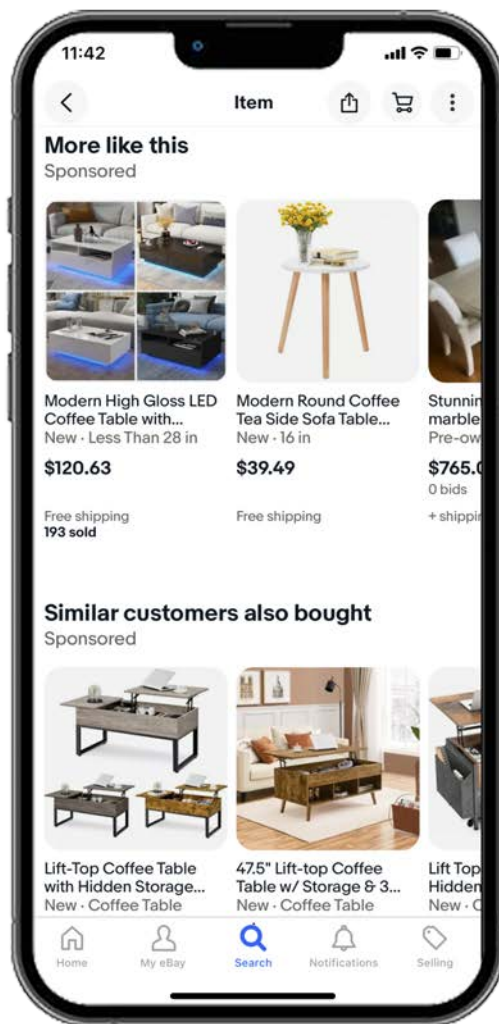
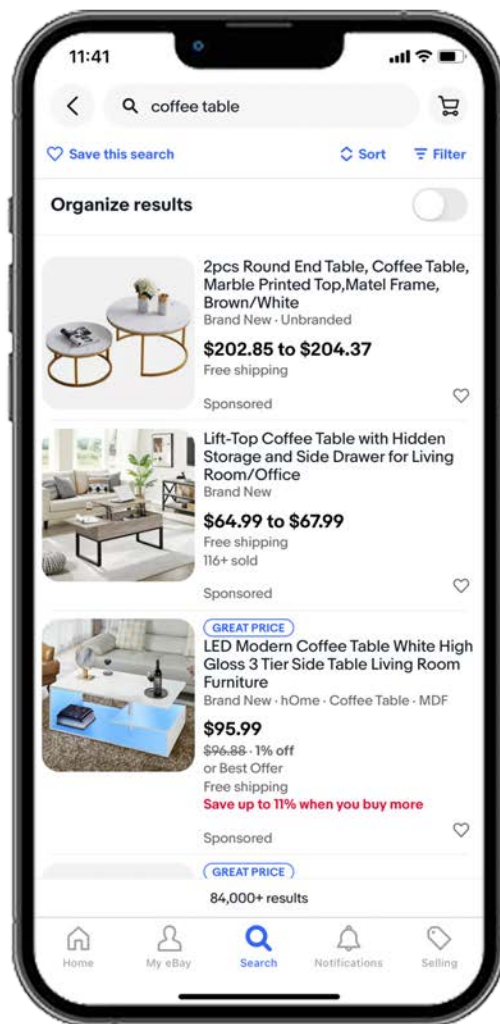


