
Seller Ad & Marketing Levers

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ebay

Agenda

Promoted Listings

- 1 Why Are Ads Relevant For Sellers?
- 2 Feature Overview
- 3 Developer Workflows
- 4 Integrating the Promoted Listing Experience

Why Are Ads Relevant For Sellers?

Promoted Listings

Why Promote?

Stand out from the crowd

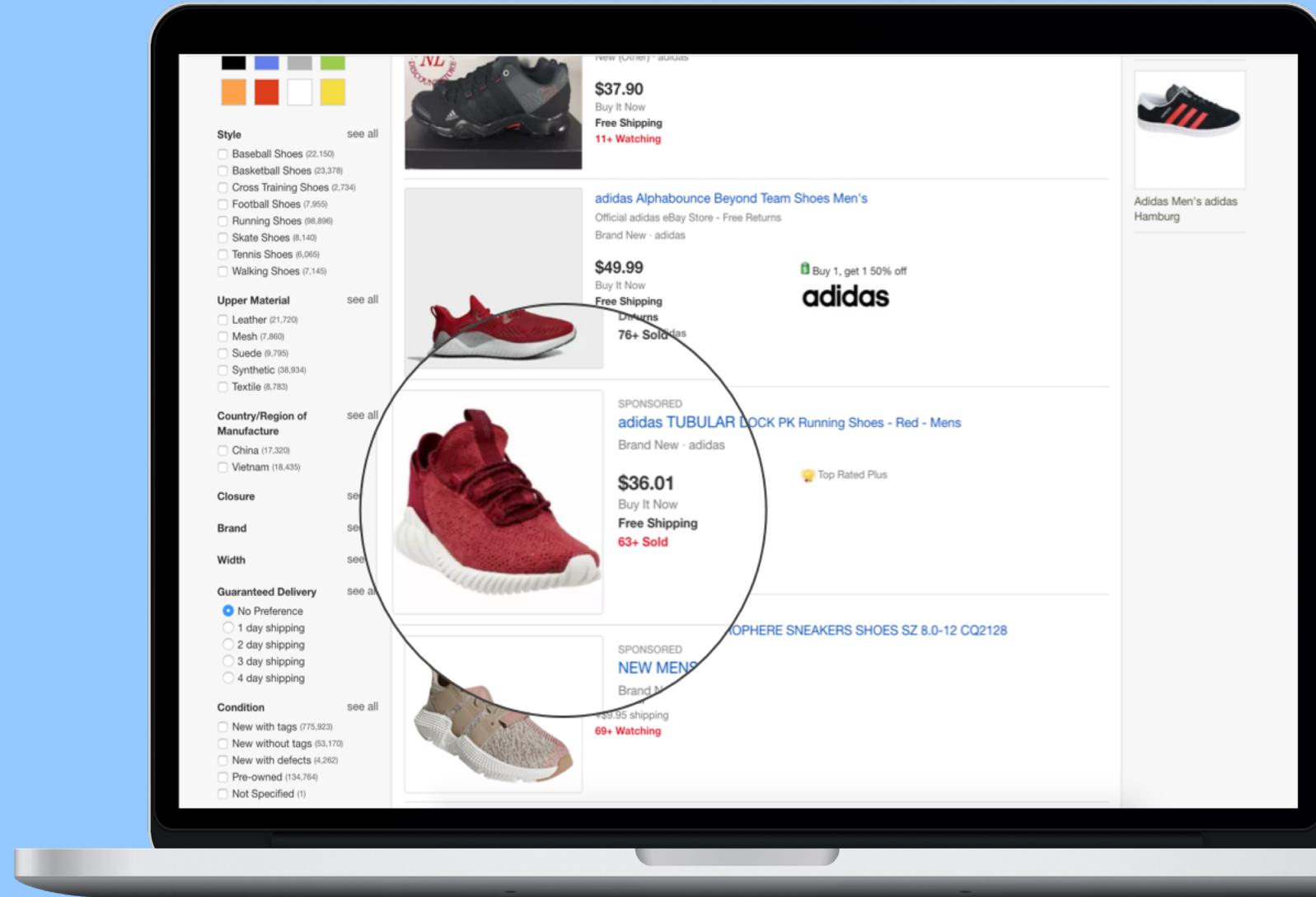
Show up in sponsored placements across the site, including search and listing modules

Drive visibility

Boost item visibility by 36% with Promoted Listings

Increase sales

Sellers pay only when their Promoted Listings sell



**Average based on a comparison of item page views before and after activating promoted listings in 2018.*

Where are Promoted Listings Found?

Listing pages across platforms

Search river across platforms

Great Little Machine
Had 12" diameter 60' tree fall onto lot. Bought this chainsaw after friend recommended. Saw came, un-boxed it, filled with bar oil and recommended gas mixture. Used V&V/Tect gas...no Ethanol in it. Followed the starting instructions and "WHAM" tree was out up in a little over an hour. Great quality machine.
Verified purchase: Yes | Condition: New | Sold by: madobases

Explore more options: Bar Length

- 16" Husqvarna 240 38.2cc 16" Gas Chain S... \$179.95
- Poulan P9816 16" 38CC 2-Cycle Gas Pow... \$68.95
- 18" Bar Chainsaw Chain Saw Wood Gas S... \$88.99
- Husqvarna 440 18" 40.9 cc Gas Chain S... \$229.95

Explore more options: Brand

- Husqvarna
- Poulan

Sponsored by eBay Stores

- 18" Bar Chainsaw Chain Saw Wood Gas 58CC Engine Alumin... \$88.99
- 20" Bar Gas Chainsaw 58cc Chain Saw Cutting Wood 2 Cycl... \$102.43
- 22" Bar Gas Chainsaw Chain Saw 52cc Engine w/ Aluminum Cran... \$105.99
- Petrol Chainsaw 58cc 3.4HP 2 Saw Blade, 2 Chains, Bar Cov... \$99.61

AT&T 12:16 PM 79%
Item
Returns Accepted within 30 days
Buyer pays return shipping
Payments PayPal visa Mastercard discover
Bucks Earn \$0.74 in eBay Pr...
Guarantee eBay Mon...
More like this
Adidas Women's Stan Smith W Originals C... \$71.00
SPONSORED Womens Adidas Stan Smith Limited Editio... \$39.20 +\$13.99
Home My eBay Search Notifications Selling

Collectors & Hobbyists (338,367)
Kids (117,122)
Not Specified (1,889)

LEGO Character
Batman (9,433)
Gray (17,543)
Red (13,004)

Age Level
3-4 Years (20,476)
5-7 Years (92,818)
8-11 Years (21,151)
12-16 Years (11,720)

Model Type
Building (86,872)
Castle (11,615)

Character Family
see all

Packaging
see all

Features
see all

Guaranteed Delivery
No Preference
1 day shipping
2 day shipping
3 day shipping
4 day shipping
see all

Condition
New (282,420)
Used (174,750)
Not Specified (1)

