

Terapeak

<h2>GUIDE.TALKING_POINTS</h2>
https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1691&ViewLocale=en_US#TerapeakTPs>Terapeak talking points
https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1691&ViewLocale=en_US#TerapeakMUAA>Multi-user account access for Terapeak
https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1691&ViewLocale=en_US#STR>Sell-through rate
https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1691&ViewLocale=en_US#ActiveListings>Active listings
https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1691&ViewLocale=en_US#PriceDistribution>Price distribution
https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1691&ViewLocale=en_US#CategoryDistribution>Category distribution
https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1691&ViewLocale=en_US#ExtendedTitle>Extended title
https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1691&ViewLocale=en_US#SiteSelector>Site selector
https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1691&ViewLocale=en_US#GranularConditionFilters>Granular condition filters
https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1691&ViewLocale=en_US#ItemAspectFilters>Item aspect filters
https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1691&ViewLocale=en_US#ImageExpansion>Image expansion
https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1691&ViewLocale=en_US#PriceVisualization>Price visualization updates

name="TerapeakTPs"> Terapeak talking points Why did I get a message I hit my daily search limit? Terapeak will only allow 250 queries/day. Each search is a query. And each filter addition, date range change, and keyword addition, trigger a new search For sellers who use Terapeak heavily, its possible that they will reach this limit Do I have to have a store/shop subscription to receive Terapeak product research for free? No we are offering Terapeak product research to all Seller Hub users at no additional cost Do I have to have a store/shop subscription to access Terapeak sourcing insights? Yes Terapeak sourcing insights is only available to: All US, CA, CAFR, and AU sellers, with an eBay shop/store, with the only exception of the "Starter" store level for US sellers All EU and UK Business sellers with an eBay shop What features will be available with the Terapeak product research? You can use all of Terapeaks product research tools (more information here). Here are a few things that you can do with these Research tools to optimize your business: Build better listings with product research, compiled from millions of eBay transactions Plan ahead with market analysis, to plot price, sales volume, and product availability trends across eBay Outsell the competition by identifying the top performing listings in each category, to optimize for search and inform inventory sourcing Grow your business using global insights from 22 international markets Can I access "My Sales Data" on any eBay site? Yes. To access your Selling data, simply logon to eBay and opt-in to use Seller Hub from My eBay You will be able to access your Sales data on the Performance tab of the eBay Seller Hub Is Terapeak only for eBay Sellers? Yes. You need to have an eBay Seller account to login and use the Terapeak service. What is SEO? SEO was a Terapeak function

that allowed sellers to create optimized listing titles based on recommendations from similar, top performing products

- Terapeak SEO is not currently included in the free Terapeak subscription through eBay
- We are working on rebuilding this tool and adding it to Terapeak through eBay in the future

Can I get my Terapeak MySales Dashboard back?

- No, in December of 2018, Terapeak deprecated the MySales Dashboard.
- Members can now reference the eBay Seller Hub Performance tab to monitor their sales performance.

What is the difference between eBay Seller Hub and the Terapeak MySales Dashboard? The Terapeak MySales Dashboard was traditionally used as a way for Terapeak users to monitor their sales performance. The eBay Seller Hub Performance tab provides some of the same traffic and transaction data, however the review timeframes and download options are not the same.

- Terapeak MySales Dashboard allowed Terapeak members to download/export their sales performance data for the entire duration of their subscription. Terapeak MySales Dashboard also provided the users average sale price of their transactions over time. Average Sale Price (ASP) is currently not available through the Seller Hub for sold inventory per account.
- eBay Seller Hub Performance tab allows eBay sellers to review their sales performance in 90 day increments but does not currently have the ability to download/export the data.

Multi-user account access for Terapeak Multi-user account access This section details Multi-user Account Access (MUAA) for Terapeak. You can read more about MUAA in the US [here](https://pages.ebay.com/acctaccess/faqs.html).

What are we releasing? MUAA for Terapeak provides employers with the ability to assign Terapeak access:

- To an employees eBay account
- Using the employers subscription
- The employee doesn't a subscription of their own
- M use Terapeak in the same way their employer does

Why is this needed?

