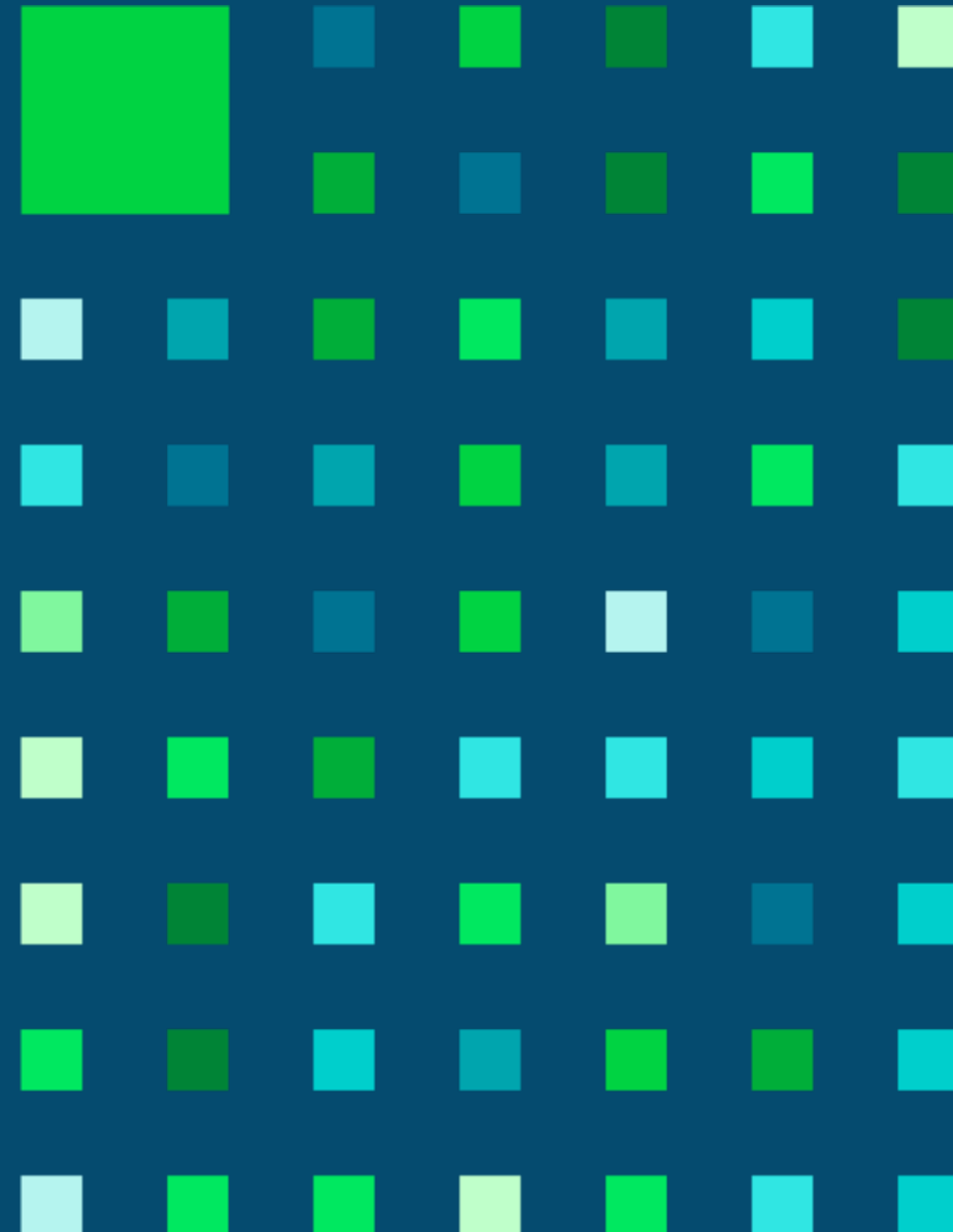


eBay Connect 2020

Powered by You

Nicole Inouye, Director of Product Management,
Buyer Engagement & Personalization



eBay Connect 2020

Agenda

Where Do You Begin?

The Principles of Buyer Experience

Simplify

Modernize

Personalize

Key Takeaways



Where Do You Begin?

Go Where The People Are

Reinvest in Native, Where They're Going (or gone)

Start With Your Best Customer, Graduate Others



The Principles of Buyer Experience

Simplify

Modernize

Personalize



Simplify

“We have to jump through hoops to shop on eBay and I’m a frequent and loyal eBay user. It’s frustrating...”

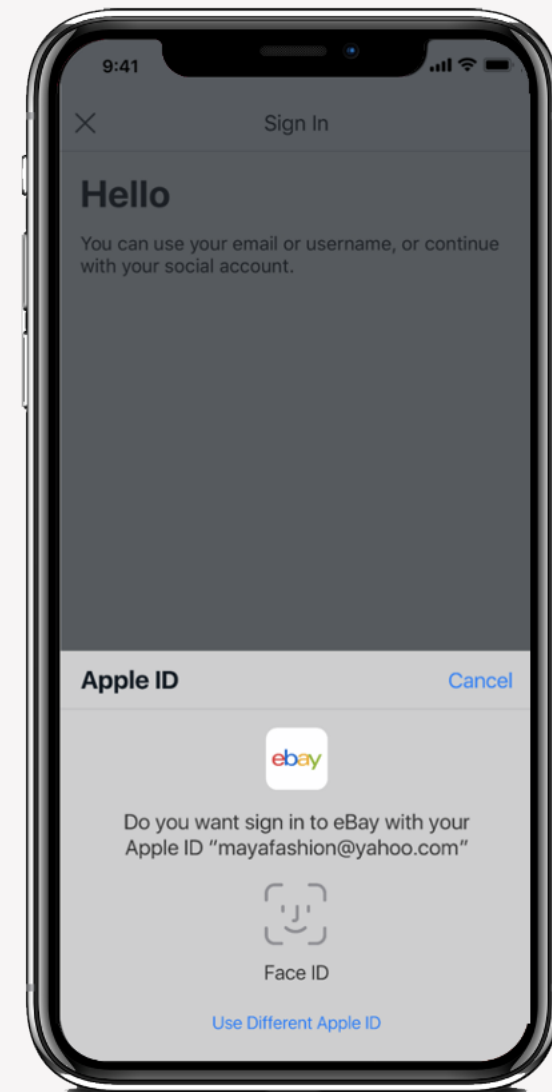
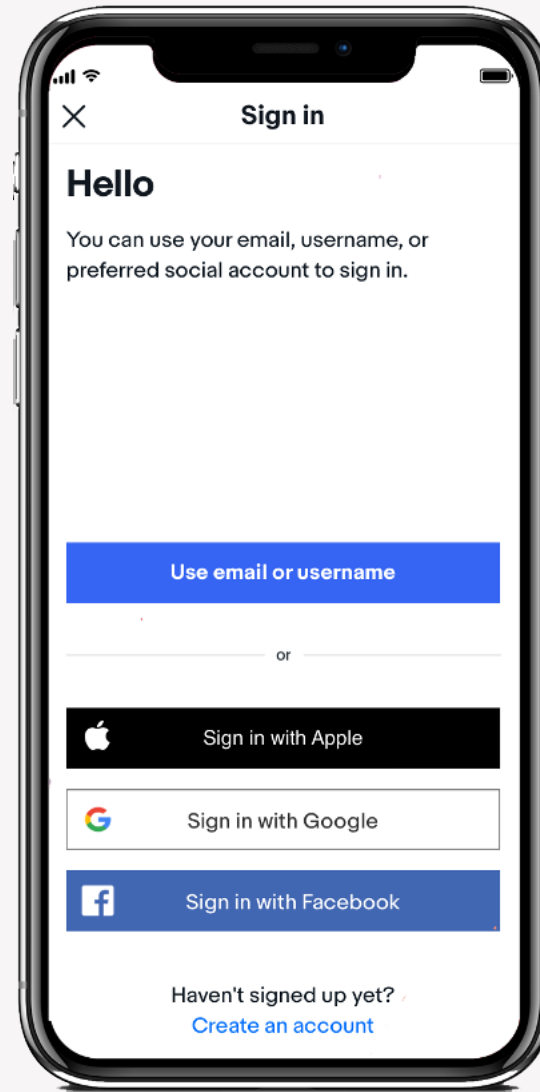
Social Linking: Apple Sign-In

Customer Opportunity

Users of the Apple ecosystem are unable to use the seamless and secure “Sign in with Apple” feature on eBay

Approach

- Provide “Sign in with Apple” as an option on registration and sign in
- Eligible platform - iOS/web/mweb



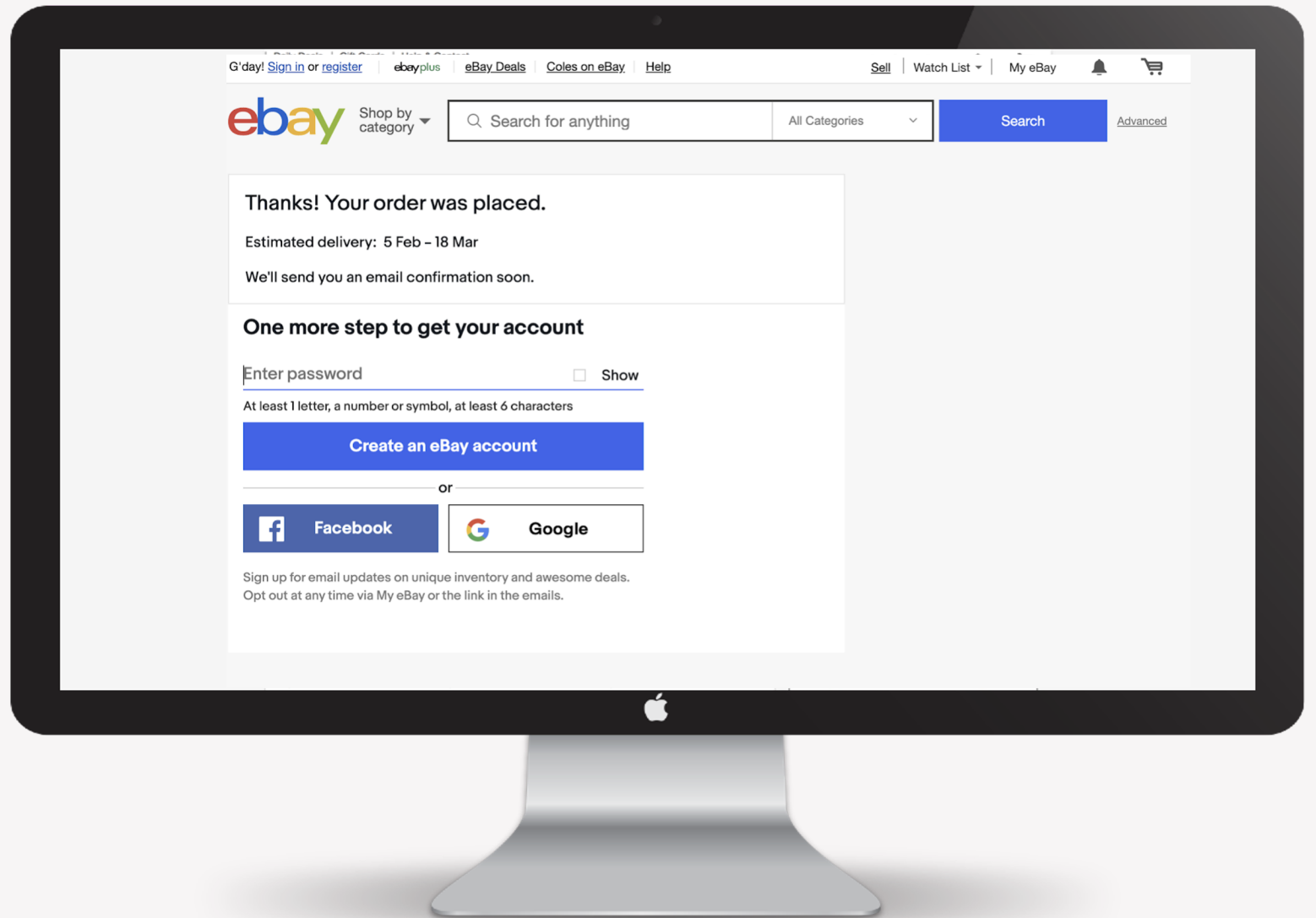
Guest to Member Upgrade

Customer Opportunity

As an eBay customer, creating an eBay account seems like a lot of work and I don't understand the value of doing it.