Price
Under \$20.00
\$20.00 to \$80.00
Over \$80.00
\$ - \$ >

Brand New
★★★★★ 1 product rating
FAST 'N FREE
Buy It Now
Free Shipping
214 Sold
10 new & refurbished from \$8.50
Estimated delivery Wed, Aug 1

NEW LISTING NEW LEGO Star Wars Anakin's & Sebulba's Podracers 7962 + BONUS! BATWING & CHIMA
Brand New
★★★★★ 10 product ratings
Buy It Now
Free Shipping
23 new & refurbished from \$115.99

SPONSORED
LEGO Marvel Super Heroes 6067 Tanker Truck Take...
Brand New · Lego · Super Heroes
Buy It Now
Free Shipping
33 Watching
See more like this

SPONSORED
LEGO Star Wars Set
Brand New · Lego · Star Wars
Buy It Now
Free Shipping
Free Returns

SPONSORED
LEGO CITY Mobile
Lego
Brand New
Buy It Now
Free Shipping
\$233.31

AT&T 11:42 AM 96%
FAST 'N FREE
Estimated delivery Mon, Apr 9
2 Watching
SPONSORED
LEGO Star Wars Limited Edition Set #7879 Hoth Echo Base
Lego
Brand New
Buy It Now
Free Shipping
\$256.96
SPONSORED
LEGO CITY Mobile Police Unit
Lego
Brand New
Buy It Now
Free Shipping
\$233.31
SPONSORED
LEGO Star Wars 7754 Mon Calamari and Creased Box Retired 6
Brand New
Buy It Now
Free Shipping
\$108.00
LEGO CITY

Reebok 

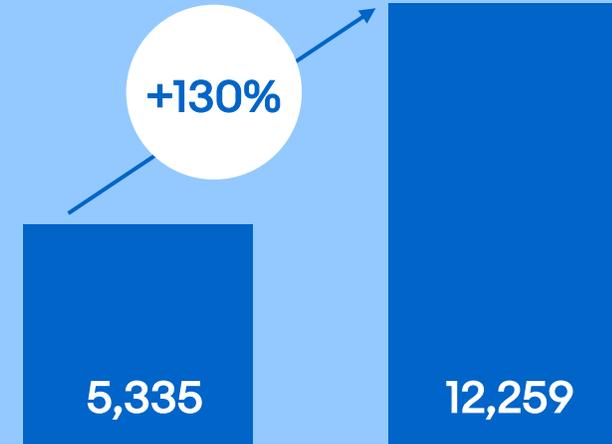
—
“Since November 1st, we have done
\$147K in sales with only \$9.4K in ad fees.”

– Spokesperson – Kenneth Hanson, Digital Marketplace Manager, Reebok

Reebok Doubles Sales with Promoted Listings



Units sold of the promoted items



Objective

Increase sales and exposure for Reebok products such as shoes, athletic clothing, and more with eBay's Promoted Listings

Strategy

Promote inventory with more than 100 units

Follow eBay's trending ad rate guidance to stay competitive

—

“We take an **aggressive approach** to our marketing strategy **on eBay**. We believe visibility is everything, and **key to getting sales.**”

– Bodybuilding Warehouse, 2018

Bodybuilding Warehouse Grew Brand by Investing in Promoted Listings

Objective

Sales velocity

Boost visibility for new listings or newly launched brands

Strategy

Invest heavily into retail moments and seasonality with competitive ad rates

Combine visibility levers with deals for additional exposure

**BODYBUILDING
WAREHOUSE**

7X

Return on advertising through
Promote Your Listings*

*1st January – 31 October 2018

The image shows a screenshot of an eBay search results page for protein powder. A circular callout highlights a sponsored listing for 'PURE 80' protein powder. The listing includes the product image, the price (£48.99), the 'Buy It Now' button, and 'Free Postage'. The text 'SPONSORED' and '100% WHEY PROTEIN (Orange)' is visible. Other listings are partially visible above and below the callout, showing prices like £14.99 and £39.99. The eBay logo is in the bottom right corner.

ebay

Promoted Listings

Feature Overview

APIs for Promoted Listings

Sellers promote listings created through either **Inventory API** or **Trading API**



Extensive Capabilities Unlocked through the Marketing and Recommendations APIs

Campaign Management

createCampaign

getCampaign

cloneCampaign

deleteCampaign

pauseCampaign

endCampaign

updateCampaignIdentification

Listing/Bid Management

createAd

getAd

updateBid

bulkCreateAds

bulkUpdateAdsBid

findListingRecommendations

- promoteWithAd
- bidPercentage

Reporting

createReportTask

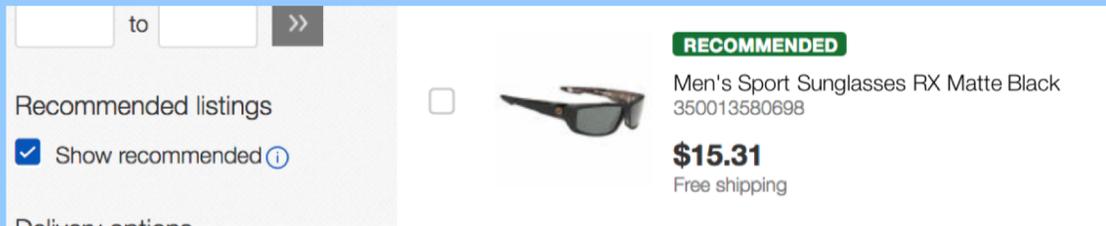
getReport

getReportMetadata

getReportMetadataforReportType

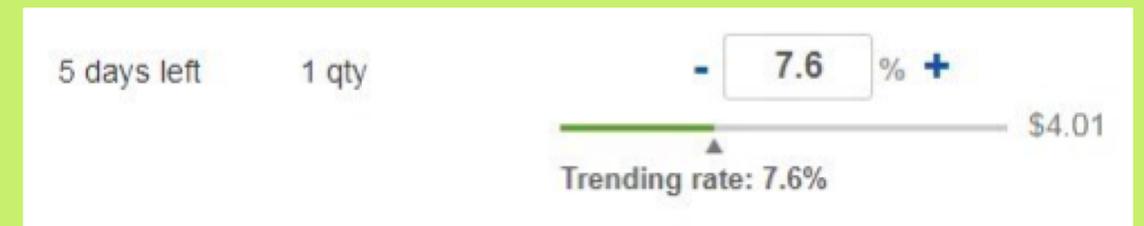
We Power Recommendations to Create Stronger and Effective Campaigns...

