

— Third Party Providers – Shopify

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The eBay logo is displayed in a red, lowercase, sans-serif font. It is positioned in the lower right quadrant of the slide, which has a white background. The overall slide design features a dark red background on the left and a vertical bar on the right with three colored segments: orange at the top, dark red in the middle, and white at the bottom.

Agenda

What are 3rd Party Providers?

What is Shopify? Why use it for eBay?

Install & Configure the eBay Sales Channel

Add Products to eBay Channel

Best Practices for Shopify & eBay

Pricing & What's Next

Resources

What are 3rd Party Providers?

Third Party Providers are companies that offer software as a service for eBay sellers. These services complement functionality on the eBay site. They integrate with the eBay Developer's Program to create tailored software interfaces that interact with eBay.

The services provided include listing tools, inventory management, order management, shipping and fulfillment services, advertising, re-pricing, accounting, reporting, and more.

What are some common 3rd Party Providers?



What is Shopify?

Shopify is a commerce platform.

Through it you can **create an online store** and populate it with **products**, and get those products into multiple places, including marketplaces like **eBay**.

It features **listing & inventory management, order management, shopping cart, Point of Sale (POS) capabilities, social media, marketing tools and more**. It's a **flexible** and **scalable** solution for businesses of many sizes.

Why use Shopify for eBay?

Shopify can help a seller manage their entire business through a single cloud-based interface.

In other words, access from anywhere with an internet connection

Shopify features listing, inventory, and order management and can be extended through their App Center.

Several apps in the Shopify [App Center](#) can connect to eBay, official eBay app [here](#).

— Install the eBay Sales Channel

How to Install the eBay App

via [Shopify.com](https://www.shopify.com)

Visit [Shopify.com](https://www.shopify.com)