- Many sellers employ others to help them in their business
- The sellers business may require that their employees have permanent access
- Sellers

may not have the budget to pay for a full Terapeak subscription for each employee

Employee accounts are often not a full-seller account

The employee is limited in how they use an account

A full individual subscription to Terapeak is not a viable, efficient or economic choice for the business

What problems does this solve? Some use cases include:

- I am an employee of another seller and I need to research items on behalf of my employers account, but I dont use my account for any other purpose
- I am an employer with multiple employees, and need my employees to be able to research and list items through my branded account
- I am an employer with one or more employees: I do not have the funds to purchase a Terapeak subscription on their behalf
- It does not make sense to provide their accounts with a Seller Store subscription, because their accounts exist for limited reasons
- I do not want to grant them access to my businesss account because that would give them access to features and functionality that I dont want them to have access to

Sell through rate

What are we releasing? We are releasing a new aggregate metric in the sold section of Terapeak product research, called Sell-through rate:

Is a calculation that looks at:

- The total number of sold listings in a set of results, and then divides them by the total number of listings that were live in a given date range
- This incorporates three data sets:
- Transaction data for closed listings
- Unsold listing data for closed listings
- Unsold listings data for currently active listings

STR is calculated as follows:

- Total sold listings in the selected date range x 100%
- Unsold listings in the selected date range that have since closed
- Unsold listings that were active in the selected date range

The new Seller Hub version of STR can calculate this value over any date range up to 90 days in length

The previous version of Terapeak could only calculate this value for dates within the most recent 90-day period

Why is this

needed?

- Since Terapeak launched, the most frequent piece of feedback we've heard is incorporating a sell-through rate

What problems does this solve?

- Sell-through rates grant validity to the other insights a seller gains through Terapeak
- Provides an indication that common listing techniques for a specific product result in positive outcomes
- If you adopt the best practices observed in your competition, you can expect a % likelihood that your listing will sell in a similar time period
- Some use cases include:
- I am a seller and I need to know what the sell-through rate of average priced items is
- This will let me know if pricing similarly will increase my likelihood to sell.
- I am a seller and I need to know what the sell-through rate for a specific product is
- This will inform my decision to source that item

[Active Listings](#)

Active listings

What are we releasing?

- Active listings will provide sellers with a view of all listings that are currently active on their selected eBay marketplace
- The information is pulled directly from the Cassini platform, and provides a report, similar in layout to the sold listings report
- The report will contain any listing that is currently active, regardless of whether or not the listings have any sales
- As a result, this report will contain both sold and unsold listings

Why is this needed?

- Many sellers want to know what exists on the marketplace today
- These listings represent their potential competition if they were to list a competing item
- Being able to look at all active listings provides insight into what kind of listings draw buyer attention (watchers)
- Can adopt specific policies, promotions or discounts (coming soon) in order to attract buyer attention
- As we further develop this feature, we'll also include data visualizations that provide:
- Insight into how active listings cluster around specific price points
- More specific pricing recommendations and insights
- Insights into category distributions to see which categories are most popular for similar products

What problems does this solve?

- The Active tab is meant to provide insight into what other sellers are doing now
- The information provided by this tab is meant to reflect what is currently happening in the market, today
- Some use cases include:
 - As a seller, I have a product that I want to list
 - I want to know how other sellers are currently listing it, rather than what has sold historically
 - This will give me more current information about the marketplace
 - As a seller, I want to better understand the importance of shipping policy on a listings ability to attract watchers
 - This will help inform me on whether or not I want to adopt a specific policy
 - As a seller, I want to better understand the importance and prevalence of promotions (ads) amongst my potential competition
 - This will inform my decision to adopt promotions in order to compete.

Price distribution for Active Listings

What are we releasing?

