



To eBay Sellers from Michael Jones

To the eBay Seller Community,

Our world is changing at an incredible pace driven by technology and fast-rising consumer expectations. Shoppers want to be inspired and engaged. They expect to shop and buy wherever they are, and have their items delivered fast. And they reward those services with repeat purchases. At eBay, we're fully committed to helping you meet these rising expectations and reap those rewards. Over the past year, we've delivered innovations designed to do just that.

- **Collections, Follow and Share:** These new customer engagement tools have increased traffic to eBay—and your great inventory. We recently hit 1 million [Collections](#), a huge milestone on our journey to connecting people to the things they need and love.
- **Mobile shopping:** eBay continues to lead with [eBay mobile app](#) downloads reaching 200 million in 2013. Now 128 million users worldwide can buy right at the moment of inspiration.
- **Selling to the world:** The [Global Shipping Program](#) is now active in more than 40 countries. Whether they're two miles or two thousand miles away, buyers can shop your inventory and trust that their purchase is protected.

We will continue to raise the bar around customer service because the numbers show that buyers reward sellers who provide the best experiences. For two years running, eBay Top Rated Seller growth has outpaced not only the rest of sellers, but ecommerce as a whole. And we want that growth to continue. Today, we're announcing [more updates](#) designed to help you meet and exceed these new commerce standards and ensure buyers look to eBay first.

- With [updated seller standards](#), we will evaluate and reward seller performance based on what matters most to buyers. The purpose: increase buyer satisfaction and drive loyalty to help your business flourish. At the same time, we'll be providing new tools to make it easier for you to see how you're doing and stay on track.
- Later this year, a new [extended holiday return option](#) will give you even more selling power. Any seller can choose to offer this competitive new option—and buyers can expect it with every Top Rated Plus listing.
- Updates to eBay's [hassle-free returns](#)—including a clear message to buyers on your item page—make offering and managing a sales-boosting return policy even easier.

For most sellers, these updates will have little or no impact to your status—except to give you more breathing room and more opportunities for increased sales. If you need us, we're here to help. Attend a [free webinar](#) on how to make the new standards work for you. Our customer support teams are also available to provide hands-on assistance.

As always, thank you for selling on eBay!

Michael Jones
Vice President, eBay North America