



2017 eBay Seasonal Moments Guide

Helping Marketers Achieve
Retail Success



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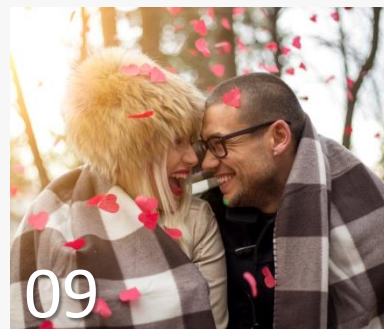


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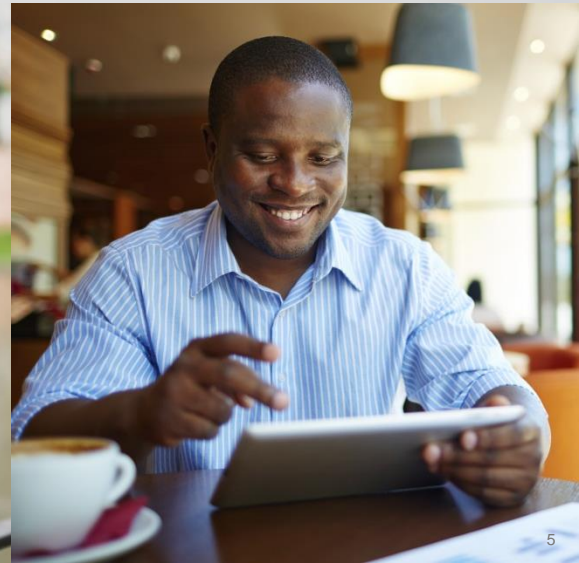
eBay is where the world goes to discover unique treasures and great deals. Consumer passion and purchase intent converge on eBay, which is why it's one of the largest and most vibrant shopping destinations in the world. eBay empowers **165M global users** to find their version of perfect, for every occasion and special celebration in their lives. This guide will help you connect with millions of shoppers at exactly the right time—seamlessly entering their shopping journey and engaging with them in a memorable way. From the Big Game to red carpet affairs, we'll help your brand create perfect marketing moments on eBay.

Source: eBay Fast Facts, Q3 2016.



Make sure your brand stands out, across all of their devices.

Capture the attention of loyal eBay users from the moment they login, the moment they logout, and beyond—so you can engage with them at the moments they're shopping for their version of perfect.



Stay with your audience throughout the seasons.

Since so many eBay users have a single, universal login, we can track their logged-in shopping and buying behavior regardless of the device they're using. This in-depth understanding of our users' interest and intent translates into actionable insights for your brand.

Did you know?

eBay is transforming connected commerce. Our shoppers are not just buying now—they're also buying new.

81% of products are new

87% of products are sold at a fixed price

67% of products ship for free





New Year, New You

Resolutions and evolutions start here

January ushers in a time for new goals, new habits, and new gear. From running shoes to train for their first half marathon, to new luggage for an international getaway, consumers flock to eBay post-holiday to get started on their goals. With 36% of U.S. consumers' resolutions tied to health and fitness¹, you'll want to get in front of this enormous audience on their favorite shopping platform and stay with them through their quest for a healthier lifestyle, which will spike again in the summer.

36%

Percentage of U.S. consumers' resolutions that are tied to health and wellness¹.

6M

Amount of daily searches for fitness and healthy living products on eBay from Dec 26-Jan 10².

eBay Insights

TOP SEARCHES:



Shakeology



Sauna Suits



Fitbit



Treadmills



Resistance Bands

Popular Brands:



46%

of New Year's buyers are GenX (ages 35 to 54)

86%

increase in FitBit searches year-over-year



The Big Game

The social event of the year, plus football

From epic halftime moments to lively watch parties, friends huddle up to view the Big Game, and of course, the commercials too. Fans know that a winning game plan for any football party starts by buying party supplies, licensed team apparel, barbeque grills—even a new flat screen TV—on eBay.

\$15.5B

Total amount spent industry-wide on the last Big Game¹.

