

PROMOTIONS ENGAGE AND CONVERT YOUR TRAFFIC

- Shoppers love a deal, and it shows: both with boosted sales and increased customer loyalty. Take time to create compelling offers that will engage your buyers

Follow these steps for success

- 1 First, consider a free shipping promotional offer for larger order sizes if you're charging for shipping
- 2 Next, use Order Discounts to engage as many categories as possible
- 3 Then, ensure any devices with accessories are covered with a related item offer
- 4 Use Codeless Coupons to target specific buyers via FB, Twitter, email marketing
- 5 Finally, use sale events together with Markdown Manager to enhance the merchandising of your sales

Examples of top performing promotional offers

- 10% off storewide
- 40% off when you buy 2
- Friends and family get 30% off popular items
- Labor Day Sale – 25% off select items
- Save 15% when you spend \$100
- Buy 1 pair of flats, get 1 free
- 20% off select golf clubs



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GUIDING PRINCIPLES

Category	Best promo types	 Weaker offers	 Compelling offers	Helpful conversion hints
Electronics	<ol style="list-style-type: none"> Order/Accessory Codeless Coupon Shipping 	<ul style="list-style-type: none"> Buy 2 laptops, save \$5 Buy 3 iPads, save 5% 	<ul style="list-style-type: none"> Extra 10% off on \$30+ 50% off Apple case w/purchase of iPhone 15% off weekend sale 	<ul style="list-style-type: none"> Complete the purchase (e.g. cameras need memory cards, PS4s need controllers) Lower ASP = order discount; higher ASP = accessory promo; exclusive offers = Codeless Coupon
Fashion, Home & Garden, and Sporting Goods	<ol style="list-style-type: none"> Order Shipping Codeless Coupon Accessory 	<ul style="list-style-type: none"> Buy 3 items, save 5% Save \$5 when you buy 3 power juicers 	<ul style="list-style-type: none"> Buy 1, get 1 50% off Spend \$50, save \$10 Save \$10 on \$100+ Extra 40% off 4+ items Extra 15% off golf clubs 	<ul style="list-style-type: none"> Encourage buyers to spend 25%–50% more than ASP (e.g. \$50–\$75) Merchandise around multi-need projects <ul style="list-style-type: none"> Spring gardening tools Remodeling a bathroom Baseball bag, helmet, and bat
Collectibles & Art	<ol style="list-style-type: none"> Order Shipping Codeless Coupon 	<ul style="list-style-type: none"> Spend \$1,000, save \$25 	<ul style="list-style-type: none"> Spend \$100, save 10% Spend \$75, get free shipping 	<ul style="list-style-type: none"> Collectibles: shipping offers; lower ASP = spend promo; higher ASP = buy 1, get X% off Coins: use minimum quantity offers and ask us about volume pricing
Parts & Accessories	<ol style="list-style-type: none"> Order Shipping Accessory Codeless Coupon 	<ul style="list-style-type: none"> Buy 3 items, save 5% Buy 4 tires, save 5% on tire cleaner 	<ul style="list-style-type: none"> Spend \$25, save 5% 10% off storewide Buy 3 tires, get 1 free Buy 1 oxygen sensor, get 1 50% off 	<ul style="list-style-type: none"> Don't use broad promos (e.g. mixing RV and motorcycle parts) Merchandise jobs (e.g. all parts needed for timing belt repair)

For more information on managing promotions, visit: ebay.com/managepromos