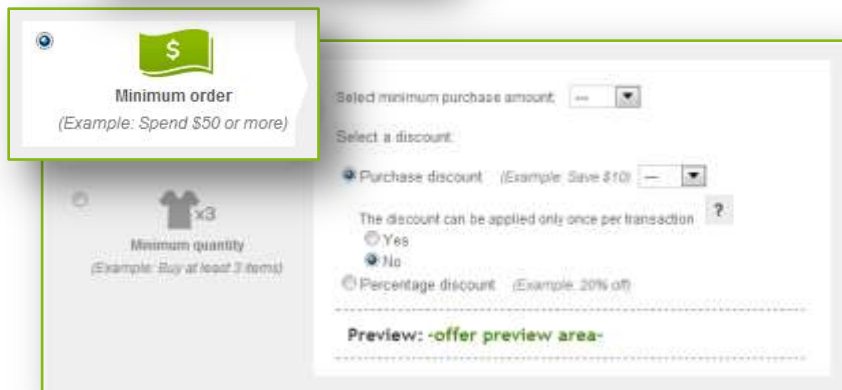


# Create Offers: Order discounts



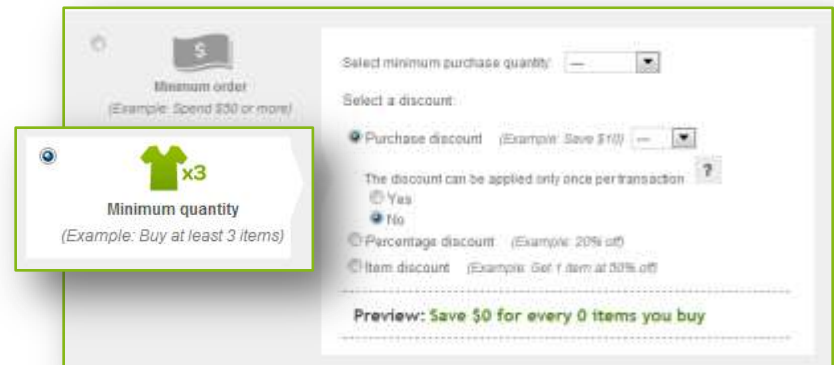
## Step 1: Choose a purchase requirement *Minimum order or Minimum quantity discount*

- Click **Order discount** from the left hand menu
- Select **Minimum order** or **Minimum quantity**
- Follow one of the following two sets of instructions



### To complete minimum order:

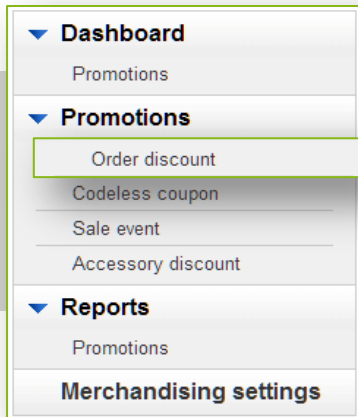
- Select a minimum purchase amount
- Choose a discount type
  - Purchase discount
  - Percentage discount



### To complete minimum quantity:

- Select a minimum purchase quantity
- Choose a discount type
  - Purchase discount
  - Percentage discount
  - Item discount

# Create Offers: Order discounts



## Step 2: Choose items to offer

*Restrict inventory by rules*

- Click **Create inclusion rule** or **Create an exclusion rule**
- Select a category
- Follow the respective third step to create a rule

A screenshot of the 'Restrict inventory by rules' configuration screen. The screen is titled 'Restrict inventory by rules' and has a radio button selected. Below the title, there are three radio button options: 'Whole store (All inventory)', 'eBay category', and 'My store category'. The 'Whole store (All inventory)' option is selected. Below these options, there is a 'Filtered by:' section with a 'Price range: from \$' input field followed by 'to \$' input field. Below the price range, there is an 'Item condition:' section with four checkboxes: 'New', 'Manufacturer refurbished', 'Seller refurbished', and 'Used'. At the bottom, there is another radio button option: 'Only selected SKUs / custom labels', which is also selected. Below this option, there is text that says 'You can select up to 100 individual SKUs.' and a link that says 'Enter SKUs | Select individual SKUs ?'.

**Add inclusion rule**

### To complete inclusion rule:

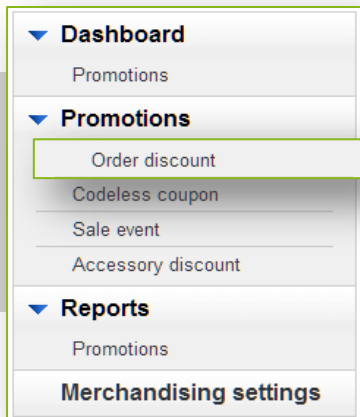
- Select category
- Apply filters (optional)
- Click **Add inclusion rule**

**Add exclusion rule**

### To complete exclusion rule:

- Select category or specify selected SKUs
  - Enter SKUs
    - Enter one SKU per line
    - Click **Add these SKUs**
  - Select individual SKUs
    - Select category
    - Click **View SKUs in this category**
- Apply filters (optional)
- Click **Add exclusion rule**

# Create Offers: Order discounts

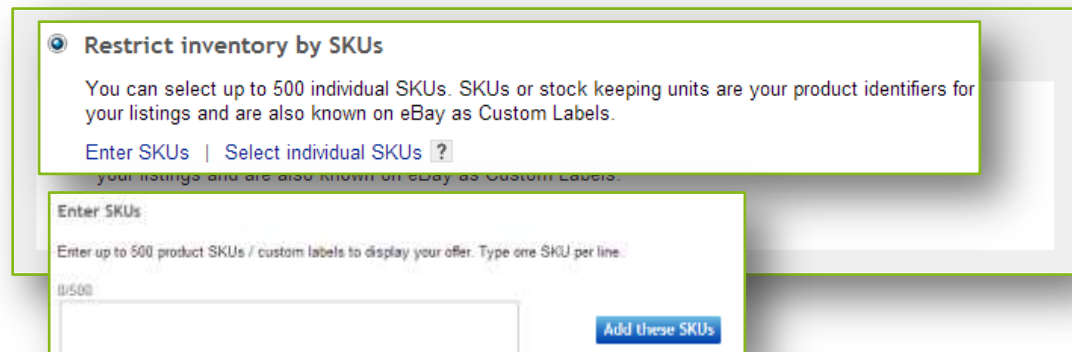


## Step 2: Choose items to offer

*Restrict inventory by SKUs*

### To manually enter SKUs:

- Click Enter SKUs
- Enter one SKU/custom label per line
- Click Add these SKUs

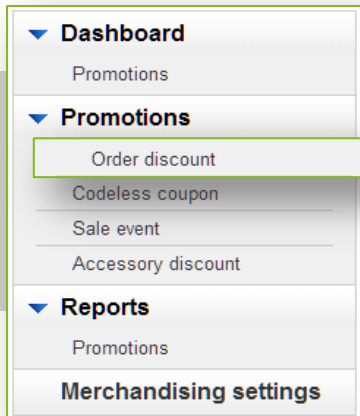


### To select individual SKUs:

- Click Select individual SKUs
- Select category of choice
- Click View SKUs in this category
- Select desired SKUs
- Click Add these SKUs

Note: Sellers can only select up to 500 individual SKUs.

# Create Offers: Order discounts



## Step 3: Describe the items that are eligible

*Create a Subtitle for your offer*

- Enter a description of the items that will be included in your offer as a subtitle
- Preview how the offer title will be displayed in the 'Offer Preview Area'

Enter description:

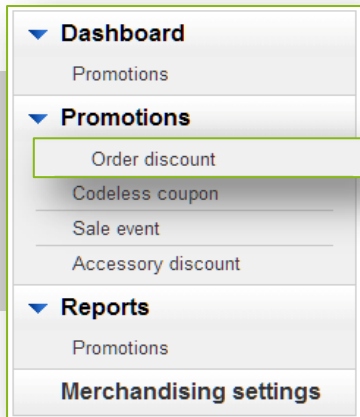
Examples:

1. Brand & categories: On Michael Kors hand bags & shoes
2. All brands - Coach, DKNY, Christian Dior & Chloe
3. Subset of brands - Top brands including Nike, Adidas & Puma

**Preview -offer preview area-**

Marked down item price reflects all savings. Items provided by adoramacamera.

# Create Offers: Order discounts



## Step 4: Schedule the offer

*Start immediately or set a future date*

Enter the following values:

➤ Offer title

Offer titles are not visible to buyers. They simply help you track the offers you've created.

➤ Start date

Date/time you want the offer to become active and visible to buyers on eBay. Offers will start automatically at the date/time you choose unless you choose to start immediately.

➤ End date

Date/time you want the offer to be de-activated.

