

## Top Star Program

[GUIDE.TALKING\\_POINTS](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1826&ViewLocale=en_US#eligibility) Eligibility

[Seasonal Collections](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1826&ViewLocale=en_US#seasonal)

[Frequent collection/drop contact reasons and how to handle](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1826&ViewLocale=en_US#dropcontact)

[Top Star Trial](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1826&ViewLocale=en_US#trial)

[Top Star Tracker](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1826&ViewLocale=en_US#tracker)

Eligibility How do I become a Top Star member and qualify for the program?

- Top Star is for our most loyal buyers in select categories. Top Star is an invite-only program; if you are interested and believe you may qualify, fill out form on [topstar.ebay.com](https://topstar.ebay.com) (vanity URL). We will look at a range of factors to determine your qualification
- How exclusive is this program? How many people are members?
- The Top Star program is reserved for eBay's most loyal buyers in Sneakers. We cannot disclose our selection criteria or population of the Top Star program. If you are interested in joining and believe you qualify as a top sneaker buyer, please fill out a Top Star prospecting form on [topstar.ebay.com](https://topstar.ebay.com)
- Will the program expand in the future?
- We will continue to invite the right set of customers when it makes sense to expand the program. If you are interested in joining and believe you qualify as a top sneaker buyer, please fill out a Top Star prospecting form on [topstar.ebay.com](https://topstar.ebay.com)
- Which categories does Top Star offer benefits for?
- Top Star is currently offered for Sneaker category buyers,

but the program may change over time

- Is there a cost to the program?

No, membership in Top Star is completely free

- I am a high spender in [non-Top Star] category, can I be included?
- Currently the program is only available in the Sneakers category
- If you don't accept me, I will write a poor review about eBay / Top Star
- We understand and are excited that you want to be a part of the program. If you are interested in joining and believe you qualify as a top sneakers buyer, please fill out a Top Star prospecting form on [topstar.ebay.com](https://topstar.ebay.com)
- I am an influencer in sneakers. Do I qualify?
- If you are interested in joining, please fill out a Top Star prospecting form on [topstar.ebay.com](https://topstar.ebay.com).
- I feel that eBay doesn't value my business since I wasn't invited
- We value all of our customers; however Top Star - like other loyalty programs - is subject to population constraints and is only available for buyers who meet a breadth of different criteria.
- If you are interested in joining and believe you qualify as a top sneakers buyer, please fill out a Top Star prospecting form on [topstar.ebay.com](https://topstar.ebay.com).
- eBay doesn't treat its non-Top Star customers as well as [competitor]
- We value all of our customers and will continue to roll out wide-spread, meaningful programs to reward all eBay buyers.
- I was told I have access to the Top Star Program but cant log in using this account
- Please make sure you are logging into Top Star with the same email you received an invitation from. Generally, the log-in email should be the same as you eBay log-in
- I changed my username and I can no longer access the Top Star Site
- If your eBay account ID has changed from your welcome email, we will need to update our system to reflect this as the Top Star program is exclusive and linked to the invited user ID.
- Internal Information
- Send members old user ID and new user ID information to the #top-star-feedback channel so we may remedy this. Please let the member know it can take up to 24 business hours to update.
- Can I opt out of particular benefits / I want to opt-out of Top Star?
- With no cost and great benefits, we would love it if you would

stay with the program and we will keep communication to a minimum. If you still want to opt out, we can remove you from the program and the exclusive benefits.

After we take your request, please allow us up to 30 days for removing you from the program.

Please record that the user wants to opt-out in the excel sheet and also report the issue to the #top-star-feedback channel on slack (Tab Opt-Out): [https://ebayinc-my.sharepoint.com/:x/g/personal/aagarwal4\\_ebay\\_com/EVcD3VScJhJPmuF\\_IImD8nYBoYieygjXlfkZfw43Vurn5Q?e=dbQvUW](https://ebayinc-my.sharepoint.com/:x/g/personal/aagarwal4_ebay_com/EVcD3VScJhJPmuF_IImD8nYBoYieygjXlfkZfw43Vurn5Q?e=dbQvUW)

What are the benefits of being a Top Star member?

Full Top star members get benefits including but not limited to:

- Invitations to seasonal collections where you can purchase the hottest sneakers at or near retail price.
- An exclusive gift for being a Top Star Member.
- Plus additional benefits and exclusives only available to members of the Top Star Community.

Do Top Star members get a gift?

Once you are invited or successfully make it past the trial, you will be sent a gift as part of the onboarding as a full Top Star member. Members should begin to receive their gift within 30 days of being onboarded to Top Star.

