

## eBaymag Selling Guide

**GUIDE.SUMMARY** What eBaymag is an eBay-owned free application for sellers that makes selling internationally much easier. It grants sellers possibilities to:

- List items on 8 eBay sites: US, UK, DE, FR, IT, ES, AU, CA
- Upload listings in bulk using an excel template
- Manage orders and optimize shipping: add tracking numbers, combine items into a single shipment, set up shipping with Russian Post and DHL (available in Russia only)
- Interface support 6 languages (ENG, RUS, ESP, FRA, ITA, PRT)

Designed for:

- Sellers who are ready to interact with foreign customers and ship items worldwide
- Sellers with revenues from \$1000
- Sellers who use the Fixed-price format to list items, not the Auction style

How eBaymag works Any seller can use eBaymag to sell items worldwide.

3 easy steps to get started:

- Go to <https://ebaymag.com> and click the "Sign in via eBay" button in the upper right corner.
- Let eBay share your account data with eBaymag by clicking "I agree".
- Log in to your eBay account and wait until eBaymag imports all listings you already have.

Turn on the regional sites where you'd like to list items. eBaymag will provide some tips on which sites are more efficient; a special algorithm will help you to select the listings with highest international appeal.

After that, eBaymag will create copies of the original listings adapted to the requirements of the selected regional sites:

- Translate all the selected listings, their titles, descriptions and specifics
- Select categories for each regional site
- Convert product prices to the currency, accepted by the corresponding site
- Publish new listings in the Good 'Til Cancelled format

All created listings will be synchronized automatically across eBay sites to maintain consistent descriptions and inventory quantity. Once listings are created, a seller can work on incoming orders in eBaymag. Specifically, you can add tracking numbers, combine orders, set up shipping with Russian Post and DHL (available in Russia only).

</h2><h2>GUIDE.RELATED\_LINKS Related articles </ul>

<li>eBaymag<br> <a href="https://ebaymag.com"

target="\_blank">https://ebaymag.com</a></li> </ul>   </ul>

<li>eBaymag Help Center<br> <a href="https://help.ebaymag.com"

target="\_blank">https://help.ebaymag.com</a></li> </ul>   </ul>

<li>How to start selling in eBaymag<br> <a

href="https://help.ebaymag.com/en/articles/3778469-onboarding"

target="\_blank">https://help.ebaymag.com/en/articles/3778469-onboarding</a><br>

<a

href="https://help.ebaymag.com/en/articles/3778862-how-to-list-items">https://help.ebaymag.com

/en/articles/3778862-how-to-list-items</a></li> </ul>   </ul> <li>How to

manage orders in eBaymag<br> <a

href="https://help.ebaymag.com/en/collections/2195612-manage-orders">https://help.ebaymag.c

om/en/collections/2195612-manage-orders </a></li> </ul>   </ul>

<li>Active and passive international selling<br> <a

href="https://export.ebay.com/en/sell-even-more/how-to-sell-more/active-and-passive-international-s

elling/">https://export.ebay.com/en/sell-even-more/how-to-sell-more/active-and-passive-internatio

nal-selling/ </a></li> </ul>   </ul> <li>eBaymag and DHL integration (in

Russian)<br> <a href="https://export.ebay.com/dhl">https://export.ebay.com/dhl

</a></li> </ul>   </ul> <li>eBaymag and Russian Post integration (in

Russian)<br> <a

href="https://export.ebay.com/russian\_post">https://export.ebay.com/russian\_post

</a></li> </ul> </h2><h2>GUIDE.TALKING\_POINTS If you receive a

request from a seller asking any general questions about this tool, please use these Talking Points

to assist. </h2><h3>General questions</h3> How do I register on eBaymag?

</ul> <li>There is no need to register any new account, you can use eBay account. On

<https://ebaymag.com/>; eBaymag home page; click Sign in via eBay button and enter your eBay credentials. eBaymag is an official eBay app, so you can be sure that your information is secure.

What listings can I create and publish via eBaymag?

eBaymag is a tool that helps you list items on regional eBay sites.

eBaymag allows you to publish listings that meet all the laws of the country of the regional site and comply with <http://pages.ebay.com/seller-center/get-started/selling-basics.html>; eBay Rules & Policies.