3. Schedule your offer

Enter offer title:  (Example: Summer sale)

Start date:  PDT Or  Start immediately

End date:  PDT

Aug 2013

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

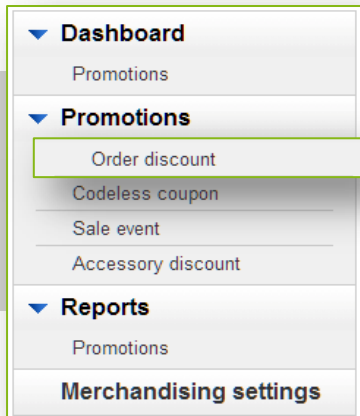
Time 16:02

Hour

Minute

Apply

# Create Offers: Order discounts

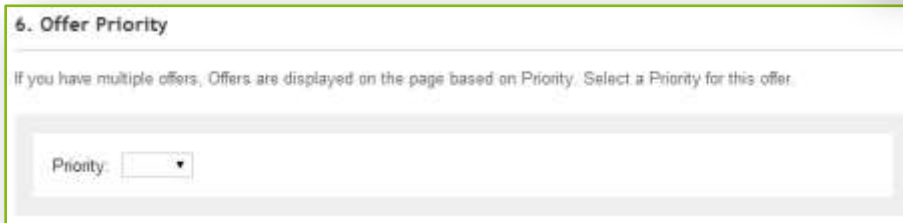
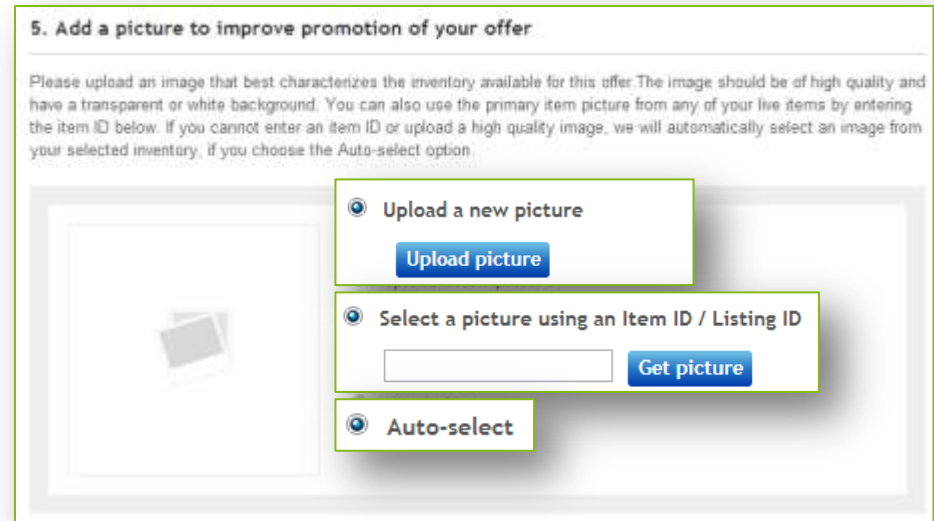


## Step 5 & 6: Add a picture, Select Priority

*Choose a photo to represent the offer on the All Offers Page*

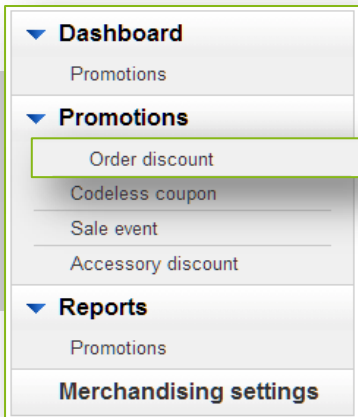
Add a picture by choosing one of the following:

- **Upload a new picture**  
*Upload an image of your choosing that characterises your offer*
- **Select a picture using an Item ID / Listing ID**  
*Use a specific item by entering the Item or Listing ID*
- **Auto-select**  
*Let Promotions Manager automatically select an image from among the inventory included in the offer*



- **Select which of your Promotions get Priority.**  
Offers with a priority of 1 will be shown first.

# Create Offers: Order discounts



## Step 7: Submit or Save as a Draft

*Activate your offer or save it as a draft*

- Click Submit or Save as draft

By submitting this form, you acknowledge that you've reviewed and accepted [eBay Promotions Manager's Terms and Conditions](#).

Submit

Save as draft

Cancel

**Note:** Offers in **Draft** status will not be live on eBay or visible to buyers on the scheduled start date. You must first edit the offer with the final revisions you want and submit it to change the status to **Scheduled** (explained in the [Manage Offers](#) section).

# Accessory discount offers

## Tips for creating successful accessory discount offers:

- ✓ Recommend at least 3 related items for every primary item
- ✓ Make sure all related items included in your offer are eligible for free postage
- ✓ Make the price of the primary item as competitive as possible – this helps increase sales of related items
- ✓ Accessories to the primary item tend to sell the best. Start with the essentials – things required to make the primary product work – like an SD card for a digital camera. Then include add-ons like tripods and cases.

ebay Shop by category

Back to Daily Deals | Listed as Amazon Kindle Fire 8GB, Wi-Fi, 7in - Black in category: Computers/Tablets & Networking > iPads, Tablets & eBook Readers

**SAVE MORE WHEN YOU ADD RELATED ITEMS** See all eligible items

Amazon Kindle Fire eReader 8GB, Wi-Fi, 7in - Black Full Color Multi-Touch Book

Item condition: Seller refurbished

Quantity: 1 Limit: quantity available: 738 units

Price: US \$99.99

Buy it now

Add to cart

Current item

Amazon Kindle Fire eReader 8GB, Wi-Fi, 7in - Black Full Color Multi-Touch Book

Motorola H19XT Universal Bluetooth Wireless Headset w/ MOTO SPEAK

ZaggKeys Solo Bluetooth Keyboard for iPads, Tablets & Smartphones Silver New OEM

Amazon Kindle Fire Micro-USB Wall Charger Home Travel OEM Original NEW

Have one to sell? Sell it yourself

## EXAMPLE OFFERS:

- Buy a camera, get 10% off select accessories
- Buy a TV, get \$25 off a Blu-Ray player
- Buy ink cartridges with your printer for 50% off

**SAVE MORE WHEN YOU ADD RELATED ITEMS\*** See all eligible items

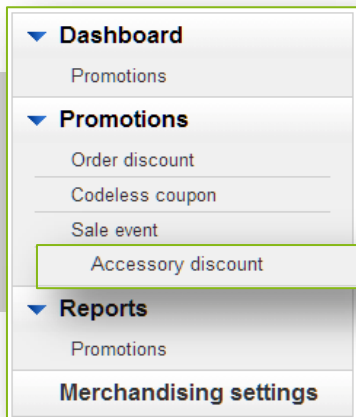
Discount will be applied in the cart when you bundle the current item with additional qualifying items from a4c.

Current item	Related Item 1	Related Item 2	Related Item 3
Amazon Kindle Fire eReader 8GB, Wi-Fi, 7in - Black Full Color Multi-Touch Book	Motorola H19XT Universal Bluetooth Wireless Headset w/ MOTO SPEAK	ZaggKeys Solo Bluetooth Keyboard for iPads, Tablets & Smartphones Silver New OEM	Amazon Kindle Fire Micro-USB Wall Charger Home Travel OEM Original NEW
\$99.99	\$34.96 (Regular price) \$27.96 *	\$50.00 (Regular price) \$33.99 *	\$29.00 (Regular price) \$22.49 *

\* Savings shown applied to the order subtotal of all items purchased. Actual item price may vary from that shown as it is subject to a cost-weighted basis discount. See details. Offer conditions | Learn about pricing

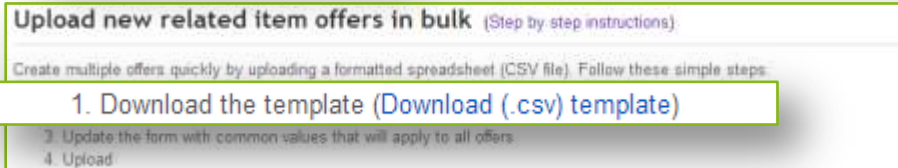


# Create Offers: Accessory discounts



## Step 1: Complete formatted spreadsheet *Specify details in assigned columns*

- Click **Accessory discount** from the left hand menu
- Click **(Download (.csv) template)**
- Complete available fields



**Primary SKUs** – Enter the SKUs (a.k.a. Custom Labels) of the primary items of the offer. Separate each SKU using a comma. This allows you to link the same set of related items to multiple primary SKUs.

**Related SKU** – These are the SKU numbers for the related items. List one SKU in each row to be associated with a primary item. **Remember, your related SKUs must offer free postage.**

**Discount type** – Specify whether the discount is a percentage or dollar amount off the price of a related SKU. Enter **Percentage** for percentage off or **Amount** for dollar amount off.

**Discount value** – Specify the percentage off or the dollar value off the price of the related item. Discounts offered will be applied to the buyer’s order subtotal.

**Currency code** – Specify the currency in which you sell on eBay. For AU sellers, it generally will be **AUD**. You only need to include this for “Amount” discounts.

**Discount quantity limit** – Specify the quantity of each related SKU that the discount may be applied to per buyer, per transaction.

**Offer Descriptions [optional]** – Define an internal offer title to more easily differentiate among offers. This title will appear in the Promotions Manager dashboard and will not be visible to buyers.

