

A close-up photograph of a person's arm holding a large, textured leather bag. The bag features a vibrant, abstract pattern in shades of pink, red, and brown. A silver zipper runs along the top edge of the bag. The person is wearing a white, chunky-knit sweater. The background is blurred, suggesting an outdoor setting.

ebay advertising

## 2017 Marketing Guide

Influence the shopper journey, and drive sales with a new commerce partner





# The eBay Difference



eBay is a commerce partner that fuels market growth. With rich shopping insights and a deep understanding of the shopper journey, our data tells a story about our users' passions through their product research and purchase trends. We'll translate these actionable insights in order to drive sales for your brand.

As one of the world's largest and most vibrant marketplaces, we are transforming connected commerce for brands and sellers:

## WE TURN DATA INTO INSIGHTS

Over 200M hours of shopping activity is collected on eBay per month.<sup>1</sup>

## REACH ANY AUDIENCE SEGMENT

Regardless of the audience you're targeting, we have over 60 predefined audiences and can drive them to your products.

## MILLIONS OF SHOPPERS IN YOUR CATEGORY

Every 6 seconds a dress is purchased—imagine how fast an item in your category sells.

## FIND MORE CUSTOMERS

Through our rich data and shop-a-like modeling, you can reach more shoppers who look like your current customers.

## FULL PRODUCT SUITE AND CUSTOM INTEGRATION

We will work with brands and sellers to craft custom marketing plans designed to surround their audience throughout their entire shopping journey.



Sources: <sup>1</sup>eBay First-Party Data, US, Monthly Average, H1 2015.



# The eBay Audience

People & insights—it's what we're made of



**30%** Cross-Device<sup>1</sup>  
**35%** Desktop Only<sup>1</sup>  
**35%** Mobile Only<sup>1</sup>



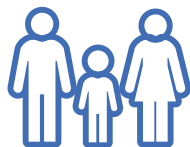
**1hr** On-site<sup>2</sup>  
**1.5hr** In-App<sup>3</sup>



**56%**  
Male<sup>1</sup>



**30%**  
of users are  
millennials<sup>1</sup>



**42%**  
of users are  
parents<sup>1</sup>



**Over 1/4**  
have a HHI  
over \$100k<sup>1</sup>



**53%**  
of users have  
2 - 3 people in  
a HH<sup>1</sup>



**44%**  
Female<sup>1</sup>



**87%**  
of products are  
sold at a fixed  
price<sup>4</sup>



**67%**  
of products  
ship for free<sup>4</sup>



**\$82B**  
in sales in  
2015<sup>4</sup>



**165M**  
active buyers  
worldwide<sup>4</sup>

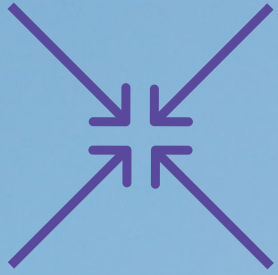


**81%**  
of products  
are new<sup>4</sup>



**58%**  
of transactions  
involve a mobile  
touchpoint<sup>4</sup>

Source: <sup>1</sup>eBay First-Party Data, US Sept 2015- Sept 2016; <sup>2</sup>ComScore Key Measures, eBay.com\*, July 2016 (3 Mo. Avg.); <sup>3</sup>ComScore Mobile Metrix, eBay (Mobile App), August 2016. <sup>4</sup>eBay Fast Facts, Q3 2016.



# eBay Integrations







# eBay Delivers the Total Commerce Experience

Just think of what it could do for your brand

## EXPAND AND DIVERSIFY YOUR SALES CHANNEL STRATEGY

Invest in the eBay sales channel to control your brand message and gain influence of \$82B in sales across 165M monthly registered active buyers. Influence your target market's path-to-purchase, and get sales attribution paired with invaluable shopper intent data.

## MANAGE YOUR EBAY CHANNEL TO MAXIMIZE SALES

Control and capitalize on the millions of transactions taking place on eBay to increase your market share and drive sales lift. A commerce partnership with eBay gives you control of your marketing message, curates consumer interactions with authorized sellers or storefronts, and increases your sales. We will guide shoppers down the path to purchase for your brand utilizing promotional elements across search, merchandising, and purchase funnel.





# Solutions to Meet Every Objective

Our marketing solutions allow you to stay with your audience everywhere they go, and puts your brand front-and-center when shoppers are in the purchasing mindset.

We'll gather in-depth insights and valuable shopper attributes at every stage of the shopper journey. These insights can help influence and shape your overall marketing strategy.



