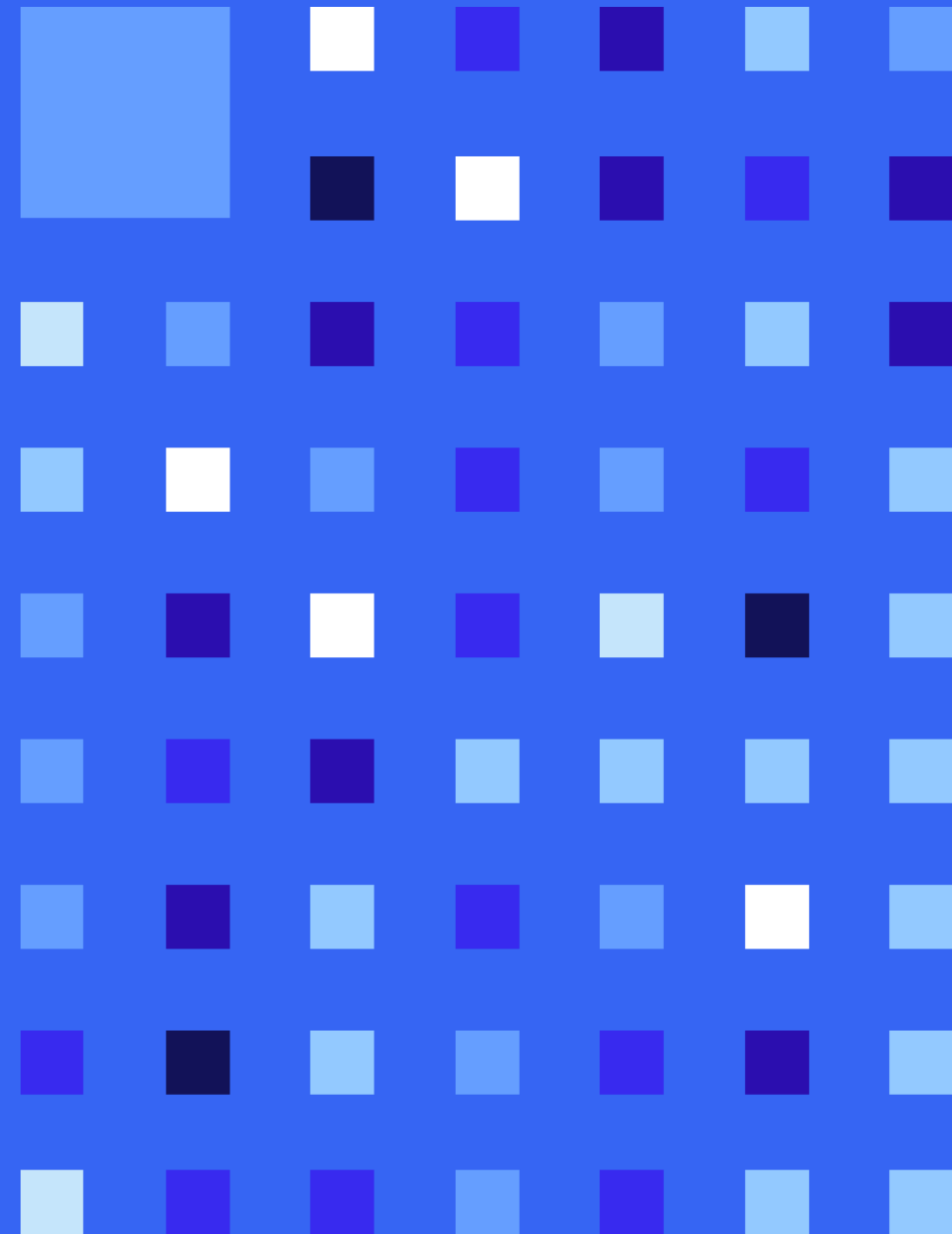


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# eBay Connect 2022

## Shipping and Member Communications

Erik Selberg  
VP, Shipping and Member Communications



# eBay Connect 2022

## Agenda

Shipping & Member Communications Progress

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eBay International Shipping



# Shipping & Member Communications

# Labels on Native app (UK / DE / US)

## Customer Problem

- In US, the native labels app is outdated, and doesn't support several recent carrier additions like UPS and eBay Standard Envelope
- In DE / UK, we didn't have support to purchase labels on native