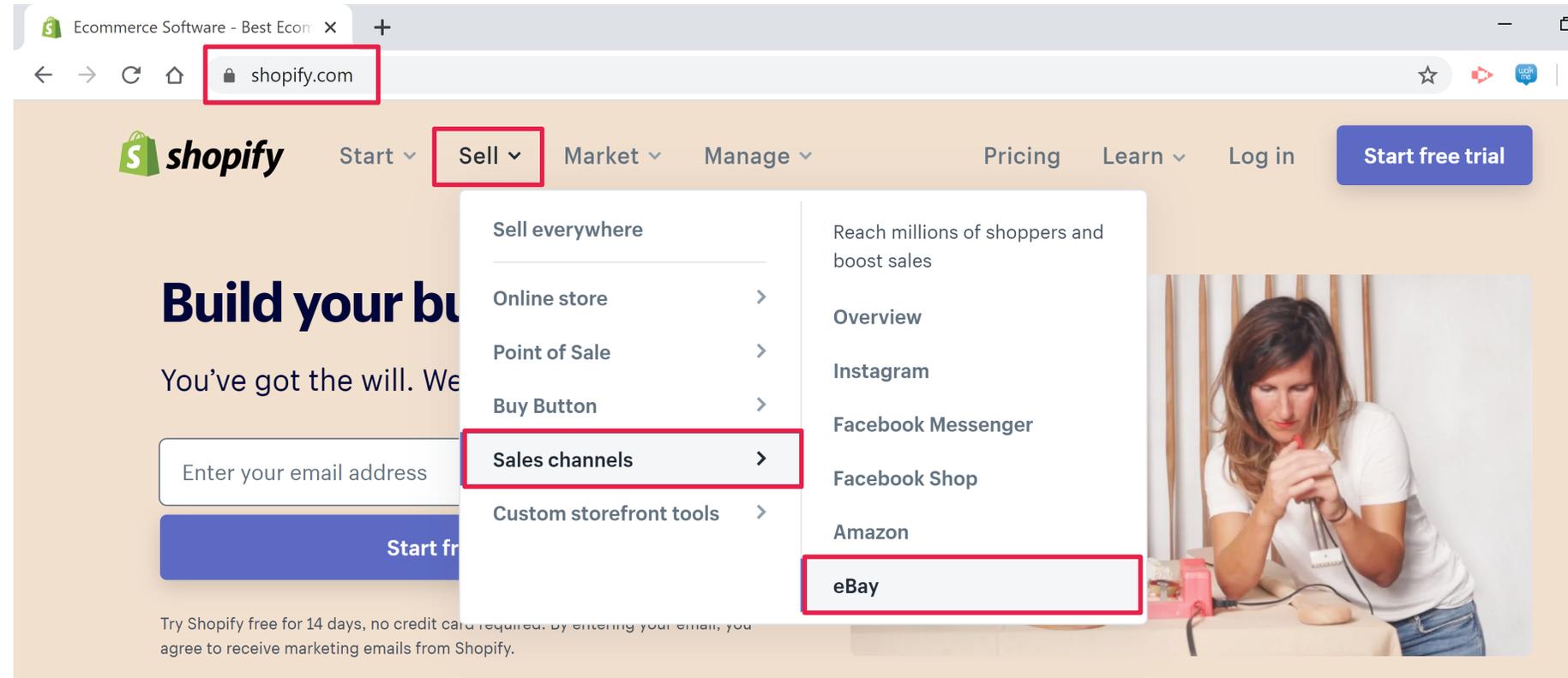
Click **Sell**

Select **Sales Channels**

Choose **eBay**

Follow the prompts to
create your account

No Shopify account?
Click Start Free Trial



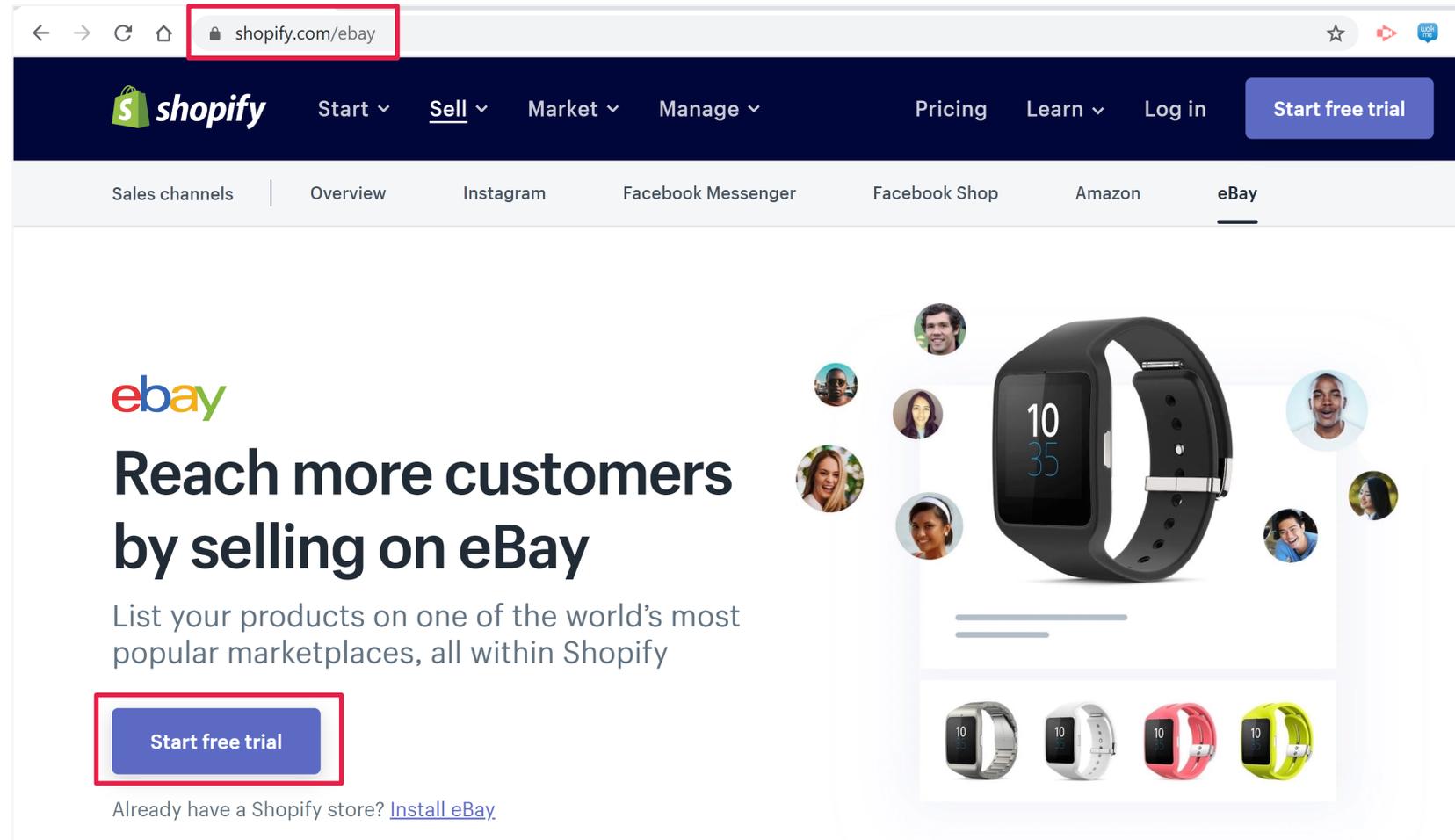
How to Install the eBay App

via Shopify.com/eBay

Visit Shopify.com/ebay

Follow the prompts to **create your account**

No Shopify account?
Click Start Free Trial.



The screenshot shows a web browser at the URL shopify.com/ebay. The page features the Shopify logo and navigation menu at the top. Below the navigation, there are tabs for 'Sales channels', 'Overview', 'Instagram', 'Facebook Messenger', 'Facebook Shop', 'Amazon', and 'eBay'. The main content area displays the eBay logo and the headline 'Reach more customers by selling on eBay'. Below this, it says 'List your products on one of the world's most popular marketplaces, all within Shopify'. A prominent blue button labeled 'Start free trial' is highlighted with a red box. At the bottom, there is a link: 'Already have a Shopify store? [Install eBay](#).' On the right side of the page, there is a large image of a smartwatch with several circular profile pictures of diverse people around it, and a row of four smaller smartwatch images at the bottom right.

