

Promoted Listings Lite

GUIDE.SUMMARY What Promoted Listings Lite is Promoted Listings Lite is the smart and easy way for a Seller to get their listings noticed on eBay. Available exclusively to sellers using the quick listing tool in My eBay, Promoted Listings Lite makes listings stand out with premium placements in search results and on related item pages. Plus, sellers only pay when a buyer clicks on their promoted listing and makes a purchase. How it works

- Sellers can access Promoted Listings Lite when they are using the quick listing tool to create their listing in My eBay or on the native mobile app. If an item is eligible for promotion, the seller will see an option to promote their listing as a pop up after they've listed their item.
- An ad fee is selected based on the trending rate for items similar to theirs. Sellers will be able to see and confirm the rate as they create their promoted listing. The ad fee represents a percentage of the final sale price of the promoted item, excluding shipping and taxes.
- When a seller sells an item through Promoted Listings Lite, the fee is added to their monthly invoice. If their item doesn't sell, sellers do not pay the fee.

Where it is Promoted Listings Lite is available whenever a seller creates a new listing using the quick listing tool on the eBay mobile app or desktop. Who can use it Promoted Listings Lite is a promotional tool available exclusively to C2C eBay sellers. C2C sellers are sellers who use My eBay exclusively and are not opted into Seller Hub. Please see the Caution section to determine whether or not the seller is using PL or PL Lite.

GUIDE.RELATED_LINKS

- Promoted Listings (regular) article:

<https://cskb.vip.ebay.com/csxbapp/art?page=content&id=GUIDE1556> - Promoted Listings

GUIDE.TALKING_POINTS

- Who can use Promoted Listings Lite?
- Only listings that are created or revised through the quick listing tool in My eBay are eligible for Promoted Listings Lite. Beyond that, listings must meet the following standards:
- Is in fixed-price format. Listings that are Auction only or Auction with Buy It Now

pricing are not eligible for Promoted Listings Lite. Meets our recommended price guidelines. The price must not exceed 4x the recommended price, or else it will not be eligible. Is listed under any category except Motors, Real Estate, Travel, or Everything Else. Includes at least one picture. Does not have item condition listed as Parts not working. Does not have shipping listed as Local pick-up.

- Promoted Listings Lite is available to all C2C sellers using My eBay with Above Standard or Top Rated status.

How do sellers access Promoted Listings Lite? To access Promoted Listings Lite, a seller must create or revise a listing in My eBay using the quick listing tool. As part of the listing process, a pop-up will appear asking the seller if they would like to promote their listing to increase visibility. It will display an ad fee that sellers will only pay once if their item sells. If a seller wants to enable Promoted Listings Lite, they can confirm at that point in the listing process.

Promoted Listings Lite on desktop:

Promoted Listings Lite on mobile:

Note: Sellers will never see Promoted Listings Lite branding, as it is a backend distinction and not a branded ad product.

- What are the benefits of using Promoted Listings Lite? Promoted Listings Lite improves the sellers chances of making a sale with more prominent placements on search and view item pages. Once a sellers item sells through Promoted Listings Lite, they will pay the agreed upon fee. However, if a promoted item doesnt sell, sellers will not pay the fee. How does the Promoted Listings Lite algorithm work? The algorithm will decide which listings to show based on two main factors: relevancy and the ad fee. Relevancy is determined based on the buyers search, the listing quality, and sell-through. The ad fee can also be referred to as the ad rate, as it is a percentage of the final sale price. The more competitive the ad rate is, relative to similar products,

the more likely the listing will be shown. Sellers cannot choose where the placement will appear. How much will using Promoted Listings Lite cost? The best part about Promoted Listings Lite is that sellers only pay when their item sells. The fee is calculated as a percentage of the final sale price, excluding shipping and taxes. Sellers will be shown this fee and must agree to it before Promoted Listings Lite is activated. If a seller accepts a Best Offer price for a promoted item, then they will pay a fee based on the Best Offer price, not the original price listed. If a seller's item doesn't sell, they do not pay the fee. Where will sellers see Promoted Listings Lite fees on their invoice? The total ad fees for Promoted Listings Lite will appear as a separate line on the seller's eBay invoice. They will be listed in detail where fees are categorized by item.
 If a seller issues the buyer a refund for any item(s), the ad fees are credited back to the seller, which will be shown on the invoice as well. There may be a delay of up to two weeks for the credits to show on their invoice. Depending on timing, the credit could show up on next month's invoice.