## Approach

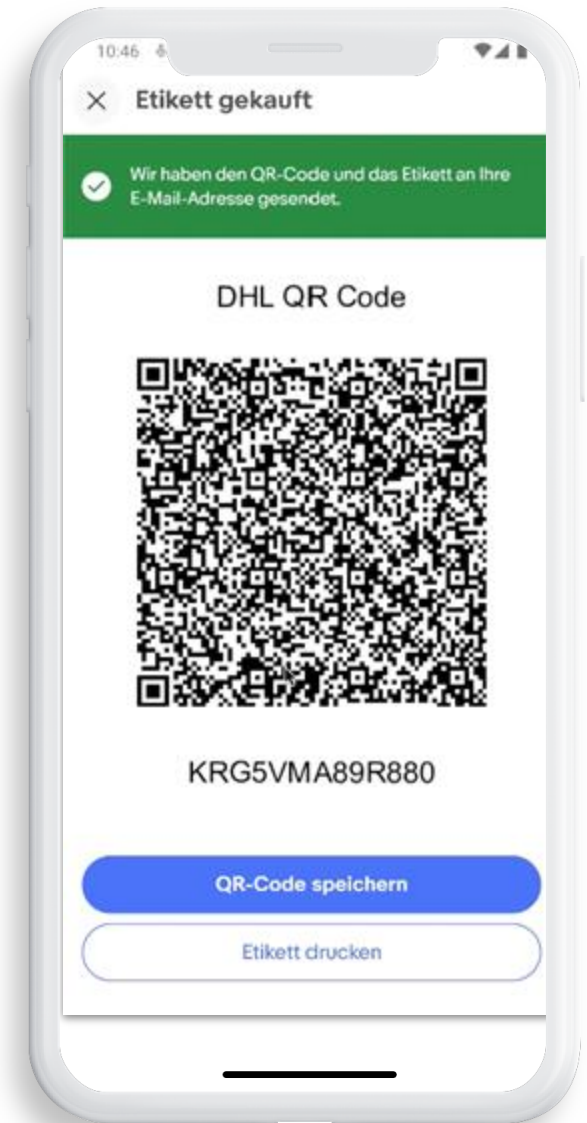
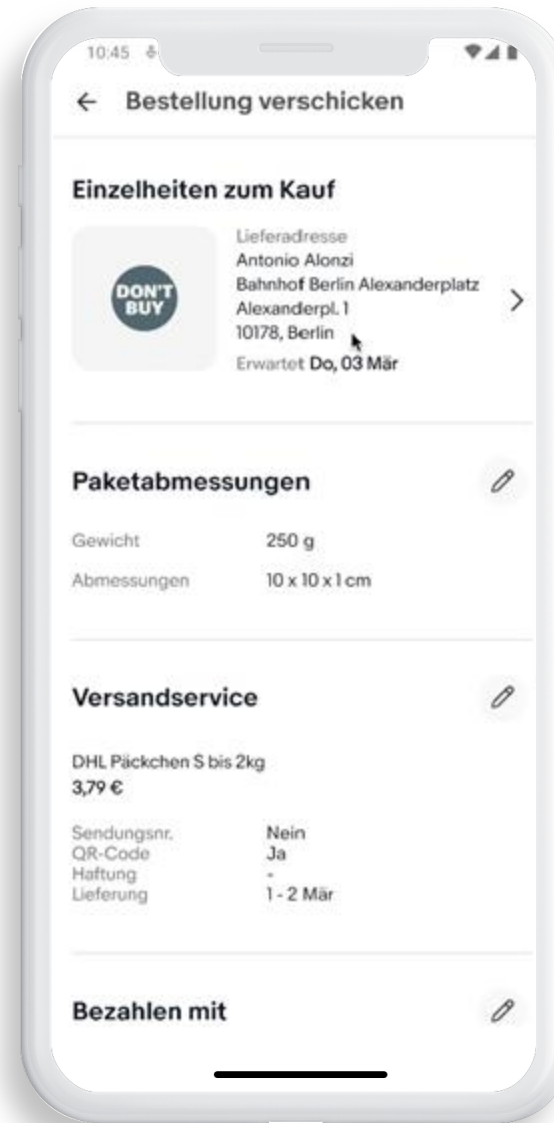
- Modernize the tech stack to allow a global solution for shipping labels, with extended functionalities

