**Ads Analytics & Insights**

Bi-Weekly Update

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**Feb 28-Mar 11, 2022**

1. **Insights**

* **[PL Advanced]**[**On 3/7/22, the Search Ads team launched an item-matching improvement fix recommended by Analytics that resulted in an immediate annualized $10M+ gain in Promoted Listings (PL) Advanced CPC revenue**](https://jirap.corp.ebay.com/browse/ADS-377): Analytics discovered that part of the reason why CPC items were not able to show up more on top of search, despite increasing seller and listing adoption, was because the search algo restricted to only top 10 (based on bid value) ''Ad Groups'' per match type (e.g. exact, phrase or broad match) to find matched items to a buyer query. An “Ad Group'' is a group of promoted listings a seller specifies that share the same set of bid keywords. The restriction was implemented due to latency concerns but it filtered out many items that can potentially match buyer queries and severely constrained the surface rate of CPC items in search. The problem was exacerbated with the introduction of phrase match, with which the number of Ad Groups multiplies for a given matching buyer query. Upon the discovery, the search ads team implemented a short-term fix on March 7th such that the number of Ad Groups retrieved for each query increased from 10 to 200 per match type. This resulted in surface Rate increase of ~46% and CPC revenue increase of ~32% overnight, translating to $10M+ CPC revenue gain. In the meanwhile, more sellers are able to see a boost to their listings’ through using PL Advanced. The Search Ads team is exploring a longer term solution by optimizing Ads Group sorting logic. It’s worth noting that with the increase in surface rate, we also observe (1) an increase in CPC due to increased auction competition, (2) a drop in Click-Through-Rate (CTR) as the increased pool of impressions are primarily from “phrase match” which has broader recall and typically lower CTR, and (3) a drop of seller Return on Ad Spend (RoAS) from 5.5 to 5. Search ads team is launching a better click model this week to improve CTR, conversion, and seller RoAS (see next bullet). **[Analyst:** [**Chaeyi Ham**](mailto:cham@ebay.com)**]**
* **[PL Advanced]** [**A new click model for PL Advanced, proven to improve seller and buyer experience by our analysis, was launched on Mar 14**](https://jirap.corp.ebay.com/browse/ADS-737): The new model, better predicting the probability of users clicking on the CPC Ads impressions, aims to improve buyer engagement with CPC items. Analysis of the AB test results shows that the model is able to improve CPC CTR by ~7%, conversion by ~21%, seller velocity (as measured by CPC bought items) by ~25%, and seller ROAS by ~18%, with a short-term hit to CPC revenue by -2.5%. The key factor contributing to lower monetization rate is a decline in the ratio of quality scores (Runner-up Item/Winning Item). This is an expected outcome as the model is able to predict a better winning item and hence increasing the gap between the runner-up score and winning score. Showing better and more relevant items in slot 1 will improve the buyer experience and seller velocity. We expect Ads revenue gain in the longer term will compensate for lost Ads revenue in the short term. **[Analyst:** [**Parth Jha**](mailto:parjha@ebay.com)**]**
* **[PL Standard GTM]** GTM [email campaign deep dive](https://docs.google.com/presentation/d/13c5WIfCeYv_Uv5MMR2E_U1KvryNKeEC--LzFb84JO-g/edit?usp=sharing) provided below insights & business decisions :
  + **Email Reach:** For Big 3, GTM emails have lowest reach (2%) to sellers that have never tried PL vs. other seller lifecycle stages such as incubation, growth, reactivation (25%+ reach).
  + **Targeting accuracy:** Looking across the portfolio of GTM emails, we identified that there are some missed send outs, some ‘Never tried’ & ‘Active’ sellers being incorrectly targeted for ‘churned seller’ messages etc.
  + **Assessing Performance**: We propose simple KPIs for each LCM objective and measure performance against these. For example, all Acquisition & Reactivation emails should be measured on Seller Adoption (in post 30 days window) as primary metric.
    - **Eligibility Trigger (sent to all sellers newly eligible for PL) :** Seller Adoption significantly higher for those who opened the email vs. those that did not.
    - **Churn Journey (sent to sellers who stop using PL) :** No observed difference in adoption between sellers who open email vs. those that do not.
    - However, this test-control comparison may introduce self-selection bias as more engaged sellers are likey to interact with GTM comms. Therefore more robust A/B testing is recommended to evaluate impact accurately.
  + **AB Testing :** Agreed with GTM team to set a ~10-15% permanent holdout that would not receive any GTM emails.

**[Analyst:** [**Chrissy Du**](mailto:liadu@ebay.com)**]**

1. **Support product and business decisions**

* **[PL Standard]** [Removing buy-side block for Promoted Listings from sellers flagged as risky can potentially drive net revenue gain:](https://jirap.corp.ebay.com/browse/ADS-715)Sellers who are flagged as risky receive a buy-side block on Promoted Listings while they can continue to sell on eBay. Buy-side risk block creates knock-on effects on sellers’ business because they see a large drop in sales without promoted listings. As most of the blocked sellers do not understand the reason for sudden drop in impressions, it can also cause bad seller experience and reputational damage to Ads. We performed a pre-post-analysis to estimate the impact of removing buy-side block on revenue. By removing the risk block, we expect to see daily ads revenue gain of $16K-$133K (short-term vs long-term). In addition, sellers had, on average, 194% higher GMV per listing on days they are not flagged as risky, suggesting a net daily gain of ~$300K in checkout revenue due to increased GMV from these sellers. Based on the analysis, we recommended product team to run an AB test on US and UK sites (~52% and 19% of blocked sellers, respectively) to gauge the impact on site GMV, BBE rate, checkout revenue, and ads revenue before making the final decision, as pre-post analysis can be subjected to bias and does not take substitution into account.[**Analyst:** [**Semih Ege Bezci**](mailto:sbezci@ebay.com)]
* **[PL Standard]** [**Improvement in ROI event user tagging helped increase the attribution ratio from 63.9% to 64.3% driving daily revenue lift of $14.5K:**](https://jirap.corp.ebay.com/browse/ADS-738)The attribution and charging team worked with the upstream teams to release the ROI event changes on 02/18. ROI events are used to update user id into the PL click events for unsigned users. With the current changes, we observed an increase in the coverage as well as overall quality of the ROI event payload data. With the improved ROI payload, attribution and charging systems were able to connect unsigned GUID with their user ids and helped increase attribution ratio (63.9% to 64.3%) mostly due to 1.4% relative lift in realtime attribution (62.6% to 63.5%). Based on these results, improved Attribution ratio is driving PL Standard Revenue gain of ~$14.5K per day ($5.2M annually). **[Analyst:** [**WAHID KHAN ABZAL**](mailto:wabzal@ebay.com)**]**
* **[PL Standard]** [Merch Client-side tracking and dWeb increase Napkin timeout test deep dive](https://docs.google.com/presentation/d/1qure5bXNR4XcchiKEms957mMudXqoL5IR60ksHambLg/edit#slide=id.p29)

From the client side tracking data we found 1.4% of merch placement calls are being timed out, to minimize placement call timeout error and increase the surface rate, we conducted an experiment by increasing the time in placement calls going to client. As we didn’t have client side surface rate metric available in touchstone we have analyzed the test data to measure the increase in surface rate and to understand the share of placement calls going to server & client.

Key insights from this analysis are: 1) Merch performance in client side impressions is worse than server side impressions. 2) Increase in the call timeout brought down client side timeout error rate from 1.02% to 0.46%, and client-side surface rate increased by 0.57% 3) For client side impressions, there is 4.37% lift in clicks per 1K impressions, 3.44% lift in purchases per 1K impressions and no impact on PL Revenue after the timeout adjustment. No lift detected for server side impressions since there’s no product change on it.

**[Analyst:** [**venkatramireddy koppula**](mailto:vekoppula@ebay.com)**]**

* **[PL Standard]** [Merch initiated GMB opportunity analysis on Parts & Accessory at L3 category level](https://docs.google.com/spreadsheets/d/1fhg8TB1sjACrrgbHY3UgFFv1pr7fWZ5cDWQTyfIhgVY/edit#gid=762426005)

This Financial year we have MiGMB as our goal metric and we are trying to increase MiGMB share in focused verticals Parts & Accessories & Home and garden. As a first initiative we are aiming to implement Fitment Relevance Similar Items in Parts & Accessories vertical. In order to prioritize in which of the categories we should implement this feature, We performed opportunity sizing analysis to figure out the top 5 L3 categories with highest opportunity for MiGMB.

As an example, on the US site 1) Motorcycle Parts, 2) ATV, Side-by-Side & UTV Parts & Accessories categories alone have ~$20.8M annualMiGMB Opportunity annually.

