

## Promoted Listings Express

GUIDE.TALKING\_POINTS

What is Promoted Listings Express?

Promoted Listings Express is a way for sellers using My eBay to promote their auction-style listings in a quick, easy way from their eBay app and the advanced listing tool experience (Helix).

Listings promoted through Promoted Listings Express will appear in sponsored placements on listing pages of similar listings.

How does Promoted Listings Express work?

After listing your auction-style listing on the eBay app, eligible sellers will see a page titled Promoted Listings Express where you can promote your listing. You will be able to clearly see the ad fee you will be charged for the ads.

Or

While listing an auction item in the advanced listing tool experience (Helix) on desktop, eligible sellers can promote their listing from the Sell it faster section. The ad fee will be clearly displayed and will be charged immediately.

After promoting your listing, your ad could appear in sponsored placements on listing pages of similar listings. That means that the buyers viewing your ad are already shopping for similar items, and are more likely to view your listing.

Where can I access Promoted Listings Express?

There are four ways you can promote your listings with Promoted Listings Express:

Right after listing your item on the eBay app

If your item is eligible for Promoted Listings Express, you will see a page after you list your item that will let you promote your listing.

On the Active listings page of the eBay app, you can tap the Promote it banner

Eligible listings may have a Promote it banner within your eBay app on your Active listings page.

Tap on the banner to promote your listing.

On the My eBay Selling page of the eBay app, tap the menu next to your item and then tap Promote listing.

When you tap on the menu next to your item, eligible listings will have an option to Promote listing

Tap on Promote listing to promote your listing

In the Sell it faster section of the advanced listing tool experience (Helix) on desktop.

<li>Click the checkbox in the Sell it faster section of the advanced listing tool experience on desktop, and pay the upfront fixed fee.</li> <li>Finish listing the item to start the promotion.</li>

</ul>

Who can use Promoted Listings Express?

<ul> <li>For your listings to be eligible for Promoted Listings Express, they need to meet all of the following criteria: <ul> <li>The listing is auction-style</li> <li>The listing category isn't Vehicles, Real Estate, Travel, or other select categories<br>  </li>

</ul> </li> <li>For sellers to be eligible for Promoted Listings Express, you need to meet all of the following criteria: <ul> <li>You are a seller using My eBay</li> <li>Your seller level is Above Standard or Top Rated</li> <li>You have enough account activity</li>

</ul> </li> </ul>

What is the eligibility criteria for Express campaigns?

<ul> <li>For your listings to be eligible for Promoted Listings Express, they need to meet all of the following criteria: <ul> <li>The listing is auction-style</li> <li>The listing category isn't Vehicles, Real Estate, Travel, or other select categories<br>  </li>

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How much does it cost to promote my listings?

<ul> <li>Promoted Listings Express lets you promote your listing for one flat fee. That fee depends on the length of your auction and the item category. You will see the fee clearly when you promote your listing. The seller will only be charged once per listing, and the promotion will continue for the duration of the listing. <ul> <li>Note: The price is fixed based on the current duration of the listing. The pricing changes at 10 days, 7 days, 5 days, and 3 days. If the seller promotes their listing whose duration is between these tiers, they will be charged the upper bound of the tier (e.g. 6 days of duration left will be shown the pricing for 7 days).</li> <li>The seller will be able to clearly see the price they will be charged as they are promoting their listing.</li>

</ul> </li> </ul>

How do I promote my listings?  <ul>

<li>There are four ways you can promote your listings with Promoted Listings Express:

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<li>In the Sell it faster section of the advanced listing tool experience (Helix) on desktop.  <ul> <li>Click the checkbox in the Sell it faster section of the advanced listing tool experience on desktop, and pay the upfront fixed fee.</li> <li>Finish listing the item to start the promotion.</li> </ul> </li>

<li>Where do Promoted Listings Express ads appear? <ul> <li>Listings promoted through Promoted Listings Express will appear in sponsored placements on listing pages of similar listings.</li> </ul> </li>

<li>Where can I review the charges for my Express campaigns? <ul> <li>Express ad fees will be listed on your Transactions page within the Payments sections in My eBay.</li> <li>Your ad fees will show up on your invoice or Transactions page as Ad Fee Express.</li> </ul> </li>

<li>My listing didn't sell. Can I get a refund for my Express ad fee? <ul> <li>We do not offer refunds.</li> <li>Internal note: If the seller created their listing, added the promotion, then noticed an error and ended the listing all in the same day, you may use your discretion to provide a refund for the ad fee.</li> </ul> </li>

