

Marketing Your Business

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The eBay logo is displayed in a dark blue, lowercase, sans-serif font. It is positioned in the bottom right quadrant of the slide, which has a light teal background. The logo consists of the word "eBay" with a distinctive slanted 'y'.

eBay opens up a world
of selling and growth
opportunities...

177 million
active buyers
worldwide

1.1 billion
live listings
globally

A car part or truck part
is purchased every 2
seconds

A video game is
purchased every
6 seconds

**But how can
you get added
visibility and
make your
products
stand out?**

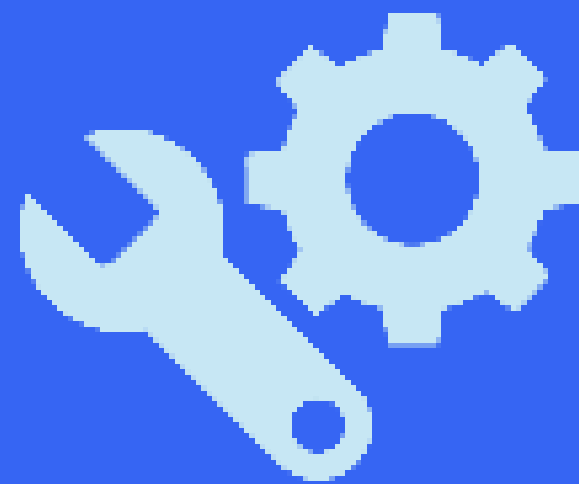
Promote Your Listings



A self serve
advertising tool
launched in 2015



First party
advertising



Ongoing
commitment
to partner with
sellers



Part of our suite of
marketing tools

**Displays your selected listings
in prominent, exclusive
positions across the site**

**Gives your item incremental
visibility, increasing your
chances of making a sale**

**Promote Your Listings
is a paid for advertising
service...**

You select the price (ad rate) you're willing to pay to promote your selected listings

The ad rate is a percentage of the item's final sale price

**But crucially, you only pay when
you sell...**

So where are listings promoted?

Search Results Page

The image shows a screenshot of an eBay search results page for smartwatches. The page layout includes a top navigation bar with the eBay logo, search bar, and user account options. A left sidebar contains various filters such as Categories, Brand, Storage Capacity, Case Material, Band Material, Band Colour, Features, Compatible Operating System, Condition, Price, and Format. The main content area displays a list of smartwatch listings. Each listing includes a product image, title, price, shipping information, and a 'Buy It Now' button. A circular callout highlights a specific listing for an 'Android 4.4 Blue 3G WiFi HOT' smartwatch priced at £40.27. On the right side, there is a promotional banner for a Dyson v8 vacuum cleaner and a 'Browse related' section with smaller product thumbnails.

Categories: All

Smartphones & Tablets

Smartphones & PCs

Accessories

Smart Home Automation

Tablets & Smart Phones

Jewellery & Watches

Smartwatches

Tools & Hardware

Books & Media

Computers, Tablets & Accessories

Smart Home

Brand: see all

- Apple
- Huawei
- Fitbit
- Samsung
- Unbranded/Generic

Storage Capacity: see all

- 2GB
- 4GB
- 8GB
- 16GB
- 32GB

Case Material: see all

- Aluminum
- Plastic
- Silicone/Rubber
- Stainless Steel
- Stainless Steel & Al

Band Material: see all

Band Colour: see all

Features: see all

Compatible Operating System: see all

Condition: see all

- New
- New other (see details)
- Manufacturer refurbished
- Taken returned for
- Used
- For parts or not working

Price: £ 14

Format: see all

- All listings
- Auction
- Buy It Now

Smartwatches

28,832 results for smartwatch

Shop by Brand

- Samsung
- Apple
- Unbranded/Generic
- Sony

Huawei Watch 2 Bluetooth Sport Smartwatch for Android & iOS - Black

£224.99

Free Postage

18 watching

W16 Waterproof Bluetooth Smart Watch Phone With 3M GSM For iPhone Android UK

£44.79

Free Postage

157 watching

Trwatch 2 Oak Smartwatch Water-Heart Rate Monitor for iOS & Android

£157.99

Free Postage

11 watching

SPONSORED

Android 4.4 Blue 3G WiFi HOT

£40.27

Free Postage

Smartwatch Phone With Camera

Huawei V

£2

dyson v8

Deep cleaning. Anytime. Anywhere.

Find out more

Browse related

Smartwatches

Waterproof Smartwatches

Android Smartwatches

Search Results Page

The image shows a screenshot of an eBay search results page for tablets. On the left, there is a sidebar with various filters including Operating System (Android 4.4 X Kit Kat, Android 5.0 X Lollipop, Android 6.0 X Marshmallow, iOS, Windows 10), Screen Size, Storage Capacity, Colour, RAM, Condition (New, New other, Manufacturer refurbished, Seller refurbished, Used, For parts or not working), Price, Format (All listings, Auction, Buy it now), Item location (Default, Within 50 miles of TW9 1EJ, UK Only, European Union, Worldwide), Delivery options (Free postage, Click & Collect), and Show only (Completed listings, Sold listings, Deals & savings). A 'GREAT DEALS on big brands' banner is visible at the bottom left.

The main content area displays several product listings. A circular magnifying glass highlights a listing for a '7 inch Android 4.4 Touch Screen UK Core Tablet PC 8GB WIFI Bluetooth HD'. The listing includes a price of £30.99, a 'Buy it Now' button, 'Free Postage', and '151+ watching'. Other visible listings include an Acer Iconia One 10.1" Tablet for £129.99, a 7 Inch Wifi Google Android PC Uk Stock for £47.99, and a Samsung Galaxy Tab A 7 Inch 8GB WiFi Tablet for £109.00.

On the right side, there is a 'Browse related' section with thumbnails for various tablet accessories and related products, such as 'Tablets', 'Tablet Chargers and Sync Cables for Archos 70 Tablets', 'BlackBerry Tablet OS Tablets with Wi-Fi + 4G', and 'Tablet P USB Video Recorder Tablets'.

Item Page

Home | Sign in or Register | Daily Deals | Sell | Help & Contact | My eBay | Search | All Categories | Search | Advanced

Back to search results | Listed in category: Mobile Phones & Communication > Smart watches

Android 4.4 Bluetooth Smart Watch SIM Smartwatch Phone With Camera 3G WiFi HOT

2 watched in last 24 hours

Condition: New
Quantity: 1 (8 available, 1 sold)

£40.27

[Buy it now](#)
[Add to basket](#)

[Add to Watch list](#) (2 watching) | [Add to collection](#)

Free postage | New condition | 100% positive Feedback

Correct 40 better points | [Get Started](#) | [Conditions](#)

Postage: Free Economy Delivery | [See details](#)
Item location: Dublin, Ireland
Pack to: United Kingdom | [See details](#)

Delivery: Dispatched within 1 day @
Estimated between Fri, 8 Sep. and Tue, 26 Sep.

