Bidding / buying items - buy it now, best offer - proxy, increments

<h2>GUIDE.SUMMARY What There are different ways to buy an item on eBay: bidding, using Buy It Now, and Best Offer. Who Use this article to help buyers who have questions about these. This article covers <ul> Bidding <ul> Proxy or automatic bidding Bid increments   Best Offer <ul> Make Offer Contact seller   Buy It Now Second Chance Offers Mobile The following is not covered in this article: Checkout and paying for items   </h2><h2>GUIDE.RELATED_LINKS Related Help pages <ul> Buying basics
 http://pages.ebay.com/help/buy/basics.html   Automatic bidding (Proxy Bidding)
 http://pages.ebay.com/help/buy/automatic-bidding.html   Bid Increments
 http://pages.ebay.com/help/buy/bid-increments.html   Getting outbid
 http://pages.ebay.com/help/buy/outbid.html   Bidding overview
 http://pages.ebay.com/help/buy/bidding-overview.html   Buying with Buy It Now
 http://pages.ebay.com/help/buy/how-buy-bin.html   Making a Best Offer (for Buyers)

http://pages.ebay.com/help/buy/best-offer.html   Selling with Best Offer
 http://pages.ebay.com/help/sell/best-offer.html   Receiving and Accepting a Second Chance Offer (for Buyers)
 http://pages.ebay.com/help/buy/second-chance.html Related articles <ul> Not able to bid / seller cancelled bid Retracting a bid or best offer Paying for Items Checkout - resolving errors Related solutions <ul> Proxy bidding explained How bid increments work How one-click bidding works How Buy It Now works <a

href="https://cskb.vip.ebay.com/cskbapp/art?page=content&id=SOL9334">How Best Offer works Is it safe to buy on eBay? Spoof - fake Second Chance Offers </h2><h2>GUIDE.TALKING_POINTS Click on a tab below <ul> Bidding Buy It Now and Second Chance Offer Best Offer Shipping advice for buyers <hr> Proxy bidding explained <ul> Proxy bidding (or automatic bidding) is a way for members to tell us the most they're willing to spend on an item, and allow us to bid up to their maximum amount on their behalf. We'll bid only as high as necessary to maintain a winning position or to meet the seller's reserve price. Proxy bidding works in bid increments. A bid increment is the amount by which a bid will be raised each time the current bid has been outdone. Bid increments are determined by the current high bid.   The benefits of this automatic bidding system <ul> It makes bidding more convenient and less time-consuming for you. You don't have to set up or monitor anything. You won't necessarily pay the amount of your maximum bid. Your bid will be increased on your behalf, using only as much of your bid as is necessary to maintain your high bid

position. We keep your maximum bid amount confidential until you're outbid. Only when someone else outbids you will your maximum bid be available in the item's Bid History page. When bids go to the max bid instead of going one increment above <ul> In Reserve Price Auctions, if the maximum bid is the first to be greater than the seller's reserve price, the current price will jump up to meet the reserve. The bidding will then continue as usual. Why is it showing that the same bidder bid the same amount twice? It may appear from the Bid Historypage that the same bidder is bidding more than once (but the bid amount shows the same bid amount). This is because: <ul> the bidder placed a bid again the bidder increased their maximum bid   It doesn't mean that the bidder is bidding against him / herself. Why were you outbid by less than a full increment? (partial bid increment) This can be confusing, but there are ways that it can happen. Usually it means a maximum bid for an auction is set and another buyer outbid you before the current auction price had even reached your maximum. The winning bidder's maximum bid beat your maximum by an amount less than the full increment. That is, when the other buyer's bid was submitted, it was above the current required bid increment, so it was accepted even though it seems like it should've been higher to go over your maximum. The winning member was unable to see your maximum and placed a bid based on what the current price was. The bid would be at least one increment above the current price, but maybe not a full increment above your maximum bid.   Example <ul> If you placed a maximum bid of $20, the site bids on your behalf until the price reaches $20. If your current bid was $9, and someone else bids $20.01, that buyer becomes the new high bidder. In that case, the other buyer's bid was more than the minimum bid increment of $9.50 for the current listing price. Since the bid increment is based on the current price, that buyer doesn't have to pay the minimum

bid increment over your $20 maximum bid. Why did your bid jump by more than one increment? There are 2 reasons why this can happen: <ul> When there is a reserve price on the item, we'll automatically increase the bid to meet the reserve. When a competing bidder's high bid is more than the incremental amount, we'll increase your bid to beat the other bid.   What is "sniping?" "Sniping" is the act of bidding at the very last moment of the auction to beat out another bidder. We don't recommend sniping, but we also don't prohibit it. Every listing on the site has an exact ending time, and many bidders place their bids at the very last minute in an attempt to win the item. There are 3rd party programs that some members use to place a last-minute bid automatically. However, we don't recommend any of these sniping programs since they are not official eBay tools. While eBay does not prohibit Sniping programs, we do reserve the right to block specific web sites, or tools without prior notification. In some instances, this may include the Sniping program a customer is using. Is sniping the best way to win an auction? Last-minute bidding is a risky way to bid. If there's a delay with your Internet connection or local network, or if you have misjudged the end time of the listing, your bid may end up being submitted too late to be accepted. There are a few ways to avoid being outbid in the last moments of a listing: <ul> Use 1-click bidding to place your bids faster. Enter the absolute maximum amount that you are willing to pay for the item when placing your first bid. Your bids will go up automatically (we call this "proxy bidding") and other members won't see your maximum amount.   Why is "sniping" not prohibited on eBay? "Sniping" is not prohibited because there isn't anything wrong or dishonest in this bidding practice as the buyer is placing a valid bid within the natural time the auction is accepting bids. Encourage the member to use eBay app to receive outbid notifications. In the future, encourage the member to use the proxy bidding system.

