

# Promoted Listings Standard drove \$30:1 ROI for VMInnovations



## Objective

Increase the sales of garden tools, outdoor grills, pool accessories and other spring/summer products, during the seller's busiest season, April through June.

## Strategy

- Take advantage of eBay's risk-free, easy to use, Promoted Listings Standard platform which includes premium placements and comprehensive reporting.
- Set up the campaign by choosing the products and ad rates that aligned with their seasonal sales cycle.



VMInnovations offers a wide selection of home goods, outdoor, electronics and family merchandise. With a portfolio of top brands and the highest level of customer service, they are committed to bringing some of the best deals around on a wide range of products. For the last ten years, VMInnovations has been a successful eBay Seller, currently selling more than 50,000 items per month. They launched their Promoted Listings campaign to maximize sales and visibility during their most important sales quarter.

Promoted Listings  
Standard delivered  
increased exposure  
and revenue

2X

increase in clicks

19%

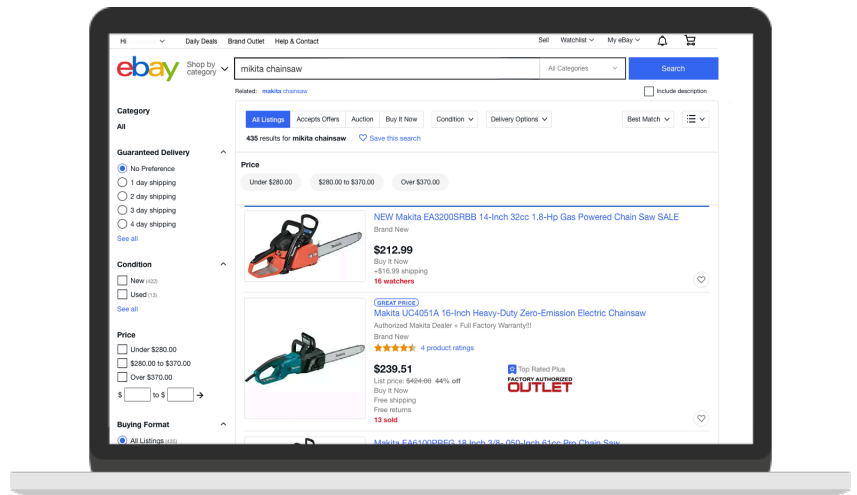
increase in  
storefront visits

14%

increase in  
items sold

\$30:1

return on  
ad spend



VMInnovations plans to continue using  
Promoted Listings Standard as part of  
their ongoing growth strategy.

“Promoted Listings Standard has given us the ability to increase exposure on key items during high seasonality time periods and drive traffic to low performing items. We are excited to continue to learn and grow this tool!”

- Eric Bullington, VMInnovations

