Tools for selling - Promotions Manager and Sale event + markdown

<h2>GUIDE.SUMMARY What eBay Store sellers have access to several marketing and promotion tools, one of these is Promotions manager. Promotions manager allows sellers to create retail standard promotions on eBay. There are promotion types to suit every business including Order discounts, buy 1, get 1 free, Shipping discounts, Spend $100 and get free expedited shipping, and even straight discounts, 20% off, through Sale event + markdown (formerly the stand alone tool Markdown Manager). Promotions manager is a free feature exclusive to eBay Stores sellers. Just look for Promotions on the Seller hub marketing tab.
   <table border="1" cellpadding="0" cellspacing="0"> <tbody> <tr> <td width="130">   </td> <td width="33"> US </td> <td width="33"> UK </td> <td width="33"> DE </td> <td width="33"> AU </td> <td width="33"> FR </td> <td width="33"> IT </td> <td width="33"> ES </td> <td width="47"> ROW </td> <td width="255"> Example </td> </tr> <tr> <td width="130"> Order discount </td> <td width="33"> Y </td> <td width="33"> Y </td> <td width="33"> Y </td> <td width="33"> Y </td> <td width="33"> Y </td> <td width="33"> Y </td> <td width="33"> Y </td> <td width="47"> No </td> <td width="255"> Extra 20% off when you buy 2+ Note: Discount is applied in cart </td> </tr> <tr> <td width="130"> Codeless coupons </td> <td width="33"> Y </td> <td width="33"> Y </td> <td width="33"> Y </td> <td width="33"> Y </td> <td width="33"> Y </td> <td width="33"> Y </td> <td width="33"> Y </td> <td width="47"> No </td> <td width="255"> Extra 20% off when you buy 2+ Note: Only visible to buyers who have clicked through the coupon URL. Note: Discount is applied in cart </td> </tr> <tr> <td width="130"> Shipping discount </td> <td width="33"> Y </td> <td width="33"> No </td> <td width="33"> No </td> <td width="33"> No </td> <td width="33"> No </td> <td width="33"> No </td> <td width="33"> No </td>

<td width="47"> No </td> <td width="255"> Spend $100 and get free expedited shipping Note: Discount is applied in cart </td> </tr> <tr> <td width="130"> Accessory discount </td> <td width="33"> No </td> <td width="33"> No </td> <td width="33"> No </td> <td width="33"> No </td> <td width="33"> No </td> <td width="33"> No </td> <td width="33"> No </td> <td width="33"> No </td> <td width="47"> No </td> <td width="255"> Promotion type has been retired and is no longer available. </td> </tr> <tr> <td width="130"> Sale event + markdown </td> <td width="33"> Y </td> <td width="33"> Y </td> <td width="33"> Y </td> <td width="33"> Y </td> <td width="33"> Y </td> <td width="33"> Y </td> <td width="33"> Y </td> <td width="33"> Y </td> <td width="47"> Y </td> <td width="255"> 20% off Note: Item price discounted directly </td> </tr> </tbody> </table> </h2><h2>GUIDE.RELATED_LINKS Related Help Pages <ul> <li>Manage Promotions Overview
 <a href="http://pages.ebay.com/specialoffers/tutorial.html">http://pages.ebay.com/specialoffers/tutorial.html</a></li> <li>Manage Promotions Instructions Manual
 <a href="http://pics.ebaystatic.com/aw/pics/sellerTools/pdf/PromotionsManagerSellerTutorial.pdf">http://pics.ebaystatic.com/aw/pics/sellerTools/pdf/PromotionsManagerSellerTutorial.pdf</a></li> <li>How to set up a Sale Event in Promotions Manager
 <a href="https://www.youtube.com/watch?v=nhgYCTULsQQ">https://www.youtube.com/watch?v=nhgYCTULsQQ</a></li> </ul> Related guides <ul> <li><a href="https://cskb.qa.ebay.com/cskbapp/browse?categoryId=9066&channelId=GUIDE&level=3&catchain=%7CCCR_SR_TOPIC%7C8007%7C9066">All Selling Tools guides</a></li> <li><a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1035">Setting up an eBay store - subscription levels, creating, opening, closing</a></li> <li><a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1033">Promoting an

eBay store - vacation, Markdown Manager, keywords</a></li> <li><a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1106">Seller best practices - developing an eBay business</a></li> </ul> </h2><h2>GUIDE.TALKING_POINTS </h2><h3>Promotions Manager FAQs</h3>   What is Promotions Manager/Manage Promotions? Promotions Manager allows you to create retail standard offers for your buyers. Some sellers have seen a 10% uplift in sales from using this tool. What are the benefits? <ul> <li>Running promotions can help you as a seller: <ul> <li>You can promote, or "cross-sell," your other listings.</li> <li>You can increase your order size and revenue.</li> <li>You can lower your shipping costs by bundling more items per order.</li> </ul> </li> <li>Buyers also love promotions: <ul> <li>They can benefit from special savings.</li> <li>They can buy the accessories and related items that will complement their original purchases.</li> <li>They can save on shipping costs by buying more items at once.</li> </ul> </li> </ul> How do I get Promotions Manager? <ul> <li>If you have a Store subscription, then you can use Promotions manager</li> </ul> How do I access Promotions Manager? <ul> <li>The primary way to access this tool is from the Marketing tab of the <a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1446">Seller Hub</a>.</li> <li>You can access the tool from Account > Manage My Store > Manage promotions (in Manage My Store, it's listed in the Item Promotion section).</li> <li>You can also access it from Selling Manager or Selling Manager Pro by clicking the Marketing Tools link, then clicking Manage Promotions.</li> <li>The first time you access Manage Promotions, you may have to accept the Terms and Conditions.</li> </ul> What's the cost? <ul> <li>Promotions manager is included for free with any Store subscription.</li> </ul> What are the requirements? <ul> <li>Offers can only be configured for fixed price listings, including multi-variation listings (such as a shirt that comes in

multiple colors and sizes). You will not see auction listings when you are creating your promotion. </li> <li>The ability to see items when youre selecting inventory for your promotion, is also dependent on whether the item is indexed in search.</li> <li>For cart based offers, buyers must complete checkout prior to committing to an item in order to get the discounted price.</li> <li>To be included in an offer, items must have a Buy It Now option. <ul> <li>Buy It Now with Best Offer is supported, but discounts will only be applied against the Buy It Now price.</li> <li>Once a Best Offer is accepted, the item is no longer eligible for order discount or related item discount offers.</li> </ul> </li> <li>Items with a Minimum Advertised Price treatment (item price is not displayed because it is below the Minimum Advertised Price) are not supported.</li> <li>Except for Sale event + markdown, items must offer an electronic payment method.</li> </ul> What kind of promotions can I create? <ul> <li>Order discounts <ul> <li>Spend offers <ul> <li>Save $__ for every $__ you spend</li> </ul> </li> <li>Quantity offers <ul> <li>Save $__ when you buy __ items or more</li> <li>Save __% when you buy __ items or more</li> </ul> </li> <li>Buy one, get one <ul> <li>Buy 1, get 1 free</li> <li>Buy 1, get 1 50% off</li> </ul> </li> <li>No minimums (note, use Sale event + markdown to reduce the item price or use Order discount for the price reduction to be applied only in cart/checkout) <ul> <li>Extra __% off</li> <li>Extra $__ off</li> </ul> </li> </ul> </li> <li>Shipping discounts (US only) <ul> <li>Save on shipping when you spend $__+</li> <li>Save on shipping when you buy __ items or more</li> </ul> </li> <li>Sale event + markdown <ul> <li>__% off each item</li> <li>$__ off each item

 Tip: The difference between Sale event + markdown and Order discount, no minimums, is that with a Sale event + markdown the item price is reduced for the duration of the promotion and may show with a struck through price treatment throughout the flow. With an order discount, no minimum, the discount is applied in cart. </li> </ul> </li> </ul>