**[Analyst:** [**venkatramireddy koppula**](mailto:vekoppula@ebay.com)**]**

* **[PL Express]** [Findings from reverse tests on iOS and Android indicate a net ads revenue gain and no impact on site GMB](https://jirap.corp.ebay.com/browse/ADS-631):Similar to a previous test on [Desktop](https://docs.google.com/document/d/18zZkP3SDTqlkSZsajcdWBCIVAoKZ6ubo6ofptNfKwPE/edit), we ran reverse AB tests on iOS and Android to understand the impact of PL Express on buyer experience in Merch. While the Control groups in these tests surfaced both PL Express and PL CPA listings in sponsored placements in Merch, the Treatment groups reverted back to the old experience where the sponsored placements only included PL CPA listings at 33% buyer traffic. The findings from reverse tests on Android and iOS were directionally similar to our earlier observations from Desktop. Our findings indicated that module clicks increased when PL Express replaced PL CPA listings. However, the increase in module clicks with PL Express was not driven by Slot 3 where PL Express listings were predominantly shown, but due to an increase in buyer engagement with PL CPA listings in other slots when buyers were presented with fewer fixed-price listings. In fact, there was a ~17%-19% drop in clicks on Slot 3 - where the surface rate of PL Express listings were 39% on Android and 54% on iOS. More importantly, PL Express had no significant impact on site GMB and Bought Items. However, PL Express significantly decreased PL CPA revenue by 1.33% on iOS. Change in PL CPA revenue on Android was smaller in magnitude and directionally similar to the change on iOS, but statistically insignificant. Based on the results from the reverse tests on Desktop, iOS and Android, we estimated the overall substitution cost to be ~18-20% of gross PL Express revenue, indicating an overall net ads revenue gain of ~$48K from PL Express at current run rate [**Analyst:** [**Semih Ege Bezci**](mailto:sbezci@ebay.com)].
* **[PL Express]** [Daily impression cap for PL Express is not working as expected](https://jirap.corp.ebay.com/browse/ADS-716): Our initial pricing strategy for PL Express was based on the estimated cost of substitution on PL CPA revenue in Merch, targeting ~800 daily promoted impressions per PL Express listing. However, the actual promoted impression per listing is currently much higher than the impression cap. Previously, the product team identified a reason for the mismatch between actual impression counts recorded in DW tables and impression counts logged in Cassini. Item Metrics Accumulator (IMA) pipeline, which writes promoted impression count to Cassini, counts all impression events from a single GUID per hour time window as one ([link](https://docs.google.com/document/d/1L9zJouTraoZExfaSGNNVX-krGbR00qspdeshvFDh9vI/edit)). Deduped impressions in the IMA pipeline and latency issue in Cassini (up to 6 hours) were believed to be the root causes of the mismatch. To confirm this hypothesis, we recently applied the same deduping logic on impression data from DW tables. We found out that there were listings which continued to receive promoted impressions after reaching the daily impression cap using the same deduping logic, even later than 6 hours of expected delay in Cassini. In addition, we found a positive correlation (r = 0.85) between available number of impressions and actual promoted impressions per PL Express listing at vertical level. This finding suggests that PL Express listings receive more promoted impressions in verticals with more buyer demand, insensitive to the impression cap. Together, these findings indicate that the impression cap is not working as intended, causing some listings to be over-impressed. We recommended the product team to look further into this bug to identify other potential issues. [**Analyst:** [**Semih Ege Bezci**](mailto:sbezci@ebay.com)].
* **[3P Ads]** [No visible impact to buyer experience upon turning On 3MREC placements using Pre-Post comparison. We recommend running an AB test to gauge impact more accurately.](https://jirap.corp.ebay.com/browse/ADS-723) In December of 2021, we turned On Display Ads on 3MREC placements across Search, View Item and My eBay pages on Desktop experience. This brought it significant 3P Ad revenue (~$55K per day). Using a diff-in-diff method by comparing the trajectory of metrics movements on Desktop vs. Apps to control for seasonality, we found no visible impact on various buyer experience metrics across all sites, except for slight drop in SRP to VI conversion in the UK. To better gauge the impact of the 3MRECs on site performance, we recommend running an AB test. [**Analyst :** [**Sruthi Srinivasan**](mailto:srusrinivasan@ebay.com)]
* **[3P Ads]**: Readout of various OMP floor tests run in EU ([link](https://ebayinc-my.sharepoint.com/:p:/g/personal/antrusso_ebay_com/Ea5osQpMNBhHtNlX3Qp_d20BSygYryeJDsHxEsems6WJ4Q?e=Ve8UOy)). Data on floor price increase​ in DE & UK VIP ATF (all placements) showing a negative impact on traffic-neutral revenues (approximately -10%). Data on floor price increase in FRITES ATF/BTF (grouped placements) showing a negative impact on monetization (approximately -8%). Target CPM and floor price increase in FRITES (Footers) had an almost neutral impact on traffic-neutral revenues **[Analyst:** [**Antonio Russo**](mailto:antrusso@ebay.com)**]**
* **[PL Advanced GTM]:** [PL Promo Performance Measurement Dashboard](https://tableau.corp.ebay.com/#/workbooks/231523/views): Built first version of promo/credits measurement, focused on PL Advanced Acquisition promos. Currently covers recent PL Adv. promos in AU and EU.
  + In PL Adv. Acquisition promos Q4 onwards, we see ~12% of targeted sellers opting into promos and only ~20% opteded in sellers using the promo. As a result, these promotions have a **very low affection adoption rate of ~3%**
  + EU PLA promo targeted two randomized groups of sellers who received either a flat 200 Euro off in Ad spend (Group 1) or 50% off up to 200 Euro (Group 2).
    - Both the groups have almost similar effective adoption rate.
    - Promo cost for Group 1 is ~ 85% of Revenue whereas it is ~38% for Group 2, indicating higher ROI for promotions with a percentage discount
  + Organically adopted sellers from the holdout group had higher PL Advanced Retention Rate in the 30 day period following promo ending. However, Test sellers who opted in, had higher PL Adv GMV and SI both during and post promo **[Analyst:** [**Sruthi Sivakumar**](mailto:srusivakumar@ebay.com)**,** [**Lakshmi Srinivasan**](mailto:laksrinivasan@ebay.com)**]**
* **[1P Display]** [1PD delivery rates for Callisto/PVP product & GTM teams](https://docs.google.com/spreadsheets/d/1Ij8gcVjHH0Ehi9L1NMumf2LTAK0EKLw-L_ExV2dp6yg/edit#gid=272581810): 1P Display Delivery rate in EU at ~80%, which is lower than US/AU (95%+). Looking into placement-level delivery data (specifically in the UK), the main driver of a lower delivery rate is the Halo (or Top of Search) placement. This difference is driven by the fact that Halo is sold in the EU with a CPC model (while in the US as CPM) and forecasting/booking clicks is far more difficult than forecasting/booking impressions. Moreover, to drive performance/CTR in CPC, EU needs to use more specific keywords compared to a CPM model (US) where one can target broader keywords. **[Analyst:** [**Antonio Russo**](mailto:antrusso@ebay.com)**]**
* **[PL Advanced GTM]** [Selection of sellers for Suggested Campaigns MVP:](https://ebayinc.sharepoint.com/:x:/s/AdvertisingEU/EbBIHzYQ0rtKotyObmtviSoB2SdhkML_iYBuWLN7u5EP2g?e=JFWkH2) To test out Suggested campaigns MVP, we aimed to pick ~60 active PLA sellers who are more likely to see improved velocity from this product feature. Following criteria were finalized for seller selection post analysis:
  + Consistently active in PLA during period of consideration
  + Consistently participating in Auctions and clearing all filters in most auctions
  + Sellers with low bid-win rate, i.e. whose listings have frequently passed all three filters but could not win the auction and had relatively higher gap between bid amount in auctions cleared vs the winning bid.
  + Sellers frequently unable to use their daily budget
  + Sellers from US and UK dominant in Electronics and H&G, avoiding Fashion and P&A where the product team is working on improving guidance
  + **[Analyst:** [**Lakshmi Srinivasan**](mailto:laksrinivasan@ebay.com)**]**
* **[PL Standard GTM ]** [India and Japan sellers’ low PL Std. conversion deep dive:](https://ebayinc.sharepoint.com/:p:/s/AdvertisingEU/ETWWWhkVUxtFtP5LSRwefZ8B4VIW5XT-FJaiydeixy9gRQ?e=O7AYwm) APAC BUs raised the question as they saw very low PL Std. listing conversion (~0.2%) for India and Japan compared with Hong Kong (1.6%) and China (2.2%). We looked into traffic funnel view as well as vertical level and found that the low conversion is caused by a mix of unique inventory, low demand, high ASP and single quantity listings.

**Indian Sellers:**

* + Average 53 impressions per listing, 1/3rd of Hong Kong and 1/4th of China. 68% of PL listings belong to Fashion and 81% of them are unbranded, high ASP ‘Jewelry & Watches’ which have low demand.
  + 63% of Indian sellers’ listings are single-quantity listings. In general, single quantity listings have low impression per item and low conversion per click. But Indian sellers’ single quantity listings’ conversion is **comparable** to other regions.

**Japanese Sellers:**

* + 84% of PL listings are Single quantity listings, mostly high ASP Fashion & Collectibles such as second-hand luxury bags. Impression per click is highest while conversion per click is lowest. In general, Japanese sellers’ single quantity listings’ conversion is **comparable** to other regions.