INVESTOR
DAY
2022

Driving Growth With Advertising

Alex Kazim

VP, General Manager, Global Advertising

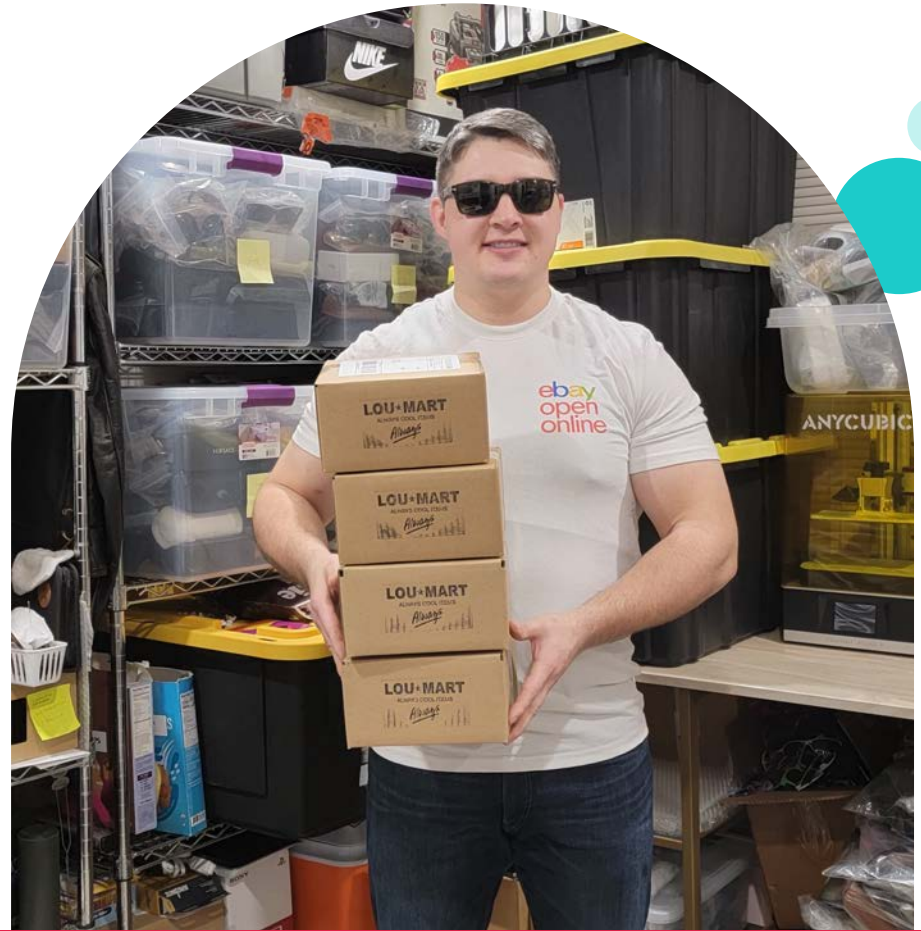


Promoted Listings Standard

“Promoted Listings are truly a **game changer for sellers** looking to increase their sales!”