Payments: [PayPal](#) | [VISA](#) | [MasterCard](#) | [American Express](#) | [See payment information](#)
[eBay](#) | [See details](#)
SIM Only Deals on Three - 30GB For Only £20pm

Returns: 30 days refund, buyer pays return postage | [See details](#)

Protection: [eBay MONEY BACK GUARANTEE](#) | [See details](#)

Have one to sell? [Sell it yourself](#)

People who viewed this item also viewed

- [Sponsored](#)
Bluetooth WiFi Smart Watch Video Phone Mate GPS 3G...
£60.59
Free P&P
- [Sponsored](#)
Large Screen DM98 Smart Watch Phone 3G WIFI GPS SIM Blueto...
£39.99
Free P&P
- [Sponsored](#)
Smart Watch In Black Android Sim Padomere...
£30.00
Free P&P
- [Sponsored](#)
New Android 4.4 Bluetooth Smart Watch SIM Smartwatch Phone...
£37.58
Free P&P
- [Sponsored](#)
Fashion Sports Bracelet
Smart Wristband Bracelet Blood Pressure Watch Fitness Track H...
£18.95
Free P&P
- [Feedback on our suggestions](#)
Bluetooth Android Watch 3G Phone with Camera E040 Gold
£20.06
Free P&P

Visibility across the shopping journey

Approx. 50 individual placements across the site

On at least 8 different page types

Further visibility in places such as a buyer's My eBay pages

New placements are being developed, e.g. Homepage

Who can use Promote Your Listings?

Available to shop subscribers

Featured shop subscribers have £10 monthly credit

Anchor shop subscribers have £20 monthly credit

What inventory can I promote?

Supports fixed price inventory

Available in nearly every category

Multi-quantity and single quantity listings

Launched across Vehicles Parts & Accessories category in late 2017

Why use Promote Your Listings?

Low-risk, clear attribution, and full transparency



You only pay when you sell an item

30

We only charge the ad fee if a buyer clicks on your promoted listing, and purchases that item within 30 days

Some advertising tools on similar platforms charge you to display the ad, or for the click.

If a buyer clicks on your ad and doesn't purchase that product within 30 days, it's free traffic to your store

FREE

Use the service in a variety of ways

Boosting best selling inventory

Seasonal events

New inventory

Combine with other marketing tools

...or determine an ad rate that works for you,
and leave your campaigns always running

Seller Hub Promotions

Increase your sales with our promotions tools



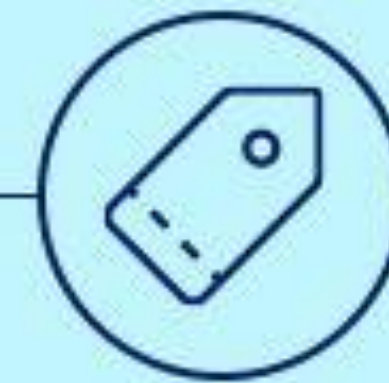
**Order
Discount**

Increase
order size



**Sale Event
+ Markdown**

Offer
discounts



Multi-Buy

Get more
for less

Why use promotions?

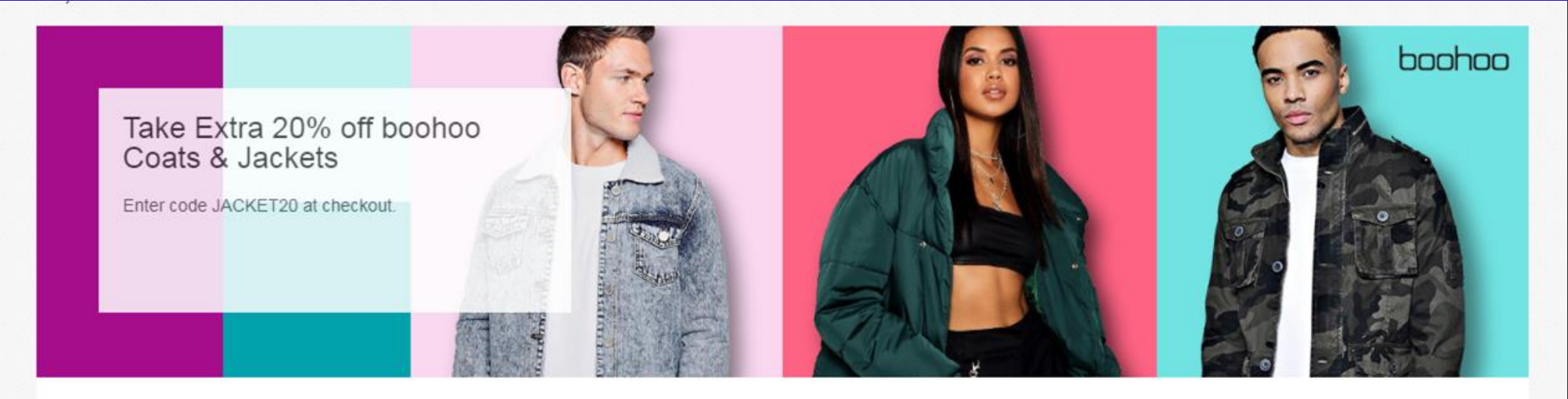
Get 10% off the Entire AO Store
Get deals on TVs, gaming and more.
Ends 4th October.

Use Code: **JUMPTEN** →



*Min spend £40. Max discount £50. T&Cs apply.