<li>I did not receive any boost in impressions, can I get a refund? <ul> <li>We do not offer refunds.</li> <li>Internal note: If the seller created their listing, added the promotion, then noticed an error and ended the listing all in the same day, you may use your discretion to provide a refund for the ad

fee.</li> </ul> My listing didnt sell. Can I get a refund for my Express ad fee? </ul>

</li>For the best buyer experience, quality is one of the most important factors in determining if we'll show your listing. Since our systems rely on the quality of your listing, there's no guarantee that your item will receive a boost in impressions, or that your item will sell. As a result, we are unable to offer a refund. We always strive to give every listing as much of a visibility boost as possible. We recommend following eBay's listing best practices to help ensure your promoted listings are high quality and attractive to buyers:  </ul> </li>Categorize your listings properly</li>

</li>Include relevant keywords in titles</li> </li>Price items competitively</li>

</li>Use high quality photos with clear backgrounds</li> </ul> </li> </ul> Why is the impressions count in my ad report higher than my view count? </ul> </li>The database that is used to calculate the number of impressions is currently different from the database used to count views. There is a chance that these two databases are slightly out of sync. Our teams are working to ensure that all data which is displayed on your account is as accurate as possible.</li> </ul> How do I measure the performance of my promoted listings? </ul>

</li>Once you've promoted your listing, tap on the item menu. Tap View ad report to see your promoted listings performance.</li> </li>Here, you can see the listings total impressions, promoted impressions, and organic impressions. </li> </li>Promoted impressions

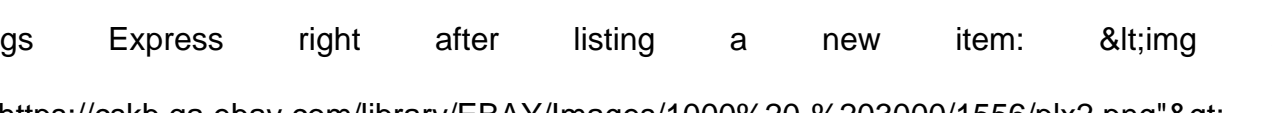
The number of times we displayed your Promoted Listings Express ad to buyers. It's a good way to measure how much impact your promotion has had on your listings overall visibility.</li>

</ul> What is the meaning of promoted impressions, organic impressions, and total impressions on my ad report page? </ul> </li>Promoted impressions: The number of times we displayed your Promoted Listings Express ad to buyers.</li> </li>Organic impressions: The number of times we displayed your organic (non-promoted) listing to buyers throughout eBay.</li>

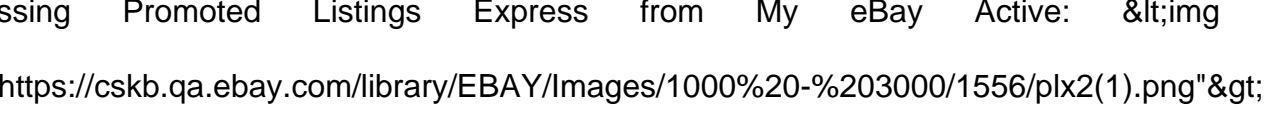
</li>Total impressions: The sum of promoted and organic impressions.</li> </ul> Why am I seeing a credit named Ad fee credit in my account? </ul> </li>We experienced an unexpected system issue where we needed to credit your account. If you see ad fee credit on your

account this is because you have received a credit for a Promoted Listings charge

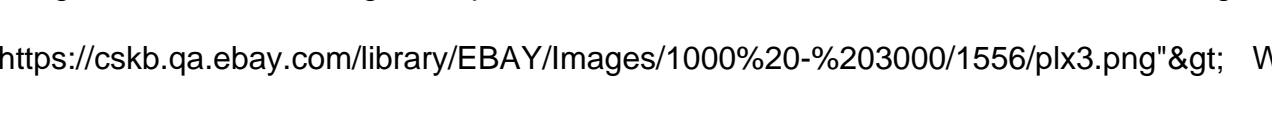
GUIDE.DETAILED\_INFORMATION Accessing Promoted Listings Express right after listing a new item:



Accessing Promoted Listings Express from My eBay Active:

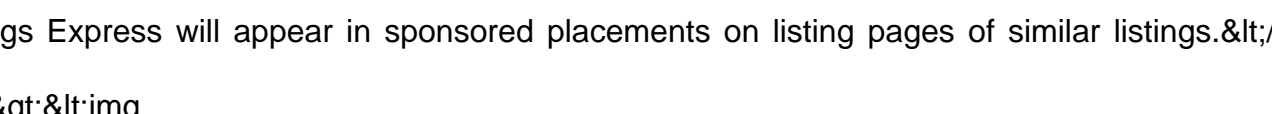


Accessing Promoted Listings Express from the Promote it banner:



Where will Promoted Listings Express appear?

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