 Note: Sellers are credited back their ad fee in any instance when they would be credited back their Final Value Fee (returns, UPIs, cancelled transactions, etc.) What kinds of credits are offered to sellers who use Promoted Listings Lite? Sellers do not receive credits for using Promoted Listings Lite. Why am I seeing a credit named Ad fee credit in my account? We experienced an unexpected system issue where we needed to credit your account. If you see ad fee credit on your account this is because you have received a credit for a Promoted Listings charge. How to respond when sellers give excuses about not wanting to try Promoted Listings Lite "I'm too busy" Promoted Listings Lite is built into the listing process in My eBay through the quick listing tool. It is a simple, one-click process that will increase visibility to encourage sales Note: On the seller's first time using

Promoted Listings Lite, it will be a two-click process, as they will need to accept the Promoted Listings Lite Terms of Service.

- My margins aren't big enough

Promoted Listings Lite is a minimal risk tool where sellers only pay when their listed item sells. If your margin is too small you may not want to consider PL listings. However, if your listings need more visibility you may want to consider raising their price to promote them.

- I already pay eBay fees - why pay more?
- There are no additional fees on Promoted Listings Lite unless a promoted item is sold
- Promoted Listings Lite is the fastest way to increase an item's chance to sell by boosting product visibility an average of 30% to active buyers seeking similar merchandise
- Im happy with my sales and don't want to pay more
- With Promoted Listings Lite a seller is only charged a fee when their listed item is clicked on and purchased within 30 days
- Im already using ads tools
- Sellers can help boost eBay's ad tools performance for free by using the Promotions Manager to create customized discounts and coupons to incentivize buyers to spend more
- Examples of these promotions include but are not limited to markdown sales events, order size discounts, shipping discounts, volume pricing, and codeless coupons
- Promoted Listings Lite can also be used in conjunction with Highline Search Ads to bring more traffic to a Seller's shop by showcasing specific items to buyers throughout key touchpoints during their active search
- I've already tried PL Lite and wasn't happy
- Promoted Listings Lite is constantly evolving and optimizing its services, featuring new placements throughout different touchpoints of Buyer's active search experience

For more information reach out to promotedlistings@ebay.com

Which items are best to use with PL Lite?

Sellers can only use Promoted Listings Lite through the quick listing tool on the mobile app and desktop to promote fixed-price

listings exclusively in all categories except Motors, Real Estate, and Travel. The option for Auction-style Listings and the Buy It Now feature are not available for Promoted Listings Lite on the mobile app. Can I adjust my ad rate fee? A Seller cannot adjust their ad rate fee on PL Lite. When a Seller uses PL Lite to promote a listing, the ad fee is automatically set to the average trending rate for that listing.

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 Sellers should select an ad fee that is most in line with their goals and objectives. Sellers should also agree to fees that are based on each item's margins and on what they would be willing to pay once each item sells. Sellers must break down the listings into campaigns based on: Product, brand, or category. Ad fee or selling price. Seasonal grouping. Any other goals that can be grouped. Sellers may improve overall performance by optimizing their listings and ensuring that their item: Is listed in the correct and best categories. Has a title that contains all relevant keywords. Has a high-quality picture with a clear background. Includes all relevant product identifiers like brand, UPC, functionality, and more. Offers shipping options that are in line with other similar products with respect to pricing and timing. Uses Promotion Manager when possible.

 Understanding PL Lite reporting The PL Lite program has a different fee structure and comes without any tools to measure the effectiveness of the ads. Here is more information on the philosophy of PL Lite: <a

Steps to optimize campaign performance Increasing impressions Place items in the correct categories Include relevant keywords in the listing title Add more listings to each campaign Ensure listings are priced at a competitive rate Increasing CTR

 Ensure items are priced competitively Listing title must be clear and descriptive Choose cost-effective shipping options that ensure safe delivery Feature the best-looking images at the highest resolution

Use the Promotion Manager to customize promotions for listings whenever possible Increasing CTS Include more photos in the

listing Minimize handling and delivery time Restock items in a
timely fashion </h2>