In conclusion, the low PL conversion in Japan and India is caused by High ASP single quantity inventory dominant in Fashion & Collectible. PL conversion is **on par with** other markets with the same condition (single quantity listing in Fashion & Collectibles). **[Analyst:** [**Xingzi Li**](mailto:suli@ebay.com)**]**

* **[PL Advanced]** [Reserve Price AB test analysis](https://docs.google.com/document/d/1YRnNR-2zjYo0Bq26ov0AyG_9ExRkQNR1QrI7KfFnsCg/edit): For the treatment group we observed a surface rate drop of 5% with an increase in the CPC Ads Revenue of 4.6%. This increase is mainly due to increase in Cost per click. ROAS declined 7% as we made changes to the reserve price and movement in GMB was neutral. No search guardrail metric was impacted negatively. The search team concluded that we need to tune the reserve price (eta value) to get a better trade-off between surface rate drop and increase in CPC revenue. We are currently testing three different variants with different eta values. **[Analyst:** [**Parth Jha**](mailto:parjha@ebay.com)**]**
* **[PL Advanced]** [Distribution of Leaf Category across CPC Adgroups and its impact on performance](https://docs.google.com/presentation/d/1Y4QyJCKejKw7SqGNLvFdPldrVQWGuFY5ovmviwMbgR4/edit#slide=id.g11e0c0567b0_0_933):

This is a study that we did for sizing the potential impact of Adgroup Optimizer. Motivation of this sizing is to find how homogenous our existing CPC ad groups are and to understand whether Ad group Optimizer will have any sizable impact or not. We distributed CPC Ad groups into different buckets based on the number of unique leaf categories the items in the ad group belong to. Based on this study we saw

* Only 26% of CPC listings belong to ad groups with 1 unique leaf category which attributes to 65% of Ad fees and 72% Bought Items in CPC.
* ROAS improves by 30% and CTR improves by 35% when items belong to homogenous ad groups (ad groups with 1 leaf category), compared to ad groups with multiple leaf categories.

This analysis indicated the sizible lift Adgroup Optimizer can bring. It would increase the share of listings in homogeneous ad groups and help improve performance of those listings.

[**Analyst:** [**Abhisek Trivedi**](mailto:abtrivedi@ebay.com)]

* **[PL Standard]** [dWeb merch on top PL boost test deep dive Analysis](https://docs.google.com/spreadsheets/d/1lr3bYr86E0IOETYVTqM0R-4qMb3rWga6Ky0iNbqN_YU/edit#gid=1556979967)

In this test we expected to see PL revenue boost by surfacing PL Impressions on the “Merch on Top” placement of the view item page. There are two treatments, in treatment 1 we are surfacing 1PL impression either on the 1st slot or 2nd slot, treatment 2 we are surfacing 2PL impressions in the first 2 slots. We got positive lifts in PL revenue from both treatment groups. However, in treatment 1 with 1PL impression we saw a higher PL revenue lift than treatment 2 with 2PL impressions, which is not expected and worth deep diving. From the analysis we found an outlier in treatment 1 at placement 1, which was not impacted by the product change, but caused +3.2% lift in PL revenue with no lift in clicks & purchases. After removing the outlier the spike in PL revenue came back to normal and it is little lesser than treatment 2 lift. Treatment 1 was recommended to launch, as it is giving almost equal amount of PL revenue coming from treatment 2 without hurting much MiGMB. The estimated annual incremental PL revenue from this test is $0.99M. **[Analyst:** [**venkatramireddy koppula**](mailto:vekoppula@ebay.com)**]**

1. **Data Infrastructure & Metrics**

* **[PL Standard]** Established [Search Ad Rate Dashboard](https://tableau.corp.ebay.com/#/views/SearchAdRate/ImpressedAdRateDashboard?:iid=2) to track bid ad rate, Search impressed ad rate, Search sold ad rate by slot, site, seller country, pagination, etc. The dashboard provides historical data since 2019, will help to provide insights and track product impact related to ad rate sensitivity. **[Analyst:** [**Jin Li**](mailto:jli15@ebay.com)**,** [**Dong Liu**](mailto:dliu3@ebay.com)**]**

**Feb 14-Feb 25, 2022**

1. **Insights**

* **[PL Standard]** [Deep dive analysis on how to further improve PL Attribution Ratio (PL Attributed GMV / PL Enabled GMV)](https://docs.google.com/presentation/d/1zaBtRo0bTMTxyNR7kMzN61GeJRjqdlzZavhqwn3LC2s/edit#slide=id.gb3b3cc5d1b_0_530):

PL Attribution Ratio increased from 53% in 2020 to 61% in 2022, mainly driven by (1) Search PL GMV share increased +6% because of the Anchored Placement (2) External PL monetization: +3%. A deep dive analysis was applied in order to find other low hanging fruits on improving PL attribution ratio and increasing PL revenue.

Several feasible opportunities found from the analysis: (1) Improving ePN PL attribution rate by incentivizing low payload integration publishers: +0.4%; (2) Better leveraging bottom Search slots (slot 41+) under Anchored Placement: +1%; (3) Increasing Merch module exposure on Home Page, MyeBay, Watch List, Cart without hurting buyer experience and shopping efficiency: up to 6%. **[Analyst:** [**Dong Liu**](mailto:dliu3@ebay.com)**]**

* **[PLA GTM]** . [**Vertical level deep dive of PL Advanced by market**](https://ebayinc.sharepoint.com/:p:/s/AdvertisingEU/EfycB5845AxJhCWLei7LxRQBSD857B56fHQoAxFnZq16tA?e=IbXbK8&nav=eyJzSWQiOjU5MTIsImNJZCI6MTAzNTM1NTgzOH0)surfaced potential opportunity areas in US, UK and DE:
  + **US:** Electronics accounts for only 6% of PL Advanced (“PLA”) listings but 20% of impressions and 34% of PLA revenue and is a high potential vertical for PLA activation. We recommended PLA expansion in L2s like “Cellphones and Smartphones” and “Video Game Consoles” which have high impression share but few PLA listings.
    - At an L2 level, ~25% of Electronics listings are from “Cell Phone Accessories”. In comparison, other L2s such as “Cellphones and Smartphones” and “Video Game Consoles” have higher share of Electronics impressions despite of far lower no. of listings in these categories.
  + **UK:** Electronics once again surfaced as a high opportunity vertical (7.5% listing share; 15% impression share and 24% revenue share). B&I, which accounts for 26% of UK PLA Listings, is very concentrated in a single L2 “Industrial Automation & Motion Controls”. This L2 accounts for 75% of B&I listings and only 1% of B&I PLA impressions.
    - We can expect to see higher performance by driving PLA adoption in other L2s such as “Office equipment and supplies”, “Material Handling”, “Healthcare, Lab & Dental, “Fasteners & Hardware” which are also larger, based on Eligible GMV.
  + **Next Steps:** Identify similar opportunity areas for other verticals within each region. Customize insights for sellers falling under Tier 1 & 2, so that account managers & GCX can help drive adoption in the right categories. **[Analyst:** [**Lakshmi Srinivasan**](mailto:laksrinivasan@ebay.com)**]**
* **[PL Standard]** [Deep dive analysis on the human judgment results for "Similar Items" modules on the View Item Page:](https://docs.google.com/presentation/d/1deKmdCwlIDmvqy77pGwgnTsiaB5kBhWjBvWnLT0g3vk/edit#slide=id.gbeabdc30e9_0_469)

We conducted the first-ever human judgment on 20K randomly selected item recommendations in the “Similar Items” module, half of which come from the Promoted Listing (PL) version and the other half from the Organic version of this module. The main insights are: (1) The relevance share (share of “Excellent” and “Good” ratings) is 76% for PL and 90% for Organic recommendations. The ratio of PL vs Organic relevance share is therefore 0.84. (2) The relevance share declines with item rank increase within the module, suggesting that item ranking using Machine Learned Ranker scores are consistent with human judged relevance. (3) Parts & Accessories has the lowest relevance share and highest share of product type mismatches among all verticals for both PL and Organic recommendations. The next steps include further investigating reasons for lower relevance in Parts & Accessories and identifying opportunities for improving the relevance share in this category.  **[Analyst:** [**Yubo Liu**](mailto:yubliu@ebay.com)**]**

1. **Support product and business decisions**

* **[PL Standard]** [Deep dive analysis on Android Merch Feed with 50 item card and larger recall size provided guidance for new Merch Feed iterations](https://docs.google.com/presentation/d/17AbxOqqiuSsF3Vfe4GS8rDxzPAKON4Pqdi3xwDcWudw/edit#slide=id.g11708a8196f_0_0):

As one of the most important strategic moves from Merch team, Merch Feed is a project to implement an “endless” scrolling component for Merch with contextually relevant Merchandising content that drives buyer engagement, which has delivered $3.2M incremental PL revenue 2022 in-year. A deep dive analysis was applied on the recent Android Merch Feed experiment, and provided insights including: (1) Using the ‘large-recall SIM algo’ in Merch feed increased item impression by +60%, but overall PL revenue impact was not detectable, because of CTR drop (-46%), Purchase per click drop (-2%), Ad rate drop (-1%), and cannibalization impact to regular Merch modules (-11%). (2) ~80% of items in Merch Feed are overlapped with regular Merch modules, so reducing duplication in future iterations will help relieve cannibalization. (3) Significant right-hand clicking bias was detected from Merch Feed. Re-ranking Merch Feed items accordingly has big potential to improve conversion. **[Analyst:** [**Dong Liu**](mailto:dliu3@ebay.com)**]**

