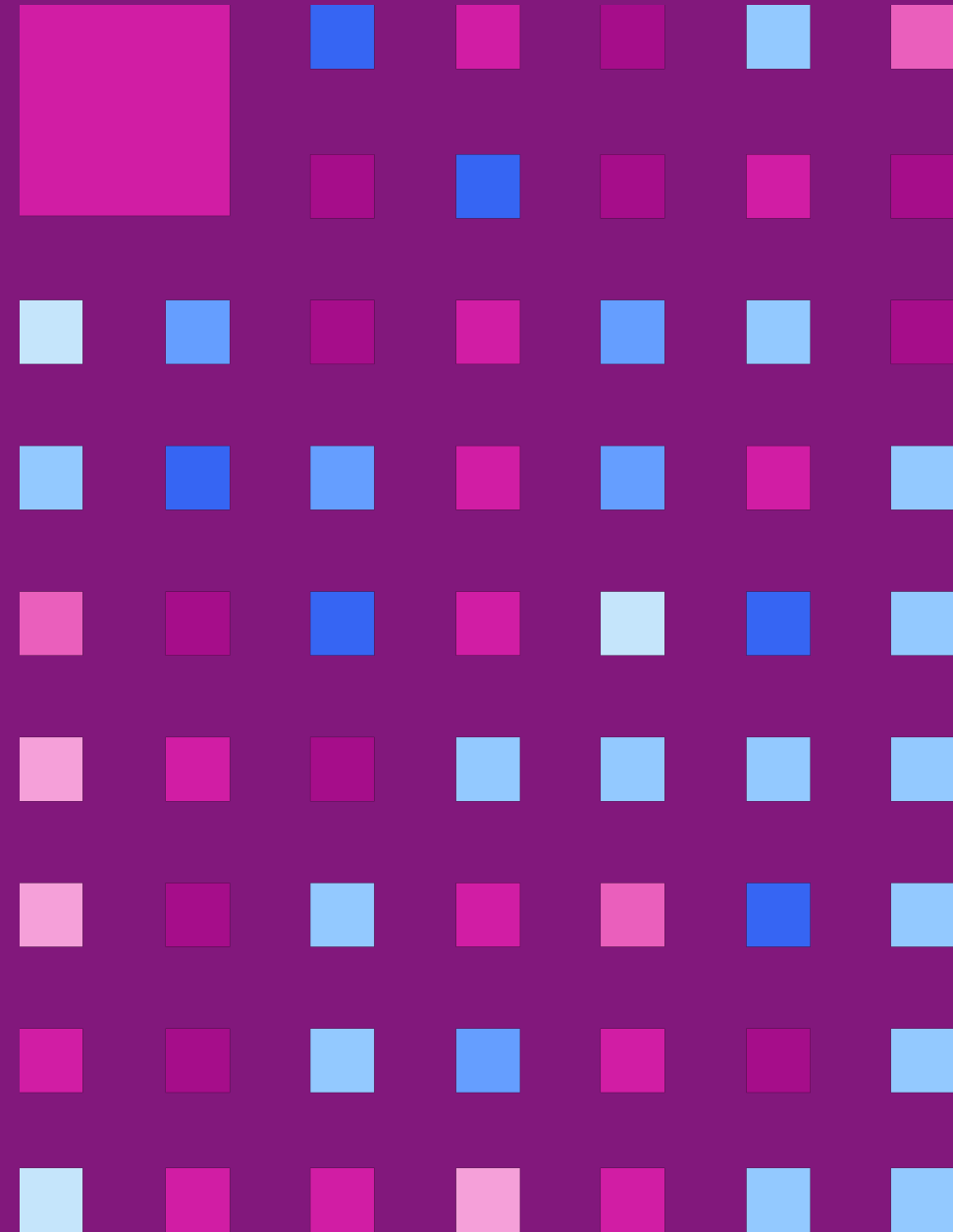

eBay Connect 2021

Shipping and Member Communications

Erik Selberg
VP, Shipping and Member Communications



eBay Connect 2021

Agenda

Shipping progress

Email intermediation

—

Shipping

eBay Standard Envelope (eSE)

Customer Opportunity

Tracking is too expensive for things that fit in a Plain White Envelope (trading cards, stamps, etc.). So customers skip it, resulting in untracked items and higher fraud (buyer claims to have not received it).

