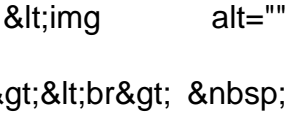


Cross-Border Trade (CBT) Promotion & Webinterpret

GUIDE.SUMMARY What Effective September 4, 2018, we're running a new promotion for targeted Business-to-Customer (B2C) sellers running until December 31st, 2019.

Sellers who choose to opt in to the promotion will have qualified listings (listings that already offer CBT) translated by Web Interpret and posted across 6 international sites for free (no insertion fees are based on the store subscription).

 <https://cskb.qa.ebay.com/library/EBAY/Images/guide1534%20promo.png>

Webinterpret will translate, localize and synchronize the international listings for free.

Listings created as a part of this promotion will count toward any account-based, category-based or item-based limits and may require a limit review.

Sellers can expect Webinterpret to automatically remove the listings at the end of promotional period on December 31st, 2019.

Only items that the seller currently has set up for international shipping will be translated.

Sellers must ensure that they keep track of their PayPal international transactions folder to verify payments.

Sellers must disable 3rd party automatic re-listing tools during the promotional period.

The 6 international sites will be: www.ebay.co.uk, www.ebay.de, www.ebay.fr, www.ebay.it, www.ebay.es, ebay.com.au.

Internal Information

E2M Limits will need to review any limit increases resulting from sellers taking advantage of this promotion.

When The program for US sellers will start September 4, 2018 to December 31, 2019. The promotion will run until December 31st, 2019.

Who Targeted, invited US B2C Sellers.

GUIDE.RELATED_LINKS

<https://cskb.qa.ebay.com/csKBapp/art?page=content&id=PROMO1930>

[Seller promotions](#)

[European Sales Booster \(ESB\) for the UK](#)

<http://portal.ebay.co.uk/european-sales-booster>

[Webinterpret Customer Support \(webform\)](#)

<https://www.webinterpret.com/us/contact/>><https://www.webinterpret.com/us/contact/>
 Webinterpret Users Account <a
<https://app.webinterpret.com/login/>><https://app.webinterpret.com/login/>
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<https://www.webinterpret.com/us/solutions/ebay/>><https://www.webinterpret.com/us/solutions/ebay/> Webinterpret Help Center <a
<https://www.webinterpret.com/us/contact/>><https://www.webinterpret.com/us/contact/>
 Webinterpret Terms & Conditions <a
<http://pages.webinterpret.com/rs/webinterpret/images/WebInterpret-Terms-and-Conditions-EN.pdf>><http://pages.webinterpret.com/rs/webinterpret/images/WebInterpret-Terms-and-Conditions-EN.pdf> Webinterpret Privacy Policy <a
<http://pages.webinterpret.com/rs/658-RPA-926/images/privacy-policy.pdf>><http://pages.webinterpret.com/rs/658-RPA-926/images/privacy-policy.pdf>

GUIDE.TALKING_POINTS Are sellers auto-opted in? As of June 1, 2019, a small amount of sellers were opted into the program and promotion. They were notified directly via email and also the Webinterpret team. On a monthly basis batches of sellers will continue to be opted in. These sellers will be selected using the following criteria: already have some transactions in these target markets not using UK GSP to ship to these markets not already benefiting from active listing on ebay local sites in these markets not opted into Payments 2.0 How to activate the service? There are four ways the sellers could be invited: Email Message Center Seller Hub Promo on My eBay Seller joins by clicking the sign-up link on our landing page. Link - <https://pages.ebay.com/promo/2018/Webinterpret.html>
 Sellers should be aware that their listings go live upon clicking the sign-up button. No further steps are needed by the seller. How is the translation