46%

Percentage of consumers planning to either attend or throw a party¹.

eBay Insights

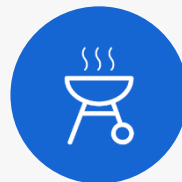
TOP SEARCHES:



TVs every
1.3 seconds



NFL apparel
every 2 seconds



Outdoor Cooking &
Eating products
every 2.4 seconds

Top Purchases:

- Outdoor Cooking & Eating products every minute
- TVs every 2 minutes
- Barbeques, Grills & Smokers every 10 minutes

4M

searches for NFL apparel leading up to game day²

35%

of NFL apparel purchases were for the 2 teams playing in the Big Game

Valentine's Day

Expressing your love, your way

Where's the love? On this day, it's everywhere. For marketers, Valentine's Day truly does make the heart beat faster. Consumers spent an estimated \$19.7B on this holiday in 2016 within categories like jewelry, clothing, flowers, and candy¹. Whether single (#treatyoself) or buying for a loved one, cupids everywhere rushed to eBay in pursuit of that unique find for their sweetheart.

\$19.7B

Estimated amount spent industry-wide on Valentine's Day gifts in 2016¹.

56M

Total pre-Valentine's Day gift searches on eBay, with a purchase made every 2 seconds².

eBay Insights

TOP BRANDS:

PANDORA

2 SWAROVSKI



SEIKO



BETSEY JOHNSON



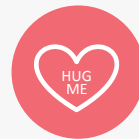
VICTORIA'S SECRET



A fine jewelry item is purchased every 8 seconds



On average, Valentine's gifts are shipped within 2 days from the purchase date



Candy conversation hearts ("Sweethearts") are searched on eBay over 4,000 times in the 2 weeks leading up to Valentine's Day



Mother's Day

Showing gratitude to all things motherly

This is the day to cherish the woman who cleaned your clothes, got you to school on time, and talked your Dad out of grounding you. Finding the perfect gift to thank her with isn't always easy, but eBay has shoppers covered. From jewelry and handbags to frames and collectibles, over 100 Mother's Day gifts are searched for every second in May².

\$21B

Estimated amount spent industry-wide (an average spend of \$172 per person)¹.

25%

The number of Mother's Day shoppers who plan to shop online¹.

eBay Insights

TOP PURCHASES:



2 Mother's Day gifts are purchased every second



Women's shoes are purchased every 3 seconds



Fragrances are purchased every 11 seconds



Women's handbags are purchased every 5 seconds

Popular Brands:



COACH
NEW YORK

J.CREW



Vera Bradley

OLD NAVY



chico's

VICTORIA'S
SECRET

186M

searches in gift categories leading up to Mother's Day

OVER 4M

eBay users visited the "Handbag Obsession" collection around Mother's Day

Father's Day

What to get the hero that has everything?

He taught you how to play catch and drive a car, and you taught him how to FaceTime and take a selfie. Dad is always the toughest one to buy for but eBay shoppers know where to find the top gift ideas that will impress and surprise the man who has everything. This is the perfect occasion to elevate your brand with shoppers who are looking for Dad's day deals.

\$14.3B

Estimated amount spent industry-wide on Father's Day, including gift cards, consumer electronics, clothing, and home improvement items¹.

663M

Total Father's Day gifts purchased on eBay, with 213 searches every second².

eBay Insights

TOP SEARCHES:



Tools are searched every 6 seconds



Wristwatches are searched every 11 seconds



Men's shoes are searched every 27 seconds

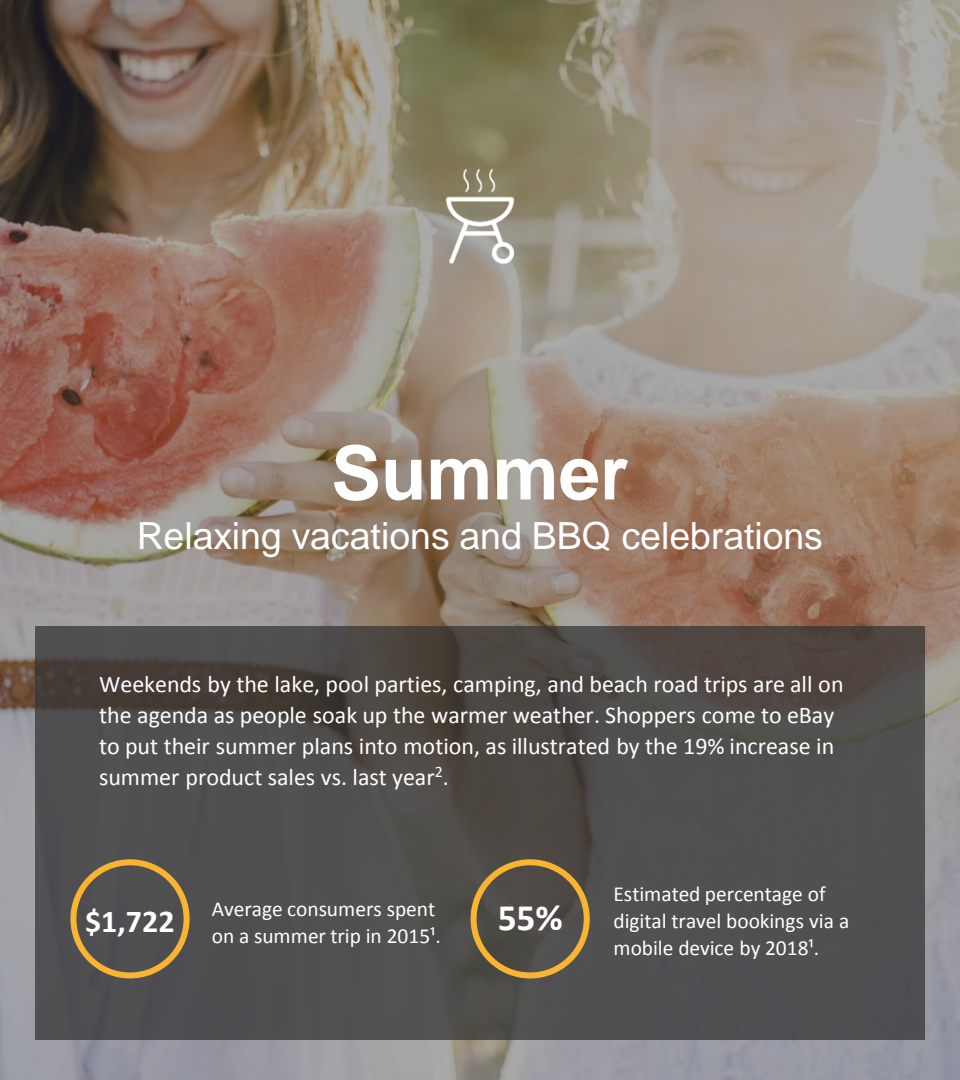
Top Purchases:

- Men's Clothing every 1.4 seconds
- Men's Accessories every 3 seconds
- Tools every 5 seconds

Popular Brands:



Searches for Happy Socks brand increase by 127% the week before Father's Day



Summer

Relaxing vacations and BBQ celebrations

Weekends by the lake, pool parties, camping, and beach road trips are all on the agenda as people soak up the warmer weather. Shoppers come to eBay to put their summer plans into motion, as illustrated by the 19% increase in summer product sales vs. last year².

\$1,722

Average consumers spent on a summer trip in 2015¹.

55%

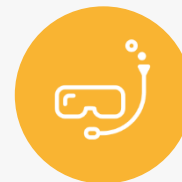
Estimated percentage of digital travel bookings via a mobile device by 2018¹.

eBay Insights

TOP SEARCHES:



14 Summer products
every second



Water Sports products
every 2 seconds



Travel products
every 1.3 seconds

Top Purchases:

- Yard, Garden and Outdoor Living products every 2 seconds
- Fitness, Running and Yoga products every 10 seconds



Summer product searches are 14% higher during the 2nd month of Summer (Jul-Aug)



Purchases for “mermaid tails” pool toys increased last summer by 43% year-over-year

Back to School

Get your brand pepped by getting them prepped

Students may not get excited about the end of summer break, but for retailers, it's the second most wonderful time of the year. Backpacks, computers, clothes, and headphones top the list of back to school must-haves. Moms and college students alike trust eBay to offer the best deals for everything on their supply list and beyond.

\$68B

Amount spent on BTS items across the industry (an average of \$899 per household)¹.

89M

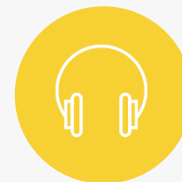
Total BTS product searches on eBay, with a related item purchased every 2 seconds².

eBay Insights

TOP PURCHASES:



Kids clothing
every 4 seconds



Headphones
every 15 seconds



Tablets & eBook readers,
Laptops & Netbooks
every 16 seconds

Top Searches:

18 Back-to-School products are searched every second

- 5 Laptops and Netbooks every second
- 2 Portable Headphone products every second
- 1 backpack every second

Popular Brands:



Apple MacBook is the most searched laptop brand during BTS



Halloween

Costumes and parties and pet parades, oh my!

