

Ads & Merch Q4 2021

Strategy / Design Alignment

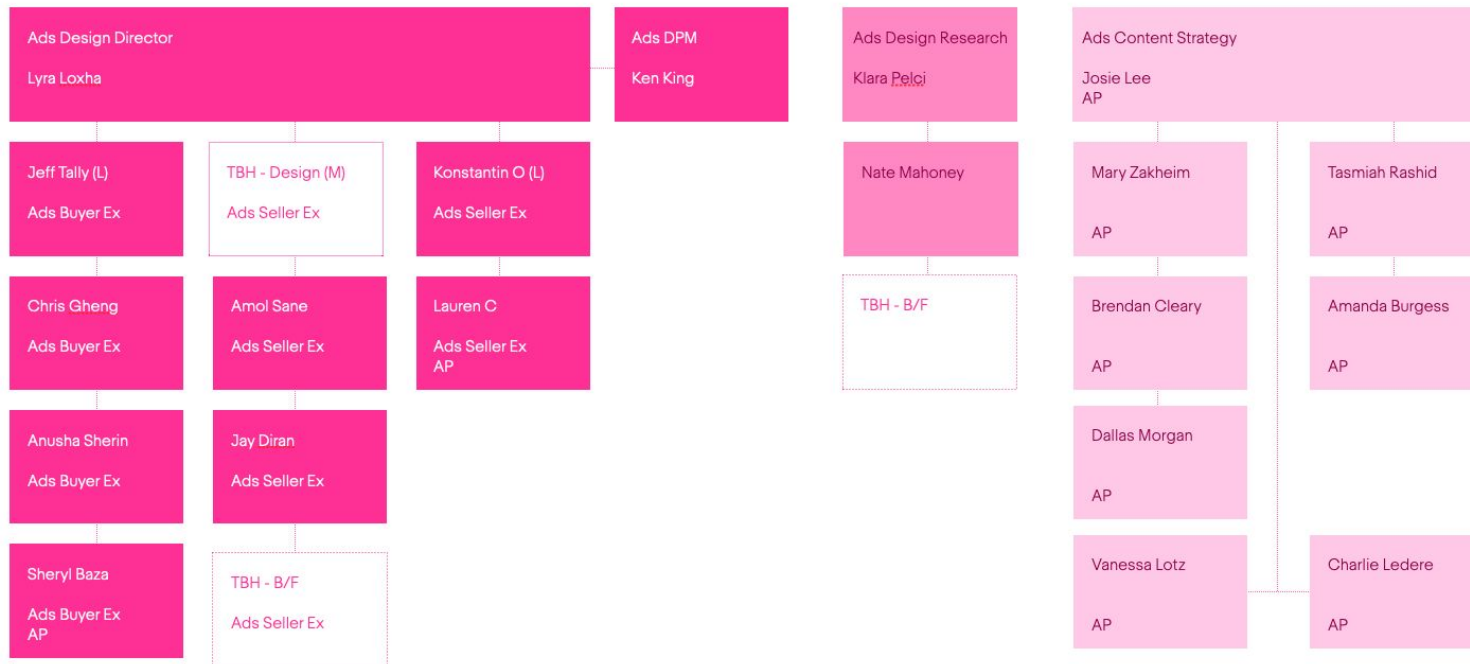
July 21, 2021

Ads & Merch Design

Overview of Ads Product and Design strategic alignment for 2021.

Ads can drive GMV through Trusted Supply, Seller Velocity and Buyer Discovery on and off eBay and be a New Pillar for eBay.

Ads Experience Team



Ads Strategic Areas 2021

CPS 9.1 Grow CPA

Drive Promoted Listings Standard revenue by increasing Exposure, driving Adoption and making it PLS smarter.

CPS 9.2 Launch CPC Ad Formats

Launch portfolio of CPC based Ad products including Promoted Listings Advanced, Promoted Stores and Promoted Display.

CPS 9.3 Brand Engagement

Move from non-strategic 3P banner ads to enabling Brands to connect with our users in an Authentically eBay way.

CPS 9.4 Explore Off-eBay

Increase the value proposition of eBay Ads by syndicating ads off-eBay to drive Revenue, Traffic and NoRBs.

*CPS 9.5 Search Monetization

Increase the number of ad impressions by adding new placements, improving the buyer experience and allowing sellers to improve their visibility in a cost-efficient manner.

*\$20m shortfall

CPS 9.1 Grow CPA - Promoted Listing Standard

Drive Promoted Listings Standard revenue by increasing Exposure, driving Adoption and making it Smarter.

CPS 9.1: Grow CPA - Promoted Listing Standard (PLS)

CPS	DESIGN PROJECTS	STATUS
9.1.1 Page Optimization Dynamic Merch Module selection & ordering	<ul style="list-style-type: none">Dynamic Item Cards (DIC)	Ongoing
9.1.3 Streamlined Comparison Surface more signals for Merch Item Cards	<ul style="list-style-type: none">DIC: Quick Ad to CartDIC: Save / Heart Item Tiles	06/21 Release H2/21 Release
9.1.5 Discovery Recommendation Help users explore new products and categories	<ul style="list-style-type: none">DIC: Applied Search Filter(s)DIC: Select Search Filter(s)	Q3/21 Beta H2/21 Release
9.1.7 Next Gen UI M-Tab, CDP, RBC, GBC, Campaign Optimization	<ul style="list-style-type: none">M-Tab: Optimization V1Campaigns Details Page V1Rules Based Campaigns V1Goals Based Campaigns V1	Released Q1/21 Q4/21 Release Released Q2/21 H2/21 Release

CPS	DESIGN PROJECTS	STATUS
9.1.8 Ad Rate Guidance Ad Rate Guidance	<ul style="list-style-type: none">Ad Rate Guidance V1Ad Rate Guidance V2: PLS	Released Q1/21 TBD-H2/21 Release
9.1.14 PL Express New Ad format for C2C, Auctions, Vehicles	<ul style="list-style-type: none">PLX: Native- AuctionsPLX: Native- Autos	06/21 Release H2/21 Release
9.1.15 Insights & Tracking Support sellers with insights, Tracking Data, Recommendations	<ul style="list-style-type: none">Create/Edit ImprovementsContextual Help	H2/21 Release H2/21 Release

Dynamic Item Card (DIC)

WHAT IT DOES:

On going iteration on item tiles dynamically adapt to surface the right information at the right time.

WHERE IT'S AT:

V1: LIVE

WHAT'S NEXT:

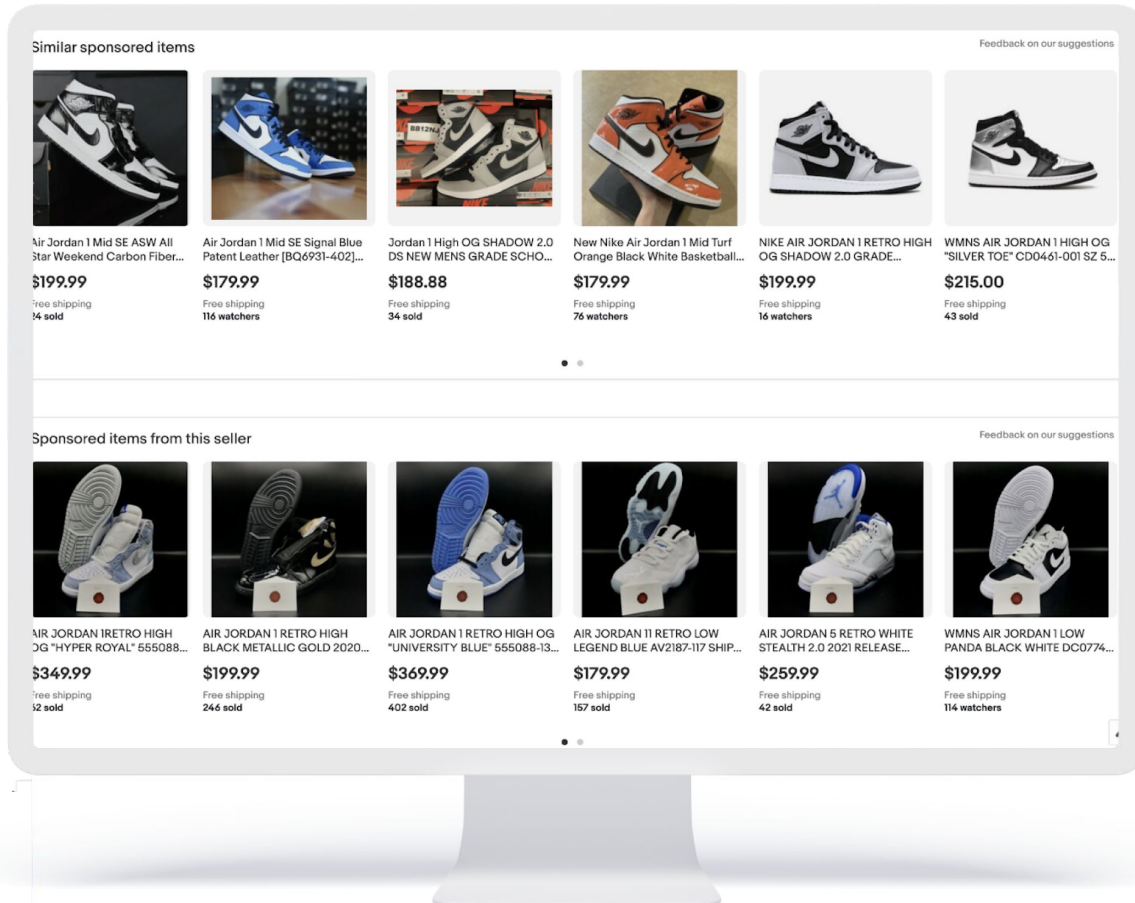
V2: Adding User Action Tiles: • Add to Cart • Add to Watch List

ALIGNS WITH:

CPS: 9.1.1 Page Optimization
CPS: 9.1.7 Next Gen UI

TEAM:

Design: Anusha Shearin
Research: Mukesh Nathan
Content: Niki Frankfort
PM: Steve Neola, Josh Bligh
Dev: MADE Team: Angela Friday



Dynamic Item Card General

WHAT IT DOES:

On going iteration on item tiles dynamically adapt to surface the right information at the right time.

