

eBay Refer a Friend Program and eBay Partner Network (ePN)

GUIDE.SUMMARY Who Active eBay customers and their friends. What This article includes information about the eBay Refer a Friend program. Following are features described in this article:

- Advocate recruitment
- Referrer landing page
- Sharing features
- New buyer experience
- eBay Partner Network (ePN) and automated validation
- Incentive notification

This article does not include information about terms and conditions: <https://www.ebay.com/gi/r/pages/terms#tnc>

When As soon as May 2018, refer to information about

https://cskb.vip.ebay.com/csKBapp/art?page=content&id=PROMO1931&viewlocale=en_US North America buyer promos, coupons, and campaigns.

Where Currently, the program is by invitation only and only available to eBay accounts registered in the United States. How

- eBay invites customers by email. The offer is invalid if customers forward the email invitation to others.
- The email directs them to a page on eBay where they can find a unique web address (or "URL").
- They share the web address with friends who are new to eBay or who are qualified returning customers. There are social buttons available on the eBay page. Alternatively, they can copy and paste the unique web address directly to their friends.
- The invited customer's friend must visit eBay using the unique web address, join eBay (unless they are a qualified returning customer) and make their 1st eBay purchase.
- Once we confirm the friend is a new customer (or a qualified returning customer) and has completed their purchase per our terms and conditions, eBay will issue a voucher to both the invited customer and their friend.
- This voucher may then be used on any future qualified purchase on eBay. Invited customers can earn up to a maximum specified by eBay in the Terms & Conditions.

Why To encourage active eBay customers to become eBay advocates.

GUIDE.RELATED_LINKS CSKB

content

North America buyer promos, coupons, and

campaigns eBay content eBay Refer a Friend

Program FAQ & Terms and Conditions
 <a

href="https://www.ebay.com/gi/r/pages/terms"

target="_blank">https://www.ebay.com/gi/r/pages/terms

 </h2><h2>GUIDE.TALKING_POINTS What is the "Refer a Friend" Program?

For a limited time, we are offering select US-based eBay members the opportunity to refer

US-based friends to eBay and earn an eBay voucher when the friend registers for an eBay account

and makes their 1st purchase on eBay. Select US-based eBay members can also earn an eBay

voucher when they refer US-based friends who have an eBay account but have not made a

purchase on eBay in the last 12 months and the friend makes a purchase on eBay. We will also give

the friends an eBay voucher. Some restrictions apply; see our terms and conditions for details. How

does it work? Currently, the program is by invitation only and only available to eBay accounts

registered in the United States. Sorry, no forwarding your invite. If you are invited to participate in

the eBay Refer a Friend Program, you will receive an email directing you to a page on eBay where

you can find a unique web address that you can share with friends who are new to eBay or who are

qualified returning customers. You can share your unique web address directly via the social buttons

available on the eBay page or copy and paste the unique web address directly

to your friends. From there, your friend must visit eBay using the unique web address youve shared,

join eBay (unless they are a qualified returning customer) and make their 1st eBay purchase. Once

we confirm your friend is a new customer (or a qualified returning customer) and has completed their

purchase per our terms and conditions, eBay will issue a voucher to both you and your friend. This

voucher may then be used on any future qualified purchase on eBay. You can earn up to a specified

maximum for referring friends to eBay. How will I get my referral voucher? If you refer a friend who is

new to eBay (or a qualified returning customer) and that friend makes a qualified purchase per our terms and conditions, a voucher will be issued to you and you will be notified of this via email ten (10) business days after the purchase. Also, all earned vouchers will be accessible in the checkout flow as soon as they are issued. Who qualifies as a new or returning customer? Only customers who are new to eBay (have never had an eBay account) or returning eBay customers making their 1st purchase in the last 12 months qualify as a new or returning customer. How will I find and use my voucher after purchase? As indicated above, whenever you qualify for a voucher you will be notified of this via email within ten (10) business days. Also, all earned vouchers will be accessible in the checkout flow as soon as they are issued to you.
 Where can I redeem my eBay voucher? You can redeem your voucher for any qualifying purchase on eBay. See Terms & Conditions for details and restrictions.
 How do I redeem my eBay voucher? To redeem your eBay voucher, follow these steps: Shop on eBay. Continue to the eBay checkout page and pay for your item before 11:59 pm Pacific Time on the expiration date shown on the voucher. Click the box at checkout to apply your voucher. How long do I have to redeem my eBay voucher? Your eBay voucher is valid for 30 days from the date it is issued. Please check your eBay voucher for specific dates. Any unused amount on the eBay voucher shall be forfeited on the date the voucher expires. How long do I have to redeem my eBay voucher? Your eBay voucher is valid for 30 days from the date it is issued. Please check your eBay voucher for specific dates. Any unused amount on the eBay voucher shall be forfeited on the date the voucher expires. Can I give or sell my eBay voucher to another member? No, eBay vouchers may only be redeemed by the member it was issued to. eBay vouchers are non-transferable. What do I do if my eBay voucher isn't available at checkout? If your voucher isn't available at checkout, follow these steps: Get your code from the email you received notifying you of the award. Continue to the eBay checkout page. Enter your code in the "Coupons, gift cards or certificates" promotional box at the bottom of the page. What if I pay for

an item with my eBay voucher and I return that item? Do I lose my eBay voucher? No, you do not lose your eBay voucher. When you return the item, we will re-issue your eBay voucher and you will then have either 21 days or until the end of the existing redemption period (whichever is longer) to spend your eBay voucher.

