

Marketing promotions - promotional offers for sellers

<h2>GUIDE.SUMMARY You can click the buttons on the left side of the page to jump to each of these sections! &nbsp; Summary eBay promotions to encourage sellers to list Not covered: <a href="https://cskb.qa.ebay.com/csKBapp/art?page=content&id=GUIDE1099">Buyer promotions</a> Related Links Announcement Board posts for promos; CSKB Promo content Talking points FAQs about being invited to promotions and getting the promotional rate Detailed information A list of different types of selling promotions Not covered: <a href="https://cskb.qa.ebay.com/csKBapp/art?page=content&id=GUIDE1099">Buyer promotions</a> Instructions / Steps to Resolve Steps to receive, view, and enroll in promotions Seller workflow How sellers can research and activate promotions &nbsp; </h2><h2>GUIDE.RELATED\_LINKS Related eBay Pages <ul><li>Announcement Board:&nbsp;Posts Tagged Promotions<br> <a href="http://announcements.ebay.com/tag/promotions/">http://announcements.ebay.com/tag/promotions/</a><br> &nbsp;</li> <li>Announcement Board: Posts Tagged Listing Promotion<br> <a href="http://announcements.ebay.com/tag/listing-promotion/">http://announcements.ebay.com/tag/listing-promotion/</a><br> &nbsp;</li> </ul> <ul> <li>Social Sharing Promotion Terms and Conditions<br> <a href="https://pages.ebay.com/social/sharing/terms.html">https://pages.ebay.com/social/sharing/terms.html</a></li> </ul> Related CSKB content <ul> <li>CSKB Promos Page<br> <a href="https://cskb.qa.ebay.com/csKBapp/browse?channelId=PROMOTIONS">https://cskb.qa.ebay.com/csKBapp/browse?channelId=PROMOTIONS</a><br> &nbsp;</li> </ul><a href="https://cskb.qa.ebay.com/csKBapp/art?page=content&id=GUIDE1099">Buyer Loyalty Programs - eBay Bucks, Coupons and Promotions</a></li> </ul> &nbsp; Related solutions <ul> </ul></li></a>

<https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL7910>>When is the next free listing day / promotion?</a></li></li></a>

<https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL7876>>Member Did Not Receive Credit for a Promotion</a></li></li></a>

<https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL9578>>My friend has a promotion, can I get it too? - Invitation only promo</a></li></li></a>

<https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL9579>>When a promotion offers lots of free listings, do selling limits still apply?</a></li></li></a>

<https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL9580>>How do I know if I'm getting the promotional rate?</a></li></li></a>

</h2></h2>GUIDE.TALKING\_POINTS <a name="promoquestions"></a>Note: Most questions can be answered by viewing the terms and conditions of the particular promotion. You may also need to <a href="https://cskb.qa.ebay.com/cskbapp/art?page\_content&id=GUIDE1105&ViewLocale=en\_US#searching">https://cskb.qa.ebay.com/cskbapp/art?page\_content&id=GUIDE1105&ViewLocale=en\_US#searching>find the relevant CSKB promo article</a> for promotion-specific questions.

How to make sure you're getting the promotional rate:

- Check your invoice:
- Go to My eBay, and click Account.
- Select Seller Account.
- From the drop-down box, select the invoice you'd like to view.
- Click Go to load the invoice page.
- Go to My eBay, and click Account.
- Select Seller Account.
- Click View: All account activity.
- Scroll down to view the fees and credits on the account.

Please read the Terms & Conditions of the particular promotion if you want to be completely sure you'll be eligible for the offer.

Can you see the items that have been listed under a certain promotion?