WHERE IT'S AT:

Ongoing - Explorations

WHAT'S NEXT:

Ongoing - Explorations

ALIGNS WITH:

CPS: 9.1.1 Page Optimization
CPS: 9.1.7 Next Gen UI

TEAM:

Design: Anusha Shearin
PM: Steve Neola, Josh Bligh
Research: Mike Bates (initially)
Dev: MADE Team: Angela Friday

EXPLORATIONS

SPECS & EXAMPLE VARIATIONS

AD-MADE | MAY 2021

IOS DS6.5

Modules: Similar, Complementary on VIP - Americas

Edge case examples

Android DS6.5

Modules: Similar, Complementary on VIP - Americas

Dynamic Item Card (DIC) Mobile Web

WHAT IT DOES:

On going iteration on item tiles dynamically adapt to surface the right information at the right time.

WHERE IT'S AT:

V1: Dev build

WHAT'S NEXT:

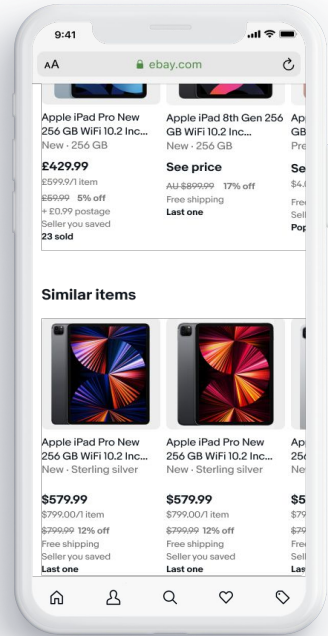
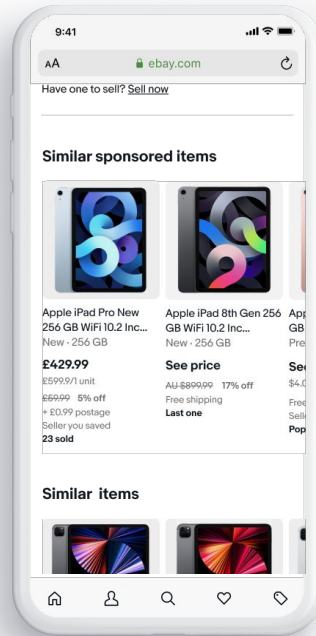
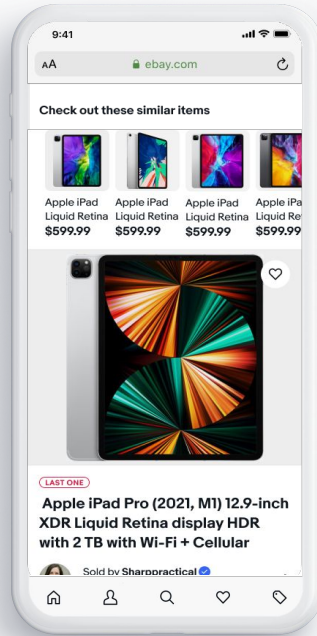
V2: Adding User Action Tiles: • Add to Cart • Add to Watch List

ALIGNS WITH:

CPS: 9.1.1 Page Optimization
CPS: 9.1.7 Next Gen UI

TEAM:

Design: Sheryl Baza
PM: Josh Bligh
Dev: Timothy Lauter



DIC: Quick Add To Cart

WHAT IT DOES:

Allow users to quickly add an item to their cart without leaving the page.

WHERE IT'S AT:

V1: Release 06/21

WHAT'S NEXT:

V2: Add to Watch / Save

ALIGNS WITH:

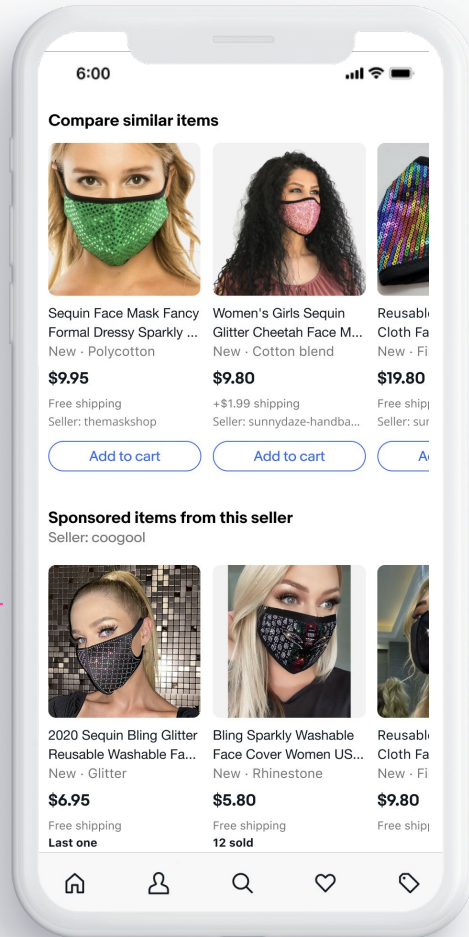
CPS 9.1.3. Streamlined Comparison
CPS 9.1.9 Next Gen UI

TEAM:

Design: Anusha Shearin,
Sheryl Baza
Research: Mukesh Nathan
Content: Niki Frankfort
PM: Steve Neola, Josh Bligh
Dev: Gene Welborn

Borderless Tiles

Updating to current UI



DIC: Add to Watchlist

WHAT IT DOES:

Allow users to save an item from recommendations without having to navigate to the VI Page.

WHERE IT'S AT:

V1: Design Phase - Completed

WHAT'S NEXT:

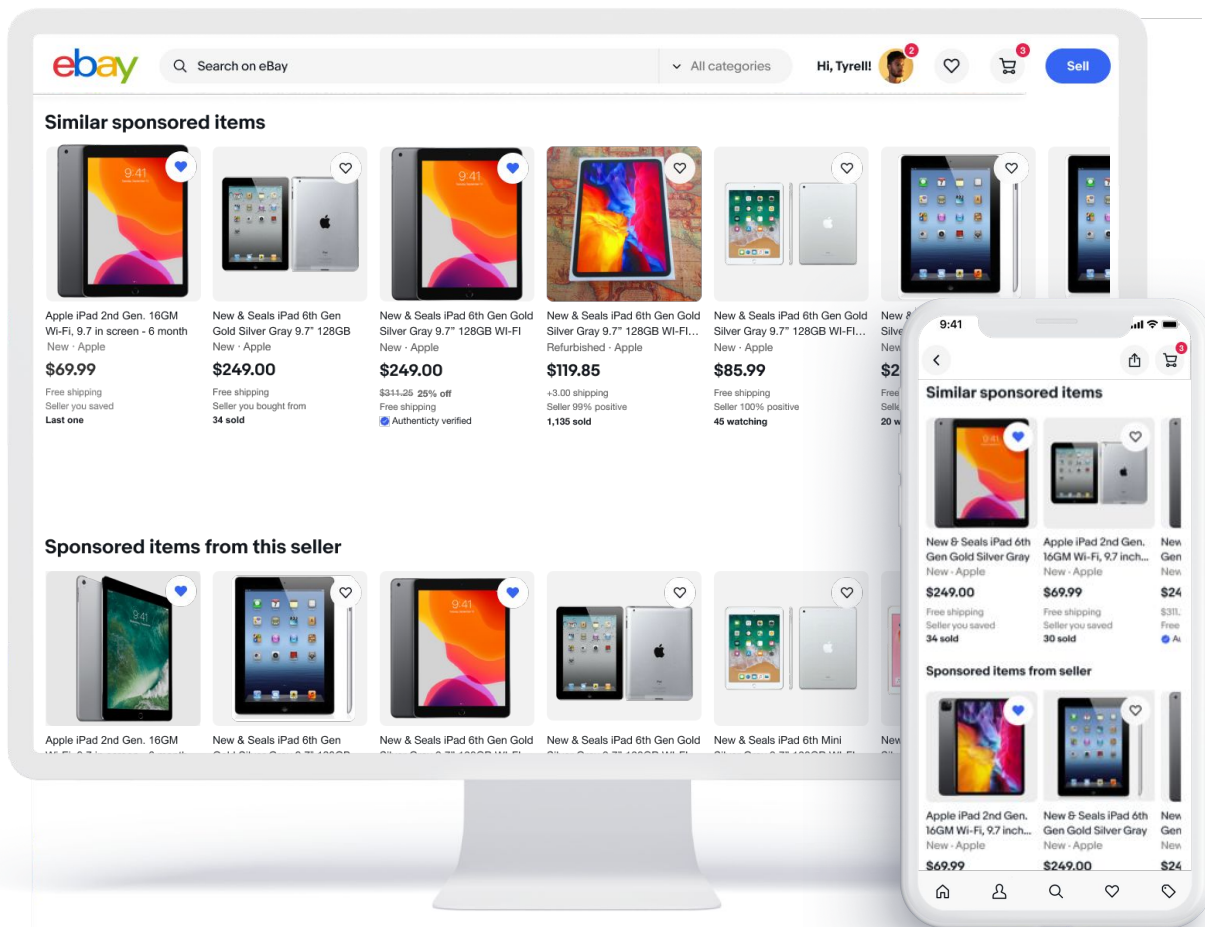
V1: Release H2.

ALIGNS WITH:

CPS 9.1.5: Discovery Recommendations

TEAM:

Design: Sheryl Baza
PM: Josh Bligh
Dev: Tim Lauter



Applied Search Filter(s)

WHAT IT DOES:

Provide contextual visual cues for users on how their search filter(s) impacts recommendations.