Take Extra 20% off boohoo Coats & Jackets
Enter code **JACKET20** at checkout.



boohoo

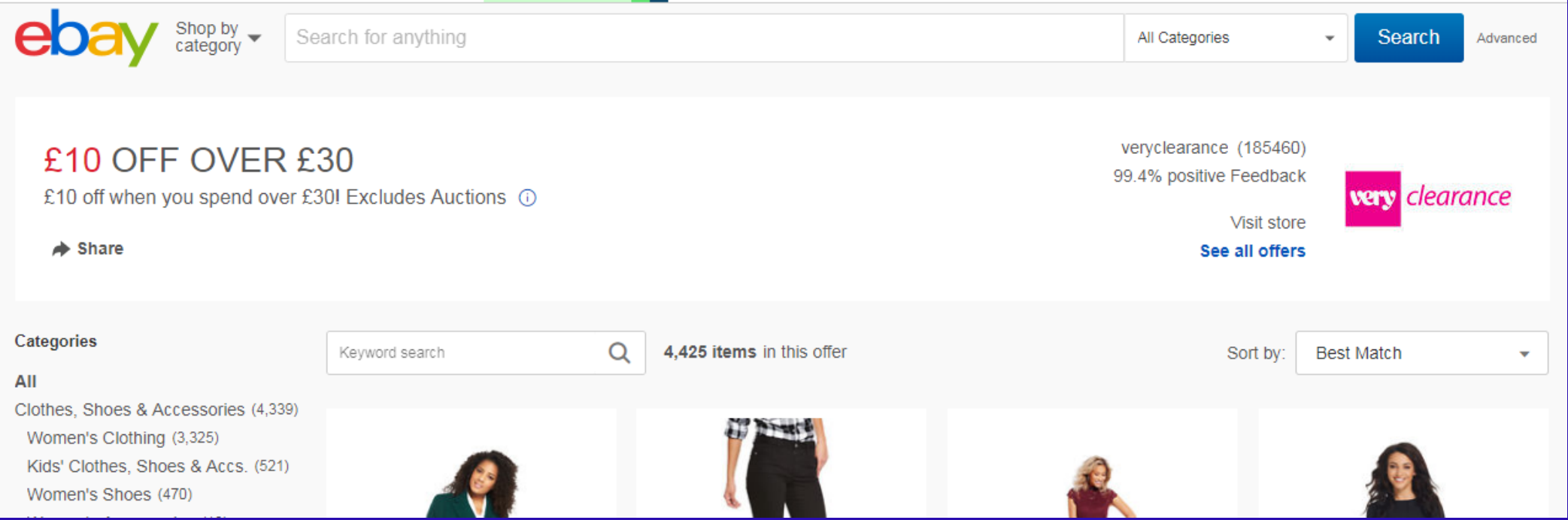
ebay Shop by category Search for anything All Categories Search Advanced

£10 OFF OVER £30
£10 off when you spend over £30! Excludes Auctions ⓘ

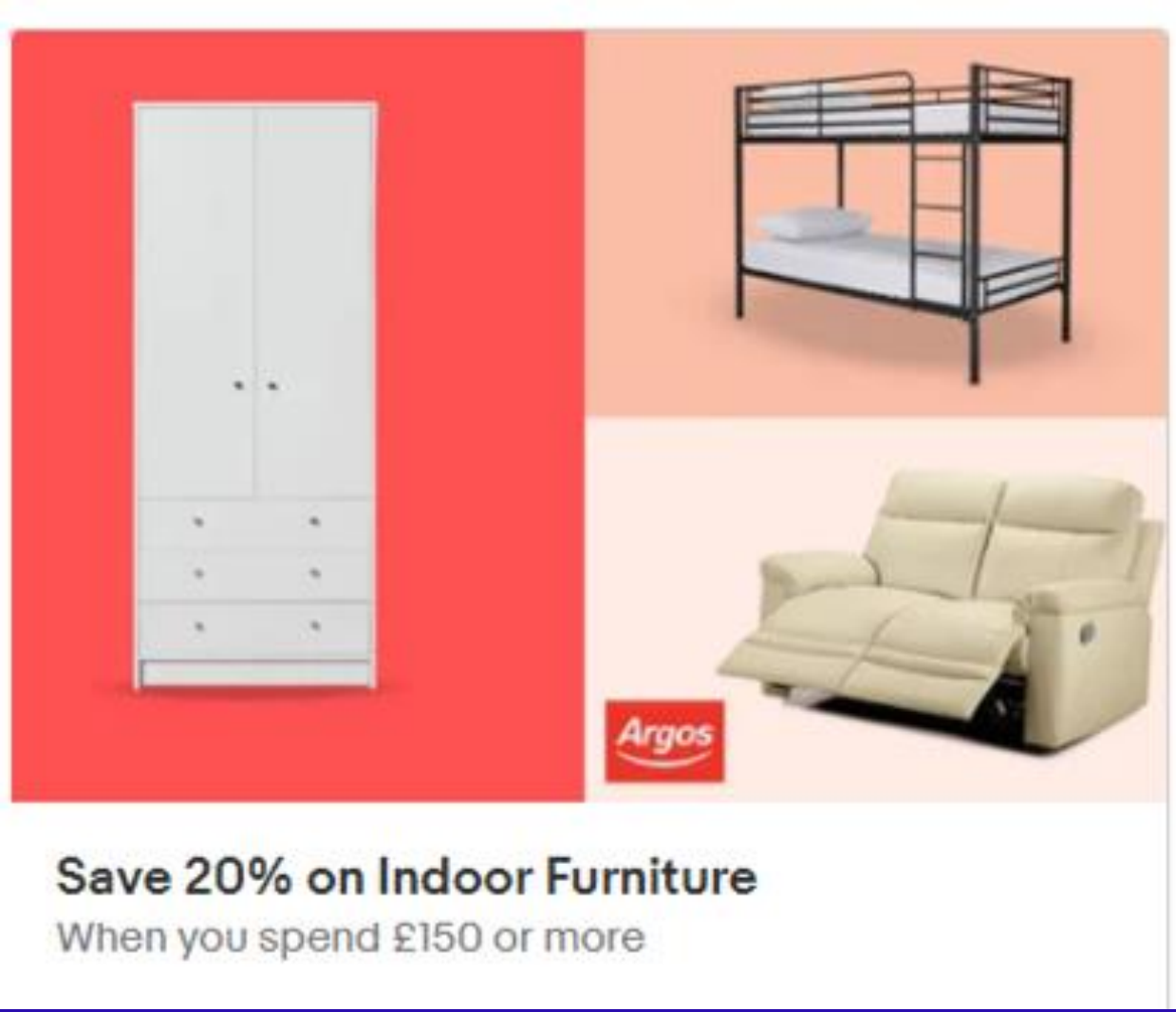
veryclearance (185460)
99.4% positive Feedback
Visit store **very clearance**
[See all offers](#)

Categories Keyword search 4,425 items in this offer Sort by: Best Match

All
Clothes, Shoes & Accessories (4,339)
Women's Clothing (3,325)
Kids' Clothes, Shoes & Accs. (521)
Women's Shoes (470)



Save 20% on Indoor Furniture
When you spend £150 or more



Argos

10% off Kitchen Appliances
Discount applied at checkout.



Argos

Why use promotions?