When can I edit my promotions? Members cannot edit their promotions within 24 hours of being created. I want the discount to apply only once per transaction, how can I do that? The following offer types apply the discount only once per transaction: <ul> <li>Save $10 when you spend $50+</li> <li>Save $10 when you buy 3 or more</li> <li>Buy 1, get 1 free</li> <li>Buy 1, get 1 20% off</li> </ul> To apply the discount multiple times per transaction, you can use: <ul> <li>Save $10 for every $50 you spend</li> <li>Save $10 for every 3 you buy</li> <li>Buy 1, get 1 free</li> <li>Buy 1, get 1 20% off</li> </ul> The remaining offer types, like "Extra 20% off when you spend $50+" or "Extra $10 off each item," are applied at the order level. What are some tips or best practices? <ul> <li>See <a href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1148&ViewLocale=en_US#TipsforMembers">Tips for members</a>.</li> </ul> How do I pick inventory for my offers? You can select items to promote in either of 3 ways: <ul> <li>Select listings manually to apply volume pricing. Click the "Add inventory" link under the Volume pricing promotion, then click "Select Items".</li> <li>Create rules to select listings based on specific criteria such as price ranges or a specific subcategory by clicking "Add inventory" and then "create rules"</li> <li>Manually enter item IDs or SKUs by clicking "Add inventory" and "I want to enter specific SKUs" or "advance" and then "item numbers" under the select item button </li> </ul> Can I change the order that my offers appear? <ul> <li>Within a promotion type, you can assign a priority to each of your offers. See <a href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1148&ViewLocale=en_US#details">detailed information</a> for more.</li> </ul> Where will my offer be shown? <ul> <li>Promotions Manager shows your exclusive offers and savings in key places where buyers will look (on both desktop and mobile).</li> <li>Offers may be seen on the search results page, view item page, and the shopping cart.</li> <li>You will also have a dedicated page for each offer, and an All Offers page that displays all your current

promotions.</li> </ul> Why isnt my 5% promotion banner showing in search results? This is due to algorithms on the eBay site that show the best listings and offers available. Search Results Page (SRP) Teaser eBay displays certain promotions on the search result page. Items selected for display includes many factors including promotion quality, item value/price, and item relevance. To increase your chances for this additional exposure, please follow eBay promotion best practices of creating compelling promotional offers that include: <ul> <li>Compelling promotional discounts</li> <li>Curated, and relevant items logically grouped together from a buyer's perspective at reasonable prices</li> </ul> Sellers are definitely encouraged to create audience specific promotions vs. whole store offers with compelling discounts. Note: Teammates must stop safelisting sellers with the SRP teaser. The teaser will automatically show for items that have a good promotion. Educate sellers that to increase their chance for this additional exposure they should follow eBay promotion best practices of creating compelling promotional offers and include the right items in the offer based on logical buyer shopping segments. Sellers are definitely encouraged to create audience specific promotions vs. whole store offers. Direct member to ebay.com/managepromos and view 'Helpful Guide' and 'Plan Ahead' calendar at the bottom of the page. Currently the Search Results Page (SRP) Teaser may be displayed on the following sites: US, UK, DE, and AU, based on the following conditions: <ul> <li>Item is listed on that site</li> <li>Seller has created one of the following offer types: <ul> <li>Order discount offer</li> <li>Sale event</li> <li>Promotional shipping offer created through the promotions tool (US only)</li> </ul> </li> <li>Seller location is based within the geo location for that site</li> <li>Offer score recommends display: <ul> <li>Offer is a good offer and</li> <li>Item is relevant to the offer/items are similar (example: TV with remote vs TV with roller blades)</li> <li>Item is offered at reasonable price (example: $1 off $100 vs 10% off $100)</li> </ul> </li> </ul> How do I consolidate bundled purchases onto one order?
 Why is the offer order split up? <ul> <li>The offer order will be split up into different transactions if the buyer has selected different

shipping services. To keep the order together you will want to make sure that you Offer Combined Payments and Shipping and that you have the same shipping service offered on all items.</li> <li>With new programs like eBay guaranteed deliver, the order may also be split into different transactions if some items qualify for guaranteed deliver, and some do not.</li> <li>If you are directly integrating with the eBay API use eBay's GetOrders API (not GetTransactions API) or the hierarchy of orders versus items when using eBay's SoldReports API in Large Merchant Services. If you receive orders through Channel Advisor, in some circumstances bundled orders may be split into individual transactions.</li> </ul> Why aren't my items showing in my Sale event + markdown? <ul> <li>With Sale event + markdown there is an option to just create a Sale event for items that are already on sale. This option is only available to sellers who are safelisted for strike through pricing:
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/strikethru.jpg"></li> <li>To discount items and display them in a Sale event, you need to use one of the Discount + sale event options.</li> </ul> Why are another seller's items are being offered on my listing? <ul> <li>A limited number of safelisted sellers offering accessories for our top technical products can use Manage Promotions to set up Related Items for top eBay Product IDs (ePIDS) offers. Related items for top ePIDS offers allow these selected sellers to promote their accessories with another seller's primary item.</li> <li>Safelisted sellers were selected based on feedback scores, eTRS standing, inventory depth, and free shipping on most of their products.</li> <li>The related items must... <ul> <li>offer free shipping</li> <li>be new</li> <li>be a fixed price listing</li> </ul> </li> <li>Related items for top ePIDs offers will not display if the seller of the primary item is using Manage Promotions to offer their own sale.</li> <li>Buyers are informed at checkout that the products are sold by different sellers, are shipped in different packages, have different tracking information, and may be received at different times.</li> </ul> How do I get my promotion to stand out in search?
 I saw one that said, "CLICK HERE FOR A SPECIAL

OFFER."
 I saw one where the seller's logo linked to their eBay store. <ul> <li>These promotions are in a test phase and are currently not available to all sellers.</li> </ul> Will the promotion end when my quantity runs out? What happens when I add more quantity? The promotion will remain active on your promotion dashboard, however if the item does not have quantity we will not show the item in the promotion. Once the item has active quantity it will show in the promotion again. Can I set up a promotion if I have a scheduled listing? Yes, the promotion will show on the listing once the item is searchable on the site. To check if your item is searchable on the site, put the title in the search bar. If your item doesn't come up in search results it means the item is still indexing on the site. Indexing is usually quick, but in some categories can take up to 24 hours to show up in search. I have the option to do minimum quantity or minimum order. Whats the difference? <ul> <li>If the goal is to mark down each item by a certain percentage or dollar amount its best to select minimum quantity, purchase 1. This will mark down each item. Example: Buy 1 save 20%</li> <li>If the goal is to get the buyer to spend more than the average selling price, its better to select the minimum order. Example: Spend $100 and save $20.</li> <li>If you want to encourage buyers to buy multiple quantities of the item, its ideal to set a minimum quantity. Example: Buy 2 items, and save 20%.<a name="accessory discount TP"></a></li> </ul> <h3>Where is Markdown manager/ What is Sale event + markdown?</h3> Markdown manager has been retired as a stand alone tool, but you can continue to do temporary price reductions using the Sale event + markdown promotion type in Promotions manager. Are there rules about which items can be discounted? <ul> <li>Only fixed price listings can be discounted.</li> <li>Discounts must be at least 5% of the item price and cannot be more than 80% of the item price.

 Items may also not be included in a sale if they fail one of the discount checks. To find out which of your items were included in a sale, on the Promotions manager dashboard, find the Sale that youre interested in and choose Report from the Action dropdown or click the Active link in the status column:
 <img alt=""

src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/status%20column.png">

 NOTE: We dont generate your report until the sale is Active. Bigger sales can take several hours to completely discount all items.