WHERE IT'S AT:

V1: Design Exploration, Q3/21 Beta

WHAT'S NEXT:

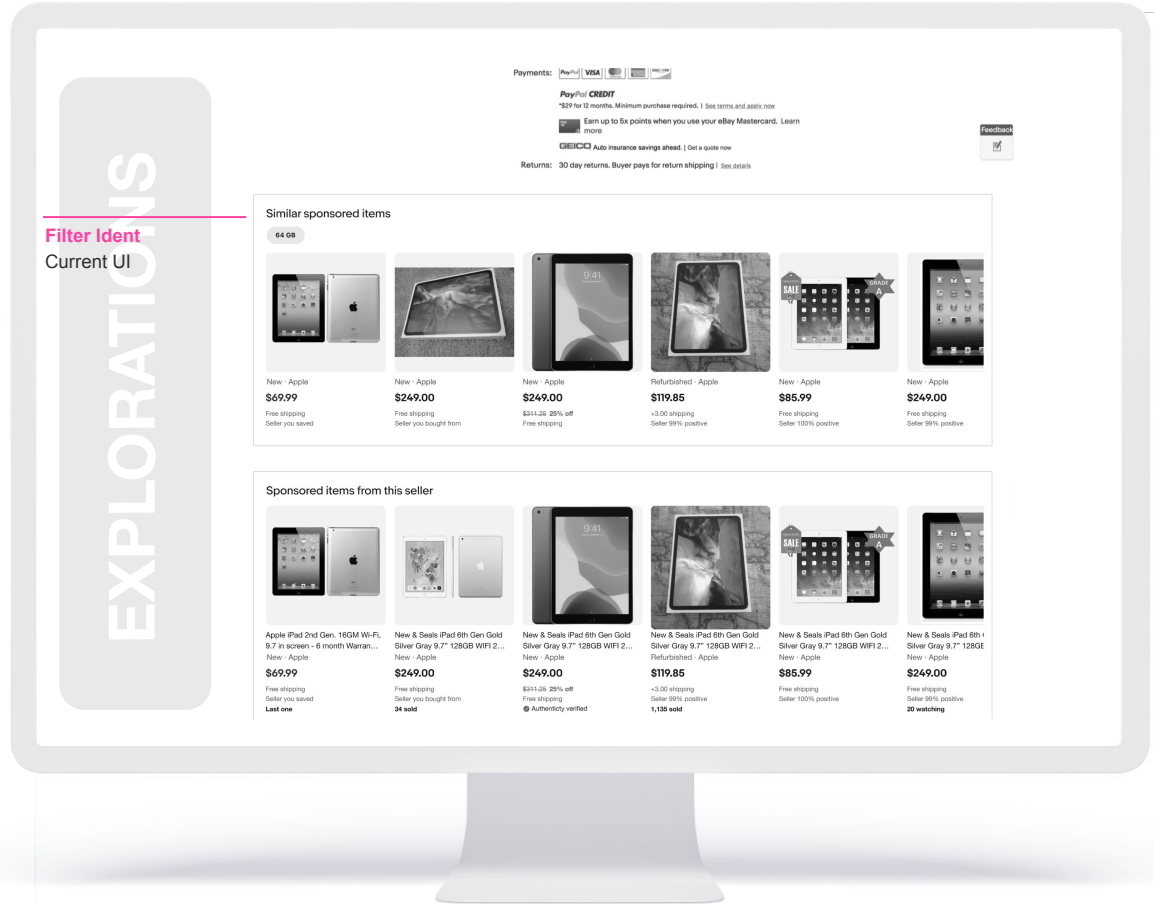
V2: User Change filter(s), H2 Release

ALIGNS WITH:

CPS 9.1.5: Discovery Recommendations

TEAM:

Design: Anusha Shearin
PM: Josh Bligh
Dev: Tim Lauter



“See more” multi-variant A/B test

WHAT IT DOES:

Test existing carousel tool against new expansion component to increase conversion user click-rate utilizing improved seamless discovery/ BX.

WHERE IT'S AT:

V1: [Design Exploration & Wireframing](#) stage
Q4/21 A/B Testing

WHAT'S NEXT:

V2: Share Final Mock to Development team

ALIGNS WITH:

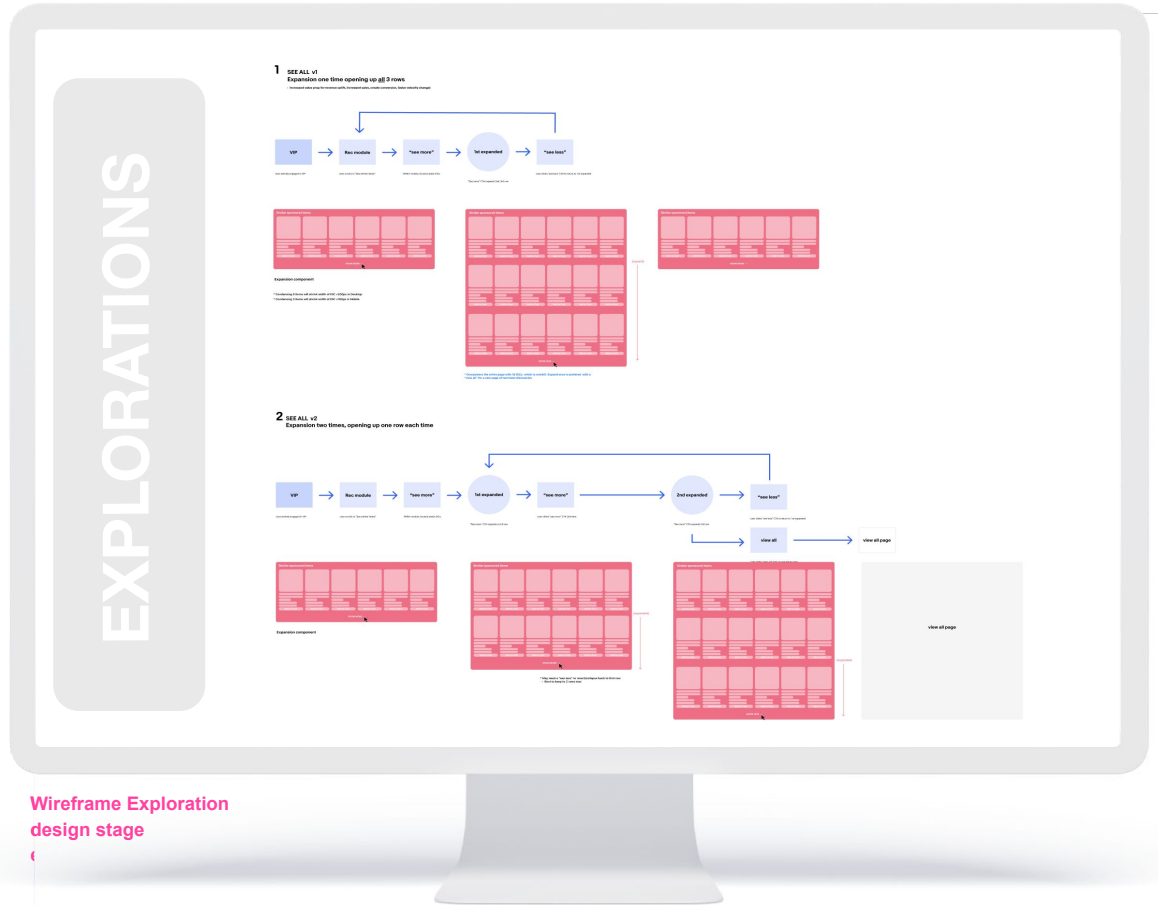
CPS 9.1.5: Discovery Recommendations

TEAM:

Design: Sheryl Baza

PM: Josh Bligh

Dev: Tim Lauter



Campaign Details Page (CDP)

WHAT IT DOES:

Provides detailed campaign level reporting and recommendations for campaign optimization. Competition right panel to show insights about competitor listings and how they compare.

WHERE IT'S AT:

V1 in development: H2/21 Release

WHAT'S NEXT:

V2: Being designed to include PLA.

ALIGNS WITH:

CPS: 9.1.7 Next Gen UI

*CPS 9.2: Launch portfolio of

CPC-based Ad products.

TEAM:

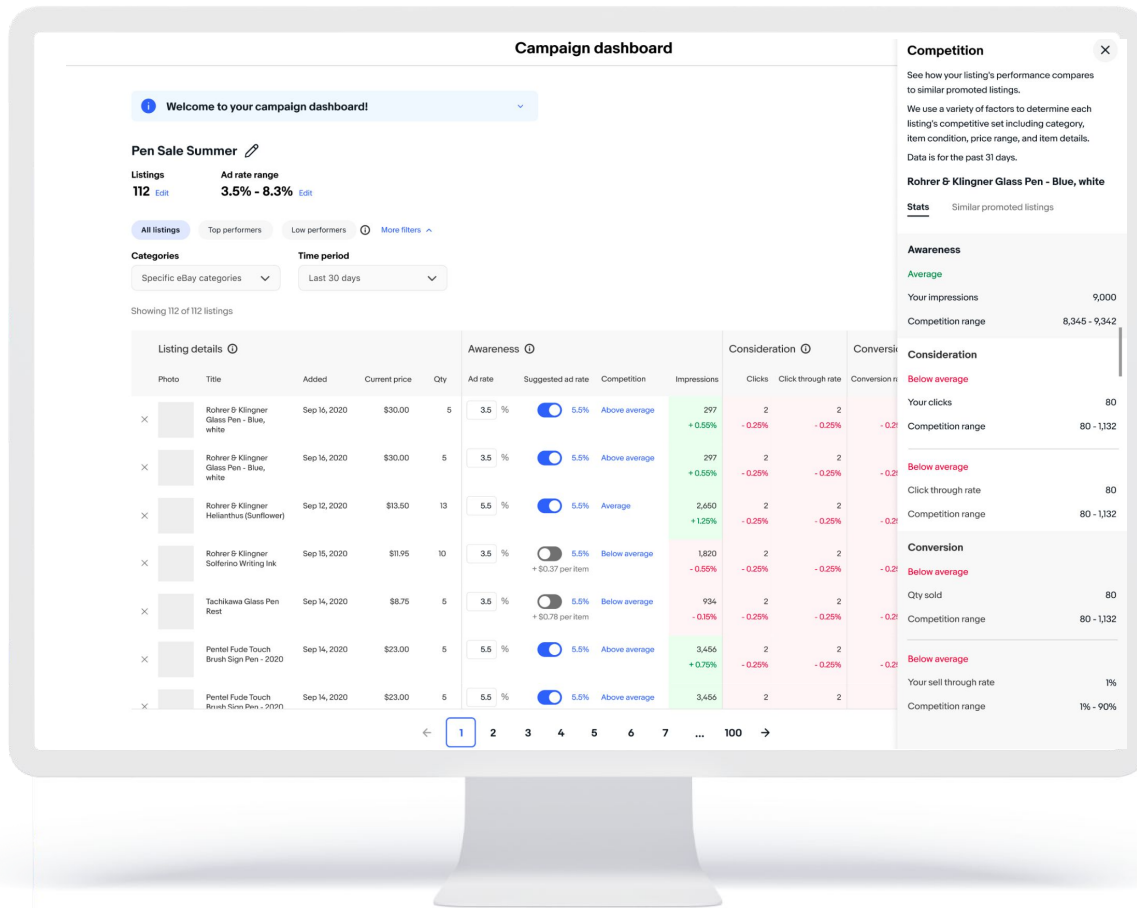
Design: Lauren Cincinato

Content: Mary Zakheim

Research: Nate Mahoney

PM: Parth Vatsal

Dev: Rui Nan



Campaign Details Page (CDP) Contextual help

WHAT IT DOES:

Provides additional information to users. Aligns with the strategy of the global team and CPC design.