# Create Offers: Accessory discounts

Primary SKUs [Also called Custom Labels. Separate each SKU using comma.]	Related SKU [Also called Custom Label. Enter only one SKU per line.]	Discount type [Enter Amount=Amount off, Percentage=Percentage off]	Discount value	Currency code [Enter USD]	Discount quantity limit [Enter whole numbers. Applicable for each item selected for purchase.]
Primary_SKU1	SKU110	Percentage	5		1
	SKU111	Amount	1.23	USD	1
	SKU120	Percentage	5		1
	SKU121	Amount	1.23	USD	1
	SKU122	Percentage	5		4
	SKU130	Percentage	5		4
Primary_SKU2,Primary_SKU5,Primary_SKU6	SKU210	Percentage	5		1
	SKU211	Amount	1.23	USD	1
	SKU212	Percentage	5		1
	SKU213	Amount	1.23	USD	10
	SKU220	Percentage	5		1
	SKU221	Amount	1.23	USD	10
	SKU222	Percentage	5		1
MSKU4_Parent,,MSKU7_Parent,	MSKU510_Parent	Percentage	10		1
	MSKU520_Parent	Percentage	20		1

Bundle 1

Empty row required between offers

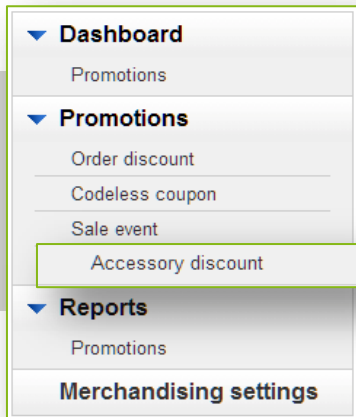
Bundle 2: multiple primary items separated by a comma, with no space between. This can be tricky if the sku is all numeric.

Bundle 3: MSKU offer, requires parent SKU / custom label for each item only, do not include the child variation sku. As it will not be recognised.

## Best Practices:

- \*Save as a CSV file. Saving as an excel file will result in a failure message.
- \*Sku's cannot have \* in the label. This will cause the file to error out.

# Create Offers: Accessory discounts



## Step 2: Upload completed spreadsheet

*Upload new related item offers in bulk*

- Set webform values
- Upload file
- Submit form

### ➤ Start date

*Date you want the offer to become active and visible to buyers*

### ➤ End date

*Date the offer will be de-activated*

### ➤ Discount calculation

- **Cost weighted** – discounts are summed together as an order discount and then applied on a cost weighted basis across both the primary and all related items purchased
- **Discount related only** – discount to be applied as is on the related item only

- Click **Submit** to activate offer

Confirmation of whether or not the file was successfully uploaded will be presented at the top of the page.

**Tip:** See the Common Errors section in the Appendix (pg 49) for common errors and possible solutions

**Note:** You can keep track of the SKUs you've already uploaded by downloading a spreadsheet of your existing order size offers (explained in the Manage offers section). This will help prevent you from uploading duplicate SKUs at a later time

# Promote a sale event

If you have created sales using "Markdown Manager" or if you are using Strike-Through Pricing treatments, you can improve visibility of those items by promoting a group of items as a part of a sale event.

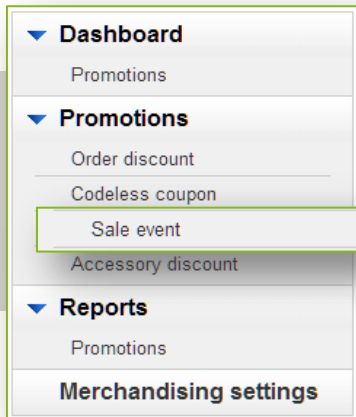
Items you select for an event that also have a sales price treatment will automatically appear on the sale page. Each item will have links enabled to drive shoppers to this "sale" page.

## Tips for creating successful sale events:

- ✓ Curate sale inventory to promote relevant items within a given sale event.
- ✓ If you have eBay or store categories that consistently have inventory marked down, consider setting up ongoing events, restricting by inventory rules. These events will automatically update based on available, discounted inventory.



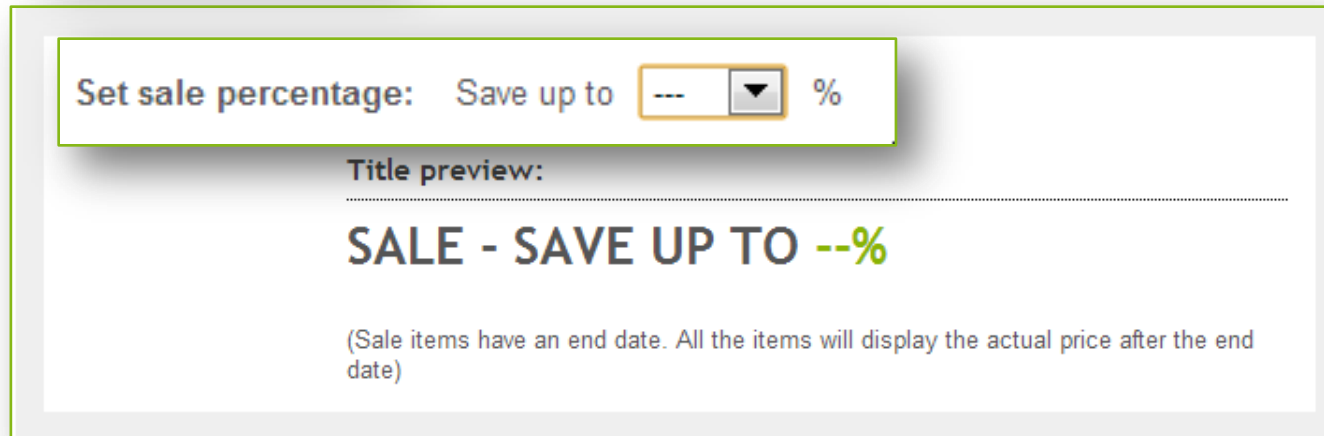
# Create Offers: Promote a sale event



## Step 1: Select sale percentage

*Set maximum percentage of up to 80%*

- Click **Sale event** from the left hand menu
- Select sale percentage from the drop-down menu



Set sale percentage: Save up to  %

Title preview:

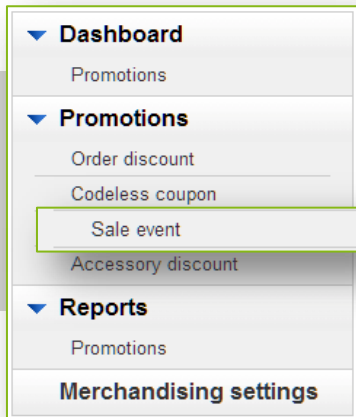
**SALE - SAVE UP TO --%**

(Sale items have an end date. All the items will display the actual price after the end date)

**Note:** The sale percentage selected will not act as a filter for inventory in the offer. Any item with discounted price treatment, meeting the inventory restrictions will be included in the sale event.

**Tip:** Make sure that the percentage you select applies to at least 15% of the inventory you included in the sale event.

# Create Offers: Promote a sale event



## Step 2: Choose items to offer

*Restrict inventory by rules*

- Click **Create inclusion rule** or **Create an exclusion rule**
- Select a category
- Follow the respective third step to create a rule

A screenshot of the 'Restrict inventory by rules' configuration page. The page has a radio button selected for 'Restrict inventory by rules'. Below this, there are three radio button options: 'Whole store (All inventory)', 'eBay category', and 'My store category'. The 'Whole store (All inventory)' option is selected. Below these options is a 'Filtered by:' section with a 'Price range: from \$' input field followed by 'to \$' input field, and an 'Item condition:' section with checkboxes for 'New', 'Manufacturer refurbished', 'Seller refurbished', and 'Used'. At the bottom, there is a radio button selected for 'Only selected SKUs / custom labels', with the text 'You can select up to 100 individual SKUs.' and a link 'Enter SKUs | Select individual SKUs ?'.

**Add inclusion rule**

### To complete inclusion rule:

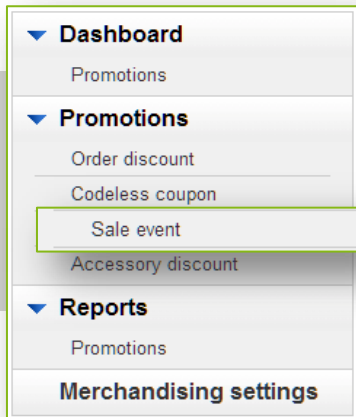
- Select category
- Apply filters (optional)
- Click **Add inclusion rule**

**Add exclusion rule**

### To complete exclusion rule:

- Select category or specify selected SKUs
  - Enter SKUs
    - Enter one SKU per line
    - Click **Add these SKUs**
  - Select individual SKUs
    - Select category
    - Click **View SKUs in this category**
- Apply filters (optional)
- Click **Add exclusion rule**