How to Install the eBay App

via Shopify.com/eBay (cont'd)

Already have a Shopify account? Click **Install eBay**

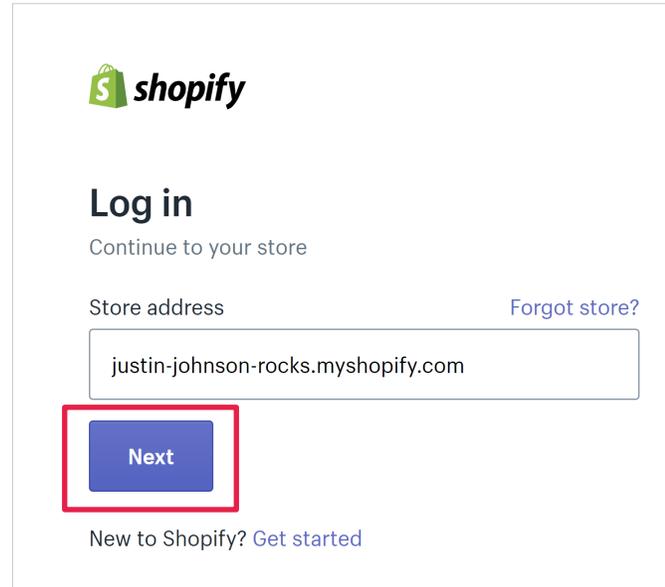
The screenshot shows the Shopify.com/eBay page. The browser address bar at the top contains the URL shopify.com/eBay, which is highlighted with a red box. The navigation bar includes the Shopify logo, menu items like 'Start', 'Sell', 'Market', and 'Manage', and a 'Start free trial' button. Below the navigation bar, there are links for 'Sales channels', 'Overview', 'Instagram', 'Facebook Messenger', 'Facebook Shop', 'Amazon', and 'eBay'. The main content area features the eBay logo, the headline 'Reach more customers by selling on eBay', and the subtext 'List your products on one of the world's most popular marketplaces, all within Shopify'. A blue 'Start free trial' button is prominently displayed. At the bottom of the page, a red box highlights the text 'Already have a Shopify store? [Install eBay](#)'.

How to Install the eBay App

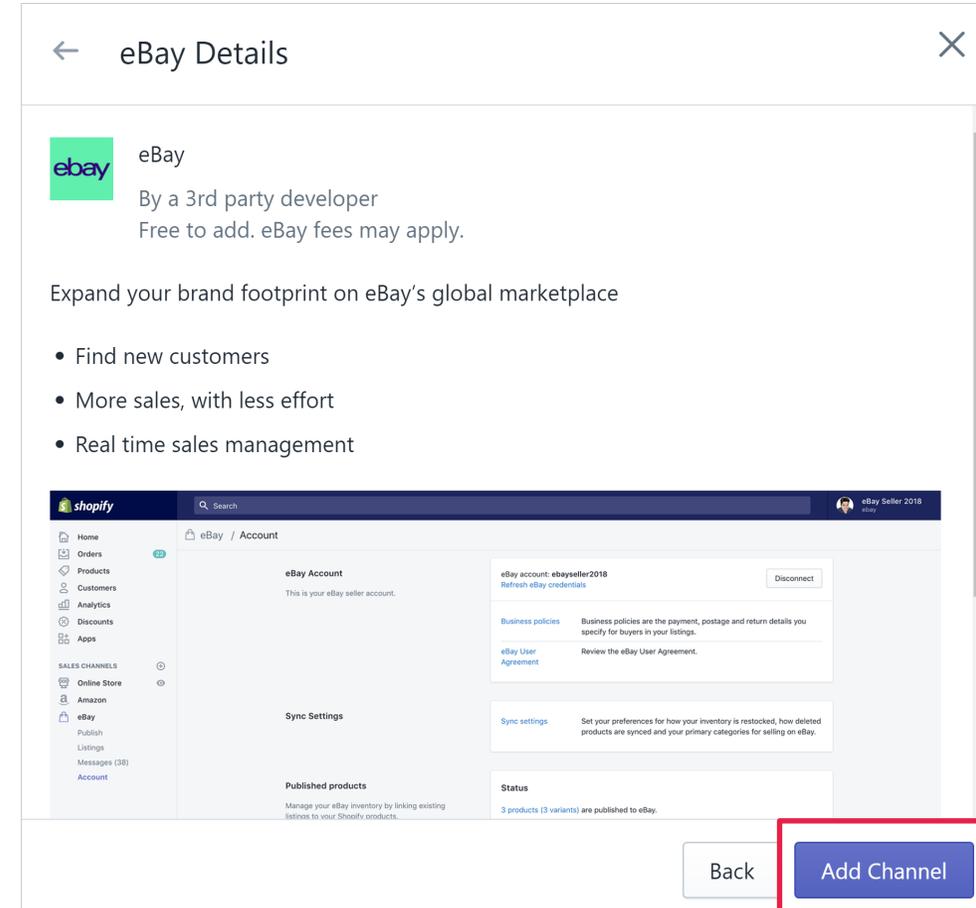
via Shopify.com/eBay (cont'd)

Log in with your **Shopify store info** (store address, email, password)

Click **Add Channel**



The image shows the Shopify login interface for the eBay app. At the top left is the Shopify logo. Below it, the text "Log in" is displayed in a large font, followed by "Continue to your store" in a smaller font. There is a "Store address" label and a "Forgot store?" link. A text input field contains the address "justin-johnson-rocks.myshopify.com". A blue "Next" button is highlighted with a red border. At the bottom, there is a link for "New to Shopify? Get started".