The proxy system is in place to allow you to bid the absolute maximum that you are willing to pay for an item right from the start. This way, although it may be disheartening if you are outbid, you won't be paying more than you were willing to. The system will always bid the minimum necessary for you to win if the auction does not get to your maximum. Why does eBay allow use of sniping tools? We don't encourage members to use 3rd party sniping tools. However, if the tool interacts with the site in the way the site is intended to be used, (i.e. placing a bid within the time allowed for bidding) then we would not prohibit the member from choosing to use it to manage their time or their business. I tried to bid at the last minute, but my bid wasn't accepted. Why? Sometimes delays with your Internet connection or a with a local network can delay your submission past the deadline. You may want to make sure to refresh the page before placing your bid in case the time you were viewing was not current. I was using a bidding tool to place a bid at the last minute but it wasn't accepted. Why? We don't provide support for issues that come up with third-party bidding tools. You'll need to contact the company you got the tool from. There might be buyer requirements on the listing. If you don't meet them, your bid won't go through. You're welcome to contact the seller to see if they have any more of these items for sale, but there may not be anything the seller can do to help. Why doesn't eBay block third-party bidding tools? Anyone who can write a program can potentially create a bidding tool. It would be a nearly impossible and non-stop task to try to block these tools, so for eBay to attempt to block them would not be practical or cost-effective. Why doesn't eBay recommend using third-party bidding tools? Because these are not official eBay tools and we don't provide support for issues that come up with third-party bidding tools/programs. There might be buyer requirements on the listing that the sniping tool can't identify,

causing your bid to not go through. If properly utilized, the Proxy Bidding feature of eBay should defeat any last minute sniping situations. I bid the same amount as the winning bidder. Why didn't I win? If there are two bids for the same amount, the earlier bid wins. Can you retract a bid? See Bidding / buying items - retracting a bid or Best Offer.   Is shipping and handling included in the Buy It Now price? Normally shipping and handling fees are not included in the Buy It Now price. However, you may want to: <ul> Check the listing's Shipping section and description to see if the seller has included shipping and handling in the price. Contact the seller before you buy using the Ask Seller a Question link. Using Buy It Now <ul> A Buy It Now icon next to a listing means that a member can buy the item immediately, without waiting for the end of the auction. Traditionally, members could buy it now (securing the item for themselves) and then pay later. In some instances, eligible fixed-price and auction-style listings purchased with Buy It Now will remain for sale until a buyer has paid for the item. If a member is sent a Second Chance Offer and they're still interested, they can purchase the item like a Buy It Now listing. Why did the Buy It Now option disappear? Buyers have the option of buying your item immediately when you offer the Buy It Now option, but can also make bids. When someone bids, the Buy It Now option usually disappears. In the case of reserve price listings, the Buy It Now option remains until the reserve price is met. In some categories, the Buy It Now option may continue to be available after the first bid, but only for a limited time. An alternative to Buy It Now is the fixed price format. This allows buyers to purchase your item at the price you set, but not to bid on your item. Why do I need to click on "see

price" or go to checkout before I can see the price? Some manufacturers require their distributors to not show or advertise a price that is lower than a specific amount; this is known as the Minimum Advertised Price (MAP). When sellers wish to sell an item below that price, there is a visual treatment applied to the item price to help them comply with this requirement. This visual treatment hides the seller's listing price and requires a buyer to take an additional step before the actual price is revealed. On eBay, buyers will be asked to go to checkout or click on a "see price" link before being able to view the item price. It's important to note that in cases where buyers must go to checkout to view the item price, they are not required to purchase the item and can simply remove the item before completing the transaction process. Do you need a PayPal account? To be a buyer on eBay, you don't need a PayPal account. In most categories, credit cards, debit cards, Apple Pay, Google Pay, and PayPal are accepted. You'll find the payment methods accepted by going to the Shipping and Payments section of the listing. You can also see all available payment options at checkout. Is it safe to buy on eBay? Our top priority is keeping eBay a safe place to buy and sell. While things can go wrong occasionally, there are some simple steps you can take to make an informed, safe purchase on eBay. It is extremely important to get to know your seller and choose a safe payment method before buying or paying for an item, especially when purchasing high-value items. If you accept a Second Chance Offer, will you be able to leave Feedback or file a dispute? The Second Chance Offer works in the same way as a regular transaction once you accept it. This means you can use all of our services, such as Feedback and dispute resolution. Do you have to accept the Second Chance Offer? It's up to you whether you'd like to accept the Second Chance Offer or not. You can use the Buy It Now option to accept it, or just ignore the offer until it expires. How long does a Second Chance Offer last? A Second Chance Offer can be sent for 1, 3, 5,