Approach

- Enable guest registration module with social sign-in on dWeb



Aspects in Search

Customer Opportunity

As a **buyer**, I want to see all relevant inventory matching my search query.

As a **seller**, eBay doesn't use all the information I provide while listing the item.

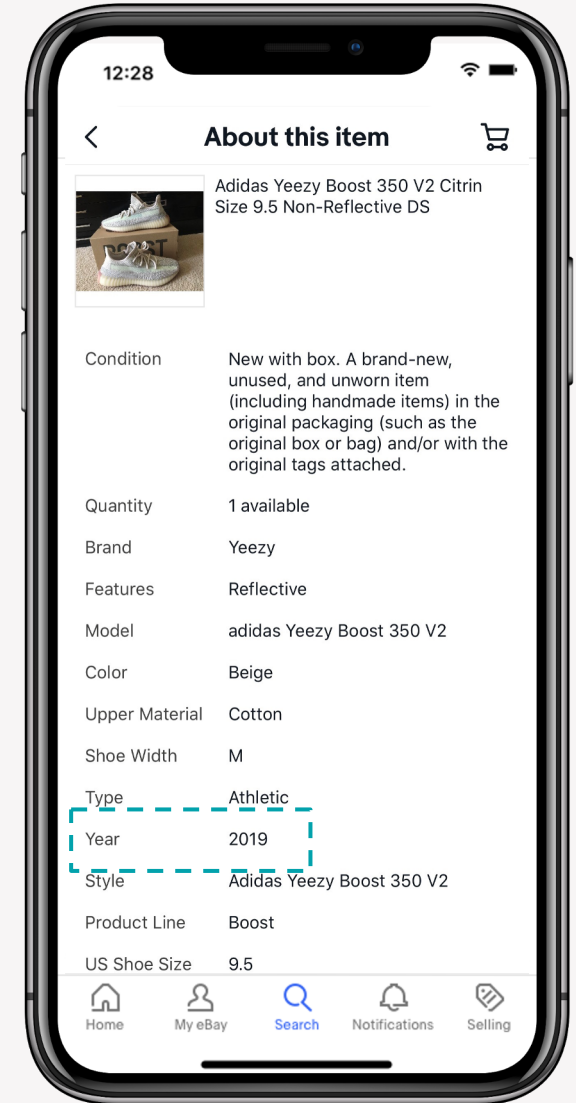
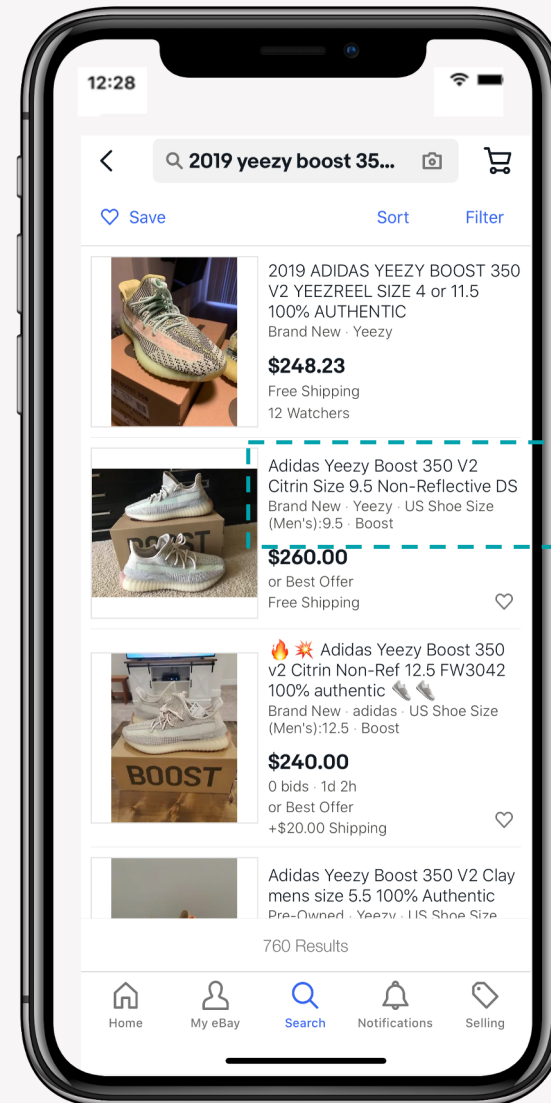
Approach

- Leverage Machine Learning to identify high quality and relevant seller provided item specifics
- Increase relevant recall by matching relevant item specifics

Why is this important?

- **Buyers:** 55% of searches have aspects in the query and/or filters. Aspect matches are a key match component in Search.
- **Sellers:** Provide as many high quality item specifics as possible to accurately describe a listing. Visibility increases in search directly proportional on average to # of high quality relevant aspects per listing.

Query: 2019 yeezy boost 350 v2



Simple and Powerful Left-Hand Navigation

Customer Opportunity

Left Hand Navigation (LHN) was a dated and non-intuitive experience. Users could not select multiple values and could only see multiple values on 'See all' layer. Selection of an aspect (e.g. Brand) collapsed the aspect and moved it to the bottom of the LHN. The selected states and the LHN itself had dated UI and was not easy to use.

Audience

All Desktop Users

Approach

- Selection of an aspect (e.g. Brand) does not collapse the aspect, making it easy to select multiple values.
- Updated UI for 'selected' states, eBay Plus and 'Size'.

Why is this important?

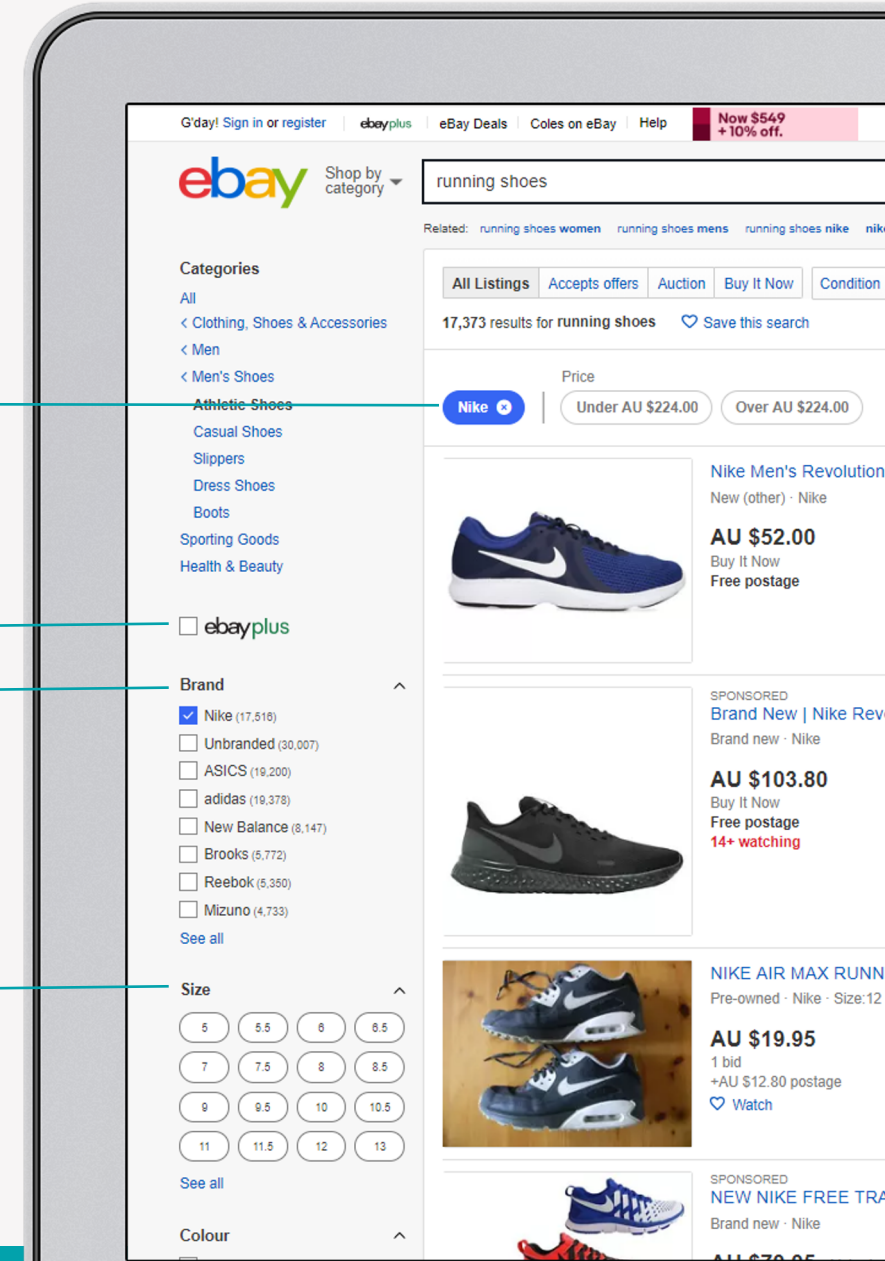
- Increase in Searches with aspects applied
- Guidance for sellers: Focus on providing more, high quality aspects for your listings, ensuring your items remain visible with the increased usage of filters.

Updated Selected Values

Updated 'eBay Plus' UI

'Brand' aspect remains available

Updated 'Size' aspect UI



G'day! Sign in or register | eBay Plus | eBay Deals | Coles on eBay | Help | Now \$549 +10% off.

Shop by category

running shoes

Related: running shoes women running shoes mens running shoes nike nika

- Categories
- All
 - < Clothing, Shoes & Accessories
 - < Men
 - < Men's Shoes
 - Athletic Shoes
 - Casual Shoes
 - Slippers
 - Dress Shoes
 - Boots
 - Sporting Goods
 - Health & Beauty

All Listings | Accepts offers | Auction | Buy It Now | Condition

17,373 results for running shoes Save this search

Price

Nike Under AU \$224.00 Over AU \$224.00

Nike Men's Revolution
New (other) · Nike

AU \$52.00
Buy It Now
Free postage

SPONSORED
Brand New | Nike Rev
Brand new · Nike

AU \$103.80
Buy It Now
Free postage
14+ watching

NIKE AIR MAX RUNN
Pre-owned · Nike · Size:12

AU \$19.95
1 bid
+AU \$12.80 postage
Watch

SPONSORED
NEW NIKE FREE TRA
Brand new · Nike

AU \$70.95

Improved Multi Aspect Guidance (MAG)

Customer Opportunity

Buyers either saw the price guidance or the aspect guidance on top of Search. They could not use both together.