# Create Offers: Promote a sale event

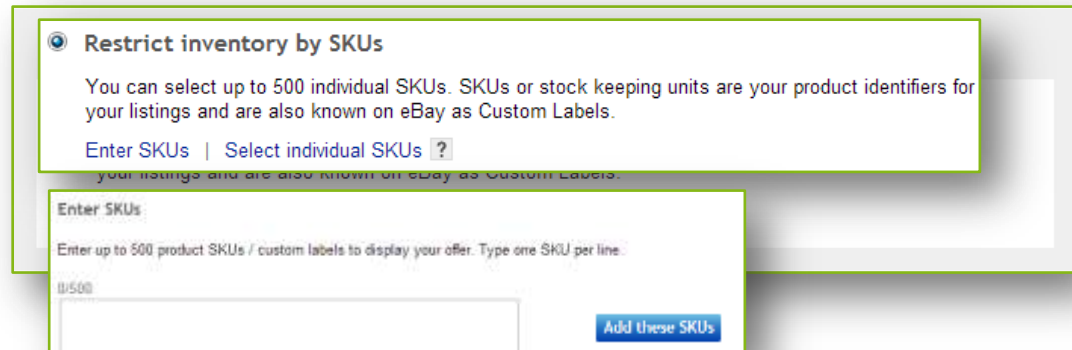


## Step 2: Choose items to offer

*Restrict inventory by SKUs*

### To manually enter SKUs:

- Click Enter SKUs
- Enter one SKU/custom label per line
- Click Add these SKUs

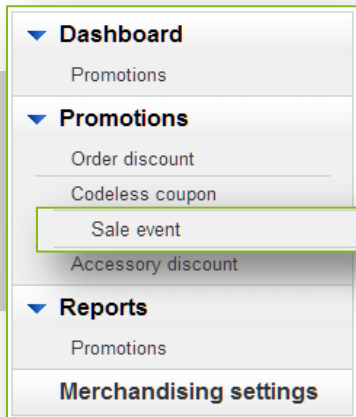


### To select individual SKUs:

- Click Select individual SKUs
- Select category of choice
- Click View SKUs in this category
- Select desired SKUs
- Click Add these SKUs

Note: Sellers can only select up to 500 individual SKUs.

# Create Offers: Promote a sale event



## Step 3: Describe the items that are eligible

*Create Subtitle for your offer*

- Enter a description of the items that will be included in your offer as a subtitle
- Preview how the offer title will be displayed in the 'Offer Preview Area'

Enter description:

Examples:

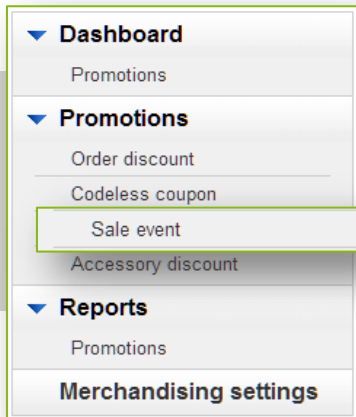
1. Brand & categories: On Michael Kors hand bags & shoes
2. All brands - Coach, DKNY, Christian Dior & Chloe
3. Subset of brands - Top brands including Nike, Adidas & Puma

**Preview -offer preview area-**

marked down item price reflects all savings. items provided by adoramacamera.



# Create Offers: Promote a sale event



## Step 4: Schedule the offer

*Start immediately or set a future date*

Enter the following values:

➤ Offer title

Offer titles are not visible to buyers. They simply help you track the offers you've created.

➤ Start date

Date/time you want the offer to become active and visible to buyers on eBay. Offers will start automatically at the date/time you choose unless you choose to start immediately.

➤ End date

Date/time you want the offer to be de-activated.

3. Schedule your offer

Enter offer title:  (Example: Summer sale)

Start date:  PDT Or  Start immediately

End date:  PDT

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S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

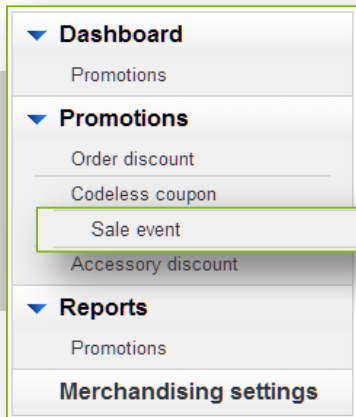
Time 16:02

Hour

Minute

Apply

# Create Offers: Promote a sale event



## Step 5 & 6: Add a picture / Select Priority

*Choose a photo to represent the offer on the All Offers Page*

Add a picture by choosing one of the following:

➤ Upload a new picture

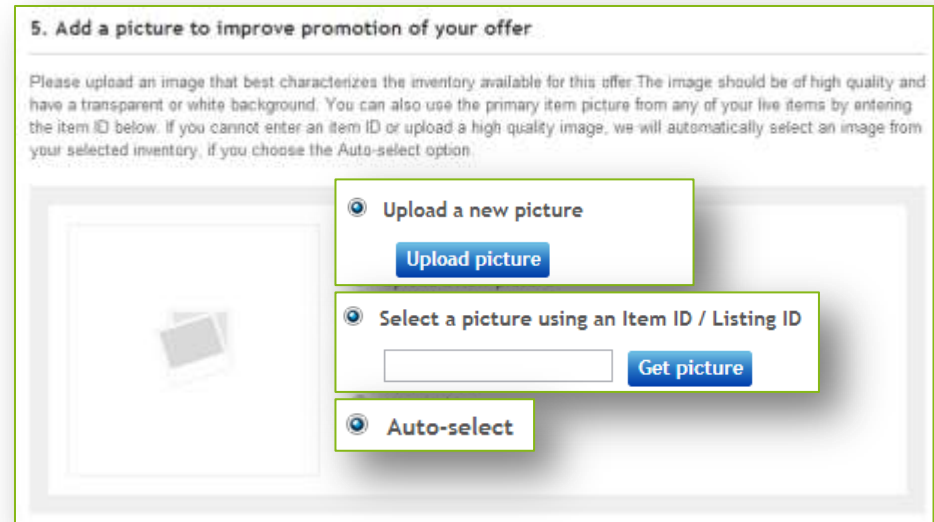
*Upload an image of your choosing that characterises your offer*

➤ Select a picture using an Item ID / Listing ID

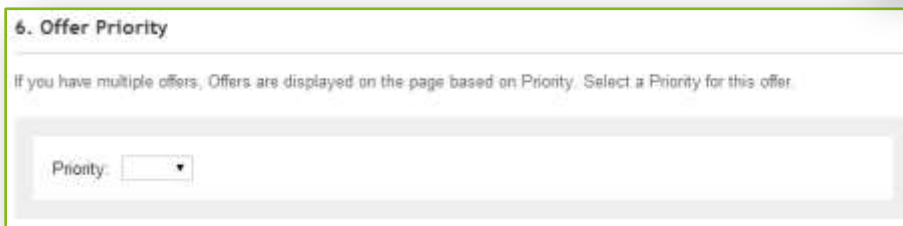
*Use a specific item by entering the Item or Listing ID*

➤ Auto-select

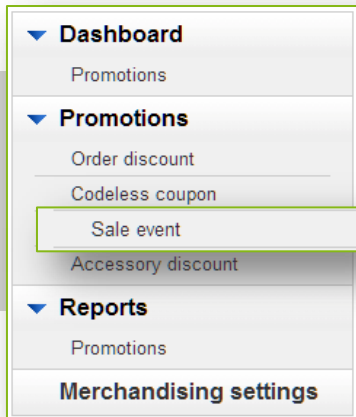
*Let Promotion Manager automatically select an image from among the inventory included in the offer*



- Select which of your Promotions get Priority.  
Offers with a priority of 1 will be shown first.



# Create Offers: Promote a sale event



## Step 7: Submit or Save as a Draft

*Activate your offer or save it as a draft*

- Click Submit or Save as draft

By submitting this form, you acknowledge that you've reviewed and accepted [eBay Promotions Manager's Terms and Conditions](#).

Submit

Save as draft

Cancel

**Note:** Offers in **Draft** status will not be live on eBay or visible to buyers on the scheduled start date. You must first edit the offer with the final revisions you want and submit it to change the status to **Scheduled** (explained in the [Manage Offers](#) section).

# “Free Postage” Offers

Tips for creating successful “free postage” offers:

- ✓ Set your minimum spend/order size threshold slightly above your average order value or average order size.

- ✓ If you have set up a promotional postage rule that provides conditional free postage and your listings allow for combined postage rules, eBay promotions will automatically promote all of those items on a new conditional free postage offer page.

When this is enabled, qualifying items will automatically appear on this page and they will also have links enabled on key shopping pages to drive traffic to this offer page.

Transformers Platinum Edition Grimlock Vs. Decepticon Bruticus Figure Pack

 **FREE SHIPPING ON ORDERS OVER \$79**

Shipping discount will be applied when you add qualifying items to your cart



# Create Offers: Free Postage

## Steps 1 & 2: Setting up Promotional Postage Rules

The screenshot shows the 'My eBay' header with navigation tabs for Activity, Messages (734), Account, and Applications (NEW). The 'Account' tab is selected, and a dropdown menu is open. The 'Site Preferences' option is highlighted in blue. Other options in the menu include Summary, Personal Information, Addresses, Communication Preferences, Manage communications with buyers, Seller Dashboard, Feedback, Seller Account, Donation Account, Resolution Center, PayPal Account, Manage My Store, Sales Reports, File Exchange, Marketing Tools, and Subscriptions.

1. From **my eBay** choose **Account** and Select **Site Preferences**

2. Select **Edit** under Offer promotional postage discounts

The screenshot shows the 'Postage preferences' section with four options: Offer combined payments and postage, Offer flat postage, Offer calculated postage, and Offer promotional postage discounts. The 'Offer promotional postage discounts' option is selected.