How long is my Top Star membership for?

Top Star is an annual program. You can check your tracker to see how many months you have left to know when you will be reevaluated.

Internal Information

Members who came in through the Initial program (October) will be up for re-evaluation in October.

Members who were part of the Spring Trial will be up for re-evaluation in June.

Originally the spring trial was through April, but we are aligning the dates to bi-annual.

What do I need to do to keep my Top Star membership?

We do not publish the requirements for a Top Star membership, but purchasing sneakers that qualify and participating in the drops is a great way to stay active.

Members can also review their purchase tracker to see the

likelihood of renewal (see Top Star Tracker information below).

[Seasonal Collections](#)

What is a collection?

Each season, Top Star will have several drops or collections that invited buyers can purchase from. These collections are exclusive to the offered dates and a limited number of buyers. The sneakers offered are limited in sizes and styles and sneakers may sell out almost immediately for highly coveted styles.

Top Star members are invited to one collection per season. They will see the available drop in their Top Star account and receive an email with their invitation in their messages. These invitations are generated and unable to be adjusted or changed. If a member misses their collection for a season, does not make a purchase, and are not remediated for, they will still be invited to the next collection.

I didn't find anything of interest in my seasonal collection and now have missed the window.

No worries! We plan to launch many more seasonal collections. We'll let you know when your next available seasonal collection date is announced and also when it goes live.

Please sign up for email notifications if you haven't already so you don't miss the next one!

What is the Sneakers seasonal collection? How many shoes can I purchase per seasonal collection?

Sneakers seasonal collections are a seasonal benefit and will happen multiple times a year. Seasonal collections will include a selection of the hottest sneakers at or near retail price, exclusively for you as a Top Star sneakers member.

Usually, one purchase per seasonal collection is allowed. However, check the collection details by clicking into the collection to know the exact limits for each collection.

Stay tuned to the Top Star page and various communications that will notify you of your eligible seasonal collections. Please sign up for email notifications if you haven't already so you don't miss the next one!

Why are seasonal collections time limited?

It is time limited as our trusted seller network can only reserve their exclusive merchandise for a certain period of time.

How often do I get a seasonal collection? When will my next seasonal collection be? Why do I

only get one per quarter?&nbsp; &lt;ul&gt; &lt;li&gt;Each Top Star member will receive access to one seasonal collection per season. Stay tuned on the website/our emails to hear about your next seasonal collection!&lt;/li&gt; &lt;li&gt;There is only one per season in order to ensure high quality sourcing from our trusted seller network. Please sign up for email&nbsp;notifications if you haven't already so you don't miss the next one!&nbsp;&lt;/li&gt; &lt;/ul&gt; Why is my seasonal collection different than other members? Can I change my seasonal collection? &lt;ul&gt; &lt;li&gt;Top Star holds more than one seasonal collection per season, of which each member is assigned to one. As a result, you may not receive the same seasonal collection as another Top Star member each quarter. You may only access and purchase within your available seasonal collection each quarter&lt;/li&gt; &lt;/ul&gt; Are the shoes at retail price? Why are these shoes not at retail price? &lt;ul&gt; &lt;li&gt;The vast majority of shoes will be listed at retail price, however we cannot guarantee that all shoes in seasonal collection will be listed at exactly retail price due to variability of inventory and market pricing. However, the shoes will definitely be a better deal than any other place&nbsp;&lt;/li&gt; &lt;/ul&gt; Why aren't the discounts per shoe the same? &lt;ul&gt; &lt;li&gt;We strive to list each seasonal collection item at retail price, irrespective of secondary market prices. Depending on the seller list price, we may have to discount differently per shoe&lt;/li&gt; &lt;/ul&gt; I don't see the product I wanted / the size I want is sold out &lt;ul&gt; &lt;li&gt;For each seasonal collection we strive to source a wide variety of shoes and across size ranges. Inventories for each seasonal collection are kept up to date on the site. If you don't see your available shoe size it is not available for purchase at that time&lt;/li&gt; &lt;/ul&gt; I heard of a sneaker I really wanted that was available in another seasonal collection, can I purchase it? &lt;ul&gt; &lt;li&gt;You may only access and purchase items within your available seasonal collection&lt;/li&gt; &lt;/ul&gt; Can I return a shoe bought through a Top Star seasonal collection if I don't want them anymore? &lt;ul&gt; &lt;li&gt;Returns policy for sneakers is dependent on the specific listing, similar to sneakers on the eBay platform&lt;/li&gt; &lt;/ul&gt; Will eBay price match if I find the same item as on the seasonal collection for cheaper elsewhere? &lt;ul&gt; &lt;li&gt;We strive to offer you at or near retail pricing for

each seasonal collection product. However, eBay will not price match if you find the same item elsewhere