Audience: All Desktop users

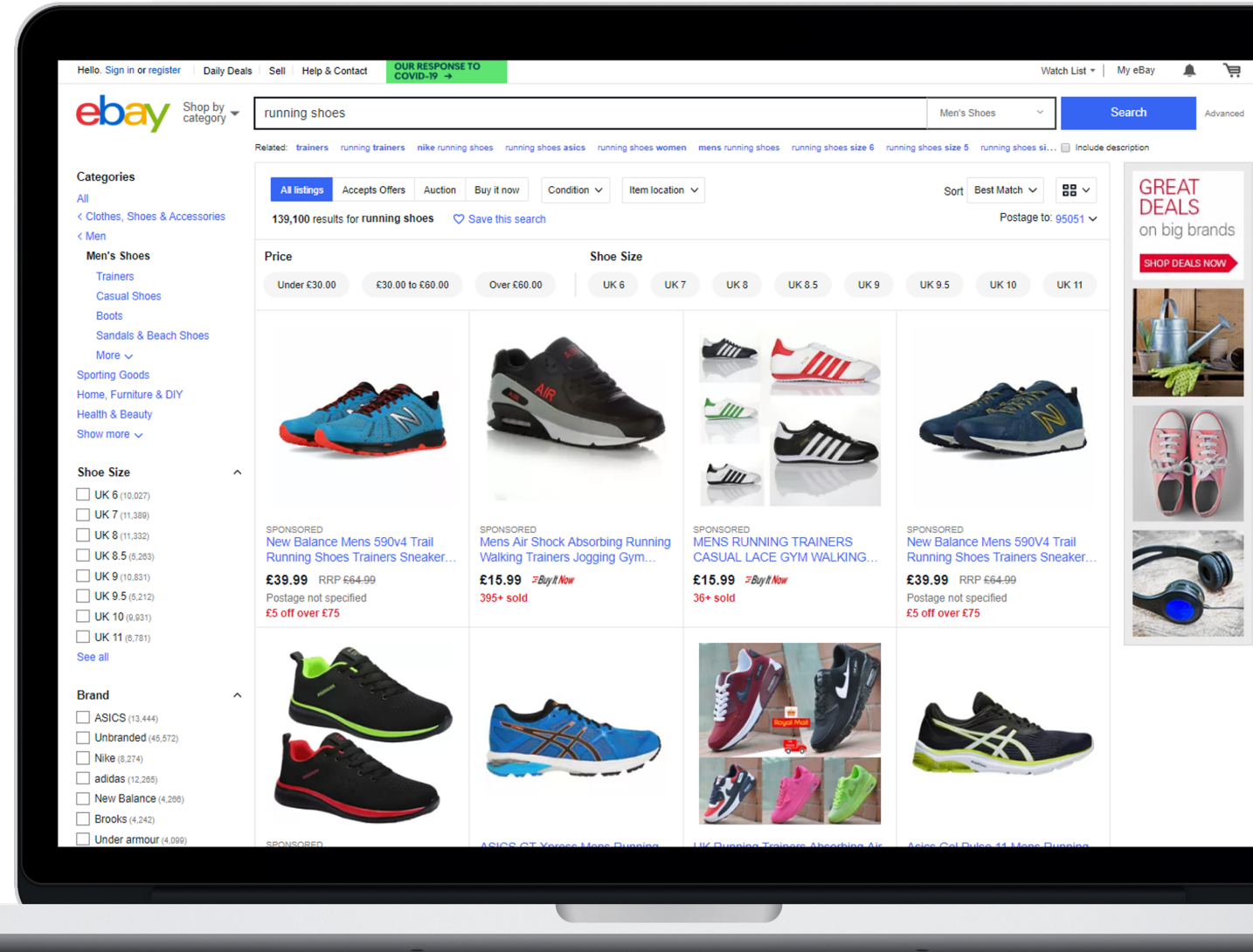
Approach

- UK and DE users are no longer restricted to seeing either Price or Aspect Guidance. Through MAG they are able to use both.
- New, DS6.5 design on dWeb further enhances the look and discoverability of our guidance modules.

Why is this important?

- Increase in Searches with aspects applied.
- **Guidance for sellers:** Focus on providing more, high quality aspects for your listings, ensuring your items remain visible with the increased usage of filters.

MAG on eBay.co.uk



Category Prediction & Filter Accuracy

Customer Opportunity

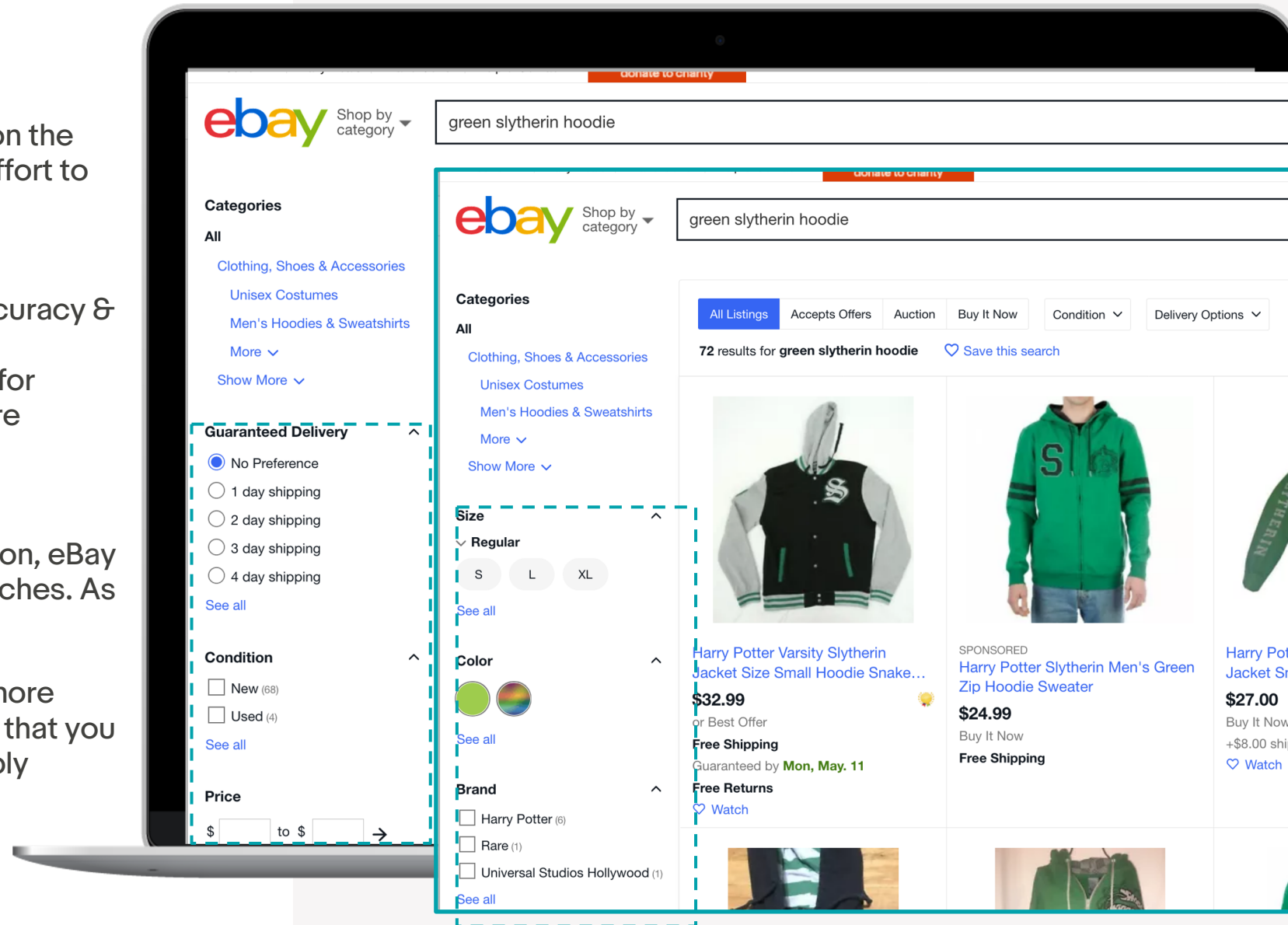
When I search on eBay, I get irrelevant filters on the left-hand navigation. I have to spend a lot of effort to identify the right listing.

Approach

- Increase overall category prediction accuracy & coverage.
- Increase category prediction coverage for L2/L3 categories to make the filters more relevant.

Why is this important?

- With improvements in category prediction, eBay shows more relevant filters in more searches. As a result, buyers use filters more often.
- **Guidance for sellers:** Select the right categories for your listing and provide more high quality item specifics to make sure that you see increased visibility when buyers apply filters.



MSKU Improvement

Query: Leather messenger bag (Price Low to High Sort)

Customer Opportunity

- As a buyer, I see many low priced SKUs in Deterministic sort. These irrelevant low-priced items bundled in MSKU listings ruin my Low-to-High Price-sort experience, causing increased churn.

Approach

- Identify these low-quality MSKU listings and demote their relevance before applying the standard relevance filter.

Why is this important?

- These MSKU listings cause buyer dissatisfaction and buyers may not buy on eBay as it is difficult for them to search for the right listing.
- Guidance for sellers:** Avoid adding irrelevant variant to your MSKU listings as it hurts the overall marketplace and buyer conversion.

leather messenger bag

Related: mens leather messenger bag leather cross body bag leather laptop bag leather briefcase leather messenger bag used vintage leather messenger bag leather satchel canvas m... Include description

All listings Auction Buy it now Condition Item location

Sort Lowest price + P&P View

47,395 results for leather messenger ... Save this search Postage to: 95125

Women Handbag Shoulder Bags Tote Purse Fashion Leather... £2.09 to £3.45 Buy it Now Free international postage Free returns

Women Leather Shoulder Handbag Tote Bag Fashion Ladies Messen... £2.15 to £11.48 Buy it Now Free international postage

Women's Shoulder Bags Messenger Bag PU Leather Crossbody Bags... £2.40 Buy it Now Free international postage

Vintage Women Travel Bag PU Leather Cross Body Messenger B... £2.50 to £2.55 Buy it Now Free international postage

Women Cute Pattern Tassel Bag Fringe Shoulder Bag Ladies Des... £2.52 to £2.65 Buy it Now Free international postage

BUY 4, GET 1 AT 8% OFF (add 5 to basket) See all eligible items

Free postage

Women Leather Shoulder Handbag Tote Bag Fashion Ladies Messenger Bags Lot

Condition: - Select -

Main Colour: Brown Black (handbag) 2 available 34 sold / See Feedback

Quantity: 1

£2.15

Buy it now

Add to basket

Watch this item

100% buyer satisfaction 44 watchers 30-day returns

Collect 2 Nectar points Redeem your points | Conditions

Postage: Free Economy Delivery | See details International postage of items may be subject to customs processing and additional charges. Item location: Hong Kong, Hong Kong Posts to: Worldwide See exclusions

Delivery: Estimated between Mon, 24 Feb. and Thu, 9 Apr. Seller sends within 3 days after receiving cleared payment. Please allow additional time if international delivery is subject to customs processing.

Payments: PayPal VISA Processed by PayPal | See payment information

Returns: 30 days refund, buyer pays return postage | See details

Have one to sell? Sell it yourself

Shipping Fee Inflation

Customer Opportunity

eBay charges fees for promoted listings on an item's list price but not on the item's shipping fee. This incentivizes sellers to reduce the item price and increase the shipping fee. Doing this enables sellers to pay less ad fee and gain visibility in search.

Approach

- Best match ranker reduced the visibility provided to such items in search. The reduction in visibility is proportional to the extent of shipping fee increase (with price decrease).

Why is this important?

Guidance for sellers: Decreasing the price by increasing the shipping fee does not help in increasing visibility or decreasing PL fees.

Please set the appropriate price for your listing and reflect the correct shipping fee. This leads to better buyer experience as buyers can see the correct price of the listing and need to spend less effort in computing the total cost.

Before: query 'earbuds' showed ads with high shipping fee

This screenshot shows five sponsored listings for various earbuds and headphones. Each listing has a red box highlighting the item price and a separate line for the shipping fee, which is significantly higher than the item price. For example, the first listing shows a price of \$1.59 and a shipping fee of \$12.99. The second listing shows a price of \$1.29 and a shipping fee of \$7.99. The third listing shows a price of \$1.99 and a shipping fee of \$7.99. The fourth listing shows a price of \$1.39 and a shipping fee of \$5.79. The fifth listing shows a price of \$1.99 and a shipping fee of \$4.39. The listings are arranged in a grid, with each item's image, title, and price/shipping information clearly visible.

After: query 'earbuds' shows ads with reasonable shipping fee

This screenshot shows five sponsored listings for various earbuds and headphones. Each listing has a red box highlighting the item price, and the shipping fee is either zero or very low, making the total price more reasonable. For example, the first listing shows a price of \$10.99 and free shipping. The second listing shows a price of \$24.35 and free shipping. The third listing shows a price of \$14.79 to \$27.99 and free shipping. The fourth listing shows a price of \$24.99 and free shipping. The fifth listing shows a price of \$7.89 and free shipping. The listings are arranged in a grid, with each item's image, title, and price/shipping information clearly visible.

Coupons on Search Results Page

Customer Opportunity

As a **buyer**, I don't necessarily see the best deal on eBay's Search page since coupons aren't visible on Search.

