eBay Module for Prestashop

Seller guide

Based on add-on version 1.6, published in 11/2013

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1.   Overview and benefits

The eBay module for Prestashop enables you to:

1. Create eBay listings from your Prestashop product catalogue.
2. Synchronise available product quantities across Prestashop and eBay.
3. Create orders in Prestashop when sales occur on eBay.

The general work flow is as follows:

1. You create listings on eBay based on your webshop products.
2. Buyers buy products from those eBay-listings and pay with PayPal.
3. Orders are then copied to the Prestashop back office and stock levels are kept in sync across sales channels.
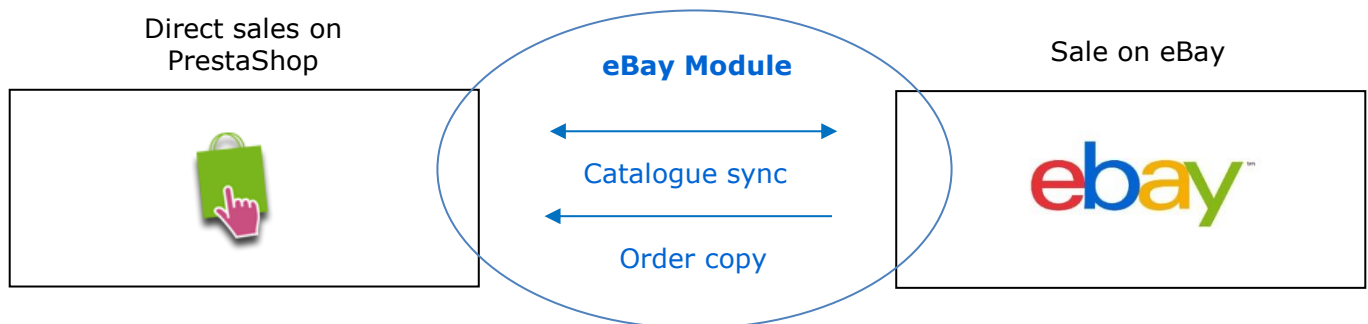
2.   Before you get started

Before you start working with the eBay module for PrestaShop you need to do a few things to set yourself up as an eBay business seller:

1. Create an eBay business seller account
2. Create an eBay shop
3. Create a PayPal account
4. Link your eBay and PayPal accounts

For more information on setting up an eBay seller account take a look at our guide for new business sellers on the **eBay Seller Centre**.

You also need to have your PrestaShop up and running and have access to the PrestaShop BackOffice.

3. Step by step guide

3.1. Installation, activation and upgrade of the module

3.1.1. Overview

There are three stages to get modules up and running:

1. **Availability of the module on the webshop**

If the module cannot be found in your PrestaShop back office or you are not using the current version (v1.5) go to the PrestaShop add-on page and search for eBay. Or go directly to eBay add-on page. From there you can download the module file and save it on your computer so you can install it in your PrestaShop.

The eBay module is distributed with Prestashop, so it should always be available in your PrestaShop.