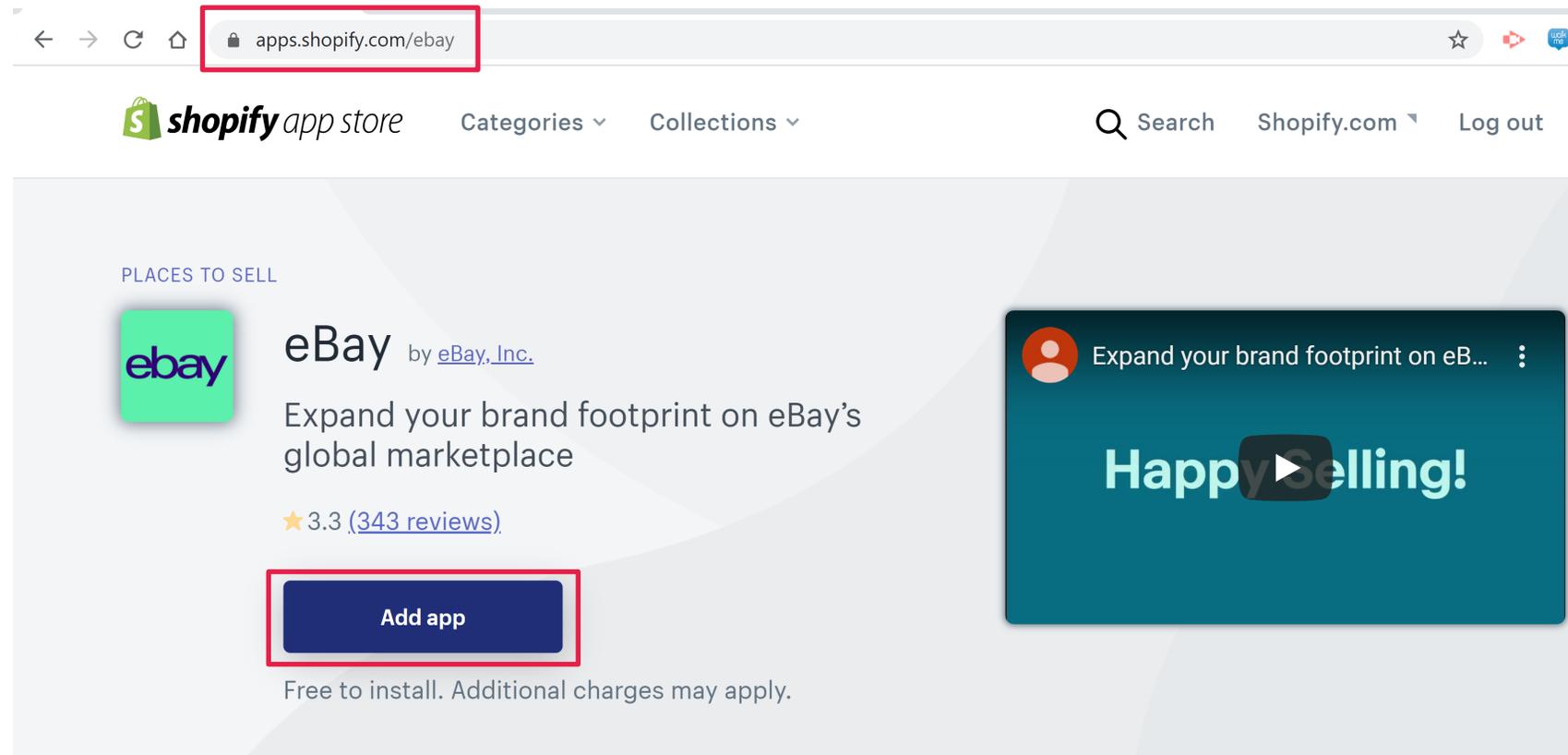
The image shows the "eBay Details" screen in the Shopify app. At the top, there is a back arrow and the title "eBay Details" with a close button. Below this is the eBay logo and the text "eBay" followed by "By a 3rd party developer" and "Free to add. eBay fees may apply." A heading reads "Expand your brand footprint on eBay's global marketplace". Below this is a list of benefits: "Find new customers", "More sales, with less effort", and "Real time sales management". The main content area shows a preview of the eBay app interface, including a sidebar with navigation options like Home, Orders, Products, Customers, Analytics, Discounts, and Apps. The main content of the preview shows "eBay Account" information, "Sync Settings", and "Published products". At the bottom right of the preview, there is a "Back" button and a blue "Add Channel" button, which is highlighted with a red border.

How to Install the eBay App

via apps.shopify.com/eBay

Visit
apps.shopify.com/ebay

Click **Add App**



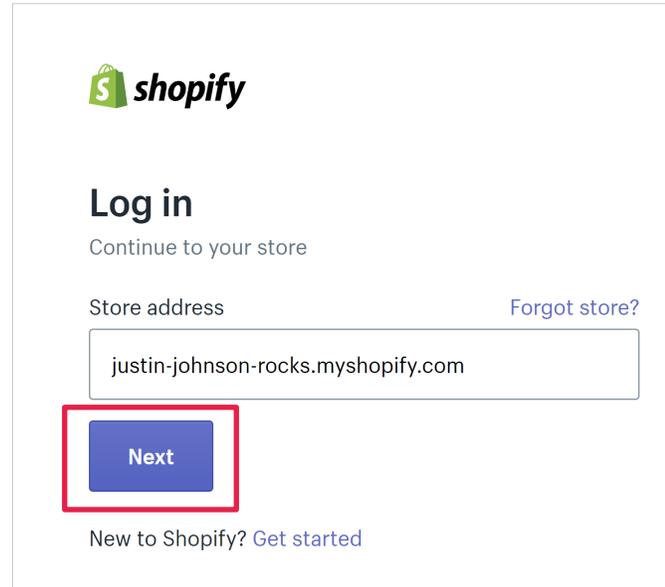
The screenshot shows a web browser window with the address bar containing apps.shopify.com/ebay. The page is the Shopify App Store listing for the eBay app. The header includes the Shopify logo, "shopify app store", navigation menus for "Categories" and "Collections", a search bar, and links for "Shopify.com" and "Log out". The main content area is titled "PLACES TO SELL" and features the eBay app listing. The listing includes the eBay logo, the text "eBay by eBay, Inc.", a description "Expand your brand footprint on eBay's global marketplace", and a rating of 3.3 stars from 343 reviews. A prominent blue "Add app" button is highlighted with a red box. Below the button, it states "Free to install. Additional charges may apply." On the right side of the page, there is a dark teal banner with a play button icon and the text "Happy Selling!" and "Expand your brand footprint on eBay...".