Promoted Listing Recommendations



eBay's algorithms **determine which seller listings can benefit the most** with the increased visibility that Promoted Listings provides

Trending Ad Rates



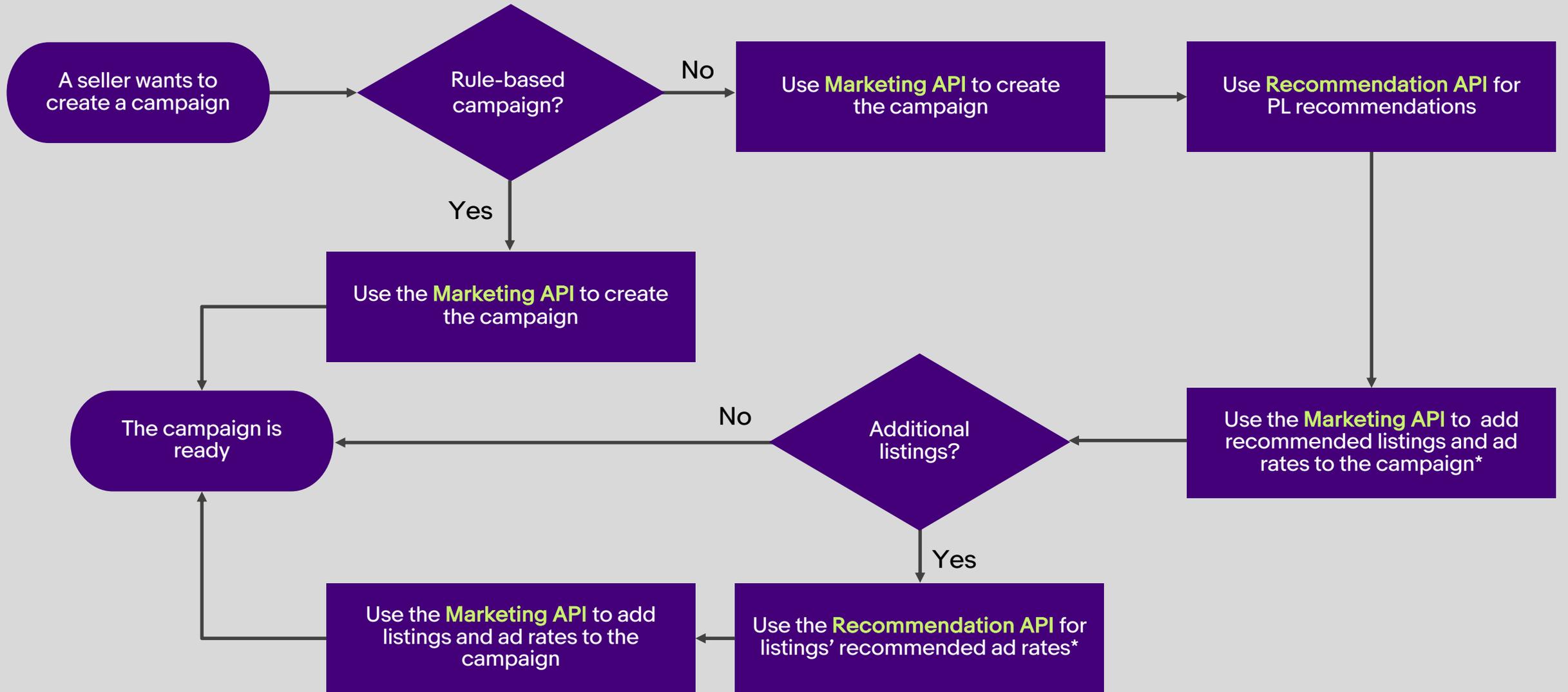
Trending ad rates **give sellers insight** into average Promoted Listings rates for sold listings within the same category.

