

CDL

Marketing Presentation

Introduction

Knowledge of issue

Purpose of the product is to ensure every dollar spent on eBay is a dollar worth spending. Provide clarity, no regrets

1. Remove upselling and cross selling practices across eBay
2. Give users ability to read third-party reviews for better confidence before buying
3. Provide a way to view prices for similar items from outside eBay

Target Market Analysis

Primary target market:

- Reside in Australia, particularly NSW. English speaking
- Age 15 - 40 (born 1980 - 2005)
- White collar, pink collar, stay-at-homes, students
- Average/below-income families
- Fully adopted the Internet, uses Google Chrome for desktop (chrome users)
- Shops on ebay.com.au

Why this Demography?

- Age of target market is reachable. Interactive, simple, gradual learning curve
- Socially active, potential for strong word-of-mouth
- Saving money can be appreciated by the majority of people
- Extensions are inherently intuitive, but needs familiarity with using it
- Location-wise, extension only works on ebay Australia

Niche market/competition?

A lot of extensions for eBay on Google Chrome, but the market our extension fills is still quite niche, although we found at least two competitors with similar features.

1. Price Tabs - Amazon, eBay, Price Comparison
2. eBay & Amazon Adblocker No Ads & Sponsored Items

Electronics, Cars, Fashion X | Chrome Web Store - ebay X | iphone | eBay X | Alexa Echo Dot (3rd Gen) X | Extensions X | +

ebay.com.au

20% off* Lenovo on eBay

G'day CDL! ebayplus eBay Deals Coles on eBay Help

10% off* Coles on eBay

Sell Watch List My eBay Bell Cart

Open ▾

ebay Shop by category

Search for anything All Categories

Search Advanced

CDL, here's AU \$5 off
Limited time only. T&Cs and exclusions apply.

Home Saved Fashion Motors Home & Garden Electronics Sports Liquor & Grocery Health, Beauty & Baby Toys & Hobbies Collectables Deals & Sales

eBay Plus Month is Here
New members unlock 30 days of deals for free.*

Start Free Trial →

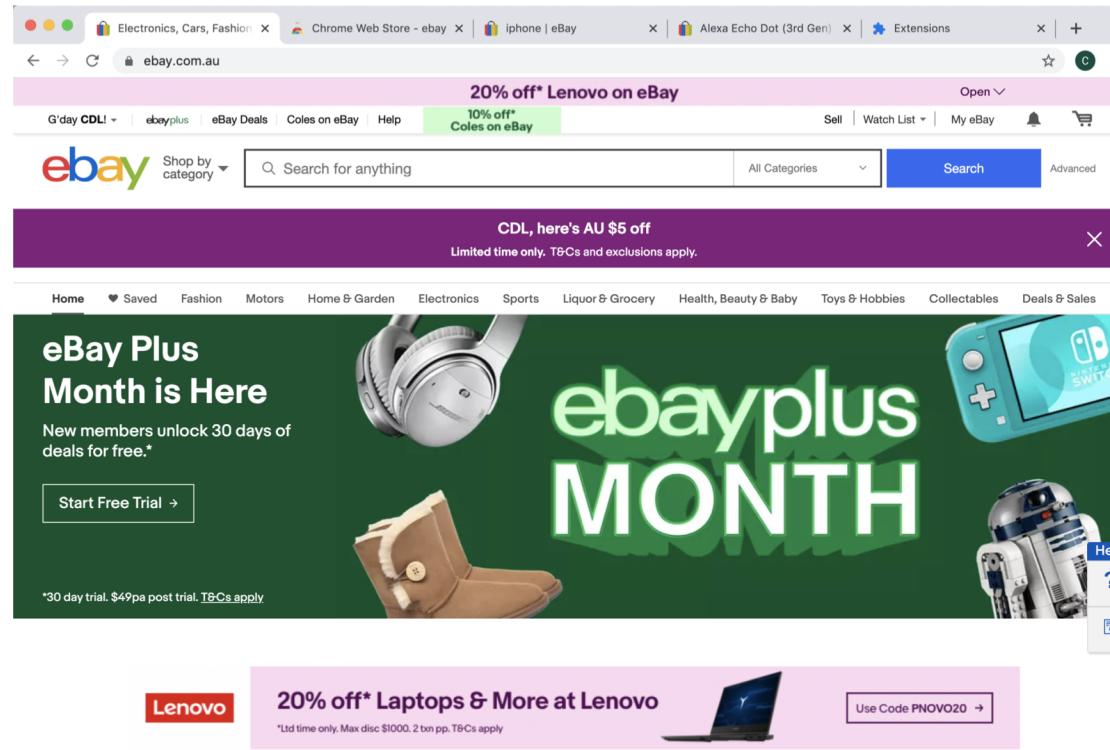
*30 day trial. \$49pa post trial. T&Cs apply

