Daily Deals - Deals Program

<h2>GUIDE.SUMMARY What <ul> Daily Deals are the best fixed price bargains found on eBay. We work with qualified sellers to feature discounted listings for a one week period. All listings feature free shipping, 0-1 day Handle Time, and free returns. This article covers US Daily Deals Specifically, but there is a program for international buyers called Global Deals. Internal Information Daily Deals buying limits <ul> Listings promoted on the eBay Deals have a limit on the number of items a buyer can purchase for that deal period/window. This is to maintain an equal marketplace for all members, and to allow other eBay members the opportunity to take part in the eBay Deals. For detailed information about this policy, see Buying limits - open transaction, UPI, verification, high amounts, requirements (GUIDE1137): <ul> <a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1137#bid_limit_block" target="_blank">Talking   Points   <a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1137#E2MAccountWorkf low" target="_blank">Policy description (E2M workflow)   </h2><h2>GUIDE.RELATED_LINKS   Daily   Deals page
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href="http://deals.ebay.com/deals">http://deals.ebay.com/deals
 Global   Deals
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href="http://globaldeals.ebay.com/">http://globaldeals.ebay.com/   </h2><h2>GUIDE.TALKING_POINTS   <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1109&ViewLocale= en_US#GeneralDailyDealstalkingpoints">General Daily Deals talking points <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1109&ViewLocale=

en_US#GlobalDeals">Global Deals eBay Coupons for Daily Deals Members   </h2><h2>General Daily Deals talking points</h2>   What are the categories in Daily Deals: Currently, the available categories are: <ul> Featured Tech Fashion Home & Garden Certified refurbished Seller refurbished Sporting goods Jewelry Bullion Watches P&A What is a Daily Deal? Daily Deals are items from trusted sellers who are offering fixed price items at deep discounts (usually between 20% and 90% off) and free shipping. We have limited quantities of these items. We update featured deals at least once a day starting at 8 a.m. Pacific Time. And when we sell out of items during the day, we replace them with new deals. On newer deals you'll see a message that says something like "Added 2 hours ago." How is the discount on each Deal item determined? On each deal you will see two prices. The "strike-through price", which has a line through the numbers, is the generally accepted value of the item. The remaining price is what the seller is asking for that item, on Daily Deals. The percentage off you see is the difference between those two numbers. If you have any questions related to the pricing and/or discount offered in a Deal, please contact the seller. What is the maximum quantity of items I can purchase from a Daily Deal? This depends on listing and seller preference, though it's usually set at 5 units. After that amount, you will be prevented from purchasing more units of the item. Once the deal expires in the tool that Deals Ops loads the items into, you will then be able to repurchase. What is a Trending Deal? A trending deal is an item that is pulled into that position via an algorithm based on sales velocity.. All trending deals feature a significant savings off the list price and free shipping. How can I get my inventory featured on the Deals page? Deals

sellers are preselected by eBay, based on criteria such as Detailed Seller Ratings, buyer satisfaction ratings, and large inventory availability, among other things. How can sellers enroll in the Daily Deal? Daily Deals sellers are preselected by eBay, on criteria such as Detailed Seller Ratings, buyer satisfaction ratings and large inventory availability, among other things. We don't accept applications for inclusion in Daily Deals. eBay will pro-actively reach out to sellers who meet the criteria, in the meantime focus on continuing to make your account great. In the future, sellers that meet a specific criteria will be automatically notified they will be allowed to participate in Deals. How to subscribe and receive email alerts for Daily Deals: <ul> At the bottom of the Daily Deals page, enter your email address and click Sign up. How to unsubscribe from Daily Deals: <ol> At the bottom of every email, youll see a link: Click here to unsubscribe. Enter your email address in the space provided, and click Submit. You changed your email address for Daily Deals alerts, so why are you still getting notifications at your old email address? It may take up to 10 days before alerts come to your updated email address.   <h2>Global Deals</h2>   What is this eBay Deals page that I'm seeing? (international buyer) This is a page of great deals handpicked by eBay staff from outstanding eBay sellers. The deals that appear on this page all ship to your country. Can I change the currency that is displayed on this Deals page? The currency that you are seeing is based on your location (see above table) and can't be changed. The listing pages for each item may feature a different currency. The amounts that you see on the Global Deals page may be approximate conversions, depending on the fluctuation of exchange rates.   <h2>eBay Coupons for Daily Deals Members</h2>   What is the eBay Coupons program and how does it differ from seller