- Frequent collection/drop contact reasons and how to handle

You always sell out of the shoes I want in my size

- Were sorry to hear that. Collections have limited numbers of sizes and styles. We try to ensure that everyone has a chance to purchase shoes, but due to limited supply, we suggest having multiple choices. We cannot guarantee you will get your top pick, but you will always have access to purchasing sneakers in the drop

I don't want any of the other shoes in this drop, you sold out of the style/sizes I wanted

- Thank you for providing that feedback. We ensure that everyone has a chance to purchase shoes. Due to limited supply, we cannot guarantee you will get your top pick, but you will always have access to purchasing sneakers in the drop. We will provide your feedback to the Top Star group (submit feedback to the Top Star channel)

- Do not make promises to members other than we will provide feedback

I got an error trying to purchase an item in this drop

- Walk the member through normal checkout troubleshooting including refreshing the site.

Since shoes sell out quickly, the ones they are trying for may be sold out

- What was the error?

Check <https://cskb.vip.ebay.com/csxbapp/art?page=content&id=GUIDE1016>

Checkout - paying for items

- for checkout errors

- Have the member refresh and try again

- Have users access Top Star via a browser and not in the app. We have found that when users open up Top Star via Message Center in the app and press the cart button, it redirects them to the wrong cart

- Have the member try another pair of shoes/size.

Since shoes sell out quickly, the ones they are trying for may be sold out

- Remember since sizes and styles are limited, we cannot guarantee that members will get their top pick for shoes, which is why we offer many options in each drop

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[Top Star Trial](#) What is Top Star? Why am I being invited / asked to try out?

- Top Star is an invite only membership program

offering a suite of benefits to eBays top sneaker enthusiasts. You registered your interest in the program in the past and we believe you may be a great fit</li> </ul> I thought I was already a Top Star member. Why am I being asked to try out? <ul> <li>Youve been invited to a trial period for Top Star</li> <li>Top Star is a program available only to the top sneaker buyers on eBay. We believe you are on the cusp of being a member of this exclusive group and would like to give you a chance to show that you are one of eBays top sneaker enthusiasts</li> </ul>

What is the timeframe for the Top Star Trial (Fall 2023)? <ul> <li>Top Star Trial will run from October 20th through January 18th (90 days)</li> <li>The tracker will include any purchases made between October 20th through January 18th</li> </ul>

What are the details of the Top Star Trial? <ul> <li>These members will have 90 days to spend \$1,500 on sneakers \$100+ in order to earn full status (if they receive full status at the end of day 90, theyll have it for 9 additional months) </li> <li>In addition, these members will have 60 days to spend \$900 on sneakers \$100+ to unlock a retail collection. (We have essentially challenged these members to spend \$900 in 60 days for them to unlock the key benefit of Top Star) </li> <li>The 60 day spend threshold of \$900 has no bearing on their full status eligibility  </li> </ul>

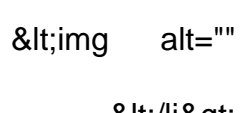
<li>If a member doesnt spend \$900 in 60 days, but spends \$1,500 in 90 days, they will be given full membership </li> <li>If a member spends \$900 in 60 days, but does not spend \$1,500 in 90 days, they will not be given full membership</li> </ul> </li> </ul>

What if a member missed the trial invitation email? <ul> <li>Throughout the trial, we will send nudge emails reminding members that they were invited to the trial and to log in. It will be a similar concept to the original email, just in case they missed the original email</li> <li>Regardless of when they log-in for the first time, everyone's trial begins and ends at the same time.</li> </ul>

How do I unlock a collection in the 2023 Fall Trial? <ul> <li>Members who spend \$900 in 60 days and have unlocked a collection (seen in their tracker) by December 20th 9:00 AM PT, will be invited to a future collection, date TBD</li> <li>All members who unlock the collection will be invited to the

collection, regardless of when they unlock it (whether it be day 1 or day 60)

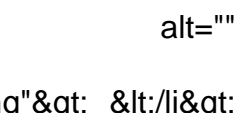
Our new tracker design does a great job of showing members if they have unlocked the collection.

Example of a Collection Unlocked tracker: 

src="https://cskb.qa.ebay.com/library/EBAY/LIVE2255/Unlocked\_Tracker.png"

How do I know how long/far I have to go to unlock a Collection?

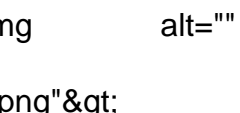
You will be able to see the time remaining for the trial collection unlock and your status in the tracker.

