

Promoted Listings Standard drives sales velocity at \$43:1 ROI for TekReplay



Objective

Increase sales and exposure for TekReplay's Apple products such as MacBooks, iPads, iPhones, Accessories, and more on eBay.

Strategy

- Promote listings with large quantity that are slow to sell
- Start with a 2-3% ad rate to fit margin constraint
- Run continuous campaigns to maximize visibility of live listings



TekReplay is a top rated eBay seller that specializes in quality refurbished Macs, iPhones, and iPads at competitive prices. A member since 2008, TekReplay takes pride in their dedicated customer service and product quality. With a 99.1% feedback score, and more than 11,432 followers on eBay, TekReplay knows how to create happy customers.

Promoted Listings
Standard drives
volume increase for
items promoted

3X

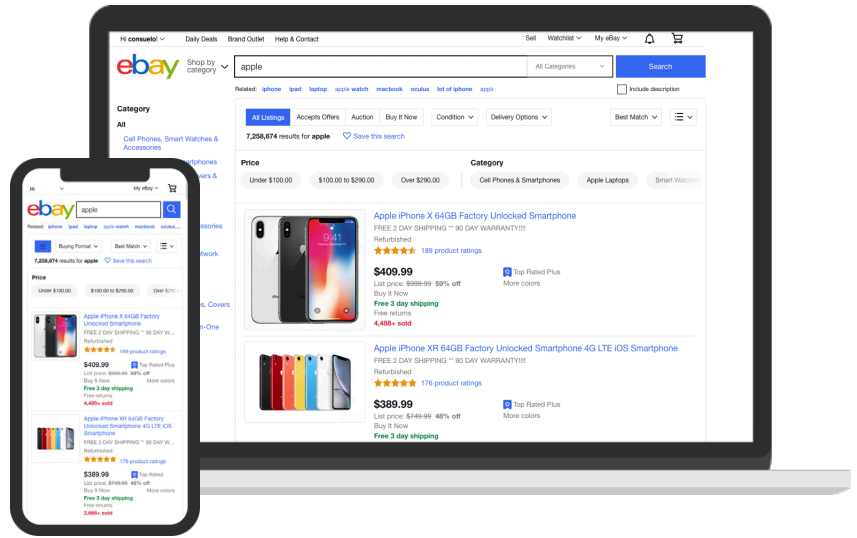
increase in
overall sales

179%

increase in
items sold

\$43:1

return on ad spend



Number of units sold per day

