

Offsite Ads

GUIDE.SUMMARY What Offsite Ads gives B2C sellers the ability to advertise their fixed price listings on leading search engines such as Google and Bing. Previously, sellers could only choose a flat rate, but as of September 2023, this has moved to a dynamic cost-per-click model. Offsite Ads is currently a closed Beta with an allow list of sellers. Eligible sellers can access the Beta through a banner ad invitation at the top of their Advertising dashboard in the Seller Hub Marketing tab. Who Currently, Offsite Ads is only available to a limited group of US, UK, DE and AU sellers that we think will benefit from this product most. The feature will also launch in CA, FR, IT and ES in October 2023. Internal Information Sellers are selected based on a variety of criteria. To be eligible sellers must identify as business sellers, have Above Standard or Top Rated seller status, have 4 or more Buy It now listings, and have used Promoted Listings Advanced or Standard previously. Meeting all of these criteria is not a guarantee of eligibility however, as there are other markers that are considered. If a member asks to be added to the Beta, tell them we can not do this directly, but we can direct them to the Offsite Ads creation flow using the following links based on the site. US: mktg.ebay.com/oa/create UK: mktg.ebay.co.uk/oa/create AU: mktg.ebay.com.au/oa/create DE: mktg.ebay.de/oa/create CA: mktg.ebay.ca/oa/create FR: mktg.ebay.fr/oa/create IT: mktg.ebay.it/oa/create ES: mktg.ebay.es/oa/create How Eligible sellers can start an Offsite Ads campaign by clicking on the banner invitation found at the top of their Advertising Dashboard. Sellers can then create a campaign. They will only need to set their average daily budgets and campaign start and end

dates, then give the campaign a name. Listings and cost per click rate will be chosen for them. Sellers can analyze their Offsite Ads performance on the Advertising Dashboard. Sellers can also pause/resume, end, change run time or edit their budget on the Advertising Dashboard. Why Offsite Ads offers: increased visibility for listings. Access to a wider audience of potential buyers. quick and streamlined campaign set up. Campaigns can be launched in just a few clicks. control over ad spend. Sellers only pay for clicks up to their average daily budget. special promotions. Sellers can receive up to \$100 dollars credit per month for Offsite Ads fees. </h2></h2>GUIDE.TALKING_POINTS Dynamic CPC talking points: Why have Offsite Ads changed from a fixed cost-per-click rate to a dynamic cost-per-click rate? By moving to dynamic CPC, eBay can automatically adjust rates to keep your ads as competitive and cost-effective as possible. The Offsite Ads marketplace is constantly fluctuating so keeping rates dynamic is the best way to adapt And with dynamic CPC, you won't have to spend your time updating your CPC rate manually as eBay does it for you. Your average daily budget over the course of the campaign will still never be exceeded. What if I have a live Offsite Ads campaign using fixed cost-per-click rate after Offsite Ads moves to a dynamic rate? Your campaign will continue to run as-is and you will continue to be charged for clicks up to the cost-per-click they agreed to when you last saved your campaign. However, you will not be able to edit your campaign unless you accept the switch to the dynamic CPC rate. General Offsite Ads talking points: Can I select which listings I promote or what my cost-per-click rate is? Currently, the listings that are promoted and the cost-per-click rate are both set by eBay and cannot be edited by sellers. Your entire eligible inventory may be included in your campaign. We do this to simplify the campaign set up process and to help

sellers market the right listings at the most effective CPC rate.

- Offsite Ads is still in Beta, this may change in the future.

How are Offsite Ads sales attributed?

- Sales are attributed to Offsite Ads if they occur within 30 days after the ad click from the buyer on the sold item, and the Offsite Ad click was the last one before the purchase.
- For a given sale, only Offsite Ads or Promoted Listing Advanced ads (or neither) can receive attribution, never both. With that, there can be a minimum zero and maximum 3 attributions per sale.
- PL Standard
- PL Advanced or Offsite Ads (never both)
- Promoted Display

Offsite Ads uses the direct attribution model. of PL Advanced, not the Halo model of PL Standard.

Where can I see my Offsite Ads fees

- Fees for Offsite Ads will appear as a separate fee in your Seller Hub Payments tab and your Seller Invoice.
- Clicks are combined on a daily basis and generally charged 72 hours later.
- Charges are reported on a listing level.

How does my average daily budget work?

- When you create your campaign you'll be asked to set your average daily budget.
- There is a minimum daily budget unique to each seller and is the amount eBay requires to give your campaign the opportunity for success.
- We will also provide a suggested daily average budget which you have the option to go with, or you can set your own.
- On any given day we may spend more (up to 2x the daily budget) or less than your daily budget, but spread out over the duration of your campaign, your daily average will never exceed the amount you set.

How is my average daily budget shared among my listings?

- Your budget is shared across all listings in your campaign. However, it will not necessarily be distributed equally across all listings. A higher percentage of your budget may be allocated to certain listings if this is deemed to be more effective.

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