

Product Reviews

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target="_blank">http://pages.ebay.com/sellerinformation/news/sprupd16/product-reviews.html </h2><h2>GUIDE.TALKING_POINTS Why is eBay using/allowing Product Reviews? Better information drives conversionProduct reviews are a retail standard that buyers rely on to get a complete picture when shopping for items. They give buyers deeper insight by letting other buyers of the product do the talkingThey clarify information about the product and reduce doubts or confusionThey keep buyers on the site, resulting in an increase of salesProduct reviews are trusted by shoppers and promote engagement with eBay. Nearly 2 million product reviews have been posted since we updated our Product Reviews feature in late Summer of 2015. How are Product Reviews being accomplished? Product Reviews will be displayed on all eligible listings that are tied to an EPID (product ID). Product reviews have been available since pre-Aug 2015 but then it was just tied to a listing. Post-Aug 2015, the product review is tied to a listing which then is tied to an EPID. No EPID, no reviews shown on site. Who is affected?
 Who can participate? All global users of eBay can participate. How quickly can a member leave a product review after they have purchased an item? Buyers can leave product reviews immediately once a purchase is made. Is the reporter notified when (or if) the review is removed? No, when a product review is reported, we will thank the member for the report but we will not follow up with them after their report has been reviewed. Is there an internal contact that teammates can refer inappropriate reviews to for removal? Internal Information In general, members should report reviews through the site as we have moderators who review these reports on a priority basis.For escalated situations that require immediate attention, Team

Leaders or Coaches can send requests to our Product Review team (DL-eBay-ReportProductReviews).

- If a review is inaccurate, includes spam content, promotional information, or violates the Community content policy, what can I do? eBay will remove product reviews if they are inappropriate, inaccurate or misplaced/not related to products, including reviews of a seller in the product review. We are monitoring for violations and users may report violations of this policy by clicking the Report link in the content in question and the review will be reviewed by eBay and a decision will be made. What products are eligible for reviews? If your product is associated with an existing product in the eBay product catalog it is eligible for review. Some multi-variation listings are eligible as long as the MSKU is tied to an EPID. Listings associated with a product are eligible for product reviews. If no review has been written, a shopper will be given the opportunity to be the first to write a review and any buyers of reviewable items will receive an email encouraging them to write a review. All eligible products across all categories in general can be reviewed and show reviews. Why are product reviews from another seller's item listing also showing up on my items View Item page? Sellers that list the same product share the same reviews, providing a reliable and consistent user experience for buyers. Reviews are associated with products, not individual listings. Why don't we have reviews for new items and separate reviews for used items? Research shows that users like to read reviews about both new and used items. We require reviewers to indicate the condition of items they are reviewing to ensure that the most relevant information is provided to buyers. Is there any action I need to take? No. Product reviews will automatically be included on all eligible items. Are there any rules that reviewers must follow when writing reviews? For more information see [eBay's](http://pages.ebay.com/help/policies/member-created-content-ov.html)

community content policy. Can I ask for a review to be removed from my listing? If a user comes across a review that he/she feels is not appropriate due the text content in the review, or because of the images included in the review, he/she should report the review for removal using the Report feature. A reviews moderator will make a decision on whether or not to