or 7 days. It's up to the seller to decide. What if you don't want to receive Second Chance Offers? See How to set your My eBay preferences for receiving Second Chance Offers.   Best Offer <ul> The Best Offer option allows members to offer to purchase a Buy It Now item at a price they suggest. The seller can then accept the offer, reject it, or make a counteroffer. If the seller sends a counteroffer, a prospective buyer can respond to a counteroffer from two places: from the email they will receive or from My eBay. Once a seller accepts a Best Offer, the item comes off the shelf and the buyer is committed without being required to pay right away. If a buyer is making an offer on an item that offers personalization, they will be able to enter comments about personalizing their order within the Make Offer flow. Reasons why you may not be able to submit a Best Offer: <ul> You already have sent the maximum number of Best Offers for the item. You have sent the maximum number of Best Offers on a Good 'Til Canceled (GTC) listing. You already have an active offer on the item. Another offer can't be made on that item until the seller responds to the first offer or until the offer expires. You have more than 30 active offers at any given time across all categories. You won't be able to make another offer until one of the active offers is accepted, declined, retracted, or expired. You may be on the seller's blocked bidder list. You are trying to make a Best Offer for a quantity greater than the inventory that's available. You are attempting to send a Best Offer with contact information in the Message to seller section. (Check LVIS to confirm) You are attempting to send a Best Offer on a listing where a Message to seller cannot be used. (Check LVIS to confirm) How many offers can you make per listing? Depending on the category, there are limits to how many Best Offers can be made per item (this includes responses to counteroffers made by the seller). For

most categories, you can now make up to 5 offers. If you are making a Best Offer on an item that allows only 1 Best Offer, the following message appears on the Submit Best Offer page: "Make this offer your Best Offer. You can only make 1 offer on this item." Expired offers, declined offers, retracted offers, and counteroffers all count against the offer limit per item. Why are there limits to how many offers you can make? We limit the amount of offers that can be sent to reduce potential spam and harassment. Retracting an offer <ul> You can retract your offer under certain circumstances, as long as the listing is still active and the offer hasn't been accepted. Offers can be retracted on desktop by going to Bids/Offers in My eBay. If the buyer is using the eBay app or mobile site, they can retract an offer using the Best Offer cancellation form. The buyer can access the form by going to the Making a Best Offer Help page If you submit an offer on an item with a Buy It Now price, someone can buy the item while offers are pending. The listing is available for all potential buyers until the seller accepts a Best Offer, the item is purchased with Buy It Now, or the listing ends. You received a counteroffer, it didn't expire yet, but you can't buy the item any longer. Why? The listing may already have ended. Counteroffers are good for 24 hours, until the item is purchased, another offer is accepted, or the listing ends. Best Offers expire after 24 hours (except SIO). Does an offer include shipping? <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/2252/TOPIC2252%20-%20 bid%20history.png"> The Best Offer option is designed to allow you to make an offer for the price of the item, and only the item. The seller should have specified shipping options in the listing that are separate from the Best Offer. Make sure to check the Shipping section and the
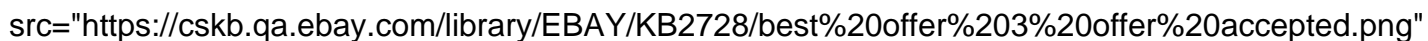
seller's description for more information on shipping costs. If there is more than one option for shipping, you will need to specify which shipping option you would like in your initial offer.   Why do I need to enter my shipping and payment details before I can make an offer? We are rolling out a new experience, in line with industry standards, where some buyers will need to confirm their shipping and payment details before they can make a Best Offer. As the program expands, this will become the normal process for all buyers making a Best Offer. This will be a faster shopping experience because buyers dont need to come back to the site to enter their payment details. Instead, the order is confirmed when the offer is accepted, the payment method is charged, and the seller ships the item. When these buyers are making an offer, they'll see an extra step asking them to confirm their details. Buyers will have the option to save their payment details for future transactions. The buyer can select or change their payment or shipping details by selecting Change on the Review and send offer screen.   Desktop and mobile web experience: <img alt="Review and send Best Offer screen on desktop" src="https://cskb.qa.ebay.com/library/EBAY/1065_GUIDE/desktop%20review%20and%20send%20 Best%20Offer%20screen.png">   eBay app experience:
 <img alt="eBay app Review and send Best Offer screen" src="https://cskb.qa.ebay.com/library/EBAY/1065_GUIDE/eBay%20app%20review%20and%20sen d%20Best%20Offer%20screen.png"> If the buyer has already completed a Best Offer transaction during the ramp of this feature, the buyer's payment may be pre-filled. If the buyer's details are saved, they can select Change on the Review and send offer screen to add a different payment method. <img alt="Best offer review offer screen with saved payment method" src="https://cskb.qa.ebay.com/library/EBAY/KB2728/best%20offer%202.PNG"> I made a Best Offer and was charged straight away. Can I cancel my offer? When you make an offer, you're committing to buy the item if the seller accepts your offer. Your offer

has been accepted and your payment method has been charged. You won't be able to cancel your offer. See screenshot below of the notification a buyer will see to let them know their offer has been accepted and they will be charged: <img alt="Best offer screen offer accepted" src="https://cskb.qa.ebay.com/library/EBAY/KB2728/best%20offer%203%20offer%20accepted.png" > I've just made a Best Offer and the seller hasn't accepted yet. Can I change my payment method? You won't be able to change your payment method after you've sent a Best Offer. However, you may be able to retract your current offer and then make another one using another payment method. How to make a Best Offer You can negotiate the price for any listings that include the Best Offer option. Find and select an item that shows Best Offer below the price in your search results.
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/1065_GUIDE/GUIDE1065_camera_results.png">< br>   Select Make Offer.
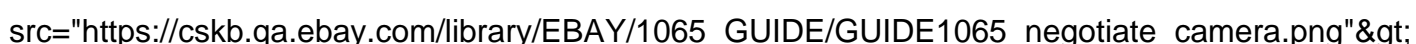
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/1065_GUIDE/GUIDE1065_camera_selected.png">&l t;br> Select Negotiate price.
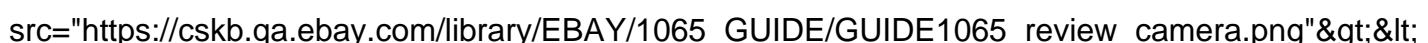
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/1065_GUIDE/GUIDE1065_negotiate_camera.png">
   Enter the price you wish to offer on the item. If it is a multiple-quantity listing, enter your price per item and quantity desired. You can specify additional offer terms using the Add message to seller link. Select Review Offer to continue.