done? Listings are translated by WebInterpret, a trusted external ebay partner for +4 years. Titles, categories and item specifics are all human quality translation. The descriptions are machine quality translations. eBay does not have any control over, or knowledge of, content translated. As Webinterpret is using a mix of human and machine translation, there may be small mistakes in the final version of the listing. If you happen to find a problem with a translation, do not modify it. Webinterpret will eventually return your changes back to their original state, or in some cases even create a duplicate listing. You need to contact our Support department. Please include information on what was mistranslated along with the item number of the listing you want checked. What are the true costs- I am seeing an extra fee from Webinterpret. The only incremental costs that sellers need to be aware is a +2.5% transaction cost in PayPal foreign currency transactions. Some sellers have requested that Webinterpret add a 2.5% extra to their item prices in international sites. This is totally doable and will not impact their domestic US listings. Very important, sellers need to enable multicurrency payment acceptance on their PayPal accounts in order to receive the payments from international buyers. Webinterpret offers an incremental service if the seller is interested in listing their entire inventory within the free insertion allocation. As per the T&Cs of the promo, the free services from Webinterpret cover up to 50% of the available free insertion free listings. The seller is by no means in obligation to pay for these incremental services. Once a seller agrees Webinterpret charges a 2.5% to 5% FVF on ALL the inventory. Sellers trading up to this program often increase their shipping costs to off-set. How does this work with UK GSP? Sellers that use UK GSP cant take advantage of the offer- the UK GSP APIs dont enable it and the listings wont be translated. However, many sellers use UK GSP and Self-ship internationally. For those, Webinterpret can

select only those items that are shipped outside of UK GSP. What happens after the promo ends?

 All the listings will be taken down automatically to avoid Sellers incurring any insertion fees.

Vero violations; Can a seller pick their own items Yes, sellers have been flagged for intellectual property (VeRO) violations. Since the items are gaining a lot more visibility there is a greater chance that intellectual property rights owners will report the listings. To avoid this, a seller can pick the items or categories they would like Webinterpret to list on their behalf. Once a seller signs up they get a log in into Webinterpret where they can request special conditions. Deals items, Prices conversion or handling time changes Deals items that are subsidized for the US will not be subsidized for international. We have a process in place to properly price those items for the seller not lose margin. i.e An item is listed at \$100 in the US, during a certain week or day the item is subsidized by 10% and listed in the US at \$90. That same item is modified by Webinterpret and listed at \$100 in Euro and AU sites to avoid the seller not being reimbursed for the \$10 differential as the eBay subsidy budget only covers the US. When a seller changes their items prices or handling times there is a 24 hour delay for the items listed in international sites to be updated. If a seller decides to change handling times specifically for certain items or for certain corridors then it is a change required on business policies and the changes needs to be done manually by either the seller or Webinterpret. Returns cost- Will returns be considered at the exchange rate during the sale or at present value? Unfortunately this is in PayPals hands and the exchange rate that applies is the present exchange rate. This could be positive or negative for the seller. Some sellers are adding a ~1.5% to the price of the items to mitigate. I accepted but it doesnt work- no incremental listings We have about 25% of our sellers that have accepted the promo not being able to take advantage of the services. The main reasons why this is happening: Seller is considered a C2C seller in international sites This is a bug at eBay and lack of alignment in terms of definition of a B2C across sites. 30 day returns EU requires that all items offer a 30 day return time frame- not free, just 30 days. Seller listing limits- Some sellers have hit their listing limits even before theyve accepted the promo. Seller specific listing tools- Webinterpret can

recognize and engage with 95% of all the listing tools and API modifications that our sellers have implemented for their business at eBay. Does a seller's special pricing contract apply for the promo? Special pricing that a seller enjoys in the U.S. does not apply when listing on other eBay sites like ebay.co.uk, ebay.fr, etc. Therefore, top sellers are encouraged to add a small mark up on their pricing to help cover the difference in their special pricing. How does eBay select which products are translated/ listed? Product selection is based on our own demand and supply data in each market. Items are automatically selected through algorithms based on best-selling trends on other eBay websites. What if I want to select which products are/ are not translated and listed? The process has been automated to make it as easy as possible for you to boost your sales. Sellers can make individual selections however need to take contact directly with Webinterpret to advise them. WebInterpret will only translate the listings which you've already made available to buyers from other countries on eBay.com. This means that if you've chosen not to offer items to international buyers, they won't be translated or listed on other eBay websites. Equally, if you've excluded buyers from a particular country, the listing won't be translated or listed on that country's eBay website. If you want a listing to be included in the service, make sure your listing on eBay.com offers postage to European countries and Australia and has a postage price set. Read about how to offer international postage. What if I want to change/ edit listings once they are live? Anything you change on your US listings (i.e. on eBay.com) will automatically be updated and synchronized with other sites. This is to make it as easy as possible to manage your listings. What happens if I change my password or my eBay account name? If you change your password or eBay account name for any reason, then it may affect the synchronization of the program Please contact eBay Customer Support to show you how to log back into the service with just one click How can I access the administration panel? In order to access the administration panel and use additional features such as price management, blocklisting items, setting shipping options etc. please log into your WI account:

<a

[href="https://app.webinterpret.com/login">https://app.webinterpret.com/login](https://app.webinterpret.com/login) How are sizes converted? For popular brands, official conversion charts will be used. For less well-known brands, the standard eBay size conversion chart will be used. However, as many shoe brands have unique size conversions, these listings will initially be blocked by default to avoid a bad experience for your customers until WebInterpret have the opportunity to get your approval that the correct size conversions are being used. This will take place during an initial feedback call during your first few weeks of using the program. Please follow this link to see the guide: https://webinterpret.zendesk.com/hc/en-us/articles/225412647-Seller-User-Interface-SUI-Conversion-Charts. How are the prices set? To ensure that you get roughly the same amount as if you sold the item in the US, the item price is converted to the relevant currency and then adjusted for any changes in fees, namely the currency conversion fees from PayPal. You don't need to worry about any fluctuation in exchange rates. Your item price will be adjusted daily on a foreign exchange benchmark rate. Within Webinterpret Portal you are able to adjust your international sales prices by %. Please search for Price adjustment feature on the Seller User Interface. You can set up price increase / decrease per market. There is no limit, however we usually do not recommend setting up price increase higher than 5% as this impacts the competitiveness of the items. How are the postage costs/service/time determined? The cost, service, dispatch time and delivery time will match what you currently display on your domestic listing for international buyers. What's the cost? There is no additional charge for the translation and listing creation. You'll benefit from zero insertion fees & free final value fees in the additional markets according to the promo Terms & Conditions upon sign up. You still pay insertion fees on the main listing on eBay.com at the usual rate. How do I ensure that I don't oversell? Your listings inventory will be synchronized across all your European and Australian sites including eBay.co.uk. This means available stock levels will be automatically updated and adjusted when you sell units on other eBay sites. Will this create duplicate listings? No. Listings are considered duplicates if they are for items that have no significant difference

between them. Translated listings are significantly different from your US listings, we don't treat them as duplicates when they appear in another language. Please try to prevent duplicate listings in foreign countries by using the relist functionalities. Read more about eBay's Duplicate listing policy. How do I fulfill orders on these new listings? When a buyer purchases any of these new foreign listings, you will be able to fulfill it just as you do with your domestic listings. The sold item will be shown in your eBay account and any third party software that you use to sell on eBay. Note: while the listing will be in a foreign language, it will have the same photos and same unique product identifier numerical code (UPI), if you use such in your domestic listing. That way if you use this numerical code in your warehouse to pick/pack/post (fulfill), you can continue to do so.

It's important to note that if you only use the item title in your pick list to get inventory from the warehouse, you may need to adapt your stock-keeping processes because the item titles on the new foreign listings will be in a foreign language. What do I do if buyers start asking me questions in a foreign language? You are likely to receive more buyer messages in foreign languages. Many of our merchants use free translation sites such as Google Translate or Bing Translator, to simply copy, paste and translate messages with buyers. They tell us that whilst it is not perfect translation, it helps make it very easy to communicate with buyers for the majority of questions. What about additional listing features, like subtitle or extra gallery photos? If you add any additional features such as subtitles or extra images to your domestic listings on eBay.com, these will be added to your new foreign listings only if they are free of charge on the corresponding eBay website. This is to ensure your profit margin isn't affected by a sale resulting from a foreign listing. How do I opt-out? If you don't want to participate then you don't have to opt-in. Please note that if you choose to opt-out at a later stage, you can do so and we'll make sure your new listings are ended within 48 working hours. For any additional questions about the services please contact webinterpret: <https://app.webinterpret.com/submit-request/ebay/articles?lang=en-us> or at <https://app.webinterpret.com/submit-request/ebay/articles?lang=en-us>

[href="https://www.webinterpret.com/us/contact-us/"](https://www.webinterpret.com/us/contact-us/)