 The Status tells you the status of each item and the date/time stamp. To get more information on the status, click on the info bubble to the left of Items found. Once the item is re-indexed in search, the price treatment will also show in the report.
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/price%20treatment.png">

  </li> </ul> <table border="1" cellpadding="1" cellspacing="1"> <tbody> <tr> <td>Status </td> <td>Description</td> </tr> <tr> <td>SKIPPED: Already discounted</td> <td>This item was already discounted, in another sale, when this sale started. Once the original sale ends it will be re-evaluated for inclusion in this sale.</td> </tr> <tr> <td>SKIPPED: Price</td> <td>If an item is too new, has changed price or been in another sale too recently, then it wont be included. The number of days varies by region.</td> </tr> <tr> <td>SKIPPED: Maximum</td> <td>Your markdown exceeded the maximum discount allowed for this item. E.g. discounting a $10 item by $9 would be a 90% discount.</td> </tr> <tr> <td>SKIPPED: Minimum</td> <td>Your markdown didn't meet the minimum discount for this item. See help for details. E.g. discounting a $1000 item by $10 would be a 1% discount.</td> </tr> <tr> <td>SKIPPED: Minimum price</td> <td>Your discount puts your item price below eBay's minimum listing price for this site. Each eBay site has a minimum price that items can be listed for. You cannot discount items below this price.</td> </tr> </tbody> </table> Items which have been SKIPPED during markdown will be re-evaluated for inclusion in the sale on a daily basis unless you choose to uncheck the Include skipped items when they qualify checkbox on the review page. If you have used category rules to select inventory, this option will also allow you to automatically add newly listed items in your sale category: <img alt=""

src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/review%20sale%20event.png">

 NOTE: The status seen above is the mark down status. When the sale ends, or an item is removed, well show a second status which is the mark up status for that item. In some cases the item may have already been removed from the sale in which case youll see: <table border="1" cellpadding="1" cellspacing="1"> <tbody> <tr> <td>Status </td> <td>Description</td> </tr> <tr> <td>SKIPPED: Not discounted</td> <td>We can't reset the price because the item wasn't in the Markdown sale.</td> </tr> </tbody> </table> Do I still have daily limits for the number of listings I can add or change in a day? For the old markdown manager tool, there was a limit to the number of listings you could change, or add to a sale, in 1 calendar day. Those limits no longer apply. Number of listings discounted Once your sale is active, we will show you the number of items that were discounted in this sale. The number isnt dynamic, it will increase if new items are added to the sale, but it will not decrease if items are removed from the sale.

 Note: Revising shipping and price no longer drops items from sale as the old Markdown Manager did. <ul> <li>Revising to increase price does drop an item from a sale.</li> <li>Sellers can revise to decrease the price and the item will stay on sale.</li> <li>If the Report page shows an item with status ON SALE but the price is not marked down, this is what happened, price was revised to a higher price. <ul> <li>This is often due to a third-party inventory management tool. Check their site preferences third party authorizations and look for any non-eBay sounding names.</li> <li>This can also be prevented by checking the box Keep items in this sale and block revisions for price increases" when creating the sale.</li> </ul> </li> </ul>
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/removed%20from%20sale.png">

 To get the current number, click the number in the Items column. On the next page, the number of items currently in this sale is shown.   <ul> <li><img alt=""

src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/the%20current.png">
  </li> </ul>   <ul> <li>The ability to see the discounted price treatment is dependent on whether the item is indexed in search.

   Internal Information <ul> <li>After this question is answered, many sellers want to know why their item isnt appearing on other eBay sites, especially if they have international shipping. This question is particularly difficult to answer and should not be the focus of your conversation with the member. Having international shipping doesnt mean we will list an item in the main search results on another site. We block items regulated by cross border trade, court orders, business decisions by the site business units, etc. </li> </ul> </li> </ul> When buyers see discounted listings <ul> <li>Buyers may see a special strike-through price and sale logo in the following places: <ul> <li>View Item Page (plus a Free Shipping logo if offered)</li> <li>Similar items promoted on the bottom of other sellers' View Item Pages</li> <li>Seller Email Marketing (plus a Free Shipping logo if offered)</li> <li>eBay Stores Promotion Boxes</li> <li>In-Store search (This is the search within a particular store.)</li> <li>Items I'm Watching (if the item has gone on sale after it was added to the buyer's watch list)</li> <li>Items I'm Watching Ending Soon Email <ul> <li>In all other areas, the "Sale Price" will be displayed as the BIN price (including in the main eBay search results).</li> </ul> </li> <li>
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/bin%20price.png"> </li> </ul> </li> </ul> "Sale Ends in X days" on View Item page <ul> <li>This text will appear only if the sale ends within the next 7 days or fewer. <table border="1" cellpadding="0" cellspacing="0"> <tbody> <tr> <td valign="top" width="117">   </td> <td valign="top" width="79"> ROW </td> <td valign="top" width="79"> US </td> <td valign="top" width="79"> AU </td> <td valign="top" width="176"> UK, DE, AT, CH, IE, HK </td> </tr> <tr> <td valign="top" width="117"> Display days left </td> <td valign="top" width="79"> 7

</td> <td valign="top" width="79"> 7 </td> <td valign="top" width="79"> 10 </td> <td valign="top" width="176"> 14 </td> </tr> </tbody> </table> </li> </ul> Scheduling a sale in advance <ul> <li>Sales can be scheduled in advance. The default start time for a sale is two hours after you create it. This gives you time to make changes and add more items before the sale begins. If you are ready to start your sale you can change the sale start time to Start now before you launch it.</li> </ul> Editing an active sale <ul> <li>You can edit your sales. While a sale is running you can always change the sale name, the description and the image. The end date can be extended up to 45 days from the start date depending on your region:</li> </ul> <table border="1" cellpadding="0" cellspacing="0"> <tbody> <tr> <td valign="top" width="117">   </td> <td valign="top" width="79"> ROW </td> <td valign="top" width="79"> US </td> <td valign="top" width="79"> UK, DE, ES, AT, CH, IE </td> <td valign="top" width="176"> IN </td> </tr> <tr> <td valign="top" width="117"> Maximum sale duration </td> <td valign="top" width="79"> 45 </td> <td valign="top" width="79"> 45 </td> <td valign="top" width="79"> 14 </td> <td valign="top" width="176"> 30 </td> </tr> </tbody> </table> <ul> <li>To remove items from a sale <ul> <li>On the promotions manager dashboard, find the Sale that youre interested in and choose Edit from the Action dropdown
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/to%20remove%20items.png"></li> <li>On the Review page, choose the Remove items link in the Discount type and items section
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/review%20page.png" ></li> <li>Use the checkboxes on the left to remove individual items. Use the Remove all (end sale) link to end your sale. Click Save and review.
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/remove%20all.png">
 NOTE: If your sale is less than 24 hours old you will need to leave 1 item on

sale.</li> </ul> </li> <li>To add items to a Sale event + markdown: <ul> <li>If you selected inventory using Create rules (e.g. categories): <ul> <li>Any items which were Skipped during the sale creation will be re-checked periodically through the life of the sale unless you uncheck the Include skipped, or new, items when they qualify checkbox on the Review page</li> <li>Any items newly listed in your sale categories, or added to your sale categories will be checked and automatically added unless you uncheck the Include skipped, or new, items when they qualify checkbox on the Review page</li> <li>You can check, or uncheck, the Include skipped, or new, items when they qualify checkbox on the Review page at any time during the life of the sale by choosing Edit from the Action menu on the dashboard
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/on%20the%20dashboard.png"></li> <li> If you selected inventory using Select items or copy/paste items or SKUs: <ul> <li>You can add new individual items to your sale by choosing Edit from the Action menu on the dashboard and selecting Add from the inventory section on the Review page</li> <li>Any items which were Skipped during the sale creation will be re-checked periodically through the life of the sale unless you uncheck the Include skipped items when they qualify checkbox on the Review page</li> <li>You can check, or uncheck, the Include skipped, or new, items when they qualify checkbox on the Review page at any time during the life of the sale by choosing Edit from the Action menu on the dashboard
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/dashboard2.png"> </li> </ul> </li> </ul> </li> </ul> </li> </ul> 1 listing in multiple sales <ul> <li>Listings cannot be in multiple active sales.</li> <li>Listings can be in multiple scheduled sales as long as the scheduled dates don't overlap. If the dates overlap, the listing will be included in the first sale that starts.</li> </ul> 3rd-party applications <ul> <li>Legacy Markdown Manager may be supported by 3rd-party applications. However, it is up to that provider to add the service. Please contact your service provider directly for more

information.</li> </ul> Amount that an item can be put on sale for <ul> <li>All sale discounts are displayed in percentages, not dollar amounts. We do this because we've found that percentages are much more compelling to buyers when it comes to demonstrating savings.</li> <li>Having a sale percentage of less than 5% rarely gets buyers excited enough to buy. On the other hand, offering too much off implies dishonesty (it's too good to be true). <ul> <li>Minimum possible discount is 5%</li> <li>Maximum possible discount is 80%</li> <li>No discounts of less than $5 are supported</li> </ul> </li> <li>We understand that, for some high-dollar-value items, 5% may be a lot of money. However, our research has shown that a 5%-price cut does little to help an item sell.</li> <li>If you create a sale with multiple discount buckets, the minimum discount must be at least 10%</li> </ul> Relisting an item that is on sale <ul> <li>If you relist or sell a similar item, it should be relisted at the original price.</li> </ul> Items with sales that are renewed <ul> <li>With 30-day Good Til Canceled (GTC) listings with, for example, a 45-day sale: <ul> <li>The item will renew under the sale, and the sale will end as scheduled.</li> <li>This works this way because renewed items retain their original item number.</li> </ul> </li> </ul> End or delete a sale <ul> <li>A sale can be deleted only if it is not active or pending. If you want a sale to end before its end date and it has been running for more than 24 hours, choose End from the Action dropdown on the Promotions manager dashboard.</li> </ul> What are codeless coupons? <ul> <li>Codeless coupon offers give you the ability to offer exclusive coupons to buyers of your choosing. Once the promotion is created, a link is generated for you to share with your customers. The coupon is hidden from general search, and only buyers who have access to the link will be able to take advantage of the promotion. Codeless coupons are a great option for customer service issues, as well as promotions on Facebook or Twitter.</li> </ul> Can I limit the quantity purchased by buyers? <ul> <li>No, not at this time. Buyers will be able to purchase any quantity with this offer. If you want to limit the amount of purchases, we recommend selecting a short time period for the offer.</li>