How to Install the eBay App

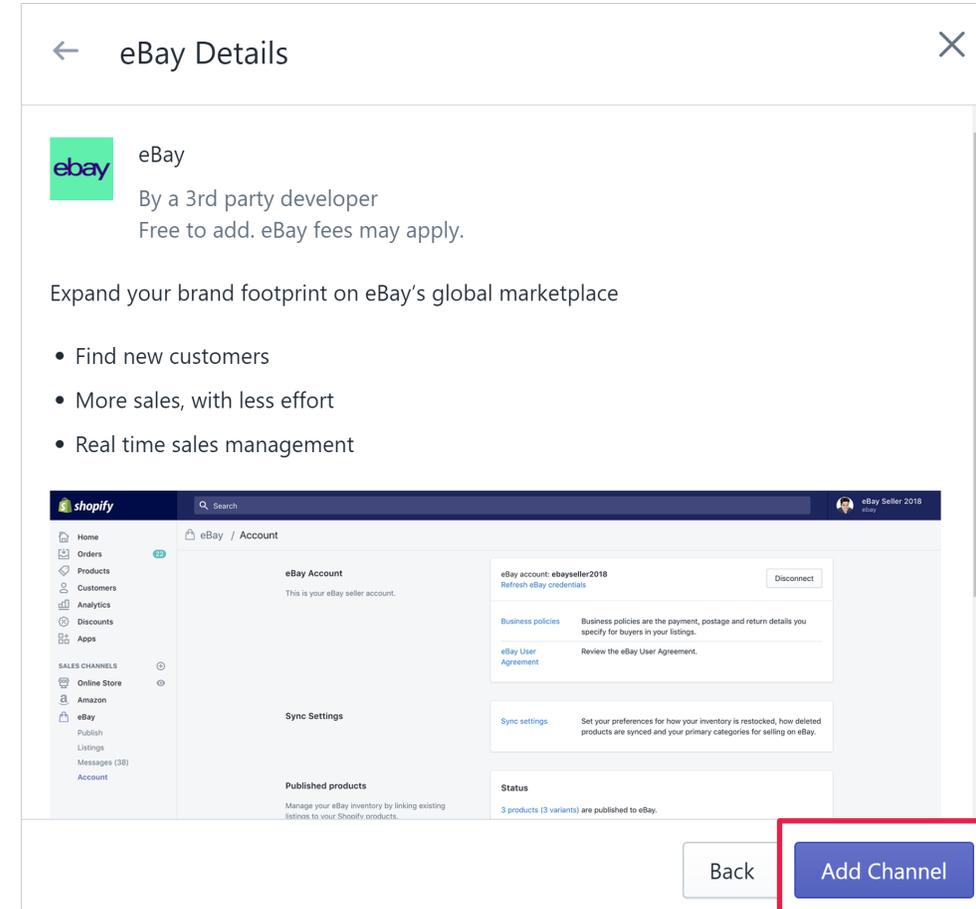
via app.shopify.com/eBay (cont'd)

Log in with your **Shopify store info** (store address, email, password)

Click **Add Channel**



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The image shows the "eBay Details" screen in the Shopify app. At the top, there is a back arrow and the title "eBay Details" with a close button. Below this is the eBay logo and the text "eBay" followed by "By a 3rd party developer" and "Free to add. eBay fees may apply." A section titled "Expand your brand footprint on eBay's global marketplace" contains a bulleted list: "Find new customers", "More sales, with less effort", and "Real time sales management". Below the list is a screenshot of the eBay Seller interface. At the bottom of the screen, there are two buttons: "Back" and "Add Channel", with the "Add Channel" button highlighted by a red border.

Setting up the eBay Sales Channel

Sync Settings

Business Policies

Find the eBay Channel under the Sales Channels header to configure app settings

Click **eBay**

Select **Account**

Choose **Business Policies**

The screenshot displays the eBay Seller Center interface for Justin Johnson Rocks. The top navigation bar includes the user name and a search bar. The left sidebar contains a menu with the following items: Home, Orders, Products, Customers, Analytics, Marketing, Discounts, Apps, SALES CHANNELS (highlighted with a red box), Online Store, eBay (highlighted with a red box), Publish, Listings, Messages (6), and Account (highlighted with a red box). The main content area is titled 'eBay / Account' and shows the 'eBay Account' section with the text 'This is your eBay seller account.' Below this, there are three main sections: 'Business policies' (highlighted with a red box), 'eBay User Agreement', and 'Sync Settings'. The 'Business policies' section includes a link to 'Business policies' and a description: 'Business policies are the payment, postage and you can specify for buyers in your listings.' The 'eBay User Agreement' section includes a link to 'eBay User Agreement' and the text 'Review the eBay User Agreement.' The 'Sync Settings' section includes a link to 'Sync settings' and the text 'Set your preferences for how your inventory is deleted products are synced and your primary selling on eBay.'