Are there any restrictions around spending my voucher?

- Vouchers may only be redeemed toward purchases made on eBay

- Vouchers may not be redeemed for purchases in the following categories:

Classifieds, Business & Industrial, Real Estate, eBay Gift Cards (within the Gift Cards & Coupons category), Bullion (within the Coins & Paper category), and eBay Motors

- Vouchers will be deducted from the total purchase price and any unused voucher amount remaining on the eBay voucher will continue to be available to you until that eBay voucher expires

Any unused amount on the eBay voucher shall be forfeited if not redeemed before the expiration date

- Vouchers are not transferable and have no face value

- Vouchers may not be redeemable through some customized checkout systems

- Vouchers cannot be used retroactively for prior purchases
- Vouchers cannot be redeemed for cash but eBay reserves the right to give vouchers in the form of cash in its sole discretion

- Unredeemed Vouchers are forfeited if your eBay account is terminated or suspended, or if eBay terminates your eligibility to participate in the Refer a Friend Program.

- What are the details of Terms & Conditions? Are there restrictions and additional terms? For details, see the Terms & Conditions for this program as well as details about additional terms and restrictions.

Here's the web address:

<https://www.ebay.com/gi/r/pages/terms#tnc>

The eBay Partner Network questions What are the eligibility criteria for the 0% final value fee seller incentive credit?

- The incentive credit is available to eBay sellers who are registered on eBay.com with a US address, enrolled in the eBay Partner Network, and meet eBay's minimum

[href="https://www.ebay.com/help/policies/selling-policies/seller-performance-policy?id=4347"](https://www.ebay.com/help/policies/selling-policies/seller-performance-policy?id=4347)>seller performance standards. The incentive credit will be paid for Qualifying Transactions that are attributed to you for any of your listings on eBay.com.except for items listed in the Vehicles and Real Estate categories. Please note that only our Qualifying Transactions associated with the eBay.com account used to register with The eBay Partner Network are eligible for the seller incentive. What if I already have an existing eBay Partner Network account? Great news! If you already are signed up with the eBay Partner Network, this new benefit will automatically be applied to your existing account. Can I drive traffic to my eBay Store and still earn the incentive credit? Yes! As long as you create an affiliate link using one of our eBay Partner Network tools and the traffic results in a Qualifying Transaction, you are eligible to earn commissions from promoting your eBay store or individual listings. Can I share eBay Partner Network links within my eBay listings or eBay Store? No. eBay partner Network links can only be posted outside of eBay, never on eBay property. This means that partners who are eBay sellers cant include affiliate links within their eBay listings, eBay Store, or eBay Messages. Learn more about accepted promotional methods. What is a Qualifying Transaction? A Qualifying Transaction can occur one of three ways: A buyer makes a purchase within 24 hours after clicking the eBay Partner Network affiliate link for a Buy It Now item. A buyer places a bid on an Auction item within 24 hours after clicking your link and wins that auction within 10 days. The seller accepts a Best Offer placed within 24 hours after clicking your link. Learn more about Qualifying Transactions. Once Ive earned commissions, how and when will I be paid? The eBay Partner

Network pays out commissions once per month and are paid on the 10th of the month for the month before the previous month. For example, your May earnings will be paid on July 10. You can choose to get paid via Electronic Funds Transfer or PayPal.

For Qualifying Transactions on your inventory that are eligible for the 0% final value fee incentive credit, final value fees will still appear on your monthly selling invoice and must be paid as usual. These fees will be offset by two eBay Partner Network payouts to you: the commission earned and a seller incentive credit (see example above). The credit will appear as Bonus type in your eBay Partner Network Invoice Line Items (or click through to Other Earnings and look for Description: "eBay US: Earnings Credit: US Seller Incentive").

Learn more about how commissions are paid.

How can I identify which of my transactions earned the 0% final value fee seller incentive credit?

The eBay Partner Network provides a Transaction Detail Report (TDR) that indicates on which transactions you earned commissions. You can identify the listings that earned you the 0% final value fee incentive credit by comparing the TDR with your sales data for the same timeframe. Simply map your Item ID, and eBay Checkout Transaction ID from the TDR to your eBay orders report to identify these transactions.

Learn more.

Where can I see the full terms of the program?

Click here to see the full Network Agreement for the eBay Partner Network.

I've earned commissions, why

haven't I been paid out yet? The eBay Partner Network pays out commissions once per month and are paid on the 10th of the month for the month before the previous month. For example, your June earnings will be paid on August 10.