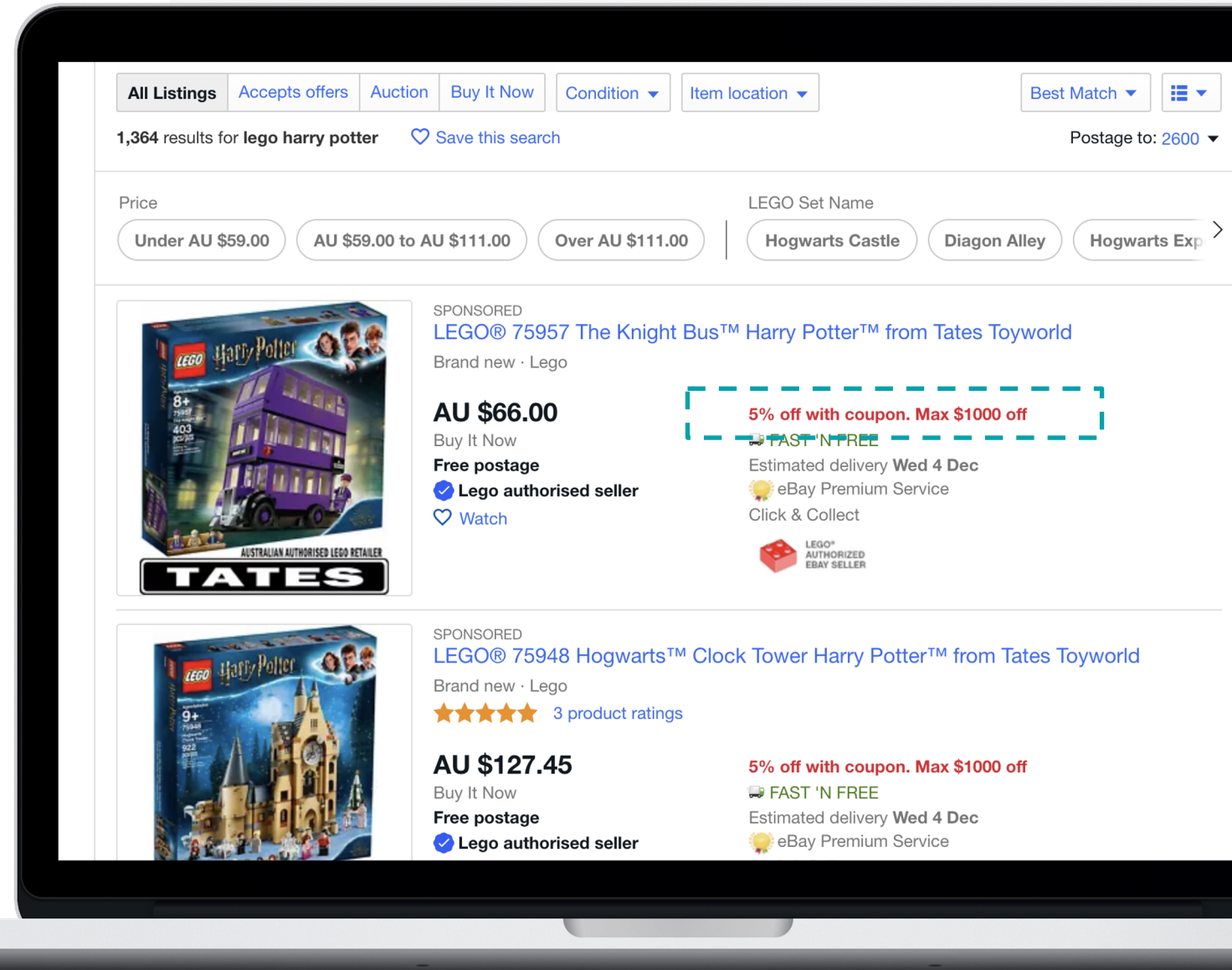
As a **seller**, the coupon dollars I spend to make my listings more attractive are not necessarily driving velocity for my listings on search.

Approach

- Showcase coupons on Search item cards

Why is this important?

- **Buyers** are able to find "well priced items with coupons" faster - Increase in Engagement
- **Seller velocity**: Spend on coupon campaigns makes listings more visible and drive more velocity for the sellers





Modernize

“The site feels overwhelming, old, and tired. Not very modern or easy, let alone enjoyable to shop. The app is much better!”

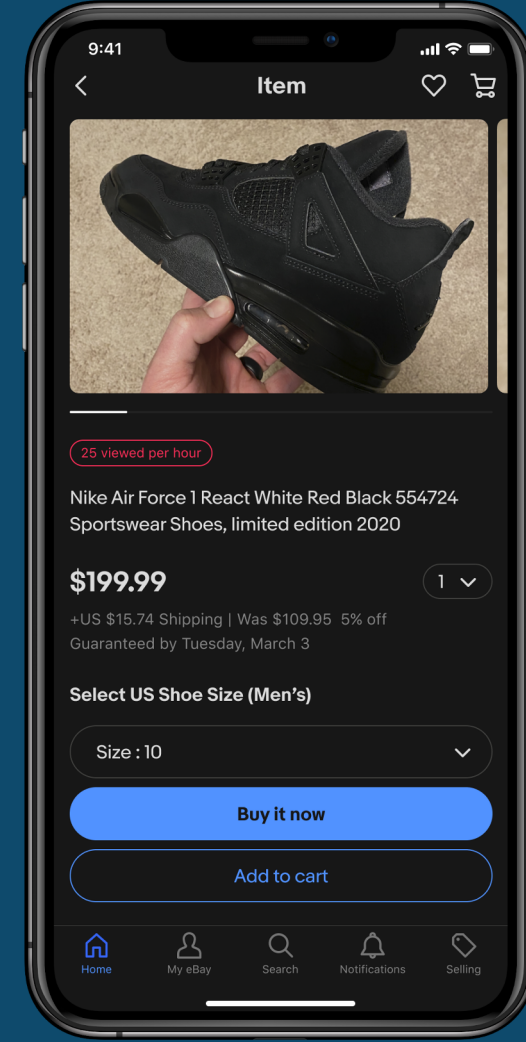
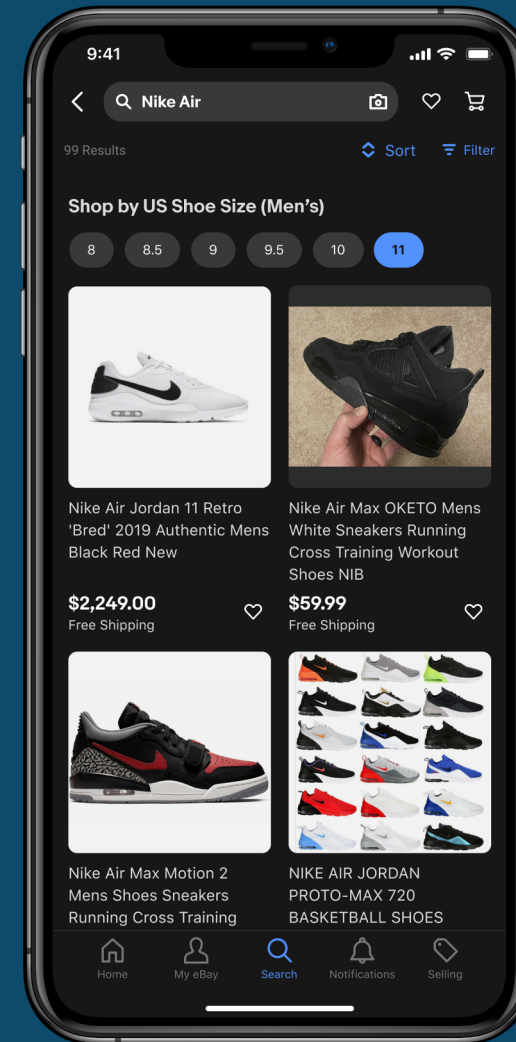
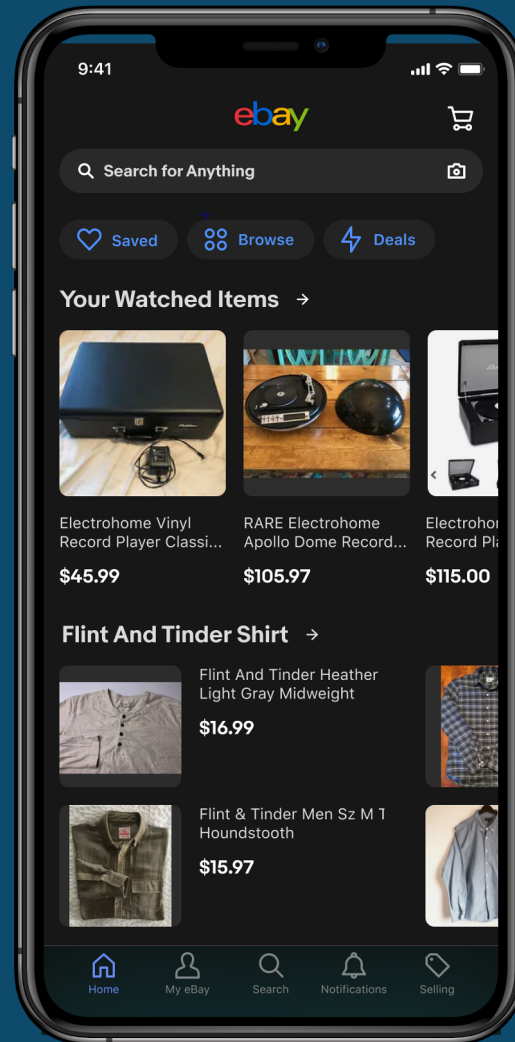
Dark Mode / Dark Theme

Customer Opportunity

Using the eBay app at night hurts my eyes. I wish it had Dark Mode like my other apps.

Objective

- Leverage Common Components to support app-level theming.
- Enable Dark Mode (iOS) and Dark Theme (Android).



Search Modernization: Desktop Filters, Aspects

Customer Opportunity

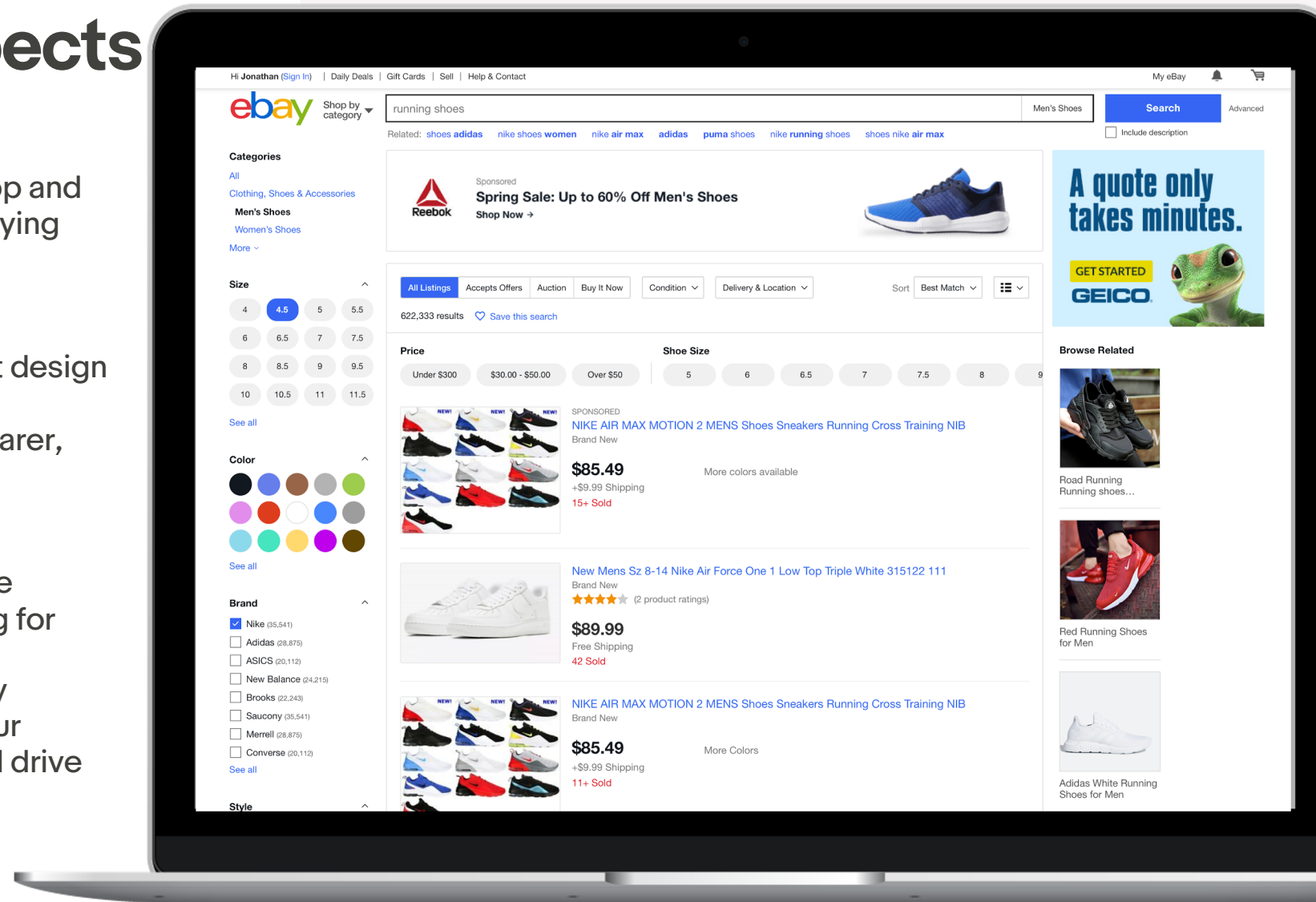
The Search Experience looks dated on desktop and mWeb. It currently delivers an inconsistent buying experience from page to page.