WHERE IT'S AT:

V1 in development: H2/21 Release

WHAT'S NEXT:

Final QA

ALIGNS WITH:

Strategy of the global team, CPC design

TEAM:

Design: Lauren Cincinato
Content: Mary Z and Brendan
Research: Nate Mahoney
PM: Parth Vatsal
Dev: Rui Nan

The screenshot displays the 'Campaign dashboard' for 'Pen Sale Summer'. It features a table of listings with columns for Listing details, Awareness, Consideration, and Conversion. The table is filtered to show 112 listings. A 'Top tip' overlay is visible on the right side of the dashboard, providing guidance on how to use filters and spot trends. The table data is as follows:

Listing details					Awareness			Consideration			Conversion
Photo	Title	Added	Current price	Qty	Ad rate	Suggested ad rate	Competition	Impressions	Clicks	Click through rate	Conversion r
×	Rohrer & Klingner Glass Pen - Blue, white	Sep 16, 2020	\$30.00	5	3.5 %	5.5% Above average		297 +0.50%	2 -0.25%	2 -0.25%	-0.2
×	Rohrer & Klingner Glass Pen - Blue, white	Sep 16, 2020	\$30.00	5	3.5 %	5.5% Above average		297 +0.50%	2 -0.25%	2 -0.25%	-0.2
×	Rohrer & Klingner Helianthus (sunflower)	Sep 12, 2020	\$13.50	13	5.5 %	5.5% Average		2,650 +1.25%	2 -0.25%	2 -0.25%	-0.2
×	Rohrer & Klingner Soforno Writing Ink	Sep 15, 2020	\$11.95	10	3.5 %	5.5% Below average + \$0.37 per item		1,820 -0.50%	2 -0.25%	2 -0.25%	-0.2
×	Tachikawa Glass Pen Rest	Sep 14, 2020	\$8.75	5	3.5 %	5.5% Below average + \$0.78 per item		934 -0.15%	2 -0.25%	2 -0.25%	-0.2

The interface includes a 'Welcome to your campaign dashboard!' message, a 'Pen Sale Summer' header, and various filters like 'All listings', 'Top performers', and 'Low performers'. A pagination bar at the bottom shows page 1 of 100.

Rules Based Campaigns (RBC)

WHAT IT DOES:

Rules based campaign is about setting rules to automatically promote new listings with automation on ad rate to stay competitive.

WHERE IT'S AT:

V1 LIVE, Big 9 (US, UK, DE, AU, CA/CAFR, FRITES).

WHAT'S NEXT:

V2: In H2 planning now: to include PLA.

ALIGNS WITH:

CPS: 9.1.7 Next Gen UI

*CPS 9.2: Launch portfolio of CPC-based Ad products.

TEAM:

Design – Amol Sane

Research - Nate Mahoney

PM – Courtney Mayeda

Dev – Gokul Palanivel

Qualifying listings	Categories	Price range	Brand
5000	Category 1, Category 2, Category 3 Category 4, Category 5, Category 6, Category 7, Category 8, Category 9	None	Brand 1, Brand 2, Brand 3, Brand 4, Brand 5, Brand 6, Brand 7

[Show more](#) ▾

Choose your ad rate strategy

Automated suggested ad rates are applied to all listings by default. Suggested ad rates help you find the optimal balance between performance and cost.

Automate suggested ad rates
We'll automatically keep your listings at their daily suggested ad rate.

Optional selections:

Set ad rate cap
 % Set the maximum ad rate you'd be willing to pay. Your ad rate will never exceed this amount.

Adjust suggested ad rate
 % Set the percentage you'd be willing to pay below (-) or above the suggested rate.

Apply single ad rate
Set a single ad rate to apply to all listings
 % Set an ad rate between 1%-100%.

Your ad rates range between
6% - 8% for 5000 listings
This is your ad rate range as of today. If you've chosen to automate suggested ad rates, this may change daily.

[View details](#)

[Cancel](#)
By launching your campaign, you agree to the [Terms of Service](#).
[Launch](#)

Goal Based Ad Campaigns

WHAT IT DOES:

Providing enough information to help sellers choose the right campaign type that meets their advertising goals/objectives. Also, an introduction to new Ads Models.

WHERE IT'S AT:

V1 In development: H2/21 Release.

WHAT'S NEXT:

V2: Simplification based on feedback and Seller Hub Shell work.

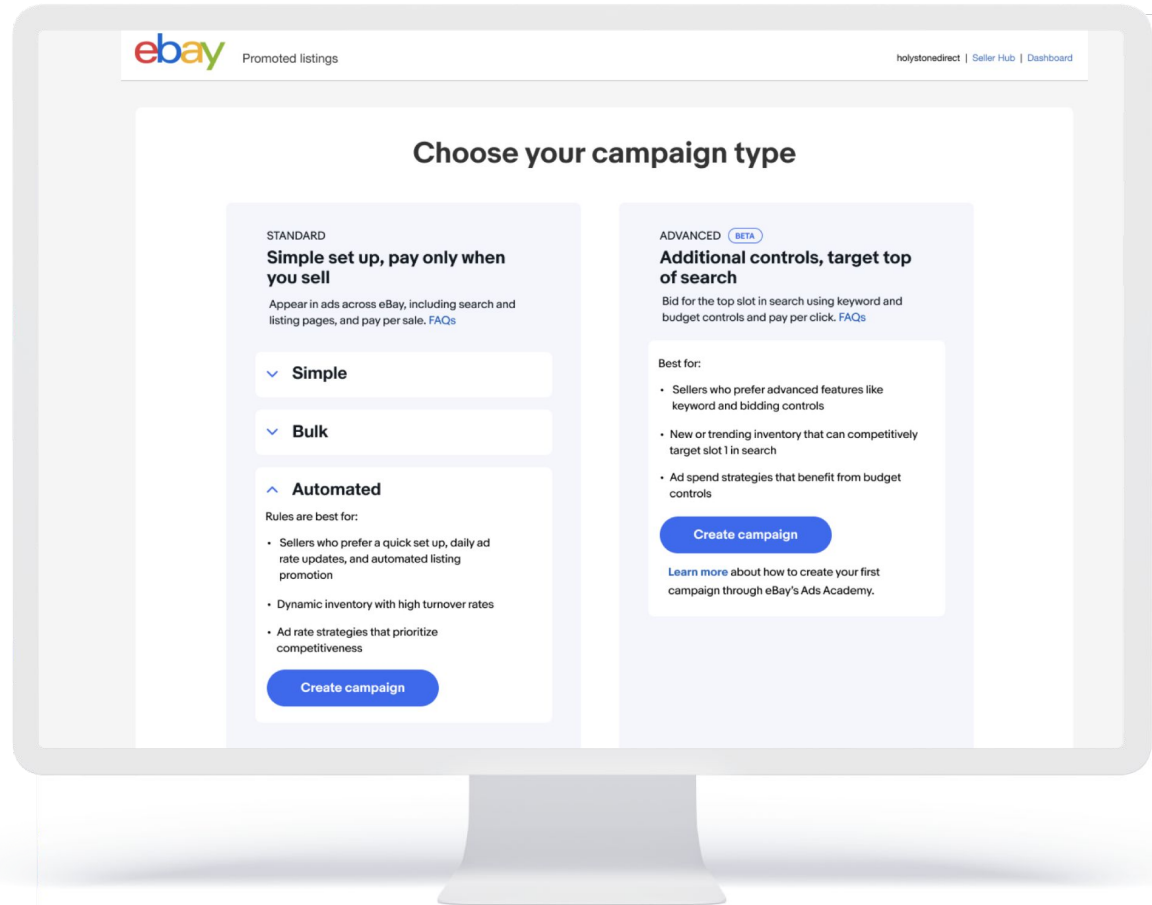
ALIGNS WITH:

CPS: 9.1.7 Next Gen UI

*CPS 9.2: Launch portfolio of CPC-based Ad products.

TEAM:

Design – Amol Sane
Research - Nate Mahoney
PM – Courtney Mayeda
Dev – Gokul Palanivel



Goal Based Ad Campaigns

WHAT IT DOES:

Providing enough information to help sellers choose the right campaign type that meets their advertising goals/objectives. Also, an introduction to new Ads Models.

WHERE IT'S AT:

V1 In development: H2/21 Release.

WHAT'S NEXT:

V2: Simplification based on feedback and Seller Hub Shell work.