Solution: eBay Standard Envelope (eSE)

eSE is a solution to provide tracking information for low-weight, low-priced items. In details:

- Max weight allowed 3oz
- Plain White Envelope → Std 6 ¼ x 11 ½ Mailer
- \$0.51 -> \$0.91 depending on weight
- Insured up to \$20 for single-item shipments, and up to \$50 for multi-item shipments
- Just acceptance / delivery scans, no intermediate updates

Why is this important?

- **Buyers:** Increase trust and confidence thanks to basic tracking.
- **Sellers:** Access to a competitive shipping solution to ensure items are delivered.

Status

US launch: Jan 2021 (available in certain categories like trading cards, coins, stamps, etc.)

Package


Custom size Carrier packaging

Weight: 0 lb 3 oz Dimensions: 4 in x 4 in x 7 in

Please round up measurements to avoid additional charges (i.e., enter 14 when it weighs 13.2 oz)

Service

eBay FedEx UPS USPS Ship on: Mon, Jun 14

Service	QR code	Included coverage	Estimated delivery	Price
<input checked="" type="radio"/> eBay Standard Envelope BUYER SELECTED Max weight 3oz Max dimensions 11.5" x .25" x 6.125"  To avoid having your shipment returned, please ensure that your envelope is compliant with all the requirements .	No	Up to \$20	Jun 17 - 21	\$0.91
<input type="radio"/> USPS First-Class Package ON EBAY YOU SAVE 24%	Yes	-	Jun 17 - 19	\$3.01
<input type="radio"/> USPS Priority Mail ON EBAY YOU SAVE 7%	Yes	Up to \$50	Jun 16 - 19	\$7.16

[Compare all services](#)

eBay Fulfillment by Orange Connex

Customer Opportunity

Sellers, especially importers, want to outsource the storage and fulfillment operations to achieve cost savings or increase the standards of their deliveries

What is eBay Fulfillment?

eBay Fulfillment is a solution specifically designed by Orange Connex - an eBay Joint Venture, providing:

- Seller protection for delivery-related issues
- 2-day delivery (in DE & UK) with late order cutoff time
- Competitive pricing (cheaper than FBA multi-channel)

Why is this important?

- Importers (esp importers from Greater China / SEA)
- Professional sellers looking to outsource their logistics

Status

DE launch: Sep 2020

Global expansion 2021: UK (Q2), AU (Q3), IT (Q3). US in 2022



Simplified Shipping

Customer Opportunity

Inexperienced sellers overwhelmed by shipping options and just give up

Solution

Provide better guidance to make it easier for the seller to complete the listing, and maximize the chance their item will sell with competitive shipping option

Audience

Casual sellers requiring more guidance and simplicity

Approach

Using our data, we'll predict the weight of an item, and recommend the options more suitable by leveraging the carrier discounts offered through our label platform

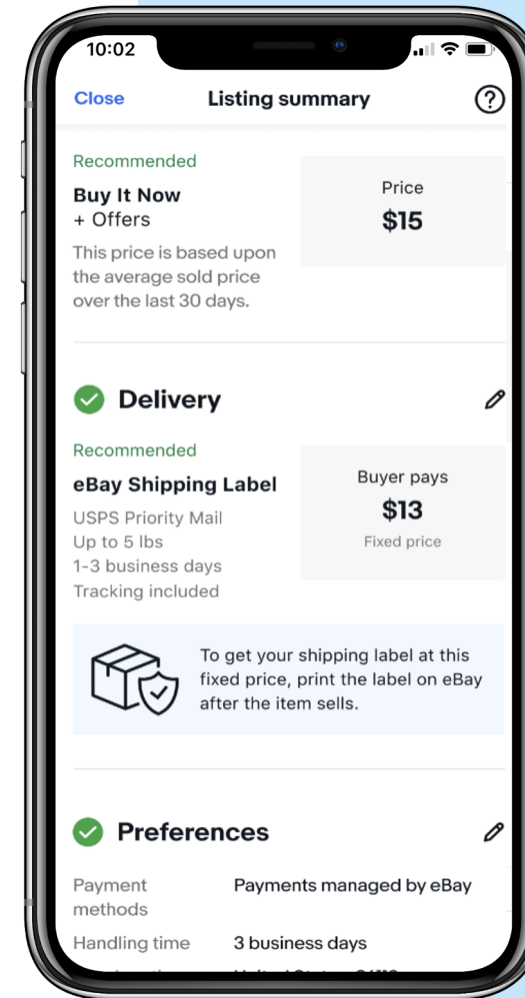
Why is this important?