Approach

- Update the web experience to the latest design standards (DS6.5) and move to eBay UI components to provide a cleaner, clearer, more consistent user experience.

Why is this important?

- Modern experiences can make eBay more relevant for new users and more engaging for our current users.
- **Guidance for sellers:** Provide high quality images and more relevant aspects for your listings, since this modern experience will drive more engagement on your listings.



Search Modernization

Mobile Filters, Aspects

Customer Opportunity

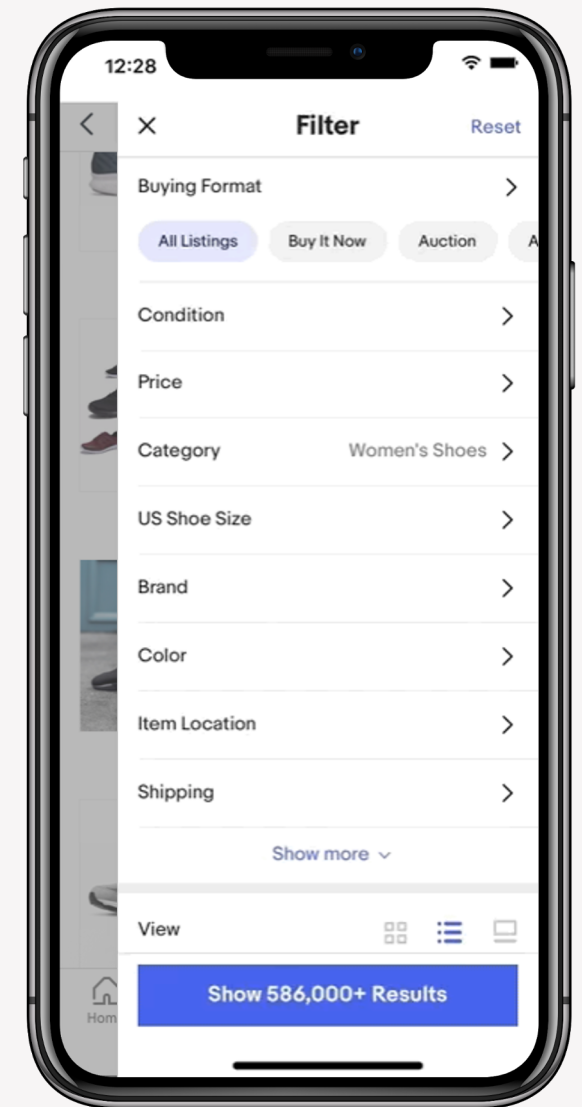
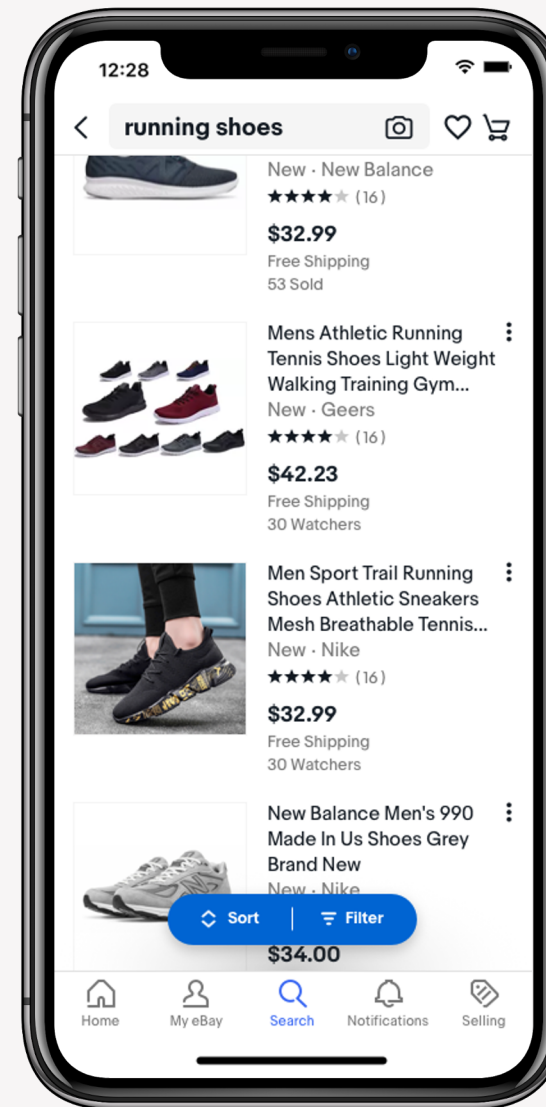
As a buyer, I scroll (down) almost immediately upon landing on the SRP hiding current 'Sort' and 'Filter' entry points. If I do interact with them the current filter panel is cumbersome, especially for new eBay buyers.

Approach

- Ever-present access to Search, Save, Sort & Filter (FAB).
- Optimized and completely redesigned Filter Panel.

Why is this important?

- This modernized experience has increased sort and filter engagement by ~10% (varies by region), increasing overall search efficiency and enabling a frictionless mobile shopping experience.
- **Guidance for sellers:** Focus on providing more, high quality aspects for your listings, ensuring your items remain visible with the increased usage of filters.



New Filter Panel - Full Scroll

Search Speed

Customer Opportunity

Users abandon a page if it takes too long to load.

Approach

- Investigate and optimize every layer of the search response, optimizing payload and predicting subsequent user activity.

Why is this important?

- *Page-load* times are as fast as our fastest competitor, and significantly faster than our slowest competitor.
- Improved *above-the-fold* rendering time across all platforms up to ~13% while launching new features in 2019 and 2020.
- More users in the US have their pages loaded in under 1 second.

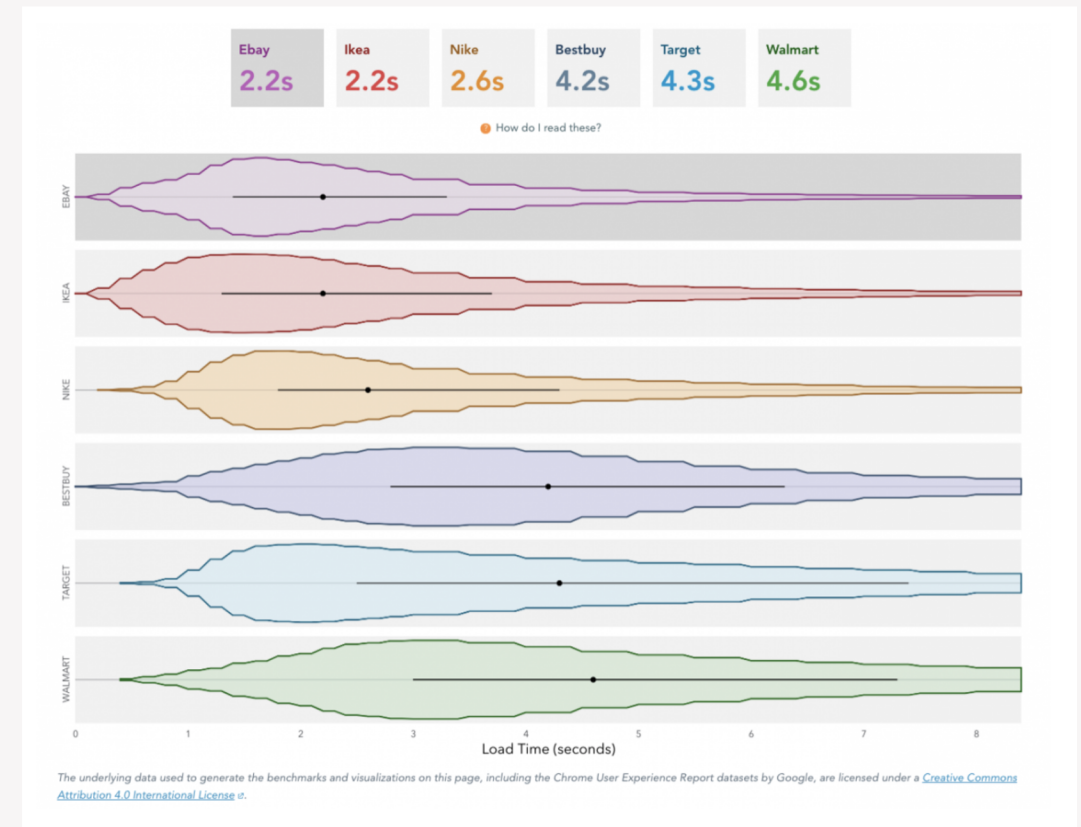


Figure 3. Page Load times: eBay vs. industry benchmarks.

	Web	iOS	Android
Search	13% ▲	6% ▲	3% ▲

Figure 1. Percentage of improvements in Above The Fold rendering time since November 2018

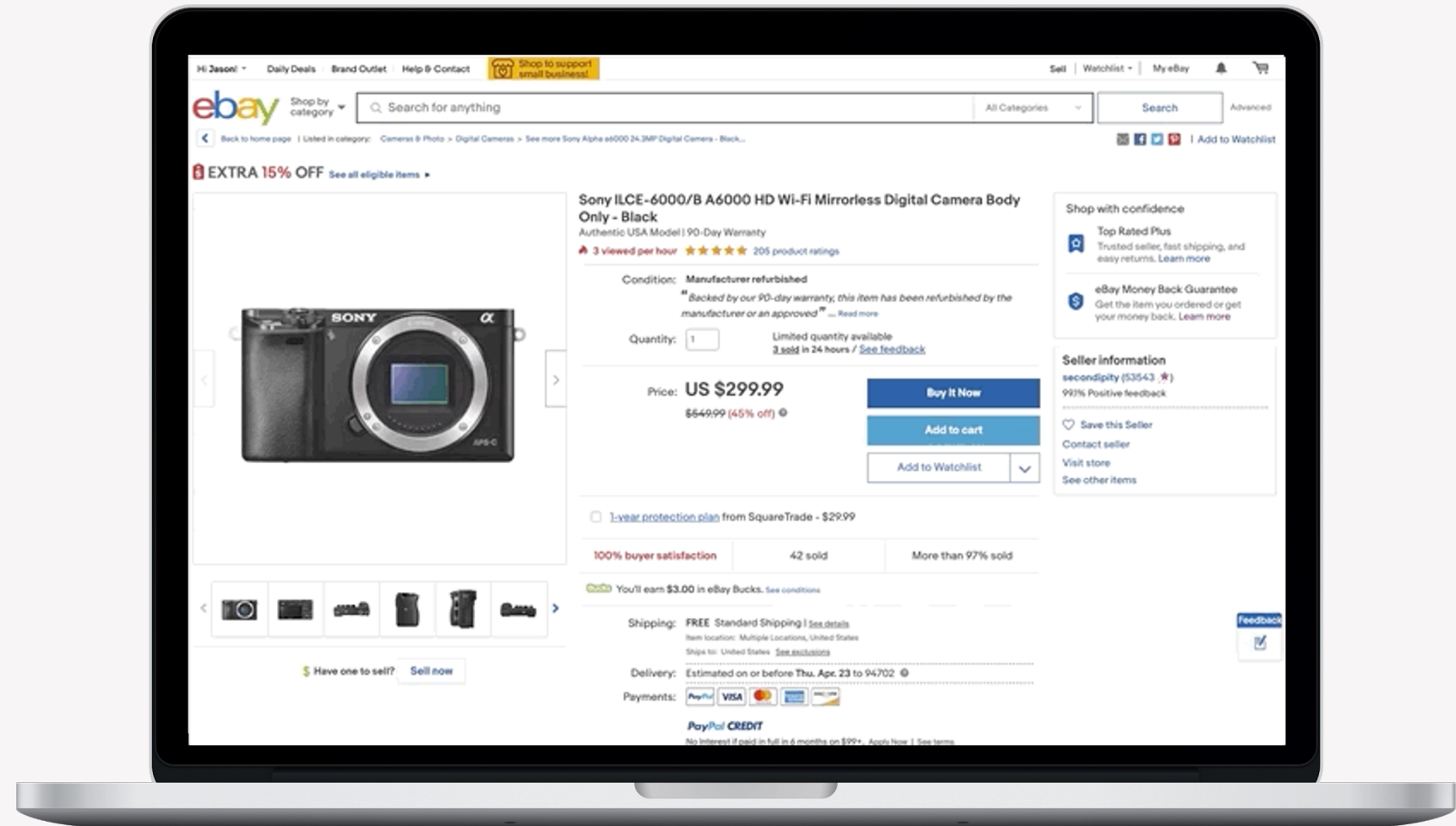
View Item Modernization

Customer Opportunity

The desktop experience looks really old and dated.