- We released the new Active Listings tab in product research in an earlier release
- To add value to this view, we've added a data visualization section
- This is similar to the data visualizations in the Sold Listings tab
- The first of these data visualizations shows the distributions of prices over time
- Why is this needed?
- Many sellers are unsure why their search retrieves results that are priced far outside the expected range
- The reason why price ranges can vary is that Terapeak is a search tool
- We will retrieve listings that match the keywords and filters you specify
- Broad and/or unfiltered searches often retrieve listings that have extreme prices
- The price distribution provides additional insights for better interpretation of relevant price ranges
- What problems does this solve?
- I am a seller who wants to:
 - know how most similar listings are priced so that I can price my listing competitively
 - understand why and how many listings are priced at extreme price points

know where I should set my min and max price filters in order to exclude items that don't match my products

- [Category Distribution](#) Category distribution for Active Listings What are we releasing? In addition to Price Distribution, we're also adding a second visualization for Category Distribution Why is this needed?
- Many sellers are unsure why their search retrieves results that don't match the product they searched for
- This is most notable when a seller is unaware of the benefit of filtering by category
- The reason why price ranges can vary is that Terapeak is a search tool
- We will retrieve listings that match the keywords and filters you specify
- Broad and/or unfiltered searches often retrieve listings that have extreme prices
- The category distribution provides additional insights for better interpretation of relevant price ranges

What problems does this solve? I am a seller who wants to know:

- which categories are most popular for the product that I'm trying to list
- why products are returned in my search results that don't match the product that I'm trying to sell
- which category I should apply as a filter, in order to get more relevant information

[Extended Title](#) Extended title What are we releasing? In order to make sure we're not leaving out relevant listings, Terapeak now indexes item aspects as part of a new Extended Title field. As a result, listings that include keyword matches in the title and/or an item aspect will be included in the results. Why is this needed?

- This feature drastically improves the quality of results, by eliminating false negatives
- Sellers will also be able to see these listings as individual listings in search results, which may help in identifying top-performing listings.

What problems does this solve? Some cases include:

- I don't trust Terapeak because I can't find my listings
- I don't think aggregate metrics are accurate, because they contradict top-performing listings that I am aware of
- I want to get reliable insights on how to price/create listings based on accurate marketplace analysis

[Site Selector](#) Site selector Where can sellers find the site selector? Sellers can

use this feature by conducting a regular Terapeak search, as they normally would. The only difference that this feature introduces, at this point, is in the accuracy of the report it produces.

[Granular condition filters](#)

What are we releasing?

- We have introduced a new Filters section into the search results section.
- This section allows us to display granular conditions based on the listing types retrieved from a users initial search.
- Access to these granular conditions:
 - Gives sellers the opportunity to focus their search on the most relevant listings
 - Ensures that the insights we provide are as specific and accurate as possible

Why can't I view granular conditions in the search bar? We want sellers to be able to build a search that relates to a specific product, but:

- Sellers don't always specify the category so we're not always able to detect a category before sellers submit their search.
- We don't always know which condition values will retrieve results for their search.

Why is this needed?

- This feature drastically improves the quality of results by ensuring:
 - Sellers can search for listings that match the condition of the product they want to list or source
 - The aggregate metrics and trends that we display are limited to a specific condition(s), rather than the global set of conditions previously available
- This is significant because:
 - Global conditions may include marketplace signals that don't correspond to the actual condition of the product sellers intend to list.
 - As a result, the stats we show may lead to a seller creating a listing that under-values or over-values your product, undermining your success in the marketplace.
 - For example: A new in box cell phone may have a higher sell-through rate and average sales price than a new without box cell phone.

What do you mean by "global conditions"?

- Since Terapeak was introduced to the Seller Hub, users were limited to filtering their results based on global conditions:
 - New
 - Used or Pre-owned
 - Refurbished
- Global conditions are

generic, by design. They exist because individual categories have a wide array of granular or specific conditions that are particular to one category or another.

- For example:
- New in-box has meaning if you're searching for cell phones, but not if you're looking for a new pair of jeans.
- Similarly, new with tags might work for jeans, but not for yard equipment.

What problems does this solve? Some cases include:

- I don't trust Terapeak because the sales trends that it shows are inflated/deflated compared to products with a specific condition.
- I don't think aggregate metrics are accurate because they include sales for listings that don't share the same condition as the product I'm selling.
- I want to get reliable insights on how to price/create listings based on accurate marketplace analysis.

[name="ItemAspectFilters">Item aspect filters](#) What are we releasing?

- Following the [extended title](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1691&ViewLocale=en_US#ExtendedTitle) release detailed above, we wanted to provide sellers with a method of filtering by item aspect values.
- This:
- Highlights the additional data that we are now exploring, and
- Gives sellers the ability to specify which item aspects they want to include in their search, and which they want to exclude.