## Why is it important

- Users are increasingly using native app to conduct their business, including to buy shipping labels
- Sellers without printer, can use their mobile to purchase a label and download a QR code to present to the carrier

## Status

- Fully live in UK, DE and US. Additional features (eg support for international carriers in US) coming later in Q4



# New carrier services on labels platform

## Customer Problem

- Users need access to a variety of carrier services for their needs – whether it’s for international shipments, age-verification, or tracked services

## Approach

- Expanded services in UK with the launch of Royal Mail International
- Expanded services in DE with the launch of Deutsche Post Prio, and DHL Age Verification

## Why is it important

- Increase the value proposition of eBay Label platform as one-stop-shop for sellers, who can use their proceeds to buy labels on-platform in a convenient and easy way

## Status

- Fully launched

### Service

Send from £2.65 with Evri, UPS, DPD and DHL drop-off & collection services on eBay powered by **Packlink**

Service	Tracking	QR code	Compensation	Delivery date	Price
<input checked="" type="radio"/> <b>Royal Mail International Standard</b> <span>BUYER SELECTED</span> <small>Up to 100g with maximum dimensions of 24 x 16.5 x 0.5cm</small>	No	No	Up to £20.00	-	£1.85
<input type="radio"/> Royal Mail International Tracked & Signed	Yes	No	Up to £50.00	-	£7.00

### Customs form

Item description	Qty	Value (GBP)	Weight	HS tariff code	Country of origin
UK Fixed Price Single Quar	1	1	1 g		United Kingdom
UK Fixed Price Single Quar	1	1	1 g		United Kingdom

[+ Add another item](#)

Total value: 2.00    Package weight: 2 g

Type of items in package: Sale of Goods    Licence number:    Certificate number:    Invoice number:

Comments:

I have read the postage prohibitions and restrictions for **Royal Mail** and confirm that the information provided above is accurate and that my package is not prohibited for transportation under postal or customs regulations.

# eBay Fulfillment expansion

## Customer Problem

- eBay fulfillment was launched in DE in 2020 to help sellers meeting retail standards, by forward deploying inventory to professional warehouses managed by eBay partners

## Approach

- After launching UK and DE last, we further increased our presence with eBay Fulfillment in Australia and Italy, with US coming soon
- New features launched this year include multi-listing and multi-SKU support, optimization of delivery estimates, weekend operations, listing and order limits exemption for eBay fulfillment items

## Why is it important

- eBay Fulfillment increases velocity for sellers by making it easier to meet retail standard and earn top rated status

## Additional benefits

- Sellers are protected against any delivery related defects
- Multichannel fulfillment
- Integration with third-party providers such as Linnworks, ChannelAdvisor

## Status

- Fully launched in DE / UK / AU / IT. Expansion to US is planned for September



**Meet Da Lian  
from Mad  
Electronics**

eBay Fulfillment by  
Orange Connex



ebay | 

# Add / Edit Tracking Seller Tools

## Customer Problem

- Sellers today are not given intuitive feedback to correct mistakes when providing tracking numbers for their shipments to eBay. As a result, buyers do not know when their item will arrive, causing anxiety when shopping on eBay. This also impacts seller standards due to invalid tracking.

## Approach

- Improved iOS and Android label barcode scanning
- Guide sellers intuitively to provide accurate tracking
- A consistent experience across eBay with better messaging