* **[PL Advanced]** [Analysis on new CPC Performance Filter test](https://docs.google.com/document/d/1_NOUBeBFxrM6K3AfiK8Obk8mQwZljVI3R7ywjiOZU0k/edit#): Search ran an AB test from 2weeks using the stricter performance filter with higher thresholds to improve Click through rate and conversion while keeping GMB neutral. The expectation from this test was: 5% increase in CTR and 10% increase in impression conversion and estimated surface rate impact was 16%. Results: We observed that the surface rate dropped by 25% but we did manage to improve the CTR by 5% and impression conversion improved by 19% in the AB test. We also saw a negative impact to GMB by 16% in the test group. The feature is not a clear launch candidate yet, as the GMB impact is significant to the business. Discussions are currently in progress. **[Analyst:** [**Parth Jha**](mailto:parjha@ebay.com)**]**
* **[External PL]** [**External PL CPC/Seller Funded Ads Pilot Test Readout**](https://docs.google.com/presentation/d/1fMb71l6Rh0VUIxvIhf2mm9IewEzykPljVxOP_XYzP-4/edit#slide=id.g117aeef40a3_0_467)**:**  External PL CPC/Seller Funded Ads is a new business model we are building that will enable sellers to fund and manage traffic outside of eBay for their inventories. Initial pilot was funded by eBay by inviting ~80 sellers from US, DE, UK and CBT to participate in Google PLA channel in January and February. Purpose of the pilot is to test the functionality of driving traffic and GMV lift by spending up more aggressively with a target of lowering seller ROAS (GMV/spend) from 20X to 4X, which is closer to sellers expectation for future investment. Test has proved to be a great success by spending up by ~200%, driving ~200% lift of clicks and ~90% lift of GMV in Google PLA channel. The success of the test laid the foundation of MVP product design that is aimed for H2 launch. **[Analyst:** [**Yueting Li**](mailto:yuetli@ebay.com)[**Lixiang Zhu**](mailto:lixzhu@ebay.com)**]**
* **[PL Standard]** [**Opportunity sizing for variable PL Standard Ad Rate Floor by Site & L1 Category:**](https://jirap.corp.ebay.com/browse/ADS-583) Performed Revenue impact and risk analysis to evaluate multiple scenarios of incorporating Ad Rate floors. Team evaluated the impact of having flat ad rate floor by site and L1 category with ad rates between 1%-4% with 0.5% increment. The sizing showed an additional incremental revenue opportunity of upto $8M more annually than the previous roll out plan of flat 2% floor. The model recommended ad rate floors to be shared with product and GTM teams for finalizing the floors for each site/category based on the risk appetite.  **[Analyst:** [**Vidhisha Nakhwa**](mailto:vnakhwa@ebay.com)**]**
* **[PL GTM]** **Input Metrics Framework for GTM Tier 1, 2.** We have developed a framework to translate financial goals into input/health metrics and cascade them to Account Managers/GCX agents ([link 1](https://docs.google.com/presentation/d/1Ey93kocF4P-LaszT234p3QIaUZMeTnyhd8xYMJN0uF0/edit?usp=sharing), [link 2](https://ebayinc-my.sharepoint.com/:x:/g/personal/antrusso_ebay_com/ETG5_jKltMlLoFtON1bdgUIB8XNNYL1dsUibdVozGESVxw?e=MT7xDL)) in Big 3. NA/EU GTM team would leverage this framework for their WBR, where we deep dive into performance of Tier 1 (Account Managed) & Tier 2 (GCX Managed) sellers. As a next step, we will expand this to Australia and we are developing a Tableau dashboard to fully automate processes and to allow teams to monitor their progress. Early version of WBR reporting [here](https://docs.google.com/presentation/d/1fSpCNiwP3zkTaIJPBPYn-6zBey2_BoTlxFPpI3t92as/edit#slide=id.g113f706e7e5_2_12). **[Analyst:** [**Antonio Russo**](mailto:antrusso@ebay.com)**]**
* **[Promoted Brands] Sizing new value propositions.** Initial sizing and proof of concept for Promoted Brands on VI [category+keyword targeting] assumed clicks on Creatives landing to VI pages (similarly to PLS/PLA). In the current MVP definition, the team is exploring other options to 1) avoid/reduce overlaps with PLA in terms of value proposition 2) diversify Ads offer for our sellers/merchants. Two options are currently being explored with the Product team are: store click-through and seller marketing engine promotions click-through (more details in [link 1](https://docs.google.com/presentation/d/1eYiyA9A4oNtoZ6sjBwp_VsqYVk4Rc7Dd5gS9FmlUr4s/edit#slide=id.g113dc16b031_0_0)). Additional sizing ([link 1](https://docs.google.com/presentation/d/1eYiyA9A4oNtoZ6sjBwp_VsqYVk4Rc7Dd5gS9FmlUr4s/edit#slide=id.g113dc16b031_0_0),[link 2](https://docs.google.com/spreadsheets/d/1j9mPasDe5mGiFPbocu1zzn-sBDeRBjB9jhYHOvz89VY/edit#gid=1620156690),) highlights that both scenarios would lead to a smaller revenue opportunity compared to the original sizing (view-item click-through) because of the additional constraints. However it would lead to enhanced differentiation vs PLA in terms of value proposition for our merchants. **[Analyst :** [**Antonio Russo**](mailto:antrusso@ebay.com)**]**
* **[PL GTM]** [PL Std. seller segmentation overview of APAC sellers](https://ebayinc.sharepoint.com/:p:/s/AdvertisingEU/ETWWWhkVUxtFtP5LSRwefZ8B4VIW5XT-FJaiydeixy9gRQ?e=WQP7JU). We started a workstream to collaborate with the APAC GTM team on strategies for APAC sellers, specially GC & AU.
  + For GC, B2C sellers’ PL Std. seller adoption is over 95%, and their PL GMV adoption is highest across all markets. There’s little room for acquisition and improving listing adoption, and we see more opportunities lie in improving sellers’ bid ad-rate for ‘Mid’ PL GMV penetration sellers. As a next step, we will provide more seller level deep dive and look into low PL conversion for other CBT regions (India, Japan etc).
  + For AU, top 190 sellers account for 1/3rd of PL Std. Revenue & Eligible GMV from Active Sellers. Broader distribution of sellers across lifecycle stages same as Big 3 but with lower share of B2C sellers who have never tried PL (~25% in AU vs. ~40% in Big 3). Aligned with the AU GTM team to use a similar approach for selecting sellers to manage via GCX as Big 3 and leverage the same measurement framework going forward. **[Analysts :** [**Xingzi Li**](mailto:suli@ebay.com) **,**[**Antonio Russo**](mailto:antrusso@ebay.com)**]**

1. **Product and business health inspection**

* [Self Investigation Dashboard for CPC](https://go/cpcinvestigate): This dashboard can be used to investigate CPC metrics at a Seller/Campaign/Adgroup Level.

The dashboard is separated into different parts:

* Adgroup Metrics (Contains Keyword,Listings and Impression data)
* Performance Metrics (Demand-> MatchedSRP->Impression->Clicks->Bought Items and other related metrics)
* Demand and Filter Pass Rate (Has all filter pass rates along with Matched SRP)
* Quality Metric (Info related to Asp/ASP Ratio, Quality Score, Relevance Score, Shipping Fee, AuctTitleLen, Number of Photos and a few more metrics)
* Keyword By impression and Bids(Tracking the top Keywords by impression at a seller/Campaign/Adgroup Level)
* Summary of Keyword/Item Impression data over the last 90 days.

Previously partners had to wait for analytics to deep-dive and perform qualitative investigations at a seller/campaign level to answer questions. With this self investigation tool we can save time on investigation for the analysts and wait time for the partners

[**Analyst:** [**Abhisek Trivedi**](mailto:abtrivedi@ebay.com)]

* **[PL Standard]** [**Investigation of a drop in Promoted Listings attribution ratio helped timely recovery of ~$300K revenue:**](https://jirap.corp.ebay.com/browse/ADS-675)Promoted Listings (“PL”) Standard revenue dropped Feb. 7-10 primarily driven by a decrease in the % of PL enabled GMV that can be attributed to PL (i.e. attribution ratio, which is PL Attributed GMV / PL Enabled GMV) from 62% in the first week of Feb, to as low as ~58% on Feb. 8. Our investigation identified the potential missing transactions in the base table of PL Enabled transactions used to attribute PL transactions by the engineering team. The Attribution system depends on OMS (Order Management Service) for order details. The root cause was then identified to be the addition of a new field in OMS that was causing the processing failure. The quick turn-around of the investigation helped in rolling out the fix by Feb. 10 and ~$305K PL Revenue was recovered by re-running attribution jobs the following week. The analytics team is also working with the engineering teams to add more detailed alerts and monitoring for future detection and root cause analysis. **[Analyst:** [**Vidhisha Nakhwa**](mailto:vnakhwa@ebay.com)**,** [**WAHID KHAN ABZAL**](mailto:wabzal@ebay.com)**]**
* **[PLX GTM]**  First ever automated eBay advertising push notifications ramped up to 100% on 2/18! Every month, we’ll be sending out only one push notification for one of the auction items of a seller eligible for PLX, on the 4th day for 7-day auction or 5th day for 10-day auction. Our biggest challenge was to understand tracking for these notifications.. We discovered that tracking for iOS notifications received is not 100% reliable, so instead we decided to monitor Click Rate (# of clicks divided by # of notifications sent (sends being different to actually received notifications). Our initial findings are: Click Rate: 8%, Conversion Rate: 3.5%, Daily avg PLX Revenue: $500. Last but not least, almost half of the sellers who converted through notifications are new to PLX.([WBR update](https://docs.google.com/presentation/d/1ifR62vjxKka3t70bbFuVbtbM0Cdth8srfDsJZXJm4EA/edit#slide=id.g116bd6c4a66_13_1350)) **[Analysts :** [**Nida Kesoglu**](mailto:nkesoglu@ebay.com)**]**