This day of fright and delight is definitely not just for the kids anymore, or even humans. Over half of the \$2.5 billion spending on costumes were for adults and pets¹. Trick-or-treaters start their Halloween planning on eBay with a total of 55M related searches for costumes, décor, party food, candy and more².

157M

Number of Americans who planned to celebrate Halloween in 2015¹.

\$6.9B

Total amount spent industry-wide during Halloween 2015¹.

eBay Insights

TOP PURCHASES:



Costumes
every 4 seconds



Pet Costumes
every 2 minutes



Halloween Décor
every minute

Top Searches:

- Halloween Collectibles every second
- Halloween Décor every 4 seconds
- Candy, Gum & Chocolate every 4 seconds

Top Costumes:

Batman, Frozen, Spider-Man, Minnie Mouse and Star Wars

68% of Halloween product buyers are homeowners

Holiday

The biggest season that sparkles

'Tis the season that embraces holiday traditions, memorable moments with family and of course, gift-giving on a massive scale. No other season hosts billion dollar spending days, and no other platform delivers an audience of passionate holiday shoppers like eBay. There's no better place to get in front of 42M users shopping in gift-giving categories¹. If it's a hot, "must-buy" gift, then they are shopping for it on eBay.

\$94.7B

Estimated holiday retail e-commerce sales in 2016².

4X

Average number of times a shopper visits eBay during the holiday season¹.

eBay Insights

TOP SEARCHES:



Over 800K
"Elf on a Shelf"
searches



Searches for Gift
Cards & Coupons
increase by 25%



Half a million
"Hess Truck"
searches



Searches for Video
Games & Consoles
increase by 12%

Top Toys:

Transformers, Lego,
Star Wars, Lionel Trains,
Shopkins, Hot Wheels,
Pie Face Game, GI Joe,
Nerf Guns, and Hoverboards



Average of **22% increase** in mobile sales on Thanksgiving Day, Black Friday and Cyber Monday