</ul> I'm worried my codeless coupon will go viral. Is there a way to target certain user IDs? <ul> <li>No, we cannot guarantee that your coupon will stay private. If a buyer shares the link, its possible for the link to go viral. If you are concerned this is happening, shorten the time period for the offer.</li> </ul> How do I know if I created my offer correctly? <ul> <li>The easiest way to make sure the promotion is set up the way you want, is to preview the offer. To preview the offer, click the More tab under the promotion. You can preview the link for any scheduled promotions and to review any possible issues. If the promotion is live, you can also view the targeted URL link. This link will allow you to see the offer as a buyer would.</li> </ul> I created a coupon but my buyers can't see it. What's wrong? <ul> <li>Codeless coupons are only available to customers who have the link. This means buyers who have found your item via search will not see the discount. If your buyers are not able to see the coupon via the link you sent, review the items in the promotion.</li> </ul> When I look at the listing without clicking on the link I can see the promotion. Does this mean that all my buyers can see the promotion? <ul> <li>No, the promotion is saved through cookies. If you close the browser and then re-open it you will still see the promotion. If you want to be sure, try viewing the item in a different browser. For example, if you usually use Internet Explorer, try viewing it in Google Chrome.</li> </ul> Why was the accessory discount discontinued? We saw a low adoption of this tool by sellers. With ongoing improvement and upgrades to the Promotions platform we decided to discontinue the tool in the present form in mid-July 2017. Can I still use the accessory discount API? No, access to the accessory discount promotion type through the UI, and through the Sales Maximizer API has been retired. You'll still be able to access Order discounts promotion type through the UI and through the restful Marketing API. What can I do/use instead of the accessory discount feature? The order discount promotion gives great flexibility in offering discounts to buyers. The order discount promotion type is available through the UI and through the new Marketing API launched in October 2016. When will you bring the accessory discount promo back? The accessory discount promotion type will be replaced with a number of different promotion and merchandising

options more suitable to buyer and seller needs. When is the accessory discount being discontinued? The accessory discount was discontinued in July 2017. Why did the Order Discount tool change? A newer version of Promotions Manager was launched in November 2015. The latest version has an updated UI with improved inventory selection, and is fully integrated with the Seller Hub. It also provides better access to reporting and other key selling features. I sometimes input my own amount on an order discount like "$1 off when spend $5." Why can't I use less than $5 anymore? For lower ASP items you can use a % off instead. This provides a more compelling buyer experience. For example, if you normally do a $1 off when you spend $5 you could try Save 20% off when you spend $5" instead. Will I still have to honor pending transactions? Your existing, active order discounts were not interrupted so you do still need to honor any discounts. When did this happen? This is happened in mid-July 2017. I have active or scheduled campaigns with monetary saving amounts of less than $5, what will happen to them? Do I need to do anything? Your existing active and scheduled campaigns will continue to run as you have set them up. I frequently switch between the 2 versions as sometimes the edit or exclusion feature on the newer version doesnt work? Will this be more reliable? There are differences between 1.0 and 2.0 which mean that when you create an order discount in one version of the tool and then try to edit it in another version of the tool there can be problems. We're working hard to make sure we minimize these disruptions, but if you have trouble or are concerned, we recommend re-creating your promotion in the 2.0 version of the tool. Do I need to do anything? You don't have to take any action. Your existing active promotions will continue to run and your scheduled promotions will run as scheduled. You will only notice a difference if you edit inventory in your active promotion or make changes in your scheduled promotion. Any edits after the cut-over will be made in the 2.0 version of the tool. Is there a marketing API? For the order discount promotion type there is an API available. This API was released in October 2016. You can find documentation at: <a href="https://developer.ebay.com/devzone/rest/sell/content/marketing/overview.html">https://developer.ebay.com/devzone/rest/sell/content/marketing/overview.html</a> <h3>FAQs about

Markdown Manager moving to Promotions Manager</h3>   Why did this change? Markdown manager has been a great tool for many sellers for a long time. However, with these changes we can continue to offer you great discounting features whilst adding improved inventory selection, better reporting and more buyer visibility. What does the new Sale event + markdown look like? After selecting Sale event + markdown from the Create a promotion drop down:
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/after%20selecting.png"> Sellers are guided through three steps.   First they set the offer type, choosing from a % off or a $ off promotion: <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/dollar%20off.png">   Tip: The Sale event only option that some sellers see at the bottom of this page does not discount items. It just creates a Sale event for items which already show a price treatment from a tool like Strike through pricing.   Then sellers choose the items to mark down. Either by selecting items individually, copying and pasting a list of items or SKUs or creating rules using eBay or Store categories. Price, condition and brand can be used to refine rules. <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/refine%20rules.png"> <ul> <li> Inventory selection: Choosing individual items <ul> <li>Note: use the filters to refine item list to pick from</li> <li>Note: click on a column header to sort that column</li> </ul> </li> </ul> <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/note.png"> <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/note2.png"> Third sellers review the mark down offer and choose how long the sale will run for. <ul> <li>Sale event name is the name that you see on the Promotions manager dashboard</li> <li>Default start time is two hours in advance, to give you time to make changes, but it can be changed to Start now</li> <li>Default end date is four weeks from the start date. Both the end date and time can be changed, sales can only be 45 days long. Region specific. <table

border="1" cellpadding="0" cellspacing="0"> <tbody> <tr> <td valign="top" width="159">   </td> <td valign="top" width="62"> ROW </td> <td valign="top" width="64"> US </td> <td valign="top" width="183"> UK, DE, FR, IT, ES, AT, CH, IE </td> <td valign="top" width="61"> IN </td> </tr> <tr> <td valign="top" width="159"> Maximum sale duration </td> <td valign="top" width="62"> 45 </td> <td valign="top" width="64"> 45 </td> <td valign="top" width="183"> 14 </td> <td valign="top" width="61"> 30 </td> </tr> </tbody> </table>
  </li> <li>Sale event description is what is seen by buyers. It should highlight what your sale is about</li> </ul> <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/highlight.png">< br> <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/highlight2.png">   Is there an API to create Markdowns? Just as the user interface is being refreshed, the API has been re-launched as part of the Marketing API. See item_price_markdown in <a href="https://developer.ebay.com/api-docs/sell/marketing/overview.html" target="_blank">https://developer.ebay.com/api-docs/sell/marketing/overview.html</a> for more details. Developers using the markdown capability through the TradingAPI should migrate to the Marketing API. When did this happen? The change happened in September /October 2017. Where do I go to discount my items? Markdown manager was merged with Sale events, in Promotions manager, so that you can discount and merchandise in one easy step. Just go to the Promotions manager dashboard via the Seller Hub marketing tab and choose Sale event + markdown from the Create a promotion drop down on the top right. I have active or scheduled markdowns, do I need to do anything? Your active markdowns will run until they expire. Sales in Markdown manager can no longer be edited to reactivate. Can I continue restarting my discounts by changing the start date? No, but you can copy your new sales. On the Promotions manager dashboard, find the Sale event + markdown that you want to run again and choose Copy from the