1. **Data Infrastructure & Metrics**

* **[PL Express]** [**Identified the tracking issues for PL Express in upcoming Helix launch**](https://jirap.corp.ebay.com/browse/ADS-702)**:** Analytics validated the implementation of [tracking events requested](https://jirap.corp.ebay.com/browse/LIST-5456) for PL Express in Helix, a new listing tool which is planned to replace CUB by the end of Q2. Due to differences across UIs, listing adoption on CUB was much lower than My eBay on Native and Desktop. Due to missing tracking events on CUB (flagged by analytics), we were unable to dig deeper into the data to better understand seller engagement. This work is highly crucial for making data-driven improvements in UI and building AB test metrics around seller engagement. We found that there was no event dropping once a listing was successfully promoted, inconsistent with tracking in other flows, making it more difficult for analytics to identify the customer-facing bugs and to perform session-level deep dives for Helix. We also found that client-side tracking is inconsistent for PL Standard and PL Express (i.e., [Client ID](https://wiki.vip.corp.ebay.com/display/PROMOTEDLISTINGS/Promoted+Listings+Clients+and+Insights) (how we identify where listings are promoted) to application mapping: helix\_pl for PLS and a long, incomprehensible string urn:ebay-marketplace-consumerid:4835d7cb-cd20-4ceb-9c9c-bc0323f6c633 for PLX listings). Similar discrepancies were found in other listing tools for PLX, where data flowing from multiple flows share the same app id which convolutes the data in DW tables. Fix is in progress. [**Analyst:** [**Semih Ege Bezci**](mailto:sbezci@ebay.com)].
* **[PL Standard]** [Delivered new capability to track PL GMV and revenue of third-party providers (3PPs) by PL campaign creation tool](https://tableau.corp.ebay.com/#/views/3PPSellerPerformance/Graph-APIvs_UIPLKPIs?:iid=1). While 3PP sellers punch above their weight in listings, conversions, GMV, and PL revenue, they are [slightly behind](https://docs.google.com/presentation/d/1wFbyW_vkds8-THUcrtInHggSyFn6V8fNpbMhRrvlNpo/edit#slide=id.ge4e0fb2523_0_30) their B2C non-3PP counterparts in listing adoption. This may reflect the [additional burden](https://docs.google.com/presentation/d/1DrU-0_xE5BX1aq-VxPHBhK_mlNTv_2dXNAmgPJcpYI8/edit#slide=id.gb871340905_0_21) involved in PL campaign creation for some 3PP sellers: those using “non-integrated” 3PPs must separately go to the eBay UI to promote their items, after initially using the 3PP tool to list them. PL API integration, allowing 3PP sellers to use the 3PP tool to create and maintain PL campaigns, is improving access to PL for 3PP sellers and expected to increase listing adoption accordingly. To that end, the 3PP partnerships team has been working to facilitate API integration among 3PPs and incentivize them to bring their sellers into PL by using these newly-available 3PP PL tools. The team needs a way to measure the success of their efforts – for instance, to view the growing fraction of PL GMV and revenue coming from 3PP-created PL campaigns. We delivered this view to our stakeholders in 3PP partnerships in late February.  **[Analyst:** [**Michael Boles**](mailto:mboles@ebay.com)**]**

**Jan 31-Feb 11, 2022**

1. **Insights**

* [Identified opportunities in Paid Internet Marketing (IM) channels to drive $21M annualized PL Rev](https://docs.google.com/presentation/d/1SqOq-6N19z5GKnnMSNPCM2o8rqp2oHHqh6A01pxsOHc/edit?usp=sharing):

1. Paid Search PLA has an opportunity to further spend up on Promoted Listing inventories, especially on New, Multi-quantity PL inventories from B2C sellers that we identified with highest iGMB/spend efficiency. Potential to test and drive upward to ~**$12M** incremental PL revenue.
2. For ePN landing on the View Item page, we recommend helping big publishers who have low PL payload integration to adopt PL payload therefore enable PL attribution. Potential PL revenue increase from 100% PL payload adoption is ~**$3.6M** annualized.
3. For ePN traffic not landing on View Item pages, we might have an opportunity to create External PL landing pages with only PL inventories as an alternative option which will drive annual **~$5M** additional PL Revenue. However, this requires heavy engineering resources and product work. If Ads decides to pursue this opportunity, based on our analysis, we recommend launching a test and (i) starting with publishers which have more sales in categories with higher GMB share from PL (Home & Garden, P&A and Fashion) (ii) reaching out to publishers with more traffic landing on Browse/Search Pages as they are closer to the idea of External PL landing pages and have lower conversion to improve upon (iii) keeping module of “Similar PL Items with what you viewed” and add more personalized modules like “Sponsored listings similar to your search” when we direct Home Page traffic from low converted publishers to External PL landing page. **[Analyst:** [**Luyin Cheng**](mailto:lncheng@ebay.com)**,** [**Yueting Li**](mailto:yuetli@ebay.com)**]**