Business Policies (cont'd)

Click **Create Policy** to create shipping, payment and return policies

If you have existing policies, select **Force Sync from eBay** to import existing Business Policies

The screenshot displays the eBay Business Policies management interface. At the top, there is a search bar and a user profile for Justin Johnson. The main content area shows a list of policies with the following details:

Policy Name	Type	Description	
Flat:USPS Media Mail(Free)/Flat:USPS First CI	Shipping - default	Domestic: Flat: Economy services(\$0.00). International: Flat: USPS First Class Mail International / First Class Package International Service(\$9.99)	
Flat:USPS Media Mail(Free)/Flat:USPS First CI#0	Shipping	Domestic: Flat: Economy services(\$0.00). International: Flat: USPS First Class Mail International / First Class Package International Service(\$9.99)	
No returns accepted,International:No returns	Return - default	No returns accepted, International: No returns accepted	
PayPal:Immediate pay	Payment - default	PayPal, info@justinjohnson.rocks	
Test Policy for rate tables	Shipping	This is a test shipping policy for rate tables.	

At the bottom of the list, there are navigation arrows (left and right). The 'Create Policy' button in the top right and the 'Force sync from eBay' button in the top right of the list area are highlighted with red boxes.

Sync Settings

Click **eBay** under the Sales Channels header

Select the **Sync Settings** option

The screenshot displays the eBay Seller Account interface. On the left is a navigation sidebar with the following items: Home, Orders, Products, Customers, Analytics, Marketing, Discounts, Apps, SALES CHANNELS (highlighted with a red box), Online Store, eBay (highlighted with a red box), Publish, Listings, and Messages (6). The main content area is titled 'eBay / Account' and contains an 'eBay Account' section with the text 'This is your eBay seller account.' Below this is the 'Sync Settings' section, which includes a 'Sync settings' link (highlighted with a red box) and a description: 'Set your preferences for how your inventory is restocked, how deleted products are synced and your primary categories for selling on eBay.' Other sections visible include 'eBay account: justinjohnson.rocks' with a 'Disconnect' button and 'Refresh eBay credentials' link, 'Business policies' with a description, and 'eBay User Agreement' with a 'Review the eBay User Agreement' link.

Sync Settings (cont'd)

Configure your settings

Inventory Sync
Preferences

Primary Categories

Default Package Size

Inventory Location

eBay Tax Table

Click **Save settings** to complete

eBay / Sync settings

Sync settings
Set your preferences how inventory and sync is managed.

- Maintain separate eBay and Shopify quantities, while still deducting quantity for sales
This is the recommended option. With it you can publish a subset of your Shopify inventory to eBay in order to mitigate eBay listing limits or to induce a sense of urgency in buyers. Inventory will still be deducted when there is a sale on eBay or Shopify.
- Keep quantity with eBay in sync with Shopify
This will keep your eBay inventory always in sync with Shopify. If your Shopify inventory is 5, your eBay inventory will be 5. Anytime you update your Shopify inventory, we will sync that change to eBay.
- Restock products that are set to allow customers to purchase when out of stock on Shopify
If this option is enabled we will treat products on Shopify that track inventory and are out of stock but still allow purchases as having a quantity of 1 when restocking eBay.
- End eBay item if product is deleted?
Automatically end the item on eBay when the linked store product is deleted.
- Sync image updates from Shopify to eBay for published products
If you add or remove images to products on Shopify, we will update the images on eBay to match. Any

Cancel **Save settings**

Add Products to eBay Channel

Import Existing Listings

Select **Publish** under the eBay Sales Channel header

Click **refresh now** under Existing eBay Seller to import existing listings

The screenshot shows the Shopify admin interface for the eBay sales channel. On the left sidebar, the 'Publish' option under the 'eBay' sales channel is highlighted with a red box. The main content area displays the 'Publish to eBay' page, which includes the following text:

- Publish to eBay**
- Add your products to eBay.
- Listing fees may apply. [Read more](#)

Below this, there are two informational boxes:

- The first box states: "No Shopify products are ready to publish. Last product map was seconds ago. ([refresh](#))"
- The second box states: "Existing eBay Seller: Link and sync your existing eBay listings to your Shopify products. No existing eBay listings found ([refresh now](#))". The "refresh now" link is highlighted with a red box.

At the bottom of the page, there is a disclaimer: "By using this website you agree to [eBay's policies](#). Learn more about selling on eBay at the [eBay Help Center](#)."

Create Products in Shopify

Click **Products** in left-side navigation

Select **Add Product**

The screenshot displays the Shopify admin interface for the 'Products' section. The left-hand navigation menu includes 'Home', 'Orders', 'Products', 'All products', 'Transfers', 'Inventory', 'Collections', 'Gift cards', 'Customers', 'Analytics', 'Marketing', 'Discounts', 'Apps', and 'SALES CHANNELS' (Online Store, eBay). The 'Products' menu item is highlighted with a red box. The main content area is titled 'Products' and features 'Export' and 'Import' buttons. A search bar and a 'Filter' dropdown are present. Below, a table lists products with columns for 'Product', 'Inventory', 'Type', and 'Vendor'. The table contains two entries: 'Settled Intention' (75 in stock for 1 variant, Vendor: Justin Johnson Rocks) and 'Test Product Brand Gender Product Attribute' (5 in stock, Type: Test Products, Vendor: Test Brand). A red box highlights the 'Add product' button in the top right corner. A 'Learn more about products.' link is visible at the bottom.

