

Reebok doubles sales with Promoted Listings



Objective

Increase sales and exposure for Reebok products such as shoes, athletic clothing, and more with eBay's Promoted Listings.

Strategy

- Promote listings with inventory with more than 100 units.
- Follow eBay's ad rate guidance to stay competitive.



Reebok's purpose is to inspire people everywhere to be their absolute best—physically, mentally, and socially. They offer the latest shoe styles and specialized fitness apparel perfect for any activity. As a member since September 2016, Reebok has 27,106 followers, 82,027 feedback comments, 98.7% positive feedback score on Reebok_official.

“We have done \$147K in sales with only \$9.4K in ad fees.”

Spokesperson

- Kenneth Hanson,
Digital Marketplace Manager,
Reebok

55%

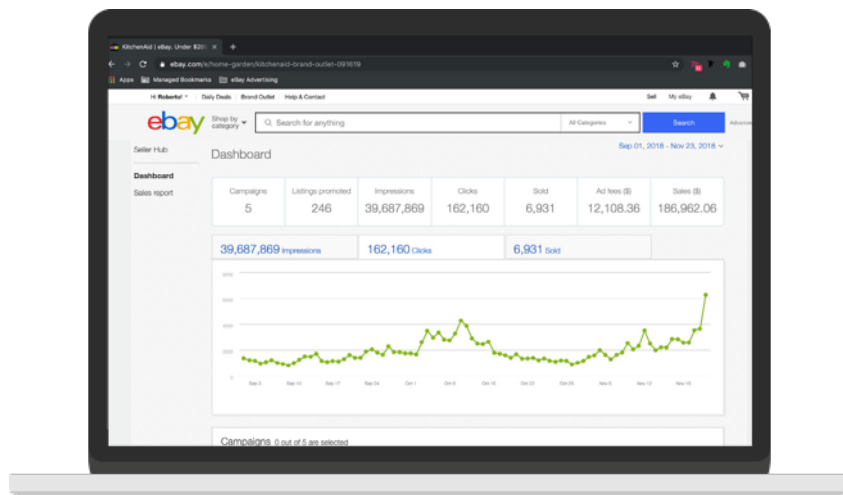
lift in overall sales

142%

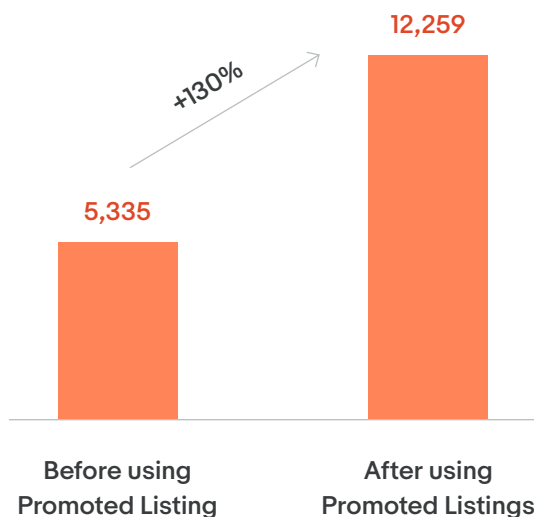
lift in sales for
promoted items

\$15:1

return on ad spend



Units sold of the promoted items



Disclaimer: Based on data measured from 1/29/2018 to 12/24/2018, 6 months before and after starting promoted listings. This is a best-case example. Results for individual sellers may vary depending on their inventory, category and item pricing.