Yes. You can view a full list item numbers in the Promotional Offers section of My eBay -

see

&lt;a

href="https://cskb.qa.ebay.com/cskbapp/art?page\_content&id=GUIDE1105&ViewLocale=en\_US#InstructionsStepstoResolve">instructions</a>.</li> </li>You can do this for offers that are currently active or that ended in the last 60 days.</li> </ul> Need help with \_\_\_\_ promotion </ul> </li>Please look for the promotion's reference code - it's located at the bottom of both the invitation email and the promotion landing page.</li> </li>With the reference code, I can </a href="https://cskb.qa.ebay.com/cskbapp/art?page\_content&id=GUIDE1105&ViewLocale=en\_US#searching">search for this offer</a> and help you with it.</li> </ul> Can you opt in if you didn't receive the promotional email? Can you share the invitation that a friend received? </ul> </li>If the promotion was invitation-only, it can't be transferred or activated on any uninvited account. Check your eBay messages for an invitation.</li> </li>Promotions are rotated among different groups of sellers and buyers to allow eBay to offer more promotions overall.</li> </li>At this time, we're not able to opt people into existing promotions, but do keep an eye out in your email and Messages in My eBay for future promotion opportunities.</li> </ul> Why you may not have been included </ul> </li>Promotions are being rotated among different groups of sellers to allow eBay to offer more promotions overall, and to ensure we avoid flooding the marketplace with competitive listings.</li> </li>This is something that sellers often tell us is an issue with site-wide promotions, so your questions have been heard.</li> </li>Keep an eye out in your email and Messages in My eBay for future promotion opportunities.</li> </ul> As a Store owner, you want to know why most promotions are for non-Store sellers </ul> </li>As a Store subscriber, you receive significant discounts on Fixed Price Insertion fees and final value fees of Auction listings on a permanent basis.</li> </li>However, we do offer promotions for Stores, and will offer more in the future, so make sure you are opted in to receive our promotional emails and keep an eye out for future promotion opportunities.</li> </ul> Your friends and family keep getting invited to

promos, but you never get them

- Promotions are being rotated among different groups of sellers to allow eBay to offer more promotions overall and, in some cases, are category-specific promotions.
- Make sure you are opted in to receive our promotional emails and keep an eye out for future promotion opportunities.
- Will promotions impact your usual number of monthly free listings?
- Free listings for a promotion are offered in addition to the normal free listings you get every month.
- Any applicable promotions will always take effect first, before any of your monthly free listings are used.
- Make sure you check the Terms & Conditions of the given promotion to ensure that your listing(s) will be eligible.
- As you list items, the Promotional Offers section of My eBay (part of Selling or Selling Manager) will keep track of the free listings you have left; it counts your monthly free listings as well as any offers you might have.
- For a free insertion fee promotion, can you relist an earlier listing to make it eligible for the offer?
- No. Only new listings are eligible for free insertion fee promos; relisted items are excluded.
- You can select the Sell Similar option on a previously listed item to create a new listing based on the information you used earlier.
- Do your selling limits still apply when an active promotion gives you thousands of free listings?
- Yes. Selling limits always apply.
- You found this promotion online. Why weren't you able to get the promotional rate?
- Most of eBay's promotional offers are invitation only, and must be activated by the invited user to become active.
- Usually, forwarded emails or links on the Internet (for example, on forums that list online deals) will not activate a given promotion. Please read the terms and conditions carefully to see if this is the case.
- Why you have to manually activate a promotion in order to get the offer
- eBay uses the information gained from the activation process to create better and more personalized promotions, based on what, when, and how you sell.
- When is the next promotion?
- Will you be included?
- Like most businesses, eBay chooses not to share the details on future

promotions so we dont create an unfair advantage to sellers who are in the know versus sellers who are unaware.</li> <li>Make sure you are opted in to receive our promotional emails and keep an eye out for future promotion opportunities.</li> </ul> Optional additional information for all previous questions.  <ul> <li>Also, please remember youre entitled to many other money-saving opportunities on eBay! <ul> <li>You can list your first 50 items every month for free (for non-stores), meaning you won't get insertion fees.</li> <li>You get 24 free pictures with all your listings.</li> </ul> </li> </ul> When is the next promotion? Will you be included? <ul> <li>Like most businesses, eBay chooses not to share the details on future promotions so we dont create an unfair advantage to sellers who are in the know versus sellers who are unaware.</li> <li>Make sure you are opted in to receive our promotional emails and keep an eye out for future promotion opportunities.</li> </ul> I misunderstood (did not understand) the promotion terms and did not qualify because of that. Can you still credit me? <ul> <li>I am sorry you misunderstood the promotion terms, however the terms must be met in order to qualify for the credit(s)/benefit(s) the promotion is offering.</li> <li>If you are ever uncertain about the promotion terms you are welcome to call us and we would be happy to help you understand them.</li> <li>If a customer is still seeking a credit even though they did not meet the qualifications, please reach out to your leadership for guidance.</li> </ul>   <h3>Guaranteed Price Promotions</h3>   Why was I disqualified from the guarantee? Possible explanations:<ul> <li>User declined eBay's Recommendation and selected price & format independently</li> <li>Item was reviewed and found to be not as described </li> <li>Condition worse than specified</li> <li>Item specifics do not match phone selected</li> <li>Image does not match item</li> </ul> </li> <li>Item was reviewed and found to be of unacceptable condition </li> <li>Phone has cracked screen, prior water damage, or other significant damage</li> <li>Phone is unusable (stolen, activation locked, etc.)</li> </ul> </li> <li>User revised listing making promotional