I am driving traffic back to my eBay listings, why aren't I earning any commissions or incentives? In order to earn commissions, the traffic must result in a Qualifying Transaction. "A Qualifying Transaction can occur one of three ways: A buyer makes a purchase within 24 hours after clicking the eBay Partner Network affiliate link for a Buy It Now item. A buyer places a bid on an Auction item within 24 hours after clicking your link and wins that auction within 10 days. The seller accepts a Best Offer placed within 24 hours after clicking your link.

For more information, please visit here.

<h2><h2>GUIDE.DETAILED_INFORMATION This section provides detailed information about the following features: Advocate recruitment Referrer landing page Sharing features New buyer experience The eBay Partner Network ePN and automated validation

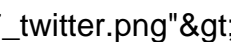
Incentive notificationAdvocate recruitment Advocates in our first pilot will be recruited by way of a marketing email that will be sent to both their email inbox and by way of the onsite message center. The marketing email introduces the program and the calls to action all link to the referrer landing page.Referrer landing page The referrer landing page includes the following: Illustrated explanation of how the Refer a Friend program worksSharing functionalityLink to Refer a Friend FAQDisplay of the full terms & conditions for the Refer a Friend program

Access to the referrer landing page is controlled by a safelist associated with the referral campaign.If a customer is logged in and on the safelist, then they will have access to the above.If a customer is not logged in, then the landing page will be displayed with the sharing features removed and replaced by a message "Our Refer a Friend program is invite only. Sign-In button"If a customer is logged in and not on the safelist, then the "Our Refer a Friend program is invite only." message still displayed in place of the sharing features.Sharing features The following sharing options will be available to the advocates on both desktop and mobile web (mWeb): FacebookTwitterGmailYahoo! MailOutlookDefault Mail ClientCut/Paste web address
The following are available to advocates on mWeb only:



WhatsappSMS All of the sharing functionality

will pre-fill with the marketing messaging content and a shortened version of the unique referral link assigned to this advocate. Cut/Paste web address
Clicking the module will auto-copy the marketing message and the shortened unique web address to the customer's clipboard. (See email

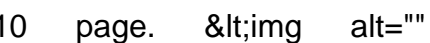
example above for content.) 



 Email

(Gmail, Yahoo!, Outlook, Default Client) 

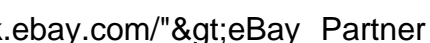
 

name="New">New buyer experience
New buyers who click through from a referral link, will be taken to a page with these modals displayed. The illustrations are animated and


they will automatically slide through the display. Clicking the Shop Now button or clicking out of the modal will take the new buyer to the Under \$10 page. 

name="ePN">The eBay Partner Network Earn 100% final value fee credit when you

drive traffic to your listings. The  eBay Partner Network
is eBays affiliate marketing program. By signing up and sharing your listings

outside of eBay, you can increase your earnings, diversify your revenue streamsand even get a credit for your final value fees when you share your item and it sells. Landing page:







Normal ePN related questions can go to 


 or 



 Direct all escalations to the DL: 



 How it works 

 Complete our quick online application and well do the rest. Youll receive a notification when your application has been

approved, usually within just a few hours.

- Create
- Use our free, simple tools to easily create trackable eBay Partner Network links for your listings.
- Share
- Share these links with your audience on social media, your website or blog, and other marketing channels.

If you drive traffic to eBay and the buyer completes a Qualifying Transaction on one of your items, you'll receive a commission and an incentive credit to offset your final value fee for that sale. For all other Qualifying Transactions, you can earn commissions up to 6% of the item sale price. The following example features a \$100 item sold in the Sports Trading Cards category by a seller with an eBay Store subscription:

	Your inventory	Other eBay sellers inventory	Total amount of sale
	\$100	\$100	
	Your final value fee	\$9.15	N/A
	Commission earned	\$4	\$4
	Seller incentive credit	\$5.15	N/A
	Your total earnings	\$9.15	
	\$4		

Final value fees vary based on item category, Store subscription, and seller performance rating. [Learn more](https://partnernetwork.ebay.com/page/rate-card) about commission rates based on item categories. [Learn more](https://partnernetwork.ebay.com/page/network-agreement) about commission eligibility and the incentive credit.

[ePN and automated validation](#) Transaction made by way of the referral links will be tracked by the ePN system. This system makes transaction data available for review 2 days (48 hours) after the transaction is completed on the site. The

referral platform will pull in this ePN stream and review all purchases. First, our automated system will determine which purchases were made by a qualifying new or reinstated buyer. First purchases made by new customers or a purchase that is the first in the last 12 months made by an existing eBay member will be qualified. These qualified transactions and the associated accounts will then be reviewed for fraud. Incentive notification For New Buyer accounts that have qualified transactions and have not been flagged for fraud, a voucher will be issued at the end of the above automation. An email notification is generated and sent to those customers notifying them that a voucher is now available with their account. For Advocate accounts that have qualified transactions and have not been flagged for fraud, an additional check is done to see if the referral limit has been reached. Advocates in this pilot are limited to 10 referrals or a total of a specified maximum in vouchers. If the advocate has not reached this limit, then a voucher will be issued and an email notification sent to those advocates. The vouchers are unique and tied to the customer account for which they were issued. The vouchers will expire 30 days after the issue date.

</h2>