The screenshot shows a 'Hide' button and an 'Edit' button. The 'Edit' button is highlighted in purple.

# Create Offers: Free Postage

## Steps 3-5: Setting up Promotional Postage Rules

My eBay: Combined Payments and Postage Discounts

Create rules for the postage costs of multiple item purchases  
Combined postage discounts allow buyers to save on postage when they purchase more than one item from you. You must allow combined payments to provide combined postage discounts.

**Combined payments** ⓘ  
Buyers can send one combined payment for all items purchased from me within 7 days.  
[Edit](#)

**Combined postage discounts** ⓘ  
[Edit](#)

**Flat postage rule** ⓘ  
Subtract an amount from each item's postage cost.  
[Edit](#)

**Calculated postage rule** ⓘ  
Postage Discount Profile: Combined Payments  
Specify a handling cost for an item.  
[Edit](#)

**Promotional postage rule (applies to all listings with postage discounts)** ⓘ  
Charge a postage cost of AU \$ [ ] for purchase of [ ] or more items.  
[Edit](#)

**Promotional postage rule -Screen 1 of 2**

Select a promotional postage rule (applies to all listings with postage discounts)

Not offered

Spend AU \$ [ ] on 2 or more items and postage is [Free]

Buy [2] or more items

Spend no more than AU \$ [ ]

**Tip**

- The promotional postage rule (charges for postage costs). Buyer who can free postage...

**Promotional postage rule -Screen 2 of 2**

Congratulations. You have made changes to your promotional postage rule:

Charge a postage cost of for purchase of 2 or more items

Click [save](#) to save your settings and return to the Preferences page.

[Save](#)

3. Select **Edit** under Offer Promotional postage discounts
4. Select **Promotional postage rule**, press **Next**
5. **Save** Promotional postage rule

### Note:

- Promotional Postage Rules **must** be added to each listing. Creating the rule does not automatically add the rule to existing listings (this can be completed in bulk through the bulk editing tool)

# Create Offers: Free Postage

## Steps 6-7: Bulk editing listings to add promotional postage rules

6. In my eBay, Click on **Active** listings, and select **Edit 1-500**

Active listings (1 to 200 of 5,917)  
When a listing ends, it will move into the Sold or Unsold section of My eBay.

Item title:

Shop category: All Status: All (5917)

Search Advanced search Clear search

Edit Automation rules Action

Edit selected

- Edit listings 1 - 500
- Edit listings 501 - 1000
- Edit listings 1001 - 1500
- Edit listings 1501 - 2000
- Edit listings 2001 - 2500
- Edit listings 2501 - 3000
- Edit listings 3001 - 3500
- Edit listings 3501 - 4000
- Edit listings 4001 - 4500
- Edit listings 4501 - 5000
- Edit listings 5001 - 5500
- Edit listings 5501 - 5917

For: Current pri Item ID

7. Click the checkbox in the top left corner of the table to make sure all listings are selected

Edit		Action	
<input checked="" type="checkbox"/>	+		Title
<input checked="" type="checkbox"/>	+	i	Advance 4238AT Electric LCD Alarm Clock w/USB Port
<input checked="" type="checkbox"/>	+	i	Advance Quartz Decorative 10" Wall Clock 8113
<input checked="" type="checkbox"/>	+	i	Air Filter Furnace Whistle
<input checked="" type="checkbox"/>			Audio2000s AWP-6202B Black Waist-band PA System with Battery Powered Amplifier
<input checked="" type="checkbox"/>	+	i	Auria EXC3200W1G1Exceed Sports Earphones with Microphone and XFit System

# Create Offers: Free Postage

## Steps 8-10: Bulk editing listings to add promotional postage rules

8. Click the “Edit” button and then select the domestic Postage option or Postage policy

The screenshot shows a dropdown menu titled 'Edit fields' with two columns of options. The left column includes: Catalogue product details, Categories, Condition, Custom label, Format and duration, Handling time, Item description, Item location, Item specifics, and Listing upgrades. The right column includes: Package weight & dimensions, Payment information, Postage (domestic), Postage (international), Postage discounts (domestic), Postage discounts (international), Price, quantity, Best Offer, Return policy, and Title and subtitle.

9. For the Promotional postage discount, grouping, select the “Add to all” option and then “Save and close”.

The screenshot shows a dialog box titled 'Edit domestic combined postage discounts'. It has a 'Select action' dropdown menu set to 'Edit listings in bulk'. Below this, it says '3 listings'. There are three sections, each with a dropdown menu set to 'No change': 'Flat postage discounts', 'Calculated postage discounts', and 'Promotional postage discount'. Below the 'Calculated postage discounts' section, there is a blue information icon and the text 'No combined postage discount rules have been created.' Below the 'Promotional postage discount' section, there is a blue information icon and the text 'No promotional postage discount offered.'

10. Click Submit changes

The screenshot shows two buttons: a blue button with white text that says 'Submit changes' and a white button with a grey border and grey text that says 'Cancel'.

**Note:** If you're using business policies, just edit your postage policies and check “Apply my promotional postage rule”.



# Create a Codeless Coupon

## Tips for creating successful coupon offers

- ✓ Coupons are designed to go viral, and the related offers will only be visible to buyers who have the link
- ✓ Include links on Facebook, Twitter, Website, Packing slips etc.
- ✓ Consider your average order size and average order value on eBay when setting a threshold for your discount.
- ✓ If you re-price your inventory frequently, avoid offering dollars off – offer a percentage off or free products instead to help to protect your margins
- ✓ Make sure a dollars off discount does not exceed the price of the least expensive item in the promotion (unless you intend to give items away for free as part of your promotion)

 **EXTRA \$15 OFF (EXCLUSIVE OFFER)\***

**On select Mongoose skates, bikes & scooters**

\* Discount will be applied automatically when you add qualifying items to your cart and meet any offer conditions. Discount will be applied to multiple order discount offers, only one offer discount representing the best value will be applied per each eligible item, as order discount change and can end at anytime.

## EXAMPLE OFFERS:

- SAVE \$15 WHEN YOU SPEND \$50
- SAVE 20% WHEN YOU SPEND \$100
- SAVE \$20 WHEN YOU BUY 3
- SAVE 25% WHEN YOU BUY 3
- BUY 1, GET 1 AT 50% OFF (*lowest price item*)
- BUY 3, GET 1 FREE (*lowest price item*)

## Tweets



Check out the amazing offer we created for our Twitter Followers!

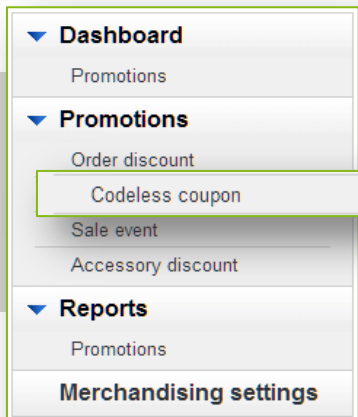
[ebay.us/XiMICf](https://ebay.us/XiMICf)

Expand

← Reply  Delete  Favorite  More

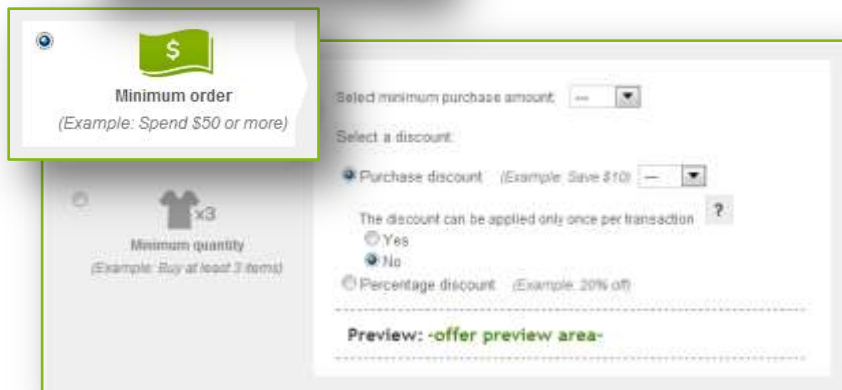
now

# Create Offers: Codeless Coupons



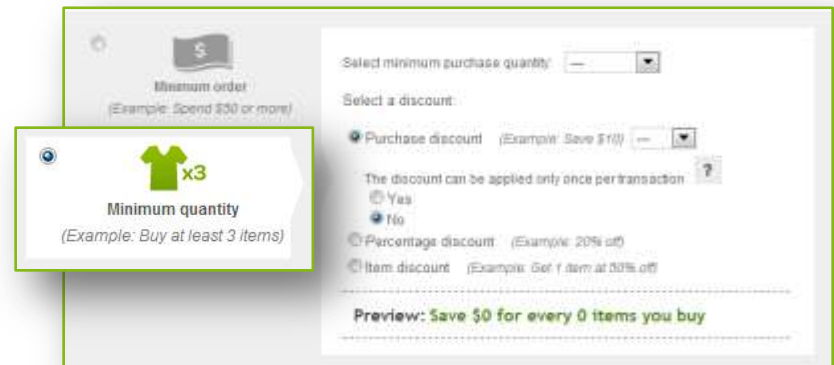
## Step 1: Choose a purchase requirement *Minimum order or Minimum quantity discount*