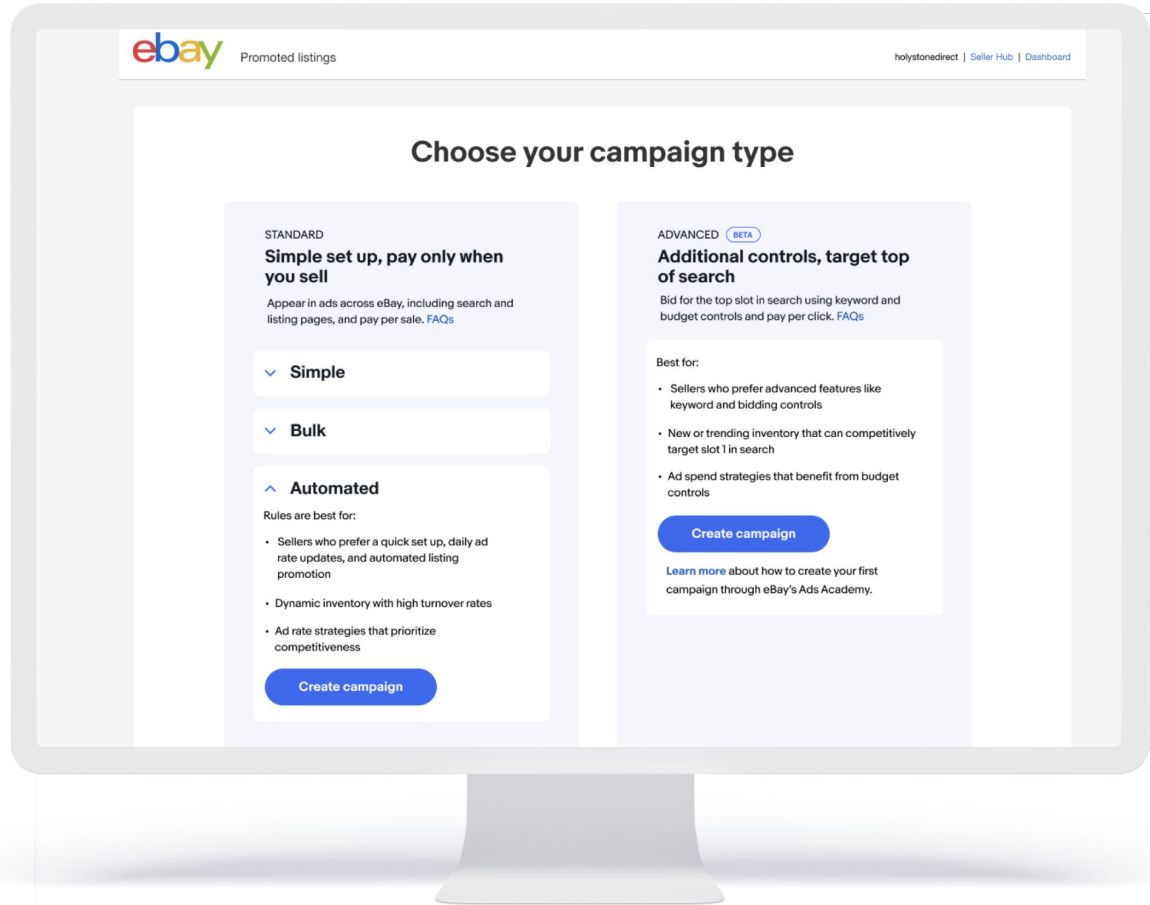
ALIGNS WITH:

CPS: 9.1.7 Next Gen UI

*CPS 9.2: Launch portfolio of CPC-based Ad products.

TEAM:

Design – Amol Sane
Research - Nate Mahoney
PM – Courtney Mayeda
Dev – Gokul Palanivel



Ad Rate Guidance V2

WHAT IT DOES:

Providing guidance to sellers on optimized Ad Rates and Settings for single item and bulk campaign operation.

WHERE IT'S AT:

V2: Design Explorations Complete

WHAT'S NEXT:

V2: Release on hold

ALIGNS WITH:

CPS: 9.1.8 Ad Rate Guidance
CPS: 9.1.7 Next Gen UI

TEAM:

Design – Amol Sane
Research - Nate Mahoney
PM – Courtney Mayeda
Dev – Gokul Palanivel

The screenshot shows the eBay Seller Experience interface for setting ad rates. The top navigation bar includes the eBay logo, 'Promoted listings', and links for 'shoptempera', 'Seller Hub', 'Dashboard', and 'FAQ'. A progress indicator shows three steps: '1 Select listings', '2 Set ad rates' (current step), and '3 Review & launch'.

Choose an ad rate strategy:
You can apply trending rates, apply top of search rate, set the same rate for all listings, or set custom rates for each listing. [Read more](#)

Three strategy options are available:

- Trending rates** (selected): Trending rate is based on similar items sold using promoted listings data. [Learn More](#)
- Dynamic trending rates**: Keep your listings at trending rate. Includes a slider set to 4.9% and an 'Apply' button. Option: Set a cap. [More details](#)
- Single ad rate**: Set the same rate for all of your listings. Includes a slider set to 4.9% and an 'Apply' button.

52 listings selected

Two listings are shown as examples:

Listing	Days Left	Qty	Ad Rate	Trending Rate
Fender Player Series Stratocaster - Black with Maple Fingerboard 253332941667 \$999.99 Free shipping Impressions 0 Clicks 0 Sold 0	28 days left	3 qty	5.8%	5.2%
Martin D Jr. Sunburst Acoustic Guitar Natural 729789568890 \$599.99 Free shipping Impressions 0 Clicks 0 Sold 0	28 days left	28 qty	9.4%	9.4%

Promoted Listings Express (PLX)

WHAT IT DOES:

Ads format that's mobile first, for C2C Auction Sellers, allowing them a Merch and Search boost with a single upfront cost.

WHERE IT'S AT:

V1: Release 06/21

WHAT'S NEXT:

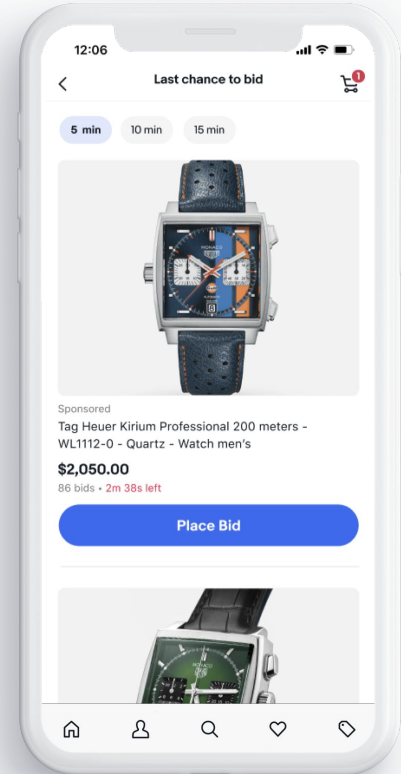
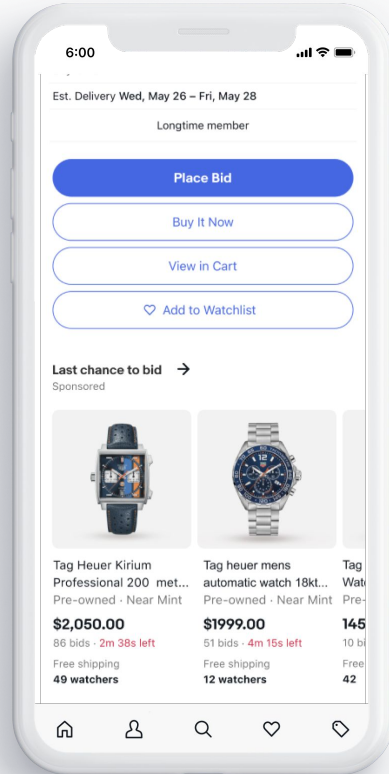
V2: In H2 planning now for eBay Motors

ALIGNS WITH:

CPS 9.1.14: PL Express
CPS 9.1.9 Next Gen UI

TEAM:

Design: Mary Torrado
Research: Nate Mahoney
PM: Faustina Fan
Content: Mary Zakheim & Brendan Cleary
Dev: MADE Team: Angela Friday



Promoted Listings Express (PLX)

WHAT IT DOES:

Ads format for C2C Auction Sellers, giving a Merch and Search boost for their listing, with a single upfront cost.

WHERE IT'S AT:

V1: Release 06/21

WHAT'S NEXT:

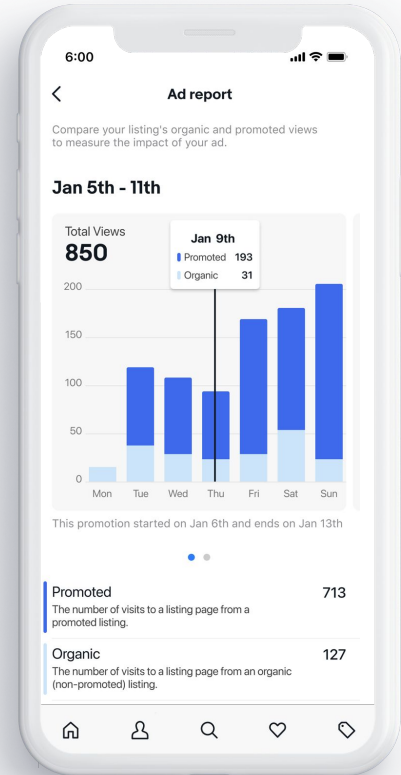
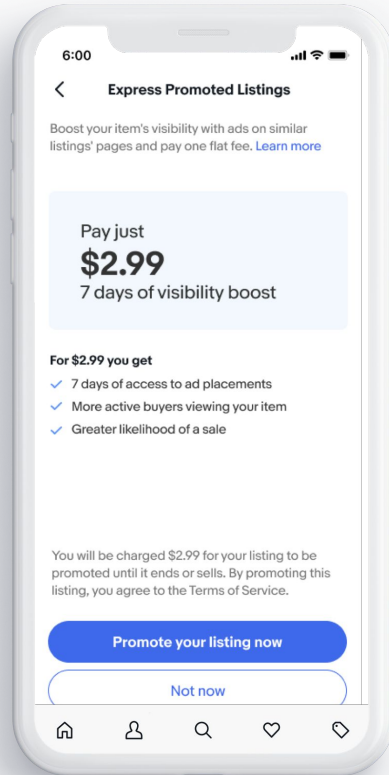
V2: In H2 planning now for eBay Motors

ALIGNS WITH:

CPS 9.1.14: PL Express
CPS 9.1.9 Next Gen UI

TEAM:

Design: Mary Torrado
Research: Nate Mahoney
PM: Faustina Fan
Content: Mary Zakheim a& Brendan Clearly
Dev: MADE Team: Angela Friday



PLS: Create & Edit Improvements

WHAT IT DOES:

Streamlined campaign creation & edit flow, plus ad rate automation, fixed ad rate & upload inventory through filters or Item ID's.