## Why is it important

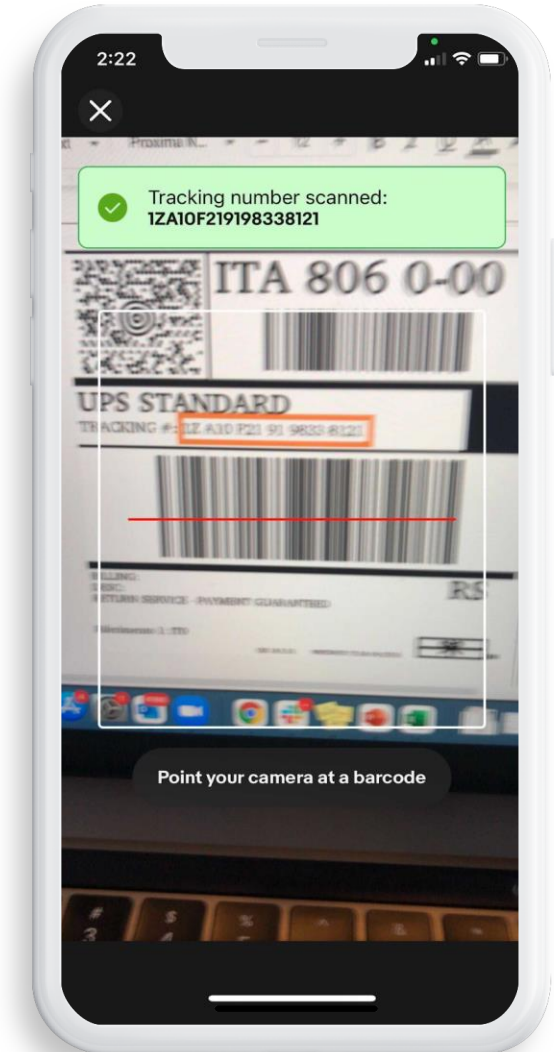
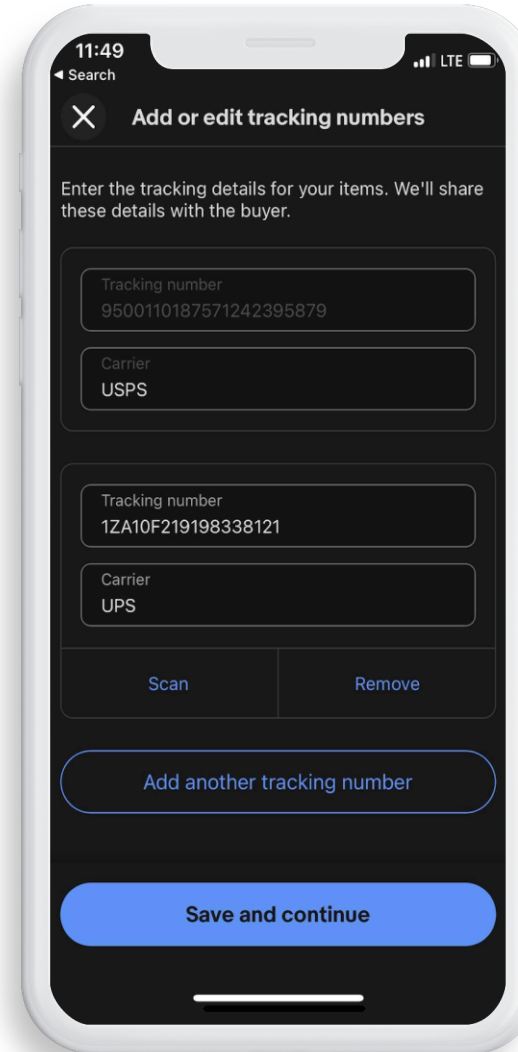
- Improvement in valid shipment tracking on eBay (more buyers know when their item will arrive)
- Reduction in Item Not Received claims
- Reduction in customer service contacts

## Additional benefits

- Modularized UX for easy internal partner team onboarding
- Autocompletes carrier name on behalf of seller
- Machine Learning + Regular Expression matching iteratively improves accuracy of carrier prediction

## Status

- Fully launched in all markets / platforms





# New Shipment Tracking Experience

Launched

## Customer Problem

- Information overload for buyers and sellers: delivery date estimates, package location and other status updates aren't clear
- Users aren't provided updates or warnings around delays due to weather, COVID, unrest, and general carrier issues

## Approach

- A curated experience that highlights the most important information, and improve messaging when something goes wrong
- Add contextual messaging to help the user understand exactly where their package is and when it will arrive

## Why is it important

- Buyer NPS improvement
- Reduction in Item Not Received claims
- Reduction in Customer Service contacts