remove the review in 1 business day of the review being reported. Please note that reviews that have good content but a bad image will not be posted. In addition, Reviews that have bad content but good images will not be posted. We are planning to make changes so good content still gets shown on site but not the images in future releases. Please note that just because a review is reported, this does not mean the review will be removed. Reviews will only be removed by review moderators if the review violates the eBay content policy (this includes reviews that contain spam, seller feedback and profanity), and if the review is not relevant to the product. For example, if a user left a review claiming the item can be found cheaper elsewhere, or if the review is a question about shipping meant to be for a seller, then the review will be removed. Who can leave reviews on my items? All users (buyers and sellers) may write product reviews. Reviews are associated with products and not listings. It should be noted that verified purchasers of a product will be labeled as such on the site. Why does eBay identify who wrote the review? We identify the writer as either a verified purchaser or unverified purchaser. This aligns with normal eCommerce practices to capture the user id of the person who writes the review and provides for better authoring and discourages bad behavior. Can I leave a review of my own product? All users (buyers and sellers) may leave a review on any eligible products. However, only buyers who purchase the item on eBay will be identified as a verified purchaser. Why doesn't my item show a review? A review may not show on your item for one of two reasons. First, your item may not be eligible for review. Second, a review may not have been provided by a shopper. eBay prompts shoppers to be the first to write products reviews. How does the Top Favorable / Top Critical review work? The system will rank the Top Favorable Reviews and the Top Critical Reviews and display the top ranked review from each on the listing. Why doesn't eBay allow seller's to opt out of Product Reviews? Through market research, buyers want to know more about the item itself; quality, functionality, and how other users have enjoyed the product. Buyers who are able to review the product before buying are much more likely to purchase from you (and from eBay in general) rather than going to another site that provides product reviews. Why do you allow negative reviews to show on my listings? The product

review is not meant to be a negative mark against you or the product, and the goal is to ultimately help you avoid returns and buyers remorse. Buyers are able to make a more educated decision before making their purchase. What additional resources are available to sellers on eBay? Sellers can see the Seller Release Page on Product Reviews by visiting: <http://pages.ebay.com/sellerinformation/news/sprupd16/product-reviews.html>

Can a deleted product review be restored? No, reviews cannot be restored once they have been removed by eBay.

What if a listing is displaying reviews for the wrong product? If the listing of a seller is displaying reviews for another product, it has been mapped to the wrong EPID in the eBay catalog. Please check to ensure the seller has included the correct product information (EAN, UPC, MPN, brand name, etc) prior to escalating the issue via email. The seller must include this information in the listing to ensure the listing is mapped to the correct EPID. If any information is left blank, or Does Not Apply is stated, this may be the cause of the issue.

If the seller has provided the correct product identifier information, please wait a few hours for the change in the EPID adoption to occur. If a few hours has passed but the listing is still displaying reviews for another product, please email the reviews team at DL-eBay-ReportProductReviews. Include in your message the link to the listing involved, the item number, the escalating party (who reported the issue), as well a summary of the reason for escalation.

What if a listing is displaying the reviews of a similar, but different product? If the listing of a seller is displaying the same reviews as another listing that is for a similar, but different product, both listings have been mapped to the same EPID. If the seller believes the listings are for two different products (may be due to minute differences like different brand/manufacturer) and should have unique EPIDS, please email the reviews team at DL-eBay-ReportProductReviews. Include in your message the link to the listing/s involved, the item number/s, the escalating party (who reported the issue), as well a summary of the reason for escalation.

What if a listing is displaying a mixture of reviews that belong and do not belong to the product? If a listing is displaying a mixture of reviews that belong and do not belong to the product

listed (ex. An iPad listing is displaying reviews for the iPad, but also reviews for an iPhone), there is an issue with the EPID adoption on all the listings involved. Please escalate to the Product Reviews team

(DL-eBay-ReportProductReviews@ebay.com). Include in your message the link to the listing/s involved, the item number/s, the escalating party (who reported the issue), as well a summary of the reason for escalation. In this case multiple listings for different products have been incorrectly mapped to the same EPID and the Catalog Quality team will need to research and fix the issue. What if the reviews on a listing have disappeared, changed in number, or keep appearing and disappearing? If a listing for a seller was originally displaying relevant product reviews that suddenly disappear, or change in quantity (originally displaying a large number of reviews, but is now only displaying a small number of reviews), or keep appearing and disappearing, then there has been a change in the EPID adoption for the listing. If the seller updated any of the product identifiers (MPN, UPC, EAN, brand name, etc) this likely triggered the change in the EPID. Please have the seller fix any changes made to the listing and wait a few hours. If the issue still persists, please email the reviews team at DL-eBay-ReportProductReviews@ebay.com. Include in your message the link to the listing/s involved, the item number/s, the escalating party (who reported the issue), as well a summary of the reason for escalation. How can I report rating only reviews or see who left them? Only verified purchasers are allowed to leave rating only reviews. If a seller would like to report a rating only review, please inform the seller that only verified purchasers are allowed to leave rating only reviews, and in most cases these ratings will not be removed. If more information is needed regarding the rating, please email DL-eBay-ReportProductReviews@ebay.com and include in your message the link to the listing/s involved, the item number/s, the escalating party (who reported the issue), as well a summary of the reason for escalation. Who should I contact if the search results page for an item is not displaying the reviews count? If the