WHERE IT'S AT:

V1: Development start in Q3/Q4

WHAT'S NEXT:

V2 : Ad groups

ALIGNS WITH:

CPS: 9.1.15 Insights & Tracking

CPS 9.1.9 Next Gen UI

*CPS 9.2: Launch portfolio of CPC-based Ad products.

TEAM:

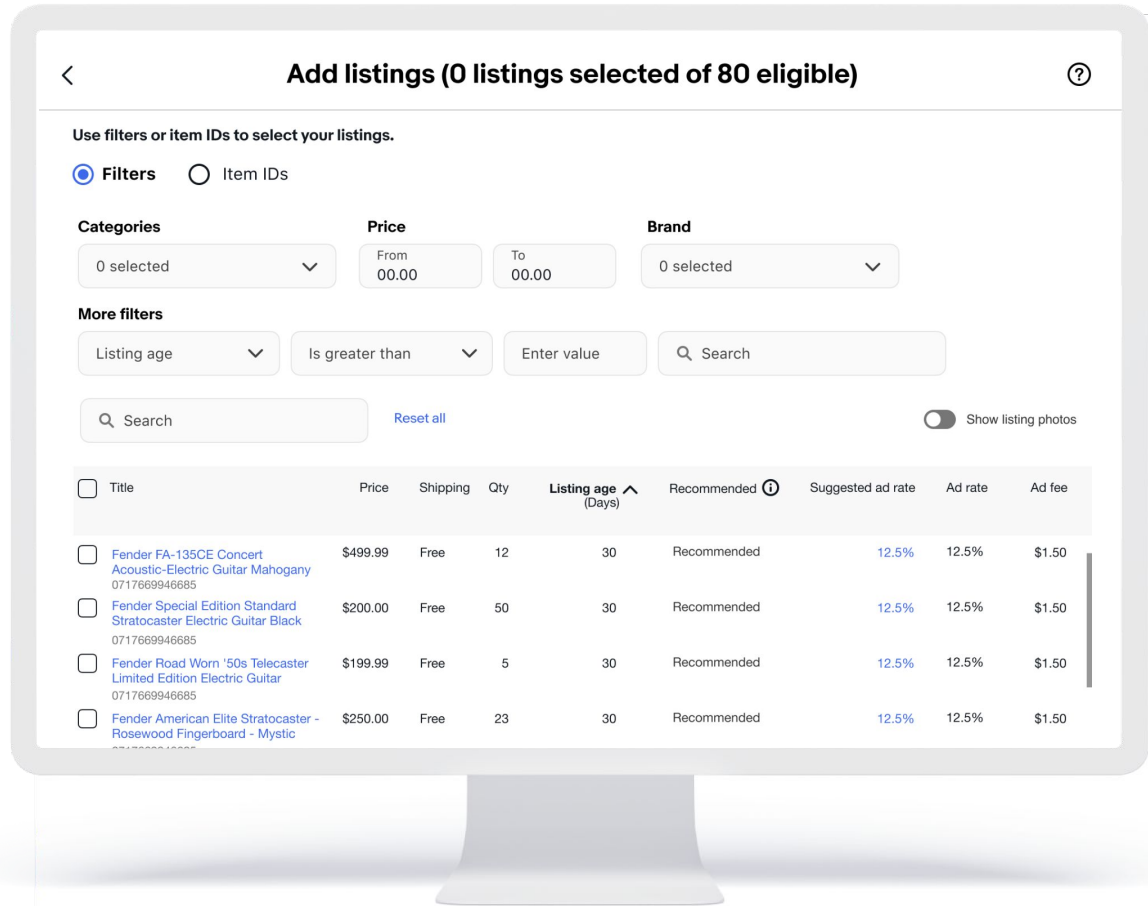
Design – Amol Sane

Content: Mary Zakheim

Research - Nate Mahoney

PM – Courtney Mayeda

Dev – Gokul Palanivel



CPS 9.2 Launch CPC Ad Formats

Launch portfolio of CPC-based Ad products including Promoted Listings Advanced, Promoted Stores and Promoted Display.

CPS 9.2 Launch CPC Ad Formats - PL Advanced (PLS)

CPS	DESIGN PROJECTS	STATUS
9.2.1 Promoted Listings Advanced (PLA) Campaign manager for keyword based CPC.	<ul style="list-style-type: none">• PLA: Create & Edit Campaigns• PLA: Create & Edit Campaigns V2• Campaigns Details Page V2 - PLA• Goals Based Campaigns V2 - PLA	<p>H2/21 Release H2/21-H1/22 Release H2/21-H1/22 Release H2/21 Release H2/21-H1/22 Release</p>
9.2.3 PLA: Tracking & Insights Provide performance data, keyword and budget guidance	<ul style="list-style-type: none">• PLA: Insights, Guidance & Recommendation• PLA: Unified Dashboard V1• PLA: Unified Dashboard V2	<p>H2/21 Release H2/21Release H2/21-H1/22 Release</p>
*9.2.6 PLA: Promoted Brands Product Listing Ads. Top of Search	<ul style="list-style-type: none">• Branded inventory in the top of search placement <p>Discussion: PVP or HSA slot</p>	<p>H2/21-H1/22 Release *see Search Monetization</p>
*9.2.9 Promoted Brands: Buyers insights Deliver buyer reporting to Brands	<ul style="list-style-type: none">• Brand specific buyer performance reporting	<p>H2/21-H1/22 Release *see Search Monetization</p>

PLA: Create & Edit Campaigns

WHAT IT DOES:

Allows sellers access to #1 slot in Search by bidding on a cost-per-click basis.

WHERE IT'S AT:

Q2-Q3 UK, USA Functional Research on Beta Sellers with 1+ PLA Campaign.

WHAT'S NEXT:

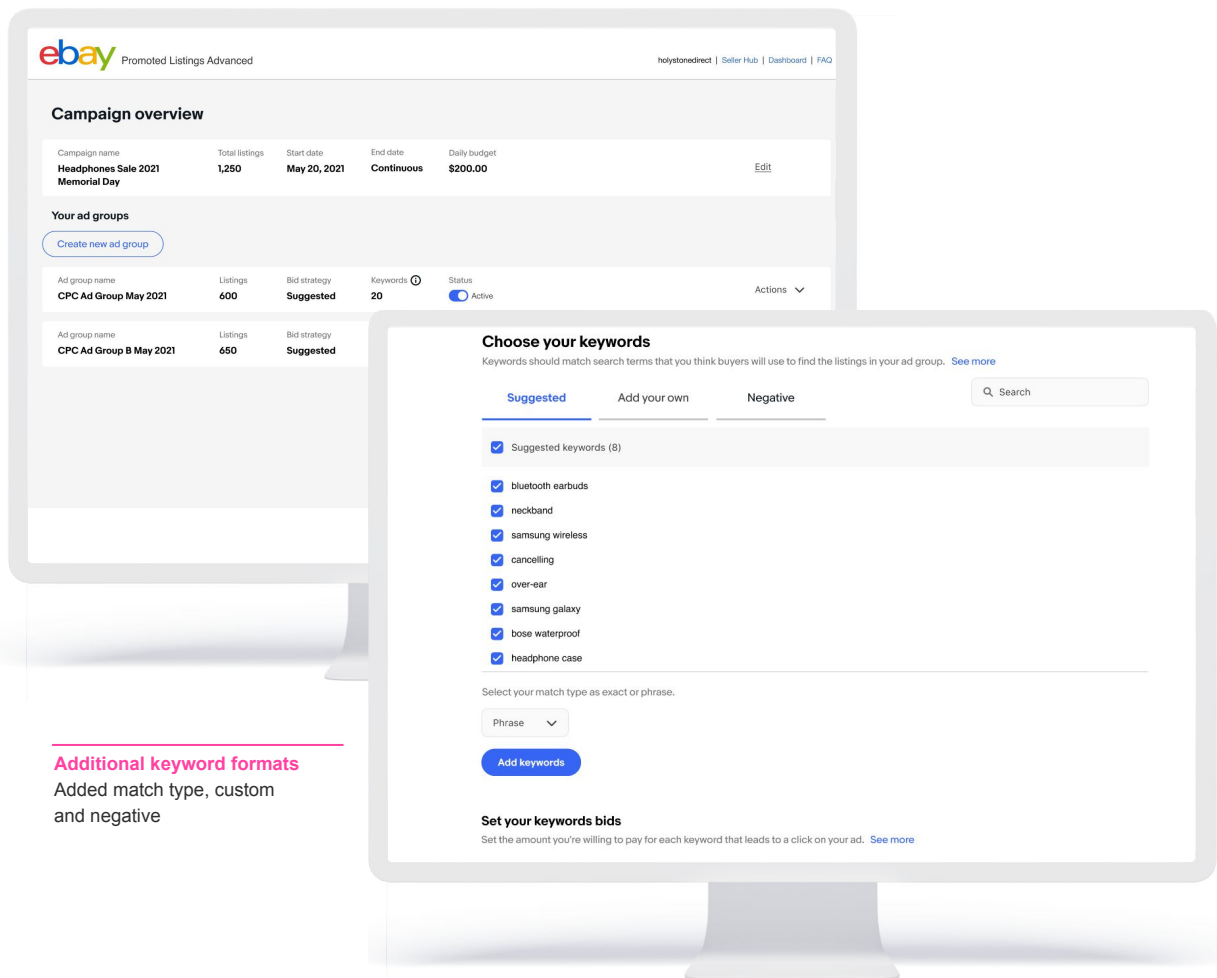
GA Launch - Sept 20
PLA Campaign Dashboard with insights.
"Campaign overview" page to be updated/replaced with Dashboard

ALIGNS WITH:

CPS 9.2.1 Promoted Listings Advanced.CPS
9.1.9 Next Gen UI

TEAM:

Design: Lauren Cincinnato, Konstantin Orlov
Content: Dallas Morgan
Research: Nate Mahoney
PM: Sarvesh Saran
Dev: Vidya Rao, Ghanshyam Malu



Additional keyword formats

Added match type, custom and negative

PLA: Video on Forking Page

WHAT IT DOES:

Educate users on Promoted Listings.

WHERE IT'S AT:

In development

WHAT'S NEXT:

GA Launch - Sept 20

ALIGNS WITH:

CPS 9.2.1 Promoted Listings Advanced.