However, rules of a regional eBay site in a particular country (for example, on ebay.de, ebay.it, etc.) may slightly differ from the rules of ebay.com. In this case, the rules of the regional site where you list your items are applied. Legal restrictions for selling items on different regional sites can be found <https://www.ebay.com/help/policies/prohibited-restricted-items/international-trading-policy?id=4338>; here.

There are eBaymag general listings requirements:

- Positive price of items (price cannot be less than \$1);
- Positive quantity at least of one item variation (you cannot publish an item that has been sold out);
- Shipping policy contains international shipping rates.

What eBay sites does eBaymag support?

Via eBaymag you can list items on one or more of the following websites: ebay.com, ebay.co.uk, ebay.de, ebay.fr, ebay.it, ebay.es, ebay.com.au, ebay.ca.

How long does it take eBaymag to list my item on a regional eBay site?

Creating a listing on the regional site may take up to 1015 minutes.

If the listing was not published after this time period, please, check:

- whether you have clicked the Publish button;
- whether you have reached your selling limits (if you have, please, contact the eBay Customer Support via Help&Contact tab on the top of any eBay page to request higher selling limits). Sellers using eBaymag need to inform CS that they're using the tool to duplicate in different languages and that's why they're requesting increase limits.

Besides this perhaps:

<ul> <li>we could not find a proper category for your item on the regional site (in this case, please try to choose it manually);</li> <li>the offered shipping policy contravenes the rules of the regional site, or not allowed for a selected category. In this case, we recommend you select a Shipping Policy created in eBaymag or add a return option to an existing policy.</li> <li>there is not enough item information available, e.g. title or description are missing</li> <li>item specifics are not filled out</li> </ul> </li> </ul> Do I need to pay any fees for using this tool? <ul> <li>eBaymag is a free tool, but basic eBay seller fees (insertion & final value fees) may apply. The number of zero insertion fee listings and the amount of fee depend on the selected site and store subscription.</li> </ul> I have registered in eBaymag but none of my listings were imported. Why? <ul> <li>If no listings were imported from eBay, it means they were trying to be imported from the wrong site. E.g. your original listings were created on the UK site (eBay.co.uk), but you registered in eBaymag from the US account (eBay.com). It's important that eBay.com (Motors) is considered a separate site from eBay.com.</li> <li>You can import listings from the correct site manually. Click the Add an item button and select Import from eBay option. In the window that opens, select the eBay site where you have listed your items before and where you want to import from. If you sell auto parts on ebay.com, you should choose ebay.com (Motors). Click Start and wait until the import is completed.</li> </ul> After publishing listings via eBaymag, lots of business policies were created in my account. Why? <ul> <li>When you publish listings via eBaymag, business policies are automatically created. This is absolutely normal.</li> <li>When you make any changes to shipping tariffs, excluded countries, return or payment options via eBaymag, the tool sends the affected listings to eBay for revise. eBaymag has no control over creating policies on the eBay sites side. eBay creates these policies based on your listing settings.</li> </ul> Why are there shipping exclusions in my business policies? <ul> <li>Those exclusions help listings to comply with <a href="https://www.ebay.com/help/policies/listing-policies/duplicate-listings-policy?id=4255">eBay

Duplicate listings policy

- The exclusions are added on a country basis. For example, if you have your item listed on UK (eBay.co.uk) with international shipping and you list this item via eBaymag on DE (eBay.de), Germany will be excluded from shipping countries list in your original listing on the UK site. As for listing on DE site there will be exclusions to the rest of the countries where you list internationally with eBaymag, i.e. ES, FR, IT plus to the original UK listing.
- Item I listed via eBaymag is removed. Why?
- Item can be removed for several reasons:
  - It violates one of eBay policies;
  - It violates eBay regional site policies where you listed it;
  - It was removed based on a VeRO report. It means that the verified rights owner asked eBay to remove certain listings that offer items or contain materials that infringe on their intellectual property rights. Examples of infringements:
    - Items that bear the rights owner's trademarks such as a logo but were not authorized by the rights owner.
    - Unauthorized copies of audio, video, or other media.
    - Unauthorized use of a rights owner's images or text in a listing.