reviews for an item is not appearing on the Search Results Page for the item, but are present on the listing page, please email the Reviews team at DL-eBay-ReportProductReviews@ebay.com. Include in your message the link to the listing/s involved, the item number/s, the escalating party (who reported the issue), as well a summary of the reason for escalation.

How long does it take for a review with an image to appear on site after it has been submitted by the user? Users are allowed to submit up to 5 images with a product review. All images submitted with product reviews must be reviewed and approved by a moderator prior to the review being published on site. This can take up to 1.5 business days before the review is published. If one of the 5 images published with a review is a bad image, the entire review will not be published.

Why is a review with images not being published? If 1.5 business days has passed since a user submitted a review with an image/s and the review is still not published, this may be due to a few different reasons:

- The text content in the review does not follow the content policy (i.e. includes spam, seller feedback, or profanity)
- One or more of the images submitted does not follow the content policy or is not relevant to the product.

Please note if any of the images submitted with the review is a unrelated to the review/product, is offensive, is inappropriate, or contains personal information about the buyer or seller (ex. address, phone number, email, id #, etc.) the entire review will not be published.

A reviewer can go to their profile page and see if they have any unpublished reviews or images.

GUIDE.DETAILED_INFORMATION

Features include:
Condition of the item reviewed
Item purchased on eBay
Sold-by seller name when available and applicable
Reporting capability for inappropriate content
Top Favorable/Top Critical review
Expanded to even more products
Cleaner design with easy-to-identify ratings
Simple follow-up emails to buyers to request product reviews

align="center"></td> </tr> </tbody> </table> What Product Reviews Looks Like To view a screenshot of how a certain step looks to the customer, click on the title below. To enlarge a screenshot, click on the image. Examples of reported reviews that WILL be removed The review below was removed as it not a review of the product:
 The review below was removed because it contains feedback about the seller
 Examples of reported reviews that WILL NOT be removed This review was reported because the seller was upset that they received a negative review. The review does not violate the content policy and is relevant to the product being reviewed, and thus was not removed.
 The following review was reported because it was negative. It also did not violate the content policy and was relevant to the product. As a result, it has not been removed.
 <h3>When there are no reviews</h3> ; <h3><a href="https://cskb.qa.ebay.com/csKBapp/art?page_content&id=GUIDE1542&ViewLocale=

en_US#">Below the Fold - 5 (five) relevant reviews</h3> <h3>Reviews on View Item page</h3> <h3>Reviews page</h3> <h3>Email prompting buyer to write a review (sent 2 weeks after delivery date)</h3> <h3>Write review - Select a rating</h3> <h3>Write review - Enter title - also select the tell us more section. Yes and no have been highlighted.</h3> <h3>Write review - Enter and submit review</h3> <h3>Write review - review successfully submitted</h3> <h3>

en_US#>Viewing reviews you've written (Profile page)</h3> <h3>Reviews you've written</h3> <h3>Full review displayed</h3> <h3>Profile page has public view and private view.</h3> Profile page has public view and private view. Private view will be most recent. Public view will be most relevant.