offer


- User has reached limit of two (2) qualifying listings during promotion period (with single or linked accounts)
- Shipping charge exceeds \$15 or is outside of customary range for that item.

Why do I not see the guarantee promotion on eBay when I try to sell my phone? Reasons a seller may not see guarantee messaging in the listing flow:

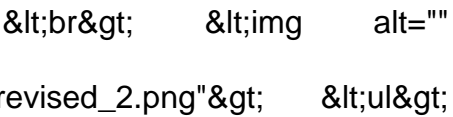
- Seller is in business tool
- Particular item is not eligible for guarantee (not enough historical data to guarantee a price)
- Item listing is not linked to catalog
- Item not in acceptable condition (e.g. for parts or not working, seller refurbished)
- User has reached limit of qualifying listings during promotion period (limit of 2 per user)
- Listing start date is outside the promotion period (11/16/15 - 12/31/15)
- Seller is working on a revised listing
- Sellers account has been flagged or is not in good standing

Is my listing eligible for the price guarantee?

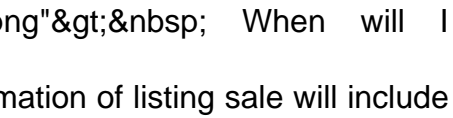
- If seller is still in listing flow, they can check listing confirmation page which will include messaging if listing is entered into guarantee promotion or has been disqualified;



Have seller look for listing confirmation email. If eligible, this email will include messaging around listing qualification. If there is no mention of the guarantee, the item was deemed ineligible for the promotion;




If item already sold and sold below the guaranteed price, information regarding eligibility can be found in the Seller Success email;



When will I receive my coupon?

- When item sells, email confirmation of listing sale will include coupon eligibility info. Once a buyer pays, the coupon will be issued. If a buyer paid outside of PayPal, a seller can mark the item as paid in my eBay to trigger the coupon;



[Share Your Link](#) Social Sharing - Share Your Link program

What is Social Sharing?

- Sellers will receive a final value fee credit on items purchased through a unique listing link.
- Sellers may generate a unique listing link by:
  - Selecting the "Share Your Link" prompt available after completing or revising a listing through eBay's quick listing tool; or the "Share Listing" option available next to existing listings on My eBay Active; and
  - Following the prompts to share your listing via one of the available sharing options (the "Promotion").
- The final value fee will appear as a credit on your eBay invoice within 30 days of a qualifying sale.
- All existing selling limits on your account (as well as category and item limits) still apply. Listing fees, depending on how many listings you have already created, as well as optional upgrade fees (such as reserve price, subtitle, etc.) may apply; learn more about seller fees, including the number of zero insertion fee listings per month, by viewing our everyday rate plan.

Who is eligible to share a link?

- Social sharing is available to sellers who use eBay's quick listing tool. Only sellers using eBay's quick listing tool will see prompts to "Share Your Link" or "Share Listing."
- Summary of Restrictions & Exclusions
- Social sharing is only valid for final value fee credits. Optional upgrade fees (such as reserve price, subtitle, etc.), as well as any applicable insertion and PayPal fees, may still apply.
- Social sharing is only valid for the current listing duration. The unique listing link expires at the end of the listing duration, e.g., if your item is listed as a 1-day auction and the auction expires without a sale the unique link also expires.
- This is not available for sellers using listing flows other than eBay's quick listing tool.
- This is not available if the unique listing link is shared in any manner on [www.ebay.com](http://www.ebay.com), including in your listing description, or on another eBay website.