Developer Workflows

Promoted Listings

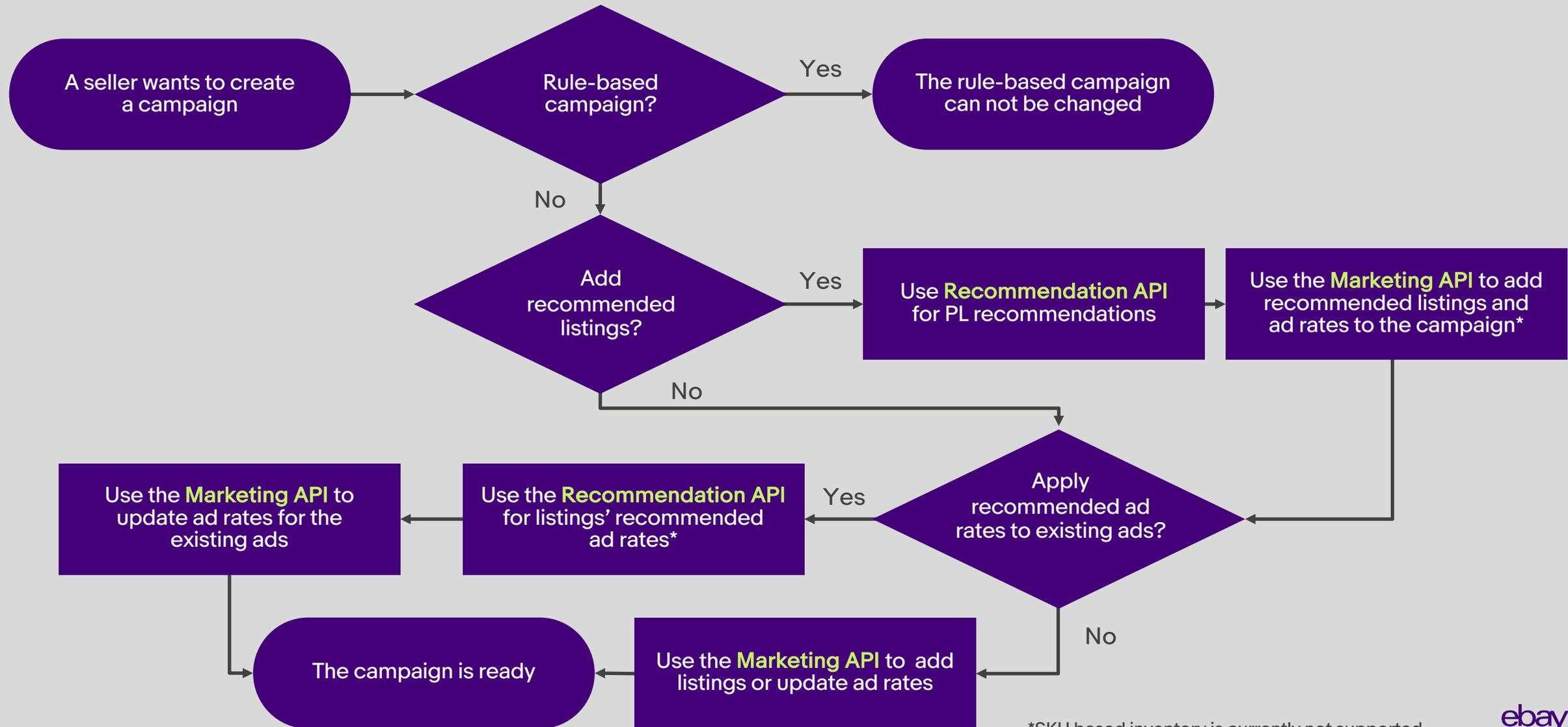
WORKFLOW

Creating Campaigns



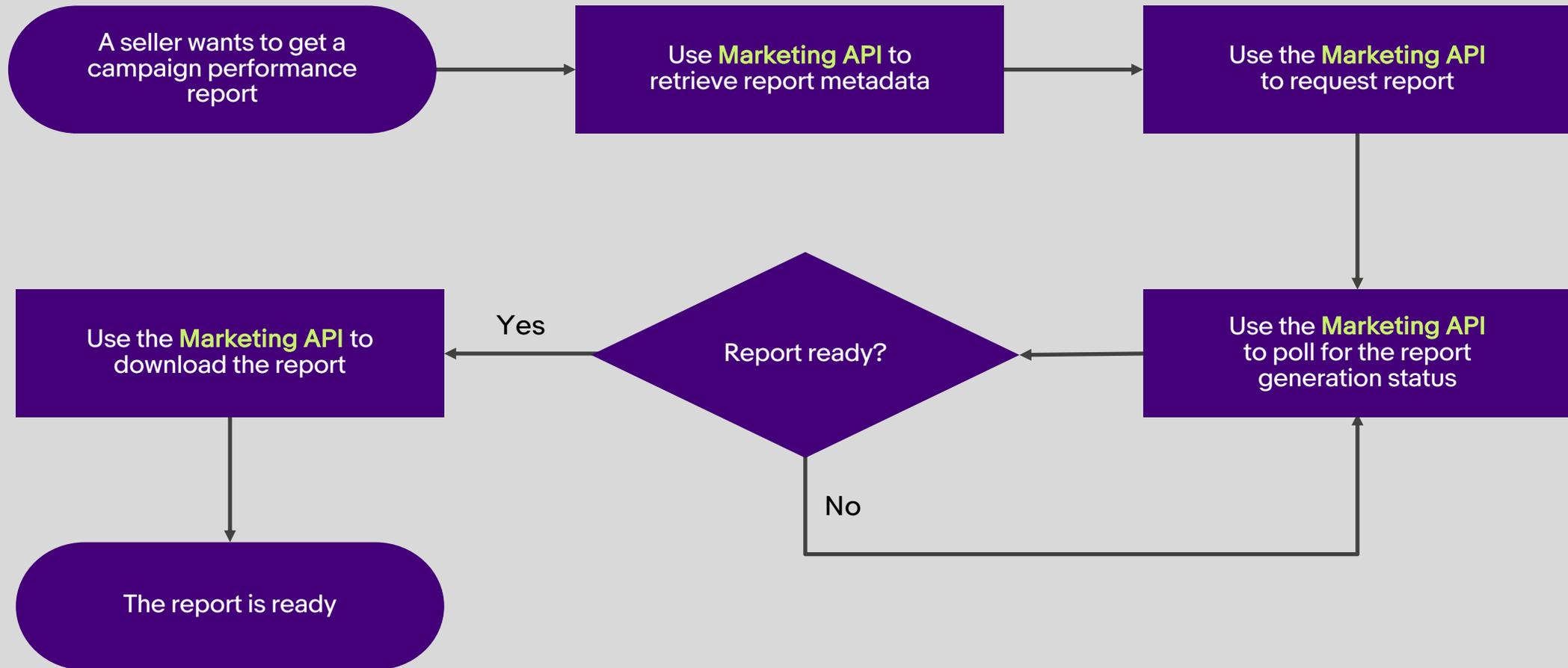
*SKU based inventory is currently not supported

Updating Existing Campaigns



*SKU based inventory is currently not supported

Download Campaign Performance Report



Integrating the Promoted Listing Experience

Promoted Listings

Promote Listings

POST

https://api.ebay.com/sell/marketing/v1/ad_campaign

Authorization scope:

https://api.ebay.com/oauth/api_scope/sell.marketing

```
{
  "campaignCriterion":
  "listingId": "190007022517",

  "campaignName": "Spring Sale",
  "startDate": "2019-03-27T10:00:00Z",
  "endDate": "2019-05-27T11:00:00.000Z",
  "fundingStrategy": {
    "bidPercentage": "10",
    "fundingModel": "COST_PER_SALE"
  },
  "marketplaceId": "EBAY_US"
}
```

Promote Listings

POST

https://api.ebay.com/sell/marketing/v1/ad_campaign

Authorization scope:

https://api.ebay.com/oauth/api_scope/sell.marketing

```
{  
  "campaignCriterion":  
    "endDate": "2019-05-27T11:00:00.000Z",  
    "fundingStrategy": {  
      "bidPercentage": "10",  
      "fundingModel": "COST_PER_SALE"  
    },  
  "marketplaceId": "EBAY_US"  
}
```

Support for rules-based, listingID, and SKU-based selections

Rule-Based Campaigns

Select items to include in a campaign using a set of criteria, or “rules”, that you specify when you create the campaign

Set rules according to a combination of brands, category IDs, item conditions, and max/min prices

```
...
  "campaignCriterion" :
  {
    "criterionType" : "INVENTORY_PARTITION",
    "selectionRules" : [
      {
        "brands" : ["string"],
        "categoryIds" : ["string"],
        "categoryScope" : "MARKETPLACE or
STORE",
        "listingConditionIds" : ["string"],
        "maxPrice" :
        {
          "currency" : "string",
          "value" : "string"
        },
        "minPrice" :
        {
          "currency" : "string",
          "value" : "string"
        }
      }
    ]
  }
...
```

Create Campaign in Full Campaign Management Experience

ebay Promoted listings Seller Hub Dashboard FAQ

How do you want to create your campaign?

OR

Search available listings and make individual selections. Up to 500 listings per campaign.

Select listings individually

Organize and select listings per category.

Select listings by category



1 2 3
Select listings Set ad rate Review & launch

Select campaign listings

Start selecting the listings you wish to promote.
Note: Promoted listings is available for most listings on eBay, except for certain categories and auction items. Listings that are already promoted have been removed. [Learn more](#)

Help me select my listings
If you have listings that belong to more than one category, your total listing count may differ. Also, some listings may not be included in Store categories.

eBay categories

- All 0,007
- Phones & Accessories 3,011
- Coins 1,936
- Health & Beauty 960
- Musical Instruments 942
 - Percussion 942
 - Folk & World Drums 942
- Home & Garden 829
- Computers/Tablets & Networking 820

942 items selected (Up to 25,000 items per campaign max)

I'll upload my listings in a CSV file

Continue



1 2 3
Select listings Set ad rate Review & launch

Choose your ad strategy

To make your listings more visible, set a competitive ad rate that meets the trending rate or above. Exceeding ad rates gives you a better chance of sales. You can even make it easy and apply the same ad rate to all listings.

Exceed trending rates by
Trending rate is the average rate sellers are using to promote similar items. If an item's trending rate is 4% and you choose "Exceed by 1%", your ad rate will be 5%.

Apply same rate to all listings
Make it easy and set all listings at the same ad rate (1% - 100%).