Donations to eBay for Charity **increase by 67%** during the holiday season



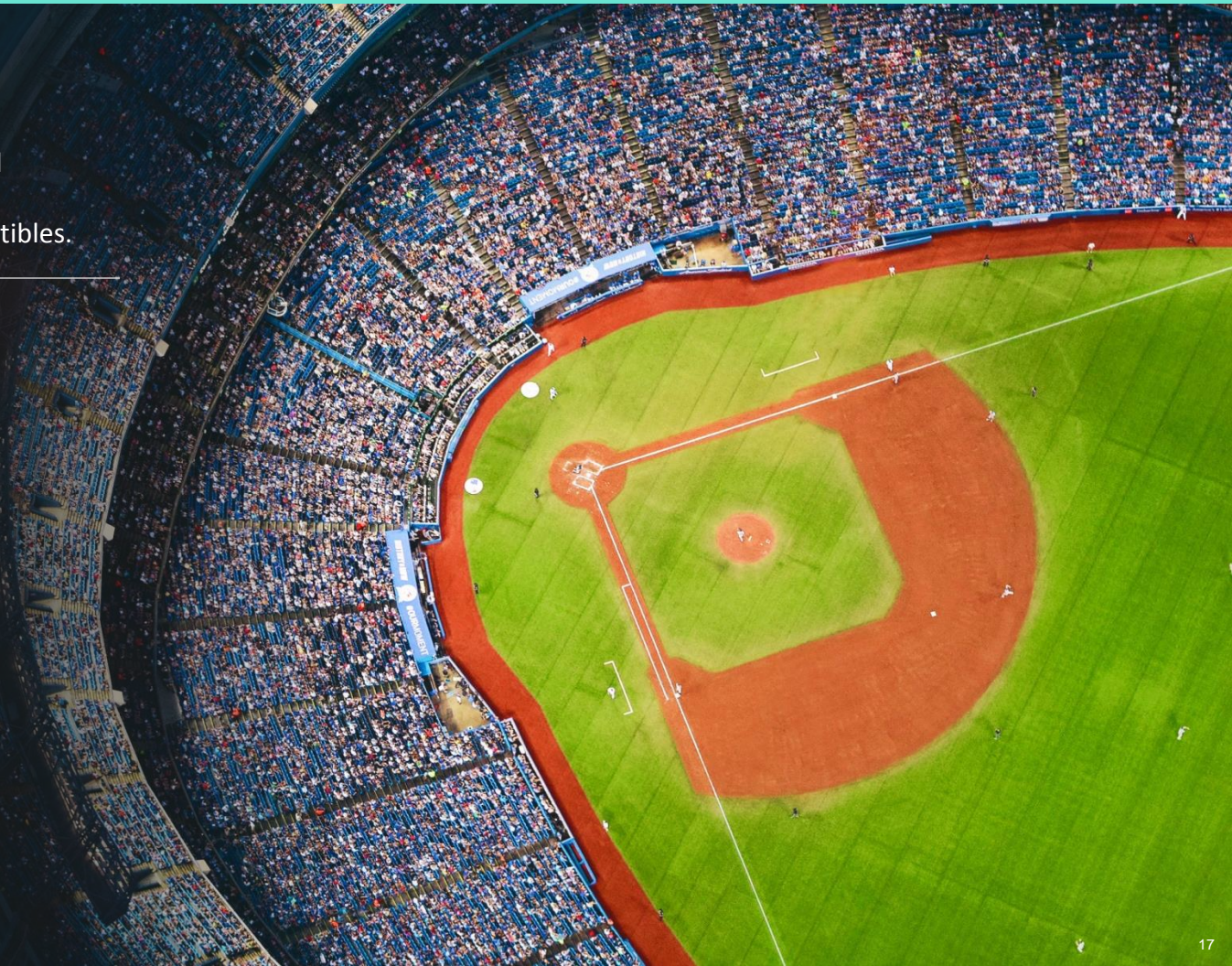
Pop Culture Moments

Put your brand in the spotlight during key “can’t miss” moments throughout the year. From popular sports playoffs and glitzy award shows to new product releases and sales events, eBay can maximize your exposure during specific timeframes and ultimately help drive revenue to your bottom line.

Sports

Gear consumers up for the season and championship games with fan favorite memorabilia and limited edition collectibles.

- March Madness
- NBA Finals
- NHL Stanley Cup Finals
- World Series
- NASCAR
- College Football
- NFL Kickoff and Championships
- Sneaker releases
- Unique autographed memorabilia
limited-edition items



Entertainment

From the glitz and glamour of Hollywood to the latest sold-out concerts or conventions, make your brand the star of the show during these peak moments.

- Award Shows
(The Oscars, Grammys, Golden Globes)
- Movie Premieres, Anniversaries, and Special Edition Re-releases
- Music Festivals
(Burning Man, Coachella, SXSW)
- Comic Con and other conventions

Other Holidays & Sales Events

Regardless of which holiday you're targeting, your spirits will rise when you showcase your brand during these proven sales periods.

- MLK Day
- Presidents' Weekend
- Memorial Day
- 4th of July
- Labor Day
- Columbus Day
- Thanksgiving
- Black Friday/Cyber Monday



New Product Releases

Strike while the trends are hot and boost sales during release dates for the latest gadgets and tech items.

- iPhone & Samsung Phone Releases
- Game Console Releases
- Games and Enhancements
- Consumer Electronics Show (CES)

Don't see your ideal 2017 moment listed here?

Don't worry—with hundreds of millions of item listings, eBay can customize an experience unique to your brand based on the audience you want to reach.



Integrated Solutions

Sponsorships and engagement beyond the banner

Give your brand's marketing a customized touch with impactful options available through eBay's Integrated Solutions. When you partner with eBay, you unlock unique co-sponsorship opportunities that increase exposure and engagement. You can tap in to additional media and executions with a custom content-oriented flair that grabs attention and generates user interest—solutions that run the spectrum from upper funnel brand awareness to lower funnel direct response.

Just think of the possibilities:

Social Media **Content Alignment**

Special Events **Category Partnerships**

Charity Auctions & Partnerships

Custom Brand Experiences **Sweepstakes**





Interested in discovering what
eBay's seasonal moments can
do for your brand?

CONTACT US TODAY.

ebayads@ebay.com

www.ebayadvertising.com