Objective

- Provide a cleaner, more consistent and scalable user experience.
- Quick iterations based on qualitative and quantitative feedback



Events | Search within Events

Customer Opportunity

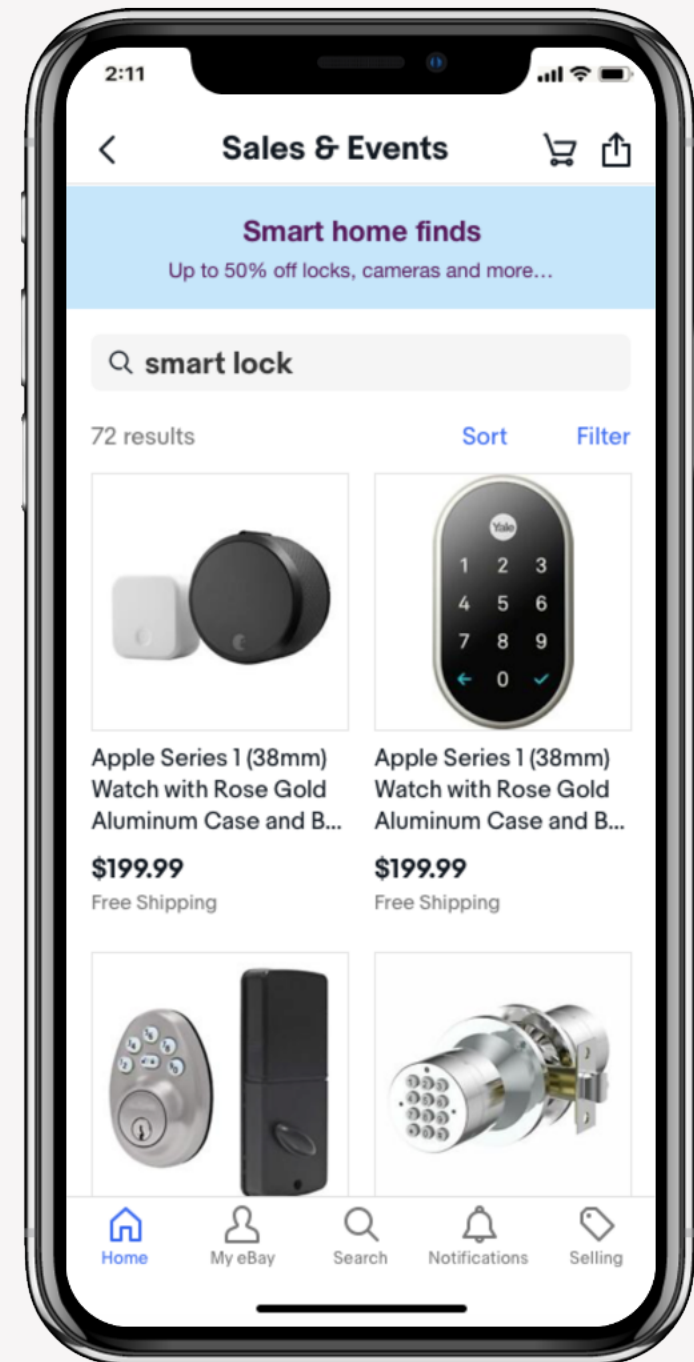
Enables users to quickly locate the inventory they are looking for within a Sale.

Allows curators to create larger events - currently large events are created using interstitials and a search bar injection.

If they can not find the item they are looking for in an event, they hit a dead-end.

Approach

- Add capability to search within an event on mWeb and mobile.
- Add pivots from low/null results to search results - remove dead-ends.



Stores on Native

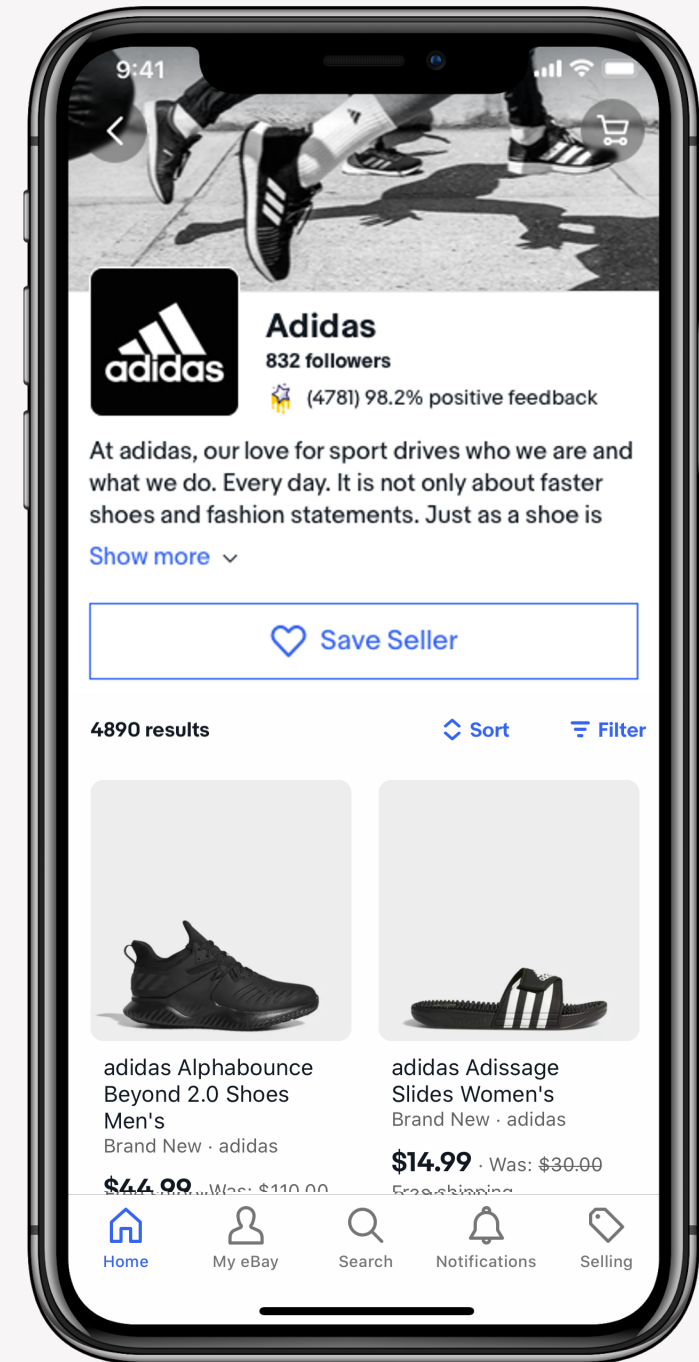
Customer Opportunity

Our sellers pay us to have 'storefronts' for their inventory and to build brand equity on eBay, and yet we don't have them on the highest-traffic platform: Native.

Our sellers are losing out on major exposure and buyers are losing out on being able to find and experience the branded experience from sellers. This project aims to close that gap and adapt the Stores experience seamlessly and meaningfully onto iOS and Android.

Approach

- Bring the goodness of Storefronts to iOS and Android, increasing inventory exposure and boosting seller presence
- Surface Seller Spotlight modules as relevant, targeted placements throughout the experience to qualified buyers





Personalize

“By now, eBay should KNOW ME”

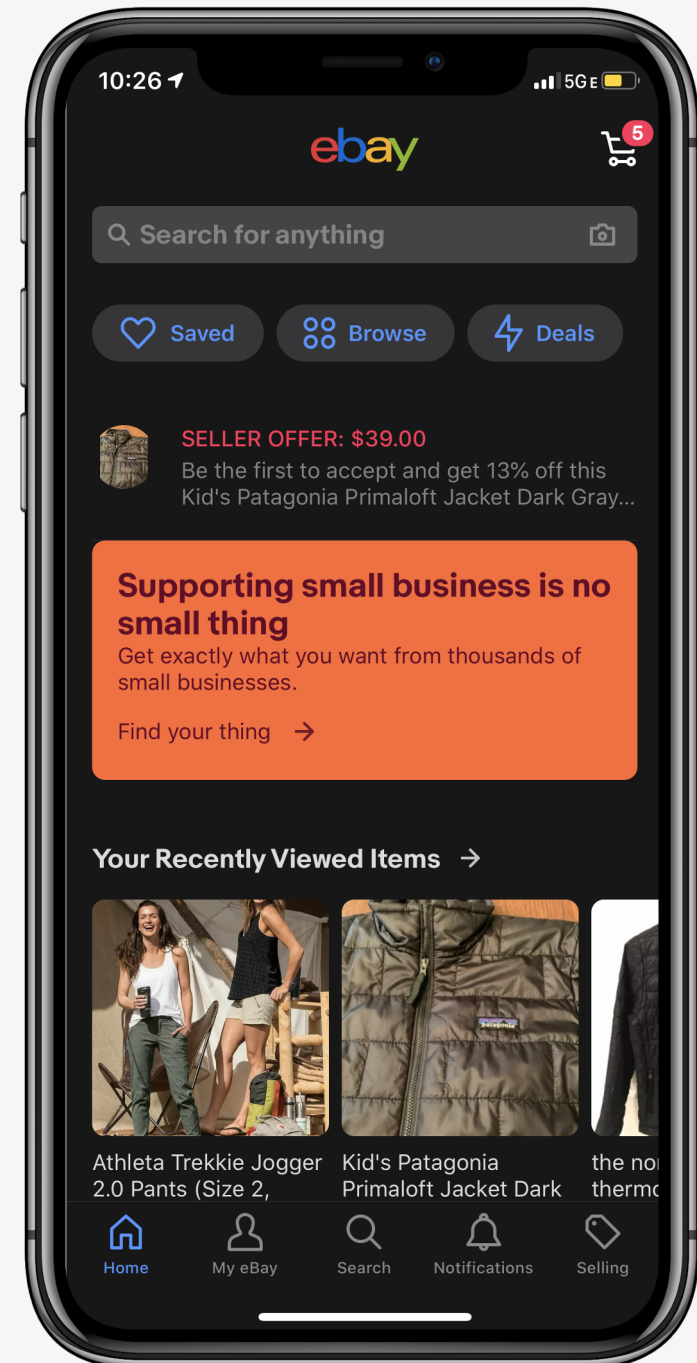
Inline Messaging: Seller Offers

Customer Opportunity

Unless a buyer is very engaged on eBay, they don't always know about the most valuable, important or compelling information.

Objective

- Add Seller Initiated Offer notification to the App and mobile Web so that buyers can see right away that they've been sent a Seller Offer.