Action drop down on the far left of the table. What happens if I have a markdown campaign running in the old tool and I create an overlapping markdown campaign in the new tool? The markdown campaign that starts first will take precedence and create the discount. The second discount won't be applied. Why am I restricted to discounting 500 items compared to 5,000 items in the old tool? The new tool gives you greater flexibility in how you can select inventory. You can choose, or copy and paste, up to 500 item IDs or SKUs per campaign. By choosing eBay categories, or Store categories, and applying filters and exclusions, you can discount up to 10,000 items per campaign.
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/discounting%20500.png"> I have 50,000 items listed, can I create 5 campaigns to start at the same time? Markdown sales events from the same seller with the same, or similar, start times, will be staggered. Once your first Markdown sale event has been processed, and all the items marked down, then we can begin processing the second campaign. If I use this tool, will my items be discounted instantly? Unlike order discounts, where the discount isnt applied until checkout, Sale event + markdown, like markdown manager, actually revises the item to reduce the price. It can take several hours to revise all the items in a large campaign. The same happens when the items are marked back up at the end of the sale, we will start marking your items up when your sale ends and it may be several hours before all items are returned to their original price if you were running a particularly large sale. Internal Information <ul> <li>Were actually a little faster than the legacy markdown tool, but delays were not as visible to sellers so the perception is that it takes longer.</li> </ul>   Will I still be able to use Sale Events with my Markdown manager campaigns? No. Now that we've integrated markdowns into Promotions manager, a Sale event is automatically created. Will I still be able to use Sale Events with strike-through-pricing? Yes, for sellers using strike-through-pricing (STP) there will be a Sale event only option in Sale event + markdown, which allows you to just create the sale event without further discounting items. Which option do I use? a. If you use markdown manager today and want to discount your items, then choose % off or

$ off from the top section Discount + sale event b. If you use strike through pricing and just want to create a sale event then choose Sale event only c. If you dont know what strike through pricing is, then you dont have it and you should choose % off or $ off from the top section Discount + sale event If I use Rules, will new items that I add to a category be put in my markdown sale? Yes. For Order discounts, new listings are automatically included in the promotion. For Sale event + markdown we will periodically re-check your sale and add in any newly qualifying items that we find. If you dont want this to happen, uncheck the Include skipped items when they qualify option on the review page. You can check / uncheck this throughout the sale:

 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/use%20rules.png"> ; How can I, as a teammate, set up a promotion for a seller? a. If you set up a promotion for a seller, save it only as a draft. The seller must actually "launch" the promotion to ensure the promotion is launched under the seller's account.   <h3>Canada specific</h3> Promotions manager in Canada Promotions manager is available in Canada. However, Sale event + markdown is currently the only promotion option.
 Sellers can access Promotions manager: <ul> <li>through a direct link, <a href="https://www.ebay.ca/sh/mkt/promotionmanager/dashboard" target="_blank">https://www.ebay.ca/sh/mkt/promotionmanager/dashboard</a> (or <a href="http://www.cafr.ebay.ca)">www.cafr.ebay.ca)</a></li> <li>via the Marketing tab dashboard, click Promotions on <a href="https://www/ebay.ca/sh/mkt" target="_blank">https://www/ebay.ca/sh/mkt</a> (or <a href="http://www.cafr.ebay.ca)">www.cafr.ebay.ca)</a></li> <li>or by clicking on "Create sale" from inside the Markdown manager: <ul> <li>MyeBay > Selling Manager Pro > Marketing Tools > Markdown Manager (under Item Promotion) > Create Sale </li> </ul> </li> </ul> Creating and editing markdowns <ul> <li>To create: <ul> <li>Go to the Promotions manager dashboard and choose Sale

event + markdown from the Create a promotion drop down on the top right.</li> <li>From here, you'll be guided through creating your markdown.</li> </ul> </li> <li>To edit: <ul> <li>Go to the Promotions manager dashboard, find the sale that you want to edit and choose Edit from the Action dropdown on the left.</li> </ul> </li> </ul> Advantages of the new markdown option <ul> <li>With the new tool, Canadian sellers can markdown items on both CA and CAFR. Seller can go to www.ebay.ca/sh/mkt and discount listings on CA and to www.cafr.ebay.ca/sh/mkt to discount listings on CAFR.</li> <li>All discounted listings are visible, with price treatment, to buyers shopping on CA and on CAFR.

 Tip: If you are trying to create a promotion and dont see any of your inventory, check the URL. Some Canadian sellers have US registered stores and the legacy store tools tend to redirect them to ebay.com. They can generally find their listings and create successful promotions, by going to <a href="http://www.ebay.ca/sh/mkt" target="_blank">www.ebay.ca/sh/mkt</a> or <a href="http://www.cafr.ebay.ca/sh/mkt" target="_blank">www.cafr.ebay.ca/sh/mkt</a>.</li> </ul> Select up to 500 individual Listings manually to apply volume pricing. Simply click the "Add inventory" link in the Volume pricing promotion flow, then click "Select Items". Create rules to select listings based on specific criteria such as price ranges or a specific subcategory by clicking "Add inventory" and then "create rules"Manually enter item IDs or SKUs by clicking "Add inventory" and "I want to enter specific SKUs" or "advance" and then "item numbers" under the select item button   <h2>GUIDE.DETAILED_INFORMATION </h2><h3><a id="details" name="details"></a>Promotions Manager</h3> Note: See <a href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1148&ViewLocale=en_US#InstructionsforMembers">Instructions</a> for how to use the tool, and <a href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1148&ViewLocale=en_US#TipsforMembers">Tips for members</a> for best practices. Discounts <ul> <li>Only one promotion of each type will be applied to an order, but if sellers use multiple types

of promotions, e.g. order discounts and shipping discounts, then more than one may be applied <ul> <li>Only one order discount is applied per item - the best possible discount for the buyer will be applied in Cart or Checkout.</li> <li>An order may qualify for an order discount and a shipping promotion, in this case both will be applied.</li> <li>If you use Sale event + markdown, the discounts you configure for shipping or order size offers will be on top of the discounted prices.</li> </ul> </li> <li>The discount given as a part of your offer is calculated based on the total regular price of all eligible items prior to any other discounts, shipping costs, sales tax, and other fees. For a free item with purchase offer, the non-discounted price of the lowest-priced item(s) will be applied as the discount towards the entire order.</li> </ul> Offer order/priority <ul> <li>Within a promotion type, e.g. for all your order discounts, you can use the priority field on the dashboard to adjust the order of your offers on the All Offers page. Enter a number between 1 (highest priority) and 4(lowest priority).</li> <li>If the offers have a priority, the offer with the highest priority (lowest number) will display at the top of the All Offers page.</li> <li>Note: This affects the order of offers on the All Offers page only.</li> </ul> <ul> <li>The priority of which offer will appear on the View Item page is based on a rule which cannot be changed.</li> <li>Items that qualify for multiple offers are promoted to a buyer on the View item page in the following order: <ul> <li>Order size/order discount offer if the item belongs to multiple offers, the one ending soonest is shown</li> <li>Sale events if the item belongs to multiple sale events, the one ending soonest is shown</li> <li>Shipping offers</li> </ul> </li> </ul> Visibility of listings <ul> <li>Theres no single way to guarantee a good position in search. <ul> <li>Using Promotions Manager will not directly give you an advantage in your listings search results rank; however, sales of all items with a Promotions Manager offer will count as a sale for each items listing.</li> <li>As a result, the listing will automatically move up in rank in Best Match over time as sales are taken into account in the Best Match algorithm.</li> </ul> </li> <li>Promotions Manager offers shown on item listings will not be