Why should I share my unique link?

- When you share your unique listing link on social media, via e-mail, or through another available sharing option, and a buyer purchases your item through that unique link, you will receive a credit back on any final value fee related to the sale.
- When will

I receive my final value fee credit? <ul> <li>The final value fee will be credited back to your regular eBay invoice within 30 days of a qualifying sale.</li> </ul> Internal Information <ul> <li>Not to be shared with members, there has been some gaming or fraudulent transactions with sellers taking advantage of the social sharing credit. As a result, all social sharing transactions are reviewed by the business to ensure only eligible shares are credited. There should be no instances where teammates are manually submitting credits for social sharing. The message to members should be that we review all of these transactions and if it was eligible it will be credited. </li> </ul>   What about credits for other fees? <ul> <li>Only final value fees will be credited back to you. Optional upgrade fees (such as reserve price, subtitle, etc.), as well as any applicable insertion and PayPal fees may still apply.</li> </ul> What if someone purchases my item through a different link I share? <ul> <li>You will not be eligible for the final value fee credit. For example, you will not receive a final value fee credit if your item sells via a link generated by yourself by finding your listing on www.ebay.com and directing buyers to your listing. </li> </ul> What if someone in my network purchases my item without clicking on my unique link? <ul> <li>You will not be eligible for the final value fee credit. Make sure to share the unique listing link to your network.</li> </ul> What if someone else shares my unique link? <ul> <li>As the seller who generated the unique link, you will be the one eligible to receive the final value fee credit on any sale of your item.</li> </ul> What happens if my listing expires? <ul> <li>You will need to re-list your item and then re-share your unique listing link. The final value fee credit is only available for the current listing duration. For example, if your item is listed as a 1-day auction and the auction expires without a sale the unique link also expires.</li> </ul>

</h2><h2>GUIDE.DETAILED\_INFORMATION

<a href="https://cskb.qa.ebay.com/cskbapp/art?page\_content&id=GUIDE1105&ViewLocale=en\_US#types">Types of promotions</a>

<a href="https://cskb.qa.ebay.com/cskbapp/art?page\_content&id=GUIDE1105&ViewLocale=



en\_US#guaranteed">Guaranteed price promotions </a>  

</h2></h3><a name="types"></a>Types of promotions</h3> The information below is not a complete list of every promotion type; eBay's promotional offers are continually changing. Please see the Promotions page of the CSKB for the most current list of recent promotions.

- Buyer promotions
- See <a href="https://cskb.qa.ebay.com/csxbapp/art?page=content&id=GUIDE1099">Buyer Loyalty Programs - eBay Bucks, Coupons and Promotions</a>.<br>
- Seller promotions
- Site-wide promotions
- Available to all sellers.
- Displayed on the Announcement Board and sometimes the eBay homepage.
- Placed in the Promotional Offers section of every seller's My eBay.<br>
- Invitation-only promotions
- Must be used on the invited account, and cannot be transferred.
- Invitations may arrive by email, on-site messaging, postal mail, or a phone call (depending on how a member has set up their communication preferences).
- Some need to be activated by the seller before the promotional offer takes effect.
- Some of these will be guaranteed price promotions - see <a href="https://cskb.qa.ebay.com/csxbapp/art?page\_content&id=GUIDE1105&ViewLocale=en\_US#guaranteed">below</a>.<br>
- <a href="https://cskb.qa.ebay.com/csxbapp/art?page=content&id=PROMO1938">"Personalized promotions"</a>
- Based on a member's recent account activity.<br>
- </ul>
- <ul>
- </li>
- <a href="https://cskb.qa.ebay.com/csxbapp/art?page=content&id=PROMO1975">"Trigger promotions"</a>
- Sent as part of a larger marketing campaign aimed at a particular segment of sellers.<br>
- </ul>
- Shipping promotions
- Include discounts on shipping labels and incentives to use GSP.<br>
- </ul>
- GEO promotions