Find more examples in the [https://pages.ebay.com/seller-center/listing-and-marketing/verified-rights-owner-program.html#m22\\_tb\\_a1\\_\\_1](https://pages.ebay.com/seller-center/listing-and-marketing/verified-rights-owner-program.html#m22_tb_a1__1)

VeRO Frequently Asked Questions

- When your listing is removed, you'll receive an email from eBay notifying you the reasons.
- I want to turn eBaymag off. How can I do it?
- To turn eBaymag off follow these steps:
  - Click the user icon in the top right corner.
  - Choose option Settings.
  - Scroll down and click the Disable eBaymag account button.
- You will see the pop-up notification where there will be an option whether to delete all items created via eBaymag or not. In order to delete items toggle the switcher. If you choose this option all your items created via eBaymag will be removed from eBay, but all your original listings will remain.
- Note: this process could take time, so if you change your mind you will not be able to return back immediately. You should wait a while before registering

again (approx. 24 hours).

- How can I get in touch with the eBaymag team?

If you have any questions, please, use the Support / "feedback" button in the right bottom corner of any eBaymag page and ask your question.

- Please attach as many details as you can (item numbers, screenshots, etc.).
- You will receive an email to your registered email address or we call you.

**eBaymag services & features**

How does eBaymag recommend items for publication?

- During onboarding, items are automatically selected through algorithms based on eBay's internal data on supply and demand on each regional site. It is a combination of sales history on the original sites, international sales history and demand insights from regional markets.

How does eBaymag translate listings?

- eBaymag uses machine translation. Please don't modify eBaymag translations. Remember that all new regional items are synchronised back to the original listing.

Why is my regional listing in a different category compared to the original listing?

- Each international eBay site has its own category and sub-category structure. While these structures are as similar as possible, sometimes there are slight differences. If your listing isn't in exactly the same category on an international eBay site, don't worry, it just fits better in that sub-category in that country.
- For example, women's trainers are in different categories in the US and in the UK.
- In the UK, they're in the category: Clothes, Shoes & Accessories > Women's Shoes > Trainers.
- Whereas in the US they're listed in: Clothes, Shoes & Accessories > Women's Shoes > Athletic.

How do I ensure that I don't oversell?

- All new international listings are synchronised back to the original listing. This means that when any one of these synchronised listings is sold, quantity across all sites is updated within a matter of minutes.

What happens with sold out listings?

- When your listing is sold out, it remains in stock marked as sold out.
- It allows sellers with regularly renewable stock not to list items again every time the inventory is replenished.

What is multi-account? You

can link multiple eBay accounts to one eBaymag account. It allows you to:

- Quickly copy all your listings from one account to another
- Buy store subscriptions on different eBay sites and list more items with zero insertion fee simply using items that you already have as templates
- Manage all orders from one single interface

To link multiple accounts:

- Go to the Sites page. Choose the site you'd like to link a new account to and click the "Add an account" button in the right column.
- In the window that opens click the "Add account" button to add an existing account or register a new one.
- By clicking the button you will be redirected on eBay. Click "Create new account" or, if you want to link an existing account, enter credentials here.
- After successful authorisation or registration, you will return to eBaymag. If you have just registered a new account, follow 4 simple steps to confirm it: confirm your address and phone number, and choose an automatic payment method.
- Click the Its done button below.

On the Sites page you can now see a new account linked to the selected site.

How can I use Russian Post or DHL integration?

To use eBaymag integrations with logistics services you should have a Russian address and unshipped orders. If you meet these requirements, there are 4 steps:

- Visit Orders page in eBaymag
- Choose one of unshipped orders
- In the window that opens click the Send with Russian Post or EMS or Send with DHL button
- Specify all the required information about the parcel and click Checkout delivery.

Thats it, your order has been registered. All you need to do now is to print out the shipping label and take the package with the shipping label to the post office or wait for a courier to pick up.