* [Launched first-ever Human Judgment project for Merchandising recommendations](https://docs.google.com/document/d/1ARPShhnDUWGietax7bAE5PIZcJMAwcbWbCdu_DxNdfU/edit): We initiated the Human Judgement project for Merchandising listings in January, in order to monitor the quality of Merch recommendations and improve algo performance. The Merch relevance score calculated from human judgment results will join the existing Search relevance score in enabling the monitoring of the overall quality of Promoted Listings Standard. In this first round of human judgment, 20,000 pairs of hero and recommended items were randomly selected, half of which were from the "Similar Sponsored Items" module and the other half from the organic version of this module. Human judges will assign a quality score of "Excellent", "Good", "Fair" or "Bad" to each item pair based on the titles, images and prices. The raw scores are expected to be collected by the end of Q1, and we will perform deep dive analysis on human judgment results to identify opportunities for improving the relevance of Merch recommendations. **[Analyst:** [**Yubo Liu**](mailto:yubliu@ebay.com)**]**
* [New pricing strategy for PL Express at L2 category level significantly improved promotion completion rate but had neutral impact on ads revenue in the US](https://jirap.corp.ebay.com/browse/ADS-626): We previously found that charging an ad fee at 14% of the median sale price of a given L2 category maximizes ads revenue. To validate the new pricing strategy developed by analytics, we tested it on 39 L2 categories in the US. We conducted a difference-in-difference analysis by comparing the relative change in funnel metrics for revenue from pre-test (11/2-11/15) to recent post-test (1/16-1/29) periods. We defined *promotion completion rate \* average ads fee* as the primary metric rather than absolute revenue to evaluate the success of the experiment to remove the confounding effects of seasonality in eligible auction listing counts and differences in seller exposure (i.e., the percentage of eligible sellers visiting the interstitial page) across categories. Categories where fees were reduced had 4x higher increase in promotion completion rate than the categories without fee change. However, the impact of the increase in promotion completion rate was nullified by the decrease in average ads fee, leading to negligible impact on ads revenue. Similarly, promotion completion rate decreased in categories where fees were increased but there was no significant impact on revenue. We propose to test the new pricing strategy in DE, coupled with a banner which will communicate the lower fees with sellers to increase awareness [**Analyst:** [**Semih Ege Bezci**](mailto:sbezci@ebay.com)].
* [**Seller Hub traffic analysis identifies potential gaps in sellers’ experience while creating Promoted Listings Campaigns**:](https://jirap.corp.ebay.com/browse/ADS-555) Seller Hub is the most important entry point for eBay sellers to create Promoted Listings (PL) campaigns, accounting for two-thirds of B2C PL revenue in 2021. We performed traffic analysis of ~121K sellers who interacted with Campaign creation flow on Seller Hub in Nov 2021. We found that the Simple PL campaign creation flow (where sellers choose individual listings to promote) is the most popular selection, accounting for 42% of seller traffic. Just 28% of Simple flow visitors create a PL campaign on the day of their visit, but this increases to 34% after one day, 41% after one week, and 50% after one month. Two-thirds of the attrition in the Simple flow happens at the final step (“Review and launch”), implying either some friction encountered at this step or that bouncing sellers are simply exploring without intent to promote an item. This analysis identifies opportunities to perform experiments and do seller outreach to pinpoint issues sellers are facing while creating Promoted Listing Campaigns. We are partnering with the Product team to incorporate some of the recommendations during the launch of redesigned Simple campaign creation flow (“CM UI 2.0”) slated to launch at the end of March. **[Analyst:** [**Michael Boles**](mailto:mboles@ebay.com)**]**
* [Feasibility study of opening PL Advanced (CPC) for GBH SRPs](https://docs.google.com/presentation/d/1TQg_RMLqMSgQB6n2d4iSLvKhozQiGfPdO4ZeYQtWDW8/edit?pli=1#slide=id.g113d9637884_0_0): PL Advanced (CPC) is currently not available for GBH (Global Buying Hub) SRPs. As enabling CPC for GBH can increase CPC surface rate by 1ppt (9% lift), we analyzed its feasibility from seller, buyer and eBay perspective. While buyer-side impact seems to be minimal there could be prominent negative impact on total ads ROAS for GBH SRPs (-26%) mainly driven by lower BI/click conversion observed for GBH experience in general. Total ads revenue per impressions is expected to increase by 16% for GBH SRPs driven by incremental CPC impressions. Team discussed potential resolutions to address low ROAS. Allowing sellers to bid differently for GBH and non-GBH countries should alleviate pressure on ROAS. Alternatively, giving an option to sellers, whether they want to promote items in GBH countries or not, can help them reduce their risk. Both opt-in based CPC promotion on GBH and GBH specific bidding should enable us to open CPC in GBH countries. **[Analyst:** [**Chaeyi Ham**](mailto:cham@ebay.com)**]**
* [Analysed the impact of Passive Cross Border Trade (CBT) in PL Advanced and concluded that their performance was suboptimal compared to non-Passive CBT.](https://docs.google.com/spreadsheets/d/1aI5c5ZG--Elg3HrwWKRPyCk-bYW6OezfZ0u3iso51U4/edit#gid=1845380013) Suggested discontinuation of Passive CBT in PL Advanced to allow for better performing, non-Passive CBT impressions to appear on slot 1. This would improve Seller level as well as Overall PL Advanced performance. Passive CBT occurs when the item listing site is different from the impression site. This happens via the Search Algorithm, without any explicit opt-in from the seller. It accounts for a fair share of PL Advanced impressions (7%) and clicks (4%). However, these impressions perform poorly in terms of Click through Rate (CTR), Conversion, Cost per Click (CPC) and Return on Ad Spend (ROAS), compared to non-Passive CBT impressions. Hence, we suggested turning Off this feature in the near term. This could result in PL Advanced Revenue impact of upto 2.6% ($2.5K per day). Long term solution involves updating the campaign flow to provide sellers with the explicit choice as to which sites they want to promote their items on. Search algorithm improvements are also expected to improve Passive CBT performance. **[Analyst:** [**Sruthi Srinivasan**](mailto:srusrinivasan@ebay.com)**]**
* [Identified top target verticals for initial expansion of slots in PL Advanced based on competition seen in them.](https://docs.google.com/spreadsheets/d/1rFipN_x1fnMlrNt_ynDci8ahzI0D2OVBtlkELYXePJI/edit#gid=848632350) These verticals include Home & Garden, Business & Industrial, Electronics & Fashion, in that order. Using metrics like No. of seller per auction, ratio of clearing price to winning bids (ie., Monetization Rate), we triangulated the level of competition observed across verticals. These verticals had at least 2-3 sellers bidding per auction and a Monetization Rate of 36%-50% across sites, which qualified them to be top verticals in terms of competition in PL Advanced. Based on this as well as the vertical-wise share of CPC impressions (~80% from these verticals, which indicates the extent of opportunity), we recommended the top verticals for the first phase of slot expansion in the PL Advanced product. **[Analyst:** [**Sruthi Srinivasan**](mailto:srusrinivasan@ebay.com)**]**

1. **Support product and business decisions**

* [Results from an AB test show that new heuristic ranking for PL express improves the relevance of surfaced PL Express listings:](https://docs.google.com/presentation/d/1w-7teAN8rWD6-hX8gzO3T-JsXgV2Y2uOYtdqGDN92ys/edit#slide=id.g11225c452fc_0_50) PL Express listings replace the PL Cost-per-Action (CPA) listings in dedicated slots in the Similar Item Module (SIM). The current heuristic ranking for PL Express is based on title match from the same category and impression need (i.e., items closer to daily quota have less chance of being shown). However, this simple heuristic ranking results in relevance mismatch between seed item and surfaced PL Express listings, causing negative buyer experience and lower seller value proposition. To improve relevance, the product team tested a new heuristic ranking including two new features: historical click-through-rate (CTR) and price similarity between seed and recommended listings. **The new heuristic ranking increased CTR by 11%** and decreased the median price difference between seed item and surfaced listings by 36% without any significant impact on site GMB, purchases and PL CPA revenue**.** However, the new heuristic ranking can potentially increase the percentage of PL Express listings without any promoted impressions by 2.3%. As the next step, the team will explore potential opportunities of surfacing PL Express listings dynamically in relevant contexts and identify the scenarios where PL Express outperforms PL Standard. [**Analyst:** [**Semih Ege Bezci**](mailto:sbezci@ebay.com)]
* [Substantial number of Automated Campaigns to be affected by Ad Rate Floor launch calls for a creative design solution to help sellers re-activate campaigns:](https://docs.google.com/spreadsheets/d/1bcwSdJwFQPw9Gi1Kqmb0IhHz8a3ppkYfITEK_L-y8Sc/edit#gid=0) For the launch of Ad Rate floor at 2% that is currently scheduled for early May, product and design teams are making decisions on how to handle impact on live campaigns. In Automated Campaign flows, specifically for the campaigns where sellers choose to ‘Apply Fixed’ Ad Rate instead of ‘Apply Suggested’, would need a solution to make it easy for sellers to re-activate campaigns that have listings with ad rate below the floor. Product teams needed to decide on the investment on simply pausing all the affected campaigns vs doing something more to make re-activation by sellers easy based on the number of impacted sellers and campaigns. Analysis shows that 1,884 sellers with 3,188 campaigns (13% of all Automated Campaigns) will be impacted on US Site alone, showcasing the need for a design solution to make this process easy for sellers. [**Analyst:** [**Vidhisha Nakhwa**](mailto:vnakhwa@ebay.com)]
* [Negative Keyword bug and credit calculation for sellers](https://docs.google.com/presentation/d/1JtwfzLmATgYInyVC8hLzWTZlaWk13qFboG8O-OvynRo/edit#slide=id.g11442c15e96_0_0): A bug was introduced on November 18th ,2021 that caused CPC Listings to serve for queries that sellers have set as negative exact match keywords. The root cause was determined to be a syncing issue: for any new negative keywords that were added after Nov 18 to pre existing ad groups, the negative keywords were not considered by the search CPC algorithm. The error was a number format exception which caused this sync problem.

Deployment of the fix was completed on December 16th, 2021 at 3:30 PM PST.

Following table summarizes the impact on the sellers.

| Number of CPC Sellers | Number of Misplaced Clicks | Refund amount in USD |
| --- | --- | --- |
| 192 | 17.9K | 5.6K |

As a process of generating refunds, we worked on creating a BCD file. We teamed up with Finance (Sravanth) to double check the logic of generating refunds and submitted a BCD file to generate refunds to Finance which got approved.

BCD File Link:  [Link](https://docs.google.com/spreadsheets/d/13hfRNe3E3imOlSWFsonuICi_kECbtPsH9LkBGkWlj7A/edit#gid=1588799493) [**Analyst:** [**Abhisek Trivedi**](mailto:abtrivedi@ebay.com)]

1. **Product and business health inspection**

* [Identified optimization opportunities from key drivers for the different regional performance from launch of the first version of Search’s “Anchored Placements,” which decouples the ranking of promoted listings and organic listings by placing promoted listings in fixed slots in search](https://docs.google.com/spreadsheets/d/13LS9TItaw5D9vzSkfsn7Oq9sua0IzyqCrZPNQFsM3Jw/edit#gid=266625381): As the biggest product release from Search Monetization team in 2022, the launch of the “Anchored Placements” feature provided +4.3% site-wide PL revenue lift on US site, but only +0.9% on UK/DE/AU site. The lift in ads rev was accompanied by improvements in buyer experience as measured by: a 5% reduction in PL density on search, a 9% improvement in ad quality (measured by purchase through rate), and 17bps of improvement in GMB concentration from the top 20 search slots. A deep dive identified two key drivers for the difference in performance across countries: (1) % of high quality PL-enabled impressions which will convert from organic to promoted impression due to Anchored Placement is highest in US and AU, followed by DE and UK. (2) weighted top 20 promoted listings density change is different across sites due to a global boost factor, with the US seeing the least density reduction followed by UK, DE, and AU. The same drivers also helped explain why GC sellers were not benefiting from Anchored Placement as much as non-GC sellers. It provided guidance for device and regional optimization in the next iteration of Anchored Placement (e.g. apply regional level booster factor in the search algo to further improve rev). . **[Analyst:** [**Dong Liu**](mailto:dliu3@ebay.com)**]**
* [Impact of Ads retrieval bug on PL Advanced (CPC) performance](https://docs.google.com/presentation/d/1TQg_RMLqMSgQB6n2d4iSLvKhozQiGfPdO4ZeYQtWDW8/edit?pli=1#slide=id.g113c03b0c16_0_0): Expected improvement from addressing limitation of CPC algo only considering top 10 ad groups in the keyword matching process became apparent after the accidental introduction of a bug, from Feb.1 to Feb.4, that resulted in matching of all ad groups instead of just top 10 as per current design. During the bug period, surface rate improved by 14%, driven by match rate improvement. Steep increase in competition was also observed (20% reduction in single-seller auctions). Cost per click improved by 7% due to increase in competition (partially impacted by reserve price increase not related to the bug). CTR took a hit of -4%. Total PL Advanced revenue improved by 16%. As not having bound on the number of Ad groups could impact latency negatively, the team fixed the bug on 2/4. After the fix, all metrics went back to the previous level except CPC affected by reserve price increase. This gave an idea on potential improvement expected from allowing more Ad groups to match in the matching process. **[Analyst:** [**Chaeyi Ham**](mailto:cham@ebay.com)**]**

1. **Data Infrastructure & Metrics**

Onboarded CPC Metrics on Touchstone to minimize manual analysisThese metrics will be used for launch decisions for CPC experiments in 2022. List of metrics is below.