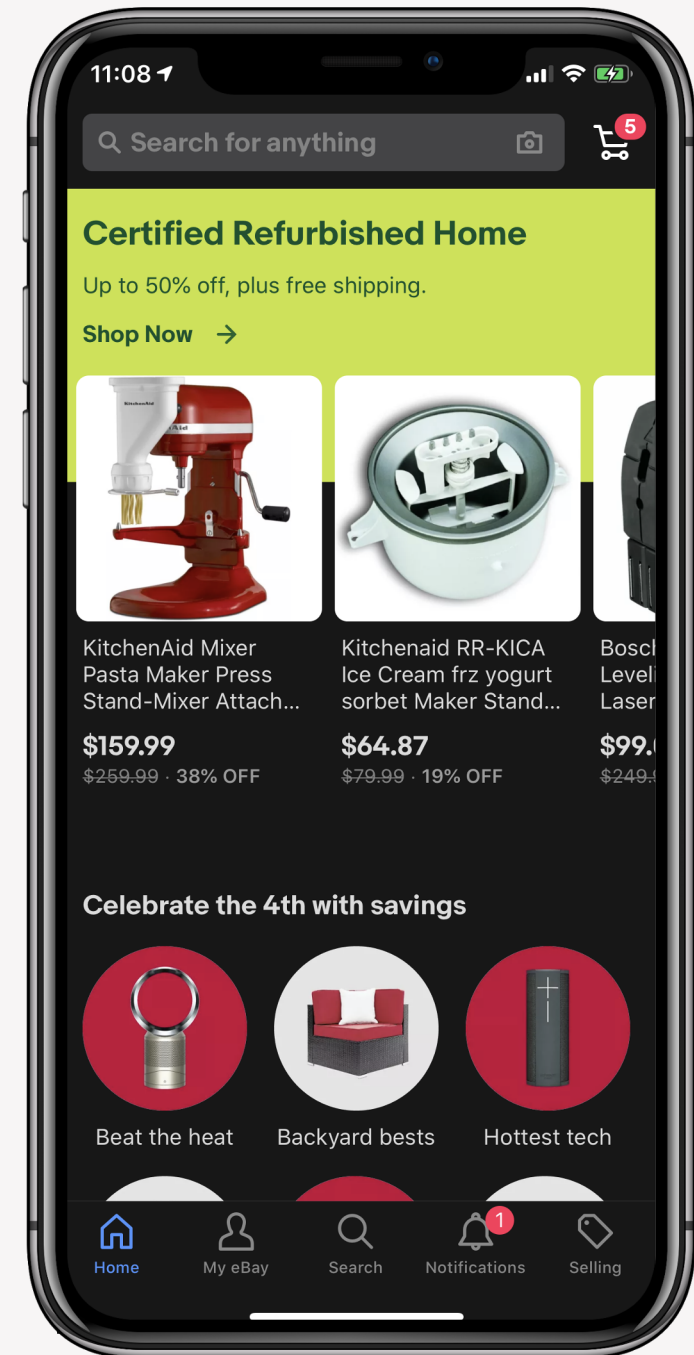
Recommended Sale Events

Customer Opportunity

- **Buyers:** It is hard to discover the great promotions I'm interested in. My shopping activity does not seem to be reflected by eBay.
- **Sellers:** I want qualified buyers seeing my inventory

Objective

- Leverage past buying behavior to surface the most relevant sales to our buyers.



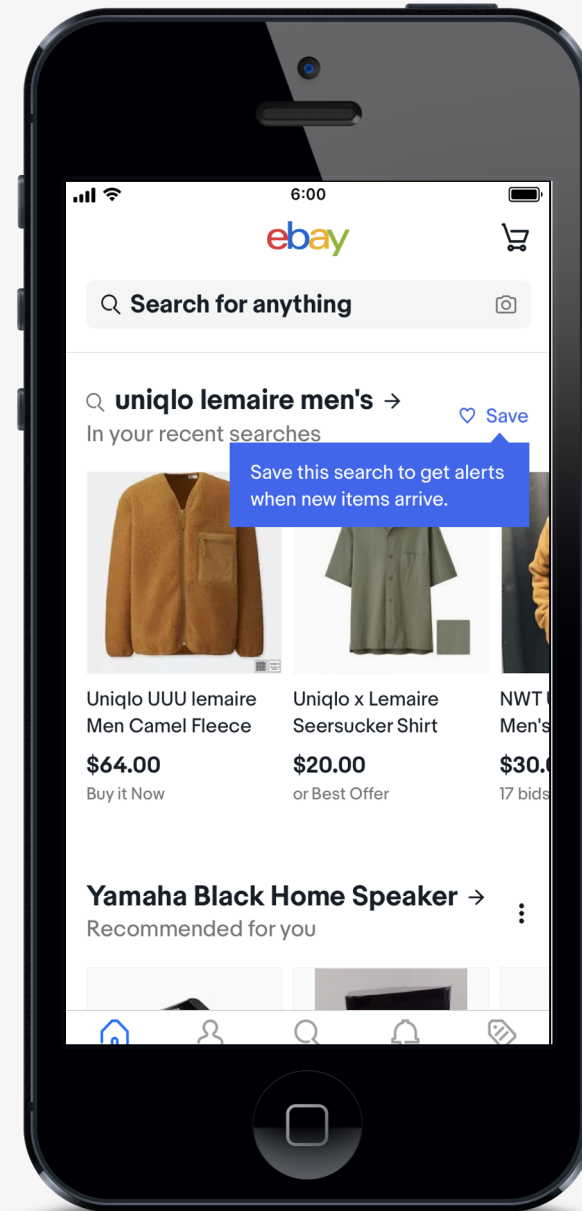
Recommended Searches

Customer Opportunity

Repeatedly searching for the same thing over and over to see new inventory is time consuming, especially if filters are applied. Save me time by showing me inventory from these repeated searches, please!

Approach

- Allow users to easily see the latest inventory from their recent searches from Home Page, and educate users on the benefits of saving the search.



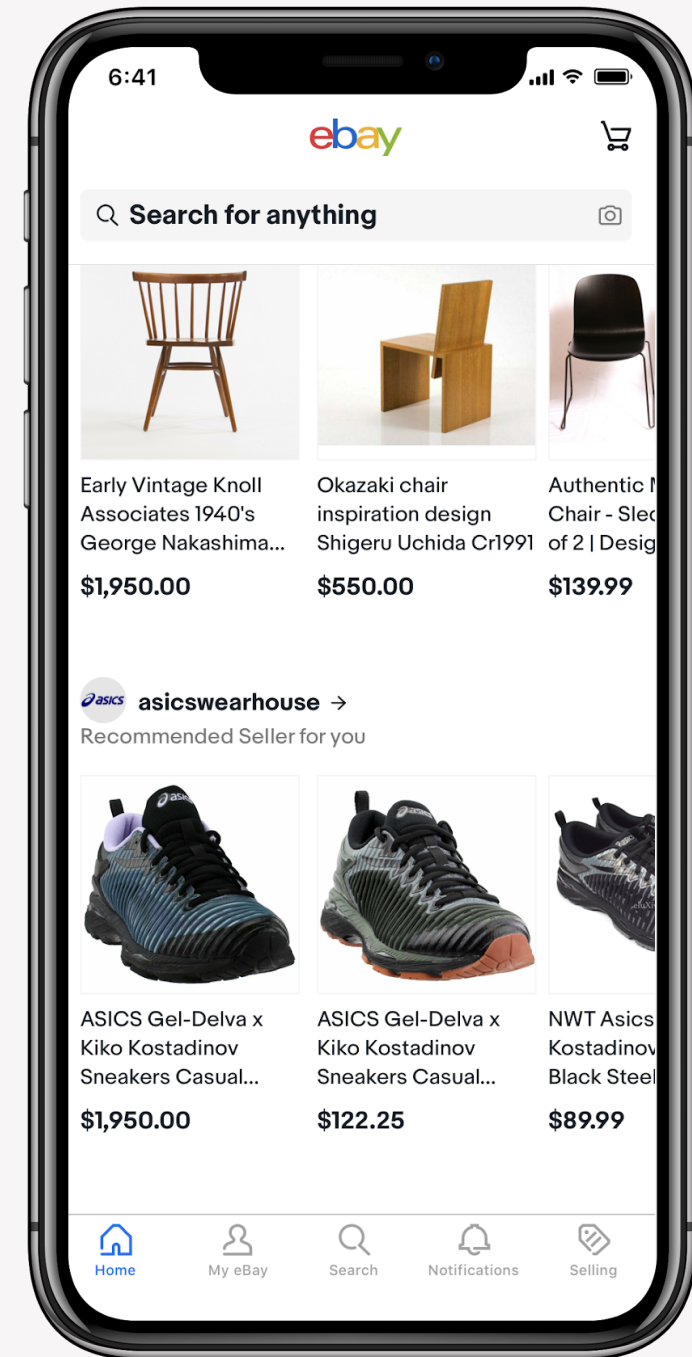
Recommended Sellers

Customer Opportunity

As a buyer, I am currently only shown images for Sellers recommended to me. I would like to see items that I might be interested in.

Approach

- By showing items from Sellers that are recommended for users, we should be able to increase module and over HP engagement.



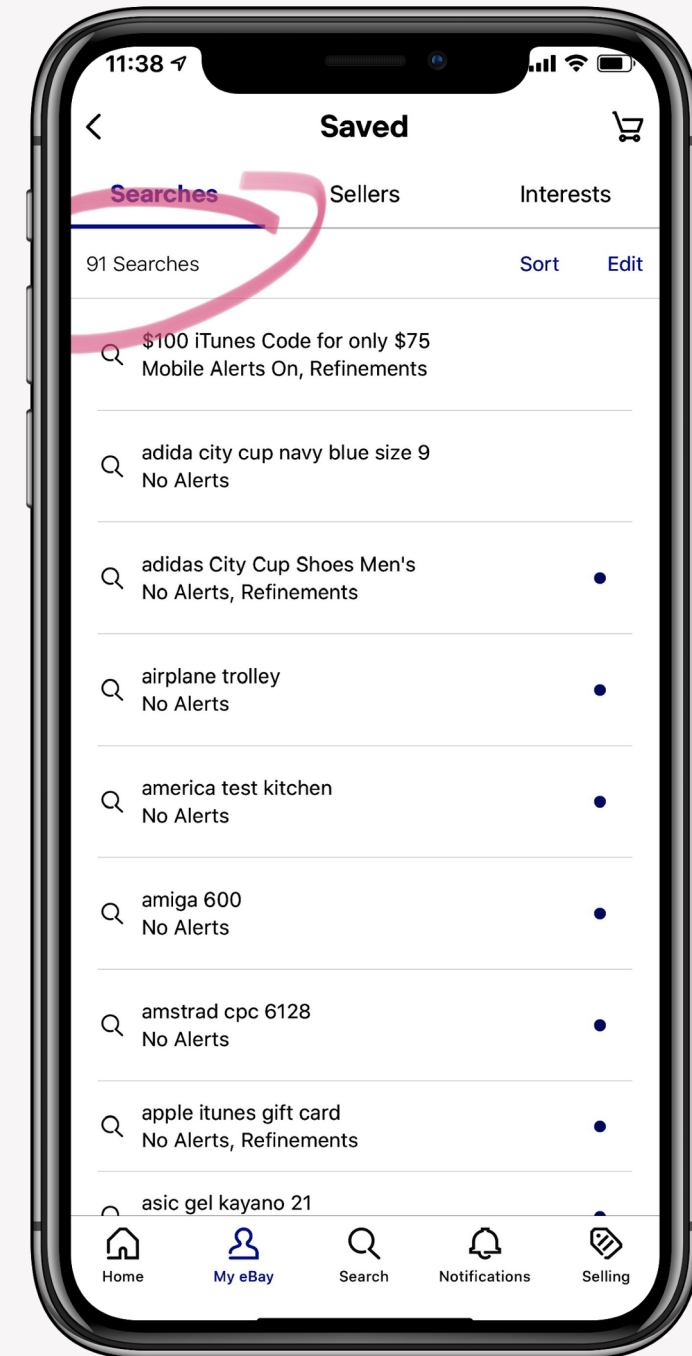
Increase Save Limits

Customer Opportunity

This was a top customer request – “increase the number of Saved Searches and Sellers!”

Objective

- Let users further personalize their eBay experience by saving more things.