I'll set my own ad rates

Download and review Continue

* An ad rate is the percentage of the final sale price, excluding postage and GST, that you're willing to pay to have your listing promoted. Choose an ad rate between 1-100%. We only charge a fee if your item sells within 30 days of a click on your ad. [Learn more](#)

Integrate a Simple Experience

Active Listings Overlay

Quick filters

Promoted listings—eligible (18) Promoted listings—promoted (8) Send offers—eligible (1) Send offers—sent (0)

Results: 1-26 of 26 (\$1,400.00)

Actions Edit

Promoted Listings

Tell us what you think ×

Boost your item's visibility with premium placements on eBay and pay only if your item sells. [Learn more](#)

Set ad rate ⓘ

5.2 % **\$1.25**
Your ad fee if this item sells via Promoted Listings

Trending rate: 5.2%

Select campaign ⓘ

United states US Campaign Jun 18, 2019 13:32:56

By promoting this listing, you agree to the [terms and conditions](#).

Promote Cancel

Actions	Item	Buy It Now or Best Offer	Price	Quantity	Views	Offers	Bids	Promoted listings
<input type="checkbox"/>	GM 22833104	Buy It Now or Best Offer				0	-	Eligible to promote Trending ad rate 5.2% Promote
<input type="checkbox"/>						0	-	Eligible to promote Trending ad rate 4.3% Promote
<input type="checkbox"/>						0	-	Eligible to promote Trending ad rate 5.1% Promote
<input type="checkbox"/>						0	-	Eligible to promote Trending ad rate 4.1% Promote
<input type="checkbox"/>	2013 CHEVROLET VOLT USED LEFT DRIVER DASHBOARD FUSE BOX COVER 22961215	Buy It Now or Best Offer	\$34.95	1	6	0	-	Eligible to promote Trending ad rate 4.6% Promote

Listing Flow Overlay

Package weight & dimensions

Package type: Package (or thick envelope) Dimensions: 7.00 in. X 4.00 in. X 4.00 in.

Irregular package

Weight: 1 lb., or less 8 oz.

*Item location: Sunnyvale, California, 94085, United States [Change](#)

Help ?

Sell it faster

Promoted listings

Boost your item's visibility with premium placements on eBay and pay only if your item sells! [Learn more](#). By checking the box, you agree to the [terms and conditions](#).

Set ad rate ⓘ

5.7 % **\$0.85**
Ad fee if this item sells from promoted listings

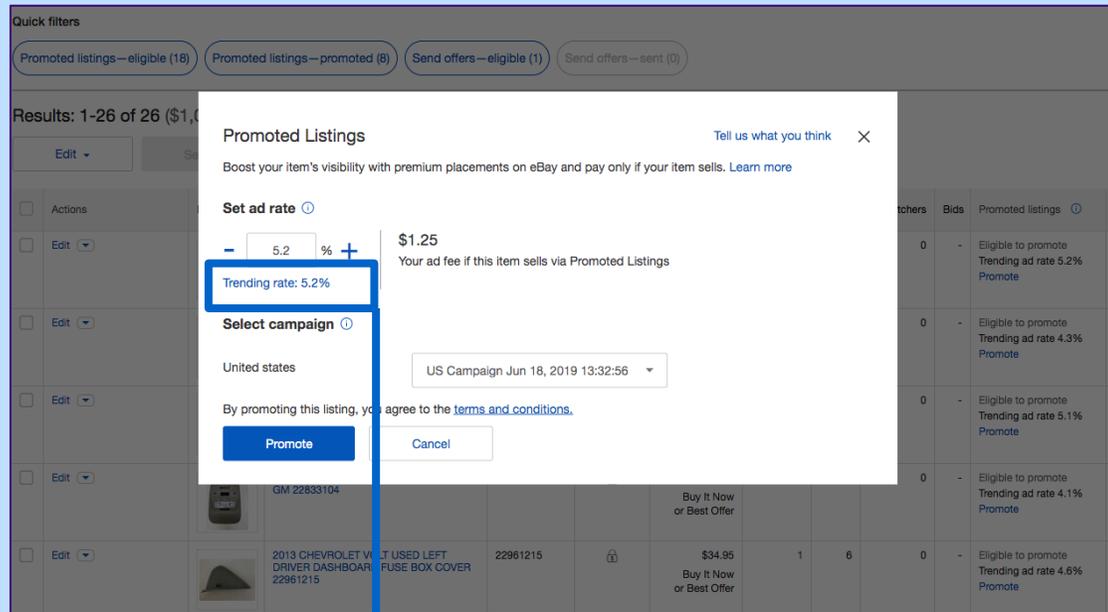
Trending rate: 5.7%

Select a campaign ⓘ

US Campaign Jun 18, 2019 13:32:56

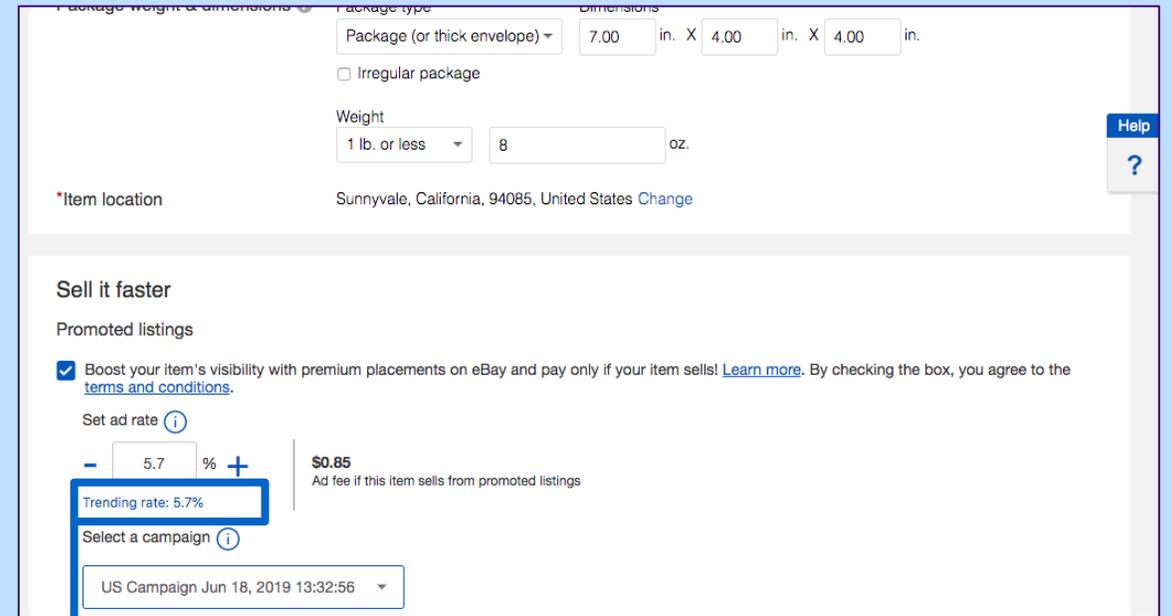
Integrate a Simple Experience

Active Listings Overlay



The screenshot shows the eBay Active Listings Overlay. At the top, there are quick filters: "Promoted listings—eligible (16)", "Promoted listings—promoted (8)", "Send offers—eligible (1)", and "Send offers—sent (0)". Below this, it says "Results: 1-26 of 26 (\$1,000.00 - \$1,000.00)". The overlay is titled "Promoted Listings" and includes a close button and a link to "Tell us what you think". The main content area is for setting up a promoted listing. It has a "Set ad rate" section with a slider set to 5.2% and a resulting ad fee of \$1.25. Below that is a "Select campaign" dropdown menu showing "United states" and "US Campaign Jun 18, 2019 13:32:56". At the bottom, there are "Promote" and "Cancel" buttons. The background shows a list of items with columns for "Promoted listings" and "Bids".