Downloading the zip-file http://addons.prestashop.com/
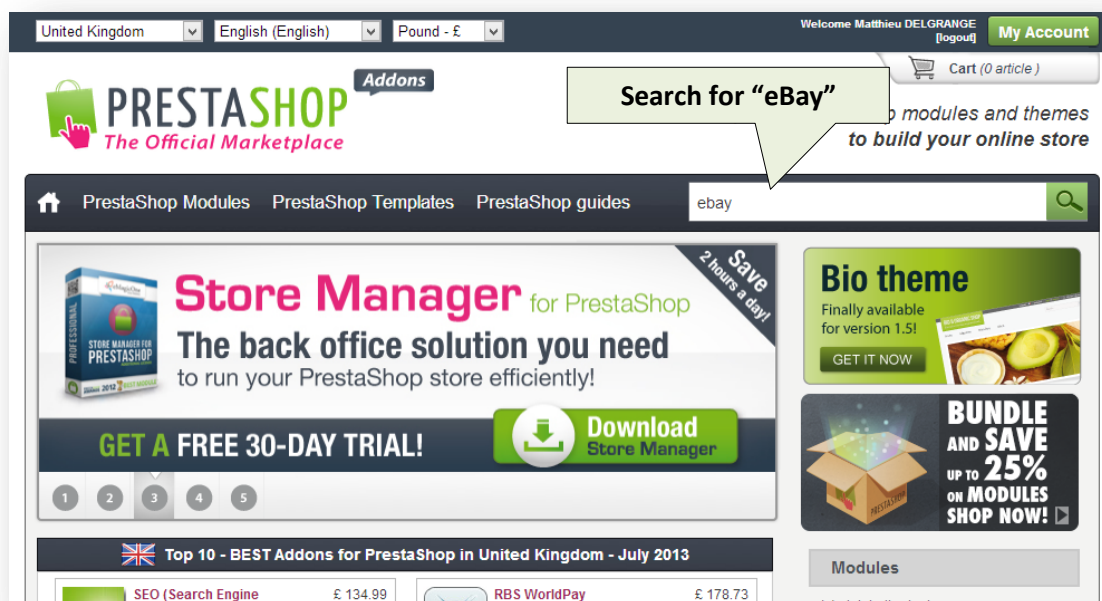
Or: Download zip-file from
http://addons.prestashop.com/en/marketplace-prestashop-modules/2742-ebay.html
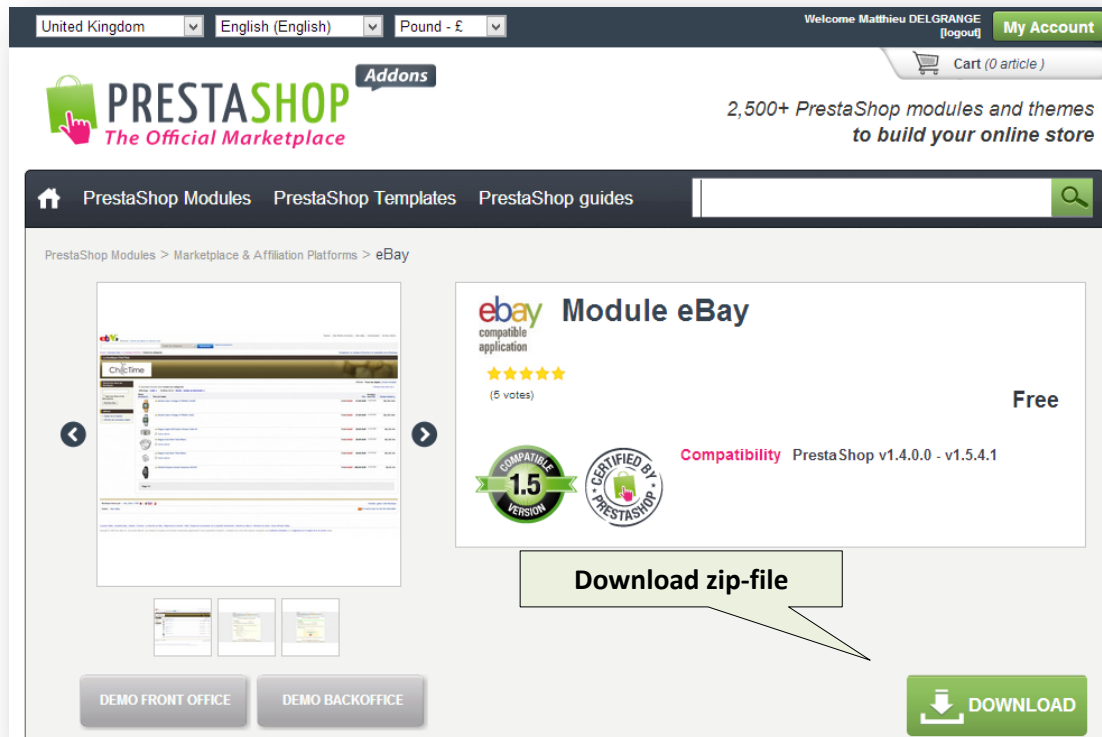
2. Installation of the module

When you install the module, it is linked to Prestashop and activated. You will then need to configure the module.

3. Deactivation/activation

Deactivation allows you to remove a module but keeps its configuration in case you want to use it again later.