Running promotions is a great way to attract more customers and increase basket size. Using Seller Hub Promotions can help set your items apart from your competitors.

Order Discount

- Get more visibility for your inventory
- Grow order size
- Reduce postage costs
- Increase revenue: Encourage buyers to buy more items at time

Sale Event + Markdown

- Make the most of reducing your price
- Get velocity: Sell items more quickly
- Clear Inventory: Close out old lines
- Join Key Retail Moments

Multi-Buy

- Easier for buyers to buy more than one of the same item
- Grow order size
- Reduce postage costs
- Increase revenue: Encourage buyers to buy more items at time

How does it look like for a buyer?

Seller Hub Promotions leverage **key on-site placements** to promote your special offers, and allowing buyers to take advantage of relevant discounts.

It works on **desktop and on mobile** – with different placement intended to provide an engaging buyer experience.

Messaging throughout the buying flow notifies buyers of actions to take to qualify for discounts and alerts them to additional offers and savings.

To keep the message relevant though, each page has its own logic to give **more visibility to offers that are more relevant or attractive to buyers.**

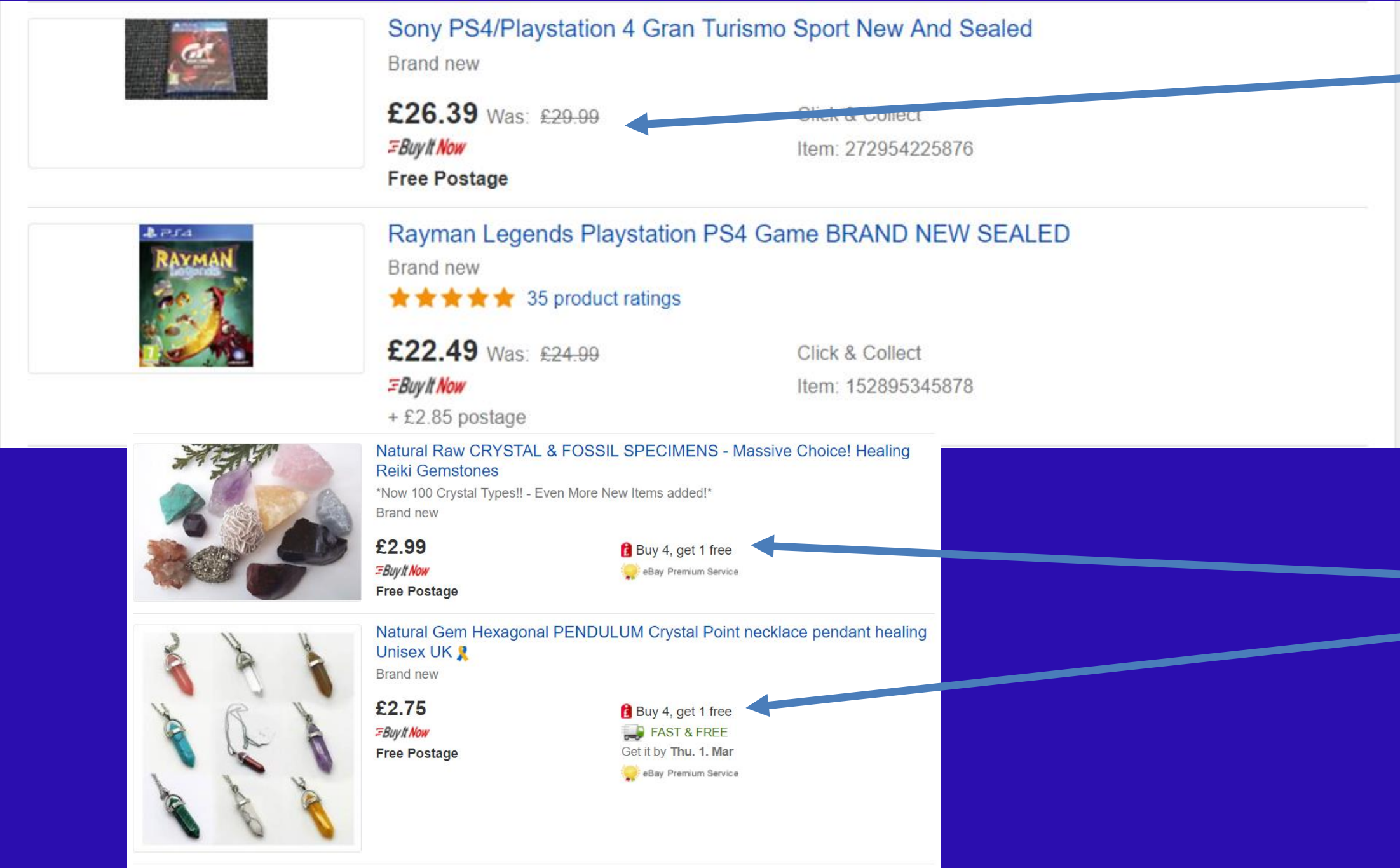
Search Results

Sale Event + Markdown

£26.39 Was: ~~£29.99~~

Order Discount (if relevant)

 Buy 4, get 1 free



The screenshot shows three eBay search results. The first result is for a Sony PS4/Playstation 4 Gran Turismo Sport New And Sealed, priced at £26.39 (was £29.99). The second result is for a Rayman Legends Playstation PS4 Game BRAND NEW SEALED, priced at £22.49 (was £24.99). The third result is for Natural Raw CRYSTAL & FOSSIL SPECIMENS - Massive Choice! Healing Reiki Gemstones, priced at £2.99, with a 'Buy 4, get 1 free' promotion. The fourth result is for Natural Gem Hexagonal PENDULUM Crystal Point necklace pendant healing Unisex UK, priced at £2.75, also with a 'Buy 4, get 1 free' promotion. Blue arrows point from the callout boxes to the price and promotion elements in the search results.

Sony PS4/Playstation 4 Gran Turismo Sport New And Sealed
Brand new
£26.39 Was: ~~£29.99~~
Free Postage
Click & Collect
Item: 272954225876

Rayman Legends Playstation PS4 Game BRAND NEW SEALED
Brand new
★★★★★ 35 product ratings
£22.49 Was: ~~£24.99~~
+ £2.85 postage
Click & Collect
Item: 152895345878

Natural Raw CRYSTAL & FOSSIL SPECIMENS - Massive Choice! Healing Reiki Gemstones
Now 100 Crystal Types!! - Even More New Items added!
Brand new
£2.99
Free Postage
Buy 4, get 1 free
eBay Premium Service


Natural Gem Hexagonal PENDULUM Crystal Point necklace pendant healing Unisex UK
Brand new
£2.75
Free Postage
Buy 4, get 1 free
FAST & FREE
Get it by Thu. 1. Mar
eBay Premium Service

View Item Page

Example - Top of View Item page (relevant offer - desktop)

SAVE UP TO 55% See all eligible items

LAST ONE



NutriBullet Starter Kit 5 Piece Set
SAVE £30, WAS £79.99, NOW £49.99! FREE DELIVERY!
★★★★★ Be the first to write a review.