coded coupons? On September 7th, eBay launched eBay coupons in the Seller Portal for sellers in our Daily Deals Program. Sellers will be able to manage all aspects of their coupon participation using the Seller Portal. The eBay coupons program allows you to participate in site-wide coupon campaigns that can help to promote and showcase your inventory. Unlike traditional coupon campaigns you may create through your account, these are created by eBay. These coupons are also eBay promoted to help reach a larger audience. Is this program available to all sellers? No, this program is only available via invitation only via the category management team. Please contact your category manager if you are interested in participating. What types of coupons are available? There are three different types of coupons available for you to participate in: Item-Based Coupon: Only specific items are included in the coupon promotion. You will need to upload the list of items you would like to include in the coupon before signing the contract in order to participate. Category-Based Coupon: All items in specific categories will be included in the coupon promotion. There is no need to upload nominated items to the coupon and it is not possible to exclude specific items in the included categories. Whole-store Coupon: All items in your store will be included in the coupon promotion. There is no need to upload nominated items to the coupon and it is not possible to exclude specific categories or items.   Are these coupons subsidized by eBay?   This can vary depending on the contract. Details on the funding will be included in each contract. Please make sure you understand the agreement and where the coupon funding is coming from, before signing and accepting the contract. How does this work?   eBay will invite you to participate in a Coupon.
 Active Coupons become visible in the calendar on the homepage and in your to-do list in the Seller Portal. You sign the coupon contract*
 Your Participation in any coupon is not confirmed until you have signed the coupon contract in the

portal.
 * For item-based coupons, you are also required to upload your eligible items before signing the contract. eBay Executes the coupon
 Confirmed coupons will automatically begin on the start date and eBay takes care of promoting the coupon on eBay sites. See Seller workflow for more information on managing your coupons, or the attachments section for the full training deck. <h2>GUIDE.DETAILED_INFORMATION The main sections of Daily Deals <ul> Deals hub - The page serves as the main landing page for Deals and Events. The page showcases top and featured Deals and Events. A single template is used for all Deals and category landing pages (Technology, Fashion, Home and Garden, Motors, etc.) Events hub - This page is used for all Events, seasonal Events (e.g. Fourth of July) as well as for category-based Events. Global Deals Program The Global Deals program extends the offers from the Daily Deals program to GBH buyers all over the world (over 190 countries). As seen below, the Global Deals program is bundled into 9 different campaigns that encompass all of the GBH markets: Internal Information Do not inform members about how to access sites for different markets than their own. <table border="1" cellpadding="0" cellspacing="0"> <tbody> <tr> <td> </td> <td> Deals Campaign </td> <td> URL for Internal Purposes </td> <td> *Currency on Deals Page </td> </tr> <tr> <td> </td> <td>   </td> <td> (clear cache & cookies prior to loading) </td> <td>   </td> </tr> <tr> <td>1</td> <td> Russia </td> <td> <a href="http://globaldeals.ebay.com/?ip=2.60.0.0">http://globaldeals.ebay.com/?ip=2.60.0.0</a&g

t; </td> <td> Ruble 'p.' </td> </tr> <tr> <td>2</td> <td> Brazil </td> <td> http://globaldeals.ebay.com/?ip=139.82.0.0 </td> <td> US Dollar '$' </td> </tr> <tr> <td>3</td> <td> Argentina </td> <td> http://globaldeals.ebay.com/?ip=24.232.0.0 </td> <td> US Dollar '$' </td> </tr> <tr> <td>4</td> <td> Mexico </td> <td> http://globaldeals.ebay.com/?ip=131.178.0.0 </td> <td> US Dollar '$' </td> </tr> <tr> <td>5</td> <td> Israel </td> <td> <a href="http://globaldeals.ebay.com/?ip=2.52.0.0">http://globaldeals.ebay.com/?ip=2.52.0.0</a&g t; </td> <td> US Dollar '$' </td> </tr> <tr> <td>6</td> <td> Greater China </td> <td> <a href="http://globaldeals.ebay.com/?ip=1.0.32.0">http://globaldeals.ebay.com/?ip=1.0.32.0</a&g t; </td> <td> US Dollar '$' </td> </tr> <tr> <td>7</td> <td> LATAM </td> <td> <a href="http://globaldeals.ebay.com/?ip=146.83.0.0">http://globaldeals.ebay.com/?ip=146.83.0.0&lt ;/a> </td> <td> US Dollar '$' </td> </tr> <tr> <td>8</td> <td> Rest of World </td> <td> http://globaldeals.ebay.com/ </td> <td> US Dollar '$' </td> </tr> <tr> <td>9</td> <td> Unsited EU </td> <td> <a href="http://globaldeals.ebay.com/?ip=2.148.0.0">http://globaldeals.ebay.com/?ip=2.148.0.0 </td> <td> Euro '' </td> </tr> <tbody> </table>   Note: Currency is shown on landing page only and does not necessarily reflect the VI page.

Amounts shown may be approximate conversions to displayed currency based upon Bloomberg's conversion rates. Global Buying Hub (GBH) Countries Click on the below image for a larger version

 <img alt="" height="571" src="https://cskb.qa.ebay.com/library/EBAY/Images/4001-4500/4301/GlobalDealsPrograms.jpg" width="896"> </h2>