3.1.2. Find the module & install it

Once the module is available in your PrestaShop, you will need to find the module to install it. Click on the modules tab and then search for eBay. You'll need to check that you've got the latest version 1.5. If you do not have this version you will need to download the latest module file and upgrade. See step 3.1.3.

3.1.3. Add / upgrade module

If the module is not in your PrestaShop installation or you need to upgrade download the latest zip file from the PrestaShop add-on page. Then click on "Add a module" and click on "Choose file".

3.2. Configuration

3.2.1. Check "installed"-status

Once the module has been installed, click on "Configure" to go to the configuration screen.

3.2.2. Check prerequisites and link module to eBay

Check that points 2 and 3 on the eBay Module Status both have a green tick before you register the module on eBay. This confirms that your hosting provider is prepared for the eBay module to function properly.

Then enter your eBay user ID and click the "Register the module on eBay" button.

3.2.3. eBay pages (open in a new window)

1. **Sign in to eBay**

2. **Accept that eBay add-on will connect to your eBay account**

3. **Important: Close this browser window now**

3.3. Basic settings

In the "Parameters" tab you have to make sure a couple of settings apply to all your eBay listings:

- Your eBay shop name
- Your PayPal email address
- The postcode of where your items are located. eBay uses this to display the item location to buyers.
- Image sizes that are going to be used for the default listing image and images in the description.
- Returns policy: For legal and eBay policy reasons all business registered sellers have to accept returns.
  [More information.](#)
- Listing duration: Listings on eBay run for a certain duration which either end or are relisted/renewed. Business sellers typically use "good till cancelled" listings that renew automatically every 30 days. You need to subscribe to an eBay shop to use 30 days and "Good till cancelled".
  The option to choose "automatically relist" has the same effect as "Good till cancelled" but can cause higher costs as eBay typically charges an insertion fee every time a listing is relisted.

3.4. Category settings

In the "Categories settings tab" you determine which eBay category corresponds with each your PrestaShop categorys. All products from one PrestaShop category will be listed into one eBay category.

Please be aware that only the default product category is used by the module. For example, a product listed on PrestaShop with the default category "Home" can also be displayed in the category "iPods". However, it will *not* be synchronised if only the "iPods" category has been matched to an eBay category.

On the left side of the screen, you see all your PrestaShop categories. To start, click the "Suggest Categories" button and all line items will now be automatically populated with eBay categories. Please check them for accuracy afterwards.

Price adjustment

If you'd like to alter the price of your product that will be listed on eBay, you can enter values in the "Price adjustment" fields.

Excluding individual products from being listed on eBay

You have the option to exclude individual products from being listed on eBay. To do this, expand the category by clicking on the category name and all your PrestaShop products in this category will be displayed as a list. If you *remove* the check in the "Synchronize Product" column for a product it will be excluded from the category sync and not be listed on eBay.

Save

Don't forget to save your settings by clicking the "Save" button at the bottom.

Additional images

By default the eBay module lists your PrestaShop product with one image to eBay. You have to make one default setting for all categories.

Please note that you can upload up to 12 images per listing for no extra fees on eBay.co.uk.
More information

Multi variation listings

Multi variation listings (for example, a listing for one t-shirt type with variations in size and colour) are supported but need the eBay category to be enabled for this type of listing. More information

If you list a multi-variation product from your webshop into an eBay category that is *not* enabled for this type of listing the eBay module will create individual eBay listings for each variation.

Please be aware of this as eBay typically charges an insertion fee for every listing.

3.5. Item specifics and item condition

On eBay *item specifics* relate to "attributes" or "features" on PrestaShop. Item specifics let you provide details about the item you're selling, such as brand, size type, size, colour, and style. These details appear at the top of your listing description, in a consistent format, making it easy for buyers to get the facts about your item. Item specifics are supported by the module if the respective eBay category supports them.