- Click **Codeless coupon** from the left hand menu
- Select **Minimum order** or **Minimum quantity**
- Follow one of the following two sets of instructions



### To complete minimum order:

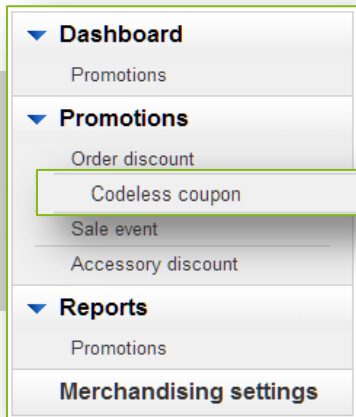
- Select a minimum purchase amount
- Choose a discount type
  - Purchase discount
  - Percentage discount



### To complete minimum quantity:

- Select a minimum purchase quantity
- Choose a discount type
  - Purchase discount
  - Percentage discount
  - Item discount

# Create Offers: Codeless Coupons



## Step 2: Choose items to offer

*Restrict inventory by rules*

- Click **Create inclusion rule** or **Create an exclusion rule**
- Select a category
- Follow the respective third step to create a rule

Restrict inventory by rules

Whole store (All inventory)

eBay category

My store category

**Filtered by:**

Price range: from \$  to \$

Item condition:  New  Manufacturer refurbished  Seller refurbished  Used

Only selected SKUs / custom labels

You can select up to 100 individual SKUs.

[Enter SKUs](#) | [Select individual SKUs](#) ?

[Add inclusion rule](#)

### To complete inclusion rule:

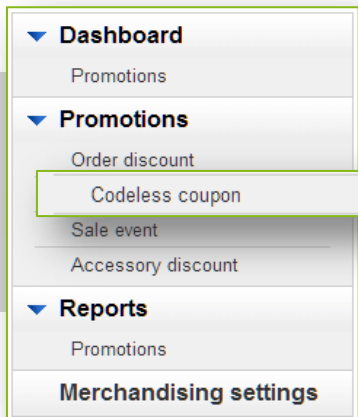
- Select category
- Apply filters (optional)
- Click **Add inclusion rule**

[Add exclusion rule](#)

### To complete exclusion rule:

- Select category or specify selected SKUs
  - Enter SKUs
    - Enter one SKU per line
    - Click **Add these SKUs**
  - Select individual SKUs
    - Select category
    - Click **View SKUs in this category**
- Apply filters (optional)
- Click **Add exclusion rule**

# Create Offers: Codeless Coupons

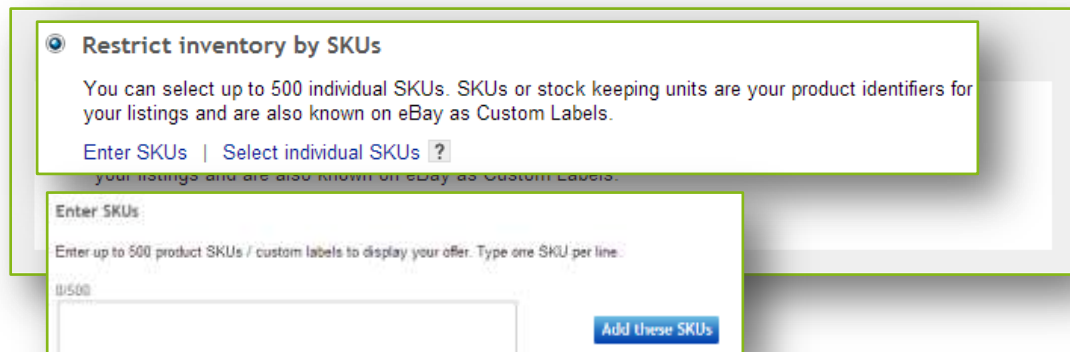


## Step 2: Choose items to offer

*Restrict inventory by SKUs*

### To manually enter SKUs:

- Click Enter SKUs
- Enter one SKU/custom label per line
- Click Add these SKUs

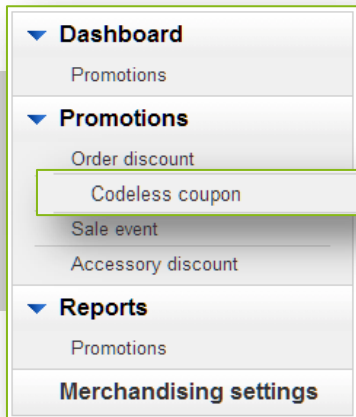


### To select individual SKUs:

- Click Select individual SKUs
- Select category of choice
- Click View SKUs in this category
- Select desired SKUs
- Click Add these SKUs

Note: Sellers can only select up to 500 individual SKUs.

# Create Offers: Codeless Coupons



## Step 3: Describe the items that are eligible

*Create Subtitle for your offer*

- Enter a description of the items that will be included in your offer as a subtitle
- Preview how the offer title will be displayed in the 'Offer Preview Area'

Enter description:

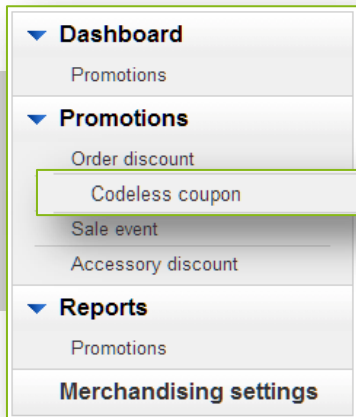
Examples:

1. Brand & categories: On Michael Kors hand bags & shoes
2. All brands - Coach, DKNY, Christian Dior & Chloe
3. Subset of brands - Top brands including Nike, Adidas & Puma

**Preview -offer preview area-**

Marked down item price reflects all savings. Items provided by adoramacamera.

# Create Offers: Codeless Coupons



## Step 4: Schedule the offer

*Start immediately or set a future date*

Enter the following values:

➤ Offer title

Offer titles are not visible to buyers. They simply help you track the offers you've created. Not you can only enter a maximum of 30 characters.

➤ Start date

Date/time you want the offer to become active and visible to buyers on eBay. Offers will start automatically at the date/time you choose unless you choose to start immediately.

➤ End date

Date/time you want the offer to be de-activated.

3. Schedule your offer

Enter offer title:  (Example: Summer sale)

Start date:  PDT Or  Start immediately

End date:  PDT

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S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

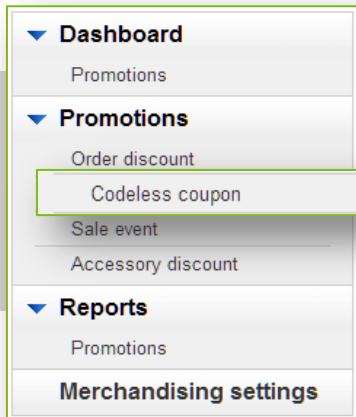
Time 16:02

Hour

Minute

Apply

# Create Offers: Codeless Coupons



## Step 5 & 6: Add a picture / Select Priority

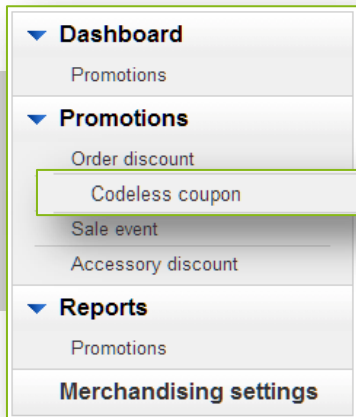
*Choose a photo to represent the offer on the All Offers Page*

Add a picture by choosing one of the following:

- **Upload a new picture**  
*Upload an image of your choosing that characterises your offer*
- **Select a picture using an Item ID / Listing ID**  
*Use a specific item by entering the Item or Listing ID*
- **Auto-select**  
*Let Promotions Manager automatically select an image from among the inventory included in the offer*

- **Select which of your Promotions get Priority.**  
Offers with a priority of 1 will be shown first.

# Create Offers: Codeless Coupons



## Step 7: Submit or Save as a Draft

*Activate your offer or save it as a draft*

- Click Submit or Save as draft

By submitting this form, you acknowledge that you've reviewed and accepted [eBay Promotions Manager's Terms and Conditions](#).

Submit

Save as draft

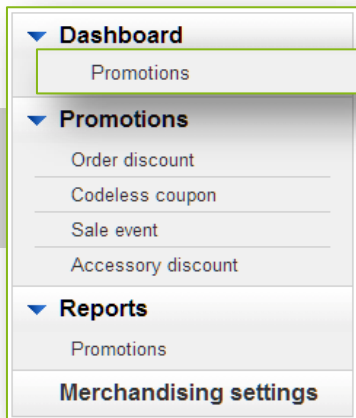
Cancel

**Note:** Offers in **Draft** status will not be live on eBay or visible to buyers on the scheduled start date. You must first edit the offer with the final revisions you want and submit it to change the status to **Scheduled** (explained in the [Manage Offers](#) section).