 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/1065_GUIDE/GUIDE1065_review_camera.png">< br> Review your offer details and select Submit Offer.

 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/1065_GUIDE/GUIDE1065_submit_camera.png"><

br> You can track the status of your offer in My eBay under the Offers section.

 The seller will have up to 24 hours to respond unless the listing ends first. They can accept, decline, or send you a counteroffer. If the seller accepts your offer, you can complete payment. When a seller sends you a counteroffer, you can either accept or decline that counteroffer, or make another offer to the seller (if the offer limit has not been reached).
 Note: Best offers expire after 24 hours. <h3>Hoping to get a deal?</h3> For items that include the Best Offer option, you may see a prompt to make an offer when you use our member-to-member messaging to contact the seller to ask for more details about the item. Here's how that looks: <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/1065_GUIDE/GUIDE1065_Looking.png"> Once you select Make an offer, the process is the same as in the previous steps.   How to respond to a counteroffer from the email. Inside the counteroffer email, click Review and Respond. From the offer page, select Accept Offer, Make a Counteroffer, or Decline Counteroffer. How to respond to a counteroffer from My eBay. Go to My eBay. Under Buy, click Active. Next to the counteroffer, select View Offer Details from the Take action drop-down menu. From the offer page, select Accept Offer, Make a Counteroffer, or Decline Counteroffer. Note: Sometimes, sellers choose to automatically accept or decline certain offers based on price. You'll receive a message if your offer is automatically accepted or declined. A Best Offer allows you to submit an offer to a seller on their listing instead of using the Buy It Now option. The Best Offer option is available on fixed-price format listings. How to set your My eBay preferences to receive Second Chance Offers. If you don't want to receive Second Chance Offers, you can opt out. How to act on a Second Chance Offer. Go to My eBay. Click Messages. Click the message titled

You have a second chance offer.

 <img alt="" border="1" src="https://cskb.qa.ebay.com/library/EBAY/Images/Talisma/DEN/pf/12/WebFiles/NA_eBay_CS/Article_Images/6944/sco1.jpg">
   Review the offer details. Click Buy It.

 <img alt="" border="1" src="https://cskb.qa.ebay.com/library/EBAY/Images/Talisma/DEN/pf/12/WebFiles/NA_eBay_CS/Article_Images/6944/sco2.jpg">
   Click Buy It Now to purchase the item from the Second Chance Offer.

 <img alt="" border="1" height="270" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1943/scoscreen.jpg" width="550">   Customer having difficulty locating their purchased item / order details <ul> Check account details to see if the member is a guest user: <ul> If they are, refer the customer to the Track your order link on to their Guest Order Confirmation email. For more information, refer to eBay Guest checkout - Buying as a guest and troubleshooting tips. If they aren't, guide customer to the Purchased item via the Purchase History folder and also offer to guide the customer through viewing the Order details. For more information, refer to Search, finding items, specifics, product-based, results (buyer).   Retracting a bid/Best Offer <ul> For steps and instructions to Retract a bid or to Retract a Best Offer, refer to Bidding / buying items - retracting a bid or Best Offer. Buyer wishes to get combined postage for an order <ul> Check if the transaction is an eBay International Shipping purchase: <ul> If it is, see <a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1780"

target="_blank">eBay International Shipping Program overview for more on how combined shipping works for buyer and seller. If it isn't, refer the customer to the seller to request a combined invoice. For information on contacting their trading partner, please refer to Contact trading partner.   Excessive Postage Cost What: <ul> Sometimes a seller can send a buyer an item even though the seller didn't put correct postage on it or forgot to add any postage. Unfortunately, this means the courier will ask the buyer to pay the outstanding balance. If the buyer is not happy about paying the surcharge, they can open a request for a refund. Opening a request lets the seller know what happened. Once they open a request, the seller has 3 business days to respond and offer the buyer a solution. If eBay is contacted by the buyer in relation to this, we should advise the buyer to refuse the delivery and to open an Item not Received request. Why: Offering free postage is a great way to attract potential buyers looking to grab a bargain, however the seller will still need to pay their postage provider for the service. Free postage can be an effective strategy in particularly competitive categories, where the seller is competing against lots of similar items. Sellers need to make sure they're not leaving themselves out of pocket by absorbing high postage costs for low value items. When listing, select Offer Free P&P to offer free postage. When the listing is live, potential buyers will see that postage is free. Please be aware that the seller will still need to pay the postage costs applied to the delivery by the courier, even if they are offering free P&P on the listing. How: See how excessive postage affects both buyers and sellers below: Buyer <ul> Buyer was home when parcel delivered - paid excess postage at door. Buyer can contact seller to refund additional postage costs. If the seller is unresponsive buyer can also open a SNAD return case, eBay should find in their favor if they have evidence of the extra charge, however the buyer will be out of pocket for the amount they paid for