ebayplus MONTH

Lenovo 20% off* Laptops & More at Lenovo Use Code PNOVO20 →

*ltd time only. Max disc \$1000. 2 txn pp. T&Cs apply

This Week's eBay Plus Month Deals See all →



before

A screenshot of the eBay homepage. At the top, there's a navigation bar with tabs for 'Electronics, Cars, Fashion' and 'Chrome Web Store - ebay'. Below the navigation is a search bar with placeholder text 'Search for anything', a 'All Categories' dropdown, and a blue 'Search' button. A purple banner at the top of the main content area says 'CDL, here's AU \$5 off Limited time only. T&Cs and exclusions apply.' Below the banner, there's a 'Help' button with a question mark icon. The main content area features a 'Recently Viewed Items' section with thumbnails of a smartphone, a laptop, a car, headphones, and a pair of shoes. To the right, there's a 'This Week's eBay Plus Month Deals' section with circular icons representing various products.

CDL

eBay &

Amazon Adblocker

A screenshot of the eBay homepage. At the top, there's a navigation bar with tabs for 'Electronics, Cars, Fashion' and 'Chrome Web Store - ebay'. Below the navigation is a search bar with placeholder text 'Search for anything', a 'All Categories' dropdown, and a blue 'Search' button. A purple banner at the top of the main content area says 'CDL, here's AU \$5 off Limited time only. T&Cs and exclusions apply.' Below the banner, there's a 'Help' button with a question mark icon. The main content area features a '20% off* Lenovo' section with a thumbnail of a laptop and a red 'Lenovo' logo. To the right, there's a 'This Week's eBay Plus Month Deals' section with circular icons representing various products.

Apple iPhone X 64GB 256GB | Chrome Web Store - ebay | iphone | eBay | Alexa Echo Dot (3rd Gen) | Extensions

ebay.com.au/itm/Apple-iPhone-X-64GB-256GB-Silver-Grey-Unlocked/183796992616?hash=item2acb278a68:m:mCiQ4vmvSFOztWtWRQ8bFA

Have one to sell? Sell it yourself

Full Phone and Gadget Protection from XCover.com - AU \$106.43

I am over 18 and have read and agree to the policy terms (including the PDS and FSG). The policy is provided by XCover.com and underwritten by Pacific International Insurance Pty Ltd.

100% buyer satisfaction Click & Collect 140 sold

From only AU \$654.00 [Show me how]

Collection: Click & Collect - Select store at checkout.

Postage: FREE Express delivery [See details]
Get it FREE by Thu. 11 Jun. with ebayplus | Try it for free

Item location: Frenchs Forest, Australia
Posts to: Australia

Delivery: Estimated between Tue. 9 Jun. and Fri. 12 Jun. ⓘ

Payments:

Returns: 30-day buyer pays return postage [See details]

Similar sponsored items 1/2

AUSTRALIAN STOCK iPhone X
iPhone X 10

SALE 50% OFF U POST Express Post iPhone XS
iPhone XS 256GB

Express Post iPhone X 256GB 64GB
iPhone X Ten 10

iPhone X
iPhone X

AUSTRALIAN STOCK iPhone X
iPhone X 10 |

iPhone X Face ID

Feedback on our suggestions

before

Apple iPhone X 64GB 256GB-Silver-Grey-Unlocked/183796992616?hash=item2acb278a68:m:mCiqQ4vmvSFOztWtWR...