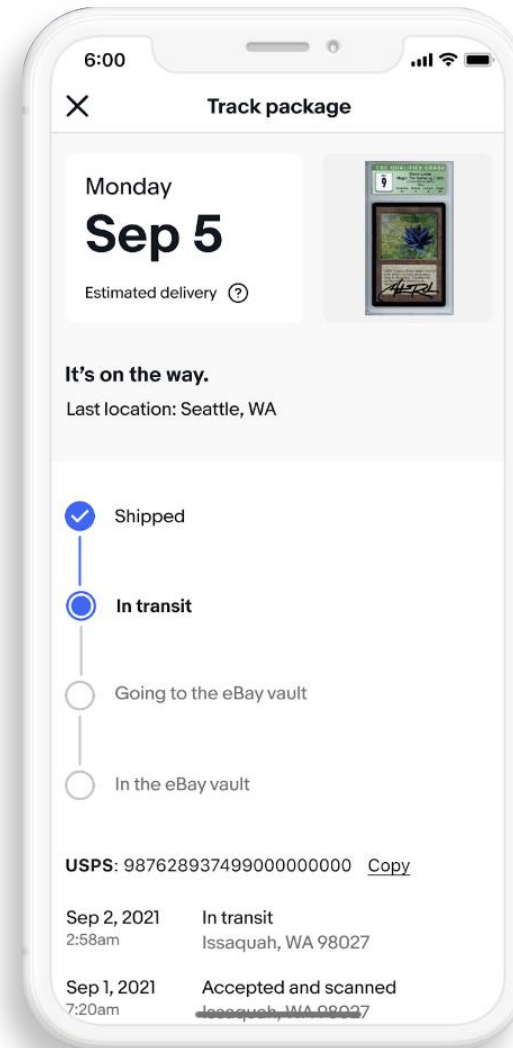
## Additional benefits

- Modularized UX for easy internal partner team onboarding, such as the INR, Returns, and Help Hub experiences

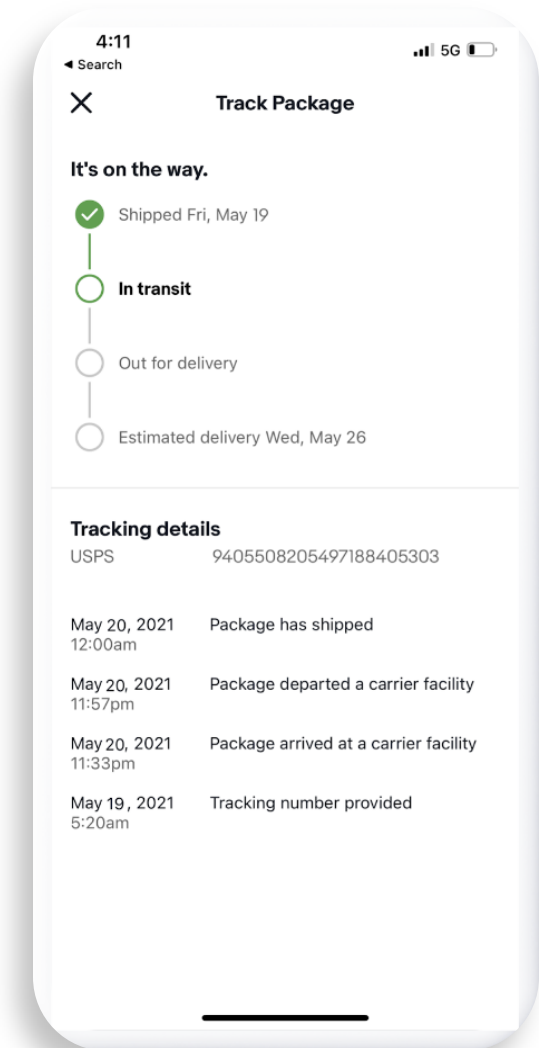
## Status

- Fully launched in all markets / platforms

New



Old





# M2M Modernization

Beta

## Customer Problem

- As a customer, I expect a modern and easy to use messaging system to communicate with buyers and sellers.