double-counted towards your listing page views or impressions. As your sales increase from your offers, your page view or impression to sales ratio will also improve.</li> <li>To make these offers available to international buyers, you will need to create the offers on the US/UK/AU/DE/FR/IT/ES sites as desired, then include international postage on these listings. <ul> <li>Buyers will only see your configured offers if they browse the respective eBay site, even though your listing is also surfaced on international eBay site</li> </ul> </li> <li>Use these addresses to create separate offers for our main international sites. <ul> <li>UK: <a href="https://www.ebay.co.uk/sh/mkt" target="_blank">https://www.ebay.co.uk/sh/mkt</a></li> <li>AU (Australia): <a href="https://www.ebay.com.au/sh/mkt" target="_blank">https://www.ebay.com.au/sh/mkt</a></li> <li>DE (Germany): <a href="https://www.ebay.de/sh/mkt" target="_blank">https://www.ebay.de/sh/mkt</a></li> <li>FR (France): <a href="https://www.ebay.fr/sh/mkt" target="_blank">https://www.ebay.fr/sh/mkt</a></li> <li>IT (Italy): <a href="https://www.ebay.it/sh/mkt" target="_blank">https://www.ebay.it/sh/mkt</a></li> <li>ES (Spain): <a href="https://www.ebay.es/sh/mkt">https://www.ebay.es/sh/mkt</a> You will need to log in to each site. </li> </ul> </li> </ul> SKU-based offers <ul> <li>An offer can have up to 500 parent SKUs entered.</li> <li>A parent SKU will automatically include all child SKUs in the offer. Child SKUs do not count towards the 500 SKU limit.</li> <li>An item must include the parent SKU to be eligible. If only the child SKU is included, the item will be ignored.</li> <li>In order to enhance the relevance of cross-sold items that are displayed on the Item page, eBay Manage Promotions will use an algorithm based on item price, shipping price, and quantity sold to determine the order in which your configured items are displayed. <ul> <li>If your items are new and do not have sales history on eBay, eBay Manage Promotions will use the order in which you provided the SKUs to determine the

display position.</li> </ul> </li> </ul> Shipping <ul> <li>Shipping promotions are for domestic locations only and not for international orders.</li> <li>If youve configured combined shipping promotions in eBays Shipping Promo Manager tool, a shipping offer page will automatically be created for you.</li> <li>Combined shipping promotions will continue to work as usual when a buyer completes checkout.</li> <li>All individual items sold with a Manage Promotions offer that have the same shipping service will be grouped together as a single order in order details. You will continue to have the ability to provide one tracking number for all items in an order or provide different tracking numbers for individual item(s) in an order.</li> <li>By offering the same shipping service on bundled items to consolidate bundled purchases into one order, you can ship the order in one box and reduce your shipping costs. <ul> <li>For example, a buyer purchases a camera that offers standard shipping for $5 and additional related items that offer standard shipping for free. When the buyer completes the purchase all items will be consolidated into a single order with a total shipping cost of $5 for standard shipping.</li> </ul> </li> </ul> Refunds <ul> <li>If the buyer exercises his right to cancel his order and return one or more of the items in a Special Offer, the seller shall refund the buyer at least the weighted discounted value of the item being returned.</li> <li>For items purchased as part of a Special Offer, the returns policy specified in each individual listing will apply to the return of each respective item.</li> <li>If a sellers return policy for an item permits returns, the item price that the seller reimburses the buyer must at a minimum be the cost-weighted discounted price of the returned item as displayed in My eBay. <ul> <li>For example, a buyer purchases a TV for $900 and adds a $100 Blu-ray player to his order to get a $50 discount as a part of your order discount offer; $45 discount was applied to the TV and $5 discount was applied to the Blu-ray player.   The buyer paid a total of $950 for the order.</li> <li>TV: $900 - $45 = $855</li> <li>Blu-ray player: $100 - $5 = $95</li> <li>TV + Blu-ray player: $855 + $95 = $950</li> <li>If the buyer returns the TV, but keeps the Blu-ray player, you should refund

him $900-$45 = $855.</li> </ul> </li> </ul> <h3>Sale event + markdown (replaced Markdown manager)</h3> Sale event + markdown <ul> <li>Increasing the item price removes the item from a sale. If you add free shipping to your sale, increasing the shipping cost will remove the item from the sale <ul> <li>To keep the on sale and block the price revision use the check box on the Review & launch page
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/launch%20page.png" ></li> </ul> </li> <li>Only active, fully indexed listings can be discounted.</li> <li>There are minimum and maximum durations for price sales. A Fixed-Price sale can be 1 to 45 days. <table border="1" cellpadding="0" cellspacing="0"> <tbody> <tr> <td valign="top" width="159">   </td> <td valign="top" width="62"> ROW </td> <td valign="top" width="64"> US </td> <td valign="top" width="183"> UK, DE, FR, IT, ES, AT, CH, IE </td> <td valign="top" width="61"> IN </td> </tr> <tr> <td valign="top" width="159"> Minimum sale duration </td> <td valign="top" width="62"> 1 </td> <td valign="top" width="64"> 1 </td> <td valign="top" width="183"> 1 </td> <td valign="top" width="61"> 1 </td> </tr> <tr> <td valign="top" width="159"> Maximum sale duration </td> <td valign="top" width="62"> 45 </td> <td valign="top" width="64"> 45 </td> <td valign="top" width="183"> 14 </td> <td valign="top" width="61"> 30 </td> </tr> </tbody> </table> </li> <li>The minimum duration between sales is 1 day.</li> <li>If a listing is already discounted and you add it to a new Sale event + markdown, it won't be further discounted.</li> <li>If you have listings in multiple currencies and choose to discount by an amount (not a percentage), that discount is in the currency of the listings and won't be converted. For example, a discount entered as "5" will be CN$5 for Canadian listings and US$5 in the United States.</li> <li>Your final discounted list price must be US $0.99 or more for a sale to be applied.</li> <li>Items listed in the Mature Audiences categories won't be included in sales.</li> <li>If you accept Best Offer for a listing that you

put in a markdown sale event, you won't be able to respond to offers automatically. Once the item goes on sale, you'll need to individually review all Best Offers for it.</li> <li>If you relist or sell a similar item, it should be relisted at the original price.</li> <li>You can't add a free shipping sale if your listing is one or more of the following: <ul> <li>Freight shipping</li> <li>Local pickup only</li> </ul> </li> </ul> Limits <ul> <li>A listing can only be in one active discount at a time, but a listing can exist in multiple scheduled and inactive sales. There must be at least 1 days between sales for a particular listing.</li> </ul> <h3>Seller Funded Coupons</h3> For Sellers What are Seller Funded Coupons? eBay supports several types of promotions and coupons, including seller-funded coupons. This particular coupon campaign is limited to a select group of top-notch sellers (approximately 20 sellers as of summer 2018). We hope to have product functionality to support an expanded group of sellers in the future. All participating sellers are expected to meet retail standards to provide buyers with a world-class experience. Sellers in this coupon fund the discount themselves. Sellers typically see increased traffic and conversion during these campaigns, so they view a drop in their inventory pricing as an investment for increased visibility. All items in their store are eligible for the coupon. How can sellers participate in Seller Funded Coupons? eBay reaches out to sellers who have consistently provide a retail standard experience and who also have a strategic inventory offering. This might be new, interesting inventory that we have not featured in past campaigns and/or items that are competitively priced. Sellers will be automatically notified via opt-in placements on their Seller Hub. Keep an eye out for this notification, located on right side of the Marketing tab. <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/sellerfundedcoupons1.png"> Sellers then can review the coupon details, check the Terms and Conditions, and then click to join. Thats all that is needed from the seller. On the front-end, eBay will modify listings to show the coupon eligibility on search results page and the view item page. The system will allow the customer to input the coupon code at checkout to redeem the discount. For Buyers What is

this coupon? eBay supports several types of promotions and coupons, including seller-funded coupons. This particular coupon campaign is fueled by inventory from a select group of sellers. Those particular sellers absorb the discount in return for increased traffic and visibility to their items and store. What items are eligible for this coupon? All eligible items can be found on the landing page, which is typically advertised on the homepage. It might be in the rotating billboard carousel (first highlighted placement) or the banner below your Recently Viewed Items module (second highlighted placement). <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/sellerfundedcoupons2.png"> We reveal the coupon code upon click to the landing page. You will also see badging for eligible items within Search Results and you can find the code on each individual View Item page.