Mandatory items specifics

- On eBay some categories require item specifics as a mandatory field – you cannot list in those categories without providing this data. For example, you can't list in women's fashion without specifying the brand and size of the garment.
- In the eBay module you see these mandatory item specifics as fixed values in the "eBay Items Specifics" column. On the right hand side you now have to choose to either associate a PrestaShop attribute with this item specific, e.g. "brand" for "Brand".The values in your "brand" attribute on your PrestaShop products in this category will then be transferred to eBay as the "brand" item specific.
- You can also choose to assign the same value in this item specific for all products in this category. For example,your category is "Levis Jeans" and you match it to eBay's Clothing, Shoes,Accessories / Men's clothing / Jeans. As all your products in this category are from the same brand you can choose the value "Levis" to be used for "brand" for all products.

Item condition

You also have to match the item conditions (new, used etc.) that eBay offers in this category to item conditions on PrestaShop.

Optional item specifics

You can add a large number of optional item specifics to your eBay listings to describe your listing better. You should also match these with your PrestaShop attributes, features or with a default value suggested by eBay for the entire category.

3.6. Shipping configuration

- The eBay module for PrestaShop allows you to configure up to 4 domestic and 5 international shipping methods.
- Each shipping methods has to be mapped to a Prestashop shipping solution so when a sale occurs on eBay and an order is created in Prestashop the order can be associated to this carrier.
- Shipping fees on eBay are determined based on the Prestashop carrier: Prestashop integrates various rules for shipping price (weight of goods, total price of order, fixed, etc…). In order to send the correct shipping cost for a product to eBay, the module first calculates the PrestaShop shipping cost for the selected carrier then adds an optional extra fee as configured in the module and sets the result as a shipping cost on eBay.
- A shipping solution cannot be banned for a product in the module, but if in Prestashop, the product cannot be ordered with the carrier, then the carrier will not be available on eBay.
- Remember to click "Save" when you are done.

3.7.   Template manager

- This template determines how your listings will look on eBay. The template will be applied to all your listings. The module provides a standard template which should work for most sellers.
- You can make changes to the template either by making formatting changes directly to the template or by editing the underlying HTML by clicking on the HTML button.
- Please note: that the original default template cannot be restored at the moment. If you want to experiment we suggest you click on the HTML-button and save the HTML code in a separate text file on your computer. This way you can always copy and paste the original source code back in if you are not satisfied with the results of your changes.
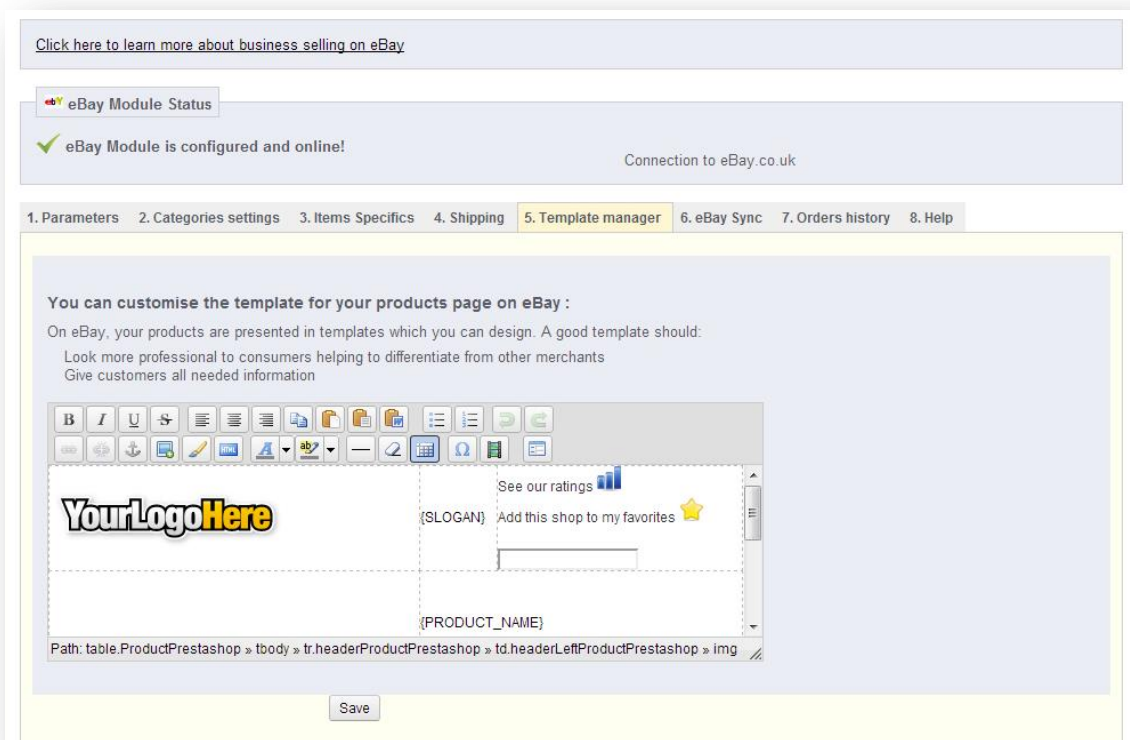
3.8.   Product synchronisation