In-Session Search Personalization

Customer Opportunity

Search does not remember my preferences within session, and I need to spend more effort to get to the right set of listings

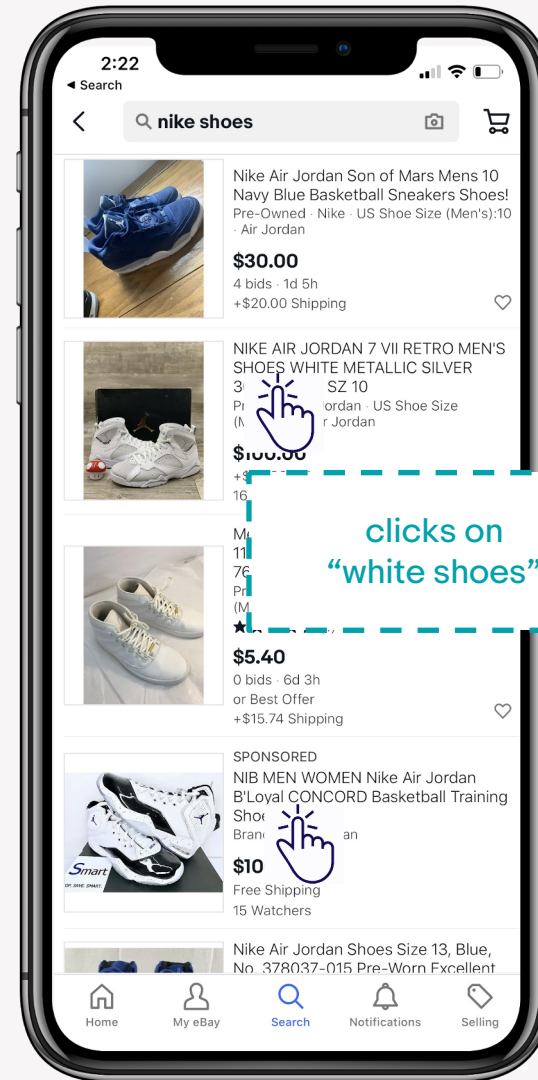
Approach

- Remember in-session preferences for Buyers
- Use in-session learned preferences to rank listings matching the preference higher in later searches

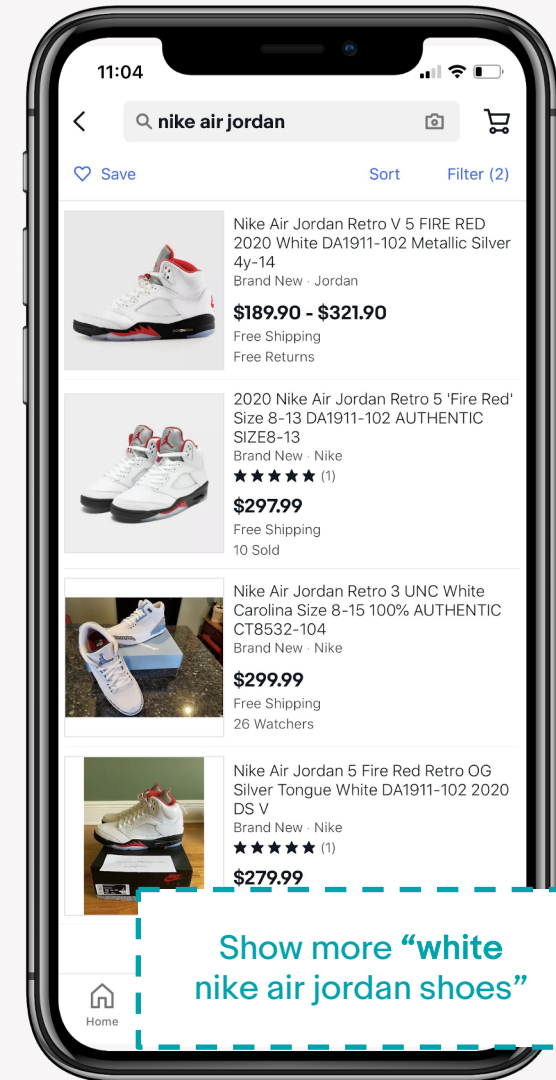
Why is this important?

- **Buyers** tend to have sticky preferences for specific attributes. They show their implicit preference by clicking on the items that meet their need. Through in-session personalization, we recognize that need and show listings that satisfy their implicit needs at the top of search
- **Guidance for sellers:** Describe the title and item specifics accurately. As Search detects implicit buyer preferences, your listings that satisfy the need have better visibility

Query: nike shoes

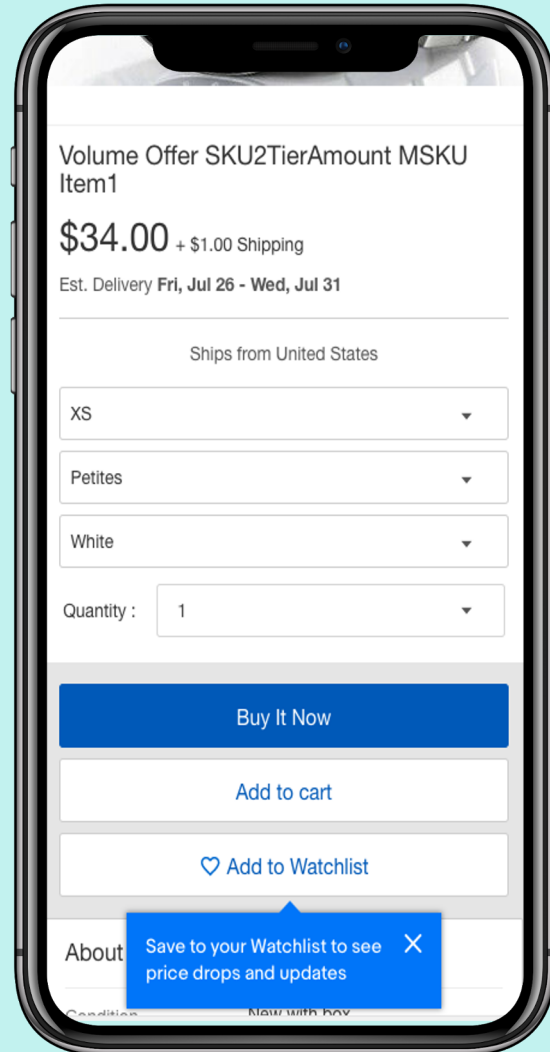


Query: nike air jordan

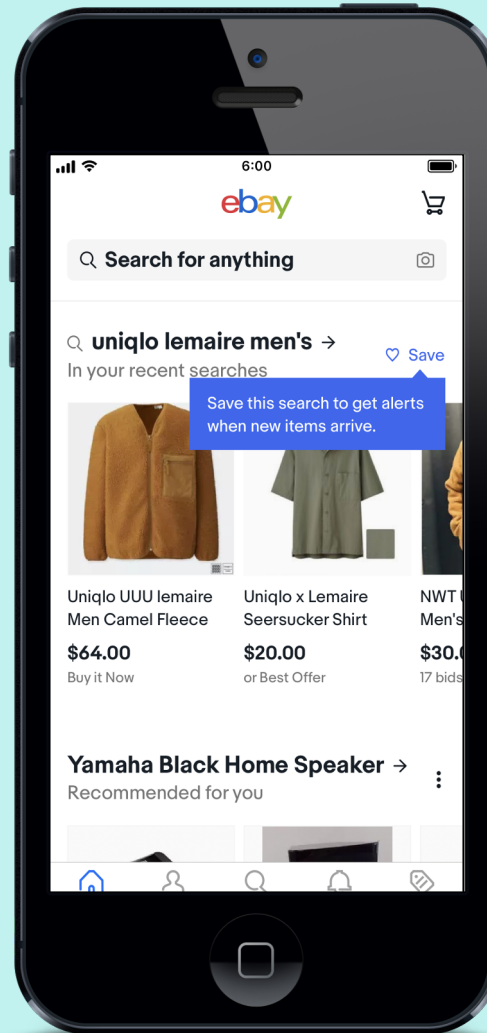


Teach Buyers how to Make eBay More Personalized

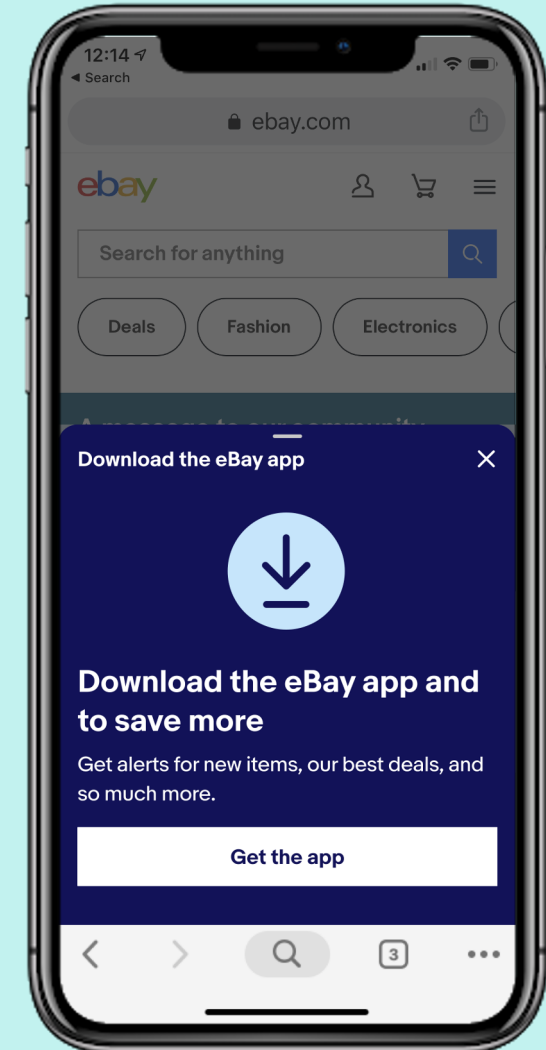
Watch



Save a Search



App Downloads



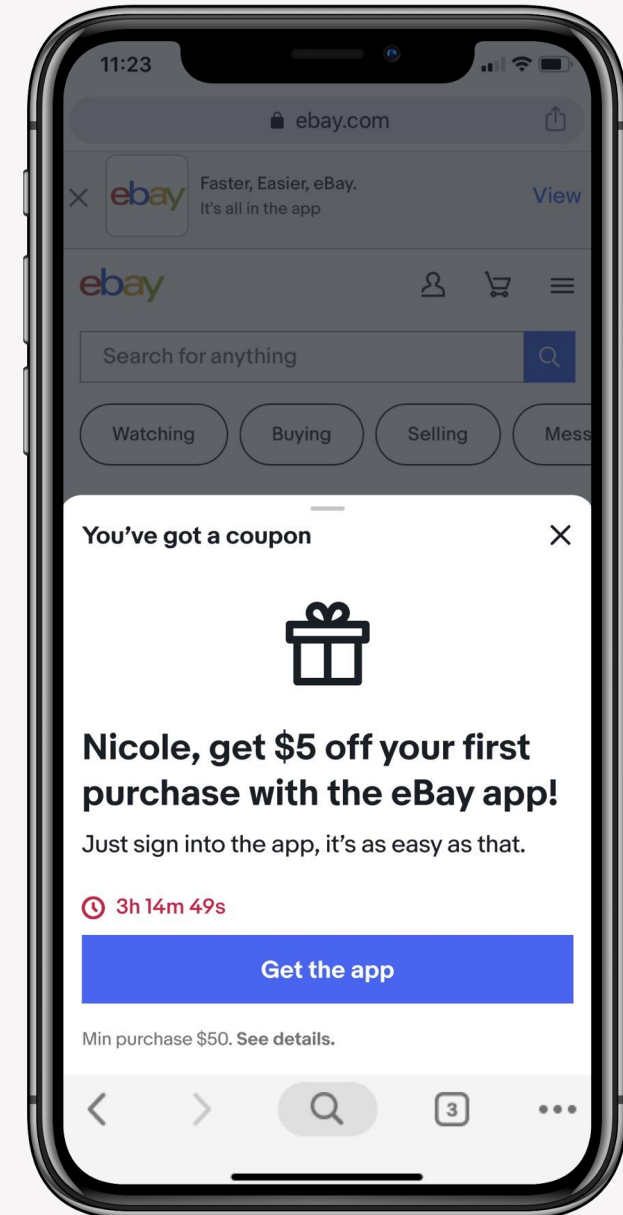
App Activation: App-Only Coupons

Customer Opportunity

As a customer, I need a reminder and a nudge to download and use the eBay app even though it's a better experience

Approach

- Registered customers who are not actively using the native app will be targeted with the coupons
- When a customer with one of these coupons available visits eBay on mWeb or dWeb, we will alert them of the available coupon and provide a direct link to download the app. Once they are logged in on the app, they will see the coupon in the drawer.



Concept Only - For Illustration



Key Takeaways

Key Takeaways

Aspects & Category to power meaningful and relevant search experiences:

Select the right categories for your listing and provide more high quality aspects; this directly drives better visibility of your listings and more conversion

High data quality for Shipping fee, MSKU variants to drive higher performance:

Avoid listing irrelevant variants along with your MSKU listings as this will drag down performance

Do not arbitrarily inflate the shipping cost to reduce the perceived price of a listing

We're continuing to invest in the buying experience:

Simplify. Modernize. Personalize.

The background consists of a grid of colored squares. The top row has five squares: light pink, red, light orange, orange, and red. The second row has four squares: dark purple, light pink, yellow, and dark purple. The third row has three squares: pink, light blue, and dark blue. The word 'ebay' is centered in white on the dark blue square in the second row.

ebay