

Listing Recommendations Playbook

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Summary

eBay APIs now provide listing recommendations that help sellers comply with requirements and improve the quality of their listings.

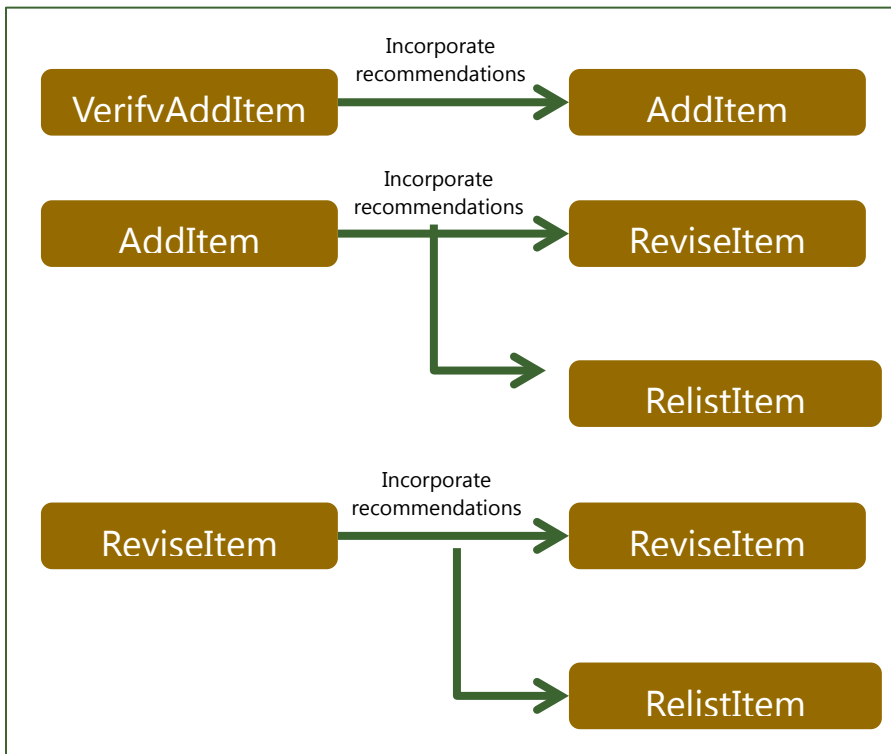
There are two ways to get the recommendations:

- Trading API for listing or revising an item
- Listing Recommendation Service to get the recommendations for existing items

Use cases

SINGLE ITEM FLOW

This is suited for sellers with a small number of SKUs who can make the edits as and when they list items.



As a seller use the Trading API to list or revise items with the following tag:
<IncludeRecommendations>true</IncludeRecommendations>

Sample flow

- Step1: List an item with the sample **AddItem request**:

```
<AddItemRequest xmlns="urn:ebay:apis:eBLBaseComponents">
  <Item>
    <IncludeRecommendations>true</IncludeRecommendations>
    <ConditionID>1000</ConditionID>
    <Country>US</Country>
    <Currency>USD</Currency>
    <Description>item description</Description>
    <DispatchTimeMax>1</DispatchTimeMax>
    <ItemSpecifics>
      <NameValueList>
        <Name>Brand</Name>
        <Value>Aeropostale</Value>
      </NameValueList>
      <NameValueList>
        <Name>Style</Name>
        <Value>Graphic Tee</Value>
      </NameValueList>
      <NameValueList>
        <Name>Size Type</Name>
        <Value>Regular</Value>
      </NameValueList>
      <NameValueList>
        <Name>Size (Men's)</Name>
        <Value>L</Value>
      </NameValueList>
      <NameValueList>
        <Name>Color</Name>
        <Value>Blacks</Value>
      </NameValueList>
    </ItemSpecifics>
    <ListingDuration>Days_7</ListingDuration>
    <PostalCode>95125</PostalCode>
    <PaymentMethods>PayPal</PaymentMethods>
    <PayPalEmailAddress>recommendations@test.com</PayPalEmailAddress>
    <PrimaryCategory>
      <CategoryID>15687</CategoryID>
    </PrimaryCategory>
    <Quantity>1</Quantity>
    <PictureDetails>
      <PictureURL>http://i.ebayimg.com/TJPgrPng~~60_12.JPG</PictureURL>
    </PictureDetails>
    <StartPrice>1</StartPrice>
    <Title>item title</Title>
    <ShippingDetails>
      <ShippingServiceOptions>
        <ShippingServicePriority>1</ShippingServicePriority>
        <ShippingService>UPS2ndDay</ShippingService>
        <ShippingServiceCost>5</ShippingServiceCost>
      </ShippingServiceOptions>
    </ShippingDetails>
    <ReturnPolicy>
      <ReturnsAcceptedOption>ReturnsAccepted</ReturnsAcceptedOption>
      <RefundOption>MoneyBack</RefundOption>
      <ReturnsWithinOption>Days_30</ReturnsWithinOption>
    </ReturnPolicy>
  </Item>
  <RequesterCredentials>
    <eBayAuthToken>*****</eBayAuthToken>
  </RequesterCredentials>
</AddItemRequest>
```

```
</RequesterCredentials>
</AddItemRequest>
```