1.   Decide which categories you want to sync

First you need to decide which categories you want to sync to eBay. "List all products on eBay" will select all the PrestaShop categories that you configured in the "Categories settings" tab and sync them with eBay. "Sync the products only in selected categories" allows you to select the categories that you want to sync with eBay.

2.   Revising price and quantity

When you make changes to a product in PrestaShop the whole product will be re-synced with eBay. If you only want to update a product's price and quantity then you can select this as an option and only the price and quantity will be updated – this will speed up the synchronisation process.

3.   Choose a sync mode

There are two ways to synchronise your PrestaShop with eBay:

Sync with eBay

The option "Only sync new products" will create new eBay listings whenever you add new products in your PrestaShop in a synced category. The rest of the existing eBay listings will not be updated even if they change on PrestaShop. This option can be helpful if you need to make and retain changes to an eBay listing on the eBay site that you cannot make via the module.

Sync with eBay and update

The option "Sync new products and update existing listings" will add new products whenever they are added in PrestaShop and make changes to all existing products according to changes you made in PrestaShop. This is the preferred option as it provides the most comprehensive synchronisation across both channels.

Regardless of sync-mode: Whenever a product is disabled on PrestaShop the corresponding eBay listing is ended.

Advice on product synchronisation

- The initial stock synchronisation can take up to 30 seconds per product.
- A new seller should always start with one category which contains only a few (less than 10) products. As soon as you're happy with the results and understand the sync process you should increase the share of your stock that you list on eBay.
- Uploading large inventories (more than 2,000 products and/or 20 categories) to eBay can be complicated to synchronise due to hosting limitations on data size and script execution time. If you encounter any of these problems you should try to synchronise category by category. Alternatively, you can contact your hosting provider to change the settings on your account in order to allow time / resource consuming scripts.
- The synchronisation between PrestaShop and eBay is based on a matching between categories on both channels. Once a PrestaShop category is configured to be synced every new newly created product in this category will be replicated on eBay.
- All the product data, description, etc. are also kept in sync, depending on the sync mode – see page on "product synchronisation".
- Whenever the quantity is updated on Prestashop (because of sales or re-stocked inventory), the available quantity on eBay is also updated. If you allow your product to keep on selling in your PrestaShop even if the quantity is zero or lower this product will not be available on eBay as only positive quantities are allowed on eBay.
- When a product is deactivated on Prestashop the eBay listing is ended automatically. Every 30 minutes new orders are pulled from eBay to Prestashop.
- In the "eBay sync" tab you make settings about how you want your PrestaShop products to be synchronised with eBay. After you've made the settings on this page there is no need to come back to this page as the module will keep your PrestaShop and eBay inventory in sync automatically.
- Legacy eBay-listings (= listings that exist on eBay before you start using the add-on) on cannot be synced with the module – only eBay listings that were created by the module can be held in sync.

4.   Troubleshooting

Prestashop's multi shop feature is *not* supported at the moment; if you use multishop only the default shop will be used for eBay. You can list on eBay sites in the UK (ebay.co.uk), France (ebay.fr), Italy (ebay.it), Spain (ebay.es), Poland (ebay.pl), Netherland (ebay.nl), and Belgium (benl.ebay.be and befr.ebay.be). Per PrestaShop webshop you can only list on one eBay site.

If you need help [visit the online forum](#) on the PrestaShop website, managed by users.

This forum includes 2 topics: "eBay module FAQ" & "Known issues".

If you encounter a problem that you believe is a bug, please report it on http://forge.prestashop.com