# Manage Offers

# Manage Offers: Dashboard



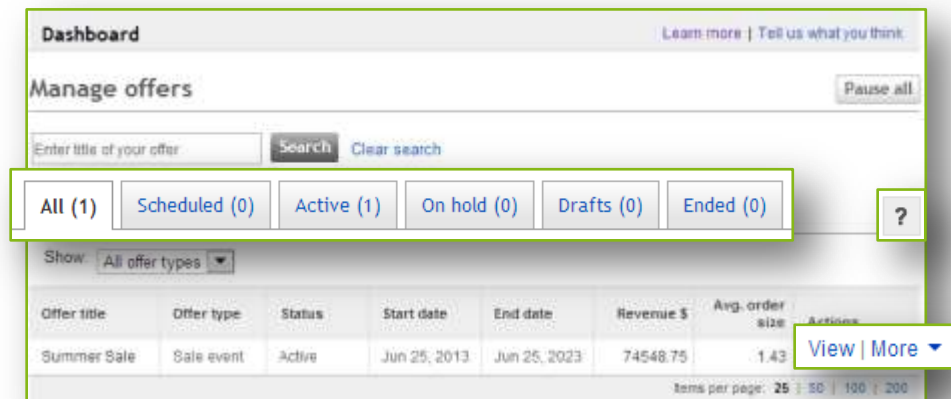
From the dashboard you can see a summary view of all your offers.

## Manage your offers

### Edit Offers:

- Click on **Edit** from the **More** drop-down menu on the dashboard to edit your offer.
- You will be redirected to the “edit your offer” page.

- ✓ You may edit any field on offers in **Draft** or **Scheduled** status.
- ✓ Once an offer is **Active** or **On Hold**, the only edits allowed are:
  - Modifying the **Offer title**
  - Modifying the **End date**
  - Adding or removing **Selected SKUs** if the offer was a SKU based offer to begin with



Click on the help button to see a definition of certain columns in the table

- Click on **View** under the “Actions” column to see an offer’s detail. You have the option to take action on the offer from here or return to the dashboard.
- Use the **More** drop-down menu under the “Actions” column to edit, copy, delete, put on hold, or resume an offer. Note the options will vary depending on the status of the offer.

# Manage Offers: Sales report

- ▼ **Dashboard**
  - Promotions
- ▼ **Promotions**
  - Order discount
  - Codeless coupon
  - Sale event
  - Accessory discount
- ▼ **Reports**
  - Promotions
- Merchandising settings**

## Track your offers

- Use the search box to quickly find offers
- Filter by offer type and status
- Download a spreadsheet of the report

**Sales reports** [Learn more](#) | [Tell us what you think](#)

Enter title of your offer   [Clear Search](#)

Show:  Filter by:  [Download a spreadsheet of this report](#)

Offer title	Offer type	Status	Start date	End date	Revenue \$	Total discount \$	Orders sold	Items sold	Primary items sold	Additional items sold
Summer Sale	Sale event	Active	06/25/2013	06/25/2023	74548.75	0	997	1427	0	1427

Items per page: [25](#) | [50](#) | [100](#) | [200](#)

# Appendix

# Appendix: Before Getting Started

- ✓ You should use SKUs when you only want to include select items. A SKU is your specific product identifier and is labeled within the listing as “Custom Label” in the item page. If you don’t currently use this field, you can add or edit it in Selling Manager, Selling Manager Pro, Turbo Lister, the bulk edit and revise tool in My eBay, File Exchange and through the API. To learn more about these eBay selling tools: [http://pages.ebay.com.au/help/sell/advanced\\_selling\\_tools.html](http://pages.ebay.com.au/help/sell/advanced_selling_tools.html)



## Current limitations

- Offers can only be configured for fixed price listings or multi-variation listings (such as a shirt that comes in multiple colors and sizes) available on eBay.com, eBay.co.uk or eBay.com.au.
- All listings included in an offer must be eligible for Cart.
  
- The primary item in an Accessory discount offer can carry a postage cost. However, all related items must offer free postage as one of the domestic postage options. The related items listings can charge a fee for international postage.
- Make sure you offer the same class of service on the primary item as the related item’s service that has free postage to consolidate bundled purchases into one order, so you can send the order in one box and reduce your postage costs. For example, a buyer purchases a camera that offers standard postage for \$5 and additional related items that offer standard postage for free, when the buyer completes the purchase all items will be consolidated into a single order with a total postage cost of \$5 for standard postage.

# Appendix: Best Practices

- Utilise all of the promotion types that make sense, given your eBay buyers and your inventory.
- Limit the use of the same listings for a number of different promotions to prevent possible buyer confusion when one type of discount is presented in the beginning of the purchase, and another during checkout.
- Consider seasonal promotions that match the time of year, or upcoming holidays; these are typically well received by buyers. Try to mirror the retail calendar you have created for your website, and or retail store.

## Accessory discount offers:

- Primary item should:
  - ✓ Be priced competitively
  - ✓ Be popular/frequently viewed (stale inventory should not be used)
  - ✓ Have multiple (at least 3) related items or accessories associated with it (e.g. phone, tablet, camera, etc.)
- Related items should:
  - ✓ Be items relevant to the buyer – Only promote items that would typically be marketed together ex. Shoes and socks
  - ✓ Not ideal for stale inventory.
  - ✓ Be discounted to motivate buyers

## Sale Events , Volume Offers, & Conditional Postage Offers:

- Merchandise inventory according to buyer behavior (what items are likely to appeal to the same buyer?)
- Include an appropriate number of items (enough inventory to interest buyers without overwhelming them)
- Sale Events
  - ✓ Mix of seasonal/time-bound offers and offers that are ongoing
  - ✓ For ongoing offers, restrict by category to allow for auto-updates to offer inventory
- Volume Offers & Conditional Postage Offers
  - ✓ Set spend threshold between 100% and 125% of Average Order Value
  - ✓ Set order size threshold 1 or 2 items above Average Order Size
  - ✓ Consider average postage cost/margins to determine what level of discount you are able to support

# Appendix: Important things to note

## Discounts

- Only one order discount is applied per item – the best possible discount for the buyer will be applied in Cart or Checkout.
- If you use Markdown Manager or Strike-through Pricing, the discounts you configure for **Accessory discount offers** and **Order discount offers**, will be on top of the marked down prices.
- The discount given as a part of your offer is calculated based on the total regular price of all eligible items prior to any other discounts, postage costs, and other fees. For a free item with purchase offer, the undiscounted price of the lowest-priced item(s) will be applied as the discount towards the entire order.
- Buyers are not able to purchase your related items alone at the discounted price you offer as part of the Accessory discount offer. They must purchase the primary item together with one or more related items in order to get the discounted price.
- The discount given as a part of your offer will be applied to the entire order and distributed on a cost-weighted basis to each qualifying item purchased in the order. Example:

**Example :** Get 50% off a camera bag with the purchase of a camera

*Normal undiscounted prices in the order:*

**Camera:** \$900

**Bag:** \$100

*Undiscounted subtotal:* \$1,000

*Total discount:* \$50 (50% off \$100)

*Equivalent order discount in percentage terms:*

5% (\$50 off \$1,000)

*5% discount applied to items in the order:*

**Camera:** \$900 minus 5% = \$855

**Bag:** \$100 minus 5% = \$95

# Appendix: Important things to note

## Listings

- Participation in Promotions on eBay will not directly give you an advantage in your listings' search results rank. However, if an offer results in more sales, the listing will move up in rank in Best Match over time as these sales are taken into account in the Best Match algorithm.
- Promotions Manager offers shown on Item pages will not be double counted towards your listing page views or impressions. As your sales increase from your offers, your page view or impression to sales ratio will also improve.
- If you list products on other international eBay sites, you will have to configure offers and the listings on those sites separately. Cross border trade listings cannot be promoted. If you have a listing on eBay.com / eBay.co.uk / eBay.com.au that offers worldwide postage, buyers will only see your configured offers if they browse the respective eBay site even though your listing is also surfaced on eBay international sites.
  - US: <http://cgi1.ebay.com/ws/eBayISAPI.dll?ConfiguratorAccept>
  - UK: <http://cgi1.ebay.co.uk/ws/eBayISAPI.dll?ConfiguratorAccept>
  - AU: <http://cgi1.ebay.com.au/ws/eBayISAPI.dll?ConfiguratorAccept>

## Offers

- You can attach the same group of related items to 500 primary SKUs at a time through the web form, Excel bulk upload or the API. This means that each of the 500 primary SKUs will display the same set of related items. Research shows that showing accessories and relevant related items is essential to sales, so use this feature only when you genuinely have interchangeable related items.
- In order to enhance the relevance of offer merchandise displayed on the View Item page, eBay Promotions Manager will use an algorithm based on item relevance, to determine the order in which your configured items are displayed.

## Postage

- If you've configured combined postage promotions in eBay's Postage Promo Manager tool, they will continue to work as usual in Checkout.
- All individual items sold with a Promotions Manager offer that have the same postage service will be grouped together as a single order in order details. You will continue to have the ability to provide one tracking number for all items in an order or provide different tracking numbers for individual item(s) in an order.
- Items with a conditional postage offer will automatically be configured with Promotions Manager treatment.



