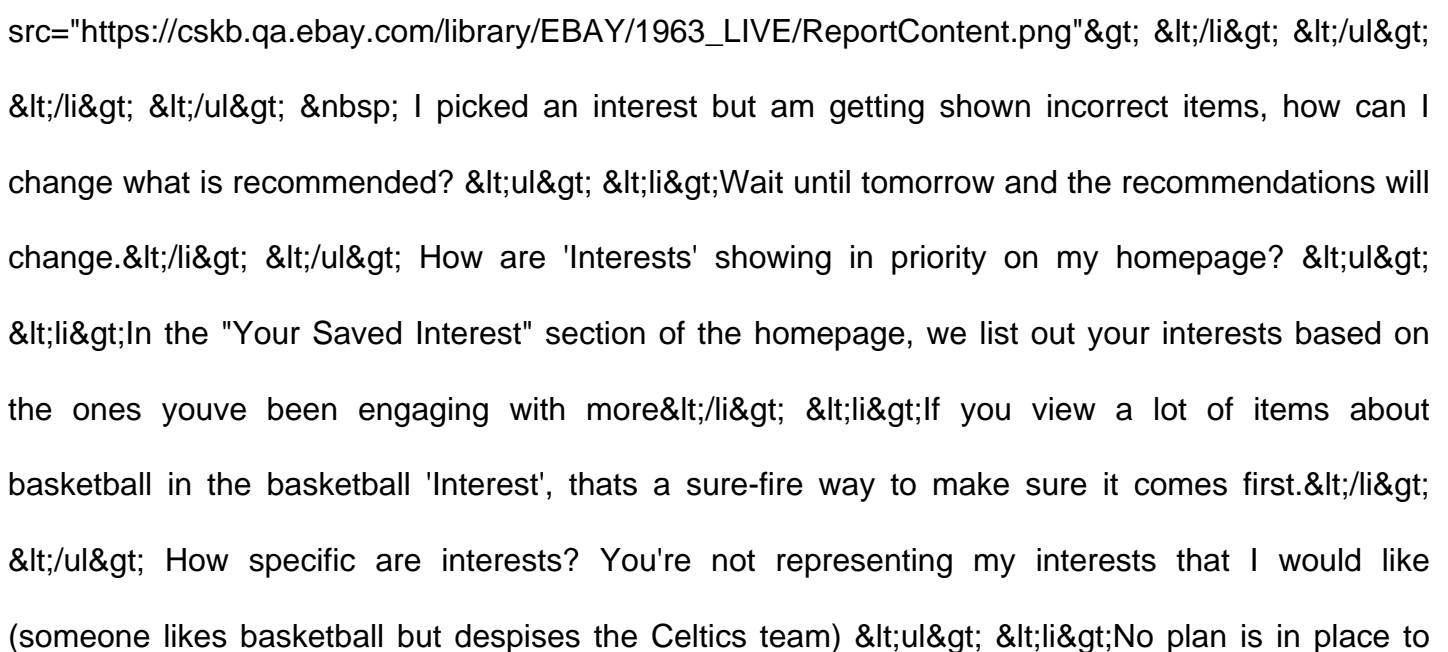


Interest shopping

<h2>GUIDE.SUMMARY What We've added a new shopping experience that allows customers to find items they're interested in more easily, showcases sellers that offer items in a specific interest area, and helps members engage with others who have similar interests. There's a "What are your Interests"? section on the homepage that brings together a truly personalized homepage and shopping experience, with the best inventory recommendations (powered by Structured Data product information and algorithms). Customers just need to engage with the prompts to begin selecting Interests.<br>  Why eBay has over 500M listings which provides an excellent selection, but can also make it overwhelming to find items that are of interest to you. With interest shopping: <ul> <li>Buyers can learn, find deals, be inspired, discover new seller stories, and connect with a community related to their interests.</li> <li>Sellers can better market to their target audience, distinguish themselves as sellers, and connect with buyers.</li> <li>eBay can increase visitor loyalty, change brand perception, showcase our sellers and community, and attract the next generation of customers.</li> </ul> Who eBay customers in North America What it looks like Some examples of interest shopping follow below. Additional product may be added to this shopping experience in the future. Mobile<br>  <br>  Mweb<br>  </h2></h2>GUIDE.TALKING\_POINTS How do I find the experience? How will customers discover it? <ul> <li>Customers will see the 'Interests' prompt at the top of the mobile home page, desktop or mweb</li> </ul> How is the community discussion board different than community.ebay.com? <ul> <li>Interests is leveraging the same platform as community.ebay.com, but have updated the look and feel to simplify and only show the content from the relevant 'Interests'.</li> </ul> How do I report inappropriate content? <ul> <li>The Interests Shopping Experience features content that is already available on eBay.com, so customers should continue to report just as they would normally. This varies by content type. <ul> <li>Deals & Events - if/when customers find a deal that strike through pricing is not accurate</li> <li>Collections & Guides: <a href="https://www.ebay.com/help/policies/member-behaviour-policies/community-content-policy?id=4265">https://www.ebay.com/help/policies/member-behaviour-policies/community-content-policy?id=4265</a> <ul> <li>Click on the "send an email" hyperlink under "Read our full policy"</li> </ul> </li> <li>Community - select Options -> Report Inappropriate Content

The image is a screenshot of an eBay report content page. It features a header with the eBay logo and navigation links. The main content area is titled "ReportContent.png" and contains several sections of text and links. The text discusses how to report inappropriate content and how to change what is recommended. It also mentions how to change the priority of interests on the homepage and how to report inappropriate content. The page includes several hyperlinks to eBay help pages and a 'Report Inappropriate Content' link.