Product	Inventory	Type	Vendor
<input type="checkbox"/> Settled Intention	75 in stock for 1 variant		Justin Johnson Rocks
<input type="checkbox"/> Test Product Brand Gender Product Attribute	5 in stock	Test Products	Test Brand

Fill in Product Details & Save

Add Title, Description, Images, Pricing, SKU info, quantity, shipping and tags

Click **Save**

shopify

Unsaved product

Discard Save

< Products

Add product

Title

Product Title Goes Here Brand Gender Product Attribute

Description

A B I U [List Icons] [Align Icons] [Color Icon]

Product Description Goes Here

Product availability [Manage](#)
Available on 2 of 2 channels and apps

Online Store

eBay

Organization

Product type

Import Products into Shopify

On the **Products** page, click **Import**

Choose your **prepared .csv file**

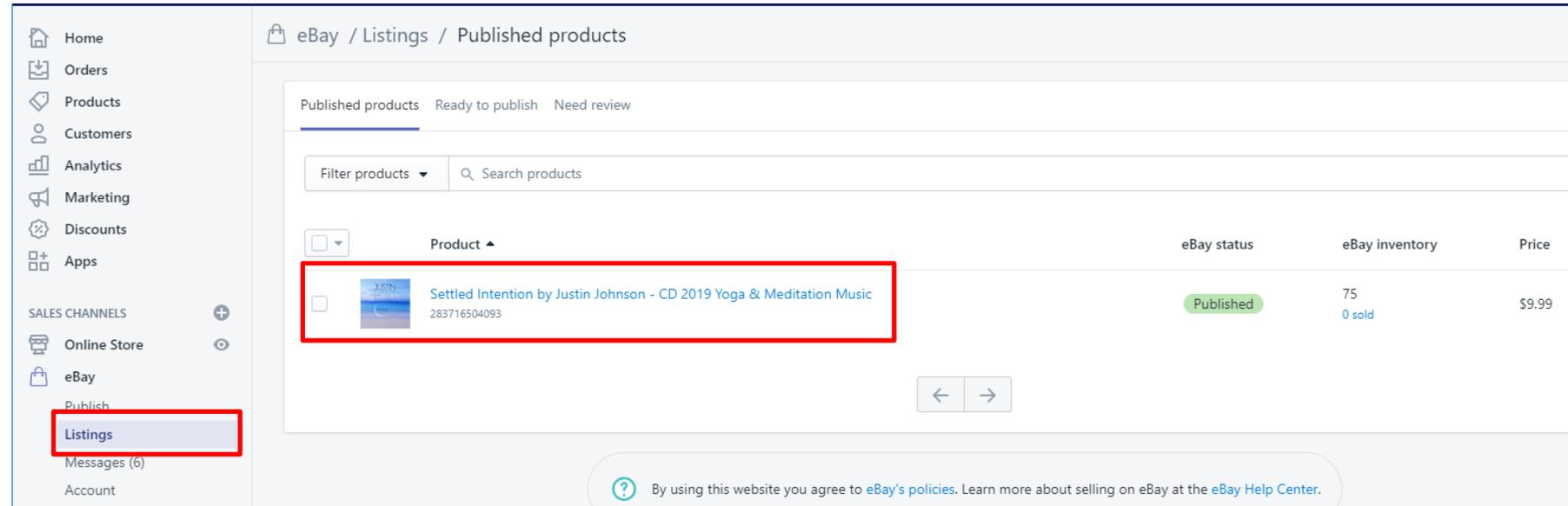
Click **Upload File**

The screenshot displays the Shopify admin interface. On the left, a navigation sidebar lists various sections: Home, Orders, Products, Transfers, Inventory, Collections, Gift cards, Customers, Analytics, and Marketing. The 'Products' section is selected, and its sub-menu item 'All products' is highlighted with a red box. In the main content area, the 'Products' title is visible, along with 'Export' and 'Import' buttons. The 'Import' button is highlighted with a red box. Below the title, there is a search bar and a 'Filter' dropdown. A modal window titled 'Import products from CSV file' is open in the foreground. It contains a 'Choose File' button (highlighted with a red box) and a checkbox for 'Replace any current products that have the same handle'. At the bottom of the modal, there is a 'Need help importing products?' link, a 'Cancel' button, and an 'Upload file' button (highlighted with a red box).

Edit & Launching eBay Listings

Select **Listings** under the eBay Sales Channel header

Click the **title** of the listing you want to edit



The screenshot displays the eBay Seller Hub interface. On the left sidebar, the 'Listings' option is highlighted with a red box. The main content area shows the 'Published products' section, with a red box highlighting the title of a product listing: 'Settled Intention by Justin Johnson - CD 2019 Yoga & Meditation Music'. The table below shows the following data:

Product	eBay status	eBay inventory	Price
 Settled Intention by Justin Johnson - CD 2019 Yoga & Meditation Music 283716504093	Published	75 0 sold	\$9.99

Edit & Launching eBay Listings (cont'd)