 Search results: <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/sellerfundedcoupons3.png"> View Item Page: <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/sellerfunded4.png"> How do I redeem the coupon? You can find the coupon code on the main coupon landing page (usually advertised on the homepage) or on the items view item page. Once you have the code, you can apply within the checkout flow.   <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/sellerfunded5.png"> Im unable to checkout with the coupon code or the coupon code isnt applying a discount. <ul> <li>Make sure the item is eligible. Check the view item page to see if the coupon code is revealed above the image (on desktop) or below the Buy It Now button (on app, mWeb). <ul> <li>If not, the seller may not be participating in the coupon or the coupon may have ended. </li> </ul> </li> <li>Check the coupon landing page (usually easy to find on the homepage when the coupon is running). Scroll to the bottom of the page for full T&Cs. Make sure you meet minimum purchase requirements.   </li> </ul>   <h3>Promotion Banners and Modules</h3> What are promotion

banners and modules? <ul> <li>Promotional Banners and Modules can appear at the top or bottom of a sellers listing.
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/BANNER%20MODULE1%20GUIDE1148.jpg"></li> </ul> Why is my banner not appearing at the top of my listing? <ul> <li>The promotions are graded on the discount offered. The more the discount the more likely the banner will appear at the top of the page. If you dont see it at the top of the page then it should appear at the bottom of your listing.</li> </ul> Why is my banner at the bottom of my listing? <ul> <li>The banner shows only when the promotion has more than one listing in the same category as the item being viewed. Promotions are also graded on the discount offered and then placed accordingly. The better the discount the more likely your banner will be placed at the top of your listing.</li> </ul> When does the promotional module and banner appear on my listing? <ul> <li>The promotional module will appear when there is more than 1 listing available in the offer and items listed in the same category to each other.</li> </ul> Why do I have a banner but no module? <ul> <li>The module will not appear if there is only 1 listing in the category for the promotional offer to allow for cross promotion. <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/BANNER%20MODULE2%20GUIDE%201148.jpg"></li> </ul> Why do I not have a banner or module? <ul> <li>You will not have a banner if the promo offer is for a single listing only.<img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/NOBANNER%20NO%20MODULE3%20GUIDE1148.jpg"><img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/BANNER%20MODULE%204%20GUIDE1148.png"></li> </ul> <a id="VolumeDiscounts" name="VolumeDiscounts"></a>Volume Discounts Volume Discounts Volume pricing gives tiered discounts to buyers purchasing multiple quantities of a single item. The improved item page

treatment makes it easier for buyers to buy in bulk, so sellers can save on shipping. You can also see more information regarding volume pricing <a href="https://pages.ebay.com/specialoffers/volumepricing/" target="_blank">here</a>.
   For example:
  Buy one rubber duck at full price
  Buy 2 rubber ducks and save 5%
  Buy 3 rubber ducks and save 10%
  Buy 4 or more rubber ducks and save 15% <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/volumediscounts1.png"> Note: Sellers can set up their volume pricing in three ways: <ol> <li>For sellers with a store subscription, in the Marketing tab in the Seller Hub under Promotions > Create a promotion > Volume price discount. </li> <li>For all sellers, in the Bulk Edit and Relist tool (BEAR)</li> <li>For all sellers, in the quick listing tool, the advanced listing tool or using the eBay app</li> </ol> How to start a Volume Price discount For sellers with a store subscription, in the Marketing tab in the Seller Hub under Promotions > Create a promotion > Volume price discount <ol> <li>From the Create a promotion drop down choose Volume price discount: <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/volume2.png"> </li> <li>Here's how to set up volume pricing:</li> </ol> <ol> <li> <ol> <li dir="ltr">Select Promotions from the Marketing tab in the Seller Hub.</li> <li dir="ltr">Click on the Create a Promotion button in the top right corner and choose "Volume Pricing."</li> <li dir="ltr">Name your offer.</li> <li dir="ltr">Choose the % off discount for each tier.</li> <li dir="ltr">Choose how you want to identify the listings included in the promotion, either by the SKUs, Item ID, category or all inventory</li> <li dir="ltr">Past the SKUs or item IDs (if applicable) into the space provided</li> <li dir="ltr">Choose your date range.</li> <li dir="ltr">Click on Launch in the lower right-hand corner.</li> </ol> </li> </ol> <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/vp2.jpg"> (All

sellers) Using the Bulk Edit and Relist tool (BEAR) <ol> <li>From your Active Listings, select 2 or more Fixed Price, Multi-Quantity listings</li> <li>Select Edit option</li> <li>Once the Bulk Edit and Relist tool loads, select listings to edit</li> <li>Select Edit volume pricing option OR Select Edit fields and choose Volume pricing</li> </ol> (All sellers) When listing an item. (Listing must be in Buy it Now format, as volume pricing is not available in an auction) Advanced listing tool: <ol> <li>Go to the Pricing section.</li> <li>Select See pricing options on the right-hand side.</li> <li>Set Volume Pricing to on.</li> <li>In the Add volume pricing module that appears, set volume pricing to on and select your discount percentages.</li> </ol> Quick listing tool: <ol> <li>Go to the Pricing section.</li> <li>Select the pencil icon.</li> <li>In the Buy it now section, set Volume pricing to on and select your discount percentages.</li> </ol> eBay app: <ol> <li>Go to the Pricing section.</li> <li>Tap the pencil icon.</li> <li>In the Buy it now section, set Volume pricing to on and select your discount percentages.</li> </ol> What do buyers see? <ol> <li>On the item page buyers will see the bulk discounts you provide.
 When your discount is 5% or higher, theyll also see the original unit price and how much theyre saving: <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/volume6.png"> </li> <li>And the discount will be automatically applied as the buyer increases the quantity: <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/volume7.png"> </li> </ol> When is the discount applied? See the following example: Your volume pricing promotion contains Item A and Item B. Item C is not in this promotion: <ol> <li>The discount is applied when a buyer purchases multiple quantities of any item in your promotion, e.g. buying 2 x Item A, in a single transaction, will trigger the discount.</li> <li>The discount is also applied when a buyer purchases single quantities of multiple items in the same promotion, e.g.

buying 1 x Item A and 1 x Item B, in a single transaction, will trigger the discount.</li> <li>The discount will not be applied when a buyer purchases single quantities of multiple items which arent in the same promotion, e.g. buying 1 x Item A and 1 x Item C, in a single transaction, will not trigger the discount.</li> </ol> How does this work with my other promotions? If your item is in multiple promotions, this is the order of visibility: <ol> <li>Volume pricing</li> <li>Codeless coupons</li> <li>Order discounts</li> <li>Sale event + markdown</li> <li>Shipping discounts</li> </ol> With Volume pricing, Codeless coupons and Order discounts, regardless of which one is shown to buyers, only the single best discount will be applied based on what is in the buyers cart. If you are also running a markdown sale, the volume pricing will be applied on top of your discounted price. If you are using shipping discounts, the volume pricing may also be applied. Which items qualify for this type of offer? Items must be fixed price, multi-quantity. This includes multi-SKU/multi-variation listings. How many items can I apply this to? Volume pricing can be applied to 500 SKUs, or item IDs, per promotion. If you use the eBay Category or All Inventory option, Volume pricing is applied to all qualifying inventory. How do I get a list of my Item IDs or SKUs? In Seller Hub go to the listings tab. Use the search module to get a list of the items you want: <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/cnt-63715%20image%201.jpg"> Use the check box to pick your items and then choose an Edit option from the drop down: <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/checkbox.jpg"> In the bulk edit tool, click the Customize Columns link on the top right and make sure the Columns to display include: <ul> <li>Custom label, if you want to use SKUs</li> <li>Item number, if you want to use Item IDs</li> <li>Category ID, if you want to use eBay Category IDs</li> </ul> Using the checkboxes on the left, select the listings you want the IDs for and choose Export to file from the Action drop down. Choose Export to CSV. You can then open the file and copy the item IDs into your Volume pricing promotion: <img alt=""

src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/edit%20listings.jpg">   Additional information to help sellers locate their Item IDs or SKUs can be found <a href="https://pages.ebay.com/specialoffers/volumepricing/">here</a>. What if I want to edit the discount on one, or more, of my SKUs? An active promotion can only be paused, resumed or deleted. There is no way to edit the discount on an active promotion. If you have multiple SKUs within a promotion you must pause all of them. What if I want to end all my promotions? On your promotions dashboard, find the volume pricing that you want to manage, using the actions drop down you can pause and delete a promotion. What if I want to end some of my promotions? In volume pricing you cant end the promotion for just some included SKUs/Items if they are all included in a single promotion. However, to end a promotion for all included SKUs / Items, first pause the promotion and then you can delete it. As a best practice, do separate promotions for different items if there is a chance you will want to end a promotion for one item, but not for another item in the future. What if I join the Payments 2.0 beta? No problem. The offer will show on the item page, and qualifying buyers will automatically get the discount. Im in Deals and sometimes my purchase quantities are restricted. If your purchase quantity is restricted to one, try not to include those items as it can lead to a bad buyer experience. But if you're restricted to three, you can still use this promo type with just two or three tiers. <h2>GUIDE.INSTRUCTIONSSTEPS_TO_RESOLVE </h2><h3>Promotions Manager steps to resolve</h3> <h3>Complete process for using Promotions Manager