These filters will be located in the same Filters section that [introduces the](#) [granular condition filters](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1691&ViewLocale=en_US#GranularConditionFilters) detailed above.

- Why is this needed?
- This feature drastically improves the quality of results by eliminating listings that include item aspects that do not correspond to the product that sellers are attempting to list.
- Filters for item aspects:
- Reduces the need for sellers to self-identify specific keywords for their search
- Gives sellers a quick and easy way to manually select or exclude item aspects quickly and visually

Provide a dynamic way for sellers to quickly explore marketplace trends around a variety of aspects that they may not have otherwise been aware of, hopefully providing guidance on what to source, as well as how to list What problems does this solve? Some cases include: I don't trust Terapeak because the sales trends or aggregate data that it shows include transactions for products that don't exactly match what I'm trying to sell. I don't know which item aspects I should include in my search query in order to specify an exact result set, because I'm not aware of which aspects are important. I want to gain insights on the item aspects that correspond to the most sales because this will help me identify product variations that I should source. Image expansion What are we releasing? We have introduced an image zoom feature, allowing users to expand image thumbnails to view a full-sized version of the image in a modal. Why is this needed? Sellers frequently check individual listings returned by their search. This helps them: Identify whether retrieved listings match what they're trying to search for Find top-performing listings that they may want to use as a template for their own listings Since the listing thumbnail that we display is quite small, many sellers find it difficult to determine if a listing is a match. This feature allows sellers to expand a listing thumbnail to view the original image at full scale, within a modal. What problems does this solve? Some cases include: I want to ensure that Terapeak is retrieving the right listings in my search. In order to help build my future listing, I want to easily identify listings that best correspond to the product I am trying to sell. Price visualization updates What are we releasing? Terapeak's data visualization for average sales price will now retain the last known Average Sales Price for dates where no sales have occurred. Why is this needed? Before this release, Terapeak's data visualization for average sales price vs. time did not accurately represent the expected sales price of a product on dates where no sales occurred.

 When no sales were recorded, Terapeak would show that the average sales price would drop to 0, as it wrongly considered 0 sales to represent a sales price of 0.
Sellers had expressed confusion that the average sales price displayed in our data visualizations was so dynamic: "Why does it go 'up and down' so much?"
"How could the average sales price of products worth \$00s drop to \$0 on a given day?" In order to introduce consistency and stability in our Average Price tracker, we are now maintaining the previously known Average Sales Price value for dates where no transactions have occurred. This will better represent the actual sales price over time. What problems does this solve? Some cases include: I dont trust Terapeak because it frequently reports an average sales price on dates where no transaction has occurred, even though that doesnt represent the actual market value of the product.
</h2></h2>GUIDE.DETAILED_INFORMATION Research tool Settings Menu Price visualization updates Research tool Whats the Research tool Product Research is the core of the Terapeak application for sellers Use the Research menu to access eBay marketplace research data and see what products are selling, in what quantities, at what prices, in what categories, on eBay sites around the globe Analyze up to 3 years of transactions on 22 marketplaces See average prices, volume, trends, competition, and top related products Access individual sales Study any period or combination of keywords Save your

favorite products for later monitoring

- How to use the research tool (general flow)
- Enter title
- Selecting a Date Range
- Apply filters.

It can be helpful to narrow your search using common properties such as price, product identifier, product condition, listing format, location, and/or eBay category

- Select Categories (primary and secondary)
- Clicking on transactions provides more info, like:
- Sold listings
- Unsold listings
- Trends
- Sellers (how much of the market for an item is controlled by the current top sellers of the item)
- Inventory ideas (related items / cross selling suggestions)
- Single prediction (how likely is the item to sell in the next 30 days)

Note: this feature is only available for live listings in eBay.com

- Excluding search terms (special operators)

In some cases, it is difficult to identify a product "cleanly" using search keywords

For instance, you may wish to find sales data for "Samsung Galaxy phones", but not "Samsung Galaxy Note phones" (which share the keywords "Samsung" and "Galaxy")

- exclude results that contain an additional, unrelated word

For cases like these, Terapeak provides special operators (terms or symbols with special meanings that can be entered into the search box along with your keywords)