**GUIDE.DETAILED\_INFORMATION**


**Terms**


- Original site the site where your listings were originally created. In most cases it is eBay.com
- Regional (international) sites eBay sites where you publish adapted versions of original listings via eBaymag
- Original listings listings created on the original site
- International listings (cross-listings) copies of original listings created


and published on international sites via eBaymag</li> </ul> &nbsp; <h3>How to start using eBaymag</h3> <ul> <li>Sign in to <a href="https://ebaymag.com">https://ebaymag.com</a> using your eBay credentials:  </li> <li>Wait until your listings are imported from eBay. Import usually takes from 1 minute to half an hour.  </li> <li>After import is completed, read about how eBaymag works and click the "Start selling internationally" button.  </li> <li>Select additional sites to publish your listings on.</li> <li>For private sellers, we recommend choosing <a href="http://ebay.com/">ebay.com</a>, <a href="http://ebay.co.uk/">ebay.co.uk</a>, and <a href="http://ebay.de/">ebay.de</a> as these sites have a larger audience and more zero insertion free listings.</li> <li>Business sellers have stricter limits and can only publish 250 listings for free on <a href="http://ebay.com/">ebay.com</a> and <a href="http://ebay.ca/">ebay.ca</a>.</li> <li>Choose items you want to list on selected sites and click the Publish button  </li> <li>After registration and onboarding, you proceed to the Items page where you can see all of your imported listings. Soon, all the previously selected listings will be published.  </li> <li>That's how the Items page works:  </li> </ul> &nbsp; &nbsp; <h3>Additional features / tools available in





eBaymag</h3> Edit listings information <ul> <li>Click on any item to open the window with its full description and edit any details you want. Important: the description will change for listings created in eBaymag, but remains the same in your original listing.   </li> </ul> Manage orders <ul> <li>Go to the Orders & Shipping page. A list of your newest orders is available within half an hour after your registration.  </li> </ul> <ul> <li>Click one of the orders to add tracking number and set up shipping with logistics services  </li> </ul> Create shipping policies <ul> <li>Shipping policies tab allows you to manage all your shipping policies imported from eBay and create new ones.  </li> </ul> <ul> <li>Just click on a policy to edit it:  </li> </ul> <ul> <li>Each shipping policy consists of handling time, return options and tariffs for different countries. There are 3 default policies you can use: Free (30 days shipping) and 2 special policies for Russian Post and DHL.</li> </ul> Add addresses <ul> <li>The Addresses tab allows you to edit your shipping addresses imported from eBay or add new ones (up to 4)  </li> </ul> Set up regional sites <ul> <li>On the Sites page, you can turn more sites to sell on and tune the settings for them, including shipping countries and the


account on behalf of which items are published on this site. 


[https://cskb.qa.ebay.com/library/EBAY/1729\\_GUIDE/Set\\_up\\_regional\\_sites.png](https://cskb.qa.ebay.com/library/EBAY/1729_GUIDE/Set_up_regional_sites.png) 


[Change account settings](#) 


Visit the Settings tab by clicking the user icon in the top right corner and selecting Settings option. Here you can change your currency, find Tech Support contacts and delete eBaymag account. 


[https://cskb.qa.ebay.com/library/EBAY/1729\\_GUIDE/changeAccountSettings.png](https://cskb.qa.ebay.com/library/EBAY/1729_GUIDE/changeAccountSettings.png) 


[You also can change interface language by clicking an icon in the](#) 


menu: 


[https://cskb.qa.ebay.com/library/EBAY/1729\\_GUIDE/changeAccountSettings\\_2.png](https://cskb.qa.ebay.com/library/EBAY/1729_GUIDE/changeAccountSettings_2.png) 


[For more detailed information please visit our](#) 


[Help Center](https://help.ebaymag.com/en/) 


[GUIDE.INSTRUCTIONSSTEPS\\_TO\\_RESOLVE eBay Business Policies](#) 

Some of eBay regional sites, require the user to opt into Business Policies for eBaymag to be able to list regional listings with correct shipping policies. 

Therefore, we recommend that users create listing Business Policies before they start listing with eBaymag. 