- **Buyers:** access to better and more competitive shipping options
- **Sellers:** easier / quicker to list items on eBay

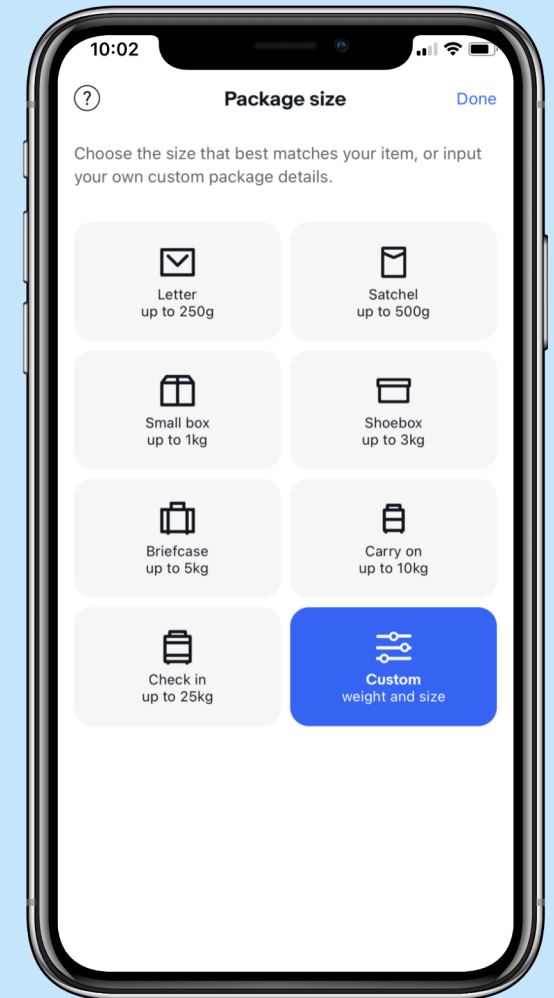
Status

AU: currently under testing

Global expansion 2021: US (Q3), UK (Q4), DE (Q4)



Improved
recommendations



Simplified
size / weight picker

New tracking events for authentication services

Customer Opportunity

Authenticity Guarantee (AG) on eBay is handled by having a 3rd-party authenticator verify the item. This means items are shipped from Seller → Authenticator → Buyer, or Buyer → Authenticator → Seller for returns.

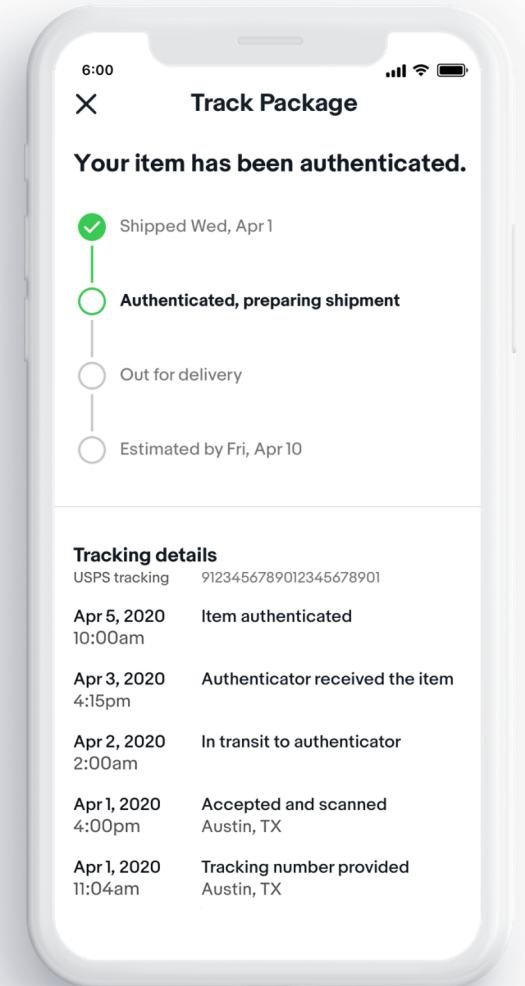
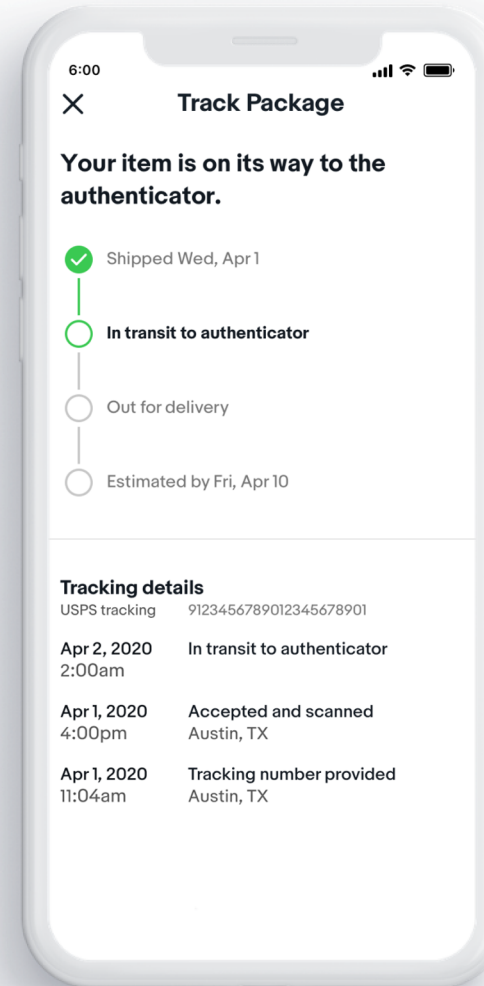
New updates