- Special operators can be used together with any combination of Terapeak search filters

See <https://support.terapeak.com/hc/en-us/articles/115005161083> for member-facing information

- How to search for one keyword or another keyword

Use the "OR" operator:

- Enter all of the keywords that may match the products you'd like to include in your search
- Insert the word "OR" in between each of them (in all capital letters)
- Transactions that include any one of the keywords you've separated with "OR" will be returned in your search

- Excluding Keyword(s)

To exclude transactions

containing one or more keywords from your search, follow these steps:

- Enter each keyword that is to be excluded
- Place a minus sign (-) in front of each keyword that is to be excluded
- Only transactions that do not include the keywords preceded by a minus sign (-) will be included in your search

Searching for an Exact Phrase To include only transactions containing an exact phrase (those words, in that order), follow these steps:

- Enter the keywords to be matched, in the order in which they are to be matched
- Place double-quotes around the entire phrase
- Only transactions containing the exact phrase that you have quoted (those words, in that order) will be included in your search

Matching Multiple Keyword Variations To include transactions containing multiple variations of a keyword, use a "wildcard" keyword:

- Enter the part of the keyword that remains the same from item to item
- Add an asterisk (*) either to the beginning or end of the keyword, which will match any number or combination of characters in that position
- Transactions containing any variation at the beginning (asterisk at beginning) or end (asterisk at end) of the wildcard keyword will match your search

Functionalities added in mid November 2023

- Product research sold data now goes back 3 years (up from 2 years)
- Product research results now filters out invalid sales such as UPIs, Cancellations, and Wackos
- Product research Active tab now displays the total Active listing count
- Selling Data Platform - Reduction in time to complete a data backfill

[name="settings">Settings Menu What's the Settings Menu Use the settings \(email address\) menu to change preferences related to your Therapeak account.](#)

- Settings- Change settings related to your Therapeak experience.
- Change your country, language, or time zone
- Change your default currency
- Logout - Log out of your Therapeak account

[name="pricevis">Price visualization updates](#)

How does this change affect sellers? Previously, we would show an Average Sales Price of 0 on dates where no sales occurred.

Now, we will show an average sales price based on the last known non-zero average price value.

GUIDE.SUMMARY

What Terapeak: Provides insights on what to sell, when to sell, and how to sell, on eBay Gives sellers access to data from millions of online sales Allows sellers to identify top performing products, and the best strategies to optimize listings Helps sellers grow their online sales eBay acquired Terapeak in 2017

Who Eligibility criteria: For Terapeak product research All sellers with access to Seller Hub US non-Store sellers previously had to pay a subscription fee to access. Any sellers who have already paid for a subscription past April 15, will receive a refund, prorated to April 15, in their account by early May. For Terapeak sourcing insights US: all sellers with a Basic or above eBay Store EU and UK: all B2C (Business) sellers with an eBay Shop AU, CAFR, and CA: all sellers with an eBay Store

For all the eligible sellers, "Terapeak Research" is included free of charge Terapeak is accessible from the Seller Hub - Research tab

GUIDE.INSTRUCTIONSSTEPS_TO_RESOLVE Terapeak instructions

GUIDE.INSTRUCTIONSSTEPS_TO_RESOLVE MUAA instructions for Terapeak

https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1691&ViewLocale=en_US#UseSTR Using STR

https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1691&ViewLocale=en_US#UseActiveTab Using the active tab

https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1691&ViewLocale=en_US#UsePriceDist Using price distribution

https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1691&ViewLocale=en_US#UseCatDist Using category distribution

https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1691&ViewLocale=en_US#UseGranConFilt Using granular condition filters

https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1691&ViewLocale=en_US#UseItemAspFilt Using item aspect filters

https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1691&ViewLocale=en_US#UseImagExpan Using image expansion

[name="TerapeakInstructions">](#) Terapeak instructions How do I log in to Terapeak?


