

Promoted Listings 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
drives volume
increase for
items promoted

3X

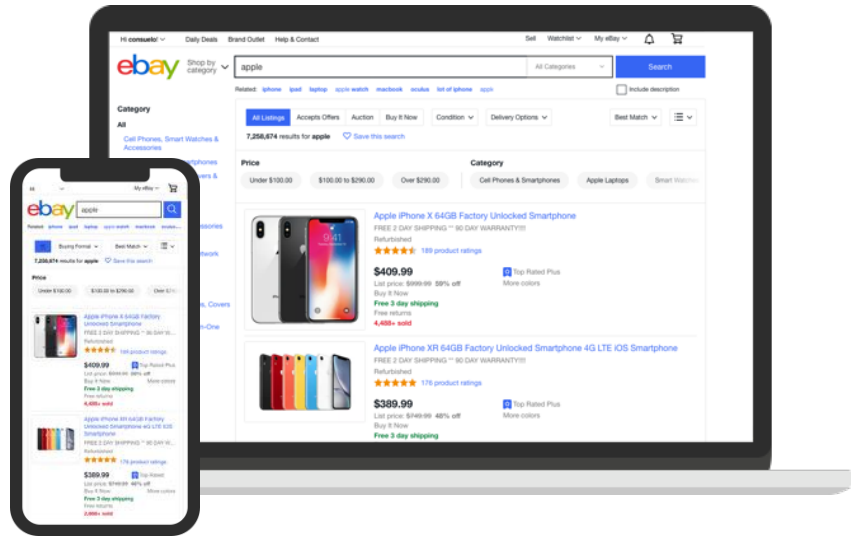
increase in
overall sales

179%

increase in
items sold

\$43:1

return on ad spend



Number of units sold per day