CPS 9.1.9 Next Gen UI

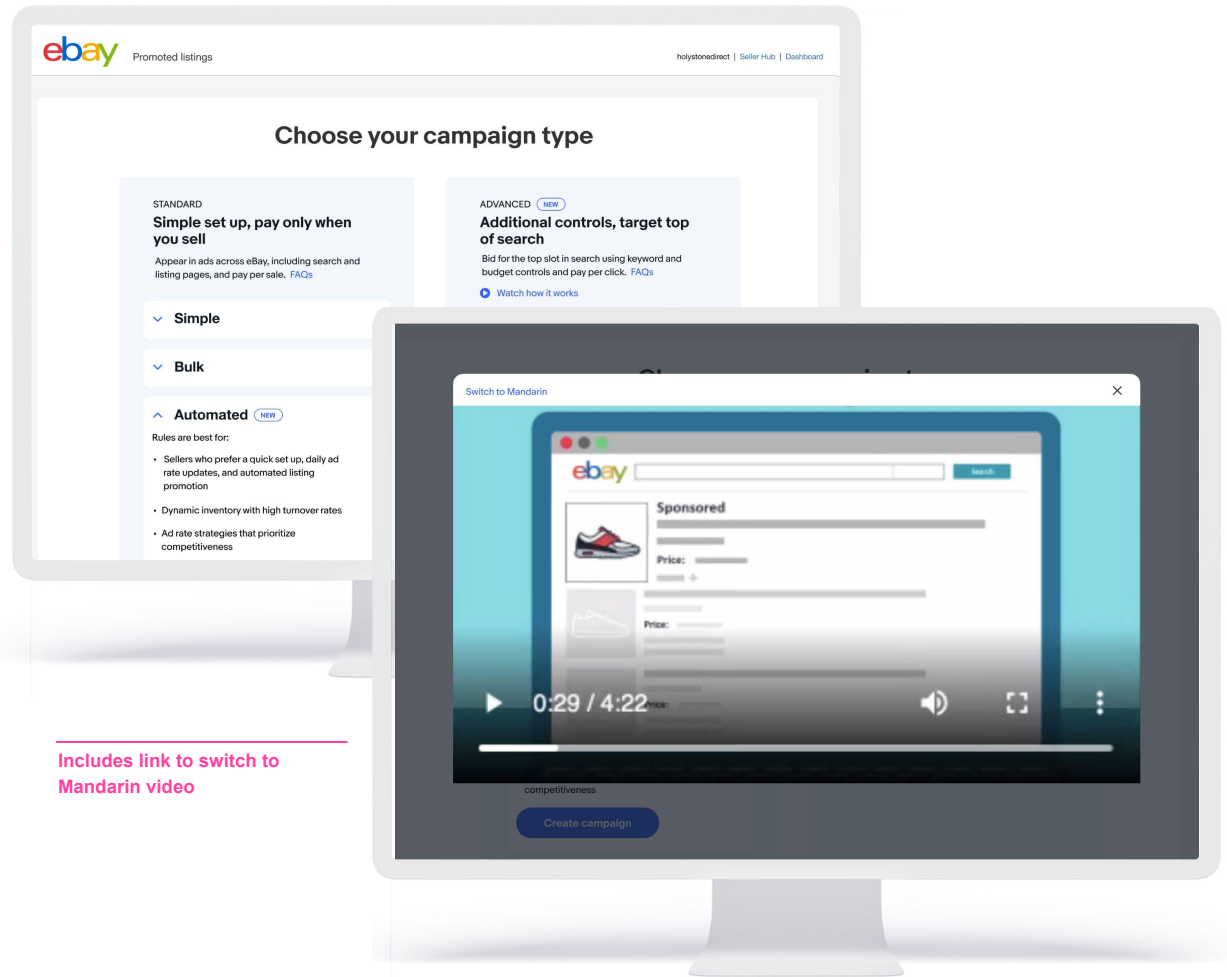
TEAM:

Design: Lauren Cincinnato

Content: Dallas Morgan

PM: Sarvesh Saran

Dev: Ghanshyam Malu



Includes link to switch to
Mandarin video

PLA: Create & Edit Campaigns

Contextual help

WHAT IT DOES:

Provides additional information to users.
Aligns with the strategy of the global team.

WHERE IT'S AT:

Q2-Q3 UK, USA Functional Research on Beta Sellers with 1+ PLA Campaign.

WHAT'S NEXT:

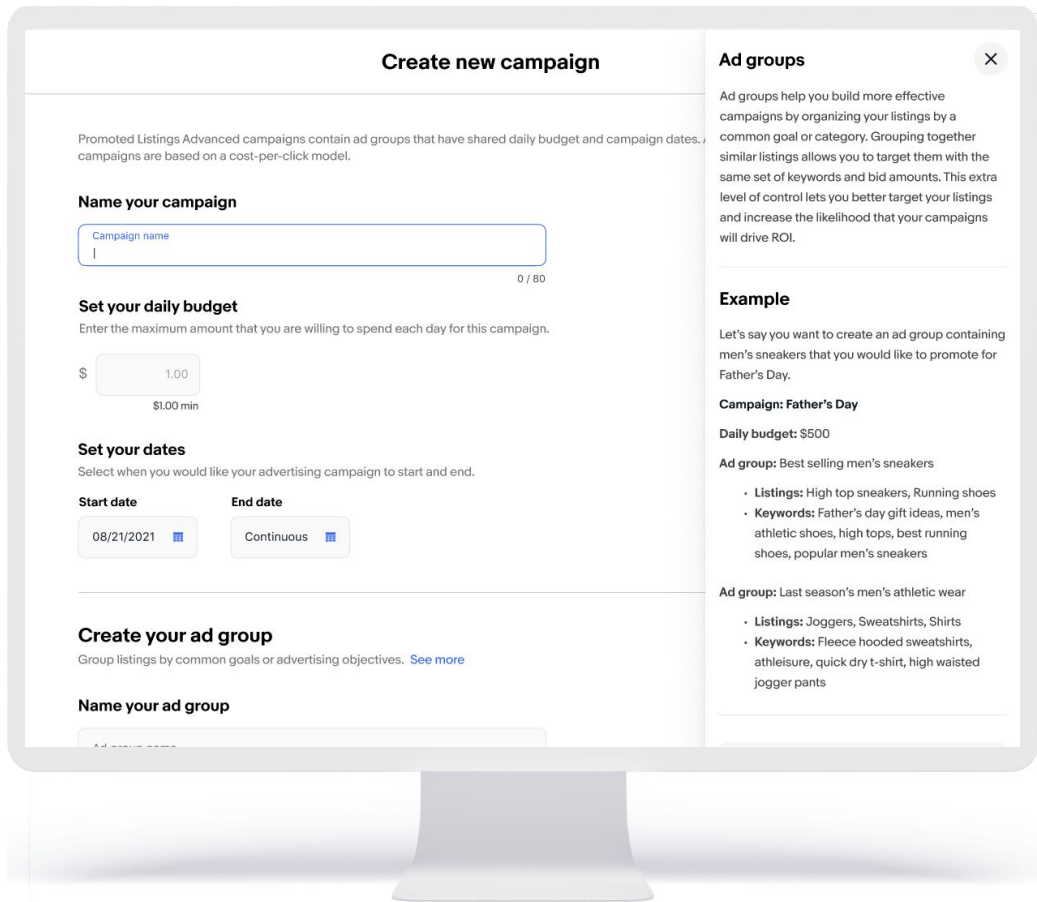
Addition of market insights and competitor analysis to right rail.

ALIGNS WITH:

Strategy of the global team, CDP design

TEAM:

Design: Lauren Cincinnato, Konstantin Orlov
Content: Dallas Morgan
Research: Nate Mahoney
PM: Sarvesh Saran
Dev: Vidya Rao, Ghanshyam Malu



PLA Campaign Details Page

WHAT IT DOES:

Allow sellers having PLA campaigns to view listing level performance.

WHERE IT'S AT:

High level architecture design and scoping conversations.

WHAT'S NEXT:

Development will begin on 10/8/21.

ALIGNS WITH:

Promoted Listings Advanced Campaigns
PLS Campaign Details Page.

TEAM:

Design: Lauren Cincinnato, Konstantin Orlov
Content: Mary Zakheim
PM: Parth Vatsal, Sarvesh Saran
Dev: Ghanshyam Malu



Coming soon...

CPS 9.3 Brand Engagement

Move from non-strategic 3P banner ads to enabling Brands to connect with our users in an Authentically eBay way.

CPS 9.2 Launch CPC Ad Formats - PL Advanced (PLS)

CPS	DESIGN PROJECTS	STATUS
9.3.1 Brand Registry Central registry for Branded sellers and authorized resellers	• Brand Registry (BR Tool)	H2/21 - H1/22
*9.2.9 Promoted Brands: Buyers insights Deliver buyer reporting to Brands	• Brand specific buyer performance reporting	H2/21 - H1/22
9.3.2 High Impact Placements Custom placements for key events (e.g. themed home page takeover)	• TBD Discussion: Drop-Down banner, HP take-over, sync'd iAB slows... etc.	H2/21-H1/22 Release
9.3.3 Product Launch Pages Product Launch events with key Brands	• TBD Discussion: Drop-Down banner, HP take-over, Brand/Store promotional pages.	H2/21-H1/22 Release
9.3.5 Add On/Bundles (Services) Enable brands to add services to transactions, e.g. Netflix sub on TV purchase... etc.	• TBD Discussion: Post-Sale, Post-Cart/Pre-Transaction, Saved, Watched lead generation Ads.	H2/21-H1/22 Release

Brand Manager (BM Tool)

WHAT IT DOES:

New self-service tool that unifies, automates, and streamlines today's multiple processes into single Brand partner service, along with buyer performance data.