1. *CPC Auction metrics*: CPC Match Rate & CPC Surface Rate
2. *CPC Engagement metrics*: CPC Clicks, and CPC Click through rate, CPC charged clicks
3. *CPC Conversion metrics:* CPC Conversion rate, CPC GMB, CPC BI, CPC ABP
4. *Revenue metrics*: Cost per Click, CPC Revenue, CPC+CPA total Slot 1 revenue

**[Analyst:** [**Parth Jha**](mailto:parjha@ebay.com)**].**

**Jan 17-28, 2022**

1. **Insights**

* [**Identified opportunities that can improve CPC surface rate from ~15% to ~27%**](https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdocs.google.com%2Fpresentation%2Fd%2F1TQg_RMLqMSgQB6n2d4iSLvKhozQiGfPdO4ZeYQtWDW8%2Fedit%3Fusp%3Dsharing&data=04%7C01%7Chafang%40ebay.com%7C0fd6a122c592441706a508d9e0683c28%7C46326bff992841a0baca17c16c94ea99%7C0%7C0%7C637787560546503213%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=%2By5YQgEPC83wSoAISyKg%2BzYF4%2Flo%2B6%2Bfll8JHCCvLew%3D&reserved=0)**:** The item surface rate for CPC listings on the top of search has stagnated, despite increases in active listings and sellers. We identified and prioritized eight potential actions to increase surface rate from 15% to a max of 27%, a lift of 76%. Out of the 76%, 37% will be driven by top 3 high-priority opportunities: (1) Improve item matching process. The algo currently considers only top 20 ad groups based on bid values to keep latency low, but that also filters out items that can potentially match (Opportunity size: 16% lift) (2) Correct fitment constraints, which are currently filtering out more item than they should (Opportunity size: 10% lift), (3) Enable PL advanced for GBH (Opportunity size: 11% lift). Search is making changes to the CPC algo to address opportunity (1). Discussions underway on the prioritization of the remaining items. [Analyst: [Chaeyi Ham](mailto:cham@ebay.com)]
* [**Quantified benefits of PL Express: it increases the number of bids by 19% and sales by 11% for 7-day auction listings:**](https://jirap.corp.ebay.com/browse/ADS-568)  Our previous analysis showed that promoting via PL Express boosts impressions by 210% and clicks by 59% on average. Given sellers’ desire to understand incremental benefits at a lower funnel, we deployed a new identification method to gauge the incremental number of bids and sales from PL Express. We found that PL Express listings have inherently better item quality than an average organic auction listing, so we leveraged analytical methods to control for listing quality. Currently, Product and GTM teams are working on ways to share these data points with the sellers to improve adoption. [Analyst: [Semih Ege Bezci](mailto:sbezci@ebay.com)]
* **​​**[**Low spend on promoted listings by Single Quantity Fixed-Price Listings indicates an opportunity for seller outreach:**](https://jirap.corp.ebay.com/browse/ADS-586)We found that single-quantity listings spend significantly less on ads compared to Multi-quantity listings: only 4% of the single-quantity promotional spend is on Ads vs. 35% for multi-quantity listings. Instead, single-quantity listings spend heavily on non-ads promotional activities, such as Best offer. We discovered that (1) the disparity of spending behavior between single- and multi-quantity listings exhibit mostly among small B2C and C2C sellers. Large B2C sellers’ adoption of promoted listings is similar between single vs. multi-quantity listings; (2) among sellers who already adopt promoted listings, there is no difference between adoption for single- vs. multi-quantity listings. This indicates that seller awareness and education are likely the culprit of low adoption for single-quantity listings, and we need seller outreach to confirm the hypothesis. As a next step, the team will work with Product and Go-To-Market teams on seller outreach and product recommendations. [Analysts: [Semih Ege Bezci](mailto:sbezci@ebay.com), [Vidhisha Nakhwa](mailto:vnakhwa@ebay.com), [WAHID KHAN ABZAL](mailto:wabzal@ebay.com)]
* [**Recommend a fresh incubation approach for B2C sellers new to PL Standard by refining existing CRM and building additional touch points to provide these new sellers with better onboarding experience and guidance**](https://nam10.safelinks.protection.outlook.com/ap/p-59584e83/?url=https%3A%2F%2Febayinc.sharepoint.com%2F%3Ap%3A%2Fs%2FAdvertisingEU%2FEaO4YG0XG_RKrDVjCxcjmS4BQnr1GjpOymU6YV4AaByOmw%3Fe%3DeSrLgr&data=04%7C01%7Csuli%40ebay.com%7C810cd308d83545cec2d508d9e1c86d71%7C46326bff992841a0baca17c16c94ea99%7C0%7C0%7C637789073207761256%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=toj7hBuYqlASR2FDLhfNbtXtRyzmfw33nQcvo1%2BFI8M%3D&reserved=0)**:**  It's important for the GTM team to provide new PL sellers with comprehensive and personalized support in the first 30 days, as 45% of new sellers see GTM communication vs. 13% visiting PL dashboard. We identified four early indicators of new PL Std. sellers becoming PL ‘Success’ or ‘Failure’ : (1) Successful new PL Std. sellers have multiple PL Std. listings at the first day (4 v.s. 1) (2) Unlike successful sellers who proactively manage their PL campaigns by adding more listings in the first week after joining PL, failed sellers start PL campaign with 1 listing and leave it unchanged; (3) Failed sellers already have low PL retention at day 30; (4) 12% of new PL sellers who have PL conversion in first month but become long-term PL inactive, they are one-and-done PL sellers. We recommend running a few AB-tests to optimise & launch below activities :
  + (1) Refine Day 1 ‘Welcome Email’ to provide low PL listing adoption sellers with personalised listing recommendations;
  + (2) Add Day 7 ‘low engagement’ & Day 30 ‘no active listings’ trigger;
  + (3) Refine first sales congrats email by providing ad-rate/listing/rule-based campaign recommendations to prevent 1-N-done. **[Analyst:** [**Su Xing Zi Li**](mailto:suli@ebay.com)**]**