Condition: **New**
Quantity: **Last one** 115 sold / See Feedback

£49.99 Was* £79.99
save £30.00 (37% OFF*)

Buy it now
Add to basket
Add to Watch list Add to collection

100% buyer satisfaction 225 watchers Last one available

Postage: **FAST & FREE**
Between **Fri. 16 Feb.** and **Mon. 19 Feb.** to BH233HW
Item location: Newark, United Kingdom
Posts to: United Kingdom

Payments: **PayPal** Processed by PayPal | See payment information

Returns: 30 days refund, seller pays return postage | See details.
Protection: **ebay** MONEY BACK GUARANTEE | See details

For this item, the seller provides: **eBay Premium Service**

Contact seller
See other items
Registered as a business seller

Bottom of the page (relevant offer - desktop)

SAVE UP TO 55%* See all eligible items

SAVE UP TO 55% ON SPRING SALE WHITE GOODS!
Marked down item price reflects all savings. Items provided by


All promotional offers from:

Item	List price	Now
KENWOOD K0MSS15 Solo Microwave Stainless Steel 800 W 20 litres 8 Auto Programs	£129.99	£59.99
LOGIK L20GS14 Microwave with Grill Silver 6 auto programs 20 litres Capacity	£109.99	£59.99
KENWOOD K30CS14 Combination Microwave Stainless Steel 30 litres 900 W	£199.99	£149.99
SAMSUNG MS28J5215AS Solo Microwave Child lock 28 litres Silver	£159.99	£109.99
KENWOOD K23MFW15 Solo Microwave White 800 W 23 Litres 8 Programs 5 Power Levels	£109.99	£99.99

* Savings are reflected in item price. Prices are subject to change without notice, while supplies last. Offer conditions. You can change quantities in your basket.

View Item on Mobile

EE 4G 18:18 ebay.co.uk 53%



Crystals Tumblestones Reiki Chakra 10 - 20mm Tumble stone Gemstone
Buy 6 get 6 free! Mix n Match 24 dispatch

£0.99
£0.99/Unit

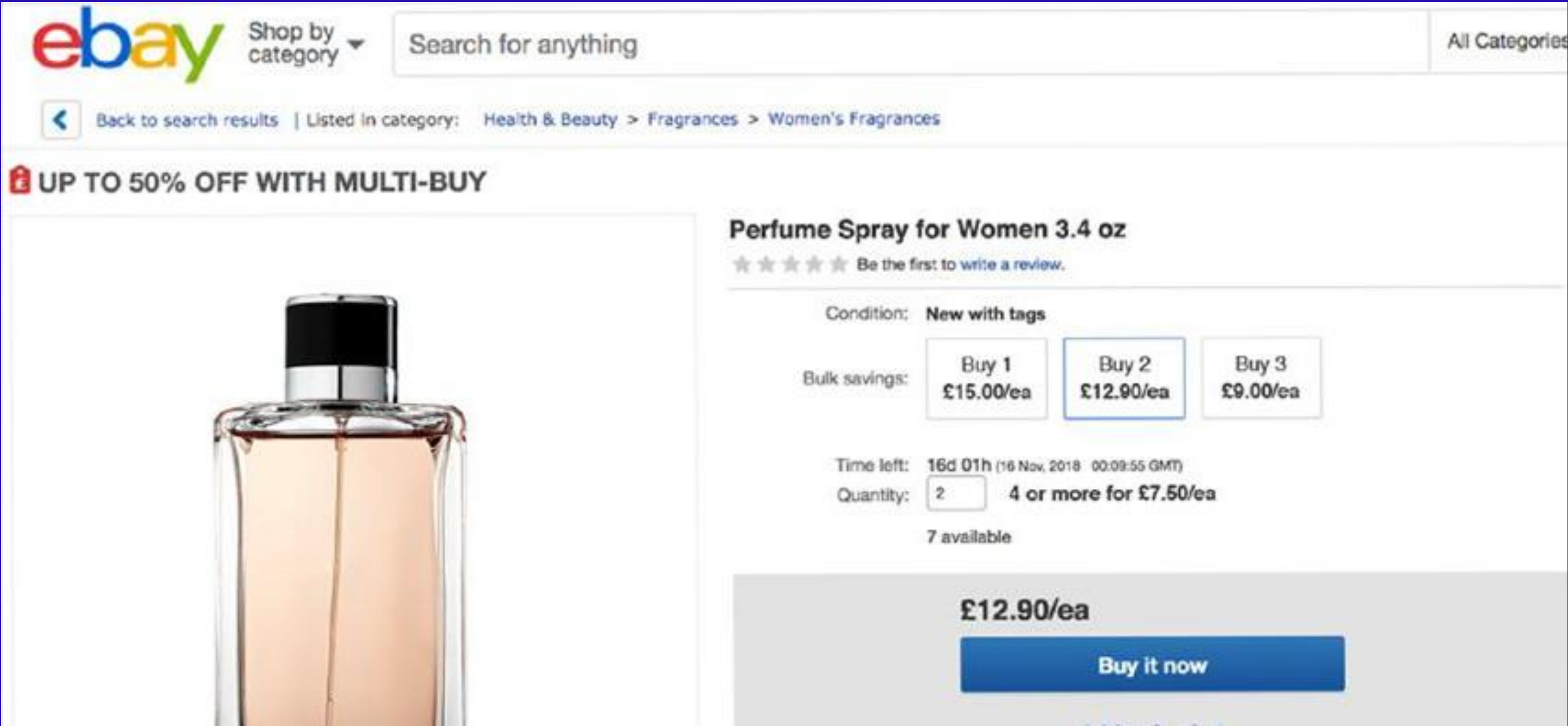
Free Postage 29 Jan - 30 Jan Est. delivery

Stone/Crystal type
Quantity:

Buy it now
Add to basket
Watch

Buy 6, get 6 free (add 12 to basket)
From craftmoor

Multi-buy is launching in the UK!





Multi-Save volume pricing enables you to define up to 4 different prices depending on the quantity bought.