Tracking events now include authentication events

- Shipping to Authenticator
- In Authentication
- Shipping from Authenticator

Status

Launched with Authentication program in US (July 2020)



Inventory API – supporting multi-warehouse sellers

Customer Opportunity

Faster shipping times drives increased conversion. Large sellers use multiple warehouses to lower shipping times. However, eBay didn't allow for sellers to identify multiple warehouses. Thus the shipping time from eBay was overly slow, inhibiting conversion.

Solution

Updated Inventory API (SIS) allows sellers to provide all their locations. eBay will pick the fastest shipping time, translating into higher velocity for sellers.

Why is this important?

- **Buyers:** See the best, realistic shipping time
- **Sellers:** Increase velocity

Status

Launched as beta in Q4 20. Looking for early adopters. Next will support similar functionality for sellers on trading API

1 Managed location(s)

Existing capability

2 Managed inventory

Existing capability

3 Publish inventory

Existing capability. **NOW – sellers to provide multiple location as part of listing process.**

4 Seller fulfills item once a buyer buys the item

EDD takes location and makes the fastest EDD. Seller meets the EDD. No policy change or seller evaluation change for MVP

Email intermediation

Building trust between sellers and buyers

Promote trustworthy communication

Email intermediation

Customer Opportunity

Member-to-Member communication displayed buyer's & seller's email - which led to abuse, fraud and other issues

Approach

1. Intermediate emails using per-pair anonymous email addresses
2. Inspect emails to ensure no policy violations (e.g. abuse, fraud, etc.)

Why is this important?

- **Buyers:** Reduce bad buyer experiences that are due to policy violating messages received.
- **Sellers:** Change seller behavior to reduce policy violating messages.

Status

- Email Intermediation launched in August 2020.
- Blocking policy violating emails launched April 2021, ramping to 100% globally by June 30, 2021.

Purchase details

Buyer	[REDACTED]
E-mail	0429402c182369d5da76@members.ebay.com ⓘ
Phone	[REDACTED]
Date sold	Jun 4, 2021
Date buyer paid	Jun 4, 2021 View payment details
Sales record number	140

Your messages will be sent to the email address of the buyer. We scan messages to protect against fraudulent or suspicious activity or violations of eBay's [User Agreement](#) or [eBay's policies](#). [Learn More](#) ✕



Your message was not sent

Hi [REDACTED]

Your message to intermediated@members.ebay.com was blocked because it went against our member-to-member contact [policy](#). This may happen if you:

- Send messages that are identified as spam
- Make offers to buy and sell outside of eBay
- Send a message with an attachment, that contains malicious content

To help you communicate with buyers in compliance with our member-to-member contact policy, we are offering you a range of free marketing tools. You'll find more information on our dedicated Seller Center pages.

To create a consistent shopping experience for buyers, we notify them on the status of their purchases. These automatic messages save you time. Here are some examples of buyer messages we send:

- Confirm to buyers that a payment was received
- Inform buyers when an item was shipped
- Remind buyers to leave seller feedback
- Ask buyers for a product review

We encourage you to update your emails in accordance with our guidelines. Please note that you may not receive a notification for every single blocked message.





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