AddItem response snippet:

```
<AddItemResponse xmlns="urn:ebay:apis:eBLBaseComponents">
...
<ItemID>190003948880</ItemID>
...
<ListingRecommendations>
  <Recommendation>
    <Type>Picture</Type>
    <Group>PICTURE_RESOLUTION</Group>
    <FieldName>http://i.ebayimg.com/TJPgrPng~~60_12.JPG </FieldName>
    <Code>RECOMMENDED_STANDARDS_NOT_MET</Code>
    <Message>To improve your chances of selling this item, upload a larger photo that is at least 500 pixels on the
shortest side. Later this year, all listings will require this, so please update all your photos to this size at a minimum.
Not doing so will violate our policy on photos and could result in a listing being removed.</Message>
  </Recommendation>
</ListingRecommendations>
</AddItemResponse>
```

- Step2: Use **ReviselItem response** to add the missing recommendation:

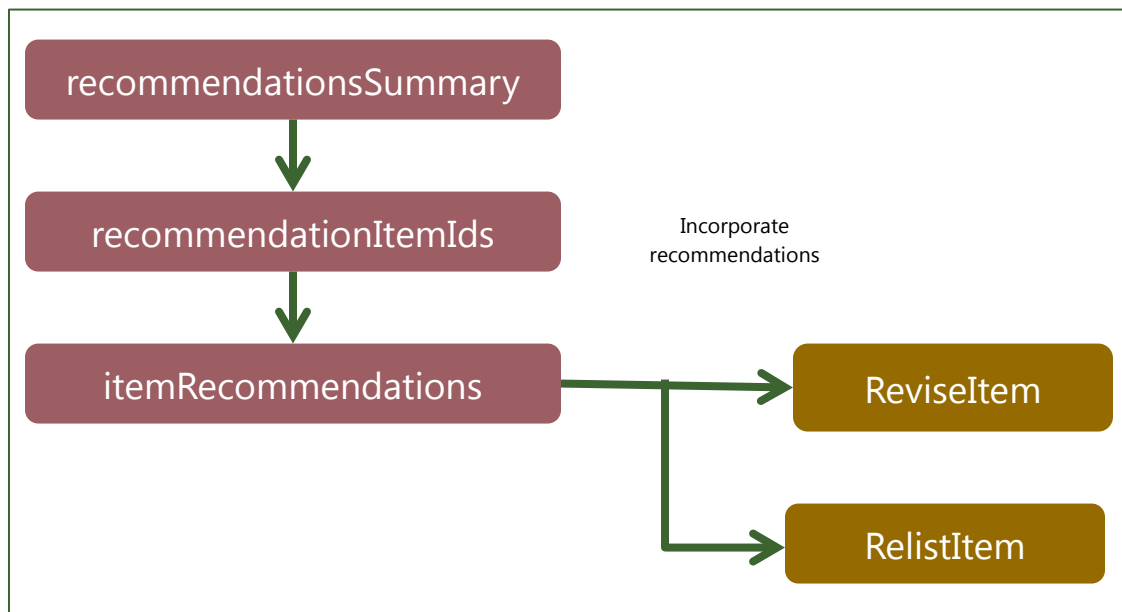
```
<ReviselItemRequest xmlns="urn:ebay:apis:eBLBaseComponents">
  <WarningLevel>High</WarningLevel>
  <Item>
    <ItemID>190003948880</ItemID>
    <PictureDetails>
      <PictureURL>http://i.ebayimg.com/TJPgrPng~~60_12_updated.JPG </PictureURL>
    </PictureDetails>
  </Item>
  <RequesterCredentials>
    <eBayAuthToken>*****</eBayAuthToken>
  </RequesterCredentials>
</ReviselItemRequest>
```

If the item has ended, add missing recommendation when relisting the item with the RelistItem request.