As this is just about to launch, we are offering a 50% FVF Promotions on the 2nd and further items bought with Multi-Buy until 7th Dec.

Basket and Checkout visibility

Order Discount in Shopping basket

Your eBay shopping basket

Seller currys_pcworld (332727)  [Request total from seller](#) 

	DAEWOO DFF470SW Fridge Freezer A+ White Condition: New	Quantity: <input type="text" value="1"/>	£279.99 £499.99
<p>Spend £120.01 more to qualify Save £40 when you spend £400+ See all eligible items</p>		Standard (2-3 working days) ▾ Other 48h courier eBay FAST & FREE	Free
Remove Save for later			

✓ You're saving **£220.00** off the list price of your items.

Sale Event +
Markdown

	JVC LT-24C655 Smart 23.6" LED TV with Built-in DVD Player 1366 x 768 Wifi Black Condition: New
<p>✓ You'll get this offer: Save up to 60%</p>	
<p>✓ You'll get this offer: Save up to 60% See all offers</p>	

- Buyers add 'order discounts' to their cart before purchase to receive their offer.
- A message will appear detailing your offer and if this sale qualifies.
- "See all eligible items" leads to offer page

Offer Page

SAVE UP TO 50%
MORE RADIO'S FROM

98.4% positive Feedback
Visit store
See all offers

Share

Categories: All, Sound & Vision (24), Portable Disc Players & Radios (24)
Show more

Price: £ to £ >>>

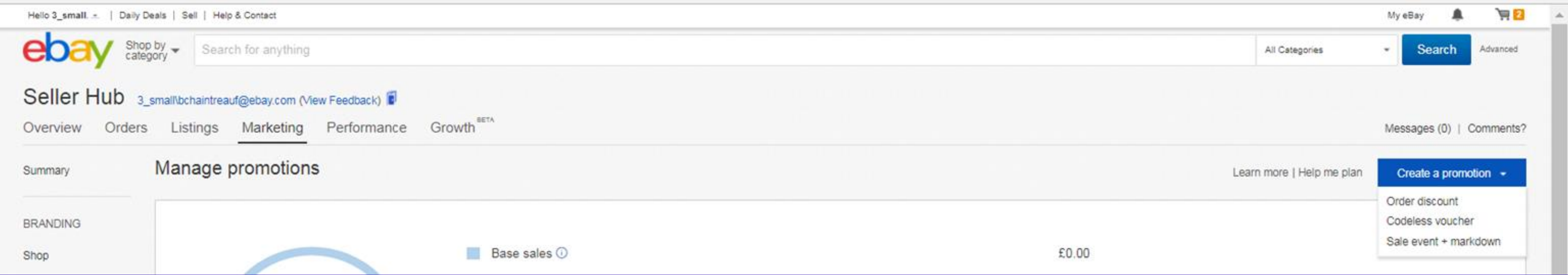
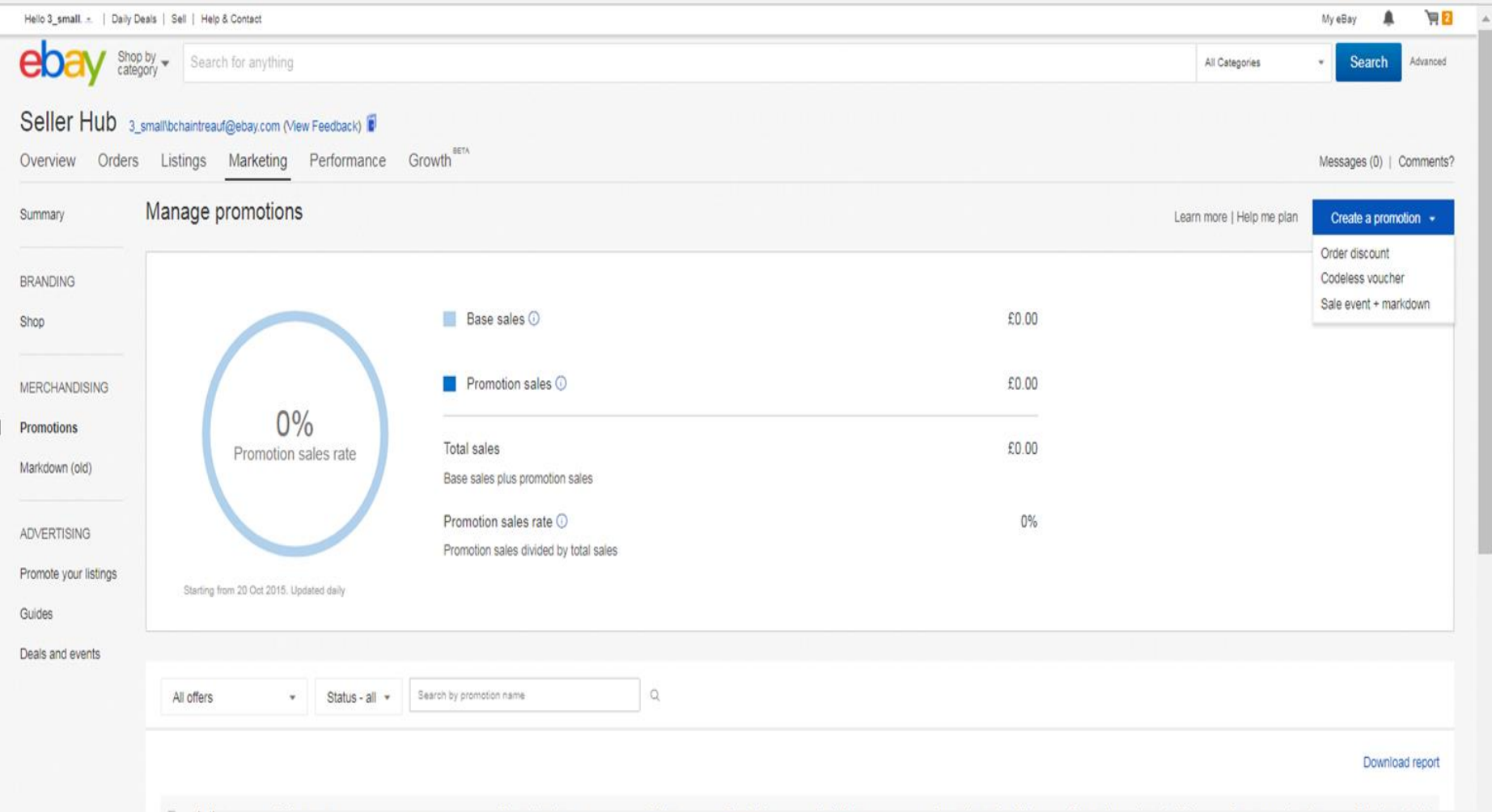
Show only:
 Free postage
 Express delivery
 Returns accepted

