

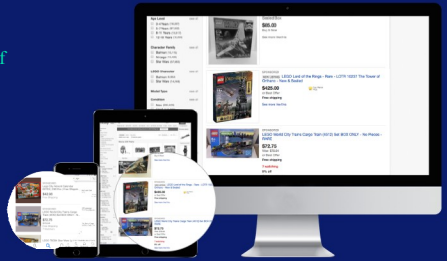


## Getting Started With Promoted Listings

Boost your items' visibility with promoted listings and be seen by buyers at the ideal moments they're browsing and searching on eBay for exactly what you're selling. The best part? You pay only when your item sells.

Get up to \$55 in free credit\* for using promoted listings each quarter. If you're eligible, just start using promoted listings service and we will automatically credit the amount.

In this quick-start guide, you'll find tips and strategies to help make promoted listings your competitive advantage whether you sell in large volume or unique, one-of-a-kind items.



**Sell More.**  
**Sell Faster.**  
**Sell Better.**



### Boost Visibility by 30%

Promoted listings puts sellers merchandise in front of more active shoppers, **boosting item exposure by 30%\*\*** and increasing the likelihood of a sale.



### Pay For Sales Only

Select the listings you want to promote, choose the ad rate you're willing to pay when your item sells - from 1% to 20% of your item's final sale price †.



### Quick Easy Setup

Setup takes minutes and your ads are built directly from your listings. With our new bulk campaign management feature and trending ad rate guidance, you can promote & edit campaigns faster and never overpay for ad rates.



### Real-Time Reporting

Stay informed of your costs with your campaign management dashboard that lists your ad rate charges for quick, easy reference. Monitor success of your campaigns and adjust them whenever you want to improve results.

# Who Can Use Promoted Listings

- US and Global Top Rated sellers who sell on US site.
- eBay Store subscribers with listings on US, UK, DE and AU sites.
- Only fixed price multi-quantity, multi-variation, and single-quantity listings †

## How Promoted Listings Work



### Launch Your Campaign

After selecting the listings you want to promote and setting your ad rate, launch your campaign. Your ads will be pulled based on the relevance of your items to buyer search keywords and the chosen ad rate.

### Your Ads Will Be Featured

- Top of search 4 & 5, middle and bottom of search.
- Premium placements on item page above and below item description.
- Other placements including My eBay, Ended item, Product Review pages, etc.

### Monitor & Adjust When Needed

Start, stop, or make changes to your campaigns at any time. If some of your items or a campaign isn't delivering the results you desire, adjust the ad rate to improve the chances of your ads appearing.

## Tips To Give You An Edge

- For easy management, tracking & measurement create campaign names based on inventory in each campaign.
- Create evergreen campaigns with no end dates for inventory that is always on hand.
- Use trending rates to stay competitive and improve the chances of your ads being displayed more often.
- Set up enticing discounts with Promotions Manager, offer Best Offers and Fast 'n' Free when possible and promote them to maximize sales.
- Ensure your items are listed in the right category, titles contain all the relevant keywords and the main photo is of high quality and clear background.

### Resources

Learn more: [www.ebay.com/promotedlistings](http://www.ebay.com/promotedlistings)

Access to set up campaign: [www.ebay.com/getpromotedlistings](http://www.ebay.com/getpromotedlistings)

Quarterly credits: [www.ebay.com/seller-center/faq/stores.html#m22\\_tb\\_a6\\_6](http://www.ebay.com/seller-center/faq/stores.html#m22_tb_a6_6)

Detailed optimization guide: [http://p.ebaystatic.com/aw/sell/PI/OptimizationGuide\\_Revised.pdf](http://p.ebaystatic.com/aw/sell/PI/OptimizationGuide_Revised.pdf)

FAQs: [www.ebay.com/promotedlistingsfaq](http://www.ebay.com/promotedlistingsfaq)

\*Based on data from May through June, 2016. Measured on 40,000 listings that had sales before they were promoted and had promoted listing sales after they were promoted.  
\*\*Sellers can promote fixed price multi-quantity or single quantity listings for all categories except Motors fitment, Auction and Auction Buy It Now listings are not eligible at this time.

† Must be eBay Top-Rated seller and/or Anchor Store subscriber to be eligible for promoted listings credits. [Learn more](#)

‡ Ad fees are calculated based on the ad rate selected. These fees are in addition to all standard selling fees and any other applicable fees. © 2015 eBay Inc. All Rights Reserved.