postage at the door as eBay has no mechanism to refund.   Buyer was home when parcel delivered - refused parcel at door. Buyer should open INR case, if seller doesn't refund in SMIR, can escalate and closed in buyers favor.   Buyer wasn't home when parcel delivered - received a calling card, called to Post Office and paid excess postage to collect. In this instance, buyer can contact seller to refund additional postage costs. If seller unresponsive, they may call us for support, we can report seller. Educate buyer not to accept package going forward.   Buyer wasn't home when parcel delivered - received a calling card, refused to pay postage, didn't collect parcel. Buyer should open INR case, if seller doesn't refund in SMIR, can escalate and closed in buyers favor.   Seller <ul> If a seller has been notified by a buyer that the parcel required excess postage paid upon delivery and the buyer has now paid these charges, the seller should reimburse the buyer via the original payment method. If a seller has been notified by a buyer that the parcel required extra postage paid upon delivery and the buyer refused delivery of the item, the seller should refund the buyer. The buyer may open an INR case and the seller will be directed to refund the buyer through this case if a refund has not been processed already by the seller. Member is requesting proof of import documentation <ul> Check if the transaction is an eBay International Shipping or CBT purchase; If CBT, refer member to their local Customs/Import handling office. More information available on International shipping - customs, duties, Value Added Taxes (VAT). If eBay International Shipping, check if the item has been delivered to the member; If it has, transfer the member to Logistics (see Transfer Guide for CS Phones, Chat, and Email for further support) If it hasn't, inform the

member that once the item is delivered, contact us again so that we can help them get import documentation. More information available on eBay International Shipping Program overview.   Member is requesting a VAT invoice <ul> Check if the transaction is eBay International Shipping: <ul> If it isn't, refer member to their seller. For information on contacting their trading partner, please refer to Contact trading partner. If it is, check if the item has been delivered to the member; If it has, transfer the member to Logistics (see Transfer Guide for CS Phones, Chat, and Email for further support) for further support) If it hasn't, inform the member that once the item is delivered, contact us again so that we can help them get VAT invoice. More information available on eBay International Shipping Program overview.   Customer querying the delivery address on an order <ul> Check if payment has been made on the transaction: <ul> If payment hasn't been made, advise customer that a delivery address hasn't been submitted yet to the order and offer assistance to the member on completing checkout. (see Checkout - resolving errors for more information on paying for items) If payment has been made, check if the transaction is eBay International Shipping: <ul> If it isn't eBay International Shipping, advise member they will not be able to change the address and refer member to the seller if they wish to cancel the order. (See <a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1136"

target="_blank">Canceling an order for more information) If it is eBay International Shipping, advise member that the seller sees the address of their local eBay International Shipping domestic shipping hub address on their end as the delivery address for the order (the seller can see the buyer's international address in the View Order Details page, however in the Additional Information section in the bottom right hand corner) - ask the buyer if they wish for this address to be changed for the International leg; If not, then no further action is required. If yes, check the item's Order Details page to check if the seller has shipped the item. If they have shipped the item, advise member they will not be able to change the address (as per <a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1780">eBay

International Shipping Program overview). However, if the item hasn't been shipped,

transfer the member to Logistics (see <a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1453"

target="_blank">Transfer Guide for CS Phones, Chat, and Email for transfer guidelines)

to request that the International leg be amended.

   Member asking about buying item(s) through eBay International

Shipping <ul> Educate the member on purchasing an item via eBay International

Shipping with support from <a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1780">eBay

International Shipping Program overview. Customer has query

regarding eBay Live Auctions <ul> Educate the member on the basics of eBay Live

Auctions with support from <a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1823"

target="_blank">eBay Live. Customer asking about shipping and

postage charges that sellers offer and/or a listing's terms and conditions <ul> Educate

the member about the shipping and postage charges on sellers' listings and/or terms and conditions on sellers' listings, with support from The View Item page (VIP). Customer asking about Click & Collect <ul> Educate Customer about Click & Collect with support from GUIDE1324.   </h2><h2>GUIDE.DETAILED_INFORMATION Buy again <ul> Customers will have the option to buy items again. This is designed to make purchasing easier for repeat items. The customer can access this from My eBay   <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/GUIDE1065/BuyAgain(1).PNG">

   </h2><h2>GUIDE.TIPS_FOR_MEMBERS Nudges first purchases Navigation tip: click on the Tips for Members quick link on the left hand side of this page to immediately come back to this table (see how) New users: buyers who registered recently and have purchased just a few items (10 or less) Reactivated: buyers who have resumed their buying activity recently, after a year or longer period of no buying activity <table border="1" cellpadding="2" cellspacing="0"> <tbody> <tr> <td> <h3>Recommended nudges to use</h3> </td> <td align="center" colspan="3"> <h3>Member's level of experience</h3> </td> </tr> <tr bgcolor="c2dfff"> <td> <h3>Contact reason</h3> </td> <td>12 purchases</td> <td>35 purchases</td> <td>5+ purchases</td> </tr> <tr> <td>eMBG, Returns (SNAD/Remorse), INR, Buyer Protection</td> <td> New users: <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=en_US#nudge1">How to filter, Find Daily Deals Reactivated: Find Daily Deals, Watch an item, Save a search </td> <td> New users: Save a search, Save a seller, Download app, Bucks & Nectar Reactivated: Find Daily Deals, Watch an item, Save a search, Download app, <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge9">eMBG/Returns </td> <td> New users: <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge7">Download app, <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge8">Selling, <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge11">Bucks & Nectar Reactivated: <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge7">Download app, <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge8">Selling, <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge11">Bucks & Nectar </td> </tr> <tr>