Listing Flow Overlay



The screenshot shows the eBay Listing Flow Overlay. It includes fields for "Package weight & dimensions", "Package type" (set to "Package (or thick envelope)"), and "Dimensions" (7.00 in. X 4.00 in. X 4.00 in.). There is also a "Weight" field set to "1 lb. or less" and "8 oz.". The "Item location" is "Sunnyvale, California, 94085, United States". Below this, there is a "Sell it faster" section with a "Promoted listings" checkbox checked. The text says: "Boost your item's visibility with premium placements on eBay and pay only if your item sells! [Learn more](#). By checking the box, you agree to the [terms and conditions](#)." There is a "Set ad rate" section with a slider set to 5.7% and a resulting ad fee of \$0.85. Below that is a "Select a campaign" dropdown menu showing "US Campaign Jun 18, 2019 13:32:56".

Recommendation API:

```
"listingId": "190007022517",  
  "marketing": {  
    "ad": {  
      "promoteWithAd": "RECOMMENDED",  
      "bidPercentages": [  
        {  
          "value": "10",  
          "basis": "TRENDING"        }  
      ]  
    }  
  }
```

*Note, Recommendation API returns Trending Ad Rate values for existing listingIDs.

Integrate a Simple Experience

Active Listings Overlay

Quick filters: Promoted listings—eligible (16) Promoted listings—promoted (8) Send offers—eligible (1) Send offers—sent (0)

Results: 1-26 of 26 (\$1,000 - \$1,000)

Promoted Listings Tell us what you think ×

Boost your item's visibility with premium placements on eBay and pay only if your item sells. [Learn more](#)

Set ad rate ⓘ

5.2% **\$1.25**
Your ad fee if this item sells via Promoted Listings

Trending rate: 5.2%

Select campaign ⓘ

United states US Campaign Jun 18, 2019 13:32:56

By promoting this listing, you agree to the [terms and conditions](#).

Promote **Cancel**

Actions	Item	Buy It Now or Best Offer	Price	Quantity	Views	Bids	Promoted listings
<input type="checkbox"/>	GM 22833104	Buy It Now or Best Offer				0	- Eligible to promote Trending ad rate 5.2% Promote
<input type="checkbox"/>						0	- Eligible to promote Trending ad rate 4.3% Promote
<input type="checkbox"/>						0	- Eligible to promote Trending ad rate 5.1% Promote
<input type="checkbox"/>						0	- Eligible to promote Trending ad rate 4.1% Promote
<input type="checkbox"/>	2013 CHEVROLET VOLT USED LEFT DRIVER DASHBOARD FUSE BOX COVER 22961215	Buy It Now or Best Offer	\$34.95	1	6	0	- Eligible to promote Trending ad rate 4.6% Promote

Marketing API:

```
"campaignName": "US Campaign June 18, 2019 13:32:56",  
"startDate": "2019-03-27T10:00:00Z",  
"endDate": "null",
```

Listing Flow Overlay

Package weight & dimensions: Package (or thick envelope) 7.00 in. X 4.00 in. X 4.00 in.

Irregular package

Weight: 1 lb. or less 8 oz.

*Item location: Sunnyvale, California, 94085, United States [Change](#)

Sell it faster

Promoted listings

Boost your item's visibility with premium placements on eBay and pay only if your item sells! [Learn more](#). By checking the box, you agree to the [terms and conditions](#).

Set ad rate ⓘ

5.7% **\$0.85**
Ad fee if this item sells from promoted listings

Trending rate: 5.7%

Select a campaign ⓘ

US Campaign Jun 18, 2019 13:32:56

getCampaign to return a list of existing campaigns

or

Auto-generate a campaignName with a unique string using a Counter or Timestamp mechanism

Find Ads Recommendations

POST

```
https://api.ebay.com/sell/recommendation/v1/  
Listing_recommendation/find?  
filter=recommendationType={AD}
```

Authorization scope:

```
https://api.ebay.com/oauth/api_scope/  
sell.marketing
```

```
{  
  "listingIds": ["190007022517", "180007603375"]  
}
```

```
{  
  "listingRecommendations": [  
    {  
      "listingId": "190007022517",  
      "marketing": {  
        "ad": {  
          "promoteWithAd": "RECOMMENDED",  
          "bidPercentages": [  
            {  
              "value": "10",  
              "basis": "TRENDING"  
            }  
          ],  
        }  
      }  
    },  
    ...  
  ]  
}
```

Ad Listings to Campaign

POST

[https://api.ebay.com/sell/marketing/v1/
ad_campaign/100052103014/ad](https://api.ebay.com/sell/marketing/v1/ad_campaign/100052103014/ad)

```
{  
  "listingId": "190007022517",  
  "bidPercentage": "10"  
}
```

Add Inventory to Campaign in Bulk

POST

[https://api.ebay.com/sell/marketing/v1/
ad_campaign/100052103014/
bulk_create_ads_by_inventory_reference](https://api.ebay.com/sell/marketing/v1/ad_campaign/100052103014/bulk_create_ads_by_inventory_reference)

```
{
  "requests": [
    {
      "bidPercentage": "12",
      "inventoryReferenceId": "66352443",
      "inventoryReferenceType": "INVENTORY_ITEM"
    },
    {
      "bidPercentage": "10",
      "inventoryReferenceId": "66352444",
      "inventoryReferenceType": "INVENTORY_ITEM"
    }
  ]
}
```

```
{
  "responses": [
    {
      "statusCode": 201,
      "inventoryReferenceType": "INVENTORY_ITEM",
      "inventoryReferenceId": "66352443",
      "ads": [
        {
          "adId": "10039758018",
          "href": "https://.../10001741014/ad/10039758018"
        }
      ]
    },
    {
      "statusCode": 201,
      "inventoryReferenceType": "INVENTORY_ITEM",
      "inventoryReferenceId": "66352444",
      "ads": [
        {
          "adId": "10039759018",
          "href": "https://.../10001741014/ad/10039759018"
        }
      ]
    }
  ]
}
```

