




Customer Service

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Seller performance overview

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Our performance metrics and requirements are intended to encourage good selling practices so that buyers can shop with confidence on eBay.

To improve your help experience, please [sign in](#) to your account.

If your account is Below Standard, please read our [Seller standards policy](#).

We provide multiple performance metrics from two different types of monthly evaluation, both based on recent sales:

- In the [seller standards](#) evaluation, we're measuring individual performance on factors within a seller's control – such as sending items on time – to determine their seller level.
- In the [service metrics evaluation](#), we're looking at sellers' performance in the context of a 'peer group' – sellers with a similar profile – to identify those who have significantly higher rates of buyers reporting problems with their orders.

Our seller dashboards show details of your performance on each of the metrics we use, and help you see where you can improve.

Seller standards and seller levels

All buyers should have a great experience on eBay, so we evaluate sellers regularly to make sure they are providing the levels of customer service that we expect. All sellers are assigned an individual seller performance level of either **Below Standard**, **Above Standard** or **Top Rated** based on our monthly evaluation of their recent sales.

[Seller standards policy](#)

Our policy explains how the evaluation works, the requirements for each seller level, and the limitations that may be placed on your account if you fall below our minimum standards.

Your dashboard shows a detailed breakdown of your performance on the factors which determine your seller level: **cases closed without seller resolution**, **transaction defect rate** and **late shipment rate**. Use the button below to see your current seller level and where you can improve.

Seller Dashboard

Service metrics and peer benchmarking

It's important that buyers get their orders as expected, so we review performance regularly to make sure sellers with a similar profile are providing similar levels of service. We look at recent sales, and how many of those buyers reported a problem with their order, regardless of whether the issue was resolved or not.

[Service metrics policy](#)

Our policy explains how the monthly evaluation and peer benchmarking works, and the limitations that may be placed on your account if we determine that your performance is significantly worse than other sellers with similar sales activity.

In your service metrics dashboard, you'll find in-depth information about your selling performance, including 'Item not received' rate and 'Item not as described' rate, and how you're doing compared to your peers. Use the button below to see your service metrics and where you can improve.

Service metrics dashboard

How to manage your performance

Reviewing your performance dashboards regularly and taking steps to ensure buyers receive their orders as expected can have benefits across your business.

[Monitoring and improving your seller performance](#)

Learn about keeping track of your seller standards and service metrics ratings, and how you can reduce the number of your transactions where buyers report problems with their orders.

You can visit Seller Help to resolve selling issues, including open returns or refunds, incorrect defects or improper feedback. Use the button below to go to Seller Help.

Seller Help

Tip

If you're looking for data and insights on your sales, you'll find a variety of tools in [Seller Hub](#) to track your listings and orders, analyze your business performance, and identify opportunities for growth.

For help with financial reporting, read our article on [reconciling your eBay sales transactions](#).

Your reputation on eBay

Your [feedback profile](#) shows ratings and comments from other members on your past transactions. For sellers, it also shows how you've been rated on aspects such as communication or shipping costs (detailed seller ratings).

Other eBay members can't see your seller level, unless you are Top Rated. Your service metrics are also not displayed to anyone else.

We'll highlight Top Rated sellers who provide great customer service with a [Top Rated Plus](#) badge on their listing.

Selling internationally

Our [Global seller performance policy](#) explains how your performance is evaluated when selling internationally.

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Related help topics

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Seller performance and feedback policy

We know that a seller's reputation on eBay is an important factor in helping build a successful business. For this reason, we always want your seller...

6 min article

Seller protections

When you sell on eBay, we protect you from abusive buying behavior and from events outside your control.

9 min article



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