Add to Watchlist

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Compare Price **Product Review**

Description Postage and payments Report item

Seller assumes all responsibility for this listing.
Last updated on 04 Jun, 2020 20:38:06 AEST [View all revisions](#)

Item specifics

Condition:	Seller refurbished: An item that has been restored to working order by the eBay seller or a third party not approved by ... Read more	Camera Resolution:	12.0 MP
Processor:	Apple A11 Bionic	Contract:	Without Contract
Screen Size:	5.8-inch touchscreen	Features:	Bluetooth
Style:	Bar	Lock Status:	Network Unlocked
Camera:	12.0 MP	Model:	Apple iPhone X
Brand:	Apple	Network:	GSM Unlocked
MPN:	Does Not Apply	Operating System:	iOS
Manufacturer Part Number:	Does not apply		

Feedback

CDL

eBay &

Amazon Adblocker

Apple iPhone X 64GB 256GB-Silver-Grey-Unlocked/183796992616?hash=item2acb278a68:m:mCiqQ4vmvSFOztWtWR...

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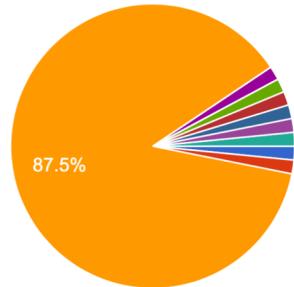
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Style:	Bar	Lock Status:	Network Unlocked
Camera:	12.0 MP	Model:	Apple iPhone X
Brand:	Apple	Network:	GSM Unlocked
MPN:	Does Not Apply	Operating System:	iOS
Manufacturer Part Number:	Does not apply		