- If you have a free subscription to Terapeak, use your eBay credentials (user ID and password) to log in to Terapeak
- You can access Terapeak from the Seller Hub, "Research" tab (formerly known as "Growth" tab)

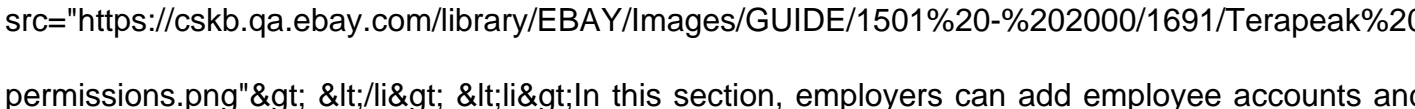
How do I remove an eBay account from Terapeak so I can add a different (or correct) eBay account to Terapeak? Note: follow this process only for free Terapeak subscriptions (included as benefit of an eBay Store/Shop)

- You can remove the current link (if it is not the correct eBay account) from within your eBay account settings.
- If you navigate to Account Settings > Site Preferences, and scroll down to "Third-Party Authorizations," you'll see the option "Revoke this authorization" for Terapeak.com.

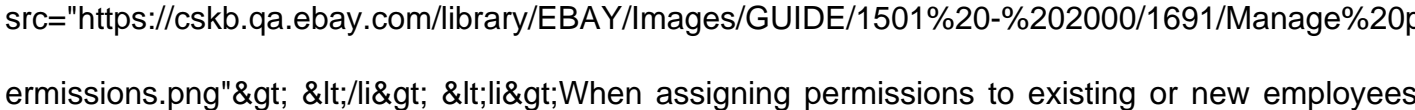
[name="MUAAInstructions">](#) MUAA instructions for Terapeak How can sellers use MUAA for Terapeak?

- Employers can find MUAA controls in My eBay under the Permissions section on the My

Accountpage: 

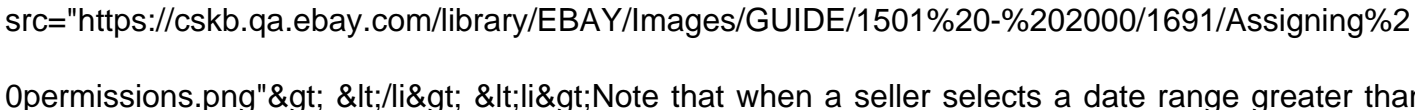
src="https://cskb.qa.ebay.com/library/EBAY/Images/GUIDE/1501%20-%202000/1691/Terapeak%20permissions.png"> In this section, employers can add employee accounts and

manage their permissions. 

src="https://cskb.qa.ebay.com/library/EBAY/Images/GUIDE/1501%20-%202000/1691/Manage%20permissions.png"> When assigning permissions to existing or new employees:

- Employers will now have the option to allow employees to "Research products using Terapeak"

- This will allow the employee to use their employers Terapeak subscription using their own account
- Through individual or seller store subscriptions

src="https://cskb.qa.ebay.com/library/EBAY/Images/GUIDE/1501%20-%202000/1691/Assigning%20permissions.png"> Note that when a seller selects a date range greater than

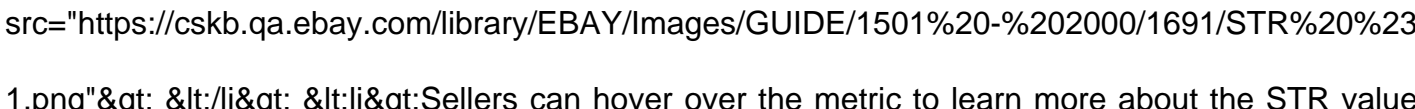
90-days:

- The metric will display an em-dash (--)
- The tooltip will communicate that the seller must adjust their date range to a period of 90-days or less

- Using STR How can sellers use STR?

- Sellers must first define a search with a date range of 90-days or less.
- This can be any 90-day-or-less period of time within the entire 365 days of history that Terapeak maintains

- After conducting a search:
 - Sellers will find a new aggregate metric in the left-most section of the aggregate metrics display
 - Immediately above the listing report

src="https://cskb.qa.ebay.com/library/EBAY/Images/GUIDE/1501%20-%202000/1691/STR%20%231.png"> Sellers can hover over the metric to learn more about the STR value,

via tooltip.

