

## Seller performance overview

Our performance metrics and requirements are intended to encourage good selling practices so that buyers can shop with confidence on eBay.

If your account is Below Standard, please read our

[Seller standards policy](https://www.ebay.com/help/policies/selling-policies/seller-standards-policy?id=4347)

We provide multiple performance metrics from two different types of monthly evaluation, both based on recent sales:

- In the [seller standards](#standards) evaluation, we're measuring individual performance on factors within a seller's control — such as sending items on time — to determine their seller level.

- In the [service metrics](#service-metrics) evaluation, we're looking at sellers' performance in the context of a "peer group" — sellers with a similar profile — to identify those who have significantly higher rates of buyers reporting problems with their orders.

Our seller dashboards show details of your performance on each of the metrics we use, and help you see where you can improve.

## Seller standards and seller levels

All buyers should have a great experience on eBay, so we evaluate sellers regularly to make sure they are providing the levels of customer service that we expect. All sellers are assigned an individual seller performance level of either Below Standard, Above Standard or Top Rated based on our monthly evaluation of their recent sales.

[Seller standards policy](https://www.ebay.com/help/policies/selling-policies/seller-standards-policy?id=4347)

Our policy explains how the evaluation works, the requirements for each seller level, and the limitations that may be placed on your account if you fall below our minimum standards. Your dashboard shows a detailed breakdown of your performance on the factors which

determine your seller level: cases closed without seller resolution, transaction defect rate and late shipment rate. Use the button below to see your current seller level and where you can improve.<a href="https://sellerstandards.ebay.com/dashboard" target="\_blank">Seller

Dashboard - opens in new window or tab</a><h2 id="section2">Service metrics</h2><h3>Service metrics and peer benchmarking</h3>

It's important that buyers get their orders as expected, so we review performance regularly to make sure sellers with a similar profile are providing similar levels of service. We look at recent sales, and how many of those buyers reported a problem with their order, regardless of whether the issue was resolved or not.<a

go to Seller Help.<a href="https://www.ebay.com/sellerhelp" target="\_blank">Seller Help - opens in new window or tab</a>;TipIf you're looking for data and insights on your sales, you'll find a variety of tools in <a href="https://www.ebay.com/help/selling/selling-tools/seller-hub?id=4095">Seller Hub</a> to track your listings and orders, analyze your business performance, and identify opportunities for growth.For help with financial reporting, read our article on <a href="https://www.ebay.com/help/selling/fees-credits-invoices/reconciling-ebay-sales-transactions?id=4847">reconciling your eBay sales transactions</a>.</h2 id="section4">Your reputation on eBay</h2>Your <a href="https://www.ebay.com/help/account/changing-account-settings/feedback-profiles?id=4204">feedback profile</a> shows ratings and comments from other members on your past transactions. For sellers, it also shows how you've been rated on aspects such as communication or shipping costs (detailed seller ratings).Other eBay members can't see your seller level, unless you are Top Rated. Your service metrics are also not displayed to anyone else.We'll highlight Top Rated sellers who provide great customer service with a <a href="https://www.ebay.com/help/policies/selling-policies/seller-standards-policy?id=4347&#top-rated-plus">Top Rated Plus</a> badge on their listing.</h2 id="section5">Selling internationally</h2>Our <a href="https://www.ebay.com/help/policies/selling-policies/global-seller-performance-policy?id=4351">Global seller performance policy</a> explains how your performance is evaluated when selling internationally.</h2></h2>eBay standards,seller level,standards evaluation,performance level,below standard,below standards,above standard,top rated,service metrics,service metrics evaluation,peer benchmark,peer benchmarking,very high rating,how to improve performance,reputation on eBay,powerseller,powersellers,premium service,eBay premium service,premium service

badge,performance ratings,top rated plus,top rated seal,top rated plus seal,top rated  
badge</h2>