Public	View		Private View
<h3>See all reviews (Public and Private Views)</h3> Public View			
Private	View		
<h3>Top Favorable/Top Critical reviews</h3> <table> <tbody>			
<tr> <td>Top Favorable review Top Favorable is defined as a review which is selected from and sorted to the top rated reviews based on the following criteria 5 or 4 star			

rated review exists Verified Purchases within the ratings exist
Written reviews are sorted in descending order based on: <ol type="a">
Relevance scores in descending order Most recent reviews in descending
order The Top Favorable and Top Critical Reviews are paired.
If there isn't a displayed critical review, the Top Favorable will not be displayed.
Top Critical review Top Critical is defined as a review which is selected from and sorted to the least
rated reviews based on the following criteria 1, 2 or 3 star rated review
exists Verified Purchases within the ratings exist Written reviews
are sorted in ascending order based on: <ol type="a"> Relevance scores in ascending
order Most recent reviews in ascending order
A minimum of 5 critical reviews will be required before the top ranked review is displayed to
prevent gaming the reviews. </td> </td>
</td> </tr> </tbody> </table>

</h2><h2>GUIDE.INSTRUCTIONSSTEPS_TO_RESOLVE How do I write a review?
 From your email or from the Purchase history section of My eBay,
click Review this product. Can also be written from "see all reviews." Select
a rating. Answer the questions. Enter a title.
Write your review. Add images of the product. Click
the Submit button. How do I view the reviews I've written? To view
the reviews you've written: Click Hi, (your name) in the upper left
corner of any eBay page. In the box that opens, click your username to open your
profile. Click the Reviews link to see all the reviews you've
written. How do I report an inappropriate review? To report an inappropriate
review (including inappropriate pictures): Click Report to the right of
the review. Select the reason the review is inappropriate and then

click Send.
 eBay will remove the review if it doesn't follow eBay's guidelines. Can I edit my existing product review if I made a mistake or changed my mind? Yes, you can edit your product review if you changed your mind. You can edit your product review by following the below instructions: Click Hi (members name) in the upper left corner of any eBay page. In the box that opens, click your username to open your profile. Scroll to the Reviews section to see all the reviews you've written. Find the review you want to change and click Edit. On the Rate and Review page, change your ratings, comments, etc. Click Submit. Can I add my own photos to a review? Yes, you can add up to 5 photos to each of your reviews Click on Add photos when creating your review. Select the picture you want to upload. The photo file size can be no larger than 7MB. The file type must be JPEG, PNG, GIF, TIFF, or BMP. Prompt will notify whether the image was uploaded successfully or not An X across the image means it did not get uploaded due to image size, format or error in the service When you Submit your review, the pictures will be added. Product Classification Escalations Listings must be adopted to an EPID in order to display product reviews. This is because reviews are tagged to the products EPID, not to the listing the buyer purchased the item from. Listings are adopted to EPIDs based on the product identifiers (EAN, MPN, UPC, brand name, etc) provided by the seller during the listing process. Any changes made to the product identifiers on a listing may cause a change in the listings EPID adoption which will likely change the reviews displayed on the listing. Common problems with reviews that occur as a result of an issue with the EPID adoption on a listing are: The wrong reviews are displayed on the listing A mix of accurate and inaccurate reviews are displayed on a listing, or The reviews that were present on the listing to suddenly disappear. In such

cases, please escalate the issue by email to the reviews team at DL-eBay-ReportProductReviews@ebay.com. The reviews team will work with the Catalog Quality team to resolve the issue. Prior to sending an email, please be sure to read the use cases listed below, as an escalation may not be needed. All email escalations must include the following information, otherwise the response will be delayed:

- Item number
- Link to listing/s
- Review being reported (if applicable) and the username of the author of the review
- Escalating party (who reported the review/s?)
- Reason for escalation (why is the review being reported?)

GUIDE.SUMMARY

Product reviews drive buyer trust and confidence by providing relevant information they need. Supplying this information at the point of purchase means shoppers are more likely to convert to buyers when viewing your item. Research shows they keep buyers on the site, resulting in an increase in sales.

- When a seller lists a product for sale on eBay, his/her listing will become adopted to a product ID (EPID) based on the product identifiers (MPN, UPC, EAN, brand name, etc.) provided by the seller during the listing process.
- Product reviews are attached to EPIDS,(not listings or item numbers) in order to make reviews more visible across the eBay catalog. This means if multiple sellers are selling the same product (with the same MPN, UPC, EAN, etc), and all of their listings are attached to the same EPID, then all of the listings will display the same product reviews.