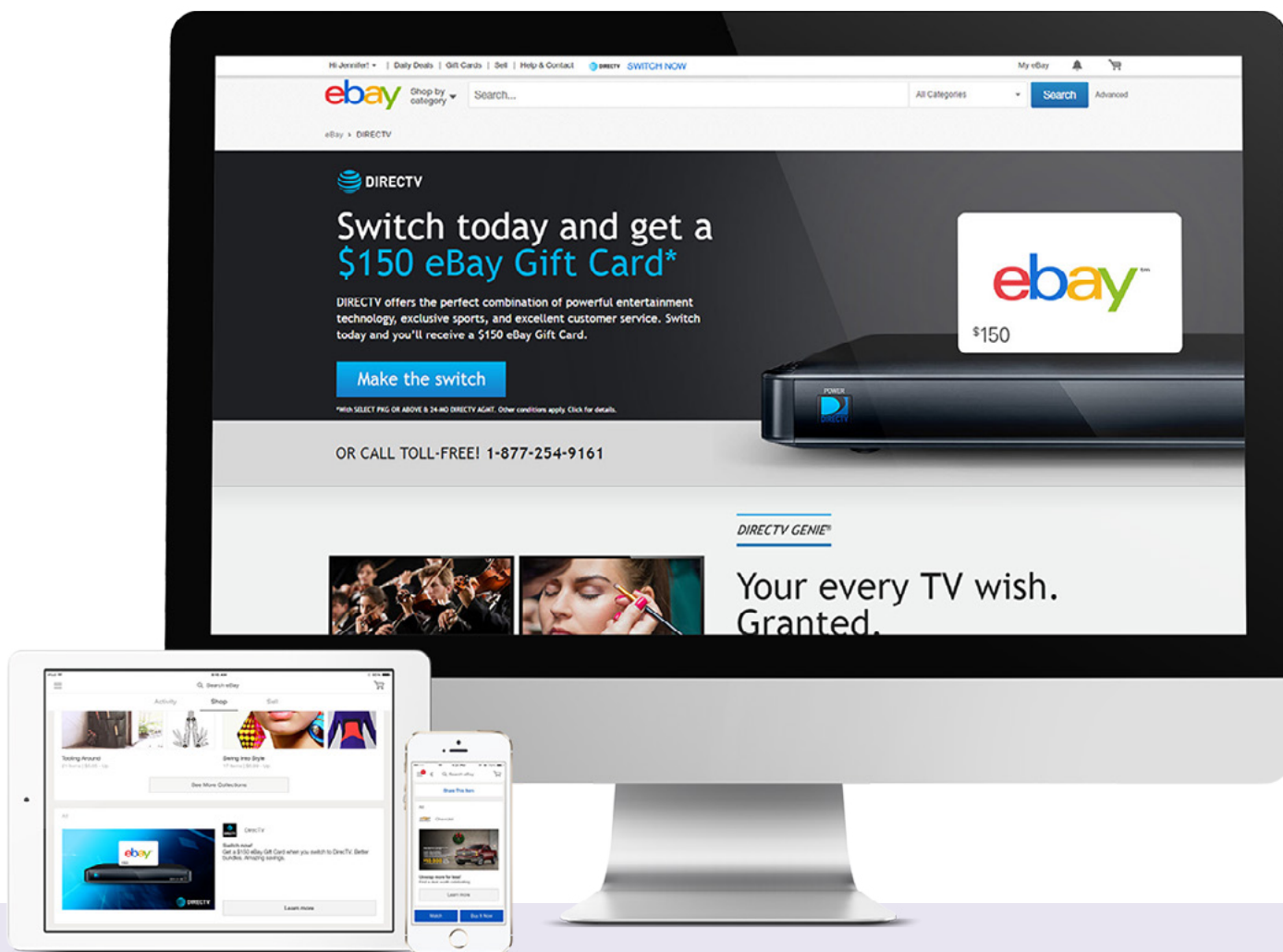
MARKETING OBJECTIVE	PURPOSE	SOLUTIONS	PLACEMENTS
AWARENESS	<ul style="list-style-type: none"><li>• Build brand awareness</li><li>• Gain deep audience and brand insights</li><li>• Elevate and control your brand</li><li>• Drive brand lift</li><li>• Reach new customers</li></ul>	Brand Solutions	<ul style="list-style-type: none"><li>• Custom, curated brand experience with promotional traffic drivers and unique eBay integrations</li></ul>
CONSIDERATION	<ul style="list-style-type: none"><li>• Increase engagement and consideration</li><li>• Leverage relationships with authorized resellers</li><li>• Generate new leads</li></ul>	Brand Solutions — Promoted Listings	<ul style="list-style-type: none"><li>• Custom, curated brand experience with promotional traffic drivers and unique eBay integrations</li><li>• 4th or 5th spot within first-page search results</li></ul>
CONVERSION	<ul style="list-style-type: none"><li>• Elevate product visibility</li><li>• Boost sales</li></ul>	Brand Solutions — Promoted Listings	<ul style="list-style-type: none"><li>• Custom, curated brand experience with promotional traffic drivers and unique eBay integrations</li><li>• 4th or 5th spot within first-page search results</li></ul>



# Grab the Attention of eBay Users Across Devices

Stay with your audience everywhere they go with eBay solutions. Take advantage of our premium, high-impact placements, cross-device integrations, programmatic buying programs and targeted solutions to influence shoppers at unprecedented scale.