# Appendix: Important things to note

## Refunds

- If the buyer exercises their right to cancel an order and return one or more of the items in a Special Offer, the seller shall refund the buyer at least the weighted discounted value of the item being returned. For items purchased as part of a Special Offer, the returns policy specified in each individual listing will apply to the return of each respective item. If a seller's return policy for an item permits returns, the item price that the seller reimburses the buyer must at a minimum be the cost-weighted discounted price of the returned item as displayed in My eBay. For example, a buyer purchases a TV for \$900 and adds a \$100 Blu-ray player to their order to get a \$50 discount as a part of your related items offer; \$45 discount was applied to the TV and \$5 discount was applied to the Blu-ray player. If the buyer returns the TV, but keeps the Blu-ray player, you should refund them  $\$900 - \$45 = \$855$ .

## Rounding

- If a buyer qualifies for an Order discount on the purchase of a single item in multiple quantities, the amount of the discount applied may be rounded up or down by the maximum of one (1) cent per item (\$0.01) depending on the original price of the item and the amount or percentage of discount offered as part of the promotion. Examples:

**Example 1:** Buyer purchases 25 shirts (\$9.99 each) which qualifies for a 10% discount

$$\$249.75 = 25 \text{ shirts} \times \$9.99$$

$$\$24.97 = 10\% \text{ off } \$249.75$$

**Discount per shirt:**

$$\$0.9988 = \$24.97 / 25$$

**Total discounted amount (rounded down):**

$$\$224.78 = \$249.75 (\$9.99 \times 25 \text{ shirts}) - \$24.97 (\$0.9988 \times 25)$$

**Total discounted amount (rounded up):**

$$\$224.75 = \$249.75 (\$9.99 \times 25 \text{ shirts}) - \$25.00 (\$1.00 \times 25)$$

**Example 2:** Buyer purchases 100 pens (\$0.99 each) which qualifies for a 25% discount

$$\$99.00 = 100 \text{ pens} \times \$0.99$$

$$\$24.75 = 25\% \text{ off } \$99.00$$

**Discount per pen:**

$$\$0.2475 = \$24.75 / 100$$

**Total discounted amount (rounded down):**

$$\$74.25 = \$99.00 (\$0.99 \times 100 \text{ pens}) - \$24.75 (\$0.2475 \times 100)$$

**Total discounted amount (rounded up):**

$$\$74.00 = \$99.00 (\$0.99 \times 100 \text{ pens}) - \$25.00 (\$0.25 \times 100)$$

# Appendix: Promotions Logic

For items which qualify for multiple offers, they are promoted to a buyer on the View Item, and Cart pages in the following order:

## Offer display priority logic on View item page:

- Targeted Offers
  - Time ending soonest
- Order discount offers
  - Time ending soonest
- Accessory discount offers (primary SKUs) only
- Sale events
  - Time ending soonest
- Postage offers

## Offer display priority logic on Cart (un met offers only):

- Targeted Offers
  - Time ending soonest
- Order discount offers
  - Time ending soonest
- Postage offers
- Sale events
  - Time ending soonest

## Cart (checkout)

- Determine which set of items drives the biggest discount in the cart. (order discount offers and accessory offers are not stackable, so only one discount can be applied on an item)
- Apply the offer on the items that drive the largest discount, then rerun the logic for the remaining items that have not been applied against any discounts
- Postage offers are stackable so will apply in parallel
- If an order discount offer is applied, and the item also qualifies for a sale event, it will not display for the item, but the price will still be correct

# Appendix: Computation Algorithms & Application Discounts

- Discounts will be applied to each item purchased as part of a cross-promotional offer on a cost-weighted basis, prior to the addition of postage and handling costs, and will be invoiced to buyers within the "Order details" page accordingly. For example:
  - The discount for an Accessories discount offer of \$50 off the purchase of a camera lens (a related item regularly priced at \$100) when purchased with a camera (a primary item priced individually at \$900) would be applied and invoiced as follows:
    - Camera's cost-weighted discount:  $\$50 \times (\$900 / (\$900 + \$100)) = \$45$ . The camera's discount price would be  $\$900 - \$45$ , or \$855.
    - Camera lens's cost-weighted discount:  $\$50 \times (\$100 / (\$900 + \$100)) = \$5$ . The camera accessory's discounted price would be  $\$100 - \$5$ , or \$95.
- The discount for an Order discount offer of "Save \$25 when you spend \$100 or more" on the purchase of a jacket (otherwise priced individually at \$50), a shirt (otherwise priced individually at \$30), and a tie (otherwise priced individually at \$20) would be applied and invoiced as follows:
  - Jacket's cost-weighted discount:  $\$25 \times (\$50 / (\$50 + \$30 + \$20)) = \$12.50$ . The jacket's discounted price would be  $\$50 - \$12.50$ , or \$37.50.
  - Shirt's cost-weighted discount:  $\$25 \times (\$30 / (\$50 + \$30 + \$20)) = \$7.50$ . The shirt's discounted price would be  $\$30 - \$7.50$ , or \$22.50.
  - Tie's cost weighted discount:  $\$25 \times (\$20 / (\$50 + \$30 + \$20)) = \$5$ . The tie's discounted price would be  $\$20 - \$5$ , or \$15.
  - The algorithm for Dollar amount Order discount is:  $\$25(\text{Discount amount}) \text{ times } (x) (\$50(\text{original price}) \text{ divided by } (/)) (\text{All items in offer added together}) \$50 + \$30 + \$20$
- The discount for an Order discount offer of "Get 1 free when you buy 4 or more" on the purchase of four video games (otherwise priced individually at \$20 each) would be applied and invoiced as follows:
  - Cost-weighted discount for each video game:  $\$20 \times (\$20 / (\$20 + \$20 + \$20 + \$20)) = \$5$ . Each game's discounted price would be  $\$20 - \$5$ , or \$15
  - The algorithm for Buy X, Get X free, when all items are the same amount:  $\$20(\text{Discount amount}) \text{ times } (x) (\$20(\text{Lowest amount item}) \text{ divided by } (/)) ((\text{All items in offer}) \$20 + \$20 + \$20 + \$20)$
  - In this example, the total discount to the buyer would be \$20, which equates to the individual undiscounted price of one of the games. However, where the items in this type of Order discount offer vary in price, the total discount to the buyer would be the undiscounted individual price of the least expensive item in the offer, which would be distributed on a cost-weighted basis to each of the items purchased by the buyer as part of the offer.

# Appendix: Common Errors

Here are some common errors encountered when creating promotions (and possible solutions):

## *Eligible Inventory*

- **Strike-Through Pricing (STP)** or **Markdown Manager** pricing treatment is required for all sale events

## *Minimums/Maximums*

- **Sale Events/Order discount offers:** The maximum number of SKUs in an order size offer or sale event is 500. Remove the extra SKUs to resolve the error.
- **Related Item Offers:** You may upload no more than 5,000 related items offers in one spreadsheet.
  - **Related SKUs:** The maximum number of related SKUs in a related items offer is 100.
  - **Primary SKUs:** You can list up to 10,000 primary SKU offers
  - **Special characters** such as \* & @ \$ # ~ should not be used in the custom SKU field
- **Offers:** You are permitted to have 10,000 of each type of offer (order discount and accessory discount) on an account. If you encounter errors from exceeding this limit, please try to delete any ended offers.

## *Duplicates*

- Related SKUs in a related items offer cannot be identical to the primary SKU in the same offer.
- You may not create multiple related items offers with the same primary SKU.

## *Miscellaneous*

- Make sure the item price of the related SKUs is more than the discount amount. For example, you cannot apply a \$7 discount to a \$5 item.
- If you modify your listings on eBay to meet the minimum requirements for an eBay Promotions Manager offer (such as adding a SKU or custom label to a listing or changing a related item to offer free postage), it could take up to 4 hours for the modified listing to show up on the Item page as a part of an offer.

# Appendix: Commonly Asked Questions

## ➤ Can I run more than one promotion at a time?

Yes. If the same item is in more than 1 promotion of the same type, you can prioritise which promotion the customer sees. If the item is a part of a volume or accessory discount offer, these offers will win over postage or sale event offers. The buyer will always get the best offer possible in cart and sees only one offer per item.

## ➤ Can I change the order of priority if an item falls under two promotions?

No. The tool automatically selects the offer to be shown according to the promotions logic (see page 50). The buyer will always get the best offer possible in cart and sees only one offer per item.

## ➤ How do I exclude SKUs from a promotion?

There are a few ways to exclude SKU's. You can do it on an item by item basis or by eBay or seller store category. This can be found in each promotion in section 2 titled "Choose qualifying items for your offer." You would select "Create exclusion rule."

## ➤ How do I create a free gift with purchase?"

It can be done through related item offers (\$0 for the related item) but this has buyer experience limitations. The promotions team is working on rebuilding this capability.

## ➤ Do cross-related items need to have standalone free postage?

Yes. The promotions team is working on improving this functionality.

## ➤ Is there a way I can configure the event to surface inventory in the order I prefer?

Sorry, there is currently no way to change the order, the order is determined based on sales over impressions, so the best performers get the prime placements.

- Large inventory sets: If offer is a whole store offer or maps to multiple categories, Promotions Manager fetches the other items in the offer for the same category and then displays the item based on popularity (impressions / sales).
- Small inventory sets: If the # of eligible items is less than 500, SME grabs all of the eligible items and displays based on popularity, i.e. (sales / impressions).
- We recommend sellers to break out sales into logical inventory clusters that people would tend to shop as a whole.
- The promotions team is working on improving this functionality.