Keyword search: 26 items in this offer
Sort by: Best Match

Product Name	Price	Original Price	Shipping	Status
LOGIK LSR16 Portable Analogue Bathroom Radio White	£3.97	£3.97 / Unit	Free P&P	Only 1 left!
LOGIK LHDAB17 Portable DAB/FM Pocket Radio LCD	£24.99	£24.99 / Unit	Free P&P	51 sold
LOGIK LHDR15 Portable DAB/FM Clock Radio LCD	£29.99	£29.99 / Unit	Free P&P	27 sold
LOGIK LCRAN12 Analogue Clock Radio Alarm & snooze	£12.99	£12.99 / Unit	Free P&P	106 sold
LOGIK LCRB15 Analogue Clock Radio Black & Silver LED display	£14.99	£14.99 / Unit	Free P&P	
SONY ICF-C1PJ Portable Analogue Clock Radio Alarm &	£44.99	£44.99 / Unit	Free P&P	24 sold
SONY XDR-S41D Portable DAB+/FM Clock Radio - Blue	£49.99	£49.99 / Unit	Free P&P	17 watching
JVC RA-D77M DAB+/FM Bluetooth Clock Radio - Wood &	£79.99	£79.99 / Unit	Free P&P	16 watching

- Your promotions page showcases all of your eligible inventory
- Buyers can narrow down their search based on their interests using price, keywords, categories, and item attributes
- Buyers can click ‘See all offers’ from any individual offer page, to see every promotion you’re currently holding.

How to set up your promotions



ebay

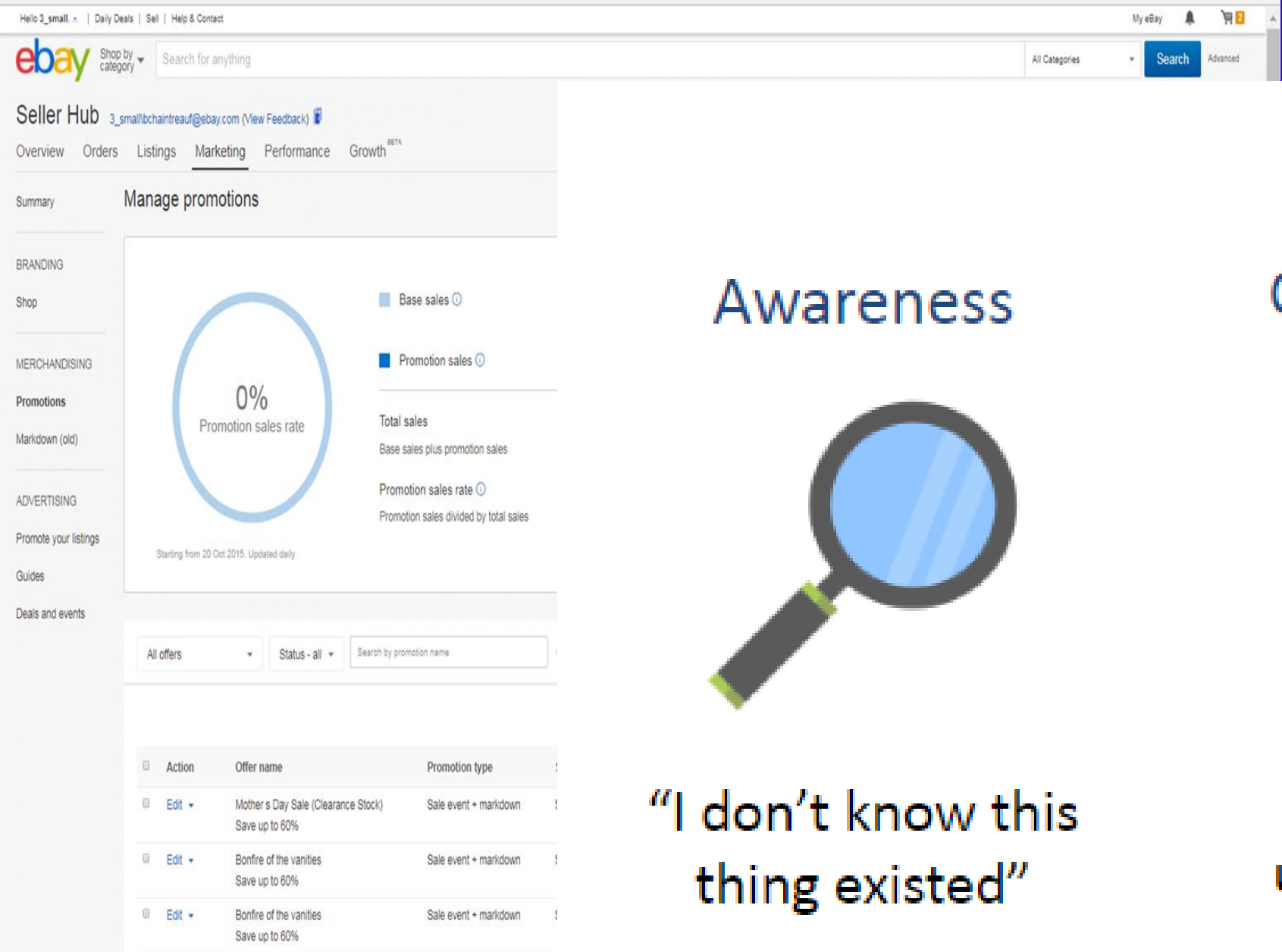
How to plan your promotions

Recommended	Not Recommended
<p>Know your costs</p> <p>This will allow you to provide a worthwhile discount whilst maintaining a profit.</p>	<p>Discount randomly</p> <p>Remember to consider your costs and profit margin.</p>
<p>Know your stock</p> <p>Discount items that you have a large available stock of.</p>	<p>Discount rare, one of a kind items unless you want to clear inventory.</p> <p>Promotions works better on high velocity items.</p>
<p>Curate promotions</p> <p>Hand pick items that go together, to make promotions relevant to buyers.</p>	<p>Place all of your items into one sale</p> <p>Usually these items will not all be related. This is not appealing to buyers and can have a detrimental impact on the relevancy of all your promotions.</p>
<p>Know the market value of your items</p> <p>Use eBay's price guidance to see the average selling price for your item and use promotions to test a new price for your items.</p>	<p>Do shop-wide promotions with order discount</p> <p>Even if you are ready to offer the same discount on all of your inventory, take the time to group relevant items into curated promotions. You'll have a better chance by showing relevant items together.</p>
<p>Time your promotions</p> <p>Coordinate your sales with key retail events of the quarter, making sure to include relevant items for the event.</p>	<p>Discounts for the sake of discounting</p> <p>Buyers are not driven to low discount level and offers could have reduced visibility. Consider offering higher level on reduced inventory and use key retail moments to drive velocity of sales.</p>