<td>Bidding</td> <td> New users: <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge2">Filter Item Ending Soon, <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge4">Watch an item Reactivated: <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge2">Filter Item Ending Soon, <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge4">Watch an item </td> <td> New users: <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge4">Watch an item, <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge5">Save a search, <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge7">Download app Reactivated: <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge4">Watch an item, <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge5">Save a search, <a

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en_US#nudge5">Save a search, <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge7">Download app </td> </tr> <tr> <td>Cancel an

order</td> <td> New users: <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge1">How to filter, <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge3">Find Daily Deals, <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge9">eMBG/Returns Reactivated: <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge3">Find Daily Deals, <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge4">Watch an item, <a

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en_US#nudge4">Watch an item, <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge5">Save a search, <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge11">Bucks & Nectar Reactivated: <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

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href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

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href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge4">Watch an item, <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge5">Save a search, <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=en_US#nudge7">Download app, Selling Reactivated: Watch an item, Save a search, Download app, Selling </td> </tr> <tr> <td>Paying for items</td> <td> New users: How to filter, eMBG/Returns, Guest Checkout registration Reactivated: Find Daily Deals, Watch an item, Save a search, <a href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge9">eMBG/Returns </td> <td> New users: How to filter, Watch an item, Bucks & Nectar Reactivated: Watch an item, Save a search, Download app, Bucks & Nectar </td> <td> New users: Download app, Selling Reactivated: Watch an item, Save a search, Download app, <a href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge8">Selling </td> </tr> <tr> <td>Buying</td> <td> New users: How to filter, Find Daily Deals, eMBG/Returns Reactivated: Watch an item, Save a search, eMBG/Returns </td> <td> New users: Watch an item, Save a search, Download app, Bucks & Nectar Reactivated: Watch an item, Save a search, <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge7">Download app, <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge11">Bucks & Nectar </td> <td> New users: <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

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en_US#nudge7">Download app, <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge11">Bucks & Nectar, <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1065&ViewLocale=

en_US#nudge12">Promotions (2nd vertical) </td> </tr> </tbody>

</table>   <table border="1" cellpadding="2" cellspacing="0"> <tbody> <tr

bgcolor="c2dfff"> <td valign="top"> <h3>ID</h3> </td> <td valign="top">

<h3>Topic</h3> </td> <td valign="top"> <h3>Nudge</h3> </td>

<td valign="top"> <h3>Teammate guidance</h3> </td> </tr> <tr> <td

valign="top"> <h3>1</h3> </td>

<td valign="top"> <h3>How to filter</h3> </td> <td valign="top"> When?

 Filter by size/brand (i.e. user has purchased from Fashion/Electronics):

Would you like me to show you how to easily filter by size, brand or item condition

(refurbished / new)? If you're looking for a specific size or brand, you can use our filters to

immediately get the best items match. Filter by item condition / buying

format (i.e. user has purchased used or auction item): Would you like me to show you how to easily search for new / BIN items? ~81% of items sold are brand new (eBay Q2 2017 data) Filter by price (i.e. user has purchased deal / discounted item / low ABP item): Did you know you can also filter by price to find the best value for items you are looking for? Filter by delivery type (i.e. user has paid for delivery fee, wants quick delivery): Did you know that you can also filter for free delivery to save on the items you are looking for? ~68% of our items shipped for free (eBay Q2 2017 data). Nudge: <ul> Would you like me to show you how to use filters to get the best recommendations and value for items you are looking for? </td> <td valign="top"> 1. Keep nudge relevant to purchase made by the customer, and what's important to them (brand, value, convenience etc) 2. Briefly explain how to find the filters when searching for an item (search page), or via category (category page) 3. Where to find the information / How does it look like: <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/GUIDE/1501%20-%202000/1577/GUIDE1577_ 1.png"> </td> </tr> <tr> <td valign="top"> <h3>2</h3> </td> <td valign="top"> <h3>Filter IES (Item Ending Soon)</h3> </td> <td valign="top"> Nudge: <ul> Would you like me to show you how to use filters to make sure you get the best value, and that you don't miss great auctions on items you are looking for? You can first filter for 'Auction' for specific items or categories you are looking for, and then sort your results based on 'Ending Soon'. </td> <td valign="top"> 1. Briefly explain how to filter by buying format (auction) and then sort based on ending date (Ending Soon) 2. Emphasize on value add for the customer (i.e. never miss auction for items you are interested in) 3. What it looks like for the customer: <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/GUIDE/1501%20-%202000/1577/GUIDE1577_ 2.png"> </td> </tr> <tr> <td valign="top"> <h3>3<a id="nudge3"