## Approach

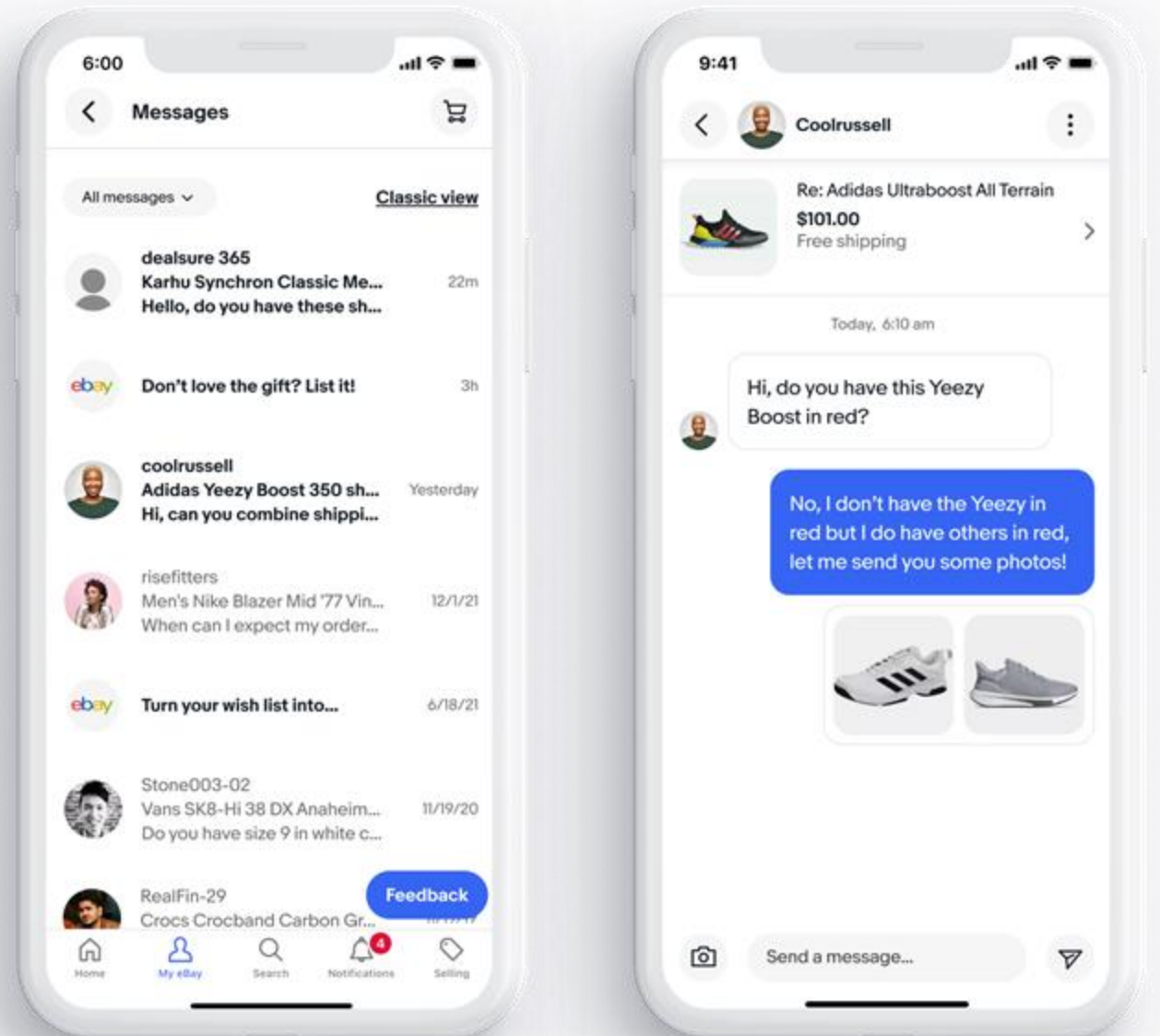
- Move to a modern chat-like experience; it's familiar and expected by modern apps and sites. Build more tools for sellers that help them manage and respond to messages.

## Why is it important

- It provides members with full context of a conversation, helping resolve questions or concerns quickly
- Supporting consistent and seamless experience across all devices keep users informed

## Status

- iOS and Android: Opt all users to the new experience globally (with option to opt out) by Oct
- Desktop: Beta starts mid-September globally