2018 - UK Retail calendar

Spring			Summer			Autumn			Winter		
Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Spring/Easter	Ramadan		Summer Holidays			Halloween	Diwali	Christmas	January Sales	Chinese NY	
	7 th May Bank Holiday	17 th Fathers' Day		Back to School	New Smartphone Expected		23 rd Black Friday	1 st Small Biz Saturday	New Year Projects	14 th Valentine's Day	7 th Book Day
	28 th Spring Bank Holiday	19-23 rd Horse Racing			20-23 rd Fashion Week		26 th Cyber Monday	3 rd Manic Monday			17 th St Patrick's Day
	22-26 th Flower Show						5 th Bonfire Night	10 th Green Monday		International Fashion Weeks	31 st Mothers' Day
			International Football					14 th Free Shipping Day			
22 nd Marathon	19 th Football Final				9 th Run			31 st New Year's Eve			
International Athletics			2-15 th Tennis		28-30 th Golf					International Rugby	
	19 th Royal Wedding	21 st Summer Solstice	8 th Motor Racing	24-26 Music Festivals		Autumn Half Term	Male Grooming		25 th Burns Night		
							22 nd Thanksgiving				
			Multi-Category	Fashion focus	Home & Garden focus	Sports Events	Further ideas				

How to set up your promotions



Awareness



"I don't know this thing existed"



Comprehension



"I don't understand how it works"



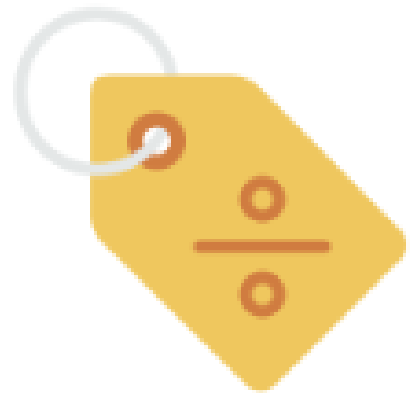
Applicability



"I don't know which part of my inventory would benefit"



Affordability



"This may (again) kill my margins"



Time



"I don't have the time to set them up"



Wrap Up

Order Discount

To cross-sell
To increase order size
putting more items in
the basket

Sale Event+ Markdown

To push sales on a
specific inventory
To make the most of a
price reduction

Multi-buy

To increase order size
To save on postage
costs
To plan you pricing
strategy on

Thank you!

Best Practice

Curate promotions: Low relevance offers don't convert well. Group items which are bought together. Hand pick items that go together, to make promotions relevant to buyers. We'd recommend instead of placing all inventory in a promotion, segregate by similar items, or items that are complimentary to each other. Consider how buyers are navigating through the offer: the more relevant the items the more likely they would drive conversion.

Time your promotions: Pick key retail moments (Sports Events, Xmas, Black Friday) and run promotions that are relevant to these.

Create a worthwhile offer: Promotions that do not offer value for a customer will not be shown at the top of the view item page, but lower down on the page. Level of discount is important, but volume of sales on the discount is also a factor. Use our pricing guidance to see if your promotions will keep you price competitive.

Monitor and test results: Use the promotions dashboard and reports to see how well your promotion is working, and adjust accordingly. For Order Discounts, the Promotions Sales Rate, found on the promotions dashboard, is a key number to see how well your promotion is doing.

Lower Average Selling Price (ASP) = Order Discount / Higher ASP = Sale Event

Vertical	Helpful Conversion Hints	Order Discount Example: (Low ASP)	Sale Event Example: (High ASP)
Fashion	Complete the look with an order discount. Curate your promotion to place items that can be worn together or part of a range into an order discount.	<ul style="list-style-type: none"> Buy 3 items, save 10%. Buy 2 items, get 3 on selected accessories Spend £50, save £10 	<ul style="list-style-type: none"> 30% off end of season high ticket items 25% off Autumn/Winter
Electronics	Time your promotions to hit key retail moments. Back to school season? Promote tech that students need when they move away from home.	<ul style="list-style-type: none"> Buy 2, get one 10% off on media/accessories to drive basket size Bundle compatible tech items together 	<ul style="list-style-type: none"> 25% off last generations model
Home & Garden	Focus promotions around the calendar and projects. DIY in January? Curate a promotion to include all the goods and tools to finish a job.	<ul style="list-style-type: none"> Place all the products needed to remodel a bathroom into an order discount promotion Buy 1, get 1 50% off 	<ul style="list-style-type: none"> 10% off a shower unit

Lower Average Selling Price (ASP) = Order Discount / Higher ASP = Sale Event

Vertical	Helpful Conversion Hints	Order Discount Example: (Low ASP)	Sale Event Example: (High ASP)
<p>Sports & Leisure</p> <p>Health & Beauty</p>	<p>Match the sporting calendar. Big tennis match coming up? Football tournament? These usually provide a spike in searches. Make sure you take advantage by aligning your promotions with key events.</p> <p>Multi-buys are attractive on low ASP high velocity recurrent orders in health and beauty (proteins powders, dentalcare products, vitamins, etc..)</p>	<ul style="list-style-type: none"> Football boots, shin pads and kit: Buy 3 get 15% off Buy 3, get 20% on vitamins and supplements 	<ul style="list-style-type: none"> 20% off new bikes. Extra 15% off golf clubs New model dentalcare products 30% off limited time
Parts & Accessories	<p>Provide everything needed for a specific repair, curated into an order discount.</p> <p>Group together common 2-part purchases, or tools and accessories usually purchased together, to complete common jobs on Vehicles.</p> <p>Try to avoid fitment dependant categories or inventory, as there is a 10,000 listing limit on most promotions, and you want your promotion to appeal to a broad audience for maximum conversion.</p>	<ul style="list-style-type: none"> Buy all parts for a timing belt repair, get 20% off Buy a car stereo head unit, get 20% off the fitting kit Buy 3, get 15% off wiper blades Buy a tool set, get 20% off workshop supplies 	<ul style="list-style-type: none"> 25% off high end tools. 20% off engine oil 10% off Pirelli car tyres 20% off car batteries 15% off selected motorcycle helmets