- One Caveat is that MUAA cannot detect whether an employer has a subscription to Terapeak.
- As a result, they will have access to the option of

- granting employees permission to use Terapeak through their employer account
- They do not need a Terapeak subscription themselves

 We will communicate that a subscription is required in two ways:
 To employers, through a link in the MUAA interface that states a "Subscription is required"(see above) To employees who attempt to access Terapeak through an employer account that does not have access Via a banner that prompts them to contact their employer or account administrator Using the active tab How can sellers use the active tab? Just as today, when a seller conducts a search, they will see the current report that we produce They will also see that this report now represents one of two possible tabs produced as a result of a search The second is the Active tab

 When a seller clicks on the Active tab, they will receive a report that is similar in style to the sold report It will provide insights into listings that are currently active on the marketplace theyre searching This includes both listings that have sales, as well as listings that do not have sales The insights gained are not meant to represent transaction details, but rather the current state of listings Including the number of existing bids and watchers that each listing has The Active tab retains all search criteria, but ignores date and buyer location Were showing you listings active, today, so date is not a criteria Not all listings will have purchases against them Using price distribution How can sellers use price distribution? Sellers can find Price Distribution under the Active tab in Terapeak Product Research.

 The seller must click the toggle to View current trendsto expose data visualizations. The Price distribution chart is the first chart in the current trends section. Using category distribution How can sellers use category distribution? Sellers can find Category Distribution in the View current trends section by clicking through the carousel, after the Price Distribution chart. The Category Distribution chart is the second chart in the current trends section. Using granular condition filters How can sellers use granular conditions? Weve introduced a new call-to-action button, located in the top-right corner of the search results page, available after you submit your initial query. The button will be known as the Filters button. When sellers click on the Filters button, they will expand a panel from the right-hand side of the screen. This section provides sellers with access to a multi-select drop-down that includes granular condition values that were returned by their initial result set. Sellers can select multiple

values -- by doing so, they're instructing Terapeak to retrieve results that correspond to any of the selected values. For example: retrieve results with condition New in box OR Manufacturer refurbished.

 Once these

conditions are selected, sellers can specify that they want to apply these filters by clicking Done. Alternatively, they can decide not to apply filters that they've just selected by clicking X, or clicking outside of this pane. If a seller selects a granular

condition from these filters, the global condition corresponding to these filters will be selected in the search input section at the top of the page. Similarly, if a seller's initial search selected one of these global conditions, all granular conditions that map to this will be pre-selected within the filter panel, once search results are retrieved. Using item aspect filters How can sellers use item aspect filters? Before gaining access to item aspect filters, sellers must specify a leaf category. This is the last category that you can select in a line of categories within

eBay's category tree. This is a temporary requirement, and is needed because Terapeak analyzes transaction records, rather than listings. Each higher-level category includes MMs of transactions that are difficult to process quickly.

Selecting a leaf category ensures that we have a finite data set that we can quickly sort through, to identify top aspects. Sellers can select a leaf

category by interacting with our category breadcrumb. This shows all of the categories that contain results relating to your search. Each time you select a category, you'll be able to sort through the sub-categories below it. Continue until you arrive on the last category in a tree that corresponds to your search. Once a category is selected you can then open the Filter panel to select any item aspect values that you want to filter by.

 As with granular conditions, selecting multiple values within a drop down looks for listings that match any of the selected values. Selecting values from multiple drop downs looks for listings that match the combined values. For example: ((256 GB OR 64GB) AND (space grey OR rose gold))) Once aspect values are selected, sellers can specify that they want to apply these filters by clicking Done. Alternatively, they can decide not to apply filters that they've just selected by clicking X, or clicking outside of this pane. Once filters are applied, you can navigate between Sold and Active, retaining the filter selections. However, if you navigate to Active listings results, and none of the listings returned correspond to one of your selections, that option will disappear if deselected. When multiple filters are applied, sellers can remove these filters in bulk by clicking Clear all, located next to the Filter button. Using image expansion How can sellers use image expansion? Sellers will find that when they hover over a listing thumbnail image, their cursor will change to an interactive hand icon. Sellers can then click on an image, which will expand that image inside of a modal, displayed in the middle of your screen. Sellers can then close the modal by clicking on the X in the upper-right, or clicking anywhere on-screen, outside of the modal. </h2>