Log into one of the seller regional sites and follow one of these links: 

<https://www.bizpolicy.ebay.fr/businesspolicy/policyoptin> 

<https://www.bizpolicy.ebay.fr/businesspolicy/policyoptin> 

<https://www.bizpolicy.ebay.es/businesspolicy/policyoptin> 

<https://www.bizpolicy.ebay.es/businesspolicy/policyoptin> 

<https://www.bizpolicy.ebay.co.uk/businesspolicy/policyoptin> 

<https://www.bizpolicy.ebay.co.uk/businesspolicy/policyoptin> 

<https://www.bizpolicy.ebay.it/businesspolicy/policyoptin> 

<https://www.bizpolicy.ebay.it/businesspolicy/policyoptin> 

<https://www.bizpolicy.ebay.com.au/businesspolicy/policyoptin> 

<https://www.bizpolicy.ebay.com.au/businesspolicy/policyoptin> 

om.au/businesspolicy/policyoptin</a></li>  
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sinesspolicy/policyoptin</a></li>  
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sinesspolicy/policyoptin</a></li>

href="https://www.bizpolicy.ebay.com/businesspolicy/policyoptin">https://www.bizpolicy.ebay.com  
/businesspolicy/policyoptin</a></li> </ul> </li> </li>If redirected to the  
standard business policies page - it means the seller has already agreed to business policies, and  
you can go ahead and start listing with eBaymag.</li> </li>If you see a page like the one  
below - you will need to agree to business policies by pressing the button at the bottom of the page.

 </li>

</ul> Import issues </ul> </li>If no listings were imported from eBay, it means they were  
trying to be imported from the wrong site. E.g. your original listings were created on the UK site  
(eBay.co.uk), but you registered in eBaymag from the US account (eBay.com). Its important that  
eBay.com (Motors) is considered a separate site from eBay.com.</li> </li>You can import  
listings from the correct site manually. Click the Add an item button and select Import from eBay  
option.  </li> </li>In the window that opens, select the eBay site where you have  
listed your items before and where you want to import from. If you sell auto parts on ebay.com, you  
should choose ebay.com (Motors).  </li> </li>When the site is selected, click "Start". Then wait a couple of minutes until  
import is finished. 

</li> </ul> Inventory synchronization issues <ul> <li>Sometimes it happens that a seller has updated inventory quantity on eBay but it remains the same on eBaymag. In this case a seller can click the "Sync quantities with eBay" button to keep the quantities in eBaymag relevant.

 </li> </ul> Account synchronization issues (account has

been expired) <ul> <li>If the seller sees the "account has been expired" notification, ask them if they have changed their eBay password/seller ID/account name recently as this will automatically revoke the "token". This will result in eBaymag not being able to synchronize with the account. To solve the synchronisation issue a seller can re-login to eBaymag.  </li> </ul> How to find and monitor international listings? <ul>

<li>Go to Activity > Seller Hub > Listings > Search</li> <li>Click on Listing sites selected: All > select all listing sites and unselect original site > click on Search  </li> </ul> Limits issues <ul> <li>Every month a seller gets a

number of <a

href="https://export.ebay.com/en/start-sell/selling-basics/seller-fees/insertion-fees/">Zero

Insertion Fee Listings</a>,. The number varies depending on which international eBay site they post listings, whether they are a business seller, whether they have a store subscription. The number of Zero Insertion Free Listings is in the table below (this number may be exceeded if you have an <a

href="https://export.ebay.com/en/sell-even-more/ebay-store-brand-development-and-cost-optimization-tool/why-get-ebay-store/">eBay Store</a> subscription).  </li> <li>When this limit is reached, a seller can see the notification in eBaymag.  </li> <li>To fix this and list more items, seller can: <ul> <li>Buy an <a href="https://export.ebay.com/en/sell-even-more/ebay-store-brand-development-and-cost-optimization-tool/why-get-ebay-store/">eBay Store</a> subscription or</li> <li>Allow paid insertion. To do this, they should click Allow paid placement in the notification, and toggle the Paid Insertion switcher and revise listings by clicking Save changes.</li> </ul> </li> </ul> Internal information Internal escalations <ul> <li>CARE/MSO/GA only: If you need help/clarification, you can reach out to the following POC: <ul> <li>mtsarou@ebay.com and lmarackinas@ebay.com</li> <li>Please do not share the above contacts with users</li> </ul> </li> </ul> </li> </ul> </h2>