Example of tracker: 

src="https://cskb.qa.ebay.com/library/EBAY/LIVE2255/Remaining\_Time\_Tracker.png"

If I don't make enough purchases in 60 days to unlock the collection, does my tracker still update?

Yes, your tracker will still update but if you don't unlock the collection, you will no longer see that milestone in your tracker once the timeframe to unlock has passed.

Example of missed collections tracker: 

src="https://cskb.qa.ebay.com/library/EBAY/LIVE2255/Missed\_Timeframe\_Tracker.png"

I was a full member and now I am seeing TRIAL when I log in/ Received a "welcome to the trial" email. What is going on?

Top Star membership is only for a certain time period (cycle) and in order to remain a member, you have to continue being an active buyer of sneakers on eBay. The Top Star team reviews members annually and depending on their activity they are still eligible, under review, or are removed from the membership. Given your activity, you need to meet eligibility requirements again in order to retain your membership.

[Top Star Tracker](#) What is the Tracker?

The tracker is available to all Top Star members and trial members. This allows them to track their purchases and see their likelihood of renewal in the Top Star program, or their likelihood of becoming a full Top Star member after trial.

Most full members trackers do not have an end dollar amount. For a full member, this is a likelihood of renewal tracker not a spend tracker. Meaning that the more they spend the higher their likelihood of renewal but it is not 1 to 1.


Even though orders are being tracked there isn't always movement on the tracker that's



visible to the naked eye. This is because it takes a large \$ amount of purchases for the tracker to move given that its a full years tracker


- Some members have a tracker that will show a dollar amount goal of \$5,000.
- This is not for all members, but those that see this tracker do have a renewal goal of \$5,000
- We do not disclose a renewal dollar amount to members other than those who have the renewal tracker that shows a dollar amount of \$5,000.
- Don't tell members this is their goal
- If a full member does see an end dollar amount or a percentage done with their renewal spend, they will know how much they need to spend to be renewed in the next cycle

a tracker for a full member:



[https://cskb.qa.ebay.com/library/EBAY/LIVE2255/My\\_Top\\_Star\\_tracker.png](https://cskb.qa.ebay.com/library/EBAY/LIVE2255/My_Top_Star_tracker.png)

Members can click on the tracking tips to see the following tips including their time remaining in Top Star:



[https://cskb.qa.ebay.com/library/EBAY/LIVE2255/Top\\_Star\\_Tracking\\_Tips.png](https://cskb.qa.ebay.com/library/EBAY/LIVE2255/Top_Star_Tracking_Tips.png) What

moves the Top Star membership tracker? How long does it take to move?

- Completed transactions of sneakers from eBay gives you credit on the tracker. This includes sneakers purchased via Top Star collections. After you have made a purchase, you should see the tracker move shortly after your transaction is complete

What is included when tracking purchases in the tracker?

- Item price, shipping, and tax of eligible sneaker purchases

Do only AG sneakers count towards the tracker?

- Any sneaker purchase \$100+ qualify towards the spending goal in the tracker

My buying or selling activity is not moving the tracker.

- Please allow up to 72 hours for the tracker to move.

Even though orders are being tracked there isnt always movement on the tracker thats visible to the naked eye.

This is because it takes a large \$ amount of purchases for the tracker to move given that its a full years tracker.

- For example, if you make a purchase of \$200 it likely will not move the tracker, but several purchases or a large purchase should show movement after 72 hours.

Internal

Information If you can tell a purchase was made more than 72 hours ago please report the issue to the #top-star-feedback slack channel.&nbsp;Make sure you are including the order number in the feedback so we can review What sneakers are in the collection? &lt;ul&gt; &lt;li&gt;Images of the sneakers in the collection will be uploaded no later than the day before the drop to the Top Star drive: &lt;a

&lt;/ul&gt; &lt;/h2&gt;&lt;h2&gt;GUIDE.SUMMARY What? &lt;ul&gt; &lt;li&gt;Top Star offers exclusive buying and experiential benefits to its loyal sneakers members.&lt;/li&gt; &lt;/ul&gt; How?

&lt;ul&gt; &lt;li&gt; Top Member Support &lt;ul&gt; &lt;li&gt;If you receive a contact from a Top Star Member, please&nbsp;transfer them to the NA Verticals team. Please see&nbsp;&lt;a

How can I tell if a member is a Top Star member? &lt;ul&gt; &lt;li&gt;If a member is a Top Star member they will have an "Exclusive Sneakers Member" banner in AD and Communicator.&lt;br&gt;

&lt;br&gt; &lt;img alt=""