[; Can I keep my listings once I quit? No, when you decide to leave the program, all translated listings will be ended. How long does it take for the listings to end when I opt-out the trial? The translated listing should be ended within 48 hours. What do I do if I have more questions/ want more information? Contact Webinterpret Customer Service using \[; What if I already use another multi-channel selling software? This service provided by WebInterpret already works with most of the major software providers. Check out the full list \\[to make sure yours works. I have joined Webinterpret - why I do not have any international items yet? Most likely your account is missing some settings. Please follow this Help Center article for details. \\\[www.Ebay.com/webinterpret\\\]\\\(https://www.Ebay.com/webinterpret\\\) How does the returns policy work on international listings? There are two options that can be taken with returns policies: either the buyer or seller pays all the return costs. You can choose which policy you want to use when you create your listings. Webinterpret will copy your original settings and apply default return policies per market. For example: on US listings you choose an option that the buyer pays the immediate return shipping cost when product is sent to Spain. WI will copy this information to your r Spanish listing as well. WI can add some more information about return details on your listings. For example: If you wish to have more information about returns on each site to make it clearer for your customers, WI can add the information on your international listings. Please contact WI Support Team to apply customized return policies per market \\\(however, you will need to provide translated versions\\\). Items are translated and listed with the existing return policy the seller had previously provided for international purchases. However, European sites are only accepting a 30 day return policy. Sellers not moving to this policy will not be able to take advantage of the promo. Webinterpret contacts the seller to advice on this as soon as the seller accepts the promo. Currently 20% of sellers dont\\]\\(https://webinterpret.zendesk.com/hc/en-us/articles/203083296-List-of-compatible-third-party-tools#postage\\)\]\(https://www.webinterpret.com/us/contact-us/\)](https://www.webinterpret.com/us/contact-us/)

accept 30 days or have not agreed to the change. The return policy doesn't need to be free, just the 30 days.

If you include information about your return policy and terms and conditions for your eBay shop then we will NOT translate them. We do not translate any content of your shop terms and conditions as this is legal clause that refers to your business activity. eBay and WebInterpret does not take responsibility for that part.

How do I blocklist certain items? You can blocklist keywords from the WI Seller User Interface by going to More - Blacklist. Here you can define which words to blocklist in specific eBay country sites. This will prevent domestic items containing these specific keywords in the titles from being translated in the targeted countries. You can also block particular items on selected sites in the tab Products. WI will not list items which you have deemed prohibited to ship into a specific market. WI Help Center manuals for blocklisting and blocking

features:

<https://webinterpret.zendesk.com/hc/en-us/articles/220427048-User-Interface-Blocking-feature>

User Interface: Blocking feature

<https://webinterpret.zendesk.com/hc/en-us/articles/215986588-User-Interface-Blacklisting-feature>

User Interface: Blacklisting feature

Will you be expanding into other eBay markets? The markets available for you are: UK, DE, FR, IT, ES and AU. We do not recommend expanding beyond these markets as sellers will incur insertion fees should they do so.

How do I set international shipping? Before WI can begin listing your items internationally, you need to set up international shipping options on eBay. You need to specify the destinations, prices and shipping services you will use for your international orders.

You can use [this guide](https://webinterpret.zendesk.com/hc/en-us/articles/202798126) to edit foreign shipping methods in bulk directly on eBay.

How can I apply changes to my international listings? Most changes made to original listings, such as shipping, pricing, pictures will be automatically updated on your international listings. However, it is important to let WI control your international listings. Modifying translated listings yourself can lead to a variety of problems, including duplicates. For more information on duplicates,