— Luigi Sosi

Shop Owner, Lou Mart




Best Ad Format for Small Businesses

Automated keyword
& product targeting

Placements in search
and merchandising

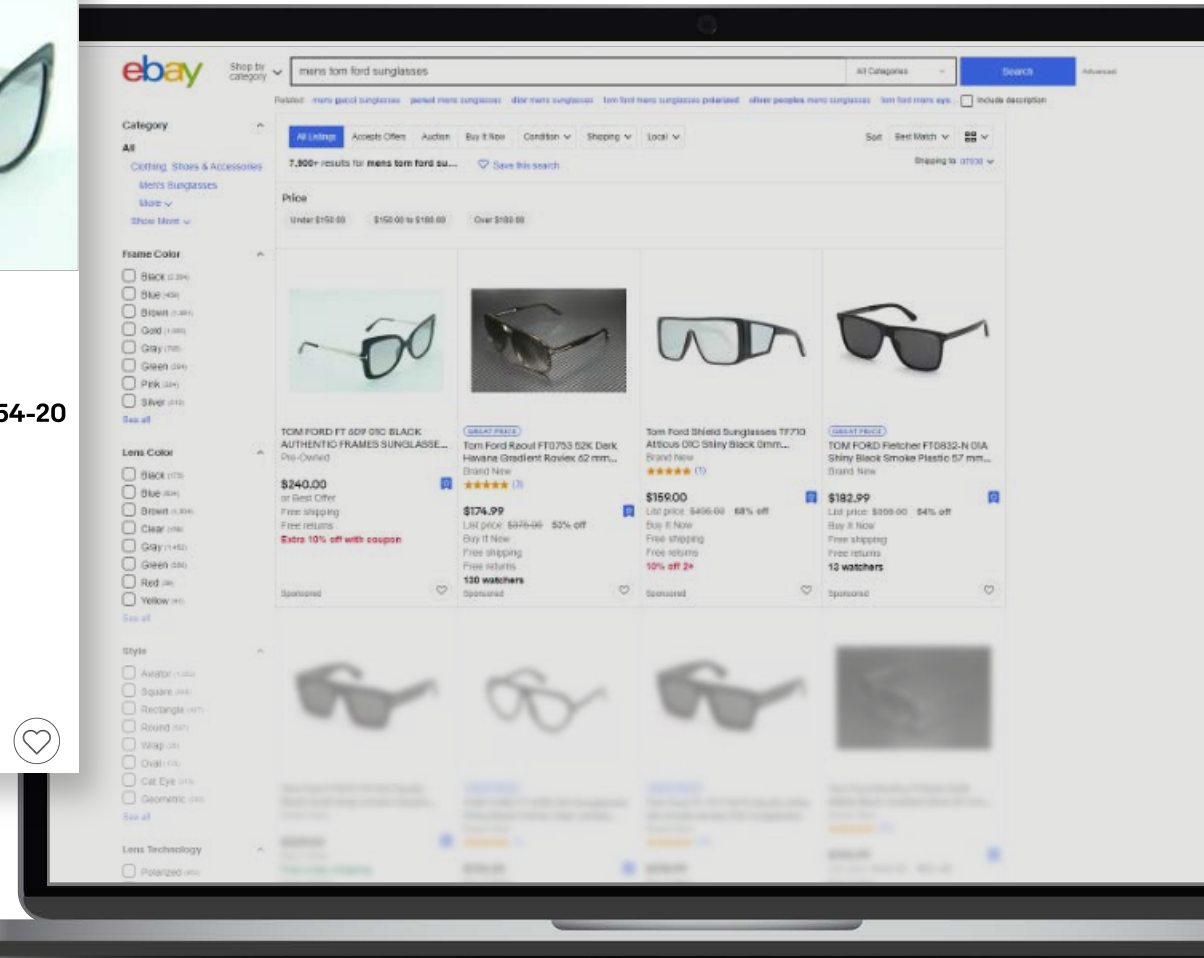
Cost per action:
ad fee only on sale



**TOM FORD FT 609 01C
BLACK AUTHENTIC
FRAMES SUNGLASSES FT609 54-20**
Pre-Owned

\$240.00
or Best Offer
Free shipping
Free returns
Extra 10% off with coupon

Sponsored



Promoted Listings Success



3M

sellers used
Promoted Listings

++%

sellers saw a double-
digit lift in conversion

\$800M

revenue from
Promoted Listings

Create new campaign

Promoted Listings Advanced campaigns contain ad groups that have shared daily budget cost-per-click model.

Name your campaign

Set your daily budget

Enter the maximum amount that you are willing to spend each day for this campaign.

\$
1.00 minimum

Set your dates

Select when you would like your advertising campaign to start and end.

Start date



End date



Create your ad group

Group listings by common goals or advertising objectives. [See more](#)

Name your ad group

Select listings for your ad group

Add listings to your campaign by using the filters or by pasting your item IDs.