src="https://cskb.qa.ebay.com/library/EBAY/1963\_LIVE/ReportContent.png"> </li> </ul> </li> </ul> I picked an interest but am getting shown incorrect items, how can I change what is recommended? <ul> <li>Wait until tomorrow and the recommendations will change.</li> </ul> How are 'Interests' showing in priority on my homepage? <ul> <li>In the "Your Saved Interest" section of the homepage, we list out your interests based on the ones youve been engaging with more</li> <li>If you view a lot of items about basketball in the basketball 'Interest', thats a sure-fire way to make sure it comes first.</li> </ul> How specific are interests? You're not representing my interests that I would like (someone likes basketball but despises the Celtics team) <ul> <li>No plan is in place to

allow customers to customize their own interests. Interests are created based on five factors:

- Where people are shopping on ebay
- Where people are shopping in the world
- Whats topical in the world
- Whether or not inventory is shoppable
- How granular the inventory is

We intentionally keep interests more high-level and with high demand. All of the Sports teams, however, are broken out individually.

Examples:

- "Leatherworking" doesnt have very many customers who shop for it on ebay, so its not included
- "French Movies" doesnt have very many worldwide customers who shop for it, so its not included
- "Space Dresses" may have been popular in the 60s and 70s, but not anymore, so its not included
- "Flying Kites" might be a good 'Interest' for some, but pretty much the only thing you can buy are kites, so its not included
- "Beanie Babies" may be an 'Interest' for some, but its pretty niche, so its not included.

Instead, we combined it with other cool things to make "Nostalgic Toys"

- Where are my saved collections?

We had very few customers engaging with 'Saved Collections', and most of our customers were using them as custom watch lists

- Weve added the ability for customers to create 'Custom Watch Lists' on their 'Watch List' and are removing Collections (web only for now)

How is this different than "Interest" that is on the eBay feed?

- The Interest in the eBay feed are "search queries" that customers follow (aka saved searches). They have been renamed such in the new native experience.

GUIDE.INSTRUCTIONSSTEPS\_TO\_RESOLVE

How to add interests:

- Go to the Home Page
- Tap 'Get Started' within the "What are your 'Interests?'" section
- In the questionnaire, select some Interests you identify with
- After selecting some Interests, there is a new "Your Saved Interests" section of your Homepage
- The customer can interact with the images/links
- Tap on one of the image circles to view Interests

How to add or remove more interests later: For mobile: 

- Tap the vertical ellipsis in the Interests section to interact with the menu

 From here you can add or delete interests

For mweb/desktop: Customers can go to their My eBay page to add or remove interests. Interests aren't showing up: 

- Refresh the page (might take a few refreshes for interests to show up)

 or

Go to my eBay and click on 'Saved Interests'