 Order discount</h3> 1. Choose Order discount from the Create a promotions dropdown on the Promotions manager dashboard <ul> <li><img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/choose%20order.png "></li> </ul> 2. Define your objective (optional) <ul> <li>If youre unsure which offer type to choose, use the Objectives filter at the top to nominate a category and objective and well suggest suitable offers: <ul> <li><img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/define%20your.png"&

gt;</li> </ul> </li> </ul> 3. Set offer details <ul> <li>Pick the type of offer that you'd like to run, and customize the details if desired using the dropdowns:</li> <li><img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/set%20offer.png"> </li> </ul> <a name="selectitems"></a>4. Select items <ul> <li>You can choose your promotion inventory set by: <ul> <li>Selecting up to 500 individual items
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/select%20items.png" >
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/select%20items2.png "></li> <li>Copying and pasting up to 500 item IDs or SKUs
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/copying.png">
  </li> </ul> </li> </ul> <ul> <li> <ul> <li>By creating rules - you can automate the process by selecting categories and filters. We will add new items automatically (with no item limit) until your offer ends.
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/by%20creating.png"></li> </ul> </li> </ul> 5. Review and launch <ul> <li>The final step is to review your offer and make sure that all details are correct. You can also give your offer a title and set the offer dates. Sale event name is the name that you see on the Promotions manager dashboard</li> <li>Note: At this step, you can schedule promotions to start at a later date. However, make sure you actually launch the offer - if you save it as a draft, it will not begin until you go back in and launch it.
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/launch%20it.png">
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/launch%20it%202.png"></li> <li>You can also review your offers from the Dashboard page.
 <img

alt=""
src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/dashboardpage.png"
></li> </ul> <h3>Sale event + markdown (formerly Markdown Manager) </h3> <a name="markdowninstructions"></a>Creating sales in Markdown Manager After selecting Sale event + markdown from the Create a promotion drop down:
 <img alt=""
src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/selecting.png">
<ol> <li>Set the offer type, choosing from a % off or a $ off promotion:
 <img alt=""
src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/after%20selecting.png"></li> <li>Choose inventory <ul> <li>Then sellers choose the items to mark down. As with order discounts, sellers can select items individually, copying and pasting a list of items or SKUs or creating rules using eBay or Store categories. Price, condition and brand can be used to refine rules.
 <img alt=""
src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/choose%20inventory.png">

  </li> <li>Inventory selection: Choosing individual items <ul> <li>Note: use the filters to refine item list to pick from</li> <li>Note: click on a column header to sort that column
 <img alt=""
src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/individual.png">
 <img alt=""
src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/individual2.png"></li> </ul> </li> </ul> </li> <li>Review and launch Finally, sellers review the mark down offer and choose how long the sale will run for.

   <ul> <li>Sale event name is the name that you see on the Promotions manager dashboard</li> <li>Default start time is two hours in advance, to give you time to make changes, but it can be changed to Start now</li> <li>Default end date is four weeks from the start date. Both the

end date and time can be changed, sales can only be 45 days long <table border="1" cellpadding="0" cellspacing="0"> <tbody> <tr> <td valign="top" width="159">   </td> <td valign="top" width="62"> ROW </td> <td valign="top" width="64"> US </td> <td valign="top" width="183"> UK, DE, FR, IT, ES, AT, CH, IE </td> <td valign="top" width="61"> IN </td> </tr> <tr> <td valign="top" width="159"> Minimum sale duration </td> <td valign="top" width="62"> 1 </td> <td valign="top" width="64"> 1 </td> <td valign="top" width="183"> 1 </td> <td valign="top" width="61"> 1 </td> </tr> <tr> <td valign="top" width="159"> Maximum sale duration </td> <td valign="top" width="62"> 45 </td> <td valign="top" width="64"> 45 </td> <td valign="top" width="183"> 14 </td> <td valign="top" width="61"> 30 </td> </tr> </tbody> </table> </li> <li>Sale event description is what is seen by buyers. It should highlight what your sale is about</li> </ul>
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/about.png">
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/about2.png"></li> </ol> <a name="endsaleinstructions"></a>Ending or deleting a Sale event + markdown manager Navigate to the Promotions manager dashboard: <ol> <li>If your sale has been Active for more than 24 hours, choose End from the Action dropdown on the dashboard.</li> <li>If your sale Status is Draft, Scheduled or Ended, choose Delete from the Action dropdown on the dashboard.</li> <li>If your sale is less than one day old, on the dashboard, find the Sale that youre interested in and choose Edit from the Action dropdown
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/dropdown.png">

 On the Review page, choose the Edit link in the Discount type and items section
 <img alt=""

src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/discount.png">

 Use the checkboxes on the left to remove individual items. Use the Remove all (end sale) link to end your sale. Click Save and review.
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1148/save%20and%20review.png">

 NOTE: If your sale is less than 24 hours old you will need to leave 1 item on sale.</li> </ol>   <h2>GUIDE.TIPS_FOR_MEMBERS </h2><h3><a name="managepromotions"></a>Promotions Manager best practices</h3> Using subtitles <ul> <li>It's a great idea to add a subtitle to your offer to help buyers know how to qualify.</li> <li>For example, if you are running an order discount promotion, you can add a subtitle that says "Select 3 items to qualify" or "Add 5 to your Cart for savings!"</li> </ul> Overlap of promotions <ul> <li>It's great to run multiple promotions at any given time - it increases your exposure and , but you should limit how many using the same listings for a number of different promotions.</li> <li>This prevents possible buyer confusion when one type of discount is presented in the beginning of the purchase, and another during checkout.</li> <li>Your account is allowed to have 10,000 of each offer type associated with it. If you receive an error for exceeding this limit, delete your ended offers to make room for new ones.</li> <li>Note: You will not receive a notification when an offer ends.</li> </ul> Volume offers and Conditional Shipping offers <ul> <li>Determine the average dollar amount that your buyers spend on an order, then set your offer's spending threshold between 100% and 125% of that amount.</li> <li>Determine the average number of items that your buyers buy in an order, then set your offer's order size threshold to 1 or 2 items above that amount.</li> <li>Analyze your average shipping cost and margins to determine what levels of discounts you can support.</li> </ul> Seasonal vs. Ongoing <ul> <li>Promotions that match the time of year or upcoming holidays are typically well received by buyers. You can even tailor your promotions to link up with sporting events, TV or movie premiers, or anything else that might be popular with your buyers.</li> <li>It's good to do a

blend of seasonal/temporary offers with ongoing promotions.</li> <li>For ongoing offers, restrict by category to allow for auto-updates of new inventory.</li> </ul> Experiment <ul> <li>Mix and match different items to see what works best. Always remember that related items should be relevant to the primary item.</li> </ul> SKU numbers <ul> <li>Use SKU numbers to create more specific offers.</li> <li>The SKU number must be located in the Custom Label field of your listing. <ul> <li>If you dont currently use this field, you can add or edit it in Selling Manager, Selling Manager Pro, Turbo Lister, the bulk edit and revise tool in My eBay, File Exchange and through the API.</li> <li><a href="http://pages.ebay.com/sellerinformation/sellingresources/sellingtools.html" target="_blank" title="Learn more about eBay selling tools">Learn more</a> about these eBay selling tools.</li> </ul> </li> <li>Remember that you can't add more than 500 SKUs to a promotion.</li> </ul> Product families <ul> <li>To create related items offers quickly, we recommend that you organize primary and related items into product families first. You can then easily decide on which items in the same or relatively same family to mix and match in order to create offers. <ul> <li>For example, you can organize all Stephen King books into one family and Edgar Allan Poe books into another family. Both of these product families can then be considered part of the Horror books family. You can then create offers using either Stephen King books, Edgar Allan Poe books, or both.</li> </ul> </li> </ul> API integration <ul> <li>If you are integrating directly with the eBay API, use eBays GetOrders API (not GetTransactions API) or the hierarchy of orders versus items when using eBays SoldReports API in Large Merchant Services to consolidate bundled purchases into one order, so you can ship the order in one box and reduce your shipping costs.</li> </ul> International promotions <ul> <li>Offers will only appear on the eBay site where you used Promotions Manager.</li> <li>If you do a large amount of cross border trade and would like your offers to appear on other sites (for example, ebay.it), you will have to create them separately on those sites.</li> </ul>