<ul> <li>Offered as part of the GEO Expansion program, and valid only for members in specific countries.</li> </ul> </li> </ul>   <h3><a name="guaranteed"></a>Guaranteed price promotions</h3> There's a specific type of seller promotion that guarantees sellers that their items will sell at a particular price. <ul> <li>This is still a promotion with specific terms and start/end dates, but the member experience will take place directly inside the listing flow (SYI or the Quick Listing Tool).</li> </ul> Here's how these promos work: <ol> <li>If a seller is eligible for the offer, they will see a message when selecting a format and price for a listing:<br> <br> Use our recommendation and you're guaranteed at least \$\_\_ once your item sells.<br> if it sells for less we'll pay the rest with an eBay coupon.<br> <br>  </li> <li>To participate in the promotion, the seller will have to use eBay's recommended listing format, duration, and price. If they don't use eBay's recommendations, they'll see messaging that they no longer qualify:<br> <br> You can still lock in a guaranteed selling price of \$\_\_\_. Use our listing recommendation to qualify.<br> <br>  </li> <li>Once the item is listed, the seller will see a message that they are participating in the promotion:<br> <br> Your item is now listed for sale with guarantee.<br> You're guaranteed at least \$\_\_ when your item sells. If it sells for less, we'll pay you the rest.<br> <br>  </li> <li>If the seller revises their listing, they will see a message that they must not edit certain details to stay eligible for the promotion:<br> <br> You've locked in a price guarantee of \$\_\_\_. To maintain your price guarantee, your title and selling format cannot be changed.<br> </li>

NG"><br>  </li> </li>Once the item sells, the seller will be awarded an eBay coupon for any remaining balance between their sale price and the guaranteed price. <ul></li>Items must sell to qualify. Unsold items are not eligible for a coupon.</li> </ul></li> </ol> <h2>GUIDE.INSTRUCTIONSSTEPS\_TO\_RESOLVE View qualified promotions: Manage my promotions: <ol> </li>Go to My eBay.</li> </li>Under the Sell heading, click All Selling.</li> </li>Scroll down to the Promotional Offers heading and click the Active tab to see your current promotions.</li> </ol> Note: Promotions will not display here until at least one eligible listing has been created. <table border="1" cellpadding="0" cellspacing="0"> <tbody> <tr> <td align="top"> Status </td> <td align="top"> What it means </td> </tr> <tr> <td align="top"> Previous / Active </td> <td align="top"> Automatically applied </td> </tr> <tr> <td align="top"> Accepted </td> <td align="top"> Manually activated </td> </tr> <tr> <td align="top"> Get Offer </td> <td align="top"> Not yet activated; click the button to activate </td> </tr> </tbody> </table> You can activate promotions from this section, if needed. You'll see that the number of listings in the "Used" column is a clickable link. Click one of these numbers to see a list of item IDs that used a particular promotion - you can even download the full list of IDs in a text file. Tip: Members can move this and other sections up or down on the screen by using the arrows on the header bar. View promotions history: <ol></li>Go to My eBay.</li> </li>Under the Sell heading, click All Selling.</li> </li>Scroll down to the Promotional Offers heading and click the History tab to see your past promotions.</li> </ol> You'll see that the number of listings in the "Used" column is a clickable link. Click one of these numbers to see a list of item IDs that used a particular promotion - you can even download the full list of IDs in a text file. Note: The history tab will only display promotions that the seller activated and used within the last 60 days. Subscribe or unsubscribe (opt in, opt out) to promotion invitations and updates: <ul> </li>Edit your preferences in My eBay - path: My eBay > Account > Communication preferences > Promotions and

surveys</li> </ul> <a name="rsvp"></a>Activate / enroll in a promotion: Some promotions require sellers to actively accept them by clicking a link within the promotional email.

- Check your email or eBay Messages for the invitation to this promotion.
- Click the Activate Now button.
- or
- Check the Promotional Offers section of My eBay.
- Find the offer you'd like to activate.
- Click the Get Offer button.

If the promotion involves listing an item, listings will only be eligible if created after you activated the offer.  

##