Managing Campaigns

```
{
  "campaignId": "100052103014",
  "startDate": "2019-03-27T11:00:00.000Z",
  "endDate": "2019-05-27T11:00:00.000Z",
  "campaignName": "Spring Sale",
  "fundingStrategy": {
    "fundingModel":
"COST_PER_SALE",
    "bidPercentage": "10"
  },
  "campaignStatus": "RUNNING",
  "marketplaceId": "EBAY_US"
}
```

Pause

Pauses an active campaign

Resume

Resumes a paused campaign



End

Ends an active or paused campaign

Delete

Deletes an ended campaign

Reporting

Promoted Listings

Capabilities to Build Robust Interfaces or Simple Downloadable Reports

Report types

Campaigns	Listings promoted	Impressions	Clicks	Sold	Ad fees (£)	Sales (£)
3	1,476	113,213,998	169,305	3,397	6,655.12	306,604.60

113,213,998 Impressions	169,305 Clicks	3,397 Sold
-------------------------	----------------	------------



Campaigns 0 out of 3 are selected

Pause Resume End Delete

Create a new campaign

Name	Status	Start date	End date	Listings	Sold	Ad fees	Sales	Manage
19. Week 21 PL recomr	Active	23 May 2019	23 Jul 2019	253	796	£869.97	£47,021.84	Actions

29,664,201 Impressions	42,787 Clicks	796 Sold
------------------------	---------------	----------

CAMPAIGN_PERFORMANCE_REPORT
 CAMPAIGN_PERFORMANCE_SUMMARY_REPORT
 ACCOUNT_PERFORMANCE_REPORT
 LISTING_PERFORMANCE_REPORT
 INVENTORY_PERFORMANCE_REPORT

11031570012_20190618_campaign_report

Home Insert Draw Page Layout Formulas Data Review View

Calibri (Body) 12

E347 Nike Men's Air Jordan In Pursuit of Victory Graphic Athletic T-Shirt

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1	Note: * refers to Promoted listings. Only information for the past 13 months is available in this report.																				
2	Campaign	Campaign	Campaign	Item ID	Title	Price	Quantity	Listing st	Listing en	*Impress	*Clicks	*Sold qua	Total sold	Promoted	Promoted	*Sales	Average	Total Ad	Return on	spend (*Sales/Total Ad fees)	
75	Campaign 22	16-May-19	2.0268E+11	Tommy Hilfi	\$24.99	1	16-May-19	15-Jul-19	916	3	0	1				0.00%		\$0.00			
76	Campaign 22	16-May-19	2.0268E+11	Tommy Hilfi	\$24.99	1	16-May-19	15-Jul-19	0	0	0	1						\$0.00			
255	Campaign 22	16-May-19	2.0268E+11	Rachel Roy T	\$16.99	0	16-May-19	15-Jul-19	368	3	0	1				0.00%		\$0.00			
256	Campaign 22	16-May-19	2.0268E+11	Rachel Roy T	\$16.99	0	16-May-19	15-Jul-19	0	0	0	1						\$0.00			
271	Campaign 22	16-May-19	2.0268E+11	Polo Ralph L	\$18.99	13	16-May-19	15-Jul-19	289778	1928	93	188	49.00%	5.00%	\$1,807.07	\$1.90	\$177.08	10.2			
272	Campaign 22	16-May-19	2.0268E+11	Polo Ralph L	\$18.99	13	16-May-19	15-Jul-19	0	0	0	188						\$0.00			
299	Campaign 22	16-May-19	2.0268E+11	Olivia And Jc	\$14.99	0	16-May-19	15-Jul-19	139	0	0	1						\$0.00			
300	Campaign 22	16-May-19	2.0268E+11	Olivia And Jc	\$14.99	0	16-May-19	15-Jul-19	0	0	0	1						\$0.00			
347	Campaign 22	16-May-19	2.0268E+11	Nike Men's A	\$17.99	166	16-May-19	15-Jul-19	93689	78	4	18	22.00%	5.00%	\$71.96	\$1.46	\$5.84	12.32			
348	Campaign 22	16-May-19	2.0268E+11	Nike Men's A	\$17.99	166	16-May-19	15-Jul-19	0	0	0	18						\$0.00			
351	Campaign 22	16-May-19	2.0268E+11	Nike Air Mer	\$17.99	131	16-May-19	15-Jul-19	45665720	6702	264	445	59.00%	4.00%	\$4,834.36	\$1.79	\$473.15	10.22			
352	Campaign 22	16-May-19	2.0268E+11	Nike Air Mer	\$17.99	131	16-May-19	15-Jul-19	0	0	0	445						\$0.00			
483	Campaign 22	16-May-19	2.0268E+11	Lauren Ralph	\$35.98	0	16-May-19	15-Jul-19	155	0	0	1						\$0.00			
484	Campaign 22	16-May-19	2.0268E+11	Lauren Ralph	\$35.98	0	16-May-19	15-Jul-19	0	0	0	1						\$0.00			
497	Campaign 22	16-May-19	2.0268E+11	Lauren Ralph	\$7.99	4	16-May-19	15-Jul-19	670	2	1	1	100.00%	50.00%	\$7.00	\$0.82	\$0.82	8.54			
498	Campaign 22	16-May-19	2.0268E+11	Lauren Ralph	\$7.99	4	16-May-19	15-Jul-19	0	0	0	1						\$0.00			
565	Campaign 22	16-May-19	2.0268E+11	Karen Scott V	\$3.99	0	16-May-19	15-Jul-19	329	0	0	1						\$0.00			
566	Campaign 22	16-May-19	2.0268E+11	Karen Scott V	\$3.99	0	16-May-19	15-Jul-19	0	0	0	1						\$0.00			
655	Campaign 22	16-May-19	2.0268E+11	Inc Internatic	\$8.99	0	16-May-19	15-Jul-19	232	0	0	1						\$0.00			
656	Campaign 22	16-May-19	2.0268E+11	Inc Internatic	\$8.99	0	16-May-19	15-Jul-19	0	0	0	1						\$0.00			
723	Campaign 22	16-May-19	2.0268E+11	INC Internati	\$8.99	0	16-May-19	15-Jul-19	335	2	1	1	100.00%	50.00%	\$7.00	\$0.69	\$0.69	10.14			
724	Campaign 22	16-May-19	2.0268E+11	INC Internati	\$8.99	0	16-May-19	15-Jul-19	0	0	0	1						\$0.00			
823	Campaign 22	16-May-19	2.0268E+11	Fossil New h	\$16.99	0	16-May-19	15-Jul-19	297	1	1	1	100.00%	100.00%	\$16.99	\$1.44	\$1.44	11.8			
824	Campaign 22	16-May-19	2.0268E+11	Fossil New h	\$16.99	0	16-May-19	15-Jul-19	0	0	0	1						\$0.00			
1045	Campaign 22	16-May-19	2.0268E+11	Calvin Klein T	\$19.99	2	16-May-19	15-Jul-19	2677	3	0	1				0.00%		\$0.00			
1046	Campaign 22	16-May-19	2.0268E+11	Calvin Klein T	\$19.99	2	16-May-19	15-Jul-19	0	0	0	1						\$0.00			
1121	Campaign 22	16-May-19	2.0268E+11	Box New Silv	\$5.99	0	16-May-19	15-Jul-19	48	1	1	1	100.00%	100.00%	\$5.99	\$0.55	\$0.55	10.89			
1122	Campaign 22	16-May-19	2.0268E+11	Box New Silv	\$5.99	0	16-May-19	15-Jul-19	0	0	0	1						\$0.00			
1369	Campaign 22	16-May-19	2.0268E+11	Alfred Chara	\$9.99	0	16-May-19	15-Jul-19	25	0	0	1						\$0.00			

Ready 34 of 1409 records found

Report Dimensions and Metrics

Dimensions

(the attributes of the data included in the reports)

campaign_id

listing_id

day

inventory_reference_id

inventory_reference_type

listing_title *

listing_start_date *

...