Feedback

Occupation

64 responses



● Civil servant / government employee

● Entrepreneur

● Student

● Teacher

● Blue-collar

● White-collar

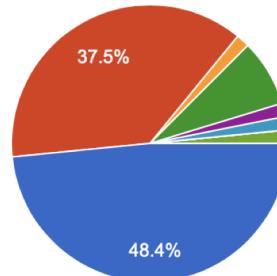
● Housewife / househusband

● A combination of many

▲ 1/2 ▼

Age

64 responses



● < 21

● 21 - 25

● 26 - 30

● 31 - 35

● 36 - 40

● 41 - 50

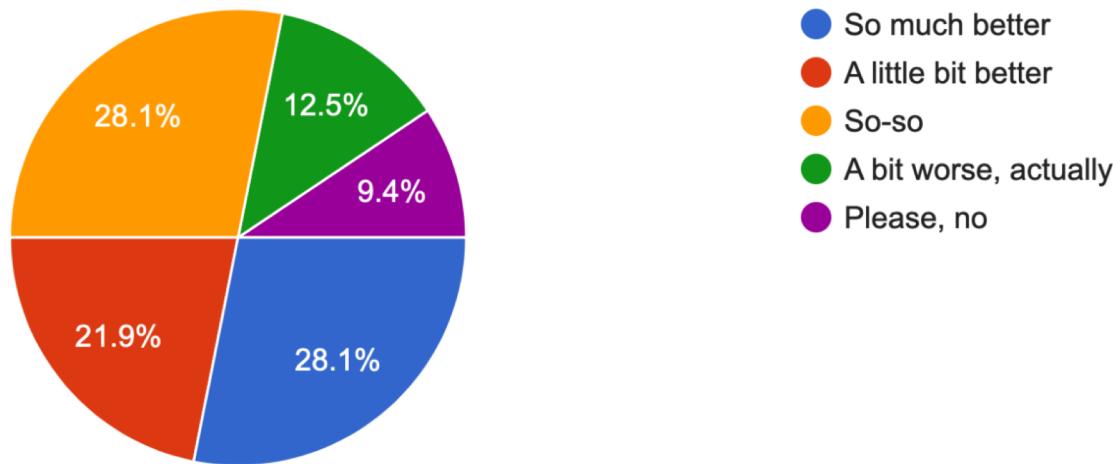
● 51 - 60

● > 60



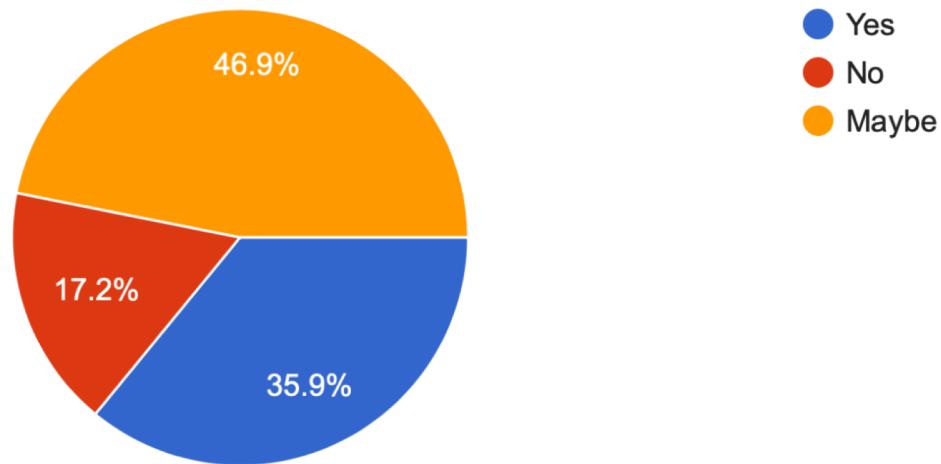
How would you feel if eBay's home page looked like Google's?

64 responses



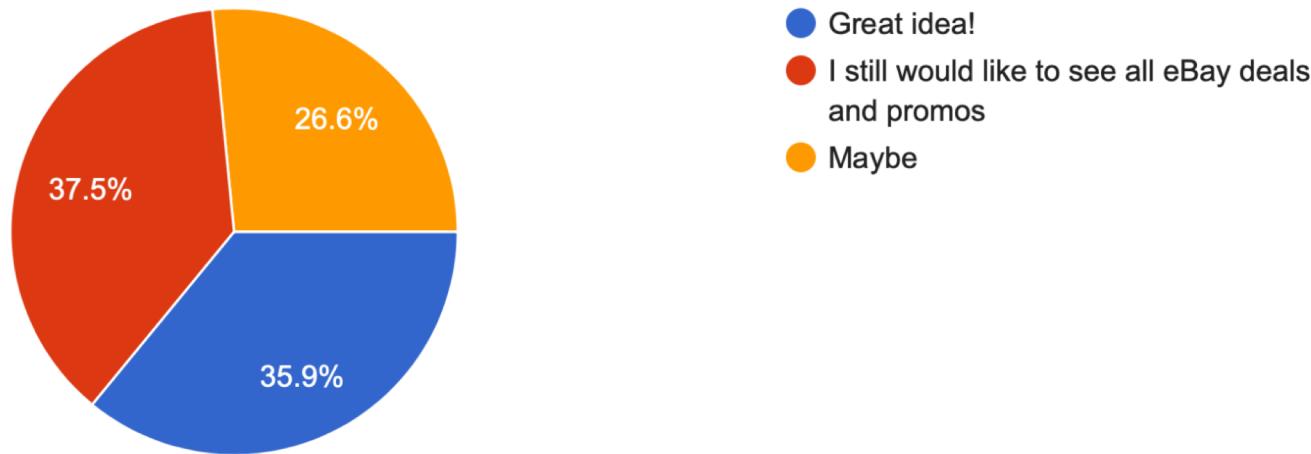
Do you think eBay's recommended, suggestion and promo items are attractive?

64 responses



How would you feel if suggestions, recommendations, and promos shown are reduced to hinder impulsive shopping?

64 responses



Advantages of our eBay's extension

After activating our extension:

- Users are able to compare item's price with third party price comparison website with a click of a button
- Users are able to read the product reviews before purchasing an item from eBay
- New users will have a better navigation experience as we decluttered the webpage space to improve user experience
- Has feedback form for further changes via Google Forms

Marketing mix

We have integrated marketing mix (7Ps) when developing the extension:

- **Price:** our eBay's extension will be free to download
- **Place:** will be available in all browsers (currently only available in Google Chrome)
- **Product:** our eBay's extension is developed based on the feedback and matching the requirement of the users (removal of ads, up-selling, price comparison and product review)
- **Promotion:** promotion via online communications
- **Physical Evidence:** our eBay's extension will be available on Google Chrome extension
- **People:** Developers (us) and the eBay users (consumers)
- **Process:** will provide a user manual on how to activate our extension