WHERE IT'S AT:

- Usability studies / Requirement Discovery completed with: NA, EU, AU.
- Defining milestones & design tasks, deliverables

WHAT'S NEXT:

V1: Release H2/21 - H1/22

ALIGNS WITH:

- CPS 9.3.1 Brand Registry
- CPS 9.2.9 Promoted Brands: Buyers insights

TEAM:

- Design: Jay Diran
- Research: Nate Mahoney
- PM: Maggie Brown
- Dev: Ritesh Bartaula

APPLICATION PROCESS

Brand Name	Organization	Status
Brand Name	Organization	Status
Brand Name	Organization	Status
Brand Name	Organization	Status
Brand Name	Organization	Status

SEARCH AUTO-COMPLETE

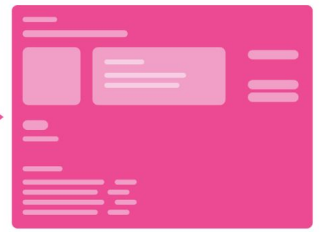
Name	Site	Keywords / Requests	Image URL	Target URL	Start Date	End Date
Brand Name	Site	Keywords / Requests	Image URL	Target URL	Start Date	End Date
Brand Name	Site	Keywords / Requests	Image URL	Target URL	Start Date	End Date

RE-SELLER DIRECTORIES

Brand Name	Status
Brand Name	Status
Brand Name	Status
Brand Name	Status
Brand Name	Status

SCORE CARD / REPORTING

Metric	Value
Metric	Value
Metric	Value
Metric	Value
Metric	Value



CPS 9.4 Off-eBay

Increase the value proposition of eBay Ads by syndicating ads off-eBay to drive Revenue, Traffic and NoRBs.

CPS 9.1: Grow CPA - Promoted Listing Standard (PLS)

CPS	DESIGN PROJECTS	STATUS
9.4.1 Easy Ad Tag - Phase 1 Deploy tests for JS and Native SDKs for publishers.	<ul style="list-style-type: none">• Easy Ad Tag POC• Easy Tag Beta• Easy Ad Tag Full	06/21 Release H2/21 Release H2/21-H1/22 Release
9.4.2 PL-Only Feeds Productionalize PL-only feeds in Product Listings Ads, ePN, Social including user-control, reporting	<ul style="list-style-type: none">• TBD Discussion: Drop-Down banner, HP take-over, sync'd iAB slows... etc.	H2/21-H1/22 Release
9.4.1 Easy Ad Tag- Phase 2 Productionalize Ad Tag and aggressive GTM	<ul style="list-style-type: none">• TBD Discussion: Ad Tag management, GTM Messaging, Performance Reporting (tools integration)	H2/21-H1/22 Release

Easy Ad Tag - Phase 1

WHAT IT DOES:

Syndication of PL allowing our sellers to promote their listings on external sites, initially thru iAB standard slots.

WHERE IT'S AT:

V1/POC: • Limited partner site experimentation • 300x600 & 300x250 iAB Ad Slots

WHAT'S NEXT:

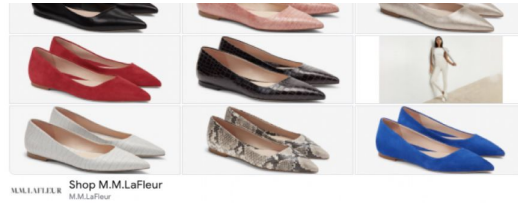
V2: Iterations on; iAB, Social and Product Listing Ad formats.

ALIGNS WITH:

CSP 9.4.1: Easy AdTag

TEAM:

PM: Amit Joshi
Designers: Anusha Shearin
Dev: Paul Wang

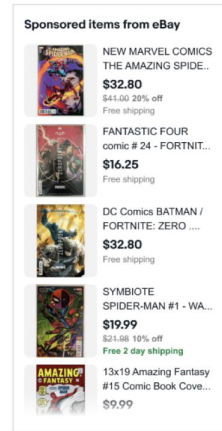
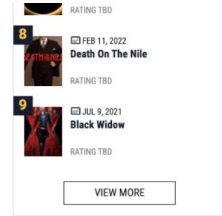


Shop M.M.LaFleur
M.M.LaFleur

Variety spoke the man himself, and Elba had a promising update to give on the anticipated feature film continuing **creator Neil Cross' hit BBC drama**. With *Luther's* star still amped up to get back into one of his most iconic roles, Idris Elba is very optimistic about 2021 being the year that sees him return. And according to his statement below, here's when we can expect production to start:

“ We go into production, fingers crossed, in September. I'm so excited about it, it's been a long time coming. We're very, very close to pulling the green light on production. ”

So what does the resurrection of *Luther* have to do with Idris Elba's chances of being James Bond? Well, back when he last spoke about how his dear mother was still stoking the fires of his chances, he used his part in the franchise as his ultimate consolation to dismiss the conversation. It's a small stretch, but with *Luther* getting ready to go in front of cameras this fall, it sounds like this is the final sign that Elba has moved on.



Easy AdTag - Phase 1 (Part 2)

WHAT IT DOES:

Syndication of PL allowing our sellers to promote their listings on external sites, initially thru iAB standard slots.

WHERE IT'S AT:

V1/POC: • Limited partner site experimentation• 160x600 & 300x250 iAB Ad Slots

WHAT'S NEXT:

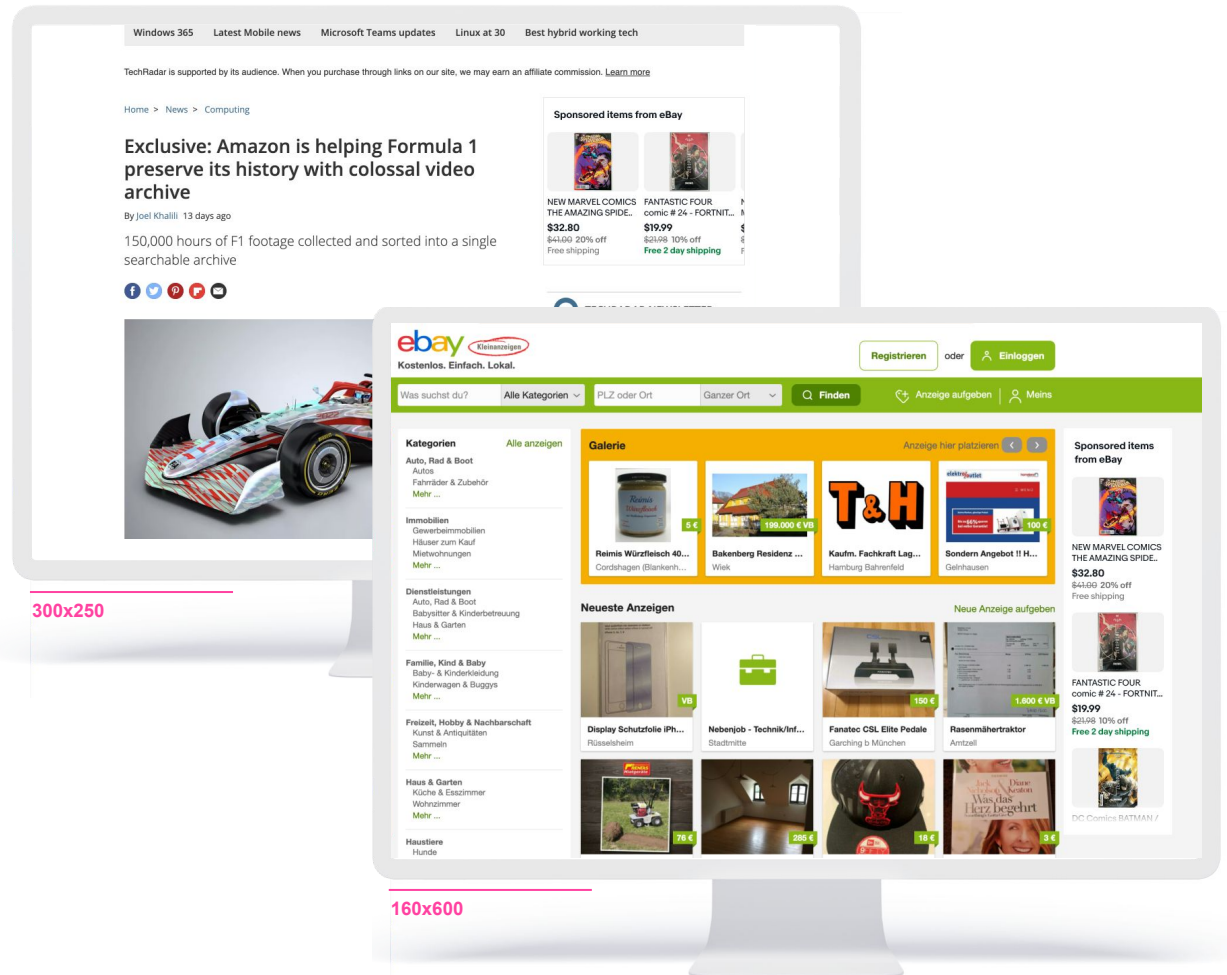
V2: eBay branded AdTag

ALIGNS WITH:

CSP 9.4.1: Easy AdTag

TEAM:

PM: Amit Joshi
Designers: Chris Cheng
Dev: Kareem Kamal



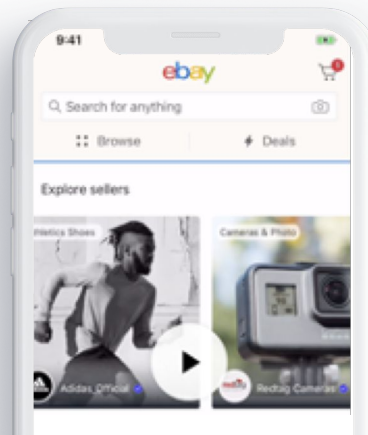
CPS 9.5 Search Monetization

Increase the number of ad impressions by adding new placements, improving the buyer experience and allowing sellers to improve their visibility in a cost-efficient manner.

CPS 9.1: Grow CPA - Promoted Listing Standard (PLS)

PROJECT	DESIGN FEATURES	STATUS
<p>*9.5.4 Page Optimization Reduce Sponsored Badge impact</p> <p>*BX Team</p>	<ul style="list-style-type: none">• Continuous iteration on visual treatment	<p>06/21 Release H2/21 Release H2/21-H1/22 Release</p>
<p>9.5.5 Additional Search Projects</p>	<ul style="list-style-type: none">• Placement Decisions Discussion: Shared Placements, VIP 1PD, Targeted Promoted Display, Video.• Increased Surface Rate• Long-term Bid Rate	<p>H2/21 Release H2/21-H1/22 Release H2/21-H1/22 Release</p>

PM ART: TARGETED PROMOTION



PM ART: BRANDED TOS