Customizations of product info for eBay Listing
Title & Description

Category & Details
Includes Item Specifics

The screenshot displays the eBay listing edit interface. On the left, a sidebar menu includes 'Home', 'Orders', 'Products', 'Customers', 'Analytics', 'Marketing', 'Discounts', 'Apps', 'SALES CHANNELS', 'Online Store', 'eBay', 'Publish', 'Listings' (highlighted with a red box), 'Messages (6)', and 'Account'. The main content area is titled 'eBay / Listings / Edit' and contains two sections highlighted with red boxes: 'Settled Intention' and 'Category & Details'. The 'Settled Intention' section has radio buttons for 'Use Shopify product title as eBay title' and 'Use custom eBay title' (selected), with an 'eBay Title' field containing 'Settled Intention by Justin Johnson - CD 2019 Yoga & Meditation Music'. Below it are radio buttons for 'Use Shopify product description as eBay description' (selected) and 'Use custom eBay description'. The 'Category & Details' section includes a 'Primary Category' dropdown set to 'Music > CDs', an 'Item Condition' dropdown set to 'Brand New', a 'Genre' dropdown set to 'Meditation & Yoga', and a 'Style' dropdown set to 'Add custom value...'. Below these are several checkboxes for music genres such as '2 Tone', 'Acoustic', 'Acid Jazz', 'Acoustic Blues', 'Africa', 'Afrobeat', 'Afro Peruvian', 'Allemande', 'Alternative/Indie', 'Alternative Country/Americana', 'Ambient', and 'Animation Score/Soundtrack'. On the right, an 'eBay status' box shows 'Published' with an 'Unpublish item' link, and lists 'eBay #: 283716504093' and 'Shopify #: 4004800495713' with a 'Force sync from Shopify' link. At the top right are 'Cancel' and 'Save & Revise' buttons.

Edit & Launching eBay Listings (cont'd)

Quantity, Price, Weight & some other options

Leave blank to use Shopify product values

Package settings

Leave blank to use default settings

SKU	eBay inventory	eBay price	Weight	Barcode
 SetInt	<input type="text" value="75"/> <small>Shopify inv. 75</small>	<input type="text" value="9.99"/>	<input type="text" value="0.88"/> lb	<input type="text" value="194171096396"/>

Leave empty to use the Shopify values. Weight and Barcode changes will be updated back to Shopify

Apply sales tax
Charge sales tax according to the [sales tax table](#)

Package settings

Set the dimensions for the product. Leave empty to use the [default settings](#).

Package length	Package width	Package height
<input type="text" value="10.00"/> in	<input type="text" value="10.00"/> in	<input type="text" value="10.00"/> in

Edit & Launching eBay Listings (cont'd)

Update as needed and click **Save & Revise**

eBay / Listings / Edit

Cancel Save & Revise

eBay status **Published**
[Unpublish item](#)

eBay #: 283716504093
Shopify #: 4004800495713
[Force sync from Shopify](#)

Settled Intention

Use Shopify product title as eBay title
 Use custom eBay title

eBay Title

Settled Intention by Justin Johnson - CD 2019 Yoga & Meditation Music

11 characters remaining.

Use Shopify product description as eBay description
 Use custom eBay description

Category & Details

Primary Category

Music > CDs

* Item Condition

Brand New

Genre [\(remove\)](#)

Meditation & Yoga

Style [\(remove\)](#)

Add custom value...

2 Tone Acid Jazz
 Acoustic Acoustic Blues
 Africa Afrobeat
 Afro Peruvian Allemande
 Alternative/Indie Alternative



Best Practices

Shopify Best Practices for eBay

Tune up your Shopify Products for eBay

Update the title for eBay – include all pertinent info
E.g. brand, gender, product, attribute (color, size, material, weight)

Pick the best category for your listings

Be sure to include as many item specifics as possible
Can help your item appear in more search returns

Use as many photos as possible (up to 12 for eBay)

Understand the Competitive Landscape Price Competitively

Search eBay for the products you sell

Use Terapeak for more competitive research

Shopify Best Practices for eBay

Revise or edit your listings in
Shopify, not on eBay

Revising on eBay will give an error
Changes won't reflect in Shopify or eBay

Utilize Promoted Listings

Promoted Listings coming to Shopify dashboard
in 2020

Until then, use the eBay Promoted Listings
Dashboard



Pricing

Shopify Pricing

14 Day Free Trial available for new customers

Multiple subscription levels

Monthly options from \$9 and up

ShopifyLite,
Shopify Core
Shopify Plus

Visit [Shopify Pricing](#) for more details



eBay Stores Pricing

Starter

\$4.95/mo

with 1-yr plan or
\$7.95/mo without

For sellers who want
an entry level solution

Basic

\$21.95/mo

with 1-yr plan or
\$27.95/mo without

For sellers who want
an online store and
lower selling fees

Premium

\$59.95/mo

with 1-yr plan or
\$74.95/mo without

For sellers wanting
lower listing fees and
more business tolls

Anchor

\$299.95/mo

with 1-yr plan or
\$349.95/mo without

For high volume
seller who want
lower fees

Enterprise

\$2,999.95/mo

with 1-yr plan

For high volume
sellers who want
the lowest fees

What's Next for Shopify & eBay?

Promoted Listings

Bringing the Promoted Listings experience into the Shopify backend

Create & manage Promoted Listings campaigns

Currently sellers must go to eBay Promoted Listings dashboard

Coming in first half of 2020

Best Offer

Best Offer feature coming to the Shopify app in first half of 2020



Closing Thoughts

Shopify is an excellent Third Party Provider for eBay sellers. It provides an easy to use interface and it is being actively developed (both on the eBay and Shopify sides).

It's a great choice for eBay sellers with varying business models.

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Questions?



Resources

Resources

Getting started with eBay as a Shopify sales channel

- <https://connectebay.zendesk.com/hc/en-us/articles/115001791752-Quick-Start-to-Selling-on-eBay-from-Shopify>
 - Support Team
 - help@connectebaysupport.com

Essential Guide to Selling on eBay

- <https://www.shopify.com/guides/sell-on-ebay>
 - Covers lots of territory, available in PDF format

App Install

- <https://apps.shopify.com/ebay>
- Introductory Video on App Install page:
 - <https://youtu.be/RuBgPuTL3x8>