[Add listings](#)

(0 listings selected)

Promoted Listings Advanced

Our Most Powerful Ad Format



Cost per click with
keyword auction

Control over targeting
and daily budgets

First look at **top slot**
in search results

Great Results for Beta

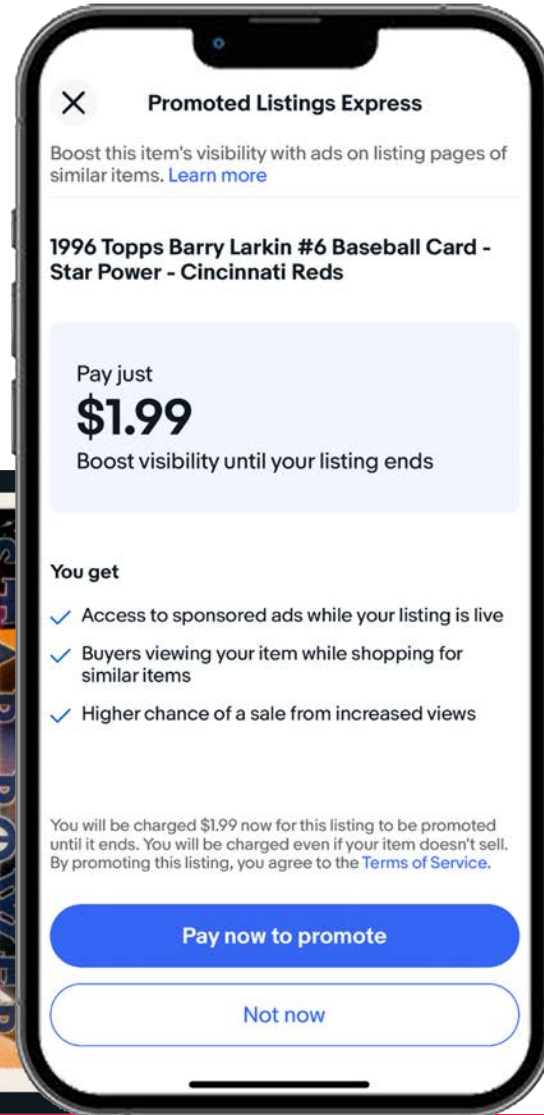
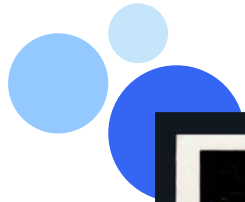
45%