* Dimension annotation

Metrics

(the quantitative measurements)

impressions

clicks

ad_clicks

sales

sale_amount

ctr

avg_cost_per_sale

...

Initiate Report Generation

POST

https://api.ebay.com/sell/marketing/v1/ad_report_task

Authorization scope:

https://api.ebay.com/oauth/api_scope/sell.marketing

```
{
  "marketplaceId": "EBAY_US",
  "reportType": "CAMPAIGN_PERFORMANCE_REPORT",
  "dateFrom": "2019-03-01T00:00:00.000Z",
  "dateTo": "2019-03-27T00:00:00.000Z",
  "dimensions": [
    {
      "annotationKeys": [
        "campaign_name",
        "campaign_start_date",
        "campaign_end_date"
      ],
      "dimensionKey": "campaign_id"
    },
    {
      "annotationKeys": [
        "listing_title",
        "listing_quantity_sold"
      ],
      "dimensionKey": "listing_id"
    }
  ],
  "metricKeys": ["CLICKS"],
  "reportFormat": "TSV_GZIP",
  "campaignIds": ["1000000019"]
}
```

Get Report Generation Task

GET

https://api.ebay.com/sell/marketing/v1/ad_report_task/10000049014

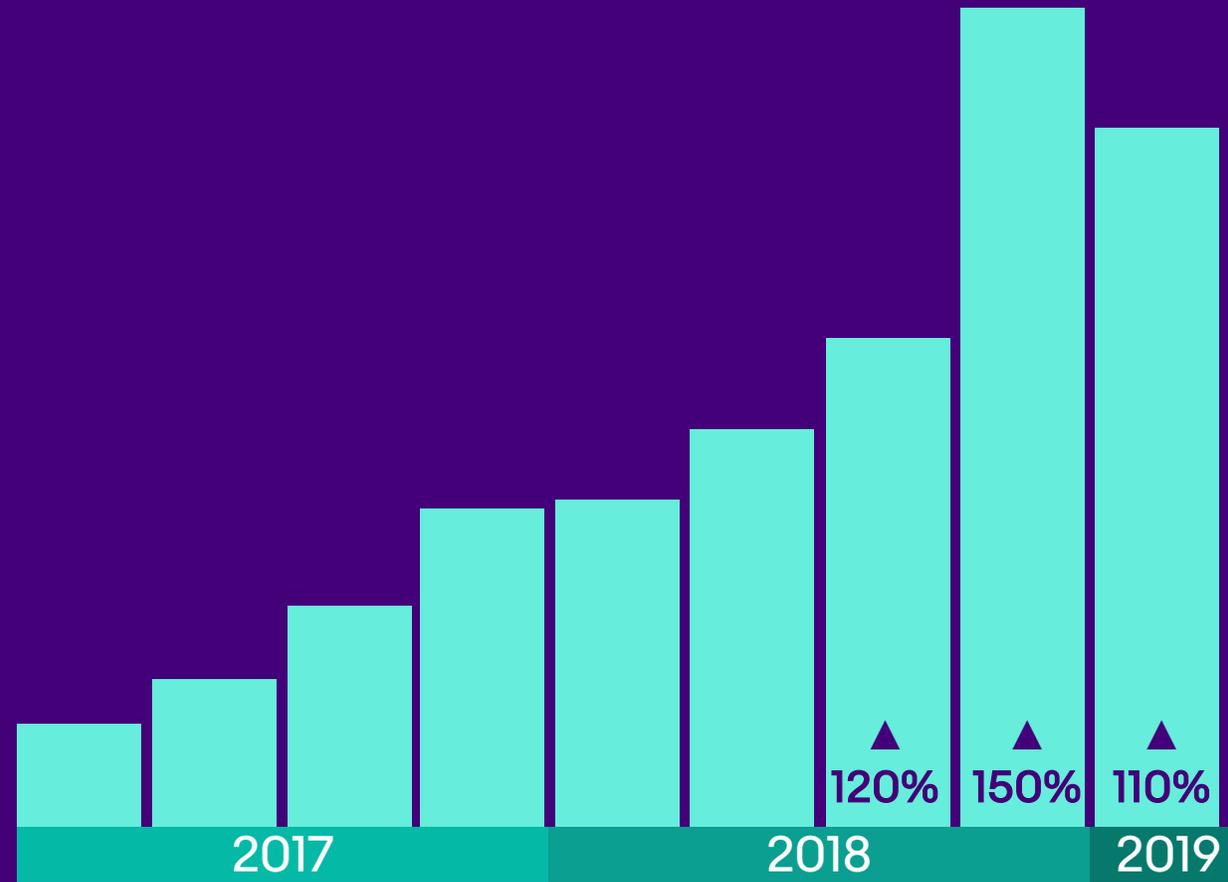
```
{
  "marketplaceId": "EBAY_US",
  "reportType": "CAMPAIGN_PERFORMANCE_REPORT",
  "reportTaskId": "10000049014",
  "reportTaskExpectedCompletionDate":
    "2017-03-11T19:41:54.000Z",
  "reportTaskCreationDate": "2017-03-09T19:41:54.000Z",
  "reportTaskCompletionDate": "2017-03-09T19:43:59.000Z",
  "reportTaskStatus": "SUCCESS",
  "reportId": "10000049014",
  "reportHref":
    "https://api.ebay.com/sell/.../v1/ad_report/10000749017",
  "dateFrom": "2019-03-01T00:00:00.000Z",
  "dateTo": "2019-03-27T00:00:00.000Z",
  "dimensions": [...],
  "metricKeys": ["CLICKS"],
  "reportFormat": "TSV_GZIP",
  "campaignIds": ["10000000019"]
}
```

Driving Growth

Promoted Listings

Consistent Triple-Digit Promoted Listings Growth

Sellers are benefiting from increased listing visibility when they use Promoted Listings, increasing overall adoption and driving even more GMV and revenue growth.



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Thank you!

Q&A

eBay Connect 2019

June 25-26, 2019

ebay