1. **Support product and business decisions**

* [Results from an A/B test show that increasing Display impressions by turning on Target CPM have minimal impact on buyer experience.](https://docs.google.com/presentation/d/12bgRXe3GfwrXaTn6Qv3oWlbYdRvOfSrayvTJ4cK3h3U/edit#slide=id.g110b4536fee_0_0) The Objective was to test a new feature Target CPM (cost per thousand impressions) in Google Ad Manager (GAM) which affects 3P Display ads. This feature is a switch from us setting pricing floors for ads to GAM setting them dynamically (with eBay setting a target CPM). The test was set up as a reverse test, on 20% traffic, running for 5 weeks. The feature led to a 20% increase in impressions with negligible impact on GMB (<1%). **[Analyst:** [**Naga sai suhas Somu**](mailto:nsomu@ebay.com)**,** [**Sruthi Srinivasan**](mailto:srusrinivasan@ebay.com)**]**
* [Opportunity sizing for Ad Rate Floor:](https://docs.google.com/presentation/d/1e7goF6kVKSmkTE7Juq9FE4B9_iHjQMi1ctx8H028B7E/edit#slide=id.gd1c70746ad_0_39) Performed Revenue impact and impact analysis to evaluate multiple scenarios of incorporating Ad Rate floors. We evaluated impact from having flat ad rate floor of 2%-4% and 0.5% increment or having variable ad rate floor by site and vertical. This analysis helped in understanding pros and cons of different scenarios and the team decided to proceed with 2% flat ad rate for the May 2022 launch.  **[Analyst:** [**Vidhisha Nakhwa**](mailto:vnakhwa@ebay.com)**]**
* [Selecting key sellers in Big 3 for GTM support through Account Management & GCX](https://ebayinc-my.sharepoint.com/:p:/g/personal/antrusso_ebay_com/EZK51rMHnjtGuBSo_NFzczwBflgPYRKDsURDI8TJJWkTVA?e=rxFSRM) . Through [deep dives in Q4](https://wiki.vip.corp.ebay.com/pages/viewpage.action?pageId=955202003), we saw that the top 1% of PL Standard Active B2C sellers drive >40% of PLS B2C Revenue in the US and >30% in UK & DE. In absolute terms, this is ~2k sellers in the US and ~900 sellers in the UK and DE. Since we see a similar concentration in eligible GMV in each market, these large sellers could benefit from regular GTM support through Account Managers (Tier 1) & GCX (Tier 2). We worked closely with GTM regional and Channel Activation teams to finalise sellers eligible for Tier 1 and Tier 2 support starting Q1’22. We factored in incremental ROI across seller segments from 2021 GCX activity (measured against synthetic controls). This year’s outreach would also have a balanced control group for cleaner measurement. **[Analysts:** [**Antonio Russo**](mailto:antrusso@ebay.com)**,** [**Xingzi Li**](mailto:suli@ebay.com)**].**
* [”Accidental” CPC on-off A/B test readout](https://docs.google.com/document/d/1npuAvOlvXhmkmVsyg-rCHwdCiv9B5T2GpKocQFqvh-w/edit?usp=sharing): A failed performance filter test, in which CPC was turned off accidentally in the test group, provided an opportunity to get a glimpse of the impact of having CPC on site performance. We saw positive Ads revenue annualized ~$14M but negative impact on GMB and checkout revenue (~-$24M), with a net loss of ~$10M in revenue. We observed that the 84% CPC Impressions were replaced by CPA in the test group. The substitution numbers are higher compared to expected (~45%) due to anchored placement impact during the test period. We saw Click Through rate decline of 10% and conversion decline of 14% for slot 1. Recommendation: Strive to improve CTR and conversion for CPC. Recommend also to set up a proper A/B testing with XT-tag on search pages with CPC showing up (or would have shown up) to gauge the impact. **[Analyst:** [**Parth Jha**](mailto:parjha@ebay.com)**]**
* [Potential impact of Promoted Brands on 3P revenues on VI MREC](https://docs.google.com/spreadsheets/d/1j9mPasDe5mGiFPbocu1zzn-sBDeRBjB9jhYHOvz89VY/edit#gid=2146319113): Our model analyses the impact of Promoted Brands (PB) on 3P revenues (VIP Desktop/mWeb), if the prioritization chain is going to be 1PD/PB > 3P Direct/OMP > House & Others. We estimate that the 3P revenues cannibalized by PB would be ~$0.8M on OMP and $0.3M on Direct/PMP/PG in 2022 globally, which is 57% of the estimated PB revenue on the same placement. Also, we obtained that the corresponding PB break-even CTR at $0.20 CPC would be 0.17%. No 3P revenues would be cannibalized by prioritizing non-strategic 3P (i.e. with priority chain 1P/3P Direct > OMP > PB > House & Others).  **[Analyst:** [**Antonio Russo**](mailto:antrusso@ebay.com)**]**
* [UK Ad Rate Drop in low items (<5GBP)](https://docs.google.com/spreadsheets/d/1SHvWFvo6C8FjVab518k7xRsAoI3IHESs/edit#gid=1562721131)**:** UK team had sellers complain high Ad Fee for low priced items, however the same is not reflected in the data. Sold Ad rate for < 5GBP is highest at ~10%, but has been declining since the Anchored Placements test and launch (Since RW 41, 2021), so have ad rates for higher ASP buckets. The decline is consistent across the big 4. Bid Ad Rate during this period was fairly stable. There was some drop observed in UK bid ad rate earlier in the year (2021 RW 33: (5.9%) to RW 39: 5.3%)), however, this was due to campaigns of 2-3 sellers in Electronics and B&I ending.  **[Analyst:** [**Vidhisha Nakhwa**](mailto:vnakhwa@ebay.com)**]**
* [OMP - TargetCPM test in FRITES](https://ebayinc-my.sharepoint.com/:p:/g/personal/antrusso_ebay_com/EQvsXdbN7ylPjRVhFdZr6y8BCHvOL4EhB-m9iC8ZgW7NJw?e=e6dhWd): Our pre-post analysis shows that enabling target CPM in OMP (FRITES) does not bring additional revenues compared to hard-floors. We see a significant increase in sold impressions and reduction in eCPM for Google SSPs, which is inversely correlated with the tCPM value. Finally with tCPM we observed an emerging spike in low-value bids/impressions (in the range $0-0.10) by Google SSPs. **[Analysts:** [**Antonio Russo**](mailto:antrusso@ebay.com)**]**
* [Since GCX is a valuable channel with limited capacity, we recommend streamlining GCX targeting](https://ebayinc-my.sharepoint.com/:p:/g/personal/antrusso_ebay_com/EZK51rMHnjtGuBSo_NFzczwBflgPYRKDsURDI8TJJWkTVA?e=V91b2K), based on following principles, in order to achieve positive ROI :
  + Focus on larger sellers, setting the lower threshold at $65k Annual GMV for US, $75k for UK & $110k for DE
  + For scaling PL Standard, we recommend prioritising large sellers with <24% PL Std. GMV penetration
  + For improving PL Advanced adoption, we have limited data. However, we see highest seller adoption in large sellers with >49% PL Standard GMV penetration and recommend reaching out to large sellers who meet this criteria, as in most markets 70%+ of these sellers are yet to try PL Advanced. **[Analyst:** [**Antonio Russo**](mailto:antrusso@ebay.com)**]**

1. **Product and business health inspection**

* **Investigated drivers behind UK and DE PL revenue penetration drop**: The gap between PL Rev and site GMV growth YoY for UK and DE in the first 3 retail weeks of 2022 has been narrowing. We identified the following root causes: (i) UK - ​​**Fixed Price GMV Share droppe**d in UK during the last three weeks, making it unfavorable for PL revenue; (2) some mix impact from **Covid lockdown**. Excluding auction GMV and covid categories recovers the gap (Site GMV- PL Revenue Y/Y) from 5% to 7%; (3) UK is not benefitting much from the **Anchored placement launch**. There is also some lapping of ads-off test being turned off in Jan 2021. (ii) DE - Mask Mandate and ATO fraud (Revenue coming from ad rate > 50%). Excluding Covid categories, the gap (Site GMV- PL Revenue Y/Y) improves to 18%. (iii) We also observe a small drop in Seller Eligibility Rate in the UK but only see a minor impact on PL Revenue from this. **[Analyst:** [**WAHID KHAN ABZAL**](mailto:wabzal@ebay.com) **]**
* [**Lower adoption rate of PLX via Cub listing flow deep dive**](https://docs.google.com/presentation/u/0/d/1UWGofgC6BA6QXdTTLF7DXaqdWmpG5WkGjxaY8Ucicjk/edit): The adoption in CUB is inherently lower across ASP, Vertical, Seller Profile and Seller marketing spend. There is also mix pressure mainly driven by difference in verticals and seller marketing spend: (1) **Vertical mix:** Highest category in CUB listings is Collectible (~50% of Cub Listings) and lowest adoption also sits in the Collectible category. CUB Sellers in Collectibles might have less tendency to promote their listings driving down overall CUB adoption. (2) **Difference in Marketing Spend** Approximately ~30-35% of the BOLT B2C/C2C listings were owned by sellers with ‘high’ promotional spend. However, this number is only 20% for CUB, indicating lower likelihood to spend on promotional tools. **Recommendation**: We need to do more to educate sellers with CUB as their dominant flow (and likely Helix) on the benefits of PLX, otherwise they’re less likely to adopt. Today we have less PLX content in Cub than in any other flow, which isn’t to our advantage. [**Analyst:** [**Nida Kesoglu**](mailto:nkesoglu@ebay.com)]

1. **Data Infrastructure & Metrics**

* Established [WBR tableau dashboards](https://tableau.corp.ebay.com/#/projects/1694) for each Ads Product **[Analyst:** [**Semih Ege Bezci**](mailto:sbezci@ebay.com)**,** [**Dong Liu**](mailto:dliu3@ebay.com)**,** [**Yueting Li**](mailto:yuetli@ebay.com)**,** [**Lixiang Zhu**](mailto:lixzhu@ebay.com)**,** [**Sruthi Srinivasan**](mailto:srusrinivasan@ebay.com)**]**
* External PL performance tracking dashboard (<https://go/externalpl>) **[Analyst:** [**Lixiang Zhu**](mailto:lixzhu@ebay.com)**]**
* [CPC L3 Metrics](https://docs.google.com/presentation/d/135hS98sRyk8VaD53x5QfDNe4HrOYPaA4iufof5q5JEs/edit?usp=sharing) definitions and goals **[Analyst:** [**Sruthi Srinivasan**](mailto:srusrinivasan@ebay.com)**]**
* Tracking issues for PL Express in MyeBay Overview/Active and BOLT post-listing interstitial on Desktop and Mweb: The team worked with the PDs to identify the gaps in tracking, determine the tracking events that need to be emitted for the AB test and product health deep dives, and validate the final tracking in staging and production environments. This work is highly important for understanding seller engagement and building funnel metrics for revenue using Sojourner data, such as exposure and promotion completion rates [**Analyst:** [**Semih Ege Bezci**](mailto:sbezci@ebay.com)].

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