name="nudge3"></h3> </td> <td valign="top"> <h3>Find daily deals</h3> </td> <td valign="top"> When? If trust issue, then emphasize on eMBG and value If first purchase is from Home and Garden Customer in a rush/quick nudge required Nudge: <ul> Are you interested in specific brand / category? Did you know we offer new deals every day from our trusted sellers, across all the main categories like clothes, beauty, home, electronics, from best-selling brands? Those are covered by our Price Match Guarantee. You can be sure to always get the best value for items you are purchasing. Plus the delivery is always free (US) // is free for most of the items (UK). </td> <td valign="top"> 1. Keep nudge relevant to category purchased by the customer, or whether they are interested in brands. 2. Briefly explain how to find the daily deals (Top header / Mobile) 3. Reassure by mentioning trusted sellers and Price Match Guarantee: <ul> US (member facing page) UK (member facing page) CSKB: eBay Deals Price Match Guarantee 4. If more questions about Daily Deals, see FAQ </td> </tr> <tr> <td valign="top"> <h3>4</h3> </td> <td valign="top"> <h3>Watch an item</h3> </td> <td valign="top"> When? Watch an item (i.e. customer signals value focused usage) Nudge: <ul> If you are interested in purchasing an item later, did you know you can 'watch' the item and receive alerts? This way, you always stay up to date when there is a

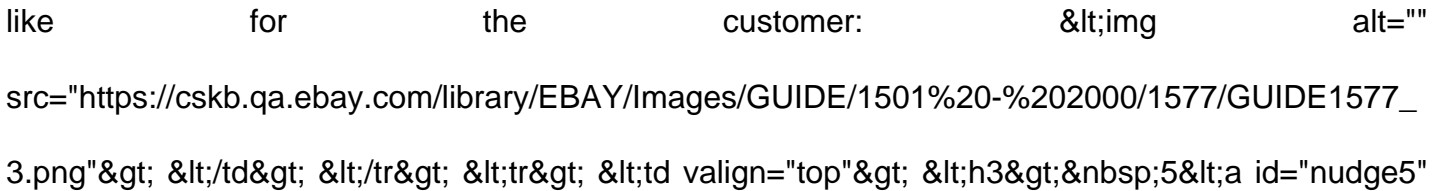price change. Even when you're not connected to eBay. On the item page, simply click on 'Watch Item'. The easiest way to then receive notifications is via the eBay app (prompt to Download the app)   </td> <td valign="top"> 1. Briefly explain how to watch an item / save a search 2. Emphasize on value add for the customer 3. What it looks like for the customer: <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/GUIDE/1501%20-%202000/1577/GUIDE1577_ 3.png"> </td> </tr> <tr> <td valign="top"> <h3> 5</h3> </td> <td valign="top"> <h3>Save a search</h3> </td> <td valign="top"> When? Save Search: (i.e. user has an interest in items ASP >$30, repeat purchases or collectibles) Nudge: <ul> Would you like me to show you how to save a search for items you are looking for? This way, you can easily and quickly access the items you are looking for - from your eBay feed ('Saved' tab on the HP), the Saved Searches page in My eBay or receive your search results automatically by email. To save a search, on the search results page, click the heart icon or Save this search next to the result count. </td> <td valign="top"> 1. Briefly explain how to watch an item / save a search 2. Emphasize on value add for the customer 3. What it looks like for the customer: <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/GUIDE/1501%20-%202000/1577/GUIDE1577_ 4.png"> </td> </tr> <tr> <td valign="top"> <h3>6 </h3> </td> <td valign="top"> <h3>Save a seller</h3> </td> <td valign="top"> When? Save Seller (i.e. user has purchased from top sellers or left good feedback on a seller or purchased from same seller more than once): Nudge: <ul> Would you like me to show you how to save a seller so that you get alerts on new items they add? This way, you can

easily and quickly access the items you are looking for From your eBay feed (Saved tab on the HP), the Saved Sellers page in My eBay or receive news from your Saved Sellers automatically by email To save a seller, you can do any of the following: <ul> Click the heart icon or the Save this Seller link in the seller information box on the item description page. Visit the sellers profile page by clicking on the sellers username, and then clicking the Save (or the heart) icon. On the eBay homepage, scroll down to the Recommended Sellers section and click the blue Save button next to the sellers user ID. After leaving positive feedback, click the blue Save button on the Thanks for your feedback page.
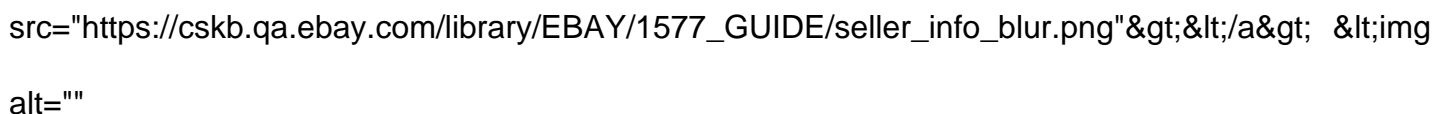   </td> <td valign="top"> 1. Briefly explain how to save a search / seller 2. Emphasize on value add for the customer 3. What it looks like for the customer:
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/1577_GUIDE/seller_info_blur.png"> <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/GUIDE/1065/Save%20to%20keep%20track%20of%20this%20seller's%20inventory.png"> </td> </tr> <tr> <td valign="top"> <h3>7</h3> </td> <td valign="top"> <h3>Download app</h3> </td> <td valign="top"> When? First purchase was via desktop or mobile web Nudges: <ul> All: <ul> You can download the app for free from Apple / Android store   Buying: <ul> Did you know that the eBay app is the best way to find and buy what you love wherever you are? It gives you quick and easy access to top selling categories and brands, discount offers, items you've viewed and personalized recommendations   Bidding:

The app is the best way to stay updated with your auctions You can quickly and easily access your bids, you receive instant notifications when you are outbid or when a listing is ending You receive instant notifications when you are outbid or when a listing is ending   Deals: <ul> Did you know that the eBay app gives you quick and easy access to discount offers from best-selling brands in categories like clothes, beauty, home, electronics & more? You can shop great deals and save money, and the delivery is free for all deals (US) / for most deals (UK).   </td> <td valign="top"> 1. Emphasize benefits of the app 2. Provide guidance on how to download the app: <ul> US UK   3. If needed, provide guidance on how to find deals on the app </td> </tr> <tr> <td valign="top"> <h3>8</h3> </td> <td valign="top"> <h3>Selling</h3> </td> <td valign="top"> When? User has not sold or listed any item (non BBE related call) Nudge: <ul> I see that you have made some great purchases on eBay already! Did you know that you can also sell on eBay and turn your items into extra cash? A large portion of our Buyers also successfully sell on eBay If interested: <ul> Selling on eBay is super easy: you simply list your item, you ship it and you get paid. (Prompt to use the app - see Nudge 7) With the app it's even easier - you take a picture of your item, add a description and a price by following the instructions, and whenever your item sell, you

get paid and then you just post it We have plenty of tips to successfully list and sell your items </td> <td valign="top"> 1. Emphasize on value to sell items on eBay and ease to do so 2. Emphasize on eBay app for ease and rapidity 3. Provide help and guidance to find, list item 4. Provide answers to questions on fees </td> </tr> <tr> <td valign="top"> <h3>9</h3> </td> <td valign="top"> <h3>eMBG/Returns</h3> </td> <td valign="top"> When? If non trust issue call, emphasize on MBG/Returns Nudge: <ul> Returns: <ul> You don't have to worry when shopping on eBay Most of our sellers offer great return policies We always highlight on the item page what the seller's returns policy is   eMBG: <ul> One of the great things of buying on eBay is that it is a safe place to shop With our Money Back Guarantee: you get the item you ordered, or your money back, on virtually all items (US) // over 99% of items (UK), when you make your purchase through eBay checkout.   </td> <td valign="top"> 1. Re-assure customer on Buyer Protection to remove any trust and confidence barrier 2. Emphasize generous return policies and eBay MBG 3. If required, provide more details about Returns/MBG policy <ul> UK US </td> </tr> <tr> <td valign="top"> <h3>10 </h3> </td> <td valign="top"> <h3>Guest Checkout (GXO) - register</h3> </td> <td valign="top"> Nudge: <ul> I see that you have our Guest checkout

process to purchase on eBay. Registering on eBay gives you access to the full eBay experience: from full order details to bidding on auction-style listing and accessing all Help and Community Resources It's super quick and easy, and I can help you </td> <td valign="top"> 1. If user has made purchases through GXO, we want to get them to register 2. Emphasize on value add for the customer. 3. Offer to help registering on eBay: <ul> UK US </td> </tr> <tr> <td valign="top"> <h3>11 </h3> </td> <td valign="top"> <h3>Bucks & Nectar</h3> </td> <td valign="top"> US eBay Bucks: When? User has not signed up for eBay Bucks, user with high ABP. If account is flagged, the user cannot join. Nudge: <ul> I see that you have made some great purchases with eBay already! Did you know you could save money by signing up to eBay Bucks for free? eBay Bucks is our rewards program You earn eBay Bucks on qualifying purchases and can use the $ earned on your purchases To sign up, go here   <hr> UK Nectar: When? User has not linked Nectar account yet Nudge: <ul> Do you have a Nectar card?   If yes: <ul> Did you know you can collect and spend points on eBay for the items you love with your Nectar card? All you have to do is link your eBay account to your Nectar card, then collect points on eligible items and you can spend them on thousands of items on eBay. To link your account, see

here   If not: <ul> Suggest member to sign up for a Nectar card More information here   </td> <td valign="top"> 1. Check whether the user is already signed up to eBay Bucks / linked to Nectar card. 2. Emphasize on value of joining the program / linking account 3. Provide help or guidance to understand what the program is (if needed) 4. Provide help or guidance to sign up / link accounts <ul> For customers who are interested in signing up for eBay Bucks, we should make sure to highlight that they should have an email marketing opt in, and should stay opted in, as boosters are only sent to opted in customers </td> </tr> <tr> <td valign="top"> <h3>12</h3> </td> <td valign="top"> <h3>Promotions (2nd vertical)</h3> </td> <td valign="top"> When? If trust issue, then emphasize on value Nudge: <ul> If you are interested in completing your purchase X (prior purchase history)... did you know we offer weekly discounts and new deals every day from our trusted sellers across all the main categories and for top brands? Our daily deals are covered by our Price Match Guarantee. You can be sure to always get the best value for items you are purchasing We offer weekly events across the main categories and brands   </td> <td valign="top"> 1. Keep nudge relevant to category purchased by the customer, or whether they are interested in brands 2. Briefly explain how to find the daily deals (Top header / Mobile) and Featured Sales and Events (https://www.ebay.co.uk/rpp/sale-events) 3. Reassure by mentioning

trusted sellers and Deals Price Match Guarantee: <ul> US (member facing page) UK (member facing page) CSKB: eBay Deals Price Match Guarantee 4. If more questions about Daily Deals, see FAQ </td> </tr> </tbody> </table> </h2>