# eBay International Shipping

Delivering customers extraordinary value

# International buyers want US products..



# ..but sellers have their barriers to shipping internationally

I am unsure which international shipping service is right for me

I am worried that my items get lost or damaged during transit

It takes too long to reach buyers

I don't know the buyer country regulations and restrictions

I cannot afford the international shipping fee and hassle of customs

I am concerned about fraudulent returns and costs

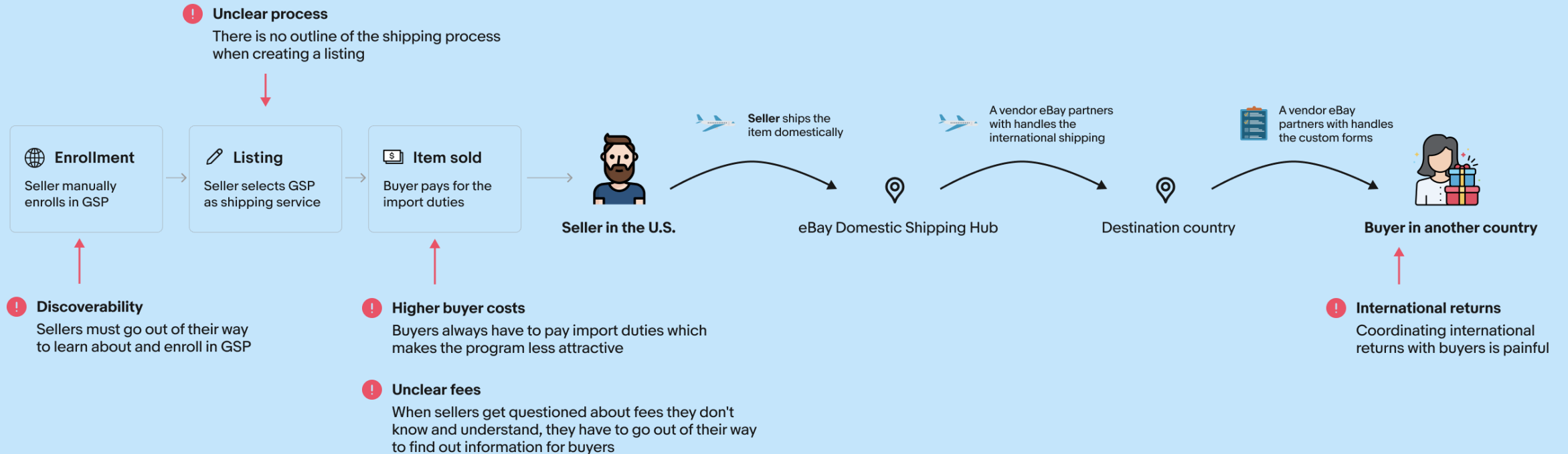


# Problem Statement

**International buyers are accessing a fraction of the inventory, while sellers are challenged with complex shipping and returns**

- <50% of inventory available internationally on Big 3 sites
- Expensive and slow shipping
- Lack of taxes & duties options
- Higher seller international fees vs domestic
- International returns is a complex process

# Global Shipping Program (GSP): Challenges





# Introducing eBay International Shipping (eIS)

**A new shipping program to simplify seller experience, maximize inventory exportability, and provide competitive options to buyers internationally**





# eBay International Shipping: Customer Journey



# How does eBay International Shipping compare to GSP

	eIS	GSP
Ship to Domestic Hub	✓	✓
Intermediated Intl leg	✓	✓
Customs Compliance	✓	✓
Seller Protections	✓	✓
Shipping speed and tracking	✓	✓
Seller Intl shipping fee	✓	✗
Buyer choice Duties and Taxes	✓	✗
Lower Shipping costs	✓	✗
Intermediated Returns	✓	✗

# APIs

## eBay Developers Program

- Seller enrolled in the program at the account level
- Client doesn't require the seller intent at the listing level
- All listings are automatically processed for qualification
- Listing API
  - No changes to Business Policies ,Trading API, GetItem API
- Order Fulfillment API
  - eBay International Shipping as a program
  - shipTo and finalDestination addresses

ebay developers program

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### eBay Developers Program

Building blocks for buying and selling on eBay from anywhere online

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eBay API tools and support - designed by developer, for developers.

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#### Grow

Ready to grow? Put your application in the spotlight.

Learn more

#### Updates

Keep up-to-date with our [latest API enhancements](#).

##### eBay Developers Program Q2 2022 Newsletter

Program news, API updates, and deprecations for the second quarter of 2022.

Learn more

##### Enhance buyer engagement: Add videos to eBay listings

Use new Media API and Trading API to enhance listings with videos.

Learn more

##### Open-source SDK for taxonomy metadata

eBay's Category Aspects metadata, which has defined our marketplace listings, is evolving at a fast pace.

Learn more

#### eBay Developer Awards

Check out award-winning developers and apps.

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#### Events

Plan for upcoming conferences and webinars, or [see what you missed at past events](#).

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