[href="https://webinterpret.zendesk.com/hc/en-us/articles/203752678-Why-do-I-have-duplicate-listings"](https://webinterpret.zendesk.com/hc/en-us/articles/203752678-Why-do-I-have-duplicate-listings)>read this article. We suggest you contact WI directly via our Web form. This way, WI will ensure that all possible changes will be correctly applied. Can I add new items manually? Can I list all my items at once? During the free trial, our algorithm is selecting the items with the biggest potential first and automatically list them on the international sites. Sellers can make individual selections however need to take contact directly with Webinterpret to advise them. If sellers wish to upgrade their account, please
[href="http://www.webinterpret.com/company/contact/"](http://www.webinterpret.com/company/contact/)>contact WI
[href="http://www.webinterpret.com/company/contact/"](http://www.webinterpret.com/company/contact/)>Sales team. My money isn't exchanged to USD - how do I change that? At present, your PayPal account is probably set up for your own currency only. With revenue coming in from your foreign listings, you will need to set up your account to accept other currencies too. For US sellers, this would mean adding EUR, GBP and AUD. If you are using the old PayPal interface check
[href="https://webinterpret.zendesk.com/hc/en-us/articles/203483716"](https://webinterpret.zendesk.com/hc/en-us/articles/203483716)>this post. If you are using the new PayPal interface, check
[href="https://webinterpret.zendesk.com/hc/en-us/articles/203728826-How-to-set-up-your-PayPal-to-accept-foreign-currencies-PayPal-interface-"](https://webinterpret.zendesk.com/hc/en-us/articles/203728826-How-to-set-up-your-PayPal-to-accept-foreign-currencies-PayPal-interface-)>this article. How can I correct the translations? If you find a problem with a translation, please do not modify it. WI system will eventually overwrite your changes back to their original state. The best way is to contact our
[href="https://webinterpret.zendesk.com/hc/en-us/requests/new"](https://webinterpret.zendesk.com/hc/en-us/requests/new)>Support department. Please include information on what was mistranslated along with the item number of the listing you want us to correct. We will look into this as soon as possible. Where can I find my international listings on eBay? International listings can be found very easily. Just click on Active in My eBay where you also find your domestic listings. Basic store subscribers click on Search now to find the Advanced search. From now on the view is the same for all sellers. Just choose site and all sites except this side to see all of your international listings only. How often does your system calculate

exchange rates? Prices are synchronized once per day using <https://www.ecb.europa.eu/stats/exchange/eurofxref/html/index.en.html>; European Central Bank (ECB) exchange rates. How long does it take for the translations to go live? Usually it takes up to 7 business days for the translations to go live. Please contact us directly if you're experiencing any delays. Who pays the postage if free shipping is offered? Firstly, let's start by explaining exactly what the free shipping option really means. It does not mean that the seller pays the shipping fee for the customer. What it actually means is that the shipping fee is added into the item price, so that customers are presented with a single item price offering free shipping. This results in an offer which is psychologically more attractive to the buyer. If you choose to apply free shipping to your international listings, your products will be advertised as offering free postage. Even though the total cost to the customer is unchanged, this small rearrangement in the way the price structure is presented can lead to an increase of up to 30% in your international sales. I have problems with selling allowance. In order to provide a safe environment for buyers and sellers, eBay has implemented the following restrictions:

- Account-based selling allowances
- Category-based listing allowances
- Item-based listing allowances

It's very easy to request a higher allowance directly on your eBay account. To do so, please check the <http://sellercentre.ebay.co.uk/selling-allowances#increase>; following <http://sellercentre.ebay.co.uk/selling-allowances#increase>; eBay guide <http://sellercentre.ebay.co.uk/selling-allowances#increase>. We can also set up a lower quantity of items in stock on your translated listings, to help you save up your allowance.

GUIDE.DETAILED_INFORMATION

Webinterpret Webinterpret (WI) partners with eBay to power international sales for over 20,000 merchants around the world. WI provides a fully automated eCommerce solution that enables online merchants and marketplace sellers to instantly boost their international sale. Benefits:

- Translation of sellers listings
- Increased visibility
- No need to create new

listings; its all done by WI Automatic selection of sellers listings (those that have the highest potential) Constant monitoring of sellers domestic items and updating international listings based on any updates made by the seller All stock is synchronized across eBay's international sites International orders appear in the account like any other transaction Partnership with eBay WI has worked with eBay since 2011 to provide sellers with a solution to make sellers businesses more competitive in international markets. In Europe we are running a program called the ESB Limited for eligible sellers who are selected and invited by eBay directly Sellers get free insertion fees for up to 30000 items per market In Germany, France, Italy and Spain, Webinterpret is part of eBay Featured and Anchor store subscriptions Any seller registered in one of these countries with a Featured or Anchor store may start a free trial with Webinterpret In 2014 eBay and Webinterpret had a program for US sellers On May 1st, 2018 eBay launched a program targeted at US sellers. </h2>