MULTIPLE ITEM FLOW

This is applicable to sellers:

- Who have existing items
- With a large number of SKUs and may have to batch the edits



Sample Flow

- Step1: Get the summary for the seller using the Listing Recommendation Service operation **recommendationsSummary**

<https://svcs.ebay.com/services/selling/listingrecommendation/item/recommendationsSummary>

recommendationsSummary response:

```
{
  "recommendationsSummary": [
    {
      "siteId": "EBAY-US",
      "recommendation": [
        {
          "type": "ItemSpecifics",
          "listingCount": "6"
        },
        {
          "type": "Picture",
          "listingCount": "47"
        }
      ]
    }
  ]
}
```

- Step2: Get the ItemIDs with recommendations for a specific site and optionally, type of recommendation with **recommendationItemIds**
<https://svcs.ebay.com/services/selling/listingrecommendation/item/recommendationItemIds?recommendationType=Picture&pageNumber=1&entriesPerPage=4>

recommendationItemIds Response:

```
{
  "items": {
    "itemId": [
      "150003424852",
      "150003424872",
      "150003424876",
      "150003534170"
    ]
  },
  "pagination": {
    "pageNumber": "1",
    "itemsPerPage": "4",
    "totalPages": "2",
    "totalItems": "6",
  }
}
```

- Step3: Get the recommendation details with **itemRecommendations** for each of the ItemIDs
<https://svcs.ebay.com/services/selling/listingrecommendation/item/150003424852/itemRecommendations>

itemRecommendations response:

```
{
  "itemId": "150003424852",
  "recommendation": [
    {
      "type": "Picture",
      "group": "PICTURE_RESOLUTION",
      "fieldName": "http://i.ebayimg.com/TJPgrPng~~60_12.JPG",
      "code": "RECOMMENDED_STANDARDS_NOT_MET",
      "message": "To improve your chances of selling this item, upload a larger photo that is at least 500 pixels on the shortest side. Later this year, all listings will require this, so please update all your photos to this size at a minimum. Not doing so will violate our policy on photos and could result in a listing being removed."
    }
  ]
}
```

- Step4: Use Trading API **ReviseItem** call for each of the items with the updated information

```
<ReviseItemRequest xmlns="urn:ebay:apis:eBLBaseComponents">
  <WarningLevel>High</WarningLevel>
  <Item>
    <ItemID>150003424852</ItemID>
    <PictureDetails>
      <PictureURL> http://i.ebayimg.com/TJPgrPng~~60_12_updated.JPG </PictureURL>
    </PictureDetails>
  </Item>
  <RequesterCredentials>
    <eBayAuthToken>*****</eBayAuthToken>
  </RequesterCredentials>
</ReviseItemRequest>
```


Testing

Recommendations are not available in Sandbox.

You can use the production environment in the following ways to test:

- To get recommendations for existing listings, you can use the ListingRecommendationService
- To check if the information for an item conforms to eBay's policies and recommendations, you can use the Trading API VerifyAddItem or VerifyAddFixedPriceItem. For example, if you want to check if the picture complies with the requirements, you can use the VerifyAddItem and ask for recommendations by setting the IncludeRecommendations tag to true.

Helpful Links

- [2013 Spring Seller Update: Picture requirements enforcement](#)
- [Video on picture sizes](#)
- [Becoming a Top Rated Seller and qualifying for Top Rated Plus](#)
- [Listing your item with product details from our catalog](#)
- [Trading API](#) Release notes
- [Listing Recommendation Service](#) documentation
- Knowledge base article: [Listing items with product information using eBay Catalog](#)