average increase
in sales¹



Promoted Listings Express

Our Easiest Ad Format



One-click setup

Automated
product targeting

Fixed-fee, upfront cost

Great Early Results



50%

average increase
in **clicks**¹

~20%

average increase
in **bids**¹

Promoted Listings Offsite




Bringing Buyers to eBay








Performance
marketing channels

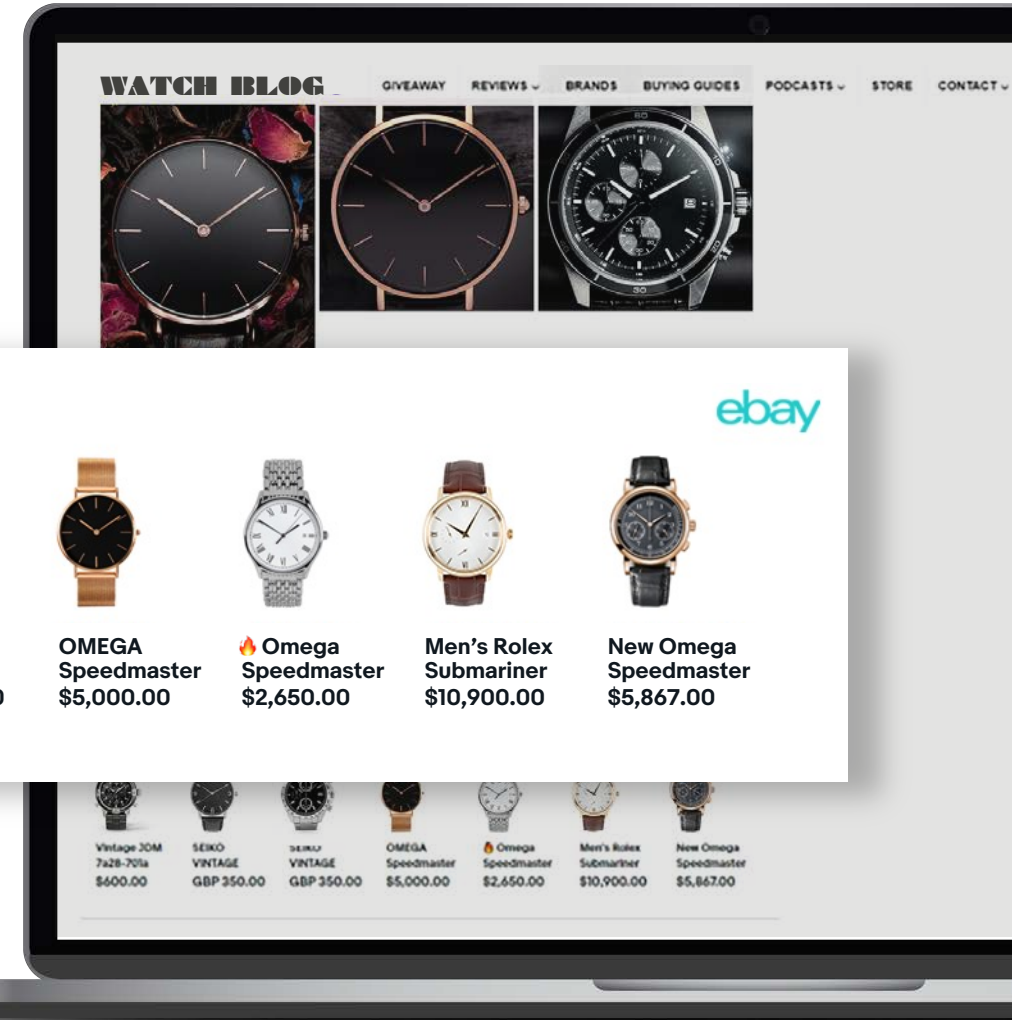
Automated setup
& targeting

Same ad fee
as onsite

Ad



						
Panerai Luminor 44mm \$25,600.00	SEICO VINTAGE GBP 350.00	Omega VINTAGE GBP 350.00	OMEGA Speedmaster \$5,000.00	🔥 Omega Speedmaster \$2,650.00	Men's Rolex Submariner \$10,900.00	New Omega Speedmaster \$5,867.00



Win, Win, Win



50%

increase in buyer traffic

Partners

earn more by sending
more traffic to eBay

**Marketing
Flywheel**

spins even faster

Long-Term Growth Plan



Driving Innovation in 2022



Advanced

automation, AI & tools

Express

AI, reporting &
in-product adoption

Offsite Ads

new capabilities &
seller control

Promoting our Sellers' eBay Stores

kipling
Live.Light

SAMSUNG

Hanes

adidas

BOSE

dyson

DELL

PUMA
FOREVERFASTER

Caseology

bidadoo

LIBERTY
C.O.I.N.

CPO
AMERICA'S
LEADING ONLINE
TOOL RETAILER

globalgolf

ZWILLING

QuickShip Golf

CHEMICAL
GUYS
TRADITION
LIFESTYLE
LOS ANGELES

AFTER MARKET
AUTOPARTS
AM

hp

dji

Microsoft

Goodwill
Because jobs change lives

What's Next

Advanced

expand the slots
in Search

Standard

drive adoption with
smaller businesses

Express

drive adoption
with auction sellers

Offsite Ads

expand go-to-market
with affiliate partners



WE ARE

MAIN STREET

eBay

**Double Ad
Revenue**
\$2B by 2025

Promoted Listings

Standard

Advanced

Express

Offsite



ebay

INVESTOR
DAY
2022