Leverage a wide range of environments and formats including **Desktop, Mobile (In-App and mWeb) and Video at scale.**



- High Impact Roadblock Package
- Native Pushdown & Marquee
- Category Home Page Roadblocks
- Sign Out Takeover
- Home Page Flyout
- Highly Viewable Impressions
- Video Integrations
- Search Results & Product Listing Pages
- Custom Integrations





# Targeting







# Find Your Perfect Audience

Customize our targeting solutions to meet your campaign goals



Treasure hunters, small businesses, connected millennials, and global brands—together they create the vibrant community that is eBay. With today's connected consumer seamlessly shopping across different devices and multiple locations, we're committed to finding innovative ways to reach your perfect audience.

## TWO TYPES OF TARGETING METHODS: BEHAVIORAL AND CONTEXTUAL

### PROFILE

Demographic, geographic, household, device

### BEHAVIOR

Buyers and Sellers

### PERSONAS

Over 60 predefined audiences, including active moms, millennials, automotive DIYers

### CUSTOM AUDIENCES

Build a unique, tailored segment, reach or exclude existing customers via CRM data matching, and/or identify shop-a-likes

### CATEGORY

Align your brand within relevant categories. Placements in category home pages, search results, and product listing pages.

### KEYWORD

Every search on eBay is directed to finding a product to buy. Placements in search results and product listing pages.

### POST PURCHASE

Reach buyers immediately after purchase. Placements in successful checkout, order details, and sign out.

### MOBILE

Make your brand a seamless part of the mobile shopping journey. Placements in mWeb and in-app.

FOR A FULL LIST AND DETAILS ASK THE EBAY AUDIENCE BUYING GUIDE



# Seasonal Sponsorships, Retail Moments, & Native Experiences

Timing is everything—make yours perfect

If it's happening in the world, it's happening on eBay. From buzzworthy moments to seasons that sparkle—eBay can maximize your exposure during specific time frames and ultimately help drive revenue to your bottom line.

When you partner with eBay, you unlock unique co-sponsorship opportunities including content alignment, sweepstakes, as well as charity auctions and partnerships.



FOR A FULL LIST AND DETAILS ASK ABOUT THE EBAY SEASONAL MOMENTS GUIDE



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# Rate Card





# 2017 Advertising Rate Card

Think of it as a menu of delicious opportunities

	RATE	IMPRESSIONS & SIZE
<b>High Impact Fixed Units</b>   Maximum impact ad formats.		
High Impact Roadblock Package	\$170,000	28M/day
Desktop Roadblock Home Page Only	\$42,000	7M/day (300x250, 160x600)
mWeb Only	\$80,000	13M/day (300x250)
App Only	\$65,000	8M/day (Native)
Native Pushdown (NPD) & Marquee	+ \$120,000	204M/day (980x30/980x300)
Native Pushdown (NPD)	+ \$40,000	4M/day Native Pushdown Impressions (980x30/980x300)
Marquee	+ \$80,000	200M/day Marquee Impressions (Native)
Sign Out Takeover	\$15,000	1M/day (640x480, 300x250)
Category Home Page Roadblock	\$20 CPM	Motors, Fashion, Electronics, and others (970x90)
Category Home Page Roadblock & Home Page Flyout	\$25 CPM	Motors, Fashion, Electronics, and others (970x90, Native)
<b>Rotational Units</b>   Standard IAB ad formats.		
Direct & PMP Base Rate	\$4 CPM	728x90, 300x250, 160x600
First Look PMP Base Rate	\$5 CPM	728x90, 300x250, 160x600
<b>Audience Premiums</b>   Audience targeting add-ons available for all rotational ad formats. Cost is incremental to base rate.		
CRM (eBay, S2S, Acxiom)	+ \$6 CPM	
Shop-a-like Modeling	+ \$3 CPM	
Demographic	+ \$1 CPM	
Behavioral	+ \$3 CPM	
Personas	+ \$3 CPM	
Post Purchase Behavioral	+ \$4 CPM	
eBay Sellers	+ \$6 CPM	
Custom	Available upon request	
<b>Contextual Uplifts</b>   Contextual targeting add-ons available for all rotational ad formats. Cost is incremental to base rate.		
Category	+ \$4 CPM	
Keyword	+ \$4 CPM	
Post-Purchase	+ \$4 CPM	
Mobile App	+ \$3 CPM	
Technographic	+ \$1 CPM	
DMA	+ \$1 CPM	
Premium Viewability 70%+	+ \$3 CPM	
Guaranteed Viewability 100%	Available upon request	
<b>Video</b>   Video ad units available on premium properties across our network.		
Pre-roll video up to 30 seconds	\$16 CPM	
<b>Custom</b>   Third-party add-on fees.		
Location Attribution	+ \$0.50	
Dynamic Creative	+ \$0.50	
Surveys	Available upon request	
Production Services	Available upon request	

Wanting to run an advertising program to drive sales to your eBay Storefront or listings? Ask about preferred pricing.



eBay Advertising is committed to finding innovative ways to help brands connect with millions of shoppers at exactly the right time—seamlessly entering their shopping journey and engaging with them in a memorable way. Whether you are trying to drive brand awareness or launch a direct response campaign, eBay Advertising has the solutions needed to deliver on your goals and objectives.

**Join the world's top brands  
and maximize your advertising  
spend on eBay.**



**Contact us today**

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[www.ebayadvertising.com](http://www.ebayadvertising.com)

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